

MINUTES

PLANNING COMMITTEE

6 DECEMBER 2016

APPROVED FOR RELEASE

A handwritten signature in dark ink, appearing to read 'Martin Mileham', is written over a horizontal dashed line.

**MARTIN MILEHAM
CHIEF EXECUTIVE OFFICER**



CITY of PERTH

MINUTES

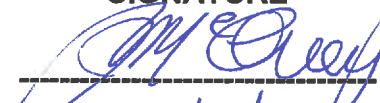
PLANNING COMMITTEE

6 DECEMBER 2016

THESE MINUTES ARE HEREBY CERTIFIED AS
CONFIRMED

PRESIDING MEMBER'S

SIGNATURE


DATE: 7/2/16

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, 6 December 2016**.

MEMBERS IN ATTENDANCE

Cr McEvoy - Presiding Member
Cr Adamos
Cr Yong

OFFICERS

Mr Mianich - Acting Chief Executive Officer
Ms Barrenger - Acting Director Planning and Development
Ms Battista - Acting Director Economic Development and Activation
Ms Smith - Manager Development Approvals
Mr Farley - Manager Strategic Planning
Ms Denton - Acting Manager Governance
Mr Smith - City Architect
Ms Gallin - Principal Transport Planner (departed the meeting at 6.58pm)

Mr McDougall - Principal Economic Development Officer (departed the meeting at 6.35pm)

Ms Lees - Senior Planning Officer
Ms Carlucci - Research and Project Officer (departed the meeting at 6.35pm)

Mr Close - Place Development Officer (departed the meeting at 6.35pm)

Ms Best - Governance and Risk Officer

GUESTS AND DEPUTATIONS

Mr Caddy
Mr Sheridan
Ms McKay
Mr Di Florio
Mr Hood

Nine members of the public.

PL201/16 DECLARATION OF OPENING

5.30pm The Presiding Member declared the meeting open.

PL202/16 APOLOGIES AND MEMBERS ON LEAVE OF ABSENCE

Nil

PL203/16 QUESTION TIME FOR THE PUBLIC

Nil

PL204/16 CONFIRMATION OF MINUTES

Moved by Cr Adamos, seconded by Cr Yong

That the minutes of the meeting of the Planning Committee held on 15 November 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

PL205/16 CORRESPONDENCE

The Acting Chief Executive Officer advised that correspondence had been received from the following:

Mr Lou and Mr Broun in relation to Agenda Item 1 PL208/16 – 43 (Lot 41) Arden Street, East Perth – Proposed additions to the second floor and new third floor to the existing dwelling; and

Mr Caddy in relation to Agenda Item 1 PL208/16 – 43 (Lot 41) Arden Street, East Perth – Proposed additions to the second floor and new third floor to the existing dwelling

Copies of the correspondence had been distributed to all Elected Members for consideration.

PL206/16 DISCLOSURE OF MEMBERS' INTERESTS

Nil

PL207/16 MATTERS FOR WHICH THE MEETING MAY BE CLOSED

Nil

DEPUTATION: **Agenda Item 1, PL208/16 – 43 (Lot 41) Arden Street, East Perth**
– Proposed additions to the second floor and new third floor to the existing dwelling

The Presiding Member approved a deputation from David Caddy of TPG Town Planning.

5.33pm Mr Caddy commenced the deputation to support the Officer recommendation for refusal. Mr Caddy also distributed additional diagrams to the Planning Committee at the meeting.

5.38pm The deputation concluded.

**PL208/16 43 (LOT 41) ARDEN STREET, EAST PERTH –
PROPOSED ADDITIONS TO THE SECOND FLOOR AND
NEW THIRD FLOOR TO THE EXISTING DWELLING**

BACKGROUND:

SUBURB/LOCATION:	43 Arden Street, East Perth
FILE REFERENCE:	2016/5308
REPORTING UNIT:	Development Approvals
RESPONSIBLE DIRECTORATE:	Planning and Development
DATE:	28 October 2016
MAP / SCHEDULE:	Schedule 1 – Locality map, elevations and 3D drawings for proposed additions to 43 Arden Street and existing Arden Street and laneway street view depictions
LANDOWNER:	Silvertop Nominees Pty Ltd
APPLICANT:	Ionic Property Group Pty Ltd
ZONING:	(MRS Zone) Urban Zone (Local Planning Scheme No. 26 Precinct) EP2 – Constitution Street
APPROXIMATE COST:	\$75 428

SITE HISTORY:

The 204m² subject lot is located in the 'Constitution Street' Precinct of East Perth and is currently occupied by a three storey residence (ground plus two floor levels) which fronts onto Arden Street and backs onto a rear laneway, used for vehicle access and servicing and is overlooked by north facing habitable rooms and upper level balconies. The site is bound by residential development to the south, east and west and the foreshore and Victoria Gardens to the north-west.

BACKGROUND:

The proposal was considered by the Planning Committee at its meeting held on 15 November 2016 where the City Officer's recommendation to refuse the subject

application was supported and the recommendation for refusal was carried through to Council.

Council, at its meeting held on **22 November 2016** resolved to refer the application back to the Planning Committee for further discussion and consideration on the basis of a submission made by the applicant on advice from the Rowe Group to the Elected Members that was received prior to the Council meeting.

The applicant's email submission to the Elected Members responded to the reasons for refusal raised by the City. The following are extracts from the submission and the City Officer's response to the matters raised.

"As is acknowledged, there are no specific design standards applicable to your property other than plot ratio and land use. The issues raised by the City staff essentially relate to building height, scale and streetscape. Your proposal seeks approval to build to four levels (ground plus three) which is not uncommon for single dwellings in the locality. Indeed there are existing houses behind you on Macey Street that have been built to four levels. It is noted also that you only propose one room and an open alfresco area on the fourth level so that level cannot be said to be bulky. Again it is reiterated that there is no height limit applicable to the Arden Street properties, however in any event the height that you are proposing is not unreasonable when compared to other existing housing in the locality."

In the absence of any prescriptive guidelines for the development of the subject site it is appropriate to refer to the provisions of City Planning Scheme No. 2 and Planning Policies 3.1 Design of Residential Development and 4.1 City Development Guidelines. As there are no height or setback controls applicable to the site, in order to make a comparison between the scale of the proposed additions to the scale and grain of surrounding dwellings it is considered relevant to refer to the controls that apply to adjacent lots. It is acknowledged that there are some four level dwellings in the surrounding area however these are on lots where the building envelopes specifically provide for that. As discussed in the comments section of this report, Design Guidelines Section 2.21 under Local Planning Scheme No. 26 imposes a height restriction of 12 metres, which is equivalent to four storeys on the lots directly south of the subject site with frontages to Macey Street. However, it also specifies that this maximum height is to be projected at 45 degrees for a point 6 metres (two storeys) above the finished ground level at the street and mews lot boundary frontages.

"With respect to streetscape, there is a question as to the weighting that is placed on the service laneway elevation. The primary and therefore most important streetscape is Arden Street. The positioning of the extension towards the rear of the existing structure is such that a person standing on Arden Street and looking up at the house will not see the extension. The extension will become visible further away from the house however the visual impact would be marginal. As such it cannot be said that there is any significant impact on building bulk and/or streetscape when viewed from Arden Street being the most important elevation. Indeed all of the matters raised by the City staff are easily accommodated with respect to the Arden Street elevation."

It is acknowledged that Arden Street is of more relative importance however the service laneway is to the north of the properties on Macey Street and therefore is their main point of access to winter sunlight and these dwellings have been designed with open terraces and active habitable spaces facing the laneway. This has increased the importance of the lane elevations to those residents. The overshadowing and additional height created on the narrow laneway as a result of the additions will reduce access to sunlight penetration and natural light for the southern lots in winter. This could set a precedent for the development of the other five lots along this section of Arden Street, which could have a cumulative adverse impact on the properties facing onto the laneway.

"It should be acknowledged that there will be an increase in the building bulk when viewed from the service laneway however the importance of the laneway must be taken into account particularly when considered against the relative importance of the Arden Street streetscape. The general City policies refer to articulation of building frontages and as such the application of these general policies to a rear laneway may be questioned. The laneway elevation (being the rear elevation) does include windows and an outdoor/alfresco area which provide some relief and articulation to the rear of the building in addition to providing passive surveillance. In this respect the proposed extension can be seen as an improvement upon the current scenario given the increased opportunity for interaction with the laneway."

The comments are noted however the proposed additions are not considered to be sufficiently articulated and are considered to be overbearing on the narrow laneway as the boundary wall height will be increased from 6.3 metres to 9.5 metres for the full width of the Lot frontage with only minor window openings. The existing dwellings are partially setback on the upper levels with articulated facades and including balconies and courtyards facing the laneway.

DETAILS:

The proposal seeks approval for additions to the second floor and construction of a third floor to the existing three-storey residence.

Details of the proposed development are as follows:

Ground Floor Level	This level comprises a garage, store room, lobby, activity room, two bedrooms and a bathroom, laundry, sauna room and shower. (Existing)
First Floor Level	This level comprises a living, dining, kitchen, two bedrooms, walk-in-robe, two ensuites, a powder room and a terrace. (Existing)
Second Floor Level	This floor comprises a bedroom, an ensuite, a walk-in-robe and terrace. A living room, study and bathroom are proposed to be added as a part of the application.
Third floor level (New)	Games room, plant room, alfresco and stair case addition.

LEGISLATION / POLICY:

Legislation

Planning and Development Act 2005

City Planning Scheme No. 2 (CPS2)

Local Planning Scheme No. 26 Clauses 1.1, 1.10 and 4.3

Policy

Design of Residential Development (3.1)
City Development Design Guidelines (4.1)
Residential Design Policy (4.9)

Consultation:

Neighbour Consultation:

The application was advertised to the adjoining landowners in the direct vicinity of the subject development due to the scale of the proposed development compared to the existing surrounding development. The plans were originally advertised to the owners of the neighbouring properties for 17 days however the deadline was extended to 21 October 2016 following a collective request from neighbours for more time to submit comments. The consulted neighbours included 41, 42 and 45-47 Arden Street and 8,10 and 12-14 Macey Street.

A formal submission in the form of a report was jointly submitted by 10 neighbours including six of the consulted neighbours (2, 4, 6, 8, 10, 12 and 14 Macey Street, 14 Vanguard Terrace and 41 and 42 Arden Street). Another individual submission was submitted by the owners of 6 Macey Street.

The following summary of objections and comments, classified under the appropriate headings, covers the issues that were raised.

Absence of Specific Design Guidelines for the subject and neighbouring sites

Concerns were raised over the anomaly presented by a lack of development standards for the subject site under the Scheme and Design Guidelines compared to the surrounding area with a request that this be addressed. It is noted that current residences had been built in line with the required building envelopes and that failure to amend the anomaly of these particular properties, currently not subject to building envelope constraints, would result in a precedent for similar developments occurring in the area.

Neighbourhood Character

Strong concern was raised for the proposal's potential to threaten the harmony of the Claisebrook Village area. The respondents believe that the scale of the proposed development does not respect the scale of current development along Arden Street as it projects 1-2 floors above the other houses on Arden Street and in the area in general.

The respondents further suggest the proposed plans misrepresent the true scale of the development. It is noted that the overall height will be 13.24m while the plans only show the height to the internal ceiling, noting that an entire fourth storey (third level) is being proposed as a part of the development.

Neighbouring Amenity

A number of concerns were raised by the neighbours in relation to overshadowing and access to natural light. It was identified that the proposed additional floors will increase the existing height at the rear (facing onto the laneway between Macey Street and Arden Street) from 6.257m to over 13m. This would reduce the amount of sunlight entering neighbouring residences on the southern side of the site and cast shadows into active habitable rooms including living, kitchen and meals rooms.

Building Bulk

The respondents have raised concerns that the proposed additions significantly add to the bulk of the existing residence which is visually detrimental to the access laneway and Arden Street streetscapes. They describe the addition as representing a 'square concrete box with a flat roof some 13m high' and conclude that the additions will exclude 'blue sky vistas' and create a claustrophobic, dark feeling in the laneway area due to the scale of the additions.

COMPLIANCE WITH PLANNING SCHEME:

Development Requirements

The subject site is located within the East Perth Precinct (P15) under City Planning Scheme No. 2 and is subject to Local Planning Scheme No. 26 (LPS26) being the East Perth Normalised Area. The subject property falls within the Constitution (EP2) Precinct under LPS26. The Precinct is predominantly residential development, encouraging 'housing diversity that varies in type and form'.

The proposal's compliance with the LPS26 development requirements are summarised below:

There are no specific design guidelines for only six Arden Street Lots (being 33 to 47 – Lots 40 to 45 - Arden Street) and therefore no development standards are applicable to residential development on this site, apart from plot ratio and land use permissibility. These six properties in Arden Street are however developed to a similar bulk and scale to the adjoining areas which are typically ground plus a first and second level. The proposed second floor additions and new third floor level results in an overall maximum height of 13.25m and overall boundary height of 10.6m to the rear laneway. The proposal's compliance with the following development standards is summarised below:

Heights and Setbacks

The lots directly to the south of the subject site and south of the laneway (Lot 16-30) are bound by the requirements of Design Guidelines Section 2.21 East Perth Area 21 Constitution Hill North. These impose a height restriction on the subject lots of 12 metres (4 storeys) projected at 45° for a point 6 metres (two storeys) above the finished ground level at the lot street and mews boundary frontages. This limits the height of development for those lots, at the front and rear boundary lines, to 6 metres or two stories.

The proposed second floor addition differs from this requirement by proposing a boundary height of 9.514 metres with a 1.2 metres glass parapet on top at the southern boundary line, adjoining the laneway. The overall height of the residence also varies-the maximum overall height requirement (12 metres) by 01.25 metres.

Overshadowing and Privacy

The overshadowing diagrams that have been provided by the applicant demonstrate that for the majority of the year, the bulk of overshadowing falls directly onto the rear laneway between the hours of 10.00am and 2.00pm. However, the additional height will cast additional shadows which will impact on north facing windows to habitable rooms, balconies and private open space abutting the laneway between March and September and more specifically the dwellings located at 6 to 14 Macey Street.

Legislation/Policy

Local Planning Scheme No. 26 (Normalised Redevelopment Areas)

Local Planning Scheme No. 26 (LPS26) sets out the following objectives and principles as they are considered applicable to the subject development:

- “(a) deliver sustainable urban development within the Scheme Area, with outcomes such as compact growth, mixed land use, good design; and*
- (a) deliver vibrant and attractive urban environments which infuse the city with vitality, life and character.”*

The proposed development is not considered to be a good design solution impacting negatively on the aesthetic of the streetscape and the laneway. It does not contribute to improving the immediate environment impacting negatively on the laneway which is the northern aspect of the dwellings located on Macey Street with habitable spaces looking onto the laneway and providing some greenery to the laneway softening its service and access function.

3.1 Design of Residential Development

The following general design criteria apply to residential development within the City:

- *“the design of the buildings should be sympathetic to existing building or buildings on site and those nearby;”*

The proposed additions do not complement the existing pattern of development in the area which consists of articulated frontages facing the rear laneway. Furthermore, the development will be at least one level higher than any adjoining development in Arden Street and will also exceed the maximum height limit of 12m, (generally applicable to pitched roofs) as applies to the majority of dwellings in the area.

4.1 City Development Design Guidelines

The following aspects of Policy 4.1 (City Development Design Guidelines) apply to the proposed development in the absence of site specific design guidelines:

- *“Scale and Massing: New developments should take into account the scale, massing and grain (i.e.; the proportions) of surrounding buildings.”*

The proposed addition to the second floor does not match the existing scale of development along the rear laneway as it proposes a nil setback third storey wall on the boundary. The remaining streetscape features a maximum 2 storeys to the boundary wall, with the second storey generally being articulated.

- *“Articulation: Buildings should be articulated to break up their perceived bulk, particularly with buildings occupying a large frontage site, to match the prevailing rhythm of buildings and architectural structure along the street.”*

The proposed additions add to the building bulk of the existing residences by increasing the height of the rear boundary wall from 6.257m to 9.514m. This three storey solid wall with articulation limited to 10 small windows does not complement the existing streetscape along the rear laneway.

- *Private Amenity: Buildings should be setback from side and rear lot boundaries to maximise sunlight penetration, natural light access, natural ventilation and internal privacy within buildings and to maximise outlook from buildings.*

The proposed additions reduce sunlight penetration and access to natural light to the rear properties compared to the existing development in the street. The overshadowing diagrams indicate that for most of the autumn and spring the bulk of overshadowing caused by the additions fall on the rear laneway, however, in winter the overshadowing will extend to the windows of habitable rooms as well as balconies and courtyards of some of the dwellings located south of the laneway.

Considering the bulk, height and scale of the existing houses surrounding 33 to 47 Arden Street, the proposed development at 43 Arden Street, by being modified to include a nil setback on the existing second level for the full width of the lot and with an additional level being added to the building, the proposed development is not considered to be sympathetic to the existing streetscape and neighbouring buildings. The proposed development will not complement the existing scale of development and will be out of place and have an adverse impact on the surrounding properties and neighbourhood. In addition it is considered that the form of the proposed development will make the dwelling appear bulky in comparison to adjacent dwellings. The additional building height and width will be imposing on the existing laneway, reducing sunlight penetration to the laneway and also causing some overshadowing of windows and courtyards to the properties located directly south. Should this be approved and becoming a precedent for future development the cumulative shadow impact on the laneway will adversely impact on the laneway and the properties with a northern aspect looking down on the laneway. Currently these properties add some activity by using balconies and providing some greenery and providing informal surveillance and security. These positives will be impacted on should the laneway amenity be reduced by this development which is considered out

of the current character. Although aspects of the development can be supported in a modified format (including extension of level two however setback from the laneway, as a whole, it is considered that the development should not be supported and therefore recommended for refusal.

Conclusion

The proposed residential additions at the subject site are inconsistent with the existing development in the immediate area and the relevant planning policies and do not respond to the orderly and proper planning of the locality. In accordance with the reasons stated in the report above, it is recommended that the proposal be refused.

Moved by Cr McEvoy, seconded by Cr Yong

That Council:

1. in accordance with the provisions of the City Planning Scheme No. 2 and Local Planning Scheme No. 26, and the Metropolitan Region Scheme, recommends REFUSAL of the application for additions to the second floor and construction of a new third floor on the existing dwelling at 43 (Lot 41) Arden Street, East Perth as indicated on the Metropolitan Region Scheme Form One dated 16 August 2016 and as shown on the plans received on 18 August 2016 for the following reasons:

1.1 the proposal does not comply with the City Planning Scheme No. 2 Policy 3.1 – Design of Residential Development, given that the design of the additions is not sympathetic to the scale of the existing streetscape and neighbouring buildings and will have an adverse impact on the character and amenity of the locality;

1.2 the proposed residential additions will not comply with City Planning Scheme No. 2 Policy 4.1 - City Development Design Guidelines given that:

(a) the proposed additions do not complement the existing scale of development in the area which features articulated frontages and maximum two storey boundary walls at the rear boundary;

(b) the proposed additions are not sufficiently articulated and are considered bulky in nature;

(Cont'd)

(c) the proposed additions increase restricting sunlight penetration into the laneway to the rear, are further

imposing on the amenity of the laneway and cause overshadowing of windows to habitable rooms and balconies to dwellings to the south in midwinter.

2. *The design guidelines for East Perth Area 21 Constitution Hill North being revisited to include design guidelines for 33 to 47 Arden Street East Perth to guide the future development in this area.*

The motion was put and carried

The votes were recorded as follows:

For: Crs McEvoy, Adamos and Yong

Against: Nil

**PL209/16 BARRACK STREET IMPROVEMENT MODEL
(INTEGRATED PRIVATE INVESTMENT AND
STREETSCAPE WORKS) HERITAGE GRANT
APPLICATIONS FOR 113 - 115 AND 115 - 117
BARRACK STREET, PERTH**

BACKGROUND:

FILE REFERENCE:	P1028237 and P1030836
REPORTING UNIT:	Economic Development
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	26 October 2016
MAP / SCHEDULE:	Schedule 2 – Improvement Model Schedule 3 – Photo of Barrack Street facades Schedule 4 – High level works summary Confidential Schedule 5 – Owen Consulting Report 27 April 2016 (distributed to Elected Members under separate cover)

Council, at its meeting of **9 December 2014**, considered a trial project of an Barrack Street Precinct Improvement Model (shown in Schedule 2). The Model involves an integrated and targeted grants and business incentive program with a focus on the Barrack Street Conservation Area designated under City Planning Scheme No. 2. The focus of the trial was addressing the 144 dilapidation issues identified in the 2014 audit.

As reported to Council on **2 February 2016**, in the first year of the trial, over 50% of the dilapidation issues have been addressed by a combination of implemented works, planning approvals to undertake works, and City Heritage, Matched Funding or Business Grants. This includes grants for significant upgrades to the facades of

seven heritage buildings in the street, with 119 Barrack Street being completed recently.

An opportunity has arisen to address two of the three remaining strategic sites identified in the 2014 audit as priorities for a Heritage Grant, being 111 – 113 and 115 – 117 Barrack, complementing the recently reinstated façade at 119 Barrack Street, immediately to the north (refer Schedule 3).

Council, at its meeting of **26 June 2012**, granted approval for a Heritage Grant of \$26,500 for the removal of the steel grate over the upper façade of 111 – 113 Barrack, forming part of the works to modify it to a bank mid last century. This money is still held in reserve to undertake those works since the property was recently sold to the current owner/applicant.

Consideration of the Heritage Grant applications and funding available under the 2016/17 budget is the focus of this report as \$300,000 remains in this year's heritage budget for such works.

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation	Section 2.7(2)(b) of the <i>Local Government Act 1995</i> Sections 30, 31 and 33 of the City Planning Scheme No. 2
Integrated Planning and Reporting Framework Implications	Strategic Community Plan Council Four Year Priorities: Perth As a Capital City S5 Increased place activation and use of under-utilised space. S7 Collaborate with private sector leverage city enhancements Council Four Year Priorities: Living in Perth S9 Promote and facilitate CBD living
Policy	
Policy No and Name:	City Planning Policy 4.11 – Heritage and Planning Policy City of Perth Policy Manual Policy 6.1 – Heritage Grants

DETAILS:

Heritage Grant applications have been received for the two buildings immediately south of the recently upgraded heritage façade at 119 Barrack Street as follows:

1. 111 – 113 Barrack Street

The subject property is a three storey plus basement Federation Free Classical building, known as “Queens Chambers”, constructed in 1897. The building is constructed of rendered brick with a corrugated iron roof. The building is afforded heritage protection under the provision of City Planning Scheme No. 2, by virtue of its listing with the Barrack Street Conservation Area and placement on the City's Heritage List.

2. 115 – 117 Barrack Street

The subject property is a three storey plus basement Federation Free Classical building, known as “Smiths Chambers”, constructed in 1901. This narrow, three-storied, commercial building displays archivists, pilasters and heavily embellished with stucco decoration to the street facade. Shop fronts have been modified with modern fittings. The building is afforded heritage protection under the provision of City Planning Scheme No. 2, by virtue of its listing with the Barrack Street Conservation Area and placement on the City’s Heritage List.

The applicant has provided a quantity surveyors (QS) and construction report from Owen Consulting (dated 27 April 2016) outlining the estimated costs for the upgrade of both buildings at \$3,800,000; being \$1,520,000 for 111 – 113 and \$2,280,000 for 115 – 117. A high level summary of the scope of works is included in Schedule 4, with the full QS report under Confidential Schedule 5.

The proposed works will provide the catalyst and critical mass for the transformation of the northern section of the Barrack Street Conservation Area by the internal and external restoration of two major buildings, in addition to the recently completed façade works immediately north at 119 Barrack Street.

In this regard, should Council approve the subject application, only one targeted site remains for improvement via consideration of a heritage grant.



Figure 1: Improvement Program – Heritage Grants Context

The subject places are of aesthetic significance as an example of a commercial building constructed during the period of economic affluence and increased development that followed the gold boom. They are also of historic significance because it reflects the expansion and development of commerce and trade in the City of Perth in the early years of the twentieth century. The place is a representative example of a commercial building constructed in Perth during the period of development and consolidation following the gold boom.

The place assessment for both buildings notes that conservation is encouraged, particularly where development would take account of the way in which the heritage significance of the place will be conserved. Where possible original or significant fabric should be kept and conserved in accordance with the principles outlined in The Australia ICOMSO for the conservation of places of cultural significance (the Burra Charter).

The proposed works engage all aspects of the buildings across various levels to ensure they are updated to meet the Building Code of Australia, Premises Standard

and *Disability Discrimination Act 1992*. This will facilitate the activation of both buildings and aesthetic improvements to the streetscape.

The scope of works are consistent with the economic activation objectives of the Improvement Program for Barrack Street by providing both aesthetic improvements and compliant leasable spaces in what are typically underutilised upper floors.

City of Perth Policy Manual Policy 6.1 – Heritage Grants

The requested grant is consistent with the objectives of the policy as it will assist landowners to conserve and continue the active use of these heritage places.

The proposed grants are supported as consistent with the Heritage Grants Policy objectives as they:

- (i) facilitate conservation and restoration;
- (ii) continue the use and reuse of heritage places; and
- (iii) ensure the economic and social value of cultural heritage is of benefit to the City of Perth.

The works are also entirely consistent with the ‘Funding Priorities’ specified under Provision 7 of the Policy as they accommodate the restoration and adaptive re-use of the entire buildings.

The opportunity to upgrade two adjacent buildings of such a scale is rare, moreover adding them to the adjacent upgraded façade. Overall this will contribute to a western elevation of Barrack Street that has eight of nine adjacent buildings restored; upon the completion of the Connor Quinlan works (refer Figure 1).

Funding Request

The applicant has requested a total contribution of \$90,000 per property, which is the maximum contribution permitted under the Policy, subject to the preparation of a Conservation Management Plan. The principles of the policy are also based on any award being provided as matched funding. The following considerations are relevant to determining the overall grant recommended:

- The existing grant funds provided for the removal of the metal screen at \$26,500 (to the previous owner) reduce the total available pool for 111 – 113 Barrack to \$63,500;
- The grant funds available for works to 115 – 119 Barrack Street are \$90,000.
- The maximum funding available is therefore \$153,000;
- The proposed investment in the two sites is in the order of \$3,800,000 with a project scope that is entirely consistent with the funding priorities of the Policy;
- Contextually the City’s total overall investment in the two sites, in existing and proposed grants, at \$180,000, will generate a concurrent private investment 21 fold the City’s; and

- By way of comparison, Council's \$73,808 heritage grant for the façade upgrade at 119 Barrack Street's (immediately north of these sites), delivered a private investment of only double the City's contribution just under \$147,616.

Ineligibility

Provision 11.3 of the Policy notes that an applicant cannot receive a grant where a previous one has not been acquitted. A current grant sits pending with 111 – 113 Barack for removal of the metal screen as noted above.

In this regard, it is requested that Council vary the policy provision noting the grant was awarded to the prior owner. The sale of the property has provided an opportunity to engagement with the new owners to expand the scope of works from a singular aesthetic improvement to an overall restoration.

Conservation Management Plan

Provision 15 of the Policy require a Conservation Management plan to be submitted with applications where the cumulative funding for the property exceeds \$20,000. In this regard, a maximum City contribution of \$20,000 can be applied to the preparation of such a plan. Provision 8 requires such plans to be prepared by heritage professionals with demonstrated experience, in accordance with the State Heritage Office's *'An Information Guide to Conservation Managed Plans'*

The owner and applicant, has indicated that she does not wish to engage a consultant to prepare such a plan, notwithstanding the requested grants exceeding the \$20,000 trigger threshold for said consultant, given:

- The total scope of works proposed will deliver the entire adaptive reuse and restoration of both buildings, which is more appropriate guided by a Heritage Assessment, rather than a Conservation Management Plan;
- The preservation of the heritage fabric will be guided by the Heritage Assessment and statutory development approval application process;
- The applicant / owner has extensive experience in undertaking heritage restoration works and maintaining buildings in King Street; and
- The likely value a City funded Conservation Management Plan would be limited compared to those funds being attributed to actual works.

In this regard the applicant is requesting special consideration given the Improvement Program, the applicants experience in undertaking restorative works and the total outcome of the significant private investment in the subject properties. In these particular circumstances, it is recommended that the owner prepares the Heritage Assessment and the maximum grant applied (up to \$20,000) for the Conservation Management Plan, be directed to actual works.

Funding Provisions

The August 2015 revision to the Policy limited individual heritage project awards up to \$40,000 in works (in any five year period), with an additional \$20,000 for the

preparation of a Conservation Management Plan. Pursuant to Provision 6, no more than \$90,000 can be provided to a single property, irrespective of the timeframe.

Given Council's endorsed targeting of the properties, as part of the Improvement Program and the \$3,800,000 investment that will ensure the building meet all current standard, adapted for a range of uses, it is recommended the maximum provision per property, rather than per project, be applied. The extensive project scope (Confidential Schedule 5) warrants the maximum contribution given the subject properties are unlikely to require anything beyond minor maintenance for the decades to follow. In this respect, the scope covers the entirely spectrum of 'Funding Priorities' prescribed under Provision 7 of the Policy.

Improvement Model Impact

The Improvement Model, endorsed by Council in December 2014, includes a three year monitoring period to evaluate performance based on the following measures:

- Gross leasable area / value;
- Vacant floor space;
- Gross Rental Value;
- Total number of vacant tenancies;
- Day / Night time economy – opening hours;
- Land use mix (changes);
- Ground Floor Activation Assessment;
- Crime / Antisocial Behaviour data;
- Maintenance of identified cultural business diversity;
- Survey of landowners and tenants; and
- Pedestrian count(s).

It is proposed to report on the outcome of the Improvement Model, including the heritage grants, in December 2017, which represents the full three year monitoring period. The annual update to the Improvement Program will be provided in the coming months with updates on several key sites.

The significant investment and upgrades proposed to the subject buildings will have a measurable impact on many of the above measures, in addition to aesthetic improvements identified in the 2014 dilapidation audit.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL 16204000
BUDGET ITEM:	Recreation and Culture – Heritage – Heritage Inventory
BUDGET PAGE NUMBER:	11
BUDGETED AMOUNT:	\$300,000
AMOUNT SPENT TO DATE:	\$ 0
PROPOSED COST:	\$153,500
BALANCE:	\$146,500

ANNUAL MAINTENANCE: NA
ESTIMATED WHOLE OF LIFE COST: NA

All figures quoted in this report are exclusive of GST.

The City, through targeted engagement, has generated significant interest in building upgrades to improve the heritage fabric of a large portion of the Conservation Area. In light of the interest and the extent of works proposed and focused on heritage outcomes, use of the \$300,000 available in the heritage grant funds currently available in the 2016/17 budget is proposed.

Any resolution supporting funding will be reflected in the "Heritage Reserve" as at 30 June 2016 and paid out on the basis of work completed.

COMMENTS:

The Improvement Program provides a sophisticated approach to leveraging existing grants and streetscape works to maximise the benefit of the City's investments in collaboration with the private sector. The proposed grants will significantly enhance the locality in a manner appropriate to its Conservation Area designation. This award, if granted, will generate the greatest amount of concurrent private investment (21 fold - or \$3.8 million private on \$180,000 existing and proposed grants) of any prior award under the Improvement Program. The works are timely and strategically important in light of the enhancement and connection between Barrack Street from Elizabeth Quay the Train Station and Cultural Centre.

This particular grant will also provide opportunities for attracting tenants to activate upper floors, similar to the outcomes achieved in King Street over the last decade.

If Council approves the grants for works then the applicant will be required to comply with the post approval grant requirements set out in Provision 7 of Council Policy 6.1 – Heritage Grants.

Moved by Cr McEvoy, seconded by Cr Adamos

That Council:

- 1. approves, subject to the submission of a Heritage Assessment with zones of significance, to the satisfaction of the Chief Executive Officer, the awarding of Heritage Grants totalling \$153,500 (excluding GST), for heritage works to the following properties, subject to the successful applicants agreement in writing to the funding conditions for works and acquittal;***

- 1.1 \$63,500 for 111 – 113 Barrack Street for the internal and external refurbishment of the building to accommodate its adaptive reuse; and***

(Cont'd)

- 1.2 \$90,000 for 115 – 117 Barrack Street for the internal and external refurbishment of the building to accommodate its adaptive reuse,**
- pursuant to the details provided by the Owen Consulting report dated 27 April 2016 (Confidential Schedule 5);***
- 2. notes that the following variations of the City's Heritage Grant's Policy 6.1 are required and approves the variations:**
- 2.1 Provision 11.3 – Ineligibility: to accommodate a further grant award, while the expenditure of the current grant remains outstanding (\$26,500 for removal of a metal screen on 111 – 113 Barrack Street);**
- 2.2 Provision 15 – Application Requirements (supporting documentation): whereby the owner shall prepare and submit a Heritage Assessment, in lieu of the required Conservation Management Plan funded by the City and prepared by a consultant; and**
- 2.3 Provisions 1 through 5: to allow the maximum site award of \$90,000 (under Provision 6) for each property.**

The motion was put and carried

The votes were recorded as follows:

For: Crs McEvoy, Adamos and Yong

Against: Nil

DEPUTATION: Agenda Item 3, PL210/16 – 233-239 (Lots 12 And 13) James Street, Northbridge – Proposed 16 Level Mixed-Use Development Containing 92 Multiple Dwellings, One Commercial Tenancy and 94 Car Parking Bays – Bonus Plot Ratio

The Presiding Member approved a deputation from Mr Sheridan and Ms McKay.

5.49pm Mr Sheridan commenced the deputation and outlining his objections to the current Officer recommendation.

5.32pm The deputation concluded.

6.03pm Ms McKay commenced the deputation and outlining her objections to the current Officer recommendation.

6.07pm

The deputation concluded.

**PL210/16 233-239 (LOTS 12 AND 13) JAMES STREET,
NORTHBRIDGE – PROPOSED 16 LEVEL MIXED-USE
DEVELOPMENT CONTAINING 92 MULTIPLE
DWELLINGS, ONE COMMERCIAL TENANCY AND 94
CAR PARKING BAYS – BONUS PLOT RATIO**

BACKGROUND:

SUBURB/LOCATION: 233-239 James Street, Northbridge
FILE REFERENCE: 2016/5222
REPORTING UNIT: Development Approvals
RESPONSIBLE DIRECTORATE: Planning and Development
DATE: 28 November 2016
MAP / SCHEDULE: Schedule 6 – Map and coloured perspectives for
233-239 James Street, Northbridge
3D MODEL PRESENTATION: A 3D Model for this application will be available at
the Committee meeting.

LANDOWNER: Desan Resources Pty Ltd
APPLICANT: Doepel Marsh Architects
ZONING: (MRS Zone) Central City Area
(City Planning Scheme Precinct) Northbridge (P1)
(City Planning Scheme Use Area) City Centre
APPROXIMATE COST: \$19 million

SITE HISTORY:

The subject site comprises of a total area of 1,372m² and is located on the south side of James Street, Northbridge. Alternative vehicular access to the site is provided via a rear Right of Way (ROW) which has access to Roe Street. The site accommodates an existing single storey building formerly known as the 'Bakery Artrage Complex' which is currently disused.

DETAILS:

Approval is sought to demolish all existing structures on site to construct a 16 level mixed-use development including a commercial tenancy on the ground floor level, 92 residential units above and 94 residential car parking bays.

Details of the proposed development are as follows:

Ground Floor Level	This level contains one commercial tenancy (175m ²), residential lobby, 26 residential tenant car parking bays and one commercial loading/service bay with the internal driveway accessed via a rear ROW, internal covered pedestrian link from James Street to the rear ROW including landscaping, alfresco area and lobby access, fire control
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	room, fire tank and pump rooms, bin store, electrical substation room, fire exit stairwells, lifts and lift lobby.
First Floor Level	This level contains 27 residential tenant car parking bays and one motorcycle bay accessed via a ramp from the ground level parking area, 17 bicycle parking bays, communal residential amenities, lifts and lift lobby, and fire exit stairwells.
Second Floor Level	This level contains five 1-bedroom/1-bathroom apartments (51m ²) with balconies (23m ² to 26m ²), eight residential stores, passageway, 20 residential tenant car parking bays accessed via a ramp from the level 1 parking area, fire exit stairwells, 14 bicycle parking bays lifts and lift lobby.
Third Floor Level	This level contains five 1-bedroom/1-bathroom apartments (51m ²) with balconies (23m ² to 26m ²), eight residential stores, passageway, 21 residential tenant car parking bays accessed via a ramp from the level 2 parking area, fire exit stairwells, 14 bicycle parking bays lifts and lift lobby.
Fourth Floor Level	This level contains two 2-bedroom/2-bathroom apartments (80m ²) with balconies (19m ²), two 2-bedroom/1-bathroom apartments (68m ²) with balconies (13m ²) and eight 1-bedroom/1-bathroom apartments (51m ² to 58m ²) with balconies (21m ² to 31m ²), ten residential stores, passageway, fire exit stairwell, lift and lift lobby.
Fifth to Eleventh Floor Levels	These levels each contain three 2-bedroom/2-bathroom apartments (75m ²) with balconies (13m ² to 17m ²), one 2-bedroom/1-bathroom apartment (70m ²) with a balcony (17m ²) and four 1-bedroom/1-bathroom apartments (50m ² to 51m ²) with balconies (19m ² to 23m ²), eight residential stores, passageway, fire exit stairwell, lift and lift lobby.
Twelfth Floor Level	This level contains two 2-bedroom/2-bathroom apartments (75m ²) with balconies (13m ²) and two 1-bedroom/1-bathroom apartments (52m ²) with balconies (15m ² and 16m ²), 'zen garden', four residential stores, passageway, external communal residential amenities area, fire exit stairwell, lifts and lift lobby.
Thirteenth and Fourteenth Floor Levels	These levels each contain two 2-bedroom/2-bathroom apartments (75m ²) with balconies (13m ²) and two 1-bedroom/1-bathroom apartments (52m ²) with balconies (19m ²), four residential stores, passageway, fire exit stairwell, lifts and lift lobby.
Fifteenth Floor Level	This level contains two 3-bedroom/2-bathroom apartments (116m ²) with balconies (61m ²), passageway, fire exit stairwell, lifts and lift lobby.

The proposed development will provide a total of 92 residential apartments in the following range of unit types:

- 52 one bedroom and one bathroom apartments;
- 9 two bedroom and one bathroom apartments;
- 29 two bedroom and two bathroom apartments; and
- 2 three bedroom and two bathroom apartments.

The applicant advises the following in relation to the design of the building:

- *'passive surveillance is achieved to James Street from the ground level and communal activity space on the first floor and each of the three levels of apartments overlooking James Street. The sculptural façade is strong but restrained to allow the maximum glazing to overlook James Street. The textural context is emphasised by material choice, delivering fine grain detailing with an urban edginess reflecting the inner city vibe;*
- *high quality urban design to the public spaces reinforces the feeling of belonging, enjoyment, interaction, ambiance and most importantly safety with security; and*
- *the southern side of the residential building takes full advantage of the expansive views across the CBD of the City. This facade is seen from the City and is different texturally from the James Street Podium. The proposal will be readily recognisable when viewed from the City.'*

LEGISLATION / POLICY:

Legislation

*Planning and Development Act 2005;
Planning and Development (Local Planning Scheme)
Regulations 2015;
City Planning Scheme No. 2; and
Metropolitan Region Scheme.*

Policy

Policy No and Name: City Development Design Guidelines (4.1)
Building Heights and Setbacks (4.4)
Bonus Plot Ratio (4.5.1)
Signs (4.6)
Residential Design Policy (4.9)
Parking Policy (5.1)
Loading and Unloading (5.2)
Bicycle Parking and End of Journey Facilities (5.3)

COMPLIANCE WITH PLANNING SCHEME:

Land Use

The subject site is located within the City Centre Use Area of the Northbridge Precinct (P1) of the City Planning Scheme No. 2 (CPS2). The Precinct will remain Perth's primary entertainment and night life area and will provide a variety of residential and visitor accommodation and commercial services. Mixed residential and commercial developments will be encouraged throughout the Precinct to strengthen its residential component as well as creating employment opportunities.

'Residential' is a Preferred use ('P') within the City Centre use area of the Northbridge Precinct (P1), for properties west of Russell Square. The applicant has proposed a 'Dining' use for the ground floor commercial tenancy which is also a preferred ('P') use in this location. It is considered that the residential and dining uses

are consistent with supporting a day and night time economy which is identified as a priority in the Northbridge Precinct.

Development Requirements

New developments in the Northbridge Precinct will continue to have regard to the scale and character of existing streets. Redevelopment of small to moderate size lots is appropriate as opposed to the amalgamation of the existing lots into large sites. Developments will have a nil street setback and be of a low scale along the street frontage with additional building height setback from all lot boundaries. In addition, the height of buildings must allow for adequate sun penetration into key pedestrian streets and public places including Russell Square. The Precinct will also be characterised by versatile building forms which will be easily adaptable to new uses and be able to accommodate a variety of interesting and informative signs. The facades will also add interest and vitality to the street, and be characterised by continuous shopfronts and traditional designs, incorporating verandahs, awnings and artwork.

The proposal has been assessed against the City Planning Scheme requirements and the proposal's compliance with the following development standards is summarised below:

Development Standard	Proposed	Required
Maximum Plot Ratio:	3.6:1 (4,939m²) inclusive of a plot ratio bonus of 20% (823m²) on the basis of a 20% bonus for including residential development	Base Plot Ratio 3:1 (4,116m ²) Maximum Bonus Plot Ratio of 50% consisting of a combination of any of the below: Special Residential Development (20% and 40% for high quality hotel maximum) Residential Development (20% maximum) Heritage Conservation (20% maximum)
Maximum Street Building Height:	14 metres	14 metres
Maximum Building Height:	49 metres	33 metres

Development Standard	Proposed	Required
Setbacks:		
<u>Front (James Street)</u>		
- Lower Building Levels	Nil up to 14 metres	Nil up to 14 metres
- Upper Building Levels	5 metre setback up to 36.7 metre building height	5 metre setback up to 33 metres
<u>Rear (south)</u>		
- Lower Building Levels	Nil (with no openings)	Nil (no openings/balconies) 3 metres (with openings/balconies)
- Upper Building Levels	2 metres up to 49 metre building height	3 metres (no openings/balconies) 4 metres (with openings/balconies)
<u>Side (west)</u>		
- Lower Building Levels	Nil (no openings)	Nil (no openings/balconies) 3 metres (with openings/balconies)
- Upper Building Levels	2.8 metres (architectural features) to 4 metres (main building)	3 metres (no openings/balconies) 4 metres (with openings/balconies)
<u>Side (east)</u>		
- Lower Building Levels	Nil (no openings)	Nil (no openings/balconies) 3 metres (with openings/balconies)
- Upper Building Levels	2.8 metres (architectural features) to 4 metres (main building)	3 metres (no openings/balconies) 4 metres (with openings/balconies)
Car Parking:		
- Residential	94 bays	92 bays (minimum) 184 bays (maximum)

Development Standard	Proposed	Required
- Commercial	Nil	16 bays (maximum)
Bicycle Parking:		
- Residential	45 bays	31 bays (minimum)
- Commercial	3 bays	1 bay (minimum)

Variations to the height and setback provisions applicable to the development 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)(d)(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’.*

Bonus Plot Ratio:

The site is eligible for 50% maximum bonus plot ratio which may be comprised of:

- Public Facilities and Heritage: Maximum 20% bonus (includes public spaces, pedestrian links, conservation of heritage places and provision of specific facilities on private land);
- Residential Use: Maximum 20% bonus; and
- Special Residential Use: Maximum 40% bonus (20% for a special residential use or 40% for high a quality hotel use).

The applicant is seeking a total of 20% bonus plot ratio for a residential use. This is based on the application complying with the requirements specified under Clause 28 of the CPS2 and the City’s Bonus Plot Ratio Policy 4.5.1.

COMMENTS:

Bonus Plot Ratio for Residential Use

Developments which incorporate a residential use may be awarded bonus plot ratio of up to 20% where it is located within the area indicated on the Residential Bonus Plot Ratio Plan contained within CPS2. Whilst there is no requirement for the residential use in a mixed-use development to form part of the base plot ratio, the bonus plot ratio floor area must be used for the residential use. The applicant has provided a detailed report indicating compliance with the City’s Residential Design Policy 4.9, a summary of which is provided as follows:

Element 1 – Streetscape Interface and Dwelling Mix

The residential building entry is clearly defined and visible from the street via a proposed landscaped walkway.

The proposed development provides a diversity of dwelling sizes, including 56% single bedroom dwellings and 44% two and three bedroom dwellings.

Minimum dwelling sizes are as follows:

- 50m² for the one-bedroom dwellings;
- 68m² for the two-bedroom dwellings; and
- 116m² for the three-bedroom dwellings.

The above minimum dwelling sizes are generally in accordance with those recommended under the City's Policy of 50m² for one bedroom apartments, 70m² for two bedroom apartments and 100m² for three bedroom apartments. The exception being two of the 38 two bedroom apartments which are 68m² in area. It is noted that all apartments are provided with well-proportioned balconies which improves the usability and amenity of the private living/outdoor spaces. On this basis, the minor variation to the dwelling sizes suggested in the Policy can be supported.

Element 2 – Privacy and Security

Privacy

The proposed development has been designed to ensure an appropriate level of visual privacy to all dwellings and private open space areas. Window types and locations have been designed to ensure no direct overlooking between dwellings on the same or adjacent levels. Full height screen walls are also provided between balcony areas.

Surveillance

Appropriate levels of passive surveillance will be achieved through the use of appropriate lighting and overlooking of public spaces from habitable rooms or balconies.

Lighting

Appropriate lighting will be provided in accordance with relevant Australian Standards, with further details to be provided at the detailed design stage.

Element 3 – Noise

The preliminary acoustic report prepared in support of the proposal demonstrates that the proposed development complies with the relevant acoustic standards and requirements. Of particular concern is the proximity of the subject site to an adjacent entertainment venue – Metro City and the potential impacts of 'C' weighted noise levels on the proposed development. Noise mitigation strategies, for both protection

from existing uses and within the proposed development, have been identified and full acoustic assessments will be undertaken at the detailed design stage.

Element 4 – Open Space

Private Open Space

Each dwelling is provided with an outdoor living areas that is:

- in excess of the minimum 10m² requirement (minimum 13m²);
- directly accessible from a habitable room;
- receives adequate levels of natural light and ventilation; and
- provides adequate weather protection, and is located and designed to maximise visual privacy between individual apartments and surrounding buildings.

Communal Open Space

A communal sky garden on Level 12 is provided which has been designed to be functional area for residents and their guests. The communal open space includes landscaping, barbecues and seating areas. An internal communal amenities area is also provided on Level 1 and includes a yoga/pilates room, gymnasium, lounge and deck area.

Landscaping

Notwithstanding the development's nil street frontage setbacks, an internal landscaped 'mall' is proposed as a feature to the entrance of the development from James Street. The area includes low level planting in addition to an avenue of mature trees. A mixture of soft and hard landscaping is provided within the proposed Sky Garden in addition to a proposed Zen Garden at Level 12 via an internal light court extending to the top of the building.

Element 5 – Efficient Resource Use and Provision of Daylight

Heating and Cooling

The proposed development has been designed to capitalise on access to northern solar access as far as is practicable. The majority of balconies and major openings provided with access to northern daylight at various periods throughout the day, whilst the extent of glass on the western face of the building is limited.

Ventilation

The proposed development provides operable windows and natural cross ventilation on all levels.

Stormwater

Opportunities for stormwater redistribution on site will be investigated at the detailed design stage however a rain water tank is proposed to be provided to the Sky Garden.

Clothes Drying

The design of residential dwellings provides place for an internal dryer. The design of the balcony will enable residents to open and close their balconies as per their required needs, however no external clothes drying facilities are provided.

Borrowed Light

Direct natural light is provided to all living, dining and sleeping areas through the provisions of major openings to all habitable rooms.

Light Wells

The layout of the building and setbacks provided does not require the provision of light wells.

Relationship to adjoining buildings

The built form of the proposal provides for appropriate building-to-building separation, allowing for natural light, ventilation and outlook between existing and future buildings.

Greywater Use

Feasibility of greywater reuse and recycling will be considered at further stage of development.

Sustainable Development

The proposed development promotes sustainable design principles through design strategies that maximise sunlight access to apartments and promotes natural ventilation. The Sustainability Report submitted in support of the application confirms that the proposal complies with the relevant energy efficiency requirements of the National Construction Code.

Element 6 – Access and Parking

The proposed development is provided with secure, convenient and accessible vehicle and bicycle parking, with direct access to car parking areas provided via the centrally located lift lobby and stairs. Separate secure bicycle parking is provided on the first, second and third floor levels.

Element 7 – Servicing*Stores*

Each dwelling is provided with a secure, accessible storage area, with the majority having a minimum internal area of 4m². It is noted that a proportion of the stores (10 of the 92 provided) have an internal area of only 3m² which is below the 4m² recommended by the Policy. The shortfall is proposed to be offset by additional bike racks being provided for each of these stores in the general bicycle rack storage area.

Mailboxes

A communal letter box bank is provided at the ground floor level for residents.

As discussed in the following Design Advisory Committee (DAC) section, the City's DAC determined that in relation to the above, the development generally satisfies the criteria under the City's Bonus Plot Ratio Policy 4.5.1 for the awarding 20% bonus plot ratio for a new 'Residential' use, and therefore, the proposed bonus plot ratio can be supported. It is noted that the DAC's support was subject to improvements to the design of the development which are outlined in the following Building Design section.

Consultation

Given the proposed variations to the CPS2 development standards, the proposal was advertised to the owners of the adjacent properties for a period of 14 days, closing on 15 August 2016. These included the owners at 218-222, 223-225, 226 and 243 James Street and 146 and 174-178 Roe Street, Northbridge. Four submissions, raising objections to the proposal were received during the advertising period. The comments received from the adjacent property owners are summarised below:-

Height/Scale

"Too high - effectively creating a new 'wall' – once again breaking the link between Northbridge and the City."

"Out of character with other developments in this part of James Street."

"Sky views would be blocked."

Setbacks

"Developers should be able to use suitable building materials to minimise any perceived noise problems from the surrounding businesses rather than reducing setback requirements which if approved would overshadow the street, blocking sky views and evening summer sun to the much lower level buildings on the opposite side of James Street."

“Too far forward – effectively causing a “high closed in” feeling to the street below and apartments opposite.”

Views

“The residents on James Street will be looking straight at the building, open view would be blocked.”

Overshadowing

“The building would overshadow the street, block the evening summer sun, darken the streetscape at other times.”

Design Standards

“If approved the current development proposal would set a precedent for future developments in the area to seek to develop outside the current guidelines.”

“Recent amendments to the City of Perth Planning Scheme No. 2 already increased the building plot ratios for this area well beyond those previously existing, with the result that future developments will be much taller than the surrounding buildings, thus affecting the present streetscape.”

“The front balconies appear to be glass enclosed and together with whatever material is used on the face of the building this could lead to increased sun glare from the building, causing discomfort to residents of properties opposite and a potential hazard to vehicles travelling towards the building.”

The above comments relating to the bulk and scale of the proposed development, setbacks and overshadowing are addressed within the building height and setbacks and heritage sections of this report.

The impact of the development on perceived loss of views is a matter which is not directly relevant in any assessment of the planning merit of a proposed development. It is noted that whilst this concern is of a high importance amongst existing residents, it cannot be specifically addressed within the relevant planning framework.

The comments in relation to recent amendments to CPS2 and perceived precedent are also not able to be specifically addressed within the relevant planning framework. Particularly as each development is assessed on its merits and Clause 47 of CPS allows for variations to be considered based on certain criteria and overall impact on the locality.

Whilst reflectivity is a valid consideration of any proposed development, there is no applicable standard from which reflectivity can be assessed or potentially controlled under the provisions of CPS2. Glazing is encouraged particularly on front elevations as it provides for passive surveillance of the public domain and breaks up large expanses of blank or inactive street edges. It is considered that the proposal's general compliance with the required front setback requirements of CPS2 as

discussed in the building height and setbacks section of this report will reduce the impact of reflectivity on the street environment and adjacent properties.

Design Advisory Committee

At its meeting held on 4 August 2016, the Design Advisory Committee (DAC), having considered the design for the proposed development advised that it:

- “1. notes that the proposed development generally satisfies the requirements of the Residential Design Policy 4.9 and the criteria for the awarding of 20% bonus plot ratio for the provision of a residential use, however considers that the architectural expression of the proposed building lacks sufficient distinction to support the implementation of the bonus plot ratio;*
- 2. does not support the form of the tower, noting the extent of the proposed variations to the building height and setback requirements and the proposal’s failure to satisfactorily address the principles and objectives of the Building Height and Setback Policy;*
- 3. considers that more attention should be given to the design of the prominent southern façade of the tower given the way in which it will address the city and Perth City Link;*
- 4. acknowledges the attempt made to add visual interest to the upper levels of the podium but encourages activation of the front façade of the podium to provide informal surveillance and improved amenity to the street;*
- 5. the applicant is encouraged to consider innovative ways to address the on-site parking provision to reduce the impact that parking has on the form of the proposed building and the extent of variations being proposed to the development standards;*
- 6. questions whether two fire escapes are required to the front of the building, noting their impact on the building’s interface with the street.”*

The applicant, commissioned by the landowner to replace the original architect, subsequently met with the City’s Officers and submitted revised plans which aimed to address the abovementioned issues. The planning assessment section below details the extent to which the revised plans respond to the design matters raised by the DAC.

Building Design, Materials and Finishes

As outlined above, the DAC raised various design concerns in relation to the original proposal. The proposed design of the development has subsequently been modified to address the specific concerns of the DAC as follows.

The form of the tower has been amended to provide increased setbacks to the front and side boundaries which has resulted in a more slender tower form as viewed from the street. Whilst the tower element still includes some variations to the setback

requirements for the side and rear boundaries, its overall design and presentation to the street, adjoining properties and rear ROW has improved and is considered to satisfactorily address the concerns of the DAC.

In response to the DAC's concerns in relation to the design of the southern façade and its relationship to the Perth City Link project area and the city in general, the applicant has revised the façade design to provide for greater articulation, mix of materials and feature banding. The modifications are generally consistent with the intent of the DAC's comments with the design of the rear tower element in particular being consistent with that of a traditional street elevation in lieu of a typical rear or side elevation.

In relation to the DAC's comments regarding the lack of activation of the front façade of the podium, the revised design includes apartment balconies and residential communal facilities above the ground floor commercial tenancy area. The revised design includes a refinement of the arrangement of car parking bays and access ways within the car parking areas. In addition the revised design provides for a consolidated fire escape arrangement which has resulted in a reduced impact on the front elevation. This has resulted in a vastly improved interface with the James Street streetscape environment and satisfactorily addresses the DAC's concerns.

It is considered that the revised development is contemporary in design with a cohesive variety of materials, finishes and colours being used to accentuate features and minimise the impact of different elements of the building. The façades of the building have been sufficiently articulated with vertical elements, varied window typologies and design features to reduce the overall bulk of the building. It is considered that final details in relation to the materials/finishes palette and treatment of the side/rear podium walls in particular be provided prior to the building permit stage to ensure the delivery of a cohesive and interesting built form.

Building Height and Setbacks

In accordance with CPS2, the site has a prescribed maximum street building height of 14 metres and an overall maximum building height of 33 metres. The subject development is compliant with the street building height requirement as a maximum podium height of 14 metres is proposed. A variation is however proposed to the maximum building height noting the overall height of the development is 49 metres. Whilst the variation is significant if considered in isolation and is also subject to objections from adjacent landowners, the height proposed can be considered in accordance with the provisions of Clause 47 of CPS2.

In response to the DAC's comments, neighbouring submissions and the advice of City Officers, the applicant has revised the design of the tower to be 'split' and effectively step back from the James Street frontage. In combination with increased side boundary setbacks, this has resulted in a more slender tower form which is considered to have a reduced impact on the street and adjoining properties. In addition, the location of the site on the southern side of James Street and the presence of a 10 metre wide ROW at the rear will further its overall impact on adjacent development in terms of overshadowing and access to sky views.

The associated Wind Impact Report submitted in support of the application demonstrates that the proposed height and setback variations will not negatively impact on the surrounding streetscape or properties. The assessment confirms that whilst the tower element would have some exposure to direct wind flow, the setback of the tower on the podium and buildings immediately adjacent, would deflect any additional wind flow above the pedestrian level. The wind conditions in the surrounding streetscapes are therefore projected to be on or within the applicable criterion for walking comfort. A review of the proposal's overshadowing extent has confirmed that the additional height will only have a negligible impact on the adjacent properties. The proposed building height which constitutes a variation to the applicable CPS2 requirement, can therefore be supported based on the design addressing the objectives and principles of the Building Heights and Setbacks Policy and the relevant provisions of Clause 47 of CPS2.

Variations are also proposed to the side and rear setback requirements of CPS2. The proposed rear setback variation for the tower element is considered to be acceptable given the reduced two metre setback in lieu of 4 metres abuts a 10 metre wide ROW. The reduced setback has also resulted from a redesign which provides for a compliant front setback for the tower of 5 metres which will have an improved impact on the streetscape. The encroachment of the tower into the prescribed setback area is not considered to detract from the existing ROW environment and will not be dominant or imposing from the adjacent laneway area as compared with a compliant development noting the presence of the compliance 14 metre high podium. The proposed variation to the rear setback can therefore be supported based on the overall rear elevation design being consistent with the requirements of Clause 47 of CPS2.

The proposed western and eastern side setback variations are, by contrast, more minor, with the main building being setback a compliant four metres with only four architectural window elements per side elevation being setback 2.8 metres. It is noted the original design included more significant setback variations which resulted in an increased bulk and scale and was raised as a concern by the DAC. The amended design has reduced the extent of variations being sought and the window features provide for functional elements by providing access to light, ventilation and views for the internal bedroom areas. The splitting of the building form with the window features being separated by a light well will also lessen the perceived impact of the setback variations being sought. It is considered that these offsets, combined with the articulated design of the tower element will provide for adequate separation between the proposed development and future developments on adjacent sites in accordance with the objectives and principles of the Building Heights and Setbacks Policy. The variations can therefore be supported as the setback variations would not compromise the requirements of Clause 47 of CPS2.

Car Parking and Traffic Management

The development is compliant with respect to resident car parking bay provision as prescribed by the City's Parking Policy (5.1). However, the Policy also states that visitor parking should be provided in residential areas where it can be expected that existing on-street facilities will not adequately provide for visitors to the development.

It is considered that the expected demand for visitor parking from the development can be adequately provided for by the presence of on-street bays adjacent to the site and public car parking facilities in the vicinity. There is also a high level of public transport availability in the area including high frequency public transport services which are located within 400 metres of the site.

The applicant submitted a preliminary Transport Impact Statement (TIS) for the City's review in support of the application. The TIS is generally consistent with the City's requirements and concludes that the additional vehicular traffic generated by the development can be accommodated within the existing surrounding road network.

Pedestrian Link

The revised design includes an internal walkway which provides for pedestrian access through the site at the ground floor level from James Street to the rear ROW. The concept is supported based on the area providing for convenient access through the site and also facilitates the creation of an interesting internal space used in conjunction with the adjacent dining tenancy. Whilst the purpose and concept of the walkway and internal space is supported, matters relating to safety/security, ongoing management and alternative measures should the proposed landscaping not function to a sufficient standard will need to be addressed in preparation of the final detailed design drawings at the building permit stage.

Noise

Noting the subject site's location within the entertainment area of Northbridge and the presence of Metro City nightclub to the rear of the property, the applicant submitted an Acoustic Report in support of the proposed development which provides a preliminary assessment in relation to proposed noise mitigation measures and potential for the development to comply with the associated noise regulations. A review of the original and revised design by the acoustic consultant confirmed no discernible difference in the recommended requirements and specifications. While the City's Officers are generally supportive of the preliminary report's analysis and mitigation measures it was recommended that:

- a detailed acoustic report of all mechanical plant associated with the development be prepared which provides sufficient detail to demonstrate how the development will comply with the *Environmental Protection (Noise) Regulations 1997*. This report is to include all noise modelling, measurements and attenuation details;
- all design requirements, as detailed in the preliminary Acoustic Report being implemented at the detailed design stage; and
- a detailed assessment of C-weighted noise being undertaken to demonstrate that:
 - low frequency has been adequately addressed in the design; and
 - the development can successfully deliver an appropriate level of acoustic amenity for residents and can adequately attenuate against external noise sources associated with low frequency noise intrusion.

Based on the preliminary information submitted, the City is satisfied that the application demonstrates the ability for the development to maintain adequate indoor acoustic amenity for residents. However, it is recommended that any approval contain additional stringent conditions relating to the acoustic treatment of the building, including a comprehensive acoustic report detailing the construction specifications of each dwelling and any common access areas to provide evidence that the development can achieve an adequate internal noise level (of less than 25dB at 63Hz) to preserve an acceptable level of residential amenity for the future occupants of the development.

Importantly, such requirements will also assist in enabling the existing entertainment venues to continue to operate without the threat of having to undertake further onerous noise abatement measures or to close down their current operations. The proposed conditions are consistent with those imposed on similar recently approved and constructed residential developments in the locality.

Waste

The applicant submitted a Waste Management Plan (WMP) for the City's review in support of the application. The WMP confirms that the development will generally be consistent with the City's servicing requirements with all servicing occurring via the rear ROW however, there are some matters which will need to be further addressed in preparation of the final WMP to be submitted at the building permit stage which have been identified by the City as follows:

- provision for comingled recycling to be amended to facilitate collection once a week;
- relevant diagrams/plans to be provided demonstrating maximum travel distance for operators; and
- bin room areas to be included in all relevant figures.

It is recommended that an advice note be included on any approval advising of the above WMP requirements.

Conclusion

In response to the concerns of the DAC, the applicant has provided revised plans and elevations to improve the overall presentation and quality of the development. The proposal is seeking variations to the building height and setback requirements of CPS2 however there are not considered to result in any adverse impact on adjoining properties or occupants and are therefore supported in accordance with Clause 47 of CPS2.

Future development in Northbridge presents Council with particular challenges to manage the residential and non-residential uses in this area so as not to compromise the viability of the entertainment venues (and other commercial uses) whilst preserving an adequate level of residential amenity for occupants of the proposed apartments. In this regard it is considered that appropriate conditions related to acoustic attenuation measures being addressed at the detailed design and construction stages be imposed consistent with similar developments in the locality.

Moved by Cr Adamos , seconded by Cr Yong

That Council:

- 1. in accordance with the provisions of City Planning Scheme No. 2 and the Metropolitan Region Scheme, APPROVES BY AN ABSOLUTE MAJORITY the application for a 16 level mixed-use development containing 92 multiple dwellings, one commercial tenancy and 94 car parking bays at 233-239 (Lots 12 and 13) James Street, Northbridge as a detailed on the Metropolitan Region Scheme Form One dated 3 November 2016 and as shown on the plans received on 14 November 2016 subject to:**
 - 1.1 the development being restricted to a maximum plot ratio of 3.6:1 (4,939m² of plot ratio floor area) inclusive of 20% bonus plot ratio (823m² of plot ratio floor area) for the provision of a new Residential use, in accordance with Clause 28 of City Planning Scheme No. 2 and the requirements of the Bonus Plot Ratio Policy 4.5.1;**
 - 1.2 any subsequent change of use of the Residential portions of the development being prohibited within 10 years from the date of lawful occupation of those portions of the development pursuant to Clause 46A of City Planning Scheme No. 2;**
 - 1.3 the development being constructed with high quality and durable materials and finishes and to a level of detailing that is consistent with the elevations and perspectives received on 14 November 2016, with particular attention to the treatment of side/rear podium walls, internal walkway area, expanses of concrete on the tower elevations and upper levels north facing glazed lift lobby, with the final details of the design and a sample board of the materials, colours and finishes being submitted by the applicant to the City for approval prior to applying for a building permit;**

(Cont'd)

- 1.4** *air conditioner condensers not being permitted on residential balconies where they affect the use or enjoyment of the balcony or can be viewed from the street or above and any proposed external building plant, lift overruns, piping, ducting, water tanks, transformers, fire booster cabinets and fire control rooms being located or screened so that they cannot be viewed from the street or above and to minimise any visual and noise impact on the adjacent developments, with details of the location and screening of such plant and services being submitted by the applicant to the City for approval prior to applying for a building permit;*
- 1.5** *the development being designed and constructed to achieve a minimum internal noise level loss of 25dB at 63Hz to all bedrooms and living areas of each dwelling to preserve the residential acoustic amenity of future occupants of the development, in addition to complying with Australian Standard / NZS 2107:2000, with a comprehensive acoustic report by an accredited acoustic consultant, detailing the construction specifications of each dwelling relevant to its specific location and orientation on the site and providing satisfactory evidence that the development can achieve the required internal noise level losses, being submitted and approved by the City prior to the commencement of the development;*
- 1.6** *the construction specifications detailed in the acoustic report (provided in accordance with the previous Condition) being implemented in full to the satisfaction of the City with any working drawings being certified by an accredited acoustic consultant to confirm compliance with the specifications prior to the commencement of the development;*
- 1.7** *a final Waste Management Plan satisfying the City's waste collection requirements being submitted by the applicant to the City for approval prior to applying for a building permit (refer to relevant advice note);*
- 1.8** *the 94 residential car parking bays being provided on site for the exclusive use of occupants of the multiple dwellings within the development and not being leased or otherwise reserved for the use of other buildings or sites;*

(Cont'd)

- 1.9 the dimensions of all car parking bays, aisle widths, ramps and circulation areas complying with the Australian Standard AS/NZS 2890.1/2004;**
- 1.10 the proposed vehicle and pedestrian entry levels being consistent with the immediately adjacent existing footpath and Right-of-Way levels with final details of the existing and proposed levels being submitted by the applicant to the City for approval prior to applying for a building permit;**
- 1.11 all stormwater being contained on-site with details of the stormwater drainage being submitted by the applicant to the City for approval prior to applying for a building permit;**
- 1.12 details of any proposed external ventilation or ducting or window treatments for the proposed 'Dining' tenancy being submitted by the applicant to the City for approval prior to applying for a building permit. Any other proposed use of the commercial tenancy shall be subject to a separate application for approval;**
- 1.13 any signage for the development being integrated with the design of the building with details of any signage for the tenancies not exempt from approval under the City's Planning Policy 4.6 – Signs being subject to a separate application(s) for approval;**
- 1.14 final details of the design of the ground floor walkway, 'zen' gardens and sky garden landscaped areas including soil depths, plant species and irrigation prepared by a qualified landscape architect being submitted by the applicant and approved by the City prior to applying for a building permit;**
- 1.15 in the event of the development not proceeding within six months of the demolition of the existing buildings on the site, the vacant site shall be aesthetically fenced and landscaped to the satisfaction of the City in order to preserve the amenity of the area, prevent unauthorised car parking and reduce dust and sand being blown from the site and shall be maintained in a clean and tidy state;**

(Cont'd)

- 1.16 the works referred to in the previous Condition, being secured by a bond/deed of agreement between the landowner/applicant and the City, to the value of the proposed works as determined by the City, with the cost of the deed to be borne by the applicant and the bond/deed being finalised to City's satisfaction prior to any demolition works being undertaken;**
 - 1.17 the subject lots being amalgamated into one lot on one Certificate of Title prior to the occupation of any of the buildings within the development; and**
 - 1.18 a construction management plan for the proposal being submitted by the applicant to the City for approval prior to applying for a building permit; detailing how it is proposed to manage:**
 - a) delivery of materials and equipment to the site;**
 - b) storage of materials and equipment on the site;**
 - c) parking arrangements for contractors and subcontractors; and**
 - d) other matters likely to impact on the surrounding properties.**
- 2. the applicant be advised that:**
- 2.1. with regards to the final Acoustic Report, the following additional matters shall also be addressed:**
 - a) sufficient detail of all mechanical plant associated with the development demonstrating how the development will comply with the Environmental Protection (Noise) Regulations 1997, including all noise modelling, measurements and attenuation details;**
 - b) all design requirements, as detailed in the preliminary Acoustic Report being implemented at the detailed design stage;**
 - c) a detailed assessment of C-weighted noise in the locality being undertaken to demonstrate that:**
 - i. low frequency noise has been adequately addressed in the design; and**
 - ii. the development can successfully deliver an appropriate level of acoustic amenity for residents and can adequately attenuate against external noise and vibration sources associated with low frequency noise intrusion.**

(Cont'd)

2.2 with regards to the preliminary Waste Management Plan (WMP), the City advises that the final WMP is required to address the following additional matters:

- a) provision for comingled recycling to be amended to facilitate collection once a week;**
- b) relevant diagrams/plans to be provided demonstrating maximum travel distance for operators; and**
- c) bin room areas to be included in all relevant figures.**

2.3 with regards to the internal walkway area, final details of the design shall address the following matters:

- a) management of the space;**
- b) lighting;**
- c) security; and**
- d) alternative design measures in the event of landscaping not surviving within the internalised environment.**

The motion was put and carried

The votes were recorded as follows:

For: Crs McEvoy, Adamos and Yong

Against: Nil

**PL211/16 93-101 (LOT 123) MILLIGAN STREET, NORTHBRIDGE –
PROPOSED TELECOMMUNICATIONS TOWER AND
ASSOCIATED INFRASTRUCTURE ('UNLISTED USE')
FOR 'VODAFONE'**

BACKGROUND:

SUBURB/LOCATION:	93-101 Milligan Street, Northbridge
FILE REFERENCE:	2016/5405
REPORTING UNIT:	Development Approvals
RESPONSIBLE DIRECTORATE:	Planning and Development
DATE:	28 November 2016
MAP / SCHEDULE:	Schedule 7 – Map for 93-101 Milligan Street, Northbridge
3D MODEL PRESENTATION:	A 3D Model for this application will <u>not</u> be available at the Committee meeting.
LANDOWNER:	City of Perth
APPLICANT:	Planning Solutions Pty Ltd
ZONING:	(MRS Zone) Central City Area

(City Planning Scheme Precinct) Northbridge (P1)
(City Planning Scheme Use Area) City Centre
APPROXIMATE COST: \$180,000

SITE HISTORY:

The subject site comprises of a total area of 1,288m² and is located on the south west of the intersection of Milligan and James Streets, Northbridge. The site is bounded by a Western Power electrical substation to the west and a warehouse development to the south. The site currently accommodates a City of Perth owned and operated at-grade public car parking area which is accessed via James Street.

DETAILS:

Approval is sought to install a new triangular telecommunications structure (22 metres in height) containing six panel antennas mounted on a triangular head frame within a shrouded triangular façade. The proposal includes the installation of one outdoor equipment unit at ground level, together with cabling and associated ancillary equipment, including 36 remote radio units. The infrastructure is proposed to be operated and managed by Vodafone Hutchinson Australia.

The applicant advises the structure will be of a galvanised finish in order to minimise its impact on the locality. In addition, the shrouded façade will be of perforated steel construction with artistic artwork, images or wording with details to be finalised in consultation with the City.

LEGISLATION / POLICY:**Legislation**

Planning and Development Act 2005
Planning and Development (Local Planning Scheme) Regulations 2015
City Planning Scheme No. 2
Metropolitan Region Scheme

Policy

Policy No and Name: State Planning Policy No. 5.2 – Telecommunications Infrastructure
Public Notification/Advertising (2.2)
City Development Design Guidelines (4.1)

COMPLIANCE WITH PLANNING SCHEME:**Land Use**

The subject site is located within the City Centre Use Area of the Northbridge Precinct (P1) of the City Planning Scheme No. 2 (CPS2). The Precinct will remain Perth's primary entertainment and night life area and will provide a variety of residential and visitor accommodation and commercial services. Mixed residential

and commercial developments will be encouraged throughout the Precinct to strengthen its residential component as well as creating employment opportunities.

The proposed development does not readily fall within any of the Use Groups contained within CPS2. As such the proposal is required to be considered in the context of the current and future amenity of the locality, the Precinct Statement of Intent, and Clause 43(4) of CPS2. Specifically, Clause 46 of CPS2 outlines the process of determination of an application for an unlisted use as follows:

- “(1) Subject to subclause (2), the Council may refuse or approve an application which involves an unlisted use.*
- (2) The Council cannot grant planning approval for a development which involves an unlisted use unless –*
- (a) the advertising procedure set out in Clause 41 has been followed; and*
 - (b) it is satisfied, by an absolute majority, that the proposed development is consistent with the matters listed in Clause 43(4).”*

Development Requirements

The Northbridge Precinct (P1) does not contain any specific criteria or requirements in relation to development of telecommunications infrastructure. The City's City Development Design Guidelines Policy (4.1) prescribes the following with regards to services and associated infrastructure within the City:

“5.1.1(h) Services

Satellite dishes and other telecommunication facilities should be visually unobtrusive. This may include the concealment of the facility as part of the design of the building, a restriction in the number of facilities, or locating the facility where it will not be visible from the public domain.”

In addition, development of this type is guided by the Western Australian Planning Commission's State Planning Policy No. 5.2 – Telecommunications Infrastructure (SPP5.2). SPP5.2 'aims to facilitate the development of an effective state-wide telecommunications network in a manner consistent with the economic, environmental and social objectives and orderly and proper planning'. The Policy includes specific provisions for to be considered in relation to the siting and development of telecommunications infrastructure as follows:

“Clause 5.1 - Visual impacts

For telecommunications infrastructure to be effective, structures are generally located prominently, at high points in the landscape or on top of buildings, where they are more likely to be visible to the public. The planning authority may exercise discretion in addressing the visual impacts of telecommunications infrastructure.

Clause 5.1.1 - The benefit of improved telecommunications services should be balanced with the visual impact on the surrounding area.

- i) *Assessment of the visual impact of development proposals for telecommunications infrastructure should be made on a case by case basis;*
- ii) *Telecommunications infrastructure should be sited and designed to minimise visual impact and whenever possible:*
 - a) *be located where it will not be prominently visible from significant viewing locations such as scenic routes, lookouts and recreation sites;*
 - b) *be located to avoid detracting from a significant view of a heritage item or place, a landmark, a streetscape, vista or a panorama, whether viewed from public or private land;*
 - c) *not be located on sites where environmental, cultural heritage, social and visual landscape values maybe compromised and*
 - d) *display design features, including scale, materials, external colours and finishes that are sympathetic to the surrounding landscape;*
- iv) *Telecommunications infrastructure should be located where it will facilitate continuous network coverage and/or improved telecommunications services to the community; and*
- v) *Telecommunications infrastructure should be collocated and whenever possible:*
 - a) *Cables and lines should be located within an existing underground conduit or duct; and*
 - b) *Overhead lines and towers should be co-located with existing infrastructure and/or within existing infrastructure corridors and/or mounted on existing or proposed buildings*

Clause 6.3 - Development

In considering a development application, the local government should give consideration to:

- a) *The extent to which the proposal adheres to the policy measures outlined in Section 5 of this policy,*
- b) *The need for services to be located to optimise coverage.”*

The extent to which the proposed development complies with the above requirements is addressed in the following section of this report.

COMMENTS:

Consultation

In accordance with Clauses 41 and 46 of CPS2, the proposal was advertised to the owners of the adjacent properties for a period of 14 days, closing on 9 November 2016. These included the owners at 205 James Street and 116-120, 134-138 and 142 Roe Street, Northbridge. One submission was received from Western Power being the owners of the adjacent electrical substation site at 142 Roe Street. The submission included the following advice:

“It is recommended that persons planning to build or undertake works in high risk areas near transmission or communication assets (including those listed above) act in a safe manner at all times and in accordance with all applicable legal and safety requirements (including the ‘duty of care’ under the laws of negligence, Worksafe requirements and guidelines, Australian Standards and Western Power policies and procedures).”

It is recommended that an advice note be included on any approval advising to liaise with Western Power prior to the commencement of works on site.

Siting and Design

Noting the current layout of the subject site, the proposed location of the telecommunications tower within the south west corner is considered appropriate and generally consistent with section 5.1.1(h) of the City Development Design Guidelines Policy (4.1). This is based on the maximum distances to the street or public domain being achieved, being located on an existing unused paved area and adjacent to a Western Power substation site which has high voltage power lines traversing through it. Whilst the location and scale of the development is based on achieving the optimum level of telecommunications service it is important to consider that the current planning framework provides for surrounding sites to be redeveloped to heights of 33 metres and above. Therefore the facility may be more readily identifiable within the current low scale of surrounding development, this is likely to change in the medium to long term. This will have a two-fold affect in that it will reduce its visibility which is considered a positive, however it will also reduce the performance of the facility.

The applicant has advised that the structure is to be of a galvanised finish to minimise its impact the locality. This is considered an appropriate design response and will limit the maintenance requirements of the facility. The applicant's also propose an artwork feature to ‘shroud’ the proposed antennas and ancillary equipment. This is not considered an appropriate method of screening as it would accentuate and draw attention to the tower rather than the preferred aim of reducing its visibility. It is therefore considered that any approval be conditioned to require a suitable alternative to the existing proposed screening mechanism.

The ancillary outdoor equipment units are proposed to be clad using Colorbond ‘mist green’ in order to reduce their impact on the streetscape. This is supported on the basis of the existing level of landscaping within and abutting the site. It is however recommended that the existing tree and shrubs which have been identified for removal in order to accommodate the installation and operation of the telecommunications tower be relocated and/or replaced within an appropriate location on the site.

SPP5.2 - Telecommunications Infrastructure

The siting of the proposed infrastructure is generally consistent with the requirements of SPP5.2 given that there are no identified prominent or sensitive landscape features, heritage items or individual significant views in the locality and the impact on general views is minimal. In addition, the facility is proposed to be located within a

traditionally commercial environment however it is noted that there are existing and proposed residential developments within the locality and the site is located in an area where the link between the city and Northbridge has recently been re-established.

In accordance with SPP5.2, the site has been identified as a 'required' location to provide continuous and improved telecommunications services to the locality. The applicant has confirmed that detailed investigations of the locality were undertaken in order to ascertain opportunities for co-location which would have reduced installation and maintenance costs however no suitable locations were identified.

Related Legislation

The installation and operation of telecommunications infrastructure is regulated by the *Telecommunications Act 1997* (Commonwealth). Whilst this legislation falls outside the scope of the City's authority, it is important to note the proposed infrastructure will be required to operate in compliance with the Australian Communication and Media Authority (ACMA) Electromagnetic Emissions (EME) regulatory arrangements. A summary report of the predicted Radiofrequency EME Levels for the proposed facility has been submitted in support of the application. The assessment confirms that the proposed installation operating at full power will comply with the Radiocommunications (Electromagnetic Radiation – Human Exposure) Standard 2003.

Strategic/Redevelopment Considerations

As previously outlined, the subject site is currently occupied by an at-grade car parking area which is owned and operated by the City. Given the site's location, dimensions and existing low level of development, it is considered that the site has a high level of strategic and economic importance for the City. In this regard, the proposed siting of a 22 metre high telecommunications tower and associated infrastructure will add constraints to the site with regards to any future redevelopment. In particular, the installation of above and subsurface infrastructure is likely to add encumbrances on the land and reduces its development potential if and when the City decides to either offer the site for sale or undertake a proposed development.

It is noted that the development potential of the site under CPS2 is as follows:

Plot Ratio	Base Plot Ratio 3:1 (3,864m ²) Maximum Bonus Plot Ratio of 50% consisting of a combination of any of the below: Special Residential Development (20% and 40% for high quality hotel maximum) Residential Development (20% maximum) Heritage Conservation (20% maximum)
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Maximum Building Height	33 metres
Use Groups <ul style="list-style-type: none">- Preferred - Contemplated	Community and Cultural, Dining, Home Occupation, Residential, Retail (Local), Special Residential Business Services, Civic, Education 1, Education 2, Entertainment, Healthcare 1, Healthcare 2, Industry – Service, Industry – Cottage, Mixed Commercial, Office, Recreation and Leisure, Retail (General), Storage

It is therefore considered that the proposed telecommunications infrastructure should only be considered an appropriate outcome for the short to medium term. It is therefore recommended that any approval be time limited with any removal and/or adaptation of the infrastructure within a future development of the site. These requirements should also be included in any lease agreement between the City and the operator of the facility.

Conclusion

The proposed development is generally consistent with the relevant framework and considerations for the siting and installation of high impact telecommunications infrastructure. However, notwithstanding the proposed increase in quality and reliability of telecommunication services the development will offer to the locality, it is considered that the subject site's strategic and long term importance requires suitable protections in light of any approvals granted. It is therefore recommended that the application be approved subject to appropriate conditions as identified within this report in accordance with Clause 46 of CPS2.

OFFICER RECOMMENDATION

That Council:

1. in accordance with the provisions of City Planning Scheme No. 2 and the Metropolitan Region Scheme, APPROVES BY AN ABSOLUTE MAJORITY the application for a telecommunications tower and associated infrastructure ('Unlisted Use') for 'Vodafone' at 93-101 (Lot 123) Milligan Street, Northbridge as a detailed on the Metropolitan Region Scheme Form One dated 6 October 2016 and as shown on the plans received on 12 October 2016 subject to:
 - 1.1 the approval being limited to a maximum period of 10 years from the date of the issue of approval, with the telecommunications structure and all associated servicing infrastructure being removed from the site and the site made good, at the applicant's cost, to the satisfaction of the City within 28 days of removal or in the event of the site being redeveloped within the specified 10 year timeframe, any retention or adaptation of the telecommunications infrastructure within a future development being subject to a separate application;

- 1.2 the applicant entering into an appropriate lease agreement with the City in relation to the use of the subject site with all arrangements being finalised to the City's satisfaction prior to applying for a building permit including a condition that any retention or adaptation of the telecommunications infrastructure within a future development being undertaken at the applicant's cost;
 - 1.3 final details of the design and materials, colours and finishes of the development, including an alternative and appropriate method of screening which minimises the facility's visual impact, being submitted by the applicant to the City for approval prior to applying for a building permit;
 - 1.4 the relocation of the underground fibre cabling from its current proposed north/south alignment adjacent to the western boundary to an east/west alignment along the southern boundary to the satisfaction of the City; and
 - 1.5 the existing trees and shrubs proposed to be removed as part of the installation being relocated and/or replaced to an appropriate alternative location within the site to the satisfaction of the City,
2. the applicant be advised that:
- 2.1 the conditions relating to the time limiting of the approval period for the development and alternative routing of fibre cabling infrastructure have been imposed in recognition of the strategic importance of the site and the aim of the City to minimise any impacts on the site's redevelopment potential noting an at-grade carpark in this location is not considered the highest and best use of the land in the medium to long term; and
 - 2.2 Western Power recommends that persons planning to build or undertake works in high risk areas near transmission or communication assets (including those listed above) act in a safe manner at all times and in accordance with all applicable legal and safety requirements (including the 'duty of care' under the laws of negligence, Worksafe requirements and guidelines, Australian Standards and Western Power policies and procedures). It is therefore recommended to liaise with Western Power prior to the commencement of works on site.

The Planning agreed to amend the Officer Recommendation as follows:

- 1.2 the applicant entering into an appropriate lease agreement with the City in relation to the use of the subject site and agreeing to indemnify the City against any claims relating to adverse impacts from emissions from the telecommunications tower, with all arrangements being finalised to the City's satisfaction prior to applying for a building permit including a condition that any retention or adaptation of the telecommunications infrastructure within a future development being undertaken at the applicant's cost;

PRIMARY MOTION AS AMENDED was put

Moved by Cr Adamos, seconded by Cr McEvoy

That Council:

- 1. in accordance with the provisions of City Planning Scheme No. 2 and the Metropolitan Region Scheme, APPROVES BY AN ABSOLUTE MAJORITY the application for a telecommunications tower and associated infrastructure ('Unlisted Use') for 'Vodafone' at 93-101 (Lot 123) Milligan Street, Northbridge as a detailed on the Metropolitan Region Scheme Form One dated 6 October 2016 and as shown on the plans received on 12 October 2016 subject to:**
 - 1.1 the approval being limited to a maximum period of 10 years from the date of the issue of approval, with the telecommunications structure and all associated servicing infrastructure being removed from the site and the site made good, at the applicant's cost, to the satisfaction of the City within 28 days of removal or in the event of the site being redeveloped within the specified 10 year timeframe, any retention or adaptation of the telecommunications infrastructure within a future development being subject to a separate application;**
 - 1.2 the applicant entering into an appropriate lease agreement with the City in relation to the use of the subject site and agreeing to indemnify the City against any claims relating to adverse impacts from emissions from the telecommunications tower, with all arrangements being finalised to the City's satisfaction prior to applying for a building permit including a condition that any retention or adaptation of the telecommunications infrastructure within a future development being undertaken at the applicant's cost;**
 - 1.3 final details of the design and materials, colours and finishes of the development, including an alternative and appropriate method of screening which minimises the facility's visual impact, being submitted by the applicant to the City for approval prior to applying for a building permit;**

(Cont'd)

- 1.4 the relocation of the underground fibre cabling from its current proposed north/south alignment adjacent to the western boundary to an east/west alignment along the southern boundary to the satisfaction of the City; and**
- 1.5 the existing trees and shrubs proposed to be removed as part of the installation being relocated and/or replaced to an appropriate alternative location within the site to the satisfaction of the City,**
- 2. the applicant be advised that:**
 - 2.1 the conditions relating to the time limiting of the approval period for the development and alternative routing of fibre cabling infrastructure have been imposed in recognition of the strategic importance of the site and the aim of the City to minimise any impacts on the site's redevelopment potential noting an at-grade carpark in this location is not considered the highest and best use of the land in the medium to long term; and**
 - 2.2 Western Power recommends that persons planning to build or undertake works in high risk areas near transmission or communication assets (including those listed above) act in a safe manner at all times and in accordance with all applicable legal and safety requirements (including the 'duty of care' under the laws of negligence, Worksafe requirements and guidelines, Australian Standards and Western Power policies and procedures). It is therefore recommended to liaise with Western Power prior to the commencement of works on site.**

The motion was put and carried

The votes were recorded as follows:

For: Crs McEvoy, Adamos and Yong

Against: Nil

Reason: The Planning Committee determined it appropriate to ensure that the City is indemnified against any liability as a result of adverse impacts / emissions from the telecommunications tower.

PL212/16 PROPOSED ENTRY OF MOTOR HOUSE, 68 MILLIGAN STREET, PERTH, IN THE CITY PLANNING SCHEME NO. 2 HERITAGE LIST

BACKGROUND:

FILE REFERENCE: P1023133
REPORTING UNIT: Arts, Culture and Heritage
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 10 November 2016
MAP / SCHEDULE: Confidential Schedule 8 - Submission Owner
(distributed to Elected members under separate cover)
Schedule 9 Heritage Assessment
Schedule 10 – Heritage Council Letter and Assessment

The subject site at 68 Milligan Street, Perth contains a three level, brick and concrete building known as Motor House. The place was constructed in 1935-36 in the Inter-War modern (Inter War Functionalist) architectural style with Art Deco detail characteristics. Motor House has been identified by the City as having cultural heritage significance at the local level and possible heritage significance at State level.

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 three properties in the City Planning Scheme No. 2 Heritage List (CPS2 Heritage List), including Motor House; identified in that confidential report as property H.

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.”

Following internal site inspection of the property, as directed by Council, a further report was presented to Council for consideration.

On **19 July 2016** the Council resolved the following (in part):

“That Council:

in accordance with Part 3 Clause 8 of the Planning and Development (Local Planning Scheme) Regulation 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;

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;

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:

- The place represents a key stage in the development of modern architectural history in Western Australia;*
- The place was the first and only multi-storey structure in Western Australia to be designed and constructed specifically to service the motor car; and*
- 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.”*

This report presents the results of consultation with owner and occupiers located at 68 Milligan Street, Perth and, based on these results, recommends that the place be listed in the City Planning Scheme No. 2 Heritage List.

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 Develop Public Art Strategy and Implementation Plan

DETAILS:

On 25 July 2016 in accordance with Part 3 Clause 8 of the Planning and Development (Local Planning Scheme) Regulation 2015, the City wrote to the owner and occupier of Motor House to extend an invitation for them to provide comment upon the proposed entry of the place on the CPS2 Heritage List.

The City received a formal response from the owner of Motor House (Confidential Schedule 8) and acknowledgement from the occupier stating that they did not wish to submit a comment on the proposal.

This report presents Council with the heritage assessment for Motor House (Schedule 9), the owner's formal submission (Confidential Schedule 8) on the proposed heritage listing and the City's response to that submission. The procedures to date comply with procedures required under the *Planning and Development (Local Planning Schemes) Regulations 2015*.

Council is also requested to note the findings of the Heritage Council of Western Australia's initial assessment regarding nomination of the place for the State Register (Schedule 10).

Council are requested to make an informed decision regarding the proposed entry of Motor House on the CPS2 Heritage List.

Formal Submission - Owner

Following the required submission period the City received a formal submission lodged by Colliers on behalf of the owner which outlined the owner's position regarding the proposed entry of the place on the CPS2 Heritage List (Confidential Schedule 8).

In that submission it was stated that the owner acknowledged and respected the value of heritage. It also presented a detailed analysis regarding the potential effect of heritage listing on the development and investment values of the property.

The owner agreed to offer support for the listing of the subject property in exchange for the City entering into a Heritage Agreement (HA) with the owner that would guarantee that the City approve future development on the site to accord with a list of requirements.

The requested requirements include:

- The ability to modify, adapt demolish and rebuild the façade or other heritage fabric as required;
- Full bonus plot ratio and transfer of plot ratio incentives currently available on the site be assured;
- Specific development requirements be agreed to including: building height; street wall height; and setbacks;
- Approvals related to lift placement, lobby position, retail space and rooftop bar; and
- No additional regulations placed on signage retention, replacement or upgrading due to heritage listing.

Heritage Agreements (HA) are enacted under the Heritage of *Western Australia Act 1990* and are voluntary agreements under which a land owner undertakes to manage and preserve the heritage values of place they own. A HA can be entered into between a landowner and the Heritage Council or other public authority on the State's behalf, subject to the approval of the Minister for Heritage.

HA's may make provision for things such as assistance to the owner, maintenance or other activities done at the request of the Heritage Council, standards for any work on the property, the restriction of any building or works and other provisions that are considered necessary for the conservation of the place.

The City cannot provide preapproval for an unknown development at a time in the future when the planning provisions or other influencing factors are unknown.

Importantly, it should also be noted that consideration of the effects of heritage listing on development are not part of the City's usual procedures related to progressing places to the CPS2 Heritage List.

As directed by The State Planning Policy 3.5 Historic Heritage Conservation local governments must adhere to the following: "inclusion or exclusion of places from a heritage list should be based on their degree of historic heritage significance".

Managing the effect of heritage listing on the form of any future development is undertaken at the development application stage once heritage listing has occurred. The City is keen to work with owners from the concept stage until a formal development application is lodged to ensure that positive benefits are realised for both heritage and the owner. Examples of excellence in heritage redevelopment include the Terrace Hotel, WD & HO Wills Building and Brookfield Place all of which demonstrate that heritage listing and high standards of development are not mutually exclusive.

The City also provides planning and financial incentives to owners of heritage places to assist in mitigating any adverse financial effects of heritage listing and in this regard is recognised as a sector leader within Australia.

State Register of Heritage Places

As directed by Council's resolution of **19 July 2016** the City recommended that the State Heritage Office consider Motor House for the State Register of Heritage Places.

On 10 October 2016 the State Heritage Office (SHO) advised the City that a preliminary assessment had been undertaken for the place and that on consideration the HCWA Assessment Committee found the place to be of sufficient heritage significance to warrant progression to formal assessment.

The next stage in the State Registration process is for a full heritage assessment to be undertaken. The assessment will be presented to the HCWA for consideration, and a decision will be made as to whether the place should be placed on the State Register of Heritage Places. As part of the State Registration process the City will be requested to comment on the proposed entry.

FINANCIAL IMPLICATIONS:

If the place is included in the CPS2 Heritage List the property owner will be eligible to apply for the City's heritage grants, heritage rate concession, and transfer and bonus plot ratio.

COMMENTS:

The heritage assessment undertaken by the City for Motor House demonstrates that the place has sufficient cultural heritage significance to warrant entry in the CPS2 Heritage List.

In addition, the Heritage Council has advised that the Registration Committee has considered the nomination and determined that the place is likely to have cultural

heritage value at the State level and as such, has been added to the SHO assessment program.

The City's support for redevelopment of places on the Heritage List is evident in the many successful developments in the city.

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.

Moved by Cr McEvoy, seconded by Cr Yong

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 Motor House, 68 Milligan Street, Perth, in the City Planning Scheme No. 2 Heritage List (Confidential Schedule 8);***
- 2. enters Motor House, 68 Milligan Street, Perth, in the City Planning Scheme No. 2 Heritage List;***
- 3. gives notice of Part 2 above to the Heritage Council of Western Australia and the owner and occupier of the place; and***
- 4. notes the response from Heritage Council regarding nomination of the place for the State Register of Heritage Places.***

The motion was put and carried

The votes were recorded as follows:

For: Crs McEvoy, Adamos and Yong

Against: Nil

PL213/16 FINAL ADOPTION OF AMENDMENT NO. 37 TO CITY PLANNING SCHEME NO. 2 TO INTRODUCE A SPECIAL CONTROL AREA OVER 480 (LOTS 23 AND 350) HAY STREET AND 15-17 (LOT 500) MURRAY STREET, PERTH

BACKGROUND:

FILE REFERENCE: P1032886
REPORTING UNIT: City Planning
RESPONSIBLE DIRECTORATE: Planning and Development
DATE: 22 November 2016
MAP / SCHEDULE: Schedule 11– Location Plan
Schedule12 – Scheme Amendment Report
Schedule13 – Summary of Submissions

The City of Perth Local Development Assessment Panel (LDAP) approved a development application for a mixed use development on the subject site at its meeting on 26 February, 2015. The mixed-use development is now under construction and is comprised of:

- a 362 room 'Westin' brand hotel operated by 'Starwood;
- 27 level office building;
- Restaurant and bar facing a new public plaza;
- Basement car park (including 66 short term public car parking bays) and loading dock;
- Conservation and adaptation of the State Heritage listed Hibernian Hall; and
- Retention of the State Heritage listed Fire Education and Heritage Centre.

Condition 8 of the Development Approval required the preparation and lodgement of a request to the City to amend the City Planning Scheme No. 2 (CPS2) for the purpose of establishing a special control area (SCA) for the entire development site. The purpose for which is to ensure compliance with CPS2 provisions relating to plot ratio and tenant car parking following the approved re-subdivision and development of the site, prior to applying for a building permit.

Conditional approval was granted by the Western Australian Planning Commission on 29 July 2014 for the re-subdivision of the subject site into two freehold titles.

Council at its meeting on **28 June 2016**, resolved to initiate Amendment No. 37 to the CPS2, refer it to the Environmental Protection Authority and advertise it for public comment.

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation Clauses 75, 81 and 84 of the *Planning and Development Act 2005*
 Clause 57 of the City Planning Scheme No. 2
 Regulation 50 and 53 of the *Planning and Development (Local Planning Schemes) Regulations 2015*

Clause 5 of the Deemed Provisions

**Integrated Planning
and Reporting
Framework
Implications****Strategic Community Plan**

Council Four Year Priorities: Perth as a Capital City

S5 Increased place activation and use of underutilised space

Policy

Policy No and Name: City Centre Precincts 1 to 8 Plan

DETAILS:**Environmental Protection Authority**

Amendment No. 37 to the CPS2 was referred to the Environmental Protection Authority (EPA) following initiation. On the 8 August 2016, the EPA advised that it considered that the Amendment should not be assessed under the *Environmental Protection Authority Act 1986*.

Consultation

Amendment No. 37 concluded advertising on 15 November, 2016.

Advertising of the Amendment included:

- A letter, notice and submission form being mailed to relevant Government and service agencies;
- A notice being placed in The Voice newspaper on Saturday 1 October, 2016;
- Information being placed on the City's website; and
- Information being made available for viewing at the City's Customer Service Centre and Library.

One submission was received from the State Heritage Office, which was supportive of the Amendment. Refer to Schedule 12.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL 16201000
BUDGET ITEM:	Strategic Planning Unit – Planning Schemes and Policies
BUDGET PAGE NUMBER:	74
BUDGETED AMOUNT:	\$13,100
AMOUNT SPENT TO DATE:	\$ 4,908
COMMITMENTS:	\$ 6,931
PROPOSED COST:	\$ 1,000
BALANCE:	\$ 1,034

All figures quoted in this report are exclusive of GST.

If adopted by the Minister for Planning, notices will be required to be placed in a local newspaper and in the Government Gazette. All associated costs will be recouped from the applicant.

COMMENTS:

Pursuant to Regulation 50(3) of the *Planning and Development (Local Planning Schemes) Regulations 2015*, the Council is now required to pass a resolution either:

- (a) to support the amendment without modification; or
- (b) to support the amendment with proposed modifications to address issues raised in the submissions; or
- (c) not to support the amendment.

The proposed SCA will assist in facilitating the high quality redevelopment of the subject site whilst ensuring the retention, restoration and maintenance of two significant heritage buildings. The proposed SCA will ensure a holistic approach to the subdivision and development of the site, allowing for flexibility of built form and use and is consistent with the relevant statutory planning framework provided by CPS2.

On this basis and given no objections have been received, it is recommended that the Amendment be adopted without modification and forwarded to the Western Australian Planning Commission for the final approval of the Minister of Planning.

Moved by Cr Adamos, seconded by Cr Yong

That Council:

- 1. pursuant to Regulation 50(3) of the Planning and Development (Local Planning Schemes) Regulations 2015, adopts Amendment No. 37 to City Planning Scheme No. 2 without modification as detailed in the Scheme Amendment Report being Schedule 12;***
- 2. pursuant to Regulation 53 of the Planning and Development (Local Planning Schemes) Regulations 2015, forwards Amendment No. 37 to City Planning Scheme No. 2 and associated documents to the Western Australian Planning Commission for consideration and recommendation to the Minister for Planning; and***
- 3. pursuant to Clause 5 of the Deemed Provisions, adopts the amended Precinct Plan as detailed in Schedule 12, subject to the gazettal of Amendment No. 37 to City Planning Scheme No. 2.***

The motion was put and carried

The votes were recorded as follows:

For: Crs McEvoy, Adamos and Yong

Against: Nil

PL214/16 FINAL ADOPTION OF AMENDMENT NO. 36 TO CITY PLANNING SCHEME NO. 2 TO INTRODUCE A SPECIAL CONTROL AREA OVER 251 – 267 (LOTS 10, 11 AND 412) ST GEORGES TERRACE, PERTH

BACKGROUND:

FILE REFERENCE:	P1032827
REPORTING UNIT:	City Planning
RESPONSIBLE DIRECTORATE:	Planning and Development
DATE:	22 November 2016
MAP / SCHEDULE:	Schedule 14 – Location Plan Schedule 15 – Scheme Amendment Report Schedule 16 – Summary of Submissions

A development application for the subject site was approved by the City of Perth Local Development Assessment Panel (LDAP) on 18 September 2015. It consisted of a single storey television studio, the refurbishment of two existing office buildings, the construction of an enclosed pedestrian walkway connecting the buildings and changing the on-site car parking (resulting in 180 tenant car bays), end of trip facilities and landscaping.

The site is also the subject of a subdivision application lodged with the Western Australian Planning Commission (WAPC). On 29 July 2016, the WAPC advised that the subdivision application has been deferred pending the gazettal of a scheme amendment to create a special control area (SCA) over the subject site.

Council at its meeting on **28 June 2016**, resolved to initiate Amendment No. 36 to the City Planning Scheme No. 2 (CPS2) to create the SCA over the site. The SCA is required to enable the subdivision of the subject site while maintaining the integrity of CPS2 and current development approvals in terms of plot ratio and tenant parking.

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation	Clauses 75, 81 and 84 of the <i>Planning and Development Act 2005</i> Clause 57 of the City Planning Scheme No. 2 Regulation 50 and 53 of the <i>Planning and Development (Local Planning Schemes) Regulations 2015</i> Clause 5 of the Deemed Provisions
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Integrated Planning and Reporting Framework Implications	Strategic Community Plan Council Four Year Priorities: Perth as a Capital City S5 Increased place activation and use of underutilised space
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Policy

Policy No and Name: City Centre Precincts 1 to 8 Plan

DETAILS:**Environmental Protection Authority**

Amendment No. 36 to the CPS2 was referred to the Environmental Protection Authority (EPA) following initiation. On 8 August 2016, the EPA advised that it considered that the Amendment should not be assessed under the *Environmental Protection Authority Act 1986*.

Consultation

Amendment No. 36 concluded advertising on 15 November, 2016.

Advertising of the Amendment included:

- A letter, notice and submission form being mailed to relevant Government and service agencies;
- A notice being placed in The Voice newspaper on Saturday 1 October, 2016;
- Information being placed on the City's website; and
- Information being made available for viewing at the City's Customer Service Centre and Library.

One submission was received in relation to the Amendment from Main Roads Western Australia, which raised no objection to the amendment. Refer to Schedule 16.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL 16201000
BUDGET ITEM:	Strategic Planning Unit – Planning Schemes and Policies
BUDGET PAGE NUMBER:	74
BUDGETED AMOUNT:	\$13,100
AMOUNT SPENT TO DATE:	\$ 5,135
COMMITMENTS:	\$ 6,931
PROPOSED COST:	\$ 1,000
BALANCE:	\$ 1,034

All figures quoted in this report are exclusive of GST.

If adopted by the Minister for Planning, notices will be required to be placed in a local newspaper and in the Government Gazette. All associated costs will be recouped from the applicant.

COMMENTS:

Pursuant to Regulation 50(3) of the *Planning and Development (Local Planning Schemes) Regulations 2015*, Council is now required to pass a resolution either:

- (a) to support the amendment without modification; or
- (b) to support the amendment with proposed modifications to address issues raised in the submissions; or

(c) not to support the amendment.

The proposed SCA over the site will ensure a holistic approach to the development of the site, allowing for subdivision and flexibility of built form and use. It is consistent with the relevant statutory planning framework provided by CPS2.

On this basis and given no objections have been received, it is recommended that the Amendment be adopted without modification and forwarded to the WAPC for the final approval of the Minister for Planning.

Moved by Cr McEvoy, seconded by Cr Yong

That Council:

- 1. pursuant to Regulation 50(3) of the Planning and Development (Local Planning Schemes) Regulations 2015, adopts Amendment No. 36 to City Planning Scheme No. 2 without modification as detailed in the Scheme Amendment Report being Schedule 15;***
- 2. pursuant to Regulation 53 of the Planning and Development (Local Planning Schemes) Regulations 2015, forwards Amendment No. 36 to City Planning Scheme No. 2 and associated documents to the Western Australian Planning Commission for consideration and recommendation to the Minister for Planning; and***
- 3. pursuant to Clause 5 of the Deemed Provisions, adopts the amended Precinct Plan as detailed in Schedule 15, subject to the gazettal of Amendment No. 36 to City Planning Scheme No. 2.***

The motion was put and carried

The votes were recorded as follows:

For: Crs McEvoy, Adamos and Yong

Against: Nil

DEPUTATION: **Agenda Item 8, PL215/16 – Adoption of Proposed Amendment to City Planning Scheme No. 2: Signs Policy and Associated Amendments to Various Precinct Plans, Planning Policies and Design Guidelines**

The Presiding Member approved a Deputation from Mr Hood.

6.26pm Mr Hood commenced the deputation and outline his request to exempt property 251 Adelaide Terrace from the proposed amendments to the Signs Policy as distributed to the Planning Committee at the meeting.

6.31pm

The deputation concluded.

**PL215/16 ADOPTION OF PROPOSED AMENDMENT TO CITY
PLANNING SCHEME NO. 2: SIGNS POLICY AND
ASSOCIATED AMENDMENTS TO VARIOUS PRECINCT
PLANS, PLANNING POLICIES AND DESIGN
GUIDELINES**

BACKGROUND:

FILE REFERENCE:	P1032185
REPORTING UNIT:	City Planning
RESPONSIBLE DIRECTORATE:	Planning and Development
DATE:	20 November 2016
MAP / SCHEDULE:	Schedule 17 – Plan of Areas with Place Specific Requirements Schedule 18 – Summary of Submissions Schedule 19 – Map of Submissions Schedule 20 – Proposed Amended Signs Policy Schedule 21 – Table of Existing and Amended Planning Policies Schedule 22 – Table of Existing and Amended Precinct Plans Schedule 23 – Table of Existing and Amended Planning Policies and Design Guidelines for Normalised Redevelopment Areas

Council at its meeting held on **28 June 2016**, resolved to advertise proposed amendments to the City Planning Scheme No. 2 (CPS2) Signs Policy and associated amendments to various Precinct Plans, Planning Policies and Design Guidelines for public comment.

The proposed amendments to the Signs Policy and associated documents are detailed in Schedules 20 to 23 and are summarised below.

The Role of Signage in the City

Signage plays an important role in way-finding and identifying and promoting businesses and buildings within the city. It can have a significant impact on the visual quality of the urban environment and on amenity and safety.

The City has a responsibility to the wider community to ensure that the impacts of signage are properly assessed and managed and that all signage makes a positive contribution to the appearance of the city.

Key Changes

The key changes to the Policy are to provide:

- clearer objectives, principles and standards;
- requirements for a more coordinated approach to signage on buildings with clearer guidance on appropriate design, location and size;
- updated requirements for specific sign types and sign content, separating the provisions for each for clarity;
- updated place specific requirements and heritage provisions; and
- updated and simplified exemptions from planning approval with regulation only where essential.

Definitions

The definitions within the Policy have been updated to provide terminology which is user friendly and reflects the types of signs which are now most commonly seen within the city. A single diagram has been created to depict the majority of defined signs.

Design Considerations

The proposed Policy seeks to ensure that applicants consider signage in a holistic way across a site.

Signage strategies will now be required where new buildings, substantial changes to existing buildings or signage on a heritage place are proposed and there will be multiple tenants, in order to avoid ad hoc placement of signs and excessive signage.

The proposed Policy requires that the design of signs should be of a high standard with signs appropriately located and integrated with the architecture of the building and constructed of high quality materials.

Guidance on the location and scale of signage on buildings is provided. Signage for the purpose of identifying businesses, services or products and addresses should generally be located at pedestrian level or to a lesser extent at first floor level and be relatively small in size given the immediate proximity to those intended to view it. Signage for the purpose of identifying the name of the building or its principal occupant is appropriate at the top of buildings and should be larger in scale, given it will be viewed from a distance, and designed to contribute to the city skyline. Signs at other locations on buildings should be limited to where the purpose and viewing audience is clear and justified.

Signs on Heritage Places and in Heritage Areas

The principles and provisions relating to signs on places on the Heritage List or within a Heritage Area have been updated to reflect current best practice, provide greater clarity and to recognise the varied nature of existing and potential heritage areas identified under CPS2.

Streetscape and Locality

The proposed Policy incorporates more succinct objectives and principles to ensure that all new signs contribute to the intended character of the streetscape, locality, and where applicable the city skyline, in a positive way.

The current Policy identifies areas within the city where signage should reflect a distinctive character. These areas have now been revised and expanded and the requirements updated to reflect current vision and intent for advertising. These areas are listed as follows and identified in Schedule 17:

- Entertainment Area;
- Retail Core Area;
- Town Centre Areas;
- The Terraces Area;
- Residential Areas; and
- Civics and Parks Areas.

Sign Content

As with the current Policy, the proposed Policy indicates that sign content should generally be limited to street numbering, the names and/or logos of the occupants of the premises or details of the businesses carried out at the premises.

Third Party and On-Premises Advertising

The proposed Policy differentiates between third party advertising which relates to goods and services which are not available on site and on-premises advertising which relates to goods and services which are available on site, in order to provide greater flexibility for the latter.

Council has generally discouraged third party advertising on signs within the city in order to create a high quality public domain and reduce visual clutter. The proposed Policy will also limit third party advertising, but provide greater clarity on where and under which circumstances it may be considered. In summary it is proposed that third party advertising content be restricted as follows:

- To signage within or facing a public space within the Entertainment, the Terraces, Retail Core and Town Centre Areas (refer to Schedule 17) where oriented for viewing within the space and where consistent with the nature of the public space. This is in recognition that some public spaces may be enhanced by third party advertising.
- On large wall signs on buildings within the Entertainment, Retail Core or Town Centre Areas (refer to Schedule 17) where the building was approved prior to June 2014 and has a large section of blank wall which will be enhanced by its addition. The current large banner sign provisions which limit installation of this type of signage to a maximum of six months and the overall number in the city to four will be removed.

The restrictions above will also apply to on-premises advertising content, however, this content will also be permitted on window signs throughout the city.

It is intended that on places on the Heritage List or within Heritage Areas, third party and on-premises advertising content only be permitted on temporary hoarding signs, discrete window signs in the case of on-premises advertising or on reconstructed

signage where there is a clearly established historical precedent for the signage which positively contributes to the place.

Animated and Variable Sign Content

Sign content which changes frequently will now be dealt with as either animated or variable content. Animated content is sign content which is constantly in motion while variable content is static sign content that changes on a specified time cycle.

The proposed Policy differentiates between small electronic screens, much like a television or computer screen, that are now popular in tenancy windows and large electronic screens generally located in highly visible public locations.

Small signs ($\leq 2\text{m}^2$) with animated or variable content are proposed to be permitted at the ground floor level or pedestrian level of a building or as part of a ground based sign in public spaces throughout the city with the exception of the Residential and Civic and Parks Areas (refer to attached Schedule 17). In the case of places on the Heritage List or within Heritage Areas, discrete small signs may be permitted inside the window of a shop where they will not detract from its cultural heritage significance.

Careful management of the location of large signs ($> 2\text{m}^2$) with animated or variable content is required to avoid visual clutter and to ensure that they are appropriate to the setting. It is also critical that appropriate levels of safety are maintained for road users and the public. For this reason it is intended that they be restricted to the Entertainment, Retail Core and the Terraces Areas (refer to attached Schedule 17) as follows:

- within public spaces designed and intended for the public to stop and gather, where they will not distract road users and where they will enhance the character and vitality of the space; and
- at the tops of buildings which are greater than 29 metres in height where they will make a positive contribution to the skyline.

They will not be permitted on places on the Heritage List or within Heritage Areas.

While animated content on large signs should not be directly visible to road users, variable content on large signs may be where carefully controlled with appropriate conditions of approval.

Sign Types

While the objectives, general principles and general provisions of the proposed Policy will apply to all sign types, in certain instances specific provisions have been included for certain sign types.

Top of Building Signs

Consistent with the current Policy, sky signs (currently 'sky or above roof' signs) are not permitted within the city. These are signs which are fixed to or above the roof, plant room, wall or architectural feature at the top of a building.

In relation to other signs located at the top of buildings, the proposed Policy includes provisions to limit the number and size of roof signs or wall signs per elevation and ensures they are designed in a manner which achieves a high degree of integration and compatibility with the form of the building. The content of these signs will be limited to the name of the building or its principle occupant with illumination encouraged where this will add interest and vibrancy to the city's night skyline. Roof signs will not be permitted on places on the Heritage List or within Heritage Areas;

Window Signs

The definition of window signs is proposed to be amended to include all signs displayed within one metre of a window as these can impact upon the public realm in relation to activation and passive surveillance. Provisions are proposed to ensure window signs are designed to allow views into and out of windows. The area of a window which can be used for signage has been generally limited to 25%. Notwithstanding this the proposed Policy recognises the need, and allows for, more extensive temporary signage to advertise retail sales

Exemptions

Under the current Policy various sign types are exempt from the requirement to obtain development approval provided they comply with certain conditions. This is on the basis that they are minor and unlikely to have any adverse impact on the locality. These exemptions have been clarified, and expanded where appropriate so that fewer signs will require development approval.

LEGISLATION / STRATEGIC PLAN / POLICY:**Legislation**

Planning And Development Act 2005
City Planning Scheme No. 2

**Integrated Planning
and Reporting
Framework
Implications**

Strategic Community Plan
Council Four Year Priorities: Living in Perth
S9 Promote and facilitate CBD living.

Policy

Policy No and Name: City Planning Scheme No. 2 Planning Policy 4.6 - Signs

DETAILS:**Consultation**

The proposed amendment to the Signs Policy was advertised for 24 days from 2 August 2016 to 26 August 2016 by way of:

- a letter and submission form being mailed to 29 key stakeholders;
- a letter and submission form being mailed to 93 sign, advertising and related companies who have lodged development applications for signage over the last two years;
- newspaper notices being placed in The Voice and Western Suburbs Weekly on the 2 August 2016 and 6 August 2016;
- information being placed on the City's website; and
- information being made available for viewing at the City's Customer Service Centre and the City Library.

Submissions

A total of 35 submissions were received during the advertising period. Of these:

- three submissions were from Government Departments/Authorities and either raised no objection or sought minor modifications;
- 20 submissions were from, or on behalf of, owners or other parties with interests at 251 Adelaide Terrace, Perth opposed to aspects of the proposed Policy which relate to existing signage at the property;
- three submissions were from, or on behalf of, owners of other specific sites (146-152 Barrack St, 20 Sutherland Street, 108, 123-137 and 235 St Georges Terrace and 11 Mounts Bay Road, Perth) and either seek modifications or oppose the proposed Policy;
- three submissions were from or on behalf of advertising agencies seeking clarification and modifications;
- two submissions were from professional bodies seeking modifications; and
- one submission was from an industry expert seeking modifications.

A map showing the location of the properties relevant to the submissions received is provided in Schedule 19 – Map of Submissions.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL 16 201 000
BUDGET ITEM:	Strategic Planning - City Planning Schemes and Policies
BUDGET PAGE NUMBER:	74
BUDGETED AMOUNT:	\$13,100
AMOUNT SPENT TO DATE:	\$ 5,135
COMMITMENTS:	\$ 6,931
PROPOSED COST:	\$ 700
BALANCE:	\$ 1,034

All figures quoted in this report are exclusive of GST.

COMMENTS:

A summary of the key issues raised in the submissions is provided below. The submissions are numbered, outlined and addressed in detail in Schedule 18 – Summary of Submissions.

Third Party Advertising

Concerns over the proposed approach to third party advertising in the proposed Policy were expressed in Submission No.'s 29, 30, 31 and 33. The submissions stated that third party advertising should not be limited to specific areas of the city and a flexible merit based approach should be applied. They also stated that advertising is a part of the modern urban environment, and can be incorporated into cities without adverse impacts on the surrounding environments and businesses and provides a means for businesses to generate revenue. In addition 20 submissions, as listed and dealt with in more detail later in the report, referred specifically to existing third party advertising at 251 Adelaide Terrace, Perth.

The City has sought to strike a balance in relation to third party advertising in the past, limiting it to certain sites. The proposed Policy continues the approach of limiting third party advertising, but provides greater clarity on the circumstances under which it may be considered.

There is increasing pressure from advertising and sign companies to permit third party advertising in the city. These companies generally seek to locate third party advertising in highly visible locations adjacent to major roads and the freeway where they have the largest audience in terms of motorists and pedestrians, but this is not necessarily a good outcome for the visual appearance of the locality or the city generally. Third party advertising if not carefully managed can create visual noise and detract from the visual amenity of the city, from way-finding and from the advertising of city businesses and their goods and services. There is a danger that it can become the dominant element of an urban environment, rather than the buildings, spaces and businesses.

Following a review of the precincts and the public realm within the city it was evident that third party advertising was best suited to the retail and entertainment areas within the city (the Entertainment, Retail Core and Town Centre Areas as identified on Schedule 17). However a controlled approach in these areas is crucial to avoid it becoming excessive and dominant. For this reason it has been limited to public spaces designed for people to gather where it will complement and enhance the nature and vibrancy of the space, and to existing buildings where it will enhance a large blank section of a wall.

This approach was extended to public spaces designed for people to gather in within the Terraces Area (as identified on Schedule 17) in recognition that some of these spaces have a significant retail and entertainment element. However it is especially important that any third party advertising is contained within the space, as signage visible in the streetscape should principally be for the purpose of numbering and naming building reflecting its role as the focus of business, finance, commerce and administration in the state.

In addition to the locations above, the Policy proposes that third party advertising be permitted on a temporary basis on hoarding signs during construction or redevelopment of a site where the hoarding will also incorporate an image that will enhance the appearance of the site for the duration of the works.

When developing the proposed Policy, the approach to signage in other cities was reviewed. Different approaches to third party advertising are employed in cities interstate and overseas. In many cities, large third party signage was first introduced some time ago and while some cities continue to allow the spread, many actively discourage it or allow it to concentrate in identified locations. The cities well-known for their third party advertising are those where it is concentrated in key locations such as Time Square in New York, Shibuya in Tokyo and Piccadilly Circus in London. The proposed Policy seeks to deliver an approach which suits Perth and enhances its unique character.

Submission No. 29 expressed concern that the proposed Policy would prejudice existing third party advertising signs in the city that may be suited to upgrade or conversion to digital format in the future. Submission No. 30 expressed concern that 20 Sutherland Street, which currently accommodates large third party advertising structures, is within an area where this type of advertising would only be permitted on a hoarding sign in the future. It is noted that the proposed Policy would not apply retrospectively to existing third party advertising with valid development approval, although any proposed modifications would require further approval. The modifications would be assessed against the objectives, principles and provisions of the Policy and Council would have the discretion to vary the Policy if it considered that the modifications were an improvement to the existing situation.

It is noted that in the case of the wall sign with third party advertising content at 251 Adelaide Terrace, its current development approval is temporary and further development approval will be required once that lapses. This is addressed in more detail later in the report.

Submission No. 33 indicated that third party advertising should not be limited to public spaces where it is facing inwardly, assuming that this requirement was based on concerns regarding the safety of road users. However as indicated, this requirement is based on amenity issues, with safety issues more relevant to animated and variable content on signs.

A provision is proposed in the Policy to require third party advertising content to relate to products, services or events available within the city. Submission No.'s 29 and 33 oppose this provision as it is considered to be impractical and onerous. The intent of the provision is to ensure advertising content does not undermine the city's role as the primary retail, commercial and cultural centre of the metropolitan area and state and this is considered to be appropriate. However modifications to the provision are proposed to clarify this intent and they should overcome practicality concerns. (Refer to Schedules 20 and 21 for details.)

Submission No. 33 suggested that the proposed Policy should allow for third party advertising on public infrastructure (bus shelters, seating, rubbish bins, etc.) as

advertising companies often will fund these structures on the basis that they are able to utilise the advertising space.

It is important that funding and financial incentives are not part of the decision making process for signage, or development generally, as this would set a dangerous and inequitable precedent which would conflict with the principles of orderly and proper planning. It is also important that the same objectives, principles and provisions apply to the City and other public authorities as to the public.

In accordance with the objectives and principles of the proposed Policy, there may be streets within the city where a limited number of small signs on street furniture with third party advertising could make a positive contribution to the streetscape. However this signage would need to be well considered as part of a coordinated approach to street furniture in the locality rather than installed on an ad hoc basis. It should be small in size ($\leq 2\text{m}^2$), limited in number, appropriately located and appropriately integrated with the design of the infrastructure to ensure that it will enhance the city environment without leading to visual clutter. Modifications to the Policy to enable this are proposed, with details in Schedules 20 and 21.

Given the limited size of these signs ($\leq 2\text{m}^2$), variable content with appropriate conditions is unlikely to create safety issues for road users, but this would need to be carefully assessed. Animated content could cause safety issues and would not be appropriate.

Submission No. 30 recommended that the Policy should allow for the temporary use of vacant development sites for third party advertising signage in return for significant short term improvements to the site, such as landscaping and seating. Currently under CPS2 demolition is not permitted unless an application for further development on the site has been approved. Conditions are commonly imposed on development approvals involving demolition, which require the site to be landscaped if construction does not commence within 12 months. As a consequence interim third party advertising signage is not necessary and in contrast, allowing it could delay construction as a consequence of the supplementary income that it provides.

On-Premises Advertising

The proposed Policy differentiates between third party advertising and on-premises advertising content, with the latter relating to goods and services that are actually available on site. Submission No. 31 indicates that the proposed Policy limits on-premises advertising to window signs only on places on the Heritage List or within a Heritage Area. However the proposed Policy will allow on-premises advertising content in all window signs in the city. This is in recognition that businesses, particularly shops have a need to advertise the goods and services they are providing in shop windows and this provides pedestrian interest and information relating to the business on site.

251 Adelaide Terrace

As indicated, 20 submissions were received in relation to the implications of the proposed Policy on the existing large wall sign with third party advertising content on

the western elevation of the building at 251 Adelaide Terrace, Perth (Submission No.'s 2, 3, 4, 6, 7, 8, 9, 10, 11, 12, 13, 15, 18, 19, 20, 22, 23, 24, 25 and 26).

The submissions oppose changes that will affect the sign for a range of reasons, summarised as follows:

- It will result in loss of income for strata owners and for the advertising company. Income from the sign is supplementing reduced income from rent in difficult economic times. The income assists with maintenance costs. Existing contractual arrangements will be affected;
- The sign is unique and iconic;
- The sign adds to the character and vibrancy of the locality and the city skyline as it can be viewed from some distance;
- The sign is attractive and doesn't create visual clutter or distract drivers;
- The sign has been in place for four years and caused little concern;
- The wall will be blank if the sign is removed; and
- Advertising is part of modern life.

The proposed Policy provides a framework for the assessment and management of signs within the CPS2 Scheme Area. It seeks to ensure that signage is well designed and positioned, innovative, responds to its setting and makes a positive contribution to the visual appeal of the public realm and the city as a whole. It considers the cumulative effect of signage.

If the Policy is adopted, it would apply to new signage or modifications proposed to existing signage. The Policy would not apply retrospectively to existing signs unless they have temporary approval, as is the case with the sign at 251 Adelaide Terrace. It is noted that the Council has discretion to vary planning policy, including the Signs Policy, when determining a development application where this would be consistent with the principles of orderly and proper planning.

The subject sign measures 25 metres x 25 metres (625m²), is located on the western elevation of the 20 storey building at the site and displays third party advertising primarily for large international brands. It was granted approval by Council on **6 December 2011** for five years and again on **19 August 2016** for approximately a year, with the approval expiring on 31 December 2017. After that time the sign will either need to be removed or further development approval gained.

The sign was approved as a large banner sign. This term was included in the existing Policy to allow for high impact signs attached to a building or to scaffolding, to promote an event or exhibition and in certain circumstances display third party advertising. The signs were intended to be in place no longer than six months with a maximum of four permitted in the city at any one time. As the applications for large banner signs received under the existing Policy have primarily been attached to the walls of buildings for the purpose of displaying third party advertising, with applicants commonly requesting that they be installed for longer than six months, the definition has been removed from the proposed Policy with the signs to be dealt with as wall signs and the third party advertising to be dealt with under the sign content section of the Policy.

As indicated above, under the proposed Policy third party advertising will be considered on large wall signs within the Entertainment, Retail Core and Town Centre Areas (as identified on Schedule 17) where the building was approved prior to June 2014 and the sign will enhance a large section of blank wall. These areas are dynamic areas where carefully managed third party and on-premises advertising may be compatible with their role and nature.

251 Adelaide Terrace is located within the Terraces Area (as identified on Schedule 17) which comprises the principal city boulevard and incorporates the focus of business, finance, commerce and administration in the state. Third party and on-premises advertising is generally not considered to be compatible with the desired character and role of this Area. A number of submissions (No.'s 2, 5, 6, 8, 10, 11, 13, 15, 18, 19, 22 and 24) have a contrasting view on this and suggest that the existing third party sign enhances the area and is iconic. Importantly rather than considering a single sign which on its own may or may not be seen as an issue, the Policy is required to deliver a strategic approach to signage across the city and have consideration to the cumulative impact of signage.

It is noted that a number of the submissions (No.'s 7, 9, 10, 11, 13, 22, 25 and 26) suggested that the proposed Policy will require a reduction in the size of the sign at 251 Adelaide Terrace. The Policy includes provisions to require that, where permitted, large wall signs with third party advertising content have a maximum area of 25% of the wall area and do not extend to the full height or width of the building. In this way they will not dominate the building and the building will provide a frame for the sign.

As indicated in 19 of the 20 submissions, the leasing of the wall space at 251 Adelaide Terrace for advertising provides important income for strata owners in difficult economic times. However this is not a matter which can or should be taken into consideration when setting planning policy or determining development applications. Planning decisions made on the basis of financial hardship or gain would set an inappropriate and inequitable precedent which would conflict with the principles of orderly and proper planning. They would potentially lead to poor urban outcomes and ad hoc proliferation of signage.

Submission No.'s 10 and 19 requested that 251 Adelaide Terrace be excluded from the proposed Policy. However there is no strategic rationale for this and it would not be a fair or equitable approach for other landowners.

Submission No. 23 requested that the Policy not be applied retrospectively while Submission No. 20 asked that the sign be given a five year grace period. If adopted the proposed Policy would not apply retrospectively. However the subject sign has temporary development approval and once that approval expires a new application for the sign would be subject to the provisions of CPS2 and the Policy in place at the time. When determining an application the Council may grant temporary development approval where considered appropriate.

Illumination

The proposed Policy involves modifications to the requirements relating to the illumination of signs to ensure that it does not cause a loss of amenity to the public or building occupants. A number of submissions (No's 14, 17, 29 and 33) questioned elements of these provisions. In particular one submission considered that it is sufficient for illumination to comply with relevant Australian Standards, while two submissions recommended that brightness/luminance levels be incorporated into the Policy.

The Australian Standards for Control of the Obtrusive Effects of Outdoor Lighting do not apply to internally illuminated advertising signs, although the general principles and methodology are relevant. The application of additional provisions and standards is required to ensure appropriate levels of amenity are achieved.

Maximum luminance levels have been developed by various authorities and help to address the very high brightness capability of digital signs. However it is a complex area which is changing as technology advances and recommended standards vary between authorities. As a consequence it is not considered appropriate for specific levels to be incorporated into the Policy. Rather the Policy should require that maximum luminance levels comply with relevant standards as considered appropriate by the local government. The City has generally adopted the guidelines established by the Main Roads WA, as the relevant transport authority in Western Australia.

Other minor modifications have been made to the proposed wording in response to submissions where considered appropriate to clarify intent. (Refer to Schedules 20 and 21 for details.)

Animated and Variable Content

Submission No.'s 29 and 31 oppose the restrictions on the location of animated and variable content signs proposed within the Policy. The submission states that this type of sign content in digital format is a fast growing technology and a component of modern urban environments and the proposed restrictions will limit innovation. Submission No. 29 also considers that provisions limiting visibility of sign content from adjacent streets should be modified to specifically limit their visibility to motorists where they would create a safety hazard. In contrast Submission No. 21 supports the proposed provisions dealing with animated and variable content on signs as they are considered to effectively respond to increasing demand in this area.

While the Policy will allow animated and variable content on small signs ($\leq 2\text{m}^2$) in a range of locations, it is more restrictive in relation to large signs ($> 2\text{m}^2$) with animated or variable content. This is to ensure appropriate levels of safety are maintained for road users and the public, but also to avoid visual clutter and to ensure that these signs are appropriate to the setting and will make a positive contribution to an area's visual quality and vitality.

On the basis of this and after a review of the precincts and the public realm across the city, the proposed Policy restricts these types of sign content to:

- Public spaces within the Entertainment, Retail Core or Terraces Areas (as indicated on Schedule 17) where they are orientated for viewing within the space and the space is designed and intended for people to gather.

These are spaces which are suited to high levels of pedestrians and activity, often with a retail or entertainment focus. They are spaces where people can stop and linger safely without obstructing pedestrian traffic, where the safety of road users will not be affected and where the animated or variable content will add to the character and vitality of the space both during the day and night.

While animated content in public spaces should not be directly visible to road users for safety reasons, variable content may be where carefully controlled in terms of content, duration of display and transition times. Provisions are included within the Policy to address this, with duration of display and transition times.

- At the top of buildings greater than 29 metres in height (except in the Landscaped Mixed Use Areas, the Residential Areas or the Civic and Parks Areas as indicated on Schedule 19) where they will add interest and vitality to the city skyline, and will not affect the amenity of adjacent buildings or distract road users.

The criteria for the location of these types of sign content are considered valid.

Submission No. 29 recommended the consideration of the national approach to transition and display times for variable content on signs and reference to the NSW draft guidelines, while Submission No. 33 advocated that 6 to 8 second display times be prescribed. The proposed Policy indicates that where variable content on large signs ($>2m^2$) will be visible to road users, display and transition times should comply with standards specified by the State Government transport authority or any other standard considered relevant. This is consistent with the practice of the City to date to apply the Main Roads WA guidelines. It is not appropriate to prescribe specific times within the City's Policy as these standards are regularly updated and a technical matter which is the expertise of transport authorities. Rather the Policy should require that variable content comply with relevant standards as considered appropriate by the local government. The City has generally adopted the guidelines established by the Main Roads WA, as the relevant transport authority in Western Australia.

The proposed Policy incorporates a provision to prevent technology or mechanisms as part of variable content signage that facilitate real time communication with road-users or pedestrians. This is to ensure that road users are not distracted and to avoid nuisance to the public and building occupants generally. Submission No. 33 recommends that technology which allows advertisers/businesses to communicate with pedestrians be permitted where it is offered on an opt in basis, noting that is now becoming available. It is agreed that this may be a desirable option for pedestrians in some circumstances and the provision should be amended accordingly. In addition it is proposed that it be extended to apply to all signage types (refer to Schedules 20 and 21 for details of modifications).

Submission No. 14 opposed the provision for animated and variable content signs to have a default setting to display a black screen if a malfunction occurs. It is stated that this can only be achieved if the screen is turned off and that the screen cannot be corrected when off. This provision is intended to ensure that malfunctioning screens do not cause a nuisance. Modifications to the provision to require the screen to be dark and blank during a malfunction, with the exception of during repair, are proposed to overcome this issue (refer to Schedules 20 and 21 for details of modifications).

Top of Building Signs

As indicated the proposed Policy allows for wall signs or roof signs at the top of buildings but does not permit sky signs.

Submission No. 31 states that the modified definitions of roof signs and sky signs are overly prescriptive and do not overcome existing issues of interpretation. The proposed Policy has been amended to address this, with modifications to the definitions clarifying the differences and removing design matters (refer to Schedules 20 and 21 for details of modifications).

Two submissions (No.'s 27 and 32) opposed the provisions to limit the number of roof signs or wall signs at the top of a building to one per elevation with one of these submissions also concerned about proposed limitations to size. The submission states that this is not reasonable where there is more than one major tenant and where some building elevations are large enough to accommodate more than one sign. Submission No. 14 queried whether building owners and tenants would be able to advertise their businesses on roof signs.

The proposed Policy recognises that signage for the purpose of identifying the name of the building or its principal occupant is appropriate at the top of buildings and should be of a larger scale and design that contributes to the city's skyline during the day and night and can be seen from a distance. Notwithstanding this, the Policy also requires signs to be compatible in scale and integrated with the architectural design of the building. This will ensure that the architectural character of the building remains dominant.

Proposed provisions specify that only one roof sign or one wall sign at the top of a building should be permitted per building elevation. These signs are intended to display the name of the building or the major occupants of the building. Provisions also generally limit the vertical dimension of these signs to the equivalent of one tenth of the building but not more than two typical floors of the building. Guidelines for the appropriate location and scale of signs are also provided as an appendix to the Policy.

Using these guidelines and reviewing examples of good signage at the top of buildings within the city and internationally, it is considered that the Policy provisions are appropriate. However it is acknowledged that there may be special circumstances where the design and width of a building elevation may accommodate a second sign. This could be supported where the additional sign would not lead to

visual clutter and would make a positive contribution to the city skyline. The wording of the proposed Policy has been amended to reflect this (refer to Schedules 20 and 21 for details of modifications).

Wall Signs

Submission No. 25 sought clarification of the application of provisions for wall signs at the top of buildings and to large wall signs for third party advertising.

As indicated, where wall signs are located at the top of buildings the vertical dimensions should be no more than one tenth of the buildings height or two typical floors, whichever is the lesser. In contrast wall signs with third party or on-premises advertising proposed on blank walls of buildings approved prior June 2014 are to be limited to a maximum of 25% of the wall area and not extend to the full height or width of the building.

Modifications to the wording of these provisions have been made to provide greater clarity in their application (refer to Schedules 20 and 21 for details of modifications).

Submission No. 25 also considered the maximum 25% area for wall signs with third party advertising to be excessively restrictive. However the limit is intended to ensure that the signs do not inappropriately dominate buildings and it will allow for signs of substantial proportions given the scale of buildings within the city. It is rare in the city centre for the entire side wall of a building to be visible or blank; it is usually obscured by adjacent buildings and this has been taken into consideration when determining the 25% limit. Most of the existing large signs of this type in the city would comply with this 25% limit, although some extend to the full height and width of the building.

Heritage

Submission No's 27 and 31 express concern that the provisions applicable to signs on places on the Heritage List or within Heritage Areas are excessive and overly specific. In contrast Submission No. 35 from the State Heritage Office has indicated its support for the provisions.

The proposed provisions reflect current best practice and largely clarify existing requirements for signage on places on the Heritage List and in Heritage Areas. In summary the proposed provisions provide applicants with greater guidance on required design considerations and the Council with policy to support good decision making. They reflect the importance and value of carefully protecting significant cultural heritage within the city.

Restrictions on third party advertising on places on the Heritage List or within a Heritage Area are not supported by Submission No. 29. The proposed Policy only permits third party advertising on a place or in a Heritage Area where it is on a hoarding sign or where it is reconstructed signage with a clearly established precedent. This is to ensure that the cultural heritage significance of places and Areas is not eroded by visual noise as a result of unnecessary, unrelated advertising. It is consistent with the approach in the King Street Heritage Area for many years and in many local government areas in Perth and interstate. While there are examples of third party advertising on heritage buildings in other capital cities, these signs have

generally been in place for many years with modifications or upgrades agreed on the basis that there is an established historical precedent and the new sign will be an improvement upon the existing sign, reducing the impact on the cultural heritage significance of the place.

Wall Murals

Submission No. 21 proposes that the Policy should not permit wall murals on places on the Heritage List, and that appropriate locations for wall murals generally needs further consideration.

Wall murals would be assessed against the objectives, principles and general provisions of the proposed Policy and in the case of places on the Heritage List or within a Heritage Area against further detailed provisions. However it is agreed that greater guidance would be appropriate. While wall murals can add interest and vibrancy to an area, they are not appropriate on all buildings or in all areas. Additional provisions are therefore proposed indicating that wall murals will only be permitted where they complement the architectural design or features of a building and the intended character of an area, and any approval should be temporary as they tend to deteriorate over time. In addition wall murals would not be permitted on a place on the Heritage List or within a Heritage Area, unless to a side or rear elevation where the cultural heritage significance will not be affected. (Refer to Schedules 20 and 21 for details of modifications.)

Approval Process

Seven submissions (No.'s 1, 5, 16, 21, 27, 28 and 34) suggested that more detail should be provided on the approval process for signs in the proposed Policy. State Government planning legislation requires that development, including signs, in certain locations be approved by, or referred to, other government agencies. It is considered that this could be referenced as a note in the Policy that can be easily amended. (Refer to Schedules 20 and 21 for details of the note.) Further detail on approval processes is not appropriate within policy and is more appropriately provided within information kits provided for applicants.

Other Matters

A number of specific matters were raised in submissions such as treatment of support structures and heights over footpaths (refer to Submission No.'s 14 and 21). Where appropriate minor modifications have been made to the Policy to address these matters and provide greater clarity (refer to Schedules 20 and 21 for details of modifications).

Additional Modifications

In addition to modifications to the proposed Signs Policy and associated Policies made in response to submissions, a number of other minor modifications have been made which are summarised as follows and detailed in Schedules 20, 21, 22 and 23:

- Figure 1 and 3 (Illustration of Various Sign Types) have been modified to clarify the sign types which are illustrated but may not be permitted in certain situations;

- The provision indicating that projecting signs made of fabric or other non-durable material may be approved for a maximum of three years has been deleted and applied to all signs made of this type of material as all are prone to deterioration over time;
- The definition of a wall sign has been extended to clarify that it includes signs attached to a glass wall or decorative or screening material that effectively forms the wall of the building;
- Detail relating to exemptions arising from the Deemed Provisions has been updated to comply with Department of Planning advice;
- The wording of exemption conditions for alfresco dining signs has been modified for clarity;
- The exemption conditions for hoarding signs that relate to size and number have been removed as these signs are temporary and the conditions were considered overly prescriptive;
- The exemption conditions for real estate signs have been extended to include those which are illuminated if they have a maximum area of 2m², do not flash, pulsate or flicker and will not cause an annoyance to the public. The illumination of real estate signs is becoming more common and if applied to a small sign has minimal impact;
- The paragraph on signage in Precinct Plan No. 8 – Foreshore has been deleted, consistent with other Precinct Plans as objectives relating to signage are to be all located in the proposed Signs Policy; and
- Minor modifications to wording for accuracy and consistency.

Conclusion

The proposed Signs Policy responds to changes in the signage and advertising industries, community expectations and best practice. The proposed Signs Policy will ensure that the impacts of signage are properly assessed and managed and that the design and location of new signage respond to the design and character of buildings and localities and make a positive contribution to the public realm and the city generally. The Policy will provide greater certainty for the community and applicants as well as greater clarity, with regulation only where necessary.

The Amendment is considered to be appropriate and is recommended for final adoption subject to the following modifications:

- Addition of a note to reference other approval and referral authorities;
- Clarification of illumination provisions and the applicable standards and requirements;
- Addition of a provision to specify that all signs made of fabric or other non-durable material may only be granted development approval for a maximum of three years;
- Addition of provisions to specifically address wall murals;
- Clarification of wall sign provisions;
- Amendment to require support structures to be integrated with the design of the sign rather than concealed;

- Amendment of the provisions for signs at the top of buildings to allow for additional signs where appropriate;
- Clarification of the wording to ensure that third party advertising does not undermine the role of the city as the primary retail, commercial and cultural centre of the metropolitan area and the state;
- Clarification of the wording relating to standards applicable to variable content;
- Amendment of the definitions for roof signs and sky signs to clarify their differences;
- Amendment of the definition of wall signs to allow for all building materials.
- Addition of a definition and provisions for street furniture signs;
- Amendment to the wording relating to exemptions to comply with the Deemed Provisions;
- Amendments to exemptions for alfresco dining signs, hoarding signs and real estate signs to provide greater simplicity and remove unnecessary regulation;
- Deletion of the paragraph on signage in Precinct Plan No. 8 – Foreshore; and
- Minor modifications to wording and figures for accuracy and consistency.

Moved by Cr McEvoy, seconded by Cr Yong

That Council, in accordance with Clause 5 of the Deemed Provisions of the Planning and Development (Local Planning Schemes) Regulations 2015, resolves to:

- 1. note the submissions received relating to the proposed amendment to the City Planning Scheme No. 2 Signs Policy and associated amendments to various Precinct Plans, Planning Policies and Design Guidelines as detailed in Schedule 18 – Summary of Submissions; and***
- 2. adopt the proposed amendment to the City Planning Scheme No. 2 Signs Policy and associated amendments to various Precinct Plans, Planning Policies and Design Guidelines subject to modifications as detailed in Schedules 17, 20, 21, 22 and 23.***

The motion was put and carried

The votes were recorded as follows:

For: Crs McEvoy, Adamos and Yong

Against: Nil

**PL216/16 PROPOSED AMENDMENT TO COUNCIL POLICY 14.4 –
EXTENDED TRADING PERMITS****BACKGROUND:**

FILE REFERENCE: P1033010#04#03
REPORTING UNIT: City Planning Unit
RESPONSIBLE DIRECTORATE: Planning and Development
DATE: 15 November 2016
MAP / SCHEDULE: Schedule 24 – Comparison Table
Schedule 25 – Proposed Policy No. 14.4 Extended
Trading Permits

At its meeting held on **9 October 2001**, Council adopted Policy SU64 (now 14.4) - Extended Trading Permits (ETP) to provide guidance when responding to the Department of Racing, Gaming and Liquor on applications for ETPs.

Council has adopted several amendments since then to:

- resolve issues with the interpretation and implementation of the original policy;
- allow for longer extended trading hours for special events;
- delegate decision making to the Administration for venues that have operated without incident or complaint; and
- update the policy to align with changes to the *Liquor Control Act 1988*.

On the **26 April 2016**, Council endorsed the commencement of four projects aimed at improving the way the City of Perth (the City) manages the interaction of entertainment and residential/special residential land uses in Northbridge in relation to noise. The projects included:

- the preparation of a minor Amendment to Council Policy 14.4 Extended Trading Permits;
- the preparation of a new City Planning Scheme No.2 planning policy to consolidate and enhance the City's development standards relating to noise management;
- a review of conditions placed on planning approvals in relation to noise management; and
- the investigation of setting more appropriate noise levels in Northbridge using the "Approved Venue" provisions under Regulation 19B of the *Environmental Protection (Noise) Regulations 1997*.

Council also endorsed the City requesting the Minister for Tourism and the Minister for the Environment to amend the *Environmental Protection (Noise) Regulations 1997* to introduce designated Entertainment Precincts to enable the setting of more appropriate noise levels to protect and enhance the State's premier entertainment precincts, including Northbridge.

At the same meeting, Council resolved to invite representatives from peak bodies for the hospitality and entertainment industry, the Business Improvement Group of Northbridge (BigN), Australian Hotels Association, Perth City Liquor Accord and State

Government on to a reference group to assist the City in identifying the specific implications and practicalities of implementing a precinct approach to noise management in Northbridge.

At its meeting on 21 June 2016 the Planning Committee deferred consideration of a proposed amendment to the ETPs Council Policy to allow the Administration to undertake stakeholder consultation. Consequently the Administration has undertaken a further review of the policy to ensure consistency with legislative changes and the Department of Racing, Gaming and Liquor's ETP policies as well as remove wording which was a duplication of these.

The Administration has engaged with TourismWA, the Department of Racing, Gaming and Liquor, the Australian Hotels Association, the Small Bars Association of WA, the WA Nightclubs Association and the Business Improvement Group Northbridge in this review.

Detailed feedback was received from the Australian Hotels Association, the Small Bars Association of WA, the WA Nightclubs Association and the Business Improvement Group Northbridge. This led to a further review of the Policy and a subsequent workshop being undertaken. The proposed amended policy before the Council is therefore the output of detailed consultation with industry representatives.

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation

Section 60 of the *Liquor Control Act 1988*

Integrated Planning and Reporting Framework Implications

Strategic Community Plan

Council Four Year Priorities: Perth at Night

A City that has a vibrant night time economy that attracts new innovative businesses and events and where people and families feel safe.

Council Four Year Priorities: Living in Perth

The City is a place where a diverse range of people choose to live for a unique sustainable urban lifestyle and access to government and private services.

Policy

Policy No and Name: Council Policy 14.4 – Extended Trading Permits

DETAILS:

Entertainment venue operators can apply for "Extended Trading Permits" to the Department of Racing, Gaming and Liquor (DRGL). When granted, these permits allow venues to operate beyond their usual hours. The DRGL refers these applications to the City for comment.

The City's ETPs Policy provides guidance for City Officers when responding to the DRGL on applications for ETPs for Taverns, Hotels, Small Bars, Nightclubs and Special Facility Licenses.

The existing policy covers the entire City of Perth, and also has specific reference to Northbridge, key elements of the existing policy are:

- The hours and days that ETPs will be supported for taverns, hotels and small bars, on an on-going basis and for temporary one-off events;
- The conditions/circumstances for supporting a temporary ETP. These conditions relate to; hours, history of previous events at the venue, the nature of the event, management, history of any complaints and potential unreasonable impact upon residents;
- The trading hours of nightclubs; and
- Specifically stating that in Northbridge ETP's will not be considered to not have any unreasonable impact upon residents.

The review of this policy proposes the following changes:

- The introduction of a preamble to explain the relationship of this policy to the relevant State Government policy;
- The introduction of definitions for key words to remove ambiguity where possible;
- Clearly define the City's role, which is to provide comments to the DRGL as part of its determination of applications;
- Remove duplication;
- Remove wording and/or Clauses superseded by changes to the *Liquor Control Act 1988* (as amended);
- Remove the existing time restrictions for temporary one-off event ETPs as the existing wording conflicts with ETPs the City commonly receives and supports, for example 10.00am until 12.00pm; and
- Provides greater clarity around when complaints should be taken into account when determining if support should be given for an ETP by replacing reference to 'a complaint' with specific statutory actions under the *Environmental Protection Act 1986* or a determination under the *Liquor Control Act 1988*. This approach is proposed to also apply to Northbridge.

A comparison table at Schedule 24 outlines the existing policy, a revised policy which was sent to key stakeholders for feedback, subsequent stakeholder feedback and the final proposed policy with rationale for each proposed change.

As stated earlier in this report, the Administration has engaged with industry representatives to ensure that a workable policy is achieved.

The Administration understands that the Australian Hotels Association (AHA) has outstanding concerns regarding 'Ongoing and indefinite' ETPs on Sundays. The AHA has recommended that the City's policy support the granting of 'Ongoing and indefinite' ETPs for 2 additional trading hours on Sundays for Taverns, Hotels and Small Bars, which would provide the ability to extend trade until 2.00am. This suggested amendment is due to recent changes in state legislation that brings regular Sunday trading hours for Taverns, Hotels and Small Bars in line with other days of the week, with a regular closing time of 12.00am instead of 10.00pm.

The Administration has considered supporting applications for 'Ongoing and indefinite' ETPs for these venues on Sundays to extend their hours until 2.00am although this is not considered appropriate due to:

- Potential noise impact given that currently only Nightclubs, that tend to have better acoustic attenuation, can operate until 2.00am on Monday morning;
- Alignment of closing times of all venues on Sundays to 2.00am raises concerns regarding the dispersal of crowds from venues; and
- The closing times for Taverns, Hotels and Small Bars under the *Liquor Control Act 1988* have only recently been extended from 10.00pm to 12.00am, and the AHA proposal would see the City support an additional extension to 2.00am for a period of up to five years. This is four additional hours to those permitted within the last 12 months.

It should be noted that venues are able to apply for ETPs on Sundays which fall on long weekends under the DRGLs *Sunday Trading on Long Weekends for Nightclubs, Hotels, Taverns, Small Bars and Special Facility Licences Policy*.

The Australian Hotels Association also has concerns with the proposed deletion of the Nightclubs Clause and would like to see its partial retention to "support...current prescribed trading hours for nightclubs". The Administration does not consider any reference to Nightclubs as necessary to retain as their trading hours are set by State level legislation and there is no ability to apply for extended trading hours under the DRGL policies. This policy is an operational council policy to guide City Officers in providing comments on ETPs. Given that the City does not receive ETP referrals for extension of trading hours for Nightclubs the proposed deletion is considered appropriate.

The Administration has consulted with industry representatives and believes it has reached consensus of a number of important improvements to the policy, primarily clarifying the City's role, alignment to state level legislation and policies and removal of Clauses which are simply duplication.

The Administration recognises that there are a few outstanding concerns from the Australian Hotels Association. It is also understood that the Business Improvement Group Northbridge, the Small Bars Association of WA and the WA Nightclubs Association do not support the above position regarding 'Ongoing and indefinite' ETPs on Sundays, with a preference that the current policy settings remain.

The Administration has therefore had to balance the views of all to develop an acceptable policy setting after extended consultation and on balance the proposed policy is considered a good outcome. Once the new policy is implemented it will be monitored to ensure it remains current and responds to changing business and consumer expectations.

FINANCIAL IMPLICATIONS:

There are no financial implications related to this report.

COMMENTS:

The ETP Policy has successfully provided guidance for the City when considering applications for ETPs although the policy requires updating. The proposed Council Policy is detailed in Schedule 25.

UPDATE ON RELATED PROJECTS

This amendment to the ETPs policy is one of four interrelated projects endorsed by Council at its meeting on **26 April 2016**. The following update is provided on the other three projects;

New Noise Planning Policy

The drafting of the new noise policy is currently underway with workshops with industry experts, including acoustic consultants, developers and relevant government agencies to occur in early 2017. Following this the draft policy will be presented to Council for consideration prior to the commencement of a public comment period. A review of any submissions received will then take place and subsequent finalisation of the policy to then be considered by Council.

Review of Noise Planning Conditions

A review of noise planning conditions is being undertaken in two stages aimed at improving the reasonableness and consistency of application. The first stage, which is nearing finalisation, standardises noise conditions based on precinct and the proposed land use. The second stage will occur once the Noise Policy has been adopted and will involve updating the standard list of conditions.

Regulated Noise Levels in Northbridge

The City requested legal advice regarding its ability to use Regulation 19B (Approved venues for sporting, cultural or entertainment events) of the *Environment Protection (Noise) Regulations 1997* to allow entertainment venues in Northbridge to legally operate at levels above those outlined in the State wide *Environment Protection (Noise) Regulations 1997*. The advice stated that Regulation 19B had limitations that ultimately would make its use unsuitable for this application.

Following the City's request to the Minister for Tourism and the Minister for the Environment to amend the *Environment Protection (Noise) Regulations 1997* to introduce designated Entertainment Precincts the Administration established the Northbridge Entertainment Noise Management Reference Group. The group includes representatives from the Department of Racing, Gaming and Liquor, City of Vincent, Department of Environment Regulation, the Small Bars Association of WA, the WA Nightclubs Association, TourismWA, Regulatory Gatekeeping – Economic Reform from the Department of Finance, the Department of Planning and the Western Australian Local Government Association.

The reference group met on 22 September 2016 and 22 November 2016 and will continue to meet bimonthly. This forum is bringing together all relevant parties to try to establish a balanced approach to managing the interaction of long established entertainment venues with new residential developments in Northbridge.

The reference group will continue to meet until June 2017 when it is expected that the City's key projects will be finalised and substantial progress will have been made

by the state government in developing a more appropriate mechanism to regulate entertainment noise.

Moved by Cr McEvoy, seconded by Cr Adamos

That Council approves the amended Council Policy 14.4 – Extended Trading Permits as detailed in Schedule 25.

The motion was put and carried

The votes were recorded as follows:

For: Crs McEvoy, Adamos and Yong

Against: Nil

PL217/16 MOBILE FOOD TRADING TRIAL RESULTS AND PROPOSED MOBILE FOOD TRADING POLICY

BACKGROUND:

FILE REFERENCE:	P1030791-2
REPORTING UNIT:	Economic Development
RESPONSIBLE DIRECTORATE:	Economic Development & Activation
DATE:	28 October 2016
MAP / SCHEDULE:	Schedule 26 – Food Truck Trial Brochure Schedule 27 – Surveys: Key Themes Confidential Schedule 28 – Survey: Full Reports (distributed to Elected Members under separate cover) Schedule 29 – Proposed Mobile Food Trading Policy

Mobile Food Trading in the city

Mobile food trading in the city is permitted in accordance with the *City of Perth Public Trading Local Law 2005* (the local law) however the City prohibits mobile trading on land under the care, control and management of the City (noting, that this excludes food trucks trading under a Special Events Permit, as part of a sponsored program/event or as part of a homeless food delivery service, as these are subject to separate approval processes).

The position to prohibit this activity is founded on a historic Council decision (1996) that assumes mobile food trading unfairly competes with established bricks and mortar businesses that pay rates and face substantial operating costs such as lease fees.

At its meeting held on **19 February 2013**, to align with its strategic priority to create a vibrant, energetic and safe city, and in conjunction with a changing economic climate and the growth in the food truck trend globally and in Perth, Council supported a

review of the local law outside the statutory requirement period, endorsing the following principal to guide the review:

“2.2 enable mobile food and beverage vendors to operate in the city to service unmet needs, provided that they do not unfairly compete with established businesses;”

While the Governance Unit initiated the statutory process to review the local law, to address increasing enquiries in relation to mobile food trading, the Economic Development Unit commenced investigation into developing a Mobile Food Trading Trial to test concepts related to the operations, challenges and opportunities of mobile food trading in the city. It was foreseen that a trial would provide evidence to measure Perth's appetite and demand for food trucks while also noting and quantifying the impact that mobile food trading has on existing bricks and mortar businesses.

At its meeting held on **10 December 2013**, Council determined the review of the local law be finalised without amendment on the condition that Officers would conduct an in-depth review upon completion of a 'City of Perth Mobile Food Trading Trial'.

City of Perth Food Truck Trial

At its meeting held on **28 October 2014**, Council approved a three-month trial Food Truck Trial (the trial) from 1 February 2015 until 31 May 2015. Due the trial duration, insufficient evidence was available at conclusion to make an informed decision therefore Council endorsed an extension until 1 October 2016, at its meeting held on **11 August 2015**.

At the same meeting, Council authorised the Chief Executive Officer (CEO) to operationally manage the processes and documentation relating to the trial (the Permit, Approved Locations and Code of Practice).

On 4 September 2015¹, the CEO approved the following:

- Applications Period – 7 September 2015 until 16 September 2016
- 25 Permits available – Annual fee of \$1141.80:
 - Applicable vehicles included trucks, vans and trailers
 - Permit period – 1 October 2015 until 1 October 2016
- 12 Locations (**75 metres** from bricks and mortar businesses):
 - 10 available from 7.00am until 3.00am, Sunday through to Saturday:
 - Crawley*
 - Mounts Bay Road (UWA/West End)
 - John Oldham Park
 - West Perth*
 - Bill Graden Reserve, Thelma Street
 - East Perth*
 - Wellington Square

¹ Administrative Error – Date amended from 2016 to 2015.

- Bronte Street
- Queens Gardens – Nelsons Crescent
- Queens Gardens – Hay Street
- Perth*
- Langley Park 1 – Playground
- Langley Park 2 – Victoria Avenue
- Point Fraiser
- 2 locations available from 9.00pm until 3.00am, Sunday and Saturday evenings only
- Northbridge*
- Russell Square
- James Street Car Park
- No CBD locations

At close of the application period, a total of 18 mobile traders were awarded permits to participate in the trial. These included:

- Bootlegger Coffee Co.;
- La Fuente;
- Comida do Sul;
- Nunzio's Mobile Pizza;
- Soul Cocina Cantina;
- Be Delighted Mobile Café;
- Soul Provider;
- The Pasta Truck;
- FrankFurts;
- The Rare Flower;
- Big El's Nino – Mobile Cantina;
- What the Flip!;
- Mojito Cantina;
- Braised Brothers;
- Simons Mobile Scoop Shop;
- Eat No Evil;
- Charles Pizza; and
- The Mobile Refreshment Project.

Schedule 26 provides the trial's brochure which details the scope of the trial made publically available.

This report details the outcomes of the trial and recommendations for future mobile food trading on land under the City's care, control and management.

It is to be noted that the trial **excludes** mobile food trading in CBD locations such as Metropolitan Redevelopment Authority (MRA) sites – the Cultural Centre and Elizabeth Quay and on private property such as the forecourt of the QV1 building, as

these locations are outside of the of the scope of the trial and the proposals included in this report.

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation

Local Government Act 1995;
Food Act 2008;
Land Administration Act 1997;
Parking Local Law 2010;
Thoroughfares and Public Places Local Law 2007;
Local Government Property Local Law 2005; and
Public Trading Local Law 2005.

Integrated Planning and Reporting Framework Implications

Strategic Community Plan

Council Four Year Priorities: Perth as a Capital City; Living in Perth; Perth at Night and Healthy and Active in Perth

- S5 Increase place activation and use of underutilised space
- S9 Promote and facilitate CBD living
- S13 Development of a healthy night time economy
- S14 Further improve safety and security
- S15 Reflect and celebrate the diversity of Perth

DETAILS:

Trial Permit Extension

Prior to the trial concluding on 1 October 2016, the CEO agreed to extend the trial permit until 28 February 2017. It is to be noted that this is a *permit extension*, and not a further extension of the trial.

The rationale behind the extension is detailed below:

Reason	Details
Manage demand	The permit extension will assist with the management of the anticipated number of requests for mobile trading heading into the busier Spring and Summer seasons from mobile traders and the public (particularly visitors, residents and city workers).
Implement Council decision	The permit extension provided the Administration sufficient time to allow for full analysis of data in relation to the trial and policy drafting and furthermore, will provide for the Committee/Council decision making process and implementation of Council's decision post December 2016.

Consultation Strategy

During the trial, the City advertised, engaged, managed and collected data via the following means:

Perth Community

(Includes visitors, businesses, workers and residents)

Public Survey 1

“What do you think of Food Trucks in the city of Perth?”

Public Survey 1 was open from 1 October 2016² until 9 September 2016. It was promoted via the City’s website and social media platforms, Twitter and Facebook.

Public Survey 2

“Have your say on Food Trucks”

Public Survey 2 was open from 7 October 2015 until 21 October 2016. Survey 2 was promoted via the City’s website and social media platforms, Twitter, Facebook and LinkedIn for a period of two weeks on conclusion of the trial.

Business Database

A special newsletter providing the opportunity for businesses to engage with Public Survey 2 was sent to the City’s Business Database on 13 October 2016.

Australian Hotels Association (AHA)

The City arranged and facilitated a meeting with representatives from the AHA on 30 September 2016 to discuss the trial and its impact on their member base.

Information was also specifically provided to the AHA for distribution to their member base, encouraging participation in Public Survey 2 to raise any concerns regarding the trial and mobile food trading generally.

Complaints Register

For the duration of the trial, the City maintained a Complaints Register to log direct complaints received (either in person, via phone or email) with regards to the trial and its impacts.

Interested Parties Register

The City also maintained an Interested Parties Register to log enquires received (either in person, via phone or email) with regards to the trial, requests to participant in the trial and/or to apply for a mobile food trading permit post-trial if/when available.

Participant Mobile Traders**Promotion**

The City provided brochures to all mobile food traders participating in the trial to distribute to their customers and generally, to promote the trial and locations. A total of 4,000 were printed. Mobile traders also promoted the trial and their availability via their own social media platforms.

Mobile Traders Survey

“How’s the trial going so far?”

Mobile traders were provided the opportunity to provide feedback on the trial via a Mobile Trader’s Survey, six months into the trial. The survey was specifically designed to target information with regards operational mechanisms and constraints facilitating and guiding the trial.

² Administrative Error – Date amended from 2015 to 2016.

Workshop

The City also facilitated a workshop on-site with participant mobile traders on 3 October 2016.

Summary of Data

Perth Community

(Includes visitors, businesses, workers and residents)

Public Surveys 1 and 2

Social media posts encouraging participation in Public Surveys 1 and 2 engaged the following numbers:

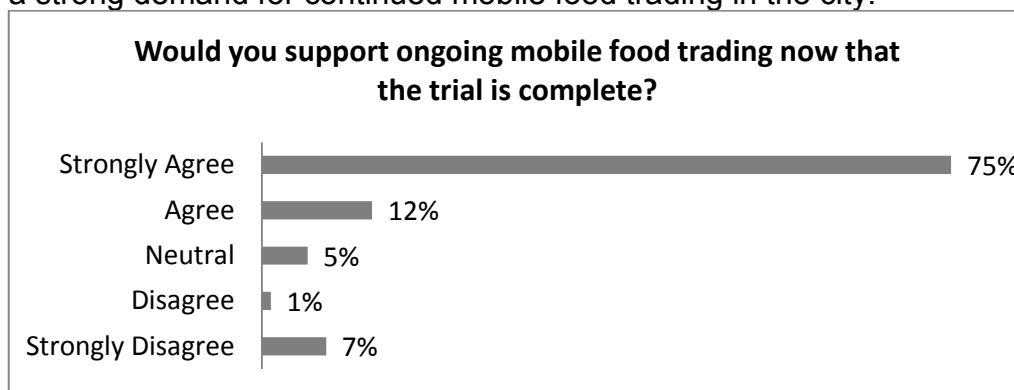
Public Survey 1		
	Post Period	Reach/Impressions/Views
Twitter	1 October 2015 – 1 October 2016	19,570
Facebook	1 October 2015 – 1 October 2016	28,504
Public Survey 2		
	Post Period	Reach/Impressions/Views
Twitter	7 October 2016 – 21 October 2016	290,546
Facebook	7 October 2016 – 21 October 2016	10,100
Linkedin	7 October 2016 – 21 October 2016	6,101

A summary of key statistics and themes from Public Surveys 1 and 2 are provided in Schedule 27. Full reports (including all quantitative and qualitative data) are provided in Confidential Schedule 28.

A total of 428 community members participated in Public Survey 1 and 171 in Public Survey 2.

Generally, the Public Surveys indicate the following:

- a strong demand for continued mobile food trading in the city:



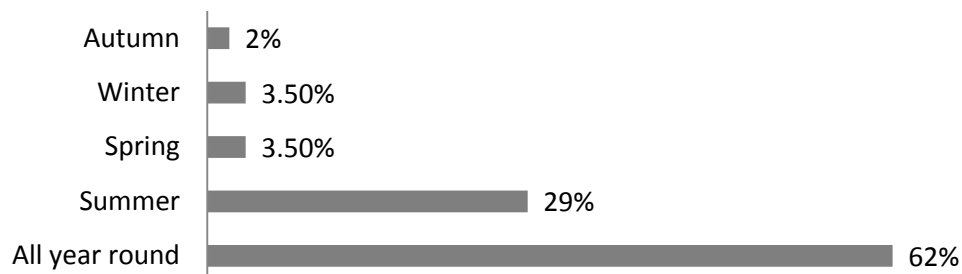
Source: Public Survey 2

- a strong demand for mobile food trading all year round:

How do you feel about year round food trucks operating across the city of Perth?

Source: Public Survey 1

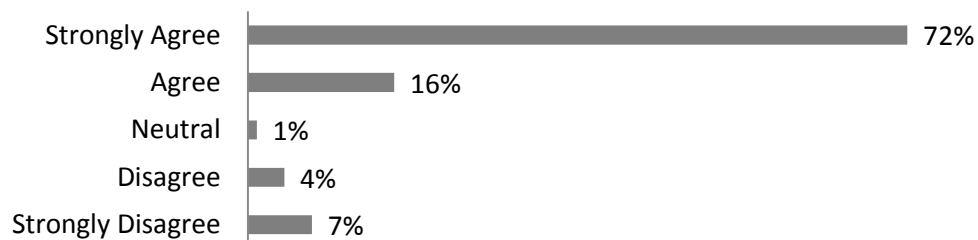
What season would you be likely to use food trucks?



Source: Public Survey 2

- mobile food trading complements the city, its vibrancy and overall offerings:

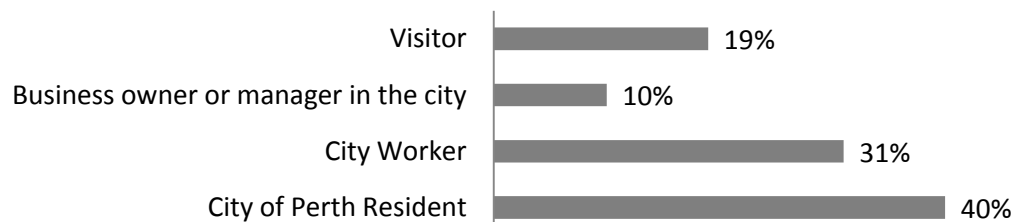
Do you think food trucks complemented the city, its vibrancy and its overall offerings?



Source: Public Survey 2

- there was participation from City of Perth residents and City workers:

Which of the following best describes you?



Source: Public Survey 2

- there is capacity for mobile food trading attracting people into the city:

Where do you live?	

Source: Public Survey 1

- of the 171 additional qualitative comments received on Public Survey 1, only four were negative:
 - three were in regards to visual appearance and waste/health concerns; and
 - one comment regarding the impact of mobile food trading on bricks and mortar businesses.
- of the 171 that participated in Public Survey 2, 10% represented business owners/managers in the city. Generally, negative qualitative comments can be summarised as follows:
 - mobile food trading hurts bricks and mortar businesses:
 - business is already tough in the current economic climate;
 - mobile traders are not on the same playing field with regards to costs/fees;
 - it takes business away during peak times;
 - there are sufficient bricks food and beverage outlets in the city; and
 - food trucks are more suitable in areas outside the city i.e. in the suburbs and beaches;
 - food is too expensive and sometimes lacks quality;
 - better efficiency with service is needed as wait times are too long; and
 - there is lack of obvious cleaning facilities on vehicles and waste left in public spaces thereafter trading.

Complaints and Interested Parties Registers

A breakdown of the complaints/enquiries recorded within the Registers is provided below:

Complaints Register

- a total of 17 complaints were recorded in the Complaints Register:
 - 10 business owner/operator complaints (three of these from the same business) claiming mobile food trading was impacting their business, particularly in East Perth and Crawley locations;
 - three complaints from residents regarding noise, waste and negative amenity impacts in East Perth locations;

- one complaint from a worker in the city regarding negative amenity and environmental impacts in an East Perth location; and
- three complaints from participant mobile traders regarding trial locations and restrictions and mobile traders involved not sticking to trial requirements.

Interested Parties Register

- A total of 154 enquiries were recorded within the Interested Parties Register:
 - the majority received were generally in regards to mobile food trading and other mobile trading avenues such as for special events;
 - a total 37 of these were from mobile food traders not participating in the trial, wishing to also trade in the city; and
 - 10 were received from other local government authorities (either wanting to or conducting a food truck trial in their local government areas) requesting information in regards to the City's trial and processes post-trial. This demonstrates the substantial leadership position the City has taken in providing a model for mobile food trading for other local government authorities to test in their areas.

Participant Mobile Traders

Both the Mobile Traders Survey and Workshop conducted with participant mobile traders provided valuable information with regards to the operational parameters of the trial (i.e. what conditions worked and vice versa). Of the 18 permits awarded, only 15 mobile traders continued to trade for the entire duration of the trial. Remaining traders either voiced frustration with the conditions/restrictions of the trial and/or did not engage with Officers on conclusion of the trial.

A summary of key statistics and themes from Mobile Traders Survey and Workshop are provided in Schedule 27 and full reports (including all quantitative and qualitative data) are provided in Confidential Schedule 28.

Generally, feedback produced similar themes as with the Public Surveys. For example:

- lunch and dinner times are the most popular operating times;
- cluster locations (up to three food trucks) are more successful for trade, as they provide more opportunity to establish a customer base and an environment encouraging safety, security and amenity;
- park and reserve locations generally worked the best, particularly Wellington Square and Langley Park;
- mobile traders acknowledge seasonal impacts on mobile trading (i.e. quieter Autumn and Winter seasons, 80%); and
- many consider that despite business challenges, mobile trading is sustainable in the long term (90%).

Concern was raised by the mobile traders regarding some of the conditions of the trial, particularly in regards to the approved trading locations. For example, the 75 metre radius exclusion zone applied to the locations particularly impacted mobile

food trading, especially during the Winter season, therefore, it was considered that more central locations would leverage decline in seasonal trading.

However, the majority of the mobile traders accept that to alleviate the concern/impact that mobile trading may have on the bricks and mortar businesses, the City must apply the 75 metre radius exclusion zone.

It was therefore suggested perhaps that fewer locations and more cluster park/reserve locations may work as a better arrangement as this could provide the opportunity to build a customer base, provide better amenity for their customers as well an overall sense of safety and security. It is important to note that these suggestions directly align to feedback received from the community as detailed in the Public Survey data.

Conclusions Post-Trial

Considerations

In consideration and analysis of the data collected from the trial, there is enough evidence to support the City facilitating ongoing mobile food trading on land under its care, control and management, with similar operational parameters of the trial and maintaining the 75 metre radius exclusion zone so not to unfairly compete with existing bricks and mortar businesses.

If Council were to consider supporting such an activity as detailed above, the following should be considered:

- the issues experienced by food and beverage businesses could also be attributed to the current economic climate in Perth in its entirety and seasonal factors, rather than mobile food trading in isolation. This being the case, the City's Business Support Team is actively engaging and assisting bricks and mortar businesses currently challenged by the economic environment where possible;
- the service and quality of product offered by mobile food trading competes with the likes of larger food fast services such as McDonalds and so on;
- mobile food traders who participated in the trial paid a permit fee of \$1,141 each, which generated a total of \$20,538 in revenue invested back into community services provided by the City; and
- there appears to be a misunderstanding within the community as to extent that the City supports mobile food trading. For example, all of the approved locations in the trial maintained a 75 metre exclusion zone from existing bricks and mortar businesses (refer Schedule 26). Therefore any mobile food trading occurring directly in the CBD such as activities during the Twilight Hawkers Markets, at MRA sites (Elizabeth Quay and the Perth Cultural Centre) and on private property (the forecourt of the QV1 Building), are subject to approval processes outside the parameters of the trial, and future proposals contained within this report.

Proposal

Therefore with data, feedback and considerations in-mind, it is proposed that Council support ongoing mobile food trading in the city, subject to refinements that will ensure impacts bricks and mortar business are minimised.

Specifically, the City should allow for mobile food trading on land under its care, control and management only in a manner that provides activation and passive surveillance to public places and increases the city's overall vibrancy, whilst managing the demand from the Perth community and not unfairly competing with existing bricks and mortar businesses.

It is further proposed that Council's position be endorsed and guided through a proposed 'Mobile Food Trading Policy' as drafted in Schedule 29 (as opposed to amending the local law). Generally, the proposed policy states and sets parameters as follows:

General

- Council's support for mobile food trading is limited to land identified under the care, control and management of the City and this excludes mobile trading in CBD locations and on private property, as these areas operate outside the scope of this proposed policy.

Locations

- all locations must strictly apply a 75 metre radius exclusion zone from existing bricks and mortar businesses so not to unfairly compete with these businesses;
- a maximum of eight mobile trading locations will operate at any given time to further limit the impact on existing bricks and mortar businesses and respond to the development cycle of the city;
- locations that can accommodate cluster trading arrangements – a maximum of three mobile traders per location – be preferable, but not conditional, to increase amenity and safety of the public space; and
- parks and reserves are encouraged as spaces for mobile food trading to enhance amenity, passive surveillance and increase place activation however, alternate locations such as within on-street and off-street parking sites are appropriate provided these meet relevant approval requirements.

Mobile Food Traders

- all mobile food traders must be a registered food business and practice safe food handling in accordance with the *Food Act 2008* and have all applicable licences to operate;
- a maximum of twelve Mobile Food Trading permits are to be made available annually, a reduction from the 25 permits made available during the initial 2014 trial, with applications called for by public notice; and
- all mobile food and beverage trading vehicles must adhere to quality standards that ensure visual presentation that is aesthetically pleasing, include appropriate waste disposal facilities and consideration of noise prevention measures such as to limit noise pollution from generators. Such standards are expected to

reduce some of the concerns captured in the data in relation to noise and waste from mobile food trading vehicles particularly in East Perth and Crawley locations.

Supporting Material

- in accordance with Section 5.41(c) of the *Local Government Act 1995*, the CEO will ensure that issuing of Mobile Food Trading Permits and all supporting material used to support the administration of mobile food trading on land under the care, control and management of the City, aligns with relevant local laws and this proposed policy. This will allow for efficient and effective responsiveness to the development cycle of the city i.e. ensuring that the 75 metre radius exclusion zone from existing brick and mortar businesses is maintained and meeting demand with new and emerging precincts prior to establishment of built form developments.

If Council were to endorse the proposed policy as detailed in Schedule 29, mobile food trading in accordance with the policy will be effective from 1 March 2017 and operate with the following cluster locations:

No.	Location	Type	Days	Times
	Crawley			
1	John Oldham Park – Narrows Interchange	Reserve	Sun-Sat	7am – 3am
	West Perth			
2	Bill Graden Reserve – Thelma Street	On-Street	Sun-Sat	7am – 3am
	East Perth			
3	Wellington Square	Reserve	Sun-Sat	7am – 3am
	Perth			
4	Langley Park – Playground	Reserve	Sun-Sat	7am – 3am
5	Langley Park – Victoria Avenue	Reserve	Sun-Sat	7am – 3am

If Council were not to support the proposed policy detailed in Schedule 29, it is recommended that Council at least endorse a policy clearly defining its position on the matter at a future meeting, to alleviate potential challenges from the community due to misalignment with local laws.

FINANCIAL IMPLICATIONS:

Mobile food trading on land under the care, control and management of the City as proposed overlaps with number of functions defined within a number of the City's local laws and the *Food Act 2008*. Consequently, a fee for this activity has the potential to attract a significant number of statutory fees.

If Council were to approve proposed policy detailed in Schedule 29, it is further proposed that it endorse a new 'Mobile Food Trading Fee' which aggregates such considerations above with comparison against the competitive food and beverage environment, both in Perth and within surrounding local government areas. For example, a mobile food trading fee should at least consider:

- the administration, monitoring and compliance costs for the provision of critical services plus compliance around the designated locations and duration of stay;
- competitiveness with other local government fees, to ensure the City remain a destination of choice and maximise the benefits of the activity. For example, the City of Vincent charge, an annual fee of \$900 for medium to high risk mobile food business and the City of Stirling charged an annual fee of \$1,600 for its Mobile Food Trial; and
- the competitive environment for bricks and mortar businesses. For example, small food and beverage providing similar offering and in proximity to the designated locations such as in East Perth, generally pay \$2,000 in rates and food inspection fees combined.

It is therefore proposed that Council endorse an annual fee for mobile food trading at \$1,200, subject to CPI increases, which will in return generate estimated revenue of \$14,400 to be invested back into community services offered by the City.

COMMENTS:

Mobile food trading in the city has been a contentious issue dating back to 1996.

20 years later, the City is met with conflicting strategic priorities in wanting to encourage vibrancy and activation and finding a balance between the current needs and demands of the Perth community including both mobile and established businesses, residents, workers and visitors.

In consideration and analysis of the data collected from the Mobile Food Trading Trial, evidence supports the City facilitating ongoing mobile food trading in the city.

It is therefore recommended that Council approves proposed 'Mobile Food Trading Policy' as detailed in Schedule 29, to facilitate on ongoing mobile food trading on land under the care, control and management of the City (noting this excludes mobile trading in CBD locations such as MRA sites and on private property).

The proposed policy provides a mechanism to accommodate Council's strategic priorities and community demand, whilst defining parameters limiting the impact that mobile food trading may have on bricks and mortar businesses that also operate in the city.

Moved by Cr Adamos, seconded by Cr McEvoy

That Council:

- 1. notes the data collected with regards to the extended Mobile Food Trading Trial undertaken from 1 October 2015 until 1 October 2016 as detailed in Schedule 27 and Confidential Schedule 28;***

(Cont'd)

2. *notes the findings based upon analysis of the all data collected with regards to the extended Mobile Food Trading Trial undertaken from 1 October 2015 until 1 October 2016, as detailed within this report;*
3. *notes that the Mobile Food Trial Trading Permit has been administratively extended by the Chief Executive Officer pending its policy decision on mobile food trading on land under the City's care, control and management;*
4. *supports ongoing Mobile Food Trading on land under the City's care, control and management as it provides increased vibrancy, activation and passive surveillance, subject to this activity not unfairly competing with existing bricks and mortar business;*
5. *approves the proposed Council Policy – Mobile Food Trading Policy, as detailed in Schedule 29, to guide future mobile food trading on land under the City's care, control and management and to limit the impact this activity may have on existing bricks and mortar businesses;*
6. **APPROVES BY AN ABSOLUTE MAJORITY in accordance with Section 6.16 of the Local Government Act 1995, the introduction of a Mobile Food Trading annual fee of \$1,200; and**
7. *approves in accordance with Section 6.19 of the Local Government Act 1995, the giving of local public notice of the intention to introduce Mobile Food Trading annual fee of \$1,200 effective from 1 March 2017.*

The motion was put and carried

The votes were recorded as follows:

For: Crs McEvoy, Adamos and Yong

Against: Nil

Meeting Note: The Planning Committee agreed to amend sub-clause 2.1 of the proposed Council Policy – Mobile Food Trading, as detailed in Schedule 29, by increasing the mobile trading exclusion zone from 75 metres to 100 metres. This is to ensure mobile food trading does not unfairly compete with existing bricks and mortar businesses.

PL218/16 EAST PERTH WALKABILITY ENHANCEMENT PLAN**BACKGROUND:**

FILE REFERENCE: P1030804
REPORTING UNIT: Transport Unit
RESPONSIBLE DIRECTORATE: Planning and Development
DATE: 24 November 2016
MAP / SCHEDULE: N/A

The opening of the Swan River Pedestrian Bridge (SRPB) will bring about a significant change in transport behaviour in the East Perth precinct, specifically associated with an increase in pedestrian movements to businesses and activity nodes in the City of Perth.

As such, the City is proposing as a matter of priority to align its capital works expenditure for 2016/17 with the opening of the SRPB linking the East Perth precinct to the Belmont Peninsula and new Perth Stadium precinct. The SRPB is planned for completion in late 2017 and the proposed study will address the current deficiencies in the walking environment which are likely to arise when high volumes of pedestrians use the new bridge connection.

Improving connectivity for pedestrians in the East Perth precinct has the potential to lead to greater walking mode share for Stadium events and access to the Burswood Peninsula. Expanding upon State Government planned pedestrian amenity improvements such as way-finding, lighting and capacity of footpaths on relevant desire lines will increase the appeal and safety of the overall precinct for walking. Furthermore, improvements to the walking environment have the potential to produce positive economic outcomes for businesses in the East Perth precinct.

LEGISLATION / STRATEGIC PLAN / POLICY:**Integrated Planning
and Reporting
Framework
Implications****Strategic Community Plan**

Council Four Year Priorities: Getting Around Perth

S3 Proactive planning for an integrated transport system, including light rail, that meets community needs and makes the sustainable choice the easy choice.

S4 Enhanced accessibility in and around the City including parking

DETAILS:

The City recently undertook a 'Place Assessment' within the East Perth precinct focused on four and eight hundred meter radii around the eastern landing point of the SRPB. These radii correlate to five and ten minute walking catchments respectively.

Key considerations for improvement of the current walking environment highlighted through the Place Assessment included widening of footpaths on specific routes to cater for increased capacity, adding additional lighting, way-finding signage and

CCTV to improve perceptions of safety and reduce potential anti-social behaviour, as well as increasing the provision of public toilets to cater for future demand.

Based on the findings of the Place Assessment, the City is proposing to further develop the findings and recommendations through the conduct of a tailored 'East Perth Walkability Enhancement Plan'. It is envisaged this plan will deliver an essential package of capital works measures aimed at improving walkability in the East Perth precinct for the medium term. Likely recommended capital works will include the following.

- Expanded way-finding signage and information; this will involve the design and delivery of way-finding information, consistent with the City's current way-finding facilities in the central city, East and West Perth.
- Public realm improvements; this will involve various upgrades to the pedestrian environment on key routes connecting the SRPB with activity nodes in the City of Perth. Components of this are likely to include:
 - o Footpath widening;
 - o Tree planting;
 - o Pedestrian scale lighting;
 - o Expanded CCTV and WIFI coverage; and
 - o Provision of facilities such as drinking fountains and public toilets.

To ensure a holistic and integrated approach is being progressed, the first phase of this project will investigate opportunities for improvement to be used to guide detailed design, specific projects and ongoing management of the area. This will articulate public realm improvements for:

- The SRPB landing area and surrounds;
- Desire lines/corridors linking the SRPB with Claisebrook Cove and other City of Perth activity nodes; and
- Connections to the Riverside development site and further to Point Fraser (Ku De Ta development).

The second stage of the project will focus on developing design options for items identified as priority elements in the previous stage.

It is envisaged this process will help formulate a consistent approach to public realm and walking environment improvements across the East Perth precinct.

FINANCIAL IMPLICATIONS:

There is currently no capital budget allocation for the proposed East Perth Walkability Enhancement Plan project.

A \$225,000 capital budget allocation for the current 2016/17 financial year exists for Strengthening Pedestrian Connections between the City and Point Fraser – Heirisson Island. This budget was initially planned to compliment a State

Government funding allocation from the Perth Parking Levy to construct the required bridges in the coming years. Since this project was incorporated into the City's capital works budget in early 2016, the State transport portfolio has not been successful in securing a funding commitment through the Treasury approval process of the Perth Central Area Transport Plan. Given the lack of commitment to the project by State Government its priority has been downgraded by the City and it is unlikely funds will be spent in the current 2016/17 financial year.

ACCOUNT NO:	CW 2084
BUDGET ITEM:	Strengthen Pedestrian Connection from City to Point Fraser – Heirisson Island
BUDGET PAGE NUMBER:	42
BUDGETED AMOUNT:	\$225,000
AMOUNT SPENT TO DATE:	\$ 0
PROPOSED COST:	\$ 0
BALANCE:	\$225,000

Two stages of the proposed East Perth Walkability Improvements Project and associated estimated costs are highlighted below. The proposed expenditure could be covered by reallocating funds from capital works account CW 2084 'Strengthen Pedestrian Connection from City to Point Fraser – Heirisson Island'.

Stage	Timeframe	Estimated Costs
Develop public realm improvement opportunities.	Jan – Mar 2017	\$50,000.00
Develop design options for priority elements.	Apr – Jun 2017	\$100,000.00

All figures quoted in this report are exclusive of GST.

COMMENTS:

The Transport Unit will progress this work in collaboration with relevant internal City of Perth Units, including the Coordination and Design and Economic Development Units.

Liaison with external stakeholders who are currently leading work involved with the SRPB, new Perth Stadium and Riverside projects will be a major aspect of developing the East Perth Walkability Enhancement Plan.

6.35pm The Principal Economic Development, Research and Project Officer and Place Development Officer departed the meeting and did not return.

Moved by Cr McEvoy, seconded by Cr Yong

That Council:

- 1. approves the commencement of a new capital works project for 2016/17 titled 'East Perth Walkability Enhancement Plan' which is required in response to the opening of the Swan River Pedestrian Bridge scheduled for late 2017; and***
- 2. notes that the expenditure attached to Part 1 above can be accommodated from Capital Works project number CW 2084 – Strengthen Pedestrian Connections from City to Point Fraser, Heirisson Island.***

The motion was put and carried

The votes were recorded as follows:

For: Crs McEvoy, Adamos and Yong

Against: Nil

Meeting Note: Cr Adamos queried whether the installation of toilet facilities will be considered in the vicinity of the pedestrian bridge.

The Acting Director Planning and Development responded that toilets will be investigated in the review.

PL219/16 FOOTFALL ANALYTICS

BACKGROUND:

FILE REFERENCE:	P1003086-2
REPORTING UNIT:	Transport
RESPONSIBLE DIRECTORATE:	Planning and Development
DATE:	1 November 2016
MAP / SCHEDULE:	N/A

Footfall analytics refers to the collection of data and statistics on pedestrian movements in our city. Pedestrian movements include volume, flows, routes travelled, dwell times and repeat visits. Data is gathered via wifi enabled devices (smart phones and tablets) and the identity of individuals remains anonymous. Footfall analytics has developed in recent times into a sophisticated tool to provide data that enables local governments and other decision makers to examine pedestrian traffic. This examination is important because, in the first instance, it enables better planning for and provision of pedestrian facilities, but has much wider implications for local government authorities.

A six month Pilot Project using the technology in Forrest Place, Murray Street Mall and Hay Street Mall is nearing completion. The aim of the Pilot Project was to trial the technology and determine if it provides quantitative data that can be used for City of Perth operations. Analysis of the usefulness of the data collected during the Pilot Project has been undertaken with the results presented in this report.

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation

Privacy Act 1988 (Cth)
Surveillance Devices Act 1998 (WA)
Telecommunications (Interception and Access) Act 1979 (Cth)

Integrated Planning and Reporting Framework Implications

Strategic Community Plan

Council Four Year Priorities: Getting Around Perth

S4 Enhanced accessibility in and around the City including parking

Council Four Year Priorities: Perth as a Capital City

S5 Increased place activation and use of under-utilised space

S7 Collaborate with private sector to leverage city enhancements

Council Four Year Priorities: Living in Perth

S12 Provide facilities to cater for the growth of the residential community

Council Four Year Priorities: Healthy and Active Perth

S16 Increase accessibility to green networks in the city

DETAILS:

The System / Technology

The footfall analytics technology used for the pilot project is a system known as "Wi-Fi Location Based Services". The technology collects anonymous MAC addresses from mobile devices (mobile telephones, iPads etc.) that are carried by pedestrians if the device is Wi-Fi enabled. Even though the MAC addresses are anonymous, these are also 'hashed' by the system so the end data user, in this case the City, cannot access the original data collected.

The data gathered for each anonymous MAC address is the XY coordinates on a map at a prescribed time. The identities of the pedestrians are not known. The XY coordinates over time are analysed to determine movement data for pedestrian travel within the study area.

For the purpose of the trial period, the service provider has assumed ownership of the data collected. Moving forward, it may be appropriate for City of Perth to assume ownership and subject to Council approval for project extension, this issue can be addressed in the short term. Liaison with the service provider has indicated that there is no cost associated with transfer of data ownership to the City.

Pilot Project

The six month Pilot Project started on 4 July 2016 when the server was switched on and is due to finish at the beginning of January 2017. The Pilot Project has enabled analysis to determine if the data collected meets the City's needs and is suitable for long term data collection. Also value for money has been examined.

Study Area

The study area was divided into 11 zones with Zone 1 being Forrest Place, Zone 2 to Zone 6 being Murray Street Mall and Zone 7 to Zone 11 being Hay Street Mall, as indicated in Figure 1.

Figure 1 – Footfall Analytics Pilot Project Study Area



Analysis of the Pilot Project results has indicated that the current zonal system is too fine-grained for the limitations of the technology and as a result, zones will be combined if approval is granted for project continuation. No data will be lost in this instance as the system can be amended retrospectively and reanalysed.

Sample Size

The City of Perth conducted video surveys on the 8 September 2016 to further understand the proportion of pedestrians captured by the footfall analytics technology. These surveys were required as not all pedestrians carry a mobile device and of those who do so, some are not wifi enabled. Some mobile devices also allow for randomisation of MAC addresses even if the device is wifi enabled. This renders the device unsuitable for footfall analytics data collection.

Given that not all pedestrians are counted by the footfall analytics system, video surveys were undertaken to provide a control count so the actual pedestrian volume can be estimated. This allows for the identification of the 'factor' that the raw pedestrian volume data should be increased by to gain a reasonable representation of actual pedestrian volumes.

The video surveys ran simultaneously for 15 hours from 7.00am to 10.00pm at the three locations shown in Figure 2.

Figure 2 – Video Survey Locations for Data Validation



The results indicate that the footfall analytics program captures approximately half of the actual pedestrian volume across the entire day, although there is some variance with fewer captured during peak periods. It should be noted that the video surveys were undertaken for 15 hours, not 24 hours, but still represent a reasonable 24 hour volume estimate given the low number of pedestrians who visit the mall areas outside of the video survey hours of operation.

The video surveys have indicated that the data is not useful for quantification of definitive pedestrian volumes but are useful for trend identification and for comparative purposes (discussed further in the following Results section).

Subject to approval for continuation of footfall analytics, it is recommended that quarterly video surveys are undertaken to determine seasonal variation in sample size ratios. This will enable more accurate analysis of results over a 12 month period. These surveys could be undertaken using heat sensor technology for a 24 hour period at defined locations.

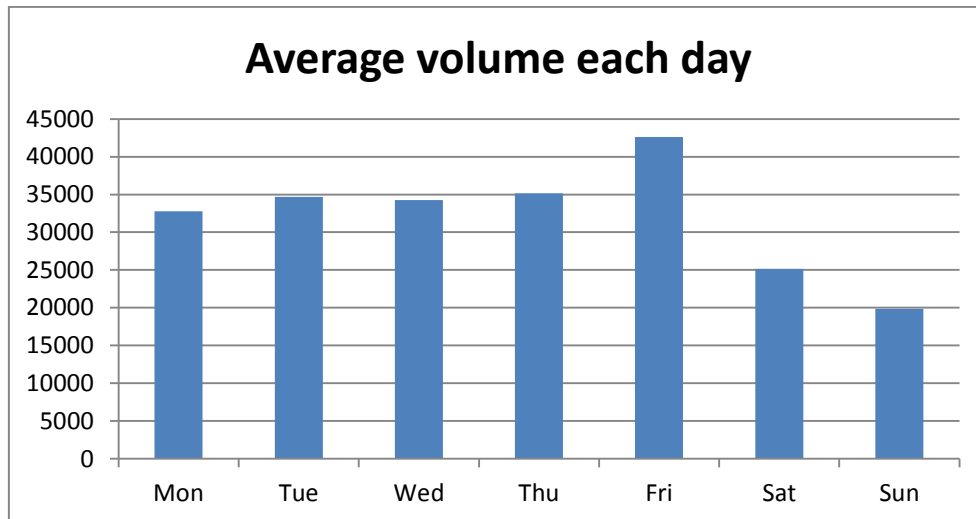
Results

In order to demonstrate the types of data outputs that can be sourced from the Footfall Analytics pilot project, a sample of results are shown below based on the pedestrian data collected for a three month period from the 18 July to the 17 October 2016. Data can be sourced for a much larger date range, although for ease of presentation, a relatively short time period has been selected for illustrative purposes.

It should be noted that the pedestrian volumes illustrated are for the sample collected by the technology and have not been 'factored up' to account for sample size. As such, the volumes shown in the following graphs should be approximately doubled to

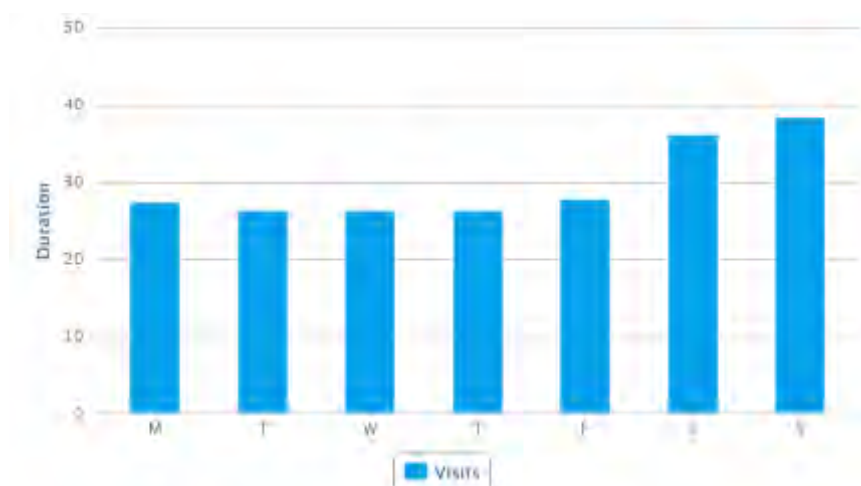
gain an overall estimate. For example, the following graph (Figure 3) illustrates that the average number of pedestrians on a Friday is 85,000 people (42,500 observed) which is the busiest day of the week. Monday to Thursday volumes are fairly consistent at almost 70,000 people per day (35,000 observed).

Figure 3 – Average Pedestrian Volumes Per Day (18 July to 17 October 2016)



The above graph indicates for weekends, Saturdays are busier than Sundays, with Sunday visits to the study area being approximately half of the busiest day of the week (Friday).

The technology also allows for the capture of dwell times which is defined as the length of time pedestrians spend within the study area. Figure 4 illustrates fairly uniform dwell times throughout the week, with people spending almost 30 minutes on average with an additional 10 minutes on weekends. The dwell time results indicate that even though fewer people visit the city on weekends compared to weekdays, those who do visit are staying longer. This data provides a measurement of how long people are 'engaged' and allows for determination of the effectiveness of keeping people within the area, such as during events.

Figure 4 – Average Dwell Time Per Day (18 July to 17 October 2016)

A sample day of 14 October 2016 has been selected to further illustrate the value of the data collected by the footfall analytics system. This date is the first day of the City of Perth Twilight Hawkers Market. These data show that on this particular Friday, 72,000 people visited (36,000 observed) over 24 hours, which is lower than an average 24 hour Friday observed over the past three months (from Figure 4).

It is important to keep in mind that these figures are across the entire study area (the Hay and Murray Street Malls plus Forrest Place). The data is illustrating that overall for the malls combined, there were less visits over 24 hours on 14 October 2016 compared to the previous 24 hour Friday average. However, when considering the specific area where the Hawkers Market was conducted and the times of market operation, this area experienced significantly more visitors compared to average. This increase in visitation for the Hawkers Market area can be solely attributed to the operation of the markets and is discussed in further detail.

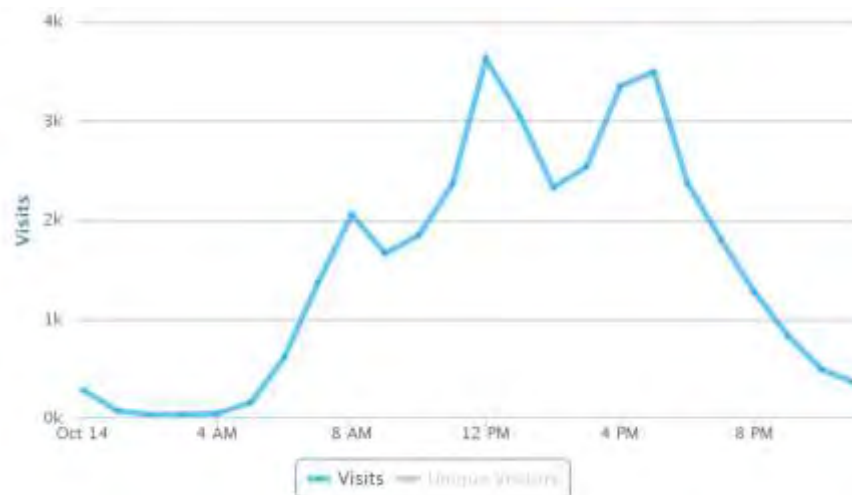
Figure 5 – Characteristics of Pedestrians on 14 October 2016

The above data is interesting in that 11.6% of the total visits captured were by visitors who came to the mall for the first time since the start of the trial (indicated as 'customer loyalty'). The average proportion of new visitors every day in October was between 10-15% and as such, the 11.6% captured is on the lower side of new

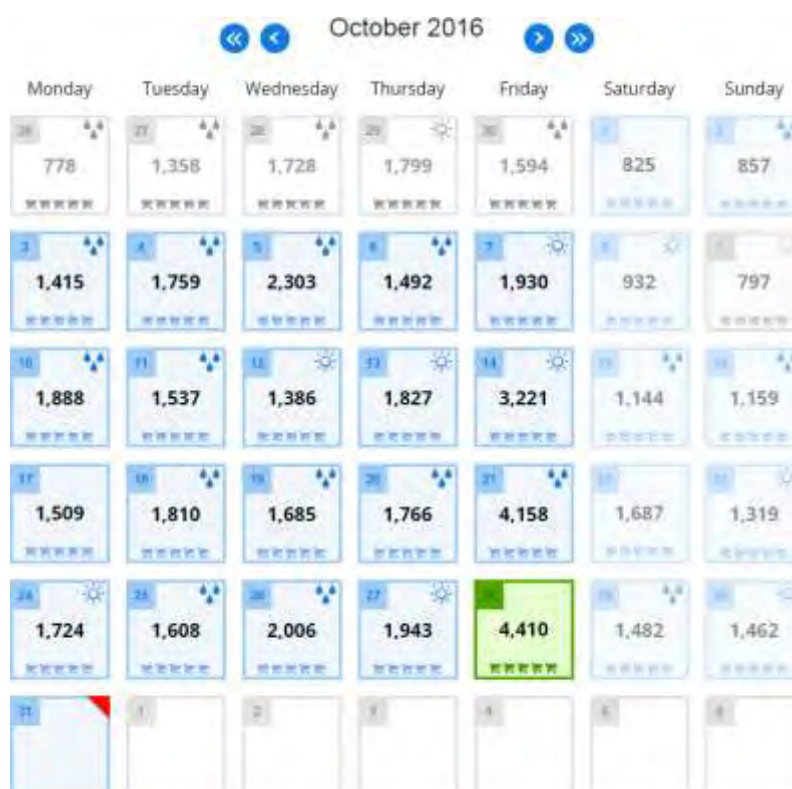
visitors to the area. This may indicate that visitors to the Twilight Hawkers Market have visited the study area previously.

The following hourly graph (Figure 6) illustrates that the peak pedestrian hour of the day on Friday, 14 October 2016 was at noon with 3,626 visits being captured (therefore almost approximately 8,000 people at that time). A high volume of visits was also observed in the late afternoon and evening, which aligns with the Twilight Hawkers Market hours of operation.

Figure 6 –Pedestrian Volumes, 14 October 2016
(first day of Twilight Hawkers Market)

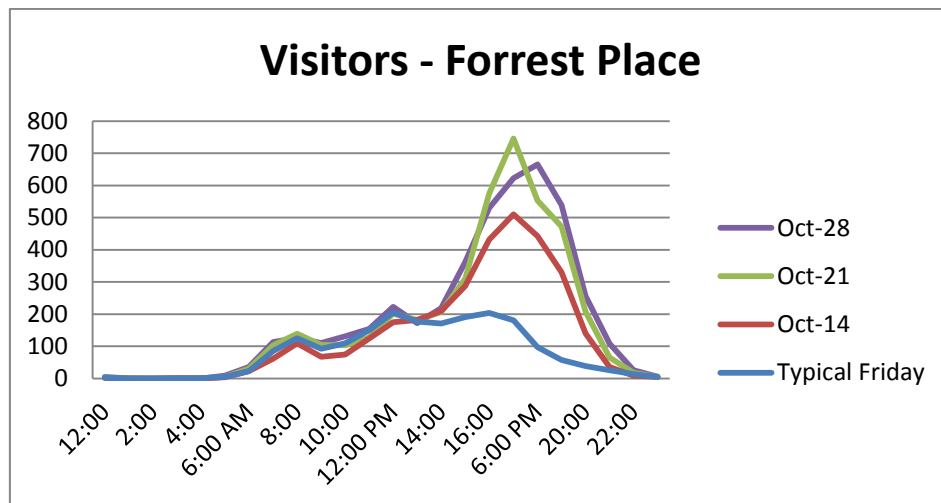


In order to confirm the effect of the event, the Forrest Place (Zone 1) visitor data was isolated for review. The data below (Figure 7) shows the number of visits recorded in Forrest Place for the month of October 2016.

Figure 7 – Forrest Place (Zone 1) Pedestrian Volumes for October 2016

A significantly higher number of visits were captured in Zone 1 on the 14 October, 21 October and 28 October, which are the days of the Twilight Hawkers market (undertaken predominately in this zone) when compared to other days. Furthermore, the popularity of the Market is growing over time with greater numbers of visitors counted across the initial three weeks of operation.

The positive effect of the Twilight Hawkers Market is reaffirmed in Figure 8, which compares the hourly volume of pedestrians in Zone 1 on each of the Friday's in October when the Twilight Hawkers Market was conducted compared to an average Friday.

Figure 8 – Forrest Place (Zone 1) Hourly Pedestrian Volumes for Select Fridays

It can be seen from Figure 8 that a significantly higher number of visitors were counted in Forrest Place at the Twilight Hawkers Market times of operation.

Dwell times for Zone 1 on 14 October 2016 are illustrated in Figure 9 and indicate that a large proportion of visitors are staying within the zone for 60 minutes or longer (61%). This proportion is significantly greater than the average dwell times for Zone 1 from 18 July 2016 to 17 October 2016 (refer Figure 10), where only 40% of visitors are staying for one hour or longer. The longer dwell time in Zone 1 for the first night of the Twilight Hawkers Market compared to average dwell times within this zone, could be interpreted as 'engagement' as a direct result of the Markets.

Figure 9 – Forrest Place (Zone 1) Dwell Times 14 October 2016

Figure 10 – Forrest Place (Zone 1) Average Dwell Times 18 July to 17 October 2016



This data are useful in quantifying the impacts, benefits, issues and opportunities of events held in the city malls. This information has flow on benefits within the City of Perth. For example, way-finding opportunities can be identified, pedestrian plans can be supplemented, parking demand can be identified, maintenance can be directed to busy areas and origin-destination surveys can be obtained for inclusion within the City's transportation models. Further use of the data across City of Perth directorates is identified in the following section.

Using the Data

Analysis of the data has indicated that it is useful for trend identification rather than the actual quantification of pedestrian numbers. It would be unwise to report outputs in absolute terms as there is a risk that the data is misinterpreted as being a precise indicator of the pedestrian flows at an identified time and location. Rather, the data has been found to be useful for gaining a broader understanding of travel patterns within the study area while giving a reasonable indication of pedestrian flow levels.

The footfall analytics method of data collection is superior to any other method currently employed by the City of Perth to determine pedestrian volumes and flows. Static video surveys or manual counts, for example, provide flows at a certain point in time but no data on dwell times, travel route taken or repeat visits. Nor do they provide information on how pedestrian flows and patterns change through out the day, week and year. The conduct of these manual surveys are also subject to a degree of error.

The Pilot Project has enabled a better understanding of the usefulness of the data across City of Perth. In particular, it has been identified that the data will be useful for the following City of Perth Units:

- Transport:
 - Transport model calibration and development to provide a more robust model leading to a better understanding of the network and improved scenario testing;

- Define impact of new developments;
 - Inform transport strategies and strategies to increase pedestrian activity;
 - Evaluate interventions to encourage people to walk;
 - Inform transport impact studies, plans and safety improvements;
 - Identify demand for pedestrian facilities;
 - Evaluate walkability initiatives;
 - Inform pedestrian movements around public transport infrastructure networks;
 - Assist with way-finding initiatives; and
 - Identify preferred pedestrian routes / where foot traffic is low.
- Data and Business Intelligence.
- Strategic Planning:
 - Define impacts of new developments; and
 - Inform strategic planning projects,
- Co-ordination and Design:
 - Inform urban design.
- Commercial Parking.
- Properties.
- Economic Development:
 - Inform KPI's; and
 - Development of business mix activities.
- Marketing and Communications:
 - Inform KPI's;
 - Evaluate effectiveness and impact of marketing campaigns;
 - Inform marketing strategy; and
 - Measure event attendance.
- Arts, Culture and Heritage:
 - Inform KPI's;
 - Measure attendance and dwell times at art installations; and
 - Inform the location of future arts and cultural installations,
- Business Support and Sponsorship:
 - Inform KPI's;
 - Measure attendance at sponsored events;
 - Development of place activation strategies; and
 - Used as research for business improvement programs.
- Street Presentation and Maintenance:
 - Inform budget planning for footpath upgrades (ie. focus on areas where foot traffic is high).

Privacy

Even though footfall analytics and wifi location based data collection is widely used in Australia, including by State Government and other local government authorities in Western Australia, the City sought independent legal advice to confirm the legality of the data collection prior to project commencement.

Privacy of individuals is assured as the City does not have the means to identify the owner of individual MAC addresses which are used by the system. Furthermore, MAC addresses are 'hashed' which means that it is not possible to retrieve the original MAC address. Hashing is permanent and is not reversible.

Communications and Consultation

The City of Perth undertook a variety of communications activities prior to the commencement of the Footfall Analytics pilot project as per an approved project Communications Plan. These activities included a radio interview by the Lord Mayor in July, a media release, City of Perth website content and an update to the wifi terms and conditions.

Stakeholder consultation has been undertaken with Department of Transport (DoT) who have recognised that the footfall analytics quantitative approach to pedestrian movement on the CBD network can assist future transport planning and design work. DoT have indicated that funding may be available from the Perth Parking Fund as the project strongly aligns with the Perth Parking Policy objectives (refer 'Recommendations' for further information). The DOT are also a stakeholder in the Perth Pedestrian Model and recognise the value of the footfall analytics data collection for model development and validation.

Metropolitan Redevelopment Authority (MRA) currently undertake the same method of footfall analytics data collection at Elizabeth Quay and have indicated that the system will also be introduced at other MRA sites. It is technically possible to combine the data sets and achieve cross site reporting between the mall areas and Elizabeth Quay. This data sharing would expand the area of analysis at no additional cost to the City. An initial discussion has been undertaken with City Officers and MRA to discuss this opportunity and subject to Council approval, can be further explored.

Value for Money Considerations

The cost of the Pilot Project was \$60,000 (\$50,000 from 2015/16 budget and up to \$10,000 from 2016/17 budget, currently \$4,000 this financial year).

For cost comparative purposes, the 15 hour video surveys undertaken for validation of the data cost approximately \$1,000 per location (three surveys were undertaken). If video surveys were required, for example, for the entire footfall analytics study area, then surveys would be undertaken at up to ten locations to provide a reasonable estimation of area wide pedestrian volumes. These video surveys would only provide volume data at defined points in time at one location each. No additional characteristics of the pedestrians counted through video survey could be determined, such as dwell time or route taken. Footfall analytics data collection allows for a much richer data set across the study area 24 hours per day, on an ongoing basis.

As such, it is considered that the footfall analytics trial has provided value for money.

Recommendation

Based on the above results and analysis, it is recommended that the footfall analytics trial is extended for a one year period for the current study area. An estimated cost for continuation is \$45,000. Recognition of the limitations of the system and data should be noted for the trial extension and moving forward, data volumes should not be used in absolute terms.

As the City of Perth further explores footfall analytics, it may be appropriate to employ the technology at alternative locations. For example, to determine impacts of events held at Northbridge Piazza. As such, it is recommended that City of Perth investigate the use of the technology on an as-needs basis subject to individual project budget availability. The use of the technology could be either on a temporary or permanent basis for select events, depending on the nature and timeframe of each event.

It is recommended that liaison with MRA is undertaken to further explore combining the footfall analytics data collection at Elizabeth Quay and other MRA development locations with City of Perth data. A data share agreement could be developed between MRA and the City to enable this to occur.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL84978222-7230
BUDGET ITEM:	CDU Administration
BUDGET PAGE NUMBER:	10
INITIAL BUDGETED AMOUNT:	\$70,000.00
AMOUNT SPENT TO DATE FOR PILOT PROJECT:	
2015/16	\$50,000.00
2016/17	\$ 3,992.70
TOTAL SPENT TO DATE	\$53,992.70
REMAINING 2015/16 COMMITTED	\$ 6,007.30
TOTAL PILOT PROJECT COST	\$60,000.00
ADDITIONAL FUNDING REQUESTED	
2016/17	\$30,000.00
2017/18	\$15,000.00
TOTAL REQUESTED	\$45,000.00
PROPOSED TOTAL PROJECT COST:	\$105,000.00
ANNUAL MAINTENANCE:	nil

All figures quoted in this report are exclusive of GST.

COMMENTS:

An analysis of the results from the footfall analytics Pilot Project has been undertaken and the usefulness of the data for the conduct of City of Perth operations has been confirmed. Furthermore, consultation across City of Perth directorates and with State Government agencies has indicated general support for continuation of the project.

Moved by Cr McEvoy, seconded by Cr Yong

That Council:

- 1. notes the results of the footfall analytics pilot project;*
- 2. approves continuation of footfall analytics data collection for a period of one year in Hay Street Mall, Murray Street Mall and Forrest Place;*
- 3. proposes the amount of \$45,000 to be included in the 2017/18 budget allocation for a one year project continuation in Hay Street Mall, Murray Street Mall and Forrest Place from CW 2084 Strengthen Pedestrian Connection from City to Point Fraser - Heirisson Island;*
- 4. approves the exploration of data share opportunities with the Metropolitan Redevelopment Authority; and*
- 5. approves the use of footfall analytics technology at alternative locations within the City of Perth to enable quantification of event success on an as-needs basis, subject to individual project budgets.*

The motion was put and carried

The votes were recorded as follows:

For: Crs McEvoy, Adamos and Yong

Against: Nil

PL220/16 CITY OF PERTH TRANSPORT STRATEGY

BACKGROUND:

FILE REFERENCE:	P1030804
REPORTING UNIT:	Transport
RESPONSIBLE DIRECTORATE:	Planning and Development
DATE:	8 November 2016
MAP / SCHEDULE:	Schedule 30 – Transport Strategy

The City's Transport Strategy (Schedule 30) has been finalised following a community and stakeholder engagement phase in April/May 2016. The Strategy establishes the City's long term transport vision, aspirations and actions.

The Strategy delivers on the Corporate Business Plan's *Getting around Perth* objective by proactively planning for a world class integrated transport system. The Strategy provides long term guidance to achieve one of the Corporate Business

Plan's key community outcomes of an effective pedestrian friendly movement system, integrating transport modes to maintain a high level of accessibility to and within the city.

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Strategic Community Plan

Council Four Year Priorities: Getting Around Perth

S3 Proactive planning for an integrated transport system, including light rail, that meets community needs and makes the sustainable choice the easy choice.

S4 Enhanced accessibility in and around the City including parking.

DETAILS:

The Strategy has been shaped by the following inputs:

- A comprehensive web-based initial community engagement phase in 2015;
- A Public Transport Accessibility Study;
- A Walkability Study;
- Close collaboration with internal City of Perth work streams involved in transport, strategic planning, economic development, environmental and health policy, urban design and parking management;
- Close collaboration with external agencies involved in Perth's transport planning portfolio; and
- A comprehensive community and stakeholder engagement around the Draft Transport Strategy in April/May 2016.

The structure of the Transport Strategy is largely consistent with the Draft Strategy previously presented to Council, in that it establishes the Council's transport priorities and organises them in to Focus Areas (six in total) and Objectives (22 in total). Together, these articulate the relative areas of importance for the Council's action and advocacy relating to how the city's transport networks function, are planned and managed.

Community and stakeholder engagement on the Draft Strategy involved:

- Hosting of the Draft Strategy and supporting material (Background Report and research reports) on the City's EngagePerth site;
- Promotion of the Draft Strategy through the City's social media, website and professional networks;
- Briefings with stakeholders, including the City of Subiaco, Department of Transport and the Committee for Perth; and
- Briefings with internal City of Perth work streams.

This resulted in 36 formal submissions being received. Within these submissions a total of over 400 individual suggestions or comments were identified, each of which have been considered in the context of finalising the Transport Strategy.

Feedback was generally supportive, and affirmed the scope and intent of the Draft Strategy. There was a clear expression of support for:

- Improving the ways in which transport planning is undertaken in Perth (ie. Focus Area 1 – Integrated Planning);
- Wholesale improvements to the city's public transport networks;
- Prioritising and more proactively catering for walkability improvements;
- Improving cycling infrastructure and facilities that can encourage cycling; and
- The City of Perth taking a proactive role in fostering innovative transport technologies.

Various aspects of the Draft Strategy have been changed as a result of the feedback received. Major changes that have been incorporated into the finalised Transport Strategy include:

- A clearer vision statement;
- Addition of an objective regarding road safety, and support for the State Government's 'Towards Zero' road safety vision;
- Clearer support for a metro / underground rail system in central Perth;
- Commitment to developing a Walking Plan, to coordinate the City of Perth's actions in improving the public realm and walking environments.
- Broader support for car sharing, including a commitment to developing a Car Share Policy;
- The incorporation of 'engagement' into Focus Area 6 Innovative Engagement, Knowledge and Data;
- Various suggested alterations to the Trans Priority and preferred Public Transport map; and
- Various suggested alterations to the implementation plan.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL845840007251
BUDGET ITEM:	INTEGRATED MOVEMENT
BUDGET PAGE NUMBER:	77
BUDGETED AMOUNT:	\$150,000
AMOUNT SPENT TO DATE:	\$ 0
PROPOSED COST:	\$158,000 (FOR 2016/17 ASSOCIATED ACTIONS)
BALANCE:	\$ 0
ANNUAL MAINTENANCE:	\$ 0

All figures quoted in this report are exclusive of GST.

COMMENTS:

The Transport Strategy has been developed to guide the City of Perth's decision making and advocacy relating to the long term development of the city's transport systems. It builds on the Vision established in the Strategic Community Plan: Vision 2029; *Perth is renowned as an accessible city*. To achieve this, the Transport Strategy has been structured around six Focus Areas each of which contains an aspiration statement, as highlighted below.

Focus Area	Aspiration
1. Integrated Planning	The City of Perth develops as a vibrant, diverse city made up of places for people to work, live, meet and explore. Our planning of the city's transport systems is coordinated in a way that acknowledges the interdependencies of various modes, stakeholders and government agencies. A logical, legible and safe network of transport options caters for Perth's growing needs in sustainable and efficient ways.
2. A Walkable City	Walking within the City of Perth will be easy, safe, enjoyable and convenient at all times of day. Pedestrian access throughout our street and public realm networks will be prioritised so as to ensure that walking is the preferred way of getting around the central city area and areas of the city that are growing in activity. This approach can help achieve significant public health, environmental and economic benefits in the City of Perth.
3. A Cycling City	The City of Perth will continue to invest in cycling, so as to create a network of paths and streets where people of all ages and abilities feel comfortable and enjoy cycling. This will be a fundamental component of enabling people's transport behaviour to be healthier, more efficient and more sustainable.
4. Next Generation Public Transport	Seamless travel by public transport is characteristic of daily life in the City of Perth, not just for trips to work but for most trips irrespective of the time of day. We recognise that a highly functioning public transport system is critical to the economic, social and environmental well-being of Perth. Elevating Perth's public transport with a 'next generation' package of improvements will ensure that the City and Metropolitan Perth's growth can continue in sustainable and productive ways.
5. Progressive Traffic & Parking Management	The City of Perth is a place where cars can be used for the niche tasks to which they are suited, but are not a prerequisite to citizenship, or access to and within the city. We do not adopt an 'anti-car' approach, but rather manage traffic and car parking in a way that recognises the role of cars in the wider transport equation, and reflects the negative externalities of excessive car use.
6. Innovative Engagement,	The City of Perth becomes a centre of excellence in our management of data and our urban research program. We

Focus Area	Aspiration
Knowledge & Data	collaborate with other cities to advance our understanding of shared issues and explore common opportunities. Our data systems are integrated, and we are open in how we share data and knowledge with the community and our stakeholders. We lead other public sector agencies in gathering feedback from our community and stakeholders and embedding this in our planning and project development processes.

Together these Focus Areas seek to progress sustainable and efficient accessibility to and within the City of Perth. Supporting each Focus Area is an explanation of the case for action, as well as multiple objectives which articulate how the City of Perth will achieve progress in each area.

The tangible actions that the City of Perth will progress are included within the Implementation Plan included within the Transport Strategy. This Plan demonstrates the partners the City will work with to achieve each action and an indication of when each action will be progressed.

Moved by Cr Adamos, seconded by Cr Yong

That Council endorses the City of Perth Transport Strategy as detailed in Schedule 30.

The motion was put and carried

The votes were recorded as follows:

For: Crs McEvoy, Adamos and Yong

Against: Nil

PL221/16 PERTH CITY SNAPSHOT 2016

BACKGROUND:

FILE REFERENCE:	P1032602#01
REPORTING UNIT:	City Planning
RESPONSIBLE DIRECTORATE:	Planning and Development
DATE:	25 November 2016
MAP / SCHEDULE:	Schedule 31 – Perth Directions project overview. Schedule 32 – Perth City Snapshot 2016.

At its meeting held on **28 June 2016**, Council resolved:

“That Council endorse the initiation of the Perth Directions Project which will deliver a City Planning Strategy, Strategic Community Plan and Perth City Snapshot 2016.”

The City of Perth’s Perth Directions Project brings together the community consultation for three deliverables that will cover the geographic area of the City of Perth, including the newly incorporated areas of Crawley and Nedlands, University of Western Australia and QEII Medical Centre. The deliverables are:

- A new Strategic Community Plan which sets out the vision for the city together with the City’s strategies for implementation of this;
- A City Planning Strategy which is aligned with the strategic vision and the State Government planning framework. This will inform the review of the City’s planning scheme; and
- The Perth City Snapshot which provides a picture of the current ‘state’ or ‘health’ of the city.

The Perth City Snapshot will be used in the engagement with the community on its aspirations for the future. Community engagement is scheduled for the first quarter of 2017 and the feedback received will help to shape the City of Perth’s long term strategic plans for the city.

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation

City of Perth Act 2016
Local Government Act 1995
Planning and Development Act 2005
Planning and Development (Local Schemes) Reg. 2015

Integrated Planning and Reporting Framework Implications

Corporate Business Plan
Council Four Year Priorities: Capable and Responsive Organisation
S19 Improve the customer focus of the organisation
S19.4 Conduct a review of the Strategic Community Plan

Policy

Policy No and Name: Administration Policy 1 *Decision Making Framework*

DETAILS:

The need for a long term strategic vision and strategy for the city is mandated by both the *Planning and Development Act 2005* and the *Local Government Act 1995* in the form of a Local Planning Strategy (referred to as the City Planning Strategy from hereon) and Strategic Community Plan respectively.

The *City of Perth Act 2016* recognises Perth as the Capital of Western Australia and the special significance of the role and responsibilities of the City of Perth that flow from that. One of the objects stated in the Act is for the City of Perth:

“to initiate and promote the continued growth and environmentally sustainable development of the City of Perth and ensure its continued role as a thriving centre of business with vibrant cultural and entertainment precincts, while enhancing and protecting its natural environment and having due regard to the flow-on impact on the Perth metropolitan area.”

The key project phases and deliverables of the Perth Directions Project are:

Phases	Key Deliverables
1. Information Gathering and Analysis	Perth City Snapshot
2. Community Engagement	Community Aspirations and Priorities
3. Strategy Development	Strategic Community Plan & Draft City Planning Strategy
4. Community Engagement	Community Feedback
5. Strategy Finalisation	City Planning Strategy
6. Formal Approval	Endorsed City Planning Strategy

Perth City Snapshot

The Perth City Snapshot 2016 provides a holistic and high level picture of Perth City as a place. It is organised in a framework of Strategic Themes, Key Elements and Measures, based on a review of best practice sustainability and city indicator frameworks.

The framework enables a large amount of data and information (over 140 data sets) to be organised around easily understood aspects of city life, aiding navigation of information by stakeholders and ensuring a balanced analysis of the city.

Organised across six key themes of People, Culture, Natural Environment, Economy, City Form and Movement, the Snapshot gathers together and analyses city-scale data and information on the current condition of Perth City.

Perth City Snapshot benchmarks the city's performance or state with other places where possible and also identifies key gaps in data and information which will help to inform future strategic research. It analyses selected data and information from a variety of sources, reflecting the contribution of multiple stakeholders to the current state of the city and future progress.

Initially, the Snapshot will form part of a suite of material for the Perth Directions engagement phase. It is intended that the Snapshot will be updated every two years to inform the two yearly review of the Strategic Community Plan, ensuring holistic and

regular monitoring of trends and change in the city across the six strategic theme areas.

The Snapshot will be printed in limited numbers and uploaded on the City's website and the Perth Directions Project website at Engage Perth.

The Snapshot is attached in Schedule 32.

The Perth City Snapshot will:

- Inform community engagement and preparation of the Strategic Community Plan and City Planning Strategy;
- Inform a strategic research agenda and development of city targets and indicators;
- Provide a baseline to measure progress; and
- Provide an evidence base to inform decision making.

Community Engagement

Comprehensive community engagement is planned for the first quarter of 2017 and will be used to understand the community's aspirations for the future and priorities.

Community engagement will focus on both Perth as a Capital City and Perth as a series of Places.

A wide range of stakeholders are intended to be engaged including:

- Government;
- Business and Industry;
- Education Institutions;
- Community Groups and NGOs;
- Anchor Uses and Attractions;
- Residents;
- Visitors;
- Workers; and
- Media.

Stakeholders are intended to be engaged through direct meetings and working sessions, key city events and on-line mechanisms. Members of the Perth City community will also be invited to become engagement champions to encourage participation amongst their networks and the wider community.

Strategic Community Plan and City Planning Strategy

Both the Strategic Community Plan and City Planning Strategy will be drafted following community engagement.

The Strategic Community Plan sets out the long term vision for the city together with the City's strategies for implementation of this. It will guide the City's business

planning and investment decisions and ensure that these are undertaken in an informed and strategic manner.

The City Planning Strategy will align with the vision of the Strategic Community Plan and the State Planning Framework focusing on the growth/ development of the city and strategies for implementation of this including the review of the City's planning schemes.

The City Planning Strategy will be a holistic and integrated plan of the entire City of Perth area. It will include spatial plans at both a city-wide and precinct level. It is intended to produce a clearly communicated whole of city vision that aligns both the City's and State's expectations.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL 16C89000
BUDGET ITEM:	SCD Planning Strategy
BUDGET PAGE NUMBER:	74
BUDGETED AMOUNT:	\$481,000
ACTUALS & COMMITMENTS:	\$165,444
PROPOSED COST:	\$5,000 (printing and binding approx. 120 pages)
BALANCE:	\$315,556

All figures quoted in this report are exclusive of GST.

COMMENTS:

The Perth City Snapshot 2016 contributes to evidenced-based city planning and decision-making through the use and analysis of valid, relevant, current and reliable data as required by the City of Perth Administration Policy 1 – Decision Making Framework and the City's Strategic Community Plan.

It systematically looks at the city across six strategic themes, 23 key elements and 74 measures (indicators) using over 140 individual sets of data. It forms a robust and detailed baseline and a valuable repository of data and information that will be of use and value to multiple stakeholders beyond the initial use in the Perth Directions Project.

Development of the Snapshot internally has enabled the City to gain valuable knowledge and understanding of data availability, specificity and quality, data collection systems and key gaps in information and data for Perth City. In addition, the Snapshot has defined the level of analysis required to draw out meaningful, integrated findings to inform strategy development.

6.58pm The Principal Transport Planning departed the meeting and did not return.

Moved by Cr Adamos, seconded by Cr Yong

That Council:

- 1. endorses the Perth City Snapshot 2016 as detailed in Schedule 32;***
- 2. approves the Perth City Snapshot 2016 for public release for purposes of community engagement to assist the development of the Strategic Community Plan and City Planning Strategy; and***
- 3. notes that the Perth City Snapshot will be used as an informing document within the City of Perth Integrated Planning and Reporting Framework.***

The motion was put and carried

The votes were recorded as follows:

For: Crs McEvoy, Adamos and Yong

Against: Nil

PL222/16 LAND VALUE CAPTURE

BACKGROUND:

FILE REFERENCE:	P1030804
REPORTING UNIT:	City Planning
RESPONSIBLE DIRECTORATE:	Planning and Development
DATE:	25 November 2016
MAP / SCHEDULE:	Schedule 33 – Mapping of the city Schedule 34 – City owned properties in West, East and central Perth.

At the Finance and Administration Committee meeting held 4 October 2016, Councillor Green requested:

“Information on potential land value capture opportunities in the city, specifically what land parcels on Wellington Street and Plain Street that may present ‘up-zoning’ opportunities that can be considered by the City of Perth.”

The request relates to the full length of Wellington and Plain Streets, and specifically relates to the potential for developing public transport such as light rail through the city.

LEGISLATION / STRATEGIC PLAN / POLICY:**Legislation***Planning and Development Act 2005***Integrated Planning
and Reporting****Corporate Business Plan****Framework
Implications**

Council Four Year Priorities: Getting Around Perth
S3 Proactive planning for an integrated transport
system, including light rail, that meets community

DETAILS:**Federal Government**

In November 2016, the Federal Government released the discussion paper “Using Value Capture to help Deliver Major Land Transport Infrastructure – roles for the Australian Government.’ It is considered that this provides a timely insight into the considerations of the Federal Government in how value capture could be applied; it also demonstrates that significant work is yet to be done to understand when and how it could be applied.

While this report is not intended to be a comprehensive examination of value capture and its application to Wellington and Plain Streets, it is considered that the Federal Government discussion paper provides insight for the Council, noting:

- Value capture occurs when a new piece of infrastructure such as a railway line creates economic value that is an increase in land values higher than if the infrastructure had not been constructed.
- Value capture is an approach to project development that requires integrated land use planning.
- Value capture can occur through:
 - Passive value capture - that is increased property values result in increased government revenue from stamp duties and capital gains tax over time; and
 - Active value capture - where property development is linked to and benefits from the provision of new infrastructure such as a railway line, then some level of property development profits is captured to pay for the infrastructure.
- Consideration to three broad kinds of value taxation capture:
 - Hypothecation of anticipated future taxation revenue;
 - Establishment of a levy or charge; and
 - Sale or rent of a public asset, such as government-owned land or development rights.
- The Western Australian Government has indicated that it is exploring value capture approaches to fund projects.

City of Perth Transport Strategy

The City of Perth Transport Plan identifies Wellington Street and St Georges Terrace as east-west public transport routes in the city. Further, it proposes the following actions regarding land value uplift and financing in relation to public transport:

“Lead research into the wider economic benefits of underground rail extensions, specifically regarding the potential to leverage any land value uplift that may result from such infrastructure.

Investigate new funding models for the development of public transport infrastructure.”

Both these actions identify the need to work in partnership with the Department of Transport and the Public Transport Authority, as the two State Government agencies responsible for the planning and delivery of public transport.

It is considered that with the final approval of the City of Perth Transport Strategy that the City can advocate for the delivery of new public transport infrastructure in the city. Through the identification of routes and detailed planning the opportunity will exist for the City to explore in detail with the State Government the potential opportunities to utilise value capture and/ or the use of public land to catalyse new rail infrastructure.

City of Perth City Planning Scheme

In 2013 and 2014 the City of Perth completed a comprehensive review and update of its plot ratio and built form standards covering most parts of the city, including Wellington Street and Plain Street. The intention was to identify the future floor space growth needs of the city for the next 20 years to ensure that there is sufficient capacity within the City Planning Scheme No. 2 to accommodate future demand.

This work, based on studies from 2009 identified:

- The distribution of office land uses, retail uses and residential land uses;
- The combined distribution and use of plot ratio across the city;
- The location of heritage places; and
- The use/ distribution of development below the permitted plot ratio.

This analysis identified an uneven utilisation of plot ratio, with the highest use being along St George’s Terrace, the lowest utilisation around CityWest, McIver and Claisebrook train stations.

Of note is the correlation between the highest plot ratio that exists along St Georges Terrace and the density of employment and wages along St Georges Terrace; an area that is not strongly linked to transport infrastructure. This mapping analysis is presented in Schedule 33 of this report.

These changes to the City Planning Scheme ensured the long term development capacity of the city, introducing an additional 1,124,238m² of floor space across parts of the city governed by the City Planning Scheme No. 2.

The work from 2009 considered the primary drivers for development being the economic return noting the following:

“One of the key economic drivers for development is the relationship between land value and the achievable net rent (income) return for the development. The adjacent chart shows that if the prevailing commercial office rent is at \$300 per square metre per annum net, the land must be valued at or less than zero to make a development financially viable, however as rents improve to \$500 per square metre, the land can be valued at up to \$5,000 per square metre when initial yields are at 9.5% and nearing \$10,000 per square metre when initial yields reach 8.5%.

It is interesting to note that the effect of increasing plot ratio (say from 5:1 to 6:1) only increases the land value by around \$1,000 - \$1,500 per square metre when rents are at \$500, however when rents increase to \$600 per square metre, the benefit of increasing plot ratio increases to almost \$2,500 per square metre of land value.

From a residential standpoint, the same critical factors apply, in that the cost of land acquisition forms a crucial part of the economic viability of any development.

However unlike office development, the lag between acquisition of land and actual realisation of value by way of sale in residential development is quite short as the pre-sale of the individual units (thereby realising the improved land value) is a requirement for receiving finance for the development in a vast number of circumstances.

Increasing plot ratio does have a significant effect on the overall land value for residential land, with an increase from 5:1 to 6:1 increasing the implied land value by between \$200 per square metre for units with a median price of \$270,000 up to almost \$800 per square metre for higher priced units.

Supply drivers that impact the demand are only based upon an assumption that a decision between two viable alternatives is already apparent (i.e. there is already primary demand). These drivers will serve to improve the attractiveness of the development to the end user, and include:

- Accessibility (pedestrian, public transport and motor vehicle);*
- Amenities (including retail, dining and lifestyle);*
- Safety and security; and*
- Adjacent complementary development.”*

Land Values and public ownership

The mapping in Schedule 33 has been broken down into West Perth, Central Perth and East Perth. A detailed analysis of the data has not been undertaken, nor analysis of land value to plot ratio utilisation. However, it does reveal there is in parts an under development along Wellington Street and that there are significant parcels of land in public ownership especially east of Barrack Street.

The most notable portions of land being the substantial Royal Perth Hospital landholdings both sides of Wellington Street, the former Police building (fmr Girls

School building), Mains Roads offices, vehicle inspection centre, as well as substantial landholdings south of Claisebrook train station including at-grade car parking, TAFE, Departments of Health and Education.

The City of Perth is also an owner of land along Wellington Street and Plain Street; these are listed in Schedule 34 to this report. The most significant landholding of the City of Perth is the Queens Gardens at-grade Car Park at the eastern end of Wellington Street. The Metropolitan Redevelopment Authority through its [Hillside Design Guides](#) has identified the potential opportunity to redevelop the land into a high density residential rich precinct.

Unfortunately the continued existence of the *Chevron Hilton Hotel Agreement Act 1960* still constrains the potential of this land by requiring the provision of a minimum 800 public car parking bays on the site.

FINANCIAL IMPLICATIONS:

There are no financial implications attached to this report.

COMMENTS:

The City of Perth Transport Strategy identifies the City will be undertaking, with the State Government, an investigation into land value uplift opportunities in Perth over the current and 2017/18 finance years.

Moved by Cr Yong, seconded by Cr Adamos

That Council:

- 1. receives the report on land value capture; and***
- 2. notes that the proposed City of Perth Transport Strategy includes proposals to investigate land value uplift and new funding models in relation to the delivery of public transport infrastructure in the 2016/17 and 2017/18 financial years.***

The motion was put and carried

The votes were recorded as follows:

For: Crs McEvoy, Adamos and Yong

Against: Nil

PL223/16 MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN

Nil

PL224/16 GENERAL BUSINESS**Responses to General Business from a Previous Meeting**

Nil

New General Business

Nil

PL225/16 ITEMS FOR CONSIDERATION AT A FUTURE MEETING**Outstanding Items:**

Nil

PL226/16 CLOSE OF MEETING

7.07pm There being no further business the Presiding Member declared the meeting closed.

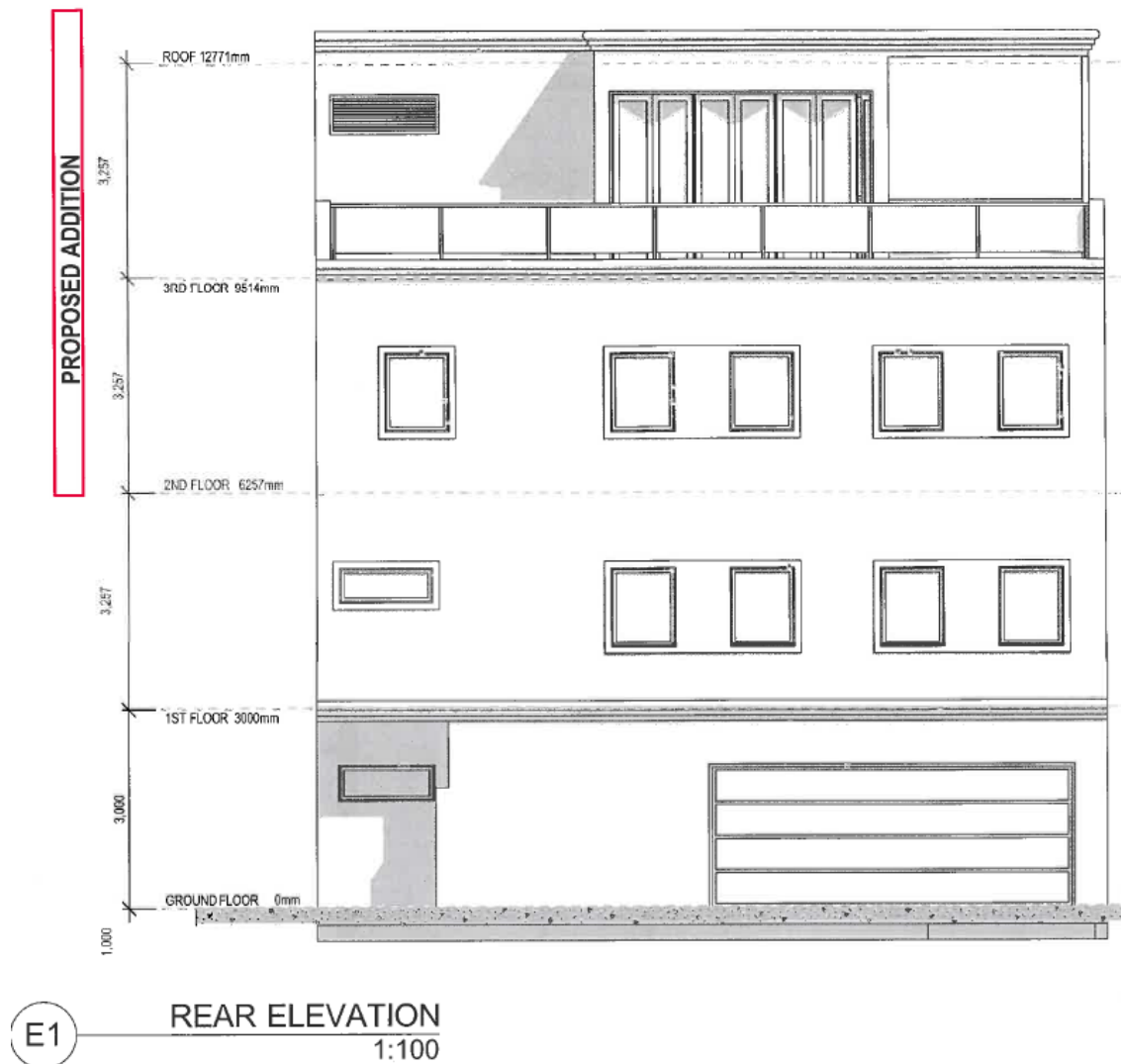
**SCHEDULES
FOR THE MINUTES OF THE
PLANNING
COMMITTEE MEETING
HELD ON
6 DECEMBER 2016**



2016/5308 - 43 (LOT 41) ARDEN STREET, EAST PERTH



2016/5308 - 43 (LOT 41) ARDEN STREET, EAST PERTH (LANEWAY 3D)



2016/5308 - 43 (LOT 41) ARDEN STREET, EAST PERTH (LANEWAY ELEVATION)



FRONT ELEVATION

2016/5308 - 43 (LOT 41) ARDEN STREET, EAST PERTH (ARDEN STREET ELEVATION)



2016/5308 - 43 (LOT 41) ARDEN STREET, EAST PERTH (LANEWAY FROM EAST)



2016/5308 - 43 (LOT 41) ARDEN STREET, EAST PERTH (LANEWAY FROM WEST)



2016/5308 - 43 (LOT 41) ARDEN STREET, EAST PERTH (ARDEN STREET NORTH-EAST)



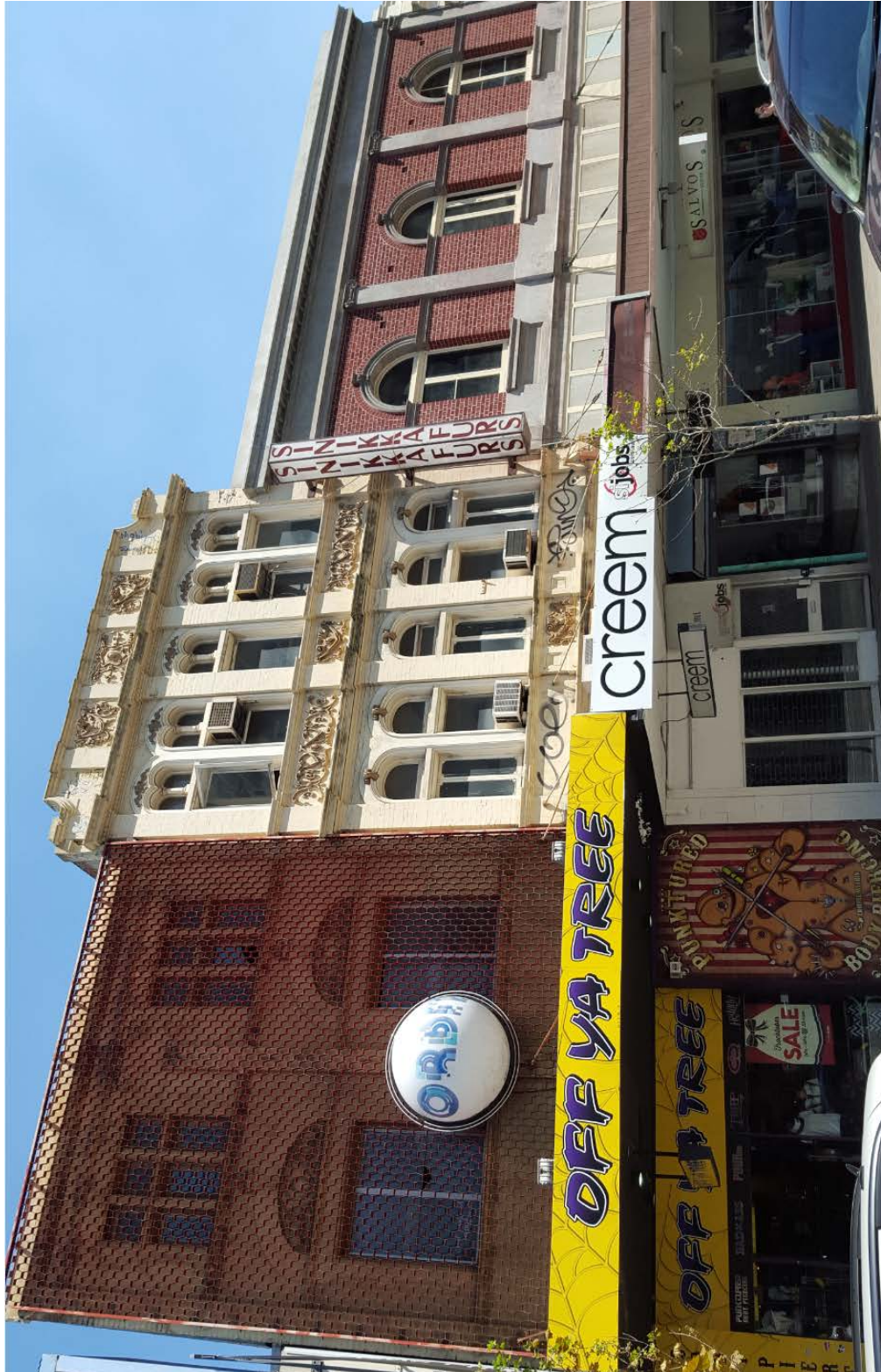
2016/5308 - 43 (LOT 41) ARDEN STREET, EAST PERTH (ARDEN STREET NORTH-WEST)

SCHEDULE 2

IMPROVEMENT MODEL

STAGE	KEY ACTIVITIES	DEC 14	DEC 15	ACTION / OUTPUT
Research	Review 5 Year Capital Works	X	X	Director to endorse application of model to identified portion of the capital works program
	Review Relevant Grants	X	X	
	Review Relevant Legislation	X	X	
	Status of development approvals	X	X	
	Heritage assessments / context	X	X	
Assessment	Review Strategic Context	X	X	Base data and opportunities identified in an Improvement Snapshot for Council's consideration
	Dilapidation Survey	X	X	
	Land Use Survey	X	X	
	Activation Assessment	X	X	
	Key focus areas identified	X	X	
	Economic Analysis	/	X	
	Commercial culture understood	X	X	
	Establish other baseline data	X	X	
	Pre Consultation Analysis	X	X	
	Identify Stakeholders	X	X	
Engagement and Visioning	Communications Plan (Stage 1)		X	Council to endorse options for concurrent private and public realm upgrades
	Engage Stakeholders		X	
	Survey business / land owners		X	
	Review Analysis		X	
	Set Vision		X	
	Set Short / Long Term Objectives		X	
	Identify Strategic Opportunities		X	
	Identify Marketing Opportunities		X	
	Identify Sustainable Funding Options		X	
	Identify Private Investment Options		X	
	Outline Actions		X	
Implementation	Communications Plan (Stage 2)		X	Grants, sponsorship, compliance work, building upgrades, promotion and events completed
	Stakeholder Engagement		/	
	Delivery of identified priorities		/	
	Aquittal / application of funding		/	
	Assistance in negotiation application processes		/	
	Implement branding and marketing opportunities		/	
	Promotion and launch events		X	
Evaluation and Monitoring	Revisit 'Assessment' stage against base indicators		/	Improvements against base line data are reportable within the City's Economic Development Annual Report for the two years following completion of capital works
	Finalise 'Lessons Learnt Register'		/	
	Review methodology / model			
	Recommend improvements to City process and policy		/	
	Review marketing outcomes			
	Survey Businesses			

111 - 113 & 115 - 117 BARRACK STREET (LEFT TO RIGHT)
119 – 123 BARRACK STREET - RECENTLY RESTORED (FAR RIGHT)



**SCHEDULE 4
SCOPE OF WORKS – HIGH LEVEL SUMMARY**

1. Remove floor coverings and repair floors where necessary.
2. Remove vermiculite ceilings and repair ceilings where necessary and insulate for noise transmission.
3. Repair and strengthen basement supports as required.
4. Repair and support walls where they may have been weakened by previous cut aways.
5. Upgrade/replace all washrooms and all plumbing.
6. Add additional washrooms.
7. Replace all electrical wiring.
8. Sort out new power entry points with Council, Western Power and architect.
9. Replace air-conditioning systems.
10. Repair all windows and replace glass with thicker noise resistant glass.
11. Make stairs in 117 compliant (possibly replace).
12. Add stairs for access to top floor in 111 and other existing stairs to other floors compliant.
13. Add fire sprinkler systems to both buildings (not included in QS costs).
14. Add lift to 111 and replace broken lift in 115 (Structural casing/work required for both).
15. Add back whole floor to 117. (Possibly removed in the 1970's).
16. Check and repair roof of 111.
17. Attend to any other building structural problems that surfaced from the Hydraulic Services Report from both buildings.
18. Repair walls and paint. Inside and out, front and back.
19. Repair front canopies.

Note: Detailed Quantity Surveying and Construction Consultants Report provided from Owen Consulting 27 April 2016 (Schedule 4)

Planning Committee
Confidential Schedule 5
(Minute FA209/16 refers)

Distributed to Elected Members under separate cover

Bound in Consolidated Committee
Confidential Minute Book
Volume 1 2016



233-239 (LOTS 12 AND 13) JAMES STREET, NORTHBRIDGE



233-239 (LOTS 12 AND 13) JAMES STREET, NORTHBRIDGE (PERSPECTIVES)



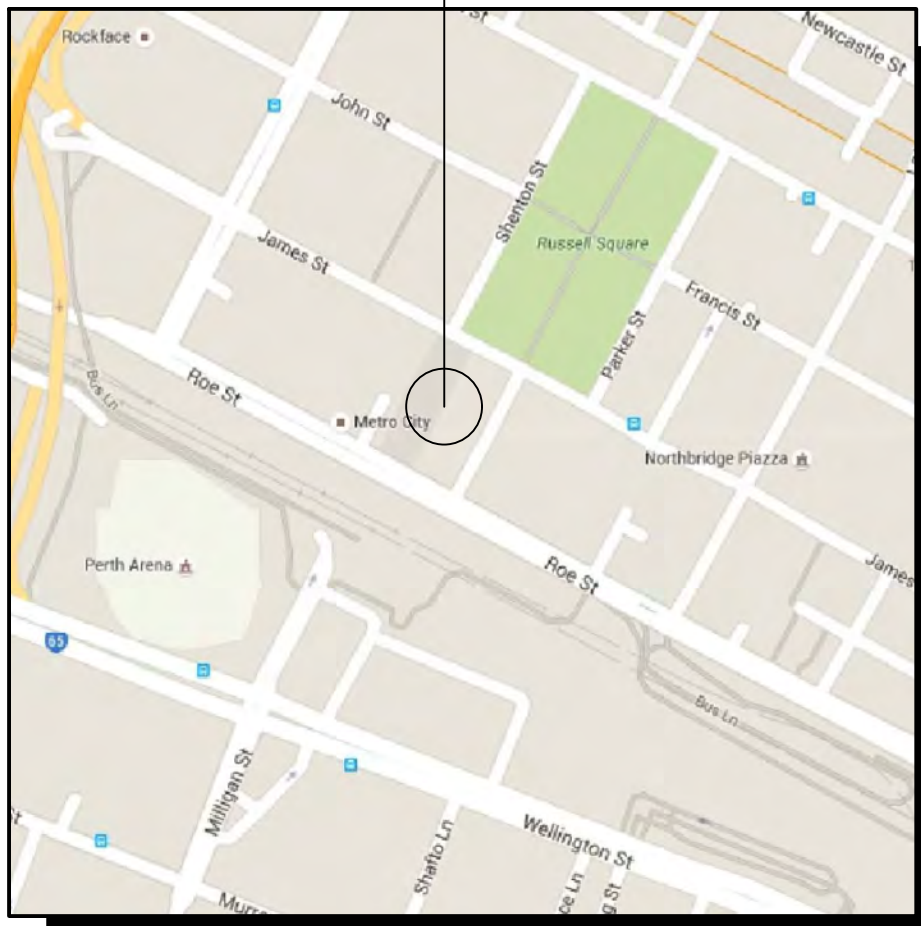
233-239 (LOTS 12 AND 13) JAMES STREET, NORTHBRIDGE (PERSPECTIVES)



93-101 (LOTS 123) MILLIGAN STREET, NORTHBRIDGE



VODAFONE SITE 640044



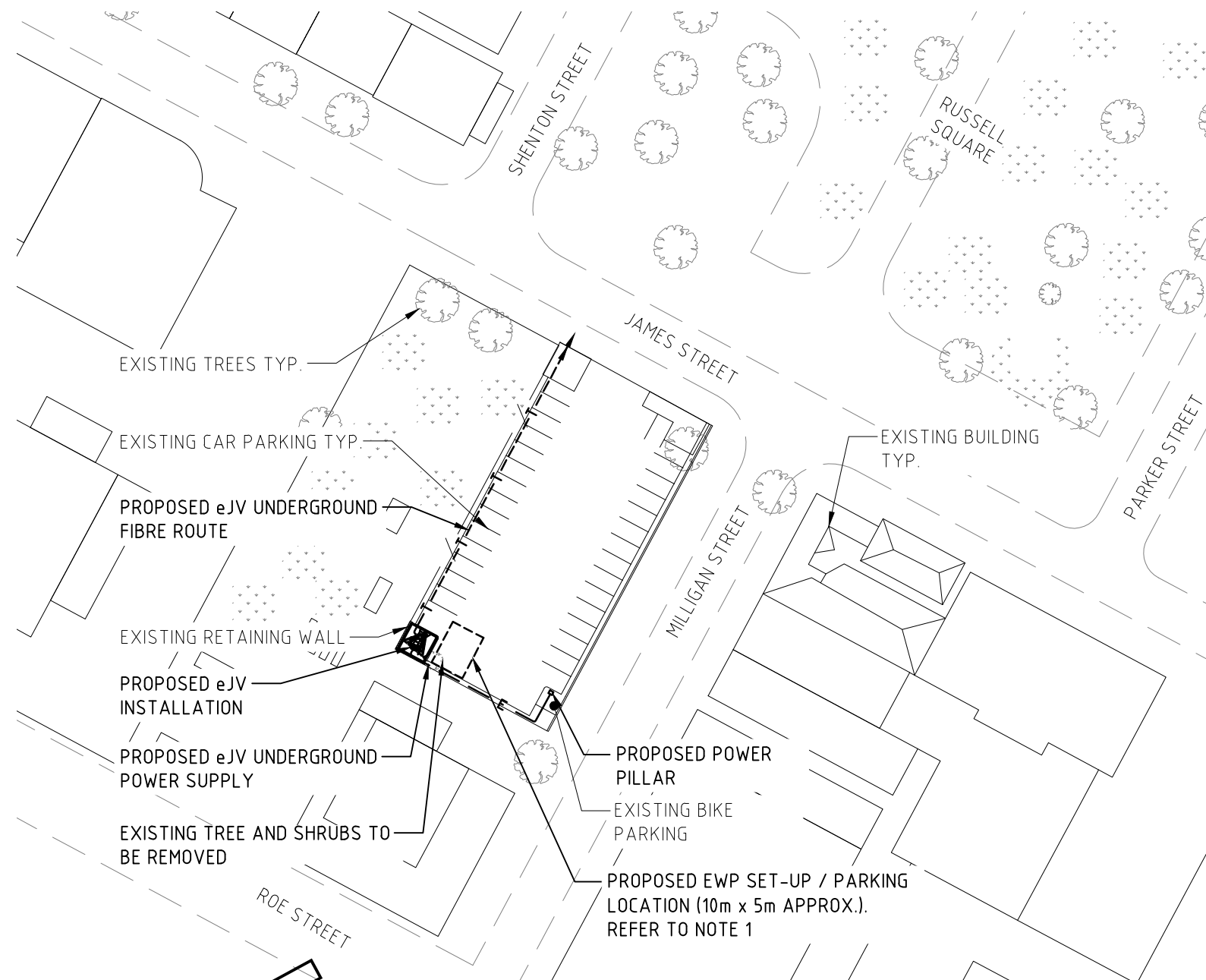
COPYRIGHT © GOOGLE MAPS

SITE LOCALITY PLAN

NOT TO SCALE

RFNSA NUMBER: 6003011

CARRIER	SITE NAME	SITE ID
OPTUS	NORTHBRIDGE CENTRAL -V	P8374
VODAFONE	NORTHBRIDGE CENTRAL	640044



SITE ACCESS

SCALE 1:1000

NOTES:

- CONSTRUCTION CONTRACTOR TO CONFIRM SUITABILITY OF NEW EWP SET-UP / PARKING LOCATION ON SITE PRIOR TO WORK COMMENCING.

DRAFT40 Hasler Road, Osborne Park WA 6017
T +61 8 9355 7500 | F +61 8 9355 5100 | www.servicestream.com.auVODAFONE SITE 640044
NORTHBRIDGE CENTRAL
93 MILLIGAN STREET
NORTHBRIDGE, WA 6003

eJV PROJECT

JOINT VENTURE NO: JP9457

TITLE
SITE AND LOCALITY PLANS

DRAWING STATUS

PRELIMINARY

DRAWING No.

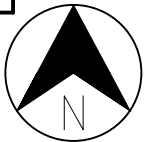
640044 - G1

REV

A

REV	DATE	REVISION DESCRIPTION	VENDOR	DRAWN	DESIGNED	APPRO
A	10.08.16	PRELIMINARY ISSUE (eJV PROJECT)	SSMC	KD	AG	ST

A3



DATUM POINT	GDA94 CO-ORDINATES		GROUND LEVEL
	LATITUDE	-31.947408	A.H.D. RL. 12.60m EL 0.00m
	LONGITUDE	115.854228	

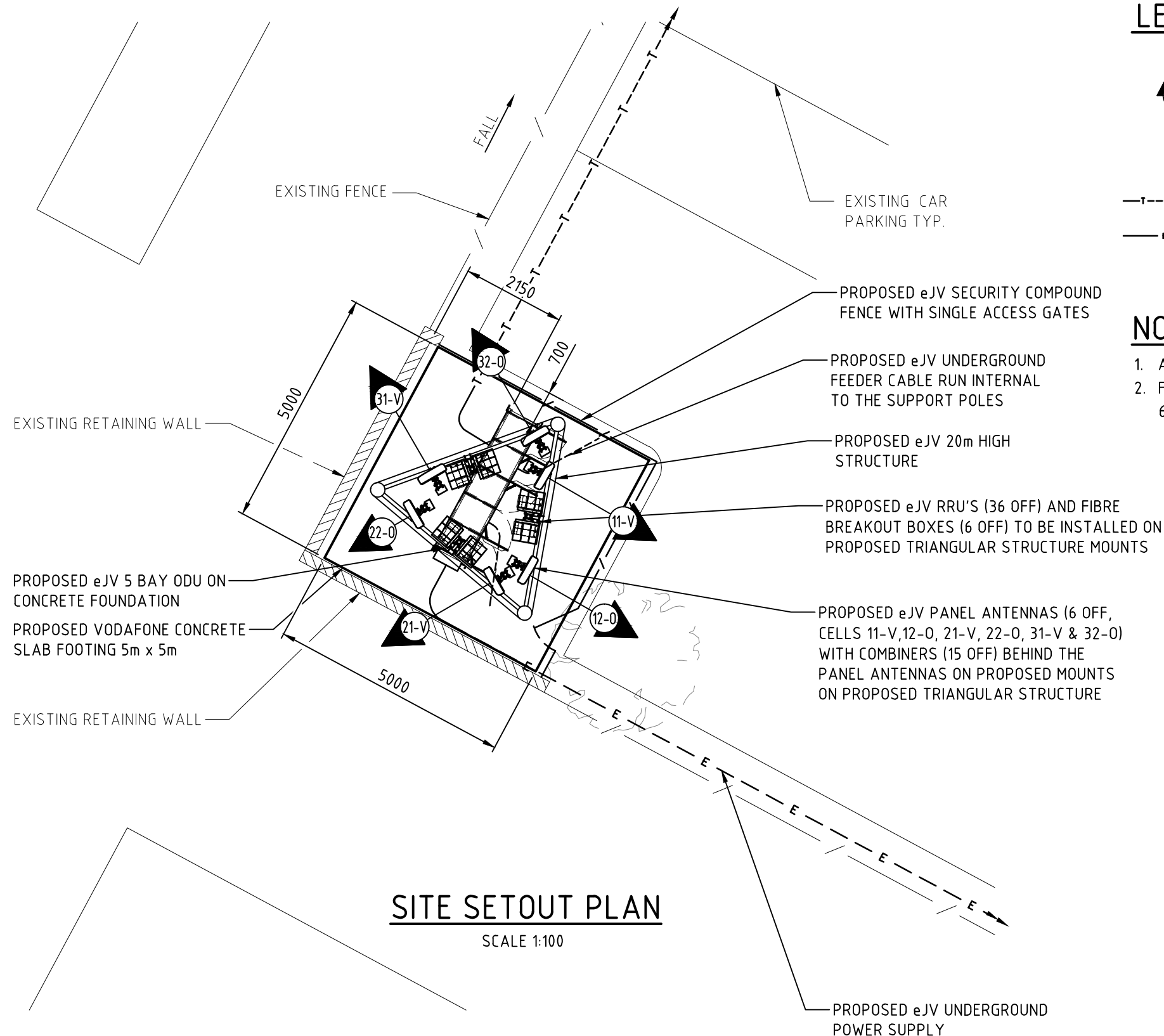
LEGEND:



- T — T — T — T — UNDERGROUND POWER SUPPLY
— E — E — E — E — UNDERGROUND FIBRE ROUTE

NOTES:

- ALL DIMENSIONS IN mm UNLESS STATED OTHERWISE.
- FOR ANTENNA CONFIGURATION TABLES REFER DRAWING 640044-G4.



SITE SETOUT PLAN

SCALE 1:100

DRAFT

								JOINT VENTURE NO: JP9457			
								TITLE: SITE SETOUT PLAN			
								DRAWING STATUS: PRELIMINARY		DRAWING No. 640044 - G2	
										REV: A	

servicestream

MOBILE COMMUNICATIONS

40 Hasler Road, Osborne Park WA 6017

T +61 8 9355 7500 | F +61 8 9355 5100 | www.servicestream.com.au

vodafone

VODAFONE SITE 640044

NORTHBRIDGE CENTRAL

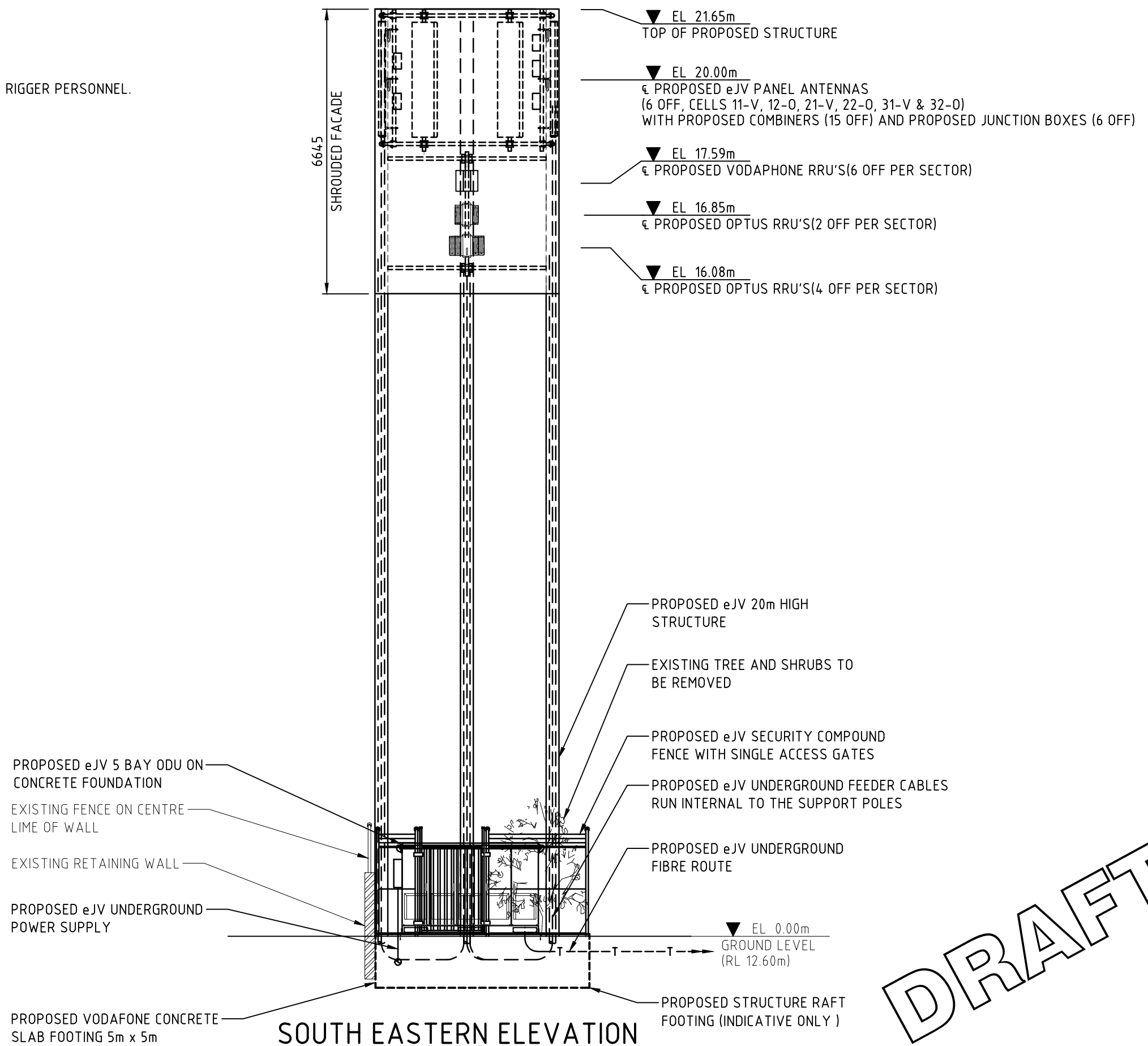
93 MILLIGAN STREET

NORTHBRIDGE, WA 6003

eJV PROJECT

NOTES:

1. ANTENNA ACCESS VIA NEW STRUCTURE EWP BY QUALIFIED RIGGER PERSONNEL.



DRAFT

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Planning Committee
Confidential Schedule 8
(Minute FA212/16 refers)

Distributed to Elected Members under separate cover

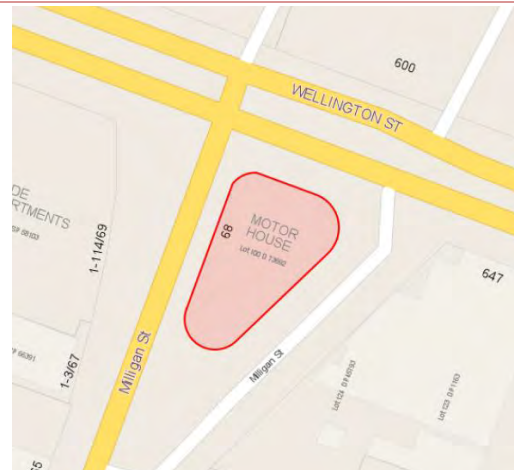
Bound in Consolidated Committee
Confidential Minute Book
Volume 1 2016

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 of Western Australia

State Library, 1952



State Library of Western Australia



State Library of Western Australia

State Library, 1955



State Library, 1982



STATEMENT OF SIGNIFICANCE

Aesthetic Value

The place is a fine representative example of an early Moderne style building (also described as Inter-War Functionalism).

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.

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.

Historic Value

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.

Its prominent position fronting the major intersection of Milligan Street and Wellington Street marks its 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.

The place was the first multi-story structure in Western Australia to be designed and constructed specifically to service the motor car.

Research Value

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.

Social Value

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Rarity

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 parking facility in Western Australia.

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.

The place is one of only a few Moderne buildings still standing.

Representativeness

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PHYSICAL DESCRIPTION

Architectural Period

Inter-War modern (Inter War Functionalism) style with Art Deco detail characteristics

Materials

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.</p>
External	<p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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 emphasis of the design.</p>
Internal	<p>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.</p>
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	Originally built as a garage, service station and engineering workshop for Messers Courthope and Olifent, the place was the first multi-level car park 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.
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HERITAGE
COUNCIL

SCHEDULE 10

Working with Western Australians to recognise, conserve, adapt and celebrate our State's unique cultural heritage

10 October 2016

YOUR REF	
OUR REF	P16591
ENQUIRIES	Daniel Holland/ 6552 4000

Mr Martin Mileham
City of Perth
Chief Executive Officer
PO Box C120
Perth WA 6839

Dear Mr Mileham

Heritage Nomination
P16591 Motor House, Perth

Thank you for nominating the above place to the State Heritage Office for assessment. The nomination was considered by the Heritage Council's Register Committee at their meeting on 30 September 2016.

The Committee determined that the place is likely to have cultural heritage value at the State level and as such, has been added to our assessment program. A copy of the preliminary review is attached for your information.

We will notify you when an assessment of the cultural heritage significance of the place can be undertaken. Please note that it may take some time for the assessment to be scheduled.

We are now writing to everyone who owns or has vested land in the place to advise them of this decision.

In the meantime, if you would like further advice, or would like to provide information to the State Heritage Office, please contact Daniel Holland on (08) 6552 4000.

Once again, thank you for your nomination and interest in this place.

Yours sincerely

Philip Griffiths
Chair Registration Committee

stateheritage.wa.gov.au
info@stateheritage.wa.gov.au

Nomination of New Place for Assessment

HCWA #	16591
Place Name Other name(s)	Motor House, Perth
Location	68 Milligan Street, Perth

Owner	Private
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Local Government	City of Perth
MI Listing Heritage List	Not included in MI Interim Heritage List

OTHER LISTINGS/REFERENCES

National Trust - Classified (8 July 2002)
 Register of National Estate - No
 Other - Art Deco Significant Building Survey (30 June 1994)

VALUES

- The place is representative of the emergence of the motor car in Western Australia, and its scale, style, and date of construction demonstrate an unprecedented degree of excitement and confidence in this emerging technology which was still relatively uncommon during this period.
- The place is a fine representative example of an Inter-War Functionalist building with Art Deco characteristics.
- The place demonstrates the emergence of modern architecture in Western Australia and its application to buildings with a variety of functions.
- The place was designed in collaboration by W.G. Bennett & Messrs Powell, Cameron, & Chisholm.

PHYSICAL EVIDENCE

Dates of Construction	1935/6; 1990
Architectural Style	Inter-War Functionalist
Original Use	Garage and Engineering Workshop
Current Use	Vacant/Office Space

Description

Motor House, Perth comprises a three storey triangular Inter-War Functionalist style building with Art Deco characteristics, which is constructed of brick, concrete, and steel. The outside walls of the building are rendered in white cement, which has been incised to

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Report Amended:

Reg Com Decision: 30 September 2016

look like stone work. The saw-tooth type roof is constructed of asbestos corrugated sheeting and is concealed by a deco stepped parapet. Three large openings facing Wellington Street allow vehicle access to the ground floor.

Motor House, Perth is located on an 1181m² parcel of land bounded by Milligan Streets to the east and west, and Wellington Street to the north.

DOCUMENTARY EVIDENCE

Western Australia suffered economic hardship resulting from the Depression during the early 1930s, which was made worse by the reliance on recently expanded primary industry. However, buildings in Perth continued to be erected and, although they are considered less flamboyant compared to buildings resulting from the gold rush years, they reflected the changing economic and social climate during the period. Additionally, prior to and throughout the Depression the implementation of planning by-laws for Perth contributed to its development during this period.¹

The inter-war period also saw the emergence of architecture which represented a time of prosperity, modernism, and technology.² Although the consequences of World War I and the Depression contributed to some delays in many infrastructure projects in Perth, buildings that were erected included the *Atlas Building* (1930), Perth's first skyscraper-CML Building (1936, demolished 1980), and the Victoria Insurance Building (1927, demolished 1980).³ In addition, although Milligan Street was further away from the City centre and transport, a number of prominent extant buildings were also erected, including *Motor House*, the *WD & HO Wills Warehouse* (1927), former *ANZ Bank* (1927), and *Hostel Milligan* (1930).⁴

Motor House, Perth

The land on which *Motor House, Perth* is situated is the former location of St. John's Church.⁵ In 1928, the property was offered to Mr C. A. B. Lloyd for £39 000, but was subsequently sold to Mr. Louis Seeligson, a well-known financier in Perth.⁶ However, the transfer of ownership does not appear to have been completed until November 1934.⁷ The church was demolished c.1935 with some features, such as the panels of stained glass, incorporated into the now State Registered P2225 *St. Peter's Anglican Church & Memorial Hall* in Victoria Park.

Tenders for the construction of *Motor House*, which was described as 'a two-storey steel and concrete garage', were received by July 1935 and the offers ranged from £13 650 to £15 583.⁸ The lowest offer for tender was provided by Missen and Mills, who had already worked on prominent buildings in Perth such as the *Regal Theatre*.

The design of *Motor House, Perth* is attributed to W. G. Bennett, shortly after his departure from the firm Heales, Cohen, & Bennett in June 1935, in collaboration with Powell, Cameron and Chisholm. This is the only known example of collaboration between these architects in Perth. Missen and Mills had worked with Bennett on *Regal Theatre* and

¹ HCWA Assessment Document for P2002 Gledden Building, p. 4
² *Building an Index to Prosperity*, Western Mail, 13 August 2016, p. 17

³ HCWA Assessment Documentation for P2078 Hostel Milligan, p. 8

⁴ Ibid, p. 8

⁵ A section of the church record book laid under the church's foundation stone indicated that it was erected by volunteers of the Anglican community in 1899 and also revealed that the church was designed by P. W. Harrison. The churchwardens included James Broun Roe and Joseph John Talbott Hobbs; *Old Building Passes: Demolition of St. John's Hall*, West Australian, 7 August 1935, p. 13

⁶ *Property Sales: £39000 Paid*, The West Australian, 25 August 1928, p. 4

⁷ Certificate of Title Volume 166 Folio 6

⁸ *Building Enterprise*, The West Australian, 20 July 1935, p. 9

Powell, Cameron, & Chisholm on the 14,000 square foot W. Drabble warehouse on Murray Street.⁹

Construction of *Motor House, Perth* was completed by mid-1936 and the description of the place by contemporary newspaper accounts notes its accessibility and engineering. Its position and layout had been designed to allow entrance from all sides, thus avoiding congestion. The internal construction utilised steel trusses in order to allow uninterrupted floor space, and the only timber evident was in the doorways and fittings making it practically fireproof.¹⁰

The place was leased to Edward Lane Courthope, a businessman, and Jesse Olifent, a tradesman, in c.1936. The pair had been in partnership since c.1933 and moved into *Motor House, Perth* without considering that their business was possibly not big enough to either utilise the space or afford the rent. Courthope negotiated the terms of lease to allow the pair to sub-let the unused space. However, by 1938 the pair had been found by the Registrar in Bankruptcy to have been conducting un-businesslike practices involving the borrowing of money with knowledge that they were not making profit. The partnership was subsequently dissolved.¹¹

The owner, Seeligson, died on 24 May 1942 at the age of eighty and the beneficiaries of his will were his immediate family.¹² It is unclear how his estate was divided, however management of *Motor House, Perth* was transferred to the Western Australian Trustee Executor and Agency Company by the following month.¹³

The place's solid construction was noted in a newspaper article listing places of safety in the event of a potential air raid in Perth during World War II with *Motor House, Perth* being identified as a shelter in 1942.¹⁴ In addition, the claim of it being able to withstand fire was tested in February 1943 when a large fire started on the ground floor. While the building had sustained significant damage, the fire was able to be contained and was not able to spread to the above levels.¹⁵

Motor House, Perth continued to be occupied by businesses linked to the automotive industry after it was sold by Seeligson's family. An article from November 1951 describes a case heard in the local court relating to an alleged unfair increase in rent. The tenants at the time, Sinclair Tyre Service, claimed that the rent increase of £615 for the coming year was 'tremendous'. Owners, The Western Australian Trustee Executor and Agency Company, indicated that the value of the property in 1949 was £23, 000 compared to £33, 000 in 1951 and this saw the rent increase as justified.¹⁶

Land information reveals that the place was then bought by Dunlop in June 1952, possibly as part of a strategy to compensate for reductions in profit.¹⁷ In 1950, Dunlop had identified that the money spent on wages annually since 1945 had risen from £1000 to £2,500,000,¹⁸ compared to a reduction in profit of £1,250,000.¹⁹ In 1951, the company subsequently proposed to increase its capital to £12,000 by creating 6,000,000 new shares at £1 each.²⁰ Dunlop also decided that it would expand into automotive and allied fields in Australia,²¹ and it is likely that the purchase of *Motor House, Perth* would have been included in this

- ⁹ W. Drabble, Limited, The West Australian, 10 August 1935, p. 5
- ¹⁰ *Motor House: Modern Garage and Service Station*, West Australian, 27 June 1936, p. 4
- ¹¹ *Business Partnership*, West Australian, 28 July 1938, p. 7
- ¹² Personal, The West Australian, 8 September 1942, p. 2
- ¹³ Certificate of Title Volume 166 Folio 6
- ¹⁴ *Shelters in Perth*, The West Australian, 18 March 1942, p. 6
- ¹⁵ *Fire in Perth: Damage in Motor House*, Kalgoorlie Miner, 27 February 1943, p. 2
- ¹⁶ *Replies Wanted in Rent Rise Case*, The West Australian, 1 November 1951, p. 11
- ¹⁷ Certificate of Title Volume 166 Folio 6
- ¹⁸ *Dunlop Rubber Finances*, The West Australian, 30 November 1950, p. 27
- ¹⁹ *Dunlop Rubber: Big Fall in Earnings*, The West Australian, 22 May 1950, p. 23
- ²⁰ *Dunlop Rubber*, The West Australian, 21 June 1951, p. 11
- ²¹ *Strenuous Expansion by Dunlop*, The West Australian, 19 October 1954, p. 48

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strategy.

Dunlop transferred ownership of *Motor House, Perth* to Bonds Holdings Pty Ltd in February 1970. After this period there is little mention of the place in available sources. However, according to the certificate of title, it went through a number of ownership changes throughout the 1970s, and then in 1981.²² The 2004 preliminary review states that the place was converted into office space in 1990 and was being used by the then Ministry of Justice (now Department of the Attorney General). It was transferred to the current owners in July 1998.

According to the City of Perth *Motor House, Perth* is currently vacant (2016).

Emergence of the Motor Car

The technology for the motor car in Australia began to emerge by the beginning of the twentieth century. Commercial manufacture was the result of experimentation by Colonel Harry Tarrant after 1897. By 1909, Tarrant had acquired the Ford franchise in Australia, which coincided with the production of the first mass-produced car, the Model-T Ford.²³

Although the culture of mobility was fast growing, purchasing a motor car was not possible for many.²⁴ However, this was often remedied through the introduction of hire companies offering 'Drive yourself' services for those that either could not afford to own and maintain a car or did not have the space at home to store it.²⁵

In Western Australia, horse drawn transport remained common into the 1920s,²⁶ however the benefits of motor transport were soon realised and increased production throughout Australia resulted in the cost of cars decreasing. For example, a new Chevrolet in 1920 cost £545, compared to £210 in 1926.²⁷ Additionally, in 1927 there were 25,270 motorised vehicles owned in Western Australia, compared to 56,500 in 1936.²⁸

However, not all readily adopted the technology with concerns raised in America and Britain in the nineteenth century mirrored in Western Australia. These included the degradation of roads and loss of farming income. Along with the motor car came the use of the solid rubber tyre. Travelling at up to 25 mph caused damage to roads that were not designed for such use. In addition, the importation of motor cars, and machinery in general, left many local businesses relying on the use of horses feeling threatened by the emerging technology.²⁹

With the development of roads and the increasing number of vehicles being imported, by the 1930s there were around 650 listings for 'Motor Care & Vehicle Manufacturers & Importers & Garages' in the Post Office Directories in Western Australia.³⁰ A significant car manufacturing company in Perth included the Winterbottom Motor Company, which was opened c.1926. The company was formed by W. J. Winterbottom who imported the first Ford to Perth in 1906. The company played a large part in increasing the availability of car

²² Certificate of Title Volume 166 Folio 6

²³ Robert Lee, *Linking a Nation: Australia's Transport and Communications 1788-1970*, Australian Heritage Commission, 2003, <http://www.environment.gov.au>

²⁴ Ibid.

²⁵ *Drive Yourself Services are Modern Boon*, Daily News, 15 February 1938, p. 8

²⁶ Leigh Edmonds, *The Vital Link: A History of Main Roads Western Australia 1926-1996*, UWA Press, Nedlands, 1997, pp.19-20, 72.

²⁷ Robert Lee, *Linking a Nation: Australia's Transport and Communications 1788-1970*, Australian Heritage Commission, 2003, <http://www.environment.gov.au>

²⁸ Leigh Edmonds, *The Vital Link: A History of Main Roads Western Australia 1926-1996*, UWA Press, Nedlands, 1997, pp.19-20, 72.

²⁹ Leigh Edmonds, *The Vital Link: A History of Main Roads Western Australia 1926-1996*, UWA Press, Nedlands, 1997, p. 21

³⁰ HCWA Assessment Documentation for P9390 Williamson's Motor House, Maylands, p. 9

ownership in Western Australia.

Evidence of the emerging importance of car ownership during the 1930s is demonstrated through the advertisement of new car registrations which also included details of the car's make and owner's details.³¹

Car ownership in Western Australia had still not been considered attainable for the majority until the 1950s. Although the benefits of the motor car were realised relatively early, ownership throughout the Depression and World War II was not viable for many. However, by the 1950s the motor car had become a symbol of progress and mobility which paved the way for the motor vehicle to become a common part of everyday life.³²

SIGNIFICANT ASSOCIATIONS

Architect: W.G. Bennett & Messrs Powell, Cameron, & Chisholm

Builder: Missen & Mills

Owners: Louis Seeligson (1928-1942), Leased to Courthope and Olifent; Dunlop Rubber (1952-1970)

COMPARATIVE INFORMATION

Emergence of the Motor Car

The emergence of the motor car throughout the first few decades of the twentieth century is a significant State theme. While the use of cars was popular through the 1930s, car ownership was still uncommon. The development of businesses throughout this period to serve the motor vehicle industry represents a belief in the technology and its place in Western Australia's future.

A search of the State Heritage Office database using the keyword 'motor' with a construction date between 1919 and 1939 retrieves 87 results, of which four are comparable to *Motor House* for their association with the emergence of the motor car in Western Australia in the first few decades of the twentieth century. Two of these have been entered in the State Register:

- *P1668 Pindar Garage Buildings, Pindar* (RHP) (c.1926) includes a collection of vernacular style buildings, such as a corrugated iron skillion roofed workshop, shed and quarters, and a corrugated iron clad Federation Bungalow style dwelling. The place is representative of the development of the motor industry in regional areas from 1926.
- *P7083 Wake's Garage Group, Katanning* (RHP) includes a large corrugated iron shed of timber bush pole construction, formerly livery stables (c.1900s), cement block showroom (c.1950), brick and corrugated iron house (c.1922), and corrugated iron workshop shed (c.1960s-1970) in Australian vernacular style with elements of Inter-War Stripped Classical style. It is the only known example of a livery stable converted to use as a garage and is representative of the development of the motor car in Western Australia throughout the first few decades of the twentieth century.

Two place have been assessed and stakeholder consultation is ongoing:

- *P9390 Williamson's Motor House, Maylands* (RHP-Assessed-Stakeholder Consultation) comprises part masonry, part timber framed and corrugated iron clad Inter-War Spanish Mission style building (1930). The place is representative of the development of the motor car in Western Australia in the 1930s.

³¹ Registrations: *New Cars on the Road*, West Australian, 17 June 1937, p. 5

³² Leigh Edmonds, *The Vital Link: A History of Main Roads Western Australia 1926-1996*, UWA Press, Nedlands, 1997, p. 131

- P3649 Matilda Bay Brewing Co., North Fremantle (fmr) (RHP-Assessed-Stakeholder Consultation) includes a single storey brick and iron Inter-War Functionalist building designed for the Ford Motor Car Company in 1930 for the purpose of motor car assembly.

Although the above are comparable for their association with the emergence of motor transport during the inter-war period in Western Australia, *Motor House, Perth* is a fine and unique example of this theme. Its scale, direct association, and contribution to the emergence of the motor car in Western Australia represents a significant belief in the emerging technology, which was not yet accessible to a large majority of people during this period.

National Comparison

Given no directly comparable places with regard to period of construction and scale have been located in Western Australia it may be illustrative to consider *Motor House, Perth* at a national level. The following comparative information has been taken from the assessment for P9390 Williamson's Motor House, Maylands. Additional searches of the Australian Heritage Places Database and each State's heritage inventory have also been undertaken:

Queensland:

- 600803 C J Edwards Chambers, Rockhampton is a single storey masonry and corrugated iron roofed building constructed in 1914 and designed for use as a showroom and motor garage for Howard Motor and Cycle Co. The place is important in demonstrating the evolution of motor transport in Queensland. The architecture is described as a precursor to modernism.³³

Victoria

- 18738 Acton, Newton is single storey interpreted English Cottage style building constructed in 1930. The place has strong association with the Geelong motor trade, in particular for being the residence of Stewart Balfour who owned Belfour Motors.³⁴
- 183558 Former Hawthorn Motor Garage is a single storey brick building which was commissioned in 1914 for the purpose of a motor garage. It is the oldest purpose-built example of a motor garage in Victoria and is significant as a representative example of the development of motor transport in the state.³⁵

Tasmania

- 3462 Service Stations Pty Ltd comprises an Old Colonial Georgian/Inter-War Free Classical style building (1930), which is representative of the motor car's development in Tasmania from the 1930s.³⁶

New South Wales

- 2420289 Former Hahn Automotive Services, Darlington, includes a single storey Inter-War Art Deco service station with a dominant porte cochere in reinforced concrete. Constructed by 1925, the place is representative of service stations and the increasing use of motor transport in the 1930s.³⁷
- 5062456 Former Jones IXL Garage (1937), Darlington, comprises a two storey brick Inter-War Functionalist building with a gabled roof concealed behind a

³³ Search results for description 'motor garage', searching all source heritage lists, Australian Heritage Places Inventory <http://www.heritage.gov.au/ahpi/index.html> accessed 5 September 2016

³⁴ Ibid.

³⁵ Ibid.

³⁶ Ibid.

³⁷ Search results for description 'motor garage' between 1919 and 1940, searching New South Wales Heritage Inventory <http://www.environment.nsw.gov.au> accessed 5 September 2016

parapet. The place was used to house delivery trucks associated with the former IXL jam company and is significant for being representative of the development of motor transport from the 1930s in New South Wales.³⁸

South Australia

- Prior and current investigation was unable to determine any places associated with motor transport comparable to *Motor House, Perth* in South Australia.

Northern Territory

- Prior correspondence with the Northern Territory Government did not result in the retrieval of any places comparable to *Motor House, Perth*.³⁹ In addition, a search of the Northern Territory Heritage Register was unable to retrieve any places using the word 'motor' or 'garage' comparable to *Motor House, Perth*.⁴⁰

None of the examples provided are directly comparable to *Motor House, Perth* in terms of scale and it is likely that the place is notable in not only a State context, but also at a national level.

Inter-War Functionalist and Inter-War Art Deco Architecture

The popularity of Inter-War Functionalist and Inter-War Art Deco architecture after the Depression was influenced by global trends coming out of mediums such as Hollywood movies, press, and magazines. These sources depicted 'modern living' during the 1930s. Many examples of these architectural styles in Western Australia are clubs and hotels, which are representative of the modern lifestyle of the period involving dining and dancing, made more accessible with the introduction of the motor car. Architecture during this time emphasised progress, latest technologies, and optimism.⁴¹

A search of the State Heritage Office database for the architectural styles 'Inter-War Functionalist' and 'Inter-War Art Deco' retrieves 20 results, of which six are entered in the State Register:

- *P492 Coronado Hotel, Claremont* (RHP) is a two storey rendered brick and tile Inter-War Functionalist building (1940) demonstrating influences of Dutch architect William Dudock. The design incorporates a curved façade with strong horizontal lines which is balanced against the block towers.
- *P669 Albany Bell Hatchery (fmr), Mount Lawley* (RHP) is a two storey brick and tile Inter-War Functionalist building (1943) designed by Powell, Cameron and Chisholm. It is a well-proportioned and executed example of the style, albeit unusual for its contemporary function as a hatchery where places associated with agriculture for the period were commonly vernacular.
- *P1989 Criterion Hotel, Perth* (RHP) (1937) is a four storey symmetrically designed building, with a central block between twin stepped towers. It is the only remaining central city hotel designed in the Art Deco style in Western Australia.
- *P2425 Astor Theatre* (RHP) is a two and three storey masonry Inter-War Art Deco style building, originally constructed in 1914/15, but was renovated in 1939 in the Inter-War Art Deco style by architect William Leighton.
- *P3629 Narambeen Civic Precinct* (RHP) includes a brick and tile Inter-War Functionalist style building (1940). It is a fine and rare example of this type of building in a regional town.

³⁸ Ibid.

³⁹ HCWA Assessment Documentation for P9390 Williamson's Motor House, Maylands, p. 20

⁴⁰ Search results using the keywords 'motor' and 'garage', searching Northern Territory Heritage Inventory <http://www.nt.gov.au> accessed 5 September 2016

⁴¹ HCWA Assessment Documentation for P1544 Raffles Hotel, p. 8

- *P14769 Memorial Gardens & Recreation Reserve, Mount Lawley (RHP)* is a sporting a recreation complex including a rendered brick Inter-War Functionalist Tennis Club (fmr) (1936) designed by Messrs Powell, Cameron & Chisholm, and an Inter-War Art Deco memorial (1924).

None of the above places are directly comparable to *Motor House, Perth* which is a rare and representative example of an Inter-War Functionalist building with Inter-War Art Deco characteristics applied to a motor garage.

The following four places are somewhat comparable to *Motor House, Perth* for their association with the motor car and the application of Inter-War architectural styles:

- P3649 Matilda Bay Brewing Co. (RHP- Assessed stakeholder consultation) [1930], see above.
- P3074 Little Theatre (RHP- Assessed Below Threshold) is a brick and asbestos Inter-War Functionalist style building (1937), which was originally designed for use as a petrol station.
- Seaview Garage, 443 Stirling Highway, Claremont [Not in SHO database] is an Inter-War Art Deco building which was used as a mechanics and service station until c.2010.
- Garage (fmr), cnr Queen Victoria and Parry Streets, Fremantle [Not in SHO database] is a single storey Art Deco style building which formerly operated as a garage. The curved canopy has been removed, which diminishes its integrity. It is now occupied by a bicycle shop.

The above examples demonstrate the integration of Inter-War architectural styles and functions association with the emergence of the motor car in the 1930s. Although Matilda Bay Brewing Co., Fremantle is perhaps most comparable to *Motor House, Perth*, none are directly comparable in terms of the overall scale.

Architects

Motor House, Perth was designed by notable architect W. G. Bennett in collaboration with Powell, Cameron, & Chisholm. The design for the place also coincides with Bennett's departure from Eales, Cohen, and Bennett and may be the first major project he worked on after leaving the firm June 1935.

A search of the State Heritage Office database for places associated with W. G. Bennett retrieves 46 results, with 14 entered in the State Register. The following three places demonstrate the commercial inter-war architecture attributed to W. G. Bennett in the Perth metropolitan area. Two have been entered in the State Register, and one is on the Heritage Council Assessment Program:

- *P1544 Raffles Hotel (RHP)* is a two storey Inter-War Functionalist style hotel. The building was originally constructed in 1896 as the Canning Bridge Hotel, but was renovated in 1937 in the Inter-War Functionalist style by Bennett.
- *P2454 Regal Theatre (RHP)* is a three storey brick Inter-War Art Deco building with a corrugated iron roof constructed by 1936. The place is a good example of a cinema designed in the Art Deco style and is rare for being a suburban cinema opened during the inter-war period still in operation.
- P3613 Plaza Theatre (fmr) & Arcade (RHP- To be assessed) includes shops at the ground level and a former cinema on the first level covered by an Inter-War Art Deco façade designed by Bennett, and constructed by 1937.

The above are further examples of the application of inter-war architecture to commercial buildings by Bennett. However, none are directly comparable to *Motor House, Perth* for

their association with the emergence of the motor car.

SOURCES	See footnotes.
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OTHER COMMENTS	
Nil.	

PENDING DEVELOPMENT	
Nil.	



SCHEDULE X- LOCATION PLAN

Amendment No 37

City Planning Scheme No. 2

480 (Lots 23 and 350) Hay Street and 15-17 (Lot 500) Murray Street, Perth.

City of Perth
City Planning Scheme
No. 2

Amendment No. 37



CITY of PERTH

PLANNING & DEVELOPMENT ACT 2005
RESOLUTION DECIDING TO AMEND A TOWN PLANNING SCHEME

CITY OF PERTH

CITY PLANNING SCHEME NO. 2

AMENDMENT NO. 37

RESOLVED that the Council, in pursuance of Section 75 of the *Planning and Development Act 2005*, amend City Planning Scheme No. 2 by:

1. Inserting after Clause 57A(1):
 - (x) 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street Special Control Area.
2. Inserting the following in Schedule 9 Special Control Areas:
 - 24. 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street Special Control Area.**
 - 24.1 Special Control Area
The following provisions apply to the land marked as Figure 24 being 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street Special Control Area.
 - 24.2 Objectives
To facilitate the development of 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street Special Control Area. as a whole in a coordinated manner.
 - 24.3 Plot Ratio
For the purpose of determining plot ratio within the Special Control Area, the Special Control Area shall be treated as one lot.
 - 24.4 Car Parking
For the purpose of determining the tenant car parking allowance for the Special Control Area under the provisions of the Perth Parking Policy, the Special Control Area shall be treated as one lot.

The tenant car parking facilities located on one site/lot within the Special Control Area may be leased or used by the tenants of another site/lot within the Special Control Area.
3. Amending the City Centre (CC) Precinct Plan Map (P1 to 8) accordingly.
4. Inserting Figure 24 – 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street Special Control Area into Schedule 9 – Special Control Areas of the Scheme.

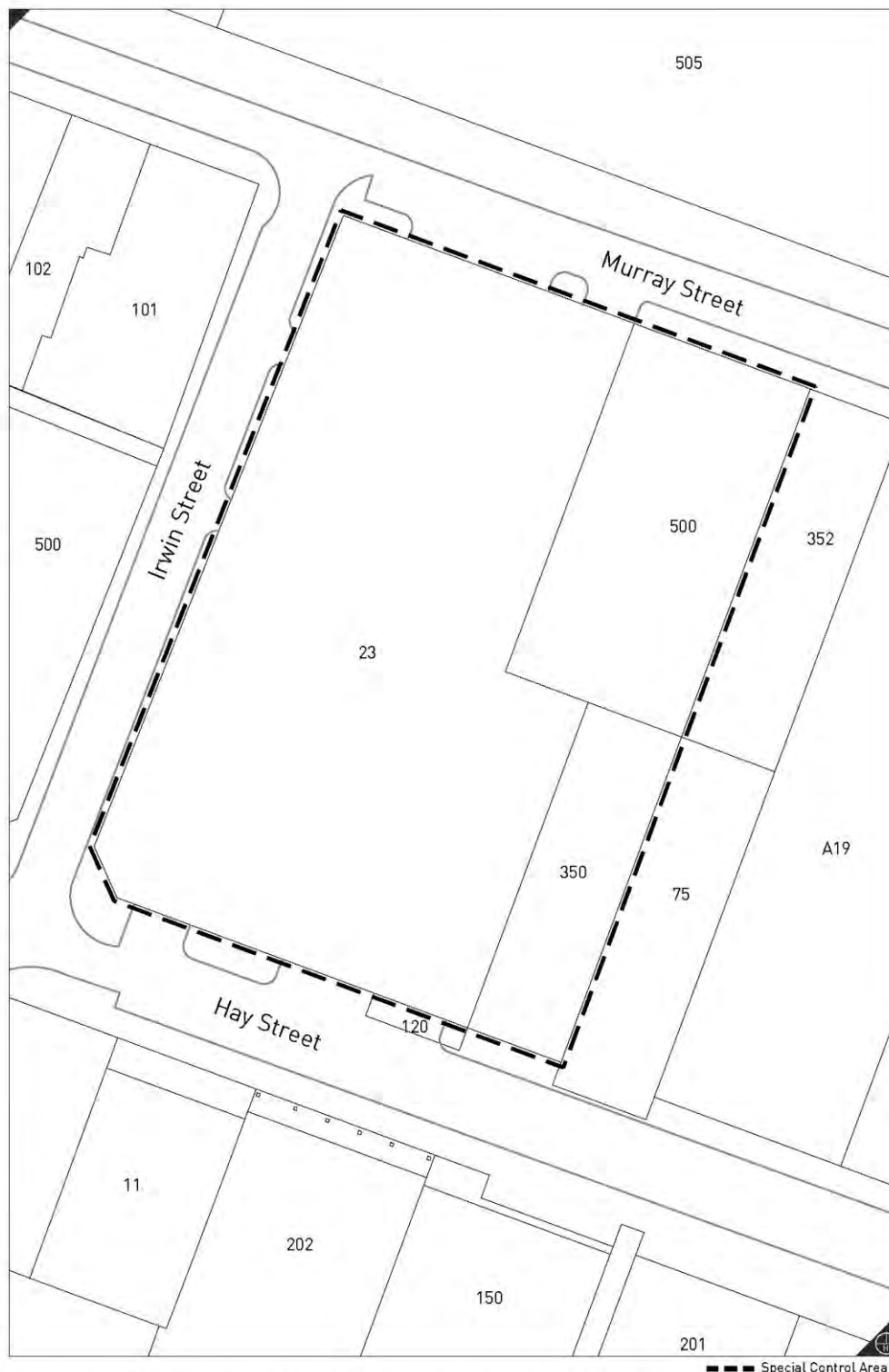


Figure 24 - 480 (Lots 23 and 350) Hay Street and 15-17 (Lot 500) Murray Street, Perth

\\STW\PLANS\HYND7500-799\7500\DRAWING\A-CAD\7500A_FIG24_02161622 PERTH SPECIAL CONTROL AREA.DWG
William Clements 2 June 2016

Dated this 28th day of June 2016

CHIEF EXECUTIVE OFFICER

SCHEME AMENDMENT REPORT

1.0 INTRODUCTION

The purpose of this amendment to City Planning Scheme No. 2 (CPS2) is to introduce a Special Control Area (SCA) over the land situated at 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street, Perth.

SCAs provide a mechanism to prescribe development standards for specific sites or areas within the Scheme Area.

The SCA over the subject area is proposed to accommodate a variation to the maximum permissible plot ratio and car parking provisions for the subject site. This is required to facilitate the development of a high quality hotel, office building, various commercial tenancies, public plaza, associated basement car parking and the retention of the State Heritage listed Fire Education and Heritage Centre, as well as the conservation and adaptation of the State Heritage listed Hibernian Hall.

2.0 BACKGROUND

Lots 23 and 350 were previously occupied by the Perth Central Fire Station and the headquarters of the (former) Fire and Emergency Services Authority ('FESA'). The FESA building has recently been demolished.

Also situated on Lot 23 fronting Murray Street is the State Heritage listed 'No.1 Fire Station', occupied by the Department of Fire and Emergency Services and the Fire Education and Heritage Centre.

Lot 500 was previously occupied by Perth Chest Clinic, which operated from two abutting buildings. The State Heritage listed 'Hibernian Hall' fronting Murray Street remains, while the 1956 building was recently demolished.

The City of Perth (City) Local Development Assessment Panel ('LDAP') approved an Application for Development Approval for the development mentioned above at its meeting on 26 February 2015. Works have commenced at the site, with construction of the hotel to commence within the coming months.

The mixed-use development comprises of:

- 362 room 'Westin' brand hotel operated by 'Starwood';
- 27 level office building;
- Restaurant and bar facing a new public plaza;
- Basement car park and loading dock;
- Conservation and adaptation of the Hibernian Hall; and
- Retention of the State Heritage listed Fire Education and Heritage Centre.

A proposed modification to a condition on the original LDAP Development Approval for the mixed use development was approved on by the LDAP at its meeting held on the **15 October 2015**. The proposed development was restricted to a maximum plot ratio of 7.45:1 inclusive of 49% bonus plot ratio on the basis of 36% bonus plot ratio for a new 'Special Residential' use (high quality hotel) and 13% bonus plot ratio for a Public

Facility (public space) in accordance with clause 28 of the City's City Planning Scheme No. 2 (CPS2) and the requirements of the City's Bonus Plot Ratio Policy.

The applicant was advised that all other conditions and requirements detailed on the previous approval dated 26 February 2015 (LDAP meeting) and 6 March 2015 (approval letter) are to remain.

Condition 8 of the Development Approval requires the preparation and lodgement of a request to the City to amend the CPS2 for the purpose of establishing a SCA for the entire development site. The purpose for which is to ensure compliance with CPS2 provisions relating to plot ratio and tenant car parking following the approved resubdivision and development of the site, prior to apply for a building permit.

3.0 SUBJECT SITE

The subject site is bound by Murray Street to the north, the City's 'Fire Station' car park to the east, Hay Street to the south and Irwin Street to the west. The subject site comprises three (3) separate allotments, having a combined land area of 8,352m².



Figure 1 – Aerial Photograph of Subject Site

4.0 PLANNING FRAMEWORK

4.1 Metropolitan Region Scheme

The subject site is zoned 'Central City Area' under the Metropolitan Region Scheme (MRS).

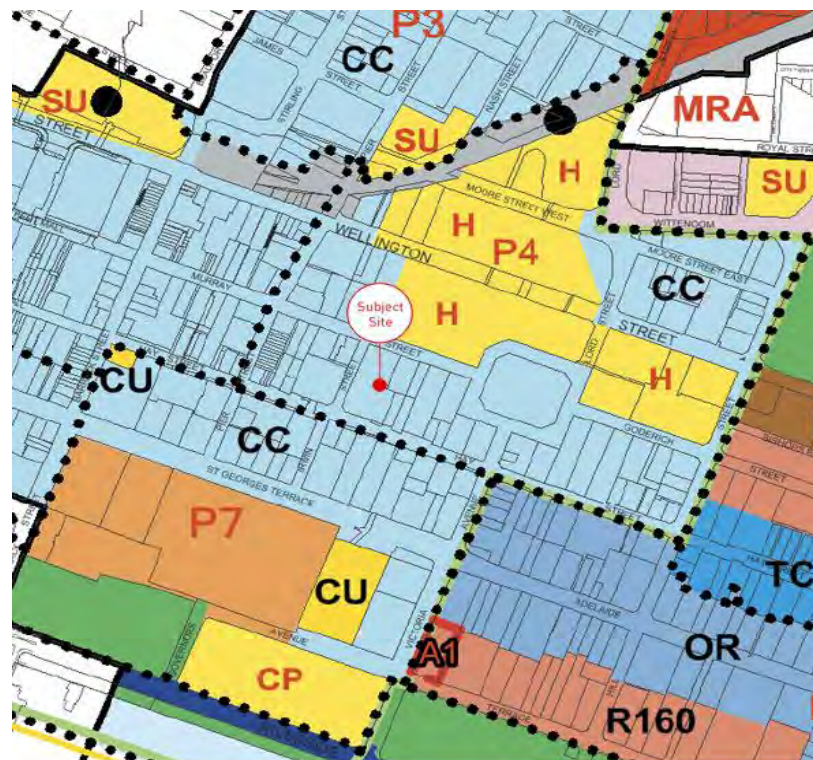
4.2 City Planning Scheme No. 2

4.2.1 Use Area and Precinct

The land is located in the 'City Centre Scheme Use Area' and the 'Victoria Precinct' (P4) as provided by CPS2. The intent of the 'Victoria Precinct' is to:

"continue to accommodate the city's major medical facilities, centred on Royal Perth Hospital (RPH), as well as education, community services and some commercial uses. Residential (particularly west of Victoria Square) and visitor accommodation will also be encouraged throughout the precinct...Activities throughout the Precinct at street and pedestrian level will be varied, adding vitality and colour to the public and private environment."

An extract of the CPS2 Scheme Use Area map is provided below.



LEGEND

Scheme Area Boundary	-----	METROPOLITAN REGION SCHEME RESERVES		CITY CENTRE PRECINCTS
Precinct Boundary	Parks & Recreation	Green	P1 - Northbridge
Precinct Number	P7	Railways	Grey	P2 - Cultural Centre
City Centre Boundary	-----	Civic & Cultural	Orange	P3 - Stirling
Metropolitan Redevelopment Authority Area	MRA	Waterways	Blue	P4 - Victoria
CITY OF PERTH SCHEME RESERVES		Public Purposes	Yellow	P5 - Cityplace
Parks & Recreation	P&R	• Hospital	H	P6 - St Georges
Public Purposes	CU	• Car Park	CP	P7 - Civic
• Civic Use	CU	• University	U	P8 - Foreshore
CITY OF PERTH SCHEME USE AREAS		• SECWA	SEC	PRECINCTS
City Centre	CC	• Special Uses	SU	P9 - Matilda Bay
Town Centre	TC	ROADS		P10 - West Perth
Residential	R60	• Primary	Red	P11 - Hamilton
Office/Residential	OR	• Regional Roads	Dark Blue	P12 - Langley
Residential/Commercial	RC	• Other	Blue	P13 - Adelaide
Commercial	CO			P14 - Goderich
OTHER				P15 - East Perth
Additional Uses	AU			
Normalised				
Redevelopment Area				

NOTE:
The Department of Planning should be consulted for full information on the actual land requirements for all Metropolitan Region Scheme Reserves

Figure 2 – Extract from City Planning Scheme No.2 Scheme Map

4.2.2 Preferred and Contemplated Uses

Preferred Uses within Precinct 4, as they apply to the site, are 'Civic', 'Community and Cultural', 'Education 1', 'Education 2', 'Healthcare 1', 'Healthcare 2' and 'Special Residential' (where it does not front the street at pedestrian level unless it provides pedestrian interest and activity).

Contemplated Uses include 'Business Services', 'Dining', 'Entertainment', 'Home Occupation', 'Industry – Service', 'Industry – Cottage', 'Mixed Commercial', 'Office', 'Recreation and Leisure', 'Residential' (provided it does not front the street at pedestrian level), 'Retail' (Central), 'Retail' (General), 'Retail' (Local) and 'Storage'.

4.2.3 Plot Ratio

A plot ratio of 5.0:1 applies to the site. With a land area of 8,352m², the site is capable of being developed with a plot ratio floor area of 41,760m², excluding Bonus Plot Ratio concessions.

Pursuant to Clause 28 of CPS2, Bonus Plot Ratio can be awarded for any combination of the following Eligible Facilities:

- Public Facilities and / or Heritage: 20%
- Residential: 20%
- Special Residential – Standard: 20%
- Special Residential – High Quality Hotel: 40%

A total maximum of 50% Bonus Plot Ratio (7.5:1) under CPS2 is available for the subject site.

The proposed development was originally restricted to a maximum plot ratio of 7.06:1. A modification to a condition on the original LDAP Development Approval was approved on by the LDAP at its meeting held on the **15 October 2015**. The proposed development was subsequently restricted to a maximum plot ratio of 7.45:1 inclusive of 49% bonus plot ratio on the basis of 36% bonus plot ratio for a new 'Special Residential' use (high quality hotel) and 13% bonus plot ratio for a Public Facility (public space).

4.2.4 Car Parking

Tenant Car Parking

Under the Perth Parking Policy (PPP) the site is eligible for a maximum of 125 tenant car parking bays. Following the recommendations of the Department of Transport and the findings of the Traffic Impact Statement, the proposed development was approved with a maximum of 181 tenant car parking bays being provided on site. These bays being for the exclusive use of tenant or occupants of the development and their guests/customers, and being allocated to the uses on site as follows:

- a maximum of 100 bays allocated to tenants of the office building;
- four bays allocated to the Fire Education and Heritage Centre;
- the remaining (maximum of 77) bays allocated to the hotel staff and guests; and

- the car bays being marked or separated to clearly delineate the tenant parking for the office, the Fire Education and Heritage Centre and hotel uses.

A condition of Development Approval also permits a maximum of 66 short term public car parking bays being provided on site.

5.0 PROPOSED SUBDIVISION

Approval subject to condition(s) has been granted by the Western Australian Planning Commission ('WAPC') on 29 July 2014 for the subdivision of the subject site (WAPC ref: 150066), which proposes to subdivide the subject site into two (2) freehold titles.

The approved plan of subdivision proposes to create a freehold title (Lot 1) of 1,231m² in area at the North West of the subject site. Lot 1 is proposed to enable the State Heritage listed 'No.1 Fire Station' occupied by the Department of Fire and Emergency Services Fire Education and Heritage Centre to be provided on an individual allotment. The balance of the subject site is to be a separate title (Lot 2), having an area of 7,114m² and to be occupied by the Hibernian Hall and the recently approved development. An extract of the approved plan of subdivision is provided below at Figure 3.



Figure 3 – Extract of the Approved Plan of Subdivision

However the proposed plot ratio and tenant car parking provision of the development is based on the entire site. A SCA will provide for plot ratio and parking to be distributed over the site. This would ensure compliance with provisions of CPS2 in relation to these two matters.

The proposed boundaries of the SCA shown within Figure 24 will not change as a result of the subdivision.

6.0 THE PROPOSAL

The purpose of this Scheme Amendment is to introduce a SCA into CPS2, for 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street, to facilitate the development of the land as a whole in a coordinated manner in order to achieve a high quality outcome for the site.

The proposed provisions of the SCA to be incorporated into Schedule 9 of the CPS2 Scheme Text are as follows.

24. 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street Special Control Area.

24.1 Special Control Area

The following provisions apply to the land marked as Figure 24 being 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street Special Control Area.

24.2 Objectives

To facilitate the development of 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street Special Control Area. as a whole in a coordinated manner.

24.3 Plot Ratio

For the purpose of determining plot ratio within the Special Control Area, the Special Control Area shall be treated as one lot.

24.4 Car Parking

For the purpose of determining the tenant car parking allowance for the Special Control Area under the provisions of the Perth Parking Policy, the Special Control Area shall be treated as one lot.

The tenant car parking facilities located on one site/lot within the Special Control Area may be leased or used by the tenants of another site/lot within the Special Control Area.

It is also proposed to amend the 'City Centre' Precinct Plan to indicate the SCA.

7.0 PLANNING CONSIDERATIONS

SCAs allow for the coordinated development of complex sites by treating the area as one site. A SCA will facilitate the mixed use development recently approved by the Perth LDAP applicable to the subject site. It is proposed to construct a mixed use

development at the site comprising a 362 room five-star hotel, office building, various commercial tenancies, public plaza, associated basement car parking. The State Heritage listed Fire Education and Heritage Centre will be retained. Hibernian Hall will also be conserved, adapted and integrated as part of the development.

The SCA will assist the City to meet its objectives in that it will:

- Allow for the subdivision of the subject land into two separate green title lots while maintaining the intent of the Development Approval and the provisions of the CPS2, specifically plot ratio and tenant car parking allowance over the site;
- Facilitate a coordinated approach to developing the property, enabling components of the development to commence while not impacting on the Planning Approval;
- Facilitate the retention, restoration and maintenance of two State Listed heritage buildings;
- Provide for additional short stay accommodation; and
- Facilitate the activation of an underutilised site via introducing a range of uses which will add to the Precinct's day and night activation and will assist in creating a vibrant city.

The Planning and Development (Local Planning Schemes) Regulations 2015 (Regulations 2015) were gazetted on 25 August 2015 and came into effect on 19 October 2015.

Under the *Regulations 2015* it is considered that the proposed amendment would represent a Standard amendment for the following reasons:

- The amendment would have minimal impact on land in the scheme area that is not the subject of the amendment; and
- The amendment does not result in any significant environmental, social, economic or governance impacts on land in the scheme area.

8.0 CONCLUSION

A SCA is proposed to apply to 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street, Perth to assist in facilitating the high quality redevelopment of the subject site whilst ensuring the retention, restoration and maintenance of two significant heritage buildings. The proposed SCA will ensure a holistic approach to the development of the site, allowing for flexibility of built form and use. Moreover, the lodgement of a Scheme Amendment request for the SCA is required to fulfil condition 8 of the Development Approval granted 26 February 2016.

The proposed SCA is consistent with the relevant statutory planning framework provided by CPS2 and the intent of the City's strategic planning policies.

**PLANNING AND DEVELOPMENT ACT 2005
CITY OF PERTH**

CITY PLANNING SCHEME NO. 2

AMENDMENT NO. 37

The City of Perth under and by virtue of the power conferred upon it in that behalf by the Planning and Development Act 2005 hereby amend City Planning Scheme No. 2 by:

1. Inserting after Clause 57A(1):
 - (x) 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street Special Control Area.
2. Inserting the following in Schedule 9 Special Control Areas:
 - 24. 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street Special Control Area.**
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The tenant car parking facilities located on one site/lot within the Special Control Area may be leased or used by the tenants of another site/lot within the Special Control Area.
3. Amending the City Centre (CC) Precinct Plan Map (P1 to 8) accordingly.
4. Inserting Figure 24 – 480 (Lots 23 and 350) Hay Street and 15 - 17 (Lot 500) Murray Street Special Control Area into Schedule 9 – Special Control Areas of the Scheme.

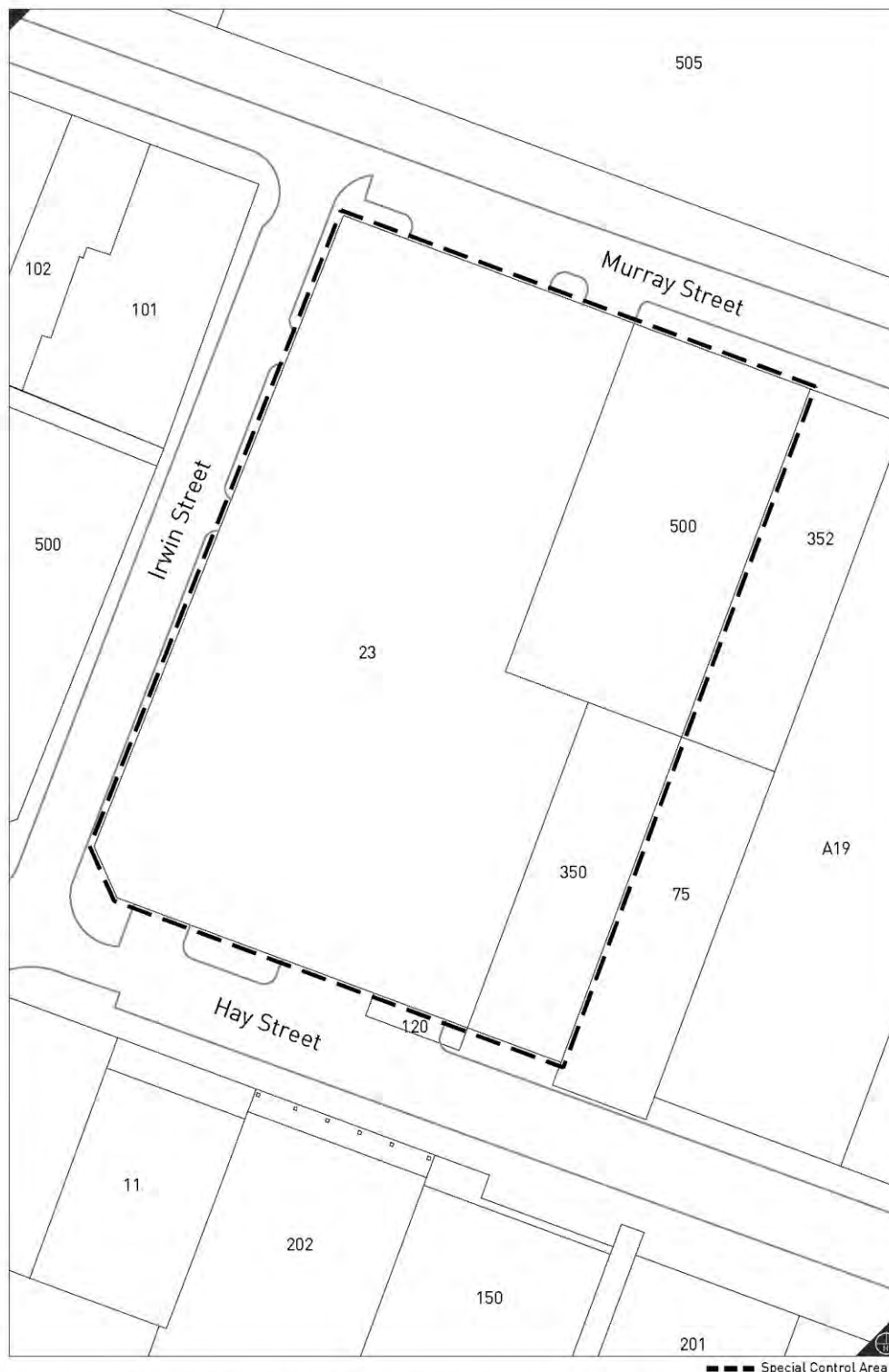


Figure 24 - 480 (Lots 23 and 350) Hay Street and 15-17 (Lot 500) Murray Street, Perth

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William Clements 2 June 2018

ADOPTION

Adopted by resolution of the City of Perth at the Ordinary Meeting of the Council held on the 28th day of June 2016.

LORD MAYOR

CHIEF EXECUTIVE OFFICER

FINAL ADOPTION

Adopted for final approval by the City of Perth at the Ordinary Meeting of the Council held on the on the ____ day of _____ 2016, and the Common Seal of the City of Perth was hereunto affixed by the authority of a resolution of the Council in the presence of:

LORD MAYOR

CHIEF EXECUTIVE OFFICER

Recommended / Submitted for Final Approval

DELEGATED UNDER S.16 OF PD ACT 2005

DATE

FINAL APPROVAL GRANTED

MINISTER FOR PLANNING

DATE

SCHEDULE 1 EXISTING CITY CENTRE PRECINCTS PLAN (P1 TO 8)



SCHEDULE 2 PROPOSED CITY CENTRE PRECINCTS PLAN (P1 TO 8)

City Planning Scheme No.2

CITY CENTRE - Precincts 1-8

CITY CENTRE:

Will continue to develop as the focus of business, retail, civic, cultural and entertainment activities in Western Australia

PRECINCTS:

The City Centre contains the following Precincts

- | | |
|----------------------|-----------------|
| P1 - Northbridge | P5 - Cityplace |
| P2 - Cultural Centre | P6 - St Georges |
| P3 - Stirling | P7 - Civic |
| P4 - Victoria | P8 - Foreshore |

PARLIAMENT HOUSE AND SURROUNDS:

A Clause 32 area which maintains the visual prominence of Parliament House and the aesthetic quality of development in the area.

MINOR TOWN / LOCAL PLANNING SCHEMES (TPS / LPS):

The additional Schemes which apply in the city centre are:

- TPS 11 - Wesley Trust and WA Travel Centre
- TPS 13 - State Government Insurance Office
- TPS 16 - David Jones Site (now Central Park)
- TPS 21 - FAI Site
- TPS 23 - Paragon
- LPS 26 - Normalised Redevelopment Areas

SPECIAL CONTROL AREAS

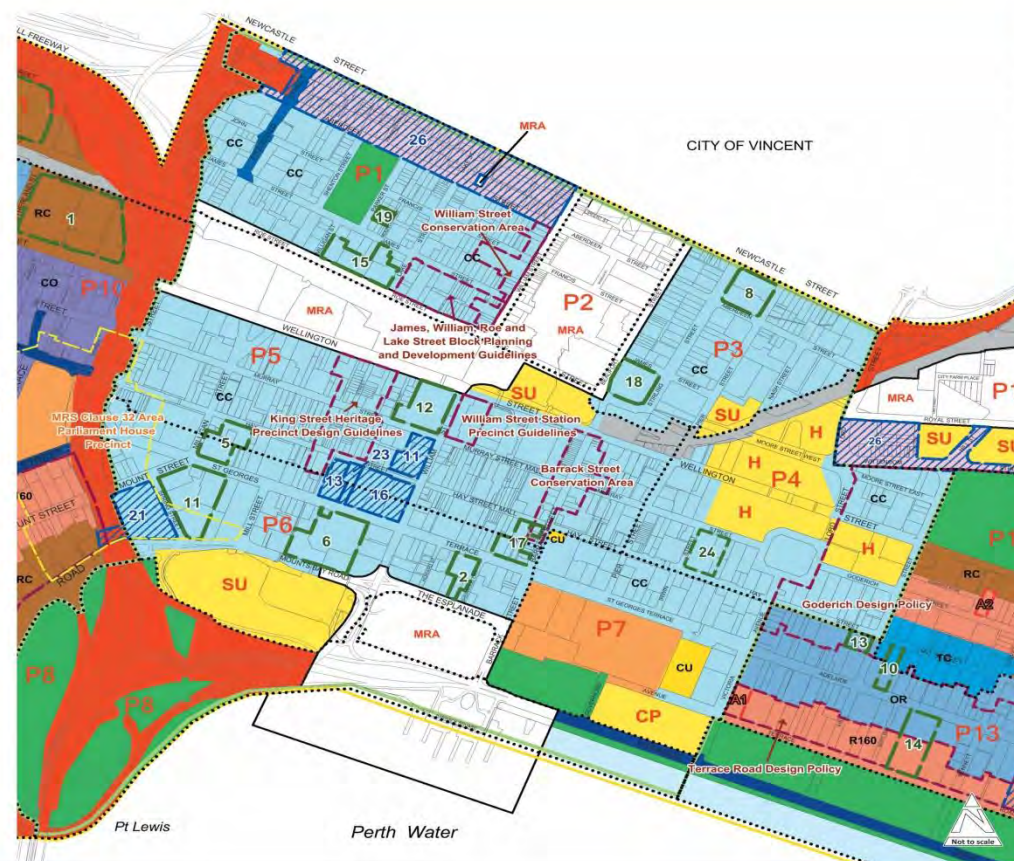
Special control areas apply in the city centre for these areas:

- 2 - CTA Building
- 5 - 240 St Georges Tce & 899-915 Hay St
- 6 - 141 & 125-137 St Georges Tce & 18 Mounts Bay Road
- 8 - 126-144 Stirling Street
- 11 - 225-239 St Georges Tce (Bishops See)
- 12 - 298-316 Murray Street
- 15 - 92-120 Roe Street
- 17 - St Martins
- 18 - 30 Beaufort Street
- 24 - 480 (Lots 23 and 350) Hay Street and 15-17 (Lot 500) Murray Street

PLANNING POLICIES:

Planning and design guidelines apply in the city centre for these areas:

- James, William, Roe and Lake Street
- King Street
- Goderich
- William Street Station Precinct



LEGEND

Scheme Area Boundary

CITY OF PERTH SCHEME RESERVES

- Parks & Recreation
- Public Purposes - Civic Use

CITY OF PERTH SCHEME USE AREAS

- City Centre
- Town Centre
- Residential
- Office/Residential
- Residential/Commercial
- Commercial

OTHER

- Additional Uses
- Normalised Redevelopment Area
- Metropolitan Redevelopment Authority Area
- City Centre Boundary
- MRS Clause 32 Area
- Minor Town / Local Planning Schemes and Number
- Special Control Areas and Number
- Other Planning Control Areas
- Precinct Boundary
- Precinct Number

METROPOLITAN REGION SCHEME RESERVES

- Parks & Recreation
- Railways
- Civic & Cultural
- Waterways
- Public Purposes
- Hospital
- Car Park
- University
- SECWA
- Special Uses

ROADS

- Primary Regional Roads
- Other Regional Roads

NOTE: The Department of Planning should be consulted for full information on the actual land requirements for all Metropolitan Region Scheme Reserves

City Planning Scheme No.2 - Amendment No.37 and P4 Precinct Plan

Overview of Submissions (1 in total)				
Date Received		Organisation	Comment	City's Response
1.	19/10/2016	Government of Western Australia – State Heritage Office	The State Heritage Office notes that the proposed Special Control Area is consistent with the requirements of Condition 8 and related advice of the approval issued by the Perth Local Development Assessment Panel on 26/02/15, and therefore is <i>supported</i>	Noted.

SCHEDULE 14



SCHEDULE X- LOCATION PLAN

Amendment No 36

City Planning Scheme No. 2

251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace Special Control Area

City of Perth
City Planning Scheme
No. 2



Amendment No. 36



CITY of PERTH

PLANNING & DEVELOPMENT ACT 2005
RESOLUTION DECIDING TO AMEND A TOWN PLANNING SCHEME

CITY OF PERTH

CITY PLANNING SCHEME NO. 2

AMENDMENT NO. 36

RESOLVED that the Council, in pursuance of Section 75 of the *Planning and Development Act 2005*, amend City Planning Scheme No. 2 by:

1. Inserting after Clause 57A(1):
 - (w) 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace Special Control Area.
2. Inserting the following in Schedule 9 Special Control Areas:
 - 23. 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace Special Control Area**
 - 23.1 Special Control Area
The following provisions apply to the land marked as Figure 23, being 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace Special Control Area.
 - 23.2 Objectives
To facilitate the development of 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace Special Control Area as a whole in a coordinated manner.
 - 23.3 Plot Ratio
For the purpose of determining plot ratio within the Special Control Area, the Special Control Area shall be treated as one lot.
 - 23.4 Car Parking
For the purpose of determining the tenant car parking allowance for the Special Control Area under the provisions of the Perth Parking Policy, the Special Control Area shall be treated as one lot.

The tenant car parking facilities located on one site/lot within the Special Control Area may be leased or used by the tenants of another site/lot within the Special Control Area.
3. Amending the City Centre (CC) Precinct Plan Map (P1 to 8) accordingly.
4. Inserting Figure 23 – 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace Special Control Area into Schedule 9 – Special Control Areas of the Scheme.

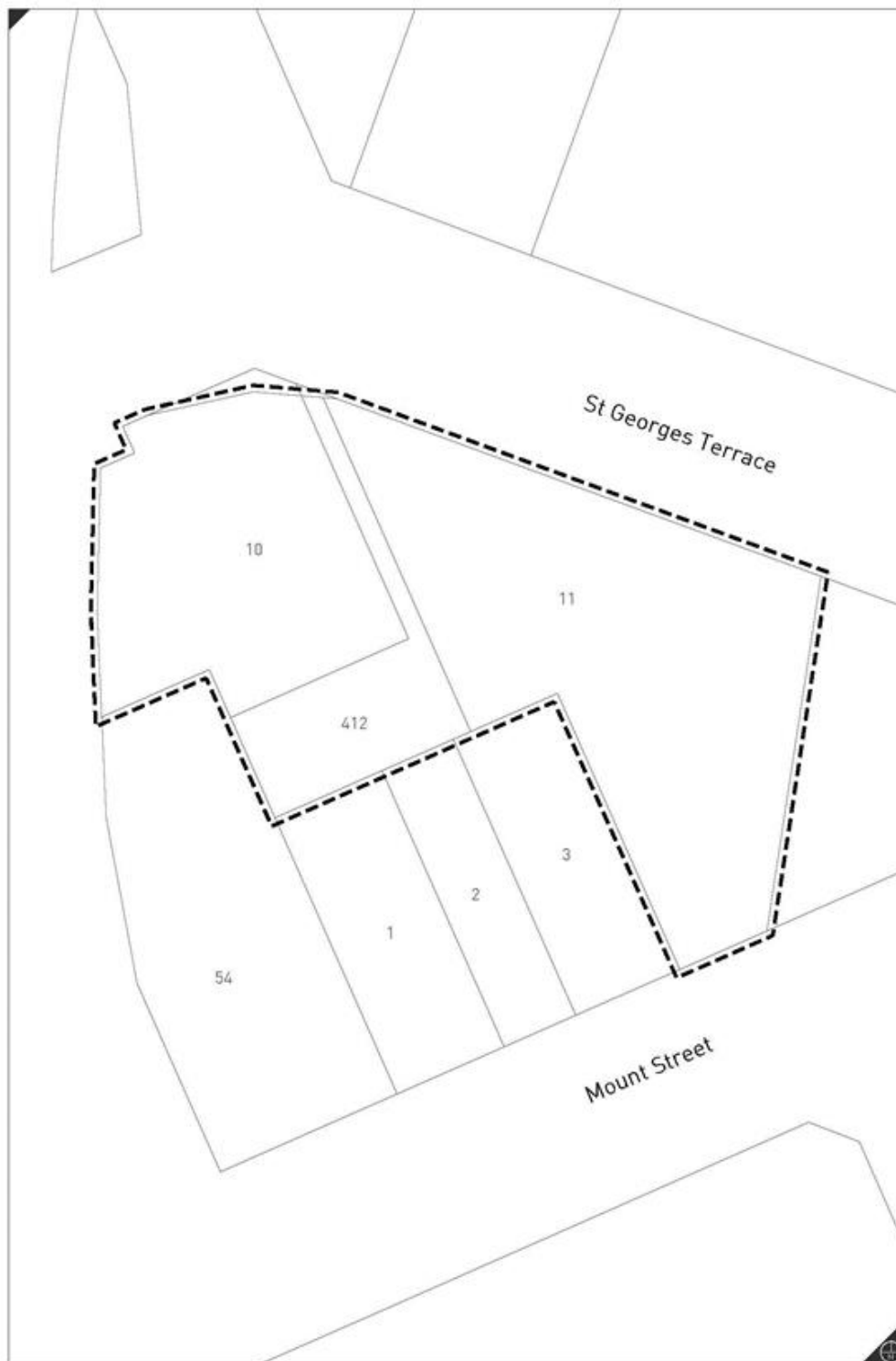


Figure 23 – 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace Special Control Area

Dated this day of2016

CHIEF EXECUTIVE OFFICER

SCHEME AMENDMENT REPORT

1.0 INTRODUCTION

The purpose of this amendment to City Planning Scheme No. 2 (CPS2) is to introduce a Special Control Area (SCA) over the land situated at 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace, Perth.

The SCA is proposed to facilitate the reallocation of unused maximum permissible plot ratio area and car parking allocations within the SCA area. The SCA application will facilitate the continued construction of a new single storey television studio, refurbishments to two existing office buildings and various other works including parking, landscaping and a new pedestrian walkway. It will also enable the further subdivision of the site.

SCAs provide a mechanism to prescribe development standards for specific sites or areas within the Scheme Area.

2.0 BACKGROUND

The subject site is comprised of three separate Lots being 251-267 (Lots 10, 11 and 412) St Georges Terrace, Perth.

251 (Lot 11) St Georges Terrace is the eastern most lot and is currently occupied by a nine storey office building and two levels of basement car parking accommodating 115 tenant car parking bays.

255 (Lot 412) St Georges Terrace is the central battle-axe Lot and is currently occupied by a two storey office building and two levels of basement car parking accommodating 27 tenant and 20 public car parking bays.

267 (Lot 10) St Georges Terrace is the western most lot which is currently occupied by a four storey office building with one level of basement car parking accommodating 39 tenant car parking bays.

3.0 SUBJECT SITE

The site comprises three parcels of land, described as follows:

- Lot 11 (251) on Diagram 63311, held on Certificate of Title Volume 1964 Folio 1;
- Lot 412 (255) on Diagram 72074, held on Certificate of Title Volume 1778 Folio 362; and
- Lot 10 (267) on Diagram 63312, held on Certificate of Title Volume 1778 Folio 361).

Lot 11 has an area of 3,147 square metres, with frontages of 82.7 metres to St Georges Terrace and 14.9 metres to Mount Street. Lot 412 is a battleaxe lot, with an area of 697 square metres and a frontage of 3.4 metres to St Georges Terrace. Lot 10 has a land area of 1,789 square metres with a frontage of 34.5 metres to St Georges Terrace.

The three land parcels have a combined area of 5,633 square metres.



Figure 1 – Aerial Photograph: Lots 10, 11 & 412 St Georges Terrace, Perth

4.0 PLANNING FRAMEWORK

4.1 Metropolitan Region Scheme

The subject site is zoned 'Central City Area' under the Metropolitan Region Scheme (MRS).

4.2 City Planning Scheme No. 2

4.2.1 Use Area and Precinct

The land is located in the City Centre Scheme Use Area and the St Georges Precinct (P6) as provided by CPS2. The intent of the St Georges Precinct is to:

"...continue to function as the State's principal centre for business, finance, commerce and administration. In this regard the tradition, prestige and convenience of the Precinct will be highlighted as a prime location for office activities."

An extract of the CPS2 Scheme Use Area map is provided below.

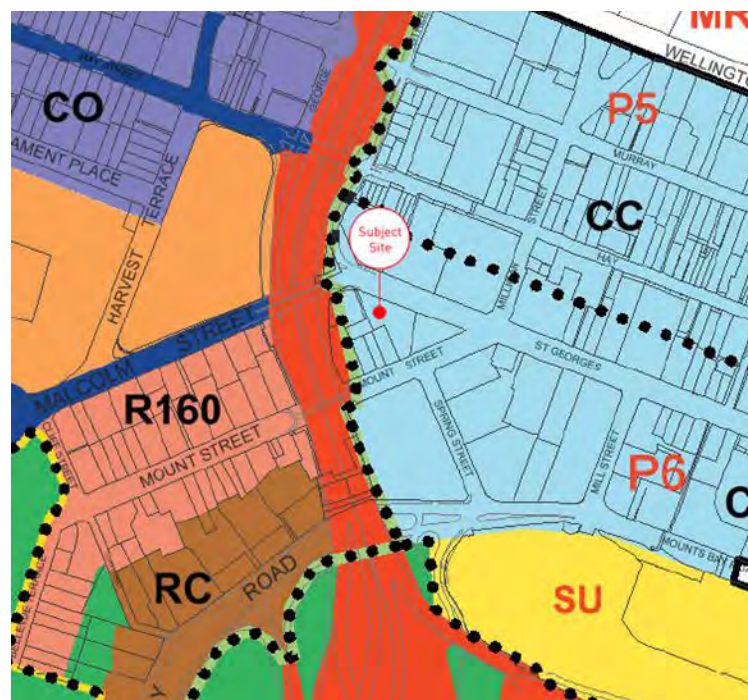


Figure 2 – Extract from City Planning Scheme No.2 Scheme Map

4.2.2 Preferred and Contemplated Uses

Preferred Uses within Precinct 6, as they apply to the site, are Business Services, Civic, Dining, Healthcare 1, Office and Special Residential where it fronts the street at a pedestrian level unless it provides pedestrian interest and activity.

Contemplated Uses include Community and Cultural, Education 2, Entertainment, Healthcare, 2, Home Occupation, Industry – Service, Industry – Cottage, Mixed Commercial, Retail (Central), Retail (General), Retail (Local) and Education 1,

Recreation and Leisure, Residential and Storage where it fronts the street at a pedestrian level.

5.0 PLANNING APPROVAL

5.1 Plot Ratio

In accordance with CPS2, the subject site is permitted to have a maximum plot ratio of 4.0:1. With an area of 5,633 square metres, the land within the SCA has the potential to be developed with a total plot ratio floor area of 22,524 square metres.

The current development was approved with the following plot ratios on each lot;

No.	Approved	Permitted
267 (Lot 10)	1.9:1 (3,425m ²)	4:1 (7,156m ²)
251 (Lot 11)	2.95:1 (9,308m ²)	4:1 (12,588m ²)
255 (Lot 255)	0.92:1 (642m ²)	4:1 (2,788m ²)

5.2 Parking

The approved development includes 180 tenant car parking bays, of which 15 bays will be set aside for Channel Nine special media/communication vehicles. Additional facilities will be provided for people accessing the site, including three service bays, seven motorcycle bays, 70 bicycles racks and end of trip facilities.

5.3 Subdivision Application

The subject site is also subject to a Subdivision Application lodged with the Western Australian planning Commission. The Subdivision Application proposes the subdivision of 251 (Lot 11) St Georges Terrace into two (2) freehold lots, with total areas of 1,337m² and 1,810m². 251 St Georges Terrace is contained wholly within the proposed SCA.

The surrounding borders of the SCA shown within Figure 23 will not change as a result of the proposed subdivision and subsequent approval. The SCA seeks to allow the allocation of the balance of unused plot ratio area to the new undeveloped landholding proposed by the Subdivision Application within the SCA.

Additional facilities will be provided for people accessing the site, including three service bays, seven motorcycle bays, 70 bicycles racks and end of trip facilities.

6.0 THE PROPOSAL

The purpose of this Scheme Amendment is to introduce a SCA into CPS2, for 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace to facilitate the development of the land as a whole in a coordinated manner in order to achieve a high quality outcome for the site.

The proposed provisions of the SCA are to be incorporated into Schedule 9 of the CPS2 Scheme Text are as follows.

23. 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace Special Control Area

23.1 Special Control Area

The following provisions apply to the land marked as Figure 23, being 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace Special Control Area.

23.2 Objectives

To facilitate the development of 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace Special Control Area as a whole in a coordinated manner.

23.3 Plot Ratio

For the purpose of determining plot ratio within the Special Control Area, the Special Control Area shall be treated as one lot.

23.4 Car Parking

For the purpose of determining the tenant car parking allowance for the Special Control Area under the provisions of the Perth Parking Policy, the Special Control Area shall be treated as one lot.

The tenant car parking facilities located on one site/lot within the Special Control Area may be leased or used by the tenants of another site/lot within the Special Control Area.

It is also proposed to amend the City Centre Precinct Plan to indicate the Special Control Area.

7.0 PLANNING CONSIDERATIONS

SCAs allow for the coordinated development of complex sites by treating the area as one site. The proposed SCA will ensure compliance with the CPS2 provisions relating to plot ratio and car parking following the approved subdivision and development approval of the site.

The Planning and Development (Local Planning Schemes) Regulations 2015 (Regulations 2015) were gazetted on 25 August 2015 and came into effect on 19 October 2015. *The Regulations 2015* replaced the *Town Planning Regulations 1967* and associated Model Scheme Text.

Under the *Regulations 2015* it is considered that the proposed amendment would represent a Standard amendment for the following reasons:

- The amendment would have minimal impact on land in the scheme area that is not the subject of the amendment; and
- The amendment does not result in any significant environmental, social, economic or governance impacts on land in the scheme area.

8.0 CONCLUSION

The proposed SCA over 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace will assist in facilitating the high quality redevelopment of the subject site and ensure a holistic approach to the development of the site, allowing for flexibility of built form and use.

The proposed SCA is consistent with the relevant statutory planning framework provided by CPS2.

**PLANNING AND DEVELOPMENT ACT 2005
CITY OF PERTH**

CITY PLANNING SCHEME NO. 2

AMENDMENT NO. 36

The City of Perth under and by virtue of the power conferred upon it in that behalf by the Planning and Development Act 2005 hereby amend City Planning Scheme No. 2 by:

1. Inserting after Clause 57A(1):

- (w) 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace Special Control Area.

2. Inserting the following in Schedule 9 Special Control Areas:

23. 251 (Lot 11), 255 (Lot 412) and 267 (Lot 10) St Georges Terrace Special Control Area

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The tenant car parking facilities located on one site/lot within the Special Control Area may be leased or used by the tenants of another site/lot within the Special Control Area.

3. Amending the City Centre (CC) Precinct Plan Map (P1 to 8) accordingly.

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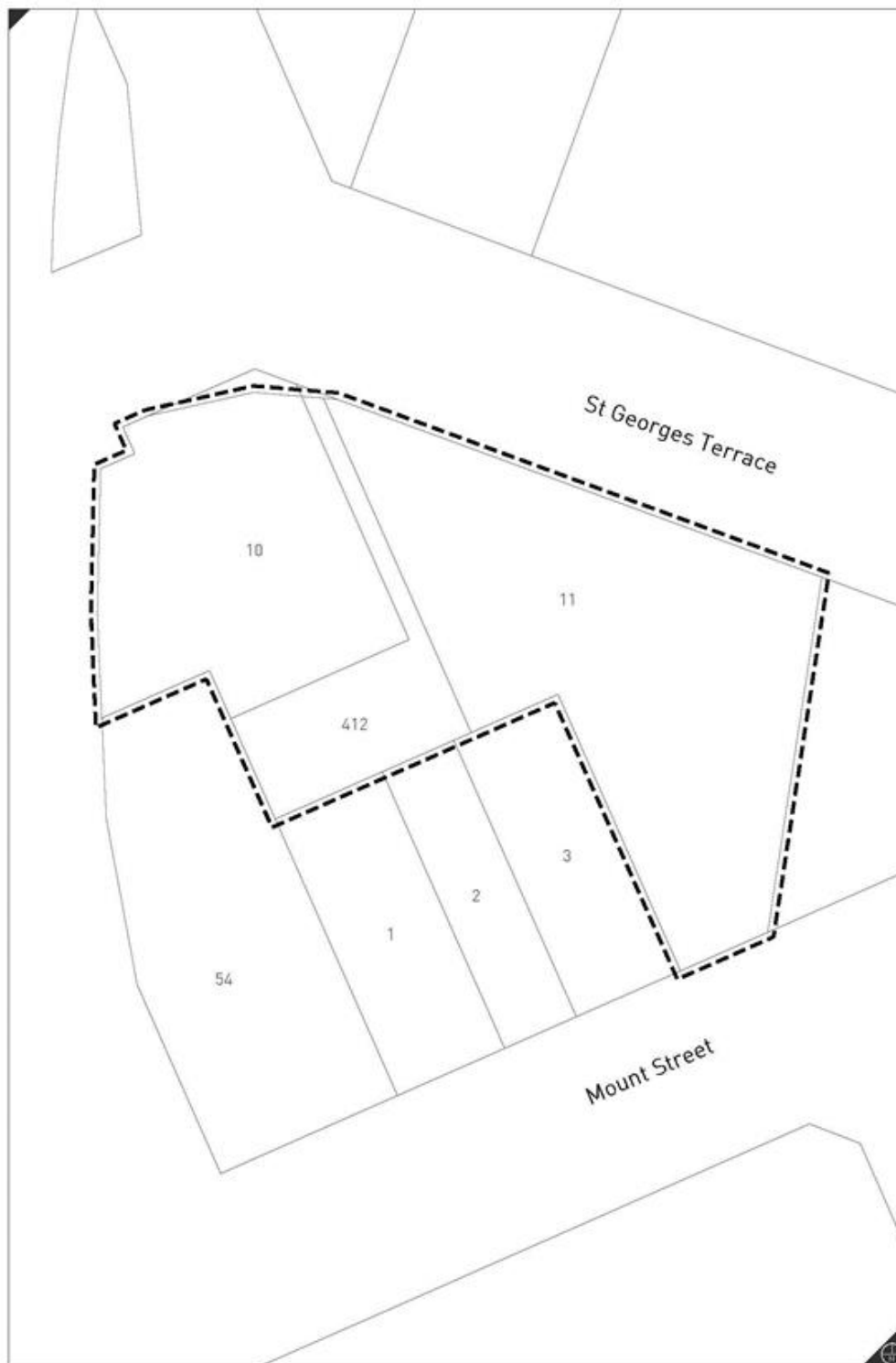


Figure 23 – 251 (Lot 11), 255(Lot 412) and 267 (Lot 10) St Georges Terrace Special Control Area

ADOPTION

Adopted by resolution of the City of Perth at the Ordinary Meeting of the Council held
on

The..... day of.....20.....

LORD MAYOR

CHIEF EXECUTIVE OFFICER

FINAL ADOPTION

Adopted for final approval by the City of Perth at the Ordinary Meeting of the Council held on the on the ____ day of _____ 20____, and the Common Seal of the City of Perth was hereunto affixed by the authority of a resolution of the Council in the presence of:

LORD MAYOR

CHIEF EXECUTIVE OFFICER

Recommended / Submitted for Final Approval

DELEGATED UNDER S.16 OF PD ACT 2005

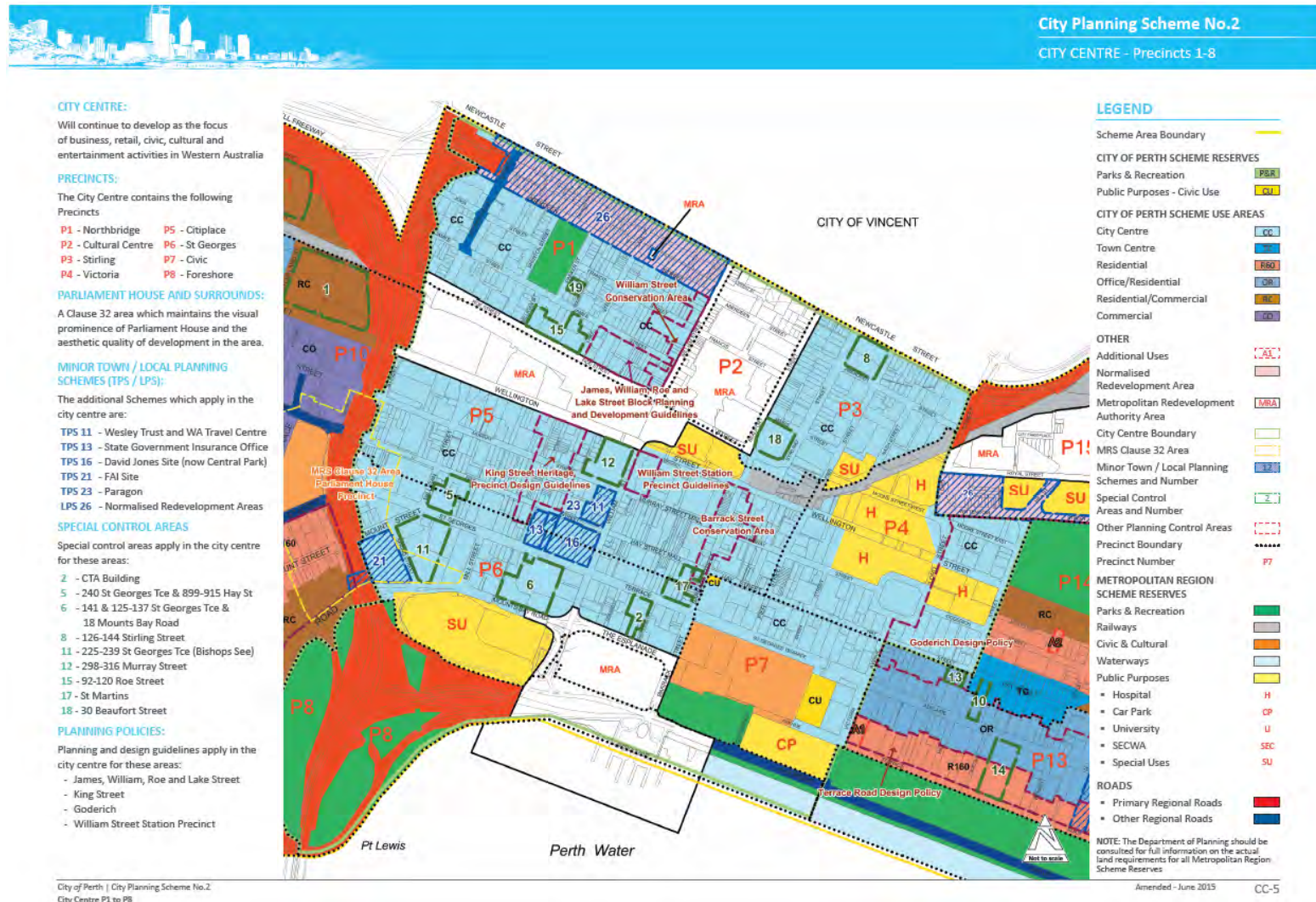
DATE

FINAL APPROVAL GRANTED

MINISTER FOR PLANNING

DATE

SCHEDULE 1 EXISTING CITY CENTRE PRECINCTS PLAN (P1 TO 8)



SCHEDULE 2 PROPOSED CITY CENTRE PRECINCTS PLAN (P1 TO 8)



City Planning Scheme No.2

CITY CENTRE - Precincts 1-8

CITY CENTRE:

Will continue to develop as the focus of business, retail, civic, cultural and entertainment activities in Western Australia

PRECINCTS:

The City Centre contains the following Precincts

- | | |
|----------------------|-----------------|
| P1 - Northbridge | P5 - Citipace |
| P2 - Cultural Centre | P6 - St Georges |
| P3 - Stirling | P7 - Civic |
| P4 - Victoria | P8 - Foreshore |

PARLIAMENT HOUSE AND SURROUNDS:

A Clause 32 area which maintains the visual prominence of Parliament House and the aesthetic quality of development in the area.

MINOR TOWN / LOCAL PLANNING SCHEMES (TPS / LPS):

The additional Schemes which apply in the city centre are:

- TPS 11 - Wesley Trust and WA Travel Centre
- TPS 13 - State Government Insurance Office
- TPS 16 - David Jones Site (now Central Park)
- TPS 21 - FAI Site
- TPS 23 - Paragon
- LPS 26 - Normalised Redevelopment Areas

SPECIAL CONTROL AREAS

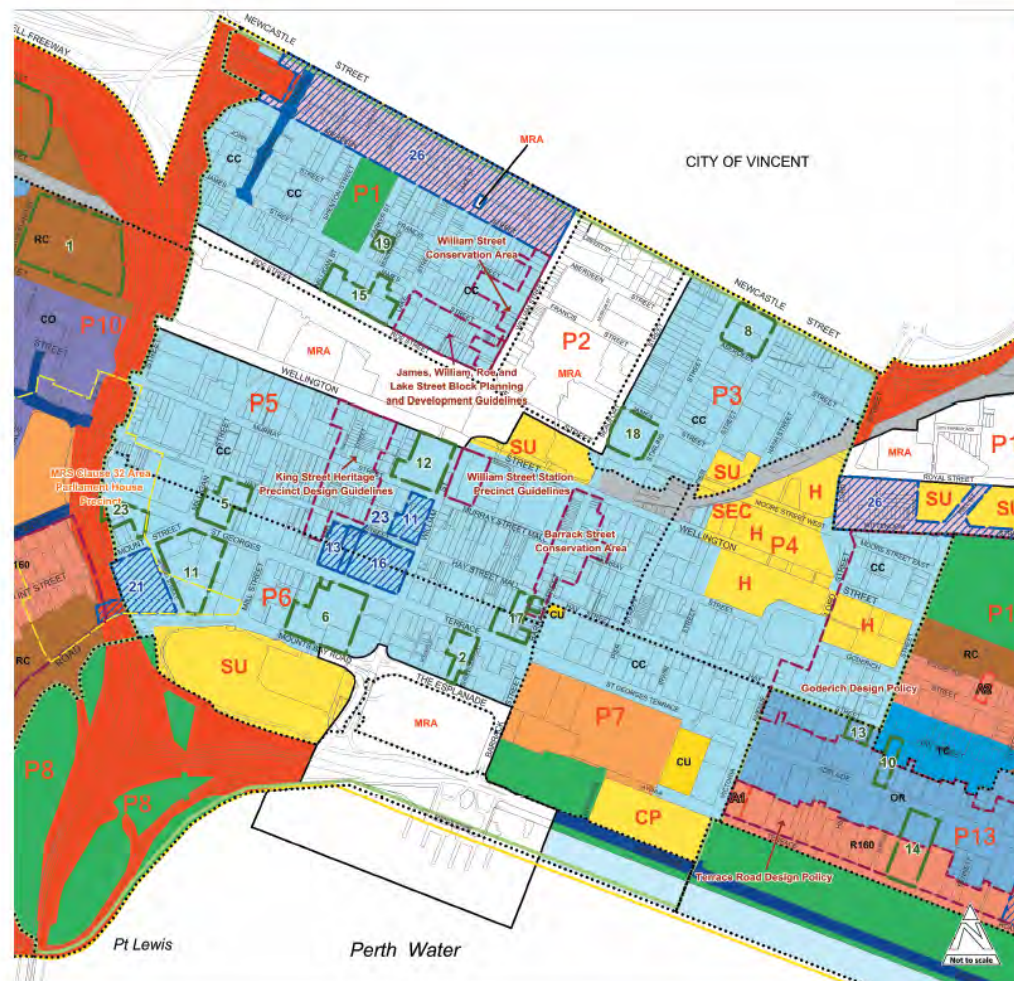
Special control areas apply in the city centre for these areas:

- 2 - CTA Building
- 5 - 240 St Georges Tce & 899-915 Hay St
- 6 - 141 & 125-137 St Georges Tce & 18 Mounts Bay Road
- 8 - 126-144 Stirling Street
- 11 - 225-239 St Georges Tce (Bishops See)
- 12 - 298-316 Murray Street
- 15 - 92-120 Roe Street
- 17 - St Martins
- 18 - 30 Beaufort Street
- 19 - 2-6 (Lot 40) Parker Street
- 23 - Lots 10, 11 & 412 St Georges Terrace

PLANNING POLICIES:

Planning and design guidelines apply in the city centre for these areas:

- James, William, Roe and Lake Street
- King Street
- Goderich
- William Street Station Precinct



LEGEND

Scheme Area Boundary

CITY OF PERTH SCHEME RESERVES

- Parks & Recreation
- Public Purposes - Civic Use

CITY OF PERTH SCHEME USE AREAS

- City Centre
- Town Centre
- Residential
- Office/Residential
- Residential/Commercial
- Commercial

OTHER

- Additional Uses
- Normalised Redevelopment Area
- Metropolitan Redevelopment Authority Area
- City Centre Boundary
- MRS Clause 32 Area
- Minor Town / Local Planning Schemes and Number
- Special Control Areas and Number

Other Planning Control Areas

- Precinct Boundary
- Precinct Number

METROPOLITAN REGION SCHEME RESERVES

- Parks & Recreation
- Railways
- Civic & Cultural
- Waterways
- Public Purposes
- Hospital
- Car Park
- University
- SECWA
- Special Uses

ROADS

- Primary Regional Roads
- Other Regional Roads

NOTE: The Department of Planning should be consulted for full information on the actual land requirements for all Metropolitan Region Scheme Reserves

Amended - September 2015

City Planning Scheme No.2 - Amendment No.36 and P6 Precinct Plan

Overview of Submissions (1 in total)				
Date Received		Organisation	Comment	City's Response
1.	31/10/2016	Main Roads Western Australia	Main Roads has no objection to the proposed scheme amendment.	Noted.

Figure 2: Signs Policy - Areas with Place Specific Requirements

LEGEND

- Scheme Area Boundary

Metropolitan Redevelopment Authority Area
- Entertainment Area

Retail Core Area

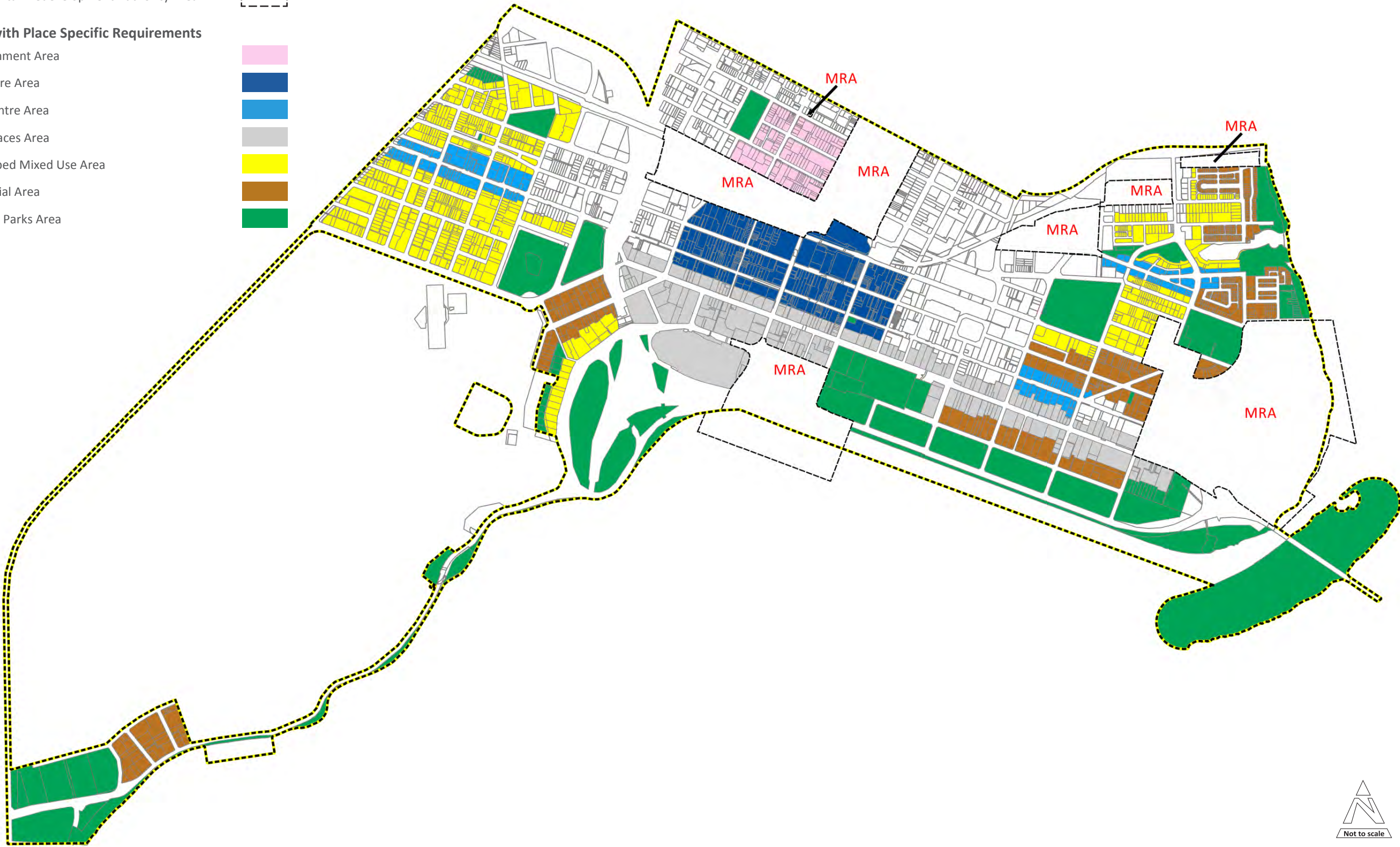
Town Centre Area

The Terraces Area

Landscaped Mixed Use Area

Residential Area

Civic and Parks Area



SCHEDULE 17

SCHEDULE 2 - SUMMARY OF SUBMISSIONS

Amendment to City Planning Scheme No. 2 Signs Policy

SUBMISSION	SUMMARY OF COMMENTS	CITY OF PERTH RESPONSE (Proposed modifications are indicated in red)
<p>Submission No. 1</p> <p>Department of Transport</p>	<p>1.1 Refer Amendment to Main Roads WA.</p> <p>Main Roads WA has developed a policy for signs within and beyond State road reserves and recommends that the proposed Amendment be referred to them for comment.</p> <p>1.2 Amend to indicate need for referral to Department of Transport.</p> <p>The Department recommends that the Policy indicate that all sign applications within or abutting primary regional road reserves are required to be referred to the Department of Transport.</p>	<p>1.1 Noted</p> <p>The proposed Amendment was referred to Main Roads WA for comment and a submission was received. Refer to Submission No. 28 below.</p> <p>1.2 Aligns / MODIFY</p> <p>State Government planning legislation requires that development, including signs, in certain locations be approved by, or referred to, other government agencies including:</p> <ul style="list-style-type: none"> • The Heritage Council of Western Australia; • Department of Planning /Western Australian Planning Commission; • Department of Parks and Wildlife; • Department of Transport; • Main Roads WA. <p>It is agreed that it would helpful for the Signs Policy to reference the need for approval or recommendations from other authorities in certain instances. This can be inserted as a note, rather than a clause, so that it can be changed as delegations and the names of authorities change, without the need for a formal policy amendment process.</p>

SUBMISSION	SUMMARY OF COMMENTS	CITY OF PERTH RESPONSE (Proposed modifications are indicated in red)
		<p>Notwithstanding this, the Signs Policy is not considered to be an appropriate location for detailed information as this information would apply to development generally. It is also complex, controlled by the State Government and not the City, and changes from time to time. Information providing guidance for applicants is more appropriately provided in the Application Information Kits provided on the City's website.</p> <p>It is therefore proposed that the following note be added to the end of Section 2.0 Application in the proposed Policy:</p> <p><i>'In certain locations and on certain sites within the Scheme Area, State Government legislation requires that signs be approved by, or referred to, other agencies including:</i></p> <ul style="list-style-type: none"> <i>• The Heritage Council of Western Australia;</i> <i>• Department of Planning / Western Australian Planning Commission;</i> <i>• Department of Parks and Wildlife;</i> <i>• Department of Transport;</i> <i>• Main Roads WA.'</i>
<p>Submission No. 2</p> <p>Wong Pui Lok Owner Strata Lot, 251 Adelaide Tce, Perth</p>	<p>2.1 Strongly oppose Amendment due to impact on income of owners of 251 Adelaide Terrace.</p> <p>The wall sign at 251 Adelaide Terrace, Perth has improved the city skyline. Its uniqueness is an asset to the city and the building is now iconic as a result. It provides the community and tourists with information on Perth.</p>	<p>2.1 Does Not Align</p> <p>The proposed Policy provides a framework for the assessment and management of signs within the City Planning Scheme No.2 (CPS2) Scheme Area. It seeks to ensure that signage is well designed and positioned,</p>

SUBMISSION	SUMMARY OF COMMENTS	CITY OF PERTH RESPONSE (Proposed modifications are indicated in red)
	<p>The proposed Policy amendment will impact on my family income. It will cause financial loss which is required to cover family expenses.</p>	<p>innovative, responds to its setting and makes a positive contribution to the visual appeal of the public realm and the city as a whole. It considers the cumulative effect of signage.</p> <p>If the Policy is adopted, new sign applications would be assessed in accordance with it. The Policy would not apply retrospectively to existing signs unless they have temporary approval, as is the case with the sign at 251 Adelaide Terrace. The Council has the ability to vary Policy when determining an application, where the decision relates to a planning consideration as listed under clause 67 of the Deemed Provisions and it would be consistent with orderly and proper planning.</p> <p>The subject sign at 251 Adelaide Terrace measures 25m x 25m (625m²) and is located on the western elevation of the 20 storey building.</p> <p>The Council granted development approval on 6 December 2011 for a large banner sign with third party advertising content at the subject site for a period of five years. That approval was due to expire on 6 December 2016 and as a consequence the applicant lodged a development application seeking further approval.</p> <p>At the time the second development application was considered by the Planning Committee the Amendment to the Signs Policy had been initiated for advertising. The Planning Committee recommended that the development application be approved for a further year to allow for</p>

SUBMISSION	SUMMARY OF COMMENTS	CITY OF PERTH RESPONSE (Proposed modifications are indicated in red)
		<p>additional time during the transition from one Policy setting to another, taking into consideration the applicants concerns and allowing proponents the opportunity to comment on the proposed Signs Policy. At its meeting on 19 August 2016 the Council adopted the Planning Committee recommendation and granted approval to the application until 31 December 2017. After that time the sign will either need to be removed or further development approval gained.</p> <p>Under the existing Signs Policy the subject sign is defined as a large banner sign. This sign definition was included within the existing Policy to allow for temporary high impact signs attached to a building or to scaffolding, to promote an event or exhibition and in certain circumstances display third party advertising. The Policy indicates that no more than four of these signs should be installed within the city at any one time and each sign should be in place for no more than six months duration with a six month lapse between display periods.</p> <p>The large banner sign applications which have been received since the Policy was introduced have primarily been for signs attached to the walls of buildings for the purpose of displaying third party advertising, with applicants commonly requesting that they be installed for longer than six months. Applications for large banner signs to promote events or exhibitions have been limited.</p> <p>The sign at 251 Adelaide Terrace has been in place for almost five years and the content of the sign has primarily</p>

SUBMISSION	SUMMARY OF COMMENTS	CITY OF PERTH RESPONSE (Proposed modifications are indicated in red)
		<p>advertised large international brands with limited local content. The sign has not displayed community information.</p> <p>As the large banner sign provisions have not been taken up as was intended, the definition is now intended to be removed as part of the Amendment. This type of sign would be assessed as a wall sign and the third party advertising dealt with under the sign content section of the proposed Policy.</p> <p>As indicated key objectives of the proposed Signs Policy are to ensure that signs make a positive contribution to the streetscape, the locality and the city skyline and to avoid visual clutter. Like all development, signage should enhance Perth's unique character.</p> <p>Unless carefully managed, third party advertising within a locality can result in excessive and confusing signage. Unlike signage to identify local businesses or premises, third party advertising can be proposed in any location where there is appropriate exposure to passers-by. A proliferation of these advertisements can detract from the visual amenity of the city, from way-finding and from the advertising of city businesses together with their goods and services. This in turn can have a negative impact on people's experience and enjoyment of the city and on the success of city businesses.</p> <p>When too many signs compete for the viewer's attention, this excessive or confusing messaging is considered to be 'visual clutter' and it is a general objective of the existing</p>

SUBMISSION	SUMMARY OF COMMENTS	CITY OF PERTH RESPONSE (Proposed modifications are indicated in red)
		<p>and proposed Policy to prevent visual clutter caused by the unnecessary proliferation of signs.</p> <p>As per the existing Policy, the proposed Policy limits third party advertising content, but provides greater clarity on the circumstances under which it may be considered. The Policy seeks to limit third party advertising to only locations where it will make a positive contribution to the visual amenity of the public realm and is compatible with the intended character of the locality.</p> <p>As part of the review of the Policy, signage across the city has been examined and areas within the city with a consistent character that signage should respond to have been identified.</p> <p>The Terraces Area (as indicated on Schedule 1) is one of the identified areas and 251 Adelaide Terrace is located within it. It is centred on the principal city boulevard which forms the physical spine of the city. This is the focus of business, finance, commerce and administration in the state. It is considered that third party advertising will not complement or positively contribute to the character of this area. Signage in this area should more appropriately be restrained, principally for the purpose of numbering and naming buildings. The exception to this would be where the third party advertising is facing inwardly to a public place where people can gather, where it complements the nature of the place and is not visible and impacting upon the streetscape.</p>

SUBMISSION	SUMMARY OF COMMENTS	CITY OF PERTH RESPONSE (Proposed modifications are indicated in red)
		<p>In the Entertainment Area, the Retail Core Area and the Town Centre Areas (as indicated on Schedule 1), signs should reflect the more colourful and dynamic desired character. In these areas greater opportunity for third party advertising will exist.</p> <p>On this basis the proposed Policy indicates that the possible locations for third party advertising are:</p> <ul style="list-style-type: none"> • within public spaces in the Entertainment Area, Terraces Area, Retail Core Area and Town Centre Areas for viewing within the space and where they will add to the character and amenity of the space; • on buildings within the Entertainment Area, Retail Core Area or Town Centre Areas where the building was approved prior to June 2014 and the sign will be installed on a large section of blank wall that would be enhanced by its addition; and • on temporary hoarding signs except within a Residential Area or Civic and Parks Area. <p>The provision for signs with third party advertising content on buildings with large sections of blank wall approved prior to June 2014 is based on the absence of side setbacks requirements for buildings in many areas of the city prior to that time, with some buildings designed with blank walls to meet Building Code of Australia requirements. It is considered that wall signs with third party advertising content can enhance the appearance of the blank elevations on these buildings and the streetscape generally in areas where they are compatible with the intended character.</p>

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		<p>While the building at 251 Adelaide Terrace was approved prior to June 2014 and has a side elevation which lacks openings and a high level of detailing (although comprised of high quality exposed aggregate), it is in the Terraces Area where third party advertising is not compatible with the intended character of the streetscape, and would not be permitted under the proposed Policy.</p> <p>A number of submissions received suggested that the proposed Policy will affect the size of the sign that could be permitted at 251 Adelaide Terrace. The Policy includes provisions to require that, where permitted, these wall signs with third party advertising content have a maximum area of 25% of the wall area and do not extend to the full height or width of the building. In this way they will not dominate the building and the building will provide a frame for the sign. The sign at 251 Adelaide Terrace is likely to comply with the 25% area requirement but extends to the full height and width of the building. However this is not entirely relevant as this type of sign would not be permitted within the Terraces Area.</p> <p>While a number of submissions suggest that large third party advertising signs are present in certain interstate and overseas city centres, this is not a valid reason for allowing a proliferation of this signage in Perth city. Different approaches to third party advertising are employed in cities interstate and overseas. In many cities large third party signage was first introduced some time ago and while some cities continue to allow the spread, many actively</p>

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		<p>discourage it or allow it to concentrate in identified locations. The cities well-known for their third party advertising are those where it is concentrated in key locations such as Time Square in New York, Shibuya in Tokyo and Piccadilly Circus in London. The proposed Policy seeks to deliver an approach which suits Perth and enhances its unique character.</p> <p>It is acknowledged that the leasing of the wall space at 251 Adelaide Terrace for advertising provides important income for strata owners in difficult economic times. However under Clause 67 of the Deemed Provisions, a local government is not able to have regard to financial outcomes when determining development applications. Planning decisions made on the basis of financial hardship or gain would set a dangerous and inequitable precedent which would conflict with the principles of orderly and proper planning. They would potentially lead to poor urban outcomes and ad hoc proliferation of signage.</p> <p>In summary, in approving the subject sign on a temporary basis, the Council recognised that the existing Signs Policy had not been reviewed for some time, and that trends in signage and community expectations were changing. There is an expectation that, development including signs, should enhance the city and help to make Perth unique. The proposed Signs Policy requires signage to be appropriate to place. Large wall signs with third party advertising are not consistent with the desired character of the Terraces Area. It is considered that they will not be a positive addition to the streetscape or the amenity of the</p>

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		area. Importantly while the submission relates to a single sign and its individual impact, the Policy is required to deliver a strategic approach to signage across the city and have consideration to the cumulative impact of signage.
Submission No. 3 Paul Malek GDI No. 29 Pty Ltd Owner of 15 Strata Lots, 251 Adelaide Tce, Perth	3.1 Signage income is important. Only two of my 15 strata lots at 251 Adelaide Terrace, Perth are leased due to the very weak Perth office market. Income from signage currently on the building plays an important role in supplementing funds for maintenance and improvements to the building which otherwise might not be possible. Owners need to be creative in finding new revenue streams and signage is one method which can be used. Building maintenance is important as poorly maintained buildings reflect badly on the city.	3.1 Does Not Align Refer to Submission Response No. 2.1.
Submission No. 4 Gary Clausen Owner Strata Lot, 251 Adelaide Tce, Perth	4.1 Oppose any Amendment which effects financial status. Oppose any amendment that directly affects financial status of all investors and tenants at 251 Adelaide Terrace.	4.1 Does Not Align Refer to Submission Response No. 2.1.
Submission No. 5 Tourism WA	5.1 No comments The opportunity to comment on the Amendment is noted. Tourism WA has no comments to make.	5.1 Noted
Submission No. 6	6.1 Seek continued use of western wall at 251 Adelaide	6.1 Does Not Align

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Takahir Wakamatsu Wakamatsu Pty Ltd Owner Strata Lot 251 Adelaide Tce, Perth	Terrace for advertising. Continued use of the western wall of the building at 251 Adelaide Terrace for advertising is requested as it provides unique advertising and is now part of the CBD skyline. It also provides necessary income for the strata company.	Refer to Submission Response No. 2.1.
Submission No. 7 Dr Anthony Lourensen Owner Strata Lot, 239, 251 Adelaide Tce, Perth	7.1 Restrictions on size of signs on buildings will affect income. Restrictions on the size of advertising signs on buildings will reduce an important income stream. Private investors are already experiencing difficulties in the current commercial office market with long term vacancies. Loss of advertising income will impose further pressure.	7.1 Does Not Align Refer to Submission Response No. 2.1.
Submission No. 8 Brent Zekulich Owner Strata Lot, 251 Adelaide Tce, Perth	8.1 The Amendment will affect the vibrancy of the area around 251 Adelaide Terrace. The proposed Amendment will affect the vibrancy of the area around 251 Adelaide Terrace. Signage on the building has become a focal point for the area. Reducing the area available for signage on the building at 251 Adelaide Terrace will reduce the ability to attract advertisers.	8.1 Does Not Align Refer to Submission Response No. 2.1.
Submissions No. 9 Paul Salisbury Owner Strata Lot, 251	9.1 The Amendment will severely affect income generated by signage at 251 Adelaide Terrace. The Amendment proposes to limit the size of wall signs in	9.1 Does Not Align Refer to Submission Response No. 2.1.

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Adelaide Tce, Perth	the city. If this is applied to the wall sign at 251 Adelaide Terrace it will have a severe effect on the income it generates for the strata company. Costs for owner occupiers and tenants would increase and in the current market this would be very detrimental for the leasing and sale of lots within the building.	
Submissions No. 10 Simon Hood Owner Strata Lot, 251 Adelaide Tce, Perth	<p>10.1 The Amendment will have a detrimental impact on signage at 251 Adelaide Terrace; request that this property be excluded from the Amendment.</p> <p>A large banner sign has been located on the western wall of the building at 251 Adelaide Terrace for four years. A contract is in place for the rental of this sign and owners of strata offices in the building receive \$100,000 in rental income from the sign.</p> <p>The sign provides significant vibrancy and colour to the streetscape. It is an iconic feature along Adelaide Terrace and reducing its size would lessen its benefits.</p> <p>It is requested that 251 Adelaide Terrace be excluded from the proposed Signs Policy.</p>	<p>10.1 Does Not Align</p> <p>Refer to Submission Response No. 2.1.</p> <p>There is no strategic rationale for excluding 251 Adelaide Terrace from the provisions of the proposed Policy. This would not be a fair or equitable approach, or consistent with the principle of orderly and proper planning.</p> <p>Notwithstanding this, when determining a development application the Council may vary Policy where the decision is based on planning matters listed under clause 67 of the Deemed Provisions, consistent with orderly and proper planning and the conservation of the amenities of the locality and consistent with the intent for the locality.</p>
Submissions No. 11 Paul Thackwell Owner Strata Lot, 251 Adelaide Terrace, Perth	<p>11.1 Oppose the Amendment as reducing the area of signs will be detrimental to 251 Adelaide Terrace.</p> <p>The advertising income from the signage at 251 Adelaide Terrace goes toward repairs and maintenance of the building. The sign is also a landmark which can be seen</p>	<p>11.1 Does Not Align</p> <p>Refer to Submission Response No. 2.1.</p>

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	<p>from many vantage points in Perth.</p> <p>Diminishing the size of the sign will result in a loss of benefit for all concerned.</p>	
<p>Submission No. 12</p> <p>Anna Ma Kam Family Trust Owner Strata Lot, 251 Adelaide Terrace, Perth</p>	<p>12.1 The Amendment will result in financial loss for owners at 251 Adelaide Terrace.</p> <p>The Amendment will result in a loss of rent from signage, and this is unacceptable for strata owners in the current market.</p>	<p>12.1 Does Not Align</p> <p>Refer to Submission Response No. 2.1.</p>
<p>Submission No. 13</p> <p>Kien Chan Owner Strata Lot, 251 Adelaide Terrace, Perth</p>	<p>13.1 Opposed to changes to the Signs Policy that will reduce the size of signage at 251 Adelaide Terrace.</p> <p>Changes to the Signs Policy that will reduce the size of the signage on the side wall of the building at 251 Adelaide Terrace are opposed.</p> <p>The sign on the western wall of the building is an important revenue source in a depressed market. The income from the lease on the sign helps to offset low return on tenancy rentals during a period of record vacancy rates.</p> <p>The sign on the building adds life, colour and vibrancy to the precinct. Advertising is a modern reality and the advertising on the wall of this building is no different. It is easily identifiable and iconic. It is an asset to the city.</p>	<p>13.1 Does Not Align</p> <p>Refer to Submission Response No. 2.1.</p>
<p>Submission No. 14</p>	<p>14.1 Request clarification of what constitutes a qualified</p>	<p>14.1 Clarification Provided / MODIFY</p>

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	<p>Animated or variable content signs are unable to have a default setting that will display an entirely black screen if a malfunction occurs. A black screen can only be achieved by turning the sign off and this would not allow for issues to be rectified and the screen fixed.</p> <p>14.3 Question whether building owners and tenants will not be permitted to advertise on roof signs?</p> <p>If a roof sign is not permitted to display third party advertising or on-premises advertising, does this mean the owners or tenants will be prohibited from advertising their business?</p>	<p>Clause 6.8(g) of the proposed Policy reads as follows: <i>'Large signs with animated or variable content shall have a default setting that will display an entirely black display area if a malfunction occurs.'</i></p> <p>This requirement has been applied to sign approvals in the past to ensure malfunctioning screens do not cause a nuisance to the public and adjacent building occupants by flickering or flashing, etc. It is not intended to apply during the repair of the screen, acknowledging that this may not be feasible.</p> <p>To provide greater flexibility and avoid any misunderstanding, it is proposed that clause 6.8(g) be reworded to read:</p> <p><i>'Large signs with animated or variable content shall have a default setting that will display a dark, blank screen /sign face (except during repair) if a malfunction occurs.'</i></p> <p>14.3 Clarification Provided</p> <p>Under the proposed Policy roof signs or wall signs at the top of buildings will not be permitted to display third party advertising or on-premises advertising.</p> <p>Third party advertising content is sign content that advertises businesses, products, goods or services not located or available at the premises. On-premises advertising content is sign content that advertises or</p>

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	<p>14.4 Question whether the City will recommend companies that can provide traffic impact statements?</p> <p>Will the City recommend companies that can provide traffic impact statements to meet the requirements of the Policy?</p>	<p>promotes specific products, goods or services available at the premises. It does not include content that relates to the occupant or business at the premises.</p> <p>Signage at the top of buildings is intended to be for advertising the name of the buildings or their principal occupants.</p> <p>14.4 Clarification Provided</p> <p>There are a number of companies within Perth that prepare traffic impact statements, but it is not appropriate to recommend specific companies as the City needs to remain impartial.</p>
<p>Submission No. 15</p> <p>Lee Beng Chuan One Shenton Property Investments Owner Strata Lot, 251 Adelaide Terrace, Perth</p>	<p>15.1 Opposed to Amendment due to impact on wall sign at 251 Adelaide Terrace.</p> <p>We are opposed to changes to the Signs Policy that will affect the wall sign on the building at 251 Adelaide Terrace.</p> <p>The sign on the building is attractive and does not create visual pollution or distract drivers. It is discrete and does not have ugly support structures. It is an asset to the city, which adds to the skyline and gives life and vibrancy to the precinct. It also provides the community with information on relevant commercial advertising.</p> <p>A contract to rent out the advertising space has been signed and the income generated is relied upon by strata owners to</p>	<p>15.1 Does Not Align</p> <p>Refer to Submission Response No. 2.1.</p>

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	meet financial obligations in a depressed market. The loss of this income would be detrimental.	
Submission No. 16 Department of Parks and Wildlife	<p>16.1 Amend to indicate that the approval of the Department of Parks and Wildlife is required for signage within the Swan Canning Development Control Area.</p> <p>Some of the Civic and Parks Areas identified in the proposed Policy are within the Swan River Development Control Area (DCA), would require the Department of Parks and Wildlife (DPA) approval and must comply with the DPA Policy on signage.</p> <p>It is recommended that reference to the DCA be included within the Civics and Parks Area provisions to ensure that staff, applicants and the public are aware of all applicable planning implications and approval processes.</p>	<p>16.1 Aligns / MODIFY</p> <p>Refer to Submission Response No. 1.2.</p>
Submission No. 17 Ryan Shamier Electrolight Australia Pty Ltd	<p>17.1 The Applications Policy should reference the Australian Standards on Control of the Obtrusive Effects of Outdoor Lighting.</p> <p>The Applications Policy should reference the Australian Standards as referred to in Section 6.7 of the proposed Signs Policy.</p>	<p>17.1 Aligns / MODIFY</p> <p>The Amendment proposes to include a clause in the Applications Policy requiring the submission of a Lighting Impact Assessment for development applications where they may impact on the amenity of a locality, including signage with illumination. It is agreed that it would be appropriate for this clause to reference the relevant Australian Standards.</p>

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	<p>17.2 The Amendment should prescribe brightness limits.</p> <p>It is recommended that the proposed Signs Policy specifies brightness (luminance) limits that are easily measurable. It would be appropriate to adopt the NSW Draft Transport Corridor Outdoor Guidelines. They are accepted in Victoria and represent a good balance for all stakeholders.</p>	<p>It is also appropriate that it reference other standards considered relevant by the local government. The Australian Standards AS4282-1997: Control of the Obtrusive Effects of Outdoor Lighting do not specifically address internally illuminated advertising signs. Electronic and digital signs can have a very high brightness capability and Main Roads WA and a number of other authorities prescribe luminance levels. Appropriate limitations on luminance should be applied where digital signs are proposed.</p> <p>It is therefore proposed that the last sentence of clause 4.9 of the Applications Policy be amended to read:</p> <p><i>'The assessment should consider the light intensity and impact relative to existing and foreseeable conditions (including environmental conditions and the cumulative impact of lighting in the area), relevant statutory requirements and Australian Standards (including AS 4282-1997), appropriate maximum luminance levels and where applicable the objectives, principles and provisions of the Signs Policy'</i></p> <p>17.2 Aligns / MODIFY</p> <p>The proposed Policy includes a number of provisions in relation to illumination. In particular, the illumination of signs must not cause an annoyance to the public or have an adverse impact on the amenity of occupants of adjacent buildings, must comply with Australian Standards and any</p>

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		<p>other standard considered relevant and the local government may limit the hours, intensity, spill and or/field of view of illumination.'</p> <p>Digital signs have a very high brightness capability as they require illumination during the day for content to be displayed. The brightness or luminance levels of these signs need to be limited according to location, time of day and ambient conditions.</p> <p>Maximum luminance levels have been developed by various authorities but it is a complex area which is changing as technology advances, and recommended standards vary between authorities. As a consequence it is not considered appropriate for the proposed Policy to prescribe specific levels.</p> <p>The Policy allows for the City to apply standards that it considers are appropriate, acknowledging that they may change over time.</p> <p>It is therefore recommended that the wording of Clause 6 – Illumination of Signs be modified to clarify that maximum luminance levels will be applied to illuminated signs as follows:</p> <p><i>b) Illumination of signs must comply with relevant Australian Standards (including AS 4282-1997) and any other relevant standards and guidelines (e.g. maximum luminance levels) considered appropriate by the local government</i></p>

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		f) <i>When granting development approval to an illuminated sign the local government may limit the hours, intensity (luminance levels), spill, field of view and/or any other elements of illumination considered appropriate.</i>
Submission No. 18 Mark Condipodero Owner of 3 Strata Lots, 251 Adelaide Terrace, Perth	18.1 Sign at 251 Adelaide Terrace provides income and is iconic. An advertising sign is currently located on the building at 251 Adelaide Terrace which provides income for the strata company to maintain the building. It is also iconic, provides information to the community and does not impact on the appearance of the building. A change to the Policy is not necessary.	18.1 Does Not Align Refer to Submission Response No. 2.1.
Submission No. 19 RM and JA Davey Owner Strata Lot, 251 Adelaide Terrace, Perth	19.1 Strongly object to the Amendment as it will affect signage at 251 Adelaide Terrace The proposed Amendment is strongly opposed as it may affect the existing sign on the western wall of the building at 251 Adelaide Terrace. The sign is an iconic landmark in the city skyline which can be seen from the Narrows Bridge to Kings Park. It is well designed and contributes to the uniqueness of the city. It has been in place for some time and we are not aware of any objections to it. It is requested that this existing sign be excluded from the	19.1 Does Not Align Refer to Submission Response No. 2.1. There is no strategic rationale for excluding 251 Adelaide Terrace from the provisions of the proposed Policy. This would not be a fair or equitable approach, or consistent with the principle of orderly and proper planning. Notwithstanding this, when determining a development application the Council does have the ability to vary Policy where the decision is based on a matter listed under clause 67 of the Deemed Provisions for Local Planning Schemes

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		<p>note, rather than a clause so that it can be changed as legislation and authorities change, without undertaking a formal policy amendment process.</p> <p>Section 3.0 Operation explains how the Policy is to be used and indicates that specific provisions apply to signs on places on the CPS2 Heritage List or within CPS2 Heritage Places. This level of information at the start of the Policy and is considered to be appropriate.</p> <p>While it is appropriate that applicants have access to information on the approval process and the determining authorities, the Signs Policy is not the appropriate location for this information. The Policy provides the criteria on which the Council determines sign applications.</p> <p>Information providing guidance for applicants on the approval process is more appropriately provided in the Application Information Kits on the City's website.</p> <p>It is therefore proposed that the following note be added to the end of Section 2.0 Application:</p> <p><i>'In certain locations and on certain sites within the Scheme Area, State Government legislation requires that signs be approved by, or referred to, other agencies including:</i></p> <ul style="list-style-type: none"> <i>• The Heritage Council of Western Australia;</i> <i>• Department of Planning /Western Australian Planning Commission;</i> <i>• Department of Parks and Wildlife;</i> <i>• Department of Transport;</i>

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	<p>21.3 Indicate in the Applications Policy that the Heritage Council will consider signage on places on the State Register</p> <p>An indication in the Applications Policy that the Heritage Council will consider signage on a place on the State Register would indicate to applicants that a slightly different process will apply. This will save time.</p> <p>21.4 It needs to be clear that the City may reject Lighting Impact Assessments and Signage Management Plans.</p> <p>The Policy should clearly indicate that Lighting Impact Assessments and Sign Management Plans will be assessed and a mechanism should exist for them to be rejected. This will address the prospect of biased assessments and breaches of intent.</p> <p>21.5 Provision for the retention of historic signage is pleasing.</p>	<ul style="list-style-type: none"> • <i>Main Roads WA.</i> <p>21.3 Aligns / Modification Not Required</p> <p>The Applications Policy applies to all development and is intended to detail the requirements for the submission of a development application. It is not intended to outline the approval process. It is considered that the modification to the Signs Policy indicated above, along with the information provided in the Application Information Kits on the City's website are appropriate and the suggested change is not necessary.</p> <p>21.4 Does Not Align</p> <p>The proposed Policy indicates that Traffic and Lighting Impact Assessments and Signage Management Plans may or shall be required to be submitted as part of development applications for certain types of signs and sign content. These documents would be assessed as part of the development application process and the City may ask for them to be clarified or verified where any elements are of concern. This is standard procedure with technical reports accompanying any development application and is not detail which is considered necessary in the proposed Policy.</p> <p>21.5 Noted</p>

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	<p>It is pleasing to see that the retention of historic signage will be considered. Sometimes significant signs fall victim to changes in corporate identity, or old painted signs get decorated over.</p> <p>21.6 A provision should be included indicating that wall murals shall not be applied to Heritage Places.</p> <p>It would be best to indicate that wall murals shall not be applied to Heritage Places. More broadly the whole idea of wall murals needs greater consideration. Some of the finer contemporary buildings also need protection from murals. Perhaps there should be a way of testing the appropriateness of a building for a mural.</p>	<p>21.6 Aligns /MODIFY</p> <p>Under the proposed Policy a development application for a wall mural would be assessed against the objectives, principles and general provisions. In addition if applicable they would be assessed against provisions for signs on places on the Heritage List or within Heritage Areas and for signs in areas with place specific requirements. Provisions specific to wall murals have not been prescribed.</p> <p>It is agreed, as indicated in the submission, that a greater level of guidance would be appropriate. While wall murals can add interest and vibrancy to an area they are not appropriate on all buildings or in all areas. They should complement and not detract from the architectural design or features of a building and the character of an area. They should generally not be permitted on a place on the Heritage List or within a Heritage Area, unless to a side or rear elevation where the cultural heritage significance will not be affected.</p> <p>Approval for wall murals should also generally be temporary as they tend to deteriorate over time</p>

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		<p>On this basis the following provisions are recommended.</p> <p>Under 7.0 Provisions for Specific Sign Types, after Tethered Signs and before Wall Signs, add</p> <p><i>'Wall Murals</i></p> <ul style="list-style-type: none"> <i>a) A wall mural 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.</i> <i>b) 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.</i> <i>c) A wall mural may generally only be granted temporary development approval for a maximum of five years.'</i> <p>(Renumber the subsequent clauses accordingly.)</p> <p>Under 8.2 Provisions for signs on places on the Heritage List or within Heritage Areas add the following clause after (g):</p> <p><i>'Wall murals shall generally not be permitted on a place on the Heritage List or within a Heritage Area, unless painted on a side or rear elevation of a building that is already painted and it can be demonstrated that the wall mural will not have any adverse impact on the cultural heritage significance of the place or Area.'</i></p> <p>(Renumber the subsequent clauses accordingly.)</p>

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<p>Submission No. 22</p> <p>Bentley De Cinque Owner Strata Lot, 251 Adelaide Terrace, Perth</p>	<p>22.1 The wall sign at 251 Adelaide Terrace should be retained as it is</p> <p>The sign on the western wall of the building at 251 Adelaide Terrace provides excitement and vibrancy to a locality that is lacking this type of stimulus. It provides a big city feel for locals and tourists which should be a goal of the City.</p> <p>The income from the sign enables rental costs to be kept down. It is imperative that CBD tenancy rates are maintained in the current subdued market.</p> <p>Reducing the size of the sign would jeopardise its retention and commercial viability.</p> <p>Other recommendations in the proposed Amendment are reasonable.</p>	<p>22.1 Does Not Align</p> <p>Refer to Submission Response No. 2.1.</p>
<p>Submission No. 23</p> <p>Fred den Boer Owner Strata Lot, 251 Adelaide Terrace, Perth</p>	<p>23.1 The wall sign at 251 Adelaide Terrace provides income. Proposed Policy changes should not be retrospective.</p> <p>The Perth office market is already struggling and income from the existing wall sign on the building at 251 Adelaide Terrace may be the only income which will be seen from investment there in the foreseeable future.</p> <p>The existing Sign Policy is satisfactory and provides adequate controls. Any changes should not be applied retrospectively.</p>	<p>23.1 Does Not Align/ Clarification Provided</p> <p>Refer to Submission No. 3 response. The Policy would not apply retrospectively, but where a sign has temporary approval, as in the case of 251 Adelaide Terrace, the Policy would apply to the application for further approval.</p>

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<p>Submission No. 24</p> <p>The Strata Company on behalf of all of the owners of 251 Adelaide Terrace, Perth</p>	<p>24.1 The Amendment will have a detrimental impact on the wall sign located at 251 Adelaide Terrace.</p> <p>While it is acknowledged that the proposed Amendment will provide better control over signage erected within the City, it will have a detrimental impact on the wall sign located on at 251 Adelaide Terrace.</p> <p>A large banner sign has been located on the western wall of the building for the last four years with the City's approval and it has caused little concern if any to others nearby.</p> <p>The banner adds significant vibrancy and colour to the streetscape and represents an iconic feature along Adelaide Terrace. Reducing the size of the banner would reduce the benefits that it provides.</p> <p>A contractual agreement for the rental of the wall of the building and display of the sign has been entered into. The proposed Amendment will impact on this agreement with significant financial loss to both parties to the agreement.</p> <p>The prejudicial consequences of the proposed changes in the Policy will far outweigh the limited benefits. It would be more equitable if this was considered on a site by site basis after full and open consultation.</p>	<p>24.1 Does Not Align</p> <p>Refer to Submission Response No. 2.1.</p> <p>Contractual agreements are not a matter to which the City should have regard when making planning policy or determining a development application.</p>
<p>Submission No. 25</p>	<p>25.1 The provisions relating to wall signs at the top of buildings and wall signs for third party or on-premises</p>	<p>25.1 Clarify – MODIFY</p>

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<p>Rowe Group – on behalf of Epico Outdoor Advertising – proprietor of the wall sign at 251 Adelaide Terrace, Perth</p>	<p>advertising need to be clarified.</p> <p>The provisions seek to limit the size of a wall sign at the top of a building to one tenth of the buildings height (but no more than the combined height of two floors of the building). They also seek to limit the size of a wall sign to 25% of the wall area. These provisions are likely to conflict and need to be clarified. It is understood that the first limitation applies to wall signs related to services provided within the building while the latter is related to third party signage. This needs to be clarified.</p>	<p>The proposed Policy includes a provision limiting the vertical dimension of a wall sign at the top of a building to a maximum of one tenth of the building's height or two typical floors. This applies to signs at the top of buildings for the purpose of naming the building or its major occupants. It would not apply to wall signs which may be permitted in certain areas on large sections of blank wall with third party or on-premises advertising content.</p> <p>These wall signs with third party or on-premises advertising are proposed to be limited to a maximum of 25% of the wall area and not extend to the full height or width of the building. In this way they will not dominate the building and will be framed by it. Existing wall signs of this type in the city generally comply with the maximum 25% area, although some extend to the full height and width of the building.</p> <p>To overcome any confusion in the application of these provisions it is recommended that the following changes be made:</p> <p><i>'6.6 (c) Third Party Advertising or On-Premises Advertising Content</i></p> <p><i>(i) Third party advertising or on-premises advertising content shall only be considered for development approval on:</i></p> <p><i>(A)</i></p>

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		<p>(B) <i>a wall sign on a building within the Entertainment Area, Retail Core Area or Town Centre Area (as identified in Figure 2) where the subject building has a valid development approval granted prior to June 2014 and the wall sign is proposed to be installed upon a large section of blank wall that would be enhanced by its addition. The wall sign should comply with the provisions under clause 7.11(e), but not 7.11(b);</i></p> <p>(C)</p> <p>(D)</p> <p>7.11 Wall Signs</p> <p>a) Any part of a wall sign should not extend above the parapet or eaves of a building.</p> <p>b) Where a wall sign is proposed at the top of a building, except in accordance with clause 6.6(c)(i)(B),:</p> <p>i) it should have a maximum vertical dimension equal to one tenth of the building's height, but not more than the combined height of two typical floors of the building;</p> <p>ii) only one of these wall signs or one roof sign shall be permitted per elevation; and</p> <p>iii) it shall not display third party advertising or on-premises advertising content.</p> <p>c) Where a wall sign with third party or on-premises advertising content is proposed in accordance with clause 6.6(c)(i)(B):</p>

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	<p>25.2 The provisions relating to wall signs are excessively restrictive.</p> <p>The provisions relating to wall signs are excessively restrictive and limit the ability of a proprietor to provide high quality outcomes which will enhance the streetscape.</p> <p>If the restriction of 25% of the wall area applies to third party advertising it is considered to be overly restrictive and will not facilitate high quality outcomes which enhance the streetscape. A blanket 25% limitation has the potential to accentuate the vacant 75% of the façade and will not assist in breaking up the blank wall area.</p> <p>It is considered that third party advertising signs on walls should be considered on their individual merit, the potential activation which will result and the appropriateness of the setting. A blanket limitation does not facilitate high quality innovative outcomes, whereas the inclusion of design principles may enable superior outcomes.</p> <p>While it is proposed that no more than one wall sign per elevation and two wall signs per building will be permitted, it is suggested that where only one is proposed per building</p>	<p><i>i) it should have a maximum area of 25% of the wall area;</i> <i>ii) it should not extend to the full height or width of the wall; and</i> <i>iii) only one of these signs per elevation and two of these signs per building will be permitted.</i></p> <p>25.2 Does Not Align</p> <p>While there is increasing pressure from advertising companies to permit further third party advertising in the city, it is important that this type of advertising does not detract from the visual amenity of the city, from way-finding and from the advertising of city businesses and their goods and services. The Council has generally discouraged third party advertising on signs within the city in order to create a high quality public domain and reduce visual clutter but the current Policy lacks sufficient detail in this area.</p> <p>The proposed Policy will continue to limit third party advertising, but it will provide greater clarity on the circumstances under which it may be considered. The Policy seeks to limit third party advertising to only those areas where it will make a positive contribution to the visual amenity of the public realm and is compatible with the intended character of the locality.</p> <p>While each sign will be dealt with on its merits, the possible locations are:</p> <ul style="list-style-type: none"> • within public spaces in the Entertainment Area,

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	the provisions relating to size could be varied. The overall impact on amenity would be alike.	<p>Terraces Area, Retail Core Area and Town Centre Areas (as indicated on Schedule 1) for viewing within the space where they will add to the character and amenity of the space;</p> <ul style="list-style-type: none"> • on buildings within the Entertainment Area, Retail Core Area or Town Centre Areas (as indicated on Schedule 1) where the building was approved prior to June 2014 and the sign will be installed on a large section of blank wall that would be enhanced by its addition; and • on temporary hoarding signs except within a Residential Area or Civic and Parks Area (as indicated on Schedule 1). <p>As indicated, the proposed 25% limit on the size of wall signs with third party or on-premises advertising on large sections of blank wall are intended will ensure that they will not dominate the building. It will allow for a sign of substantial proportions, given the scale of buildings within the city. Most of the existing large banner signs of this type in the city would comply with the maximum 25% area, although some extend to the full height and width of the building.</p> <p>It is rare in the city centre for the entire side wall of a building to be visible or blank; it is usually obscured by adjacent buildings. This has been taken into consideration when arriving at the 25% limit.</p> <p>While the Amendment proposes the 25% limit, each development application is considered on a case by case basis. The Council does have discretion to vary Policy</p>

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	<p>25.3 Third party advertising provides important economic assistance for landowners.</p> <p>Third party advertising plays an important role in economic injection for local businesses and owners of office developments. The demand for office space has fallen dramatically with a vacancy rate in the order of 25%. The office building at 251 Adelaide Terrace is partially vacant and the signage provides important income for the owners.</p>	<p>where special circumstances exist to warrant it and where the variation would be consistent with orderly and proper planning.</p> <p>25.3 Does Not Align</p> <p>Refer to Submission Response No. 2.1.</p>
<p>Submission No. 26</p> <p>DM and PB Evans Owner Strata Lot, 251 Adelaide Terrace, Perth</p>	<p>26.1 The Amendment should not put restrictions on the sign at 251 Adelaide Terrace.</p> <p>The sign on the western wall of the building at 251 Adelaide Terrace covers a blank wall and is iconic.</p> <p>The propose changes to the Policy should not put restrictions on this sign and result in the wall being blank again.</p>	<p>26.1 Does Not Align</p> <p>Refer to Submission Response No. 2.1.</p>
<p>Submission No. 27</p> <p>Property Council of Australia</p>	<p>27.1 Clearer guidance on location and design of signage is supported.</p> <p>The move to create clearer guidance on appropriate location and design of signage with specialised heritage provisions is supported. The Property Council supports a more coordinated approach to signage on buildings creating</p>	<p>27.1 Noted</p>

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	<p>consistency and certainty for business owners.</p> <p>27.2 The requirement to conceal support structures is not always possible.</p> <p>It will not always be possible to meet the proposed requirement to conceal all support structures from view but this should be required wherever possible.</p>	<p>27.2 Aligns - MODIFY</p> <p>Clauses 5.0(a) and 6.5(a) of the proposed Policy require that supporting structures as well as cabling and conduits be concealed from view as they can be unsightly. However, it is recognised that concealing all supporting structures from view is not always possible and that alternately they can be a feature of the sign. They should be an integral part of the design of the sign rather than an afterthought.</p> <p>The concealing of cabling and conduits is appropriate except where it will result in damage to place on a Heritage List</p> <p>It is therefore proposed that the clauses be modified as follows:</p> <p><i>'5.0(a) Signs should be constructed of durable materials. Their design should be simple and efficient. with supporting structures concealed from view. Innovation in Innovative design which that is appropriate to the building and setting is encouraged.'</i></p> <p><i>'6.5(a) All supporting structures, cabling and conduits for signage be concealed from view shall form an integral part of the design of the sign.</i></p>

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	<p>27.3 Clear guidance on the decision making process for heritage buildings is required.</p> <p>Clear guidance on the decision making process for heritage buildings is required with clarity on whether the City or the Heritage Council will be making the final decision.</p> <p>27.4 Clear guidance on sign dimensions over footpaths where there is no kerb is required.</p> <p>The proposed Policy specifies that signs should be a minimum distance of 600mm from the outer edge of the street kerb where they project over a footpath on public land. Clear guidance is required for cases where there is no kerb, such as in the city malls.</p>	<p><i>(b) All cabling and conduits shall be concealed from view except in the case of a place on the Heritage List where this would conflict with clause 8.2(f).</i></p> <p>(Renumber the subsequent clauses accordingly.)</p> <p>27.3 Does Not Align</p> <p>While it is appropriate that applicants have access to information on the decision making process and the determining authorities, the Signs Policy is not the appropriate location for this information. The Policy provides the criteria on which the Council determines sign applications.</p> <p>Information providing guidance for applicants on the application process should be provided in the Application Information Kits provided on the City's website.</p> <p>27.4 Does Not Align</p> <p>The existing and proposed Policies require that where signs project over a footpath on public land at a height of less than 4.5 metres, they be located a minimum distance of 600mm from the outer edge of a street kerb. This is to avoid signs being damaged by vehicles and vice versa. In the case of the city malls and other public land which are not vehicular thoroughfares for the general public, this is not</p>

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	<p>27.5 Limiting the signs at the top of a building is unfair where there is more than one major tenant.</p> <p>The decision to allow only one roof sign or wall sign at the top of buildings per elevation unfairly discriminates against buildings with more than one major tenant. Exemptions should be introduced to allow for additional signs for those who occupy enough floor space to be titled a major tenant.</p>	<p>required. Signs would be assessed in accordance with the objectives, principles and provisions which apply to all projecting signs and specific dimensions are not necessary or appropriate.</p> <p>27.5 Aligns - MODIFY</p> <p>The Policy recognises that signage for the purpose of identifying the name of the building or its principal occupant is appropriate at the top of buildings and should be of a larger scale and design that contributes to the city's skyline during the day and night. Notwithstanding this, the Policy also requires signs to be compatible in scale and integrated with the architectural design of the building. This will ensure that the architectural character of the building remains dominant.</p> <p>Clauses 7.8(c) and 7.11(c) and of the proposed Policy specify that only one roof sign or one wall sign at the top of a building should be permitted per building elevation. These signs are intended to display the name of the building or the major occupants of the building.</p> <p>Guidelines for Appropriate Location and Scale of Signs on Buildings form Appendix 3 of the proposed Policy and provide a methodology to ensure that signs fit within the architecture of a building.</p> <p>It is acknowledged that there may be special circumstances where the design and width of a building elevation may</p>

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		<p>accommodate a second sign. This could be supported where the additional sign will not lead to visual clutter and will make a positive contribution to the city skyline. It is therefore recommended that the proposed clauses be amended to reflect this as follows:</p> <p><i>'7.8(c) Only one roof sign or wall sign at the top of a building shall be permitted per building elevation, except where the local government is satisfied that a further sign would be compatible with the design and scale of the building, would not lead to visual clutter and would make a positive contribution to the city skyline.'</i></p> <p><i>7.11(b) Where a wall sign is proposed at the top of a building, except in accordance with clause 6.6(c)(i)(B),:</i></p> <ul style="list-style-type: none"> <i>i) it should have a maximum vertical dimension equal to one tenth of the building's height, but not more than the combined height of two typical floors of the building.</i> <i>ii) only one of these wall signs or one roof sign shall be permitted per elevation except where it can be satisfactorily demonstrated that a further sign would be compatible with the design and scale of the building, would not lead to visual clutter and would make a positive contribution to the city skyline.</i> <i>iii) it shall not display third party advertising or on-premises advertising content.</i>

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	<p>27.6 Provisions on signs on heritage buildings appear overly restrictive.</p> <p>The proposed provisions applying to heritage buildings appear overly restrictive and will penalise businesses operating within the heritage buildings.</p>	<p>(Note: clause 7.11(b) also incorporates amendments proposed in response to Submission No. 25 above.)</p> <p>27.6 Does Not Align</p> <p>The proposed heritage provisions reflect best practice and largely clarify existing requirements for signage on places on the Heritage List and in Heritage Areas. They also represent a consolidation of provisions on signs in Heritage Areas to provide a primary reference point for applicants.</p> <p>In summary the proposed provisions provide applicants with greater guidance on required design considerations and the Council with policy to support good decision making. They reflect the importance and value of carefully protecting significant cultural heritage within the city.</p> <p>There is no evidence to support the suggestion that the provisions will be overly restrictive and will penalise businesses operating within the buildings.</p> <p>The City's research on property prices in King Street, a Heritage Area where development including signage has been carefully managed for several years, demonstrates that property prices and rental returns have not been impacted. In contrast, property prices have increased significantly (25% per annum over 20 years) since the street became a Heritage Area. In addition the street has become a place of choice for high end commercial operators.</p>

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		The State Heritage Office has indicated its support for the proposed provisions of the Policy.
Submission No. 28 Main Roads WA	28.1 The Signs Policy should reference when Main Roads WA approval is required. The Signs Policy should reference the requirement for Main Roads approval for signs where the content is directed at and visible to all road users travelling on a State Road. Applicants can refer to the Main Roads 'Policy and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves'.	28.1 Aligns – MODIFY Refer to Submission Response No. 1.2.
Submission No. 29 Urbis on behalf of APN Outdoor Pty Ltd	29.1 Limiting third party advertising to products, services or events available within the City is not supported. The general principle of permitting third party advertising to limited locations where it will enhance the character, vibrancy and safety within the city is supported. However the proposed provision for third party advertising to relate to products, services or events within the City is not supported. This provision is considered to be onerous to the operator of the signage. Contents may relate to an overseas holiday or a vehicle not available within the City but consistent with a 'global city'. Notwithstanding this, the intent of the provision to ensure	29.1 Does Not Align– MODIFY TO CLARIFY Clause 6.6(iv) of the proposed Policy requires that ' <i>third party advertising content shall be related to products, services or events available within the local government boundaries.</i> ' The intent of this clause is to ensure third party advertising content does not relate to products, services or events which undermine the city's role as the primary retail, commercial and cultural centre of the metropolitan area and state. Requirements relating to sign content such as this should appropriately be indicated within the Policy. A signage

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	<p>advertising does not directly, or by implication, undermine the City as the primary destination of retail and commerce, or compare the City unfavourably with the location being advertised is understood. However it is considered that this can be mitigated via a signage management plan which is required for development applications involving third party signage.</p> <p>The Outdoor Media Association also manages this by providing guidelines which relate to the management and review of advertising material. They outline best practice techniques for the management and implementation of advertising including sensitive material and alcohol/substances.</p> <p>29.2 The requirement for illumination to comply with Australian Standards is sufficient.</p> <p>The provisions in relation to illumination of signs are generally supported. A Lighting Impact Assessment which indicates compliance with Australian Standards for Control of the Obtrusive Effects of Outdoor Lighting should be sufficient and further requirements relating to limitation of hours, intensity, spill and or field of view of illumination as indicated are not necessary.</p>	<p>management plan would then be lodged as part of a development application to identify how the applicant proposes to comply with these requirements. It would address operational and content management, maintenance and complaints handling arrangements.</p> <p>It is therefore considered that while the intent of the clause is appropriate, its wording should be modified to clarify this as follows:</p> <p><i>'6.6(c)(iv) Third party advertising content shall not undermine the role of the city as the primary retail, commercial and cultural centre of the metropolitan area and/or state.'</i></p> <p>29.2 Does Not Align</p> <p>Section 6.7 of the proposed Policy addresses a range of aspects of illumination to ensure that it does not cause a loss of amenity to the public or building occupants.</p> <p>The Australian Standards for Control of the Obtrusive Effects of Outdoor Lighting do not apply to internally illuminated advertising signs, although the general principles and methodology are relevant.</p> <p>Electronic and digital signs can have a very high brightness capability as they require illumination during the day for content to be displayed. Limits on this brightness/light intensity are required to ensure that this does not have</p>

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	<p>29.3 Preventing the location of animated and variable content on large signs where they are visible from adjacent streets is not appropriate.</p> <p>The Policy proposes that animated and variable content on large signs should not be permitted where it can be viewed from adjacent streets and by road users. Restrictions should only be based upon whether a sign can be viewed by motorists and will have a safety impact. Restricting visibility from the street is not practical or reflective of road user safety concerns and it is therefore requested that wording limiting visibility from streets be removed.</p>	<p>negative impacts on a locality. Timing devices and light sensors allow a gradual transition between day and night and adjustment to different light conditions resulting from changing weather conditions. Technology has also been developed to limit field of view and light spill.</p> <p>It is appropriate for the proposed Policy to reference all relevant elements of signage illumination which may impact on building occupants and the public generally, not just Australian Standards, Lighting Impact Assessments lodged with development applications to address these, and the City to apply associated conditions where considered appropriate.</p> <p>29.3 Does Not Align</p> <p>Under the proposed Policy animated content is sign content which is constantly in motion while variable content is static sign content that changes on a specified time cycle.</p> <p>This type of content has become increasingly popular over recent years with the development of digital technology, particularly for third party advertising, because of its ability to display constantly changing sign content which generates far greater revenue potential than traditional poster displays. The Policy has been updated to more effectively address this type of sign content, while also be broad enough to deal with other technologies which may be developed to display animated or variable content in the future.</p>

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		<p>The Policy recognises that careful management of the location of large signs (>2m²) with animated or variable content is critical to ensure appropriate levels of safety are maintained for road users and the public. However it is also important to avoid visual clutter and to ensure that these signs are appropriate to the setting and will make a positive contribution to its visual quality and vitality.</p> <p>On the basis of this and a review of the precincts and the public realm within the city the proposed Policy restricts these types of sign content on large signs (>2m²) to:</p> <ul style="list-style-type: none"> Public spaces within the Entertainment Area, Retail Core Area or Terraces Area (as indicated on Schedule 1) where they are orientated for viewing within the space and the space is designed and intended for people to gather. <p>These are spaces which are suited to high levels of pedestrians and activity, often with a retail or entertainment focus. They are spaces where people can stop and linger safely without obstructing pedestrian traffic, where the safety of road users will not be affected and where the animated or variable content will add to the character and vitality of the space both during the day and night.</p> <p>While animated content in public spaces should not be directly visible to road users for safety reasons, variable content may be where carefully controlled in</p>

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	<p>29.4 The City should consider the national approach to transition and display times for digital signage.</p> <p>The Amendment indicates that the City will be guided by the State Government transport authority and any other standards considered relevant when assessing duration of display and transition times for animated and variable content.</p> <p>The Main Roads requirements differ substantially from those of eastern states counterparts.</p>	<p>terms of content, duration of display and transition times. Provisions are included within the Policy to address this, with duration of display and transition times.</p> <ul style="list-style-type: none"> At the top of buildings greater than 29 metres in height (except in the Landscaped Mixed Use Areas, the Residential Areas or the Civic and Parks Areas as indicated on Schedule 1) where they will add interest and vitality to the city skyline and will not affect the amenity of adjacent buildings or distract road users. <p>The proposed Policy differentiates between these large signs and small signs (< 2m² sign face) much like television or computer screens, which are now popular in tenancy windows and at the ground floor level of buildings. Because of their small size they do not form a distraction to road users and may be permitted facing the street at ground floor level.</p> <p>29.4 Does Not Align – MODIFY TO CLARIFY</p> <p>The proposed Policy indicates that where variable content on large signs (>2m²) will be visible to road users, display and transition times should comply with standards specified by the State Government transport authority or any other standard considered relevant.</p> <p>Technology used to display animated and variable content on signs is developing rapidly. Similarly standards</p>

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	<p>There is a lack of guidance at State Government level on animated and variable content on signs, specifically digital and LED signs. Whilst a number of regulatory changes have taken place in Western Australia in recent times, there is no overarching consistent approach to this type of signage which is regulated at State Government level.</p> <p>The draft NSW Transport Corridor Outdoor Advertising and Signage Guidelines provide a progressive approach to digital signage and criteria for assessment.</p> <p>It is recommended that City should have regard to the national approach to assessing digital sign and reference the NSW guidelines in the Policy.</p> <p>29.5 Restrictions on third party advertising on Heritage Places and in Heritage Areas should be removed.</p> <p>The Amendment proposes to limit third party advertising on a place on a Heritage List or within a Heritage Area. It is considered that this is not appropriate and third party advertising should be permitted on a place on a Heritage List or within a Heritage Area and not be limited to specific sign types.</p>	<p>applicable to this type of content are changing and vary between authorities. The City has generally adopted the Main Roads WA guidelines but it is acknowledged that in some regards they are more restrictive than those applied in the eastern states.</p> <p>The Policy allows for the City to apply standards that it considers are appropriate, acknowledging that they may change over time. While the City would not be precluded from using alternative standards, it is important that standards are consistently applied across the metropolitan area.</p> <p>A minor modification to the wording of sub-clause 6.8(c)(i)(2) is proposed for clarity as follows:</p> <p><i>'.. it has a specified duration of display and a transition time between display that comply with standards specified by the State Government transport authority or another authority considered appropriate by the local authority.'</i></p> <p>29.5 Does Not Align</p> <p>Under the current Policy third party advertising on signs within the city is generally discouraged. The King Street Heritage Precinct Design Guidelines specify that in that Heritage Area general, unrelated or third party advertising will not be permitted</p> <p>In the proposed Policy the principles relating to signs on</p>

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	<p>Whilst the sensitive nature of signage and heritage is understood, it has been demonstrated nationally that third party advertising can be incorporated through architectural elements that do not detract from the heritage value of the place. It is therefore requested that provisions relating to third party advertising on places on a Heritage List or within a Heritage Area be removed and that this signage be assessed on an individual merits basis.</p>	<p>places on the Heritage List or with a Heritage Area have been updated to reflect current best practice and clarify existing requirements.</p> <p>The proposed Policy specifies that third party advertising will not be permitted on a place on the Heritage List or within a Heritage Area, except where:</p> <ul style="list-style-type: none"> • it is on a hoarding sign under specific circumstances; or • it is reconstructed signage with a clearly established historical precedent that contributes to the cultural heritage significance of the place or Area. <p>This will ensure that the cultural heritage significance of places and Areas is not eroded by visual noise as a result of unnecessary, unrelated advertising.</p> <p>The approach to restrict third party advertising on heritage buildings is consistent with the approach in most local governments in Perth and interstate. While there are examples of third party advertising on heritage buildings in other capital cities, these signs have generally been in place for many years with modifications or upgrades agreed on the basis that there is an established historical precedent and/or the new sign will be an improvement upon the existing sign and reduce the impact on the cultural heritage significance of the place.</p> <p>The State Heritage Office has indicated its support for the proposed provisions of the Policy.</p>

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	<p>29.6 Third party advertising and digital signs should be encouraged throughout the inner city and not concentrated in specific locations.</p> <p>Digital and third party advertising signs are an emerging technology which is being implemented worldwide and is the fastest growing advertising format.</p> <p>Whilst the intent behind implementation of place specific requirements for this signage is understood, it is generally accepted that digital and third party advertising is a component of the urban environment and should not be constrained to concentrated areas.</p> <p>There are a number of existing third party advertising signs which exist outside the places identified in the Amendment which may be suited for upgrade or conversion to digital in the near future. The proposed place specific requirements would prejudice this and limit opportunities to deliver high quality vibrant signage at these locations.</p> <p>It is considered that a flexible approach to the location of third party advertising and digital signage should be implemented and guided by requirements relating to road safety and public amenity.</p> <p>The proposed provisions to encourage large signs on blank walls in the CBD are supported. It is considered that large format billboard signage can be integrated with buildings to provide a positive visual experience and a high level of visual acuity.</p>	<p>29.6 Does Not Align</p> <p>As indicated large electronic digital signs have become an increasingly popular signage medium over recent years, particularly for third party advertising. The Policy has been updated to more effectively address this type of signage, while also be broad enough to deal with other technologies which may be developed in the future.</p> <p>Digital signs are not specifically defined in the existing or proposed Policy. This type of signage is referred to under the existing Policy as 'animated or new technology' while under the proposed Policy it will be dealt with as either animated or variable content.</p> <p>While sign companies and advertisers generally seek to locate third party advertising in highly visible locations along roads and freeways where they have the largest audience in terms of motorists and pedestrians, this is not necessarily a good outcome for the visual appearance of the locality or the city generally.</p> <p>The City has a responsibility to the wider community to ensure signage is well located and helps to create a better city with a unique character. Careful management of the location of large signs (>2m²) with animated or variable content and third party advertising content is required to avoid visual clutter and to ensure that they are appropriate to the setting and will make a positive contribution to its</p>

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		<p>visual quality and vitality. It is also critical that appropriate levels of safety are maintained for road users and the public.</p> <p>Rather than an ad hoc approach, the proposed Policy provides greater guidance on where these content types may be appropriate.</p> <p>Following a review of the precincts and the public realm within the city it was evident that third party advertising would be best suited to the retail and entertainment focal points within the city. However a controlled approach in these areas was crucial to avoid them becoming dominant and excessive. For this reason it has been limited to public spaces where it will complement and enhance the nature and vibrancy of the space and to existing buildings where it will enhance large blank sections of wall.</p> <p>This approach was extended to public spaces within the Terraces Area (as indicated on Schedule 3) in recognition that some of these spaces have a significant retail and entertainment element. However it is especially important that any third party advertising is contained within the space as signage visible in the streetscape should principally for the purpose of numbering and naming building reflecting the Area's role as the focus of business, finance, commerce and administration in the state.</p> <p>Specifically the proposed Policy indicates that third party and on-premises advertising may be permitted on</p>

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		<ul style="list-style-type: none"> signs within or facing a public space within the Entertainment Area, The Terraces Area, the Retail Core Area or the Town Centre Areas (as indicated on Schedule 1) where oriented for viewing within the space and where consistent with the nature of the public space. wall signs on buildings within the Entertainment Area, the Retail Core Area or the Town Centre Areas (as indicated on Schedule 1) where the building was approved prior to June 2014 and has a large section of blank wall which would be enhanced by its addition. window signs in the case of on-premises advertising content only. <p>In addition to the locations above, the Policy proposes that third party advertising be permitted on a temporary basis on hoarding signs during construction or redevelopment of a site where the hoarding will also incorporate an image that will enhance the appearance of the site for the duration of the works.</p> <p>Animated and variable content signs can be used to display community information and major events as well as third party advertising. It is generally suited to spaces with high levels of pedestrians and activity in the retail and entertainment focal points of the city, and in some cases within the business core. These should be spaces where people can stop and linger safely without obstructing pedestrian traffic, and where they will add to the character</p>

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		<p>and vitality of the space both during the day and night. The exception to this is small signage much like a television screen which is popular within shop windows and at the ground floor level of buildings and because of it's small size has little impact on the safety of road users and visual clutter.</p> <p>In addition animated and variable signage with building or major occupant names would be permitted at the top of tall buildings where they will make a positive contribution to the skyline and not affect the safety of road users.</p> <p>Specific details of the locations for animated and variable content are indicated under 29.3.</p>
<p>Submission No. 30</p> <p>Planning Solutions on behalf of the owner 20 (Lot 100) Sutherland Street, West Perth</p>	<p>30.1 A merit based approach to third party advertising is appropriate rather than limiting it to specific areas.</p> <p>The Amendment seeks to limit third party advertising to specific locations, including the Entertainment Area, Retail Core Area, Town Centre Area and the Terraces Area.</p> <p>20 Sutherland Street is not located within these areas and therefore third party advertising would not be permitted there, except on a hoarding sign.</p> <p>It is acknowledged that retail and entertainment areas may be the most suitable locations for third party advertising. However the Policy should not exclude potential sites outside these areas that could accommodate third party advertising which would enhance the visual quality and</p>	<p>30.1 Does Not Align</p> <p>Unless carefully managed, third party advertising within a locality can result in excessive and confusing signage. Unlike signage to identify local businesses or premises, third party advertising can be proposed in any location where there is appropriate exposure to motorists and/or pedestrians and advertisers generally seek to locate them in highly visible locations along major roads and freeways. However a proliferation of third party advertisements can detract from the visual amenity of the city, from way-finding and from the advertising of city businesses together with their goods and services. This in turn can have a negative impact on people's experience and enjoyment of the city and importantly on the success of city businesses.</p>

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	<p>amenity of the area. It is considered that proposals for third party signage outside the specified areas should be considered on a case by case basis allowing the Council to exercise its discretion. A blanket prohibition is not considered appropriate.</p> <p>It is recommended that a further sub-clause be added to clause 6.6(c)(i) to allow third party advertising where: <i>'it is demonstrated that the proposal will enhance and not adversely affect the visual quality, amenity, vibrancy and safety within the city.'</i></p> <p>It is also recommended that the general principle relating to third party advertising, being clause 5.0(h), be amended to <i>'Third party advertising sign content shall only be permitted in limited locations within the city and where it is demonstrated that it will enhance and not adversely affect the visual quality, amenity, vibrancy and safety within the city.'</i></p>	<p>When too many signs compete for the viewer's attention, this excessive or confusing messaging is considered to be 'visual clutter' and it is a general objective of the existing and proposed Policy to prevent visual clutter caused by the unnecessary proliferation of signs.</p> <p>The City has a responsibility to the wider community to ensure signage is well located and helps to create a better city with a unique character. Rather than an ad hoc approach, the proposed Policy looks to provide greater guidance on where these content types may be appropriate.</p> <p>The Policy seeks to limit third party advertising to only those areas where it will make a positive contribution to the visual amenity of the public realm and is compatible with the intended character of the locality.</p> <p>From a review of the precincts and the public realm within the city it was evident that third party advertising is best suited to the retail and entertainment focal points within the city. However a controlled approach in these areas is crucial to avoid them becoming dominant and excessive. For this reason they have been limited to public spaces where they will complement and enhance the nature and vibrancy of the space and to existing buildings with large blank sections of wall.</p> <p>This approach was extended to public spaces within the Terraces Area (as indicated on Schedule 1) in recognition that some of these spaces have a significant retail and</p>

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		<p>entertainment element. However it is especially important that any third party advertising is contained within the space, as signage in this area should principally for the purpose of numbering and naming building reflecting its role as the focus of business, finance, commerce and administration in the state.</p> <p>Accordingly it is proposed that third party advertising content be limited as follows:</p> <ul style="list-style-type: none"> On signage within or facing a public space within the Entertainment Area, The Terraces Area, the Retail Core Area or the Town Centre Areas (as indicated on Schedule 1) where oriented for viewing within the space and where consistent with the nature of the public space. On large wall signs on buildings within the Entertainment Area, the Retail Core Area or the Town Centre Areas (as indicated on Schedule 1) where the building was approved prior to June 2014 and has a large section of blank wall which would be enhanced by its addition. While this will have a similar outcome as the current large banner sign provisions, rather than limiting installation to a maximum of six months and the overall number in the city to four, it is proposed that they be limited to locations where they will enhance the appearance of a building and fit with the desired character of the locality. On hoarding signs during construction or

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	<p>30.2 Allow interim third party signage on vacant development sites.</p> <p>An opportunity exists to strategically implement the temporary use of vacant development sites for third party advertising. Current market conditions have discouraged landowners from commencing development on numerous sites across the city. These vacant lots can often detract from the amenity of the area and have potential to be utilised for other purposes in the interim. Examples can be seen around Perth where third party signage on vacant land can improve the amenity of the area.</p> <p>An example of this is 374 Newcastle Street, Perth. Prior to 2011 this was an unattractive vacant site used for informal</p>	<p>redevelopment of a site where the temporary hoarding will also incorporate an image that will enhance the appearance of the site for the duration of the works.</p> <p>The proposed Policy would not apply retrospectively and existing signage which is not consistent with it (such as that at 20 Sutherland Street), would not be affected unless it is proposed to be replaced or modified or it only has temporary development approval.</p> <p>Notwithstanding this, the existing third party advertising signage at 20 Sutherland Street is not considered to make a positive contribution to the surrounding area and is effectively delaying development of the site by providing supplementary income.</p> <p>30.2 Does Not Align</p> <p>Currently under City Planning Scheme No. 2 demolition is not permitted unless an application for further development on the site has been approved. Conditions are commonly imposed on development approvals involving demolition, which require the site to be landscaped if construction does not commence within 12 months. As a consequence interim third party advertising signage is not necessary and in contrast, allowing it could delay construction as a consequence of the supplementary income that it provides.</p>

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	<p>parking, which detracted from the streetscape. In 2011 the City of Vincent approved an application for third party advertising billboards with associated landscaping, public seating and a water fountain. These works have significantly improved the amenity of the area. The site has been landscaped to a high standard and provides an opportunity for social interaction.</p> <p>The five year approval for the signage was renewed by the City of Vincent on 28 June 2016.</p> <p>Further examples are 596 Newcastle Street, West Perth where third party signage was approved by the City of Vincent for five years and 2 Main Street, Osborne Park where third party signage was approved by the City of Stirling for seven years pursuant to orders made by the State Administrative Tribunal.</p> <p>The City of Perth should consider the economic, social and visual amenity benefits of permitting temporary third party signage on development sites. Under the proposed Amendment these types of temporary third party signage would not be permitted. Temporary approval allows the Council to review the use after a set period of time and determine whether the signage has contributed positively to the amenity of the area. It is also suited to landowners who aim to develop the property in the future.</p> <p>It is requested that a clause be added to allow interim third party signage to be <i>'considered on vacant development lots where significant improvements to the site are proposed</i></p>	

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	<i>including landscaping and public seating, and where it is demonstrated that the proposal will enhance and not adversely affect the visual quality, amenity, vibrancy and safety within the city.'</i>	
<p>Submission No. 31</p> <p>TPG Town Planning Urban Design and Heritage on behalf of Drive by Developments Pty Ltd, applicants for signage at 146-152 Barrack Street, Perth</p>	<p>31.1 The Amendment inappropriately limits on-premises advertising to window signs on heritage places and in Heritage Areas.</p> <p>While third party and on-premises advertising content are differentiated, this is only used to allow on-premises advertising content on a window sign, on a place on the Heritage List or within a Heritage Area. An arbitrary and unjustified view has been formed that on-premises advertising is appropriate on window signage yet not on other signs where the associated or perceived impacts are comparable.</p> <p>31.2 Proposed limits on animated and variable content conflict with the intent of the Policy to allow innovative signage.</p> <p>The City acknowledges the increasingly popular medium of digital technology for signage. However the proposed approach to this medium by including a number of unjustified highly prescriptive provisions is considered to</p>	<p>31.1 Does Not Align</p> <p>The proposed Policy differentiates between third party advertising content that relates to goods and services that are not available on site and on-premises advertising content that relates to goods and services that are available on site. This enables the latter content to be permitted in locations where third party advertising content may be permitted and in addition in window signs generally, not only on a place on a Heritage List or within a Heritage Area. It acknowledges that businesses, particularly shops have a need to advertise the goods and services they are providing in shop windows. It provides pedestrian interest and information which relates to the business on site and its location is restricted.</p> <p>31.2 Does Not Align</p> <p>Under the proposed Policy animated content is sign content which is constantly in motion while variable content is static sign content that changes on a specified time cycle.</p>

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	<p>constitute a step in the wrong direction as it will detract from the benefits that can be achieved for urban locations by the medium.</p> <p>Importantly digital technology has enabled the signage industry and businesses to utilise an alternative more flexible and sustainable signage medium for advertising. Variable content using a digital screen is akin to more traditional forms of signage displays (poster type display with illumination) given the visual content is similar, although of a higher quality than more traditional methods.</p> <p>Digital screens have the added ability to quickly change content without down time for maintenance or replacement and can be used for community purposes where appropriate. The full benefits of this flexibility have yet to be realised. It is highly likely that digital mediums are the future of the signage industry due to the efficiency and quality that can be achieved.</p> <p>The approach to digital signage conflicts with the intent of the draft Policy <i>‘to enable signage which is well designed and positioned, innovative, responds to its setting and makes a positive contribution to the public realm and the visual appeal of the city without adversely affecting amenity and safety.’</i></p> <p>Flexibility is needed to allow for innovative development to occur and support a capital city style urban environment and intensity, as is evident from many examples around the world where signage plays a crucial role in the character</p>	<p>This type of content has become increasingly popular over recent years with the development of digital technology, particularly for third party advertising, because of its ability to display constantly changing sign content which generates far greater revenue potential than traditional poster displays. The Policy has been updated to more effectively address this type of sign content, while also be broad enough to deal with other technologies which may be developed to display animated or variable content in the future.</p> <p>The Policy recognises that careful management of the location of large signs (>2m²) with animated or variable content is critical to ensure appropriate levels of safety are maintained for road users and the public. It is also important to avoid visual clutter and to ensure that these signs are appropriate to the setting and will make a positive contribution to its visual quality and vitality.</p> <p>On the basis of this and a review of the precincts and the public realm within the city the proposed Policy restricts these types of sign content to:</p> <ul style="list-style-type: none"> Public spaces within the Entertainment Area, Retail Core Area or Terraces Area (as indicated on Schedule 1) where they are orientated for viewing within the space and the space is designed and intended for people to gather. <p>These are spaces which are suited to high levels of pedestrians and activity, often with a retail or entertainment focus. They are spaces where people</p>

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	<p>and amenity of an area.</p> <p>31.3 The definition of roof signs is overly prescriptive and the interpretation issues associated with these signs and above roof or sky signs are not resolved.</p> <p>The modified definition of a roof sign is considered to be</p>	<p>can stop and linger safely without obstructing pedestrian traffic, where the safety of road users will not be affected and where the animated or variable content will add to the character and vitality of the space both during the day and night.</p> <p>While animated content in public spaces should not be directly visible to road users for safety reasons, variable content may be where carefully controlled in terms of content, duration of display and transition times. Provisions are included within the Policy to address this, with duration of display and transition times.</p> <ul style="list-style-type: none"> At the top of buildings greater than 29 metres in height (except in the Landscaped Mixed Use Areas, the Residential Areas or the Civic and Parks Areas as indicated on Schedule 1) where they will add interest and vitality to the city skyline and will not affect the amenity of adjacent buildings or distract road users. <p>Innovative signage can incorporate digital content, but it is not limited to this technology. Innovation relates to design, integration and location. Appendix 4 of the proposed Policy provides examples of innovation in signage.</p> <p>31.3 Aligns - MODIFY</p> <p>The existing Policy defines roof signs and above roof or sky</p>

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	<p>overly prescriptive. It contains very descriptive terminology and dimensions.</p> <p>The proposed Policy does little to resolve some of the interpretational issues associated with roof signs and above roof or sky signs and appears to be structured on the basis of a reaction to particular proposals.</p>	<p>signs but the differences between them, and also vertical and horizontal signs which are attached to walls, has been open to some interpretation.</p> <p>At present a roof sign is defined as <i>'a sign fixed to the 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. A roof sign also includes a sign fixed to or painted upon the roof of a building.'</i></p> <p>An above roof or sky signs is defined as <i>'an advertising sign that protrudes above the normal roof line or building parapet and is not a roof sign.'</i></p> <p>Vertical and horizontal signs are both signs that are attached to walls and are categorised according to their orientation. They may be located at the top of a building, while the definition of a vertical signs states that <i>'no part of it shall project above the lowest point of the eaves or ceiling of the building to which it is attached.'</i></p> <p>The proposed Policy redefines these signs in order to provide greater clarity. Above roof or sky signs will be referred to only as sky signs to avoid confusion. Roof signs will only relate to those signs located on the roof of a building and not those attached to a wall at the top of a building, and project above the roof structure it is attached it by no more than 200mm. The requirement for an integrated design has also been incorporated. Vertical and horizontal signs will be combined and defined as wall signs.</p>

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		<p>It is agreed that further changes can be made to the definitions to clarify the difference between the sign types. Design matters should also be removed as they are addressed within proposed provisions. The proposed changes are as follows:</p> <p><i>'Roof Sign means a sign fixed to the roof (but not an awning roof), to the wall of a roof top plant room setback from the main elevation of the building or to an architectural feature at the top of a building and that may extend no more than 200mm above the roof top plant room or architectural feature that it is fixed to and that achieves a high degree of integration and compatibility with the architecture, materials, finishes and colours of the building.'</i></p> <p><i>'Sky Sign means a sign fixed to or above the roof (but not an awning roof), roof top plant room, parapet, wall or architectural feature at the top of a building and that extends more than 200mm above the height of the roof, roof top 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.'</i></p> <p>The definition of a wall sign is also proposed to be amended to clarify that the sign may be attached to glass or architectural mesh or screen that forms the wall and/or are attached to the wall.</p> <p><i>'Wall Sign means a sign that is fixed flat or parallel to, or painted upon, the surface of a wall of a building (including a</i></p>

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	<p>31.4 The provisions relating to signs on places on the Heritage List or within Heritage Areas are considered to be overly specific.</p> <p>The proposed provisions relating to places on the Heritage List and with Heritage Areas are considered to be overly specific and are inconsistent with the proposed principles.</p> <p>The principles acknowledge that consideration of signage is required in the context of the cultural heritage significance of the place or Area.</p> <p>The current Policy allows discretion by not applying specific inflexible controls to any one signage type and enables applications to be considered on their merits having regard to what is proposed and the context of the development.</p> <p>The proposed Policy incorporates a number of provisions that specifically restrict certain types of signage and content on heritage places and in Heritage Areas without adequate justification. Roof signs are specifically noted as not permitted without regard to the site context. Third party and on-premises advertising content is also not permitted except on hoarding signs and, in the case of the latter, on window signs. This is not appropriate in commercial areas where</p>	<p><i>glass wall or a decorative or screen material fixed flat or parallel to the wall), 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.'</i></p> <p>31.4 Does Not Align</p> <p>The proposed provisions reflect current best practice and largely clarify existing requirements for signage on places on the Heritage List and in Heritage Areas. They also represent a consolidation of provisions on signs in Heritage Areas to provide a primary reference point for applicants. Area specific provisions will be located within the Planning Policy for that Heritage Area.</p> <p>In summary the proposed provisions provide applicants with greater guidance on required design considerations and the Council with policy to support good decision making. They reflect the importance and value of carefully protecting significant cultural heritage within the city. For many years the cultural heritage significance of the King Street Heritage Area has been protected and the businesses within it have benefited.</p> <p>The State Heritage Office has indicated its support for the proposed provisions of the Policy.</p>

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	<p>this form of advertising is an appropriate visual cue with an economic function.</p> <p>31.5 Third party advertising can occur in capital cities without adverse impacts and allows businesses to generate revenue.</p> <p>Third party advertising forms a major part of many capital cities and intense urban environments in Australia and around the world. The multitude of businesses, uses and products that are available in capital cities allow third party advertising to occur seamlessly with other advertising with practically no adverse impacts on the surrounding environment or businesses. Individuals are not able to relate all signage to a particular tenancy or use in particularly diverse and intensely used areas.</p> <p>Third party advertising content also allows existing businesses and tenancies in the city to generate revenue in an appropriate manner.</p>	<p>31.5 Does Not Align</p> <p>Unless carefully managed, third party advertising within a locality can result in excessive and confusing signage. Unlike signage to identify local businesses or premises, third party advertising can be proposed in any location where there is appropriate exposure to passers-by. A proliferation of these advertisements can detract from the visual amenity of the city, from way-finding and from the advertising of city businesses together with their goods and services. This in turn can have a negative impact on people's experience and enjoyment of the city and importantly on the success of city businesses.</p> <p>When too many signs compete for the viewer's attention, this excessive or confusing messaging is considered to be 'visual clutter' and it is a general objective of the existing and proposed Policy to prevent visual clutter caused by the unnecessary proliferation of signs.</p> <p>Following a review of the precincts and the public realm within the city it was concluded that third party advertising would be best suited to the retail and entertainment focal points within the city. However a controlled approach in these areas was crucial to avoid them becoming dominant and excessive. For this reason they have been limited to</p>

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		<p>public spaces where they will complement and enhance the nature and vibrancy of the space and to existing buildings with large blank sections of wall.</p> <p>This approach was extended to public spaces within the Terraces Area (as indicated on Schedule 1) in recognition that some of these spaces have a significant retail and entertainment element. However it is especially important that any third party advertising is contained within the space as signage in this area should be principally for the purpose of numbering and naming building reflecting its role as the focus of business, finance, commerce and administration in the state.</p> <p>While large third party advertising signage is present in certain interstate and overseas city centres, this is not a valid reason for allowing a proliferation of this signage in Perth city. Different approaches to third party advertising are employed in cities interstate and overseas. In many cities large third party signage was first introduced some time ago and while some cities continue to allow the spread, many actively discourage it or allow it to concentrate in identified locations. The cities well-known for their third party advertising are those where it is concentrated in key locations such as Time Square in New York, Shibuya in Tokyo and Piccadilly Circus in London. The proposed Policy seeks to deliver an approach which suits Perth and enhances its unique character.</p> <p>It is important that there is a well-considered approach to third party signage rather than it spreading on an ad hoc</p>

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		basis. All signage should be appropriate to setting and help to create a better city with areas of distinct and unique character.
<p>Submission No. 32</p> <p>Brookfield</p> <p>Owner of 108, 123-137 and 235 St Georges Terrace and 11 Mounts Bay Road, Perth</p>	<p>32.1 Limitations on the number of signs at the top of buildings and their dimensions are not appropriate.</p> <p>Rather than incorporate limitations, objectives should be included within the Terraces Area to assist with the design and assessment of these signs.</p> <p>The height, width and location of buildings should be taken into consideration when determining the number of signs on a building. A building of fifty metres in width could easily accommodate two signs on one elevation. Some buildings have more than one major tenant and this needs to be taken into consideration. In many cases signage forms a key part of tenancy agreements and limitations would impact on tenancy negotiations.</p> <p>Perth's unique physical circumstances that direct the majority of sky signage to the south over the Swan River needs to be considered. Limiting south facing signage will have commercial implications.</p> <p>It is therefore requested that limitations on signage at the top of buildings be removed and location, height, width and architectural response be used to assess this signage within the Terraces Area.</p>	<p>32.1 Aligns - MODIFY</p> <p>The proposed Policy seeks to provide greater guidance on the design of roof and wall signs at the top of buildings.</p> <p>The Policy recognises that signage for the purpose of identifying the name of the building or its principal occupant is appropriate at the top of buildings and should be of a larger scale and design that contributes to the city's skyline during the day and night. Notwithstanding this, the Policy also requires signs to be compatible in scale and integrated with the architectural design of the building. This will ensure that the architectural character of the building remains dominant.</p> <p>For this reason the Policy proposes to:</p> <ul style="list-style-type: none"> • limit the number to one per elevation; • generally limit the vertical dimension to the equivalent of one tenth of the building height, but not more than the combined height of two typical floors of the building; • encourage their illumination in locations where this will add interest and vibrancy to the city's night skyline; • ensure that roof signs are designed in a manner which achieves a high degree of integration and compatibility

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		<p>with the form, materials, finishes and colours of the building to appear as if they were part of the original building or otherwise complement its architecture; and</p> <ul style="list-style-type: none"> • not allow third party advertising or on-premises advertising. <p>Guidelines for Appropriate Location and Scale of Signs on Buildings form Appendix 3 of the proposed Policy and provide a methodology to ensure that signs fit within the architecture of a building.</p> <p>Using these guidelines and reviewing examples of good signage at the top of buildings within the city and internationally it is considered that the Policy provisions are appropriate. However it is acknowledged that there may be special circumstances where the design and width of a building elevation may accommodate a second sign. This could be supported where the additional sign will not lead to visual clutter and will make a positive contribution to the city skyline</p> <p>It is therefore recommended that the proposed clauses be amended to reflect this as follows:</p> <p><i>'7.8(c) Only one roof sign or wall sign at the top of a building shall be permitted per building elevation, except where the local government is satisfied that a further sign would be compatible with the design and scale of the building, would not lead to visual clutter and would make a positive contribution to the city skyline.'</i></p>

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		<p>7.11(b) <i>Where a wall sign is proposed at the top of a building, except in accordance with clause 6.6(c)(i)(B),:</i></p> <ul style="list-style-type: none"> <i>i) it should have a maximum vertical dimension equal to one tenth of the building's height, but not more than the combined height of two typical floors of the building..</i> <i>ii) only one of these wall signs or one roof sign shall be permitted per elevation except where it can be satisfactorily demonstrated that a further sign would be compatible with the design and scale of the building, would not lead to visual clutter and would make a positive contribution to the city skyline.</i> <i>iii) it shall not display third party advertising or on-premises advertising content.</i> <p>(Note: clause 7.11(b) also incorporates amendments proposed in response to Submission No. 25 above. Do you amendments to other clauses it is renumbered to 7.12(b) in the final proposed Policy.)</p>
<p>Submission No. 33</p> <p>Outdoor Media Association (OMA)</p>	<p>33.1 Third party advertising should not be limited to public spaces where it is orientated only for viewing within that space.</p> <p>The OMA is concerned about the level of restrictions placed on the positioning/orientation of third party advertising signs. In particular the intention to limit the location of third party advertising to public spaces where it orientated only for</p>	<p>33.1 Does Not Align</p> <p>While there is increasing pressure from advertising companies to permit further third party advertising in the city, it is important that this type of advertising is carefully managed.</p>

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	<p>viewing within that space is questioned. It is assumed that this is proposed due to concerns regarding distraction of road users.</p> <p>The OMA has undertaken research about driver behaviour around advertising signs. In summary the research has found that driver attention is not unreasonably diverted away from the road if roadside advertising is present.</p>	<p>Unlike signage to identify local businesses or premises, third party advertising can be proposed in any location where there is appropriate exposure to passers-by. These advertisements can detract from the visual amenity of the city, from way-finding and from the advertising of city businesses together with their goods and services. This in turn can have a negative impact on people's experience and enjoyment of the city and importantly on the success of city businesses.</p> <p>When too many signs compete for the viewer's attention, this excessive or confusing messaging is considered to be 'visual clutter' and it is a general objective of the existing and proposed Policy to prevent visual clutter caused by the unnecessary proliferation of signs.</p> <p>Safety issues relating to the distraction of road users are more relevant to animated and variable content on signs. In this regard the proposed Policy draws from the recommendations of the Main Roads WA and other relevant authorities.</p> <p>The Council has generally discouraged third party advertising on signs within the city, but the current Policy lacks sufficient detail in this area. The revised Policy will continue to limit third party advertising, but provide greater clarity on the locations and circumstances under which it may be considered.</p> <p>Following a review of the precincts and the public realm</p>

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		<p>within the city it was concluded that third party advertising would be best suited to the retail and entertainment focal points within the city. However a controlled approach in these areas was crucial to avoid them becoming dominant and excessive. For this reason they have been limited to public spaces where they will complement and enhance the nature and vibrancy of the space and to existing buildings with large blank sections of wall.</p> <p>This approach was extended to public spaces within the Terraces Area (as indicated on Schedule 3) in recognition that some of these spaces have a significant retail and entertainment element. However it is especially important that any third party advertising is contained within the space as signage in this area should principally for the purpose of numbering and naming building reflecting its role as the focus of business, finance, commerce and administration in the state.</p> <p>The same approach will be applied to on-premises advertising although the need for greater flexibility for city businesses to advertise goods that they sell in their shop windows is recognised.</p> <p>Specifically the proposed Policy indicates that third party and on-premises advertising may be permitted on</p> <ul style="list-style-type: none"> signs within or facing a public space within the Entertainment Area, The Terraces Area, the Retail Core Area or the Town Centre Areas (as indicated on Schedule 1) where oriented for viewing within the

SUBMISSION	SUMMARY OF COMMENTS	CITY OF PERTH RESPONSE (Proposed modifications are indicated in red)
	<p>33.2 The Amendment should make provision for third party advertising on public infrastructure.</p> <p>Advertising companies fund public infrastructure (e.g. bus shelters, waste bins, bicycle stations and kiosks) within cities at no cost to the local government on the basis that third party advertising will be displayed on this infrastructure. The Amendment should make provision for this type of advertising which is predominantly adjacent to roadways.</p>	<p>space and where consistent with the nature of the public space.</p> <ul style="list-style-type: none"> wall signs on buildings within the Entertainment Area, the Retail Core Area or the Town Centre Areas (as indicated on Schedule 1) where the building was approved prior to June 2014 and has a large section of blank wall which would be enhanced by its addition. window signs in the case of on-premises advertising content only. <p>In addition to the locations above the Policy proposes that third party advertising be permitted on a temporary basis hoarding signs during construction or redevelopment of a site where the hoarding will also incorporate an image that will enhance the appearance of the site for the duration of the works.</p> <p>33.2 Aligns - MODIFY</p> <p>As indicated, the proposed Policy limits where third party and on-premises advertising content may be permitted within the city. It also limits the location of animated and variable content within the city, with only small signs (< 2m² sign face) permitted facing the street at ground floor level. These signs, much like television screens, would be directed at pedestrians and because of their small size would not cause a safety issue for road users.</p>

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		<p>As noted by the OMA, for some time third party advertising has been provided on street furniture within road reserves in the metropolitan area (e.g. bus shelters, telephone booths, public seating). In certain city streets this advertising is also variable content. In some instances the furniture is funded by the advertiser in return for use of the advertising space.</p> <p>It is important that funding and financial incentives are not part of the decision making process for signage, or development generally, as this would set a dangerous and inequitable precedent which would conflict with the principles of orderly and proper planning. It is also important that the same objectives, principles and provisions apply to the City and other public authorities as to the public.</p> <p>Given the objectives and principles of the proposed Policy, there may be streets within the city where a limited number of small signs on street furniture with third party advertising could make a positive contribution to the streetscape. These are likely to be localities with high levels of activity such as the retail and entertainment focal points of the city. However this signage would need to be well considered as part of a coordinated approach to street furniture in the locality rather than installed on an ad hoc basis. The signs should be small in size ($\leq 2\text{m}^2$), limited in number, appropriately located and appropriately integrated with the design of the infrastructure to ensure that it will enhance the city environment without leading to visual clutter.</p> <p>Given the small size of the signs, variable content with</p>

SUBMISSION	SUMMARY OF COMMENTS	CITY OF PERTH RESPONSE (Proposed modifications are indicated in red)
		<p>appropriate conditions is unlikely to create safety issues for road users, but this would need to be carefully assessed and animated content would not be appropriate.</p> <p>On this basis it is recommended that the following definition and clauses be added to the proposed Policy:</p> <p><i>'Street Furniture Sign means a sign attached to or forming part of street furniture (such as bus shelters, telephone booths or public seating) within a road reserve or other public land, but does not include an alfresco dining sign within an area licensed for alfresco dining.'</i></p> <p>6.6(c)(i) <i>Third party advertising or on-premises advertising content shall only be considered for development approval on:</i></p> <p>A)...</p> <p>B)...</p> <p>C) <i>a street furniture sign where it is part of a coordinated approach to the design and installation of street furniture in the locality and where the number of street furniture signs in the locality are limited, it will make a positive contribution to the amenity, safety and character of the street, and is integral with and subordinate to the design and function of the street furniture with a maximum sign face area of ≤2m²,</i></p> <p>(Renumber the subsequent clauses accordingly.)</p> <p>6.8 <i>Animated and Variable Content</i></p> <p>a) <i>Animated or variable content shall only be considered for</i></p>

SUBMISSION	SUMMARY OF COMMENTS	CITY OF PERTH RESPONSE (Proposed modifications are indicated in red)
	<p>33.3 The requirement for third party advertising content to relate to products, services or events within the City is not supported.</p> <p>Advertising content is regulated through the Australian Standards Bureau. The Bureau administers a general code of ethics for advertising developed by the Australian Association of National Advertisers as well as specific codes for marketing.</p> <p>The Amendment indicates a Signage Management Plan may be required as part of a development application and it should identify the operational and content management of third party advertising. This is an impractical measure given the immediacy of third party advertising and it conflicts with</p>	<p><i>development approval on a small sign ($\leq 2m^2$ sign face) where it is :</i></p> <ul style="list-style-type: none"> <i>i) at the ground floor level or pedestrian level of a building.</i> <i>ii) a ground based sign located in a public space.</i> <i>iii) in the case of variable content, a street furniture sign where it is part of a coordinated approach to the design and installation of street furniture in the locality and where the number of street furniture signs are limited, will make a positive contribution to the amenity, safety and character of the street, and is integral with and subordinate to the design and function of the street furniture.</i> <i>iv) not located within or adjacent to a Residential Area or Civic and Parks Area (as identified in Figure 2).</i> <p>33.3 Does Not Align – MODIFY TO CLARIFY</p> <p>Clause 6.6(iv) of the proposed Policy requires that <i>‘third party advertising content shall be related to products, services or events available within the local government boundaries.’</i></p> <p>The intent of this clause is to ensure third party advertising content does not relate to products, services or events which undermine the city’s role as the primary retail, commercial and cultural centre of the metropolitan area and state.</p>

SUBMISSION	SUMMARY OF COMMENTS	CITY OF PERTH RESPONSE (Proposed modifications are indicated in red)
	<p>the role of the Australian Standards Bureau.</p> <p>33.4 The provision allowing the local government to limit the intensity of illumination is not supported.</p> <p>The OMA acknowledges that a Lighting Impact Assessment may be required to be submitted as part of a development for illuminated signs.</p> <p>The OMA does not support the clause which states that the local government may limit the intensity of illumination of a sign. The mechanics of this have not been well considered. If the sign is operating at approved levels it should not be the responsibility of the Council to dim it.</p> <p>The OMA has developed best practice luminance levels for</p>	<p>Requirements relating to sign content such as this should appropriately be indicated within the Policy. A signage management plan would then be lodged as part of a development application to identify how the applicant proposes to comply with these requirements. It would address operational and content management, maintenance and complaints handling arrangements.</p> <p>It is therefore considered that while the intent of the clause is appropriate, its wording should be modified to clarify this as follows:</p> <p><i>'6.6(c)(iv) Third party advertising content shall not undermine the role of the city as the primary retail, commercial and cultural centre of the metropolitan area and/or state.'</i></p> <p>33.4 Does Not Align – MODIFY TO CLARIFY</p> <p>Clause 6.7(f) of the proposed Policy states that 'the local government may limit the hours, intensity, spill and/or field of view of illumination of a sign where considered appropriate.'</p> <p>These elements of illumination would be limited by imposing suitable conditions at the time of development approval which the applicant would then need to comply with for the life of the sign. It is not intended that the City would be involved in ongoing assessments and variations to lighting intensity.</p>

SUBMISSION	SUMMARY OF COMMENTS	CITY OF PERTH RESPONSE (Proposed modifications are indicated in red)
	<p>the City's consideration.</p> <p>33.5 A 6 to 8 second display time for variable content advertisements is advocated.</p> <p>The OMA supports instantaneous transition for variable content signage and advocates for 6 to 8 second display time for advertisements although notes that most Australian authorities have a minimum 10 to 25 second display time.</p>	<p>To provide additional clarity in relation to this clause as well as flexibility it is proposed that it be amended as follows</p> <p>6.7(f) <i>When granting development approval to an illuminated sign the local government may limit the hours, intensity (luminance levels), spill, field of view and/or any other elements of illumination considered appropriate.</i></p> <p>33.5 Does Not Align –MODIFY TO CLARIFY</p> <p>The proposed Policy indicates that where variable content on large signs will be visible by road users, display and transition times should comply with standards specified by the State Government transport authority or any other standard considered relevant.</p> <p>Technology used to display animated and variable content on signs is developing rapidly. Similarly standards applicable to this type of content are changing, complex and vary between authorities. Rather than specify standards such as display times, the proposed Policy references standards specified by others with expertise in this area. In this way a Policy Amendment would not be required when standards change.</p> <p>To date the City has generally adopted the Main Roads WA guidelines, as the relevant transport authority in Western Australia. These have recently been revised and recommended display times for variable content now range</p>

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	<p>33.6 The limitation on signage incorporating real time communication with pedestrians is not supported.</p> <p>The OMA does not support the proposed clause which limits technology which allows advertisers to communicate with pedestrians. While limitations on this type of interaction with road users are understood, it is considered that the restriction should not be extended to pedestrians.</p>	<p>between 20 and 45 seconds depending on the speed limit on the adjoining road. This is significantly longer than the 6 to 8 seconds advocated by the OMA. It is also longer than the 10 to 25 seconds recommended as part of the Draft NSW Transport Corridor Outdoor Advertising and Signage Guidelines.</p> <p>The Policy allows for the City to apply standards that it considers are appropriate, acknowledging that they may change over time. While the City would not be precluded from using alternative standards, it is important that standards are consistently applied across the metropolitan area.</p> <p>A minor modification to the wording of sub-clause 6.8(c)(i)(2) is proposed for clarity as follows:</p> <p><i>'.. it has a specified duration of display and transition time between display that comply with standards specified by the State Government transport authority or another authority considered appropriate by the local authority.'</i></p> <p>33.6 Aligns – MODIFY</p> <p>The proposed Policy incorporates a provision which states that where variable content on large signs can be viewed by passing road users it should <i>'not have technology or mechanisms that facilitate real time communication with road-users or pedestrians. This includes any interaction, transmission or receipt of data, telecommunication, internet</i></p>

SUBMISSION	SUMMARY OF COMMENTS	CITY OF PERTH RESPONSE (Proposed modifications are indicated in red)
		<p><i>or radio signal.'</i></p> <p>This is to ensure that road users are not distracted and to avoid nuisance to the public and building occupants generally.</p> <p>It is understood from discussion with the OMA, that technology exists and is developing which allows advertisers/businesses to offer optional communications with pedestrians. This technology may be desirable to some pedestrians and appropriate within the city.</p> <p>It is therefore recommended that the Policy be amended to reflect this. It is also recommended that it apply to all signage rather than just large variable content signs. This includes deletion of sub-clause 6.8(c)(i)(B)(5), inclusion of the following sub-clause under 6.3 Safety and renumbering of the subsequent sub-clauses as required:</p> <p>6.3 Safety</p> <p><i>To ensure the safety of the public, signs shall:</i></p> <p>...</p> <p>g) <i>not have technology or mechanisms that facilitate real time communication with pedestrians, unless it is voluntary, or with road-users. (This is also to ensure the amenity of the public and building occupants.) This includes any interaction, transmission or receipt of data, telecommunication, internet or radio signal; and'</i> (renumber following sub-clause accordingly.)</p>

SUBMISSION	SUMMARY OF COMMENTS	CITY OF PERTH RESPONSE (Proposed modifications are indicated in red)
	<p>33.7 A Model Advertising Device Code is provided to assist the preparation of signs policies.</p> <p>A Model Advertising Device Code has been developed by the OMA for Councils to use when preparing advertising sign policies.</p>	<p>33.7 Noted</p> <p>A number of the provisions proposed in the Code developed by the OMA are consistent with those in the proposed Policy.</p>
<p>Submission No. 34</p> <p>Metropolitan Redevelopment Authority (MRA)</p>	<p>34.1 No objections to the proposed revisions to the Policy.</p> <p>The proposed Policy is consistent with the overall intent of the MRA's Development Policy 6 – Signage, despite differing from the MRA's performance based approach. Accordingly no objections are raised.</p> <p>34.2 Suggest that the Amendment reference the MRA Areas and the requirement for development approval from the MRA for all signage in these areas.</p> <p>It is suggested that under the Place Specific Requirements of the proposed Policy a section be included which references the MRA Areas and that all signage within this area requires development approval unless exempted under the Central Perth Redevelopment Scheme. It is considered that this detail is appropriate in planning policy.</p>	<p>34.1 Noted</p> <p>34.2 Does Not Align</p> <p>CPS2 and its planning policies do not apply to the MRA Areas. The Scheme Map indicates the areas which fall within the CPS2 Scheme Area and the MRA Areas are clearly excluded. Figure 2 in the proposed Policy also indicates the CPS2 Scheme Area and the MRA Areas. It is not appropriate to provide further detail on this in the CPS2 planning policies.</p>
<p>Submission No. 35</p> <p>State Heritage Office (SHO)</p>	<p>35.1 The proposed Policy is comprehensive with appropriate provisions for signs on places on a Heritage List or within a Heritage Area.</p>	<p>35.1 Noted</p>

SUBMISSION	SUMMARY OF COMMENTS	CITY OF PERTH RESPONSE (Proposed modifications are indicated in red)
	<p>The proposed Policy is a comprehensive document that includes appropriate provisions for heritage places within the CPS2 Scheme Area, including in particular Section 8 – Signs on Places on the Heritage List or within Heritage Areas.</p> <p>35.2 A reference to the Signs Policy should be provided in the Precinct Plans, Policies and Design Guidelines.</p> <p>The proposed Policy is intended to provide a single reference point in the CPS2 and changes to the Precinct Plans, Planning Policies and Design Guidelines are proposed to facilitate a consistent approach. It is recommended that a reference to the Signs Policy be substituted for the deleted text so that it is clear signage is a consideration.</p> <p>35.3 The requirement for signage strategies is supported.</p> <p>The requirement for a signage strategy to be submitted where there are multiple tenants is a positive aspect of the Amendment.</p> <p>35.4. The Heritage of Western Australia Amendment Regulations 2012 exclude certain signage from requiring approval.</p> <p><i>The Heritage Act of Western Australia Amendment Regulations 2012 state that certain types of signage are excluded from the definition of development under The</i></p>	<p>35.2 Aligns – MODIFICATION NOT REQUIRED</p> <p>The Precinct Plans indicate the need to refer to the Planning Policies contained within the Policy Manual. Specific reference to the Signs Policy would not be appropriate.</p> <p>The Signs Policy is referenced in the Planning Policies and Design Guidelines where appropriate.</p> <p>35.3 Noted</p> <p>35.4 Noted</p> <p>This is noted. CPS2 and associated Policies are made in accordance with the Planning and Development Act 2005 and development is defined under that Act. Whilst it is</p>

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	<i>Heritage of Western Australia Act 1990.</i> These types of signs on places on the State Register of Heritage Places do not require referral to the SHO.	proposed that a note be included in the Signs Policy referencing the need for approval or recommendations from other authorities in certain instances, specific detailed information on legislation or requirements applicable to other authorities is not appropriate.

Site Specific Submissions

(indicated on map)

Submissions	2, 3, 4,6,7,8,9,10, 11, 12,13, 15, 18, 19, 20, 22, 23, 24, 25, 26.	251 Adelaide Terrace, Perth
Submission	30	50 Railway Street, West Perth
Submission	31	146-152 Barrack Street, Perth
Submission	32	108 St Georges Terrace, Perth 123- 137 St Georges Terrace, Perth 11 Mounts Bay Road, Perth 235 St Georges Terrace, Perth

Government Agencies and

Interest Groups (not indicated on map)

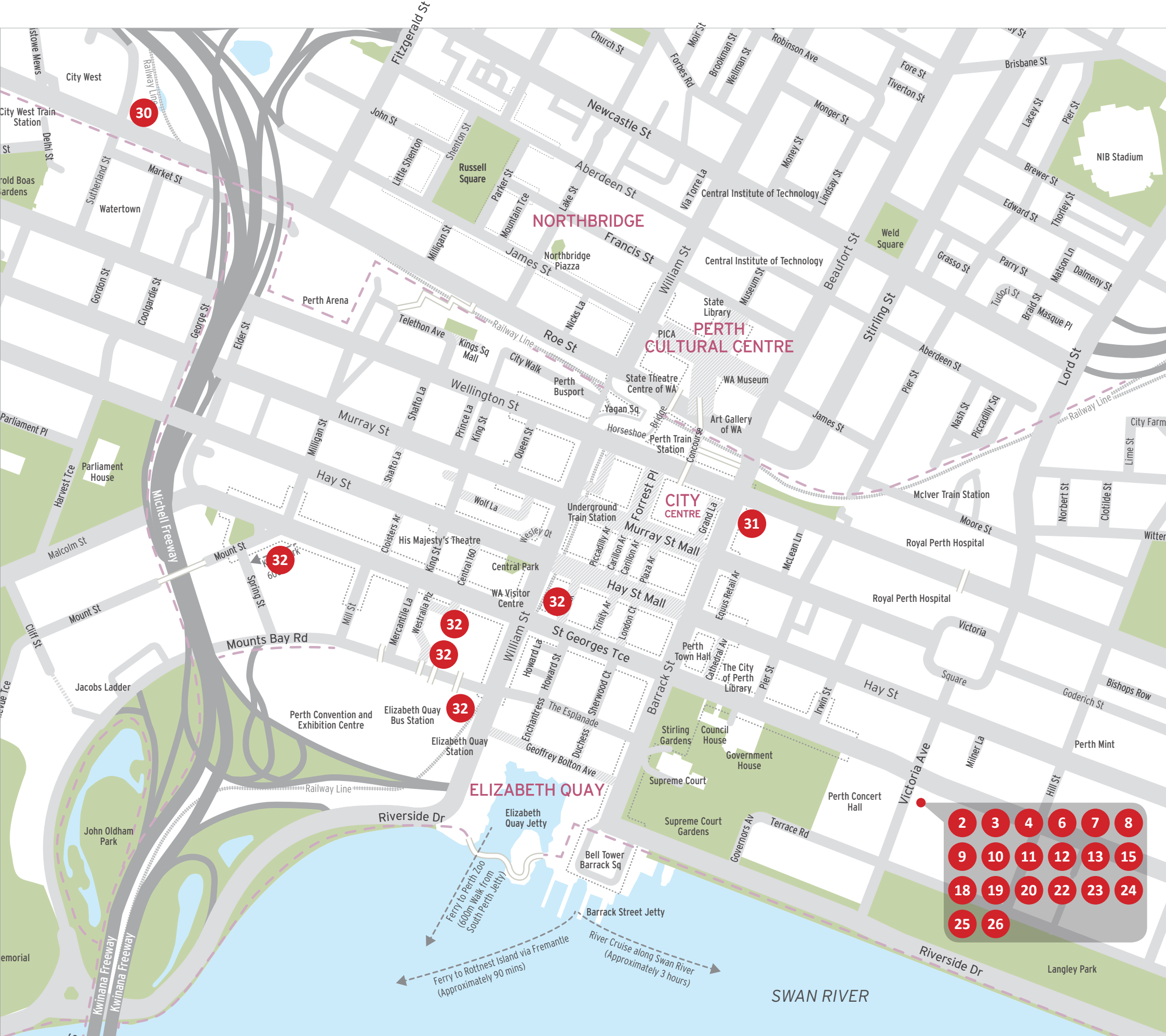
Submission	1	Department of Transport
Submission	5	Tourism WA
Submission	16	Department of Parks and Wildlife
Submission	21	Australian Institute of Architects
Submission	27	Property Council of Australia
Submission	28	Main Road WA
Submission	34	Metropolitan Redevelopment Authority
Submission	35	State Heritage Office

Advertising Agencies and

Associations (not indicated on map)

Submission	14	Chaos Outdoor Media
Submission	29	Urbis on behalf of APN Outdoor Pty Ltd
Submission	33	Outdoor Media Association

Submissions Received





Planning Policy Manual – Part 1

Section 4.6

Signs

Note: The words highlighted in red are modifications made following initiation and public consultation.



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1.0 INTENT

Signage plays an important role in way-finding and identifying and promoting businesses and buildings within the city. It can have a significant impact on the visual quality of the urban environment and on amenity and safety.

The local government has a responsibility to the wider community to ensure that the impacts of signage are properly assessed and managed. This Policy seeks to enable signage which is well designed and positioned, innovative, responds to its setting and makes a positive contribution to the public realm and the visual appeal of the city without adversely affecting amenity and safety.

Applicants are required to consider signage as an integral part of the design of developments, to adopt a co-ordinated approach to signage over sites and to rationalise existing signage where possible.

2.0 APPLICATION

This Policy applies to the whole of the Scheme Area. All signs in Use Areas or on reserved land within the Scheme Area require development approval unless exempt under City Planning Scheme No. 2 and the Deemed Provisions. Details of exempt signs are contained in Appendix 2 of the Policy.

NOTE: 1. Refer to Schedule 8 of City Planning Scheme No. 2 and clause 61 of the Deemed Provisions.

2. In certain locations and on certain sites within the Scheme Area, State Government legislation requires that signs be approved by, or referred to, other agencies including:

- The Heritage Council of Western Australia;
- Department of Planning /Western Australian Planning Commission;
- Department of Parks and Wildlife;
- Department of Transport;
- Main Roads WA.

3.0 OPERATION

All signs and all sign content will be assessed against the objectives, principles and general provisions of this Policy.

Additional provisions also apply to:

- certain sign types;
- signs on places on the Heritage List or within Heritage Areas; and
- signs in areas with place specific requirements.

Definitions are contained in Appendix 1 of the Policy. A number of the defined sign types are also illustrated in Figure 1.

Some signs may fall under more than one sign definition. For example, a real estate sign could also be a wall sign, a window sign or a tethered sign, etc. Where more than one definition is applicable, the provisions specified for all of the relevant sign types should be addressed.



Figure 1 - Illustration of Various Sign Types.

NOTE: 1. This figure illustrates different sign types and not necessarily the appropriate number, design or scale. Some sign types are not permitted, including sky signs, and above awning and portable signs where located over or within the road reserve.



4.0 OBJECTIVES

- To ensure that signs within the city:
 - achieve a high level of design quality and are comprised of durable materials;
 - are located and designed in a coordinated manner across a site in a way that responds to and complements the architecture of the building to which they are attached, and where applicable the cultural heritage significance of that building or an adjacent building;
 - respect and make a positive contribution to the streetscape, the locality, and where applicable the city skyline;
 - are clear and efficient in communicating to the public and do not lead to visual clutter on and around buildings and within streetscapes and localities; and
 - do not adversely affect the amenity of occupants or users of buildings and public spaces or the safety of road users and the public generally.
- To encourage the rationalisation of existing signs within the city in a manner that is consistent with the objectives above.

NOTE: 1. For the purpose of this policy, road users includes motorists, cyclists and pedestrians.

5.0 GENERAL PRINCIPLES

This section contains principles that are applicable to all signs.

- a) Signs should be constructed of durable materials. Their design should be simple and efficient. Innovative design that is appropriate to the building and the setting is encouraged.
- b) The size and location of signs on premises should be appropriate for their intended audience.
- c) Signs should be compatible in scale and integrated with the architectural design of the building on which they are erected or adjacent to, having regard to the form, materials, finishes, colours and fenestration of the building/s. Architectural features of a building should not be obscured and daylight into and reasonable vision into and out of buildings should be maintained.
- d) Signs should not obstruct important view corridors or dominate the skyline.
- e) Signs on or adjacent to a place on the Heritage List or within a Heritage Area shall be designed and located to respect the cultural heritage significance of the place or Area.
- f) Signs should provide a legible and clear message. Signs that assist in way finding, such as those displaying street number and building names, are encouraged.
- g) Signs on or adjacent to a building should generally be for the purpose of the identification / naming of the building, or the occupants or activities carried on within the building.
- h) Third party advertising sign content shall only be permitted in limited locations within the city and where it is demonstrated that it will enhance and not adversely affect the visual quality, amenity, vibrancy and safety within the city.
- i) The rationalisation of existing signage including the removal of signs that are redundant, contributing to visual clutter and/or generally inconsistent with this Policy will be required along with the repair of deteriorated signs where appropriate.



- j) Signs that will present a hazard or obstruction on the footpath, block road users' views or are not well secured will not be approved. Signs with messages, illumination or noise that is likely to cause a distraction to road users or discomfort or loss of amenity generally for occupants of buildings or the public will also not be approved.

6.0 GENERAL PROVISIONS

This section contains provisions that are applicable to all signs.

6.1 Signage Strategy

Where a new building, substantial changes to an existing building or signage on a place on the Heritage List are proposed and there will be/are multiple tenants a Signage Strategy should be submitted for approval by the local government. The approved Signage Strategy will be used to guide the appropriate introduction of new signs on premises with all signs required to be consistent with an approved Strategy where one exists.

NOTE: 1. *The Applications Policy provides details on the content of a Signage Strategy.*

6.2 Appropriate Location and Scale of Signage on Buildings

Signage for the purposes of identifying tenancy business names and business details and building addresses should be predominantly located at the ground floor or pedestrian level of a building and to a lesser extent at the first floor level and should be relatively small in size given its immediate proximity to the those intended to view it. Signage for the purpose of identifying the name of the building or its principal occupants is appropriate at the top of buildings and should be of a larger scale and design that contributes to the city's skyline during the day and night. 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.

Appendix 3 provides guidance on identifying the appropriate location and scale of signs on buildings.

6.3 Safety

To ensure the safety of the public, signs shall:

- a) be adequately installed and secured;
- b) have a minimum clear headway of 2750mm where they project over a pedestrian thoroughfare on public or private land by more than 50mm, unless otherwise approved by the local government;
- c) have a minimum clear headway of 4500mm where they project over a vehicular thoroughfare on public or private land by more than 50mm, unless otherwise approved by the local government;
- d) be a minimum distance of 600mm from the outer edge of a street kerb where they project over a footpath on public land at a height of less than 4500mm;
- e) not cause a potential distraction to road users or obscure road users' views of vehicles, pedestrians or potentially hazardous road features;
- f) not cause confusion with, or reduce the effectiveness of traffic control devices;



- g) not have technology or mechanisms that facilitate real time communication with pedestrians, unless it is voluntary, or with road users generally. (This is also to ensure the amenity of the public and building occupants.) This includes any interaction, transmission or receipt of data, telecommunication, internet or radio signal; and
- h) not obstruct safe and convenient pedestrian movement.

6.4 Environmental Amenity

- a) Signs should not contain reflective materials or finishes unless the reflective area is small and will not adversely affect amenity or safety within the public realm or nearby buildings.
- b) Signs should not incorporate sound or vibration, unless it is considered compatible with the amenity and the intended character of the locality.

6.5 Construction and Maintenance

- a) All supporting structures shall form an integral part of the design of the sign.
- b) All cabling and conduits for signage shall be concealed from view except in the case of a place on the Heritage List where this would conflict with clause 8.2(f).
- c) Consideration is required 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.
- d) Signs that are made of fabric or another non-durable material may only be granted temporary development approval for a maximum period of three years.
- e) The local government may require the repair of a sign where it has deteriorated to a point that is in conflict with the aims of City Planning Scheme No. 2 and this Policy.

NOTE: 1. Refer to clause 80 of the Deemed Provisions.

- f) When granting development approval for new signage the local government may require that any redundant or dilapidated signage on the premises is removed and the affected fabric of the building is made good. This includes sign structures that are no longer displaying content, or are displaying content that no longer relates to the building name or the occupants or activities carried out at the premises.

6.6 Sign Content

- a) Sign content shall generally comprise street numbering, the building name, the names and/or logos of the occupants of the premises or details of the businesses or activities carried out at the premises.
- b) **Offensive content** shall not be permitted on any sign.
- c) **Third Party Advertising or On-Premises Advertising Content**
 - i) Third party advertising or on-premises advertising content shall only be considered for development approval on:
 - A) a sign facing or in a public space within the Entertainment Area, the Retail Core Area, a Town Centre Area or The Terraces Area (as identified in Figure 2) where the sign is oriented for viewing within the space and not from adjacent streets;



- B) a wall sign on a building within the Entertainment Area, Retail Core Area or Town Centre Area (as identified in Figure 2) where the subject building has a valid development approval granted prior to June 2014 and the wall sign is proposed to be installed upon a large section of blank wall that would be enhanced by its addition. The wall sign should comply with the provisions under clause 7.12(d), but not 7.12(b);
 - C) a street furniture sign where it is part of a coordinated approach to the design and installation of street furniture in the locality and where the number of street furniture signs are limited; it will make a positive contribution to the amenity, safety and character of the street; and is integral with and subordinate to the design and function of the street furniture with a maximum sign face area of $\leq 2\text{m}^2$;
 - D) a hoarding sign that is not located within a Residential Area or Civic and Parks Area (as identified in Figure 2) and complies with clause 7.3(d); and/or
 - E) a window sign in the case of on-premises advertising content only.
- ii) Third party advertising or on-premises advertising content shall only be considered for development approval on a sign facing or in a public space in accordance with (i)(A) above where the local government is satisfied that it:
 - A) is compatible with the desired character of the public space;
 - B) will enhance the visual quality of the public space; and
 - C) will increase the use and vibrancy of the public space, particularly at night.
 - iii) Third party advertising or on-premises advertising content on a sign will not be permitted on a place on the Heritage List or within a Heritage Area except in accordance with clause 8.2(m).
 - iv) Third party advertising content shall not undermine the role of the city as the primary retail, commercial and cultural centre of the metropolitan area and/or state.
 - v) A Signage Management Plan shall be submitted as part of a development application for a sign with third party advertising content.



NOTE: 1. The Applications Policy provides details on the contents of a Signage Management Plan.

6.7 Illumination of Signs

- a) The illumination of signs must not cause an annoyance to the public or have an adverse effect on the amenity of occupants of nearby buildings.

- b) The illumination of signs must comply with relevant Australian Standards (including AS 4282-1997) and any other relevant standards and guidelines (e.g. maximum luminance levels) considered appropriate by the local government.
- c) Flashing, pulsating or flickering lights shall not be permitted except in accordance with sub-clauses (a) and (b) and clause 6.8.
- d) Where external illumination is permitted it shall be down lighting focussed directly on the sign. The escape of light beyond a sign is to be prevented or limited. The up-lighting of signs shall generally not be permitted.
- e) A Lighting Impact Assessment may be required to be submitted as part of a development application for illuminated signs.

NOTE: 1. The Applications Policy provides details on the contents of a Lighting Impact Assessment.

- f) When granting development approval to an illuminated sign the local government may limit the hours, intensity (luminance levels), spill, field of view and/or any other elements of illumination considered appropriate.

6.8 ANIMATED AND VARIABLE CONTENT

- a) Animated or variable content shall only be considered for development approval on a small sign ($\leq 2\text{m}^2$ sign face) not located within or adjacent to a Residential Area or Civic and Parks Area (as identified in Figure 2) and where it is:
 - i) at the ground floor level or pedestrian level of a building;
 - ii) a ground based sign located in a public space; and/or
 - iii) in the case of variable content, a street furniture sign where it is part of a coordinated approach to the design and installation of street furniture in the locality and where the number of street furniture signs are limited; will make a positive contribution to the amenity, safety and character of the street; and is integral with and subordinate to the design and function of the street furniture.
- b) Animated content on a large sign ($> 2\text{m}^2$ sign face) shall only be considered for development approval:
 - i) facing or in a public space within the Entertainment Area, the Retail Core Area or The Terraces Area (as identified in Figure 2) and where:
 - A) the viewing area is designed and intended for pedestrians to linger for an extended period of time; and
 - B) the sign is oriented for viewing within the public space and not from adjacent streets and is not directly visible to road users; and/or





- ii) where the large sign is a roof sign or wall sign at the top of a building which is greater than 29 metres in height and is not within a Landscaped Mixed Use Area, Residential Area or Civic and Parks Area (as identified in Figure 2).
- c) Variable content on a large sign (>2m² sign face) shall only be considered for development approval:
 - i) facing or in a public space within the Entertainment Area, the Retail Core Area or The Terraces Area (as identified in Figure 2) and where:
 - A) the viewing area is designed and intended for pedestrians to linger for an extended period of time; and
 - B) the sign is oriented for viewing within the public space and not from adjacent streets and can only be viewed by road users if:
 - 1. it has content that is completely static without any motion, animation or special effects for the duration of its display;
 - 2. it has a specified duration of display and a transition time between display that comply with standards specified by the State Government transport authority or another authority considered appropriate by the local government;
 - 3. each display comprises no more than 20% of its area as text and the text is large scale so that it can be easily and quickly read by road users; and
 - 4. it does not include any content that could be perceived to be providing public safety instructions to road users.
 - ii) where the large sign is a roof sign or wall sign at the top of a building which is greater than 29 metres in height and is not within a Landscaped Mixed Use Area, Residential Area or Civic and Parks Area.
- d) Animated or variable content on a large sign facing or in a public space shall only be considered for development approval where the local government is satisfied that it:
 - i) is compatible with the desired character of the public space;
 - ii) will enhance the visual quality of the public space; and
 - iii) will make a positive contribution to the public space and its activation, particularly at night.
- e) Animated or variable content on a large sign at the top of a building shall only be considered for development approval if the local government is satisfied that it will:
 - i) add interest and vibrancy to the city's night skyline; and
 - ii) not adversely affect the amenity of occupants of nearby buildings or impact on the safety of road users.

- f) Animated or variable content on a sign shall not be permitted on or adjacent to a place on the Heritage List or with in a Heritage Area except where in accordance with clause 8.2(o) and (p).
- g) Large signs with animated or variable content shall have a default setting that will display an **dark, blank screen /sign face (except during repair)** if a malfunction occurs.
- h) A Traffic Impact Assessment, Lighting Impact Assessment and/or Sign Management Plan may be required to be submitted as part of a development application for a large sign with animated or variable content.

NOTE: 1. The Applications Policy provides details on the contents of these reports.

6.9 Renewable Energy Sources

- a) The use of renewable energy to power illuminated signs, including those with animated or variable content, is encouraged.

7.0 PROVISIONS FOR SPECIFIC SIGN TYPES

This section contains additional provisions that are applicable to specific sign types.

7.1 Above Awning Signs

- a) Above awning signs that are located within/over a road reserve are not permitted.

7.2 Billpostings

- a) Billpostings are not permitted.

7.3 Hoarding Signs

- a) Where a hoarding sign is proposed to be attached to a temporary structure within a road reserve the temporary structure must have a valid licence or permit issued by the local government.
- b) The temporary structure that a hoarding sign is attached to must be directly associated with a building or land during construction, renovation, restoration or demolition and not erected specifically for the purposes of displaying signage.
- c) Hoarding signs that enhance the appearance of a site and the adjacent streetscape during



construction, renovation, restoration or demolition are encouraged.

- d) A hoarding sign may be permitted to display third party advertising content where:
- i) it is not located within a Residential Area or Civic and Parks Area (Figure 2);
 - ii) the temporary structure that it is attached to will cover a large proportion of the building being constructed, renovated or restored and incorporate an image or artwork designed to improve the visual appearance of the site. The image or artwork
 - iii) should be a 1:1 scale representation of the existing or proposed building or other similar artwork as approved by the local government;
 - iv) the third party advertising content and the image or artwork will be high quality;
 - v) only one hoarding sign with third party advertising content is proposed per street frontage of the site.



7.4 Portable Signs

- a) Portable signs are not permitted within road reserves or other public reserves except where they are:
- i) to direct attention to a dwelling that is for sale and are only in place during the hours of a home open for this dwelling; or
 - ii) community information signs for a function, exhibition, meeting, display, event or activity that has been granted any required local government approvals, inclusive of the sign/s.

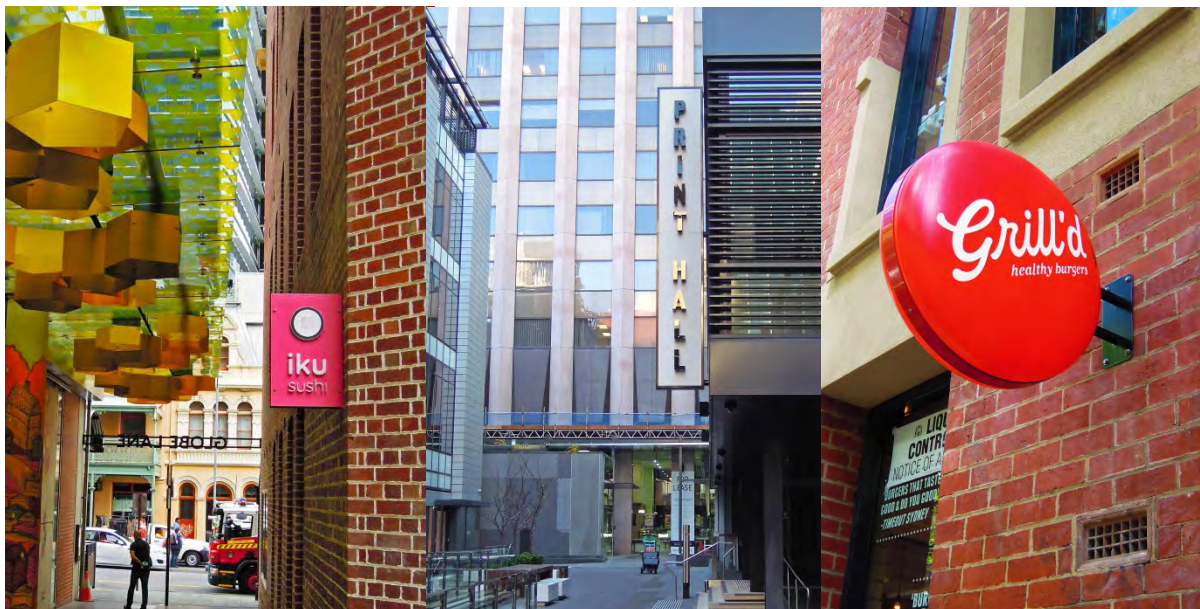
In all other cases they will only be considered for development approval where they are located wholly within private property.

7.5 Projected Image Signs

- a) An application for development approval for a projected image sign must relate to both the site where the devices used to project the image are to be located and the site to where the image is to be projected.
- b) The devices used to project the image should be limited in size and number and located to have minimal visual impact.
- c) Subject to sub-clause (b), projected image signs will be encouraged in locations where they will add interest and vibrancy to streetscapes and the city generally.

7.6 Projecting Signs

- a) Where a projecting sign has a horizontal orientation the horizontal dimension should be no more than twice the vertical dimension.



7.7 Real Estate Signs

- a) A real estate sign shall be erected or installed for a maximum period of 12 months or removed within 14 days of the completion of the sale, lease agreement, redevelopment or refurbishment of the site that it relates to, whichever is the lesser.

7.8 Roof Signs

- a) A roof sign must achieve a high degree of integration and compatibility with the form of the building that it is attached to. A roof sign should appear as if it is part of the original building, or otherwise match or complement its architecture, and not appear as an afterthought.
- b) A roof sign should have a maximum vertical dimension equal to one tenth of the building's height, but not more than the combined height of two typical floors of the building.
- c) Only one roof sign or one wall sign at the top of the building shall be permitted per building elevation, **except where the local government is satisfied that a further sign would be compatible with the design and scale of the building, would not lead to visual clutter and would make a positive contribution to the city skyline.**
- d) A roof sign shall not display third party advertising or on-premises advertising content.



- e) The illumination of roof signs on buildings will be encouraged in locations where it will add interest and vibrancy to the city’s night skyline and will not adversely affect the amenity of occupants of nearby buildings.



NOTE: 1. Roof signs are not permitted on places on the Heritage List or within a Heritage Area.

7.9 Sky Signs

- a) Sky signs are not permitted.

7.10 Tethered Signs

- a) Tethered signs, with the exception of flag poles displaying flags for community, diplomatic or cultural purposes, may only be granted temporary development approval for a maximum period of thirty days.
- b) Tethered signs are not permitted to display third party advertising content.

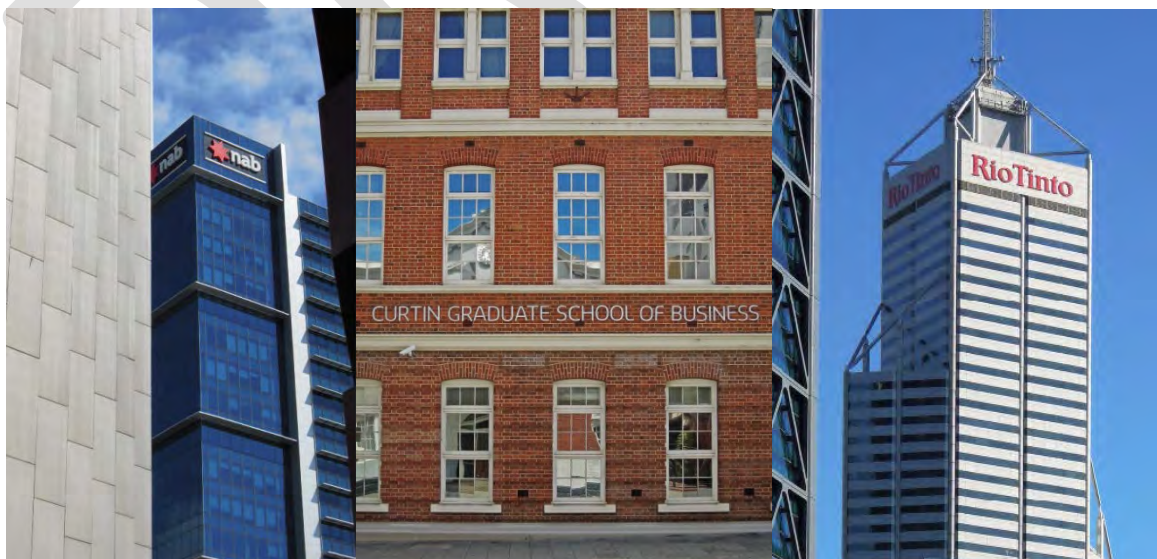
7.11 Wall Murals

- a) A wall mural 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.
- b) 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.
- c) A wall mural may generally only be granted temporary development approval for a maximum of five years.

7.12 Wall Signs

- a) Any part of a wall sign should not extend above the parapet or eaves of a building.
- b) Where a wall sign is proposed at the top of a building, except in accordance with clause 6.6(c)(i)(B),:

- i) it should have a maximum vertical dimension equal to one tenth of the building's height, but not more than the combined height of two typical floors of the building;
 - ii) only one of these wall signs at the top of a building or one roof sign shall be permitted per elevation, **except where it can be satisfactorily demonstrated that a further sign would be compatible with the design and scale of the building, would not lead to visual clutter and would make a positive contribution to the city skyline; and**
 - iii) it shall not display third party advertising or on-premises advertising content.
- c) The illumination of wall signs at the top of buildings will be encouraged in locations where it will add interest and vibrancy to the city's night skyline and will not adversely affect the amenity of occupants of **nearby** buildings.
- d) Where a wall sign with third party or on-premises advertising content is proposed in accordance with clause 6.6(c)(i)(B):
- i) it should have a maximum area of 25% of the wall area;
 - ii) it should not extend to the full height or width of the wall; and
 - iii) only one of these signs per elevation and two of these signs per building will be permitted.



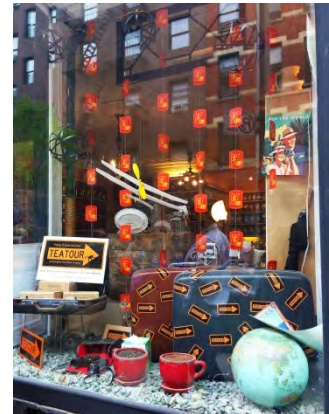
7.13 Window Signs

- a) Window signs should only occupy:

- i) a maximum of 10m²; or
- ii) a maximum of 25%

of the combined area of a tenancy's ground and first floor level windows which are visible from a street or a public area, whichever is the lesser.

- b) Window signs at ground and first floor levels of a building which are visible from a street or a public area should be designed and located to allow views into and out of and daylight into the window.
- c) Window signs which advertise a sale within a tenancy and vary from the provisions of subclauses (a) and (b) may be installed in the window of the tenancy for a maximum of four times per year for a maximum continuous period of 28 days.
- d) Window signs above first floor level are discouraged.
- e) Product displays in shop windows are preferred to signs.



8.0 SIGNS ON PLACES ON THE HERITAGE LIST OR WITHIN HERITAGE AREAS

8.1 Principles

This section applies to signs on places on the Heritage List or within a Heritage Area. This Policy should be read in conjunction with the Heritage Planning Policy and any specific Planning Policy for a Heritage Area, with those Policies taking precedence over this Policy.

The design and placement of signs on places on the Heritage List or within a Heritage Area requires careful consideration.

Signs shall be compatible with the place on the Heritage List and/or the Heritage Area without adversely affecting their important physical or visual qualities.

All signage will be considered in the context of the cultural heritage significance of the place on the Heritage List and/or the Heritage Area, as well as any Conservation Plans and historical documentation. Existing signage, including redundant signage, will also be taken into consideration when assessing new signage for places on the Heritage List or within a Heritage Area.

It is acknowledged that there may be ways other than those identified below, to achieve signage that is appropriate for places on the Heritage List or within a Heritage Area. Alternative methods may be approved where it is demonstrated that they will not adversely affect the cultural heritage significance of the place on the Heritage List or the Heritage Area.

8.2 Provisions

- a) Original and early signage (including remnants) that contributes to the cultural heritage significance of a place on the Heritage List or Heritage Area should be retained and conserved. The location of previous original and early signage should be considered for the placement of new signs.
- b) Restoration, reconstruction or conservation of non-complying signage may be acceptable provided the signage contributes to the cultural heritage significance of the place on the Heritage List or the Heritage Area and is supported by a clearly established historical precedent.





- c) Signs shall not visually dominate or detract from the architectural characteristics of a place on the Heritage List or a Heritage Area. Matters to be considered in this regard include the location, scale, size, materials, design and the cumulative effects of signage.
- d) Signs shall not visually obscure architectural features of a building or disrupt the design, proportioning or fenestration of a building façade, including the parapet and roof.
- e) Roof signs shall not be permitted on a place on the Heritage List or within a Heritage Area.
- f) Signs shall not physically damage existing fabric and should be easily removable. For example, existing fixing points should be used and signs should be attached to mortar rather than masonry.
- g) Signs shall not be painted on previously unpainted surfaces or over historical signage which contributes to the cultural heritage significance of the place on the Heritage List or the Heritage Area.
- h) Wall murals shall generally not be permitted on a place on the Heritage List or within a Heritage Area, unless painted on a side or rear elevation of a building that is already painted and it can be demonstrated that the wall mural will not have any adverse impact on the cultural heritage significance of the place or Area.
- i) Signs for basement and ground floor occupants should be located on the façade at ground floor level or attached to the front or underside of the awning over the footpath.
- j) Where signage for upper floor occupants cannot be accommodated at ground floor level, high quality and discrete signage that does not visually dominate or detract from the place on the Heritage List or the Heritage Area may be acceptable at upper floor levels.
- k) Where multiple tenants require signage on a place on the Heritage List a Signage Strategy should be submitted for the approval of the local government.



- l) Corporate branding requirements should be adapted to respect the cultural heritage significance of the place on the Heritage List or the Heritage Area.

- m) Third party advertising or on-premises advertising content on a sign shall not be permitted on a place on the Heritage List or within a Heritage Area except where:

- i) it is on a hoarding sign in accordance with clause 7.3(d);
- ii) in the case of on-premises advertising content it is on a window sign; or
- iii) it is reconstructed signage with a clearly established historical precedent that contributes to the cultural heritage significance of the place or Area.

- n) Signs should generally only be illuminated externally or utilise a 'halo' method of illumination (i.e. illumination from behind to form a "halo" of light around silhouetted letters or symbols). Internal illumination of under awning signs where the illumination only applies to the lettering or logo may be appropriate where it does not visually detract from the place on the Heritage List or the Heritage Area. Neon and flashing signs are not permitted unless they are an accepted component of the cultural heritage significance of the place on the Heritage List or the Heritage Area.



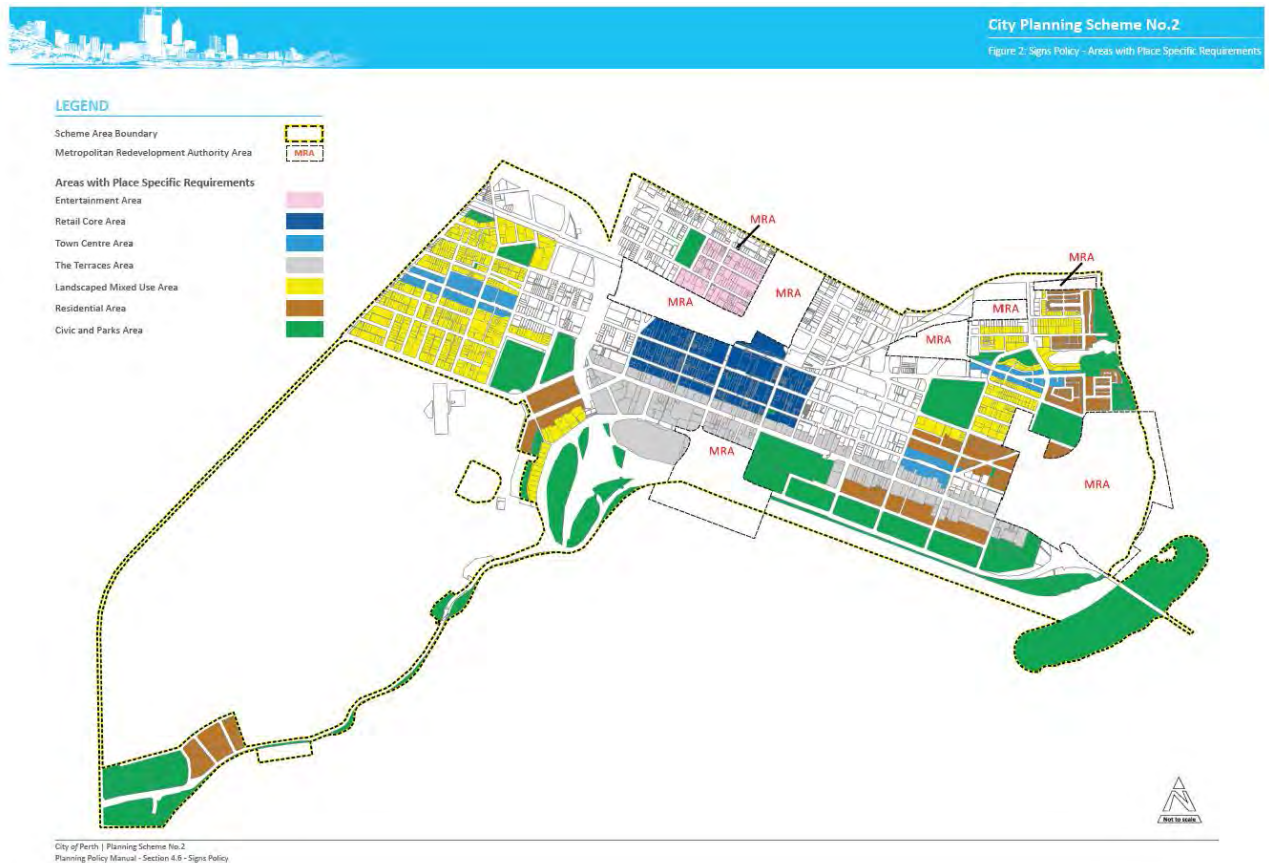
Examples of "halo" illumination

- o) Animated or variable content on a sign shall not be permitted on a place on the Heritage List or with in a Heritage Area, with the possible exception of a window sign where it is a discrete, small sign ($\leq 2\text{m}^2$ sign face) **and** it will not detract from the cultural heritage significance of the place or the Heritage Area.
- p) Animated or variable content on a sign adjacent to a place on the Heritage List and outside a Heritage Area may only be permitted where it will not detract from the cultural heritage significance of the adjacent place.

9.0 PLACE SPECIFIC REQUIREMENTS

Signs should be consistent with the desired character for the relevant Precinct within the Scheme Area as detailed within the relevant Precinct Plan. The additional provisions within this section apply to the areas listed below and identified in Figure 2. Where a sign is proposed on a place on the Heritage List or in a Heritage Area the provisions of Section 8.0 of this Policy take precedence.

- Entertainment Area
- Retail Core Area
- Town Centre Areas
- The Terraces Area
- Landscaped Mixed Use Areas
- Residential Areas
- Civic and Parks Areas



9.1 Entertainment Area

Signs should contribute to the diverse and dynamic character of the area. A variety of colourful and innovative signs that assist in creating a stimulating pedestrian environment, both day and night, are encouraged.

Window displays should be visually interesting and use product display as on-premises advertising rather than signs and banners.



9.2 Retail Core Area and Town Centre Areas

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. The nature and concentration of signage in the Retail Core Area will vary marginally from that in the Town Centre Areas in recognition of its role as the focus for retail in the metropolitan area and the state.

Way-finding is particularly important in these areas where pedestrian numbers are very high. Excessive signage that detracts from this should be avoided. Restraint should be shown in the number of signs per tenancy and signs should generally be limited to the ground and first floor levels of buildings.



Window displays should be visually interesting and use product display as on-premises advertising rather than signs and banners.



9.3 The Terraces Area

Signs should be designed to reflect the character and role of St Georges and Adelaide Terrace that together form the principal city boulevard, with St Georges Terrace also forming the focus for business, finance, commerce and administration in the state.

Signage should principally be for the purpose of numbering and naming buildings and identifying their occupants. Signage should be limited in size and number per tenancy.



Signs integrated into the roof or top of buildings incorporating illumination that will enhance the city skyline are generally encouraged.



9.4 Landscaped Mixed Use Areas

Signage is to be designed to respond to the landscaped context and/or the desired mixed use nature of these areas, the majority of which are intended to incorporate a strong residential element.

Signage should generally only be for the purpose of numbering and naming buildings and identifying the occupants. Signs should be restrained in character, scale and form and limited in number.

Signs at ground or first floor level should generally have a total combined area of 2m² facing a street.



9.5 Residential Areas

Signage is to be designed to complement the dominant residential character of these areas.

Signs should be unobtrusive. They should be limited in number and generally small in scale with subtle use of colour.

Signs should only be located at the ground floor level of buildings or within the street setback area. The exception to this is within the Terrace Road Design Policy Area. In this Area signs integrated into

the roof or top of buildings that incorporate illumination to enhance the city skyline are generally encouraged where they will not adversely affect the amenity of **nearby** building occupants.



9.6 Civic and Parks Areas

Signage is to be designed to complement these key open space areas and centres of civic, judicial and parliamentary activities.

Signage should be unobtrusive. Signs should be primarily for the purpose of way-finding or to provide community information and be designed and located to minimise their impact on their surroundings.



APPENDIX 1 - DEFINITIONS

The Deemed Provisions contain a definition of the term ‘advertisement’. Schedule 4 - Definitions of City Planning Scheme No. 2 contains a number of other definitions that apply to this Policy.

NOTE: 1. Refer to clause 1 of the Deemed Provisions.

For the purposes of this Policy the definitions in this Appendix also apply. A number of the defined sign types are also illustrated in Figures 1 and 3.



Figure 3 – Illustration of Various Signs Types

NOTE: 1. This figure illustrates different sign types and not necessarily the appropriate number, design or scale. Some sign types are not permitted, including sky signs, and above awning and portable signs where located over or within the road reserve.



Above Awning Sign means a sign attached to and located above a verandah, balcony or awning.

Alfresco Dining Sign means a sign attached or painted onto furniture, such as chairs, umbrellas, screens or planter boxes, and located in an outdoor area used for the consumption of food and/or beverages **but does not include a street furniture sign**.

Animated Content means sign content that incorporates images that are constantly in motion, including fading in and out or scrolling, and may incorporate sound but does not include the transition between content that is associated with variable content. Where displaying animated 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.

Awning Fascia Sign means a sign painted or fixed to the outer or return fascia of a verandah or awning.

Billposting means a bill, notice or poster glued, pasted or fixed to a building or other structure.

Community Information Sign means a temporary sign relating to or giving directions to a charitable, cultural, educational, recreational or other public or community function, exhibition, meeting, display, event or activity conducted by a community association other than for commercial gain.

Election Sign means a sign that is erected or installed in connection with an election, referendum or other poll conducted under the Commonwealth Electoral Act 1918 (Commonwealth), the Electoral Act 1907 or the Local Government Act 1995 and the primary purpose of the sign is for political communication in relation to the election, referendum or poll.

Event Sign means a temporary sign relating to an event within the local government area conducted for commercial gain.

Ground Based Sign means a sign that is fixed to a structure mounted on the ground, and is not portable or attached to a building. The structure may include one or more pylons or columns or a plinth and one or more sides or faces.

Hoarding Sign means a sign fixed to or forming part of a temporary structure, such as a hoarding, scaffold or gantry used to fence off, cover or wrap a building or land during construction, renovation, restoration or demolition.

Name Plate means a sign attached to a building near its entrance listing the occupants of the premises, and may include their occupation or profession or the business name, and may comprise a cabinet for this purpose.

Offensive Content means the contents or design of a sign that may, in the opinion of the Council, cause offence to some or a majority of people. Offensive signage may involve the use of obscene or insulting language, the discriminatory or inappropriate portrayal of people including children, the portrayal of violence, the portrayal or suggestion of sex acts, nudity, and abuses of health and safety.

On-Premises Advertising Content means sign content that advertises or promotes specific products, goods or services available at the premises where the sign content is displayed, but does not include sign content that relates to the occupant or business of the premises.

Portable Sign means a movable sign that is not fixed to a building or the ground and includes A-frame signs (sandwich boards) and spinners, but excludes Alfresco Dining Signs.



Projected Image Sign means a sign projected onto a building, screen or other structure and includes the devices used to project the image.

Projecting Sign means a sign that extends out from the wall of the building that it is attached to, and includes a sign suspended (hanging) from a bracket attached to the wall. The sign may be made of a solid material or plastic, fabric or a similar flexible material.

Real Estate Sign means a sign that is fixed upon land or to a building to advertise that the land or all or part of the building is for lease, for sale (including by auction) or to be re/developed or refurbished.

Roof Sign means a sign fixed to the wall of a roof top plant room setback from the main elevation of the building or to an architectural feature at the top of a building and that may extend no more than 200mm above the roof top plant room or architectural feature that it is fixed to.

Sign has the same meaning as ‘Advertisement’ under the Deemed Provisions and also includes any wall mural applied to the exterior of a building. A sign incorporates any supporting structure, fixtures, fittings and any frame, border and background that contain letters, numbers, images and/or colour.

NOTE: 1. Refer to clause 1 of the Deemed Provisions.

Sign Face means the portion of the sign that contains the sign content and any structures and background colour/s or images that form a frame or border to the content.

Sky Sign means a sign fixed to the roof, roof top plant room, parapet, wall or architectural feature at the top of a building and that extends more than 200mm above the height of the roof, roof top plant room, parapet, wall or architectural feature that it is fixed to.

Street Furniture Sign means a sign attached to or forming part of street furniture (such as bus shelters, telephone booths or public seating) within a road reserve or other public land, but does not include an alfresco dining sign within an area licensed for alfresco dining.

Tethered Sign means a sign suspended from or tied to any structure, vehicle, tree or pole (with or without supporting framework) but does not include a projecting sign. The sign may be made of paper, plastic, fabric, or any similar material. The term includes inflatables such as balloons and blimps, bunting, banners, flags and kites.

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.

Under Awning Sign means a sign fixed to or suspended from the underside of a verandah, balcony or awning.

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.

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.

Wall Sign means a sign that is fixed flat or parallel to, or painted upon, the surface of a wall of a building (including a glass wall or a decorative or screen material fixed flat or parallel to the wall), 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.

Window Sign means a sign fixed to or painted on the interior or exterior of the glazed area of a window or external door or displayed inside the building within one metre of a window or shopfront opening and includes signs on blinds, banners or similar and screens with animated or variable content, where they are located within one metre of the window. Signs on blinds, banners or similar and screens with animated or variable content shall be included in the calculation of the area of window signage where they restrict views into or out of the building or adversely affect the amenity of the public realm.

APPENDIX 2 - EXEMPT SIGNS

This Appendix identifies signs and change of sign content that are exempt from the requirement to obtain development approval in accordance with the Deemed Provisions and Schedule 8 of City Planning Scheme No. 2.

In accordance with the Deemed Provisions development approval of the local government is not required for:

- an election sign where it is not erected or installed until the election, referendum or other poll is called and is removed no later than 48 hours after the election, referendum or other poll is conducted.

Note: 1. Refer to clause 61 of the Deemed Provisions.

2. Under the Planning and Development Act, 2005 and the Public Works Act, 1902 development approval is not required for works carried out by the local government, a public authority or a Commonwealth agency in connection with the maintenance or improvement of a public street, any public utility, or public works (and this work may include signage).

2.1 Sign Types

The types of signs listed in the following table are exempt from the requirement to obtain development approval provided they comply with the relevant conditions in the following table and:

- comply with an approved signage strategy where one is in place for the premises or site;
- comply with the general safety and amenity provisions in clauses 6.3 and 6.4 of this Policy;
- all supporting structures, cabling and conduits are concealed from view;
- do not have offensive content;
- do not have third party advertising, animated or variable content
- do not have on-premises advertising content unless otherwise specified in the following table;
- are not illuminated unless otherwise specified in the following table;
- are not located within or on a place on the Heritage List or within a Heritage Area; and
- comply with Section 9 of this Policy – Place Specific Requirements.

Exempt Sign	Conditions Applying to the Exempt Sign
Alfresco Dining Sign	<ul style="list-style-type: none"> • Is located within an area in a thoroughfare or public place and the subject of a valid Alfresco Dining License granted by the local government; or • Where located wholly within the boundaries of a lot, it does not exceed 10% of the area of the furniture that it is attached to, and displays only the name and/or logo of the tenancy or the name and/or logo of products sold at the tenancy.



Awning Fascia Sign	<ul style="list-style-type: none"> Will not project beyond the outer frame or edges of the awning. A maximum of one awning fascia sign per tenancy/occupant of the building.
Community Information Sign	<ul style="list-style-type: none"> A maximum area of 4m². Erected or installed no more than 28 days prior to and removed no more than seven days after the date of the function, exhibition, meeting, display, event or activity that it relates to. The function, exhibition, meeting, display, event or activity has been granted any required local government approvals, inclusive of the sign.
Event Sign	<ul style="list-style-type: none"> Erected or installed no more than 28 days prior to and removed no more than seven days after the date of the event that it relates to. The event, inclusive of the sign, has been granted local government approval.
Ground Based Sign	<ul style="list-style-type: none"> A maximum height of 750mm where within a 2 x 2m driveway truncation and elsewhere 1800mm, and a maximum width of 500mm. A maximum of one ground based sign per site unless it is in accordance with a signage strategy approved by the local government. Will not affect views to a place on the Heritage List.
Hoarding Sign	<ul style="list-style-type: none"> Fixed to a temporary structure that has a valid licence or permit issued by the local government. The sign content relates to the lease, sale (including auction), re/development or refurbishment of the premises.
Name Plate	<ul style="list-style-type: none"> A maximum of one name plate per public entrance to a building with a maximum area of 1.5m². Erected or fixed to the front fence or the façade of a building adjacent to a public entrance to the building. Fixed parallel to the wall or fence that it is attached to.
Portable Sign	<ul style="list-style-type: none"> Where located on public or private land: <ul style="list-style-type: none"> to direct attention to a dwelling that is for sale and is only in place during the hours of a home open for this dwelling; or a community information sign that complies with the conditions specified for a community information sign in this table. Where located wholly on private land: <ul style="list-style-type: none"> a maximum of one sign per tenancy and not located within 10 metres of another portable sign. a maximum area of 1m² per sign.
Projected Image Sign	<ul style="list-style-type: none"> Temporary and relates to an event that has been approved by the local government.



	<ul style="list-style-type: none"> Will not cause an unreasonable disturbance for occupants of nearby buildings or a safety hazard.
Projecting Sign	<ul style="list-style-type: none"> Rectangular or square but not a cube, sphere or other shape. Maximum dimensions of 1000mm vertical, 750mm horizontal including the fixings, and 500mm width. Where the sign is rectangular with a horizontal orientation the horizontal dimension is no more than twice the vertical dimension, but does not exceed a horizontal dimension of 750mm. Not located above the first floor level of the building and does not project above the top of the wall that it is attached to. A minimum of 4 metres from any other projecting sign on the same building. Does not incorporate fabric or any other flexible material.
Real Estate Sign <ul style="list-style-type: none"> 	<ul style="list-style-type: none"> A maximum of two signs per site with a maximum total area of 10m². A maximum of 50% of the sign content to comprise details of the selling or leasing agent or the developer. Erected or installed for a maximum period of twelve months or removed within 14 days of the completion of the sale, lease agreement, redevelopment or refurbishment of the site that it relates to, whichever is the lesser. Where illuminated, it has a maximum area of 2m², it does not flash, pulsate or flicker and the light shall not be, in the opinion of the local government, so intense as to cause annoyance to the public.
Tethered Sign	<ul style="list-style-type: none"> Flag poles where they meet the conditions specified in Schedule 8 of City Planning Scheme No. 2.
Under Awning Sign	<ul style="list-style-type: none"> A maximum of one per street frontage per tenancy A maximum of 2.4 metres in length and 600mm in height. Orientated at right angles to the wall of the building that the sign is erected upon. On corner sites the sign may be orientated at an angle so as to be visible from both streets. Does not project beyond the extent of the awning. Where illuminated, it does not flash, pulsate or flicker and the light shall not be, in the opinion of the local government, so intense as to cause annoyance to the public.
Wall Sign (Note: Separate conditions apply to Name Plates.)	<ul style="list-style-type: none"> Either located less than 8 metres above the adjoining footpath/ground level: <ul style="list-style-type: none"> with a maximum area of 2m²; or where the sign comprises only street numbers a maximum height of 750mm; or located within the top 4 metres of the building: <ul style="list-style-type: none"> with a maximum area of 4m²; or



	<ul style="list-style-type: none"> - where the sign comprises only street numbers a maximum height of 1500mm. • Fixed parallel to the wall of the building that it is attached to. • Does not extend above the parapet or eaves of the building that it is attached to. • Where not in conflict with clauses 6.3(b), (c) and (d), a maximum projection of 600mm from the wall that it is attached to. • No more than two wall signs facing any one street on any building, not including name plates. Separate conditions apply to name plates. • Where illuminated, it does not flash, pulsate or flicker and the light shall not be, in the opinion of the local government, so intense as to cause annoyance to the public.
Window Sign	<ul style="list-style-type: none"> • The sign content relates to the occupiers of the tenancy that the sign adjoins or the business carried on at the tenancy or is on-premises advertising. • The window that the signage is installed upon/in is not located above first floor level. • The sign and any existing signs occupy: <ul style="list-style-type: none"> - a maximum of 5m²; or - a maximum of 25%; of the combined area of the tenancy's ground and first floor level windows that are visible from a street or a public area, whichever is the lesser, and the sign is located to allow views into and out of and daylight into the window; <p>or</p> the sign is to advertise a sale within the tenancy and is installed in the window of the tenancy a maximum of four times per year for a maximum continuous period of 28 days.

2.2 Change of Content

Where only a change to the content of an existing sign is proposed it is exempt from the requirement to obtain development approval if:

- a) the proposed content is consistent with an approved signage strategy for the premises, and/or the sign and its structure and fixings have a valid development approval granted after June 2014;
- b) the sign is not located within or on a place on the Heritage List or within a Heritage Area;
- c) the proposed content is not third party advertising or animated or variable content, or the sign has a valid development approval for this type of content and the proposed content is consistent with an approved signage management plan;
- d) the proposed content is not offensive ; and



- e) no other change to the sign, including to its illumination, external dimensions, surrounding or supporting structure, fixings or cabling, is proposed.

APPENDIX 3 - GUIDELINES FOR APPROPRIATE LOCATION AND SCALE OF SIGNS ON BUILDINGS

Generally signage is most appropriately located at the ground and the first floor levels of a building for viewing from the public realm adjacent to the building, and at the top of the building for more distant viewing within the skyline.

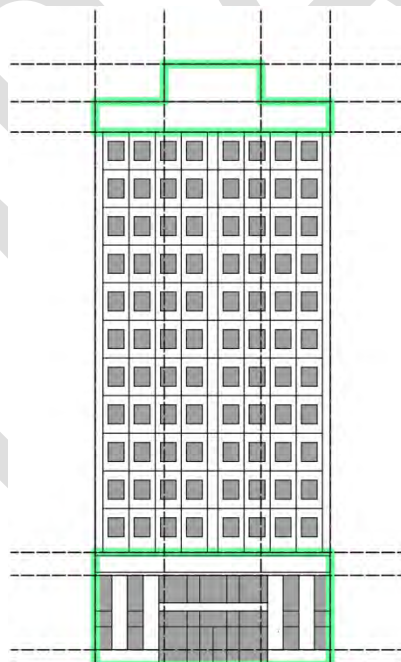
A façade grid analysis can be used to identify appropriate sign opportunities on a building.

While the technique generally relates to traditional building facades, the principles can be applied to most building forms.

Signs do not necessarily have to be placed on a building's front facade. For example, in some instances their installation on a side wall may be appropriate provided they are located within the property boundary and do not interfere with the adjoining development. In these circumstances the principles of the technique still apply.

To identify sign opportunities, the building's facade should be divided along its main design lines to form a series of panels. Most building designs can be easily broken into a grid based on the alignments of the parapet (skyline), awning fascia, windows and door/s.

To identify possible signage locations, the rectangles of the grid may be used separately or be joined together to form horizontal or vertical panels.



Possible sign locations based on a grid analysis of the building's façade. Signs should be located within the areas bordered in green.



Not all of the areas indicated should be used to display a sign. The size and number of signs should be restricted to a limited number of locations within the green border to avoid visual clutter.

The scale of advertising signs should be compatible with the form of buildings they are on, and to some extent the form of nearby buildings, street widths and other existing signs. In most cases appropriate dimensions are achieved by restricting signs to within panels. This ensures that the architectural character of the building remains dominant.

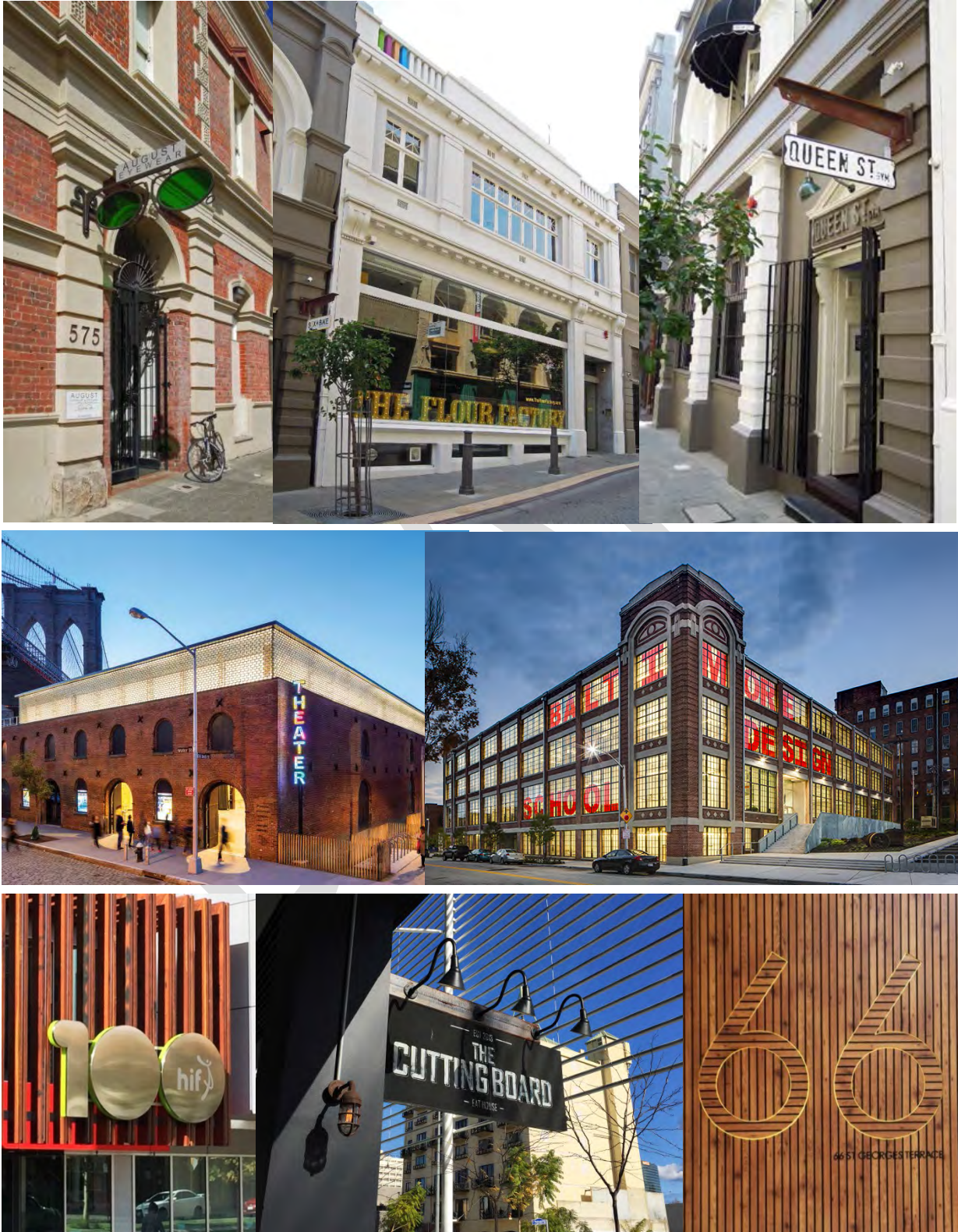
Not every panel identified using this technique should be used to display a sign. Visual clutter should be avoided and signage should generally be restricted to a limited number of panels at ground and first floor levels and at the top of the building. In deciding the panels that are appropriate spaces for signs, the following matters should also be considered:

- a) the principles and objectives of the Signs Policy;
- b) the number and location of existing signs; and
- c) the character of the locality.

The size and detailing on a sign should reflect the distance that it will be viewed from with signs at the top of buildings containing simple, larger scale text and logos than those located at the ground or first floor level.

APPENDIX 4 – EXAMPLES OF INNOVATIVE SIGNAGE

Innovation in design is encouraged where it is appropriate to the building, the streetscape and the locality. The following images of innovative signage are provided to encourage variety and creativity in design in appropriate locations in the city.





Credits:

Baltimore Design School & MICA: <http://ashton-design.com/blog/tag/ada/>
Harvey Nichols: courtesy Harvey Nichols



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<p>A completed MRS Form 1 is to be submitted together with the application fee and a completed and signed checklist.</p> <p>The submission of the original MRS Form 1 is to be signed by the owner(s) of the land/property, or a person authorised in writing by the owner(s) to sign on their behalf. In this instance, a letter or authorisation signed by the owner(s) must be submitted along with the application.</p> <p>Any proposal affecting common property areas in a strata development, may be submitted by a Body Corporate (with the authority to act as a representative agent on behalf of the individual strata owners) and requires an attached copy of the agreement from the Body Corporate as well as a copy of the Body Corporate minutes.</p> <p>A current copy of the Certificate of Title (no older than 6 months from date of lodgement) including the diagram, is required to be submitted with the application in order to provide evidence of ownership, to confirm the details and dimensions of the lot/s and to indicate if there are any encumbrances on the title.</p> <p>3.0 ACCOMPANYING INFORMATION FOR APPLICATIONS</p> <p>The specific requirements for each application will vary with the nature of the proposal, its complexity and location. This section will include the following:</p> <p>3.1 Plans /Drawings /Photographs 3.2 Planning Report</p> <p>3.1 Plans/Drawings/Photographs</p> <p>The following will be a minimum requirement for each application:</p> <p>3.1.1 Location Plan</p> <p>3.1.2 Site analysis/feature survey plan(s)</p> <p>3.1.3 Design Plans</p> <p>3.1.4 Photomontage and/or coloured perspectives</p>	<p>A completed MRS Form 1 and a completed form in accordance with clause 86 of the Deemed Provisions are to be submitted together with the application fee and a completed and signed checklist. In addition, where an advertisement/sign is proposed the additional form in clause 86 'Additional information for development approval for advertisements' will need to be submitted.</p> <p>The submission of the original Forms are to be signed by the owner(s) of the land/property. Owner is defined in the Deemed Provisions.</p> <p>A current copy of the Certificate of Title (no older than 6 months from date of lodgement) including the diagram, is required to be submitted with the application in order to provide evidence of ownership, to confirm the details and dimensions of the lot/s and to indicate if there are any encumbrances on the title.</p> <p>3.0 ACCOMPANYING INFORMATION FOR APPLICATIONS</p> <p>The specific requirements for each application will vary with the nature of the proposal, its complexity and location. This section will include the following:</p> <p>3.1 Plans /Drawings /Photographs 3.2 Planning Report</p> <p>3.1 Plans/Drawings/Photographs</p> <p>The following will be a minimum requirement for each application:</p> <p>3.1.1 Location Plan</p> <p>3.1.2 Site analysis/feature survey plan(s)</p> <p>3.1.3 Design Plan</p> <p>3.1.4 Photomontage and/or coloured perspectives</p> <p>3.1.5 Signage Strategy</p>	<p>Signage Strategy</p>
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<p>4.0 TECHNICAL REPORTS</p> <p>Other technical reports prepared by relevant experts may be required to be submitted at the time of lodgement of a development application to address such matters as traffic impacts and parking management, noise impacts, wind impacts, access audits and heritage assessment.</p> <p>4.1 Contaminated Sites</p> <p>4.2 Acid Sulphate Soils</p> <p>4.3 Acoustic Report</p> <p>4.4 Water Sensitive Urban Design and Energy Efficient Design</p> <p>4.5 Traffic and Parking Impact Statement</p> <p>A Traffic and Parking Impact Statement report prepared by a suitably qualified transportation planner or engineer will need to be provided for all applications:</p> <p>(a) seeking additional commercial tenant car parking beyond that permitted under City Planning Scheme No. 2;</p> <p>(b) for any public car parking proposals or alterations to an existing parking facility;</p> <p>(c) for any residential development providing in excess of 50 car parking bays; and</p> <p>(d) for any developments that in the City's opinion are likely to significantly impact on traffic generation/movement and parking within the locality.</p>	<p>Where a new building, substantial changes to an existing building or signage on a place on the Heritage List are proposed and there will be/are multiple tenants a Signage Strategy is required to be submitted with an application to demonstrate that signage has been given appropriate consideration and will be integrated within the building design and/or coordinated across a site</p> <p>The Strategy should include details of the location, type, size, method of illumination and total number of signs that are intended for a proposed development and details of the sign content if known. Where a Strategy relates to a place on the Heritage List or within a Heritage Area it should also indicate proposed materials, colours and fonts. Plans and drawings should be to a standard scale of 1:50 or 1:100.</p> <p>4.0 TECHNICAL REPORTS</p> <p>Other technical reports prepared by relevant experts may be required to be submitted at the time of lodgement of a development application to address such matters as traffic impacts and parking management, noise impacts, wind impacts, lighting impacts, access audits and heritage assessment.</p> <p>4.1 Contaminated Sites</p> <p>4.2 Acid Sulphate Soils</p> <p>4.3 Acoustic Report</p> <p>4.4 Water Sensitive Urban Design and Energy Efficient Design</p> <p>4.5 Traffic and/or Parking Impact Statement</p> <p>A Traffic and/or Parking Impact Statement report prepared by a suitably qualified transportation planner or engineer will need to be provided for all applications:</p> <p>(a) seeking additional commercial tenant car parking beyond that permitted under City Planning Scheme No. 2;</p> <p>(b) for any public car parking proposals or alterations to an existing parking facility;</p> <p>(c) for any residential development providing in excess of 50 car parking bays;</p> <p>(d) for any developments that in the City's opinion are likely to significantly impact on traffic generation/movement and parking within the locality; and</p> <p>(e). for signage that incorporates animated or variable content and will be visible from a road.</p>	<p>A Signage Strategy will be required to be submitted with development applications where there are multiple tenants to ensure appropriate consideration has been given to signage at the early design stage.</p> <p>Traffic and/or Parking Impact Statement</p> <p>Traffic Impact Statements will be required where signs are proposed to have animated or variable content and will be visible from a street in order to provide an assessment of their predicted impact on pedestrian and vehicular movement in the locality.</p>
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<p>The report is required to assess the impact of the proposal on the local road and traffic network and safety, pedestrian movement, and the proximity to public transport. The cumulative impact of vehicular traffic for specific proposals such as the use of laneways or availability of existing public car parking within the area should also be investigated.</p> <p>4.6 Universal Access</p> <p>4.7 Wind Impact</p> <p>4.8 Cultural Heritage/Conservation Plans</p> <p>5.0 ACCOMPANYING INFORMATION FOR APPLICATIONS OF A MINOR NATURE</p> <p>The Council may require less information to be submitted for the following types of relatively minor developments:-</p>	<p>The report is required to assess the impact of the proposal on the local road and traffic network and pedestrian movement and the safety of motorists, cyclists and pedestrians. In the case of applications referred to in (a) to (d) the proximity to public transport should be considered and the cumulative impact of vehicular traffic for specific proposals such as the use of laneways or availability of existing public car parking within the area should also be investigated.</p> <p>4.6 Universal Access</p> <p>4.7 Wind Impact</p> <p>4.8 Cultural Heritage/Conservation Plans</p> <p>4.9 Lighting Impact Assessment</p> <p>A Lighting Impact Assessment may be required to be submitted for applications that involve lighting that could impact on the amenity of a locality, including signage that incorporates illumination and/or animated or variable content. It should be prepared by a qualified lighting engineer, lighting designer or other appropriately qualified person and assess the light impact that the proposal will have on the public realm and the adjacent building occupants. The assessment should consider the light intensity and impact relative to existing and foreseeable conditions (including environmental conditions and the cumulative impact of lighting in the area) statutory requirements and Australian Standards (including AS 4282-1997), appropriate maximum luminance levels where applicable the objectives, principles and provisions of the Signs Policy.</p> <p>4.10 Sign Management Plan</p> <p>A Sign Management Plan may be required to be submitted for an application that proposes signage with illumination, animated, variable, third party advertising and/or on-premises advertising content. The Plan should identify the operational and content management, maintenance and complaints handling arrangements. Content management should include the establishment of an activity log by the operator which is available to the local government to monitor compliance with any conditions of development approval.</p> <p>5.0 ACCOMPANYING INFORMATION FOR APPLICATIONS OF A MINOR NATURE</p> <p>The Council may require less information to be submitted for the following types of relatively minor developments:-</p>	<p>Lighting Impact Assessment</p> <p>This will provide the opportunity to require the submission of a Lighting Impact Assessment where illumination of proposed signage or other types of lighting proposed as part of a development may impact on the amenity of the locality. Illumination includes digital or other forms of technology to display animated or variable content.</p> <p>Sign Management Plan</p> <p>A Sign Management Plan will provide the local government with the details necessary to assess the appropriate ongoing management of the proposed sign content.</p>
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<p>5.1 Minor external alterations and/or additions to existing buildings</p> <p>5.2 Change of Use applications</p> <p>5.3 Signs and Advertisements</p> <p>In submitting an application for advertisements or signs the following minimum information is required:</p> <p>(a) Application Form and Fees; (b) Application Format - a 3D digital model will not be required; (c) Planning Considerations, Policies and Development Control with particular regard to Planning Policy 4.7 relating to signs and advertisements; (d) A properly dimensioned and scaled site plan (1:100 or 1:200) including any building(s) on the site and showing the location of any existing signage and all proposed signs; (e) Plans showing the dimensions, materials, colours and content of each proposed sign; (f) Details on any proposed illuminated, animated or flashing signs (where applicable); and (g) A photograph of the site and/or building with the proposed signage superimposed showing the sign in context (including adjoining buildings), is required.</p> <p>5.4 Demolition</p> <p>5.5 Excavation and Fill</p>	<p>5.1 Minor external alterations and/or additions to existing buildings</p> <p>5.2 Change of Use applications</p> <p>5.3 Signs and Advertisements</p> <p>In submitting an application for advertisements or signs the following minimum information is required:</p> <p>(a) Application Forms and Fees; (b) Planning Considerations, Policies and Development Control with particular regard to the Signs Policy; (c) A properly dimensioned and scaled site plan (1:100 or 1:200) including any building(s) on the site and showing the location of any existing signage and all proposed signs; (d) Plans showing the dimensions, materials, supporting structure, colours and content of each proposed sign; (e) Details of any proposed illumination, including animated or variable content; and (f) A photograph of the site and/or building with the proposed signage superimposed showing the sign in context (including adjoining buildings).</p> <p>Where an application involves signage on a place on the Heritage List and there will be/are multiple tenants a Signage Strategy should be submitted for approval by the local government if there is not an approved Strategy already in place.</p> <p>Additional technical reports may be required to be submitted for signage that incorporates animated or variable content and illumination. These reports include, but are not limited to, a Lighting Impact Assessment and a Traffic Impact Assessment.</p> <p>5.4 Demolition</p> <p>5.5 Excavation and Fill</p>	<p>Signs and Advertisements</p> <p>Changes to this section are proposed to reflect additional information that may be required to be submitted with an application for a sign or advertisement.</p>
<p><u>SIGNS POLICY</u></p> <p>CONTENTS</p> <p>1. Introduction 2. Aim 3. Objectives 4. Policy Area 5. Types of Signs - Definitions 6. General Policy</p>	<p><u>SIGNS POLICY</u></p> <p>CONTENTS</p> <p>1.0 Intent 2.0 Application 3.0 Operation 4.0 Objectives 5.0 General Principles 6.0 General Provisions</p>	<p>CONTENTS</p> <p>The Contents table has been amended to reflect the proposed new format and provisions.</p>

<p>7. General Guidelines for all Sign Types 7.1 Headroom 7.2 Distance from Street Kerb 7.3 Inscriptions on Signs 7.4 Location of Signs 8. Exempt Signs 9. Guidelines for Specific Sign Types 9.1 Above Roof or Sky Sign 9.2 Animated or “New Technology” Signs 9.3 Hoardings 9.4 Illuminated Signs 9.5 Large Banner Signs 9.6 Offensive Signs 9.7 Projected Signs 9.8 Roof Signs 9.9 Sign Types Not Listed 9.10 Tethered Signs 9.11 Third Party Advertising or General Advertising 9.12 Tower Signs 9.13 Wall Murals 10. Signs in Special Areas 10.1 Northbridge 10.2 Hay Street/Murray Street (Core Retail Area) 10.3 St Georges Terrace 10.4 Adelaide Terrace 10.5 King Street Heritage Precinct 10.6 West Perth 11. Signs on Heritage Buildings and Places 12. Areas Where Approval From Other Public Authorities Is Required</p> <p>1. INTRODUCTION</p> <p>This policy sets out the City of Perth’s requirements for the erection and management of signs on or adjacent to buildings within the City. It defines different types of signs and provides guidelines for their acceptable design and location.</p> <p>Signage is an important element of the built environment. The City recognises the legitimate need for signs to give direction and to identify and promote businesses and buildings. It also accepts a responsibility to the wider community to ensure that the visual impact of signage is properly assessed and managed. Signage should not negatively impact on the amenity of the city environment and should not be hazardous to pedestrians or motorists.</p>	<p>6.1 Signage Strategy 6.2 Appropriate Location and Scale of Signage on Buildings 6.3 Safety 6.4 Specific Amenity Issues 6.5 Construction and Maintenance 6.6 Sign Content 6.7 Illumination of Signs 6.8 Animated or Variable Content 6.9 Renewable Energy Sources 7.0 Provisions for Specific Sign Types 7.1 Above Awning Signs 7.2 Billpostings 7.3 Hoarding Signs 7.4 Portable Signs 7.5 Projected Image Signs 7.6 Projecting Signs 7.7 Roof Signs 7.8 Real Estate Signs 7.9 Sky Signs 7.10 Tethered Signs 7.11 Wall Murals 7.12 Wall Signs 7.13 Window Signs 8.0 Signs on Places on the Heritage List or Within Heritage Areas 9.0 Place Specific Requirements 9.1 Entertainment Area 9.2 Retail Core And Town Centre Areas 9.3 The Terraces Area 9.4 Landscaped Mixed Use Areas 9.5 Residential Areas 9.6 Civic and Parks Areas Appendix 1 - Definitions Appendix 2 - Exempt Signs Appendix 3 - Appropriate Location and Scale of Signage Appendix 4 – Examples of Innovative Signage</p> <p>1.0 INTENT</p> <p>Signage plays an important role in way-finding and identifying and promoting businesses and buildings within the city. It can have a significant impact on the visual quality of the urban environment and on amenity and safety.</p> <p>The local government has a responsibility to the wider community to ensure that the impacts of signage are properly assessed and managed. This Policy seeks to enable signage which is well designed and positioned, innovative, responds to its setting and makes a positive contribution to the public realm and the visual appeal of the city without adversely affecting amenity and safety.</p>	<p>INTENT</p> <p>This section has been simplified and condensed to relate specifically to the purpose of the Policy.</p>
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<p>All signs within the City of Perth require planning approval unless exempted under Clause 37 of City Planning Scheme No. 2. All signs also require a signage licence to be submitted and approved. Signs requiring structural design must also obtain a Building Licence from the City of Perth.</p> <p>Exempted signs under Clause 37 of the City Planning Scheme No. 2 do not require planning approval, but do require a signage licence to be issued by the City of Perth.</p> <p>Signs within road reserves are the subject of <i>City of Perth Policy No. SU61: Directional Signs Within Road Reserves</i> and <u>are not covered by this policy</u>. Signs erected by service clubs are the subject of <i>City of Perth Policy No. SU51: Erection of Signs – Service Clubs</i> and <u>are not covered by this policy</u>.</p> <p>2. AIM</p> <p>The purpose of this Policy is to provide guidance for assessing sign proposals.</p> <p>3. POLICY AREA</p> <p>The Policy applies to the Scheme Area. Where indicated, specific provisions apply only to:</p> <ul style="list-style-type: none"> • Northbridge • Hay Street / Murray Street • St Georges Terrace • Adelaide Terrace • King Street Heritage • West Perth • East Perth (refer to the East Perth Redevelopment Scheme) <p>These areas are shown on the map in Figure 1.</p> <p><i>Figure 1 – Private Advertising/Signage Policy – Special Interest Areas</i></p>	<p>Applicants are required to consider signage as an integral part of the design of developments, to adopt a co-ordinated approach to signage over sites and to rationalise existing signage where possible.</p> <p>2.0 APPLICATION</p> <p>This Policy applies to the whole of the Scheme Area. All signs in Use Areas or on reserved land within the Scheme Area require development approval unless exempt under City Planning Scheme No. 2 and the Deemed Provisions. Details of exempt signs are contained in Appendix 2 of the Policy.</p> <p><i>Note: 1. Refer to Schedule 8 of City Planning Scheme No. 2 and clause 61 of the Deemed Provisions.</i></p> <p><i>2. In certain locations and on certain sites within the Scheme Area, State Government legislation requires that signs be approved by, or referred to, other agencies including:</i></p> <ul style="list-style-type: none"> • <i>The Heritage Council of Western Australia;</i> • <i>Department of Planning /Western Australian Planning Commission;</i> • <i>Department of Parks and Wildlife;</i> • <i>Department of Transport;</i> • <i>Main Roads WA.</i> <p>3.0 OPERATION</p> <p>All signs and all sign content will be assessed against the objectives, principles and general provisions of this Policy.</p> <p>Additional provisions also apply to:</p> <ul style="list-style-type: none"> • certain sign types; 	<p>AIM</p> <p>This section is no longer required and is removed for brevity.</p> <p>APPLICATION</p> <p>This section replaces Section 3 – Policy Area of the existing policy.</p> <p>The references to East Perth and the East Perth Redevelopment Scheme are removed as these are no longer applicable. The Metropolitan Redevelopment Authority (MRA) now has planning authority over the MRA Area. The MRA Area is not part of the Scheme Area as defined under clause 4 of the Scheme.</p> <p>OPERATION</p> <p>This section is provided to clarify the structure of the Policy and how it is to be used.</p> <p>Figure 1 provides an illustration of the possible types of signs that could be proposed within the city and replaces the various images</p>
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- signs on places listed on the Heritage List or within Heritage Areas; and
- signs in areas with place specific requirements.

Definitions are contained in Appendix 1 of the Policy. A number of the defined sign types are also illustrated in Figure 1.

Some signs may fall under more than one sign definition. For example, a real estate sign could also be a wall sign, a window sign or a tethered sign, etc. Where more than one definition is applicable, the provisions specified for all of the relevant sign types should be addressed.



Figure 1- Illustration of Various Sign Types

of individual signs in the existing Policy. The figure is repeated in Appendix 1 –Definitions.

<p>4. OBJECTIVES</p> <p>The Policy has the following objectives:</p> <ul style="list-style-type: none"> • To prevent visual clutter caused by the unnecessary proliferation of signs. • To encourage well designed and positioned signs that are appropriate to their location, and which enhance the visual quality, amenity and safety of the City. • To protect significant characteristics of buildings, streetscapes, vistas and the city skyline against inappropriate signage. • To ensure that signs are designed and located to avoid danger or unnecessary distraction to motorists or pedestrians. • To ensure that the appearance, size, illumination, materials and other aspects of signs do not adversely affect any area through overshadowing, glare or in any other way. • To encourage signs that adequately and effectively serve their purpose. • To encourage innovative, unique and creative signs where appropriate. • To encourage the rationalisation of existing signs where considered necessary. <p>5. GENERAL POLICY</p> <ul style="list-style-type: none"> • Signs erected on or adjacent to a building are to be for the purpose of the identification / naming of the building, or the major activities carried on within it only. Signs for general advertising purposes will be considered only where it can be demonstrated that provision of such signs will enhance and not adversely affect the visual quality, amenity and safety of the City. • Signs should exhibit a high level of design quality and be visually interesting. Assessment of the visual quality of a sign will include consideration of the appropriateness of its position, location, design, shape, colour(s), materials, illumination/ lighting and any 	<p><i>NOTE: 1. This figure illustrates different sign types and not necessarily the appropriate number, design or scale. Some sign types are not permitted, including sky signs, and above awning and portable signs where located over or within the road reserve.</i></p> <p>4.0 OBJECTIVES</p> <ul style="list-style-type: none"> • To ensure that signs within the city: <ul style="list-style-type: none"> - achieve a high level of design quality and are comprised of durable materials; - are located and designed in a coordinated manner across a site in a way that responds to and complements the architecture of the building to which they are attached, and where applicable the cultural heritage significance of that building or an adjacent building; - respect and make a positive contribution to the intended character of the streetscape, the locality, and where applicable the city skyline; - are clear and efficient in communicating to the public and do not lead to visual clutter on and around buildings and within streetscapes and localities; and - do not adversely affect the amenity of occupants or users of buildings and public spaces or the safety of road users and the public generally. • To encourage the rationalisation of existing signs within the city in a manner that is consistent with the objectives above. <p><i>NOTE: 1. For the purpose of this policy, road users includes motorists, cyclists and pedestrians.</i></p> <p>5.0 GENERAL PRINCIPLES</p> <p>This section contains principles that are applicable to all signs.</p> <ul style="list-style-type: none"> a) Signs should be constructed of durable materials. Their design should be simple and efficient with supporting structures concealed from view. Innovation in. Innovative design which that is appropriate to the building and the setting is encouraged. b) The size and location of signs on a premise should be appropriate for their intended audience. c) Signs should be compatible in scale and integrated with the architectural design of the building that they are erected on or adjacent to, having regard to the form, materials, finishes, colours 	<p>OBJECTIVES</p> <p>The general objectives of the Policy have been refined to provide greater clarity and to reflect current community expectations.</p> <p>GENERAL PRINCIPLES</p> <p>The general principles have been revised to provide current and clearer intent. Reference to Corporate Policies and duplication of information more appropriately located elsewhere in the Policy has been removed.</p>
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<p>articulated or moving components.</p> <ul style="list-style-type: none"> 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 materials, finishes, colours and fenestration of the building, ensuring that architectural features of the building are not obscured. This consideration is particularly important for signs on buildings of heritage and cultural significance. Any documentation regarding a building's heritage significance should be used as a guide to assess the suitability of the proposed sign. Particular regard should be given to the sign's design, materials, style and method of attachment to the building. For signs on heritage buildings, see Section 11. Signs on buildings and building sites which indicate the street number, and if applicable, the building name, are encouraged. Signs are to be located and designed so as not to cause a hazardous distraction to motorists, pedestrians or other road users. Signs should be compatible with the style, scale and character of the surrounding streetscape, and the predominant uses within the locality. Consideration should be given to the number and type of existing signs in the locality so as to avoid visual clutter. A high standard of construction, materials and graphics is required. Structural components of signs should be concealed and/or the visual impact of the components minimised. Proponents wanting to erect signs associated with al fresco dining areas located on private land should use Council's "Alfresco Dining-Policy 2000" as a guide. In considering innovative design proposals for signs not envisaged by this Policy, or where there are issues of interpretation, the City of Perth will have regard to the design excellence of the proposed sign and its compliance with all the relevant objectives of this Policy. <p>7. GENERAL GUIDELINES FOR ALL SIGN TYPES</p> <p>This section contains design criteria applicable to all signs.</p>	<p>and fenestration of the building/s. Architectural features of a building should not be obscured and daylight into and reasonable vision into and out of buildings should be maintained.</p> <ul style="list-style-type: none"> d) Signs should not obstruct important view corridors or dominate the skyline. e) Signs on or adjacent to a place on the Heritage List or within a Heritage Area shall be designed and located to respect the cultural heritage significance of the place or Area. f) Signs should provide a legible and clear message. Signs that assist in way finding, such as those displaying street number and building names, are encouraged. g) Signs on or adjacent to a building should generally be for the purpose of the identification / naming of the building, or the occupants or activities carried on within the building. h) Third party advertising sign content shall only be permitted in limited locations within the city and where it is demonstrated that it will enhance and not adversely affect the visual quality, amenity, vibrancy and safety within the city. i) The rationalisation of existing signage including the removal of signs that are redundant, contributing to visual clutter and/or generally inconsistent with this Policy will be required along with the repair of deteriorated signs where appropriate. j) Signs that will present a hazard or obstruction on the footpath, block road users' views or are not well secured will not be approved. Signs with messages, illumination or noise that is likely to cause a distraction to road users or discomfort or loss of amenity generally for occupants of buildings or the public will also not be approved. <p>6.0 GENERAL PROVISIONS</p> <p>This section contains provisions that are applicable to all signs.</p> <p>6.1 Signage Strategy</p> <p>Where a new building, substantial changes to an existing building or signage on a place on the Heritage List are proposed and there will be/are multiple tenants a Signage Strategy should be submitted for approval by the local government. The approved Signage Strategy will</p>	<p>GENERAL PROVISIONS</p> <p>Signage Strategy</p> <p>A Signage Strategy will be required in order to ensure a coordinated and well considered approach to the location of signage across a site, particularly where there are multiple tenants.</p>
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<p>7.1 Headroom</p> <p>Signs erected over any vehicular or pedestrian accessway on public or private land must be fixed to provide a clear headway under the sign of not less than 2,750mm, unless otherwise approved by Council.</p> <p>7.2 Distance from Street Kerb</p> <p>Where a sign projects over a footpath at a height of less than 4.5 metres, the sign is to be a minimum distance of 600mm from the outer edge of a street kerb.</p>	<p>be used to guide the appropriate introduction of new signs on premises, with all signs required to be consistent with an approved Strategy where one exists.</p> <p><i>Note: 1. The Applications Policy provides details on the content of a Signage Strategy.</i></p> <p>6.2 Appropriate Location and Scale of Signage on Buildings</p> <p>Signage for the purposes of identifying tenancy business names and details and building addresses should be predominantly located at the ground floor or pedestrian level of a building and to a lesser extent at the first floor level and should be relatively small in size given its immediate proximity to the those intended to view it. Signage for the purpose of identifying the name of the building or its principal occupants is appropriate at the top of buildings and should be of a larger scale and a design that contributes to the city's skyline during the day and night. 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.</p> <p>Appendix 3 provides guidance on identifying the appropriate location and scale of signs on buildings.</p> <p>6.3 Safety</p> <p>To ensure the safety of the public, signs shall:</p> <ul style="list-style-type: none"> a) be adequately installed and secured; b) have a minimum clear headway of 2750mm where they project over a pedestrian thoroughfare on public or private land by more than 50mm, unless approved otherwise by the local government; c) have a minimum clear headway of 4500mm where they project over a vehicular thoroughfare on public or private land by more than 50mm, unless approved otherwise by the local government; d) be a minimum distance of 600mm from the outer edge of a street kerb where they project over a footpath on public land at a height of less than 4500mm; e) not cause a potential distraction to road users or obscure road users' or pedestrians' views of vehicles, pedestrians or potentially hazardous road features; f) not cause confusion with, or reduce the effectiveness of traffic control devices; g) not have technology or mechanisms that facilitate real time 	<p>Appropriate Location and Scale of Signage on Buildings</p> <p>Direction on the appropriate location and scale of signage is provided to ensure signs address their intended audience and do not dominate buildings or the streetscape. Generally signage should be focussed at the street level and the top of buildings. Signage at the mid levels of buildings with no clear purpose or audience would generally not be supported.</p> <p>Safety</p> <p>General provisions relating to safety have been clarified and combined under one heading.</p>
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<p>7.3 Inscriptions on Signs</p>	<p>communication with pedestrians, unless it is voluntary, or with road-users generally. (This is also to ensure the amenity of the public and building occupants.) This includes any interaction, transmission or receipt of data, telecommunication, internet or radio signal; and</p> <p>h) not obstruct safe and convenient pedestrian movement.</p> <p>6.4 Environmental Amenity</p> <p>a) Signs should not contain reflective materials or finishes unless the reflective area is small and will not adversely affect amenity or safety within the public realm or adjacent nearby buildings.</p> <p>b) Signs should not incorporate sound or vibration, unless it is considered compatible with the amenity and the intended character of the locality.</p> <p>6.5 Construction and Maintenance</p> <p>a) All supporting structures, cabling and conduits for signage shall form an integral part of the design of the sign.</p> <p>b) All cabling and conduits shall be concealed from view except in the case of a place on the Heritage List where this would conflict with clause 8.2(f).</p> <p>c) Consideration is required to be given to the maintenance of a sign at the design stage to ensure that it will be practical and safe and can occur with minimal disruption to the public and building occupants.</p> <p>d) Signs that are made of fabric or another non-durable material will only be granted temporary development approval for a maximum period of three years.</p> <p>e) The local government may require the repair of a sign where it has deteriorated to a point that is in conflict with the aims of City Planning Scheme No. 2 and this Policy.</p> <p><i>Note: 1. Refer to clause 80 of the Deemed Provisions.</i></p> <p>f) When granting development approval for new signage the local government may require that any redundant or dilapidated signage on the premises is removed and the affected fabric of the building is made good. This includes sign structures that are no longer displaying content, or are displaying content that no longer relates to the building name, or the occupants or activities carried out at the premises.</p> <p>6.6 Sign Content</p>	<p>Environmental Amenity</p> <p>The provisions are intended to ensure that these possible elements of signage do not detract from the amenity of a locality.</p> <p>Construction and Maintenance</p> <p>Signage should be well designed to ensure that all structures and wiring are not visible from the public realm or from adjacent buildings.</p> <p>Provisions are proposed to address the feasible maintenance of signage and reduce visual clutter caused by redundant signage.</p> <p>Sign Content</p>
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<p>Except in the case of an approved community information sign, signs generally shall only display one or more of the following:-</p> <ul style="list-style-type: none"> (a) the name of one or more of the occupiers of the premises; (b) details of the business carried on in the premises; (c) details of the goods sold in the premises to which it is affixed and nothing more; (d) any other matter specifically approved by the Council. 	<ul style="list-style-type: none"> a) Sign content shall generally comprise street numbering, the building name, the names and/or logos of the occupants of the premises or details of the businesses or activities carried out at the premises. b) Offensive content shall not be permitted on any sign. c) Third Party Advertising or On-Premises Advertising Content <ul style="list-style-type: none"> i) Third party advertising or on-premises advertising content shall only be considered for development approval on: <ul style="list-style-type: none"> A) a sign facing or in a public space within the Entertainment Area, the Retail Core Area, a Town Centre Area or The Terraces Area (as identified in Figure 2) where the sign is oriented for viewing within the space and not from adjacent streets; B) a wall sign on a building within the Entertainment Area, the Retail Core Area or a Town Centre Area (as identified in Figure 2) where the subject building has a valid development approval granted prior to June 2014 and the wall sign is proposed to be installed upon a large section of blank wall that would be enhanced by its addition. The wall sign should comply with the provisions under clause 7.12(d), but not 7.11(b); C) a street furniture sign where it is part of a coordinated approach to the design and installation of street furniture in the locality and where the number of street furniture signs in the locality are limited, it will make a positive contribution to the amenity, safety and character of the street, and is integral with and subordinate to the design and function of the street furniture with a maximum sign face area of ≤2m²; D) a hoarding sign that is not located within a Residential Area or a Civic and Parks Area (as identified in Figure 2) and complies with clause 7.3(d); and/or E) a window sign in the case of on-premises advertising content only. ii) Third party advertising or on-premises advertising content shall only be considered for development approval permitted on a sign facing or in a public space in accordance with (i)(A) above where the local government is satisfied that it: <ul style="list-style-type: none"> A) is compatible with the desired character of the public space; B) will enhance the visual quality of the public space; and 	<p>This section has been introduced to deal with the various elements of sign content that may impact on amenity and visual quality in the public realm and for building occupants.</p> <p>Third Party Advertising or On-Premises Advertising Content</p> <p>The Policy has been modified to provide greater direction on acceptable locations for third party and on-premises advertising. The Policy seeks to avoid visual clutter and limit signs with this type of content to locations where they are appropriate to the setting and will make a positive contribution to its visual quality and vitality. This is generally within key public spaces in the city centre and town centres, on blank walls in the entertainment and retail areas and on hoardings designed to enhance the appearance of a site during construction. On-premises advertising content is also appropriate within shop windows. Notwithstanding this any application for this type of sign content would need to meet the general objectives and principles of the Policy.</p> <p>City Planning Scheme No. 2 Amendment No. 26 - Building Heights and Setbacks was gazetted in June 2014. This amendment introduced side setbacks for buildings in many areas across the city to provide high levels of amenity to building occupants and separation between upper building levels to provide an enhanced public realm and views to the sky. Before this date buildings with nil side setbacks were often designed with blank walls to meet Building Code of Australia requirements and there is potential in appropriate locations for these walls to be enhanced by signage.</p> <p>Third party or on-premises advertising content would only be permitted on a place on the Heritage List or within a Heritage Area under limited circumstances. This is referenced under this sub-clause and dealt with in greater detail under Section 8.0 Signs on Places on the Heritage List and within Heritage Areas.</p> <p>Where third party advertising is proposed it will be required to related to relevant to the city in some way.</p>
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	<p>C) will increase the use and vibrancy of the public space, particularly at night.</p> <p>iii) Third party advertising or on-premises advertising content on a sign will not be permitted on a place on the Heritage List or within a Heritage Area except where in accordance with clause 8.2(l).</p> <p>iv) Third party advertising content shall be related to products, services or events available within the local government boundaries. not undermine the role of the city as the primary retail, commercial and cultural centre of the metropolitan area and/or state.</p> <p>v) A Signage Management Plan shall be submitted as part of a development application for a sign with third party advertising content.</p> <p><i>Note: 1. The Applications Policy provides details on the contents of a Signage Management Plan.</i></p> <p>6.7 Illumination of Signs</p> <p>a) The illumination of signs must not cause an annoyance to the public or have an adverse effect on the amenity of occupants of nearby buildings.</p> <p>b) The illumination of signs must comply with relevant Australian Standards (including AS 4282-1997) and any other relevant standards and guidelines (e.g. maximum luminance levels) considered appropriate by the local government to be relevant.</p> <p>c) Flashing, pulsating or flickering lights shall not be permitted except in accordance with sub-clauses (a) and (b) and clause 6.8.</p> <p>d) Where external illumination is permitted it shall be down lighting focussed directly on the sign. The escape of light beyond a sign is to be prevented or limited. The up-lighting of signs shall generally not be permitted.</p> <p>e) A Lighting Impact Assessment may be required to be submitted as part of a development application for illuminated signs.</p> <p><i>Note: 1. The Applications Policy provides details on the contents of a Lighting Impact Assessment.</i></p> <p>f) When granting development approval to an illuminated sign the local government may limit the hours, intensity (luminance levels), spill, and/or field of view and/or any other elements of illumination of a sign where considered appropriate.</p>	<p>Illumination of Signs</p> <p>This section has been added to ensure that illumination of signs, digital or otherwise, does not negatively affect the amenity of the city and building occupants. Additional guidance is provided to clarify acceptable illumination.</p>
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	<p>6.8 Animated and Variable Content</p> <p>a) Animated or variable content shall only be considered for development approval on a small sign ($\leq 2\text{m}^2$ sign face) will generally only be permitted) not located within or adjacent to a Residential Area or Civic and Parks Area (as identified in Figure 2) and where it is:</p> <ol style="list-style-type: none"> at the ground floor level or pedestrian level of a building; or as part of a ground based sign located in a public space; and/or in the case of variable content, a street furniture sign where it is part of a coordinated approach to the design and installation of street furniture in the locality and where the number of street furniture signs are limited, will make a positive contribution to the amenity, safety and character of the street, and is integral with and subordinate to the design and function of the street furniture. <p>b) Animated content on a large sign ($> 2\text{m}^2$ sign face) shall only be permitted:</p> <ol style="list-style-type: none"> facing or in a public space within the Entertainment Area, the Retail Core Area or The Terraces Area (as identified in Figure 2) and where: <ol style="list-style-type: none"> the viewing area is designed and intended for pedestrians to linger for an extended period of time; and the sign is oriented for viewing within the public space and not from adjacent streets and is not directly visible to passing road users; and/or where the large sign is a roof sign or wall sign at the top of a building which is greater than 29 metres in height and is not within a Landscaped Mixed Use Area, Residential Area or Civic and Parks Area (as identified in Figure 2). <p>c) Variable content on a large sign ($> 2\text{m}^2$ sign face) shall only be permitted considered for development approval:</p> <ol style="list-style-type: none"> facing or in a public space within the Entertainment Area, the Retail Core Area or The Terraces Area (as identified in Figure 2) and where: <ol style="list-style-type: none"> the viewing area is designed and intended for pedestrians to linger for an extended period of time; and the sign is oriented for viewing within the public space and not from adjacent streets and can only be viewed by passing road users if: 	<p>Animated and Variable Sign Content</p> <p>The Policy will differentiate between moving sign content (to be defined as animated) and sign content that is static and changes on a set time cycle (to be defined as variable) as it is recognised that the impacts of these two types of content vary, particularly with respect to safety.</p> <p>Differentiation is also provided between small electronic screens, much like a television or computer screen, that are now popular in tenancy windows and large electronic screens generally in located in highly visible public locations.</p> <p>Small signs ($\leq 2\text{m}^2$) with animated or variable content are proposed to be permitted at the ground floor level or the pedestrian level of a building or as part of a ground based signs in a public space.</p> <p>Large electronic digital screens have become an increasingly popular signage medium over recent years, particularly for third party advertising, because of their ability to display constantly changing sign content which generates far greater revenue potential than traditional poster displays. The content can be managed remotely and adjusted instantly. The Policy has been updated to more effectively address this type of signage, while also being broad enough to deal with other technologies which may be developed to display animated or variable content in the future.</p> <p>Careful management of the location of large signs ($> 2\text{m}^2$) with animated or variable content is required to avoid visual clutter and to ensure that they are appropriate to the setting and will make a positive contribution to its visual quality and vitality. It also critical that appropriate levels of safety are maintained for road users and the public. For this reason it is intended that they be restricted to:</p> <ul style="list-style-type: none"> public spaces within the city core where the public can stop and gather, where they will not distract road users and where they will add to the character and vitality of the space; and at the top of high rise buildings where they will add interest and vitality to the city skyline and will not affect the amenity of adjacent buildings or distract road users. <p>While animated content in public spaces should not be directly visible to road users, variable content may be where carefully controlled.</p> <p>Animated or variable content is only appropriate at the top of high</p>
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	<ol style="list-style-type: none"> 1. it has content that is completely static without any motion, animation or special effects for the duration of its display; 2. it has a specified duration of display and a transition time between display that comply with standards specified by the State Government transport authority or another authority and any other standards considered relevant appropriate by the local government; 3. each display comprises no more than 20% of its area as text and the text is large scale so that it can be easily and quickly read by road users; and 4. it does not include any content that could be perceived to be providing public safety instructions to passing road users or pedestrians. 5. it does not have any technology or mechanism that facilitates real time communication with road users or pedestrians. This includes any interaction, transmission or receipt of data, telecommunication, internet or radio signals; or <p>ii) where the large sign is a roof sign or wall sign at the top of a building which is greater than 29 metres in height and is not within a Landscaped Mixed Use Area, Residential Area or Civic and Parks Area (as identified in Figure 2).</p> <p>d) Animated or variable content on a large sign facing or in a public space shall only be permitted if the local government is satisfied that it:</p> <ol style="list-style-type: none"> i) is compatible with the desired character of the public space; ii) will enhance the visual quality of the public space; and iii) will make a positive contribution to the public space and its activation, particularly at night. <p>e) Animated or variable content on a large sign at the top of a building shall only be permitted considered for development approval if the local government is satisfied that it will:</p> <ol style="list-style-type: none"> i) add interest and vibrancy to the city's night skyline; and ii) not adversely affect the amenity of occupants of nearby buildings or impact on the safety of road users. 	<p>rise buildings where it is distant from road users and not likely to be a distraction. A 29 metre high building would be approximately nine storeys tall and signage above this height would generally only be visible from some distance. The name of the building or its major occupants would be permitted but not third party or on-premises advertising.</p>
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<p>7.4 Location of Signs</p> <p>Unless otherwise approved by the Council, no sign may be erected or maintained:</p> <ul style="list-style-type: none"> (a) 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; (b) if the sign is likely to obscure or cause confusion with or about a traffic light or traffic sign, or if the sign might be mistaken for a traffic light or traffic sign; (c) on any ornamental tower, spire, dome or similar architectural feature; (d) so as to obstruct the access to or from any door, fire escape or window (other than a window designed for the display of goods); (e) so as to hinder pedestrian movement and constitute a danger; (f) so as to obstruct the movement of any pedestrian or vehicle in any street or thoroughfare; (g) as a movable or portable sign in a street or public place, not affixed to a building; (h) on any light, power pole or traffic light or traffic sign; (i) on any tree, shrub or plant; (j) on any vehicle and/or trailer unless it advertises the business of the vehicle owner or occupier and is not parked so as to be general advertising; (k) such that the light from which, in the opinion of the Council, is so intense as to cause annoyance to the public. <p>Signs that are not exempt from the requirement for planning approval will be assessed based on the following performance criteria.</p>	<ul style="list-style-type: none"> f) Animated or variable content on a sign shall not be permitted on or adjacent to a place on the Heritage List or with in a Heritage Area except where in accordance with clause 8.2(no) and (ep). g) Large signs with animated or variable content shall have a default setting that will display an entirely black display area dark, blank screen /sign face (except during repair) if a malfunction occurs. h) A Traffic Impact Assessment, Lighting Impact Assessment and/or Sign Management Plan may be required to be submitted as part of a development application for a large sign with animated or variable content. <p><i>Note: 1. The Applications Policy provides details on the contents of these reports.</i></p> <p>6.9 Renewable Energy Sources</p> <ul style="list-style-type: none"> a) The use of renewable energy to power illuminated signs, including those with animated or variable content, is encouraged. 	<p>Renewable Energy Sources</p> <p>This clause is intended to encourage the use of renewable energy to power large electronic signs and accords with the City Planning Scheme No. 2 objective to ensure that development is carried out in an efficient and environmentally responsible manner.</p> <p>Location of Signs</p> <p>These matters are now dealt with elsewhere in the Policy.</p>
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Response to Location

A sign should be appropriate to its setting. For example, a sign which may be suited to the entertainment area of Northbridge would probably not be appropriate in the central business area of St Georges Terrace. A new advertising sign should aim to respond to the character of the street, and the prevailing building style.

Contribution to Local Character

A new sign should 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, and as such have the potential to reduce the commercial viability of an area.

Enhancement of the desired future environmental character of an area should be the primary consideration for judging the appropriateness of a new sign proposal.

Variety & Interest

The City of Perth recognises that signage can play an important part in the interest and appeal of a building or place, especially in shopping areas, and as such the City supports variety over monotonous design. A sign should reflect the quality of the service or the merchandise, be appropriate to the building or site, and aim to attract attention in a way which is well thought out and well designed.

Community Expectations

The community is becoming increasingly aware of issues relating to quality of amenity in their environments (i.e. views, overshadowing, visual clutter and pollution, "good neighbourliness"). Community expectations and better methods of promotion mean that some types of signs, such as hoardings, are ever less likely to receive approval from the City. Applicants are encouraged to have early discussions with Council staff, who will help to identify areas in which community expectations may mean that certain sign types will not gain approval. This should enable the applicant to select a more appropriate form of advertising signage.

Safety

A sign should in no way endanger the safety of the public. Signs that present a hazard or obstruction on the footpath, block motorists' views, block views of traffic information signage or traffic lights, or are not well secured, will not gain approval. Signs that are highly illuminated so as to cause discomfort to approaching motorists or to pedestrians are considered hazardous, and will not be supported.

These matters are now dealt with elsewhere in the Policy.

Design, Construction & Maintenance

Signs should be simple, clear and efficient. For example, building façades should not be visually spoiled by clumsy and unsightly methods of providing electrical services to the sign.

On-going maintenance of signs should be as easy as possible, and thought should be given at the time of initial design as to the economics and ease of re-using existing mountings, service installations and framing.

Signs should be located at a height which avoids impact from footpath maintenance vehicles, and which discourages vandalism.

Signage to be Avoided

- Visual ‘Noise’: Visual noise results when too many signs compete for the viewer’s attention. Ad-hoc additions over the years, varieties of different styles and colours on one site, too much text, and building addresses buried under a mass of information combine to form a “mess of messages” which potential customers will not be able to read.
- Incorrect Scale: A sign should be chosen with the target audience in mind. Is it motorists or pedestrians? A sign should be tailored in scale to address the needs of these groups. Pedestrians are pleased with detail and interest. Motorists are grateful for clear address numbers and succinct information. Building scale should always be taken into consideration when designing and locating a sign – a large sign on a small building looks out of scale and poorly designed, and reflects poorly on the building occupants.
- Poor Quality: Signs which are ‘tacky’, poorly installed or badly designed, not only reduce the amenity of the streetscape as a whole, but reflect on the business itself. Customers will form their first impression of a business from the quality of signage it displays.
- ‘Destructive’ Signage: Signs which require the destruction of important elements of the building fabric – especially in heritage areas – reduce the value of the building and destroy future opportunities for the life of the building. Care should be taken to fit signs into the ‘pattern’ of the building and to use the building as a frame for new signage.
- Ad-hoc Signs: Signs which are attached to buildings in a thoughtless manner do not make the most of the building as a tool to strengthen the impact of the sign.

8. GUIDELINES FOR SPECIFIC SIGN TYPES

7.0 PROVISIONS FOR SPECIFIC SIGN TYPES

PROVISIONS FOR SPECIFIC SIGN TYPES

<p>This section contains design criteria for sign types not exempted from planning approval. Sign types are defined in section 5 of this Policy.</p> <p>9.1 Above Roof or Sky Sign</p> <p>Above roof or sky signs are <u>not permitted</u> anywhere within the City of Perth.</p> <p>9.2 Animated or “New Technology” Signs</p> <ul style="list-style-type: none"> a) The content of an Animated or “New Technology” sign must also receive the approval of Council. 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). 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. 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. 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. 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. 	<p>This section contains additional provisions that are applicable to specific sign types.</p> <p>7.1 Above Awning Signs</p> <ul style="list-style-type: none"> a) Above awning signs that are located within/over a road reserve are not permitted. <p>7.2 Billpostings</p> <ul style="list-style-type: none"> a) Billpostings are not permitted. 	<p>Above Awning Signs</p> <p>Signage is not traditionally located above awnings. Above awning signs do not make a positive contribution to a streetscape or compliment building form and should therefore be avoided. Elsewhere they should be assessed on a case by case basis in accordance with the objectives, principles and provisions of this Policy.</p> <p>Above Roof Sign</p> <p>This section has been deleted as these signs are to be referred to as ‘sky signs’ to avoid confusion with ‘roof signs’.</p> <p>Animated or ‘New Technology’ Signs</p> <p>This section has been deleted as provisions for animated and variable sign content are located within the General Provisions section of the Policy.</p> <p>Billpostings</p> <p>It is proposed that these signs not be permitted within the city as</p>
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<p>Residential Scheme Use Area of Precinct P13 (Adelaide) and within some specified localities of Precinct P6 (St Georges) excluding St Georges Terrace itself (see Section 10).</p> <ul style="list-style-type: none"> (ii) Only one large banner sign may be erected on any one building at a time. (iii) The content of large banner signs may only promote special events, exhibitions, commercial events of interest to the community and general advertising of an acceptable standard. The part of the sign occupied by corporate markings, logos, branding or the like should only occupy a maximum of 10% of the total sign area. (iv) Only four (4) large banner signs should be permitted to be on display within the municipality of the City of Perth at any one time. (v) Sign content and any change of content must be approved by Council. (vi) Large banner signs will only be permitted to be displayed on a temporary basis, and for the purposes of this section of the Policy, “temporary” means no more than six months’ duration. No further approval for a large banner sign on the same building will be considered by Council until at least six months have elapsed since a previously approved large banner sign was removed. <p>(b) Large Banner Signs on Scaffolding</p> <ul style="list-style-type: none"> (i) Large banner signs on scaffolding may be permitted only within the City Centre Scheme Use Area of Precinct P1 (Northbridge) east of Fitzgerald Street, the City Centre Scheme Use Area of Precinct P5 (Citiplace) west of Barrack Street, the Office Residential Scheme Use Area of Precinct P13 (Adelaide) and Precinct P6 (St Georges) (see Section 10). (ii) Only one large banner sign on scaffolding may be erected on any one building site at a time. (iii) The scaffolding must be directly associated with a building under construction, or a building undergoing conversion, ie: scaffolding must not be erected specifically for the purposes of advertising signage. (iv) The content of large banner signs on scaffolding may only promote the virtues of inner-city living or central commercial activities. The part of the sign occupied by corporate markings, logos, branding, the selling agency or the like should only occupy a maximum of 10% of the total sign area. Third party advertising should not be permitted. (v) Sign content and any change of content must be approved by Council. (vi) Large banner signs on scaffolding will only be permitted to be displayed on a temporary basis, and for the purposes of this Section of the Policy, “temporary” means no more than twelve months, or for the duration the scaffolding is in 		
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<p>place, whichever period is the lesser:-</p> <p>9.6 Offensive Signs</p> <p>The City of Perth will not approve signs that, in the opinion of Council, are offensive.</p> <p>9.7 Projected Signs</p> <p>(a) Where it is proposed to project signs in a series the Council may issue one approval in respect of all the signs in that series.</p> <p>(b) No sign other than those in respect of which an approval has been issued may be projected.</p> <p>(c) An approval for a projected sign or signs shall specify the building, screen or structure onto which such sign or signs maybe projected. The sign or signs shall not be projected onto any building, screen or structure not specified in the approval.</p> <p>(d) The owner and occupier/s of any building, screen or structure and the owner and occupier of any land on which a screen or structure is erected shall ensure that no sign or signs is or are projected onto the building, screen or structure unless an approval has been issued with respect thereto and the provisions of this clause are complied with.</p>	<p>7.4 Portable Signs</p> <p>a) Portable signs are not permitted within road reserves or other public reserves except where they are:</p> <p>i) to direct attention to a dwelling that is for sale and are only in place during the hours of a home open for this dwelling; or</p> <p>ii) community information signs for a function, exhibition, meeting, display, event or activity that has been granted any required local government approvals, inclusive of the sign/s.</p> <p>In all other cases they will only be considered for development approval where they are located wholly within private property.</p> <p>7.5 Projected Image Signs</p> <p>a) An application for development approval for a projected image sign must relate to both the site where the devices used to project the image are to be located and the site to where the image is to be projected.</p> <p>b) The devices used to project the image should be limited in size and number and located to have minimal visual impact.</p> <p>c) Subject to sub-clause (b), projected image signs will be encouraged in locations where they will add interest and vibrancy to streetscapes and the city generally.</p> <p>7.6 Projecting Signs</p> <p>a) Where a projecting sign has a horizontal orientation, the horizontal dimension should be no more than twice the vertical dimension.</p> <p>b) Projecting signs that are made of fabric or another flexible material will only be granted temporary development approval for a maximum period of three years.</p>	<p>Offensive Signs</p> <p>Offensive sign content is now dealt with in the General Provisions section of the Policy.</p> <p>Portable Signs</p> <p>This section has been included to clarify that portable signs such as a-frame signs are generally not permitted within any public reserves within the city for safety reasons. The noted exemptions are consistent with the City of Perth Thoroughfares and Public Places Amendment Local Law 2015. Portable signs located on private land should also not hinder pedestrian movement.</p> <p>Projected Image Signs</p> <p>This section has been clarified and provisions included to generally encourage this type of signage.</p> <p>Projecting Signs</p> <p>This provision is proposed to avoid horizontal signage which is generally not compatible with the vertical proportioning of buildings.</p> <p>Temporary development approval of fabric or similar materials is appropriate as these are generally less durable than rigid materials.</p>
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<p>9.8 Roof Signs</p> <p>(a) A roof sign must not project above the uppermost part of the building to which it is attached.</p> <p>(b) A roof sign may be illuminated, and its contents may move, but it cannot contain flashing lights.</p> <p>(c) High level illuminated roof signs are encouraged facing the Swan River on buildings within Precinct P13 (Adelaide) and Precinct P6 (St Georges) (see Section 10).</p> <p>(d) An illuminated roof sign will not be permitted if it is likely to adversely affect the amenity of adjoining, overlooking residents due to excessive glare.</p> <p>(e) Roof signs should only be permitted where it can be demonstrated that having regard to the character of the area in which they are to be situated, they would not adversely affect its amenities or those of other areas.</p> <p>(f) A roof sign must be compatible with the building upon which it is attached in terms of its size and design.</p> <p>(g) Roof signs are not permitted on heritage buildings.</p> <p>(h) The content of roof signs requires approval by Council.</p> <p>9.9 Sign Types Not Listed</p> <p>In considering innovative design proposals for signs not envisaged by this Policy, or where there are issues of interpretation, the City of Perth will consider the design excellence of the proposed sign, and the degree to which it meets the objectives of this Policy.</p> <p>9.10 Tethered Signs</p>	<p>7.7 Real Estate Signs</p> <p>a) A real estate sign shall be erected or installed for a maximum period of 12 months or removed within 14 days of the completion of the sale, lease agreement, redevelopment or refurbishment of the site that it relates to, whichever is the lesser.</p> <p>7.8 Roof Signs</p> <p>a) A roof sign must achieve a high degree of integration and compatibility with the form, materials, finishes and colours of the building that it is attached to. A roof sign should appear as if it is part of the original building, or otherwise match or complement its architecture, and not appear as an afterthought.</p> <p>b) A roof sign should have a maximum vertical dimension equal to one tenth of the building's height, but not more than the combined height of two typical floors of the building.</p> <p>c) Only one roof sign or one wall sign at the top of the building shall be permitted per building elevation, except where the local government is satisfied that a further sign would be compatible with the design and scale of the building, would not lead to visual clutter and would make a positive contribution to the city skyline.</p> <p>d) A roof sign shall not display third party advertising or on-premises advertising content.</p> <p>e) The illumination of roof signs on buildings will be encouraged in locations where it will add interest and vibrancy to the city's night skyline and will not adversely affect the amenity of occupants of adjacent nearby buildings.</p> <p><i>Note: 1. Roof signs are not permitted on places on the Heritage List or within a Heritage Area</i></p> <p>7.9 Sky Signs</p> <p>a) Sky signs are not permitted.</p> <p>7.10 Tethered Signs</p>	<p>Real Estate Signs</p> <p>This provision limits the time a real estate sign may be in place to ensure redundant signs are removed and avoid unnecessary visual clutter</p> <p>Roof Signs</p> <p>The provisions applicable to roof signs have been reworded for greater clarity and to ensure a high degree of design quality that will enhance the city skyline.</p> <p>Sign Types Not Listed</p> <p>This clause has been deleted as all development applications for signs should be assessed in accordance with the objectives principles and provisions of the Policy.</p> <p>Sky Signs</p> <p>This provision was previously located under 'above roof signs' and has been relocated to reflect the change in terminology.</p> <p>Tethered Signs</p>
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<p>(a) If granted, planning approval for tethered signs will generally be for a maximum period of thirty days only. In determining an application for a tethered sign, the Council will have regard to the following:</p> <p>(i) Tethered signs should only be permitted on a private property for the purpose of identifying the use on-site, or for activities associated with that use;</p> <p>(ii) Tethered signs should only be permitted on properties where it can be demonstrated that having regard to the character of the area in which they will be situated, they will not adversely affect the visual amenity of the location or adjacent areas. More specifically:</p> <ul style="list-style-type: none"> • tethered signs should only be permitted on commercial premises where the device will not have a significant detrimental impact on surrounding residential dwellings; • particular attention should be given to preserving the visual amenity of commercial areas characterised by a unique built form, comprising historical and architecturally significant building stock, and other precincts/ locations considered by the Council as being of environmental, townscape or landscape value. <p>(b) Tethered signs should:</p> <p>(i) be located wholly within the boundaries of the subject lot;</p> <p>(ii) have a maximum vertical dimension of 750mm and a maximum area of 2.0m²;</p> <p>(iii) not be less than 2,750mm or greater than 8,000mm from ground level;</p> <p>(iv) be limited to a maximum of one sign per street frontage on any one lot; and</p> <p>(v) not be within 10.0m of a pylon sign.</p> <p>(c) Notwithstanding the provisions of the above clauses, tethered signs which consist of balloon or blimp-type objects should:</p> <p>(i) not exceed 7,000mm in diameter or 9,000mm in height; and</p> <p>(ii) not be displayed for more than 30 days in aggregate for any one calendar year.</p> <p>(d) Furthermore, the advertiser should supply to the Council prior to erecting such a sign a certificate from a qualified structural</p>	<p>a) Tethered signs, with the exception of flag poles displaying flags for community, diplomatic or cultural purposes, may only be granted temporary development approval for a maximum period of thirty days.</p> <p>b) Tethered signs are not permitted to display third party advertising content.</p>	<p>The provisions relating to this sign type have been simplified and these types of signs will be dealt with on a case by case basis.</p>
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<p>engineer certifying that the connection of the balloon or blimp-type object to its ground-based fixture is of a structurally sound design.</p> <p>9.11 Third Party Advertising or General Advertising</p> <p>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.</p> <p>9.12 Tower Signs</p> <p>(a) A tower sign:</p> <ul style="list-style-type: none"> (i) shall not, if illuminated, be a flashing sign; (ii) shall not exceed in height one sixth of the height of the mast, tower or chimney stack on which it is placed; (iii) shall not extend laterally beyond any part of such mast, tower or chimney stack. <p>9.13 Wall Murals</p> <p>Each application for a wall mural will be treated on its merits. In this regard, consideration will be given to the locational context and content of the proposed wall mural, and the overriding need to protect the character and general amenity of the locality.</p>	<p>7.11 Wall Murals</p> <ul style="list-style-type: none"> a) A wall mural 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. b) 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. c) A wall mural may generally only be granted temporary development approval for a maximum of five years. <p>7.12 Wall Signs</p> <ul style="list-style-type: none"> a) Any part of a wall sign should not extend above the parapet or eaves of a building. b) Where a A wall sign is proposed at the top of a building except in accordance with clause 6.6(c)(i)(B),; <ul style="list-style-type: none"> i) it should have a maximum vertical dimension equal to one tenth of the building's height, but not more than the combined height of two typical floors of the building; ii) only one of these wall signs-at the top of a building or one roof sign shall be permitted per elevation, except where the local government is satisfied that a further sign would be compatible with the design and scale of the building, would 	<p>Third Party Advertising or General Advertising</p> <p>This clause has been deleted as reference to third party advertising content is addressed within the General Provisions section of the Policy.</p> <p>Tower Signs</p> <p>Tower signs are no longer common within the city and should be assessed on a case by case basis in accordance with the objectives, principle and general provisions of the Policy. The illumination of signs is dealt with in the General Provisions section of the Policy.</p> <p>Wall Murals</p> <p>This provision has been deleted as it comprises general principles applicable to all sign types.</p> <p>Wall Signs</p> <p>Additional guidance is provided in relation to wall signs, including those previously addressed as 'large banner signs'.</p> <p>Limitations on the size of wall signs displaying third party or on-premises advertising content (previously dealt with as large banner signs) are provided to ensure that they have an appropriate border and do not dominate the building.</p>
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<p>11. SIGNS ON HERITAGE BUILDINGS AND PLACES</p> <p>The design and placement of signs on or near heritage buildings and places requires careful consideration to be compatible with and not</p>	<p>not lead to visual clutter and would make a positive contribution to the city skyline.; and</p> <p>iii) A wall sign at the top of a building it shall not display third party advertising or on-premises advertising content except where in accordance with 6.6(c)(i)(B).</p> <p>c) The illumination of wall signs at the top of buildings will be encouraged in locations where it will add interest and vibrancy to the city's night skyline and will not adversely affect the amenity of occupants of adjacent nearby buildings.</p> <p>d) Where a wall sign with third party or on-premises advertising content is proposed in accordance with clause 6.6(c)(i)(B):</p> <p>i) it should have a maximum area of 25% of the wall area;</p> <p>ii) it should not extend to the full height or width of the wall; and</p> <p>iii) only one of these signs per elevation and two of these signs per building will be permitted.</p> <p>7.13 Window Signs</p> <p>a) Window signs should only occupy:</p> <ul style="list-style-type: none"> - a maximum of 10m²; or - a maximum of 25% of the combined area of a tenancy's ground and first floor level windows which are visible from a street or a public area, whichever is the lesser. <p>b) Window signs at ground and first floor levels of a building which are visible from a street or a public area should be designed and located to allow views into and out of and daylight into the window.</p> <p>c) Window signs which advertise a sale within a tenancy and vary from the provisions of subclauses (a) and (b) may be installed in the window of the tenancy for a maximum of four times per year for a maximum continuous period of 28 days.</p> <p>d) Window signs above first floor level are discouraged.</p> <p>e) Product displays in shop windows are preferred to signs.</p> <p>8.0 SIGNS ON PLACES ON THE HERITAGE LIST OR WITHIN HERITAGE AREAS</p> <p>8.1 Principles</p> <p>This section applies to signs on places on the Heritage List or within a Heritage Area. This Policy should be read in conjunction with the Heritage Planning Policy and any specific Planning Policy for a Heritage</p>	<p>Window Signs</p> <p>These provisions are proposed to avoid signage that restricts passive surveillance and activation along the street frontage and daylight into buildings. The definition of a window sign and associated provisions have been expanded to deal with signage located close to the window to ensure it does not excessively restrict views into or out of windows.</p> <p>The Policy recognises the need for temporary signage to advertise retail sales. It also discourages signage located above first floor level which is not well located for viewing by pedestrians.</p> <p>SIGNS ON PLACES ON THE HERITAGE LIST OR WITHIN HERITAGE AREAS</p> <p>Principles and Provisions</p> <p>The principles relating to signs on places on the Heritage List or with a Heritage Area have been updated to provide clarity, to</p>
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<p>detract from, the heritage significance of the building or place. In some cases new signs of a very traditional character are most appropriate, whereas in others signs should be clearly contemporary in design. Opportunities for placement of signs and acceptable media may be more limited than in other situations.</p> <p>It is necessary to have a good understanding of the nature of the significance of heritage buildings and places, and the relative significance of their various components, in order to most appropriately design and place new signage.</p> <p>Traditionally, signs were rarely placed on pilasters, architectural mouldings or across incised decorative patterns. They were placed so as to allow the architectural details of buildings to remain prominent.</p> <p>Generally the following areas on a heritage building are suitable for locating signage, although it is not suggested that all these opportunities should be exploited at the same time:</p> <ul style="list-style-type: none"> • the solid parapet above the cornice (horizontal sign); • the horizontal panel below the cornice (horizontal sign); • ground or first floor windows (window signs); • on upper storey side walls (horizontal signs); and • attached to verandahs (verandah fascia and under awning signs). <p>Some appropriate locations for signage on a commercial building are illustrated below.</p> <p><i>Figure – Some Appropriate Locations For Advertising Signage</i></p> <p>Modern signs can at times be accommodated as projecting vertical signs and as name plates beside the entrance door. All other sign types, including roof signs, are discouraged on buildings of heritage significance.</p> <p>External building colours varied during different historic periods and the colour range of paints available was more limited than today. Therefore it is wise to research appropriate colours for buildings in heritage areas. Paint scrapings can often reveal original colours. Heritage lettering styles may involve shaded letters, the mixing of sizes and styles of letters, and ornamental scrolls as relevant to the period of the building. Fluorescent and iridescent paints are inappropriate.</p> <p><u>Policy:</u></p> <ul style="list-style-type: none"> • Where specific information is available on the heritage significance of a building or place, such as a Conservation Plan, this should be consulted to determine appropriate placement and design of signs. 	<p>Area, with those Policies taking precedence over this Policy.</p> <p>The design and placement of signs on places on the Heritage List or within a Heritage Area requires careful consideration.</p> <p>Signs shall be compatible with the place on the Heritage List and/or the Heritage Area without adversely affecting their important physical or visual qualities.</p> <p>All signage will be considered in the context of the cultural heritage significance of the place on the Heritage List and/or the Heritage Area, as well as any Conservation Plans and historical documentation. Existing signage, including redundant signage, will also be taken into consideration when assessing new signage for places on the Heritage List or within a Heritage Area.</p> <p>It is acknowledged that there may be ways other than those identified below, to achieve signage that is appropriate for places on the Heritage List or within a Heritage Area. Alternative methods may be approved where it is demonstrated that they will not adversely affect the cultural heritage significance of the place or Heritage Area.</p> <p>8.2 Provisions</p> <p>a) Original and early signage (including remnants) that contribute to the cultural heritage significance of a place on the Heritage List or Heritage Area should be retained and conserved. The location of previous original and early signage should be considered for the placement of new signs.</p>	<p>reflect current best practice and to recognise the varied nature of existing and potential Heritage Areas identified under the City Planning Scheme No. 2. In future any provisions specific to a Heritage Area will be located within the Planning Policy for that area.</p>
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<ul style="list-style-type: none"> • Generally, signs on individual buildings or within areas of special significance should be discreet, and should complement the building or area. The architectural characteristics of a building should always dominate. For example, signs should not be placed on cast iron, first floor verandahs, balustrades or in front of cast iron frieze work. • Advertising should be placed in locations on the building or item, which would traditionally have been used as advertising areas. • No signs should break an historic parapet or roof line of a building. A possible exception is single-storey verandah roof lines, where signs sometimes project above verandah spouting or across the verandah roof ("Above Awning Sign"). • Side walls may provide opportunities, but require careful consideration. • Modern standardised 'trademark' advertising will not usually be appropriate. This is unless the presentation is modified by placing the modern sign in a panel with a perimeter margin and surrounding wall surface printed in sympathetic heritage colours. 	<ul style="list-style-type: none"> b) Restoration, reconstruction or conservation of non-complying signage may be acceptable provided the signage contributes to the cultural heritage significance of the place on the Heritage List or the Heritage Area and is supported by a clearly established historical precedent. c) Signs shall not visually dominate or detract from the architectural characteristics of a place on the Heritage List or a Heritage Area. Matters to be considered in this regard include the location, scale, size, materials, design and the cumulative effects of signage. d) Signs shall not visually obscure architectural features of a building or disrupt the design, proportioning or fenestration of a building façade, including the parapet and roof. e) Roof signs shall not be permitted on a place on the Heritage List or within a Heritage Area. f) Signs shall not physically damage existing fabric and should be easily removable. For example, existing fixing points should be used and signs should be attached to mortar rather than masonry. g) Signs shall not be painted on previously unpainted surfaces or over historical signage which contributes to the cultural heritage significance of the place on the Heritage List or the Heritage Area. h) Wall murals shall generally not be permitted on a place on the Heritage List or within a Heritage Area, unless painted on a side or rear elevation of a building that is already painted and it can be demonstrated that the wall mural will not have any adverse impact on the cultural heritage significance of the place or Area. i) Signs for basement and ground floor occupants should be located on the façade at ground floor level or attached to the front or underside of the awning over the footpath. j) Where signage for upper floor occupants cannot be accommodated at ground floor level, high quality and discrete signage that does not visually dominate or detract from the place on the Heritage List or the Heritage Area may be acceptable at upper floor levels. k) Where multiple tenants require signage on a place on the Heritage List, a Signage Strategy should be submitted for the approval of the local government. l) Corporate branding requirements should be adapted to respect the cultural heritage significance of the place on the Heritage List or the Heritage Area. m) Third party advertising or on-premises advertising content on a 	
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<ul style="list-style-type: none"> • Permanent signs on shop windows should not cover more than 25% of the window area, between the window sill and the door head. • Verandah fascia sign should have a maximum height of 175mm with lettering of 150mm in height. • Signs should be illuminated externally. Small neon signs hanging inside the windows of shops may be appropriate because they are more in the nature of a window display than of a dominant townscape element. There are exceptions to the use of internally illuminated, neon and flashing signs where they are an accepted component of the social history of an area, such as Northbridge. 	<p>sign shall not be permitted on a place on the Heritage List or within a Heritage Area except where:</p> <ul style="list-style-type: none"> i) it is on a hoarding sign in accordance with clause 7.3(d); ii) in the case of on-premises advertising content it is on a window sign; or iii) it is reconstructed signage with a clearly established historical precedent that contributes to the cultural heritage significance of the place or Area. <p>n) Signs should generally only be illuminated externally or utilise a 'halo' method of illumination (i.e. illumination from behind to form a 'halo' of light around silhouetted letters or symbols). Internal illumination of under awning signs where the illumination only applies to the lettering or logo may be appropriate where it does not visually detract from the place on the Heritage List or the Heritage Area. Neon and flashing signs are not permitted unless they are an accepted component of the cultural heritage significance of the place on the Heritage List or the Heritage Area.</p> <p>o) Animated or variable content on a sign shall not be permitted on a place on the Heritage List or within a Heritage Area, with the possible exception of a discrete small sign (≤2m² sign face) inside the window of a shop where and it will not detract from the cultural heritage significance of the place or the Heritage Area.</p> <p>p) Animated or variable content on a sign adjacent to a place on the Heritage List and outside a Heritage Area may only be permitted where it will not detract from the cultural heritage significance of the adjacent place.</p>	
<p>10. SIGNS IN SPECIAL AREAS</p> <p>City Planning Scheme No. 2 identifies a Statement of Intent for each of the fifteen planning precincts within the City of Perth. Each Statement of Intent outlines the desired environmental character for that precinct. Signs should be consistent with the desired environmental character for each precinct.</p> <p>Within the City there are several important streets and areas that have distinctive streetscape or heritage values and within which the design of signs and the types of sign permissible are particularly important.</p> <p>These Special Areas are listed below and shown on Figure 1, and the following section describes objectives and policies for signage particular to each.</p> <ul style="list-style-type: none"> • Northbridge • Hay Street / Murray Street 	<p>9.0 PLACE SPECIFIC REQUIREMENTS</p> <p>Signs should be consistent with the desired character for the relevant Precinct within the Scheme Area, as detailed within the relevant Precinct Plan. The additional provisions within this section apply to the areas listed below and identified in Figure 2. Where a sign is proposed on a place on the Heritage List or in a Heritage Area the provisions of Section 8.0 of this Policy take precedence.</p> <ul style="list-style-type: none"> • Entertainment Area • Retail Core Area • Town Centre Areas • The Terraces Area • Landscaped Mixed Use Areas • Residential Areas • Civic and Parks Areas 	<p>PLACE SPECIFIC REQUIREMENTS</p> <p>This section has been updated and expanded to include areas within the city where signage should reflect or complement a specific character. Areas in the city that have a consistent character which new signage should respond to have been grouped accordingly.</p> <p>General descriptions of areas have been removed to avoid duplication and inconsistencies with Precinct Plans. Similarly provisions that duplicate general objectives or principles of the Policy have been removed.</p> <p>Provisions for the King Street Heritage Precinct have been deleted as requirements for specific Heritage Areas will be contained within separate Policies. General provisions applicable to signs on places on the Heritage List or within Heritage Areas are contained within Section 8.0 of this Policy.</p>

<ul style="list-style-type: none"> • St Georges Terrace • Adelaide Terrace • King Street Heritage • West Perth <p>10.1 Northbridge</p> <p>This area corresponds to City Centre Scheme Use Area of Precinct P1 (Northbridge), east of Fitzgerald Street. Northbridge is Perth's primary entertainment and night life area and in addition incorporates a variety of residential accommodation and commercial services. It is unique in terms of its mix of uses and its character and the social and cultural diversity that distinguishes it from other areas will be fostered.</p> <p>Innovative, unique and creative signs are appropriate in this area.</p> <p><u>Policy:</u></p> <ul style="list-style-type: none"> • Council will adopt a flexible and liberal approach to signage applications within Northbridge. However, good design principles in regard to the size, number, location and content of signs are still relevant. • Council will generally encourage signage, which will add colour, interest and vibrancy to the area. • Council will generally encourage signs that are innovative and take the form of public art. <p>10.2 Hay Street/ Murray Street (Core Retail Area)</p> <p>This area corresponds to the City Centre Scheme Use Area of Precinct P5 (Citiplace) west of Barrack Street. The area centred on the Hay and Murray Street Malls is the main retail focus of the city and retailing and similar uses will be encouraged to expand and the pedestrian-friendly environment enhanced.</p> <p>Signs that contribute to the creation of a lively, colourful and stimulating pedestrian and retailing environment are appropriate in this area.</p> <p><u>Policy:</u></p> <ul style="list-style-type: none"> • Signage should reflect the character of the area and its function as the retail core of the city. However, restraint should be shown in the number of signs per tenancy. • 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. All signs should be consistent with the objectives and proposed actions contained within the "Malls Action 	<p><i>Insert Figure 2 – as attached.</i></p> <p>9.1 Entertainment Area</p> <p>Signs should contribute to the diverse and dynamic character of the area. A variety of colourful and innovative signs that assist in creating a stimulating pedestrian environment, both day and night, are encouraged.</p> <p>Window displays should be visually interesting and use product display as on-premises advertising rather than signs and banners.</p> <p>9.2 Retail Core Area and Town Centre Areas</p> <p>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. The nature and concentration of signage in the Retail Core Area will vary marginally from that in the Town Centre Areas in recognition of its role as the focus for retail in the metropolitan area and the state.</p> <p>Way-finding is particularly important in these areas where pedestrian numbers are very high. Excessive signage that detracts from this should be avoided. Restraint should be shown in the number of signs per tenancy and signs should generally be limited to the ground and first floor levels of buildings.</p> <p>Window displays should be visually interesting and use product display as on-premises advertising rather than signs and banners.</p>	<p>Entertainment Area</p> <p>This area bounded by Aberdeen, William, Roe and Milligan Streets and Russell Square, has a unique historic role and character as an entertainment area with the opportunity for greater variety and creativity in signage design.</p> <p>Retail Core Area and Town Centre Areas</p> <p>These areas are dominated by retail uses and incorporate major pedestrian routes where a lively and stimulating public realm is appropriate and signage is a key element. The nature and concentration of signage in the Retail Core Area should reflect its metropolitan role, while in the Town Centre Areas it should be appropriately reduced to reflect their more local role. This is reflected in provisions for animated and variable content on signs in public spaces, which may be permitted in public spaces in the Retail Core Area, but would not be consistent with the local character of the Town Centre Areas.</p>
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<p>Plan”.</p> <ul style="list-style-type: none"> • Opportunities exist for the erection of a limited number of temporary large banner signs on large, blank building facades or on construction site scaffolding (see Section 9.5). <p>10.3 St Georges Terrace</p> <p>This area corresponds to Precinct P6 (St Georges). St Georges Terrace is the State’s principal and most prestigious centre for business, finance, commerce and administration.</p> <p>The City’s tallest office buildings are located along the St Georges Terrace spine between Milligan and Barrack Street and this will be maintained. Views to the tall buildings within the area from across the Swan River and other vantage points are an important consideration in terms of the central city’s presentation and visitor appeal.</p> <p>Signs that create an attractive daytime and evening atmosphere, express the character of the business and commercial environment, and enhance views of the city skyline are appropriate in this area.</p> <p><u>Policy:</u></p> <ul style="list-style-type: none"> • Signage within the area should principally identify major tenants, building names and street numbers, and should be in keeping with the prestigious office environment. The provision of identifying street numbers is especially encouraged. • Illumination should be subtle. Flashing signs will not be approved. • Opportunities may exist for large banner signs to be erected on buildings located on the outer edge of the area, such as The Esplanade (but not on St Georges Terrace itself). These signs should be temporary only (see Section 9.5). • Illuminated neon roof signs are appropriate on St George’s Terrace and The Esplanade. These may be static, moving, but not flashing (see Section 9.2). <p>10.4 Adelaide Terrace</p> <p>This area corresponds to the Office Residential Scheme Use Area of Precinct P13 (Adelaide). The Adelaide Terrace area will be predominantly a short and long term residential quarter serviced by activities that support residential uses. It also functions as a secondary general office district, less intensive than St Georges Terrace. It will be open and spacious, characterised by medium-scale buildings, set back to incorporate landscaped forecourts. Adelaide Terrace will have grand scale and boulevard planting. Buildings in this area are also important to the city skyline.</p>	<p>9.3 The Terraces Area</p> <p>Signs should be designed to reflect the character and role of St Georges and Adelaide Terrace that together form the principal city boulevard, with St Georges Terrace also forming the focus for business, finance, commerce and administration in the state.</p> <p>Signage should principally be for the purpose of numbering and naming buildings and identifying their occupants. Signage should be limited in size and number per tenancy.</p> <p>Signs integrated into the roof or top of buildings incorporating illumination that will enhance the city skyline are generally encouraged.</p>	<p>The Terraces Area</p> <p>While this area comprises varying mixes and intensities of land use, it has a character which is unified by St Georges and Adelaide Terrace. The Terraces form the physical spine of the city that is the focus of business and commerce in the state and which dominates the city skyline. Signage should reflect and contribute to this prominence.</p>
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<p>Signs that create an attractive daytime and evening atmosphere and help to express the mixed residential, business and tourism environment character are appropriate in this area.</p> <p>Policy:</p> <ul style="list-style-type: none"> • The provision of innovative graphic signs at lower levels and the sensitive illumination of buildings, signs and gardens, particularly closer to the Causeway, is considered appropriate. • Opportunities may exist for large banner signs in appropriate locations and temporary large banner signs may be permitted on construction site scaffolding (see Section 9.5). • Illuminated neon roof signs are appropriate on Adelaide Terrace. These may be static, moving, but not flashing. <p>10.5 King Street Heritage Precinct</p> <p>The King Street Heritage Precinct is within the City Centre Scheme Use Area of Precinct 5 (Citiplace). It is significant for its streetscape dating from the Gold Boom period of the 1890s to the early 20th century and is recognised by State and Commonwealth heritage bodies, as well as being listed in both the register of Places of Cultural Heritage Significance of City Planning Scheme No. 2 (Register 8.1) and the City of Perth Municipal Heritage Inventory.</p> <p>The precinct is the subject of the King Street Heritage Precinct Design Guidelines, which contain provisions relating to signage.</p> <p>Policy:</p> <ul style="list-style-type: none"> • All new signs and any alterations to existing signs should satisfy the King Street Design Guidelines, and the Signage Supplement to those Guidelines. • Existing non-conforming signs that detract from the architectural character of the Precinct should be removed as soon as possible. • The principles outlined in Section 11 of this policy should be adhered to. <p>10.6 West Perth</p> <p>This area corresponds to Precinct 10 (West Perth), north of Malcolm Street and south of the railway, and incorporates Office/Residential, Town Centre and Commercial Scheme Use Areas. The West Perth area has two primary functions. It is one of several residential quarters, accommodating a range of housing types and support facilities, and is also a secondary business area adjacent to the city centre. The town centre located on Hay Street provides a range of shopping and related services for residents and the work force.</p>	<p>9.4 Landscaped Mixed Use Areas</p> <p>Signage is to be designed to respond to the landscaped context and/or the desired mixed use nature of these areas, the majority of which are intended to incorporate a strong residential element.</p> <p>Signage should generally only be for the purpose of numbering and naming buildings and identifying the occupants. Signs should be restrained in character, scale and form and limited in number.</p> <p>Signs at ground or first floor level should generally have a total combined area of 2m² facing a street.</p>	<p>Landscaped Mixed Use Areas</p> <p>While these areas are dispersed across the city, they have a consistent mixed use character that is primarily dominated by residential and special residential uses and that has an identifiable or intended open nature, either as a result of landscaping and setbacks between buildings or on adjacent land. Signage should be appropriately restrained to enhance this character.</p>
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<p>West Perth is one of the major entry points into the City of Perth.</p> <p>The Precinct Plan for West Perth in City Planning Scheme No. 2 includes provisions relating to signs. The West Perth Urban Design Study is also relevant. Signs that create a lively and attractive daytime and evening atmosphere within the Town Centre are appropriate, with signs outside the Town Centre having a more conservative quality.</p> <p>Policy:</p> <ul style="list-style-type: none"> • Signage in the Office/Residential Scheme Use Area should be of high quality and be conservative and restrained in character, scale and form. Signage in the town centre should be more vibrant, interesting and colourful, to reflect the nature and character of the businesses. • Within the Office/Residential Scheme Use Area any sign or combination of signs should only be visible from a street or other public place provided: <ul style="list-style-type: none"> - the sign(s) does not have a total area of more than 2m²; or - have or comprise any letter or numeral exceeding 300mm in height or width or any symbol or logo exceeding 500mm in height or width. • Larger signs at upper levels of office buildings located on Kings Park Road and Thomas Street, which indicate the building name or major occupier, may be acceptable. • Large banner signs, video signs, tethered signs, projected signs and hoardings are not permitted in West Perth. <p>11. AREAS WHERE APPROVAL FROM OTHER PUBLIC AUTHORITIES IS REQUIRED</p>	<p>9.5 Residential Areas</p> <p>Signage is to be designed to complement the dominant residential character of these areas.</p> <p>Signs should be unobtrusive. They should be limited in number and generally small in scale with subtle use of colour.</p> <p>Signs should only be located at the ground floor level of buildings or within the street setback area. The exception to this is within the Terrace Road Design Policy Area. In this Area signs integrated into the roof or top of buildings that incorporate illumination to enhance the city skyline are generally encouraged where they will not adversely affect the amenity of adjacent building occupants.</p> <p>9.6 Civic and Parks Areas</p> <p>Signage is to be designed to complement these key open space areas and centres of civic, judicial and parliamentary activities.</p> <p>Signage should be unobtrusive. Signs should be primarily for the purpose of way-finding or to provide community information and be designed and located to minimise their impact on their surroundings.</p>	<p>Residential Areas</p> <p>In these areas the preservation of the dominant residential character and associated high levels of amenity is the priority and signage should be appropriately restricted.</p> <p>Civic and Parks Areas</p> <p>These areas have a distinctive landscaped and/or civic character in which signage should have limited visual impact.</p> <p>AREAS WHERE APPROVAL FROM OTHER PUBLIC AUTHORITIES IS REQUIRED</p>
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<p>Within the following areas, approval for signage is required from public authorities other than the City of Perth.</p> <ul style="list-style-type: none"> • East Perth Redevelopment Authority (EPRA) area – all advertising signs within the EPRA area require approval under Clause 4.10 of the East Perth Redevelopment Scheme Text. Applications should be made direct to EPRA. • Swan River Trust (SRT) area – all advertising signs within the area controlled through the Swan River Trust Act 1988 and Swan River Trust Regulations 1989 require approval under Policy DE 17. Applications should be made direct to the SRT. • Western Australian Planning Commission (WAPC) Clause 32 Areas – the WAPC has ultimate planning control over advertising signage in these areas. Applications should be made direct to the City of Perth, which will refer the application on to the WAPC for its consideration. • Main Roads Western Australia (MRWA) has a responsibility in administering and approving roadside signage where it is proposed to be located on or adjacent to main road reserves. Applications should be made direct to the City of Perth, which will refer the application onto MRWA for its consideration. <p>Information on the boundaries of these areas may be obtained from the City of Perth.</p> <p>12. TYPES OF SIGNS DEFINITIONS</p> <p>For the purposes of administering this policy, the following definitions apply:</p>	<p>APPENDIX 1 - DEFINITIONS</p> <p>The Deemed Provisions contain a definition of the term ‘advertisement’. Schedule 4 - Definitions of City Planning Scheme No. 2 contains a number of other definitions that apply to this Policy.</p> <p><i>Note: 1. Refer to clause 1 of the Deemed Provisions.</i></p> <p>For the purposes of this Policy the definitions in this Appendix also apply. A number of the defined sign types are also illustrated in Figures 1 and 3.</p>	<p>This section has been deleted as it is out of date and includes detail that is not appropriate within a planning policy.</p> <p>DEFINITIONS</p> <p>The definition of advertisement in the Deemed Provisions is as follows: <i>‘Any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, that is used wholly or partly for the purposes of advertising, announcing or directing and includes-</i></p> <p>(a) <i>any hoarding or similar structure used, or adapted for use for display of advertisements; and</i> (b) <i>any airborne device anchored to any land or building used for the display of advertising; and</i> (c) <i>any vehicle or trailer or other similar object placed or located so as to serve the purpose of displaying advertising.’</i></p> <p>Minor changes to a number of sign definitions have been made to ensure consistent wording. Figures illustrating individual sign types have been removed and replaced with a single figure illustrating the common types of signs on a building to provide clarity and simplicity. As with the current policy, it is not considered necessary to illustrate all sign types.</p>
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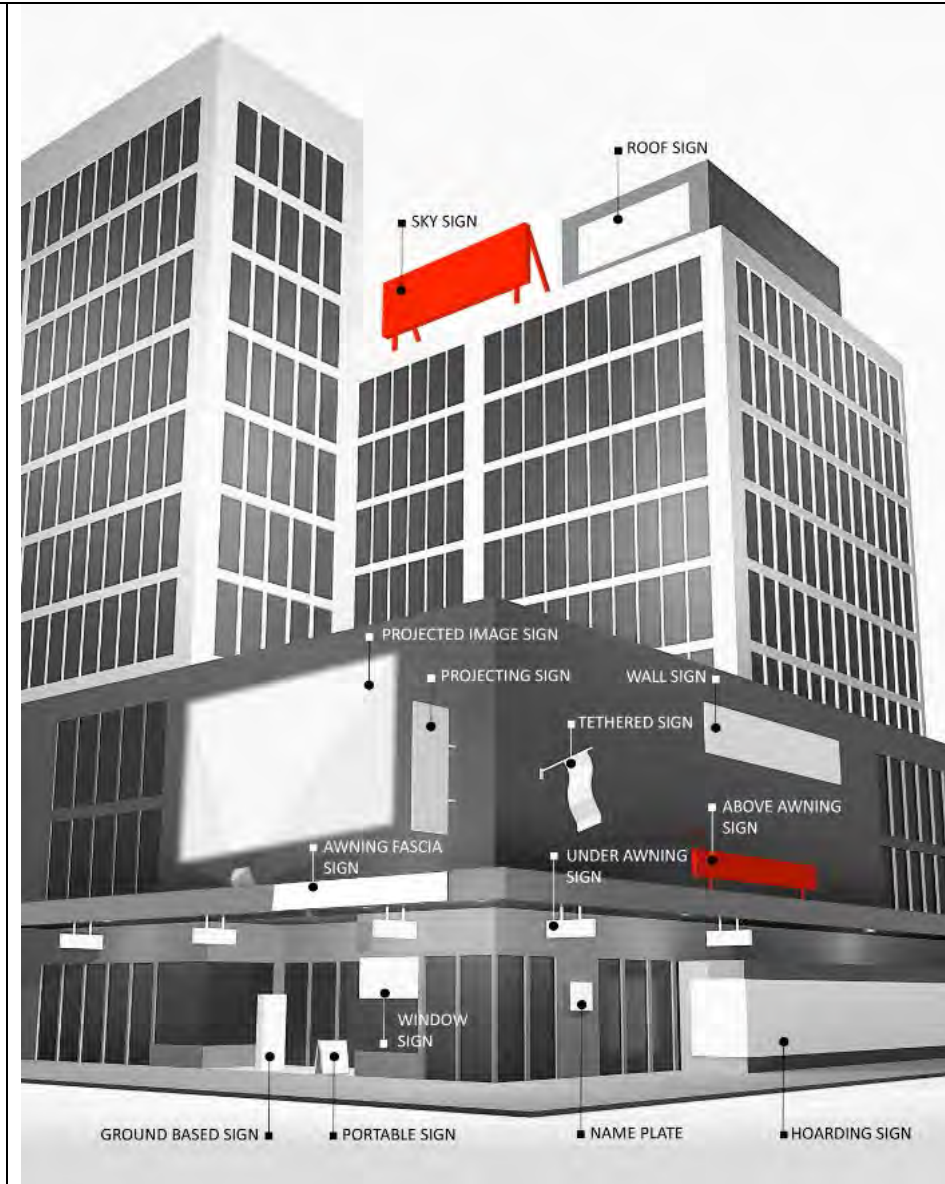


Figure 3 — Illustration of Various Sign Types

NOTE: 1. This figure illustrates different sign types and not necessarily the appropriate number, design or scale. ~~Sign types illustrated in red are not permitted.~~ Some sign types are not permitted, including sky signs, and above awning and portable signs where located over or within the road reserve.

Above Awning Sign means a sign consisting of free-standing letters, numbers or symbols and located above the outer fascia of a verandah, balcony or awning.

Figure - Above Awning Sign

Above Roof or Sky Sign means an advertising sign that protrudes

Above Awning Sign means a sign attached to and located above a verandah, balcony or awning.

Above Awning Sign This type of sign has been broadened to include any form of sign located above an awning.

Above Roof or Sky Sign This type of sign will only be referred to

<p>above the normal roof line or building parapet and is not a roof sign.</p> <p><i>Figures - Above Roof or Sky Sign</i></p> <p>Advertising Sign means any word, letter, model, sign, pattern, placard, board, notice, plate, device or representation, whether illuminated or not, in the nature of and employed wholly or partly for the purpose of an advertisement, announcement or direction. It includes hoardings or any similar structure used or adapted for use for the display of advertisements. Advertising has a correlative meaning. The term includes any airborne device anchored to any land or building, and any vehicle or trailer or other similar object placed or located so as to serve the purpose of advertising.</p> <p>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.</p> <p>Billboard / Posterpanel means a third party advertising sign with an area greater than 4.5m² attached to or painted onto the outside wall of a building.</p> <p>Billposting means the sticking of any bill or painting, stencilling or affixing any advertisement on any building, structure, fence, wall, hoarding, signpost, pole, blind or awning, so as to be visible to any person in a street, public place, public reserve or other land.</p> <p>Bunting means a group of flags or flimsy material attached to a rope or line stretched between two or more points.</p> <p>Cabinet Sign means a lockable compartment with a transparent face, fixed to a wall for the display of advertising.</p> <p><i>Figure – Cabinet Sign</i></p>	<p>Alfresco Dining Sign means a sign attached or painted onto furniture, such as chairs, umbrellas, screens or planter boxes, and located in an outdoor area used for the consumption of food and/or beverages but does not include a street furniture sign. .</p> <p>Animated Content means sign content that incorporates images that are constantly in motion, including fading in and out or scrolling, and may incorporate sound but does not include the transition between content that is associated with variable content. Where displaying animated 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.</p> <p>Awning Fascia Sign means a sign painted or fixed to the outer or return fascia of a verandah or awning.</p> <p>Billposting means a bill, notice or poster glued, pasted or fixed to a building or other structure.</p> <p>Community Information Sign means a temporary sign relating to or</p>	<p>as a ‘Sky Sign’ for simplicity and to avoid confusion with ‘Roof Signs’.</p> <p>Advertising Sign This term has been deleted as ‘Advertisement’ is defined under the Deemed Provisions.</p> <p>Alfresco Dining Sign This term has been added to address this specific type of signage and a relevant exemption.</p> <p>Animated Content This term has been clarified and amended to exclude specific technology types that change over time. New technology signs that are not covered by this or another definition would be assessed against the general objectives, principles and provisions.</p> <p>Small and large signs are defined to differentiate between small electronic screens, much like a television or computer screen, that are often proposed in tenancy windows and large electronic screens generally located in highly visible public locations.</p> <p>Awning Fascia Sign The term ‘Verandah Fascia Sign’ has been changed to ‘Awning Fascia Sign’ to be consistent with the terminology for other signs attached to awnings.</p> <p>Billboard / Posterpanel This type of sign has been deleted for brevity as it would fall under the definition of either a ‘Billposting’ or ‘Wall Sign’.</p> <p>Billposting This term has been simplified and also replaces what has previously been referred to as ‘Flyposting’.</p> <p>Bunting This type of sign has been deleted for brevity as it falls under the definition of ‘Tethered Sign’.</p> <p>Cabinet Sign This term has been deleted for simplicity as this type of sign would fall under the definition of a ‘Name Plate’ or ‘Wall Sign’.</p>
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<p>Community Information Sign means a temporary sign relating to or giving directions to a charitable, cultural, educational, recreational or other public or community function, exhibition, meeting, display, event or activity conducted by a community association other than for commercial gain.</p> <p>Election Sign means a sign which encourages persons to vote for a candidate, political party or matter, relating to any Federal, State or local government election.</p> <p>Fly Posting means advertising by means of posters placed on fences, walls, trees, rocks, vehicles or other like places and to “fly post” has a corresponding meaning.</p> <p>Ground-based Sign means a sign not attached to a building and include A-frame signs (sandwich boards), spinners and the like, and are generally portable.</p> <p>Heritage Building or Place means a building or place:</p> <ul style="list-style-type: none"> • entered in the Register of Heritage Places under the Heritage of Western Australia Act (administered by the Heritage Council of WA); or • subject to Division 2 of City Planning Scheme No.2, relating to places of cultural heritage significance; or • listed in the City of Perth Municipal Heritage Inventory. <p>Hoarding means an advertising sign fixed to a free-standing structure that is not a building and that has one or more supports. The overall height (including supports) is less than the sign’s width (horizontal dimension).</p> <p>Horizontal Sign means a sign fixed to or painted upon a wall, having a greater horizontal dimension than vertical dimension. It includes a single-faced sign painted, applied or fixed above the transom of an entrance door or display window, and includes a cabinet sign.</p> <p>Illuminated Sign means a sign capable of being lit from within or from without by artificial light provided solely or mainly for the purpose of lighting the sign.</p> <p>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.</p>	<p>giving directions to a charitable, cultural, educational, recreational or other public or community function, exhibition, meeting, display, event or activity conducted by a community association other than for commercial gain.</p> <p>Election Sign means a sign that is erected or installed in connection with an election, referendum or other poll conducted under the <i>Commonwealth Electoral Act 1918</i> (Commonwealth), the <i>Electoral Act 1907</i> or the <i>Local Government Act 1995</i> and the primary purpose of the sign is for political communication in relation to the election, referendum or poll.</p> <p>Event Sign means a temporary sign relating to an event within the local government area conducted for commercial gain.</p> <p>Ground Based Sign means a sign that is fixed to a structure mounted on the ground, and is not portable or attached to a building. The structure may include one or more pylons or columns or a plinth and one or more sides or faces.</p> <p>Hoarding Sign means a sign fixed to or forming part of a temporary structure, such as a hoarding, scaffold or gantry used to fence off, cover or wrap a building or land during construction, renovation, restoration or demolition.</p>	<p>Election Sign This term has been amended in accordance with the Deemed Provisions.</p> <p>Event Sign This term has been added to address this specific type of signage and a relevant exemption.</p> <p>Fly Posting This sign type has been deleted as it is covered under the definition of ‘Billposting’.</p> <p>Ground Based Sign This term now refers to a permanent, freestanding sign and replaces ‘Pylon Sign’. It covers monolith, pillar and tower signs while A-frame signs and spinners have been renamed ‘Portable Signs’.</p> <p>Heritage Building or Place This term has been deleted as it is addressed under the Deemed Provisions.</p> <p>Hoarding Sign This term has been amended for accuracy and clarity and to allow for signs of varying proportions.</p> <p>Horizontal Sign This sign type has been deleted and for simplicity will fall within the definition of ‘Wall Sign’.</p> <p>Illuminated Sign This term has been deleted as illumination of signs is addressed under the General Provisions section and applies to a range of sign types.</p> <p>Large Banner Sign This sign type has been deleted for simplicity as it will now fall under the definition of ‘Wall Sign’.</p>
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<p>Name Plate means a sign identifying occupants of a property, such as medical practitioners, professionals or home-based businesses, affixed on or near the entrance to the building and having a maximum area of 0.5m².</p> <p><i>Figure Name Plate</i></p> <p>Offensive Sign means a sign the contents or design of which may, in the opinion of Council, cause offence to some or a majority of people. Offensive signage may involve the use of obscene or insulting language, the discriminatory or inappropriate portrayal of people including children, the portrayal of violence, the portrayal or suggestion of sex acts, nudity, and abuses of health and safety. (Any member of the community can complain regarding an advertisement in any medium to the Advertising Standards Board.)</p> <p>Projected Sign means a sign projected onto a building, screen or other structure.</p> <p><i>Figure Projected Sign</i></p> <p>Projecting Vertical Sign means a sign that is attached to a projection from the wall of a building, and includes a (hanging) sign suspended from a bracket attached to the wall of a building.</p> <p><i>Figure Projecting Vertical Sign</i></p> <p>Property Disposal Sign means a sign erected upon a land or premises indicating that the said land or premises is or are to be let or for sale, including by auction and giving the name, address and telephone number of the agents or vendors and a description of the property and, in the case of land and premises to be auctioned, giving the time, date and venue for the sale, and showing, indicating or consisting of nothing else whatsoever.</p> <p>Pylon Sign means a sign that may be fixed to one or more supporting piers or columns, but is not attached to a building.</p> <p><i>Figure - Pylon Sign</i></p> <p>Real Estate Sign means a portable sign which is used to direct</p>	<p>Name Plate means a sign attached to a building near its entrance listing the occupants of the premises, and may include their occupation or profession or the business name, and may comprise a cabinet for this purpose.</p> <p>Offensive Content means the contents or design of a sign that may, in the opinion of the Council, cause offence to some or a majority of people. Offensive signage may involve the use of obscene or insulting language, the discriminatory or inappropriate portrayal of people including children, the portrayal of violence, the portrayal or suggestion of sex acts, nudity, and abuses of health and safety.</p> <p>On-Premises Advertising Content means sign content that advertises or promotes specific products, goods or services available at the premises where the sign content is displayed, but does not include sign content that relates to the occupant or business of the premises.</p> <p>Portable Sign means a movable sign that is not fixed to a building or the ground and includes A-frame signs (sandwich boards) and spinners, but excludes Alfresco Dining Signs.</p> <p>Projected Image Sign means a sign projected onto a building, screen or other structure and includes the devices used to project the image.</p> <p>Projecting Sign means a sign that extends out from the wall of the building that it is attached to, and includes a sign suspended (hanging) from a bracket attached to the wall. The sign may be made of a solid material or plastic, fabric or a similar flexible material.</p> <p>Real Estate Sign means a sign that is fixed upon land or to a building to advertise that the land or all or part of the building is for lease, for sale</p>	<p>Name Plate This term has been amended to provide greater clarity.</p> <p>Offensive Content Reference to the Advertising Standards Board has been deleted as it is no longer current and is detail that is not appropriate within Policy.</p> <p>On-Premises Advertising Content This term has been included to differentiate between third party advertising content where products are not sold on the premises and the advertising of products that are sold on-premises.</p> <p>Portable Sign This type of sign has been included to define movable signs previously referred to as 'Ground-based Signs'.</p> <p>Projected Image Sign This term has been amended to be distinct from a 'Projecting Sign' and to clarify that all related structures form part of the sign.</p> <p>Projecting Sign This term has been redefined to cover all projecting signs including those that are vertical or horizontal. Projecting horizontal signs are not currently defined.</p> <p>Property Disposal Sign This type of sign has been deleted and for clarity these signs will now fall under the definition of a 'Real Estate Sign'.</p> <p>Pylon Sign This term has been deleted and for simplicity these signs will now fall under the definition of a 'Ground Based Sign'.</p> <p>Real Estate Sign A 'Real Estate Sign' as currently defined will fall</p>
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<p>persons to and for the purposes of advertising a residential home open.</p> <p>Roof Sign means a sign fixed to the 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. A roof sign also includes a sign fixed to or painted upon the roof of a building.</p> <p>Sign means for the purposes of this Policy a board, placard, device, representation or similar, displayed in public and inscribed with or containing words or designs intended to inform and/or advertise goods or services. For the purposes of regulation by this Policy a sign is physically defined by the outer dimension of the frame or border or structure or silhouette containing the letters, numbers, illustrations and background which together constitute the total contents of the sign.</p> <p>Sign Type Not Listed means any other form of sign type or advertising which is not included within the other definitions contained in this Policy.</p> <p>Sun Blind means an awning of canvas, cloth, metal, glass or clear acrylic resin, either retractable or fixed, projecting from the face of a building over a door or window, to which a message is attached that is designed to be read from the street.</p> <p>Temporary Sign means any sign intended to be in situ for a defined period of time only, generally being up to 3 months.</p> <p>Tethered Sign means a sign suspended from or tethered (tied) to any structure, vehicle, tree or pole (with or without supporting framework).</p>	<p>(including by auction) or to be re/developed or refurbished.</p> <p>Roof Sign means a sign fixed to the roof (but not an awning roof), to the wall of a roof top plant room setback from the main elevation of the building or to an architectural feature at the top of a building and that may extend no more than 200mm above the roof top plant room or architectural feature that it is fixed to and that achieves a high degree of integration and compatibility with the architecture, materials, finishes and colours of the building.</p> <p>Sign has the same meaning as ‘Advertisement’ under the Deemed Provisions and also includes any wall mural applied to the exterior of a building. A sign incorporates any supporting structure, fixtures, fittings and any frame, border and background that contain letters, numbers, images and/or colour.</p> <p><i>Note: 1. Refer to clause 1 of the Deemed Provisions.</i></p> <p>Sign Face means the portion of the sign that contains the sign content and any structures and background colour/s or images that form a frame or border to the content.</p> <p>Sky Sign means a sign fixed to or above the roof (but not an awning roof), roof top plant room, parapet, wall or architectural feature at the top of a building, and 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.</p> <p>Street Furniture Sign means a sign attached to or forming part of street furniture (such as bus shelters, telephone booths or public seating) within a road reserve or other public land, but does not include an alfresco dining sign within an area licensed for alfresco dining.</p> <p>Tethered Sign means a sign suspended from or tied to any structure, vehicle, tree or pole (with or without supporting framework) but does not include a projecting sign. The sign may be made of paper, plastic, fabric,</p>	<p>under the definition of a ‘Portable Sign’ and does not need to be separately defined. A ‘Property Disposal Sign’ has been renamed as a ‘Real Estate Sign’ for clarity and the definition is simplified.</p> <p>Roof Sign This definition has been amended to relate only to those signs located on the roof of a building and not those attached to a wall at the top of a building that do not project above it. The requirement for an integrated design has also been expanded upon.</p> <p>Sign This term has been simplified and also extended to include artwork applied to the wall of a building.</p> <p>Sign Face This term has been included to provide clarity where it is referenced in provisions.</p> <p>Sign Type Not Listed This term has been deleted as the Operation section of the Policy indicates how signs that are not specifically defined will be assessed.</p> <p>Sky Sign The reference to this type of sign as both an ‘Above Roof or Sky Sign’ has been amended for simplicity and to avoid confusion with ‘Roof Signs’. Reference is also made to the lack of integration with the design of the building.</p> <p>Sun Blind As this type of sign is not common it has been deleted for brevity and would be assessed as a sign type not listed.</p> <p>Temporary Sign This term is not required and the common definition of ‘temporary’ would apply.</p> <p>Tethered Sign This term has been simplified and clarified.</p>
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<p>The sign may be made of paper, plastic, fabric, or any similar material. The term includes lighter-than air aerial devices, inflatables such as balloons and blimps, bunting, banners, flags and kites.</p> <p>Third Party Advertising or General Advertising is a sign:</p> <ul style="list-style-type: none"> • 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. <p>3-D Replica Object or Shape means a three dimensional replica object or shape used as an advertising device and designed to replicate or copy a real world object or shape. The replica may be enlarged, miniaturised or equal in scale, and may be attached to or constructed as part of a building, freestanding or form part of a freestanding sign such as a pylon sign.</p> <p><i>Figures - 3D Replica Object / Shape Sign</i></p> <p>Total Sign Area incorporates the outer dimension of the frame, border, structure or silhouette containing the letters, numbers, illustrations and background, which together constitute the total contents of the sign.</p> <p>Tower Sign means a sign fixed to or placed upon a chimney stack, open structural mast, or tower. A tower may include a purpose-built structure of two or more sides designed specifically to accommodate advertising but does not include a pylon sign.</p> <p><i>Figure - Tower Sign</i></p> <p>Under Awning Sign means a sign fixed to or suspended from the underside of a verandah or balcony or awning.</p> <p><i>Figure - Under Awning Sign</i></p> <p>Verandah Fascia Sign means a sign painted or fixed to the outer or return fascia of a verandah or awning.</p>	<p>or any similar material. The term includes inflatables such as balloons and blimps, bunting, banners, flags and kites.</p> <p>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.</p> <p>Under Awning Sign means a sign fixed to or suspended from the underside of a verandah, balcony or awning.</p> <p>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.</p>	<p>Third Party Advertising Content This term has been simplified.</p> <p>3-D Replica Object or Shape As this sign type is not common it has been deleted for brevity and it would be assessed as a sign type not listed.</p> <p>Total Sign Area This term has been renamed 'Sign Face'.</p> <p>Tower Sign This term has been deleted as this type of sign is not common and will fall under the definition of a 'Ground Based Sign'.</p> <p>Variable Content This term has been added to differentiate between static content that changes frequently and animated or constantly moving content.</p> <p>Verandah Fascia Sign This term has been renamed 'Awning Fascia Sign' for consistency within the Policy.</p>
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<p>Vertical Sign means a sign that is fixed to or painted upon a wall having a greater vertical dimension than horizontal dimension. No part of a vertical sign is to project above the lowest point of the eaves or ceiling of the building to which it is attached.</p> <p>Wall Mural means a graphic design that does not convey a defined advertising message.</p> <p>Window Sign means a sign fixed to or painted upon the interior or exterior of the glazed area of a window, any part of which is visible from outside the building.</p> <p><i>Figure - Window Sign</i></p> <p>EXEMPT SIGNS</p> <p>This section describes advertising signs that are exempt from the requirement to obtain Planning Approval in accordance with Clause 37 of City Planning Scheme No. 2.</p> <p>This section does not apply to the requirement for a sign licence, as all signs require an application for a sign licence to be submitted and approved.</p>	<p>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.</p> <p>Wall Sign means a sign that is fixed flat or parallel to, or painted upon, the surface of a wall of a building (including a glass wall or a decorative or screen material fixed flat or parallel to the wall), (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.</p> <p>Window Sign means a sign fixed to or painted on the interior or exterior of the glazed area of a window or external door or displayed inside the building within one metre of a window or shopfront opening and includes signs on blinds, banners or similar and screens with animated or variable content, where they are located within one metre of the window. Signs on blinds, banners or similar and screens with animated or variable content shall be included in the calculation of the area of window signage where they restrict views into or out of the building or adversely affect the amenity of the public realm.</p> <p>APPENDIX 2 - EXEMPT SIGNS</p> <p>This Appendix identifies signs and changes of sign content that are exempt from the requirement to obtain development approval in accordance with the Deemed Provisions and Schedule 8 of City Planning Scheme No. 2.</p> <p>Note: Refer to clause 61 of the Deemed Provisions.</p> <p>In accordance with the Deemed Provisions and Supplemental Provisions, development approval of the local government is not required for:</p> <ul style="list-style-type: none"> an election sign where it is not erected or installed until the election, referendum or other poll is called and is removed no later than 48 hours after the election, referendum or other poll is conducted. work carried out by the local government, a public authority or a Commonwealth agency in connection with the maintenance or improvement of a public street, any public utility, or public works (and this work may include signage). <p><i>Note: 1. Refer to clause 61 of the Deemed Provisions.</i></p>	<p>Vertical Sign This sign type has been deleted and for simplicity will fall within the definition of 'Wall Sign'.</p> <p>Wall Mural This term has been amended for clarity</p> <p>Wall Sign This term has been added and includes signs previously referred to as cabinet, horizontal and vertical signs.</p> <p>Window Sign This term has been amended to include all signs displayed within one metre of a window as these can impact upon the public realm in relation to activation and passive surveillance.</p> <p>EXEMPT SIGNS</p> <p>This section has been relocated to form an Appendix to improve the readability of the Policy. The wording has been updated to be consistent with the Deemed Provisions and simplified wherever possible to provide a more user friendly reference.</p> <p>The range of exemptions has been reviewed to ensure that signs which are minor and unlikely to have any adverse impact on the locality are exempt from the requirement to obtain development approval.</p>
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<p>This section does not apply to signs which:</p> <p>a) Do not comply with Section 7 of this policy;</p> <p>b) Do not comply with Section 10 of this policy – Signs in Special Areas;</p> <p>c) Are third party or general advertising signs;</p> <p>d) Are located within or on a Heritage Building, Place or Area as defined in this policy;</p> <p>e) Are considered by the Council to be an offensive sign.</p>	<p>2. Under the Planning and Development Act, 2005 and the Public Works Act, 1902 development approval is not required for works carried out by the local government, a public authority or a Commonwealth agency in connection with the maintenance or improvement of a public street, any public utility, or public works (and this work may include signage).</p> <p>2.1 Sign Types</p> <p>The types of signs listed in the following table are exempt from the requirement to obtain development approval provided they comply with the relevant conditions in the following table and:</p> <p>a) comply with an approved signage strategy where one is in place for the premises or site;</p> <p>b) comply with the general safety and amenity provisions in clauses 6.3 and 6.4 of this Policy;</p> <p>c) all supporting structures, cabling and conduits are concealed from view;</p> <p>d) do not have offensive content;</p> <p>e) do not have third party advertising, animated or variable content;</p> <p>f) do not have on-premises advertising content unless otherwise specified in the following table;</p> <p>g) are not illuminated unless otherwise specified in the following table;</p> <p>h) are not located within or on a place on the Heritage List or within a Heritage Area; and</p> <p>i) comply with Section 9 of this Policy – Place Specific Requirements.</p>														
	<table><tr><th>Exempted Sign</th><th>Conditions Applying to the Exempted Sign</th></tr><tr><td>Above Awning Sign</td><td><ul style="list-style-type: none">Where the lettering, numbers or symbols is less than 400mm in height.Where illuminated, the light from an illuminated sign shall not be, in the opinion of the Council, so intense as to cause annoyance to the public.</td></tr><tr><td></td><td></td></tr></table>	Exempted Sign	Conditions Applying to the Exempted Sign	Above Awning Sign	<ul style="list-style-type: none">Where the lettering, numbers or symbols is less than 400mm in height.Where illuminated, the light from an illuminated sign shall not be, in the opinion of the Council, so intense as to cause annoyance to the public.			<table><tr><th>Exempt Sign</th><th>Conditions Applying to the Exempt Sign</th></tr><tr><td></td><td></td></tr><tr><td>Alfresco Dining Sign</td><td><ul style="list-style-type: none">Is located within an area in a thoroughfare or public place and the subject of In accordance with a valid Alfresco Dining License granted by the local government; or</td></tr></table>	Exempt Sign	Conditions Applying to the Exempt Sign			Alfresco Dining Sign	<ul style="list-style-type: none">Is located within an area in a thoroughfare or public place and the subject of In accordance with a valid Alfresco Dining License granted by the local government; or	<p>Above Awning Sign Above an awning is not a traditional location for signage. Above awning signs within the road reserve are not appropriate within the streetscape and elsewhere they should be assessed on a case by case basis in accordance with the objectives, principles and provisions of this Policy.</p> <p>Alfresco Dining Sign The addition of alfresco dining signs to the exemptions reflects current practice and is consistent with the Alfresco Dining Local Law.</p>
	Exempted Sign	Conditions Applying to the Exempted Sign													
Above Awning Sign	<ul style="list-style-type: none">Where the lettering, numbers or symbols is less than 400mm in height.Where illuminated, the light from an illuminated sign shall not be, in the opinion of the Council, so intense as to cause annoyance to the public.														
Exempt Sign	Conditions Applying to the Exempt Sign														
Alfresco Dining Sign	<ul style="list-style-type: none">Is located within an area in a thoroughfare or public place and the subject of In accordance with a valid Alfresco Dining License granted by the local government; or														

				<div><div></div><div><div></div><div></div></div></div> <ul style="list-style-type: none">Where located in an area where an Alfresco Dining License is not required wholly within the boundaries of a lot, it does not exceed 10% of the area of the furniture that it is attached to, and displays only the name and/or logo of the tenancy or the name and/or logo of products sold at the tenancy.	<div><div></div><div><div></div><div></div></div></div> <div>Awning Fascia Sign This sign type was previously named ‘Verandah Fascia Sign’. The exemption conditions have been simplified.</div> <div>Community Information Sign This sign type has been added to allow for temporary signs that are related to an event approved by the City without development approval.</div> <div>Election Sign This type of sign is exempted under the Deemed Provisions. The Deemed Provisions also limit when it can erected and when it needs to be removed by.</div> <div>Event Sign This sign type has been added to allow for temporary signs that are related to an event approved by the City and which does not require development approval.</div>
			Awning Fascia Sign	<ul style="list-style-type: none">Will not project beyond the outer frame or edges of the awning.A maximum of one awning fascia sign per tenancy/occupant of the building.	
			Community Information Sign	<ul style="list-style-type: none">A maximum area of 4m².Erected or installed no more than 28 days prior to and removed no more than seven days after the date of the function, exhibition, meeting, display, event or activity that it relates to.The function, exhibition, meeting, display, event or activity has been granted any required local government approvals, inclusive of the sign.	
Election Sign	<ul style="list-style-type: none">With the approval of the owner of the property on which the sign is to be erected.Where the area of the sign is less than 0.75m² per property, except a corner property, which may display one sign facing each thoroughfare of the corner.Where the sign is erected for not longer than 28 days prior to the date of the election to which it relates.Where the sign is removed within 7 days of the date of the election.				
			Event Sign	<ul style="list-style-type: none">Erected or installed no more than 28 days prior to and removed no more than seven days after the date of the event that it relates to.The event, inclusive of the sign, has been granted local government approval.	
			Ground Based	<ul style="list-style-type: none">A maximum height of 750mm where within a	

			<p>Sign</p> <p>2 x 2m driveway truncation and elsewhere 1800mm, and a maximum width of 500mm.</p> <ul style="list-style-type: none"> • A maximum of one ground based sign per site unless it is in accordance with a signage strategy approved by the local government. • Will not affect views to a place on the Heritage List. 	<p>Ground Based Sign 'Pylon Signs' have been renamed 'Ground Based Signs' and the definition includes pillar or monolith type signs that need not necessarily be attached to a pylon. The conditions for exemption have been modified to reflect this.</p> <p>Hoarding Sign This exemption has been added to address those hoarding signs that are relatively small as they are temporary and will have minimal impact.</p> <p>Horizontal Sign This sign type has been deleted and they now fall under the term 'Wall Sign'.</p>
			<p>Hoarding Sign</p> <ul style="list-style-type: none"> • Fixed to a temporary structure that has a valid licence or permit issued by the local government. • A maximum of one hoarding sign per street frontage of a site. • A maximum area equal to 20% of the area of the hoarding, scaffold or gantry or 10m², whichever is the lesser. • The sign content relates to the lease, sale (including auction), re/development or refurbishment of the premises. 	
Horizontal Sign	<ul style="list-style-type: none"> • Where the sign has a minimum headway of 2.75 metres where it projects into a road reserve by less than 50mm. • Where the sign is fixed parallel to the wall of the building to which it is attached. • Where the sign projects less than 600mm from the wall to which it is attached. • Where the sign does not project above the lowest point of the eaves or ceiling on the building to which it is attached. • Where the vertical dimension of the sign is less than 750mm where the sign is less than 9 metres above ground level. • Where the vertical dimension of the sign is less than 1 metre where the sign is more than 9 metres above ground level. • Where the sign includes a motif or the first letter of each word is a capital, the height of that part of the sign may be increased by 			

	<p>50% of the maximum height.</p> <ul style="list-style-type: none"> • There are no more than 2 rows of horizontal signs facing any one street on any building. • Where a sign identifies the owner of the building and is the only sign on that façade to do so the sign may be constructed to a maximum height of 1.2 metres. • Where there is no roof sign on a building, a sign attached to the upper most storey or level may be constructed to a maximum height of 4.5 metres as long as no part of the sign is less than 12 metres above ground level below the sign. • Where illuminated, the light from an illuminated sign shall not be, in the opinion of the Council, so intense as to cause annoyance to the public. 				
Name Plate	<ul style="list-style-type: none"> • Where the sign is less than 0.5m² in area. • Where the sign is erected or affixed on the front fence or front façade of a building. • Where the sign indicates the name and occupation or profession of the occupier of the premises. 	Name Plate	<ul style="list-style-type: none"> • A maximum of one name plate per public entrance to a building with a maximum area of 1.5m². • Erected or fixed to the front fence or the façade of a building adjacent to a public entrance to the building. • Fixed parallel to the wall or fence that it is attached to. 		<p>Name Plate The size of sign that is exempt has been increased as its impact on the public realm will be minimal. By definition a name plate is a sign that indicates the occupant/s of the building and this detail does not need to be included as a condition of exemption.</p>
		Portable Sign	<ul style="list-style-type: none"> • Where located on public or private land: <ul style="list-style-type: none"> - to direct attention to a dwelling that is for sale and is only in place during the hours of a home open for this dwelling; or - a community information sign that complies with the conditions specified for a community information sign in this table. • Where located wholly on private land: <ul style="list-style-type: none"> - a maximum of one sign per tenancy and not located within 10 metres of another portable sign. - a maximum area of 1m² per sign. 		<p>Portable Sign The exemptions for home open signs and community information signs are consistent with the City of Perth Thoroughfares and Public Places Amendment Local Law 2015.</p> <p>Small portable signs located wholly within private property have been added to the exemptions. It is noted that they would need to comply with the provisions of the Policy relating to safety.</p>
		Projected Image Sign	<ul style="list-style-type: none"> • Temporary and relates to an event that has been approved by the local government. 		<p>Projected Image Sign This sign type has been added so that development approval would not be required where the sign</p>

				<ul style="list-style-type: none"> Will not cause an unreasonable disturbance for occupants of adjacent nearby buildings or a safety hazard. 	<p>relates to a temporary event as its impact would be limited and it would add to the vibrancy of the city.</p> <p>Projecting Sign The exemption conditions have been simplified for this sign type.</p> <p>Pylon Sign This sign type has been deleted and these signs now fall under the term 'Ground Based Sign'</p>
Projecting Vertical Sign	<ul style="list-style-type: none"> Where the sign is narrower than 500mm. Where the sign projects less than 750mm from the wall to which it is attached. Where the sign has a vertical dimension less than 2 metres. Where the sign has a minimum headway of 2.75 metres. Where the sign is fixed parallel to the wall of the building to which it is attached. Where the sign does not project above the lowest point of the eaves of the building to which it is attached. Where the sign is greater than 500mm from either end of the wall to which it is attached. Where the sign is greater than 4 metres from another projecting sign on the same building. Where illuminated, the light from an illuminated sign shall not be, in the opinion of the Council, so intense as to cause annoyance to the public. 		Projecting Sign	<ul style="list-style-type: none"> Rectangular or square but not a cube, sphere or other shape. Maximum dimensions of 1000mm vertical, 750mm horizontal including the fixings, and 500mm width. Where the sign is rectangular with a horizontal orientation the horizontal dimension is no more than twice the vertical dimension, but does not exceed a horizontal dimension of 750mm. Not located above the first floor level of the building and does not project above the top of the wall that it is attached to. A minimum of 4 metres from any other projecting sign on the same building. Does not incorporate fabric or any other flexible material. 	
Pylon Sign	<ul style="list-style-type: none"> Where the sign is greater than 2.75m above ground level. Where the sign is less than 6 metres above ground level. Where the sign is less than 2.55 metres measured in any direction across the face of the sign. Where the sign is less than 4m² in area. Where the sign does not project more than 900mm into any street, footpath or other public place. Where the sign does not project into any 				

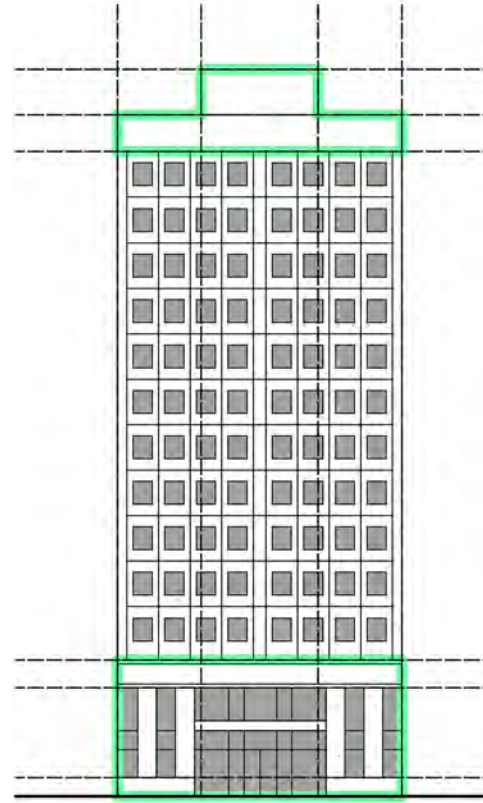
	<p>street, footpath or other public place at a height of less than 2.75 metres.</p> <ul style="list-style-type: none"> Where the sign is greater than 1.8 metre to a side boundary or any other sign erected on the same land. Where only 1 pylon sign is provided on any one lot. Where illuminated, the light from an illuminated sign shall not be, in the opinion of the Council, so intense as to cause annoyance to the public. 				
Property Disposal Signs and Real Estate Signs	<ul style="list-style-type: none"> Where the sign is less than 4.5 m² in area. 		Real Estate Sign	<ul style="list-style-type: none"> A maximum of two signs per site with a maximum total area of 10m². A maximum of 50% of the sign content to comprise details of the selling or leasing agent or the developer. Erected or installed for a maximum period of twelve months or removed within 14 days of the completion of the sale, lease agreement, redevelopment or refurbishment of the site that it relates to, whichever is the lesser. Where illuminated, it has a maximum area of 2m², it does not flash, pulsate or flicker and the light shall not be, in the opinion of the local government, so intense as to cause annoyance to the public. 	<p>Real Estate Signs Exemption conditions have been added to ensure these signs are removed within a timely manner after the completion of the sale or lease of the land and to allow more flexibility for larger signs to be installed without the requirement for development approval.</p> <p>Signs within Arcades Works within a building do not require development approval unless the building is a place on the Heritage List. Therefore this exemption does not need to be specified.</p> <p>Tethered Sign This has been added to clarify that flag poles are exempt where in accordance with the conditions specified in Schedule 8 of City Planning Scheme No. 2.</p> <p>Under Awning Signs The exemption conditions have been simplified for this sign type.</p>
Signs within Arcades	<ul style="list-style-type: none"> Where the signs, other than offensive signs, are located completely within buildings or arcades and are on private property. 				
			Tethered Sign	<ul style="list-style-type: none"> Flag poles where they meet the conditions specified in Schedule 8 of City Planning Scheme No. 2. 	
Under Awning Signs	<ul style="list-style-type: none"> Where the sign is greater than 2.75 metres between the bottom of the sign to the ground level below. Where the sign is less than 2.4 metres in length, 600mm in height and 0.9 metres in area. 		Under Awning Sign	<ul style="list-style-type: none"> A maximum of one per street frontage per tenancy. A maximum of 2.4 metres in length and 600mm in height. Orientated at right angles to the wall of the building that the sign is erected upon. On corner sites, the sign may be orientated at an 	

	<ul style="list-style-type: none"> • Where the sign is fixed at right angles to the wall of the building to which the sign is erected. Corner sites may be placed at an angle so as to be visible from both streets. • Where the sign is less than 300mm in height; <ul style="list-style-type: none"> - The sign shall not be located within 900mm of the end of the awning; - The sign shall not be located within 1,800mm of another under awning sign. • Where the sign is greater than 300mm but not more than 600mm in height; <ul style="list-style-type: none"> - The sign shall not be located within 1,350mm of the end of the awning; - The sign shall not be located within 2,700mm of another under awning sign. • Where the sign does not project beyond the extent of the awning. • Where illuminated, the light from an illuminated sign shall not be, in the opinion of the Council, so intense as to cause annoyance to the public. 		<p>angle so as to be visible from both streets.</p> <ul style="list-style-type: none"> • Does not project beyond the extent of the awning. • Where illuminated, it does not flash, pulsate or flicker and the light shall not be, in the opinion of the local government, so intense as to cause annoyance to the public. 	
Verandah Fascia Signs	<ul style="list-style-type: none"> • Where the sign is less than 600mm in height. • Where the sign does not project beyond the outer metal frame or other surround of the fascia. • Where the sign is not a flashing illuminated sign. • Where the sign does not project beyond the bottom edge of the fascia. • Where fixed to the outer or return fascia or verandah of a theatre or cinema the sign is to be less than 1,200mm in height. • Where illuminated, the light from an illuminated sign shall not be, in the opinion of the Council, so intense as to cause annoyance to the public. 			<p>Verandah Fascia Signs This section is deleted as this sign type is now renamed 'Awning Fascia Sign'</p>
Vertical Sign	<ul style="list-style-type: none"> • Where the sign has a minimum headway of 2.75 metres where it projects into a road 			<p>Vertical Signs This section is deleted as this sign type is now renamed 'Wall Sign'</p>

	<p>reserve by more than 50mm.</p> <ul style="list-style-type: none"> • Where the sign is fixed parallel to the wall of the building to which it is attached. • Where the sign projects less than 600mm from the wall to which it is attached. • Where the sign does not project above the lowest point of the eaves or ceiling on the building to which it is attached. • Where the horizontal dimension of the sign is less than 750mm if the sign is less than 9 metres above ground level. • Where the horizontal dimension of the sign is less than 1 metre where the sign is more than 9 metres above ground level. • Where the sign includes a motif or the first letter of each word is a capital, the width of that part of the sign may be increased by 50% of the maximum height. • Where there are no more than 2 columns of vertical signs facing any one street on any building. • Where illuminated, the light from an illuminated sign shall not be, in the opinion of the Council, so intense as to cause annoyance to the public. 				
			<p>Wall Sign (Note: Separate conditions apply to Name Plates.)</p>	<ul style="list-style-type: none"> • Either located less than eight metres above the adjoining footpath/ground level: <ul style="list-style-type: none"> - with a maximum area of 2m²; or - where the sign comprises only street numbers a maximum height of 750mm; or located within the top four metres of the building; <ul style="list-style-type: none"> - with a maximum area of 4m²; or - where the sign comprises only street numbers a maximum height of 1500mm. • Fixed parallel to the wall of the building that it is attached to. • Does not extend above the parapet or eaves 	<p>Wall Signs 'Horizontal' and 'Vertical Signs' have been renamed 'Wall Signs' and the applicable exemption conditions have been simplified.</p>

			<div>of the building that it is attached to.</div> <div><div><div></div><div>Where not in conflict with clauses 6.3(b), (c) and (d), a maximum projection of 600mm from the wall that it is attached to.</div><div></div></div><div><div></div><div>No more than two wall signs facing any one street on any building, not including name plates. Separate conditions apply to name plates.</div><div></div></div><div><div></div><div>Where illuminated, it does not flash, pulsate or flicker and the light shall not be, in the opinion of the local government, so intense as to cause annoyance to the public.</div><div></div></div></div>	
Window Signs	<div><div></div><div>Where the advertisement is affixed to or painted on a shop window by the occupier thereof and relates to the business carried on therein.</div><div></div><div>Where the sign is less than 50% of the window area or 10m² in area in aggregate per tenancy on a lot, whichever is the lesser.</div><div></div></div>	Window Sign	<div><div></div><div>The sign content relates to the occupiers of the tenancy that the sign adjoins or the business carried on at the tenancy or is on-premises advertising.</div><div></div><div>The window that the signage is installed upon/in is not located above first floor level.</div><div></div><div><div></div><div>The sign and any existing signs occupy:</div><div><div></div><div>a maximum of 5m²; or</div><div></div><div>a maximum of 25%;</div></div><div>of the combined area of the tenancy's ground and first floor level windows that are visible from a street or a public area, whichever is the lesser, and the sign is located to allow views into and out of and daylight into the window;</div><div></div><div>or</div><div></div><div>the sign is to advertise a sale within the tenancy and is installed in the window of the tenancy a maximum of four times per year for a maximum continuous period of 28 days.</div><div></div></div></div>	<div><div>Window Signs</div><div>The exemption conditions have been revised to reflect the general change in approach for this sign type.</div></div>
<div>Signs that are not identified in the table above or exceed or do not comply with any of the requirements applicable to that sign, requires planning approval.</div>		<div><div>2.2 Change of Content</div><div>Where only a change to the content of an existing sign is proposed it is exempt from the requirement to obtain development approval if:</div></div>		<div><div>Change of Content</div><div>Requiring development approval for change of content on sign</div></div>

	<p>a) the proposed content is consistent with an approved signage strategy for the premises, and/or the sign and its structure and fixings have a valid development approval granted after June 2014;</p> <p>b) the sign is not located within or on a place on the Heritage List or within a Heritage Area;</p> <p>c) the proposed content is not third party advertising or animated or variable content, or the sign has a valid development approval for this type of content and the proposed content is consistent with an approved signage management plan;</p> <p>d) the proposed content is not offensive ; and</p> <p>e) no other change to the sign, including to its illumination, external dimensions, surrounding or supporting structure, fixings or cabling, is proposed.</p> <p>APPENDIX 3 - GUIDELINES FOR APPROPRIATE LOCATION AND SCALE OF SIGNS ON BUILDINGS</p> <p>Generally signage is most appropriately located at the ground and the first floor levels of a building for viewing from the public realm adjacent to the building, and at the top of the building for more distant viewing within the skyline.</p> <p>A façade grid analysis can be used to identify appropriate sign opportunities on a building.</p> <p>While the technique generally relates to traditional building facades, the principles can be applied to most building forms.</p> <p>Signs do not necessarily have to be placed on a building's front facade. For example, in some instance their installation on a side wall may be appropriate provided they are located within the property boundary and do not interfere with the adjoining development. In these circumstances the principles of the technique still apply.</p> <p>To identify sign opportunities, the building's facade should be divided along its main design lines to form a series of panels. Most building designs can be easily broken into a grid based on the alignments of the parapet (skyline), awning fascia, windows and door/s.</p> <p>To identify possible signage locations, the rectangles of the grid may be used separately or be joined together to form horizontal or vertical panels.</p>	<p>structures installed prior to this time enables the City to address any redundant or dilapidated signage on the premises. Where a sign structure has been assessed and granted development approval after June 2014 any redundant or dilapidated signage would have been addressed during assessment and it is generally appropriate that a change of content not require further development approval.</p> <p>GUIDELINES FOR APPROPRIATE LOCATION AND SCALE OF SIGNS ON BUILDINGS</p> <p>This appendix provides guidance on locating and designing signage on building facades, identifying the methodology that should ensure that signs fit appropriately within the architecture of a building.</p>
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Possible sign locations based on a grid analysis of the building's façade. Signs should be located within the areas bordered in green.



Not all of the areas indicated should be used to display a sign. Signs should be restricted to a limited number of locations within the green border to avoid visual clutter.

	<p>The scale of advertising signs should be compatible with the form of buildings they are on, and to some extent the form of nearby buildings, street widths and other existing signs. In most cases appropriate dimensions are achieved by restricting signs to within panels. This ensures that the architectural character of the building remains dominant.</p> <p>Not every panel identified using this technique should be used to display a sign. Visual clutter should be avoided and signage should generally be restricted to a limited number of panels at ground and first floor levels and at the top of the building. In deciding the panels that are appropriate spaces for signs, the following matters should also be considered:</p> <ul style="list-style-type: none">(a) the principles and objectives of the Signs Policy;(b) the number and location of existing signs; and(c) the character of the locality. <p>The size and detailing on a sign should reflect the distance that it will be viewed from, with signs at the top of buildings containing simple, larger scale text and logos than those at the ground or first floor level.</p> <p>APPENDIX 4 – EXAMPLES OF INNOVATIVE SIGNAGE</p> <p>Innovation in design is encouraged where it is appropriate to the building, the streetscape and the locality. The following images of innovative signage are provided to encourage variety and creativity in design in appropriate locations in the city.</p> <p><i>Images to be inserted.</i></p>	<p>EXAMPLES OF INNOVATIVE SIGNAGE</p> <p>Innovative signage is encouraged where appropriate to the streetscape and locality. Examples of innovative signage are provided as inspiration. They would do not form part of the formal Policy and would be updated from time to time.</p>
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<p><u>HERITAGE POLICY</u></p> <p>3.0 STATUS</p> <p>This Policy has been prepared in the context of the West Australian Planning Commission State Planning Policy 3.5, 'Historic Heritage Conservation'(2007). It has been developed to support the objective in the City Planning Scheme No.2 (CPS2) 'to promote and safeguard the cultural heritage of the City...' and is adopted as a Planning Policy under Clause 56 of the CPS2.</p> <p>The policy should be read in conjunction with the City Planning Scheme and its associated policies, with particular regard to:</p> <ul style="list-style-type: none"> • Policy 4.7 : Signs, particularly section 11, Signs on Heritage Buildings, • Policy 2.1÷ Applications; • Policy 4.10 : Residential Design Policy, particularly Element 8 – Building Conversion; • The planning policy for any local area or Conservation Area. <p>The provisions of this policy are not intended to substitute for existing policies. In cases where the implementation of an alternative policy would conflict with the conservation of cultural heritage significance, this policy will take precedence.</p>	<p><u>HERITAGE POLICY</u></p> <p>3.0 STATUS</p> <p>This Policy has been prepared in the context of the West Australian Planning Commission State Planning Policy 3.5, 'Historic Heritage Conservation'(2007). It has been developed to support the objective in the City Planning Scheme No.2 (CPS2) 'to promote and safeguard the cultural heritage of the City...' and is adopted as a Planning Policy under Clause 56 of the CPS2.</p> <p>The policy should be read in conjunction with the City Planning Scheme No. 2 and its associated policies, with particular regard to:</p> <ul style="list-style-type: none"> • the Applications Policy; • the Signs Policy, • the Residential Design Policy; and • the planning policy for any local area or Heritage Area. <p>The provisions of this policy are not intended to substitute for existing policies. In cases where the implementation of an alternative policy would conflict with the conservation of cultural heritage significance, this policy will take precedence.</p>	<p>HERITAGE POLICY</p> <p>STATUS</p> <p>The Policy numbers and reference to specific sections of Policies have been removed to overcome inconsistencies in the future as Policies are amended.</p>
<p><u>PARKING POLICY</u></p> <p>CONTENT</p> <ol style="list-style-type: none"> 1. INTRODUCTION 2. AIM 3. POLICY AREA 4. INTERPRETATION AND 5. OBJECTIVES 6. PRINCIPLES 7. POLICY <ol style="list-style-type: none"> 7.1 Provision of Parking 7.2 Specific purpose parking bays 7.3 Reciprocal and combined parking 7.4 Access 7.5 Traffic movement 7.6 Safety 7.7 Urban Design 7.8 Landscaping 7.9 Signs 7.10 Impacts on adjoining or nearby development 7.11 Layout and dimensions 8. ADDITIONAL MATTERS <ol style="list-style-type: none"> 8.1 Occasional parking 	<p><u>PARKING POLICY</u></p> <p>CONTENT</p> <ol style="list-style-type: none"> 1. INTRODUCTION 2. AIM 3. POLICY AREA 4. INTERPRETATION AND 5. OBJECTIVES 6. PRINCIPLES 7. POLICY <ol style="list-style-type: none"> 7.1 Provision of Parking 7.2 Specific purpose parking bays 7.3 Reciprocal and combined parking 7.4 Access 7.5 Traffic movement 7.6 Safety 7.7 Urban Design 7.8 Landscaping 7.9 Impacts on adjoining or nearby development 7.10 Layout and dimensions 8. ADDITIONAL MATTERS <ol style="list-style-type: none"> 8.1 Occasional parking 8.2 Vacant land 	<p>PARKING POLICY</p> <p>Provisions relating to signage have been removed from the Policy as this is generally covered under the Signs Policy. This provides a single reference point for users of the City Planning Scheme No. 2 and avoids inconsistencies.</p>

<p>8.2 Vacant land 8.3 Activities or uses within parking facilities 8.4 On street parking 8.5 Traffic/environmental impact statement</p> <p>9. REFERENCE DOCUMENTS</p> <p>7.9 Signs</p> <p>Signs in parking facilities are to be for the purpose of providing information on parking operations and access. Signs must not obstruct pedestrian and cyclist thoroughfares or driver vision.</p>	<p>8.3 Activities or uses within parking facilities 8.4 On street parking 8.5 Traffic/environmental impact statement</p> <p>9. REFERENCE DOCUMENTS</p> <p><i>(Signs Section deleted)</i></p>	
<p><u>DEVELOPMENT GUIDELINES: JAMES, WILLIAM, ROE AND LAKE STREET BLOCK</u></p> <p>2. STREET BLOCK OBJECTIVES</p> <p>To achieve the desired character for Northbridge as described in the Northbridge Study Report the following objectives have been established.</p> <ol style="list-style-type: none"> (1) Maintain diversity of activity in Northbridge. (2) Increase the opportunities for people to live and work in Northbridge. (3) Use planting and landscaping to create a unique character and quality for Northbridge. (4) Create attractive and humane public spaces in Northbridge. (5) Encourage public art in Northbridge to enliven the built environment and give expression to the cultural diversity of the area. (6) Encourage al fresco dining facilities which are attractive and safe. (7) Achieve a cohesive built environment within which a diversity of Northbridge activities can be accommodated. (8) Permit variety of signage in Northbridge to reinforce the area's colourful and interesting character. (9) Ensure that Northbridge continues to be a place where people are able to move about comfortably on foot. (10) Ensure that the movement of vehicles within Northbridge is not to the detriment of the positive attributes of the area. (11) Ensure that the provision of car parking is not to the detriment of the positive attributes of Northbridge. (12) Build a strong and diverse community in Northbridge. (13) Ensure that Northbridge is promoted as an attractive destination amongst the local population, interstate and overseas visitors to Perth. <p>APPENDIX 1</p> <p>BUILT FORM GUIDELINES</p>	<p><u>DEVELOPMENT GUIDELINES: JAMES, WILLIAM, ROE AND LAKE STREET BLOCK</u></p> <p>2. STREET BLOCK OBJECTIVES</p> <p>To achieve the desired character for Northbridge as described in the Northbridge Study Report the following objectives have been established.</p> <ol style="list-style-type: none"> (1) Maintain diversity of activity in Northbridge. (2) Increase the opportunities for people to live and work in Northbridge. (3) Use planting and landscaping to create a unique character and quality for Northbridge. (4) Create attractive and humane public spaces in Northbridge. (5) Encourage public art in Northbridge to enliven the built environment and give expression to the cultural diversity of the area. (6) Encourage al fresco dining facilities that are attractive and safe. (7) Achieve a cohesive built environment where a diversity of Northbridge activities can be accommodated. (8) Ensure that Northbridge continues to be a place where people are able to move about comfortably on foot. (9) Ensure that the movement of vehicles within Northbridge is not to the detriment of the positive attributes of the area. (10) Ensure that the provision of car parking is not to the detriment of the positive attributes of Northbridge. (11) Build a strong and diverse community in Northbridge. (12) Ensure that Northbridge is promoted as an attractive destination amongst the local population, interstate and overseas visitors to Perth. <p>APPENDIX 1</p> <p>BUILT FORM GUIDELINES</p>	<p>DEVELOPMENT GUIDELINES: JAMES, WILLIAM, ROE AND LAKE STREET BLOCK</p> <p>STREET BLOCK OBJECTIVES</p> <p>Provisions relating to signage have been removed from the Policy as this is generally covered under the Signs Policy. This provides a single reference point for users of the City Planning Scheme No. 2 and avoids inconsistencies.</p>

<p>Signage</p> <p>Design buildings with a strong, simple form to comfortably accommodate a variety of styles and types of signage.</p> <p>Canopies, awnings, and shopfront glazing throughout the commercial areas of Northbridge generally have a unifying effect on the size, type and style of signs whilst also permitting considerable variety. New commercial buildings should employ these principles.</p>	<p><i>(Signage guidelines deleted.)</i></p>	
<p><u>KING STREET HERITAGE PRECINCT DESIGN GUIDELINES</u></p> <p>5.5 Advertising Signage</p> <p>All signage on buildings in the King Street Conservation Area requires planning approval and should satisfy the City of Perth Signs Policy, particularly Section 11 of that policy – ‘Signs on Heritage Buildings and Places’.</p> <p>In addition, the following policies will be applied within the Conservation Area.</p> <ul style="list-style-type: none"> • Soft banners and flags may be acceptable at upper levels provided that they do not detract from the significance or character of the building façade. • Internally-lit or neon semaphore signs are not generally allowed, though may be considered if they are carefully located and designed so as not to dominate the street. • Intermittently flashing signs are inappropriate and will not be permitted. • No general, unrelated or third party advertising will be permitted. 	<p><u>KING STREET HERITAGE PRECINCT DESIGN GUIDELINES</u></p> <p>5.5 Advertising Signage</p> <p>All signage on buildings in the King Street Heritage Area requires development approval and should satisfy the City Planning Scheme No. 2 Signs Policy.</p>	<p><u>KING STREET HERITAGE PRECINCT DESIGN GUIDELINES</u></p> <p>Advertising Signage</p> <p>Provisions relating to signage have been removed from the Guidelines as this is covered under provisions for signage on Heritage Places and within Heritage Areas within the Signs Policy. This provides a single reference point for users of the City Planning Scheme No. 2 and avoids inconsistencies. .</p>

CITY PLANNING SCHEME NO. 2 – PRECINCT PLANS		
EXISTING PRECINCT PLAN - Proposed wording to be deleted is highlighted in red.	PROPOSED PRECINCT PLAN - Changes to wording proposed at initiation are highlighted in red. - Further changes proposed at final approval are highlighted in blue. - Wording highlighted in <i>italics</i> (black, red or blue) does not form part of the Precinct Plan text.	RATIONALE
PRECINCT PLAN NO. 1 – NORTHBRIDGE <u>Statement of Intent</u> <i>Paragraph 5:</i> This Precinct will also be characterised by versatile building forms which will be easily adaptable to new uses and be able to accommodate a variety of interesting and informative signs. The facades will also add interest and vitality to the street, and be characterised by continuous shop fronts and traditional designs, incorporating verandahs, awnings and artwork.	PRECINCT PLAN NO. 1 – NORTHBRIDGE <u>Statement of Intent</u> <i>Paragraph 5:</i> This Precinct will also be characterised by versatile building forms which will be easily adaptable to new uses. The facades will also add interest and vitality to the street, and be characterised by continuous shop fronts and traditional designs, incorporating verandahs, awnings and artwork.	It is proposed that all objectives, principles and provisions specifically relating to signage be contained within the Signs Policy. This will provide a single reference point for users of the City Planning Scheme No. 2 and ensure a consistent approach across the Scheme Area. The following amendments to the Precinct Plans reflect this and remove detail relating to signage.
PRECINCT PLAN NO. 3 – STIRLING <u>Statement of Intent</u> <i>Paragraph 3:</i> New development will incorporate attractive facades, with open areas such as car parks and servicing areas located behind buildings. In addition, the development of verandahs and awnings over footpaths is strongly encouraged to provide weather protection for pedestrians. Showrooms and warehouses are not encouraged unless they are designed to incorporate interactive street frontages and the architectural detailing contributes positively to the streetscape. Development along the railway will present an attractive aspect to the line recognising it as a major entry route to the city. Beaufort Street will be further developed as a grand tree-lined promenade whilst the width of the carriageway in Stirling Street should be reduced giving opportunities for extensive environmental improvements. The construction or placement of signs will not be permitted to detract from the amenity of the Precinct. Signs will be in keeping with the design and character of host buildings and their placement will permit safe and convenient pedestrian and vehicle movement. Requirements for signs will be given careful consideration in the design of new buildings.	PRECINCT PLAN NO. 3 – STIRLING <u>Statement of Intent</u> <i>Paragraph 3:</i> New development will incorporate attractive facades, with open areas such as car parks and servicing areas located behind buildings. In addition, the development of verandahs and awnings over footpaths is strongly encouraged to provide weather protection for pedestrians. Showrooms and warehouses are not encouraged unless they are designed to incorporate interactive street frontages and the architectural detailing contributes positively to the streetscape. Development along the railway will present an attractive aspect to the line recognising it as a major entry route to the city. Beaufort Street will be further developed as a grand tree-lined promenade whilst the width of the carriageway in Stirling Street should be reduced giving opportunities for extensive environmental improvements.	

<p>PRECINCT PLAN NO. 4 – VICTORIA</p> <p><u>Statement of Intent</u> <i>Paragraph 5:</i></p> <p>Public spaces will continue to be improved and footpaths are to be widened and made more attractive with tree planting, public seating, street lighting and the floodlighting of buildings. Signs are to be appropriately designed and located to ensure an emphasis on information and interest. To ensure views and heritage elements are not detrimentally affected, signs in the Precinct should be primarily for the identification of buildings and facilities, unobtrusive, small scale signs will be only considered appropriate for advertising purposes in special circumstances.</p>	<p>PRECINCT PLAN NO. 4 – VICTORIA</p> <p><u>Statement of Intent</u> <i>Paragraph 5:</i></p> <p>Public spaces will continue to be improved and footpaths are to be widened and made more attractive with tree planting, public seating, street lighting and the floodlighting of buildings</p>	
<p>PRECINCT PLAN NO. 7 – CIVIC</p> <p><u>Statement of Intent</u> <i>Paragraph 5:</i></p> <p>Signs are to be appropriately designed and located to maintain an emphasis on information and interest. To ensure views, parkland and heritage elements are not detrimentally affected, signs in the Precinct are to be primarily for the identification of buildings and facilities and will be unobtrusive and small scale.</p>	<p>PRECINCT PLAN NO. 7 – CIVIC</p> <p><u>Statement of Intent</u> <i>Paragraph 5:</i></p> <p>(Paragraph deleted.)</p>	
<p>PRECINCT PLAN NO. 8 – FORESHORE</p> <p><u>Statement of Intent</u> <i>Paragraph 4:</i></p> <p>Signs are to be appropriately designed and located to ensure an emphasis on information and interest. To ensure views and the environment are not detrimentally affected, signs in the Precinct will be primarily for providing direction and the identification of buildings and facilities. Signs are to be small scale and will only be considered appropriate for advertising purposes in special circumstances.</p>	<p>PRECINCT PLAN NO. 8 – FORESHORE</p> <p><u>Statement of Intent</u> <i>Paragraph 4:</i></p> <p>(Paragraph deleted.)</p>	
<p>PRECINCT PLAN NO. 10 – WEST PERTH</p> <p><u>Town Centre</u> <i>Paragraph 4:</i></p> <p>The construction or location of signs will not detract from the amenity of the Precinct. Signs will be in keeping with the design and character of buildings and their location should permit safe and convenient pedestrian and vehicle movement. Requirements for signs should be given careful consideration in the design of new buildings.</p>	<p>PRECINCT PLAN NO. 10 – WEST PERTH</p> <p><u>Town Centre</u> <i>Paragraph 4:</i></p> <p>(Paragraph deleted.)</p>	

<p>Development Standards</p> <p>Development shall be in accordance with the planning strategies and policies contained in the City Planning Scheme Policy Manual concerning:</p> <ul style="list-style-type: none"> • Development and Design • Residential Development • Parking and Access <p>In addition the following standards apply:</p> <ol style="list-style-type: none"> 1. Signs: Structural components of signs will be concealed and/or the impact of the components minimised. Any sign which is visible from Hay Street or other major roads will be of a high standard of materials, construction and graphics. 2. Pedestrian Amenity: Continuous and consistent awnings/verandahs will be provided, where practicable, on buildings fronting Hay Street. 3. Heights and Setbacks: <p><u>Office/Residential Area</u> <i>Paragraph 4:</i></p> <p>The construction or location of signs will not detract from the amenity of the area. Signs are to be in keeping with the design and character of buildings and their location will permit safe and convenient pedestrian and vehicle movement. Requirements for signs should be given careful consideration in the design of new buildings. The provision of innovative signs at lower levels and the sensitive illumination of buildings, signs and gardens, particularly adjacent to parklands and Kings Park, is appropriate.</p> <p>Development Standards</p> <p>Development shall be in accordance with the planning strategies and policies contained in the City Planning Scheme Policy Manual concerning:</p> <ul style="list-style-type: none"> • Development and Design • Residential Development • Parking and Access <p>In additions to these the following standards apply:</p> <ol style="list-style-type: none"> 1. Landscaping: A minimum of twenty five per cent of a site developed for either residential and/or non-residential purposes must be landscaped area. The landscaped area of any site must include the predominant portion of the primary street and secondary street setback areas. Any lot with a primary frontage of less than 16 metres in width, and where vehicular access can only be achieved from a primary street, a minimum of 20% of high quality in ground landscaping for the site is required. Additionally, more than 50% of the front setback area of these narrow lots should comprise of high quality in ground landscaping. 2. Signs and Graphic Display: Signs and graphics shall be carefully 	<p>Development Standards</p> <p>Development shall be in accordance with the planning strategies and policies contained in the City Planning Scheme Policy Manual concerning:</p> <ul style="list-style-type: none"> • Development and Design • Residential Development • Parking and Access <p>In addition the following standards apply:</p> <ol style="list-style-type: none"> 1. Pedestrian Amenity: Continuous and consistent awnings/verandahs will be provided, where practicable, on buildings fronting Hay Street. 2. Heights and Setbacks:..... <p><u>Office/Residential Area</u> <i>Paragraph 4:</i></p> <p><i>(Paragraph deleted.)</i></p> <p>Development Standards</p> <p>Development shall be in accordance with the planning strategies and policies contained in the City Planning Scheme Policy Manual concerning:</p> <ul style="list-style-type: none"> • Development and Design • Residential Development • Parking and Access <p>In additions to these the following standards apply:</p> <ol style="list-style-type: none"> 1. Landscaping: A minimum of twenty five per cent of a site developed for either residential and/or non-residential purposes must be landscaped area. The landscaped area of any site must include the predominant portion of the primary street and secondary street setback areas. Any lot with a primary frontage of less than 16 metres in width, and where vehicular access can only be achieved from a primary street, a minimum of 20% of high quality in ground landscaping for the site is required. Additionally, more than 50% of the front setback area of these narrow lots should comprise of high quality in ground landscaping. 2. Mixed Development:
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- controlled to ensure compatibility with the desired character of the area. Any sign, or any combination of signs, shall only be visible from a street or other public place provided:
- i. the sign(s) does not have a total area of:
 - a. more than 0.5 square metres without first having applied for and obtained town planning approval of the Council; or
 - b. more than 2 square metres; or
 - ii. having or comprising:
 - a. any letter or numeral exceeding 0.3 metres in height or width; or
 - b. any symbol or logo exceeding 0.5 metres in height or width; and
 - iii. structural components of signs are to be concealed and/or the impact of the components minimised. Any sign which is visible from major entry points to the Municipality and the city centre or other major roads are to be of a high standard of materials, construction and graphics.
3. Mixed Development:
4. Setbacks:
5. Fencing:
6. Basements:

Residential/Commercial Area

Mounts Bay Road

Paragraph 3:

The construction or location of signs will not detract from the amenity of the area. Signs are to be in keeping with the design and character of buildings and their location will permit safe and convenient pedestrian and vehicle movement. Requirements for signs should be given careful consideration in the design of new buildings. The provision of innovative graphic signs at lower levels and the sensitive illumination of buildings, signs and gardens particularly adjacent to parklands and Kings Park is appropriate. Free standing and roof signs are not appropriate.

Former Metropolitan Markets on Wellington Street

Paragraph 4:

The construction or location of signs will not detract from the amenity of the area. Signs are to be in keeping with the design and character of host buildings and their location must permit safe and convenient pedestrian and vehicle movement. Requirements for signs will be given careful consideration in the design of new buildings. The illumination of building facades is appropriate. Large free standing and roof signs are not appropriate in this prominent location.

Development Standards

Mounts Bay Road

Development shall be in accordance with the planning strategies and policies contained in the City Planning Scheme Policy Manual concerning:

- Development and Design

3. Setbacks:
4. Fencing:
5. Basements:

Residential/Commercial Area

Mounts Bay Road

Paragraph 3:

(Paragraph deleted.)

Former Metropolitan Markets on Wellington Street

Paragraph 4:

(Paragraph deleted.)

Development Standards

Mounts Bay Road

Development shall be in accordance with the planning strategies and policies contained in the City Planning Scheme Policy Manual concerning:

- Development and Design

<ul style="list-style-type: none">• Residential Development• Parking and Access <p>In additions to these the following standards apply:</p> <ol style="list-style-type: none">1. Development shall comply with2. <u>Mixed Development</u>:.....3. <u>Landscaping</u>:.....4. <u>Car Parking</u>:.....5. <u>Signs</u>: Structural components of signs will be concealed and/or the impact of the components minimised. Any sign which is visible from Mounts Bay Road or the Freeway is to be of a high standard of construction, materials and graphics.6. <u>Setbacks</u>:....7. <u>Building Height</u>:....	<ul style="list-style-type: none">• Residential Development• Parking and Access <p>In additions to these the following standards apply:</p> <ol style="list-style-type: none">1. Development shall comply with2. <u>Mixed Development</u>:.....3. <u>Landscaping</u>:.....4. <u>Car Parking</u>:.....5. <u>Setbacks</u>:....6. <u>Building Height</u>:....	
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<p>PRECINCT PLAN NO. 11 – HAMILTON PRECINCT</p> <p><u>Residential/Commercial Area</u> <i>Paragraph 5:</i></p> <p>The construction or location of signs must not detract from the amenity of the area. Signs are to be in keeping with the design and character of buildings and their location is to permit safe and convenient pedestrian and vehicle movement. Requirements for signs should be given careful consideration in the design of new buildings or structures.</p> <p>Development Standards</p> <p>5. Signs and Graphic Display</p> <p>Signs and graphics shall be carefully controlled to ensure compatibility with the desired character of the area. Structural components of signs are to be concealed and/or the impact of the components minimised. All signs are to be of a high standard of construction, materials and graphics. An integrated signage strategy may be required for any major development.</p>	<p>PRECINCT PLAN NO. 11 – HAMILTON PRECINCT</p> <p><u>Residential/Commercial Area</u> <i>Paragraph 5:</i></p> <p><i>(Paragraph deleted.)</i></p> <p>Development Standards</p> <p><i>(Section deleted.)</i></p>	
<p>PRECINCT PLAN NO. 12 – LANGLEY</p> <p><u>Statement of Intent</u> <i>Paragraph 3:</i></p> <p>An exuberant character enhanced through urban design treatments which integrate the major activity elements and give the Precinct a coherent and distinctive identity will be encouraged. Buildings, places and other objects having historical, architectural or other significance will be preserved and maintained. <i>Signs will be primarily for the purpose of information and not for general advertising. The construction or location of signs will not detract from the amenity of the Precinct and are to permit safe and convenient pedestrian and vehicle movement. Requirements for signs will be given careful consideration in the design of new buildings or structures.</i></p> <p>Development Standards</p> <p>Development shall be in accordance with the planning strategies and policies contained in the City Planning Scheme Policy Manual concerning:</p> <ul style="list-style-type: none"> • Development and Design • Parking and Access <p>The following additional requirements apply:</p> <p>(1) Setbacks:</p> <p>(2) Landscaping:</p>	<p>PRECINCT PLAN NO. 12 – LANGLEY</p> <p><u>Statement of Intent</u> <i>Paragraph 3:</i></p> <p>An exuberant character enhanced through urban design treatments which integrate the major activity elements and give the Precinct a coherent and distinctive identity will be encouraged. Buildings, places and other objects having historical, architectural or other significance will be preserved and maintained.</p> <p>Development Standards</p> <p>Development shall be in accordance with the planning strategies and policies contained in the City Planning Scheme Policy Manual concerning:</p> <ul style="list-style-type: none"> • Development and Design • Parking and Access <p>The following additional requirements apply:</p> <p>(1) Setbacks:</p> <p>(2) Landscaping:</p>	

(3) Signs: Structural components are to be concealed and/or the visual impact of structural components minimised. All signs are to be of a high standard of materials, construction and graphics-



<p>PRECINCT PLAN NO. 13 – ADELAIDE</p> <p><u>Office Residential Area</u> Paragraph 3:</p> <p>The construction or location of signs will not detract from the amenity of the area. Signs are to be in keeping with the design and character of buildings and their location will permit safe and convenient pedestrian and vehicle movement. Requirements for signs will be given careful consideration in the design of new buildings. The provision of innovative graphic signs at lower levels and the sensitive illumination of buildings, signs and gardens, particularly in the vicinity of the Causeway, is considered appropriate.</p> <p>Development Standards</p> <p>Development shall be in accordance with the planning strategies and policies contained in the City Planning Scheme Policy Manual concerning:</p> <ul style="list-style-type: none">• Development and Design• Residential Development• Parking and Access <p>In addition to these the following standards apply:</p> <p>(1) Development within the Goderich Policy Area as shown on the Precinct Plan map will comply with the Goderich Design Policy.</p> <p>(2) Signs and Graphic Display:</p> <ol style="list-style-type: none">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; andii. 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. <p>(3) Mixed Development: Conflict between non-residential and residential uses will be minimised.</p>	<p>PRECINCT PLAN NO. 13 – ADELAIDE</p> <p><u>Office Residential Area</u> Paragraph 3:</p> <p>The sensitive illumination of buildings, signs and gardens, particularly in the vicinity of the Causeway, is considered appropriate.</p> <p>Development Standards</p> <p>Development shall be in accordance with the planning strategies and policies contained in the City Planning Scheme Policy Manual concerning:</p> <ul style="list-style-type: none">• Development and Design• Residential Development• Parking and Access <p>In addition to these the following standards apply:</p> <p>(1) Development within the Goderich Policy Area as shown on the Precinct Plan map will comply with the Goderich Design Policy.</p> <p>(2) Mixed Development: Conflict between non-residential and residential uses will be minimised.</p>	
<p>PRECINCT PLAN NO. 14 – GODERICH</p> <p><u>Town Centre</u> Paragraph 3:</p> <p>Whilst signs are fundamental to the character of the area, their construction or location on buildings and land is not to detract from the amenity of the area. Signs are to be in keeping with the design and character of buildings and are to permit safe pedestrian and vehicle movement. Regard should be had for sign requirements in the design and site location of new buildings.</p>	<p>PRECINCT PLAN NO. 14 – GODERICH</p> <p><u>Town Centre</u> Paragraph 3:</p> <p>(Paragraph deleted.)</p>	

Development Standards

Development shall be in accordance with the planning strategies and policies contained in the City Planning Scheme Policy Manual concerning:

- Development and Design
- Residential Development
- Parking and Access

In addition the following standards apply:

- (1) Development shall comply with the Goderich Design Policy.
- (2) Pedestrian Amenity: Continuous and consistent awnings/verandahs should be provided, where practicable, on buildings fronting Hay Street.
- (3) Signs: Structural components of signs are to be concealed and/or the impact of the components minimised. Any sign which is visible from Hay Street or other major roads should be of a high standard of construction, materials and graphics.

Residential/Commercial Areas

Paragraph 4:

The construction of signs or advertising devices in Residential/Commercial areas must not in any way cause a reduction in residential amenity. Signs will be small scale structures, contained predominantly at the entrance to a building and wall mounted. Free standing and roof signs are not appropriate.

Development Standards

Development shall be in accordance with the planning strategies and policies contained in the City Planning Scheme Policy Manual concerning:

- Development and Design
- Residential Development
- Parking and Access

In addition to these the following standards apply:

- (1) Development shall comply with the Goderich Design Policy.
- (2) Conflict between non-residential and residential uses
- (3) The Council may consider variation of the standards
- (4) Open Space:
- (5) Car Parking:
- (6) Signs: Reduction in residential amenity by reason of illumination, noise, overshadowing and/or aesthetics will not be approved. A high standard of construction, materials and graphics is required.

Development Standards

Development shall be in accordance with the planning strategies and policies contained in the City Planning Scheme Policy Manual concerning:

- Development and Design
- Residential Development
- Parking and Access

In addition the following standards apply:

- (1) Development shall comply with the Goderich Design Policy.
- (2) Pedestrian Amenity: Continuous and consistent awnings/verandahs should be provided, where practicable, on buildings fronting Hay Street.

Residential/Commercial Areas

Paragraph 4:

(Paragraph deleted.)

Development Standards

Development shall be in accordance with the planning strategies and policies contained in the City Planning Scheme Policy Manual concerning:

- Development and Design
- Residential Development
- Parking and Access

In addition the following standards apply:

- (1) Development shall comply with the Goderich Design Policy.
- (2) Conflict between non-residential and residential uses
- (3) The Council may consider variation of the standards
- (4) Open Space:
- (5) Car Parking:

CITY PLANNING SCHEME NO. 2 - PLANNING POLICIES AND DESIGN GUIDELINES FOR NORMALISED REDEVELOPMENT AREAS		
EXISTING CONTENT - Proposed wording to be deleted is highlighted in red.	PROPOSED CONTENT - Changes proposed at initiation stage are highlighted in red. - Further changes proposed at final approval stage are highlighted in blue. - Wording highlighted in <i>italics</i> does not form part of the text.	RATIONALE
<u>PLANNING POLICIES</u>		
<u>PLANNING POLICY 1.1 CLAISEBROOK VILLAGE PROJECT AREA</u> 4.11 Signage <ul style="list-style-type: none">The physical form of signs, quality of graphic design and the extent to which they are integrated into the architectural design will have a strong impact on the overall quality of any development. Poorly designed, unplanned and ad hoc signage has the capacity to destroy the integrity of even the best designed building.A high standard of signage is expected and will be required to comply with this policy, the City Planning Scheme No.2 Policy on Signs and the City’s Signs Local Law 2005.Signs attached to buildings shall be integral with and complimentary to the architectural form of the façade. Signs should not obscure architectural features.The following signs will not be permitted:<ul style="list-style-type: none">bunting or flags other than the national, state or corporate flags of moderate scale and maintained in good condition;hoardings (boarding used for bill posting);rotating or moving signs;sequinned or glittering signs; andintermittent flashing illuminated signs.The following signs may only be considered in exceptional circumstances or for a limited time:<ul style="list-style-type: none">roof (“sky”) signs;blimps or balloons;box-like or three dimensional signs, generally only for small signs to be internally illuminated and exuding a “soft” light;illuminated signs, unless as described for box-like signs or backlit such that lighting tubes are not visible;signage on fencing or retaining walls.In some cases temporary signage for a specific purpose and period of time may be considered. These may be free-standing or	<u>PLANNING POLICY 1.1 CLAISEBROOK VILLAGE PROJECT AREA</u> 4.11 Signage Signage should comply with the City Planning Scheme No. 2 Signs Policy.	<p>It is proposed that all content relating to signage within the Planning Policies and Design Guidelines for the Normalised Redevelopment Areas be deleted. All objectives, principles and provisions relating to signage will be contained within the City Planning Scheme No. 2 (CPS2) Signs Policy in order to provide a single reference point for users of the CPS2 and a consistent approach to signage across the CPS2 Scheme Area. Where specific guidance is appropriate for signage in an area it will be contained within the amended CPS2 Signs Policy.</p> <p>The following amendments to the Planning Policies and Design Guidelines for the Normalised Redevelopment Areas reflect this approach.</p>

<p>attached to the building and are required to be of a scale and design complimentary to the premises. No more than one temporary sign fronting each street of the subject property will be permitted.</p> <ul style="list-style-type: none">• Signs carrying messages unrelated to the site or occupancy of the site will generally not be allowed.• No signs are permitted for residential buildings other than in the form of a discrete plaque on the building or adjacent to the property entrance. Plaques are to be of high quality finish and presentation of not more than 400mm dimension if placed on that portion of building setback a minimum of 3 metres from the street, or 250mm dimension if placed on a fence at the property entrance, or on that portion of building less than 3 metres from the street.		
<p><u>PLANNING POLICY 1.2 NEW NORTHBRIDGE PROJECT AREA</u></p> <p>CONTENTS</p> <p>1.0 APPLICATION</p> <p>2.0 RELATIONSHIP TO PLANNING SCHEME, PLANNING POLICIES AND DESIGN GUIDELINES</p> <p>3.0 AIM</p> <p>4.0 POLICY</p> <p>4.1 Awnings</p> <p>4.2 Place Activation</p> <p>4.3 Mixed Uses</p> <p>4.4 Roof Form</p> <p>4.5 Walls</p> <p>4.6 Windows</p> <p>4.7 Balconies</p> <p>4.8 Corner Sites</p> <p>4.9 Fencing</p> <p>4.10 Activation of Streets, Rear Laneways and Under-width Roads</p> <p>4.11 Vehicle Access Gates, Carports and Garages</p> <p>4.12 Heritage Listed Properties</p> <p>4.13 Northbridge Tunnel Development Standards</p> <p>4.14 Site Services and Service Enclosures</p> <p>4.15 Power Supply and Western Power Sub-stations</p> <p>4.16 Sewer Easements</p> <p>4.17 Storage Areas</p> <p>4.18 Modifications to the Public Domain</p>	<p><u>PLANNING POLICY 1.2 NEW NORTHBRIDGE PROJECT AREA</u></p> <p>CONTENTS</p> <p>1.0 APPLICATION</p> <p>2.0 RELATIONSHIP TO PLANNING SCHEME, PLANNING POLICIES AND DESIGN GUIDELINES</p> <p>3.0 AIM</p> <p>4.0 POLICY</p> <p>4.1 Awnings</p> <p>4.2 Place Activation</p> <p>4.3 Mixed Uses</p> <p>4.4 Roof Form</p> <p>4.5 Walls</p> <p>4.6 Windows</p> <p>4.7 Balconies</p> <p>4.8 Corner Sites</p> <p>4.9 Fencing</p> <p>4.10 Activation of Streets, Rear Laneways and Under-width Roads</p> <p>4.11 Vehicle Access Gates, Carports and Garages</p> <p>4.12 Signage</p> <p>4.13 Heritage Listed Properties</p> <p>4.14 Northbridge Tunnel Development Standards</p> <p>4.15 Site Services and Service Enclosures</p> <p>4.16 Power Supply and Western Power Sub-stations</p> <p>4.17 Sewer Easements</p> <p>4.18 Storage Areas</p> <p>4.19 Modifications to the Public Domain</p> <p>4.12 Signage</p> <p>Signage should comply with the City Planning Scheme No. 2 Signs Policy.</p> <p>4.13 Heritage Listed Properties</p> <p>.....</p>	

	<p>4.14 Northbridge Tunnel Development Standards</p> <p>4.15 Site Services and Service Enclosures</p> <p>4.16 Power Supply and Western Power Sub-stations</p> <p>4.17 Sewer Easements</p> <p>4.18 Storage Areas</p> <p>4.19 Modifications to the Public Domain</p>	
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DESIGN GUIDELINES

<p><u>EAST PERTH AREA 3 –BELVIDERE</u></p> <p>6.0 DEVELOPMENT CATEGORIES</p> <p>6.1 Western Commercial Lots :Lots 151-154 Tully Road, backing onto East Parade (refer Figure 1)</p> <p>6.1.10 Signage Signs on buildings may be located in an approved combination of the following (refer Figure 4):</p> <p>A. Suspended beneath awning structures over footpaths at right angles to the building provided that there is a minimum clearance between the bottom of the sign and the pavement of 2.7m and the maximum dimensions of the sign are 2m in length, 600mm high and 0.9m² in area.</p> <p>B. Within the parapet or on the wall of a building provided that no part of the sign is closer than 1m to the sides of the parapet/wall and the sign is no more than 600mm high. The maximum area of such signs will be determined by the City taking into account the scale and design of the building.</p> <p>C. Above door and window transoms on ground floor facades, provided that no such sign is more than 400mm high. The maximum area of such signs will be determined by the City taking into account the scale and design of the building.</p> <p>D. On ground floor windows provided that the sign is limited to 15% of the glazed area of the window and non-fluorescent colours used.</p>	<p><u>EAST PERTH AREA 3 –BELVIDERE</u></p> <p>6.0 DEVELOPMENT CATEGORIES</p> <p>6.1 Western Commercial Lots :Lots 151-154 Tully Road, backing onto East Parade (refer Figure 1)</p> <p><i>(Section 6.1.10 Signage to be deleted)</i></p>	
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- E. On spandrel or transom panels on upper floors provided that any such sign is aligned with window design lines. Spandrel signs must not be closer than 1m to the side of the building and may be no more than 600mm high. The maximum area of such signs will be determined by the City taking into account the scale and design of the building.
- F. Vertical signs on upper floors provided that such signs on a single building are identical in format and do not exceed 450mm wide or 1.5m high. Vertical signs must not project above the parapet or roof line and must project no more than 1m from the face of the wall to which it is attached. Vertical signs must be spaced at least 3.6m apart on the same building and no vertical sign may be closer than 1.8m from the end of the wall to which it is attached except on street corners.

A sign identifying the name of the building may be permitted in a location not specified above subject to it being designed as an integral part of the building's architecture. Proposals for such signs will be considered on their merits.

Figure 4 – Permitted sign locations

In addition to those stipulated in Policy 1.1 – Claisebrook Village Project Area, the following signs are not permitted on buildings:

- Roof (of “sky”) signs projecting above or outside the line of a roof or parapet;
- Fascia signs to awning structures, including balconies;
- Internally illuminated signs apart from signs fronting onto east Parade or the East Parade / Kensington Street corner;
- Flashing signs;
- Rotating or moving signs;
- General advertising signs; and
- Window mounted neon signs except to windows facing East Parade or Kensington Street.

Generally, each commercial building tenancy will be limited to the following number of signs, although consideration will be given to proposals to provide more in exceptional circumstances:

- Two ground floor signs for each street level commercial tenancy;
- One sign per upper floor level individual tenancy.

In buildings with numerous tenants shared signage is preferred.

BUILDING FORM

6.1.11 Articulation

.....

6.1.12 Detail

.....

6.1.13 Roof Form

BUILDING FORM

6.1.10 Articulation

.....

6.1.11 Detail

.....

6.1.12 Roof Form

<p>.....</p> <p>6.1.14 Roof Materials</p> <p>.....</p> <p>6.1.15 Corner Lots</p> <p>.....</p> <p>6.1.16 Blank Walls</p> <p>.....</p> <p>6.1.17 Tilt Up Construction</p> <p>.....</p> <p>6.1.18 Wall Finishes</p> <p>.....</p> <p>6.1.19 Glazing</p> <p>.....</p> <p>6.1.20 Setbacks</p> <p>.....</p> <p>6.1.21 Development Height</p> <p>.....</p> <p>6.1.22 Building Envelopes</p> <p>.....</p> <p>6.2 Kensington Street / Tully Road Mixed Use Lots</p> <p>6.2.12 Signage</p> <p>Signs on buildings may be located in an approved combination of the following (refer Figure 8):</p> <p>A. Suspended beneath awning structures over footpaths or awning/verandah structures within the property at right angles to the building, provided that there is a minimum clearance between the bottom of the sign and the pavement of 2.7m and the maximum dimensions of the sign are 2m in length, 600mm high and 0.9m² in area.</p> <p>B. Above door and window transoms on ground floor facades, provided that no such sign is more than 400mm high. The maximum area of such signs will be determined by the City taking into account the scale and design of the building.</p> <p>C. On ground floor windows provided that the sign is limited to 15% of the glazed area of the window and non-fluorescent colours used.</p> <p>D. Vertical wall mounted signs not to exceed 450mm wide or 1.5m high.</p>	<p>.....</p> <p>6.1.13 Roof Materials</p> <p>.....</p> <p>6.1.14 Corner Lots</p> <p>.....</p> <p>6.1.15 Blank Walls</p> <p>.....</p> <p>6.1.16 Tilt Up Construction</p> <p>.....</p> <p>6.1.17 Wall Finishes</p> <p>.....</p> <p>6.1.18 Glazing</p> <p>.....</p> <p>6.1.19 Setbacks</p> <p>.....</p> <p>6.1.20 Development Height</p> <p>.....</p> <p>6.1.21 Building Envelopes</p> <p>6.2 Kensington Street / Tully Road Mixed Use Lots</p> <p><i>(6.2.12 Signage deleted.)</i></p>	
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<p>E. Flush wall mounted/painted signs.</p> <p>Figure 8 – Permitted sign locations.</p> <p>In addition to those stipulated in Policy 1.1 – Claisebrook Village Project Area, the following signs are not permitted on buildings:</p> <ul style="list-style-type: none">• Signs above the first floor level;• Fascia signs to pedestrian awning structures;• Internally illuminated signs;• Flashing signs;• Rotating or moving signs;• Box like or three dimension signs;• General advertising signs; and• Pylon signs. <p>BUILDING FORM</p> <p>6.2.13 to 6.2.24</p>	<p>BUILDING FORM</p> <p><i>Renumber to 6.2.12 to 6.2.23</i></p>	
<p><u>EAST PERTH AREA 6 – FIELDER STREET</u></p> <p>CONTENTS</p> <p>1.0 INTRODUCTION</p> <p>2.0 APPLICATION</p> <p>3.0 RELATIONSHIP TO PLANNING SCHEME AND PLANNING POLICIES</p> <p>4.0 GUIDELINES OBJECTIVES</p> <p>5.0 DESIRED CHARACTER</p> <p>6.0 PREFERRED LAYOUT</p> <p>7.0 BUILDING ENVELOPE</p> <p>8.0 TRANSMISSION TOWER</p> <p>9.0 SETBACKS</p> <p>10.0 ACCESS AND PARKING</p> <p>10.1 Pedestrian Access</p> <p>10.2 Vehicle Parking</p> <p>10.3 Bicycles</p> <p>11.0 LANDSCAPING</p> <p>12.0 BALCONIES, VERANDAHS AND AWNINGS</p> <p>13.0 BUILDING FORM</p> <p>13.1 Security</p> <p>13.2 Roof Form</p> <p>13.3 Articulation</p> <p>13.4 Detail</p> <p>13.5 Blank Walls</p> <p>14.0 COLOURS AND TEXTURES</p> <p>14.1 Walls</p> <p>14.2 Windows</p> <p>14.3 Roofs</p> <p>15.0 BUILDING SERVICES</p>	<p><u>EAST PERTH AREA 6 – FIELDER STREET</u></p> <p>CONTENTS</p> <p>1.0 INTRODUCTION</p> <p>2.0 APPLICATION</p> <p>3.0 RELATIONSHIP TO PLANNING SCHEME AND PLANNING POLICIES</p> <p>4.0 GUIDELINES OBJECTIVES</p> <p>5.0 DESIRED CHARACTER</p> <p>6.0 PREFERRED LAYOUT</p> <p>7.0 BUILDING ENVELOPE</p> <p>8.0 TRANSMISSION TOWER</p> <p>9.0 SETBACKS</p> <p>10.0 ACCESS AND PARKING</p> <p>10.1 Pedestrian Access</p> <p>10.2 Vehicle Parking</p> <p>10.3 Bicycles</p> <p>11.0 LANDSCAPING</p> <p>12.0 BALCONIES, VERANDAHS AND AWNINGS</p> <p>13.0 BUILDING FORM</p> <p>13.1 Security</p> <p>13.2 Roof Form</p> <p>13.3 Articulation</p> <p>13.4 Detail</p> <p>13.5 Blank Walls</p> <p>14.0 COLOURS AND TEXTURES</p> <p>14.1 Walls</p> <p>14.2 Windows</p> <p>14.3 Roofs</p> <p>15.0 BUILDING SERVICES</p>	

<p>16.0 SIGNAGE 17.0 INTEGRATION OF ART</p> <p>16.0 SIGNAGE</p> <p>A high standard of signage is expected and will be required to comply with the requirements of these guidelines, City Planning Scheme policies on Signs and the City of Perth Signs Local Law 2005.</p> <p>Signs attached to the building should be aligned with and relate to the design lines of the facades, and should not obscure or conflict with architectural features. The proposed locations for signs should be nominated at the time of application for planning approval of the development.</p> <p>17.0 INTEGRATION OF ART</p> <p>.....</p>	<p>16.0 INTEGRATION OF ART</p> <p><i>(16.0 Signage deleted)</i></p> <p>16.0 INTEGRATION OF ART</p> <p>.....</p>	
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<p>5.7 Lots 18 to 22 Bakery Lane</p> <p>4.0 COLOURS AND TEXTURES</p> <p>4.5 Signage</p> <p>A high standard is expected for any external signage. All such signs require the planning approval of the City of Perth and must comply with the City Planning Scheme No.2 policy on signage and advertising and the City of Perth Signs Local Law 2005.</p> <p>Signs attached to the building should be aligned with and relate to the design lines of the facades and should not obscure or conflict with architectural features. The proposed locations for signs should be nominated at the time of application for planning approval of the development.</p> <p>4.6 Integration of Art</p>	<p>5.7 Lots 18 to 22 Bakery Lane</p> <p>4.0 COLOURS AND TEXTURES</p> <p><i>(4.5 Signage deleted)</i></p> <p>4.5 Integration of Art</p>	
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<p>5.3 Lot 203 5.4 Lot 204 5.5 Lot 205 5.6 Lot 206 5.7 Lot 207 5.8 Lot 209 5.9 Lots 211 and 212 5.10 Lots 214 and 215 5.11 Lot 217</p> <p>4.12 Signage</p> <ul style="list-style-type: none"> • A high standard of signage is expected. All signs (location, design and content) require the planning approval of the City of Perth. • The proposed locations for signs in accordance with these guidelines are to be nominated at the time of application for planning approval for the building. Variations to the approved locations will require further approval. No additional signs will be approved in other than exceptional circumstances. • Signs attached to buildings should be aligned with and relate to the architectural design lines of a building facade. Signs should not obscure architectural features. • Signs on buildings may be located in an approved combination of the following (Figure 5 refers): <ul style="list-style-type: none"> ○ The fascia of a verandah or awning, provided that no part of the sign is closer than 60mm to the outside edges of the fascia. ○ Suspended beneath a verandah at right angles to the building provided that there is a minimum clearance between the bottom of the sign and the pavement of 2.7m and the maximum dimensions of the sign are 2m wide and 600mm high. ○ Within the parapet of a building provided that only one such sign employed on any building facade and no part of the sign is closer than 1 m to the sides of the parapet and the sign is no more than 600mm high. The maximum area of such signs will be determined by the City of Perth taking into account the scale and design of the building. ○ Above the door and window transoms on the ground floor facades, provided that no such sign is more than 400mm high. The maximum area of such signs will be determined by the City of Perth taking into account the scale and design of the building. ○ On ground floor windows provided that the sign is limited to 15% of the glazed area of the window and non-fluorescent colours used. 	<p>5.4 Lot 204 5.5 Lot 205 5.6 Lot 206 5.7 Lot 207 5.8 Lot 209 5.9 Lots 211 and 212 5.10 Lots 214 and 215 5.11 Lot 217</p> <p><i>(4.12 Signage deleted)</i></p>	
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- On spandrel or transom panels on upper floors provided that any such sign is aligned with window design lines and no more than one such sign is employed on any building facade. Spandrel signs must not be closer than 1 m to the side of the building and may be no more than 600mm high. The maximum area of such signs will be determined by the City of Perth taking into account the scale and design of the building.
- Vertical signs on upper floors provided that all such signs on a single building are identical except for wording and do not exceed 450mm wide or 1.5m high. Vertical signs must not project above the parapet or roof line and must project no more than 1m from the face of the wall to which it is attached. Vertical signs must be spaced at least 3.6m apart on the same building and no vertical sign may be closer than 1.8m from the end of the wall to which it is attached except on street/lane corners.

Figure 5:- Permitted sign locations

- A sign identifying the name of the building may be permitted in a location not specified above subject to it being designed as an integral part of the building's architecture. Proposals for such signs will be judged on their merits.
- The following types of signs are not permitted on buildings:
 - Roof (or "sky") signs;
 - Internally illuminated or flashing signs;
 - Rotating or moving signs;
 - Sequinned or glittering signs;
 - Box-like or three-dimensional signs;
 - Bunting or flags other than the national, state or corporate flags maintained in good condition;
 - Hoardings;
 - General advertising signs.
- It should be noted that the City of Perth Signs Local Law applies except where overridden by these guidelines.
- Generally, each commercial building tenancy will be limited to the following number of signs, although the City of Perth will consider proposals to provide more in exceptional circumstances:
 - Two ground floor signs for each street level commercial tenancy.
 - One sign per upper floor level individual tenancy.
- In buildings with numerous tenants shared signage is preferred.
- Apart from a building name, no signs are permitted for residential buildings.
- Dependent on demand, the City of Perth will consider providing a

<p>shared pylon for commercial directional signage appropriately located within public space.</p> <p>4.13 Crossovers</p>	<p>4.12 Crossovers</p>	
<p><u>EAST PERTH AREA 20 - SOUTH COVE</u></p> <p>CONTENTS</p> <p>PART ONE – GENERAL</p> <p>1.0 APPLICATION</p> <p>2.0 RELATIONSHIP TO PLANNING SCHEME AND PLANNING POLICIES</p> <p>3.0 ABOUT THESE GUIDELINES</p> <p>4.0 DESIRED CHARACTER AND PREFERRED USES</p> <p>5.0 BUILDING ENVELOPES</p> <p>6.0 BUILDING DESIGN</p> <p>6.1 Generally</p> <p>6.2 Floor to Floor height</p> <p>6.3 Windows</p> <p>6.4 Security</p> <p>6.5 Balconies</p> <p>6.6 Roof Form</p> <p>6.7 Articulation and Detailing</p> <p>6.8 Geo-technical Site Conditions</p> <p>6.9 Integration of Art</p> <p>7.0 ACCESS AND PARKING</p> <p>7.1 Pedestrian Access</p> <p>7.2 Motor Vehicle and Service Access Parking</p> <p>7.3 Bicycles</p> <p>8.0 CROSSTOVERS</p> <p>9.0 BALCONIES, VERANDAHS AND AWNINGS</p> <p>10.0 OPEN SPACE</p> <p>11.0 MATERIALS AND COLOURS</p> <p>11.1 Walls and Windows</p> <p>11.2 Colour</p> <p>11.3 Roof and Shade Structure Covering</p> <p>12.0 BLANK WALLS</p> <p>13.0 LANDSCAPE</p> <p>14.0 SERVICES</p> <p>15.0 FENCES AND RETAINING WALLS</p> <p>16.0 SIGNAGE</p> <p>PART TWO - GUIDELINES APPLICABLE TO LOT 71</p> <p>.....</p> <p>.....</p> <p>16.0 SIGNAGE</p> <ul style="list-style-type: none">A high standard of signage is expected. The location, design and content of all signs require the Planning Approval of the City of Perth.The proposed locations for signs are to be nominated at the time	<p><u>EAST PERTH AREA 20 - SOUTH COVE</u></p> <p>CONTENTS</p> <p>PART ONE – GENERAL</p> <p>1.0 APPLICATION</p> <p>2.0 RELATIONSHIP TO PLANNING SCHEME AND PLANNING POLICIES</p> <p>3.0 ABOUT THESE GUIDELINES</p> <p>4.0 DESIRED CHARACTER AND PREFERRED USES</p> <p>5.0 BUILDING ENVELOPES</p> <p>6.0 BUILDING DESIGN</p> <p>6.1 Generally</p> <p>6.2 Floor to Floor height</p> <p>6.3 Windows</p> <p>6.4 Security</p> <p>6.5 Balconies</p> <p>6.6 Roof Form</p> <p>6.7 Articulation and Detailing</p> <p>6.8 Geo-technical Site Conditions</p> <p>6.9 Integration of Art</p> <p>7.0 ACCESS AND PARKING</p> <p>7.1 Pedestrian Access</p> <p>7.2 Motor Vehicle and Service Access Parking</p> <p>7.3 Bicycles</p> <p>8.0 CROSSTOVERS</p> <p>9.0 BALCONIES, VERANDAHS AND AWNINGS</p> <p>10.0 OPEN SPACE</p> <p>11.0 MATERIALS AND COLOURS</p> <p>11.1 Walls and Windows</p> <p>11.2 Colour</p> <p>11.3 Roof and Shade Structure Covering</p> <p>12.0 BLANK WALLS</p> <p>13.0 LANDSCAPE</p> <p>14.0 SERVICES</p> <p>15.0 FENCES AND RETAINING WALLS</p> <p>PART TWO - GUIDELINES APPLICABLE TO LOT 71</p> <p>.....</p> <p>.....</p> <p><i>(16.0 SIGNAGE deleted)</i></p>	

<p>of applying for Planning Approval for the building. Variations to the approved locations will require further approval. No additional signs will be approved other than in the exceptional circumstances.</p> <ul style="list-style-type: none"> • Signs attached to buildings should not be aligned with and relate to the architectural design lines of a building facade. Signs should not obscure architectural features. • Signs on buildings may be located as follows: (Refer to Figure 4) <ul style="list-style-type: none"> (a) The fascia of a verandah or awning, provided that no part of the sign is close than 100mm to the outside edges of the fascia. (b) Suspended beneath a verandah at right angles to the building provided that there is a maximum clearance between the bottom of the sign and the pavement on 2.7m and the maximum dimensions of the sign are 2m wide and 600mm high. (c) Within the parapet of a building provided that only one such sign is employed on any building facade and no part of the sign is closer than 1m to the side of the parapet and the sign is no more than 600mm high. The maximum area of such signs will be determined by the City of Perth taking into account the scale and design of the building. (d) Above the door and window transoms on the ground floor facades provided that no such sign is more than 400mm high. The maximum area of such signs will be determined by the City of Perth taking into account the scale of design of the building. (e) On ground floor windows provided that the sign is limited to 15% of the glazed area of the window and non-fluorescent colours used. (f) On spandrel or transom panels on upper floors provided that any such sign is aligned with window design lines and no more than one such sign is employed on any building facade. Spandrel signs must not be closer than 1m to the side of the building and may be no more than 600mm high. The maximum area of such sign will be determined by the City of Perth taking into account the scale and design of the building. (g) Vertical signs on upper floors provided that all such signs on a single building are identical except for workings and do not exceed 450mm wide or 1.5m high. Vertical signs must not project above the parapet or roof line and must project no more than 1m from the face of the wall to which it is attached. Vertical signs must be at least 3.6 meters apart on the same building and no vertical sign may be closer than 1.8m from the end of the wall to which it is attached except on building corners. • A sign identifying the name of the building may be permitted in a location not specified above subject to it being designed as an integral part of the building's architecture. Proposals for such signs will be judged on their merits. 		
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<ul style="list-style-type: none">• The following types of signs are not permitted on the buildings:<ul style="list-style-type: none">○ Roof (or sky) signs;○ Internally illuminated or flashing signs;○ Rotating or moving signs;○ Sequinned or glittering signs;○ Box-like or three-dimensional signs;○ Bunting or flags other than the national, state or corporate flags maintained in good condition;○ Hoardings;○ General advertising signs.○ Generally, each commercial building tenancy will be limited to the following number of signs, however the City of Perth will consider proposals to provide additional signs in particular circumstances.○ Two ground floor signs for each street level commercial tenancy.○ One sign per upper floor level individual tenancy.• In buildings with numerous tenants shared signage is preferred.• Apart from a building name, signs are not permitted on residential buildings.• Dependant on demand, the City of Perth will consider providing a shared pylon for commercial directional signage appropriately located within public space.• It should be noted that the City of Perth Signs Local Law applies except where overridden by these guidelines.		
<p><u>EAST PERTH AREA 24 – ROYAL AND BENNETT STREETS</u></p> <p>CONTENTS</p> <p>1.0 INTRODUCTION</p> <p>2.0 APPLICATION</p> <p>3.0 ABOUT THESE GUIDELINES</p> <p>4.0 RELATIONSHIP TO PLANNING SCHEME AND PLANNING POLICIES</p> <p>5.0 BUILDING DESIGN</p> <p>5.1 Building Envelope</p> <p>5.2 Aesthetic Vision Statement</p> <p>5.3 Corner Sites</p> <p>5.4 Security</p> <p>5.5 Roof Form</p> <p>5.6 Articulation</p> <p>5.7 Detail</p> <p>5.8 Blank Walls</p> <p>5.9 Tilt-Up Construction</p> <p>6.0 ACCESS AND PARKING</p>	<p><u>EAST PERTH AREA 24 – ROYAL AND BENNETT STREETS</u></p> <p>CONTENTS</p> <p>1.0 INTRODUCTION</p> <p>2.0 APPLICATION</p> <p>3.0 ABOUT THESE GUIDELINES</p> <p>4.0 RELATIONSHIP TO PLANNING SCHEME AND PLANNING POLICIES</p> <p>5.0 BUILDING DESIGN</p> <p>5.1 Building Envelope</p> <p>5.2 Aesthetic Vision Statement</p> <p>5.3 Corner Sites</p> <p>5.4 Security</p> <p>5.5 Roof Form</p> <p>5.6 Articulation</p> <p>5.7 Detail</p> <p>5.8 Blank Walls</p> <p>5.9 Tilt-Up Construction</p> <p>6.0 ACCESS AND PARKING</p>	

<div>6.1 Vehicular Parking</div> <div>6.2 Pedestrian Access</div> <div>7.0 LANDSCAPING AND PRIVATE OPEN SPACE</div> <div>7.1 Landscaping</div> <div>7.2 Private Open Space</div> <div>7.3 Balconies, Canopies and Awnings</div> <div>7.4 Privacy</div> <div>7.5 Fences</div> <div>8.0 COLOURS AND TEXTURES</div> <div>8.1 Walls</div> <div>8.2 Windows</div> <div>8.3 Roofs</div> <div>8.4 Building Services</div> <div>8.5 Site Drainage</div> <div>8.6 Signage</div> <div>8.7 Integration of Art</div> <div>PART TWO - SITE SPECIFIC GUIDELINES</div> <div>8.6 Signage</div> <div>A high standard of signage is expected and will be required to comply with the requirements of these guidelines, City Planning Scheme No.2 Policy 4.7 Signs and the City of Perth Signs Local Law 2005.</div> <div>Signs attached to the building should be aligned with and relate to the design lines of the facades and should not obscure or conflict with architectural features. The proposed locations for signs should be nominated at the time of application for planning approval of the development.</div> <div>8.7 Integration of Art</div>	<div>6.1 Vehicular Parking</div> <div>6.2 Pedestrian Access</div> <div>7.0 LANDSCAPING AND PRIVATE OPEN SPACE</div> <div>7.1 Landscaping</div> <div>7.2 Private Open Space</div> <div>7.3 Balconies, Canopies and Awnings</div> <div>7.4 Privacy</div> <div>7.5 Fences</div> <div>8.0 COLOURS AND TEXTURES</div> <div>8.1 Walls</div> <div>8.2 Windows</div> <div>8.3 Roofs</div> <div>8.4 Building Services</div> <div>8.5 Site Drainage</div> <div>8.6 Integration of Art</div> <div>PART TWO - SITE SPECIFIC GUIDELINES</div> <div>(8.6 Signage deleted)</div> <div>8.6 Integration of Art</div>	
<div>EAST PERTH AREA 34 – LOT 119 BROWN STREET</div> <div>CONTENTS</div> <div>1.0 APPLICATION</div> <div>1.1 The Substation</div> <div>1.2 Relationship To Planning Scheme and Planning Policies</div> <div>1.3 Envisaged Land Use</div> <div>1.4 Development Potential</div> <div>1.5 Required Conservation of Building Fabric</div> <div>2.0 GUIDELINES</div> <div>2.1 Form</div> <div>2.2 Roof</div> <div>2.3 Interior</div> <div>2.4 Walls and Exterior Openings</div> <div>2.5 Colours</div> <div>2.6 Signage</div> <div>3.0 PERMITTED AND ENCOURAGED CHANGES TO BUILDING FABRIC</div> <div>.....</div> <div>.....</div> <div>2.6 Signage</div>	<div>EAST PERTH AREA 34 – LOT 119 BROWN STREET</div> <div>CONTENTS</div> <div>1.0 APPLICATION</div> <div>1.1 The Substation</div> <div>1.2 Relationship To Planning Scheme and Planning Policies</div> <div>1.3 Envisaged Land Use</div> <div>1.4 Development Potential</div> <div>1.5 Required Conservation of Building Fabric</div> <div>2.0 GUIDELINES</div> <div>2.1 Form</div> <div>2.2 Roof</div> <div>2.3 Interior</div> <div>2.4 Walls and Exterior Openings</div> <div>2.5 Colours</div> <div>2.6 Signage</div> <div>3.0 PERMITTED AND ENCOURAGED CHANGES TO BUILDING FABRIC</div> <div>.....</div> <div>.....</div>	

<ul style="list-style-type: none">• Original substation signage on corner of Glyde and Brown Streets is to be retained and conserved.• New signage for the redevelopment is to be kept to a minimum and in keeping with the heritage character and significance of the place.	<p><i>(2.6 Signage deleted)</i></p> <ul style="list-style-type: none">•	
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	Existing Policy Wording	Proposed Policy Wording <div>New Text Deleted Text</div>	Explanation	Stakeholder Feedback	Final Proposal <div>Change from previous Deleted Text</div>	Rationale
PREAMBLE	N/A	N/A	N/A	N/A	<p>This policy complements the <i>Liquor Control Act 1988</i> and the Department of Racing, Gaming and Liquor’s (DRGL) policies on Extended Trading Permits.</p> <p>This policy relates to Extended Trading Permit applications under the DRGL’s ‘Ongoing and Indefinite’ permits which are used to increase the existing trading hours on the liquor licence (see Clause 1.1) as well as temporary Extended Trading Permit applications under the DRGL’s “One-off” Events or Functions’ and <i>Sunday Trading on Long Weekends for Nightclubs, Hotels, Taverns, Small Bars and Special Facility Licences</i> policies (see Clause 1.2).</p> <p>The City is providing advice to the DRGL who are the determining authority.</p> <p>The City’s advice will be in the form of support, support with conditions or not support.</p>	<p>A preamble is proposed to be added to clarify the City’s role as providing advice to the determining authority, the Department of Racing, Gaming and Liquor.</p> <p>This is considered a minor administrative change.</p> <p>Extended Trading Permits under the ‘Ongoing and Indefinite’ are granted for up to five years while temporary permits are for one off events on specific dates.</p> <p>It should be noted that the WA Police also have the opportunity to provide comment.</p>
DEFINITIONS	N/A	N/A	N/A	N/A	<p>Extended Trading Permits</p> <p>Under Section 60 (Extended Trading Permits) of the <i>Liquor Control Act 1988</i> the granting of a permit authorises the licensee of a venue to sell and supply liquor under their licence according to the tenor of the permit, upon such terms as are</p>	<p>Text outlining the relevant legislation, purpose of ETPs and relevant definitions are being added for clarification.</p>

				<p>specified at the discretion of the Director in the permit at times, in circumstances, or in a place, to which that licence would not otherwise apply.</p> <p>Close Proximity/Nearby Residents Within approximately a 100 metre radius of the premise.</p> <p>Unreasonable Impact An impact that is considered to be unreasonable within the context of:</p> <ul style="list-style-type: none">- Its location in a mixed use inner city precinct;- The key functions of the city; and- The agent of change principle and that preference should be given to the land use that was present first. <p>Special Event International sporting event, special performances (e.g. international DJ), cultural celebration or similar.</p>	<p>The <i>Noise Regulations</i> use a 100 metre radius to adjust acceptable noise levels to account for the impact of traffic noise therefore 100 metres is considered appropriate.</p> <p>Unreasonable will be taken to be within a mixed use inner city precinct context, whereby there will be recognition of the key functions of the city as well as the agent of change principle (preference should be given to the land use that was present first).</p> <p>The term “should” rather than “will” regarding the agent of change principle is specifically being used as provides the City with some discretion to consider impact, although this will only be in exceptional circumstances.</p>
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POLICY PURPOSE	To establish guidelines for the times that the Council considers appropriate to support the granting of Extended Trading Permits to Liquor Licensed premises.	To establish guidelines for the times that the Council considers appropriate to support the granting of Extended Trading Permits to Liquor Licensed premises.	No Change Proposed.	N/A	To establish guidelines for the times that the Council considers appropriate to support the granting of Extended Trading Permits to Liquor Licensed premises.	N/A
POLICY STATEMENT	<p>1. Taverns, Hotels and Small Bars</p> <p>1.1 Applications for extended trading permits for taverns, hotels and small bars to extend the trading hours until 2.00am on Monday to Saturday and to 12 midnight on Sundays will be supported, other than where premises are in close proximity to and may unreasonably impact upon nearby residents.</p>	<p>1. Taverns, Hotels and Small Bars</p> <p>1.1 Applications for extended trading permits for taverns, hotels and small bars to extend the trading hours until 2.00am on Monday to Saturday and to 12 midnight on Sundays will be supported, other than where premises are in close proximity to and may unreasonably impact upon nearby residents.</p>	-	-	<p>1. Taverns, Hotels and Small Bars</p> <p>1.1 Applications for ‘Ongoing and indefinite’ extended trading permits for taverns, hotels and small bars to extend their trading hours until 2.00am on Monday to Saturday and to 12 midnight on Sundays will be supported, other than where premises are in close proximity to and may unreasonably impact upon nearby residents.</p>	<p>It should be noted that this clause refers to the DRGL ‘Ongoing and indefinite’ Policy which allows extension of hours to be granted for up to five years.</p> <p>Deletion of the words “and to 12 midnight on Sundays’ is due to changes to liquor licencing which allows premises to open until 12 midnight on Sundays without an extended trading permit.</p> <p>The City does not support the AHA’s suggestion relating to closing times for taverns, hotels and small bars on Sundays being brought into line with other days of the week.</p> <p>Allowing these premises to operate until 2am</p>

						<p>(Monday morning) would bring their closing time in line with nightclubs which generally have greater acoustic attenuation therefore this is not considered appropriate. The change may also cause issues with the dispersal of crowds if all premises were to close at 2am.</p> <p>The Sunday trading hours of taverns, hotels and small bars under the <i>Liquor Control Act 1988</i> have only recently been extended from 10pm to 12am therefore allowing “Ongoing and indefinite” ETPs for 2 additional hours every Sunday is effectively 4 additional hours to that permitted approximately 6 months ago.</p>
	<p>1.2 Applications for a temporary extended trading permit beyond the hours specified in part 1.1 above will be supported only under the following circumstances:-</p>	<p>1.2 Applications for a temporary extended trading permit beyond the hours specified in part 1.1, and beyond 12 midnight on Sundays above will be supported only under the following circumstances:-</p>	<p>Change required due to proposed removal of reference to “and to 12 midnight on Sundays” in clause 1.1 which would result in further extensions not being permitted on Sundays.</p>	<p>NOT SUPPORTED</p> <p>Draft Policy amendments have not been provided for consideration. Further consultation is required if Council intends to withdraw support for extended trade on Sundays and to reflect this in 1.1.</p> <p>Here (and elsewhere in proposal) it would be preferable the proposal be in synch with the Director of DRGL policy for</p>	<p>1.2 Applications for a temporary extended trading permits <i>under the DRGLs ‘One-off’ Events or Functions policy</i> beyond the hours specified in part 1.1, <i>and beyond 12 midnight on Sundays under the DRGLs Sunday Trading on Long Weekends for Nightclubs, Hotels, Taverns, Small Bars and Special Facility Licences Policy</i> above will be supported only under the following</p>	<p>The terminology is proposed to be changed from ‘temporary extended trading permit’ to refer directly to the relevant DRGL Policies.</p> <p>The permits granted under these two policies (and guidance to the City provided through clause 1.2) are granted for special events or to provide occasional access such as</p>

				extended trade on Sunday evenings of long weekend. There are Sundays and there are “Special” Sundays.	circumstances:-	<p>on Sundays of long weekends. These permits are not ongoing in nature.</p> <p>The change of adding ‘and beyond 12 midnight on Sundays’ is proposed to align with the changes in clause 1.1. This is consistent with the City’s existing policy although removal in 1.1 without this addition would remove support for extended trade on Sundays which fall on long weekends.</p> <p>In regards to the stakeholder comment regarding “Special” Sundays, these are Sundays of Long Weekends.</p>
	1.2.1 the proposed extended trading hours do not exceed the hours permitted under part 1.1 above by more than 90 minutes, or the trading hours can be extended up to 6.00am if a similar event has previously been approved and conducted at the premises within the past 12 months;	1.2.1 the proposed extended trading hours do not exceed the hours permitted under part 1.1 and 1.2 above by more than 90 minutes, or the trading hours can be extended up to 6.00am if a similar event has previously been approved and conducted at the premises within the past 12 months;	Minor Administrative Change.	NOT SUPPORTED Draft policy amendments have not been provided for consideration. AHA seeks clarification on proposed amendments.	1.2.1 the proposed extended trading hours do not exceed the hours permitted under part 1.1 above by more than 90 minutes, or the trading hours can be extended up to 6.00am if a similar event has previously been approved and conducted at the premises within the past 12 months;	<p>The existing time restriction to 6am is not appropriate because the City receives applications for extended trading permits outside of these hours. For example from 10am to 12pm. Therefore it is considered appropriate to not outline timeframes but assess applications on the subsequent sub-clauses.</p> <p>The City is unaware of the rationale behind the 90</p>

						<p>minute extension as well as the ability to extend to 6:00am if a similar event has previously been approved and conducted at the premises within the past 12 months.</p> <p>The City is also unaware of how a premise would be able to “get onto the list” as having previously conducted an event in the last 12 months.</p> <p>It should be noted that the City does not intend for this change to enable Taverns, Hotels and Small Bars to apply for permits that would allow them to operate in line with the hours of nightclubs.</p>
	1.2.2 the extended hours are required to host a special event or to provide occasional access to a facility that is unique to a particular premises;	1.2.2 the extended hours are required to host a special event or to provide occasional access to a facility that is unique to a particular premises;	No Change Proposed.	NOTED Council recommendation for no change is noted.	1.2.21 the extended hours are required to host a special event or to provide occasional access to a facility that is unique to a particular premises;	N/A
	1.2.3 the licensee of the premises has management strategies in place to contain noise and to control patron behaviour associated with the extended trading hours, particularly as patrons disperse from the	1.2.3 the licensee of the premises has management strategies in place to contain noise and to control patron behaviour associated with the extended trading hours, particularly as patrons disperse from the	No Change Proposed.	NOTED Council recommendation for no change is noted.	1.2.32 the licensee of the premises has management strategies in place to contain noise and to control patron behaviour associated with the extended trading hours, particularly as patrons disperse from the premises at the	N/A

	premises at the conclusion of the event;	premises at the conclusion of the event;			conclusion of the event;	
	1.2.4 the premises has not been the subject of any recent noise complaints, or other complaints concerning the operation of the licensed venue; and	1.2.4 the premises has not been the subject of any recent and justified noise complaints, or other founded complaints concerning the operation of the licensed venue; and	It is unreasonable to assume a complaint is warranted, which may then result in an application for an ETP being unreasonably recommended refusal. It is considered appropriate to add the term “justified”.	<p>The proposed addition of ‘justified’ provides for a subjective interpretation of the noise complaint. No guidance is provided on how ‘justified’ noise complaints will be determined which will create confusion and create a low bar for objections to extended trading permits.</p> <p>Local Government is delegated powers for noise enforcement under the <i>Environmental Protection Act 1986</i> and provides advice to Department of Racing, Gaming and Liquor on Section 117 noise complaints. Both pieces of legislation provide for noise complaints to be made out and ensure that vexatious noise complaints do not become a barrier to the operation of hospitality premises.</p> <p>The AHA recommends that the Policy be amended as follows:</p> <p><i>The Premise has not been the subject of any recent [insert] upheld noise complaints, or any other [insert] upheld complaints concerning the operation of the licensed venue [insert] under the Environmental Protection Act 1986 or Liquor Control Act 1988;</i></p>	1.2.43 the premises has not been recently issues with a Noise Abatement Direction under Section 81 of the Environmental Protection Act 1986 or Noise Infringement Notice under Section 99k that remains unresolved, has not been the subject of any recent noise complaints, or other founded-determination or conviction under Section 117 of the Liquor Control Act 1988. Complaints concerning the operation of the licensed venue; and	<p>The City agrees that ‘justified’ and ‘founded’ are too subjective therefore propose to include the relevant legislation within the policy.</p> <p>It should be clarified that this sub-section only relates to clause 1.2, temporary applications for extended trading permits, where the hours are additional to the 2 hours listed in 1.1.</p>

				and		
	1.2.5 the extended hours will not unreasonably impact upon nearby residents;	1.2.5 the extended hours will not unreasonably impact upon nearby residents;	No Change	<p>Council recommendation for no change is endorsed.</p> <p>The identification of 'unreasonable' impact will assist council officers in balancing complaints about noise emanating from hospitality venues with unreasonable expectations of new residents who move near active hospitality venues.</p> <p>Think (generally across all conditions that make reference to residents) the policy should have regard for 1st occupancy. Example - If pub was their 1st and residents spring up their complaints are "dismissed" unless where licensee unreasonable.</p>	1.2.54 the extended hours will not unreasonably impact upon nearby residents.	<p>Minor administrative change in the clause number.</p> <p>Unreasonable impact has been added to the definitions to recognise that large parts of the City are mixed use which is likely to result in the level of residential amenity experienced by residents being different to that in suburban/residential areas.</p>
	<p>2. Nightclubs</p> <p>Applications for extended trading permits for nightclubs on Mondays to Saturdays will not be supported. Applications for extended trading permits for nightclubs to extend the trading hours up to 2.00am on Mondays will be supported, other than where premises are in close proximity to and may unreasonably impact upon nearby residents..</p>	<p>2. Nightclubs</p> <p>Applications for extended trading permits for nightclubs on Mondays to Saturdays will not be supported. Applications for extended trading permits for nightclubs to extend the trading hours up to 2.00am on Mondays will be supported, other than where premises are in close proximity to and may unreasonably impact upon nearby residents..</p>	This paragraph is proposed to be deleted as under Section 98A of the <i>Liquor Control Act 1988</i> nightclubs are already able to operate until 5am; Monday to Saturday, and until 2am on Sunday nights (Monday morning) therefore this clause is duplication and is redundant.	<p>PARTIALLY SUPPORTED</p> <p>Prescribed trading hours under Section 98A of the <i>Liquor Control Act</i> provide for permitted trade on Monday, Tuesday, Wednesday or Thursday from 6pm to 12 midnight and then continuing to 5am the next day.</p> <p>Recent changes to the <i>Liquor Control Act</i> in November allow nightclubs to now open on Sunday until midnight then continuing to 2am on the next day.</p>	N/A	<p>The clause relating to Nightclubs is proposed to be deleted as it is duplication of what is currently permitted under the <i>Liquor Control Act 1988</i>.</p> <p>The Administration does not consider it necessary to retain reference to Nightclubs as proposed by the AHA to "support...current prescribed trading hours for nightclubs". The reason</p>

				<p>AHA recommends that the first paragraph be retained in support of current prescribed trading hours for nightclubs and the second deleted due to LCA amendments allowing 2am trading on Monday mornings.</p> <p>Whilst I don't operate a nightclub the comment in RH box I don't think is correct. The extension to trade on a Sunday to 2am is I think a reference to Long Weekends. It is Sunday night trading into Monday Public Holiday. Not Monday night trading into Tuesday.</p>		<p>being that the trading hours are set by State level legislation and this policy is an operational council policy to guide City officers in providing comments on ETPs. Given that the City does not receive ETP referrals for Nightclubs the proposed deletion is considered appropriate.</p> <p>In regards to Sunday Trading, and Long Weekends, regardless of whether a Sunday falls on a long weekend, the <i>Liquor Control Act 1988</i> allows nightclubs to open until 2am under section 98A.</p>
	<p>3. Special Facility Licenses</p> <p>Applications for extended trading permits for special facility licenses to extend their trading hours will be considered on their merits and supported only where the premises are not in close proximity to and may unreasonably impact upon nearby residents..</p>	<p>3.2. Special Facility Licenses</p> <p>Applications for extended trading permits for special facility licenses to extend their trading hours will be considered on their merits and supported only where the premises are not in close proximity to and may unreasonably impact upon nearby residents..</p>	<p>Renumbered Clause due to deletion of Clause 2.</p> <p>Minor typographical error corrected.</p>	<p>NOT SUPPORTED</p> <p>Special Facility licenses should be subject to the same conditions as hotels, taverns and small bars.</p> <p>AHA recommends consistency with Clause 1.1. The wording is not consistent with what is afforded to Taverns & Nightclubs. SFL operators should not be held to a higher or more onerous compliance regime.</p> <p>RH box; reference to deletion of clause 2 may be incorrect based on my comments above. Again</p>	<p>3.2. Special Facility Licenses</p> <p>Applications for extended trading permits for special facility licenses to extend their trading hours will be considered on their merits and supported only where the premises are not in close proximity to and may unreasonably impact upon nearby residents..</p>	<p>Although the City sees the value in consistency, because Special Facility License opening hours are determined on a case by case basis by the Director of DRGL, including Special Facility Licenses in 1.1 is not appropriate as their opening hours vary. This means an extension under clause 1.1 to 2am is not necessary relevant.</p> <p>Determination on a case by case basis aligns with the DRGL approach to Special Facility Licenses.</p>

				1 st occupancy principles.		
	<p>4. Northbridge</p> <p>In regard to Northbridge, applications to extend trading hours in accordance with the times listed in Clauses 1, 2 and 3 above for premises located within the core entertainment precinct bounded by Roe, William, Aberdeen, Milligan and Parker Streets will not be considered to have any unreasonable or adverse impact upon the amenity of residents in the locality.</p>	<p>4. 3. Northbridge</p> <p>In regard to the core entertainment precinct of Northbridge, bounded by Roe, William, Aberdeen, Milligan and Parker Streets, applications to extend trading hours in accordance with the times listed in Clauses 1, 2 and 2 3 above for premises located within the core entertainment precinct bounded by Roe, William, Aberdeen, Milligan and Parker Streets will not be considered to have any unreasonable or adverse impact upon the amenity of residents in the locality will generally be supported.</p>	<p>Renumbered Clause due to deletion of Clause 2.</p> <p>Minor administrative change to wording of policy and minor edit to remove reference to clause 3 due to renumbering.</p> <p>The existing policy does not provide the ability for the City to recommend refusal to the DRGL on applications for ETPs in Northbridge. A minor change is necessary so that the City has discretion when providing comment.</p>	<p>NOT SUPPORTED</p> <p>The AHA objects to the City of Perth's proposal to remove the current exemption for Northbridge.</p> <p>No words have been provided but AHA has considered the proposed amendments included in Council papers from the 13 June that delete 'will not be considered to have any unreasonable or adverse impact upon the amenity of residents in the locality' and insert 'will be assessed on an individual basis and generally be supported unless likely to unreasonable impact upon nearby residents'.</p> <p>These amendments read in conjunction with 1.2.4 guides officers to consider any noise complaints as sufficient grounds to not support extended trading permits applications.</p>	<p>4. 3. Northbridge</p> <p>In regard to the core entertainment precinct of Northbridge, bounded by Roe, William, Aberdeen, Milligan and Parker Streets, applications to extend trading hours in accordance with the times listed in Clauses 1, 2 and 2 3 above for premises located within the "entertainment preferred" area, as defined in the City Planning Scheme No.2 (bound by Roe, William, Newcastle, Palmerston, Parker and Milligan Streets), the core entertainment precinct bounded by Roe, William, Aberdeen, Milligan and Parker Streets will not be considered to have any unreasonable or adverse impact upon nearby residents the amenity of residents in the locality will generally be supported, unless the premise has recently been issued with a Noise Abatement Direction under Section 81 of the <i>Environmental Protection Act 1986</i> or Noise Infringement Notice under Section 99k that remains unresolved.</p>	<p>Additional changes are proposed to this clause due to the stakeholder feedback.</p> <p>Firstly the boundary of "Northbridge" is being linked to the City Planning Scheme No.2 area where Entertainment uses are "preferred".</p> <p>Reference is being change to "nearby residents" to achieve consistency with the rest of the policy.</p> <p>Reference is being added to relevant legislation to provide an objective measure of whether it is appropriate to be granting ETPs.</p>
	N/A	<p>4. Ongoing ETP's</p> <p>Providing Extended Trading Permits for several years is not supported as it does not allow</p>	Providing Extended Trading Permits for several years is not supported as does not allow for	This is plain wrong. The Council has ample rights under the <i>Liquor Act</i> to bring things before the Director during the years of ongoing ETPs (S64, S46, S 117	N/A – TO BE DELETED	The City agrees that it is unnecessary to add additional "red tape" for venues.

		<p>for review.</p> <p>Where a further Extended Trading Permit with the same extended hours and other conditions is sought, a brief submission addressing why the permit will cater for the requirements of the consumer is all that is required as per the DRGL requirements.</p>	<p>review.</p>	<p>ect). The ongoing ETP regime is a foundation policy that gives some certainty to Licensees not be required to go through costly and time consuming red tape issues annually. The industry will “go to war” over this.</p>		<p>If there are concerns with the operations of a venue there are opportunities to mediate these.</p> <p>Annual submissions will continue to be required for temporary extended trading permits under Clause 1.2. These are generally for extended trade on Sundays of long weekends and for morning trade prior to special events such as the Melbourne Cup.</p>
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CP14.4 Extended Trading Permits

PREAMBLE

This policy complements the *Liquor Control Act 1988* and the Department of Racing, Gaming and Liquor's (DRGL) policies on Extended Trading Permits.

This policy relates to Extended Trading Permit applications under the DRGL's 'Ongoing and Indefinite' permits which are used to increase the existing trading hours on the liquor licence (see Clause 1.1) as well as temporary Extended Trading Permit applications under the DRGL's "One-off Events or Functions" and *Sunday Trading on Long Weekends for Nightclubs, Hotels, Taverns, Small Bars and Special Facility Licences* policies (see Clause 1.2).

The City is providing advice to the DRGL who are the determining authority. The City's advice will be in the form of support, support with conditions or not support.

DEFINITIONS

Extended Trading Permits

Under Section 60 (Extended Trading Permits) of the *Liquor Control Act 1988* the granting of a permit authorises the licensee of a venue to sell and supply liquor under their licence according to the tenor of the permit, upon such terms as are specified at the discretion of the Director in the permit at times, in circumstances, or in a place, to which that licence would not otherwise apply.

Close Proximity/Nearby Residents

Within approximately a 100 metre radius of the premise.

Unreasonable Impact

An impact that is considered to be unreasonable within the context of:

- Its location in a mixed use inner city precinct;
- The key functions of the city; and
- The agent of change principle that preference should be given to the land use that was present first.

Special Event

International sporting event, special performances (e.g. international DJ), cultural celebration or similar

CP 14.4 Extended Trading Permits

POLICY OBJECTIVE

To establish guidelines for the times that the Council considers appropriate to support the granting of Extended Trading Permits to Liquor Licensed premises.

POLICY STATEMENT

1. Taverns, Hotels and Small Bars

1.1 Applications for 'Ongoing and indefinite' extended trading permits for taverns, hotels and small bars to extend their trading hours until 2.00am on Monday to Saturday will be supported, other than where premises are in close proximity to and may unreasonably impact upon nearby residents.

1.2 Applications for extended trading permits under the DRGLs *'One-off' Events or Functions* policy beyond the hours specified in part 1.1, and beyond 12 midnight on Sundays under the DRGLs *Sunday Trading on Long Weekends for Nightclubs, Hotels, Taverns, Small Bars and Special Facility Licences* Policy will be supported only under the following circumstances:-

1.2.1 the extended hours are required to host a special event or to provide occasional access to a facility that is unique to a particular premises;

1.2.2 the licensee of the premises has management strategies in place to contain noise and to control patron behaviour associated with the extended trading hours, particularly as patrons disperse from the premises at the conclusion of the event;

1.2.3 the premises has not been recently issued with a Noise Abatement Direction under Section 81 of the *Environmental Protection Act 1986* or Noise Infringement Notice under Section 99K that remain unresolved, or determination or conviction under Section 117 of the *Liquor Control Act 1988*; and

1.2.4 the extended hours will not unreasonably impact upon nearby residents.

2. Special Facility Licenses

Applications for extended trading permits for special facility licenses to extend their trading hours will be considered on their merits and supported only where the premises are not in close proximity to and may unreasonably impact upon nearby residents.

CP 14.4 Extended Trading Permits

3. Northbridge

In regard to Northbridge, applications to extend trading hours in accordance with Clauses 1 and 2 above for premises located within the “entertainment preferred” area, as defined in the City Planning Scheme No.2 (bound by Roe, William, Newcastle, Palmerston, Parker and Milligan Streets), will not be considered to have any unreasonable or adverse impact upon nearby residents unless the premise has recently been issued with a Noise Abatement Direction under Section 81 of the *Environmental Protection Act 1986* or Noise Infringement Notice under Section 99k that remains unresolved.

Document Control Box						
Document Responsibilities:						
Custodian:	Manager Environment and Public Health		Custodian Unit:	Environment and Public Health		
Decision Maker:	Council					
Compliance Requirements:						
Legislation:	Section 60 of the Liquor Control Act 60					
Industry:	n/a					
Organisational:	Strategic Community Plan, Corporate Business Plan					
Document Management:						
Risk Rating:			Review Frequency:		Next Due:	
					TRIM Ref:	[AP####]
Version #	Decision Reference:		Synopsis:			
1.	OCM 9/10/2001		Policy previously SU64			
2.	OCM 14/09/04 (641/04)					
3.	OCM 14/03/06 (160/06)					
4.	OCM 20/02/07 (99/07)					
5.	OCM 13/12/16 (307/11)		Amended			
6.						

FOOD TRUCK VENDORS

BIG ELS NINO

BOOTLEGGER COFFEE CO

FRANKS FURTS

WHAT THE FLIP

MOJITO CANTINA

BRAISED BROS

LA FUENTE

PASTA TRUCK

COMIDA DO SUL

SIMMOS MOBILE SCOOP SHOP

NUNZIO'S MOBILE PIZZA

SOUL COCINA CANTINA

BEE DELIGHTED MOBILE CAFÉ

EAT NO EVIL

SOUL PROVIDER

CHARLIES PIZZA

THE MOBILE REFRESHMENT PROJECT

THE RARE FLOWER

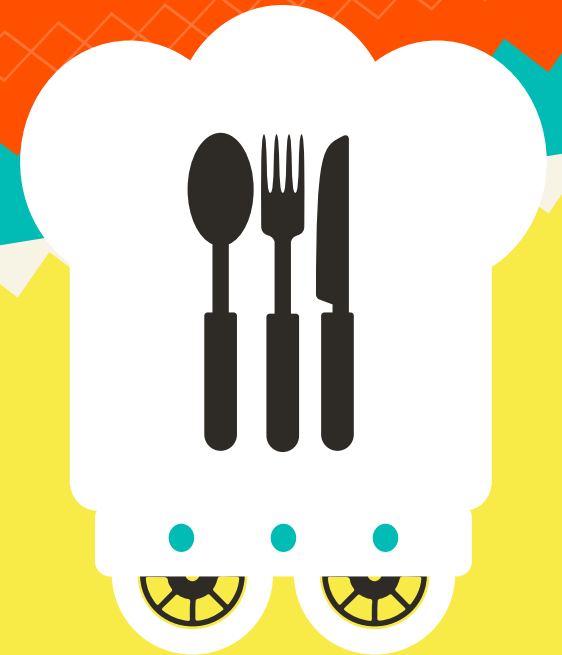
Check out the operators participating in the City of Perth's food truck trial. Operators have great Facebook pages – search their business names.

The City of Perth is running a 12-month Food Truck Trial that will end in October 2016. This trial will allow the City to investigate whether mobile food trading could become a permanent fixture in the inner-city. Let us know what you think about food trucks in Perth by leaving your feedback at www.engage.perth.wa.gov.au.

If you have an enquiry about the food truck trial contact the City of Perth on 9461 3333 and ask to speak with Economic Development.

If you would like to start your own food truck business, ask for Environment and Public Health on the same number.

CITY OF PERTH FOOD TRUCK TRIAL



SCHEDULE 26



CITY of PERTH

Looking for a food truck? Below is a list of locations where food trucks can operate in the City of Perth. These trucks operate at all different times of the day and night within the time periods listed below. 'Like' the Perth Street Eats Facebook page to keep up to date on locations and trading times.

- 1 MOUNTS BAY ROAD**
7am - 3am, 7 days a week
- 2 THELMA STREET, BILL GRADEN RESERVE**
7am - 3am, 7 days a week
- 3 JOHN OLDHAM PARK, NARROWS INTERCHANGE**
7am - 3am, 7 days a week
- 4 WELLINGTON SQUARE**
7am - 3am, 7 days a week
- 5 BRONTE STREET**
7am - 3am, 7 days a week
- 6 NELSON CRESCENT, QUEENS GARDENS**
7am - 3am, 7 days a week
- 7 HAY STREET, QUEENS GARDENS**
7am - 3am, 7 days a week
- 8 LANGLEY PARK PLAYGROUND**
7am - 3am, 7 days a week
- 9 VICTORIA AVENUE, LANGLEY PARK**
7am - 3am, 7 days a week
- 10 POINT FRASER**
7am - 3am, 7 days a week
- 11 RUSSELL SQUARE**
9pm - 3am, 7 nights a week
- 12 JAMES STREET CAR PARK**
9pm - 3am, 7 nights a week



ENGAGE PERTH PUBLIC SURVEY 1 - "What do you think of food trucks in the city of Perth"

Open: 1 October 2015 - 9 September 2016

Summary - Key Themes

Quantitative:

- > Customers visit food trucks on average either once a week (24%) or once a month (35%)
- > 8% of customers indicated that they would visit food trucks more than three times in a week
- > 88% of customers indicated satisfaction with the food truck offering
- > 47% of customers suggested that they would have stayed home instead of purchasing from a food truck
- > Lunch and dinner times appear to be the most popular times to visit food trucks
- > Food truck attracted 77% of customers into the city from metro areas
- > 44% of customers were aged between 25 and 34

Qualitative:

- > Of the 428 participants, 171 provided individual comments
- > Positive comments received:
 - Food trucks are great and add to the buzz/vibrancy of the area
 - They add to Perth's lifestyle, atmosphere and culture
 - They discourage Perth's "sleepy city" stereotype
 - They provide a livelier, fun and welcoming landscape to dull locations in Perth
 - They are a reason to come into/visit the city and encourage tourism
 - They provide a unique dining experience with variety and flexibility, especially for families and couples
 - Encourages small business
 - They provide quality late night options and passive security for city visitors
- > Constructive suggestions received:
 - More accessible/central/better locations included
 - Better amenity
 - Lower prices
 - Cluster locations
 - Fixed/permanent locations
 - Rotate operators
 - Better community advertisement/communication
 - Call for a consistent local government approach
- > Negative comments received:
 - Food trucks are hurting bricks and mortar businesses
 - They are blight on landscape
 - They produce too much waste

ENGAGE PUBLIC SURVEY 2 - "Have your say on food trucks"

Open: 7 October 2016 - 21 October 2016

Summary - Key Themes

Quantitative:

- > 170 individuals responded to the trial
- > 72% of respondents strongly agreed that the food trucks complemented the vibrancy of the city
- > 50% of respondents were satisfied with the locations of food trucks
- > Only 6% of respondents acknowledged an overall negative experience with food trucks
- > 75% of respondents strongly supported ongoing mobile food trading
- > 58% of respondents noted Dinner was their preferred time for food truck trading
- > 79% of respondents noted that parks and reserves were the preferred locations for food trucks
- > Respondents support the use of both cluster and ad-hoc locations
- > 62% of respondents preferred year-round availability for food trucks, as opposed to seasonal availability
- > 54% of respondents believed food trucks should operate across some weekdays and every weekend
- > 71% of survey respondents were either city workers or residents. Only 10% of survey respondents managed or owned businesses within the City of Perth

Qualitative:

- > Positive comments received:
 - Increases vibrancy and atmosphere of city areas
 - Increases food options / variety / cuisines available
 - Public wants more central and convenient locations, pedestrianised areas
 - Nice to eat outside - in parks, gardens and nature, access for children's playgrounds
 - Increases community atmosphere
 - Encourages diners to discover new places, shops and walkways
 - Good food, fresh and delicious
 - Efficient service by friendly and passionate staff
 - Respondents support more expansive trading hours and days.
 - Trucks can work either as ad-hoc or cluster locations, respondents note it should be at the discretion of traders
 - Week day trading provides options for office workers
- > Negative comments received:
 - Impacts on bricks and mortar businesses
 - Impacts on struggling hospitality industry
 - Overpriced given quality and portion
 - Some are inefficient - long lines, wait times and traders cannot meet demand (items sell out)
 - Criticism that food trucks do not pay the same rent, rates, fees, licences and taxes as established traders, and it is an unfair cost advantage
 - Removes customers from existing establishments

Mobile Trader/Permit Holder Feedback

Survey Open: 24 May 2016 - 31 August 2016

Workshop Held: 3 October 2016

Summary - Key Themes

Quantitative:

- > 10 out of 18 operators responded to the trial
- > Mixed reviews regarding the success of the trial
- > 80% of responses believe that the public responded positively to food trucks
- > Most popular locations:
 - 60% - Bill Graden Reserve - Thelma Street, West Perth
 - 40% - Wellington Square, East Perth
 - 40% - Langley Park Reserve (Playground Area)
- > Least Popular Locations:
 - 50% - Mounts Bay Road - UWA/West End
 - 40% - John Oldham Park - Narrows Interchange
 - 40% - Point Frasier
- > Most Successful Days/Nights:
 - 60% - Wednesday
 - 80% - Thursday
 - 70% - Friday
- > Least Successful Days/Nights:
 - 40% - Sunday
 - 60% - Monday
 - 40% - Tuesday
- > Most Popular Times:
 - Lunch (11am-3pm)
 - Dinner (3pm-8pm)
- > Least Popular Times:
 - Morning (8am-11am)
 - Late Night (11pm-3am)
- > 80% of responses acknowledge that there are seasonal impacts on mobile trading
- > Mixed reviews received regarding trial permit process and locations restrictions
- > 90% believe mobile food trading is a sustainable operation

Qualitative:

- > More central locations
- > Locations with more foot traffic
- > Cluster locations
- > Fewer locations
- > Consistency in locations to build customer base and loyalty
- > Food Truck Vendor input into locations available
- > Weather conditions greatly effect patronage of food trucks
- > Only Summer and Spring are profitable for trade

Planning Committee
Confidential Schedule 28
(Minute FA217/16 refers)

Distributed to Elected Members under separate cover

Bound in Consolidated Committee
Confidential Minute Book
Volume 1 2016

CP[#] Mobile Food Trading Policy

POLICY OBJECTIVE

To allow for unique and high quality mobile food trading within the city of Perth, specifically on land under the care, control and management of the City of Perth, in a manner that:

1. increases the overall vibrancy of the city;
2. provides activation and passive surveillance to public places;
3. manages the demand from the Perth community;
4. responds to the built form development cycle of the city; and
4. does not unfairly compete with the City's existing bricks and mortar businesses.

POLICY STATEMENT

1. General

- 1.1 The Council supports mobile food and beverage trading within the city, specifically mobile trading on land under the care, control and management of the City *only*.
- 1.2 This excludes mobile food trading in the Central Business District and on private property, as these areas operate outside the scope of this policy.

2. Locations

- 2.1 All approved mobile trading locations must strictly apply a 100¹ metre radius exclusion zone from existing bricks and mortar businesses.
- 2.2 A maximum of eight (8) mobile trading locations may operate at any given time.
- 2.3 Locations that can accommodate cluster trading arrangements – a maximum of three (3) mobile traders per location – are preferable but not conditional.
- 2.4 Utilisation of City-parks and reserves is encouraged for mobile food trading however, alternate locations such as within on-street and off-street parking sites are also appropriate.

3. Mobile Food Traders

- 3.1 All mobile food traders must be a registered food business and practice safe food handling in accordance with the *Food Act 2008* and have all applicable licences to operate.

¹The Planning Committee agreed to amend the measurement from a 75 metre radius to a 100 metre radius. Refer Minute No. PL217/16

CP [##] Mobile Food Trading Policy

3.2 A maximum of twelve (12) Mobile Food Trading permits are to be made available annually and administered as follows:

- i. permits will be valid for a maximum 12-month period;
- ii. applications for permits will be called for by public notice;
- iii. applications will be considered and determined in accordance with this policy; and
- iv. where a permit holder either surrenders their permit or the City withdraws the permit, the Chief Executive Officer may issue an interim permit for the balance of the annual permit's time period to another operator, who was unsuccessful in the annual application process.

3.3 All mobile food trading vehicles must adhere to the conditions of the Mobile Food Trading Permit, that include conditions related to quality standards that:

- i. ensure visual presentation that is aesthetically pleasing;
- ii. include appropriate waste disposal facilities; and
- iii. consideration of noise prevention measures such as to limit the reduction of noise pollution from generators.

4. Supporting Material

4.1 The Chief Executive Officer is to ensure that issuing of Mobile Food Trading Permits and all supporting material used to support the administration of mobile food trading on land under the care, control and management of the City, aligns with requirements in this policy.

Document Control Box					
Document Responsibilities:					
Custodian:			Custodian Unit:		
Decision Maker:					
Compliance Requirements:					
Legislation:					
Industry:					
Organisational:					
Document Management:					
Risk Rating:		Review Frequency:		Next Due:	
				TRIM Ref: [AP####]	
Version #	Decision Reference:		Synopsis:		
1.	ELG				
2.	ELG				
3.					



transport strategy



Lord Mayor Foreword



Our Capital City is experiencing an exciting period of rapid growth and development. The City of Perth's resident population is expected to grow from 24,000 people in 2015 to approximately 40,000 people by 2036. Major developments such as Elizabeth Quay, Perth City Link, Waterbank and the new Perth Stadium are expected to be fully completed within the next decade. These developments will create and deliver new business opportunities and increase the visitor, residential and worker population.

Looking to the future, sustainable accessibility into and within our Capital City is paramount for our ongoing prosperity, reducing our environmental footprint and improving the well-being of our community.

The City's Council decisions regarding infrastructure and the method by which we manage our transport network will directly influence people's behaviour. It is therefore imperative to make informed, evidence-based decisions, aligning with the City of Perth's Vision 2029+. We are committed to maintaining a sense of place we are proud to pass on to future generations.

We all seek a Capital City which is successful, sustainable, vibrant and underpinned by a world class transport system. This will ensure that Perth maintains and enhances its status as one of the most liveable cities in the world. Seamless and efficient travel within the City of Perth and wider metropolitan area are intrinsically linked to Perth's future economic performance, liveability and cultural activation.

Our strategy outlines actions the Council can undertake to improve the city's transport network. It also highlights a productive collaboration with the Federal and State Government to improve walking and cycling facilities, public transport services, road network management and data collection.

The development of targeted action plans for specific transport modes will be guided by our strategy, acting as the overarching framework for the City's capital works agenda. We have continued our commitment to infrastructure spending on walking and cycling, making these modes viable for more people. We aim to increase active travel trips within our Capital City from 6 per cent in 2011 to 15 per cent in 2031.

I would like to extend my thanks to the hundreds of local residents, businesses and workers who have helped shape our strategy and encourage you to take the time to read our strategy and acquaint yourself with how we intend to make Perth a truly accessible Capital City.

A handwritten signature in black ink, reading 'Lisa-M. Scaffidi'.

The Right Honourable the Lord Mayor
LISA-M. Scaffidi



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1 Introduction

1.1 Why develop a Transport Strategy?

The City of Perth Transport Strategy has been developed to articulate the City's long term aspirations for transport, and highlight how we will progress towards that future. It builds on the Strategic Community Plan: Vision 2029, taking the vision and guiding principles of that Plan and applying them to how we manage and plan for the city's transport systems.

This inherently requires a collaborative and proactive approach to research, policy development, project design, and infrastructure delivery.

The City's Transport Strategy will:

- help guide how we work with other agencies;
- inform important issues we advocate for;
- initiate various actions relating to how the city's transport system can be improved;
- shape our capital works agenda over the coming years by guiding 'action plans' such as the City's Cycle Plan.

1.2 Structure of the Strategy

The Transport Strategy follows the structure of other City of Perth 'informing strategies', in establishing Focus Areas, related objectives and some context for the City's role in these fields. For each Focus Area a 'case for action' is provided, as well as a brief aspiration statement and reference to measures that will be developed over time.

Chapter 6 – Delivery highlights the specific, detailed actions that flow on from the objectives of the Strategy. The Transport Strategy will be reviewed every two years, alternating between a minor review (in 2018) and a major review (in 2020).



Focus Areas: There are 6 Focus Areas in the Transport Strategy that capture the major themes that our work will be structured around over the coming years



Objectives: There are several objectives within each Focus Area, which articulate our approach and priorities.



Actions: Corresponding with each Objective are a series of actions that specify what we will do, when and who we will partner with to achieve them.

2

Background

2.1 The City of Perth's role in transport planning and management

As the local government authority for Western Australia's capital, the City of Perth plays an important role in both delivering infrastructure projects and managing how the city's streets and public realm operate.

As in other Australian cities, the State Government plays a critical role in planning for and managing the major road / freeway network, in operating the various components of the public transport system, and also ensuring consistency across various local government authority areas. Table 1 highlights how the City needs to work with the relevant transport agencies within the transport portfolio.

Table 1: Role in transport planning and management

Organisation / Agency	Role and influence in the City of Perth	Relevant strategies and plans
City of Perth	Local Government authority responsible for the design, management and operation of the City's local street network, public realm and public assets (such as community facilities, car parks, etc.).	This Strategy, Urban Design Framework, Cycle Plan 2029, On-Street Parking Policy, Various land use policies governing parking and access requirements
Department of Transport (DoT)	WA Government department responsible for wider transport planning. Specific areas of influence in the City of Perth include management of the Perth Parking Policy, and development of the Central Area Transport Plan.	Central Area Transport Plan, Public Transport for Perth in 2031 (draft), Perth & Peel @ 3.5million (Draft), Transport @ 3.5 Million (draft), WA Bicycle Network Plan
Main Roads WA (MRWA)	WA Government agency responsible for the management of the major road network, as well as approval of changes to the road network and traffic signalling.	Central Area Transport Plan, Perth & Peel @ 3.5million (Draft), Transport @ 3.5 Million (draft), Policy for Cycling Infrastructure (2000)
Public Transport Authority (PTA)	WA Government agency responsible for the provision and operation of the public transport system, including rail, bus and ferry services as well as school bus and event specific public transport.	Central Area Transport Plan, Public Transport for Perth in 2031 (draft), Perth & Peel @ 3.5million (Draft), Transport @ 3.5 Million (draft), Accessibility Policy (2007)
Department of Planning (DoP)	WA Government department responsible for land use and spatial planning.	State Planning Strategy Directions 2031, Perth & Peel @ 3.5million (Draft), Central Sub-regional Planning Framework (Draft), Capital City Planning Framework (2013)
Metropolitan Redevelopment Authority (MRA)	WA Government authority responsible for the development of various land parcels, some within the City of Perth such as Elizabeth Quay, Perth City Link and Waterbank.	Various site / precinct plans and design guides.
Neighbouring Local Government Authorities	Local Government authorities with an important interface relationship with the City of Perth.	Various planning schemes, transport and urban design plans and policies, parking management approaches, etc.

2.2 The importance of efficient and sustainable transport

Sustainable accessibility is fundamental to the City of Perth's ongoing prosperity, our environmental footprint and the well-being of our communities. The decisions we make regarding transport infrastructure and the way we manage the transport network will influence people's behaviour, therefore our decisions must be informed, evidence based and align with the City of Perth's Guiding Principles (see Table 2) and the various aspirations set out in this Strategy.

2.3 Growth in the City of Perth

Given the capital city function of the City of Perth, its role as Perth's centre for jobs, cultural attractions, tourism and a growing residential hub, there is a specific need for transport planning within the central area to be proactive, informed and striving to achieve a vibrant, sustainable and liveable Perth.

As activity increases, it will become even more important to cater for growth with efficient and sustainable transport choices. People's ability to move around the City of Perth and wider metropolitan area is intrinsically tied to the economic and social performance of Perth, and the decisions made today will have long and lasting effects on people's transport behaviour into the future.



3 Our commitment to sustainable accessibility

3.0 Vision

The City of Perth's planning, design and management of the city's transport systems are coordinated to create a liveable, vibrant and sustainable Perth. Seamless, efficient and healthy transport options are considered essential for Perth's prosperity and wellbeing.

The City's Strategic Community Plan emphasised the requirement of proactive planning for a world class integrated transport system. The headline vision from the City's Strategic Community Plan is highlighted below:

- Perth is renowned as an accessible city. It is alive with urban green networks that are safe and vibrant. As a global city, there is a diverse culture that attracts visitors. It provides city living at its best. Local and global businesses thrive here. Perth honours its past, while creating a sustainable future.
- Movement to and within the city is efficient and easy to use. The accessibility and connected nature of the movement network encourages people to walk and cycle.
- Excellent public transport services are the preferred choice of people coming into the city for all purposes. Mass transit systems such as light rail have been introduced to accommodate increased movement between major activity nodes in and around central Perth, including major medical facilities and universities.





Guiding Principle	Intent - from the Strategic Community Plan 2029+	Application to the Transport Strategy
Sustainable development	Perth must develop in a way that meets the needs of the present without compromising the needs of future generations, through the integration of environmental protection, social advancement and economic prosperity, to build a sustainable future for the city.	Access to and within the city will be prioritised for sustainable modes of transport.
Evidence based	Decisions must be based on evidence, be adaptable to change and continuously reviewed.	The City will lead the wider Perth transport industry in research and advancing our collective understanding of how the transport system is performing.
Strong leadership	The City will take a leadership role to ensure decisions consider the best possible outcome and be proactive in the global recognition of the City of Perth.	The City will be bold in progressing new and innovative ideas and leading other agencies in the transport portfolio.
People first	People will be given precedence in the city's public spaces and roads.	The people first approach will be embedded in policies and projects that apply to all transport modes, so as that Perth can be made truly walkable and more inviting for more people.
Minimum sufficient regulation	Minimal and flexible regulation will encourage and support a diverse, vibrant and progressive city.	The City will be an enabler not a blocker of new innovations that can improve sustainable and efficient transport in Perth.
Fair funding	Decisions will consider aspects of just funding across our rate base. Partnerships and joint ownership will be used to maximise desired outcomes.	The City will continue to seek funding partnerships for transport infrastructure improvements and programs. Investment decisions will be based on need and long term efficacy in achieving the City's transport vision.
Interagency collaboration	A resilient and sustainable capital city will require contributions and partnerships with stakeholders and collaboration with all levels of government.	The City will work closely with our partners in the State's transport and planning portfolios, academia and the private sector.

Table 2: Guiding Principles

4 Focus areas for delivery

The following Focus Areas have been identified to frame the City of Perth's work and advocacy in order to achieve our vision for Perth's transport system. Within each Focus Area are several Objectives. These Objectives are further articulated in the Implementation Plan, specifically regarding the deliverables that the City will undertake in order to achieve these different aspects of the Strategy.

Focus Area	Objectives
1. Integrated Planning	<ol style="list-style-type: none"> 1. Lead an integrated approach to transport system planning in the City of Perth. 2. Continue to cater for a more diverse business and residential community in the City of Perth. 3. Seek to achieve significant safety improvements across all modes of transport in the City of Perth. 4. Lead innovative research relating to how the city's transport systems are performing and contributing to Perth's economic, social and environmental wellbeing.
2. A Walkable City	<ol style="list-style-type: none"> 5. Ensure that improving walkability is central to all transport design and management decisions in the City of Perth. 6. Lead in the collection, management and use of data to improve our understanding of the City's pedestrian networks. 7. Continue to apply an iterative design approach in testing public realm improvement and design ideas. 8. Continue to promote active transport in the City of Perth through our marketing channels, engagement activities and events program.
3. A Cycling City	<ol style="list-style-type: none"> 9. Continue to develop a connected cycling network. 10. Lead and promote the development of high quality end of trip cycling facilities in the City of Perth. 11. Be a leader in the development of innovative cycling infrastructure and support innovation that helps Perth become a more cycle-friendly city.
4. Next Generation Public Transport	<ol style="list-style-type: none"> 12. Influence significant improvements and expansion of the city's passenger rail network. 13. Advocate for improvements to the public transport network's legibility, frequency and connectivity. 14. Support expanded public transport options for crossing and travelling along the Swan River. 15. Support new transport service models and options that benefit the City of Perth community. 16. Reduce the negative externalities of buses on City of Perth streets.
5. Progressive Traffic & Parking Management	<ol style="list-style-type: none"> 17. Continue the 'to, not through' approach to designing and managing the traffic network. 18. Continue to lead the car parking industry in achieving sustainable transport outcomes. 19. Support environmental improvements and innovation in vehicle technology within the City of Perth.
6. Innovative Engagement, Knowledge & Data	<ol style="list-style-type: none"> 20. Lead a culture of strong and innovative community engagement in Perth. 21. Improve our knowledge base and evidence that supports decision making. 22. Lead a collaborative approach to last kilometer freight.

Table 3: Focus areas for delivery and associated objectives

Focus Area 1: Integrated Planning

The Case for action

The complexities of transport planning in the City of Perth, and the range of factors influencing transport and being influenced by our transport decisions, requires us to take an integrated, collaborative and informed approach to our work in this area.

'Integrated' in this context is commonly referred to as both 'vertical' and 'horizontal':

- 'Vertical' integration refers to the need for the City to work closely with the State and Federal Governments, and recognises the need for close collaboration across these different tiers of government that influence urban transport decisions.
- 'Horizontal' refers to the various specialisms that are relevant to effective transport planning, specifically relating to different modes of transport, but also extending to land use planning, economics, economic development, public health and environmental planning, to name a few.

As a Focus Area of this Strategy, the City of Perth is highlighting the importance of getting both aspects of integrated planning right. A failure to do so would likely result in access to and within the City of Perth becoming more difficult, and also impact our ability to deliver projects that require collaborative involvement across multiple agencies.

Aspiration

The City of Perth develops as a vibrant, diverse city made up of places for people to work, live, meet and explore. Our planning of the city's transport systems is coordinated in a way that acknowledges the interdependencies of various modes, stakeholders and government agencies. A logical, legible and safe network of transport options caters for Perth's growing needs in sustainable and efficient ways.

Measures

- The extent to which agencies and stakeholders collaborate on transport and land use planning decisions.
- Qualitative feedback regarding the transport system and its legibility, ease of use and the adequacy of service levels/standards.

Objective 1: Lead an integrated approach to transport system planning in the City of Perth.

The City of Perth intends to continue being a leader in how we plan for, design and manage the various modes that make up the transport network.

At a local, street based level, this will involve continuing to seek solutions for all modes in our street improvement projects, such as the two-way streets program. As we convert selected one way streets to two-way operation, aspects improving the function of these streets for pedestrians, cyclists, public transport and private car users will be developed in a holistic, integrated way.

At a sub-regional level, there is a need for effective transport planning that progresses ideas and addresses issues that cross local government area boundaries. The City is committed to improving the ways in which it works with neighbouring local government authorities and will formalise this with the establishment of a transport planning working group focused on inner Perth.

Central to this will be the TransPriority approach which establishes the modes of transport that are prioritised on different streets in the City of Perth. Figure 1 highlights the City of Perth's preferred TransPriority network.

This approach of network planning accepts the limitations on the street network, and the inability to cater for all modes of transport to a high level of priority, on all streets. It therefore distributes priority across streets, and in practice would see priority measures such as dedicated road space and time at traffic signals, allocated to the respective modes accordingly.

At an operational level, there may be scope to broaden the use of Perth's public transport ticketing system – Smart Rider – so as to facilitate greater integration with new and emerging modes of transport. The City will support these measures that can lead to a seamless transport network in the city and promote greater public transport use.

Actions:

- A1.1 Collaborate with the State Government transport portfolio and neighbouring Local Government authorities to embed the TransPriority approach to network planning and infrastructure decision making.
- A1.2 Establish a transport planning working group made up of Local Government authorities within inner Perth.



Objective 2: Continue to cater for a more diverse business and residential community within the City of Perth.

Some of the most significant transport system improvements can be delivered through the way we manage and plan urban development. Diversifying the traditionally office and business focussed central city with more residential and mixed use development, opening up opportunities for more residents to live in the City of Perth, can potentially yield significant transport benefits. By increasing the number of people living within a walkable / cyclable distance from Perth's central employment area, and reducing the need for people to travel by car, the efficiency and sustainability of accessing the City of Perth can be significantly improved.

This objective is well aligned with the planning and project delivery undertaken by the State Government, specifically the MRA with respect to the Elizabeth Quay, Perth City Link and Waterbank developments. Ongoing collaboration between the State and the City will ensure development of the City's major assets is coordinated and integrated into the fabric of the City of Perth.

The City's planning scheme will be a major tool in implementing land use change over time. As transport accessibility improvements are planned and delivered, land use controls in areas that benefit from increased access will need to be revised and updated. This continual revision of land use controls in the context of changing transport service provision will be an ongoing element of the City's planning agenda.

Action:

A1.3 Progress the development of the Local Planning Strategy and update of the Strategic Community Plan to ensure the City's land use planning controls are designed to facilitate the city's ongoing sustainable development.

Objective 3: Seek to achieve significant safety improvements across all modes of transport in the City of Perth.

The safety of the City's street and public realm networks is critical to the functioning of the city and how the city is enjoyed by residents, workers and visitors. A safe street environment requires an integrated approach and a commitment to safety from the various stakeholders involved in transport planning, design and management.

The City commits to the State's 'Towards Zero' road safety vision, and supports an ongoing program of street and public realm improvement projects that can lead to positive road safety change over time.

Action

A1.4 Work with relevant agencies to implement measures that improve road safety throughout the City of Perth.

Objective 4: Lead innovative research relating to how the city's transport systems are performing and contributing to Perth's economic, social and environmental wellbeing.

The data that guides our decision making is critical not only for developing sound plans, but also tracking our progress and measuring the outcomes of the projects and policies that we implement. Research relating to how our transport decisions impact on the city's environment, economy and community can help ensure that the interventions we make are justified, balanced and have a solid evidence base.

Actions:

A1.5 Support the Department of Planning's Commercial and Industrial Land Use Audit, and investigate potential for this methodology to be applied in the City of Perth on a more regular basis.

A1.6 Gather evidence to better understand the relationship between the City's economy and its transport networks.

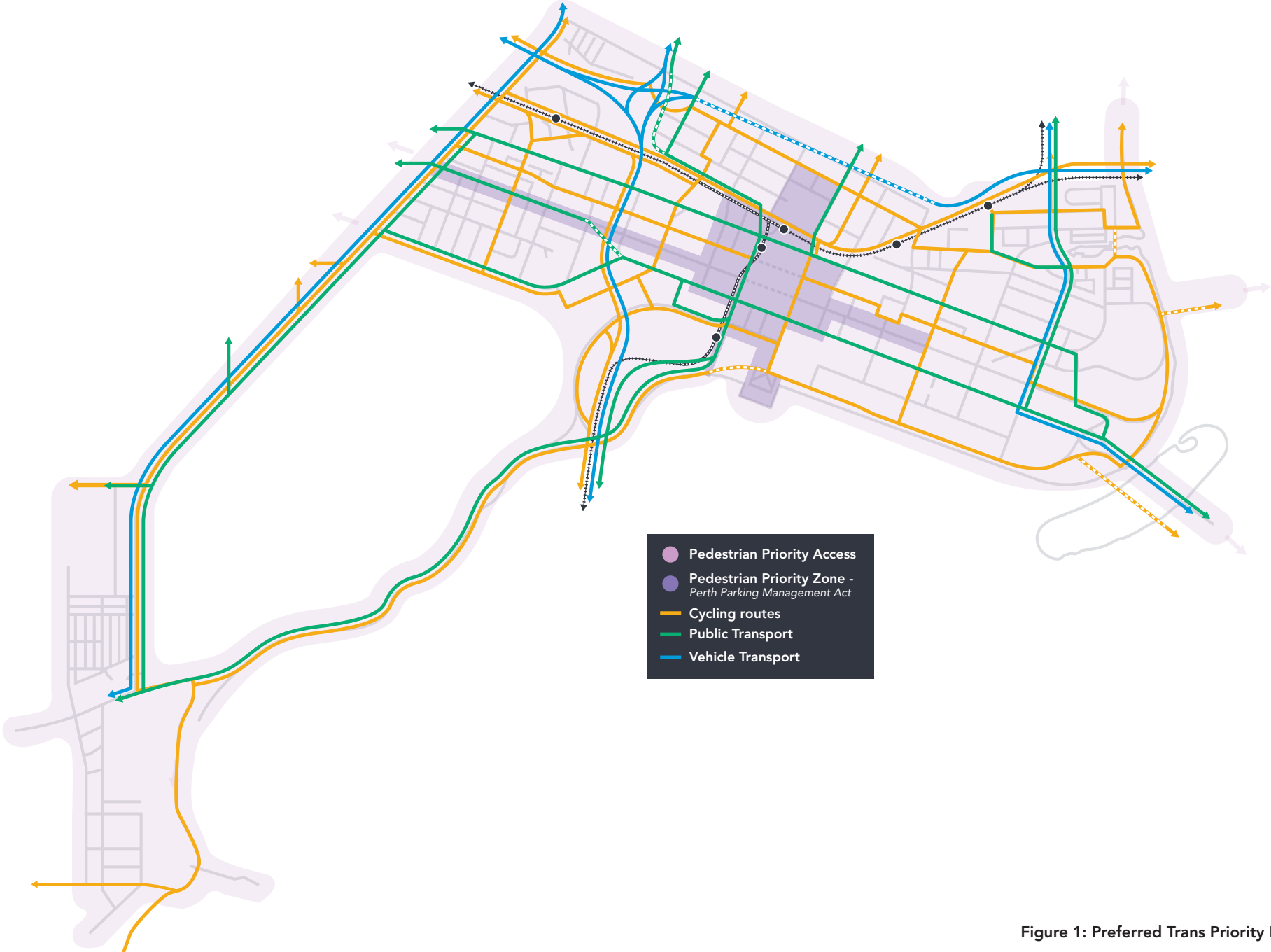


Figure 1: Preferred Trans Priority Network

Focus Area 2: A Walkable City

The Case for action

The City of Perth places a significant emphasis on developing a walkable city through the various work streams that influence the public realm. As many aspects of the walking environment are dependent on other agencies, we need to ensure that our objectives align regarding how we improve walkability in the street and public realm improvements that we implement.

Our understanding of how people use the walking environment is relatively limited in comparison with the data we have for other transport modes (specifically private car usage). This represents a disconnect between our ambition to create a walkable city and the data available to us to measure and plan for this. By improving the data we have on walking, we will be able to cater for pedestrians more effectively and implement projects that can deliver greater benefits for pedestrians.

The City of Perth has implemented iterative design approaches in recent years, which have tested design concepts in the public realm before

committing to significant capital investment for permanent changes. The Museum Street upgrade in Northbridge employed this technique to great effect. There is scope to apply this iterative design methodology to other street enhancement projects in the future.

The reach and effectiveness of the City of Perth's marketing and communications channels, as well as our events program, provide us with a great platform from which to promote walking in the city. Delivering world class events can help demonstrate the value of our public places as people oriented environments, and can help catalyse more permanent walking improvement projects.

Figure 2 shows the City's preferred walking network, which is envisaged to extend across the whole of the local government area to provide high quality infrastructure that improves the public realm and general walking environment within the city.

Aspiration

Walking within the City of Perth will be easy, safe, enjoyable and convenient at all times of the day. Pedestrian access throughout our street and public realm networks will be prioritised so as to ensure that walking is the preferred way of getting around the central city area and areas of the city that are growing in activity. This approach can help achieve significant public health, environmental and economic benefits in the City of Perth.

Measures

- The number of people walking, measured at selected locations throughout the City of Perth.
- The quality of the walking environment, measured by:
 - audits and qualitative feedback from pedestrians; and
 - metrics relating to walking time, ease and safety.

Objective 5: Ensure that improving walkability is central to all transport design and management decisions in the City of Perth.

Walking is often impacted by decisions made to prioritise other modes of transport, for instance where traffic is given priority at intersections, pedestrians often face delays and the quality of the walking environment is deteriorated. Ensuring that our ambitions for walkability in the City of Perth are known and shared by our stakeholders is critical, so that we can progress with schemes that add to the viability and comfort of walking, and reduce the negative impacts of decisions. The importance of catering for walking, in terms of dedicated street space, providing time for walking at signalised intersections and providing frequent street crossing opportunities, will not be over looked or considered inferior within the City of Perth.

In order to coordinate the City's approach to improving the walking environment, a Walking Plan will be developed to:

- Target spending on capital works projects that improve walkability;
- Emphasise the importance of accessibility for people of all ages and abilities;
- Highlight improvements to walkability, such as reduced traffic signal cycle times, and the potential benefits of implementing these improvements;
- Focus stakeholder liaison on how walkability can be improved and the benefits of this approach; and
- Further develop and refine the City's research, planning and investment in achieving a walkable city.

Actions:

A2.1 Develop a Walking Plan to guide the City's investments in improving pedestrian amenity, comfort, safety, legibility, and the quality of the city's walking environment.

Objective 6: Lead in the collection, management and use of data to improve our understanding of the City's pedestrian networks.

Understanding and demonstrating where people walk within the City of Perth will help us cater for pedestrians in more appropriate ways. We need data to underpin our decisions affecting the walking environment, and there are many new and innovative techniques available to us that can potentially fill this current gap in our knowledge.

This will involve an ongoing research program aimed at further understanding the value of the city's walking environment and how it contributes to the city's economy, environment, health, social and cultural value. It will also involve further use of the Perth Pedestrian Model, in collaboration with the Department of Transport, so as to measure and forecast changes to the walking environment in the future.

Actions

A2.2 Investigate opportunities to improve how the City of Perth collects pedestrian / walking data.

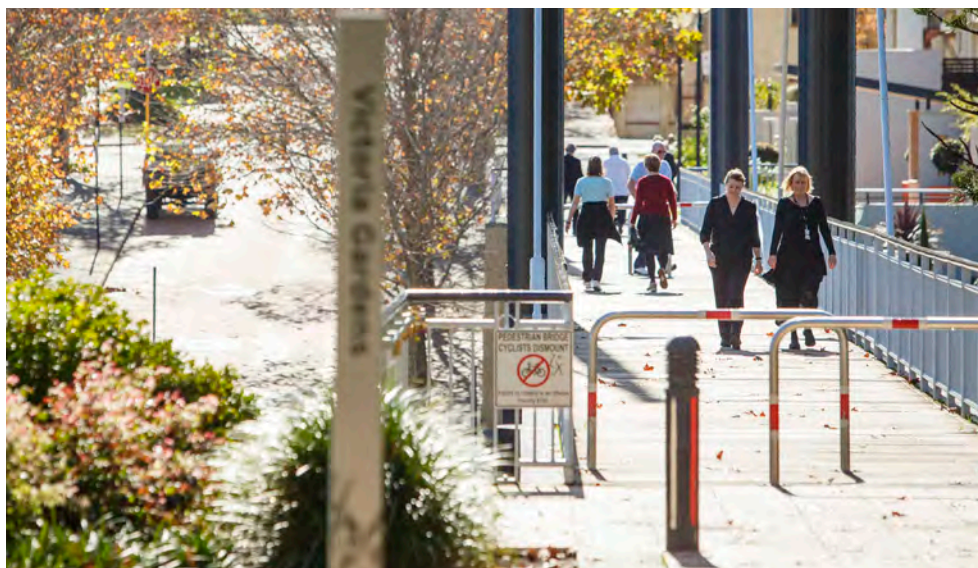
A2.3 Undertake biannual quality audits and perception surveys to gather information on how the networks are functioning, and what people walking in Perth like and dislike.

Objective 7: Continue to apply an iterative design approach in testing public realm improvement and design ideas.

As the City of Perth seeks to improve various streetscapes through the annual capital works program, there will be opportunities to test design ideas by trialling changes and interventions. The recent Museum Street project proved the value in trialling a design for the purposes of community engagement and to measure the benefits and impacts of the new design before permanent implementation. This may enable cost savings or design improvements for future projects that employ a similar iterative design approach.

Action:

A2.4 Test innovative public realm ideas that may be able to improve walkability, and be open and flexible through an iterative design process.



Objective 8: Continue to promote active transport in the City of Perth through our marketing channels, engagement activities and events program.

Promoting active transport to and within the city to residents, workers, the wider population of Perth and to our visitors can potentially lead to fewer people driving to and within the City of Perth. Thus leading to more people oriented streets and reducing other negative externalities of excessive car use.

Community engagement and organised behaviour change programs can also assist in achieving sustainable transport outcomes such as an increase in people walking and cycling. The City has an opportunity to support the Department of Transport's Your Move program that will focus on central city workplaces in 2016/17.

The events held within the City of Perth can also contribute to a greater understanding of walking and cycling and re-define the role of many of our streets for exclusive pedestrian use, even if only on a temporary basis.

Actions:

- A2.5 Continue to cater for more events in the city that create pedestrianised and bicycle oriented areas and help refocus streets in the City of Perth as places for people.
- A2.6 Leverage the reach of the City of Perth's communications and marketing channels to promote walking and cycling to and within the city.
- A2.7 Support the Department of Transport's Your Move program in 2016/17 that will focus on central city workplaces.

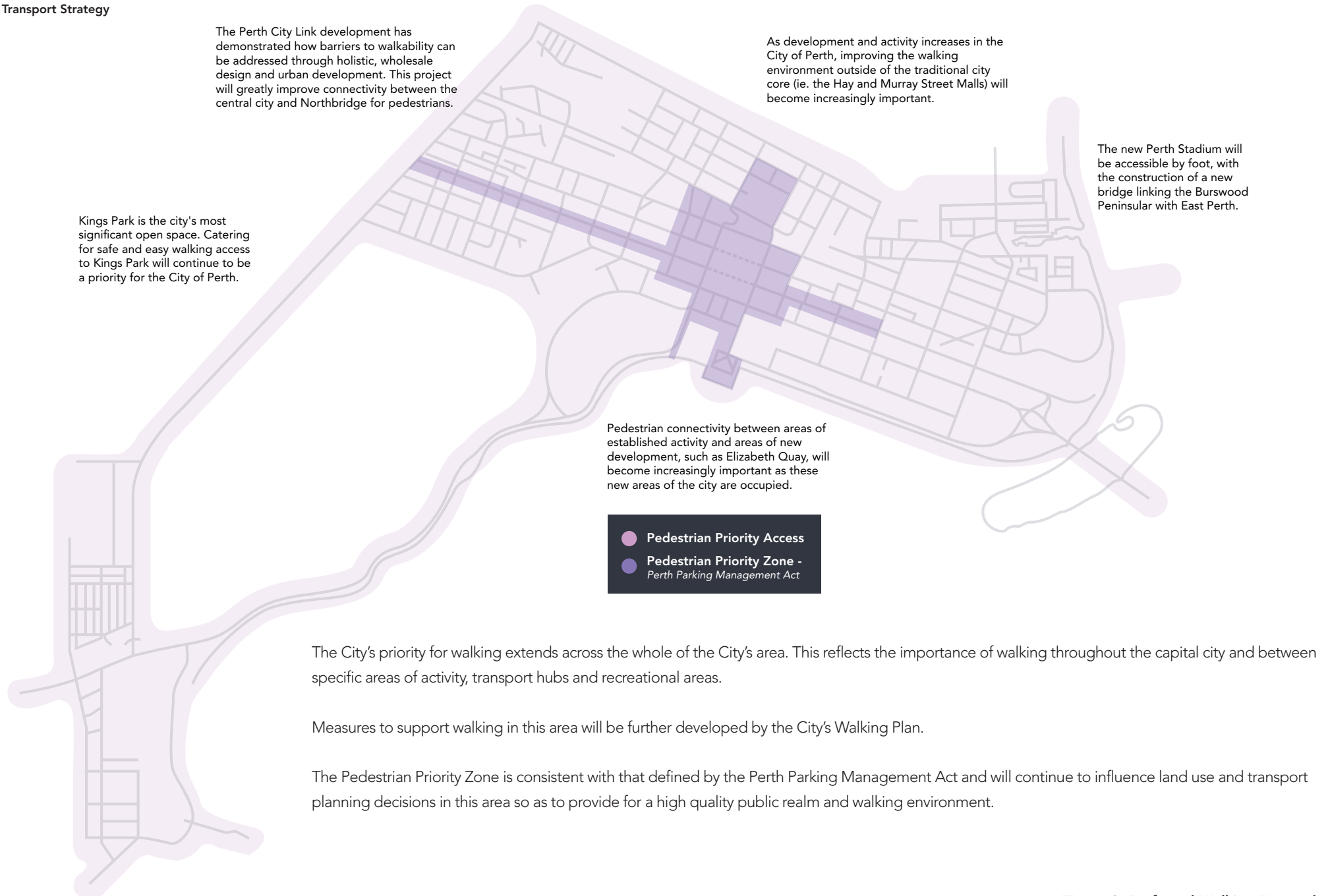


Figure 2: Preferred Walking Network

Focus Area 3: A Cycling City

The Case for action

Since the adoption of Council's Cycle Plan in 2012, the City has been implementing various cycling infrastructure projects in order to enable and encourage much greater bicycle use to and within the city. Many of the routes identified in the Cycle Plan have been implemented in conjunction with other civil works, for instance the conversion of one-way streets to two-way operation, such as Barrack Street and Murray Street.

The City of Perth's role in providing cycling infrastructure is critical. By improving the safety and legibility of our streets for cycling, we are increasing the viability of cycling for a greater number of people. This in turn will encourage more people to cycle to and around the City of Perth, easing pressure on other modes of transport and delivering significant environmental and public health benefits.

As the TransPriority map (Figure 1) demonstrates, the aspirational cycling network is connected, continuous and logical. Achieving this network will require ongoing capital expenditure, partnering with other agencies and innovative design solutions.

Figure 3 shows the City's preferred cycling network, which highlights key east-west and north-south connections into the city from the peripheral shared path network.

Aspiration

The City of Perth will continue to invest in cycling, so as to create a network of paths and streets where people of all ages and abilities feel comfortable and enjoy cycling. This will be a fundamental component of enabling people's transport behaviour to be healthier, more efficient and more sustainable.

Measures

The number of people cycling, measured at selected locations throughout the City of Perth.

- The quality of our cycling streets and paths, measured by:
 - audits and qualitative feedback from people cycling; and
 - metrics relating to cycling time, ease of access and safety.

Objective 9: Continue to develop a connected cycling network

The City of Perth Cycle Plan was developed in 2012 and will continue to be our main reference for developing the cycling network. The preferred cycling network that has been incorporated into the TransPriority network reflects an updated aspirational cycling network that the City of Perth will continue to seek to achieve. Reviewing and refining the Cycle Plan will enable the City to ensure the projects we progress are tailored to improving this network and filling any gaps. The Cycle Plan update will establish a greater emphasis on the provision of separated cycling infrastructure in the City of Perth.

In the short term, there is a need to focus on historically neglected links that can help to complete the cycling network. These include the Causeway, north-south links through the central city, and the Kings Park Road corridor.

In addition to completing the cycling network, there is also a need to continuously review the existing network, especially links that have experienced significant growth in cycling numbers. The shared path network is a perfect example of infrastructure that has attracted significant use in recent years, and therefore we need to work with State agencies to review the design of these paths, their widths and intersections, to ensure they are catering for users in the best possible way.

The City's role as an advocate and champion for high quality cycling infrastructure can also bring about positive change within the city and throughout the metropolitan area. The City will continue to advocate to Main Roads WA and the Department of Transport for a progressive approach to cycling infrastructure standards and delivery that can assist the City in achieving world leading designs and network improvements.

Actions:

- A3.1 Review the City of Perth Cycle Plan 2029 to ensure its scope and actions are up to date and relevant.

Objective 10: Lead and promote the development of high quality end of trip cycling facilities in the City of Perth.

As development in the City of Perth continues, it is critical that the needs of future residents and workers are catered for. To enable and encourage cycling, buildings need to provide certain facilities, such as secure bike parking, showers, change rooms and lockers. The better the facilities, the more likely people are to choose cycling. The growing use of e-bikes will also require consideration in the design and management of end of trip facilities.

Retrofitting existing buildings so as to provide end of trip facilities may also be possible, as a way of supporting cycling in the city's established building stock.

As the city functions as a hub for visitors that may not be accessing a workplace, there is likely to be a growing need for the provision of high quality, publically accessible end of trip facilities. This can help enable more people to cycle to the city for shopping, events and accessing other facilities and services.

Actions:

- A3.2 Review the City's Planning Scheme controls for bicycle parking and end of trip facilities to ensure best practice is being achieved across the City of Perth.
- A3.3 Gather evidence on how the City of Perth can support the provision of public end of trip facilities, and incentivise the private sector to implement end of trip facilities in existing buildings.

Objective 11: Be a leader in the development of innovative cycling infrastructure and support innovation that helps Perth become a more cycle-friendly city.

Bicycle planning and infrastructure design is a quickly evolving aspect of city transport planning, and we need to be at the front of this so as to ensure we are delivering sound and effective solutions. We also have the opportunity to learn from how other cities have implemented various bicycle infrastructure projects, as well as other cycling schemes such as the global trend for public bicycle hire systems.

Changes to legislation enabling cyclists to use footpaths presents a change that will need monitoring by the City, especially in areas that experience high pedestrian volumes such as the central city.

Innovation in bicycle technology is also presenting new opportunities and challenges relevant to the planning and delivery of our cycling networks. Electric bicycles may increase the viability of cycling for many people, as they can help reduce impediments such as long distances, hilly terrain and excessive heat. Our network design will need to respond to the different requirements of electric bicycles so as to support their uptake and facilitate more people cycling.

Bicycle share programs have been implemented in many cities with the aim of improving local accessibility by bike. The City undertook a feasibility study into this concept in 2016, which provides some guidance for the City's advocacy and actions. In summary, following the feasibility study, the City undertook discussions with the State Government transport portfolio and Road Safety Commission regarding mandatory helmet legislation as this issue is likely to impact on the viability of bike sharing in Perth. Discussions will continue, although in the short term, it is unlikely that the City of Perth will invest in a bicycle share program.

Actions:

- A3.4 Continue to review how Perth's cycling network is developing in the context of work being progressed by other cities, and how we can better learn from international best practice.
- A3.5 Ensure that the suitability of the cycling network is constantly reviewed in light of technological advancements in bicycle design, such as electric bicycles, and feedback received from cyclists.



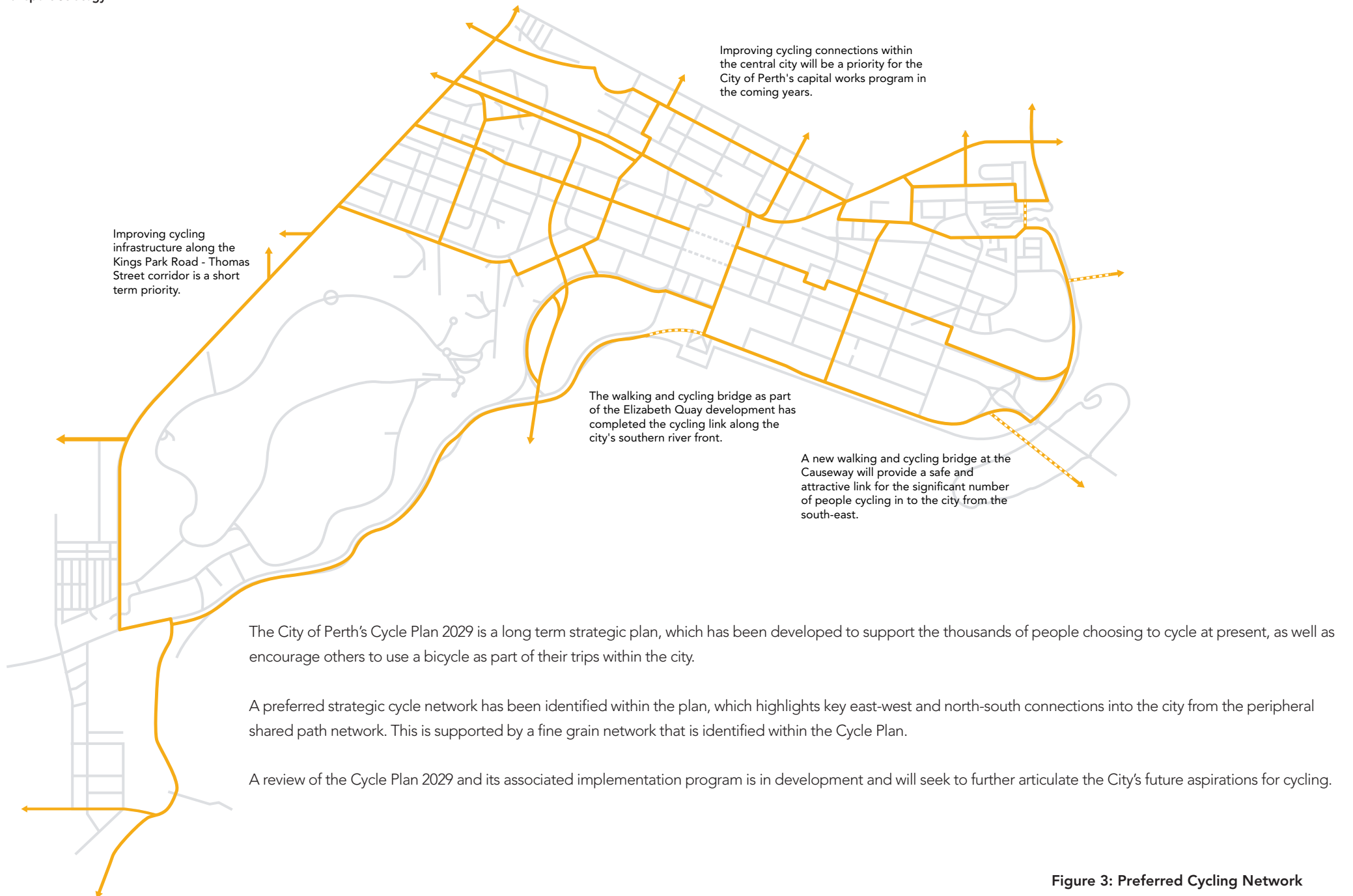


Figure 3: Preferred Cycling Network

Focus Area 4: Next Generation Public Transport

The Case for action

As Perth's primary employment centre, and with a growing night-time and cultural role, the city requires an efficient, legible and frequent public transport system to enable reliable access. Significant projects such as the Mandurah rail line, various station upgrades and sinking the city section of the Fremantle line have all proven that when rail services are improved (i.e. new infrastructure added to the network, frequencies improved, amenity improved, etc.), we see boosts in people choosing public transport.

The Forrestfield-Airport Rail link will boost the public transport system's effectiveness further still, and fundamentally change how people travel between the city and the airport. Beyond this, there will be more mass transit infrastructure required and improved capacity and frequency on the existing network to ensure access to and throughout the City of Perth can continue in an efficient and sustainable manner. Improvements to the public transport network in the scale of underground or metro rail systems have the ability to enhance the way the City functions, its liveability, its productivity, and the viability of ongoing growth in the central city area.

On-road public transport services will play a major role in providing a finer grain of accessibility than the rail network can, and in linking places along our road corridors. The historical development of Perth's bus network puts us in good stead to leverage these routes and evolve them to the next level, improving the viability and attractiveness of our most important public transport streets. The success of the 950 bus route is an example of this.

On some routes this will mean continuing the process of creating legible bus routing, to avoid circuitous and confusing networks. On other routes, this will mean a much more wholesale change, with light rail replacing bus services on some corridors and significantly improving the public transport offering for the Perth community. These approaches are aligned with the City's emphasis on pedestrian priority, as public transport users become pedestrians at the start and end of their journey. Improving the amenity, safety and quality of the walking environment can therefore contribute to the attractiveness of public transport for more people.

Improving public transport options along and across the Swan River will be important as development continues to bring more houses, jobs and other attractions to the river front. Where river transport can out-perform land based public transport options, it should be seriously considered as an alternative within the public transport portfolio.

Innovation within the transport sector, especially relating to car sharing and on-demand transport options, will require the City of Perth to be open in our policy positions and flexible enough to accommodate proposals that assist in creating a more accessible Perth.

Figure 5 shows the City's preferred public transport network, which has the potential to greatly enhance the city's growth potential and its liveability, productivity and sustainability over the long term.

Aspiration

Seamless travel by public transport is characteristic of daily life in the City of Perth, not just for trips to work but for most trips irrespective of the time of day. We recognise that a highly functioning public transport system is critical to the economic, social and environmental well-being of Perth. Elevating Perth's public transport with a 'next generation' package of improvements will ensure that the city and Metropolitan Perth's growth can continue in sustainable and productive ways.

Measures

- Public transport patronage data.
- Journey to work statistics (Census data).
- Other city access metrics.

Objective 12: Influence significant improvements and expansion of the city's passenger rail network.

Mass transit will need to play a greater role in catering for Perth's transport needs in the long term. Proactive, innovative planning supported by a solid evidence base can help realise this essential infrastructure, and the City of Perth is well placed to collaborate around this planning and research. Areas within the city that will require improved mass transit service include East Perth, West Perth and the UWA / QEII precinct.

This planning will be framed within the long term growth of the City of Perth and central area. Within this context, infrastructure such as underground or metro rail systems that can significantly boost accessibility will require close examination. The potential of this 'next generation' public transport offering in Perth has the potential to complement the central area's continued growth as a highly productive and liveable place.

As areas surrounding rail stations benefit from improved accessibility, there will be a need to ensure that the land surrounding them accommodates the most appropriate uses, at the most appropriate densities and scale. In this respect, the City of Perth can ensure the planning controls governing land surrounding them is structured to yield the best results. This will also involve liaison with the Department of Planning, MRA and other stakeholders to ensure that land use planning complements any planned public transport accessibility improvements in the City of Perth.

The City of Perth can also progress ideas and concepts for new approaches to funding public transport infrastructure based on international best practice, and in light of strain on the State's ability to solely finance such projects.

Actions:

- A4.1 Advocate for additions to Perth's rail network, including planning for underground links with the City of Perth that can significantly improve public transport accessibility to and within the city.
- A4.2 Lead research into the wider economic benefits of underground rail extensions, specifically regarding the potential to leverage any land value uplift that may result from such infrastructure.
- A4.3 Investigate new funding models for the development of public transport infrastructure.

Objective 13: Advocate for improvements to the public transport network's legibility, frequency and connectivity.

We have an opportunity to restructure the city's public transport system, improving both its appeal and its ability to cater for movement in our growing city. This approach is conceptually highlighted in Figure 4, and can follow recent projects in Auckland, New Zealand, and Houston, Texas USA, in taking a fresh look at the city's public transport system, especially the bus network.

The City supports a wholesale review of the metropolitan bus network, including the CAT services, so as to improve the legibility of the network, integrating light rail, rapid bus and new rail routes, and minimising issues that are currently being experienced in the City of Perth. Through routing buses and rationalising services will be important in this context, as will be the consideration of the best locations for the city's bus stations in the long term.

Evolving the public transport modes on our main Public Transport corridors is a key aspect of this strategy, as we recognise the limitations of the current bus based system to provide the capacity, amenity and quality that Perth needs. An example of this transition will be the replacement of some bus services in the central city with other higher capacity, higher frequency modes such as light rail, bus rapid transit and metro or underground rail. The City of Perth can bring a unique skill set to facilitating these changes and assisting

them progress, including public realm and urban design, transport and land use planning, as well as economic development and community engagement.

Extending the time that high frequency public transport operates, for example beyond 6pm on weekdays, will assist growth and diversification of the central city economy. By improving the quality of public transport services provided after traditional working hours, residents, workers and visitors will have more confidence to use public transport for accessing the city.

The City supports innovations that improve people's understanding of the public transport network. Real time information at stops and stations and improved journey planning apps and software can help make travel by public transport more attractive to more people.

Actions:

- A4.4 Use the preferred public transport network (as defined on the TransPriority map) to guide priority measures supporting the city's on-road public transport network.
- A4.5 Promote a transition from the current bus network to a multi-modal, connected public transport system that includes light rail, rapid bus, rail and metro/underground rail services.

Objective 14: Support expanded public transport options for crossing and travelling along the Swan River.

Development along the Swan River has significantly increased in recent years, and within the coming decade sites such as Elizabeth Quay, Waterbank in East Perth and the new Perth Stadium will be complete and operating. Ferry patronage figures between Elizabeth Quay and South Perth have already shown steady growth since the commencement of services from the terminal. This brings with it new opportunities to use the river for transport purposes.

Action:

- A4.6 Support greater use of water based transport as development along the Swan River increases.



Objective 15: Support new transport service models and options that benefit the City of Perth community.

The coming decades will bring with them significant change to the public and private transport sectors. Demand for traditional forms of public transport is likely to increase, as the mass-transit task increases along with the growth of metropolitan Perth. But it is the new and innovative transport choices currently not provided in Perth that may have potential to bring about significant changes in how our communities think about and use the transport options available to them. Social and cultural change will also impact transport behaviour, as has been experienced in many cities that provide genuine choice for people to access transport mobility without owning a vehicle.

Car sharing is a perfect example of an innovative public transport option that has the potential to have a major positive impact in Perth. Research from other cities indicates that the economic value of successful car share programs is significant, in that they reduce people's need to invest in their own car whilst still providing them with vehicles for the few, niche trips for which a car is essential.

On-demand transport is another area of city mobility that is rapidly changing. Technology, and people's demands for quality and ease, have spurred the creation of new forms of on-demand transport with different structures to the

traditional taxi or charter vehicle models.

From the City of Perth's perspective, on-demand transport currently plays a critical role in helping people access the city, especially outside of the hours that other public transport services operate. It is therefore critical that any regulation of on-demand transport contributes to the efficacy of this evolving sector, and does not prohibit innovation and positive change.

The City supports the State Government's on-demand transport green paper process and will seek to be involved in any policy development regarding on-demand transport in the future.

Action:

A4.7 Develop a car share policy for the city that highlights the various ways in which the City will facilitate car sharing.

Objective 16: Reduce the negative externalities of buses on City of Perth streets.

As Perth's on-road public transport system has evolved as a network of bus routes, we are now starting to experience noise and amenity issues resulting from an over reliance on some streets within the wider bus network. The cumulative impact of many bus routes funnelling into one street, such as the Terraces corridor through the city, has the benefit of providing good public transport accessibility, however the dis-benefit created by noise, pollution and visual bulk is also significant, and worthy of attention.

A cleaner bus fleet, a reorganised bus network, and the transition to other modes such as light rail in the City of Perth can all contribute to reducing these negative externalities whilst maintaining or improving public transport accessibility.

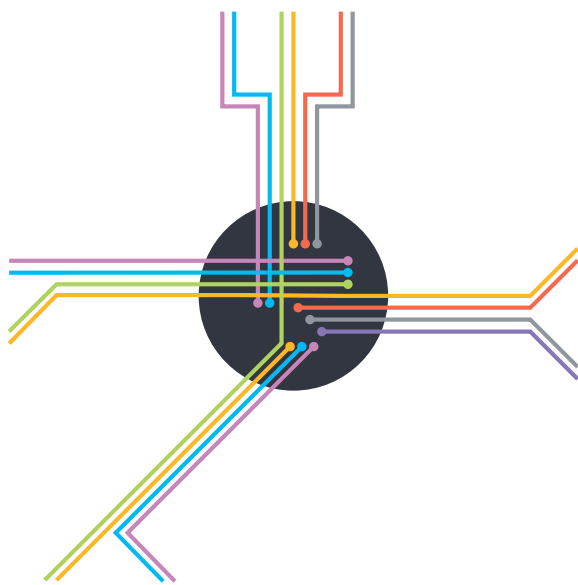
Actions:

A4.8 Advocate for the Transperth bus fleet to be comprised of predominately clean, quiet and low emission vehicles.

A4.9 Advocate for bus routes and stops to be rationalised where possible to avoid the over provision of services on some city streets.

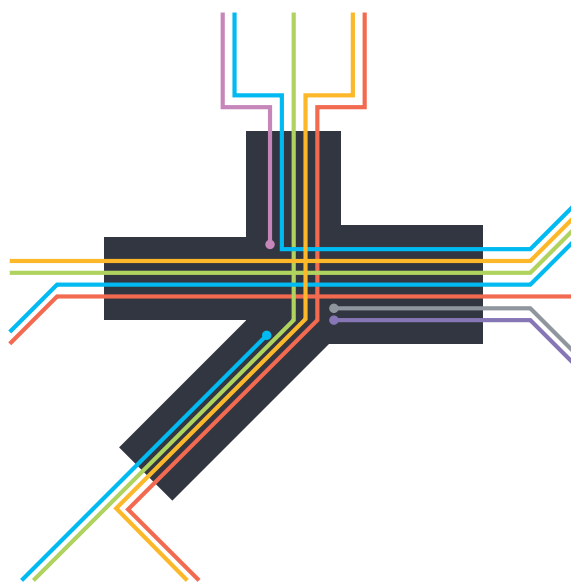
Current radial PT network

- Most routes terminate in the central city (very few pass through).
- This requires significant amounts of central city land for termini, bus layover areas, etc.
- Creates a very mono-centric network. Accessibility by PT in the central core is good, but poor elsewhere, even immediately outside the core.
- Creates a very illegible network, not well suited to new or infrequent PT users.
- Fails to recognise the growing central city core.



An improved radial PT network

- More services pass through the central core.
- One route can cater for trips to and from the city, improving legibility and reducing the 'empty bus' factor.
- Reduced need for central city land for termini, lay over areas, etc
- Still very mono-centric, however accessibility along the major corridors improves.



A connected PT network

- A grid-like pattern is created, enabling much more seamless travel around the network.
- Improves accessibility to a wider area, supporting the commercial and residential growth beyond the traditional city core.
- Higher frequencies mean that transferring between services is easy.
- The network can be communicated as an integrated system, and can become much more viable for everyday trips, not just the journey to work.

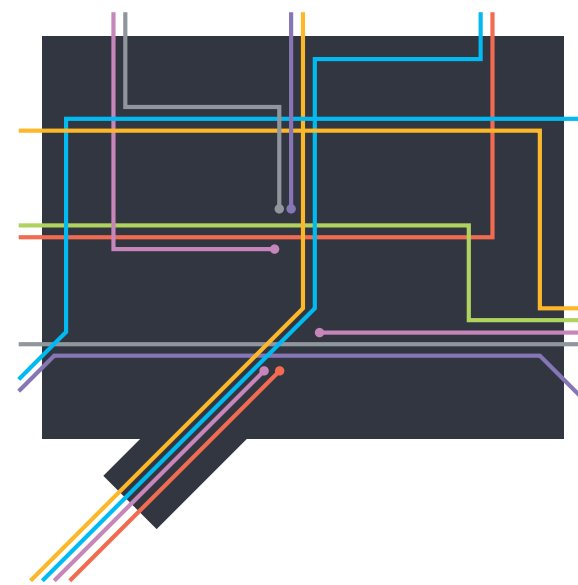


Figure 4: Transitioning to a connected PT network

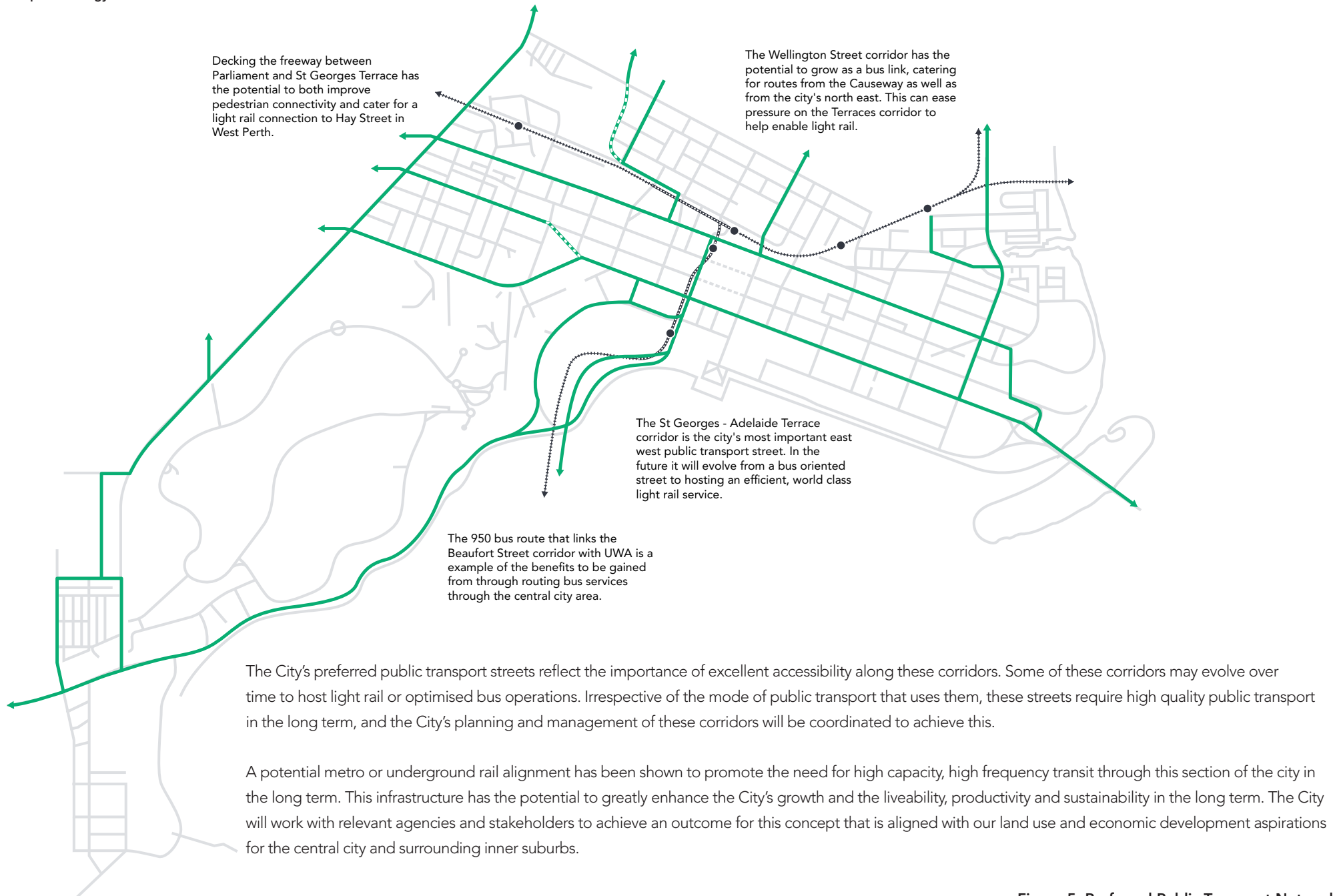


Figure 5: Preferred Public Transport Network

Focus Area 5: Progressive Traffic & Parking Management

The Case for action

The development of metropolitan Perth's road and freeway infrastructure has played a major role in shaping Perth to date, and cars will continue to play a role in moving people around Perth in the future. However, the ill-effects of a car-dependent city are significant, and these negative externalities must be considered in policy and infrastructure decisions at all levels of government.

The principle of 'induced demand' is a fundamental aspect of transport planning that requires greater consideration in the development of metropolitan road and freeway projects. It relates to the cyclical nature of road/freeway capacity expansion; more capacity inevitably makes driving more attractive, leading to more people driving for more trips. The lesson from this is that congestion cannot be addressed by building more road capacity, and therefore the claim that road expansion projects can 'solve congestion' is largely baseless and counterproductive. Fiscal measures that more appropriately price car use will likely play a larger role in our future management of congestion, and deserve consideration in greater depth within the transport portfolio.

Vehicle parking has historically been a fundamental aspect of city access. There will continue to be a need for car parks to some extent in the City of Perth, however our management of these existing assets and consideration of any new car parking will need to be guided by the wider implications of parking supply and demand. Motorcycle and scooter parking, as well as catering for smaller and more space efficient cars, are areas of parking management for our on and off street assets that will present opportunities to encourage more space efficient transport.

Advancements in vehicle technology may enable significant improvements to the environmental performance of the wider community's vehicle fleet, by way of electric vehicles. The City of Perth, through our car parking management strategies, is well placed to enable a greater take up of electric vehicles and support this transition to a more efficient transport system. Autonomous vehicle technology is likely to progress significantly over the term of this Strategy, and it is therefore essential that the City of Perth is open and collaborative in assessing the merits and potential dis-benefits of advancements in this area.

Aspiration

The City of Perth is a place where cars can be used for the niche tasks to which they are suited, but are not a pre-requisite to citizenship, or access to and within the city. We do not adopt an 'anti-car' approach, but rather manage traffic and car parking in a way that recognises the role of cars in the wider transport equation, and reflects the negative externalities of excessive car use.

Measures

- Traffic volumes.
- Traffic speeds.
- Car parking data.

Objective 17: Continue the 'to, not through' approach to designing and managing the traffic network.

Catering for vehicle access to the city will remain an important requirement for the City of Perth and our partners involved in managing the city's roads. The emphasis on catering for trips to the city, and discouraging trips through it, has been a policy objective of the City of Perth since the adoption of the Urban Design Framework in 2010, and has been reinforced in this Strategy. The theory underpinning this approach relates to the sensitivity of the central city area, and the importance of our streets for uses other than moving vehicles, for instance walking, cycling and public transport priority. The TransPriority network highlights the preferred traffic routes, and the design of this traffic network deliberately focussing on the highway and major road network and avoiding the central city area.

The result of this, and the tangible outputs of discouraging through traffic, will focus on reduced traffic speed limits, reallocating space from cars to people, public transport and cycling on selected streets, and ensuring the city's network of traffic lights are optimised for the modes carrying the greatest priority (see Figure 1).

There are other tools available to us in achieving this objective, such as travel demand management, including fiscal measures to price the use of roads at certain times of the day. The basics of this approach are sound, in that road user charging can help to more effectively manage the finite amount of road space available, in a similar way that other utilities and services cost more when demand is high and supply is low. However this area of policy requires close consideration, and the City will collaborate with State agencies on this concept given the wide reaching implications of any scheme on the wider Perth community.

The City supports greater recognition of the wider, long term implications of road building on car use, specifically induced demand, in the State and Federal Government's transport infrastructure planning.

Actions:

- A5.1 Investigate ways to align the State's traffic network planning with the City's Preferred Traffic Routes (on the TransPriority network).
- A5.2 Manage traffic speeds so as to improve safety, urban amenity and create more people oriented streets.
- A5.3 Support relevant State agencies in the development of an effective road user charging scheme for Perth, to help manage the use of selected parts of the road and freeway network.



Objective 18: Continue to lead the car parking industry in achieving sustainable transport outcomes.

The effect of car parking management strategies on transport behaviour can be significant, as the availability and cost of parking will induce or deter car trips to the city depending on the balance that is found. As a major car parking operator, the City of Perth can lead the industry in achieving transport outcomes that benefit the city's economy, environment and social wellbeing. This also requires the City to acknowledge the sub-regional impact that parking policies and pricing can have on neighbouring areas.

The City's on-street parking policy, which guides our management of the on-street parking restrictions, pricing, loading and taxi zones, and other kerb-side uses, will be updated to reflect ongoing change occurring on the city's streets. As the demands for space in our streets increases, there is likely to be a net reduction in the supply of on-street car parking.

This transition will require innovative management by the City of Perth to ensure our streets are improved and our existing parking assets are used more effectively. As highlighted in Objective 15, the City aims to facilitate initiatives such as car sharing that can relieve pressure on parking stock and make better use of our existing assets.

The Perth Parking Policy is one of our most valuable tools for guiding off street commercial parking decisions and usage, and aims to:

- Improve Perth's air quality;
- Reduce traffic congestion;
- Improve pedestrian safety;
- Free up short term shopper parking; and
- Create an environment that is both economically and environmentally healthy.

Residential car parking is primarily managed via the City's Planning Scheme, and to support the broader remit of this Strategy, there will be a need for residential parking controls to be continuously reviewed and updated in the future. As public transport access to and within the City of Perth improves, more areas will be viable for residents to live without a car, and therefore will not require dedicated car parking. Our planning policies guiding residential car parking will need to consider this to ensure the development that is approved today is suitable for the future city context.

Revenue from car parking represents a significant element of the City of Perth's operating model. In order to maintain revenue and enable the City to provide the facilities, infrastructure and amenities that the city needs, a long term view of how income is generated will need to be taken. The City acknowledges the likely need to diversify the City's revenue base in the context of planned transport behaviour change, vehicle innovation and other social, as well as cultural changes impacting car ownership and use.

Actions:

- A5.4 Support the State Government in ensuring the Perth Parking Policy and Perth Parking Management Act continues to achieve its objectives.
- A5.5 Update the City of Perth On-Street Parking Policy.
- A5.6 Investigate the value of the City of Perth's off street parking facilities and opportunities to diversify the City's revenue base.
- A5.7 Review the residential car parking requirements within the City's Planning Scheme.

Objective 19: Support environmental improvements and innovation in vehicle technology and management within the City of Perth.

Vehicle technology continues to advance at a rapid rate, with the electric vehicles and autonomous vehicles being a focus of major investment by car makers, emerging energy companies, and the wider technology industry. These innovations, as well as advances in vehicle management technologies (such as intelligent transport systems), will have significant impacts on the way public and private transport operates in busy urban environments.

Electric vehicle technology has the potential to make motorised travel significantly cleaner, relative to the current petrol and diesel motors that dominate the vehicle fleet. Therefore improved air quality and reduced noise pollution are potential benefits, especially for dense urban centres such as the City of Perth. Greater use of electric vehicles in the public transport fleet – especially the bus fleet – also has the potential to improve the amenity and quality of our street environment.

Autonomous or driverless vehicle technology is an aspect of transport planning that we know much less about, given the very recent and largely un-tested developments in this area. Our role is therefore to monitor developments and ensure that the City of Perth's street environments and wider transport networks are improved, not deteriorated, by any autonomous vehicle technology that is implemented. The basic principles of urban transport planning will require vehicles, regardless of the technology driving them, to be sensitive to the dynamism of busy street environments. This means that people will remain the top priority on our streets, with vehicle use managed so it does not deteriorate the economic, environmental and social functions of our streets and public places.

Actions:

- A5.8 Investigate ways to better cater for motorcycle and scooter parking on street and in our off street parking assets to encourage a shift to more space efficient transport.
- A5.9 Continue to monitor the use of electric vehicles in Perth and support their wider uptake by providing dedicated electric vehicle parking in the City of Perth's off street car parks.
- A5.10 Work with other agencies, researchers and innovators to monitor developments in the autonomous vehicle sector, and ensure any developments in this area are consistent with the overall intent and Guiding Principles of this Strategy.

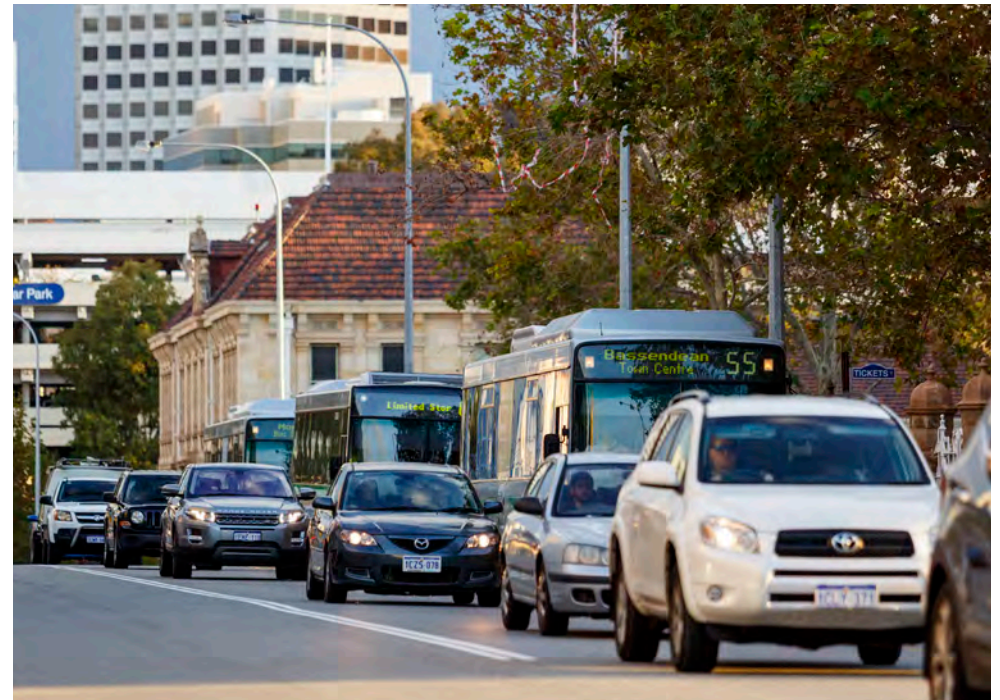




Figure 6: Preferred Traffic Network

Focus Area 6: Innovative Knowledge, Engagement & Data

The case for action

As the capital city's local government authority, the City of Perth is the interface to the public sector for a significant number of residents, businesses and visitors. Given this, the City can play a key role in engaging with the community regarding how the city is developed and how infrastructure is planned and coordinated. This can help generate and capture public input and ideas, facilitate robust conversations about the city's future, and improve the community's influence over transport decisions.

Like many other public authorities the City of Perth gathers and uses a vast amount of data to undertake the various functions that make up our core business. Within the transport planning sphere, data relating to how people travel to and around our city, and where and when activity is occurring in the public realm, is critical to the effectiveness and relevance of our planning and design work.

Improving our knowledge base is a theme that runs through the various Focus Areas of this Strategy, but we have isolated it here to emphasise the importance of how we report on and share our data and information.

Our understanding of the city's freight and delivery patterns is a specific area in which we will be seeking to improve, initially by boosting our knowledge of this sector, as well as how we collaborate with stakeholders and industry experts. The delivery of goods to the central city, often referred to as the 'last km' freight task, will require specific attention so as to enable business to prosper and to cater for our growing population. Innovative solutions to this task are likely to be an area that we can learn from other cities and jurisdictions.

Aspiration

The City of Perth becomes a centre of excellence in our management of data and our urban research program. We collaborate with other cities to advance our understanding of shared issues and explore common opportunities. Our data systems are integrated, and we are open in how we share data and knowledge with the community and our stakeholders. We lead other public sector agencies in gathering feedback from our community and stakeholders and embedding this in our planning and project development processes.

Measures

- Number of data releases, reports and publications.

Objective 20: Lead a culture of strong and innovative community engagement in Perth.

The City has a strong history of effective community engagement which can be built upon for future projects and planning activities. Innovation in this space is rapid, with new engagement tools capable of improving the reach and quality of the City's engagement constantly being developed.

Actions:

- A6.1 Implement innovative community engagement tools that can improve the reach and quality of input to the City's projects and planning activities.



Objective 21: Improve our knowledge base and evidence that supports decision making.

There is scope for the City of Perth to develop new techniques and explore new opportunities for collecting and analysing data that can assist in our transport and urban planning decisions. This will involve partnering with universities and other stakeholders to improve our understanding of how the city's transport systems are performing and can be improved.

The City will regularly report and publish transport data and statistics that can help the public and our stakeholders understand transport trends.

Actions:

- A6.2 Continue to seek out opportunities to improve the quality and types of data we collect regarding people and freight movement in the City of Perth.
- A6.3 Partner with research institutions and other stakeholders that can improve our understanding of the city's transport networks and trial new ideas, technologies and concepts.

Objective 22: Lead a collaborative approach to last kilometer freight

The City of Perth has a relatively poor understanding of how last km freight operates in different parts of the city, the differing needs of businesses and freight operators, and how different levels of government may be able to help improve current and future issues. Given this, we need to be collaborative and tap in to the expertise of our stakeholders, freight and delivery operators, their customers, and others in the industry. Servicing businesses and residents in the city will become an increasingly difficult task without an innovative and collaborative approach to this important transport function. There is scope for the City of Perth to learn how other cities are managing the last km freight task, to build on best practice and apply it to Perth's local context.

Actions:

- A6.4 Develop a 'last km' freight working group, made up of industry experts, government and stakeholder representatives, to progress policy improvements for central city freight and service transport.
- A6.5 Update the City of Perth's 'Servicing the City' strategy following collaboration with the above mentioned working group.

5 Targets

5.1 Journey to Work

As one of the most consistent and solid measures of transport to the City of Perth, the Census Journey to Work data set is a logical starting point for developing targets for future transport behaviour.

The below targets have been developed based on past trends in the City's journey to work data, and extrapolated to align with the ambitions of this strategy. These targets can be realised by:

- Inner urban growth of housing and employment. This will naturally induce more walking, cycling and public transport trips within the inner city area;
- Sustained investment in the public transport network. Capacity, frequency and coverage improvements will bring with them increases in patronage and better serve the needs of commuters; and
- Continued policy and infrastructure spending on walking and cycling. Making these modes more viable for more people will yield increases in the number of people walking and cycling to work.

Figure 7: Journey to Work Targets (total trips)

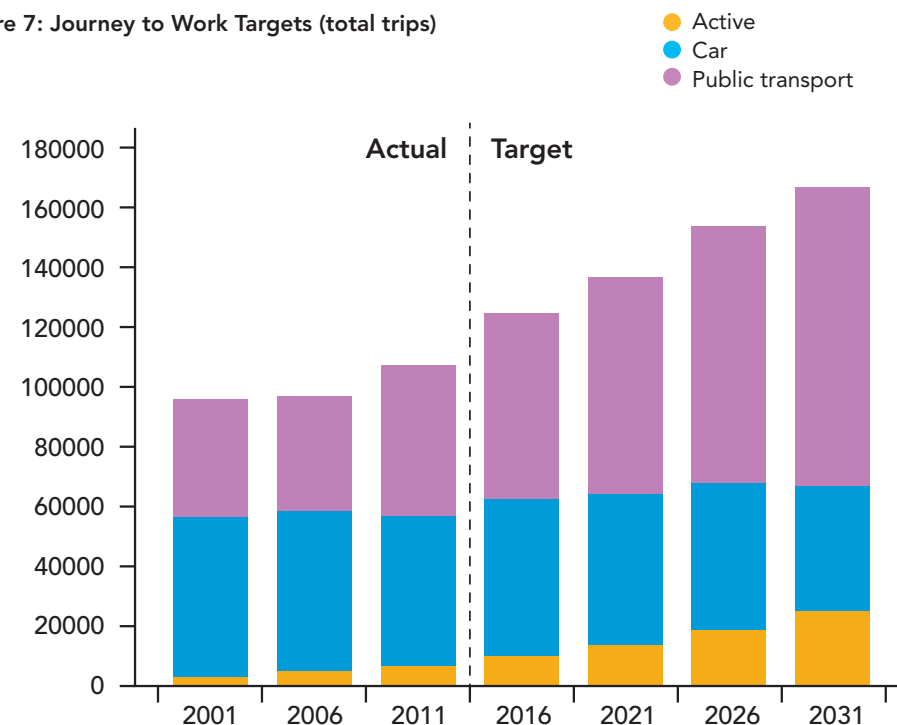


Figure 8: Journey to Work Targets (%)

- Active
- Car
- Public transport

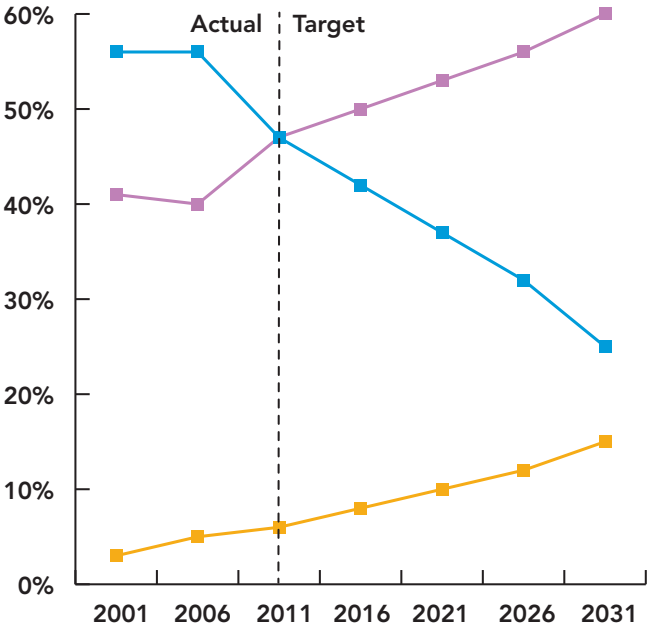


Table 4: Journey to Work Targets (%)

	Actual			Target			
	2001	2006	2011	2016	2021	2026	2031
Active	3%	5%	6%	8%	10%	12%	15%
Car	56%	56%	47%	42%	37%	32%	25%
Public transport	41%	40%	47%	50%	53%	56%	60%

5.2 Other transport statistics

As is highlighted throughout this Strategy, the City of Perth will seek to improve the types and quality of data that we collect in relation to the performance of the city’s transport systems. As the Transport Strategy is reviewed and updated every 2 years, these statistics will be compiled and drawn on to inform the targets that we are working towards.



6 Delivery

6.1 Organisational context

The City of Perth's Transport Strategy works in conjunction with a suite of strategic and operational documents that guide the integration of transport planning across the range of specialisms that can influence transport in the city.

The City of Perth adopts an Integrated Planning Approach. The City of Perth's Integrated Planning and Reporting Framework (IPRF) is outlined in Figure 9, showing the interaction between the plans and the influence of the informing strategies. The intent of the IPRF is to ensure the priorities and services provided by the City of Perth are aligned with our community's needs and aspirations.

Figure 9: Integrated Planning and Report Framework (IPRF)



The Strategic Community Plan, Vision 2029+, is the City's long term direction that expresses the community's vision for the future together with the strategies to address planned community outcomes.

This drives the City of Perth's Corporate Business Plan, which is the detailed implementation plan for services, key projects and capital investments over the next four years. The actions to activate the City's Informing Strategies are key components of the City's Corporate Business Plan.

The Transport Strategy is one of these Informing Strategies, identifying and shaping environmental priorities, projects, programs and service delivery to meet the outcomes of the Strategic Community Plan. The City's key strategic enablers show how we are equipped to deliver on the commitments made in the Corporate Business Plan.

These strategic enablers are:

- Long Term Financial Plan-This plan allows for appropriate decision making with emphasis on financial sustainability.
- Workforce Plan-This plan identifies the workforce requirements needed for current and future operations.
- Corporate Asset Management Plan-This plan provides guidance on service provision to inform the City's financial and key service needs.

The City's Annual Budget is based on the projected costing of year one of the Corporate Business Plan, with opportunity to review during the mid-year budget review processes.

The aspirations, objectives, and strategies for delivery detailed in this Transport Strategy will guide its implementation, giving shape and purpose to a Detailed Two-Year Transport Strategy Implementation Plan, in which the City's commitments are prioritised, resources allocated, and partnerships and responsibilities identified. The Detailed Two-Year Action Plan is reviewed annually in line with the City's Annual Budget.

The Transport Strategy will be reviewed in alignment with developments in the Strategic Community Plan. It will be reviewed every two years, alternating between a minor review (updating as needed) and a major review (seeking community input and retesting the vision).

Figure 9 in addition to the following list, outlines the interface of the Transport Strategy with other City of Perth strategic and operational documents with special relevance for transport.

Strategic direction

Strategic Community Plan Vision 2029+

- Corporate Business Plan
- Annual Budget

Strategic enablers:

- Long Term Financial Plan
- Workforce Plan
- Corporate Asset Management Plan
- Organisational Development Plan

Other local strategic influencers:

- Planning Strategy (in development)
- Economic Development Strategy
- Waste Strategy 2014 - 2024+
- Urban Design Framework
- Lighting Strategy
- Environment Strategy and Implementation Plan
- Urban Forest Plan
- Public Health and Wellbeing Plan 2014 - 2016

6.2 The Capital City Act

It is clear that many of the macro issues relating to transport and land use planning will require a collaborative approach to planning and project delivery. The City of Perth Act recognises the role that our organisation has in the social, economic, cultural and civic development of Perth as a capital city. This endorsement provides our mandate to lead in the management of various streets, parking, investment in cycling and walking infrastructure, promotion of better transport choices, advocacy for integrated planning and decision making.











The Capital City Act will improve inter-agency collaboration in the transport and land use planning space, to ensure alignment on the vision for Perth's future, and the steps we need to take in achieving it.

6.3 Implementation Plan
















The following tables demonstrate the actions that will be undertaken in order to meet the objectives of this Strategy. They highlight the partners we will work with and the timescales that these actions are scheduled to be progressed within.














Focus area 1: Integrated Planning

Objective	Action	Partners	2016/17	2017/18	Future Projects
Objective 1 - Lead an integrated approach to transport system planning in the City of Perth.	A1.1 Collaborate with the State Government transport portfolio and neighbouring Local Government authorities to embed the TransPriority approach to network planning and infrastructure decision making.	<ul style="list-style-type: none"> DoT PTA MRWA 			
	A1.2 Establish a transport planning working group made up of Local Government authorities within inner Perth.	<ul style="list-style-type: none"> Neighbouring LGAs 			
Objective 2 - Continue to cater for a more diverse business and residential community in the City of Perth.	A1.3 Progress the development of the Local Planning Strategy and update of the Strategic Community Plan to ensure the City's land use planning controls are designed to facilitate the city's ongoing sustainable development.	<ul style="list-style-type: none"> DoP 			
Objective 3 - Seek to achieve significant safety improvements across all modes of transport in the City of Perth.	A1.4 Work with relevant agencies to implement measures that improve road safety throughout the City of Perth.	<ul style="list-style-type: none"> Road Safety Commission MRWA DoT PTA 			
Objective 4 - Lead innovative research relating to how the city's transport systems are performing and contributing to Perth's economic, social and environmental wellbeing.	A1.5 Support the Department of Planning's Commercial and Industrial Land Use Audit, and investigate potential for this methodology to be applied in the City of Perth on a more regular basis.	<ul style="list-style-type: none"> DoP MRA 			
	A1.6 Gather evidence to better understand the relationship between the city's economy and its transport networks.	<ul style="list-style-type: none"> DoP DoT Treasury Universities Private Sector 			

Focus area 2: A walkable city

Objective	Action	Partners	2016/17	2017/18	Future Projects
Objective 5 - Ensure that improving walkability is central to all transport design and management decisions in the City of Perth.	A2.1 Develop a Walking Plan to guide the City's investments in improving pedestrian amenity, safety, legibility and the quality of the city's walking environment.	<ul style="list-style-type: none"> • DoT • PTA • MRWA • MRA • BGPA 			
Objective 6 - Lead in the collection, management and use of data to improve our understanding of the city's pedestrian networks.	A2.2 Investigate opportunities to improve how the City of Perth collects pedestrian / walking data.	<ul style="list-style-type: none"> • Universities • Private Sector 			
	A2.3 Undertake biannual quality audits and perception surveys to gather information on how the networks are functioning, and what people walking in Perth like and dislike.				
Objective 7 - Continue to apply an iterative design approach in testing public realm improvement and design ideas.	A2.4 Test innovative public realm ideas that may be able to improve walkability, and be open and flexible through an iterative design process.				
Objective 8 - Continue to promote active transport in the City of Perth through our marketing channels, engagement activities and events program.	A2.5 Continue to cater for more events in the city that create pedestrianised and bicycle oriented areas and help refocus streets in the City of Perth as places for people.	<ul style="list-style-type: none"> • MRA 			
	A2.6 Leverage the reach of the City of Perth's communications and marketing channels to promote walking and cycling to and within the city.				
	A2.7 Support the Department of Transport's Your Move program in 2016/17 that will focus on central city workplaces.	<ul style="list-style-type: none"> • DoT 			

Focus area 3: A cycling city

Objective	Action	Partners	2016/17	2017/18	Future Projects
Objective 9 - Continue to develop a connected cycling network.	A3.1 Review the City of Perth Cycle Plan 2029 to ensure its scope and actions are up to date and relevant.	<ul style="list-style-type: none"> • DoT • Neighbouring LGA's • BGPA 			
Objective 10 - Lead and promote the development of high quality end of trip cycling facilities in the City of Perth.	A3.2 Review the City's Planning Scheme controls for bicycle parking and end of trip facilities to ensure best practice is being achieved across the City of Perth.	<ul style="list-style-type: none"> • DoT • DoP 			
	A3.3 Gather evidence on how the City of Perth can support the provision of public end of trip facilities, and incentivise the private sector to implement end of trip facilities in existing buildings.	<ul style="list-style-type: none"> • DoT 			
Objective 11 - Be a leader in the development of innovative cycling infrastructure and support innovation that helps Perth become a more cycle-friendly city.	A3.4 Continue to review how Perth's cycling network is developing in the context of work being progressed by other cities, and how we can better learn from international best practice.	<ul style="list-style-type: none"> • DoT 			
	A3.5 Ensure that the suitability of the cycling network is constantly reviewed in light of technological advancements in bicycle design, such as electric bicycles, and feedback received from cyclists.	<ul style="list-style-type: none"> • DoT • MRWA 			











Focus area 4: Next generation public transport

Objective	Action	Partners	2016/17	2017/18	Future Projects
Objective 12 - Influence significant improvements and expansion of the city's passenger rail network.	A4.1 Advocate for additions to Perth's rail network, including planning for underground links with the City of Perth that can significantly improve public transport accessibility to and within the city.	<ul style="list-style-type: none"> DoT PTA MRWA Neighbouring LGAs 			
	A4.2 Lead research into the wider economic benefits of underground rail extensions, specifically regarding the potential to leverage any land value uplift that may result from such infrastructure.	<ul style="list-style-type: none"> DoT PTA Private sector 			
	A4.3 Investigate new funding models for the development of public transport infrastructure.	<ul style="list-style-type: none"> DoT Treasury DoP 			
Objective 13 - Advocate for improvements to the public transport network's legibility, frequency and connectivity.	A4.4 Use the preferred public transport network (as defined on the TransPriority map) to guide priority measures supporting the city's on-road public transport network.	<ul style="list-style-type: none"> DoT PTA MRWA 			
	A4.5 Promote a transition from the current bus network to a multi-modal, connected public transport system that includes light rail, rapid bus, rail and metro/underground rail services.	<ul style="list-style-type: none"> DoT PTA 			
Objective 14 - Support expanded public transport options for crossing and travelling along the Swan River.	A4.6 Support greater use of water based transport as development along the Swan River increases.	<ul style="list-style-type: none"> Private Sector DoT PTA 			
Objective 15 - Support new transport service models and options that benefit the City of Perth community.	A4.7 Develop a car share policy for the city that highlights the various ways in which the City will facilitate car sharing.	<ul style="list-style-type: none"> DoT PTA 			
Objective 16 - Reduce the negative externalities of buses on City of Perth streets.	A4.8 Advocate for the Transperth bus fleet to be comprised of predominately clean, quiet and low emission vehicles.	<ul style="list-style-type: none"> PTA 			
	A4.9 Advocate for bus routes to be rationalised where possible to avoid the over provision of services on some city streets.	<ul style="list-style-type: none"> PTA 			

Focus area 5: Progressive traffic and parking management

Objective	Action	Partners	2016/17	2017/18	Future Projects
Objective 17 - Continue the 'to, not through' approach to designing and managing the traffic network.	A5.1 Investigate ways to align the State's traffic network planning with the City's Preferred Traffic Routes (on the TransPriority network).	<ul style="list-style-type: none"> DoT MRWA Federal Gov 			
	A5.2 Manage traffic speeds so as to improve safety, urban amenity and create more people oriented streets.	<ul style="list-style-type: none"> DoT MRWA 			
	A5.3 Support relevant State agencies in the development of an effective road user charging scheme for Perth, to help manage the use of selected parts of the road and freeway network.	<ul style="list-style-type: none"> MRWA DoT PTA 			
Objective 18 - Continue to lead the car parking industry in achieving sustainable transport outcomes.	A5.4 Support the State Government in ensuring the Perth Parking Policy and Perth Parking Management Act continues to achieve its objectives.	<ul style="list-style-type: none"> MRWA 			
	A5.5 Update the City of Perth On-Street Parking Policy.	<ul style="list-style-type: none"> MRWA DoT Federal Gov 			
	A5.6 Investigate the value of the City of Perth's off street parking facilities and opportunities to diversify the City's revenue base.	<ul style="list-style-type: none"> MRWA DoT 			
	A5.7 Review the residential car parking requirements within the City's Planning Scheme.	<ul style="list-style-type: none"> DoP MRA 			
Objective 19 - Support environmental improvements and innovation in vehicle technology within the City of Perth.	A5.8 Investigate ways to better cater for motorcycle and scooter parking on street and in our off street parking assets to encourage a shift to more space efficient transport.	<ul style="list-style-type: none"> DoP MRA 			
	A5.9 Continue to monitor the use of electric vehicles in Perth and support their wider uptake by providing dedicated electric vehicle parking in the City of Perth's off street car parks.	<ul style="list-style-type: none"> DoP MRA 			
	A5.10 Work with other agencies, researchers and innovators to monitor developments in the autonomous vehicle sector, and ensure any developments in this area are consistent with the overall intent and Guiding Principles of this Strategy.	<ul style="list-style-type: none"> DoP 			

Focus area 6: Innovative knowledge, engagement & data

Objective	Action	Partners	2016/17	2017/18	Future Projects
Objective 20 – Lead a culture of strong and innovative community engagement in Perth.	A6.1 Implement innovative community engagement tools that can improve the reach and quality of input to the City's projects and planning activities.	<ul style="list-style-type: none"> Private sector 			
Objective 21 - Improve our knowledge base and evidence that supports decision making.	A6.2 Continue to seek out opportunities to improve the quality and types of data we collect regarding people and freight movement in the City of Perth.	<ul style="list-style-type: none"> DoT PTA MRWA 			
	A6.3 Partner with research institutions and other stakeholders that can improve our understanding of the city's transport networks and trial new ideas, technologies and concepts.	<ul style="list-style-type: none"> Universities RAC Committee for Perth Neighbouring LGAs 			
Objective 22 - Lead a collaborative approach to last km freight.	A6.4 Develop a 'last km' freight working group, made up of industry experts, government and stakeholder representatives, to progress policy improvements for central city freight and service transport.	<ul style="list-style-type: none"> DoP MRA 			
	A6.5 Update the City of Perth's 'Servicing the City' strategy following collaboration with the above mentioned working group.	<ul style="list-style-type: none"> DoP MRA 			

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Perth Directions Key Stages

2016

2017

2018

Perth City
Snapshot
2016

Community
Engagement

Strategic Community Plan

Community
Aspirations,
Ideas
& Priorities

Council
Direction
&
Objectives

Final
Strategic
Community
Plan

City Planning Strategy

Draft City
Spatial
Plan

Draft
Precinct
Plans

Community
Feedback

Final draft
City Spatial
Plan

Final draft
Precinct
Plans

WAPC
certification
and
formal
advertising

Consider
submissions
modify
and
forward to
WAPC

WAPC
Endorse



PERTH CITY SNAPSHOT 2016



City of Perth

We acknowledge the Whadjuk Noongar people, the traditional owners and custodians of the lands and waters, where Perth City is today.

Cover image:

Aerial panorama of central Perth
Courtesy of Lofty Visions Aerial Media
loftyvisions.com.au

ALTERNATIVE FORMATS

An electronic version of this report is available from www.perth.wa.gov.au.

Large print and alternative formats can be requested from the City of Perth.

City of Perth

27 St Georges Terrace, Perth
GPO Box C120, Perth WA 6839
Telephone: (08) 9461 3333
Email: info.city@cityofperth.wa.gov.au

VERSION CONTROL

Version Number	Date	Status
Version 2 – Final Draft	6 December 2016	Planning Committee and Council Agenda

DISCLAIMER

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Before relying on the information, users should carefully evaluate its accuracy, currency, completeness and relevance for their purposes, and should obtain appropriate professional advice relevant to their particular circumstances.

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TERMS EXPLAINED

City of Perth

Refers to the local government organisation.

Perth City

Refers to the new City of Perth local government area which expanded in July 2016 to include parts of Crawley and Nedlands previously within the Cities of Subiaco and Nedlands.

Perth City (pre-July 2016)

Refers to the old City of Perth local government area prior to July 2016.

Perth City (SA 2)

Refers to the Australian Bureau of Statistics Perth City Statistical Area 2. This includes the City of Perth local government area with the exception of Crawley and Nedlands and includes portions of West Perth, Perth, Highgate and East Perth which lie outside the City of Perth local government area.

Greater Perth

Refers to the Australian Bureau of Statistics Greater Capital City Statistical Area – Greater Perth which includes the Perth and Peel metropolitan regions.

Central Sub-Region

Refers to the central planning sub-region within Greater Perth as defined by the Western Australian Planning Commission. It includes 19 local government areas including Stirling, Bayswater, Bassendean, Cambridge, Vincent, Nedlands, Subiaco, Perth, Cottesloe, Claremont, Peppermint Grove, Mosman Park, Fremantle, East Fremantle, Melville, Canning, South Perth, Victoria Park and Belmont.

Central Perth

Refer to a nominal 12km by 12km or 144km² area in the middle of the Central Sub-Region which includes Perth City and its frame as defined by the Western Australian Planning Commission.

Maps of the above geographic areas can be found in Appendix 1 – Geographical Areas.

LORD MAYOR'S FOREWORD



DRAFT

LISA M SCAFFIDI

Lord Mayor

December 2016

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LORD MAYOR'S FOREWORD

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CHAPTER 1

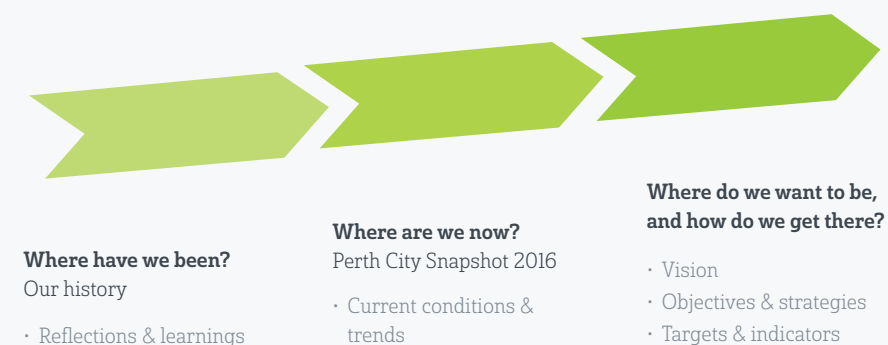
INTRODUCTION

The *Perth City Snapshot 2016* provides a high level picture of Perth City as a place across six strategic themes: People, Culture, Natural Environment, Economy, City Form and Movement.

The Snapshot gathers and analyses a selected range of data and information to identify and better understand the current state of Perth City in 2016. It aims to assist the community to consider “*where are we now*” and “*where do we want to be*”? And it identifies key gaps in data and information about Perth City that may inform future strategic research for the City.

The Snapshot contributes to an evidence-based approach to planning and decision-making as acknowledged in the Australian’s Government’s *Smart Cities Plan* and the City of Perth’s Strategic *Community Plan – Vision 2029+*. It will inform the development of future city indicators and targets and provides a baseline for measuring progress towards these.

Figure 1 - Strategic Planning Process



SCOPE

The Snapshot is structured as follows:

- **Introduction:** purpose, scope and methodology.
- **Context:** geographical location and context, and key information about people and place.
- **Strategic Themes:** key sustainability focus areas which are broken down into:
 - **Elements and Sub-Elements:** essential characteristics which collectively provide a holistic understanding of the critical parts of the Theme.
 - **Measures:** quantitative and qualitative data or information and analysis which collectively indicate the current state of the Element.
 - **Findings:** findings of the analysis of the measures and identification of key gaps.
- **Conclusion:** summary of the key findings and considerations moving forward.

METHODOLOGY & LIMITATIONS

Formal community or city indicators for local government do not currently exist in Western Australia. As such, the *Snapshot* has developed a framework of Strategic Themes, Elements, Sub-Elements / Measures to capture and organise data and ensure a holistic assessment of the social, economic and environmental state of Perth City. This approach was developed following a review of city indicator and state of the city reports from elsewhere.

The *Snapshot* focuses on city-wide data and information, with limited information at the neighbourhood scale. Where relevant, data and information at geographic scales that extend beyond Perth City's boundaries has been included to address the capital city's relationship to a wider catchment of workers, visitors and investors, for example, as required under the City of Perth Act.

The *Snapshot* primarily draws on existing data (secondary data) sourced from an array of local stakeholders and other organisations that monitor particular aspects of community (for example, WA Police crime statistics, Australian Bureau of Statistics Census).

Where possible, data for those parts of Crawley and Nedlands which recently joined the City of Perth on 1 July 2016 has been sought, although it is not always available. These gaps will be addressed in future versions of the *Snapshot*.

Where possible, the quality of data has been verified and any known limitations noted in the report. Recent data is used where available, although some data may be dated (for example, the Census 2011) and may not be entirely accurate or reflective of current conditions.

The *Snapshot* provides limited benchmarking (i.e. comparison) of the state or performance of Perth City with other Australian Capital Cities. More comprehensive benchmarking will be investigated for future editions.

CHAPTER 2

CONTEXT

OUR GLOBAL POSITION

Perth City is located on the edge of the Indian Ocean and shares an approximate time zone with 60% of the world's population,¹ in the rapidly growing and maturing economies of South East Asia, including global centres of business such as Beijing, Singapore, Hong Kong, Kuala Lumpur and Taipei. It also shares a small part of the business day with London (i.e. 3pm Perth time is 8am London time).

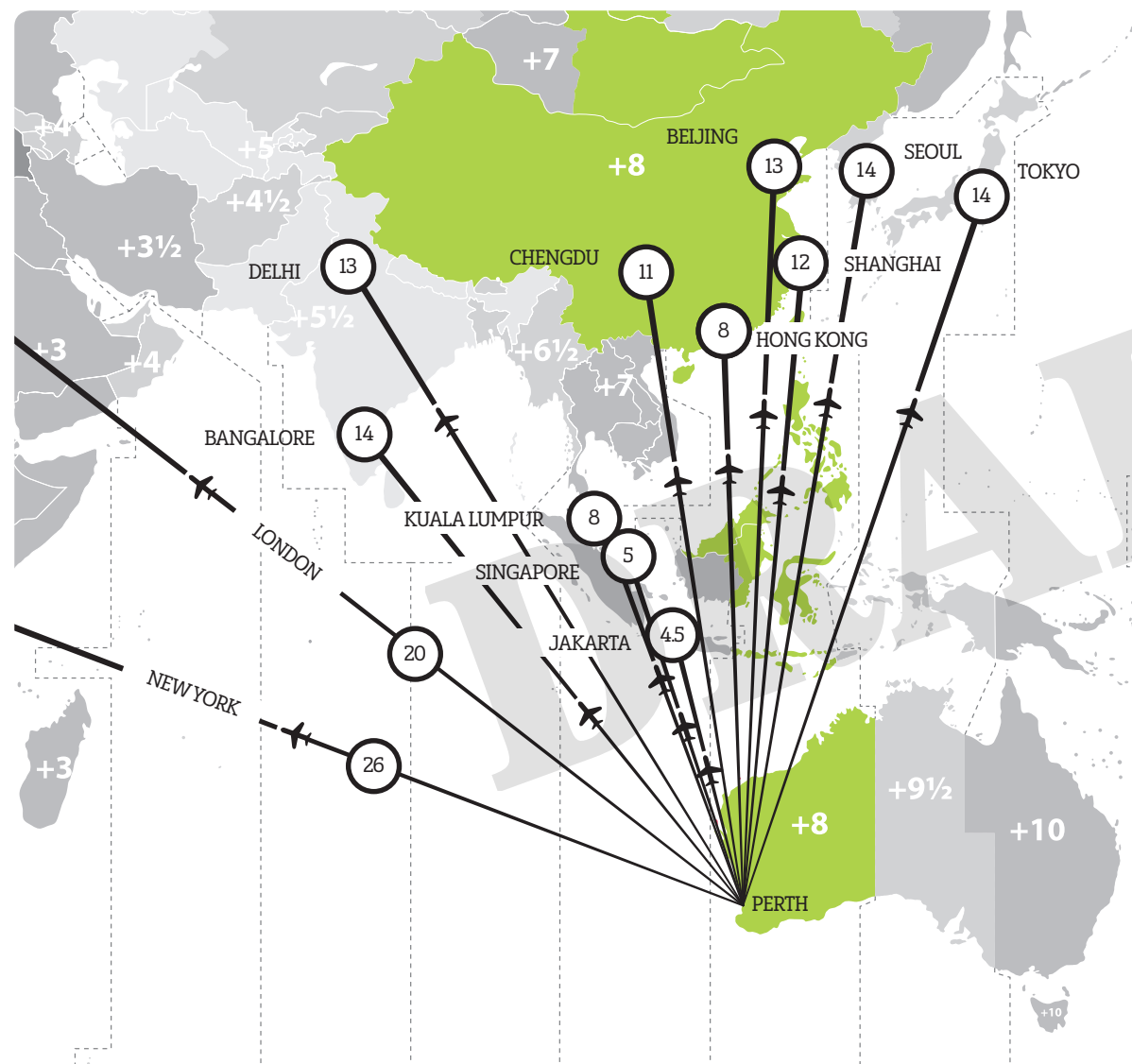
Western Australia's rich resource base has helped fuel the growth of our neighbours with over 82% of Western Australia's major goods exported to the Asia Pacific region in 2014-15.²

Perth's favourable climate and quality of life underpins its global reputation as a highly liveable city. The ability to attract transient global talent in the knowledge economy is critical and depends on Perth City being *"both a great city in which to do business and a great city in which to live"*.³

THE CAPITAL OF WESTERN AUSTRALIA

Perth City is the capital city of Western Australia which is home to 2.6 million people⁴ and attracts an estimated 2.24 million visitors from interstate and overseas each year (March 2016).⁵

Figure 2 - Time Zones and Flight Hours from Perth



Perth City lies at the heart of Greater Perth which is home to just over 2 million people⁶ or 77% of the State's population. This is forecast to grow to 2.9 million people by 2031 and 3.5 million people by 2050⁷ becoming the 3rd largest city in Australia after Sydney and Melbourne.

Central Sub-Region

Perth City forms part of the Central Sub-Region of Greater Perth (refer to Appendix 1 – Geographic Areas). The Central Sub-Region has a high level of amenity with the largest concentration of jobs and people and abundant opportunities to access community, education and cultural facilities, commercial and health services and public transport, as well as a significant network of green spaces and parks including access to the Swan River.

The Central Sub-Region is currently home to around 785,000 people or 43% of the Greater Perth population and is forecast to grow to nearly 1.2 million people by 2050 (32% of Greater Perth).⁸ The additional 415,000 people will be housed in an additional 215,000 dwellings being planned by the State Government through the Draft Central Sub-Regional Planning Framework (May 2015). This represents 57% of all additional dwellings required to accommodate the growth of Greater Perth to 3.5 million people by 2050.

The Central Sub-Region currently provides 546,000 jobs or 64% of all jobs in Greater Perth and is forecast to grow to around 786,000 jobs by 2050.⁹ Around 42% of Perth City's workers currently live in the Central Sub-Region.

Perth City

Perth City is just under 14 square kilometres in area (land only) and located on the northern banks of the Swan River with over 11 kilometres of river frontage. It includes the suburbs or parts thereof of Crawley, East Perth, Nedlands, Northbridge, Perth and West Perth.

On the 1 July 2016, the City of Perth local government area expanded to include Kings Park (400 hectares), the University of Western Australia, Queen Elizabeth II Medical Centre, residential and commercial areas around Hampden Road and Broadway, and the Matilda Bay foreshore in Crawley and Nedlands.

Perth City houses international consulates, the State Parliament of Western Australia and key Federal and State judicial institutions, and has the largest concentration of jobs, services, education and cultural and leisure activities in Greater Perth.



Kings Park (Credit WA Tourism)

Figure 3 – Perth City Suburbs

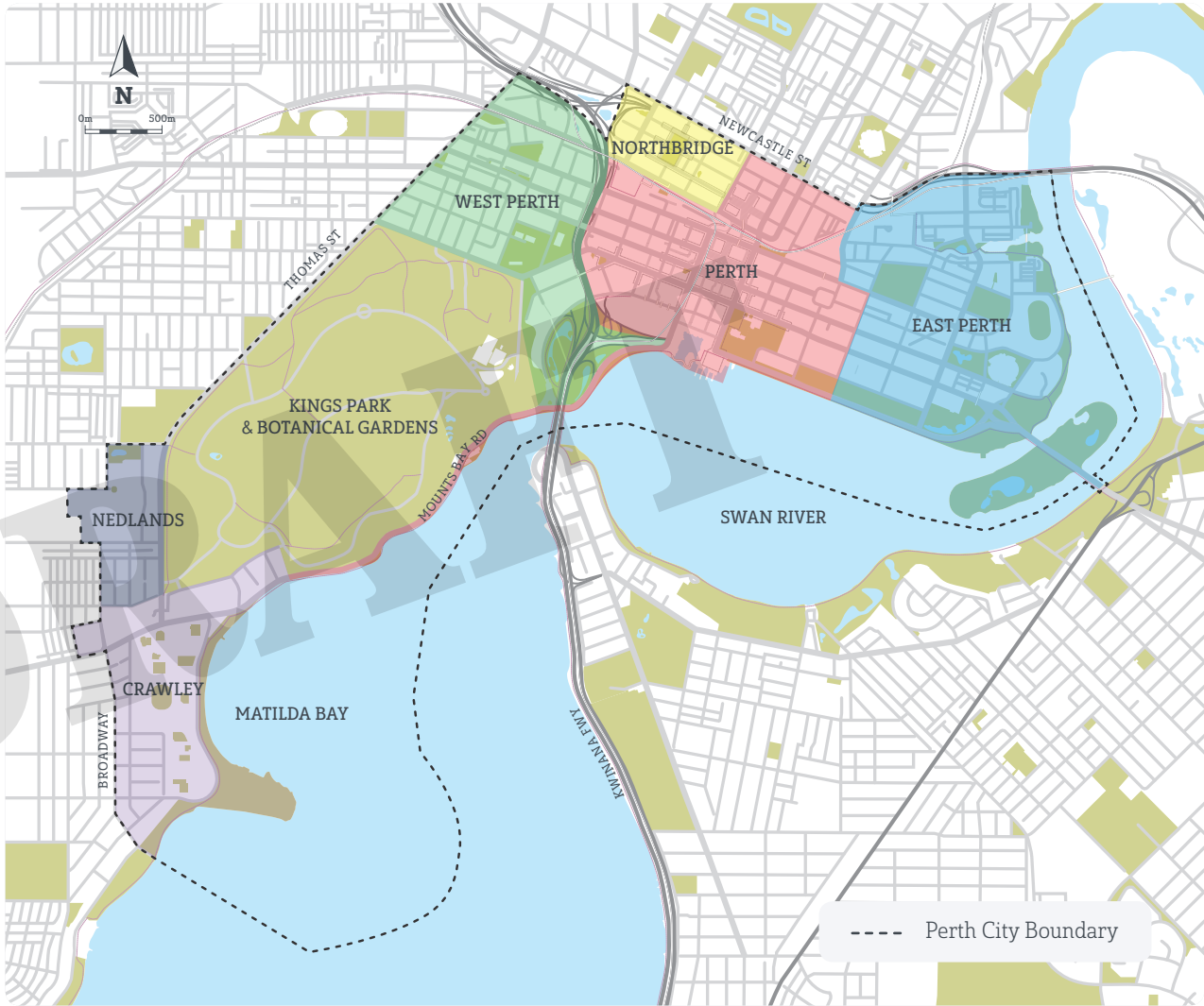


Figure 4 – Regional Institutions and Facilities, Perth City, 2016.



Perth City:

- generates \$41.8 billion or 26% of Greater Perth's Gross Regional Product (2013-14).¹⁰
- contains 5.6 million square metres of business and institutional floorspace, compared with a total of 1.7 million square metres across all other Strategic Regional Centres in Greater Perth (2015).¹¹
- is home to around 14,000 registered businesses with 5,500 providing employment for 134,500 workers, with 53% of workers are 25 to 44 years of age (2015).¹²
- attracts around 205,750 workers and visitors to the CBD and over 25,000 to the University of Western Australia and Queen Elizabeth II precinct during a typical week day (2015).^{13 14}
- is home to 24,244 residents (2015 Estimated Resident Population)¹⁵ and is forecast to grow to 50,000 residents by 2050, representing an additional 25,800 residents in 16,000 additional dwellings over the next 34 years.¹⁶
- has a median resident age of 31 years (2011).¹⁷
- has 1.83 people per household (average) with 33% of households being lone persons and 26% being couples with no children (2011).¹⁸
- has 21.5% of households who do not own a vehicle (2011).¹⁹
- has 53% of residents born overseas, from 54 countries and 33% who can speak another language other than English (2011).²⁰
- has 29% of dwellings either owned or being purchased and 56% being private rentals (2011).²¹
- has an estimated 38,000 students enrolled in 108 education organisations, with an estimated 13,800 students attending the CBD on a daily basis (2015).²²
- has just over 3,551 tertiary students living in the City (or 18% of total residents) (2011).²³

Further information on Perth City can be found in Appendix 2 – People and Place Profile.

For these and many other factors Perth City plays a unique and important role in contributing to the economic prosperity and quality of life of many Western Australians.



iCity Kiosk Volunteers

HISTORY

We are not makers of history. We are made by history. Martin Luther King, Jr.

A brief overview of the history of the land and the people that have been or are located in Perth City highlights the diversity of influences, values and circumstances that have contributed to Perth City's unique social, economic and landscape character and identity.

c40,000 BC	First archaeological evidence of human activity along the Swan River.
1829	James Stirling officially proclaims the territory of Western Australia, Perth is founded.
1832	Kings Park set aside for public amenity.
1833	The first Town Plan for Perth is published by John Septimus Roe.
1843	Causeway and bridge first spans the Swan River.
1854	Wetlands are drained in Northbridge.
1855	WA's first custom-built hospital, Colonial Hospital, opens in Murray Street.
1869	First telegraph line opens between Perth and Fremantle.
1870	Perth Town Hall opens.
1872	First street light (kerosene) erected outside Perth Town Hall.
1873	Swan River reclamation begins to form the Esplanade Reserve.
1881	Perth to Guildford and Fremantle Railway complete.
1893	WACA Cricket Ground was officially opened.
1894	Perth's first shopping arcade, the Busy Bee Arcade cnr William and James Street opens.

1898	First motor car arrives in Perth.
1899	First electric tram operates in Hay Street, Perth.
1900	Perth Observatory opens, enabling the first accurate time calculation be made for Perth.
1901	Western Australia joins the Commonwealth of Australia.
1907	Parliament House opened.
1912	University of W.A. commences operation in Irwin Street.
1922	Australia's first subsidised air service "Western Australian Airways" established and initially uses Langley Park as airstrip.
1929	Gloucester Park trotting track officially opened.
1933	The first trolleybus route commenced operating between East Perth and West Leederville station.
1953	Perth International Arts Festival first opens.
1958	Tram services finish in Perth.
1959	Narrows bridge opens to traffic.
1974	Hay Street becomes the first major central city street in Australia to become 'pedestrianized'.
1979	Perth to Fremantle railway line is closed.
1983	Fremantle to Midland train line re-opens.
1992	Perth - Joondalup railway line opened, the first new railway line in 100 years.
2013	Perth's first underground station opens.
2016	Elizabeth Quay is officially opened.

A PLACE OF SIGNIFICANCE | BEFORE 1828

The area that is now Perth City was occupied some 40,000 years ago by the Noongar people, living in harmony with their natural environment. The Noongar peoples' key meeting place, included Gargatup – the place by the hillside (Kings Park), Matagarup – the place of the leg holes (Heirisson Island), Pinjar (the lakes - location of the Perth train station and surrounds) and Byerbrup (ridge line linking Gargatup and Matagarup).

Food was sourced from the ocean, the Swan River (Derbarl Yerrigan) and the extensive system of freshwater lakes linking the coast with the escarpment (Kaata Moornda), ensuring Perth played an important role for meeting, travel and trade.

A COLONIAL CITY | 1829 – 1890

The Swan River Colony was established by the Crown (the British government) in 1829. Almost immediately, Kings Park was set aside for public enjoyment and John Septimus Roe drew up a plan for Perth City's lasting street grid layout. The City's development was slow but expedited through the arrival of convicts, who assisted in the construction of bridges, roads and buildings, including the Colonial Hospital, Perth Town Hall, Cloisters and the Pensioner Barracks.

Lakes to the north of the city were drained and allotments created for new cottages.

Telegraphs to Fremantle, Guildford, Albany, Bunbury and York signified a City with a regional importance.

A GOLDEN CITY 1890 – 1914

Gold was found in Western Australia in places such as Coolgardie, Mount Charlotte and Kalgoorlie which brought wealth and people to Perth. In a six year period, the population of Perth tripled, with many interstate and international arrivals trying their luck in the gold rush.

People lived in the growing inner city neighbourhoods such as North Perth, Mount Lawley and Leederville.

Perth City benefitted from major infrastructure projects including reticulated gas, water, and electricity supplies and an electric tram system. The City became more cosmopolitan with the development of His Majesty's Theatre, Theatre Royal and inner city department stores.



Crawley Baths Opening 1914 (Credit City of Perth History Centre)

A CITY AT WAR 1914 - 1945

With the advent of the two World Wars, 10% of the population, including many tradesmen and labourers, left Greater Perth for the front line on foreign land. The burden to keep Perth going was placed on those that were left behind, with much of the mining industry and building works coming to a halt.

This was an important time for a young nation to prove itself on the world stage, as well as a time of self-reflection, comradeship and community development for those remaining at home. With the labour and resources constraints affecting new development during the periods of war and during the Great Depression, Perth City's existing building stock was adapted for different purposes, including the Town Hall being handed over to the Citizen's Reception Council and volunteer organizations.

A MODERN CITY 1945 - 1990

With economic recovery, increasing birth rate and immigration after WWII, as well as discoveries of natural resources including iron ore, natural gas, bauxite and gold in the State's north, Greater Perth was once again in a period of growth.

The age of the mass market automobile enabled new suburbs on the outskirts of Greater Perth to be reached through a system of freeways and highways. Many of our urban advances from previous eras were deemed out-dated, with the tram system removed in favour of trolleybuses and many gold boom era buildings on St George's Terrace being replaced with modern, minimalist towers and offices.

By the 1980's, Perth City's population had decreased from 16,000 to 5,000 residents, while the population of Greater Perth's outer suburbs grew rapidly. The changing nature of Perth City saw an influx of investment in entertainment facilities and modernisation, including the pedestrianising of Hay and Murray Streets into Malls, development of the Entertainment Centre, Perth Concert Hall and significant retail facilities such as Forrest Chase.

THE REMAKING OF A LIVEABLE CITY 1990 ON WARDS

With the continued growth of Greater Perth's population in expanding suburban areas, coupled with the restructuring of the WA economy away from manufacturing towards more services, land within the Perth City became available for redevelopment.

Since the 1990s redevelopments such as East Perth and New Northbridge have reinvigorated the popularity of inner city living and as a result, Perth City's population has more than doubled during the period 2001 to 2015, assisted by the influx of people moving to Western Australia attracted by strong economic growth from the resources boom.

Significant government investment into Perth City has provided opportunities for city shaping projects to breathe new life into the City, such as undergrounding train services, a new bus port, development of Elizabeth Quay, Perth City Link, redevelopment of the Cultural Centre, Western Australian Museum and Perth Arena as well as investment and support for a host of major festivals and cultural events.



East Perth Markets (Credit Tourism WA)

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- ¹⁹ Ibid.
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- ²³ Op cit Profile ID (2016).

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CHAPTER 3

PEOPLE

The People Theme looks at the character and needs of Perth City people, those who visit, live and work in Perth City now and into the future.

Perth City attracts the largest concentration of people in Greater Perth on any day reflecting its capital city status and the wide variety of opportunities for work, services and social and cultural activities. Around 205,750 workers and visitors are estimated to visit the CBD on a typical weekday¹ and around 25,000 students, workers and visitor attend the University of Western Australia (UWA)² and the Queen Elizabeth II Medical Centre on a daily basis.³

Perth City has experienced rapid residential population growth over the last decade, growing from 13,972 residents in 2005 to 24,244 residents in 2015 (housed), a growth rate of 5.7% per year (annual average) not dissimilar the high rates of population growth experienced on the fringes of

Greater Perth.⁴ Over 300 people are estimated to be sleeping rough in Perth City each night⁵ and the 2011 Census counted over 700 people as being homeless in the wider inner city region.⁶^a Over the next 20 years, an additional 15,500 people are expected to make Perth City their home, with the residential population reaching over 39,500 people by 2036 and 50,000 residents by 2050.⁷

Perth City is the capital of Western Australia and a place for all people to meet and connect for work, entertainment, education, services, shopping, recreation, tourism and culture. Perth City attracts a diversity of people and as such, their needs and aspirations are diverse and vary according to a range of factors such as age and life stage, education levels, where they live, occupation and income, level of disability and health, cultural and linguistic background, sexual orientation and gender and so forth.

^aThis figure related to for the Australian Bureau of Statistics (ABS) 'Perth City SA2' that includes parts of the City of Vincent as well as Perth City, although it's assumed a high proportion of these people would be living in the City of Perth local government area. Also note that the ABS's definition of 'homeless' includes rough sleeping, living in unsuitable accommodation (eg overcrowded houses) and in short-term tenure accommodation (eg boarding houses).

P1 COMMUNITY IDENTITY

- P1.1** Resident and Household Characteristics
- P1.2** Workers and Visitors
- P1.3** Identifying Needs
- P1.4** Community Stability and Pride
- P1.5** Being Involved

P2 QUALITY OF LIFE

- P2.1** Affordability
- P2.2** Basic and Acute Needs
- P2.3** Accessing Services

P3 HEALTH AND WELLBEING

- P3.1** Health and Lifestyles
- P3.2** Safety

FINDINGS**REFERENCES**

P1 COMMUNITY IDENTITY

Community identity looks at the composition of people who live in and visit Perth City. Residents of Perth City are those people who usually reside in Perth City, whether on a temporary or permanent basis. Visitors to Perth City include those who arrive here on a daily basis to access services, work or study, those on recreational day trips from other parts of Greater Perth and those visiting from other parts of Western Australia, Australia and overseas.

Community identity is informed by demographic (such as age, sex, income, education and place of residence) and household characteristics.

Further information on the demographic character of people who live, work and visit Perth City is also outlined in the Culture Chapter and the Appendices. In addition, further information is available on the City of Perth's Community Profile website <http://profile.id.com.au/perth/home>.

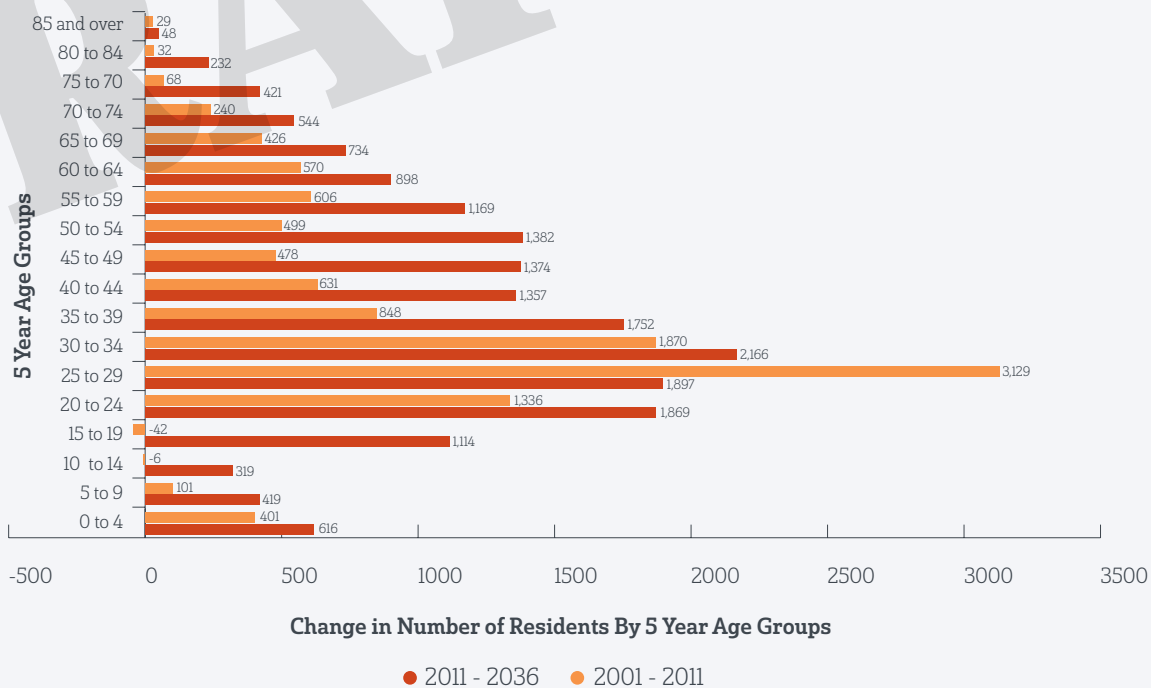
P1.1 RESIDENT AND HOUSEHOLD CHARACTERISTICS

The 2011 Census captures some key characteristics of the Perth City community which differentiates it from the suburban communities of Greater Perth but reveals similarities to other Australian capitals such as Melbourne and Sydney:

- The resident population is relatively young with over 55% aged between 20 and 39 years.

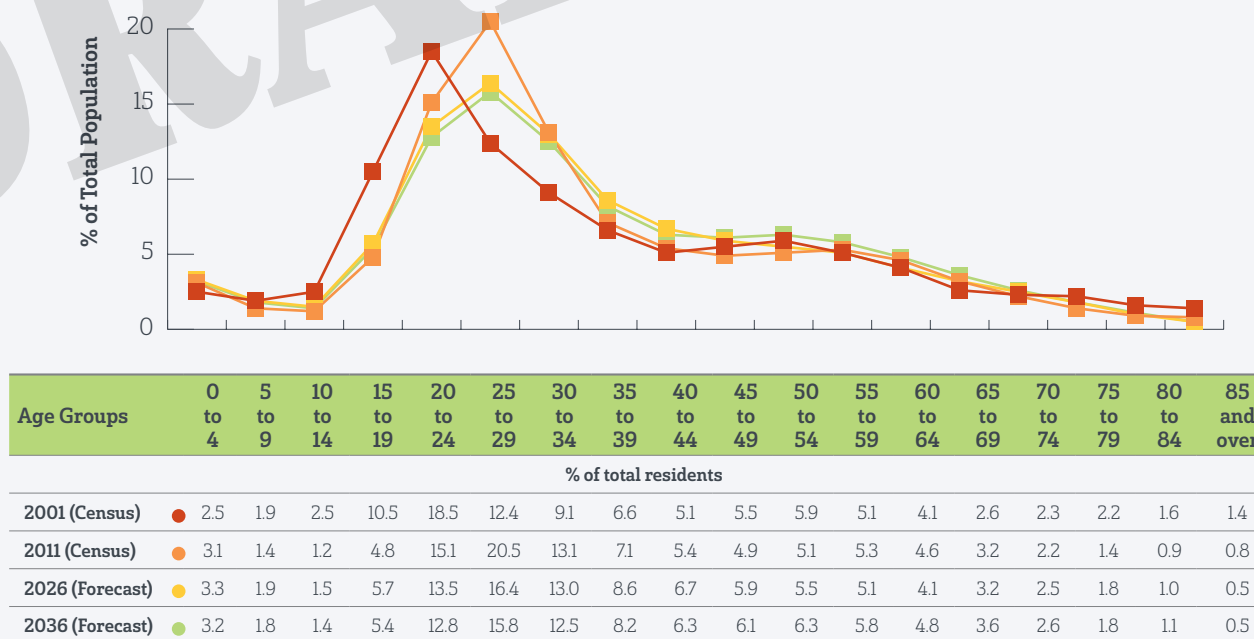
- The largest growth in population between 2001 to 2011 Census was in the 25 to 29 year age group (+3,129 people) and the 30 to 34 year age group (+1,870 people).
- One third of the 10,350 households consist of lone households (ie people living alone); a proportion which is comparable to the Cities of Melbourne and Sydney. A further 25% are couples without children. Over the period 2001-2011, the largest growth was couple without children (+34%) and lone households (+27%).

Figure 1 - Growth in Residents, Perth City 2001 to 2011, 2011 to 2036



- There are 1,345 children (under 17 years) living in just over 1,000 households.
- Over 52% of residents were born overseas and over half of those had arrived in Australia in the five years preceding the 2011 Census. Furthermore, 32.9% of the resident population speak a language other than English at home.
- 0.8% of residents are Aboriginal or Torres Strait Islander compared with 1.6% across Greater Perth.
- There are 3,551 university and TAFE students living in Perth City or 18% of residents.
- Of those residents in the labour force, over 52% are managers or professionals. A further 27% are employed in the service industry, administration or sales.
- As at August 2016, the unemployment rate for 'Perth Inner'^b was 4.5% which is lower than the WA average (6.3%) but higher than Sydney (Capital – 3.3%) and Melbourne (Inner – 3.9%).^c
- The labour force participation rate for Perth City residents aged 18-24 years was 57.6% significantly lower than the Western Australian average of 74.8%.
- Most Perth City people live in medium and high density homes such as apartments and townhouses, with pockets of older, single dwellings, particularly in Northbridge, West Perth and Crawley-Nedlands. Over 63% of Perth City's dwelling stock has two bedrooms or less.
- Over 21% of households do not own a car, a rate which is much higher than the rest of Greater Perth (6%) but much lower than the Cities of Melbourne (37%) and Sydney (34%).
- Approximately 4% of households live in social housing with the highest proportions in West and East Perth.⁹ Since the 2011 Census there has been growth in the availability of crisis, transitional (temporary, supported accommodation for homeless people), key worker and subsidised rental accommodation due to major developments completed by organisations such as the Foundation Housing, St Bartholomew's and City of Perth.

Figure 2 - Age Structure By 5 Year Age Groups As Proportion of Total Residents, Perth City, 2001 and 2011 (Census / Actual), 2026 and 2036 (Forecast)



^b 'Perth Inner' includes suburbs to the north and west of the City of Perth 2016 boundaries

^c Social housing is categorised by the ABS as housing provided by the WA Housing Authority.

Population Growth Forecasts

New residential developments in Perth City have spurred population growth over the last 15 years. This growth is forecast to continue, particularly in East Perth and the CBD. Figure 2 shows the population projections to 2036 for local areas within Perth City. Further information is available at the City of Perth’s population growth forecast website <http://forecast.id.com.au/perth>.

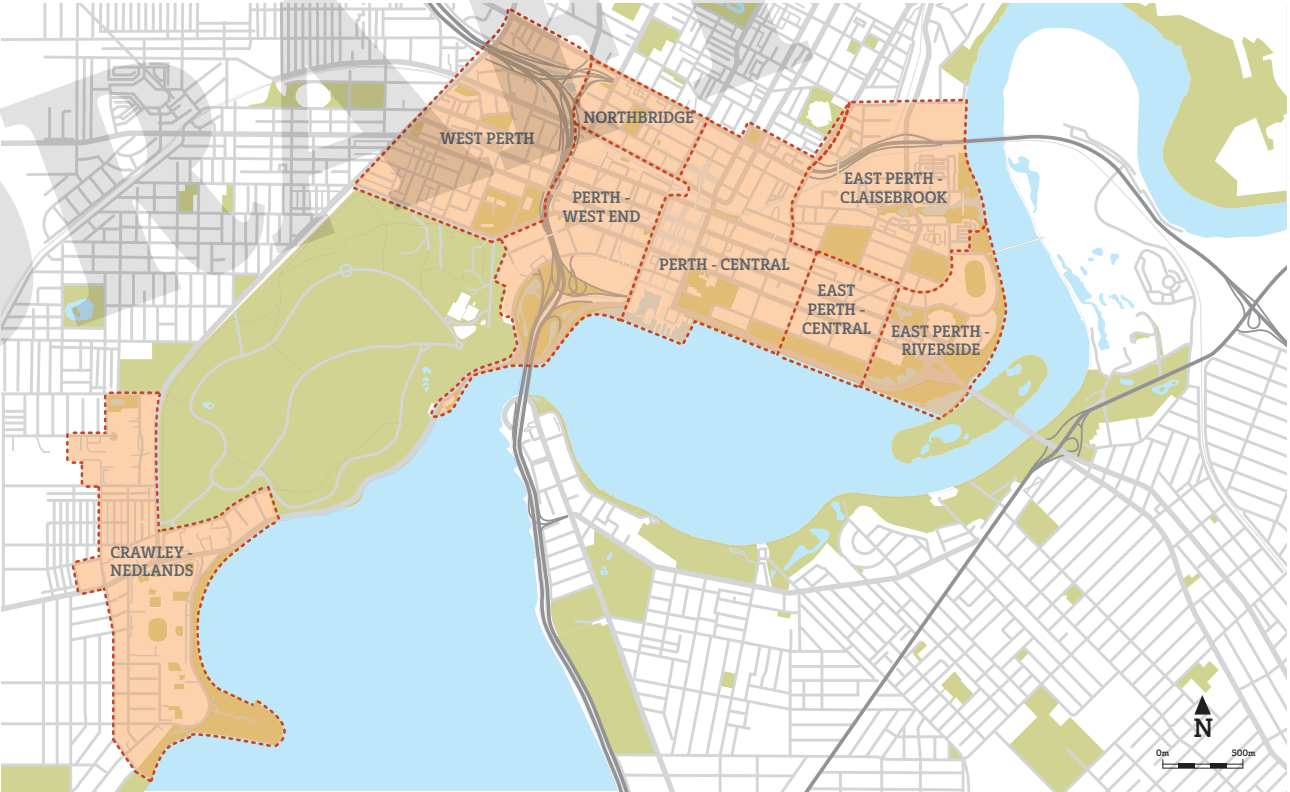


Path to Success (Credit Trinity College, East Perth)

Figure 3 - Population Forecasts to 2036, Perth City

Area	Population 2011	Population 2036	Forecast Change in Population 2011 - 2036
Crawley - Nedlands	4,087	5,183	+ 1,096
East Perth - Central	5,016	6,636	+ 1,620
East Perth - Claisebrook	3,346	5,492	+ 2,146
East Perth - Riverside	286	6,182	+ 5,896
Northbridge	1,108	1,760	+ 652
Perth - Central	2,473	6,253	+ 3,780
Perth - West End	1,962	3,842	+ 1,880
West Perth	3,075	4,316	+ 1,241

Population and household forecasts, 2011 to 2036, prepared by .id, the population experts, June 2016. <http://www.id.com.au>



^cThis is according to the Hachman economic diversity index used by Regional measures the economic diversity of a region in comparison to another economic region. Values closer to one would mean that the region's economic structure is very diverse. Values closer to zero mean that the region does not have a diversity of industry sectors as compared to the other economic region (Regional Australia Institute – Guide to Understanding Australia's Regional Competitiveness 2014).

P1.2 WORKERS AND VISITORS

In 2015, an estimated 205,750 people came into Perth City CBD on a typical weekday (midday), comprising:¹⁰

- workers (who live outside Perth City) 65% of visitors.
- workers (who live and work live in Perth City) 3% of visitors.
- students 7% of visitors.
- intrastate visitors 24% of visitors (ie accessing services, shopping etc. mostly people from Greater Perth)
- interstate and international visitors 3% of visitors (assuming mostly leisure and business tourists).

The highest proportions of City workers are in the 25-34 and 35-44 year age groups, representing 52.8% of total workers.

'Mining' accounts for 8.9% of jobs and only 3.5% of jobs are in the retail trade sector.

City jobs are largely office based. Forty per cent of workers are classed as professionals and a further 23.9% are clerical and administrative workers. Managers comprise 14.3% of the workforce. Just over 50% of the workforce has a Bachelor Degree or higher.

Students comprise a growing segment of the visitor population, particularly with the addition of the University of Western Australia to the City of Perth boundaries. Perth City hosts numerous private and public education institutions.

P1.3 IDENTIFYING NEEDS

From a community sustainability perspective it is essential that all members of the Perth City community are able to meet their basic needs (eg food, shelter etc), access essential support services, feel safe and secure and be in good health so they are able to look after themselves, assist others where necessary and achieve a desirable standard of living and quality of life.¹¹

On a daily basis, the wellbeing of Perth City people, their needs and aspirations will be influenced by a multiplicity of complex and interconnected factors such as individual income and debt levels, the cost of living and access to secure housing and services. Furthermore, the resilience of individuals may be compromised at different stages of their life experience by social network or family breakdown, health issues and destabilising events such as the loss of employment, income or the death of loved ones.

Data on the current needs of Perth City people or their aspirations, and any forecasting of potential future needs is limited and fragmented. There is no comprehensive set of data or study available

that identifies, quantifies or analyses the social needs of Perth City people. Current known and available data is very high level data eg usually ABS Census data, is not fit-for-purpose or specific to particular needs or cohorts of people, and has limited currency (ie value) given the social and cultural diversity of Perth City people (residents, workers, visitors) and the relatively rapid turn-over or churn of people through the City (ie length of residential stay is very short, and length of worker stay is unknown).

As such, the following section highlights potential groups in the community that may have particular needs which warrant further investigation.

Aboriginal people: The land and stretch of the Swan River that encompasses Perth City contains many important places for the Whadjuk Noongar^d people and continues to be a meeting place for Aboriginal people from all over WA to connect with each other. A disproportionately high level of Aboriginal and Torres Strait Islanders experience homelessness in Perth City (46% of homeless people surveyed¹²) compared to the overall proportion recorded at a residential address in the Perth City (0.8%).

^dNoongar (Koorah, Nitja, Boordahwan) (Past, Present, Future) Recognition Act 2016 recognises the important relationship the Noongar people have with the Noongar lands, and the significant and unique contribution of Noongar people to the heritage, cultural identity, community and economy of WA.

Families with Young Children: Currently, around 20 babies are born each month in Perth City (pre-July 2016)¹³ and an estimated population of children aged under four in 2015 of 740.¹⁴ However, there appears to be a smaller proportion in the number of older children (over 4 years) living in the City. As the numbers drop off in subsequent age groups it needs to be determined whether:

1. families are choosing to leave the City as children grow older to be closer to schools and other services, in detached/semi-detached dwellings with more private open space; or
2. this is an emerging source of population growth with new families in new residences intending to stay in Perth as children mature.

Families, particularly with children in the early years generate, considerable demand for services. At the same time, children's activities in early years education or school community environments generate opportunities for community connectivity.

Students and young workers: The City's residential and worker population is dominated by those in the 20-39 age group.¹⁵ Furthermore, most of those are working professionals taking advantage of the availability of apartments for rent, close to their places of work and the entertainment and cultural offerings of the City. This group is mainly living in couple, group or lone households.

Migrants and new arrivals: In recent years, Perth City has been the destination for young migrant workers meeting the labour demands generated by the resources boom. Over 52% of residents were born overseas and over half of those being recent arrivals to Australia, having arrived since 2006.¹⁶

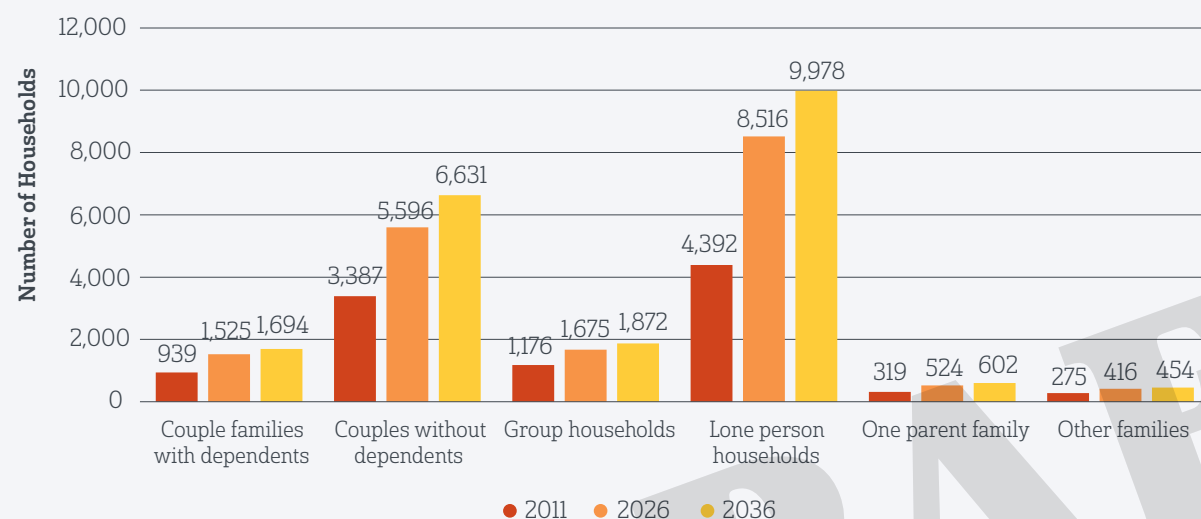
Over 48% of residents moved house in the period between 2006 and 2011^e and overall there were more people arriving from other parts of Australia and overseas than there were departing. This, in part is accounted for by the high influx of new residents due to growth in the available dwelling stock, however, there is also a lot of transience due to the high rate of private apartment rental accommodation. With high rates of transience, there is potentially lower community stability and lower personal investment in the local area by individuals. Community stability heavily influences residential satisfaction levels and the liveability of a local area.¹⁷

Women: 48.6% of workers in Perth City are female.¹⁸ Australia's ranking in the Global Gender Gap Index has fallen from 15th in 2006 to 24th in 2013 and 36th in 2015.^{19 20} A major indicator of gender equality is the proportion of women in senior leadership roles. The Committee for Perth's 2015 *Filling the Pool* report found that WA compares poorly to other Australian states in terms of female representation in leadership roles with 'half the national average of female directors, less than half the number of female CEOs and less than one third the number of female board chairs.'²¹

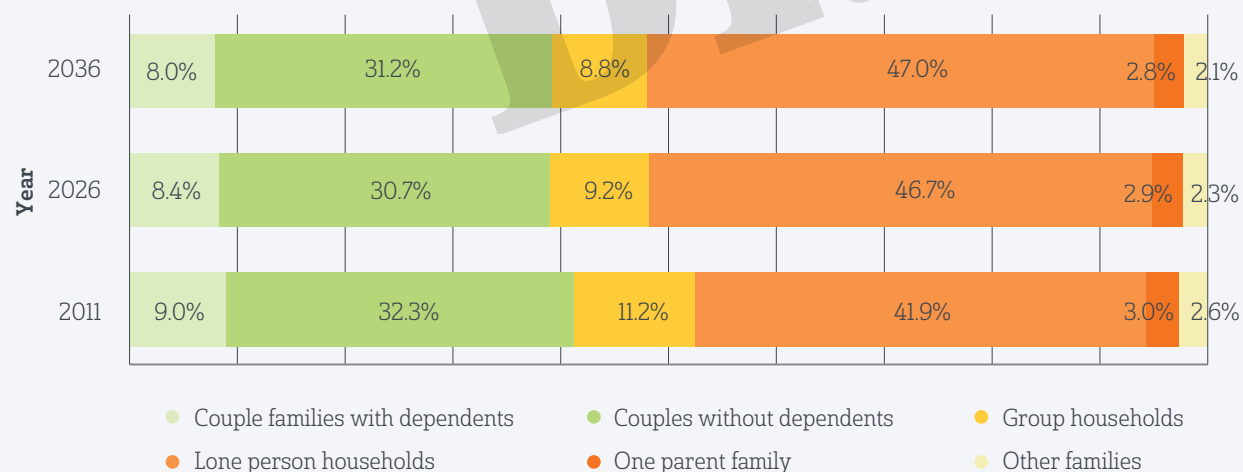
The WA and national gender pay gap has been widening over last 20 years and furthermore, in 2014, the gender pay gap for full time employees in WA was 25.4% compared with 18.5% nationally.²² Lower pay rates spanning a career have long term impacts for women, culminating in significantly lower superannuation savings. In 2013-14, women's average superannuation balances were 38% less than men's.²³

The WA *Women's Report Card 2015* also identified that the number of reported incidents of family and domestic violence against a female in WA rose from 3,600 in 2008-09 to 11,374 in 2014-15 and the proportion of female victims remained relatively constant at around 75%. Furthermore, in 2014, the proportion of sexual assaults committed against females was 92.2%.

Lone households: Figure 3 shows the profile of household types in Perth City in 2011 as well as the forecast household types in 2026 and 2036. The two dominant household types in 2011 were lone households (i.e. people living alone) (42%) followed by couples without dependents (32%). Lone households are forecast to increase to 47% of all households by 2036 while the proportion of couple without dependents is expected to remain relatively stable.

Figure 4 - Number of Households by Type, Perth City, 2011, 2026 and 2036

The high proportion of lone households in Perth City is in line with trends in other capital cities and is a key factor in the changing composition of households nationally. Accordingly, it is likely that a growing proportion of workers and visitors also live alone. The needs of people living alone may transpire into a greater need for community connections to maintain levels of contact with others that benefit personal wellbeing, as well as a greater need for health, caring and support services for older residents.²⁴ The experience of Perth City people living alone, their needs and aspirations for connection and support are not currently well understood.

Figure 5 - Proportion of Households by Type, Perth City 2011, 2026 and 2036

[†] The World Economic Forum's Global Gender Gap Report quantifies the magnitude of gender disparities and relative gaps between women and men across four key areas: health, education, economy and politics, covering 144 countries (Source: <http://reports.weforum.org/global-gender-gap-report-2016/>).

Disability access and inclusion: Disability access and inclusion in Perth City is an equity issue requiring ongoing attention and monitoring, particularly as the City's residential population grows and the population of Greater Perth increases to 3.5 million people by 2050, and there will be significantly more people living, visiting and working in Perth City. Based on current population figures and national disability prevalence rates, there was an estimated 4,476 people with a disability living in Perth City (in 2015). This figure does not include their families, friends and carers affected by access and inclusion issues.²⁵ The number of Perth City workers with some form of disability is unknown.



Access for All (Credit J Wyld)

Social inclusion: Social inclusion in this sense relates to the structures in place to ensure that the full diversity of the population is able to freely participate, regardless of age, race, ethnicity, gender identification, sexual orientation or religion. In addition to these cultural identifiers, social exclusion occurs as the result of a combination of linked and mutually reinforcing problems which prevent full participation by individuals in society. These include people facing disadvantage on a day-to-day basis due to varying risk factors such as very low income, unemployment, lack of internet connection, low levels of education, health conditions and disability and overcrowding. These types of risk factors are often shown to be associated with a range of poor social outcomes.^{26 g}

Relative to other Local Government Areas, Perth City residents have low levels of disadvantage with an ABS SEIFA index rating (1,082) in the top 10% of all Local Government Areas in Western Australia and Australia.²⁷ Perth city also exhibits a higher score compared to the Cities of Sydney and Melbourne (each scored 1,051, in the 9th decile ranking).

There are, however small pockets of disadvantage within the Perth City where there are higher populations of students (Crawley), transient residents (such as rough sleeping homeless in the CBD) and those in social housing (such as East Perth).

PL4 COMMUNITY STABILITY AND PRIDE

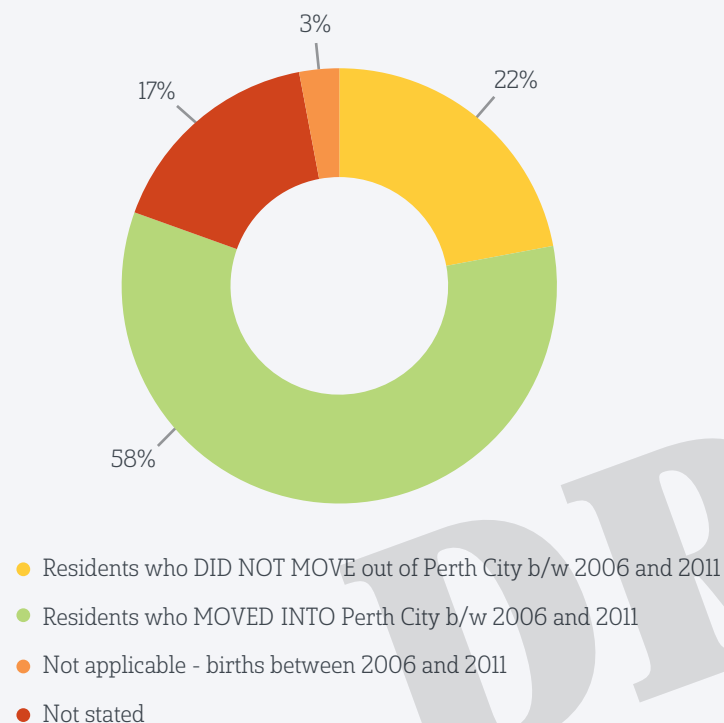
Community stability refers to the amount of change the community experiences and how capable the community is to manage the change.²⁸ A stable community provides a strong foundation for social networks, community groups and organisations to develop and flourish. Understanding the length of time residents have lived in the same location gives an insight into the stability of the community.

Perth City residents' length of stay is relatively short compared with Greater Perth. Only 19% of Perth City residents lived at the same address 5 years earlier compared with 51% of Greater Perth residents and only 50% of Perth City residents lived at the same address one year earlier, compared with 78% of Greater Perth residents.²⁹ This is due to the high rates of population growth and high proportion of rental accommodation in Perth City.

During the 10 year period 2005 to 2015, Perth City grew from 13,972 residents³⁰ to 24,244 residents, which is an average growth rate of 5.7% per year or a total increase of 73.5%. In Perth City, 62% of dwellings are rentals compared with 28% average across Greater Perth.³¹ As such, there are high levels of in-migration and new residents. There is no data available that outlines the reasons why residents move out of Perth City or why the rates of re-location are so high.

^g Low income is a barrier to accessing goods and services, unemployment is an inability to participate in the labour market, and poor health can be a barrier to social and economic participation. Further, these factors are mutually reinforcing, for example unemployment can lead to low income which reduces access to quality housing

Figure 6 - Change of Address (Migration) Between 2006 and 2011, Perth City (pre-July 2016)



When people engage with their community it enhances their feeling of wellbeing and fosters community spirit, this participation can be through a wide range of interactions and activities such as sports clubs, community groups and attendance at events (Australian Bureau of Statistics, 2006).

In 2015, a survey of Greater Perth residents found 94% were satisfied with life in Perth.³² Furthermore, Greater Perth residents have consistently identified higher levels of pride in the Australian way of life and culture and a sense of belonging in Australia, compared to other capital cities. Between 2008 and 2015, 57.6% of Greater Perth residents indicated feeling pride to a great extent, compared to 50% of Melbourne residents. Seventy four per cent felt a sense of belonging, compared to 65.5% of Melbourne residents and 67.5% of Sydney residents.^{33 h}

P1.5 BEING INVOLVED

'Being involved' refers to the level of engagement of people in the Perth City community which can enhance wellbeing and foster community spirit. Participation can be through a wide range of interactions and activities such as sports clubs, community groups and attendance at events.³⁴ Ability to participate in community more broadly can be influenced by a range of factors, such as disability or health issues, physical access and transport, ability to communicate, access to information, culture and gender identity, trust in community institutions and income.³⁵

Rate of volunteering and membership in clubs, organisations or associations are often used as indicators for community participation and connection.³⁶ In 2011, 13.5% of Perth City residents did unpaid voluntary work through an organisation or group in the twelve months prior to Census night, compared with 15.6% average across Greater Perth.³⁷

Twenty sport clubs and associations are registered with the Department of Sport and Recreation in Perth City. Among these, three are based around the Perth and Tattersalls Bowling Club in East Perth, six at UWA and four are rowing or sailing clubs with activities focussed on the stretch of the Swan River adjoining the City. There are also two privately run self-defence associations and a cricket club and swimming club. These clubs and associations have regional membership catchments and benefit from being centrally located in the City. There is no data available on the level of membership among residents of these clubs and associations inside or outside of Perth City.

^h The Scanlon Foundation Surveys 2008-2015 posed the following questions to survey respondents over consecutive years between 2008 and 2015: "To what extent do you take pride in the Australian way of life and culture?" and "To what extent do you have a sense of belonging in Australia?"

P2 QUALITY OF LIFE

The quality of life of residents and the experience of workers and visitors to Perth City is influenced by the overarching way of life that culturally defines Australia. This way of life is constantly evolving, according to the conditions of the local and national economy, the political environment and the reforms of the government of the day and the influences of the global social landscape.

Given Australia’s prosperity, it is reasonable for Perth City people to expect to enjoy a good quality of life, in good health and comfortable living and working conditions.^{38 i} There is also an expectation that we should be free to go about our daily lives feeling safe and secure and that each individual should generally feel as connected and close to others as they’d like to be.

The three tiers of Australian government, community and private sector organisations work to ensure that the community enjoys acceptable standards of living and quality of life.³⁹ There is a generally accepted understanding that vulnerable people in our community will be supported in terms of accessing essential opportunities and support services to enjoy a good quality of life, such as housing, employment, education and health care.

P2.1 AFFORDABILITY

Cost of Living

In 2011, over 43% of Perth City households earned incomes in the top 25% income quartile.^{40 j}

The cost of housing is a significant component of the cost of living, however, it is likely that residents of Perth City benefit from the reduced costs of other factors, such as transport, although this has not been researched to-date. The availability of regional level services and facilities such as cultural institutions, education and hospitals that serve Greater Perth and the state of WA in Perth City, in addition to its function as the destination focus of the public transport network, the highest generator of jobs, the focus of services and the location of choice for major high profile events and festivals, results in monetary and non-monetary benefits for residents, workers and visitors.

The cost of living in Greater Perth reduced slightly in the first quarter of 2016 and rose by only 0.3% in the second quarter, a cost increase on par with Darwin and Canberra but less than the other capital cities. However, compared with 2011-12, the cost of living is over 8% higher. Reduction in rents due to high vacancy rates in the second quarter of 2016 contributed -0.7% to the index steadying growth in the overall cost of living compared to other capitals.⁴¹

Figure 7 - Consumer Price Index, Capital City comparison of Index numbers and percentage change, June Qtr 2016

Greater Metropolitan Areas	Index number(a) Jun Qtr 2016	% change Jun Qtr 2015 to Jun Qtr 2016
Sydney	109.3	0.9
Melbourne	108.6	1.4
Brisbane	109.0	1.5
Adelaide	107.5	0.7
Perth	108.2	0.5
Hobart	106.4	1.2
Darwin	108.3	0.0
Canberra	106.4	0.8
Weighted average of eight capital cities (a) Index reference period: 2011-12 = 100.0.	108.6	1.0

Source: Australian Bureau of Statistics, Consumer Price Index, 2016

ⁱ Australia ranks 2nd according to the 'How's Life? Measuring Wellbeing' data collected by the OECD (Source <http://www.oecdbetterlifeindex.org/countries/australia/>)

^j Income quoted is 'Equivalent Household Income' which households on an equal footing independent of household size and composition to enable a true comparison between areas and over time (Source ID Profile, 2016).

Given differing income levels across the population, it is important to consider the cost of living in relation to different household types.

WACOSS' Cost of Living Report⁴² models expenditure and income for a working family, single parent family and unemployed single. As the study area is Greater Perth, findings can be considered indicative, but not representative of the Perth City residents and workers.

The WACOSS 2014/15 and 2015/16 financial year key findings have been described as follows:

Our three model households demonstrate that those who are able to secure two income streams through employment have seen a reasonable improvement in their cost of living, with only a marginal improvement for the single parent family. For those without employment, however, their cost of living remains well beyond their income⁴³.

Without adequate support, living costs place significant pressure on a household's financial resilience. Poor financial resilience for low income households can mean that just one emergency or crisis, such as crises related to their health, employment or living situation, could find them facing severe financial shock and becoming over-indebted.⁴⁴

Figure 8 - Income and Expenditure of Three Model Households

	Income		Expenditure		Net Position	
	2014-15	2015-16	2014-15	2015-16	2014-15	2015-16
Single Parent Family	\$944.12	\$978.00	\$938.17	\$905.12	\$5.95	\$72.08
Working Family	\$1,397.49	\$1,425.59	\$1,321.44	\$1,294.62	\$76.05	\$130.97
Unemployed Single	\$304.65	\$310.46	\$353.49	\$343.67	-\$48.83	-\$33.21

Source: WACOSS, 2015 and 2016

Perth City has a high proportion of lone person households, at almost double that of Greater Perth, but has a lower proportion of households with single parents and working families. Seventy per cent of Perth City's low income households (741 households) are lone person households^k compared to 59.5% of Greater Perth low income households. The WACOSS data suggests that even with softening of the rental market, these households may be financially vulnerable.



City of Perth Library (Credit J Wyld)

^k This is households in the lowest 40% of incomes and is adjusted each year by wage CPI as per the Housing Authority's formula for calculating affordable housing.

Affordability of Housing

Housing is the largest component of the cost of living, and the supply of affordable housing in Perth City influences the socio-economic diversity of its residents and levels of social equity amongst residents of Greater Perth.¹

Affordable housing is generally defined as housing that costs no more than 30% of gross household income for households in the low and moderate income ranges^m. Households in these ranges paying more than 30% on housing costs are considered to be in “housing stress”, although as described earlier, there may be some opportunity for households living in Perth to potentially offset some of their living costs due to increased accessibility to jobs and services.

In 2011, median weekly rent and mortgage repayments were considerably higher for residents of Perth City (\$440 and \$2,496 respectively) compared to Greater Perth (\$320 and \$2,000 respectively).⁴⁵

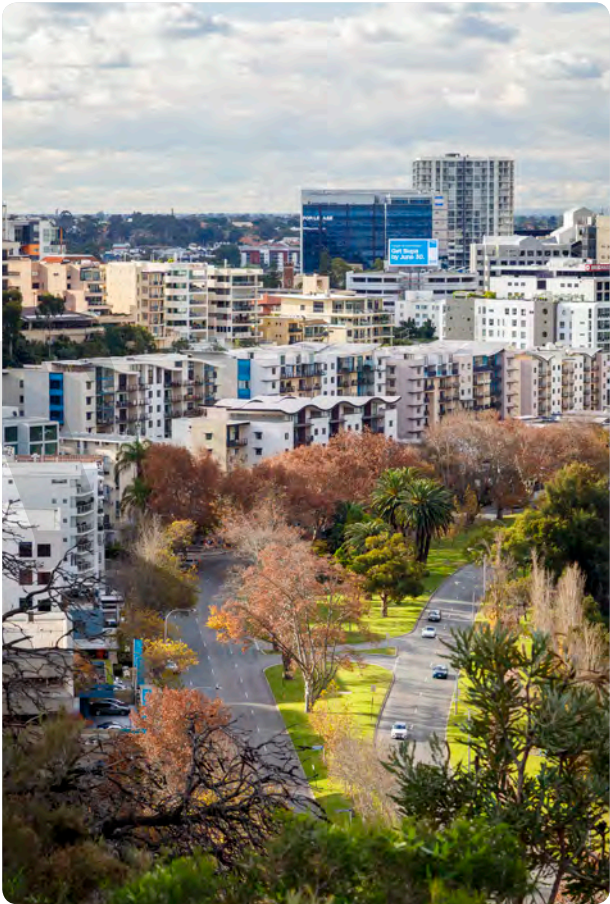
Housing Stress

In 2011, 10.2% of households in Perth City (1,054 households) were experiencing housing stress compared to an average of 9% across Greater Perth, with variation being experienced in different areas across the City.ⁿ

However recent data shows that while the cost to purchase a house in Perth City remains well above the median for Greater Perth, the cost of purchasing a unit is only slightly higher (\$524,500 in Perth City compared to \$436,000 for Perth as at March 2016).⁴⁶

Figure 9 - Households in Housing Stress, Perth City, 2011

	% of Households
Crawley-Nedlands	31.9%
East Perth (North)	7.8%
East Perth (South)	9.6%
Northbridge	11.3%
Perth	6.6%
West Perth	6.4%
TOTAL	10.2%



Dwellings (Credit J Wyld)

¹ WACOSS describes diversity and social equity as two of the principles of social sustainability (WACOSS, 2008). Equity refers to the quality of fairness and impartiality between members of society, while diversity refers to the range of different people such as socio-economic or cultural groups.
^m Affordable housing should not be confused with the concept of ‘housing affordability’ which indicates relative affordability across the whole housing market
ⁿ Note – ID Atlas using NATSEM (National Centre for Social and Economic Modelling) model as households in the lowest 40% of equivalised incomes (income adjusted using equivalence factors to remove the effect of household size and composition) across Australia.

Affordable Purchases

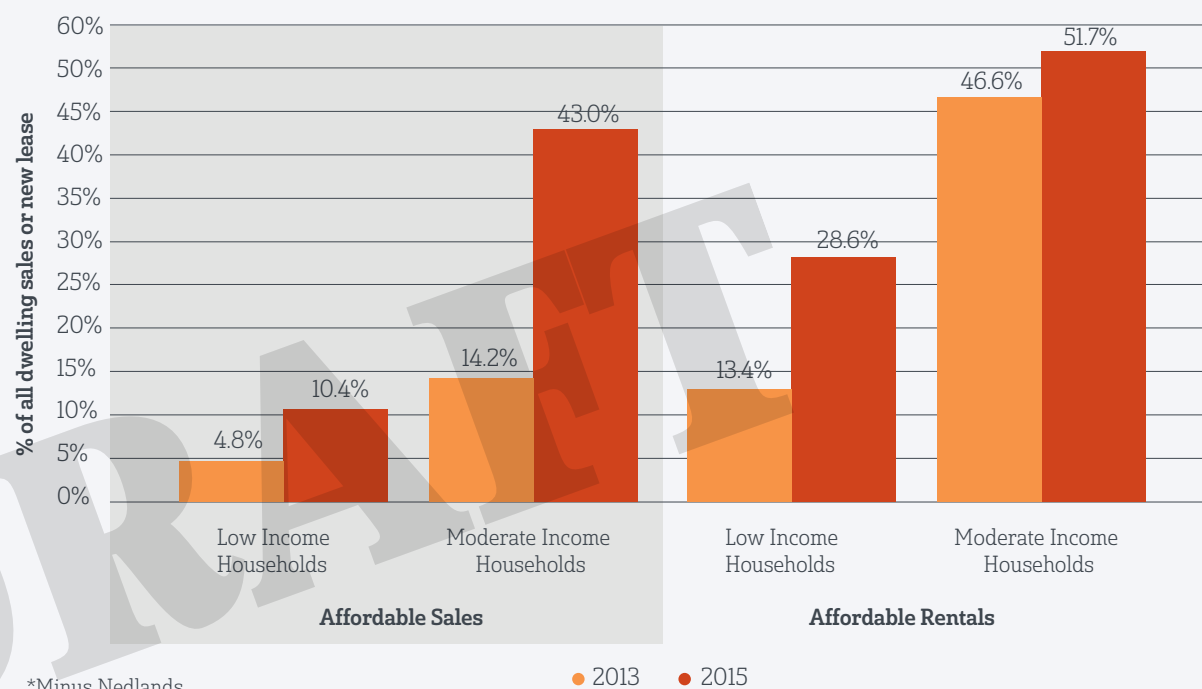
Between 2013 and 2015, the affordability of purchasing dwellings in Perth City (pre-July 2016) increased by 5.5% for low income households and 28.8% for moderate income households.^o

Affordable Rents

Between 2013 and 2015, the affordability of rentals in Perth City (pre-July 2016) increased 15.2% for low income households and 5.1% for moderate income households.^p

A 2016 report on rental affordability by Shelter Australia, Community Sector Banking and SGS Economics and Planning found improvements in rental affordability within the Inner Perth region due to increases in average household income of 6.6% between 2013 and 2015 across Greater Perth and a decline in median rents of 9.8% during the same period.⁴⁷

Figure 10 - Proportion of Affordable Dwelling Purchase & Rentals for Low and Moderate Income Households, Perth City, 2013 and 2015*



^o Calculations based on actual sales data and an assumption of 10% deposit and a interest rate of 4.63% over a 30 year loan).

^p Calculations based on actual rent price data from the Department of Commerce bond lodgements.

P2.2 BASIC AND ACUTE NEEDS

Having a home or safe place to live is a basic human need. Being homeless has numerous negative impacts such as making it harder to secure employment, maintain good physical and mental health and connect with others in the community.^{48 49}

The Australian Bureau of Statistics estimates a homelessness^a rate of 42.8 per 10,000 people in WA, slightly higher than both NSW (40.8) and Victoria (42.6).⁵⁰

In 2011, the ABS counted 783 people as homeless in Perth City SA2 (which includes adjacent suburbs in the City of Vincent but excludes Nedlands and Crawley).

In 2016, Ruah Community Services identified 319 rough sleepers in Perth City during their annual Perth Registry Week survey (76% of the total number identified across Greater Perth). Three-quarters of those counted as homeless agreed to be interviewed and it was found that 73% were men and the average age was 40 years old.⁵¹ Just as workers and visitors are drawn to the city, so are those experiencing homelessness.

Across Greater Perth the average duration of homelessness for youth participants in the Ruah Registry survey was 3 years, while for adults it was nearly 5 years^r. This result is influenced by the survey approach, which only includes those who are currently homeless.

The 2014 ABS Australia wide General Social Survey which included those who had experienced homelessness in the past (but were no longer homeless), found that only 28% had been homeless for six months or more.⁵²

In 2011, 416 households (4.0% of total households) in Perth City were living in public housing, compared with an average of 3.6% across Greater Perth. Over the last five years, a number of social housing dwellings have been built for people who were previously homeless and low income households such as St Bartholomew's Lime Street development (148 units), Foundation Housing's Bennett St development (70 units) and the City of Perth's Penny Lane apartments (48 units).

However, there is currently no data that provides a comprehensive picture of current or forecast demand and current and future supply of social and community housing, crisis or temporary accommodation in Perth City, or other infrastructure such as homeless day centres, facilities for storage of possessions and so forth.



Heirisson Skyline (Credit J Wyld)

^a The ABS defines a person as being homeless when they live in a dwelling that is inadequate or have no tenure, or if their initial tenure is short and not extendable or does not allow them to have control of, and access to space for social relations.

^r Mean average duration of homelessness. Median duration is slightly shorter.

P2.3 ACCESSING SERVICES

The ability to access local services which meet our needs is essential to our quality of life and the sustainability of our community.⁵³

Fair and equitable universal access to health and education services is generally regarded as fundamentally important in contemporary Australian society.

Given its important function as a capital city, Perth City has a broad range of health and community care support services, including those that cater for vulnerable and disadvantaged groups. Residents may benefit from easy access to these regional services.

A desktop survey identified the following community services in Perth City:

Figure 11 - Community Services, Perth City, 2016

Service	Number
Private hospitals	3
Public hospitals	1
General practice clinics	20
Crisis support (including homelessness and youth support) services	18
Counselling services	28
Mental health services	35
Drug and alcohol support services	16
Aboriginal health services	4
Women's health services	10
Disability support services	14
Disability supported accommodation services for people with disabilities	2
Job seeker support services [†]	9
Aged residential care facilities	2
Out of school hours care	1
Child care centres [‡]	5



Citipace Child Care (Credit J Wyld)

There are three private secondary school colleges[‡] in Perth City, but currently no public schools offering kindergarten, primary or secondary education. Perth CBD is in the catchment of Highgate and West Leederville Kindergarten and Primary Schools, while the new areas of Crawley-Nedlands are serviced by Hollywood, Rosalie, Nedlands and Loreto-Nedlands Kindergarten and Primary Schools.

The City has two North Metropolitan TAFE campuses, the University of Western Australia main campus, Curtin University schools, and around 55 private training businesses offering a range of courses and education opportunities. In 2017, Central Queensland University will begin operation in the CBD.

[†] Note that this only includes those providers available via the Australian Governments Job Services Australia, referral and eligibility to access these services is via the Department of Human Services and is generally for those who receive income support payments due to unemployment.

[‡] There are no before or after school care or vacation care services for children in Perth City.

[‡] Trinity College offers primary education for boys from Year 4.

P3 HEALTH AND WELLBEING

The World Health Organisation defines health as *"a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity"*.⁵⁴

Individual wellbeing can be measured using people's subjective evaluation of themselves, based on their feelings, or by collating any number of observable attributes that reflect on their wellbeing.⁵⁵ Being in a state of good health and wellbeing assists an individual to engage with others and contribute to the sustainability of a community.

Examining the potential health and wellbeing of Perth City people is important because it enables us to gain an understanding of how well Perth is functioning, as a capital city. Wellbeing can be examined by looking at a set of characteristics which determine whether people are safe and secure, are included in city life and able to access the services they need, have the capacity to enjoy a healthy way of life and enjoy a long lasting connection to the City itself and the people they share the City with.

P3.1 HEALTH AND LIFESTYLES

Government health data is compiled by the place of a person's usual residence. Therefore, the data presented in this section represents the health of residents of Perth City and excludes the homeless community who are vulnerable to issues relating to physical and mental health (refer to the 'Basic and Acute Needs' section earlier).

Furthermore it is relative to the former boundaries of the City, before the inclusion of Crawley and Nedlands in July 2016. Perth City contains a number of regional health facilities (across a broad spectrum from hospitals, to general practice clinics to gyms) and places and spaces to engage in healthy activities, which are accessed by the daily visitor and worker population. However, the extent to which these factors influence the health and wellbeing of those individuals represents a gap in available data.

Individual health and wellbeing is impacted by a range of lifestyle factors, such as diet, drug and alcohol consumption and physical activity.

In 2012, residents and workers in Perth City were surveyed and the following key indicators of health behaviour were collected:⁵⁶

- 63.7% of respondents ranked their overall health as 'excellent' or 'very good'.

- 32.5% of respondents ranked their overall health as 'good' or 'fair'.^w
- 58.5% of respondents consume at least two serves of fruit per day.
- 9.1% of respondents consumed over 5 serves of vegetables per day.
- 30.2% eat takeaway food at least once per week.
- 3.5% smoke daily and 3.2% smoke occasionally.
- 12.9% of respondents never drink alcohol, while 25% did less than once a week. 28.7% of respondents drank alcohol on three or more nights per week.
- 53% of residents participated in more than 150 minutes of moderate physical activity in a typical week.

The rates of obesity, being overweight (but not obese) and hypertension (high blood pressure) are lower among Perth City residents compared to Greater Perth residents. The rates of individuals with high cholesterol are relatively consistent across the three comparison regions of Perth City, Greater Perth and other Greater Capital Cities.⁵⁷

Figure 12 - Prevalence of health risk factors, 18 years and over, Perth City (pre-July 2016)

	Perth City	Greater Perth	Greater Capital Cities
	<i>ASR* per 100*</i>	<i>ASR* per 100*</i>	<i>ASR* per 100*</i>
Obese	19.4	27.4	25.8
Overweight	35.0	37.2	35.3
Current high blood pressure	8.9	9.2	10.2
Current high cholesterol	34.7	34.7	32.8

* ASR refers to indirectly age-standardised rate

The rate of Perth City residents estimated to experience mental health issues is slightly higher than Greater Perth residents. From 2009 to 2012, there was a higher annual rate of avoidable deaths from suicide and self-inflicted injuries in Perth City and Greater Perth compared to other Greater Capital Cities. The rate of Perth City residents who are estimated to experience psychological distress from 2011-2013 was also comparable to Greater Perth and other Greater Capital Cities.⁵⁸

Figure 13 - Mental health indicators, Perth City (pre-July 2016)

	Perth City	Greater Perth	Greater Capital Cities
Estimated population with mental health issues ASR* per 100	15.7	14.0	13.1
Estimated population, aged 18 years and over, with high or very high psychological distress based on the Kessler 10 Scale (K10) ASR* per 100	10.3	10.5	10.6
Avoidable deaths from suicide and self-inflicted injuries, persons aged 0 to 74 years Average annual ASR* per 100,000	15.7	12.2	10.1

* ASR refers to indirectly age-standardised rate

P3.2 SAFETY

Personal security is a human right.⁵⁹ A safe and secure environment enables individuals to come together as a community and local businesses, shops, restaurants and services to function effectively. It enables children, older people, visitors and people with disabilities to move around freely.

Safety can be measured by the prevalence of violence, reported crime rates and perceptions of safety.

Violence

The Australian Bureau of Statistics (ABS) collects data on the prevalence of violence* in the community through the Personal Safety Survey (2012), although data is only available at State level. The Survey found that 93.2% of women and 91.4% of men did not experience violence in the last 12 months.⁶⁰ Although there is no valid data at the local level, it could be assumed that there may also be very low levels of violence in the Perth City community.

Reported Crimes

Reported crimes are violations of the laws that have been put in place to ensure individuals and the community are safe and secure. As such, levels of reported crime can be used as a proxy for

measuring safety. However, crime statistics are inherently difficult to analyse and should be used with caution - for example an increase in reported crimes may actually indicate increased policing rather an actual increase in criminal activity. This has been evidenced in the Perth Police Sub-District in 2016 with the introduction of police officer bike patrols in the City and surrounding suburbs allowing for faster response times and greater agility through city streets by police officers.^y

The rate of reported crimes appears to have peaked in 2014 at 9.6 reports per 1,000 residents followed by a 2015 rate of 7.7 per 1,000 residents (refer to Figure 14).

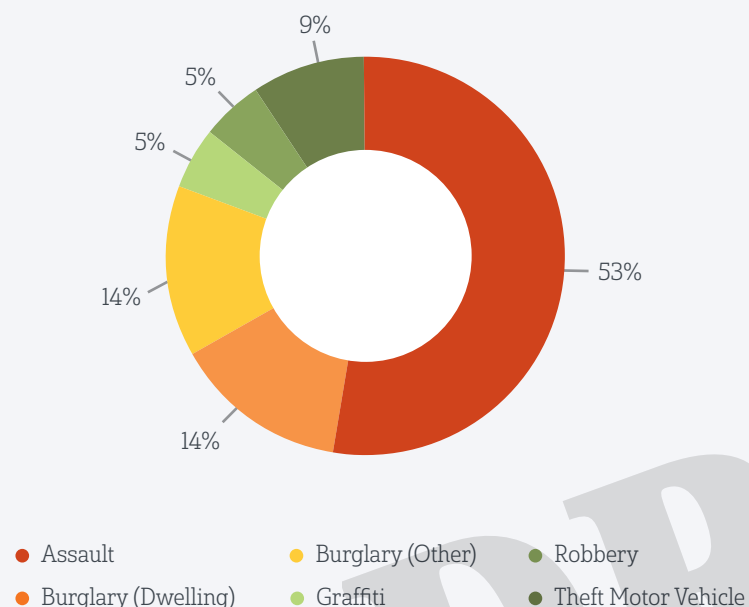
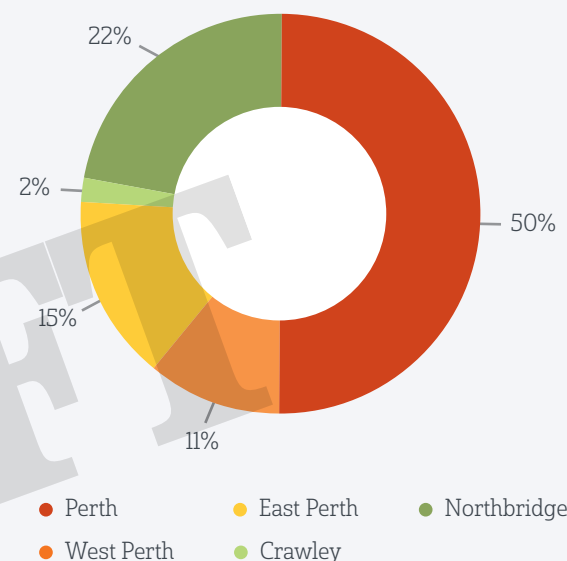
Figure 14 - Reported Crime Rate per 1,000 Residents, Perth City (pre-July 2016), 2011 to 2015

	Total Reported Crimes	Resident Population*	Rate Per 1000 Residents
2011	2,363	16,720	7.1
2012	2,330	19,366	8.3
2013	2,356	20,253	8.6
2014	2,152	20,629	9.6
2015	2,741	21,092	7.7



Northbridge (Credit J Wyld)

* The ABS define violence "as any incident involving the occurrence, attempt or threat of either physical or sexual assault experienced by a person since the age of 15" (Source - Australian Bureau of Statistics (ABS) 4906.0 - Personal Safety, Australia, 2012).
^y WA Police Briefing to East Perth Community Safety Group, July 2016

Figure 15 - Reported Crimes by Type, Perth City (pre-July 2016), 2011 to 2015**Figure 16 - Reported Crimes By Suburb, Perth City (pre-July 2016) 2011 to 2015**

Perceptions of Safety

Community perception of safety in Perth City was surveyed in the City of Perth's Safety City Survey (2014) which found overall the community felt safer during the day and less safe at night.⁶¹

- 78% of residents, 86% of visitors, and 83% of businesses (an average of 82%) felt "safe or very safe" during the day, and
- 38% of residents, 36% of visitors, and 34% of businesses (an average of 36%) felt "safe or very safe" at night.

Whilst respondents overall felt a lower level of safety at night, a higher proportion (28%) provided a neutral response (felt neither unsafe or safe) compared to 13% during the day.

The survey questions were relatively general and did not ask questions relating to perceived safety people felt in their homes, or moving about at night, as are asked in local government community indicator surveys in Victoria, for example.⁶²

Safety at Events

In 2015-16, there were no complaints received by the City of Perth regarding public health and safety at over 400 public events during the year, although one prosecution was launched due to a perceived breach of public safety in a public building, however it did not proceed.⁶³

FINDINGS

S1 COMMUNITY IDENTITY

1. The daily life of Perth City people is influenced by numerous interconnected factors such as individual income and debt levels, the cost of living and access to secure housing.
2. The resilience of individuals may be compromised at different stages of their life experience. We need a better understanding of Aboriginal people in the city, families with children, students and young workers, migrants and new arrivals, gender issues and the experience of people living alone and those facing disadvantage.
3. There is also a need to examine inclusion in the broadest sense to ensure that all people can freely participate in the City, regardless of age, race, ethnicity, gender identification, sexual orientation or religion.
4. Our adult population is relatively young; over 55% of the population is aged between 20 and 39 years.
5. One-third of the 10,350 households in the City of Perth consist of people living alone; a proportion which is comparable to the Cities of Melbourne and Sydney. A further 25% are couples without children. Over the period 2001-2011, the highest growth in households was couples without children (+34%) and lone person households (+27%).
6. A slightly lower proportion of residents volunteer in community groups or organisations relative to Greater Perth.
7. A low proportion of residents have lived in Perth for five years or more, which is a factor of population growth and the high turnover of residents due to the high proportion of rental accommodation. There is no data identifying the reasons why residents move out of Perth City.

S2 QUALITY OF LIFE

8. Perth City has a relatively low level of socio-economic disadvantage among residents. Many residents are high income earning and can afford to pay higher than average rents and mortgages. However, there is also a low income segment of the population and over 400 households in social housing.
9. The cost of living city is influenced heavily by the cost of housing, although some costs, such as transport, might be offset by living in the City where residents live and work locally, thus contributing to affordability.
10. In 2011, approximately 10% of households were considered to be experiencing housing stress (ie households in the lowest 40% of incomes paying more than 30% of their usual gross weekly income on housing costs). However, between 2013 and 2015 the affordability of housing for renting and purchasing for low and moderate income households improved.
11. Perth City has a large concentration of essential services that residents and visitors can access. Beyond essential services, the needs of residents require further investigation due to a lack of existing data.
12. Perth City has a homeless (rough sleeper) population who have acute / basic needs.

S3 HEALTH AND WELLBEING

13. The health and wellbeing of Perth City residents is generally in line with the Greater Perth population and the population of other Australian capital cities, however, mental health was poorer according to 2009-2012 data.
14. Perth City contains a number of regional health facilities (across a broad spectrum from hospitals, to general practice clinics to gyms) and places and spaces to engage in healthy activities, which are accessed by the daily visitor and worker population. However, the extent to which these factors influence the health and wellbeing of those individuals represents a gap in available data.
15. Crime and safety in Perth City is a focus of a number of City agencies and organisations. Increases in reported crimes can occur in response to increased police presence and activity. 78% of residents, 86% of visitors, and 83% of businesses felt safe during the day, while 38% of residents, 36% of visitors, and 34% of businesses felt safe at night.

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DRAFT

CHAPTER 4

CULTURE

UNESCO define culture as *"the set of distinctive spiritual, material, intellectual and emotional features of society or a social group, and that it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs"*.¹

In its broadest sense, culture is the lens through which we view the world, framing our perceptions and interpretations. Cultural values are manifest in the actions, communications, exchanges and expressions of the community. In this way, culture is the key to understanding the contemporary context of Perth City and our capacity to influence and shape the future.

Culture has been identified as an essential pillar of sustainability,² because it is necessary to instigate change in the values that people hold, share and defend in order to achieve lasting changes in actions and behaviours. Consequently, cultural factors have a role to play in all areas of Perth City's development including economic growth, environmental sustainability, social cohesion and harmony, human freedoms and political stability.³

Despite its fundamental role in all that we do, our own culture is typically something that we are not aware of until we encounter cultural difference. This explains why our thinking about culture can often focus on "other" cultures, and is often associated with ethnicity and race. It also explains why some of our thinking about culture focuses on specialised cultural practices, such as traditional and religious practices, or the arts.

While these are important and highly visible aspects of culture, it is also vitally important to understand the everyday culture of Perth City. This is a key part of local identity, the image of Perth and the experience of our City, as perceived by visitors and the world at large.

In Australia cultural data collection has focused on the arts, and there is more limited access to good qualitative and quantitative data about everyday culture specific to Perth City.

C1 CULTURAL INHERITANCE

- C1.1** Indigenous Culture
- C1.2** Ancestry
- C1.3** Cultural Landscape

C2 CULTURAL DIVERSITY

- C2.1** Cultural Identities
- C2.2** Religious Affiliations and Beliefs
- C2.3** Everyday City Culture

C3 CULTURAL VITALITY

- C3.1** Presence and Visibility of Cultural Activity
- C3.2** Attendance and Participation in Cultural Activities
- C3.3** Cultural Production

FINDINGS**REFERENCES**

C1 CULTURAL INHERITANCE

Cultural inheritance refers to the “circumstances, cultural practices, and surroundings into which a human being is born. This can include customs, beliefs, traditions and values. Each person’s cultural inheritance varies greatly depending upon, among others, the era, the geographical location, as well as the socio-economic situation of one’s family.”⁴ These things play a role in “shaping the quality, opportunities and direction of a person’s life.”⁵

Cultural inheritance can take **intangible** forms such as language, traditions and customs, spirituality, and everyday practices, such as cooking. Cultural inheritance is transmitted between generations and helps to maintain bonds within families and communities – and may include connections to other places. Intangible cultural inheritance is maintained and transformed through the everyday practices, some parts lost through disuse or altered through adaptation to changing environments and influences.

Cultural heritage refers to more **tangible** dimensions of cultural inheritance such as artefacts, buildings, monuments, landmarks and other places in the built or natural environment. “Memory is transmitted and renewed by pointing to the features of the landscape. Thus

social memory is essential to creating a feeling of belonging to a place, and place in turn is essential in transmitting social memory”.⁶ Rapid, large-scale transformation like that occurring in Perth City can alter or diminish points of reference and connection to place for some in the community. It can also renew or create new places with social meaning that contribute to the ongoing evolution of culture and form cultural inheritance of the future.

While cultural inheritance references the past, it gives people in the present their bearings and sense of belonging and identity, and can serve as a resource for creativity and sustainability. Understanding how cultural inheritance is embraced, interpreted and conserved in Perth City, tells us important things about the cultural wealth of the City that we are looking after for future generations.

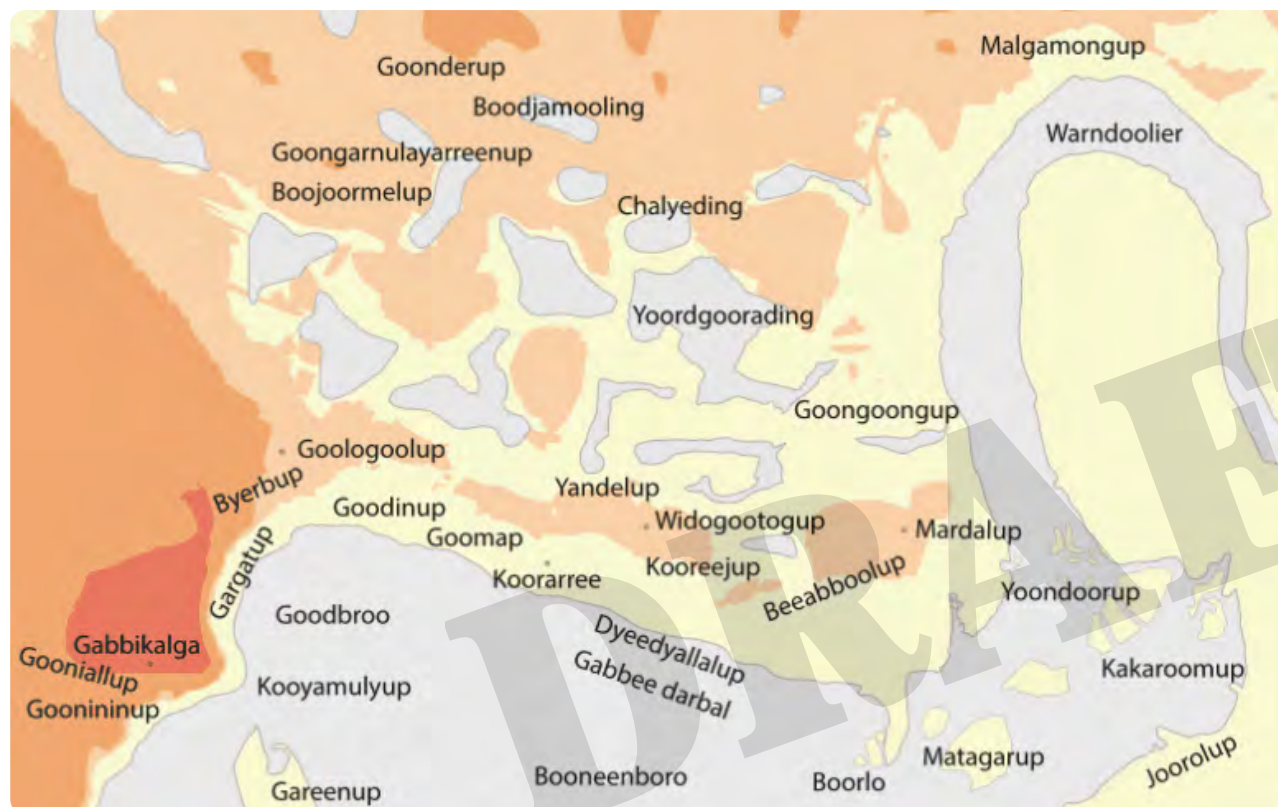


Kings Park (Credit Perth Convention Bureau)

C1.1 INDIGENOUS CULTURE

Perth City is located in the ancient country of the Whadjuk Noongar people, who have been the traditional custodians of the south west of Western Australia for at least 45,000 years.⁷ The geographical features and natural environment that was fundamental to Noongar culture and sustenance, has been substantially transformed by development of Perth City over the last 200 years.

*At the time of European settlement in 1829, areas surrounding what is now central Perth were known as Mooro, Beeloo and Beeliar by the Nyoongar nation – the indigenous people of the south-west of Western Australia. The Whadjuk Nyoongar, as the traditional owners of these lands, overlaid a rich culture into these places, which provided for everyday life.*⁸

Figure 1 – The Original Landscape and Noongar Place Names⁹

Note – place names are provisional and subject to further investigation from the South West Aboriginal Land and Sea Council (Source: Western Australian Planning Commission, 2016)

In 2016, the Noongar (Koorah, Nitja, Boordahwan) (Past, Present, Future) Recognition Act formally recognised the Noongar people as traditional owners of the south-west of Western Australia and:¹⁰

- *the living cultural, spiritual, familial and social relationship that the Noongar people have with the Noongar lands; and*
- *the significant and unique contribution that the Noongar people have made, are making, and will continue to make, to the heritage, cultural identity, community and economy of the State.*

The simultaneous proclamation of the Land Administration (South West Native Title Settlement) Act, the largest in Australian history, is the only one to include an Australian capital city.

Recognising, understanding and valuing Aboriginal histories and cultures form part of our shared identity and plays a fundamental role in reconciliation, and in 2016, the Council for Aboriginal Reconciliation's State of the Reconciliation in Australia report found:¹¹

- *Most Australians (72 per cent) believe Aboriginal and Torres Strait Islander cultures are important to Australia's national identity and agree that Aboriginal and Torres Strait Islander peoples hold a unique place as the First Australians (71 per cent).*

- *Australians' knowledge of Aboriginal and Torres Strait Islander histories and cultures is limited (only 30 per cent are knowledgeable) but most Australians (83 per cent) believe it is important to know more.*

Aboriginal Heritage Sites

In 2016, there were 17 sites registered under the Aboriginal Heritage Act 1972 in Perth City. These are places of cultural and spiritual significance, linking the past and the present, where Wadjuk Noongar people met, camped, hunted and performed ceremonies.¹²

Place Recognition and Interpretation

In 2016, place recognition and interpretation of Aboriginal culture heritage in Perth City entailed:

- Yagan Square – naming of a major new cultural square in the heart of Perth City, designed in consultation with the Noongar community.
- Point Fraser – interpretation.
- Elizabeth Quay – interpretation, public art.
- Kings Park and the CBD - self-guided tours.
- Victoria Gardens – public art.
- Cathedral Square – public art.

Overall, there are limited tangible and visible references to Aboriginal cultural inheritance and connection to country in Perth City.

C1.2 ANCESTRY

Ancestry describes the ethnic origin or cultural heritage to which a person identifies and/or to which a person's forebears are/were attached. Ancestry therefore involves measures of self-identification of ethnic origin or cultural group affiliation or nationality as well as of descent from one or more particular groups.^{13 a}

Perth City's diverse ancestry is fundamental to understanding our cultural inheritance. Since the early 19th century, Perth City has been shaped by exchanges between imported and 'indigenous' cultures. Our settlement as a British Colony has profoundly influenced contemporary culture and society, and forms a significant part of Perth City's cultural inheritance. Subsequent patterns of migration, often influenced by global conflicts and economic conditions, have attracted European migrants such as the Netherlands, Italy, Greece and Germany, and recently larger proportions of migrants South East and East Asia.¹⁴

Residents

In 2011, 68 ethnic^b groups were identified by Perth City residents as forming part of their ancestry. The top 5 ancestries were English (23.9%), Australian (12.8%), Chinese (11.2%), Irish (8.8%) and Scottish (6.4%) and were identified in 63.7% of responses, forming the bulk of the resident population's ancestry. There was little change in ancestry over the ten year period since 2001.¹⁵

Figure 2 – Ancestry As Identified by Residents, Perth City, Compared with Other Places, 2011 and 2011

Perth City (2001)	English (25.7%) Australian (18.0%) Chinese (14.4%) Irish (8.2%) Italian (3.3%)
Perth City (2011)	English (23.9%), Australian (12.8%), Chinese (11.2%), Irish (8.8%) and Scottish (6.4%)
Greater Perth (2011)	English (37.6%) Australian (30.1%) Irish & Scottish (8.3% ea)
City of Adelaide (2011)	English (27.4%) Australian (18.7%) Chinese (16.6%)
City of Melbourne (2011)	Chinese (21.3%) English (20.9%) Australian (15.8%)
City of Sydney (2011)	English (24.6%) Chinese (12.3%) Australian (17.7%)
Darwin metropolitan area (2011)	English (27.2%) Australian (21.9%) Irish (11.2%)

Data excludes ancestries with fewer than 20 responses, or less than 0.1% of the total population

^a The Australian Bureau of Census (ABS) captures self-identified data about people's ancestry, asking for at least one, but not more than two generations (ie your parents and grandparents) (Source <http://www.abs.gov.au/websitedbs/censushome.nsf/4a256353001af3ed4b2562bb00121564/f31b4ddd4a48a2a8ca257a75002adec81OpenDocument>).

^b Ethnicity refers to the shared identity or similarity of a group of people on the basis of one or more factors. The ABS use the Australian Standard Classification of Cultural and Ethnic Groups to classify ethnic groups (Source - <http://www.abs.gov.au/ausstats/abs@nsf/mf/1249.0>)

Workers & Visitors

Perth City attracts a large number of people into the City each day. On a typical weekday, there are an estimated 205,750 (including around 134,000 workers), students and visitors in the Perth CBD and over 25,000 staff, students and visitors at UWA and QEII Medical Centre.^{17 18 19} As such, the ancestry of Perth City's visitor community forms a substantial part the City's cultural inheritance.

The ancestry of all visitors is not known, however data is available on the ancestry of the City's workforce.

In 2011, Perth City workers identified 196 ethnic groups as part of their ancestry.²⁰ The top 3 ancestries were English (38.4%), Chinese (6.5%) and Irish (6.3%) and these were identified by 69,500 workers (or 52% of the workforce). Australian ancestry was nominated by 15.2% of the workforce.

C1.3 CULTURAL LANDSCAPE

The cultural landscape refers to the tangible aspects of Perth City's cultural inheritance. Heritage places form the most obvious and visible component, although other aspects of the City's urban fabric contribute such as places of commemoration, places named after people or events and historical / heritage archives/records and collections.

There is a balance to be struck in conserving Perth City's cultural heritage.

The loss of cultural heritage is largely irreversible, as the unique characteristics of a place and the connections that it has for people are reliant on that place maintaining a presence in living memory and in the present day. But conservation must be balanced with the recognition that contemporary culture is a living and evolving thing and should be provided with room to grow and develop, as this too, is a part of the cultural heritage we leave for future generations.

Places of Cultural Heritage Significance

Cultural heritage significance means the relative value which that place has in terms of its aesthetic, historic, scientific, or social significance, for the present community and future generations". Significance and special interest can be associated with distinctiveness, scarcity, landscape, cityscape, historic people, events, discoveries or cultural phases, notable examples for educational, architectural or archaeological reasons, intrinsic artistic enrichment, held in high public esteem or sentiment, or contribution to knowledge and research.

"Places of cultural significance enrich people's lives, often providing a deep and inspirational sense of connection to community and landscape, to the past and to the lived experiences. These are historical records that are important as tangible expressions of Australian identity and experience. Places of cultural significance reflect the diversity of our communities,

telling us about who we are and the past that has formed us and the Australian landscape".²¹

The Heritage of Western Australia Act 1990 guides assessment and conservation of places with cultural heritage significance through registration (ie listing) on the State Register of Heritage Places

The Planning and Development (Local Planning Schemes) Regulations 2015 (Deemed Provisions) guides assessment and conservation of places of local significance and/or a Local Government Planning Scheme Heritage List.

Registered Places

In 2016 in Perth City, there were:

- 467 heritage places and 3 heritage areas (ie precincts, containing 97 places of significance) on local heritage lists under the control of the City of Perth.
- 64 heritage places on local heritage lists under the control of the Metropolitan Redevelopment Authority (Perth City area only).
- 151 heritage places on the State heritage list.

Note - a heritage place may appear on more than one list (ie there is some overlap in the numbers).^{d 22}

^c "Place" is defined as "means a geographically defined area. It may include elements, objects, spaces and views. Place may have tangible and intangible dimensions" (source - The Burra Charter – Australian ICOMOS 2013).

^d Note the City of Perth is currently auditing and clarifying the accuracy of registered places, and transferring all data to an on-line heritage portal (database). As such, at this point in time, the number of registered places is a best estimate but considered reasonably reliable.

^e Yagan was a Noongar leader and resistance fighter during the early years of the Swan River Colony (Source - <http://www.noongarculture.org.au/yagan/>)

In addition to buildings dating from the Swan River settlement such as the Perth Gaol (built 1853-54 and part of the WA Museum complex), Government House (1860) and the Perth Town Hall (1867-1870), there is a diversity of heritage places listed including a statue of Yagan^e, Jacobs Ladder, the Workers' Embassy adjacent Parliament House, former tram stop poles, sewer vents and electrical sub-stations, Gloucester Park, city parks including Stirling Gardens (1836) and Victoria Gardens (1876) and significant street trees.

As noted early in Cl.1 there are 17 registered places of Aboriginal significance in Perth City.

Heritage Demolition / De-Listing

In the 15 year period from 2001 to 2016, only 2 registered places (on the City of Perth's Heritage List) were demolished in their entirety. At present, information relating to demolitions on other heritage lists (ie Metropolitan Redevelopment Authority, or State Register) is unknown.²³

There have been no de-listings.

Potential Cultural Heritage Significance

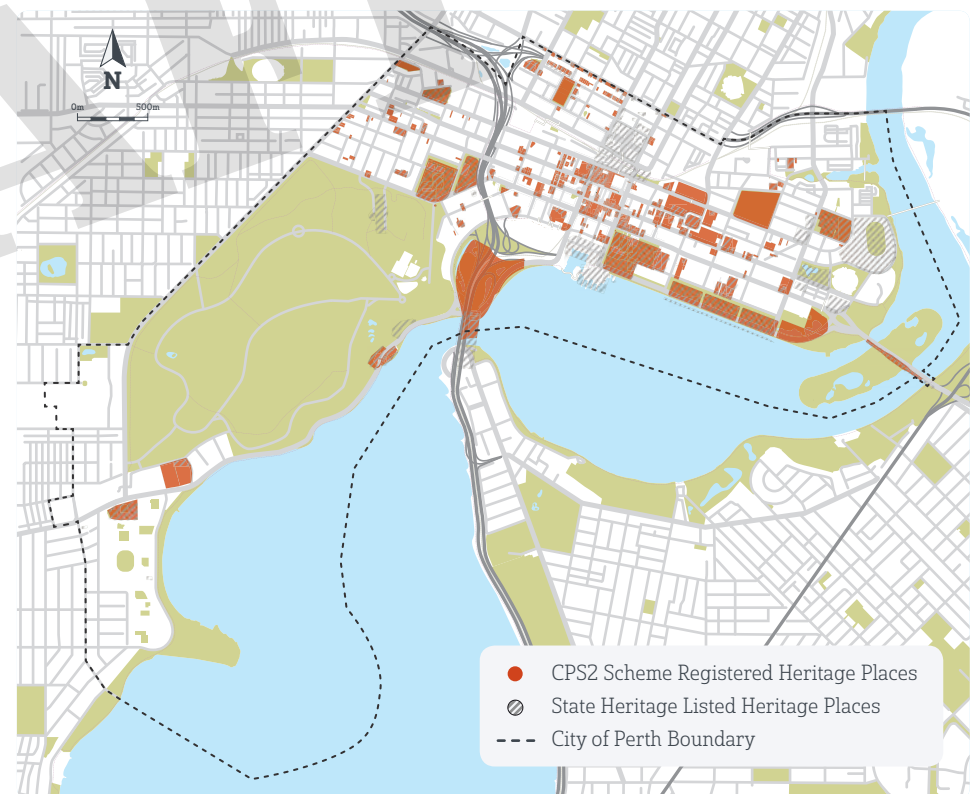
In 2016, there are over 300 places in Perth City being progressively assessed for cultural heritage significance.²⁴ These places were identified on the City of Perth's 2001 draft heritage inventory^f which originally contained 867 places.

Heritage Building Condition

There is no data or information that provides a comprehensive picture of the condition of Perth City's registered cultural heritage places, although an external building condition survey was carried out in 2015 which provides some insight.

In 2015, 302 buildings that are registered places (comprising the total of all actual buildings registered, with the balance of heritage places being non-building features) were inspected and 294 'passed' ie the exterior condition met the maintenance expectations of the City of Perth to maintain the cultural heritage integrity of the exterior, which is around 45% of total registered heritage places.^{25 g}

Figure – 3 – Indicative Location of Registered Cultural Heritage Places, Perth City, 2016.



^fNote, the draft heritage list does not possess any statutory control over development, however it is made under Section 45 of the Heritage of WA Act which requires "A local government shall compile and maintain an inventory of buildings within its district which in its opinion are, or may become, of cultural heritage significance".

^g Note - The survey was mainly conducted for compliance with heritage agreements made under the City of Perth's heritage concession rate scheme and involved an external visual examination only.

Commemorative Works

More intangible aspects of Perth City's cultural inheritance have been given a physical presence in Perth City in the form of memorials, monuments and plaques.

In 2016, there were 477 memorials, monuments and plaques in Perth City (pre-July 2016) comprising:²⁶

- 53% (252) commemorate sites, events, and social developments of significance to Perth City
- 47% (225) commemorate people recognising their contributions to an aspect of Perth City's history
- 2% (10) commemorate Indigenous subjects, and
- 4% (18) commemorate Culturally and Linguistically Diverse (CALD) subjects.

Relatively few of Perth City's commemorative works are themselves historical items. Most have only been placed in the City since the late 1970s, yet despite this relatively recent commemoration, recognition is not necessarily evenly distributed across cultural themes.

Figure 4 - Commemorative Works Celebrating People by Subject Area, Perth City (pre-July 2016, including Kings Park), 2016

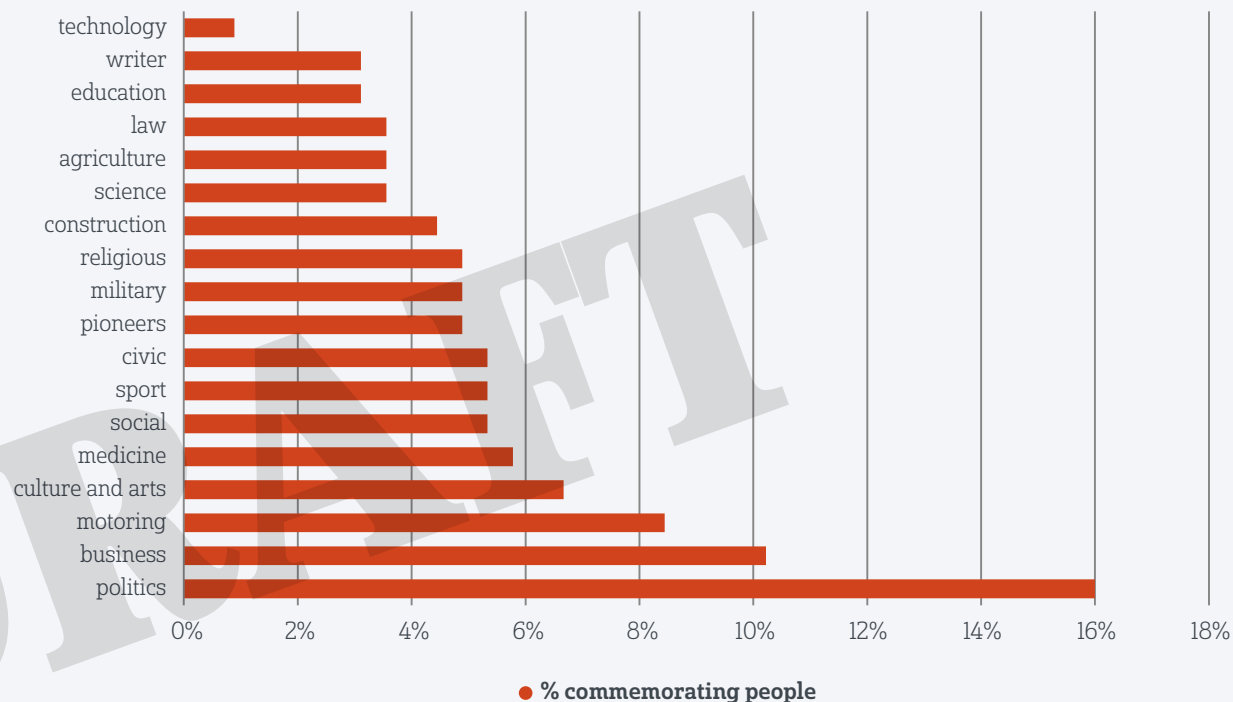
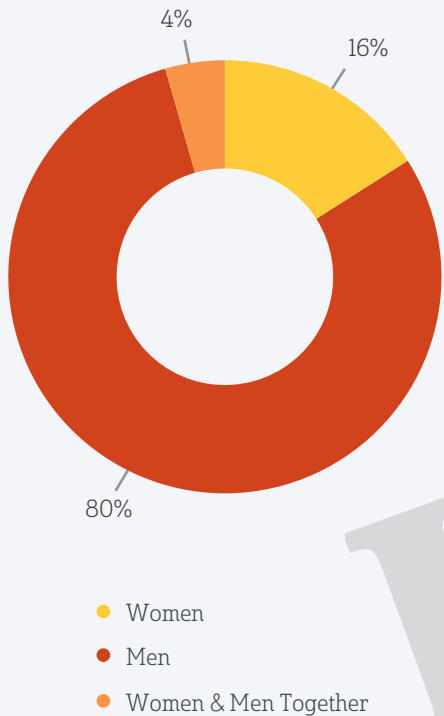


Figure 5 - Works Commemorating People by Gender, Perth City (pre-July 2016), 2016



Historical Archives and Collections

The cultural inheritance of Perth City, Greater Perth and Western Australia is preserved and made accessible to the community, visitors or researchers through archives and collections of documentary and archival records, artefacts, scientific specimens and works of art.

Perth City is home to a number of institutions involved in managing this cultural inheritance, although a full audit of institutions and collections has not been carried out.

Such places include (not an exhaustive list):

- State Records Office of Western Australia
- State Library of Western Australia - Alexander and Battye Libraries
- Western Australian Museum
- Berndt Museum of Anthropology and Edward de Courcy Clarke Earth Science Museum at UWA
- Museum of Performing Arts
- Art Gallery of Western Australia
- Perth Observatory & National Trust
- Royal Perth Hospital museum, art collection and Emeritus Consultant biographies
- City of Perth History Centre and Art Collection

Place Names, Landmarks and Interpretation

Perth City's cultural inheritance is also visible through place facility names, iconic landmarks and interpretive materials/trails. There is currently no data or information that provides a comprehensive picture of these items.



State War Memorial, Kings Park 2016 (Credit Graham Miller)

C2 CULTURAL DIVERSITY

The United Nations Educational, Scientific and Cultural Organization World Report on Cultural Diversity (UNESCO 2009) outlines the following key points about cultural diversity:²⁷

- Cultural diversity is a fact in the contemporary world, where **a whole range of distinctive cultures coexist**.
- Cultural diversity can be viewed positively, **connecting all humanity** through enriching processes of exchange.
- **Cultural diversity can also play a divisive role** through a focus on the difference between peoples, and assertions of identity and perceived threats to communities, leading to conflict.
- **Cultural diversity is inclusive of change**, and identities, communities and societies can be **understood as works in progress** in the process of accommodating diversity.

These ideas are important touchstones for understanding the cultural diversity of Perth City.

Understanding the character of cultural diversity represented in Perth City's residents, workers and visitors is the first step in looking for signs that this diversity is 'at home' in Perth City. Information that tells us about places where cultural diversity is accommodated in the built environment, or about the activities that culturally diverse people engage in, helps to illustrate the extent to which there is equality and freedom amongst diverse cultures.

C2.1 CULTURAL IDENTITIES

The extent and diversity of cultural identity can be examined through the proportion of migrants (ie overseas born) residing and working within Perth City, the diversity of birthplaces (other than Australia) and the extent and diversity of languages spoken in the community.

Overseas Born

Residents

In 2011, 52.6% of Perth City residents (or 10, 290 people) were born overseas (from 54 countries), in comparison to an average of 34.4% across Greater Perth which is a higher proportion of overseas born than the Cities of Melbourne (47.5%), Sydney (42.4%) and Adelaide (40.7%).²⁸

In 2011, 47.5% of Perth City's residents were born in English speaking countries including Australia.

In 2011, four suburbs in Perth City were in the top 10 suburbs in Greater Perth with high proportions of overseas born - Northbridge (67.7% of residents in suburb), Crawley (61.6%), East Perth (60.9%) and Perth (57.3%), reflecting a national trend of overseas born preferring to live in or close to the inner city or close to universities.²⁹

Between 2001 and 2011, Perth City attracted an additional 5,762 overseas born residents, an increase of 127%, reflecting strong in-migration and population growth across Greater Perth, resulting from increased economic activity and jobs growth associated with the mining and energy sectors. During this period, the number of overseas born across Greater Perth increased by 51%.

Figure 6 – Overseas Born and Birthplace, Residents, Perth City Compared with Other Places, 2011*

	Australian Born %	Overseas Born %	Top 3 Places of Birth (Excluding Australia)		
Perth City	32.3%	52.6%	United Kingdom: 8.3%	Malaysia: 4.3%	China: 3.8%
Greater Perth	59.7%	34.4%	United Kingdom: 11.4%	New Zealand: 3.1%	South Africa: 1.7%
City of Adelaide	49.8%	40.7%	China: 8.4%	United Kingdom: 5.5%	Malaysia: 4.7%
City of Melbourne	41.1%	47.5%	China: 8%	Malaysia: 5.5%	United Kingdom: 3.6%
City of Sydney	44.0%	42.4%	United Kingdom: 5.7%	China: 5.5%	New Zealand: 3.3%

* Note – countries registering less than 20 responses are not included.



Northbridge Piazza

Workers

In 2011, 44.4% of Perth City workers (or 74,608 people) were born overseas (from 173 countries). A total of 76.9% of Perth City workers are born in English speaking countries (including Australia).³⁰

Figure 7 - Overseas Born by Year of Arrival in Australia, Perth City (pre-July 2016) Compared With Greater Perth, 2011

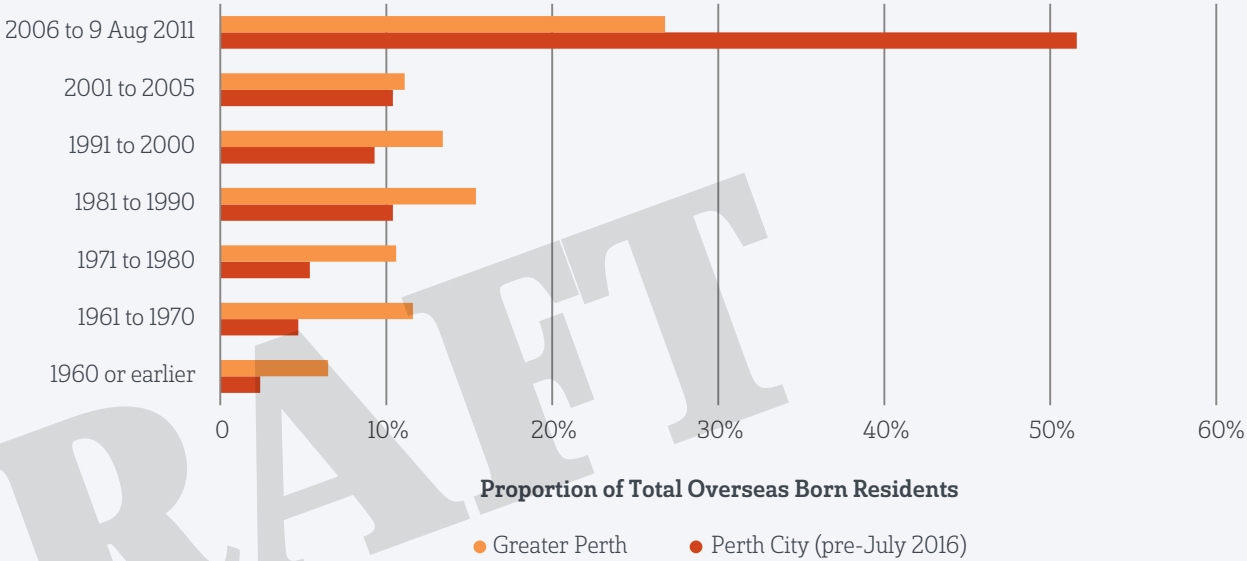


Figure 8 – Overseas Born and Birthplace, Workers, Perth City Compared With Other Places, 2011

	Australian Born %	Overseas Born %	Top 3 Countries of Birth (Excluding Australia)
Perth City	55.0%	44.4%	- England: 11% - New Zealand: 3.1% - Malaysia: 2.8%
Greater Perth	59.7%	39.4%	- England: 11.2% - New Zealand: 3.8% - South Africa: 2.3%

Based on the data above, the cultural diversity of Perth City's residents and workers can be summarised as follows:

- There is a slightly higher proportion of overseas born residents (52.6%) than workers (44.4%), although given there are many more workers in Perth City than residents, the actual number of overseas born workers is higher (74,608 people) and from a much wider diversity of countries of origin than residents.
- There are more residents born overseas (52.6%) than born in Australia (32.3%).
- There are fewer residents born in English-speaking countries, including Australia (47.5%) than non-English speaking countries.
- There is a significantly higher proportion of overseas born residents (52.6%) compared with Greater Perth (34.4%).
- There are fewer workers born overseas (44.4%) than born in Australia (55.0%).
- There are significantly more workers born in English speaking countries, including Australia (76.9%) than non-English speaking countries.
- There is a significantly higher proportion of overseas born workers (44.4%) compared with Greater Perth (39.4%).

Perth City is a city of migrants from a diverse range of cultures.

Speaks A Language Other than English Residents

In 2011, 32.9% of Perth City residents spoke a language other than English (at home), compared with an average of 16.7% across Greater Perth. The proportion increased from 27.7% in 2001 (+5.2%).

The top 3 languages were Mandarin (6.6% of residents), Cantonese (2.7%) and Indonesian (1.6%), in comparison to the top 3 across Greater Perth – Italian (1.6%), Mandarin (1.5%) and Cantonese (1%).

The proportion of residents speaking Mandarin and Cantonese in Perth City was slightly less than other capital cities.

Workers

In 2011, 20.1% of Perth City workers spoke a language other than English (at home).³¹

The top 3 languages were Mandarin (2.4%), Cantonese (1.7%) and Italian (1.2%), in comparison to Greater Perth – Mandarin (1.6%), Italian (1.5%) and Cantonese (1.2%).

Aboriginal and Torres Strait Islanders

In 2011, 0.8% of Perth City (pre-July 2016) residents identified as Aboriginal or Torres Strait Islander, compared with 1.6% across Greater Perth^h, or 3.1% across Western Australia.^{32 h}

Data relating to the proportion of Aboriginal people working in Perth City is not readily available.



City Crowds, Central Park

^h Greater Perth is home to 38.9% of the total population of Aboriginal and Torres Strait Islander people in Western Australia.

C2.2 RELIGIOUS AFFILIATION AND BELIEFS

There are many kinds of cultural traditions that people practise at home, amongst family and friends and at community gatherings and celebrations. At present there is no comprehensive set of data or information that provides a detailed picture of the diverse cultural traditions practiced by the Perth City community (residents, workers or visitors) which underpin Perth City’s cultural diversity.

In the absence of comprehensive data, religious identity has been given special consideration, although it should be noted it only provides a limited insight into the cultural practices of Perth City’s community.



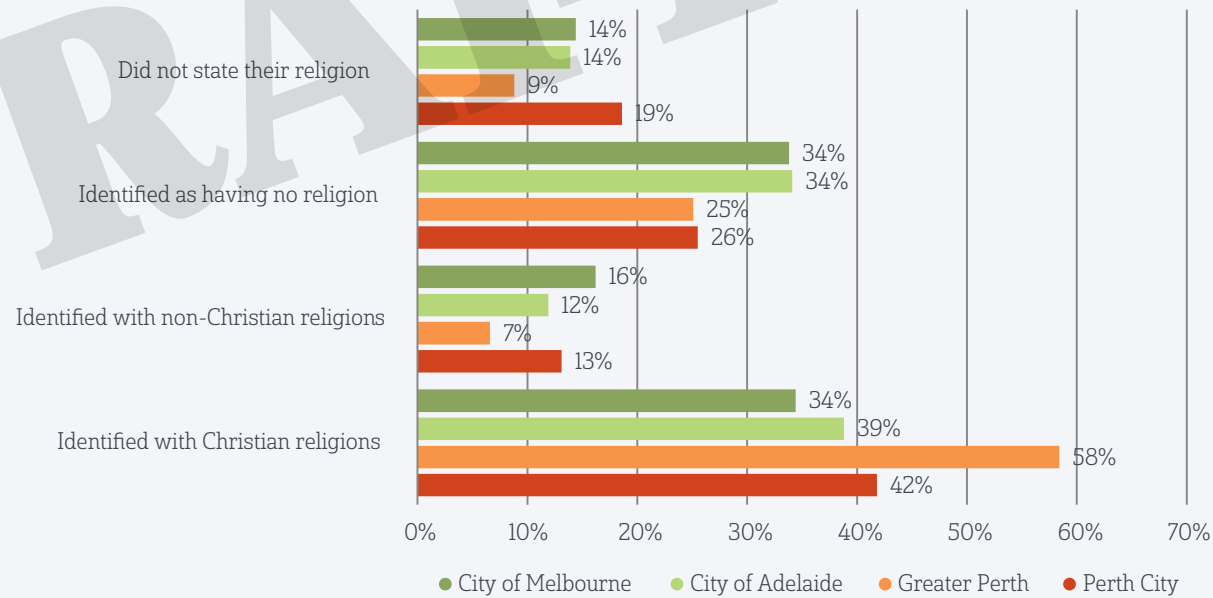
City Crowds

Religious Identity

Between 2001 and 2011, there was a 7.2% shift towards those believing in ‘no religion’, increasing from 19.2% to 26.4% of Perth City residents.³³ Even though this shift is consistent with other capital cities, Perth City has a noticeably lower proportion of those identifying as having ‘no religion’ compared to the Cities of Adelaide and Melbourne. Furthermore, although there are fewer people in Perth believing in ‘no religion’ than in other Australian capital cities, Perth City is considerably more diverse in terms of religious groups.

Data on the religious identity of workers has not been investigated, although it may reflect the religious identity of Greater Perth given the wide catchment of workers attracted to the City.

Figure 9 - Religious Affiliation and Beliefs, Residents, Perth City Compared With Other Places, 2011



Religious and Spiritual Practices

It should be noted however, that religious identification does not necessarily translate into religious practice. At present there is no comprehensive set of data or information that provides a detailed picture of the religious and spiritual practices of the Perth City community (residents, workers or visitors).

Public places of worship

Public places of worship often command an impressive physical presence and location within the City landscape in the form of buildings (and other sites) dedicated as places of worship and community gatherings for people of different faiths.

In 2016, there were 20 dedicated places of religious worship in Perth City, and all are for Christian services of different denominations, some of which are likely to have a regional catchment, such as St Georges Cathedral and St Marys Cathedral.³⁴ There are no purpose-built, non-Christian places of worship in Perth City. However, some institutions in Perth City make formal and informal provision for people of different faiths through chapels, shrines, prayer rooms and other contemplative spaces.

Travel from one's place of residence to a place of worship may be a common feature of belonging to a community of faith, as non-Christian residents of Perth City need to travel to their places of worship, while many Christians, not resident in Perth City, may travel to be a part of congregations in Perth City. Additional data collection and analysis would shed further light on these communities and their practices.

Figure 10 – Religion, Perth City Residents Compared With Other Places, 2011³⁵

	% of Residents	% of Greater Perth Population	Number of Places of Worship in Perth City	Private Education Institutions	Road Distance to Nearest Place of Worship *
Christian (various denominations)	41.3%	24.4%	20	3	-
Buddhism	5.1%	2.5%	0	-	3.3km
Islam	4.3%	2.1%	0	-	2.0km
Hinduism	3.1%	1.1%	0	-	7.0km
Judaism	0.6%	0.3%	0	-	6.3km
Sikhism	0.3%	0.3%	0	-	7.2km
Baha'i	0.2%	0.1%	0	-	13km
Other Non-Christian	0.2%	0.1%	0	-	-

* Distance measured from Council House, 27 St Georges Terrace, Perth.

C2.3 EVERYDAY CITY CULTURE

The ‘everyday culture’ of Perth City is influenced by the people who visit the City on any given day (ie workers, residents, students, tourists, and those accessing services and leisure opportunities). An understanding of Perth City’s everyday culture requires an understanding of the motivations or reasons people visit and live in Perth City and the cultural diversity of all of these people.

At present, there is a key gap in data and information that provides a sufficiently detailed and nuanced profile of visitors and the current and evolving ‘everyday culture’ of Perth City. Data is necessary to fully appreciate, understand and maximise the social and economic benefits derived from the whole range of distinctive cultures and fulfil Perth City’s role as the capital of Western Australia by giving the community the freedom to hold, express and practice their diversity of cultural values.

Despite the absence of comprehensive data, there are a number of sources of information that provide some insight into the ‘everyday culture’ of Perth City.

In 2015, an estimated 205,750 people come to the Perth CBD on a daily basis (weekday, daytime).³⁶ However, since this time, the City of Perth has expanded its boundaries to include the University of Western Australia and the Queen Elizabeth 2 Medical Precinct which together, attract around

25,000 students, staff, patients and visitors during a typical week day.^{37 38}

The 2015 study identified the reasons for being in the City by predominant type of ‘visitor’ :

- workers (who live outside Perth City) comprise 65% of visitors.
- workers (who live and work live in Perth City) comprise 3% of visitors.
- students comprise 7% of visitors.
- intrastate visitors comprise 24% of visitors (ie accessing services, shopping etc. mostly people from Greater Perth)
- interstate and international visitors comprise 3% of visitors (assuming mostly leisure and business tourists).ⁱ

It should be noted, the 2015 study did not estimate the number and profile of people visiting the City at night, on weekends or for special events and times of year (eg Christmas shopping period).

Work and business activities

Despite the absence of accurate estimates of Perth City’s ‘visitor’ population, it is clear the vast majority of people in Perth City during the week come for work. As such, work activities are clearly the dominant cultural practices in Perth City and this forms a key part of the City’s identity from a local, regional and State perspective.

Leisure, entertainment and social /cultural experiences

In 2014, a survey of Greater Perth residents identified activities undertaken by visitors to Perth City (pre-July 2016) in a 3 month period prior to the survey, and their intended future visitation. The survey found.³⁹

Figure 11 – Visitor Activities (Surveyed), 2014		
	Activity UNDERTAKEN in 3 months before survey	Activity LIKELY to undertake in 3 months after survey
Outdoor Spaces	17%	47%
Food and Beverages	11% - 39%	35%
Ticketed Live Events	13%	27%
Shopping	4% - 28%	26%
Galleries, Museums, Libraries	6% - 9%	19%
Tourist Attraction	9%	18%
Accommodation	6%	12%

ⁱ Note – this figure also takes into account the number of people that visit Kings Park.

More specifically, the top 4 'intended' future activities to be undertaken in Perth City (pre-July 2016) by survey respondents were:

- casual dining 56%
- use of outdoor space 47% (mainly Kings Park, River foreshore areas vs city squares)
- shopping at a chain outlet 43%
- drinks at bars and pubs 39%

The activities provide an indication of the 'everyday culture' present in Perth City.

Tourists

In 2016, approximately 880,000 international visitors came to Western Australia in the 12 months prior to March 2016 (12.3% of all international visitors to Australia in the same period).⁴⁰

Figure 12 - Visitors of the Top 20 International Markets to Western Australia, Year Ending June 2016

Rank	Country of Residence	% of all International Visitors to WA
1	United Kingdom	17%
2	Singapore	11%
3	Malaysia	10%
4	New Zealand	9%
5	United States of America	8%
6	China	5%
7	Germany	4%
8	Indonesia	3%
9	Japan	3%
10	South Africa	2%



Bocelli's Espresso



Busker, Twilight Hawkers Market

C3 CULTURAL VITALITY

*Cultural vitality is the evidence of creating, disseminating, validating, and supporting arts and culture as a dimension of everyday life in communitiesarts and culture are resources that come out of communities rather than merely resources that are “brought to” communities from the outside.*⁴¹

Cultural vitality is the energy that ensures local culture is active, responding to, and influencing change in Perth City. Present day cultural vitality will enhance the richness of local cultural inheritance for future generations, as well as make Perth City an exciting place to be.

Cultural vitality can be found in:⁴²

- the presence of opportunities for cultural participation
- participation in arts and culture
- support for cultural participation

The presence of opportunities for cultural participation can be seen in the availability and access that people have to cultural infrastructure and to cultural activities within Perth City throughout the year. Participation is evidenced by the information that we have about audiences for cultural activities and

events and also the involvement that people may have in culture as creative practitioners or employees. Signs of support for cultural participation can be seen in the extent of volunteering within the culture and heritage sector, tourist demand for culture and heritage experiences and figures that demonstrate the economic viability of the sector.



City Buskers

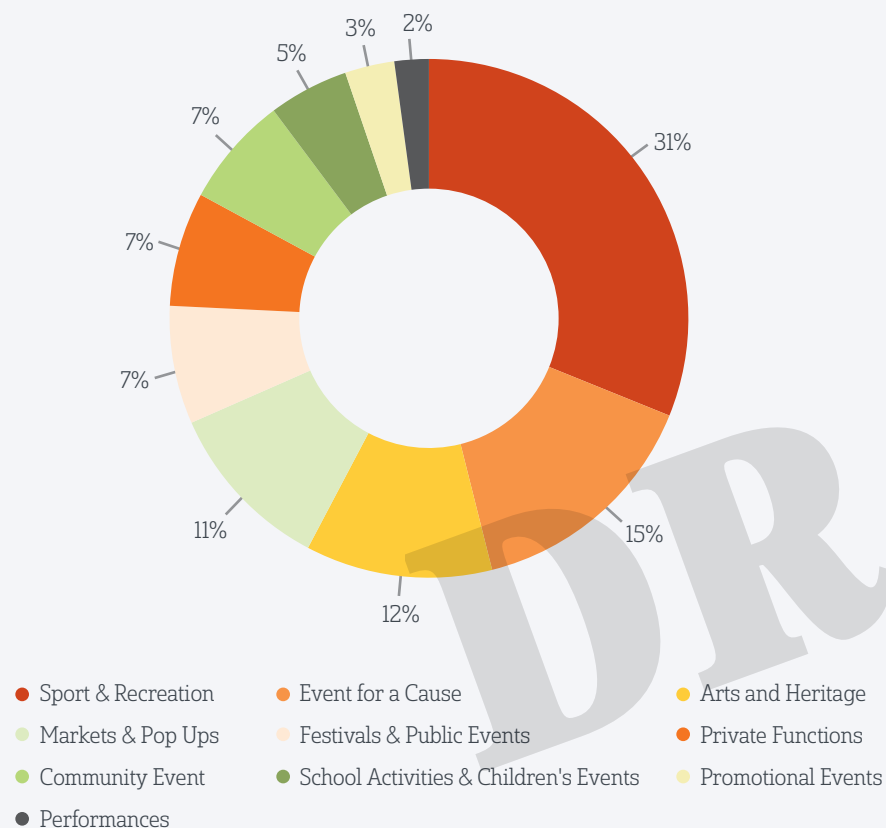
C3.1 PRESENCE AND VISIBILITY OF CULTURAL ACTIVITY

Visible signs of a city's cultural life can be observed in the way that its streets, urban open spaces, and green spaces are occupied and used by the community. Perth City's public open spaces and multipurpose facilities provide important places for events and activities that contribute to the cultural vitality of the city.

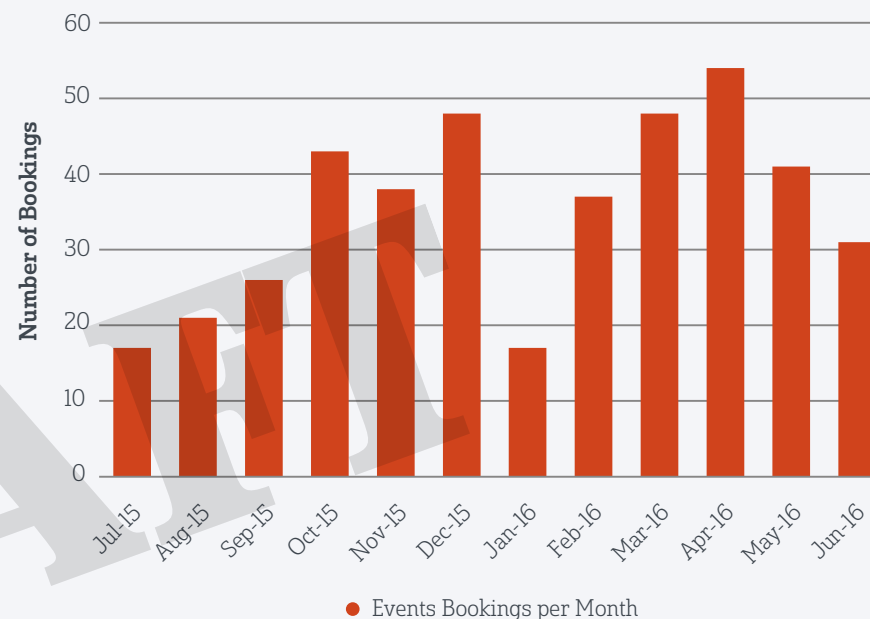
Events in Public Spaces

In the six months prior to 30 June 2016, the Murray Street Mall was booked for 66 events/activities and Forrest Place was booked for 45 events/activities.⁴³

In 2015-16, there were an estimated 421 bookings for various events and activities in Perth City's (pre-July 2016) urban and green open spaces (note – data does not include the Malls or Forrest Place).⁴⁴

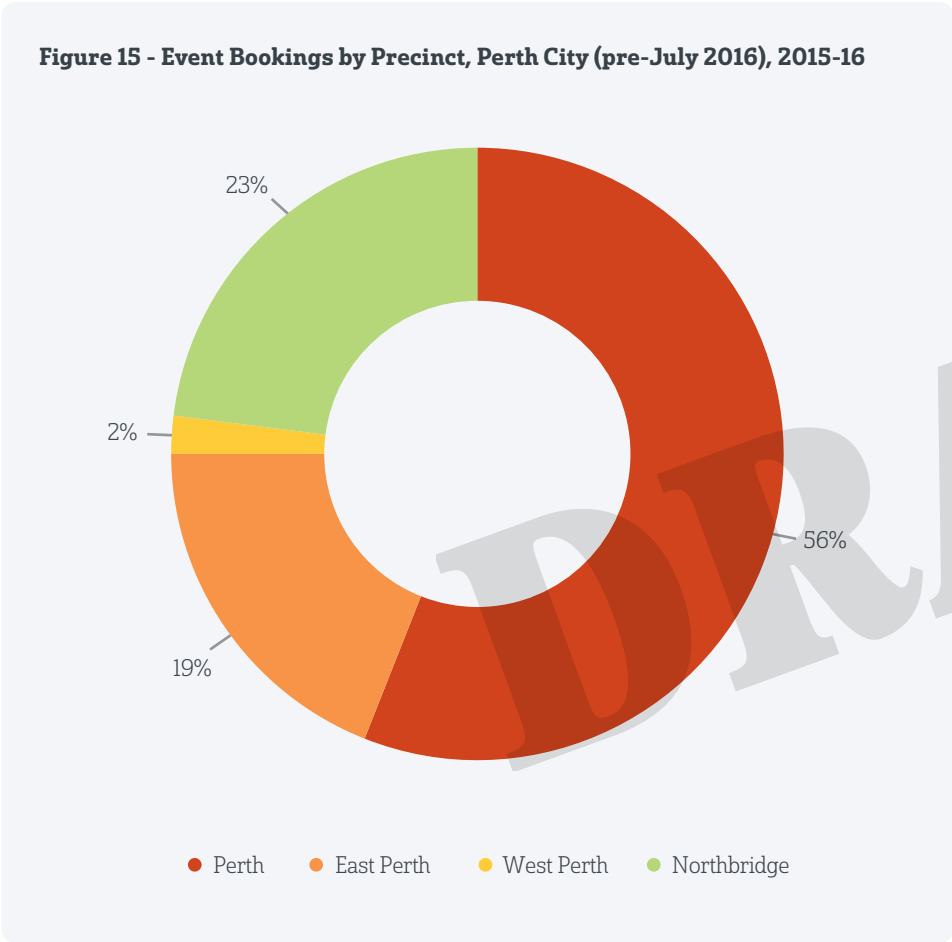
Figure 13 - Events By Type, Public Spaces, Perth City (pre-July 2016), 2015-16

Note that outdoor, sports and recreational activities and events account for more than twice as many bookings in comparison with any other events. Other prominent activities include Events for a Cause (15%), Arts and Heritage Events (12%) and Markets and Pop Ups (11%).

Figure 14 - Event Bookings per Month, Perth City (pre- July 2016), 2015-16

Understandably, event bookings in public open spaces are concentrated in months where Perth City's weather is at its best, with one anomaly being a low point during January. Factors influencing the low point may include the impact of the holiday period after Christmas and the New Year, and possibly a monopoly on bookings for public spaces for events associated with the Fringe World Festival and the Australia Day Sky Works, although the cause of the low point require proper investigation.

The geographical distribution of these events booked in Perth City shows the domination of the CBD for events.



The top ten sites for event bookings are:

Figure 16 – Top Ten Sites in Public Spaces, Perth City (pre-July 2016), 2015-16

	Number of Event Bookings	% of all events bookings
Perth Cultural Centre	77	18%
Langley Park	65	15%
Elizabeth Quay	53	13%
Barrack Square Jetty	27	6%
Wellington Square	27	6%
Stirling Gardens	21	5%
Victoria Gardens	19	5%
Russell Square	15	4%
Central Business District	13	3%
Ozone Reserve	11	3%
All 30+ Other Public Spaces	93	22%
Total	421	100%

Public Art

The presence of public art in public spaces throughout the city is another highly visible sign of creative and cultural activity in Perth City that is accessible to all, and in some instances it is evidence of a commitment to consider and include cultural works as an integral part of development in the city.

At present there is no comprehensive set of data that provides an accurate estimate of the total number of public art works in Perth City. As such, the figures below are estimates only and are highly likely to be under-counts.

In 2016, there was an estimated:

- around 150 works of public art.
- over 130 pieces of street art and murals, mostly concentrated in central Perth including Barrack Square and Elizabeth Quay and in East Perth, with a large number of murals and street art in Northbridge.

C3.2 ATTENDANCE AND PARTICIPATION IN CULTURAL ACTIVITIES

Attendance

In addition to examining everyday cultural activities in public spaces, it is also useful to examine a more limited set of cultural practices that occur in dedicated cultural facilities in Perth City. Perth City is home to many of the State's premier cultural facilities, including the Art Gallery of Western Australia, the Western Australian Museum, the State Theatre Centre, the Perth Concert Hall, His Majesty's Theatre, the Perth Arena and the Perth Convention and Exhibition Centre.

At present, there is no comprehensive set of data that provides a complete picture of the number of events, performances and attendance at cultural venues and facilities in Perth City. Figure 17 provides an indication of the significance of selected cultural venues and facilities, although the data is incomplete.

Figure 17 - Selected Major Cultural Venue/Facility⁴⁵

	Number of Events/ Performances	Total Attendance
Perth Concert Hall (2014-15)(1)	82	107,522
His Majesty's Theatre (2014-15)	112	97,389
State Theatre Centre – Heath Ledger (2014-15)	260	112,592
State Theatre Centre – Studio Underground (2014-15)	173	26,214
Blue Room Theatre (2015 Calendar Year)	n/a	22,000
Perth Institute of Contemporary Art (2015 Calendar Year)	85	273,910
Art Gallery of Western Australia (2014-15)	17	289,413
Western Australian Museum (2014-15)	14	464,505
Perth Convention and Exhibition Centre (2015-16)(2)	85	311,485
Perth Arena (2015-16)	43	250,500
Perth Town Hall (2015-16)	n/a	46,240
TOTAL	871	2,001,770

(1) Data for this venue in 2014/15 PCH Annual Report only until December 2014.

(2) Attendance figure estimates not available for all events, so total is an under-estimate.

Attendance at other major events in Perth City included:

- Fringe World (estimated 370,000 attendees);
- Perth International Arts Festival (estimated 500,000 attendees);
- Australia Day Skyworks (estimated 300,000 attendees); and
- Winter Arts Festival (estimated 500,000 attendees).

Information published by the Department of Culture and the Arts in 2014 states that in 2013-14, 1.7 million people (over the age of 15 years) attended at least one cultural event or venue in Western Australia in that year. The kinds of cultural events they attended are outlined below.⁴⁷

- | | |
|--|---------------------------------|
| • Cinemas 67.7% | • Other performing arts 21.2% |
| • Zoological Parks and Aquariums 38.4% | • Theatre performances 18.1% |
| • Botanic Gardens 36.4% | • Musicals and operas 16.7% |
| • Popular Music concerts 34.5% | • Dance performances 10.1% |
| • Libraries 33.8% | • Classical music concerts 9.5% |
| • Museums 27.7% | • Archives 3.3% |
| • Art galleries 25.9% | |

It is interesting to note that while Perth City has a concentration of key cultural attractions and infrastructure that attracted attendance of nearly 2 million people in 2015-16, more Western Australians attended other kinds of cultural events or venues that aren't so readily available in Perth City, such as cinemas.

Visits tracked at the Western Australian Museum and Art Gallery of Western Australia showed that these facilities attracted around 1.5 million visits per year between 2010 and 2015.⁴⁸ After a period of increasing visitation at the Western Australian Museum, this key cultural attraction is closed until 2020 and the impact on visitor numbers to Perth City is unknown.

Participation

*"People participate in arts and cultural activity in many different ways and at different skill levels—as practitioners (making and doing work), teachers, students, critics, supporters, and consumers. People also engage individually and collectively, sporadically and on a regular basis."*⁴⁶

Attending a cultural event or facility as a spectator or audience member is undeniably a form of cultural participation, and it is clearly an essential component of Perth City's cultural vitality in the cycle of cultural production and consumption. As attendance (as consumers of culture) has been examined above, this section focusses on forms of participation in cultural activity that are more

active, engaging people directly in creative activities themselves.

No detailed information is available about participation in arts and cultural activities within Perth City however in 2013-14 more than 500,000 people over the age of 15 years of age (27.6% of WA's population) actively participated in arts or cultural activities in Western Australia (Department of Culture and the Arts 2014). Western Australia had the fourth highest participation rate in Australia, behind the ACT 38.5%, Victoria 28.7%, and Tasmania 28.1%.

Volunteering

In 2010, around 44,400 Western Australians over the age of 18 years (8% of the adult population) undertook volunteer work within an Arts or Heritage Organisation.⁴⁹

In 2011, 13.5% of Perth City residents did unpaid voluntary work through an organisation or group in the twelve months prior to Census night, compared with 15.6% average across Greater Perth.⁵⁰ However, there is no detailed information on the breakdown of different types of volunteering activities.

C3.3 CULTURAL PRODUCTION

Culture is a living and evolving part of Perth City. The continuation and development of culture involves both production and re-production. By continuing to do things a certain way - following traditions and customs - and continuing to re-present parts of our cultural inheritance in the present, we are actively engaged in re-producing our culture, which ensures that it endures for future generations.

Innovation and creative endeavour can open up new possibilities and change how people perceive, think and act in the world in ways that can shape or redirect our culture, this produces new dimensions to our culture that future generations will know and experience. In this section of the chapter this latter form of cultural production is the focus.

To develop a holistic understanding of cultural production in Perth City requires extensive work to capture new information that is not currently available for the Snapshot 2016. Data that documents the full extent of cultural production in Perth City is not currently collected in any consistent or comprehensive manner.

The economic dimensions of cultural production are comparatively well documented, with some relevant data being collected and available from the ABS. This economic picture of cultural production forms the basis of this part of the chapter, but it is an incomplete representation of cultural production in Perth City.

Cultural production could also be measured in future by collating information about new creative works produced or presented in Perth City and by developing an understanding of what kind of conditions support and encourage cultural production at all levels, and their availability in Perth City.

Cultural and Creative Industries

At present, sufficiently detailed data has not been sourced to undertake a detailed analysis of the economic dimensions of cultural and creative industries in Perth City. In addition, there is no standard approach to classifying and analysing economic data, and a number of organisations approach it in different ways (refer to Box at end of this section for further explanation).

As such, economic and employment data has been extracted from the City of Perth's *Economic Profile* developed by REMPLAN which disaggregates data to a maximum 114 industry sectors, and within these sectors, 9 correspond directly with Australian Bureau of Statistics creative and cultural industry classifications.

In 2011, there was an estimated 6,116 people employed in these 9 cultural and creative industries in Perth City, comprising 4.5% of total jobs in Perth City, and 27.9% of total jobs in the selected cultural and creative industries within Greater Perth.

In comparison to Greater Perth, Perth City has slightly higher proportion of jobs in Computer Systems Design & Related Services at 2.7% of total jobs in Perth City compared with an average of 1.3% jobs within selected industries across Greater Perth.

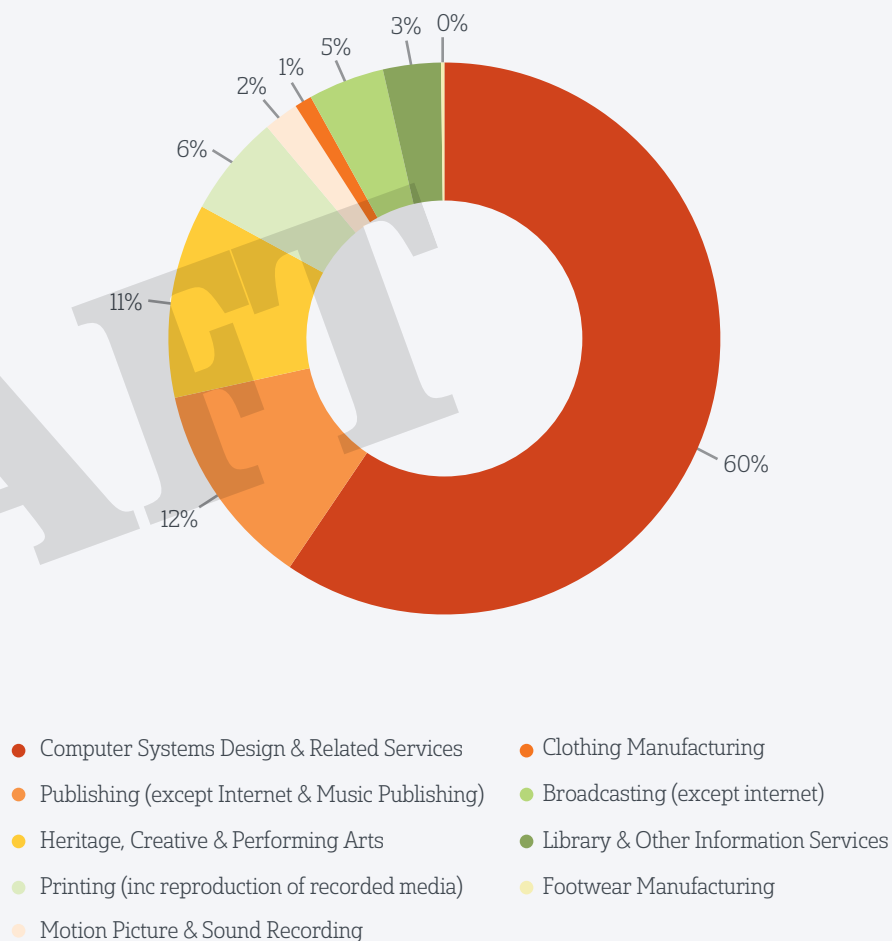
Perth City has high proportions of Library and Other Information Services jobs accounting for nearly 48% of all jobs in Library and Other Information Services across Greater Perth, and Computer System Design and Related Services jobs (37.3% of all Computer System Design jobs across Greater Perth).



WA Symphony Orchestra (Credit: Emma Van Dordrecht)

Figure 19 – Cultural and Creative Industries, Perth City Compared With Greater Perth, 2011⁵¹

	Greater Perth		Perth City		
	# Jobs	% Total Jobs in Greater Perth	# Jobs	% of Total Jobs in Perth City	Perth City Jobs as % of Greater Perth Jobs within selected sectors
Computer Systems Design & Related Services	9,742	1.3%	3,637	2.7%	37.3%
Publishing (except Internet & Music Publishing)	2,845	0.4%	739	0.5%	26.0%
Heritage, Creative & Performing Arts	2,818	0.4%	696	0.5%	24.7%
Printing (inc reproduction of recorded media)	2,525	0.3%	365	0.3%	14.5%
Motion Picture & Sound Recording	1,335	0.2%	125	0.1%	9.4%
Clothing Manufacturing	1,146	0.2%	62	0.0%	5.4%
Broadcasting (except internet)	961	0.1%	273	0.2%	28.4%
Library & Other Information Services	432	0.1%	207	0.2%	47.9%
Footwear Manufacturing	110	0.0%	12	0.0%	10.9%
TOTAL	21,914	3.0%	6,116	4.5%	27.9%

Figure 20 - Employment Breakdown within Total Jobs in Selected Cultural and Creative Industries, Perth City, 2011

This data does not include a further seven industries which may also contain some creative and cultural activity and employment, however disaggregated data has not been sought for these:

- Arts, Sport, Adult, Community & Other Education
- Internet Publishing, Broadcast, Websearch & Data Services
- Professional, Scientific & Technical Services

- Other Manufactured Products
- Wholesale Trade
- Retail Trade
- Rental & Hiring Services (except real estate)

A comparison of the proportionate employment and outputs of these nine cultural and creative industries in Perth City and Greater Perth is outlined in Figure 22:

Figure 22 – Cultural and Creative Industries, Employment and Output (\$), Perth City compared with Greater Perth

	Employment			Output		
	In cultural and creative industries (#jobs)	In whole workforce (#jobs)	% employed in cultural and creative industries	Cultural and creative industries (\$M)	All industries (\$M)	% contributed by cultural and creative industries
Perth City	6,116	134,459	4.5%	2346.957	80095.51	2.9%
Greater Perth	21,914	743,399	2.9%	8629.446	330299.7	2.6%



Perth International Arts Festival

As can be seen, a larger proportion of Perth City's workforce are employed in cultural and creative industries than is the case in Greater Perth. Proportionately, Perth City's cultural and creative industries also generate marginally greater output than the same cultural and creative industries in Greater Perth.

Collectively these nine cultural and creative industries are net regional exporters for Perth City exporting goods and services of an estimated net value of more than \$350 million in July 2016.

Clearly, a more detailed comparative analysis and understanding of the cultural and creative economy of Perth City could be developed in future by obtaining ABS census data corresponding to all creative and cultural industries and occupations as defined by both the ABS and the CCI.

Tourist Expenditure (Cultural and Heritage)

Domestic cultural and heritage tourists spent \$9.6 million in 2009 - average amount per trip was \$1,030. The amount spent is nearly twice what was spent by those not engaged in culture and heritage activities.⁵²

International cultural and heritage tourists spent \$16,292 million on trips to Australia in 2009 - average amount per trip was \$6,280. The amount spent is nearly twice what was spent by those not engaged in culture and heritage activities, but on average these tourists also stayed for longer.

There is limited local and detailed data on the value, contribution and role of culture to Perth City's tourism industry, as most recent data is available at state or even national level. Given the potential contribution of culture to the economic diversity of Perth City, this may warrant a comprehensive investigation.

Differences In Analysing Data For Cultural And Creative Industries

Some of the difficulties arise because of the ways that different research and data analysis approaches have classified the cultural and creative industries. The Australian Bureau of Statistics (ABS) employs a classification system that draws in a broad range of industries, and corresponding occupations within each of them, as being cultural and/or creative. The Centre for Excellence in Creative Industries and Innovation (CCI) admits a more limited range of industries as being "creative industries" and goes a step further to identify "creative occupations" within industries that may not otherwise be creative.

As an example, the ABS classifies Clothing Manufacture (ANSCO 1351) as a creative industry. The CCI does not consider clothing manufacture to be a creative industry, but considers Fashion Designer (ANSCO 232311) to be a creative occupation within that industrial context – as an "embedded creative". As a result of these differences in approach, the same census data has been used to account for employment and other economic dimensions of the cultural and creative industries in two different ways.

In Western Australia, the Department of Culture and the Arts (DCA) has published research using both approaches. The DCA has commissioned and published reports prepared by the CCI (2007, 2013) that provide some detail about the creative industries in WA and in Greater Perth, but not for Perth City specifically. The DCA also publishes regular reports – eg Employment In Culture, Western Australia 2011 – that present information about cultural industries and occupations as defined by the ABS – but not for Perth City specifically.

FINDINGS

C1 CULTURAL INHERITANCE

1. Cultural inheritance is given a presence in Perth City through the registration, preservation and conservation of places of heritage significance (natural, indigenous and built heritage) and in the form of commemorative works (eg memorials, plaques, monuments), interpretation (tours, trails and signs) and public art.
2. The recent Land Administration (South West Native Title Settlement) Act 2016 has formally acknowledged Whadjuk Noongar people's traditional ownership of the Perth region. The landscape which Aboriginal people named, lived in and from, and attached sacred values to, has been transformed by ongoing development since colonial settlement in 1829. Efforts have been made in developments at Point Fraser, Elizabeth Quay, Perth City Link and Cathedral Square to recognise and reference Aboriginal connections to country that have largely been overwritten by the built environment. Despite these recent initiatives, Perth City's Aboriginal cultural inheritance may still be relatively inaccessible to residents and visitors and is worthy of further investigation to explore how it can become an important and visible part of the urban environment
3. In 2016, there were 467 places and 3 heritage precincts on the City of Perth's heritage lists, 64 places on the Metropolitan Redevelopment Authority heritage lists (Perth City area only), and 151 places on the State heritage list. There a number of additional places with potential cultural heritage significance being investigated for potential significance under the City Planning Scheme's Register of Cultural Heritage Significance.
4. Preliminary thematic analysis of the commemorative works in Perth City and chronological consideration of Perth City's remaining built heritage suggests that some people, stories and eras are well represented in Perth, whilst others are represented to a more limited extent. A more thorough audit of this tangible cultural inheritance, including a qualitative and thematic analysis, will be essential to make the most of the wealth of existing items, and to guide decisions about future management of heritage and commemoration.
5. Available demographic data tells us that the Perth City's residents have a culturally diverse ancestry. The importance and influence of this aspect of Perth City's cultural inheritance could be better understood by also capturing data about the ancestry of the City's workforce, and also seeking to document the ways that people may remain connected to diverse cultures and other places whilst living and/or working Perth.
6. Perth City is home to a number of institutions which hold significant collections whose role is to conserve, manage, interpret and make accessible different elements of Western Australia's, and Perth City's, cultural inheritance. These include the WA Museum, Berndt Museum of Anthropology, the Art Gallery of Western Australia, the Alexander and Battye Libraries, among others. There are a wide range of management frameworks and institutions existing within Perth City that capture, conserve and acknowledge various components of the City's cultural inheritance. However, in light of Perth City's diverse cultural inheritance and capital city status, a comprehensive investigation, audit and analysis is warranted to better understand the present day role and importance of this cultural inheritance.

C2 CULTURAL DIVERSITY

7. Perth City has a larger proportion of residents born overseas (eg migrants) (52.6%) compared with the Greater Perth region (34.4%) and four suburbs – Northbridge (67.7%), Crawley (61.6%), East Perth (60.9%) and Perth (57.3%) – which ranked in the top 10 suburbs with the highest proportion of resident migrants in the Greater Perth region. This reflects a trend within Australian capital cities where migrants new to Australia often locate in inner city and close to universities. Residents born in the United Kingdom constitute the largest migrant group in Perth City (8.3%), although a lower proportion when compared with the Greater Perth region (11.4%). Perth City has a larger proportion of residents born in Asian countries and in Ireland when compared with the Greater Perth region. Perth City has experienced an increase in the proportion of residents that speak a language other than English at home, reflecting a trend across Australian capital cities.
8. While Perth City has a very culturally diverse resident population, it is noted that residents make up only 3% of the typical daily population of Perth City. Consequently it is important to understand the cultural diversity of the majority of the other people who visit Perth City on a daily basis for work, study, or leisure in order to gain a complete picture of Perth City's cultural diversity. This approach shows that the cultural diversity of workers in Perth City (65% of people in the city, daily) is more closely aligned to the cultural diversity of the resident population of Greater Perth – so not as culturally diverse as Perth City residents.
9. The majority of residents within Perth City identified with a Christian religion (41.8%), although a lower proportion when compared with the Greater Perth region (58.4%) and a higher proportion identified with a non-Christian religion (13.1%) compared with the Greater Perth region (6.6%). A higher proportion did not state their religion (18.6%) compared with the Greater Perth region (8.8%). Data on the religious identity of workers has not been investigated, although it may reflect the religious identity of the Greater Perth region given the wide catchment of workers attracted to the City. With the exception of Census data on religious identity, there is no data readily available that provides a complete picture of the diversity of religious and spiritual practices and needs of residents, workers or visitors to Perth City.
10. There are no purpose-built, non-Christian places of worship in Perth City. However, some institutions within Perth City make formal and informal provision for people of different faiths through chapels, shrines, prayer rooms and other contemplative spaces. Travel from one's place of residence to a place of worship may be a common feature of belonging to a community of faith, as non-Christian residents of Perth City need to travel to their places of worship, while many Christians, not resident in Perth City, may travel to be a part of congregations in Perth City. Additional data collection and analysis would shed further light on these communities and their practices.
11. The ABS Census provides us with limited access to data about the cultural practices of Perth City's community. Religious identity has been given special consideration in the Snapshot 2016 in absence of readily available data about other kinds of cultural practices that could fill out our understanding of the cultural diversity of Perth City. In future, different forms of data collection could help to fill this gap, and enrich our understanding of the cultural practices that are important to our the community of Perth City.

12. With the exception of Census data, which provides a limited capture and understanding of cultural diversity, there is no comprehensive and detailed set of data or information that provides a complete and sufficient picture of the cultural diversity of Perth City residents, workers and visitors and their needs. This includes community perceptions and attitudes relating to the freedoms and barriers they may experience to hold, express and practice their diversity of cultural values and this represents a significant gap in knowledge given the size and diversity of the Perth City community including residents, workers, students and visitors.
14. Perth City is home to a great many of the State's major cultural attractions. The data available indicates that in 2015-16 over 2 million people visited or attended 871 events at key cultural venues and institutions in Perth City. Other major cultural events in Perth City, such as Fringe World, Perth International Arts Festival, Australia Day Skyworks and the Winter Arts Festival, attracted 1,670,000 people. With access to more complete and consistent data, a better understanding of the role of Perth City as a key cultural hub for Greater Perth and the State could be developed and monitored over time.

C3 CULTURAL VITALITY

13. The community's use of Perth City's public open spaces is a key part of the cultural vitality of Perth City. Available booking data from the City of Perth and Metropolitan Redevelopment Authority indicates that there were 421 events booked in public open spaces in Perth City in the 2015/16 financial year, not including events booked in the Murray and Hay Street Malls and Forrest Place. The majority of bookings were in the summer and autumn months of the year, peaking in April for spaces in central areas of Perth, with less than half of the events booking spaces in East Perth, West Perth and Northbridge. Bookings for outdoor sports and recreation events were more than twice as numerous as bookings for any other kind of event, and accounted for 31% of all bookings.
15. In Perth City 4.5% of the workforce is employed in cultural and creative industries (as defined by the Australia Bureau of Statistics), in comparison with 2.9% of the workforce of Greater Perth. Nearly half (48%) of Greater Perth's workforce in the Library and Other Information Services work in Perth City. Of Greater Perth's workforce in Computer Systems Design and Related Services, 37% of jobs are located in Perth City. A more thorough investigation of the creative and cultural economy of Perth City and establishment of a robust system for collecting and analysing data may be warranted to establish a more detailed and accurate understanding of the current extent and trends, especially given the potential contribution to cultural vitality and economic diversity of Perth City.
16. There is limited local and detailed data on the value, contribution and role of culture to Perth City's tourism industry, as most recent data is available at state or even national level. Given the potential contribution of culture to the economic diversity of Perth City, this may warrant a comprehensive investigation.

The preliminary analysis of the available events booking data for the Snapshot 2016 has shown that this data is incomplete and that there are inconsistencies in the way that it is collected. However, this is a readily available source of good data and its usefulness could be enhanced by working to create a consistent format and approach to collecting data for booking events that would facilitate further detailed analysis in the future.

17. To develop a holistic understanding of cultural production in Perth City requires extensive work to capture new information that is not currently available for the Snapshot 2016. Data that documents the full extent of cultural production in Perth City is not currently collected in any consistent or comprehensive manner. Cultural production could be measured in future by collating information about new creative works produced or presented in Perth City and by developing an understanding of what kind of conditions support and encourage cultural production at all levels, and their availability in Perth City.

DRAFT

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CHAPTER 5

NATURAL ENVIRONMENT

The Natural Environment Chapter considers the nature, quality and significance of Perth City's natural assets such as land, water, air and vegetation, and the local consumption of resources, which contribute to local and global environmental impacts.

Australia joins a group of seventeen countries described as 'megadiverse' which cover less than 10% of the Earth but support more than 70% of our biological diversity.¹ The South West of Western Australia is identified as one of 30 global biodiversity hotspots around the world.²

Local, national and global environmental assets and resources sustain life, facilitate economic prosperity, contribute to a sense of place and identity and are fundamental to wellbeing and quality of life.

Perth, situated on the ancient island continent of Australia, stretches out along the Swan River that flows from the hills to the Indian Ocean, and up and down the Swan Coastal Plain. There is much to be grateful for here: clean running water and good sanitation systems, relatively clean air, abundant fresh food, clean beaches, and the wide blue Swan River winding its way to the sea at Fremantle.³

Perth City is a highly developed and modified place located adjacent to two iconic Western Australia natural landscapes, Kings Park and the Swan River. As the capital city of Western Australia, Perth City should provide leadership, playing a role in preserving significant natural environments and minimising our environmental impacts for the benefits of current and future generations.

NE1 ENERGY AND CLIMATE CHANGE

- NE1.1** Energy Sources and Consumption
- NE1.2** Greenhouse Gas Emissions and Climate Change

NE2 WATER

- NE2.1** Water Sources and Consumption

NE3 WASTE

- NE3.1** Waste Generation
- NE3.2** Waste Avoidance and Diversion

NE4 LOCAL ECOLOGY

- NE4.1** Hydrology
- NE4.2** Soils
- NE4.3** Open Space, Trees and Vegetation
- NE4.4** Fauna
- NE4.5** Air Quality

FINDINGS

REFERENCES

NE 1 ENERGY AND CLIMATE CHANGE

Greenhouse gas (GHG) emissions and energy demand are high on the global environmental agenda. *“Energy is a major factor for development, required for transport, industrial and commercial activities, buildings and infrastructure, water distribution, and food production which take place in or around cities, which are on average responsible for more than 75% of a country’s Gross Domestic Product (GDP) and therefore the main engines of global economic growth”*.⁴ Additionally, in Western Australia, the extraction and export of natural resources, including energy currently forms an important component of the economy.

As the population of Greater Perth grows to 3.5 million people by 2050 (an additional 1.5 million people) and Perth City grows to 50,000 people by 2050 (an additional 26,000 people), a reliable supply of energy will be required. However, supplies of non-renewable energy resources (such as coal and gas) are not infinite and renewable energy generation as well as consumption levels must be managed in a sustainable manner to prolong supply for future generations as well as minimising local and global impacts such as pollution and climate change.

NE1.1 ENERGY SOURCES AND CONSUMPTION

In Western Australia, the majority of electricity is generated from coal and gas resources, with smaller amounts coming from diesel and renewable sources (wind, solar and biomass) with renewable sources making up 8% of energy and non-renewable 91%.^{a 5}

Renewable Energy

Renewable energy comes from natural resources that can be constantly replenished such as solar, wind, ocean tides and currents, biomass, bio-waste and geothermal heat from the earth. Heat can also be captured and recycled from building air-conditioners district-scale recycling schemes.

Generating energy from renewable sources can directly limit greenhouse gas emissions and can be generated by individual households. In 2016 there were 665 solar photovoltaic (PV) installations in Perth City.⁶

The total quantity of renewable energy being supplied, generated and consumed specifically in Perth City is difficult to determine from the current level of data. However, it is likely renewable energy comprises only a small proportion of the City’s energy profile. Currently, electricity is mostly generated from non-renewable sources.

Non-Renewable Energy

Non-renewable energy comes from fossil fuel resources including coal, diesel and gas.

The total quantity of non-renewable energy consumed specifically in Perth City is also difficult to clearly determine, however it could be argued that non-renewable energy currently forms the bulk of energy consumed in Perth City.

This breakdown of renewable and non-renewable energy generation in the electricity grid is important for determining the emission of GHGs in Perth City.



6kW Windpods at St Bartholomews Centre, East Perth, Invented in Fremantle, WA

^a The primary electricity grid in Western Australia is the South West Interconnected System, supplying the bulk of the South West region including the metropolitan area.

NE1.2 GREENHOUSE GAS (GHG) EMISSIONS & CLIMATE CHANGE

The consumption of energy and burning of fossil fuels is the main source of GHG and responsible for around three-quarters of human induced carbon dioxide emissions into the Earth's atmosphere.⁷ The International scientific community accepts that human activity has increased GHG emissions, resulting in climate change since the mid-20th century and *"many aspects of climate change and associated impacts will continue for centuries, even if human induced emissions of GHG are stopped"*.^{8,9} The changes to our climate represent a significant challenge to society.^{10 b c}

GHG Emissions

An inventory of GHG emissions was calculated for Perth City (pre-July 2016) using the Global Protocol for Community-Scale Greenhouse Gas Emission Inventories, an accounting and reporting standard used by the City of Perth as signatory to the Compact of Mayors.^d

In 2014-15, the inventory found 90% of GHG emissions in Perth City (pre-July 2016) were generated by non-residential activity.¹¹ This may reflect the size of the City's economy and the influx of workers from outside the City each day and the generation of GHG through transport.

Looking at the data by sector (ie places where emissions are generated), Buildings generated 63% of emissions and Transport 35%.

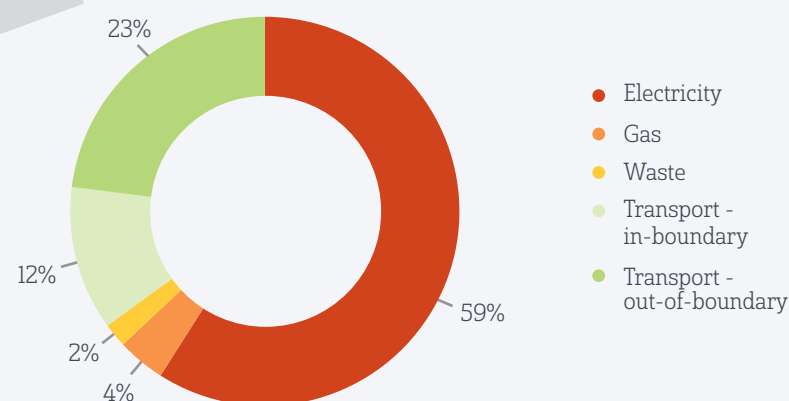
Looking at the data by source, Electricity was by far the largest source of emissions (59%).

Figure 1 – Greenhouse Gas Emissions (GHG) 2014-15, Perth City (pre-July 2016)¹²

	Residential	Non-Residential	TOTAL
Buildings	6%	57%	63%
Transport	3%	32%	35%
Waste	1%	1%	2%
TOTAL	10%	90%	100%

Waste-Water comprises 0.1% between both residential and non-residential.

Figure 2 - Greenhouse Gas Emissions (GHG) by Source, 2014-15, Perth City (pre-July 2016)



Note: "transport in-boundary" includes emissions from transport within Perth City (pre-July 2016) boundary, "transport out-of-boundary" includes emissions from Perth City residents (residential transport emissions) and those commuting to Perth City for work (non-residential emissions) that occur outside of Perth City (pre-July 2016).

^b A greenhouse gas is "any gas (natural or produced by human activities) that absorbs infrared radiation in the atmosphere. Key greenhouse gases include carbon dioxide, water vapour, nitrous oxide, methane and ozone".

^c Climate refers to the long-term behaviour of the Earth's atmosphere (versus local weather) and climate change is "the change in the mean and/or variability properties of the climate for extended periods of time, typically decades or longer".

^d The Compact of Mayors was launched by United Nations under the leadership of the world's global city networks – C40 Cities Climate Leadership Group (C40), ICLEI – Local Governments for Sustainability (ICLEI) and the United Cities and Local Governments (UCLG) –with support from UN-Habitat. The Compact establishes a common platform to capture the impact of cities' collective actions through standardized measurement of emissions and climate risk, and consistent, public reporting of their efforts (Source <http://www.ghgprotocol.org/city-accounting>).

In comparison to the Cities of Melbourne and Sydney, Perth City (pre-July 2016) emits:

- significantly lower proportion of GHG through Buildings.
- significantly higher proportion of GHG through Transport.

It should be noted that due to slight variations in the method used by other cities, the data is not entirely comparable. Although the significantly higher proportion emitted from Transport may reflect higher levels of reliance on private car use and lower levels of public transport use to access employment in Perth City from across Greater Perth, compared with Melbourne and Sydney.

Figure 3 - Comparison of Greenhouse Gas Emissions, Perth City (pre-July 2016) compared with Cities of Melbourne and Sydney¹³

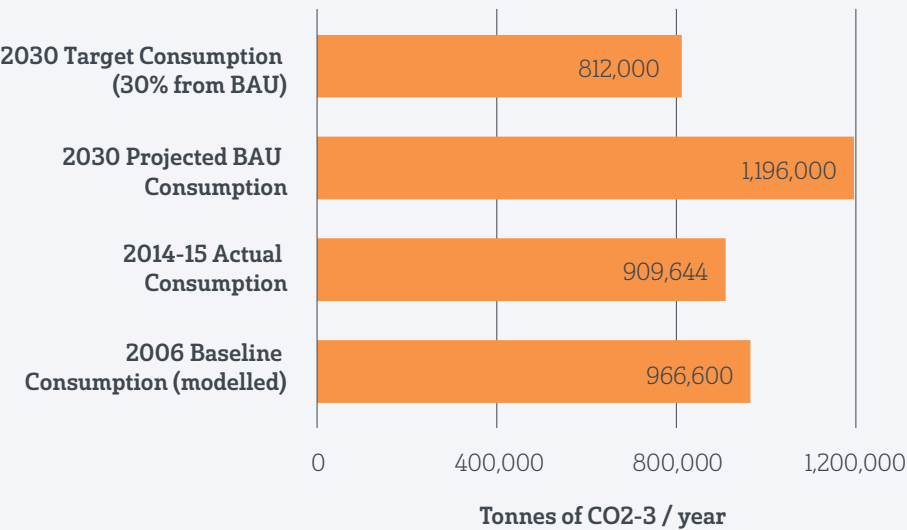
	Perth City	City of Melbourne	City of Sydney
Buildings	63%	86%	87%
Transport	35%	11%	8%
Waste	2%	3%	5%

After consulting with the community, the City of Perth’s *Environment Strategy* (2016) set targets to:

1. Work with the community to achieve a 30% reduction in city-wide greenhouse gas emissions by 2030 from the 2030 Business As Usual projected level.
2. Work with the community to achieve 20% city-wide energy use from renewable or low carbon sources by 2031.

Figure 4 compares GHG emissions across a 2006 baseline year (modelled emissions) with the 2014-15 inventory (actual consumption), projected Business As Usual consumption at 2030 and the City of Perth’s Environment Strategy target for 30% reduction in city-wide greenhouse gas emissions by 2030 from the 2030 Business As Usual consumption level.

Figure 4 - Greenhouse Gas Emissions Targets, Perth City (pre-July 2016)^{14 15}



Climate Change

A number of changes to the climate of the south-west of Western Australia have been projected with either "high or very high confidence".¹⁶

- continued average temperature increases across all seasons, with more hot days, warm spells and fewer frosts.
- continued decreasing winter and spring rainfall.
- increased time spent in drought.
- continued increase in sea level (mean) and increased height of extreme sea-level events.
- harsher fire-weather.

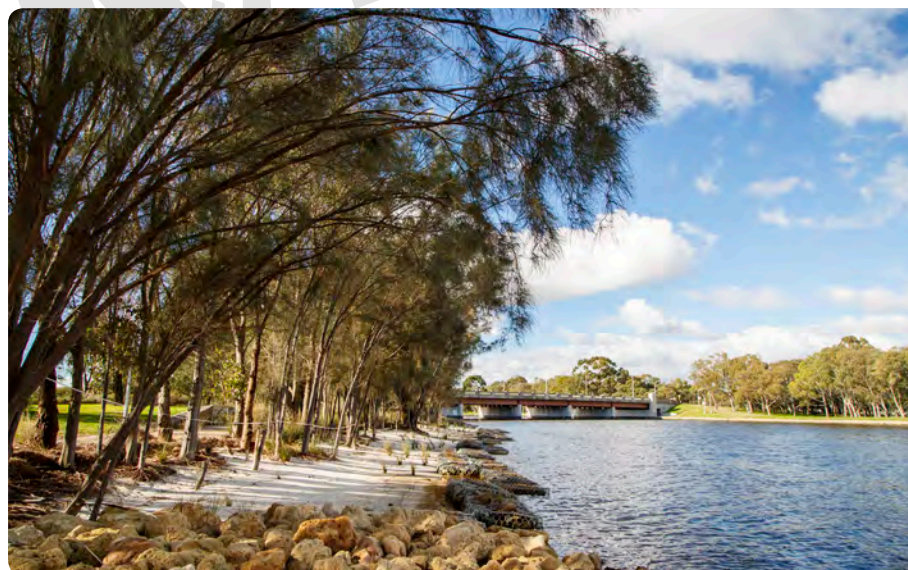
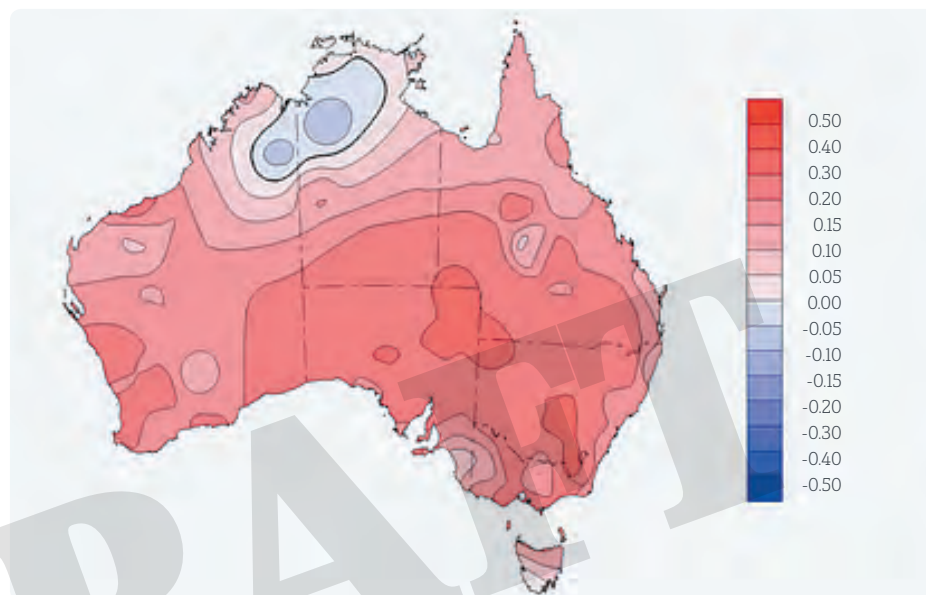
Temperature

The mean surface air temperature for Australia has increased by 0.9°C since 1910.¹⁷ In Greater Perth the number of heatwaves has increased by 50% since the 1950s¹⁸ and the summer of 2015-16 set a new record:

- an increase of 1°C (average) mean daily maximum temperature to a new record of 25.7°C.
- the highest single daily temperature recorded at 44.4°C.¹⁹
- four consecutive days over 40°C, the longest run since 1933.²⁰

It is predicted that by 2090, Greater Perth will experience a 150% increase in days above 35°C or above 40°C.^{16 e}

Figure 5 – Trend in Mean Temperature Annual 1970-2015, Australia²¹



Fraser Point, East Perth

^e From CSIRO predictions under 1. lower emissions scenario and 2. median warming (Source: <http://www.climatechangeinaustralia.gov.au>)

Reduced rainfall, run-off and extreme rainfall events

Rainfall in the south west of Western Australia has reduced by around 15 % since the mid-1970s and will potentially experience 80% more drought-months by 2070 if current trends continue.²² Greater Perth is anticipated to be the “most severely impacted city in Australia through climate change induced water scarcity.”²³ Even though annual mean rainfall is projected to decrease in the region, projections indicate increases in extreme rainfall events.²⁴

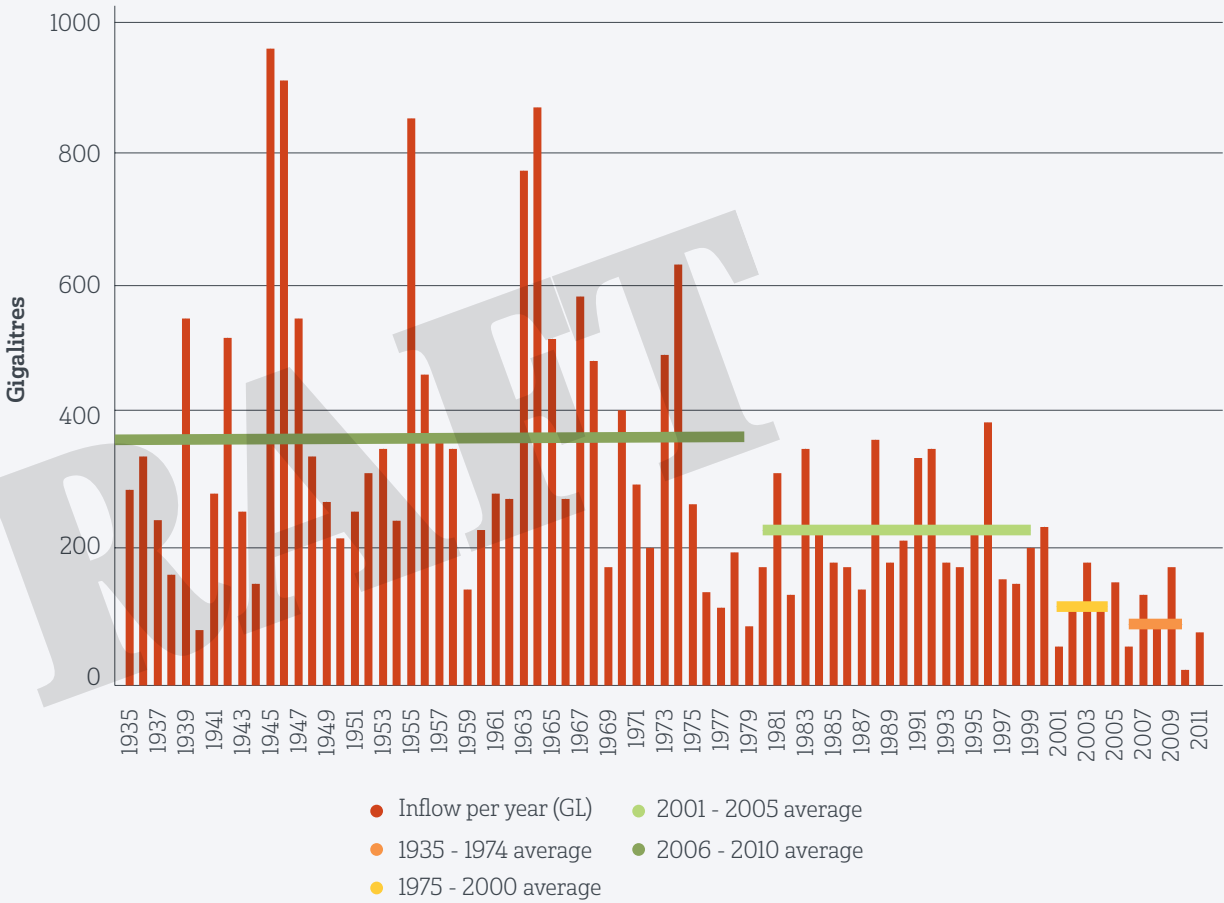
The Water Corporation’s *Water Forever* (2009) adopted a scenario of 20% decline in rainfall by 2030 and a 40% decline in rainfall by 2060, and despite a decrease in average water use per person since 2001, Greater Perth remains one of the highest water using cities in Australia.²⁵

Sea Level Rise

Global mean sea levels have risen over the course of the 20th century and are predicted to continue to rise.²⁶ The water level of the Swan River is influenced by global and local sea increases. Since the early 1990s, the southern coast of Western Australia has experienced increases of up to 4.6 millimetres per year and the western coast has experienced increases of up to 7.4 millimetres per year.²⁷

The State Government endorses the prediction of “a rise of 0.9 metre (m) in mean sea level by 2110 as currently the best for decision making.”²⁸

Figure 6 – Historical annual stream flows into Perth Dams (Source: Water Corporation)



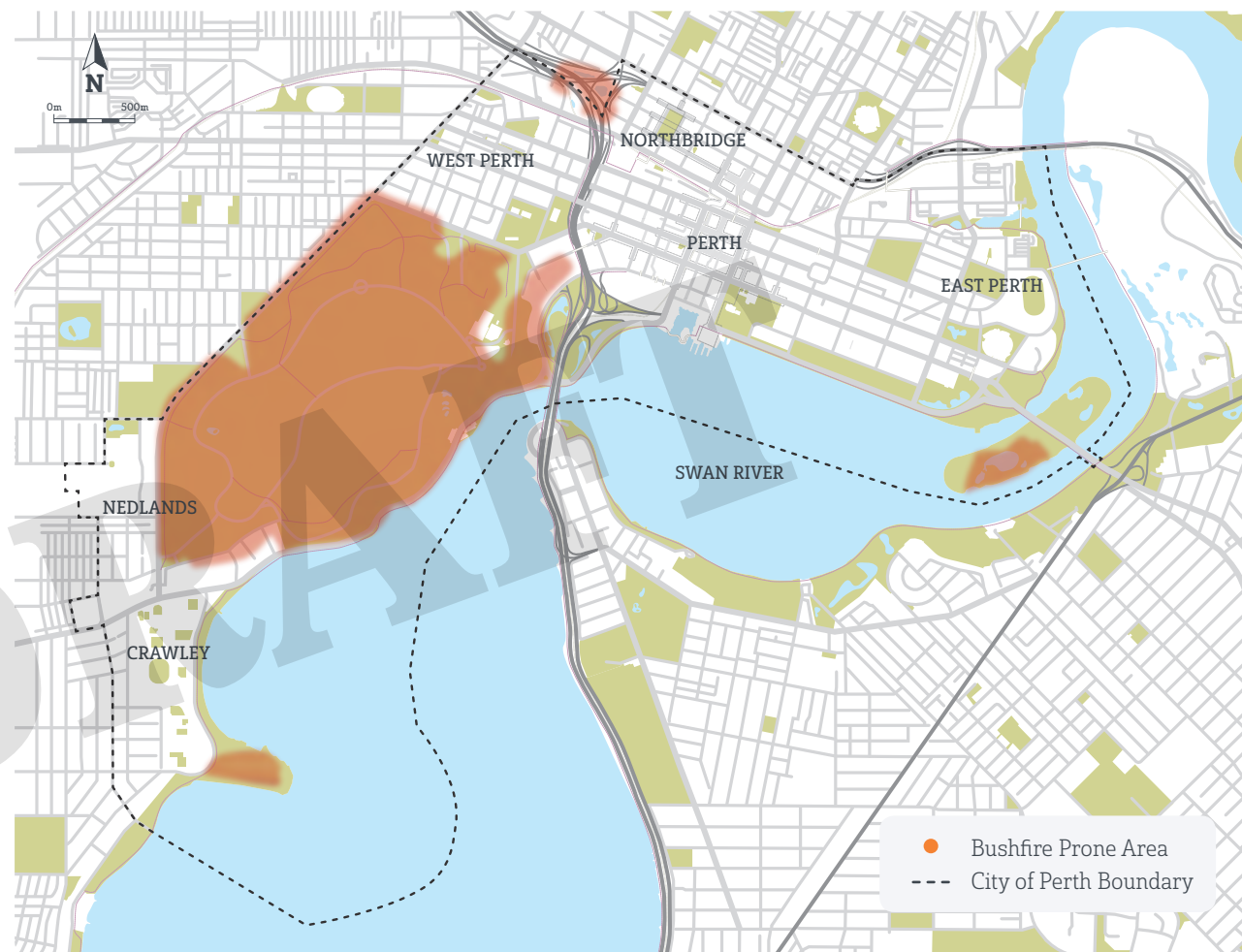
Bushfire Prone Areas

Climate change is projected to result in harsher bushfire weather.²⁹ There are four areas in Perth City considered to be bushfire prone by the Department of Fire and Emergency Services (mapping updated May 2016).³⁰



East Perth Cemetery

Figure 7 – Bushfire Prone Areas, Perth City³¹



NE 2 WATER

*"Water is one of the most important substances on earth. All plants and animals must have water to survive. If there was no water there would be no life on earth".*³² Cities consume large amounts of water due to the concentration of people and economic activity. Greater Perth has the largest potable groundwater supply of all Australian cities,³³ however rainfall is declining and ground water extraction is either fully allocated or in some places over-allocated.³⁴ Sustainable long-term use and management of water resources, including use of alternative sustainable sources, is essential to long-term ecological integrity, economic prosperity and quality of life, especially as the population of Greater Perth grows to 3.5 million by 2050.³⁵



Stormwater Harvest for Irrigation at Harold Boas Gardens, West Perth

NE2.1 WATER SOURCES & CONSUMPTION

Water Supply Sources

Sources of water include surface water, groundwater, stormwater, greywater and blackwater which can be collected and distributed through a number of systems such as scheme water, on-site collection or locally recycled.

The main source of potable water supply to Perth City comes from the Water Corporation's Integrated Water Supply Scheme (IWSS) which is commonly referred to as 'scheme' water. Scheme water is generated from a number of different sources including surface water (17%), groundwater (42%) and desalinated seawater (41%).³⁶

There is no comprehensive set of data on water use in Perth City and the proportion used from scheme water, groundwater or decentralised sources (ie alternatives to scheme water), however it's assumed the majority of water use in Perth City comes from traditional water sources such as scheme and groundwater.

Water Consumption

Potable / Scheme Water

In 2014-15, a total of 5,345 kilolitres of scheme water was consumed in Perth City (pre-July 2016) from all residential and non-residential activities (including open space irrigation).³⁷

There is no complete picture of water consumption by the different water supply sources (such as bottled water), however it is assumed that the majority of supply is from the scheme water.

In the period 2010-11 to 2014-15, consumption of water by residents ranged between 76 kL per person per year to 74 kL per person for Perth City (pre-July 2016).³⁹

After consulting with the community, the City of Perth's *Environment Strategy (2016)* set a target to:

1. work with the community to reduce residential water use to below 78kL per person per year by 2030.

It appears that the residential community is on-target. The generally lower level of water consumption in Perth City may also reflect a trend of lower water consumption in higher density inner city areas where there is less open space with dwellings (ie gardens around houses).

In comparison to other places:

Figure 8 – Comparison of Water Consumption

Australia	80 kL ⁴⁰
Western Australia	132 kL - (second highest of all states and territories)
Greater Perth Region	126 kL (2014-15) ⁴¹

Groundwater

The extraction of groundwater requires a licence from the Department of Water and there are 78 licences within Perth City which permit extraction from the Perth- Superficial Swan aquifer, although data relating to total consumption compared with total allocation requires further investigation.⁴²

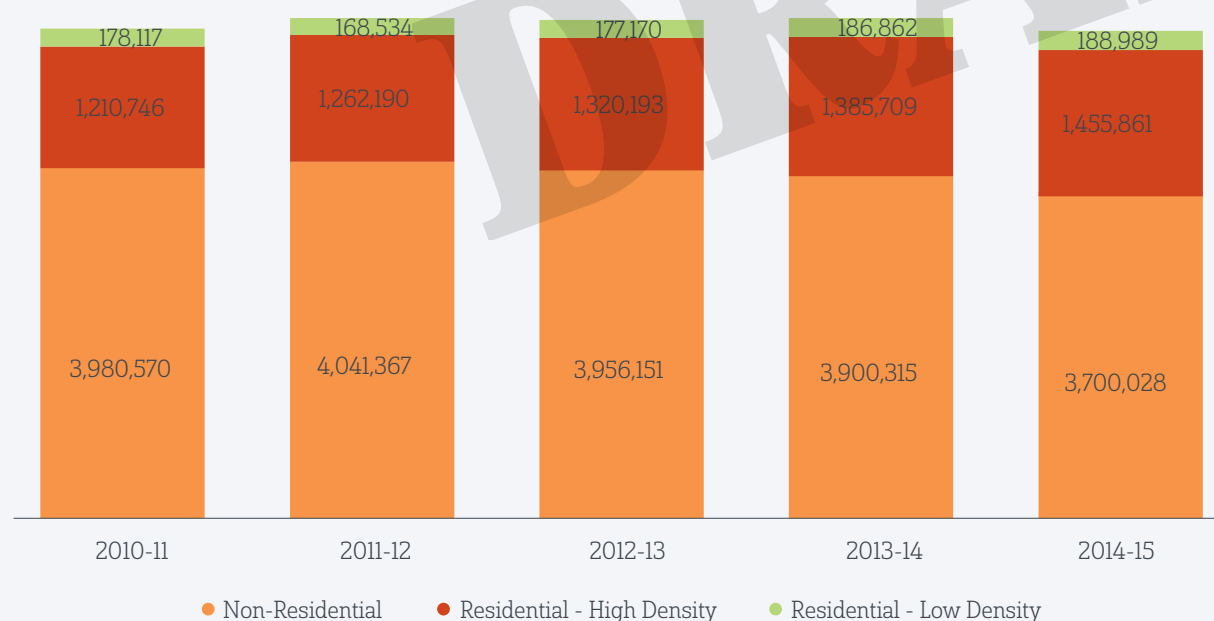
The City of Perth's annual groundwater entitlement is 500,000 kL from the Perth-Leederville aquifer and 239,400 kL from the Superficial Formations aquifer, and the City used 78.5% and 81.8% respectively of the allocation in 2014-15.⁴³

Stormwater

Stormwater is captured, stored and used for open space irrigation purposes at only one location in Perth City in East Perth (Claisebrook Lake). Stormwater is collected from a catchment area extending out to Lake Monger and is pumped from the Water Corporation's Claisebrook main drain into the lake.

A second stormwater fed system is located at Point Fraser in East Perth. Stormwater is captured from an 18 hectare catchment and stored in the constructed wetlands where it undergoes biological treatment to remove contaminants prior to release into the Swan River. The stormwater is not used for irrigation.

Figure 9 - Scheme Water Consumption (Kilolitres kL), Perth City (pre-July 2016), 2010-11 to 2014-15³⁸



NE 3 WASTE

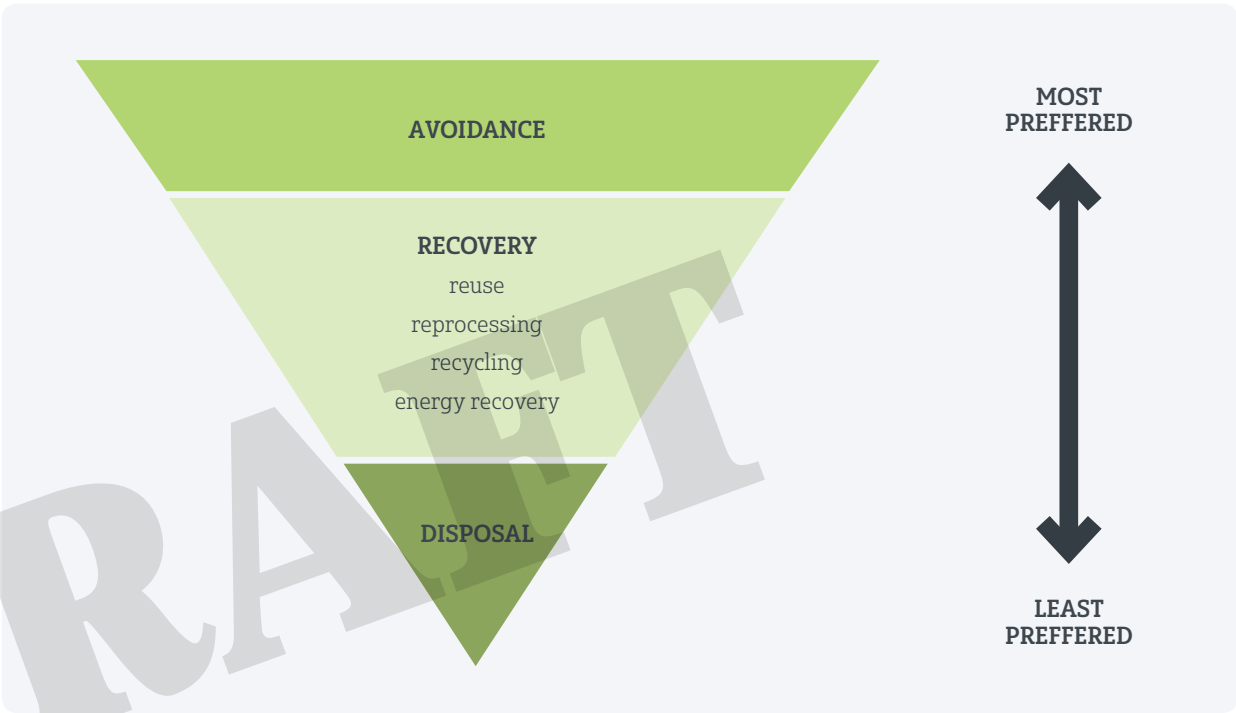
Waste is comprised of solid waste, organic waste (food/oils etc.), e-waste, hazardous materials and construction waste and is categorised as municipal solid waste, commercial and industrial waste and construction and demolition waste.

In Perth City, waste is generated by businesses, facilities (eg hospitals, stadiums), city visitors (eg in public spaces, attending events), residents and infrastructure and building construction, renewal and demolition.

The generation of waste can have an impact on the natural environment at local and regional scale including litter, possible contamination of land and water, generation of greenhouse gas (methane) and energy consumption through collection, processing and disposal.

In Western Australia, the Waste Authority (state government agency) has responsibility for overseeing the move to a “low waste society” through the Western Australian *Waste Strategy Creating the Right Environment* (the “WA Waste Strategy”) and the *Waste Avoidance and Resource Recovery Act 2007* (WARR Act). The Act establishes a waste hierarchy to guide the management of waste and minimise environmental impacts.⁴⁴

Figure 10 – WA Waste Strategy (2012) - Waste Hierarchy



The *WA Waste Strategy (2012)* sets a number of community targets for waste.⁴⁵

- 1. 65% recovery^e of municipal solid waste by 2020 (for Greater Perth).
- 2. 70% recovery of commercial and industrial sector waste by 2020 (for the State).
- 3. 75% recovery of construction and demolition waste by 2020 (for the State).

The City of Perth’s *Waste Strategy 2014-2024+* aims to “be cognisant of and contribute to the achievement of State Government and waste management objectives in terms of quantitative and time based targets” and work towards the State Government target to divert 65% of municipal solid waste from landfill by 2020.⁴⁶

^e Recovery is the term used to describe the diversion of waste away from landfill and to other uses such as recycling or energy generation.

NE3.1 WASTE GENERATION

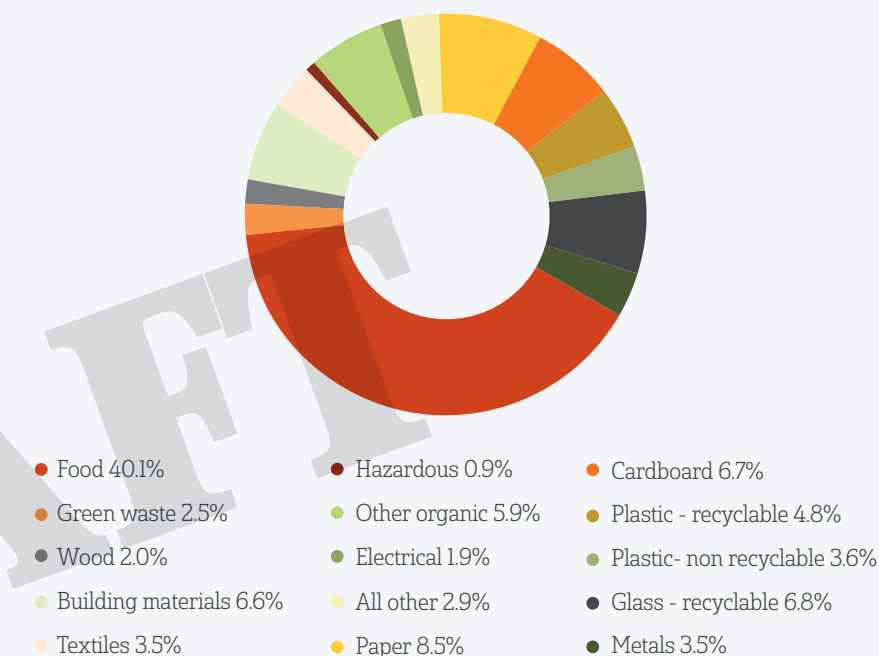
There is no data that provides a complete picture of the total amount of waste generated in Perth City, as there are multiple systems and operators involved in collecting waste.

Figure 11 – Total Waste Generation, Perth City (Pre-July 2016)

Waste Type	Total Waste Generated
Municipal (ie residential and includes public place bins)	<p>Kerbside Waste Collection - The City of Perth, as municipal waste operator, estimates 260 kilograms of waste was generated per resident in the 2014/15 financial year^{47 f} (Perth City pre-July 2016 boundary change).</p> <p>Verge-side Waste Collection - In 2015, the City of Perth collected 88 tonnes of waste and in 2016 collected 107 tonnes with 12 tonnes of metal and 12 tonnes of green waste diverted from landfill.⁴⁸</p>
Industrial and Commercial (includes events)	unknown
Construction and Demolition	unknown

In 2013, an audit of the City of Perth's municipal waste stream, estimated the average composition of household waste to be⁴⁹:

Figure 12 – Municipal Waste Stream Audit, City of Perth, 2013



NE3.2 WASTE AVOIDANCE AND DIVERSION

There is no data that provides a complete picture of the total amount of waste recovered and/or avoided in Perth City.

In 2016, the City of Perth installed 26 public place recycle bins throughout CBD in Hay and Murray Street Malls and Forrest Place. In addition, the City is carrying out the Waste Authority's three-bin system trial with over 1300 residential properties in the Crawley-Nedlands precinct. The trial introduces green waste recycling separation and smaller 120 litre bins in an attempt to reduce the amount of waste produced per household and therefore less waste sent to landfill.

^fThe resident population based on WA Tomorrow Population Report No.8 Band C Population Projections.

NE 4 LOCAL ECOLOGY

Biodiversity, or biological diversity, is the variety of all species on earth. It is the different plants, animals and micro-organisms, their genes, and the terrestrial, marine and freshwater ecosystems of which they are a part. Biodiversity provides the fundamental building blocks for the many goods and services a healthy environment provides that are fundamental to our health, like clean air, fresh water and food products, as well as many other products such as timber and fibre. Humans depend, directly and indirectly, on living systems for our health and well-being.⁵⁰ Biodiversity and ecosystems provide us with opportunities for recreation and leisure and contributes to our local and national sense of identity.^h

Perth City faces the same challenge as other capital cities to find the balance between maintaining and improving the quality of our local biodiversity while accommodating our social, economic and cultural needs, including physical growth and consumption of biodiversity.

As Greater Perth and Perth City continue to grow, it will become increasingly important to achieve an appropriate balance between the natural and the human / built environments through sustainable approaches such as green infrastructure and biophilic design.ⁱ

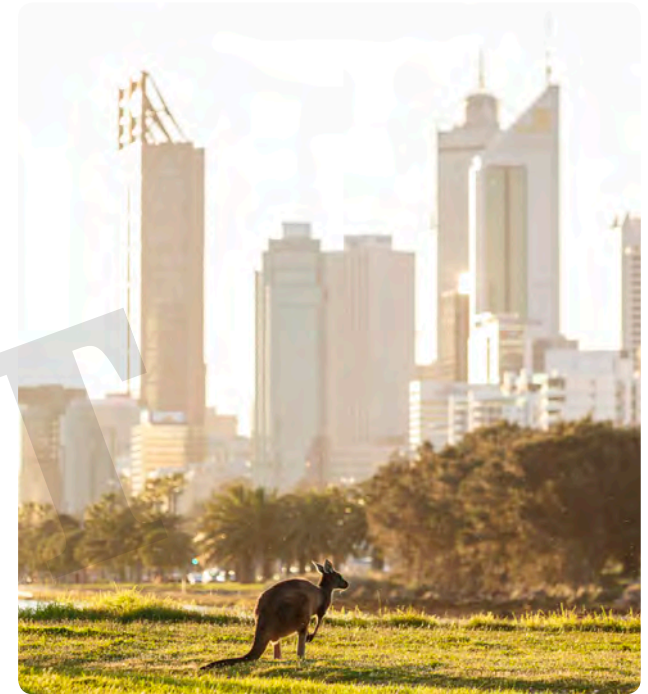
NE4.1HYDROLOGY

Groundwater

There are three types of groundwater aquifers underneath Perth City - the Yarragadee and Leederville aquifers which are contained deep below the surface, and Superficial aquifers which are located closer to the surface, sometimes forming wetlands or lakes.

Around 40% of the water supply for Greater Perth comes from groundwater.⁵¹ The extraction of groundwater from the Yarragadee and Leederville aquifers is restricted and monitored to ensure sustainable use of the resource. Rainfall patterns are important for sustaining groundwater supplies within the superficial aquifer, as it is fed directly through local rainfall infiltration. Unsustainable groundwater abstraction from superficial aquifers can cause changes in water levels and regimes of nearby wetlands.⁵²

The Department of Water is responsible for managing and protecting the State's water resources. The quality of groundwater under Perth City has not been investigated for the Snapshot 2016.



Heirisson Island

^g Ecosystems refer to the interaction between living organisms (including humans) and their environment and biodiversity refers to the variety of living organisms including plants, animals, fungi and microscopic organisms.

^h Urban green infrastructure (GI) refers to all of the vegetation that provides environmental, economic and social benefits such as clean air and water, climate regulation, food provision, erosion control and places for recreation (Source - <http://www.csiro.au/en/Research/LWF/Areas/Resilient-cities-21C/Green-infrastructure>)

ⁱ Biophilia is the inherent human inclination to affiliate with nature that even in the modern world continues to be critical to people's physical and mental health and wellbeing (Source - Wilson 1986, Kellert and Wilson 1993, Kellert 1997, 2012, quoted in The Practice of Biophilic Design by SR Kellert & EF Calabrese).

Swan River

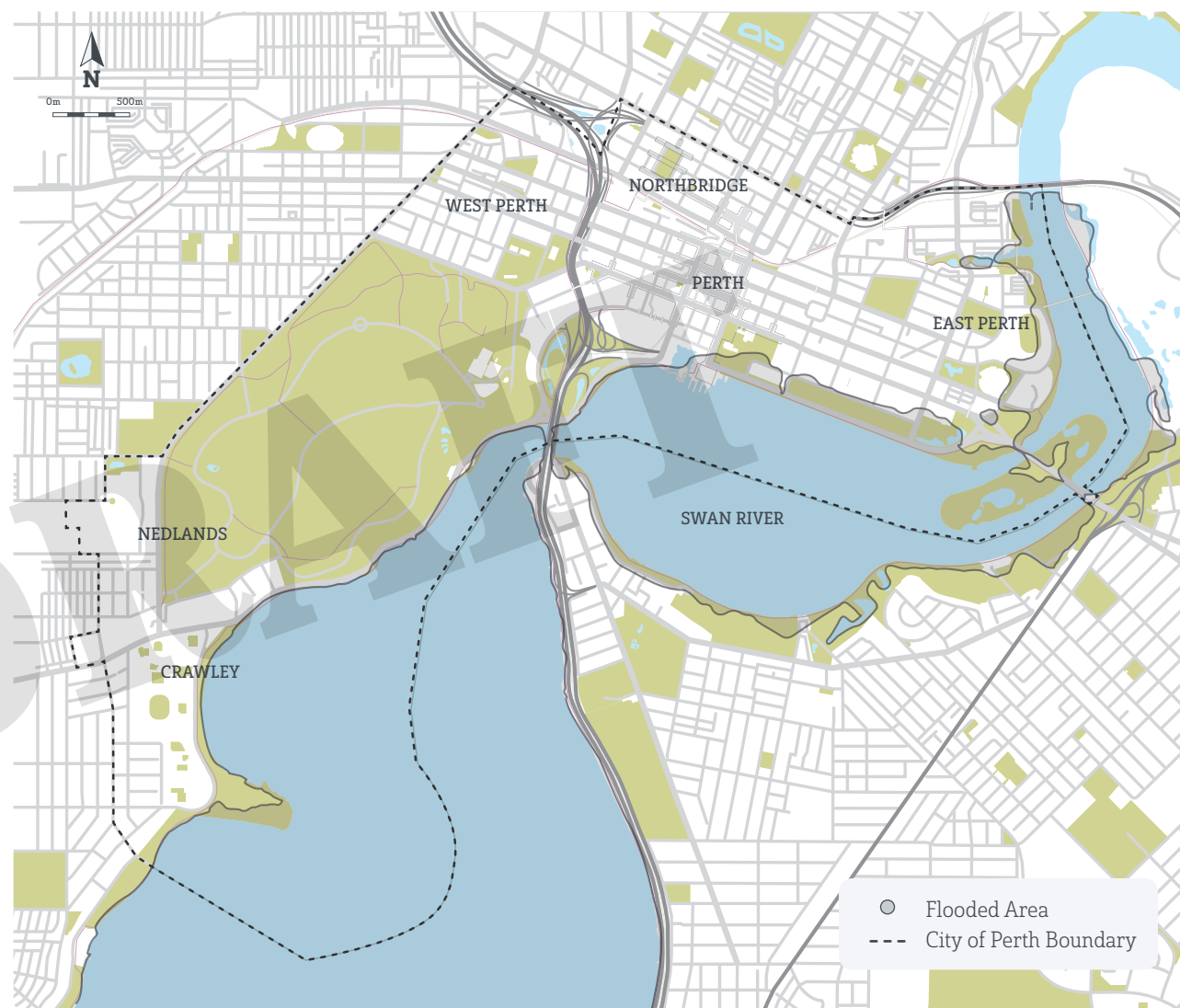
Perth City is situated in the Swan Canning sub-catchment area covering 2,090 square kilometres of the much larger Swan Avon catchment area (approximately 126,000 square kilometres).⁵³

The Swan-Canning Estuary System is identified as a “*water quality hotspot*” by the Federal Department of Agriculture and Water Resources for its “*valuable riparian vegetation and diverse aquatic ecosystems including notable fauna such as bottlenose dolphins, sea horse colonies, sea stars, Perth Herring and Mullaway*” and social and recreational values, being nationally significant (as defined by the Environment Protection and Biodiversity Conservation Act 1999).⁵⁴

Perth City is located on the northern intersection of the Swan River’s lower and middle estuary systems where the water quality ranges from Good (Lower Estuary) to Poor (Middle Estuary).⁵⁵

The Swan River is subject to flooding and the extent of 100 year flooding has been modelled by the Department of Water.

Figure 13 – Floodplain Map (1 in 100 year Average Recurrence Interval (ARI) storm event)⁵⁶



Wetlands

Historically, there was a chain of wetlands extending across the northern area of Perth City (now East Perth and Northbridge) to Lake Monger which shaped the original planning of the Swan River Colony settlement, giving rise to the east-west alignment of roads.

The Museum of Western Australia's Reimaging Perth's Lost Wetlands provides a history of the wetland chains and their importance to Aboriginal people:

The wetlands were places of abundance to Nyoongars who lived off the water birds, frogs, gilgies (freshwater crayfish), turtles and plant foods so prevalent in the swamps.⁵⁷

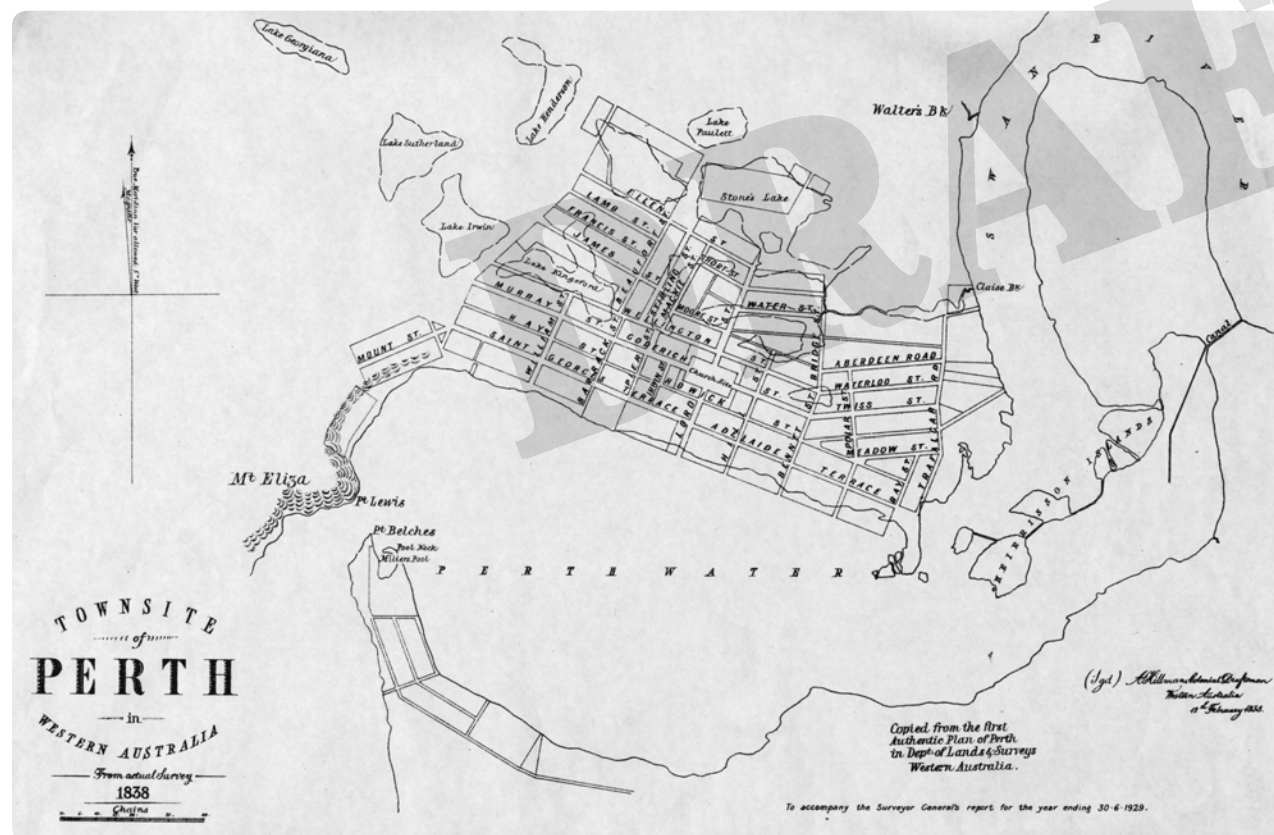
Although the majority of the wetlands have since been filled to make way for development, hints of the original wetland chain are present in Queens Garden and the deepest, Lake Kingsford "is still causing obstacles for city development where the new underground Wellington Street Bus Station was required to install the highest level of watertightness."⁵⁹

Wetlands located in Perth City are:

Constructed

- Point Fraser – stormwater recycling, restored natural river edge, boardwalks, playground, natural environment information.
- Claisebrook Lake, East Perth – irrigation and ornamental.
- Cultural Centre – stormwater drainage.
- Harold Boas Gardens, West Perth – irrigation and ornamental.
- Ozone Reserve, East Perth – groundwater storage and treatment for irrigation and ornamental.
- Freeway interchanges – Narrows and Malcolm St– stormwater drainage and ornamental.
- Kings Park – multiple for irrigation and ornamental.

Figure 15 – Early Plan of Perth City Showing Wetland Locations⁵⁸



¹ Acid sulfate soils (ASS) are naturally occurring soils and sediments containing iron sulfides, most commonly pyrite. When ASS are exposed to air the iron sulfides in the soil react with oxygen and water to produce a variety of iron compounds and sulfuric acid. The resulting acid can release other substances, including heavy metals, from the soil into groundwater and the surrounding environment (Department of Environment – Acid sulfate soils fact sheet).

Original or Modified

- Heirisson Island – some original lakes filled although some salt marshes remain.
- Queens Garden Lakes – ornamental and spring fed.
- Kennedy Spring – Kings Park – spring.
- East Perth (adjacent Police Station) - spring.

NE4.2 SOILS

There are three naturally occurring types of soil in Perth City - Vasse soils along the river foreshore, Herdsman soils marking the location of the former wetlands, and Karrakatta sands – with some imported soil used to create the Narrows Interchange and dredged material from the bed of the Swan River to shape Heirisson Island and parts of the Foreshore.⁶⁰

There is limited information on the quality of soil as widespread testing is not routine, although there is information on potential contamination from past industrial activities and the presence of potential acid sulfate soils, and both are managed through stringent State government policy.^j

NE4.3 OPEN SPACE, TREES & VEGETATION

There is a total of 564 hectares of open space in Perth City, comprising 114 hectares of parks (predominately grassed areas) and 433 hectares of bushland (including Kings Park at 400 hectares).⁶¹

High Value Spaces

Several open spaces are considered to have high values and are listed under the State Government's BushForever Policy.^{62 k}

- Kings Park escarpment - BushForever Site No.317 - 276 ha of escarpment of Kings Park behind the old Swan Brewery containing remnant vegetation.
- Pelican Point, Crawley- BushForever Site No.402 and pending Threatened Ecological Community classification^l due to temperate coastal saltmarsh.⁶³ Pelican Point is one of three locations in the Swan River forming the Swan Estuary Marine Park where "*internationally protected waders visit every summer coming from far away areas such as Asia, Mongolia and Siberia*".⁶⁴
- Heirisson Island (south-east corner) – shown as BushForever 'Other Native Vegetation', as rehabilitated (replanting commencing 2016) and pending Threatened Ecological Community classification (temperate coastal saltmarsh).

Kings Park

Kings Park is also home to the Western Australia's Botanic Garden and the Biodiversity Conservation Centre including a major native seed bank^m, playing an important role in preserving and displaying the biodiversity of Western Australia.

Kings Park has an estimated 12,000 species of native plants and 306 species of Declared Rare Flora.⁶⁵

Trees (Urban Forest)

There is a total of 14,811 trees in Perth City (pre-July 2016 boundary, excluding Kings Park) with a total canopy cover of 10.7% of the city's land area, and 64% are native.⁶⁶

Natural Heritage

Natural assets and landscapes are sometimes recognised and listed on national and local heritage registers to document and protect their significant values.

There are no places in Perth City listed on any national heritage registers, although the Swan River is listed under the Aboriginal Heritage Act 1972 (WA) for its cultural values.

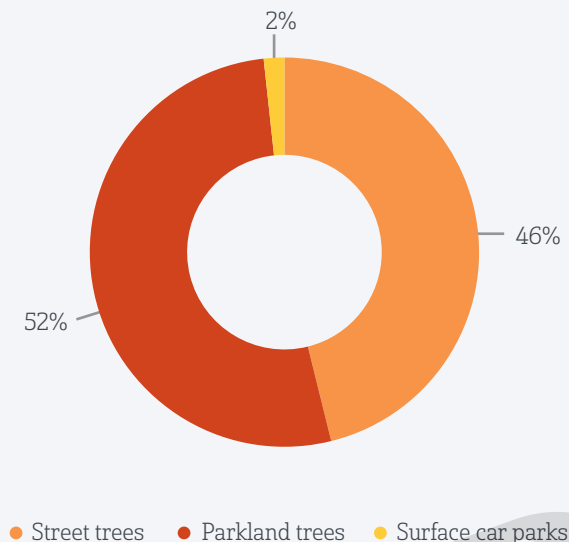
A number of trees and city parks are listed on the City of Perth's Local Heritage List (under the City Planning Scheme No.2) including Stirling Gardens, Supreme Court Gardens, Langley Park, Queens Park and Harold Boas Gardens, and the City of Perth maintains a Significant Tree Register (formally City of Subiaco areas).

^k The aim of the Bush Forever policy is to provide a policy and implementation framework that will ensure bushland protection and management issues in the Perth Metropolitan Region " (Department of Planning "Bushforever").

^l An ecological community is defined as "naturally occurring biological assemblages that occur in a particular type of habitat" which may be assessed as being 'threatened' due to the existence of "threatening processes" (Department of Planning "Bushforever").

^m Seed preservation allows us to save plant species from potential extinction. If a plant is extinct in the wild, seed banks act as a potential back up to reintroduce the species.

Figure 16 - Location of Trees in Perth City (pre-July 2016)



NE4.4 FAUNA

Perth City's green spaces host a range of native and non-native animals.

Significant native fauna includes:

- eight "rare" or "likely to become extinct" species including Carnaby's Cockatoo (*Calyptorhynchus latirostris*), Chuditch (*Dasyurus geoffroii*), and the Quenda (*Isodon obesulus*) which is a Priority 5 species (located in Arden Street Reserve and Victoria Gardens, East Perth).⁶⁸

- five species protected under international agreements; two species of other specially protected fauna; and 21 priority species.
- five semi-captive Western Grey Kangaroos (*Macropus fuliginosus*) on Heirisson Island.

In addition, the Swan River supports a significant level of biodiversity including Rakali (*Hydromys chrysogaster*) or Native Water Rat along foreshore areas and many native birds, although the changes to the foreshore and the dredging of the shallow areas of Perth Water has reduced the feeding and roosting areas for many species including the iconic Black Swan⁷⁰.

There are a number of uncontrolled and controlled non-native animals in Perth City, including stray domestic animals and invasive species such as black rats (*Rattus rattus*), Rainbow Lorikeets (*Trichoglossus haematodus*) and the European Fox (*Vulpes vulpes*)⁷¹ Invasive fauna can pose a number of risks to human health and the environmental values of open space including fouling of outdoor areas, spread of zoonotic disease (diseases of humans acquired from an animal source⁷²) and disturbance to native species.⁷³

There are 101 cats and 266 dogs registered in Perth City (pre-July 2016)⁷⁴ and if well managed, domestic pets can provide multiple health benefits such as an exercise partner, reducing stress, improved mental health and self-esteem from non-judgemental companionship.⁷⁵

NE4.5 AIR QUALITY

Air quality refers to an acceptable condition of air as measured legislation and guidelines⁷⁶. "Air quality issues may be limited to a particular region due to local air pollution sources, or may be more widespread and experienced across one or more jurisdictions, due to common air pollutant sources (such as vehicle emissions) or due to the trans-boundary movement of airborne pollutants".⁷⁷

The quality of air across Greater Perth is monitored and measured by the Department of Environmental Regulation (DER) at eight sites, with the closest station to Perth City in Swanbourne, although a site in Perth City is being investigated and will be managed by DER.⁷⁸

The air quality across Greater Perth is rated as being either "good" or "very good" for 95% of the time and respirable particulate matter "good" or "very good" for 96% of the time, based on analysis of air quality index values, and monitoring stations exceeded standards eight individual times in 2014 due to residual smoke from bushfires or prescribed burning, although there were no exceedances of particulate goals.⁷⁹

There is no data on the quality of local air.

⁷¹ The European Fox is present at Kings Park and surrounding areas. However, they are not found in large numbers and are part of a larger population occurring across the metropolitan region.

FINDINGS

NE1 ENERGY AND CLIMATE CHANGE

1. The total quantity and breakdown of different sources of renewable and non-renewable energy being supplied to and consumed in Perth City is largely unknown as there is no comprehensive set of data. This is with the exception of data showing a total of 665 solar photovoltaic (PV) cells (renewable) and modelling from the GHG emissions inventory which indicates 59% of GHG emissions come from electricity, which is generated from 91% non-renewable sources and 8% renewable sources.
2. The GHG emissions inventory calculates that 90% of emissions in Perth City (pre-July 2016) are generated from non-residential activity which reflects the extent and size of Perth City's economy and the large influx of workers from outside the City everyday.
3. In comparison to other capital cities, Perth City (pre-July 2016) emits lower proportions of GHG from "Buildings" but a greater proportion from "Transport" which may reflect a higher proportion of travel into Perth City by workers via private vehicles (ie an energy intensive transport mode) in proportion to public transport or walking / cycling modes (ie less energy intensive).
4. A thorough understanding of energy generation and consumption are important given the number of changes to the climate of the south-west of Western Australia which have been projected with either "*high or very high confidence*" and the setting of community targets for reduction in GHG emissions and increasing the consumption of energy from renewable or low-carbon sources.

NE2 WATER

5. The majority of potable water consumed in Perth City comes from scheme water which is generated from surface water 17%, groundwater 42% and desalinated seawater 41%. Between 2010-11 to 2014-15, the consumption of water by Perth City (pre-July 2016) residents ranged between 76 kL per person per year to 74 kL per person per year which appears to meet the City of Perth's *Environmental Strategy* community target to "*work with the community to reduce residential water use to below 78kL per person per year by 2030*".
6. There is no data to provide a comprehensive understanding of water use from decentralised water sources (ie alternatives to scheme water). A thorough understanding of Perth City's 'water balance' is important given the number of changes to the climate of the south-west of Western Australia which have been projected with either "*high or very high confidence*" and impacts on the surface and groundwater.
7. Data on the total consumption of local groundwater compared to allocations specified in extraction licences has not been researched for Snapshot 2016.

NE3 WASTE

8. The total quantity of waste generated in Perth City from all activities is unknown as there is no comprehensive set of data to capture this information from different sources ie residential, hospitals, businesses, construction and multiple waste collectors.

9. The total quantity of waste diverted or avoided in Perth City is unknown as there is no comprehensive set of data to capture this information. In 2015, the City of Perth (as a municipal waste operator) estimated a diversion rate of 17% of residential solid waste and 9% of commercial and industrial waste was diverted to waste recovery centres (from their collection). A comprehensive audit and analysis of data may be prudent given community targets set by the City of Perth to achieve *"65% recovery of municipal solid waste, 70% recovery of commercial and industrial waste, and 75% recovery of construction and demolition waste by 2020 and develop new targets set for 2030"*.

NE4 LOCAL ECOLOGY

10. There is no comprehensive set of data on Perth City's biodiversity, although the City contains some significant and valuable biodiversity assets such as Kings Park, Heirisson Island, Crawley Foreshore and the Swan River, which include a number of valuable species and threatened communities.
11. There is no local data on the quality of air in Perth City, although the installation of a monitoring station in Perth City is being planned by the Department of Environment. Air quality across Greater Perth is considered good.

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CHAPTER 6

ECONOMY

The Economy Theme looks at the character of Perth City's economy and its contribution to the Greater Perth region economy. Perth City forms the largest concentration of economic activity and employment in Greater Perth and plays a critical role in the economic prosperity of Western Australia.

Understanding the current state of Perth City's economy provides an essential foundation to capitalise on the growth of Greater Perth to 3.5 million people by 2050 and responding to changing global conditions.

Economic indicators such as economic output and diversity, levels of investment, business and employment growth, research capability and innovation, provide a picture of our current levels of diversity, comparative advantage and competitiveness. A sustainable economy underpins the prosperity and quality of life for people in Perth City and Greater Perth and contributes to a place people want to live, visit, work, invest and do business, now and into the future.

E1 ECONOMIC CONTRIBUTION

- E1.1** Economic Output
- E1.2** Economic Diversity
- E1.3** Investment

E2 DOING BUSINESS

- E2.1** Business Attraction and Retention
- E2.2** Employment Growth
- E2.3** Business Costs

E3 RESEARCH AND INNOVATION

- E3.1** Research Capability
- E3.2** New Business Development and Start-Ups
- E3.3** Innovation

E4 EDUCATION AND TRAINING

- E4.1** Education Sector Contribution
- E4.2** Student Attraction

E5 VISITOR ECONOMY

- E5.1** Visitor Numbers and Expenditure
- E5.2** Tourism Jobs and Night Time Economy
- E5.3** Accommodation

FINDINGS

REFERENCES

E1 ECONOMIC CONTRIBUTION

Economic contribution examines the size and character of economic activity in Perth City through the value of economic output, agglomeration and strength of industry sectors and current levels of investment.

Perth City has benefitted from the growth of the Western Australia economy over the last decade with substantial investment in business and industry and expansion of the mining and energy sectors on the back of strong demand for commodities from Asia.¹ Perth City’s non-mining support services such as scientific and professional services, finance and administration have also benefitted from a flow-on of activity and demand for services.

As the Western Australian economy enters a period of transition to lower growth, it is likely that economic activity will broaden into other sectors of the economy. Understanding and measuring the current value and character of Perth City’s economy will assist in measuring our future change and progress prosperity.

E1.1 ECONOMIC OUTPUT

Gross Regional Product (GRP)^a

In 2015, Perth City’s Gross Regional Product (GRP) was \$42.0 billion or 26% of Greater Perth’s GRP and 3% of the Australian Gross Domestic Product (GDP).²

Perth’s City’s GRP per hectare is substantially higher at \$21.7 million per hectare compared with \$250,000 per hectare for Greater Perth. The GRP at \$313,500 per worker is 45% above the Greater Perth average of \$216,700 per worker.

Perth City’s GRP is larger than some countries including Paraguay, Cambodia and Iceland.³ Although in comparison to other Australia capital cities, the GRP for City of Melbourne is \$90.6 billion, City of Sydney \$106.7 billion and City of Adelaide \$18.1 billion.

Data is only available for Perth City (pre-July 2016) prior to the inclusion of new areas in Crawley and Nedlands to enable direct comparison in GRP over time. Between 2009 and 2015, Perth City’s (pre-July 2016) GRP increased from \$29.1 billion to \$40.4 billion representing an average growth rate of 4.49% per year.⁴

Economic Output^b

In 2015, the total economic output for Perth City was estimated at \$80.1 billion.⁵

962 businesses in Mining produced output of \$32.5 billion or 40.6% of total output.

5,222 businesses in Professional, Scientific & Technical Services and Financial & Insurance Services sectors produced \$18.6 billion or 23.3% of total output.⁶

Figure 1 – Top 3 Industry Sectors by Output, Perth City, 2015

	Perth City (\$ billions)	% of Total Output
Mining	\$32.5	40.6%
Professional, Scientific & Technical Services	\$9.5	11.9%
Financial & Insurance Services	\$9.1	11.4%

^a Gross Regional Product is the net measure of wealth generated by a region, in this case Perth City. It was calculated using the Expenditure method where forms of final expenditure, including consumption by households, consumption by governments, additions or increases to assets (minus disposals) and exports (minus imports), are added (Source: REMPLAN).

^b Economic Output is the total value of goods or services produced in a given time period.

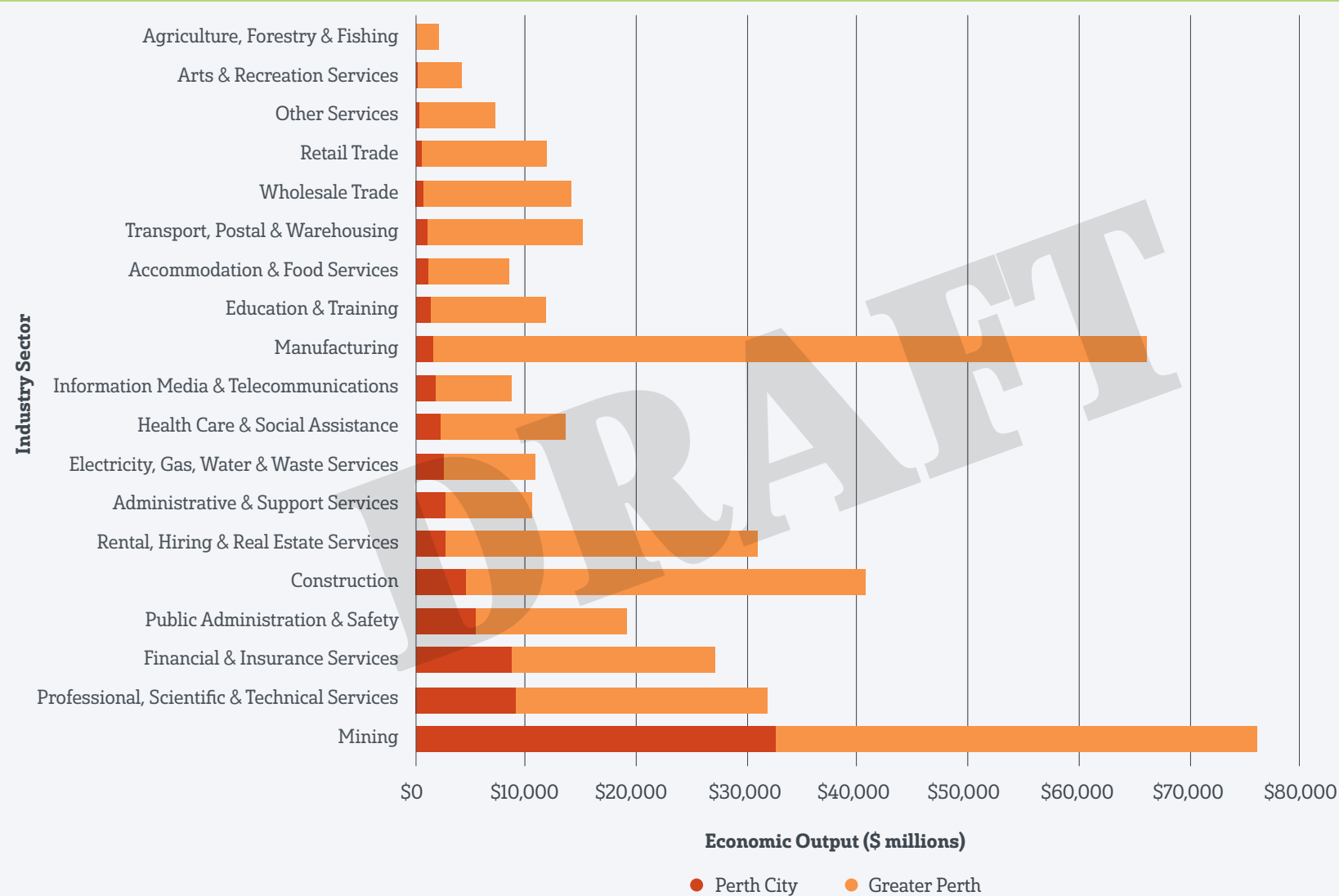
Figure 2 - Economic Output by Industry Sector, Perth City compared with Greater Perth, 2012-13

Figure 2 compares output by industry sector for Perth City and Greater Perth, which again highlighting the contribution of key sectors to the Greater Perth economy.

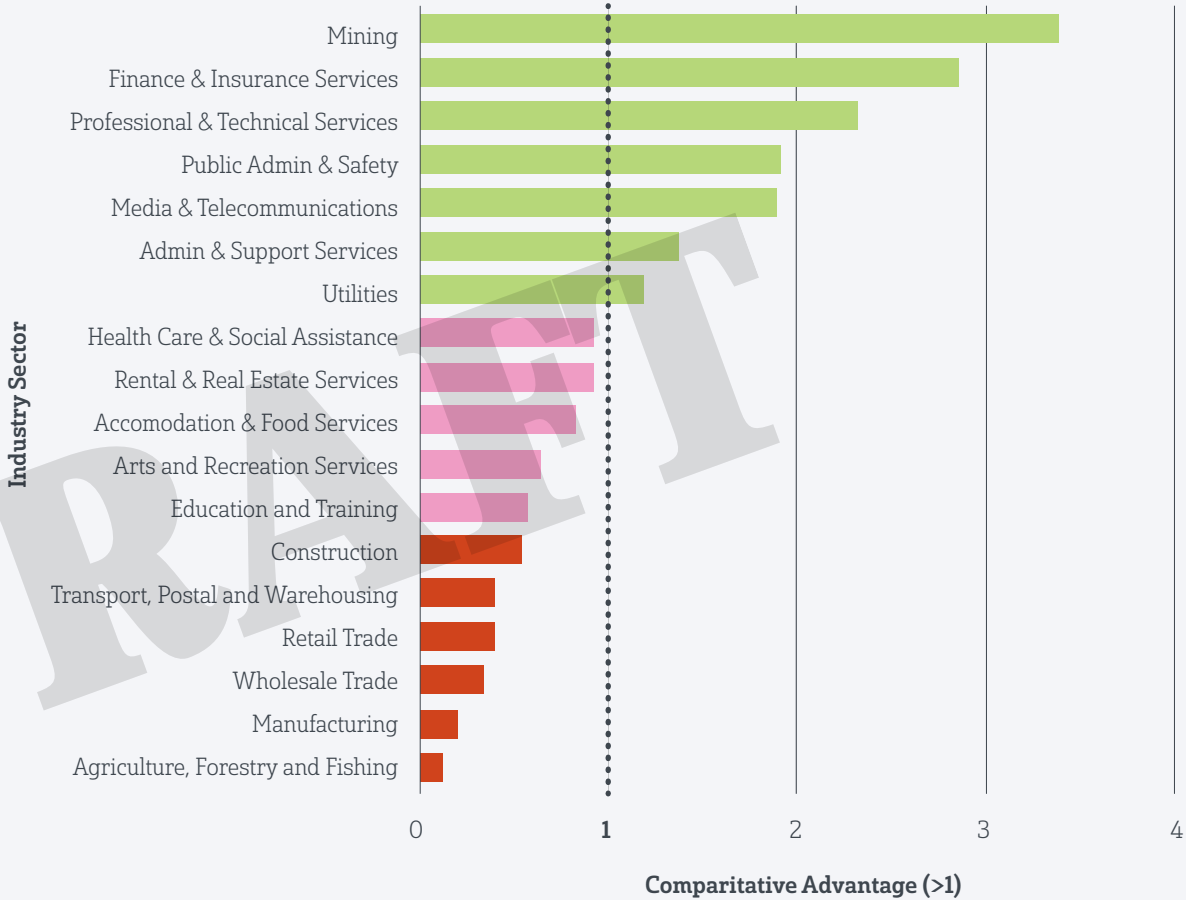
E1.2 ECONOMIC DIVERSITY

Perth City’s economic diversity refers to the mix of industries, sectors, skills and employment levels. Economic diversity is fundamental to economic stability and sustainability. Diverse economies are underpinned by an array of different industries which may provide a ‘cushion’ or buffer against the cyclical downturns in the economy over time or to external shocks such as unexpected or sudden changes in commodity prices.

Perth City has a strong economic base in the Mining and Professional services sectors and these have sustained high wages and employment growth over the past two decades. However, overall Perth City has relatively low economic diversity. Perth City is ranked in the 52nd percentile of Australian local governments for economic diversification which is lower than Adelaide (32nd percentile), Darwin (39th), Melbourne (43rd) and Sydney (46th) (according the Hachman economic diversity index).^{8 c}

Figure 3 highlights prominent industry sectors in Perth City (pre-July 2016) where a value greater than 1 implies a higher representation of workers in Perth City and comparative advantage in the particular industry compared to Greater Perth as a whole, and vice versa.

Figure 3 - Employment Shares Comparison Perth City (pre-July 2016) and Greater Perth, 2011



^c This is according to the Hachman economic diversity index used by Regional measures the economic diversity of a region in comparison to another economic region. Values closer to one would mean that the region’s economic structure is very diverse. Values closer to zero mean that the region does not have a diversity of industry sectors as compared to the other economic region (Regional Australia Institute – Guide to Understanding Australia’s Regional Competitiveness 2014).

E1.3 INVESTMENT

Investment in Perth City comes from a range of sources and is fundamental to maintaining Perth City as an attractive place to do business, access facilities and services and attract visitors for shopping, cultural and social activities.

The World Bank identifies direct investment as a key criteria for city competitiveness.⁹

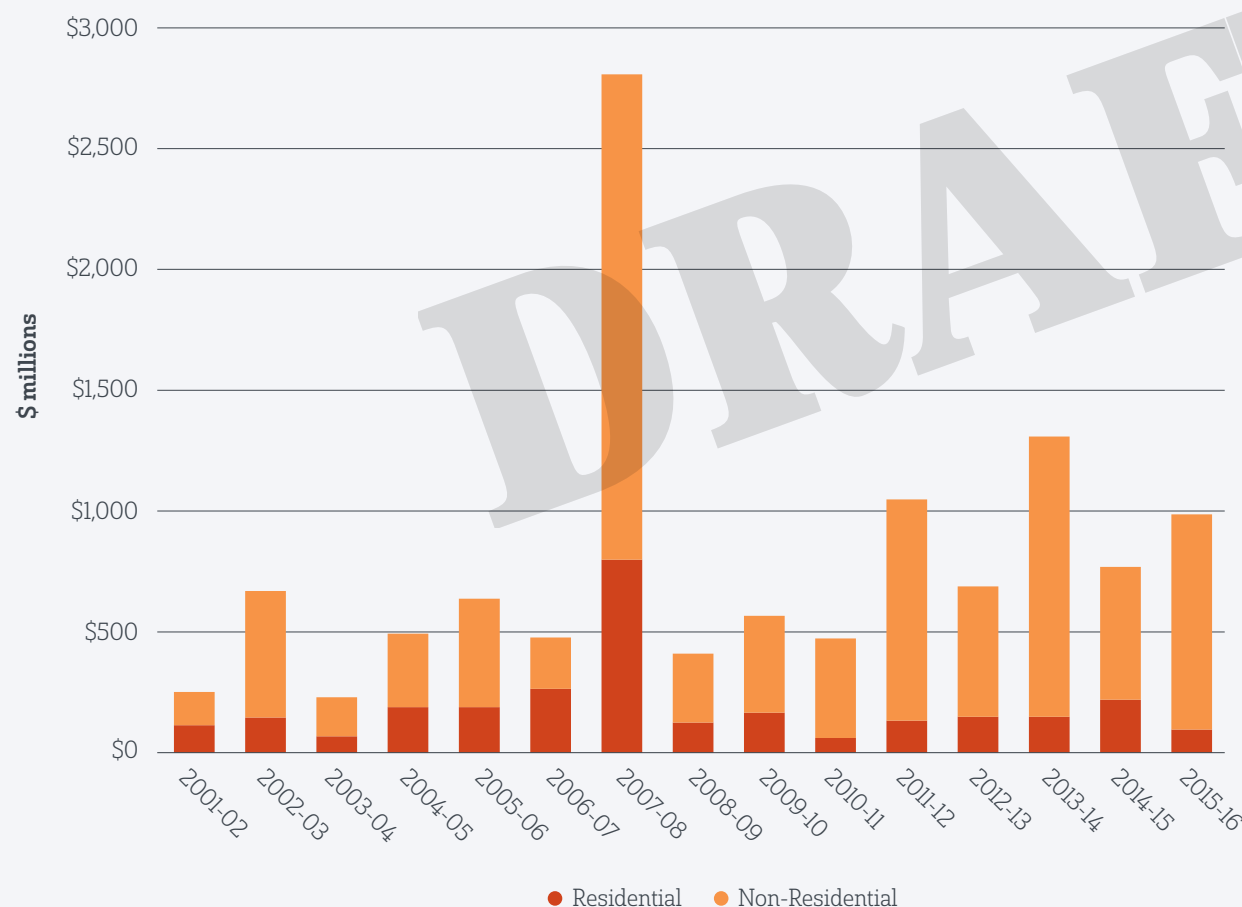
As of June 2016, there were an estimated 315 projects under construction within Perth City worth \$3.8 billion¹⁰ with a considerable portion in property assets which is reflected in the \$3.6 billion worth of building approvals in Perth City (pre-July 2016) between 2010 and 2015.¹¹

Perth City has been at the epicentre of significant public and private sector-led investment over the past five years. All tiers of government, businesses and investors have supported new road and rail projects and development of property assets and civic areas.

The key projects being undertaken in Perth City:

- **Elizabeth Quay:** Estimated investment attraction - \$2.6 billion. Development of a premier Swan River foreshore precinct, including high quality public spaces and a 2.7 hectare inlet connected by 1.5km of boardwalks and promenades, with ferry access to South Perth and Fremantle. The precinct will contain 800 apartments, 400 hotel rooms, and 225,000 square metres of commercial, retail and office space when completed.
- **Riverside (Waterbank):** Estimated investment attraction - \$2 billion. Development a cosmopolitan mixed-use waterfront precinct in the east of Perth City. The precinct will contain 7,000 residents (4000 dwellings) and 94,000 square metres of retail and office space (6,000 workers) when complete.

Figure 4 - Value of Building Approval, Perth City (pre-July 2016), 2001-02 to 2015-16



- **Perth City Link:** Estimated investment attraction - \$5.3 billion (\$4 billion private funds). Development of a 13.5 hectare precinct between the CBD and Northbridge, with 4 hectares of public space and a central city square (Yagan Square), new underground bus station, 3000 residents (1,650 dwellings) and 244,000 square metres of office, retail, hospitality and entertainment businesses (13,500 workers).
- **Cathedral and Treasury Precinct:** The renaissance of a heritage precinct The Old Treasury Building is complete and has transformed old and new buildings into unique hospitality destination with a boutique hotel, numerous bars and restaurants, vibrant public squares, iconic City library and office buildings.
- **Western Australian Museum Redevelopment:** A \$428.3 million project that will transform the existing heritage buildings into a larger, new Museum for WA with 7,000 square metres of galleries, learning studios, 'behind the scene' spaces, retail and cafe spaces by 2020.

- **Perth's Children's Hospital:** The new \$1.2 billion hospital is located in the Queen Elizabeth II Medical Centre and will form part of a centre of excellence for health and research and host major paediatric research and education initiatives led by the Telethon Kids Institute and the University of Western Australia.
- **Commercial Floorspace:** More than 128,000 square metres of new commercial floorspace was constructed in 2015 and there is over 86,000 square metres of commercial floorspace under construction in 2016 and over 209,000 square metres are unconfirmed but possible from 2017 onwards.¹²



New Museum for WA (Credit WA Museum ©)

A number of investments outside of Perth City will have an impact on the local economy:

- **Perth Stadium and Pedestrian Footbridge:** Currently under development, the new 60,000 seat stadium and transport infrastructure are due for completion in 2018. The arena will host a variety of sporting and entertainment events. The project is estimated to cost approximately \$1.28 billion.
- **Forrestfield Airport Train Link:** Currently under development, the airport train link will provide direct and convenient rail access for airport passengers and may lead to increased demand for hospitality and accommodation in Perth City. The project is estimated to cost approximately \$2 billion.
- **Perth Airport Redevelopment:** The 1 billion redevelopment of Perth Airport is nearing completion and consolidates domestic and international terminals, improving traveller convenience.

E2 DOING BUSINESS

With changing economic structures impacting current and future growth sectors, there is an impetus to ensure Perth City remains an attractive destination for businesses and workers, especially given increased competition from Greater Perth, across Australia and around the world. Doing business therefore measures Perth City's economy from the perspective of worker and business attraction. It observes the City's ability to attract a range of business types, including start-ups, and workers.



E2.1 BUSINESS ATTRACTION AND RETENTION

Perth City is home to a mix of global and national businesses complemented by a local business sector.

In 2015, there were a total of 14,000 businesses registered in Inner Perth^d of which 40% (5,531 businesses) employed workers and are a major source of innovation and entrepreneurship.¹³

Of the employing businesses, 99% were small and medium size enterprises employing less than 200 workers, and mostly in the financial and real estate service sectors. Larger organisations are generally within the mining, hospitality and professional service sectors.

The broader business sector has experienced a moderate contraction in Inner Perth with the number of registered businesses decreasing 0.5% between June 2013 and June 2015. Much of this decline was in the small business sector (1-19 employees) particularly the mid-tier mining support and financial service firms, declining 29 and 65 businesses respectively.¹⁴ Despite the decline in businesses, Perth City is a major destination for Perth's largest businesses, with 29.4% of large employers (200+ employees) in Greater Perth locating their major office in the area.¹⁵ In contrast, the hospitality and café/dining sectors experienced the largest growth between 2013 and 2015, with employing businesses in these sectors increasing by 42.

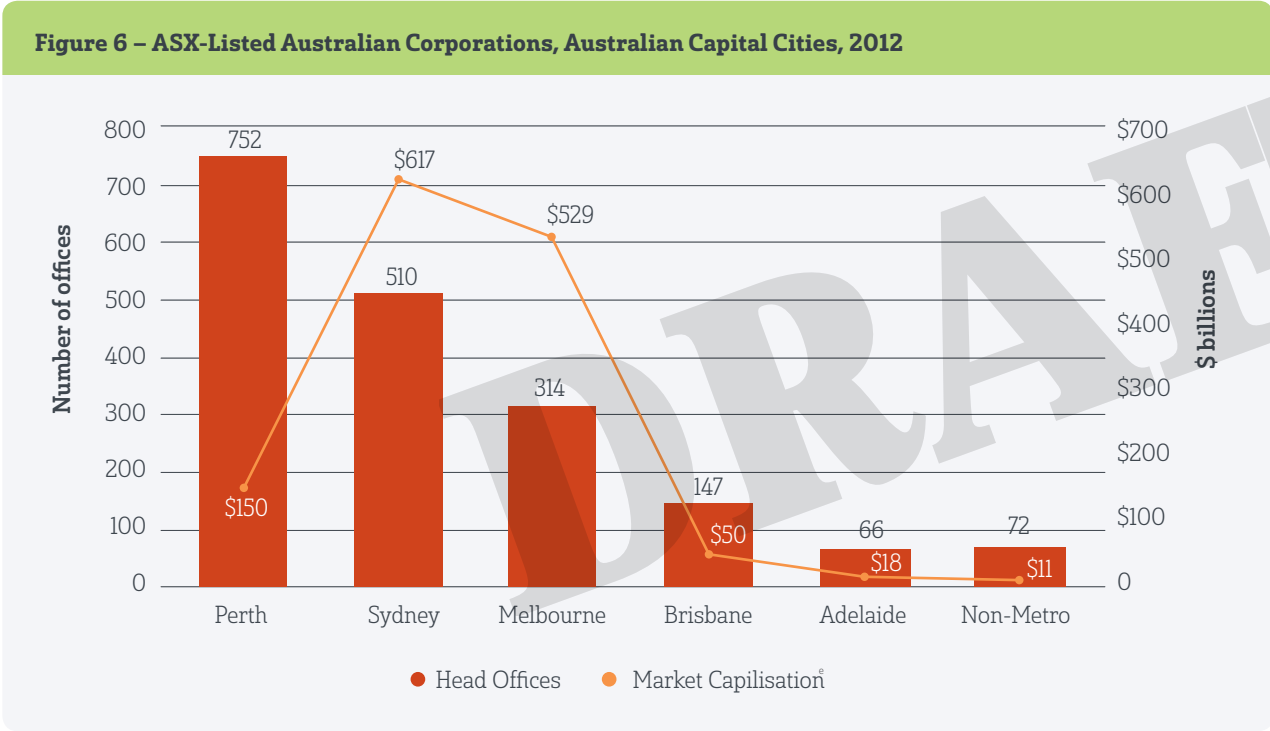
Figure 5 - Business Registrations by Number of Employees, Inner Perth (ABS SA2 Region), 2013 and 2015¹⁶

	Non-Employing Businesses	Employing Businesses				Total Employing Businesses	Total – All
		1-4	5-19	20-199	200+		
Number of Businesses (2015)	8,469	3,231 (58%)	1,588 (29%)	667 (12%)	45 (1%)	5,531	14,000
Change (2013 to 2015)	+90	-60	-96	-12	+10	-22	-68
Proportion of Greater Perth Businesses (2015)	7.8%	7.5%	9.8%	13.3%	29.4%	N/A	8.1%

^d Note – the Inner Perth Region refers to the ABS SA2 area which takes into account Perth City CBD, East and West Perth, Northbridge and parts of Highgate and Leederville. It does not accurately align to the whole of Perth City.

^e ASX300 refers to the 300 largest firms listed on the ASX (Australian Stock Exchange) by market capitalization.

A 2012 study of the business clustering found that Greater Perth had the largest representation of ie company headquarters of ASX300 listed corporations compared to other cities within Australia, with 752 company headquarters, nearly as many as Sydney and Melbourne combined (824 firms), and the Inner Perth region remains the dominant location in Greater Perth for these firms with 411 firms (or 55%) concentrated in the region within three industry sectors - minerals 66.5%, energy 18.5%, and finance 4.1%.^{17 18}



^f Market capitalisation is an indicator of the relative size and importance of an industry, and refers to the total value of all shares held for a particular company.

^g The Central Sub-Region is an administrative urban planning area consisting of 19 local government areas (Stirling, Bayswater, Bassendean, Cambridge, Vincent, Nedlands, Subiaco, Perth, Cottesloe, Claremont, Peppermint Grove, Mosman Park, Fremantle, East Fremantle, Melville, Canning, South Perth, Victoria Park and Belmont).

E2.2 EMPLOYMENT GROWTH

The availability of a highly skilled and educated workforce enables businesses and organisations to respond to changing environments, address challenges and pursue commercial opportunities. Conversely, a lack of access to appropriate human capital can constrain the growth of local enterprises and discourage new business creation.

Number of Workers

In 2011 (Census), there were around 134,500 workers employed in Perth City representing 24% of jobs in the Central Sub-Region^f and 18% in Greater Perth.¹⁹ Jobs are generated from an array of private (for profit) businesses, not-for-profit businesses and government agencies and facilities such as hospitals and education institutions.

Figure 7 – Total Jobs by Region, 2011^{20 21}

Perth City	134,459
Central Sub-Region	546,121
Greater Perth Region	743,399

Worker Density

One of the largest concentrations of workers in Perth City is contained in a 41 hectare precinct in the Perth CBD with just under 46,000 workers or 34% of the total city workforce. Other concentrations of workers can be found at Queen Elizabeth II Medical Centre (approx. 8000 workers), University of Western Australia (approx. 6000) and Royal Perth Hospital (approx. 4000).²²

While the number of workers in Perth City represents the largest cluster of employment in Western Australia, Perth City's employment levels and density of jobs is lower than the City of Sydney and Inner Brisbane, but greater than the Cities of Melbourne and Adelaide.

Perth City's lower employment density may be due to a higher proportion of jobs being distributed across Greater Perth in major employment centres, especially in high employing industrial areas and strategic employment centres such as Murdoch, Bentley, Subiaco, Joondalup and Fremantle.

Figure 8 – Concentration of Workers, Perth City, 2011 (Census)

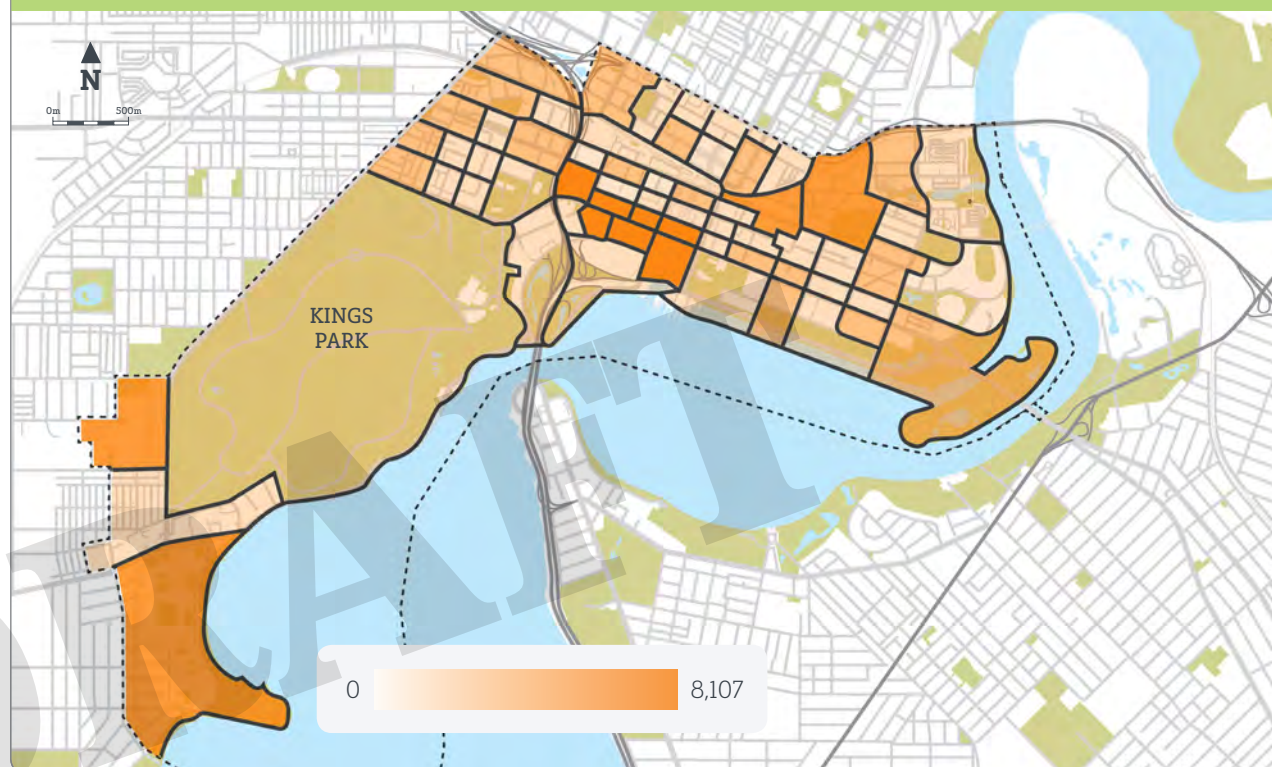


Figure 9 – Jobs and Job Density, Perth City compared with Capital Cities²³

	Land Area (hectares)	Residents (ABS EPR 2015) ^a	Jobs (ABS Census 2011)	% of Greater Metropolitan Area Jobs	Job Density (jobs per hectare)
City of Sydney	2,670	205,339	387,328	21%	145 jobs/ha
Inner Brisbane^b	1,330	67,155	186,375	20%	140 jobs/ha
Perth City	979 ^c	24,244	134,459	18%	136 jobs/ha
City of Melbourne	3,740	128,980	353,504	20%	94 jobs/ha
City of Adelaide	1,560	23,169	107,134	20%	69 jobs/ha

^a Estimated Residential Population (EPR).

^b Inner Brisbane refers to the Australian Bureau of Statistics Statistical Area Level 3 Brisbane Inner Available From: [http://www.abs.gov.au/websitedbs/D3310114.nsf/home/Australian+Statistical+Geography+Standard+\(ASGS\)](http://www.abs.gov.au/websitedbs/D3310114.nsf/home/Australian+Statistical+Geography+Standard+(ASGS))

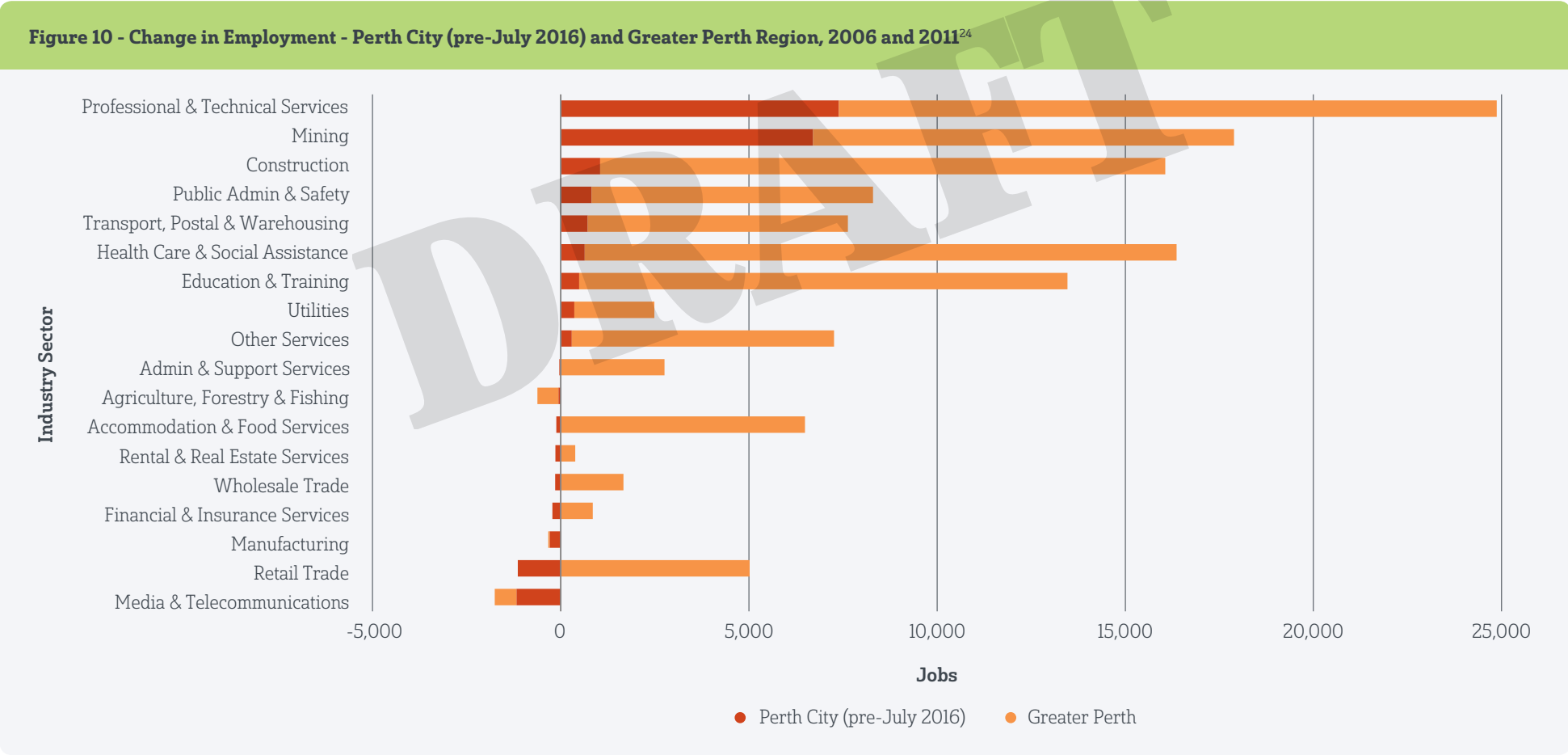
^c City of Perth GIS calculation of land area only and not including Kings Park.

New Job Creation

Between 2006 and 2011 more than 9 out of every 10 new jobs created in Perth City (pre-July 2016) were in the professional services and mining sectors. Jobs in population-based industries such as retail trade declined despite significant population growth in Perth City and Greater Perth during this period.

E2.3 BUSINESS COSTS

The Organisation for Economic Co-operation and Development (OECD) defines a competitive region as one that can attract and maintain successful firms.²⁵ This means that skilled labour and successful firms will gravitate away from uncompetitive regions towards more competitive ones. A key driver of competitiveness is the cost of doing business in a region, with excessively high business costs associated with low growth and productivity, making it difficult for existing and incumbent firms to realise their full potential.²⁶



In 2012, the City of Perth conducted a survey of businesses which asked respondents about their business plans and reasons for moving to and from the City. The survey found that parking and leasing cost issues were the most commonly stated reasons for relocating outside of the City's boundaries, although given changes in recent years, it would be prudent to update this survey.²⁷

Cost pressures can be a function of broad economic conditions, the regulatory environment, and access to skilled labour and fixed costs, amongst other things. Of these, commercial rents for office and retail spaces, workshops and other places of business operations can be a substantial cost component for many businesses, particularly those operating in the retail industry.

Retail Floorspace

On a whole, prime retail accommodation in Perth City is more affordable than other CBDs across other Australian capital cities at \$3,780 per square metre, although performance varies between locations and Perth CBD retail rents have moderately declined from 2014 levels of \$3,960 per square metre.²⁸ Though vacancy is fairly stable, lower tenant demand has driven a decline in lease costs.

Historically, Perth City is not considered a prominent retail destination in Greater Perth and this is reflected by relatively low retail employment and levels of retail floorspace. Additionally, Perth City is home to fewer high end retailers and retail

districts (except for locations such as King Street) than inner Melbourne and Sydney. These larger cities also have higher levels of employment density and visitation which support retail patronage.

Retail floorspace costs are being driven down by a combination of factors including the flight of businesses to new spaces, created through the Metropolitan Redevelopment Authority projects and private development projects, combined with the cyclical downturn in the WA economy, which has resulted in a slower take-up of vacant floorspace.

Figure 11 - Prime CBD Retail Rents, Australian Capital Cities, March 2016²⁹

	March 2016 (per square metre)	Year-on-Year Change
Perth CBD (Malls)	\$3,780	-2.8%
Sydney CBD	\$9,250	+5.7%
Melbourne CBD	\$7,500	-3.5%
Brisbane CBD	\$4,400	-2.2%

Office Floorspace

The office accommodation sector has experienced a more dramatic deterioration. During 2004-2007, demand from major resources companies and their suppliers nearly exhausted the existing

supply of office space in Perth City. This drove rents for prime CBD space to figures in excess of \$800 per square metre by early 2008.³⁰ Despite a temporary slowdown due to the global financial crisis, demand for commodities, especially iron ore, oil and gas continued, and rents returned to \$790 per square metre in January 2013. At this time, over 50% of office space in the Perth CBD was estimated to be occupied directly or indirectly by a company involved in the resources sector.³¹

Since this time, falls in major commodity prices have led to a focus on cost reduction which has seen projects delayed or cancelled, major cuts made to staff and a resulting fall in office space requirements. Against this backdrop, new floorspace has been added to market which has resulted in increasing office vacancies to 21.8% in the Perth CBD at August 2016 (an increase of 2.2% over the previous 6 month period).³²

Office rental prices (minus incentives) have declined from the price peaks of 2012 peak to more moderate prices (January 2016):³³

- Average Prime grade net face rent – 2012 peak \$790 per square metre, now \$579/sqm (\$318/sqm net effective), a drop of over \$225/sqm.
- Secondary grade net face rents – 2012 peak \$616/sqm, now just under \$400/sqm (\$219/sqm net effective).

E3 RESEARCH AND INNOVATION

Research and innovation looks at the contribution of Perth City enterprises to technological and productivity advancements and their capacity for innovation. Capitalising innovative potential provides a way to diversify Perth City's economy and is a key driver of competitiveness, productivity growth and job creation, in the face of changing economic conditions.^{34 35}

Developing new business practices and business sectors is reliant on a number of factors, such as investment in research and development, a commitment to innovation, knowledge exchange and interactions between businesses, research centres and universities, focused international collaboration and the effective training and utilisation of an innovation-capable workforce.³⁶

The Regional Australia Institute measures innovation through key indicators:

- the presence of research organisations and proportion of the workforce with research and development capabilities (indicators of 'capacity' for innovation), and
- levels of new business development and patent registrations (indicators of 'actual' innovation).³⁷

E3.1 RESEARCH CAPABILITY

With the recent expansion of Perth City boundaries to include the Queen Elizabeth II Medical Centre (and Harry Perkins Institute of Medical Research) and the University of Western Australia, the contribution of Perth City to national research output has increased dramatically.

There are two organisations in Perth City registered with Innovation Australia for the purpose of conducting research and development:

- **University of Western Australia:** UWA is regarded as one of Australia's top research institutions, attracting researchers of world standing across a range of disciplines with international leaders in many diverse fields. The University is ranked 96th in the world in the prestigious Shanghai Jiao Tong University's Academic Ranking of World Universities, which includes numerous research impact measures.³⁸
- **Harry Perkins Institute of Medical Research:** The Harry Perkins Institute of Medical Research was established in 1998 as the Western Australian Institute for Medical Research (WAIMR) with the vision of creating a multi-site Institute that would enhance collaboration between Western Australian medical researchers. Today it is Western Australia's premier adult medical research centre.



Nobel Laureates Emeritus Professor J. Robin Warren AC (L) and Clinical Professor Barry J. Marshall AC

In addition, a preliminary audit identified 35 research centres and organisations in Perth City, although a thorough audit is recommended to verify the figure.³⁹

Additionally, Perth City (pre-July 2016) was found to have a high number of people employed in research and development manager roles and a high number of science and engineering qualified workers, both are considered indicators of research capability.

Figure 12 - Research Capacity⁴⁰

	Perth City (pre-July 2016)	Australia
Research & Development Managers (per 100 workers)	16.6	9.4
Science & Engineering Qualified (proportion of workers)	22.3%	15.4%

E3.2 NEW BUSINESS DEVELOPMENT & START-UPS

Technology is restructuring the global economy, with technology companies increasingly entering traditional industries such as mining, transportation, insurance and accommodation. A recent study estimated the potential economic impact of disruptive digital technologies on Western Australia's economy in 2025 could be over \$76 billion per annum or approximately 25% of Gross State Product (GSP) based on current economic and technology trends.⁴¹

In response to these challenges and opportunities, Perth City's (pre-July 2016) start-upⁱ scene has grown from 100 digital and internet-based early-stage start-ups in 2013 to 335 by 2015, with growth centred around the West Tech Festival, Spacecubed (a CBD co-working space), meet-ups (an on-line social networking portal) and events such as Start-up Weekend, and entrepreneur-focused education programs like Founder Institute^k.⁴²

More broadly, between 2009 to 2013, Perth City (pre-July 2016) grew an average of 1,232 new businesses, well below levels experienced across Sydney, Melbourne and Adelaide. High commercial lease costs could have contributed partly to this low level of new business development.

Figure 13 - New Business Entries, Australian Capital Cities, 2009-13⁴³

	Non-Employing	Employing
Perth City (pre-July 2016)	4,019	2,140
City of Sydney	30,081	16,048
City of Melbourne	16,046	8,317
City of Adelaide	5,761	2,218



Flux Co-working Space (Credit Spacecubed)

ⁱStartups defined in the reference - There are varied definitions of early stage technology startups. Whilst any type of early stage business can be called a startup, for the purposes of this report the definition used by StartupAus, Google Australia and PwC Australia was adopted: a 'startup' is a company primarily focused on developing innovative digital technology and intellectual property with a high leverage on labour, a scalable business model and capable of rapid growth. This report also defines startups as those companies born in, or after 2010. Thus companies specified as startups in this report are a maximum of five years eleven months old at time of publishing (Boundless in Partnership with StartupWA, WA Dept. Of Commerce, and Perth City 2015 Startup Ecosystem Preliminary Report)

^kThe Founder Institute is the world's premier startup launch program for talented entrepreneurs - <http://fi.co/s/perth>

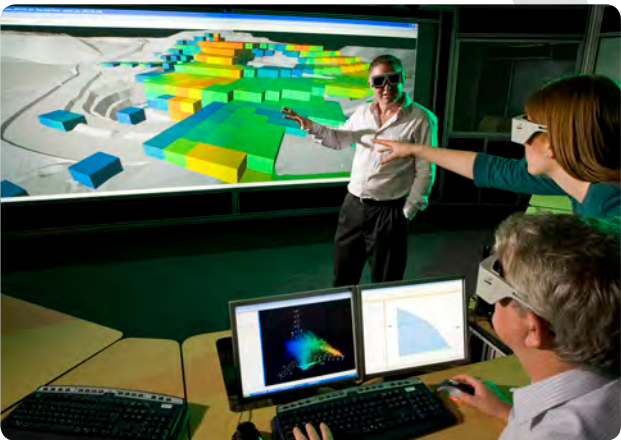
E3.3 INNOVATION

“An innovation is the implementation of a new or significantly improved product (good or service), a new process, a new marketing method, or a new organisational method in business practices, workplace organisation or external relations.”⁴⁴

Perth City is considered a significant generator of innovation with the mining and energy sectors in particular supporting research and development across the globe.

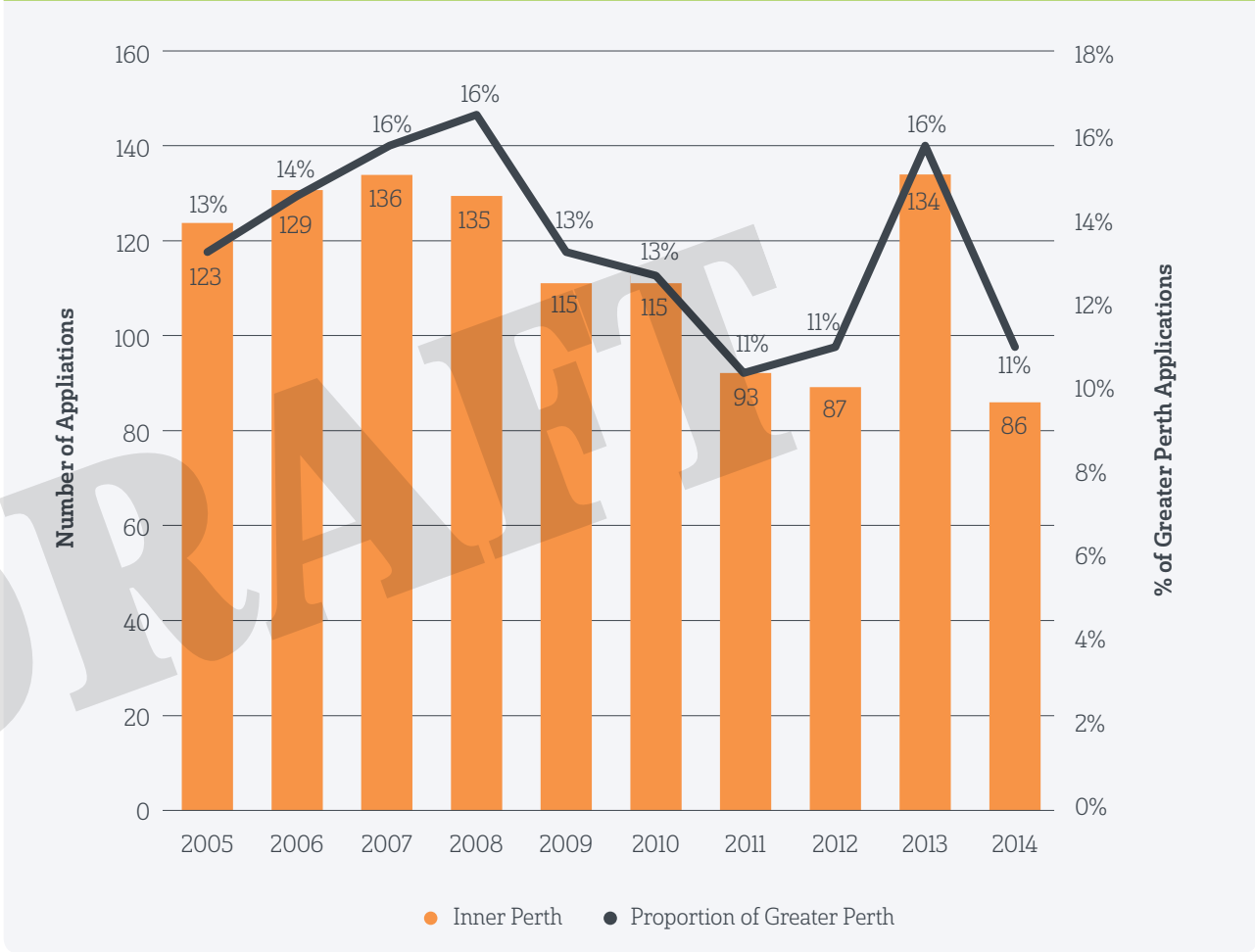
Patents

The contribution of enterprises in Perth City to innovation is most notably reflected by the number of patents and trademarks. Between 2010 and 2014, a total of 515 patents applications were registered by businesses located in Inner Perth¹, representing on average 14% of total applications across Greater Perth.⁴⁵



Rio Tinto Mine of The Future (Credit Rio Tinto)

Figure 14 - Patent Applications, Inner Perth Region, 2005 to 2014⁴⁶



¹Note – this is the ABS Inner Perth region which includes parts of Leederville and Highgate.

Nonetheless, organisations in Perth City (pre-July 2016).⁴⁷

- applied for 15.5 patents per 10,000 working age residents between 2005 and 2014 which was above the national average (10.1) and inner Sydney (2.4) and Melbourne (7.4).
- rated high for trademark applications, with local organisations making 94.2 applications per 10,000 working age residents compared to lower levels across Sydney (21), Melbourne (34.8) and Australia (9.5).

Innovation Cities Index

The Innovation Cities Index published by *2thinknow* measures the innovation performance of 500 cities around the world across 162 indicators of cultural assets, human infrastructure and networked markets to determine performance as an innovation hub, either currently or in the future. Greater Perth was the only Australian capital city to have improved its ranking between 2014 and 2015 climbing 27 places, however despite the improvement, Greater Perth scored low across the innovation criteria compared to other Australian capital cities.⁴⁸

Figure 15 - Innovation Cities Index 2014 and 2015, Australian Capital City Metropolitan Regions⁴⁹

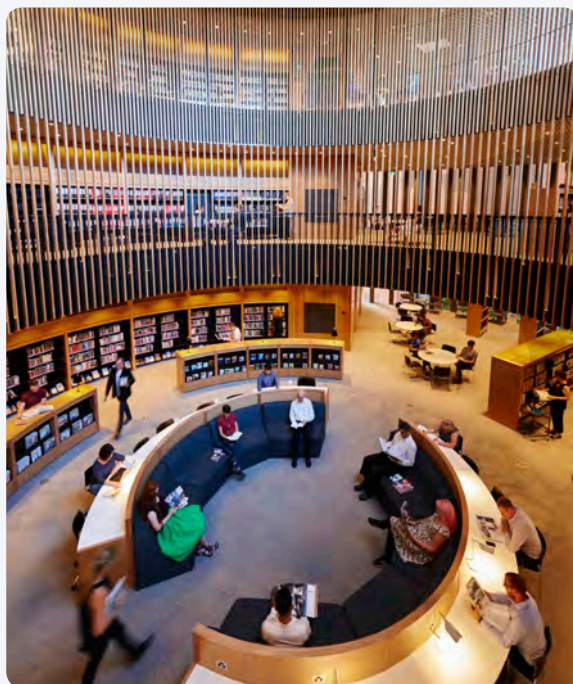
Capital City Metropolitan Regions	2014	2015
Sydney	17	18
Melbourne	23	33
Brisbane	60	57
Perth (ie Greater Perth Region)	183	156
Adelaide	160	186
Canberra	188	190
Hobart	278	292



Fiona Wood Inventor of spray-on-skin for burn victims
(Credit Fiona Wood Foundation)

E4 EDUCATION AND TRAINING

Perth City is home to globally renowned university campuses and a high proportion of education and training facilities and services and will play a key role in meeting the growing demand for domestic and international education. In this section, education and training refers solely to the economic contribution of the sector and the ability to directly support employment opportunities.



City of Perth Library (Credit J Wyld)

E4.1 EDUCATION SECTOR CONTRIBUTION

The education and training sector is Australia's largest service export and the fourth largest export. Total spending by international students in Australia – including course fees, accommodation, living expenses and recreation – was \$18.2 billion in 2014-15, up from \$15.9 billion the previous year.⁵⁰ Of this amount, Western Australia is a small but valuable contributor, with education exports totalling \$1.3 billion during 2014-15.⁵¹ In addition to international students, this sector educates many domestic students.

In 2013-14, the education and training sector contributed approximately \$1.4 billion to Perth City's economic output (or 1.8% of total output) compared with an average of 3.2% across Greater Perth. A total of 6,859 people worked in education and training (or 5.1% of the total workforce) compared with an average of 9.0% across Greater Perth.⁵²

E4.2 STUDENT ATTRACTION

Students are an important customer base for Perth City's education and training sector organisations and additionally support local businesses such as retail and hospitality sectors.

In 2015, there were an estimated 38,000 students enrolled in Perth City (pre-July 2016) across three primary / high schools, two TAFE campuses, one university, and over 100 tertiary training organisations. Since this time, Perth City has expanded to include the University of Western Australia, which attracts an estimated 20,000 students and staff on a daily basis.^m In addition, the CQ University Australia will commence operation in the Perth CBD in February 2017.ⁿ

In 2015, it was estimated around 13,800 students attending the CBD on a daily basis.⁵³

Live-Study (TAFE and University Students)

In 2011, 18.2% of Perth City's residents (3,551 people) were attending TAFE or University, compared with 27.0% of residents in 2001. In comparison, 24% of the City of Melbourne's residents are attending TAFE or University, and 14.2% of the City of Sydney's residents (2011 Census).⁵⁴ A number of student housing developments are planned and combined with slight declines in rent prices, the number of students living in Perth City may increase over time.

Perth City has many appealing characteristics that make it a popular destination for international students who have identified the quality of education, friendliness of local people and the safety as appealing characteristics.⁵⁵

^mPers comms O'Brien, D August 2016

ⁿ<https://www.cqu.edu.au/campaigns/wa?gclid=CJXyn-au2c8CFYOavAodqwaGaw>

E5 VISITOR ECONOMY

Attracting visitors to Perth City has a direct impact on the economy through visitor spending and this is distributed across a number of businesses areas such as accommodation, food and beverage, retail, entertainment and cultural activities and tourism services.

A vibrant visitor economy attracts a diversity of visitors including workers, business travellers, tourists and residents of Greater Perth, to participate in a diverse range of experiences and activities, more often and for longer periods of time.

Perth City is home to a number of cultural facilities and hosts a number of events, festivals and performances throughout the year which attract a larger number of visitors. The Western Australian Museum and the Art Gallery of Western Australia alone have attracted an average of 1.5 million visitors a year in recent years, although numbers may decline temporarily due to redevelopment of the Museum. The Culture Theme provides a detailed breakdown of cultural activity in Perth City.

E5.1 VISITOR NUMBERS AND EXPENDITURE

It is difficult to accurately estimate the number of people who visit Perth City as there is no comprehensive set of data or information on visitor numbers, especially at different times of the week and for different purposes. However, there are a number of information sources that provide an indication of visitor levels.

Tourism Visitors

Tourism Research Australia estimates that the Inner Perth area (wider than Perth City) attracted an average of 34,175 visitors per day between 2011 and 2016 which represents 29.1% of total visitors to the wider Experience Perth Tourism Region.⁵⁶

Figure 16 - Visitor Estimates, Inner Perth, March 2011 to March 2016

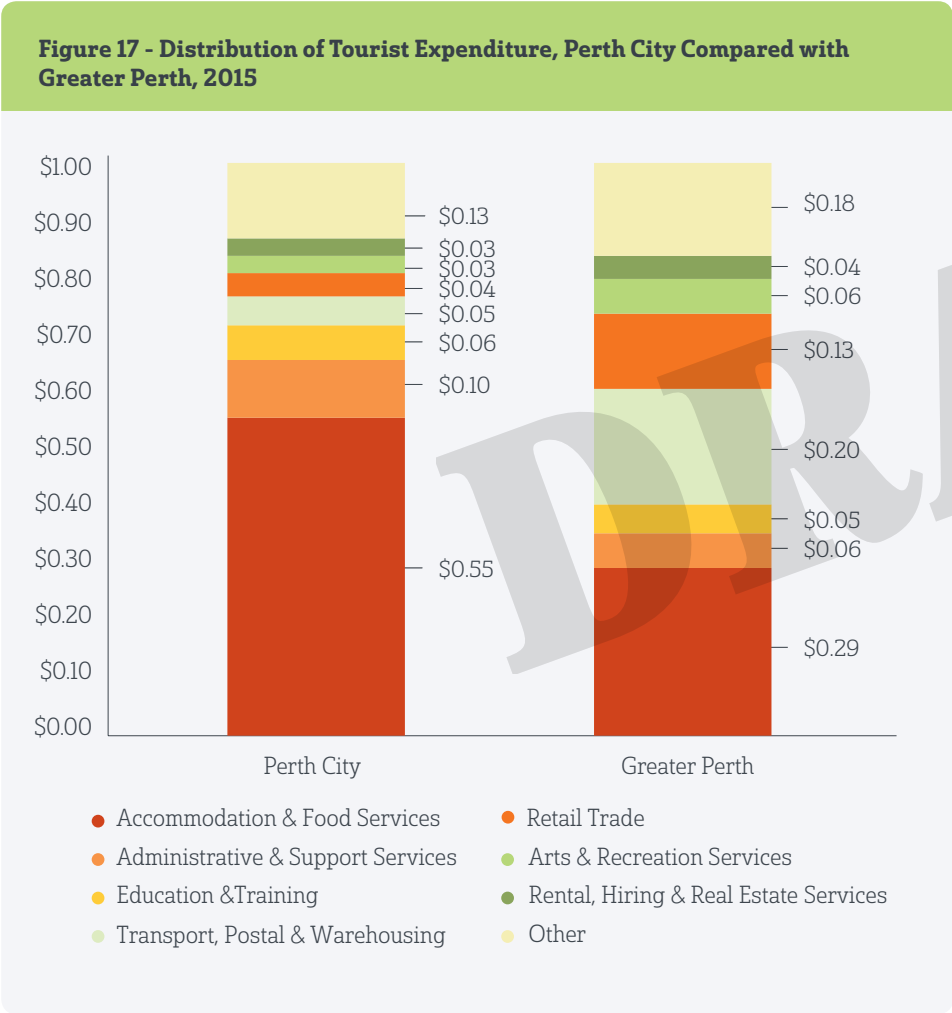
Origin	Average Visitors Per Day	% change 2006 to 2011	% of Total Visitors to "Experience Perth" Tourism Region
Intrastate	8,206	-9.9%	44.8%
Interstate	7,249	-27.4%	17.9%
International	18,720	18.7%	31.9%
TOTAL	34,175	-2.0%	29.1%

Daytime Visitors – Perth CBD

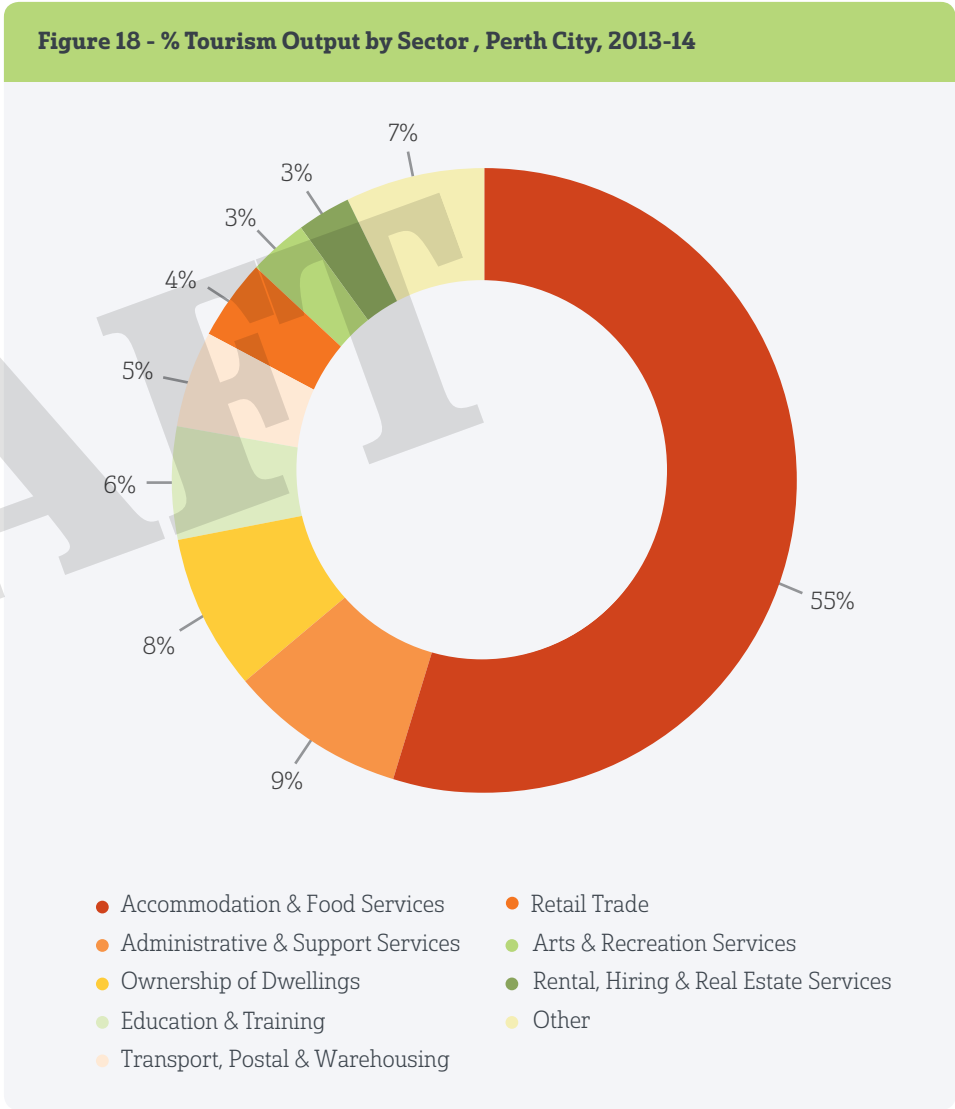
In 2015, it was estimated 205,750 visitors came into the CBD each day (weekday) for work, leisure, access to services and study. Although this estimate did not consider those parts of Perth City which have recently been included in the local government area such as University of Western Australia which attracts around 20,000 students and staff per day (weekday, usually Monday to Thursday)⁵⁷ and Queen Elizabeth II Medical Centre which attracts around 6,400 staff and 5,000 patients and visitors per day.⁵⁸

ES.2 TOURISM AND NIGHT TIME ECONOMY

In 2013-14, there was an estimated 5,078 people employed in tourism in Perth City or 3.8% of the total workforce compared with an average of 3.5% across Greater Perth.⁵⁹



In 2013-14, tourism output was estimated at \$1,217 million or 1.5% of total output for Perth City compared with an average of 1.9% across Greater Perth.⁶⁰



⁵⁹For the purposes of job numbers, tourism is defined as “an amalgam of activities across various industry sectors such as retail, accommodation, cafes & restaurants, cultural & recreational services. The tourism industry sector services the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. Source: Australian Bureau of Statistics National Accounts Tourism Satellite Account (Source: 2013-14, Australian Bureau of Statistics (ABS), Tourism Satellite Account).

In 2015, the profile of tourism expenditure and stay was.⁶¹

Figure 19 - Tourism Average Expenditure Profile, Perth City, 2015

Visitor Profile	Domestic Day (Tourist)	Domestic Overnight (Tourist)	International (Tourist)
Average stay (nights)	n/a	4	28
Average spend per trip (\$)	\$97	\$869	\$2,355
Average spend per night (\$)	n/a	\$231	\$85

The 'night time economy'^p (NTE) makes an important contribution to Perth City's economy, providing entertainment and leisure opportunities that attract visitors and adding to the diversity of employment, especially for young people which make up a high proportion of Perth City's resident population.

A 2015 study of the NTE of Australian capital cities found the sector generated \$108 billion (annual sales revenue) in 2014, an increase of 20% from 2009, while the Australian economy only grew at 14.7% over the same period, and the number of NTE businesses grew by 6.9% compared to 5.1% for non-NTE businesses.⁶²

The report looked at Perth City (pre-July 2016) although there were some concerns regarding the validity of data and further verification is required, however preliminary findings indicated between 2009 and 2014 there was:

- a decline of 6% employment (or 625 jobs) from 10,428 jobs to 9,803 jobs.
- an increase of 13.8% of businesses (or 93 firms) from 676 firms to 769 firms, with the increase mostly in food.⁶³

E5.3 ACCOMMODATION

In response to the increase in economic activity as a result of growth in the mining and resources sector, the increase in corporate and business visitors to Perth City saw high levels of occupancy and room rates in medium and large accommodation places (more than 15 rooms), although rates have declined since 2012.

In response to tight supply and several years of limited development, a number of accommodation developments have been completed such as the Alex Hotel Northbridge (74 rooms), Como The Treasury (48) and Quest West Perth (72), and a further eight are under construction that will provide 900 additional rooms by 2017 and 566 rooms from 2018 onwards.⁶⁴

Figure 20 – Medium Hotel Accommodation, Perth City, 2012 to 2015

	2012-13	2013-14	2014-15
No. of Medium and Large Establishments	47	47	53
Total Room Nights Available	2,163,173	2,160,579	2,364,374
Average Occupancy Rate	83.4%	81.0%	81.0%
Average Price per Room (Occupied)	\$216.80	\$197.70	\$195.20



iCity Volunteer with Students (Credit Jessica Wyld)

^pThe Night Time Economy (NTE) is defined as economic activity that occurs between 6pm and 6am within a number of core business areas around food, drink and entertainment.

FINDINGS

E1 ECONOMIC CONTRIBUTION

1. In 2015, Perth City's Gross Regional Product (GRP) was \$42.1 billion (26% of Greater Perth GRP) and equivalent to \$21.7 million per hectare or \$313,500 per worker (compared to \$250,000 per hectare, \$216,700 per worker average for Greater Perth).
2. Perth City's total output was \$80.1 billion with the Mining sector contributing 40.6%, Professional, Scientific and Technical Services sector 11.9% and Finance and Insurance Services 11.4%. Perth City (pre-July 2016) GRP grew by an annual average of 4.49% during the period 2009 to 2016.
3. Perth City (pre-July 2016) has a strong economic base in Mining, Finance and Insurance and Professional, Scientific and Technical Services sectors. Overall however, the economy has limited diversity compared to other capital cities, ranking in the 52nd percentile of Australian local government areas meaning economic diversity is significantly lower when compared to Adelaide (32nd percentile), Darwin (39th percentile), Melbourne (43rd percentile) and Sydney (46th percentile).
4. Perth City has attracted some of the highest levels of public and private sector investment in Australia over the past five years and as of June 2016, there were around 315 projects under construction or recently completed worth around \$3.8 billion.
5. In 2011, there was an estimated 134,500 workers in Perth City representing 24% of the total workforce of the Central Sub-Region or 18% of the total workforce of Greater Perth. Perth City represents the largest cluster of employment in Western Australia.
6. Between 2006 and 2011 more than 9 out of every 10 new jobs created in Perth City (pre-July 2016) were in Mining and the Professional Services sectors. Employment across population-based industries such as retail trade declined despite significant population growth over this period in Perth City and Greater Perth. In 2011, the retail employment share was 69% below the average across Greater Perth, although an expansion of accommodation, competitive leasing costs and residential growth have coincided with an increase in hospitality and café/dining enterprises between 2013 and 2015.
7. There is no data or information that provides a comprehensive picture of business costs in Perth City, although a number of sources of information provide some insight. The cost of floorspace is more affordable in the retail sector where Perth CBD has the lowest cost retail floorspace when compared with the CBDs of Sydney, Melbourne and Brisbane. The cost of office floorspace has reduced dramatically over the last several years.

E2 DOING BUSINESS

5. Greater Perth has the largest concentration of head offices (752 firms) in Australia and almost more than Sydney and Melbourne combined (824 firms), with 55% located in the Inner Perth region (ABS SA2). Between 2013 and 2015 there was a decrease of 0.5% of total registered businesses in the Inner Perth region mainly in the mid-tier mining support and financial service firms. However, Perth City is still a major destination for large sized businesses in Greater Perth with 29.4% (200+ employees) locating in the Inner Perth region.

E3 RESEARCH AND INNOVATION

9. Perth City is home to two organisations registered with Innovation Australia (UWA and the Harry Perkins Institute of Medical Research) and a preliminary audit identified 35 research centres and organisations in Perth City, although this requires verification. Perth City also had a higher proportion of people working in research and development manager roles and higher proportions of qualified science and engineering workers compared with Australian averages.

10. Between 2013 and 2015, Perth City's 'startup' business sector grew by 225% from 100 businesses to 335 businesses, although between 2009 and 2013 new business growth in Perth City (pre-July 2016) was well below the growth experience in other capital cities.
11. There is no specific set of data or information that measures the level of innovation or capacity for innovation in Perth City; however several sources of information provide some insight. Between 2010 and 2014, there was 515 patent applications lodged in the Inner Perth region which is around 20% of the total number lodged in Greater Perth. According to a global innovation index that measured 500 cities, Greater Perth scored significantly lower than Sydney and Melbourne, although Greater Perth was the only Australian city to improve its score between 2014 and 2015.

E4 EDUCATION AND TRAINING

12. The education and training sector contributes approximately \$1.4 billion to Perth City's economic output (or 1.8%) compared to an average of 3.2% across Greater Perth. A total of 6,859 people worked in education and training (5.1% of total workforce) compared to an average 9% across Greater Perth.
13. Perth City is home to globally renowned universities, with over 100 education and training facilities and organisations. In 2015, there was an estimated 38,000 students enrolled in education facilities in Perth City (pre-July 2016) and around 13,800 students attending the CBD on a daily basis. With the inclusion of UWA in Perth City's boundaries at July 2016, this has added a further 20,000 students and staff on a daily basis (estimated) and in early 2017, a third university CQ University Australia will open in the CBD.

14. In 2011, 18.2% of Perth City's residents (3,551 people) were attending TAFE or University, compared with 27.0% of residents in 2001. In comparison, 24% of the City of Melbourne's residents and 14.2% of the City of Sydney's residents are attending TAFE or University.

E5 VISITOR ECONOMY

15. There is no specific set of data or information that accurately measures the number of visitors to Perth City visiting for different purposes and at different times, however there are a number of sources of information that provide an indication of visitor levels. Tourism Research Australia estimates an average of 34,175 visitors per day to Inner Perth (between 2011 and 2016) or 29.1% of total visitors to the Experience Perth Tourism Region. A 2015 study for the City of Perth, estimated 205,750 visitors came into the CBD each day (weekday) for work, leisure, access to services and study. In addition, UWA attracts around 20,000 students and staff per day (weekday) and QE2 Medical Centre attracts around 6,400 staff and 5000 patients and visitors per day.
16. In 2013-14, there was an estimated 5,078 people employed in tourism or 3.8% of workers in Perth City compared with an average of 3.5% tourism workers across Greater Perth. Tourism output was estimated at \$1,217 million or 1.5% of total output. International tourists registered the longest stays (average 28 nights) and the greatest spend (\$2,355 per trip).
17. Between 2009 and 2014, there was a decrease of 6% in employment and an increase in 13.8% in businesses (mainly food) in Perth City's 'night time economy' (NTE), although local verification of data is required.
18. Recent accommodation developments have seen an increase in available room nights from 2.1 million nights in 2012-13 to 2.4 million nights in 2014-15.

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⁵⁷ Pers comms O'Brien, D (August 2016) University of Western Australia.

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CHAPTER 7

CITY FORM

The City Form Chapter looks at the physical form of Perth City, its general structure and grain, and the intensity and nature of its land use activities. It also looks at the form and quality of buildings throughout the city as well as the range of amenities on offer. Current development activity and the capacity of the city to accommodate growth is also examined.

The form of Perth City supports its economic and social activities and has a significant impact on the life of the city. It contributes to its productivity and liveability as well as its sustainability and

longer term adaptability and resilience. *"It helps local businesses thrive. It attracts people to visit, live and work...It considers the landscape, encourages biodiversity and incorporates natural ecosystems. It has an important influence on our physical and mental health and wellbeing. It provides opportunities for healthy lifestyles and community interactions."*¹

An understanding of the form of the city provides a picture of how well placed Perth City is to fulfil its special social, economic, cultural, environmental and civic role as the Capital City of Western Australia.²

CF1 FORM AND FUNCTION

CF1.1 Structure and Grain

CF1.2 Density

CF1.3 Land Use Mix

CF2 BUILDINGS

CF2.1 Dwelling Diversity and Quality

CF2.2 Non-Residential Building Diversity and Quality

CF2.3 Environmental Sustainability

CF3 AMENITIES

CF3.1 Streets

CF3.2 Public Spaces

CF3.3 Community Facilities

CF3.4 Noise and Vibration

CF4 GROWTH AND CAPACITY

CF4.1 Development Activity

CF4.2 Land Tenure

CF4.3 City Planning Scheme Capacity

CF4.4 Utility Services Capacity

FINDINGS

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CF1 FORM AND FUNCTION

Form and Function examines Perth City's structure and grain along with its density and land use mix.

The form and function of cities influences the intensity and diversity of people and activity, how easy it is to move around and to access goods, services and jobs, and the opportunities for social and economic exchange.

Great cities have a particular kind of urban intensity or “buzz” which is generally associated with higher densities and land use mix as well as ease of movement. These also bring sustainability benefits by making more efficient use of land and infrastructure and encouraging more environmentally friendly, healthy and affordable ways of travelling.

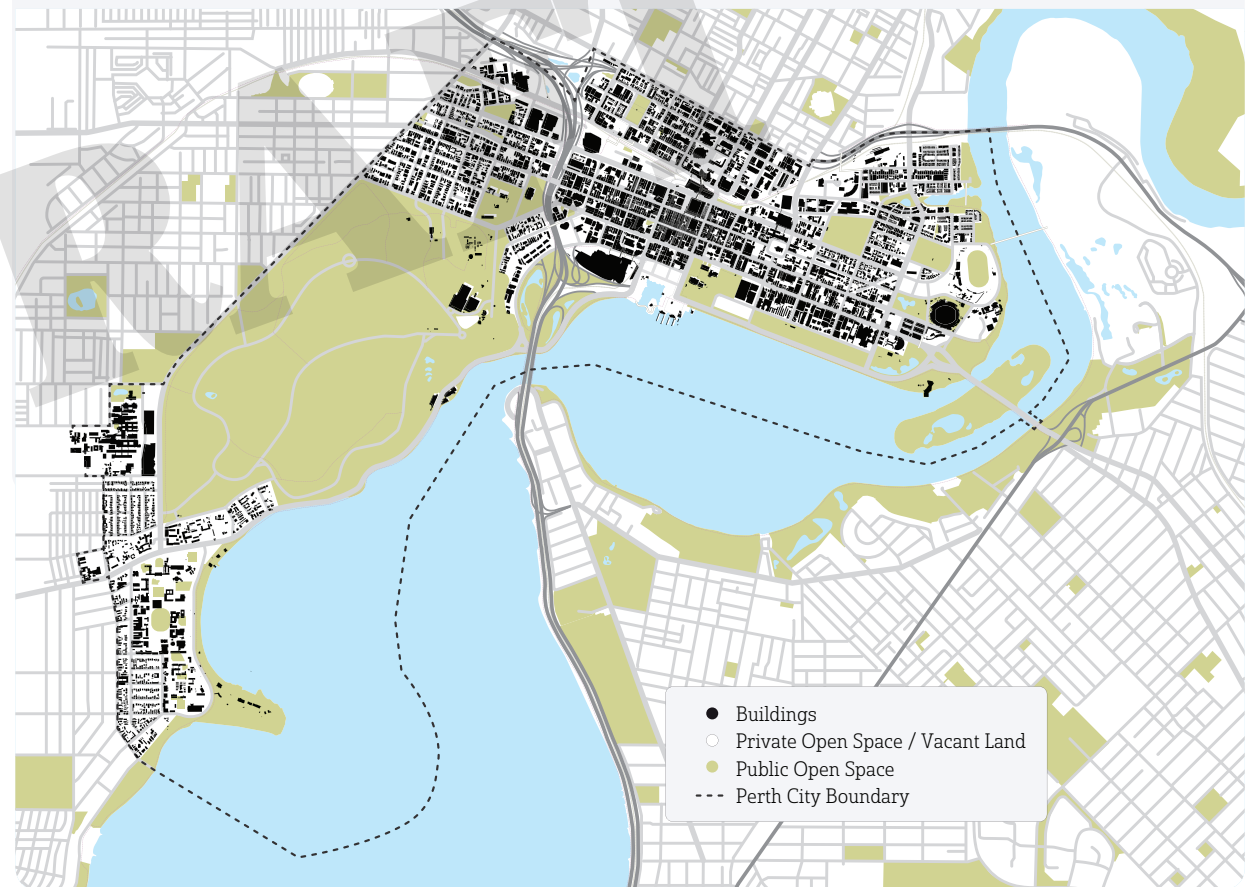
The State Government identifies Perth City as the Capital City, providing the most intensely concentrated development within Greater Perth. It is intended to have the greatest range of high order services and jobs, and the largest commercial component of any activity centre.³

CF1.1 STRUCTURE AND GRAIN

The structure and grain of Perth City relates to its general composition and layout of built form, public space and street/transport networks as well as its subdivision pattern.

Perth City's location on the Swan River influences its extent and layout as does Kings Park and major transport infrastructure such as the Mitchell freeway to the west, and the Graham Farmer Freeway and railway line to the north which define its various neighbourhoods.

Figure 1 - Distribution of Buildings and Open Space, Perth City, 2016⁵



⁵ Developable land includes all land which has the potential to be developed, whether it is or not.

Perth City's land area totals 1375 hectares and is currently comprised of 42% or 586 hectares of developable land^a, 39% or 543 hectares of public open space^b and 18% or 256 hectares of streets^c. Of the developable land, 58% or 337 hectares is currently built upon, with the remaining 42% or 249 hectares being private open space or vacant land.⁴ Figures 1 and 2 show the broad composition and distribution of built form and public space in Perth City.

The length of river frontage and the alignment of the railway line (previously lakes and swamps) ultimately dictated the city's strong east-west street block orientation, with Perth City's layout generally characterised by large 180 metre x 120 metre street blocks.

A number of major east west streets (Wellington Street, Kings Park Road/St Georges/Adelaide Terrace, Hay Street, Murray Street and Railway Street/Roe Street), link East Perth, through the city core, to West Perth and beyond. Development has traditionally focussed on St Georges/Adelaide Terrace making the most of the river views.

Figure 2 - Distribution of Buildings, Perth City⁶



A number of north south streets link Perth City to the inner urban neighbourhoods to the north and to the Graham Farmer Freeway. The role of north south streets in the central core has recently been strengthened through new development along William and Barrack Streets, the creation of new destinations such as Elizabeth Quay as well as new transport connections with the undergrounding of the rail through the Perth City Link project area.

The large east west street blocks has influenced the intersection density within the city and therefore ease of movement, with the central core containing 60.03 intersections per km² (approximate).

This is significantly less than the more intricate grid networks in Melbourne (166.97 per km² - approximate) and Adelaide (163.77 per km² - approximate). A higher density of intersections can be seen within East Perth, West Perth and Northbridge.⁷

^a Public Open Space includes all land which is reserved for parks and recreation purposes under either the Metropolitan Region Scheme or City Planning Scheme No. 2.

^c Streets includes all land which is gazetted as road reserve. This includes the road pavement as well as verges. It excludes the roads within Kings Park.

Overlaid on the city's street network is the city's subdivision lot pattern which influences the diversity of land ownership and activity as well as the scale and distribution of development across the city.

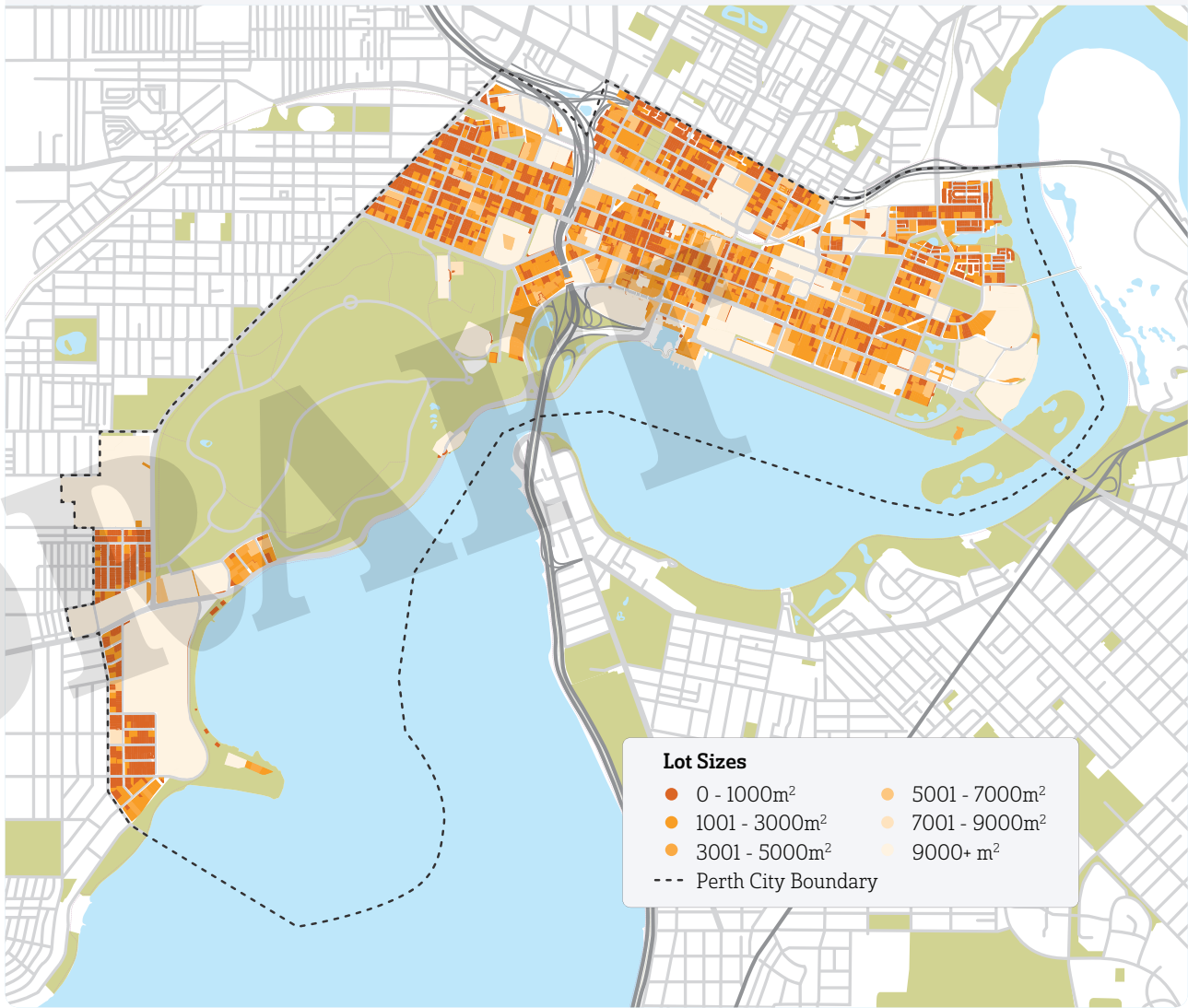
The large majority (76.4%) of lots within Perth City are small in size (<1000m²) and are generally evenly distributed across its breadth. Some concentrations of medium sized lots (>1000<9000m²) can be found along Terrace Road in East Perth, Mounts Bay Road in Crawley and in the area to the north of the McIver train station. Most of the large lots (>9000m²) in the city house government institutional uses or are located within State Government redevelopment areas.

The diversity of lot sizes within Perth City is outlined in Figure 3 and the distribution of these is shown in Figure 4.

Figure 3 - Diversity of Lot Sizes, Perth City, 2016⁸

Lot Size Categories	Number of Lots	% of Total Number of Lots
0-1000m ²	4670	76.4
1001 – 3000m ²	1035	13.8
3001 – 5000m ²	213	2.8
5001 – 7000m ²	77	1.0
7001 – 9000m ²	13	0.2
9001+ m ²	107	1.4
Total	6115	100%

Figure 4 - Diversity and Distribution of Lot Sizes, Perth City, 2016⁹



CF1.2 DENSITY

Density refers to the intensity (i.e. number of units) of people, dwellings or jobs for a defined area. Floorspace, resident and dwelling densities are examined below.

Floorspace Density^{10 11}

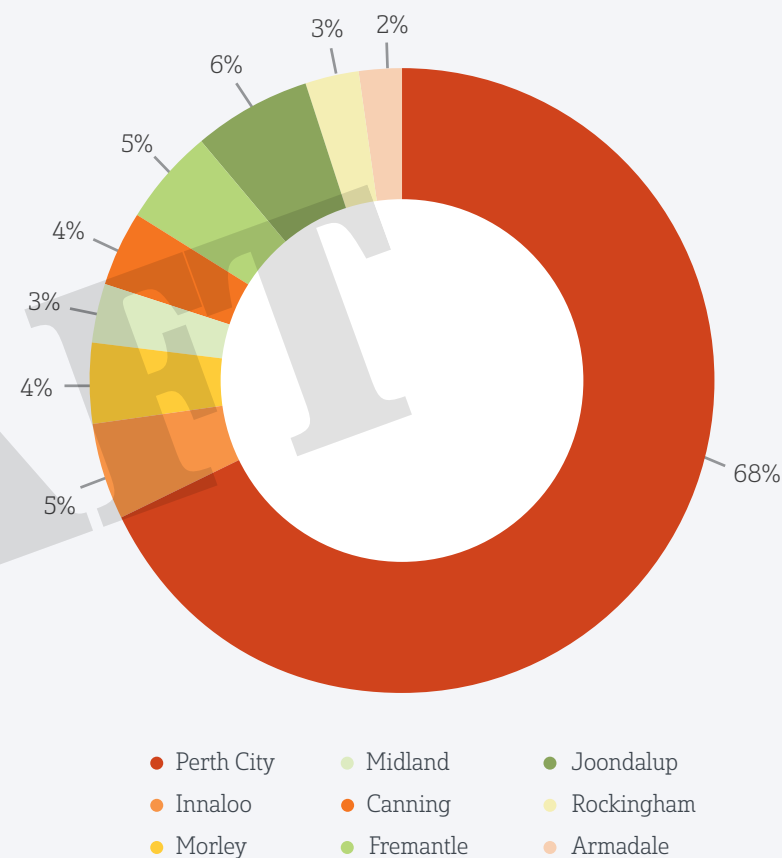
In 2015, Perth City had a total of 6,311,718m² of built floorspace across all land uses which equates to 6,447m² of floorspace per hectare of land area (excluding Kings Park). This represented a 54% increase from 4,180m² of floorspace per hectare of land area (excluding Kings Park) in 2007.

Comparison to Greater Perth

In comparison to the Strategic Regional Centres in Greater Perth, it is expected that the floorspace density within Perth City would be much greater however information on the latter is not currently available.

The most current survey in 2007 found a total of 3,622,379m² of occupied floorspace across all land uses in Perth City^d, compared with 1,711,937m² occupied floorspace in the Strategic Metropolitan Centres within Greater Perth, which represents 68% of the combined occupied floorspace in Perth City and these higher order centres.

Figure 5 - Relative Size by Total Occupied Floorspace, Perth City (pre-July 2016) compared with Strategic Metropolitan Centres, 2007



^d Includes complex 238 Highgate with 2,200sqm occupied floorspace of which a portion is outside of the City of Perth.

Office Employee Density

Linked to floorspace density is employee density, which is addressed in the Economy chapter.

Resident and Dwelling Density^{12 13 14}

Resident densities are important in a Capital City context as they help to bring life to the city at night and on the weekends when the majority of businesses are closed.

The State Government¹⁵ encourages higher densities of development to be located in close proximity to public transport routes and stations (i.e transit precincts) to make efficient use of this key infrastructure and encourage more environmentally sustainable ways of travel. Within transit precincts, a minimum of 25 dwellings per hectare is generally advocated with substantially higher dwellings per hectare sought where high levels of public transport service are provided. The State Government identifies the whole of Perth City as a transit precinct with the exception of Kings Park and the southern part of Crawley.

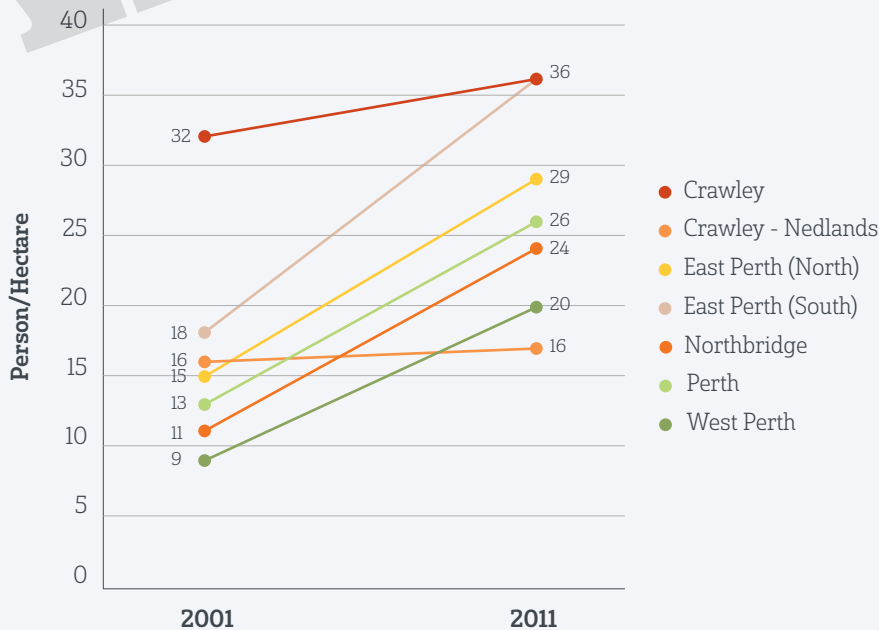
In 2011, Perth City had 25.2 residents and 12.5 dwellings per hectare of land area (excluding Kings Park). Whilst these are below that expected by the State Government, they have increased significantly since 2001, when there were just 14 residents and 6.6 dwellings per hectare. The mixed use nature of Perth City, with residential uses competing with commercial uses, and its primary role as the Capital City is likely to be a factor in achievement of the residential dwelling target. The State Government also advocates for significant trip generating uses such as high density employment to be located close to transit facilities, which Perth City performs well in.

By 2036, Perth City is expected to exceed the State Government’s residential dwelling target, with 40.5 residents and 27.1 dwellings per hectare of land area (excluding Kings Park) forecast.

There is a differentiation of resident and dwelling densities across Perth City as shown in Figures 6 and 7. Parts of East Perth (south) and Crawley accommodate the highest resident densities while East Perth (south and north) has the highest dwelling densities. Interestingly Crawley despite having high resident densities has lower dwelling densities reflecting a greater number of residents per dwelling, perhaps due to its proximity to the University of Western Australia. The Crawley-Nedlands area has the lowest resident and dwelling densities across Perth City.

The majority of areas have seen significant increases in both resident and dwelling densities, with the exception of Crawley, where there have been more minor increases and the Crawley/Nedlands area where densities have remained fairly stable.

Figure 6 - Population Density (Residents/Hectare), Perth City, 2001 - 2011



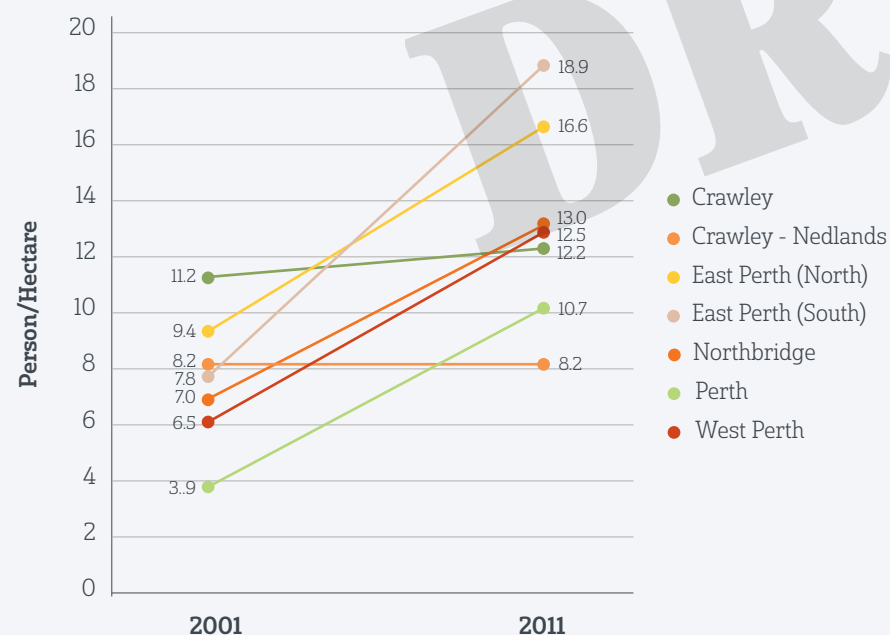
The City of Perth's Urban Design Framework sets a target of 10,000 residents in the Perth City core by 2029. In 2011, 4,147 residents were living in the city core, with the target population forecast to be reached by 2033.

Comparison to Greater Perth

Perth City has higher resident and dwelling densities (25.2 and 12.5) than those within Greater Perth (2.7 and 1.1) however there are select areas within this broader region that have higher resident densities than Perth City and its surrounding area. Perth City (SA2 area) ranks only 7th out of 173 areas across the Greater Perth in terms of resident densities¹⁶. Again the mixed use nature of Perth City is likely to be a factor in this.

Perth City's resident and dwelling densities are comparable to those within the Central Sub-Region (27.2 and 11.5)¹⁷.

Figure 7 - Dwellings Density (Dwellings / Hectare), Perth City, 2001 - 2011



Comparison to Other Australian Capital Cities

Figure 8 shows that Perth City's resident and dwelling densities are similar to Melbourne, higher than Adelaide but lower than Sydney. It should be noted however that the geographical areas of these cities are greater than Perth City so they are not directly comparable.

Figure 8 – Perth City and other Australian Capital Cities – Resident and Dwelling Densities - 2011

Region	Residents per hectare of land area	Dwellings per hectare of land area
Perth City ¹⁸	25.2	12.5
City of Adelaide ¹⁹	14.9	7
City of Melbourne ²⁰	24.8	14.2
City of Sydney ²¹	63.4	35.5

CF1.3 LAND USE MIX ^{22 23}

Land use mix can be measured by the number of establishments and/or floorspace.

In 2015, the top five predominant land uses within Perth City were Office/Business, Residential, Health/Welfare/Community Services, Vacant Floor Area and Utilities/Communication.



Figure 9 - Change in Floorspace (m²), Perth City 2007 - 2015

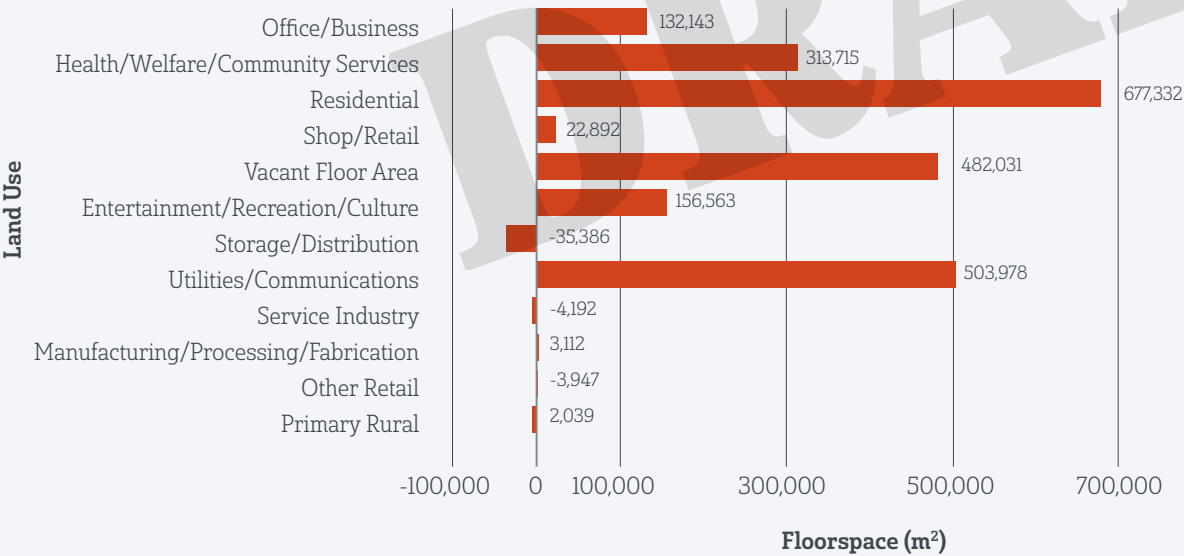
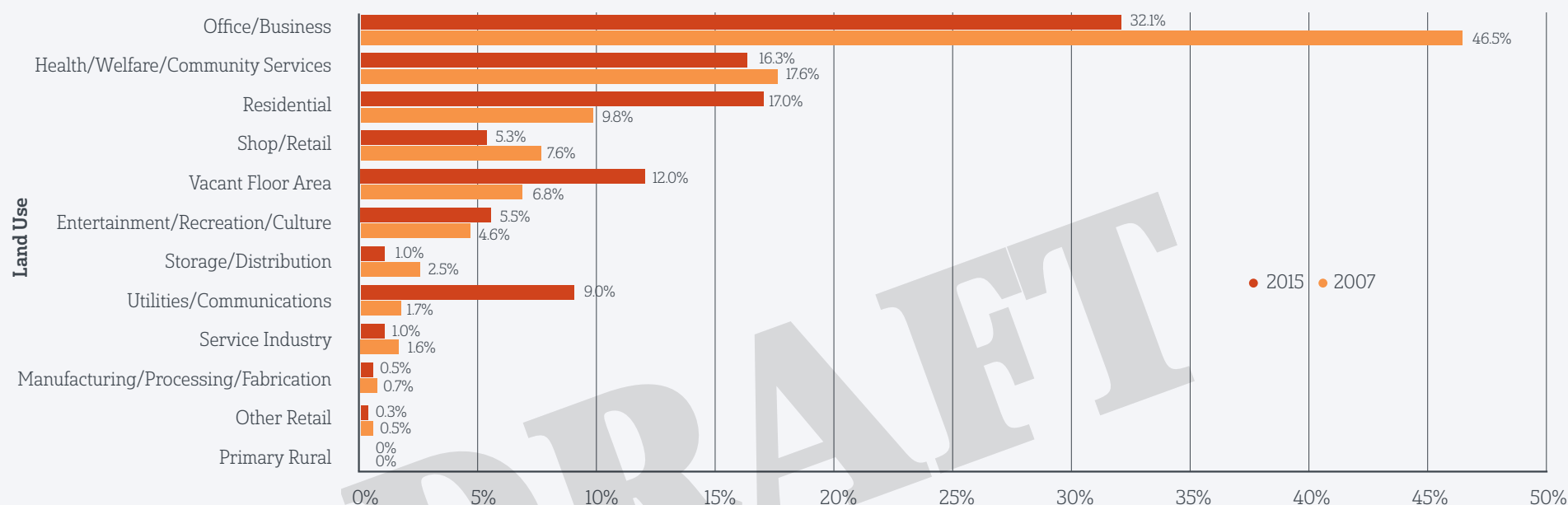


Figure 10 - land Use By Floorspace, Perth City, 2007 and 2015

Land Use	Floorspace (m²)	
	2007	2015
Office/Business	1,902,852	2,034,995
Residential	401,303	1,078,635
Health/Welfare/Community Services	722,267	1,035,982
Vacant Floor Area	277,745	759,776
Utilities/Communications	68,671	572,649
Entertainment/Recreation/Culture	189,777	346,340
Shop/Retail	311,275	334,167
Storage/Distribution	100,683	65,297
Service Industry	67,393	63,201
Other Retail	21,164	17,217
Manufacturing/Processing/Fabrication	29,568	32,680
Primary/Rural	0	2,039
TOTAL FLOORSPACE	4,092,698	6,342,978

Figure 11 - Change in Proportion of Floorspace by Type, Perth City, 2007 - 2015

Perth City had a greater mix of land uses in 2015 than it did in 2007. The most significant proportional increases between 2007 and 2015 were seen in Residential (9.8% to 17%), Utilities/Communications (1.7% to 9%), and Vacant Floor Area (6.8% to 12%). It is understood that the increase in Utilities/Communications is due to an increased number of car parks in the city²⁴. There was a significant proportional decrease in Office/Business (46.5% to 32.1%) despite minor increases (7%) in floorspace in this category. Shop/Retail also decreased as a proportion of total floorspace (7.6% to 5.3%) despite minor increases (7%) in this category also.

The Property Council of Australia's *'Perth Office Market Report'* dated August 2016 indicated that 385,303m² or 21.8% of office floor space was vacant in July 2016.

Comparison to Greater Perth

Whilst Office/Business, Health/Welfare and Vacant Floor Area features prominently in both Perth City and the Strategic Regional Centres in Greater Perth, Office/Business is more prominent in Perth City given its Capital City role, whilst the Strategic Regional Centres are heavily dominated by Shop/Retail.

Comparison to Other Australian Capital Cities

It is not possible to compare the land use composition of Perth City to the Melbourne and Sydney CBDs given that different methodologies and land use categories exist across the cities.

CF2 BUILDINGS

Buildings examines the diversity and quality of dwellings and non-residential buildings across Perth City. In relation to quality it focuses on the internal amenity aspects. External amenity impacts are addressed in part under UF3.1 - Streets.

The diversity and quality of dwellings and non-residential buildings plays a part in influencing who lives and does business in the city as well as quality of life and productivity.

It also has a significant impact on the environmental sustainability of the city.

“Our built environment is currently the world’s single largest contributor to greenhouse gas emissions, and also consumes around a third of our water and generates 40 per cent of our waste”²⁵. “Today, buildings and the energy used in them are responsible for one-quarter of all climate change causing greenhouse gas emissions.”²⁶

Good quality buildings are fit for purpose whilst being flexible and adaptable. They provide *“internal rooms and spaces that are adequately sized, comfortable and easy to use and furnish, with good levels of daylight, natural ventilation and outlook.”* They also provide *“appropriate levels of acoustic protection and visual privacy, adequate storage space and ease of access for all.”²⁷*

CF2.1 DWELLING DIVERSITY AND QUALITY

The diversity (size and composition) of dwellings in Perth City directly influences household size (i.e. the number of people per household) and to an extent the diversity of households or people living in Perth City (i.e. group share households, larger family groups). The People Chapter provides more detail on the profile of households as well as dwelling affordability.

The quality of dwellings has an impact on a resident’s well-being and their length of stay and the attractiveness of Perth City as a place to live.

Diversity

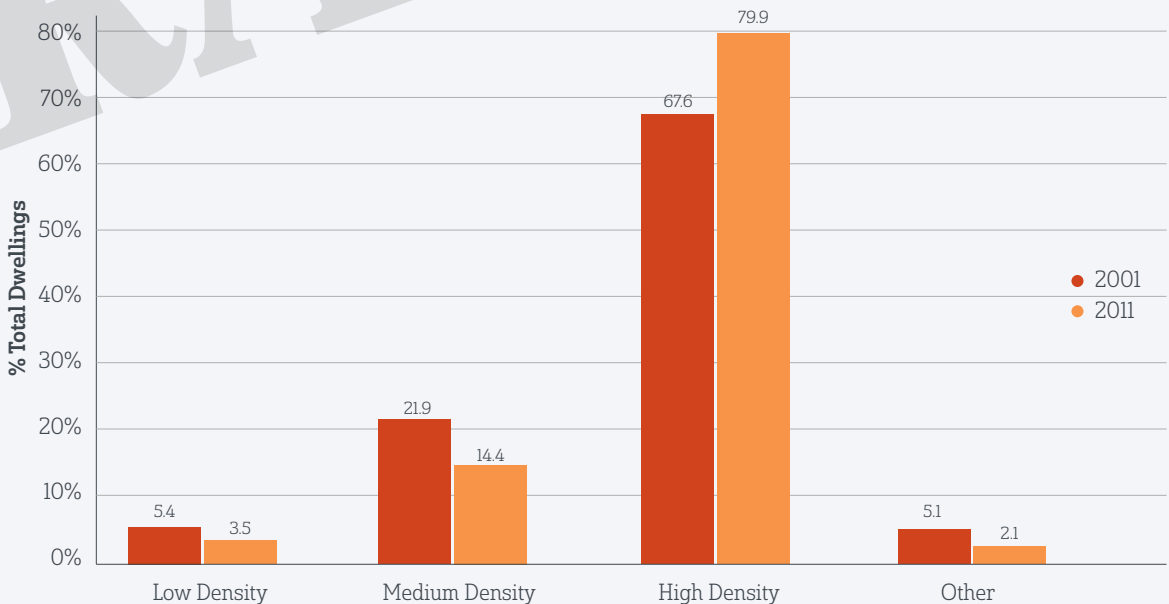
Dwelling diversity can be measured by dwelling type as well as size and composition (number of bedrooms and floorspace).

Dwelling Types by Density^{28 29}

In 2011 the majority (80%) of Perth City’s 12,286 dwellings were high density apartments.

Figure 12 shows that high density dwellings have continued to increase as a proportion whilst low and medium density dwellings have decreased.

Figure 12 - Dwelling Type By Density Category, Perth City, 2001 - 2011



Comparison to Greater Perth and other Australian Capital Cities

Figure 13 shows that whilst the dwelling types in Perth City are vastly different to the low density character of Greater Perth, they are similar to other Australian capital cities. This is to be expected given that land values in capital cities are generally higher than those in suburban areas.

Dwelling Type by Number of Bedrooms ^{30 31}

In 2011, the majority (41%) of Perth City's 12,286 dwellings were comprised of two bedrooms.

Figure 14 shows that the proportion of two bedroom dwellings has increased whilst one and three bedroom dwellings have decreased. The proportion of four bedroom dwellings has remained relatively constant.



Figure 13 - Proportion of Dwellings by Density Category, Perth City Compared with Other Places, 2011

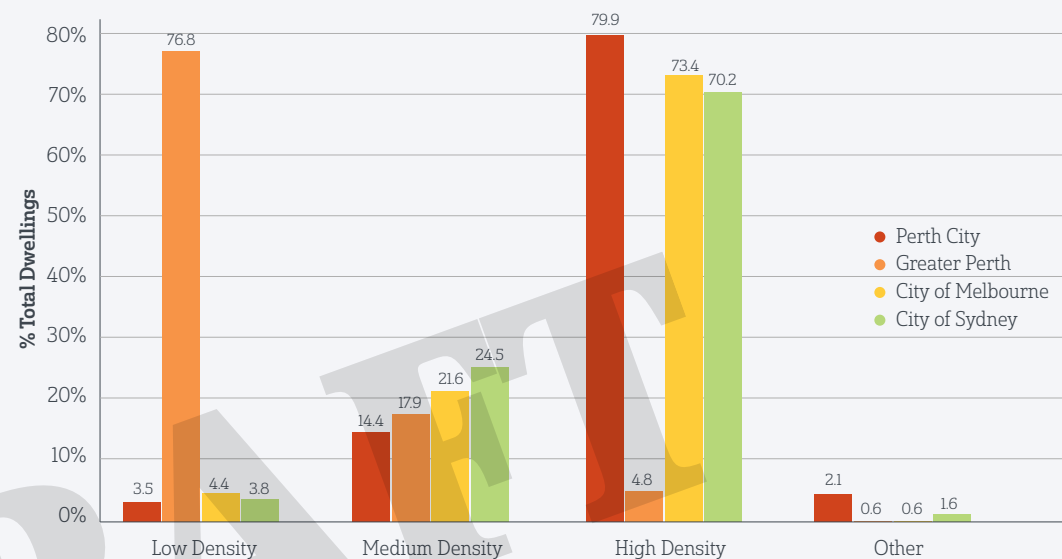
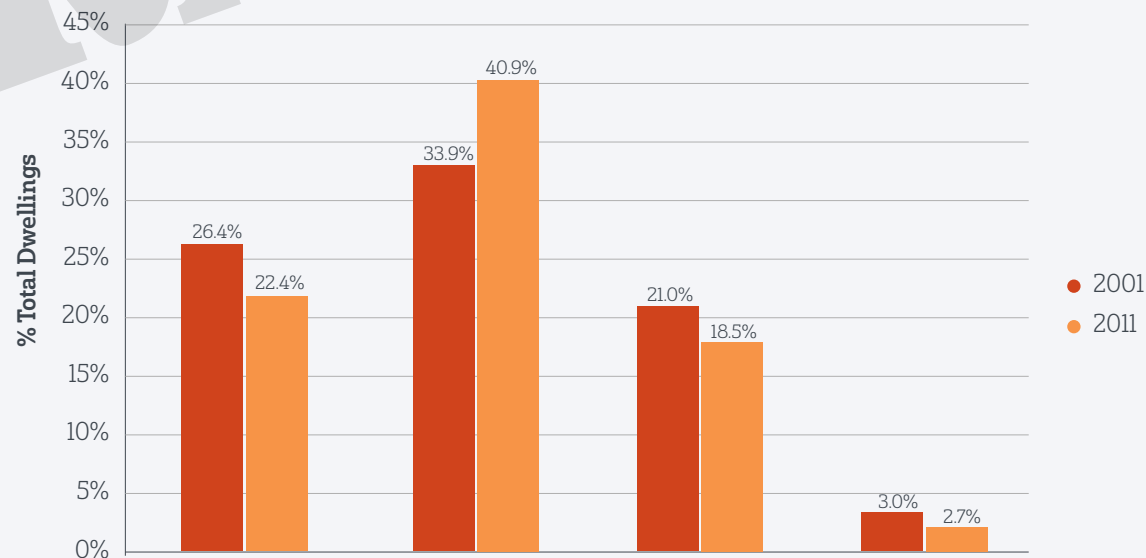


Figure 14 - Proportion of Dwellings By Number of Bedrooms, Perth City 2001 - 2011



Comparison to Greater Perth and other Australian Capital Cities

Figure 15 shows that like the dwelling type by density category, the proportion of dwellings by the number of bedrooms is vastly different to the average across Greater Perth, although comparable to the Cities of Melbourne and Sydney.

Dwelling Type by Floorspace and Non-Private Dwellings

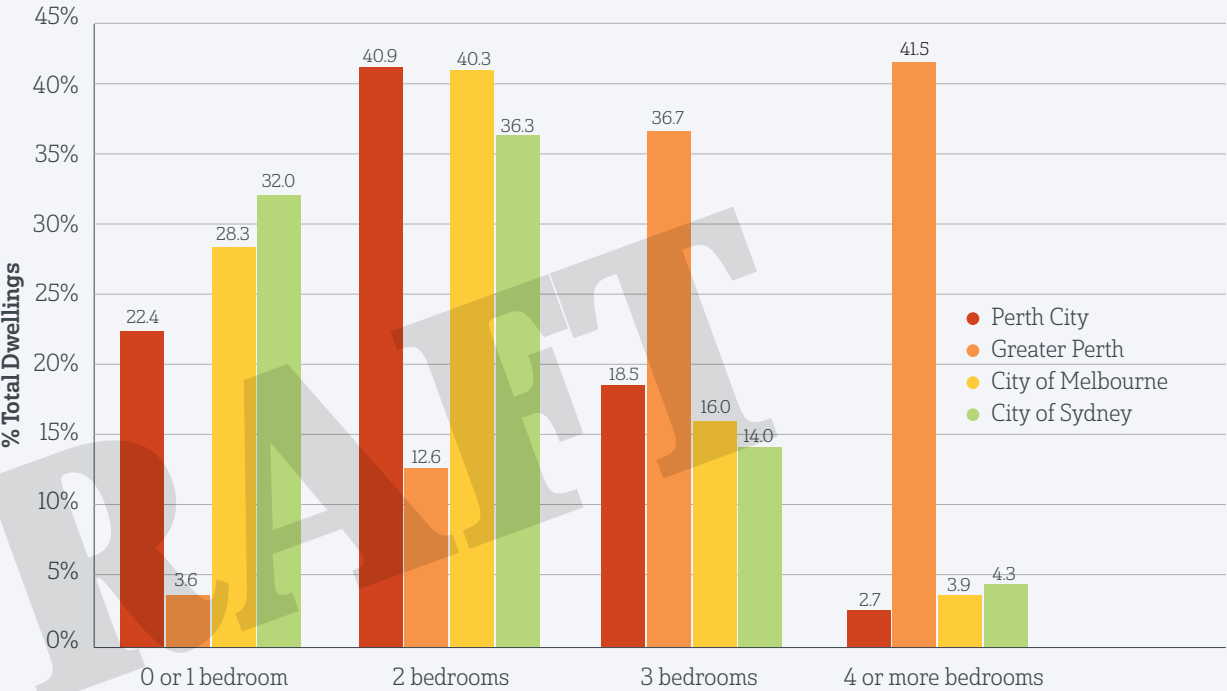
At present, there is no comprehensive set of data or information on dwelling sizes by floorspace or non-private dwellings in Perth City.

Quality

Dwelling quality can be measured by both resident satisfaction and environmental sustainability performance.

At present, there is no comprehensive set of data or information on actual or perceived quality of housing in Perth City. The environmental sustainability of buildings is addressed under UF2.3 – Environmental Sustainability.

Figure 15 - Proportion of Dwellings By Number of Bedrooms, Perth City Compared to Other Places, 2011



CF2.2 NON-RESIDENTIAL BUILDING DIVERSITY AND QUALITY

Non-residential buildings include all those used for purposes other than residential, including commercial, retail and community purposes.

The size and quality of spaces available within these buildings influences the diversity of businesses and organisations operating in Perth City which is addressed in the Economic Chapter.

Diversity

The diversity of non-residential buildings can be measured by the size of building floorplates however no collated information for Perth City is currently available in relation to this.

Quality

It is also important to understand the quality of Perth City's non-residential building stock as this is a contributing factor to the attractiveness of the city to do business and work. *"Good workplaces promote improved performance, communication and wellbeing...."*³²

The quality of Perth City's non-residential building stock can be measured by a range of indicators including office grades, environment sustainability performance (see UF2.3 – Environmental Sustainability) and occupant satisfaction. Whilst information is available in relation to office grades and environmental sustainability, no information is currently available in relation to occupant satisfaction.

Office Grades³³

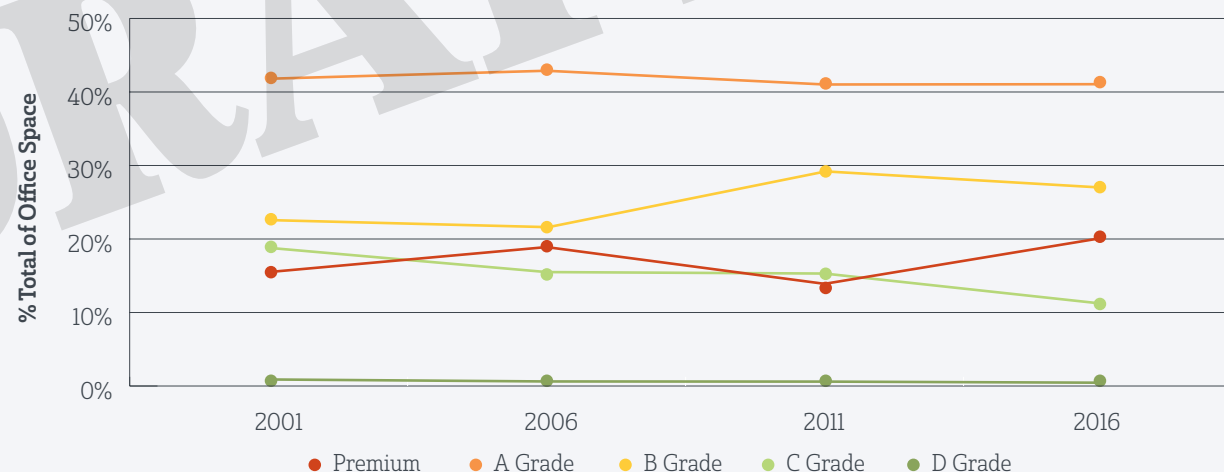
The grades of office buildings provide an indication of the quality of a large proportion of Perth City's commercial buildings.

Perth CBD

Figure 16 shows that a significant proportion of Perth CBD's office floorspace has been graded as Premium and that the majority (88.29%) of office floorspace falls in the top 3 grades, which is to be expected given its Capital City role.

Between 2001 and 2016, the proportion of Premium and A grade office floorspace has remained fairly stable whilst B and D grades have increased and C grade has decreased in proportion share.

Figure 16 - Perth CBD Office Floor Space 2001-2016



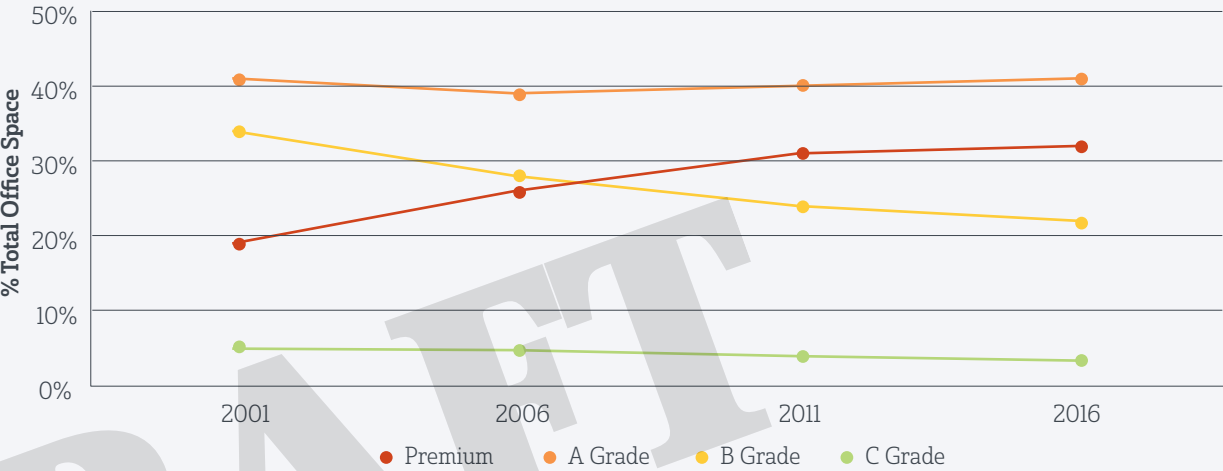
West Perth

Figure 17 shows that the majority (74%) of West Perth’s office floorspace is either A or B grade. It has no premium office floorspace which is reflective of its role as a secondary office precinct to the Perth CBD.

Between 2001 and 2016 the proportion of B and D grade office floorspace has remained fairly stable whilst the proportion share of A grade has increased and C grade has decreased.



Figure 17 - West Perth Office Floor Space 2001-2016



CF2.3 ENVIRONMENTAL SUSTAINABILITY

Environmental sustainability examines the environmental sustainability of both residential and non-residential buildings.

*"Sustainable buildings use passive environmental design measures that respond to local climate and site conditions by providing optimal orientation, shading, thermal performance and natural ventilation. Reducing reliance on technology for heating and cooling minimises energy use, resource consumption and operating costs over the whole life-cycle of the project."*³⁴

The Natural Environment chapter includes information on greenhouse gas emissions in Perth City and shows that 63% of these are produced from buildings with the majority of these being from non-residential buildings. It also includes information on scheme water use and shows that the main users were non-residential buildings as well.

The environmental rating of a building provides an indicator of its environmental sustainability.

A wide range of rating tools are available to measure the environmental sustainability performance of buildings. These are useful for benchmarking against general industry practice, identifying areas for improvement and understanding potential building running costs.

Participation in a rating scheme is generally voluntary, with the exception of those selling, leasing or subleasing over 2000m² NLA of commercial floorspace who are required under the Federal Government's Building Energy Disclosure Act 2010 to disclose its NABERS energy efficiency rating.

The City of Perth has set a target of "30% of net lettable area of existing office space participates in environmental programs, such as CitySwitch Green Office and Waterwise Office by 2030".³⁵

An overview of the environmental sustainability performance of Perth City's buildings under key environmental sustainability rating tools is provided below.

National Australian Built Environment Rating System (NABERS)³⁶

NABERS is a national rating system that measures the environmental performance of Australian buildings and tenancies. It measures the energy efficiency, water usage, waste management and indoor environment quality of a building or tenancy and applies a rating on a scale from 1 to 6 stars. A 6 star rating demonstrates market-leading performance, whilst a 1 star rating means the building or tenancy has considerable scope for improvement.

As at November 2016, there were 113 buildings or tenancies with a NABERS energy rating and 71 buildings or tenancies with a NABERS water rating in Perth City. Figures 18 and 19 shows that the majority of buildings or tenancies received a rating of 3 – 5.5 stars with respect to energy and 1.5 – 4 stars with respect to water.

Figure 18 - Building or Tenancy Energy Ratings, NABERS, Perth City, 2016

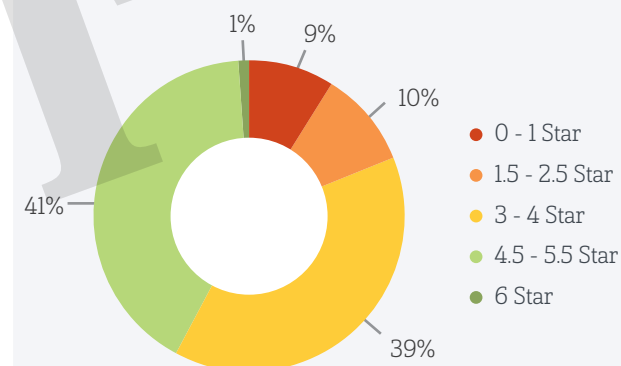
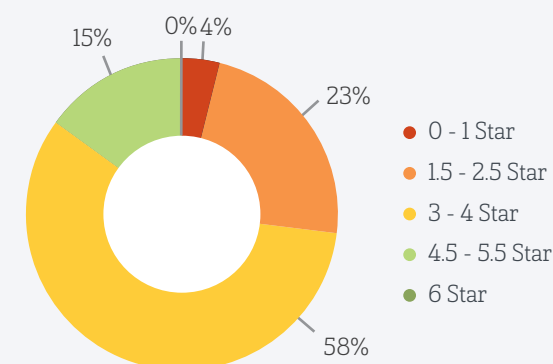


Figure 19 - Building or Tenancy Water Ratings, NABERS, Perth City, 2016



City Switch

CitySwitch is a national high-value no-cost service which supports commercial office tenants to improve office energy and waste efficiency through the provision of a range of services, with the ultimate aim of achieving a 4 star or higher NABERS Energy rating.

As at November 2016, 64 business tenancies (covering 330,130 m2 NLA) within Perth City participated in the City Switch program.³⁷



Waterwise Office Program

The Waterwise Office Program is a free, voluntary program, run by the Water Corporation, Property Council of Australia (WA) and the City of Perth, to support Perth’s commercial office sector in reducing water use. It provides water use performance indicators to assess whether a building is water efficient and identifies opportunities for improvement. There are four recognition categories: bronze (industry baseline), silver, gold and platinum.

As at November 2016, 11 buildings (covering 330,130m² NLA)³⁸ within Perth City were recognised under the Waterwise Office program whilst an additional 3 office buildings are currently working towards Waterwise endorsement.

Figure 20 - Waterwise Office Recognition, Perth City, 2016

Recognition Categories	Number of Buildings
Platinum	2
Gold	3
Silver	5
Bronze	1
TOTAL	11

Green Building Council Australia Green Star Rating System

The Green Building Council of Australia's Green Star rating system is Australia's only national and voluntary rating system for buildings and communities. Green Star is helping to improve environmental efficiencies in our buildings, while boosting productivity, creating jobs and improving the health and well-being of our communities.

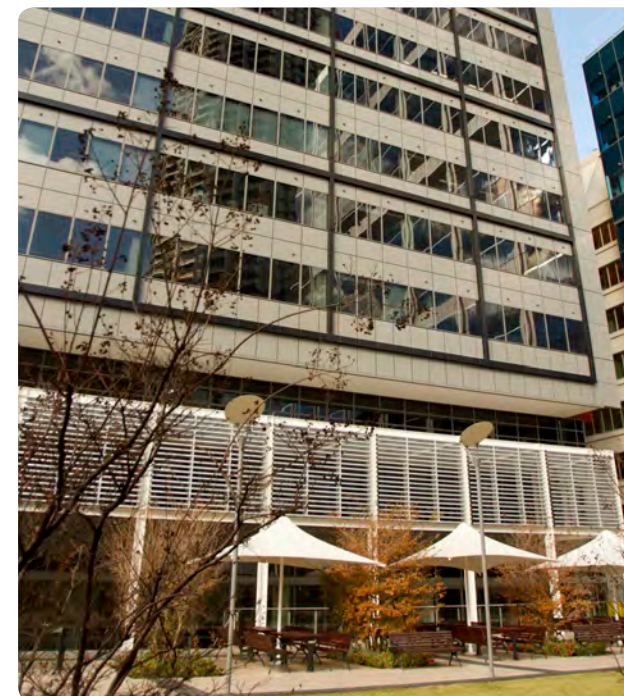
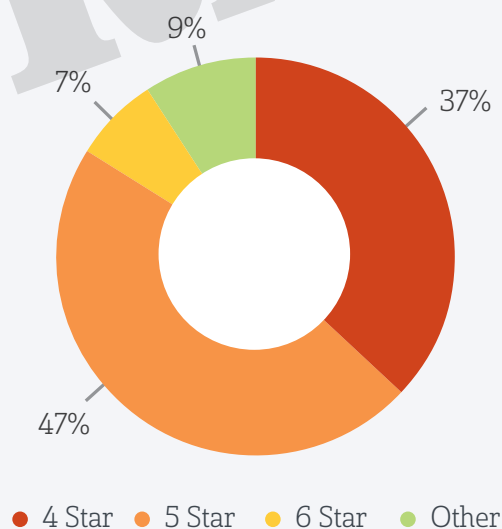
Four rating tools are available for certification, including: Communities, Design and As Built, Interiors and Performance. Ratings from 1 to 6 stars are awarded depending on the tool applied.

As at November 2016, 43 buildings⁴⁰ within Perth City have Green Star ratings, with the majority (81%) of these being under the Design and As Built tool. Figure 22 shows that the majority of projects having been awarded a rating of either 4 or 5 stars, reflecting Best Practice and Australian Excellence.

Figure 21: Green Star Rating Tools³⁹



Figure 22 - Green Star Certified Projects By Rating, Perth City, 2016



Nationwide House Energy Rating Scheme (NatHERS)

The Nationwide House Energy Rating Scheme (NatHERS) provides homes with a star rating out of ten based on an estimate of a home's potential (heating and cooling) energy use.

The National Construction Code (NCC), maintained and published by the Australian Building Codes Board (ABCB), details the minimum necessary requirements for safety, health, amenity and sustainability in the design and construction of new buildings throughout Australia. NatHERS tools are referenced in the NCC as part of one option for demonstrating compliance with the relevant energy efficiency Performance Requirements for houses and individual units in apartments.

The extent of residential buildings within Perth City which have been rated under this scheme is currently unknown.



CF3 AMENITY

Amenity examines the extent, quality and use/activity of Perth City's streets, public spaces and community facilities as well as the levels of noise.

High levels of amenity are important in making people feel welcome and valued, and ensuring Perth City is an attractive place for living, working and visiting. This is particularly important in higher density areas such as the city where private open space is limited.

Perth City's streets, public spaces and community facilities provide opportunities for both passive and active recreation as well as social interaction which contribute to community wellbeing. They also play a role in hosting major city events which create city vibrancy and provide economic benefit.

Perth City's streets and public spaces also play an important ecological function which is addressed in part in the Natural Environment chapter.

Whilst a mix of land uses within Perth City is desired, there is also a need for "down time" to enable the city to be renewed (e.g. waste collection and cleaning) for the next day. Noise levels need to be managed to ensure that the city is vibrant and well serviced but also highly liveable.

CF3.1 STREETS

*"Streets are the city's most extensive, visible and important public spaces. They do more than carry traffic. Streets provide a context for activity and human exchange, tie the fabric of the city together and help to unify the perceived image and experience of the city."*⁴¹

This section focuses on the human experience of Perth City's streets whilst the Movement chapter addresses the transport functions of these.

Streets provide positive human experiences when they are comfortable, attractive, interesting and safe.

The human experience of Perth City's streets can be measured by a vast range of indicators including the extent and quality of footpaths and paving, public seating and drink fountains, trees, lighting, outdoor café seats, public art as well as the diversity of architectural expression including heritage buildings. It can also be measured by the quality of building frontages and also microclimatic elements such as the level of wind, extent of shade as well as sunlight access. The level of stationary activity within streets and community perceptions are also indicators of quality.

It is not possible to address the full range of measures in this report. This section examines two measures being the quality of building frontages and stationary activity. The extent of trees and heritage buildings are addressed in the Natural Environment and Culture chapters respectively.

In 2011, the quality of street lighting in Perth City (pre-July 2016) was measured as part of the City of Perth's Lighting Strategy. The results of this survey however are not included in this report as they are not considered to be reflective of the current state of the city given that a number of improvements have been made to lighting across the city since this time.



City Crowds (Credit Jessica Wyld)

Building Frontages ^{42 43}

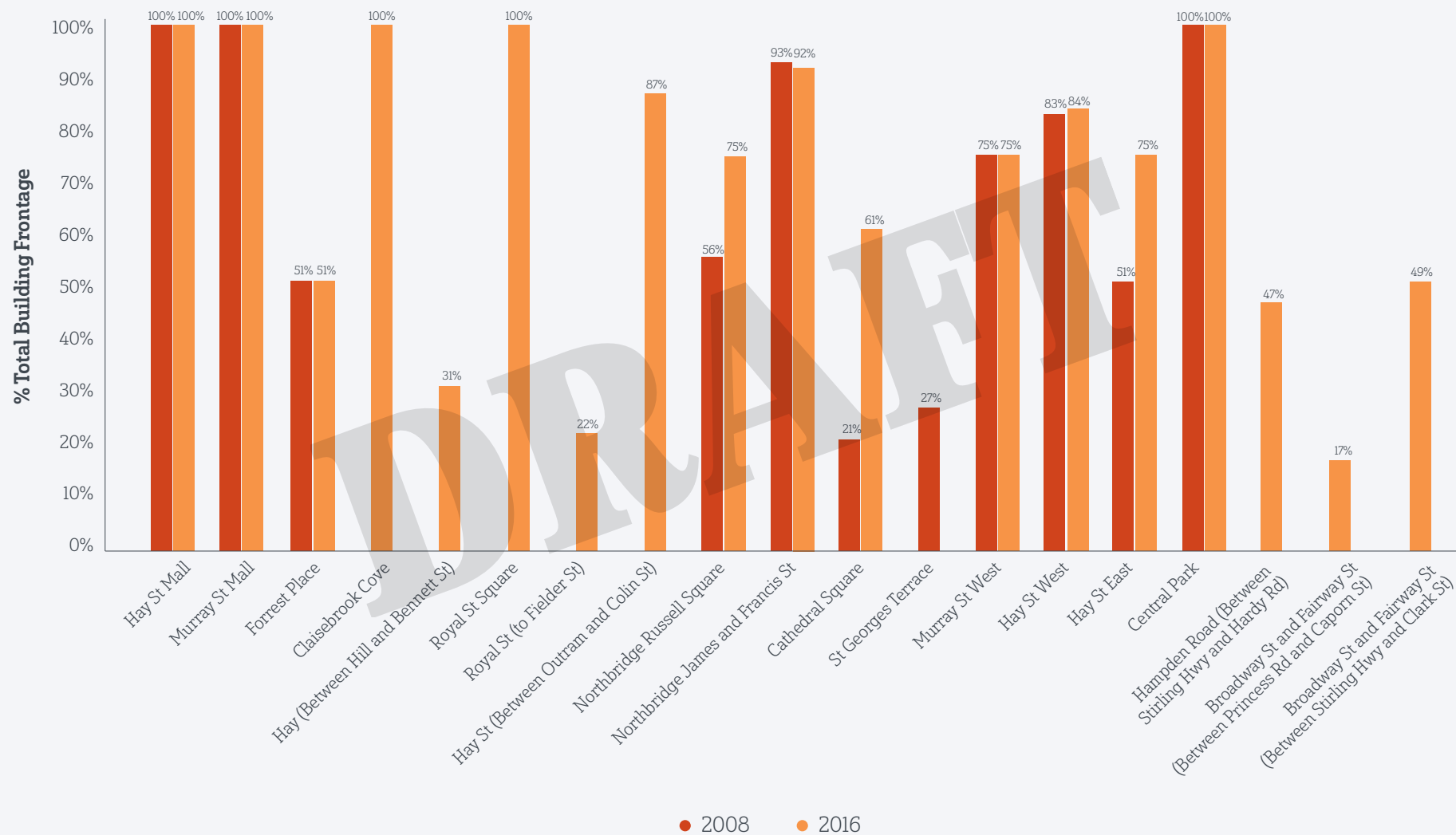
Quality building frontages (the ground floor portion of a building facing the street) are those which are attractive and interesting, promote activity and maximise the interaction between the indoors and outdoors, as well as enhance the microclimate.

The quality of a building frontage is influenced by a range of factors including the height, setback and levels of the building from the street, the number, size, treatment and spacing of doors and windows, the extent of pedestrian shelter and uses that generate interest and activity, and the variety of architectural expression and detailing.

The quality of building frontages in the Perth CBD and Northbridge were evaluated in 2008 and 2016. Building frontages were assessed as either Active, Pleasant, Dull or Inactive taking into consideration the following criteria: number of activities/doors, diversity of activities, opportunities for interaction and interesting design and detailing. A number of additional locations (East Perth, West Perth and Crawley/Nedlands) were surveyed in 2016.

Across all locations surveyed in 2016, 42% of building frontages were considered active or pleasant. Figure 23 shows that while some locations performed highly, others performed poorly. The quality of building frontages has improved in several locations since 2008, with one of these locations being Cathedral Square, which has recently been renewed as part of a broader precinct including the historic State Buildings, Perth Town Hall, St George's Cathedral, The Deanery, the State Administrative Tribunal building, the new City of Perth Library and a new office tower by Mirvac.



Figure 23 - Proportion of Building Frontages Identified as either 'Active' or 'Pleasant' - Perth City - 2008-2016

Stationary Activity^{44 45}

Counting the number of people engaged in stationary activities^e is recognised internationally as an indicator of attraction and therefore quality of streets and public spaces.

“A high number of pedestrians walking in the city does not necessarily indicate a high level of quality. However a high number of people choosing to spend time in the city indicates a lively city of high urban quality.”⁴⁶

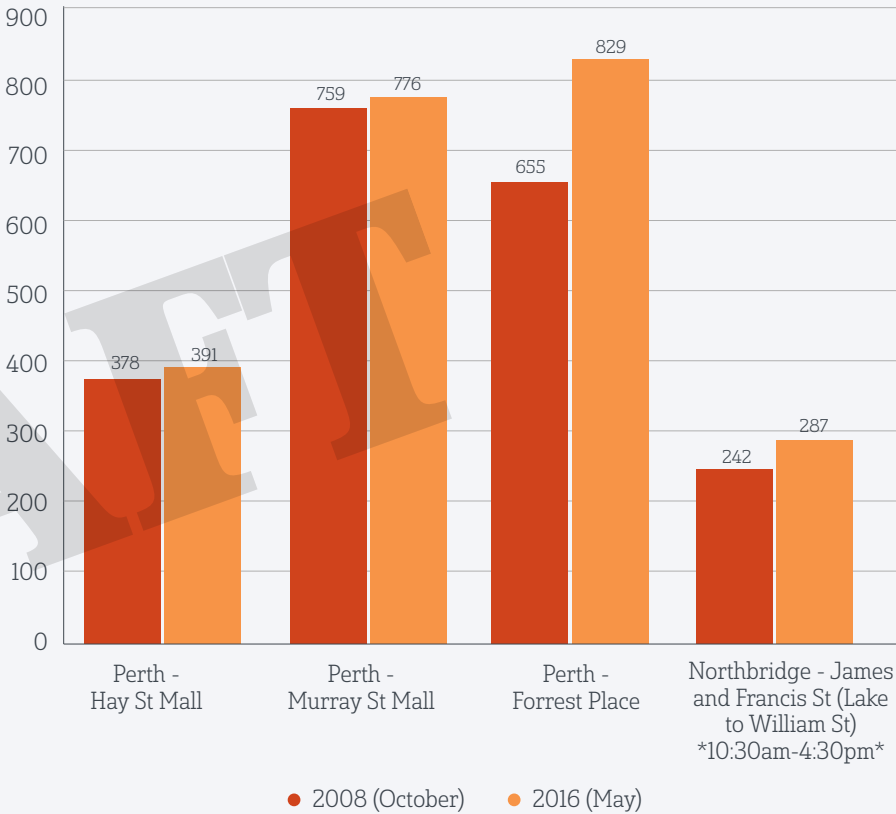
Stationary activity surveys were conducted within a number of streets or public spaces in Perth City in 2008-09 and 2016.

Figure 24 provides a comparison of the people observed in stationary activities in 2008 and 2016 in the four common survey locations. Within these areas, the total number of people engaged in stationary activities increased by 12.3% from 2,034 in 2008 to 2,283 in 2016, with Forrest Place experiencing the most significant of increases (27%). It should be noted that the 2008 and 2016 surveys were conducted in different months (October v’s May) and this may affect the stationary activity levels. The level of formal and informal seating within the locations is also likely to be a factor in the differences in activity.

Notes:

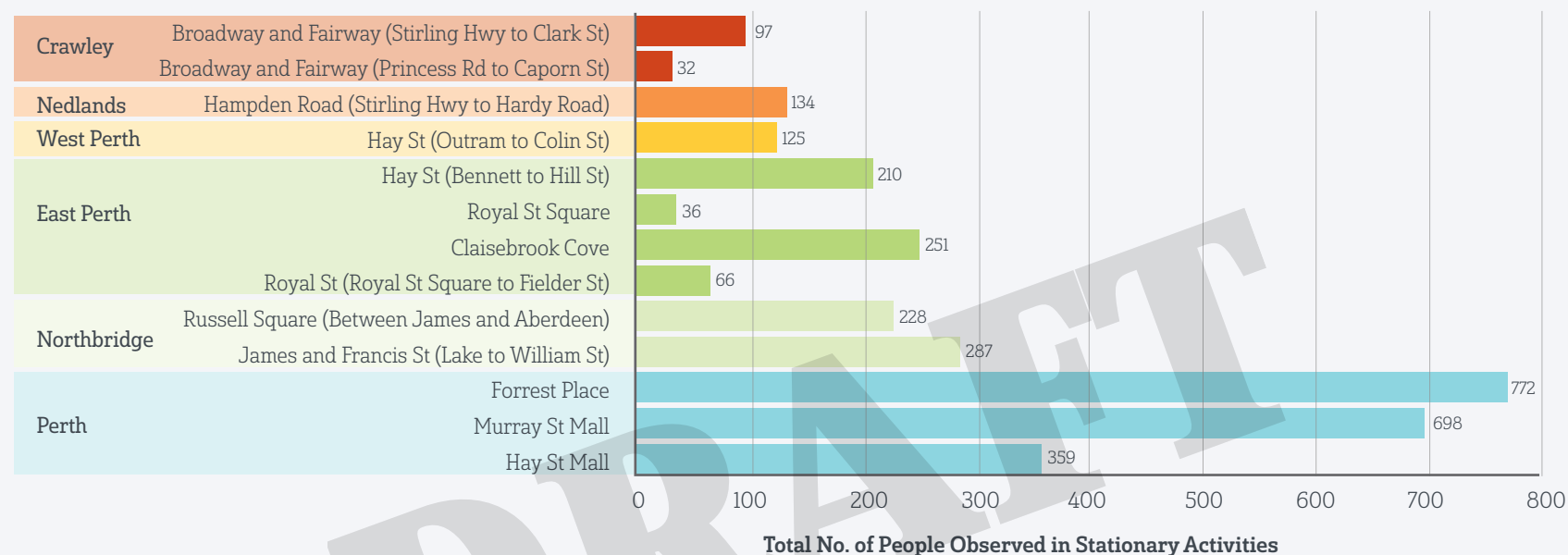
- 1. The total number of people observed in stationary activities represents the number of people counted at 6 points in time on a single day between 10.30am and 8.30pm with the exception James and Francis Streets in Northbridge where it represents the number of people counted at 4 points in time on a single day between 10.30am and 4.30pm.
- 2. As outlined above, the 2016 survey was conducted in different months to the 2008 survey (May versus October) although the methodology developed by Gehl Architects does permit data to be collected in different months where weather conditions are the same on each survey day. The weather was dry in both 2008 and 2016 although it was 4 degrees warmer on the 2008 survey day.

Figure 24 - Number of People Observed in Stationary Activities, Perth CBD and Northbridge, 2008 and 2016



- 3. There is no data on the estimated number of people in Perth City, in either survey period. As such, the proportional increase in overall visitation cannot be considered alongside the proportional increases in activity within the public spaces.

^e Stationary activities are defined as sitting on benches or outdoor cafes, standing waiting, children playing, waiting for transport etc. They are considered “optional” activities rather than “necessary” activities like walking (ibid).

Figure 25 - Total Number of People Observed in Daytime Stationary Activities By Location, Perth City, 2016

A number of additional locations in Northbridge, East Perth, West Perth, Nedlands and Crawley were surveyed in 2016. Across all locations surveyed, a total of 3295 people were observed in stationary activities. Figure 25 shows the highest levels of stationary activity occurred in the Perth CBD followed by Northbridge and East Perth.

Notes

1. The total number of people observed in stationary activities represents the number of people counted at 4 points in time on a single day between 10.30am and 4.30pm in May 2016 (all locations with the exception of West Perth) or June 2016 (West Perth).



CF3.2 PUBLIC SPACES

Public spaces are defined as open space that is accessible to the community on a regular basis and perceived as public, whether publically or privately owned including parks, bushland and urban spaces (such as city squares and piazzas). Whilst streets are also a form of public space, these are addressed separately under UF3.1 Streets.

For public spaces to be effective, they should meet community needs and like streets, be comfortable, attractive, interesting and safe.

Perth City's public spaces, can be measured by a vast range of indicators, many of which also apply to the city's streets. These include whether they meet community needs for both passive and active recreation as well events. The extent and quality of foot paths, public seating and drink fountains, trees, lighting and public art are also important measures for parks and urban spaces along with microclimatic elements such as the level of wind, extent of shade and sunlight access. The level of stationary activity and events within public spaces and community perceptions are also indicators of quality.

Figure 26 - Location and Type of Public Space, Perth City, 2016



Diversity and Distribution ⁴⁷

In 2016, Perth City has a total of 558 hectares of public space^f including Kings Park (400 hectares) which covers 41% of the total land area of the city and which comprised:

- 108.4 hectares of parks (predominately grassed and garden areas)
- 433.5 hectares of bushland (including 400 hectares at Kings Park)
- 16.1 hectares of urban space (paved squares, piazzas etc).

A number of additional areas of urban space have been created in Perth City in recent years through urban renewal projects such as Brookfield Plaza, Cathedral Square, Perth Train Station Forecourt, State Theatre Complex, Elizabeth Quay and the Perth City Link.

Figure 27 shows the amount of public space within Perth City in comparison to Melbourne and Sydney. It shows that Perth City has a considerably greater amount of public space as a proportion of total land area and per resident and worker, with the latter being due to Melbourne and Sydney having higher resident and worker populations.

Quality

There is currently no detailed information or data relating to the quality of Perth City's public spaces with the exception of the number of event bookings which is captured in the Culture Chapter and stationary activity counts which are captured under UF.1 Streets.

Some indication of satisfaction with Perth City's public spaces may be taken however from general market research undertaken in 2014 which found that outdoor spaces were rated the most highly out of all attractions within Perth City, with 77% of respondents rating its outdoor spaces favourably and 56% respondents being likely to recommend these to their family and friends.⁵⁶

Figure 27 – Perth City and Other Australian Capital Cities – Public Space

	Total Land Area (hectares)	Total Residents	Total Workers	Public Space Land Area (hectares)	% of Total Land Area	Public Space Land Area (m ²) per Resident	Public Space Land Area (m ²) per Resident and Worker
Perth City ⁴⁶	1,385	24,675 ⁴⁸	134,459 ⁴⁹	558	40%	226	35
City of Melbourne ⁴⁷	3,770	93,627 ⁵⁰	360,330 ⁵¹	555 ⁵²	15%	59	12
City of Sydney ⁴⁸	2,672	205,339 ⁵³	437,727 ⁵⁴	386 ⁵⁵	14.8%	18	6

CF3.3 COMMUNITY FACILITIES

Community facilities are defined as places and buildings where the community (residents, workers or visitors) can meet and participate in community activities or access community services. These facilities are generally provided by State and local government or the not-for-profit sector including churches and sporting clubs.

Extent

Figure 28 shows the number of community facilities per type as at November 2016.



There are number of facilities (swimming pools, indoor gyms, activity rooms or playgrounds, yoga centres etc.) within private developments such as schools and apartments which could be considered ‘community orientated’ as they contribute to the overall network of facilities although not necessarily accessible to the wider community. The extent of these is currently unknown.

Quality

The quality of community facilities can be measured by assessing whether they meet known community service needs and community perception however no information currently exists in relation to this. The People Chapter addresses the extent of community services provided within Perth City.

Figure 28 - Community Facilities By Type, Perth City, 2016⁵⁷

Facility Type	Number
Education:	67
Primary	1
Secondary	3
Tertiary – Vocational Education and Training	2
Tertiary – Universities	6
Tertiary - Other	55
Libraries	3
General Community Meeting Spaces	7
Religious	20
Arts and Culture	46
Film Venues	3
Galleries	8
Museums	11
Performance Spaces ⁱ	13
Art Labs ^j	11
Indoor Sport and Recreation	1
Outdoor Sport and Recreation:	43
BBQ Areas	22
Courts	3
Playgrounds	11
Outdoor Gyms	7

⁵⁷ Includes publicly owned squares and forecourts, waterbodies and major sporting venues

^b Includes local government and other authorities public space

ⁱ Performance spaces include stadiums and theatres but not private live performance spaces or recording studios.

^j An Arts Lab is a place which offers collaborative opportunities, including workshops and education, and is non-profit and community based.

CF 3.4 NOISE AND VIBRATION

Sound and vibration are generated in cities from a variety of functions and activities such as waste collection, construction and transport movement as well as specific land uses such as entertainment which draw people from afar and create city vibrancy. When sound becomes unwanted, it becomes noise, defined as *“unwanted sound that unreasonably intrudes into our daily activities and can cause varying degrees of nuisance and annoyance”*.⁵⁸ When noise exceeds regulated limits it is considered noise pollution.

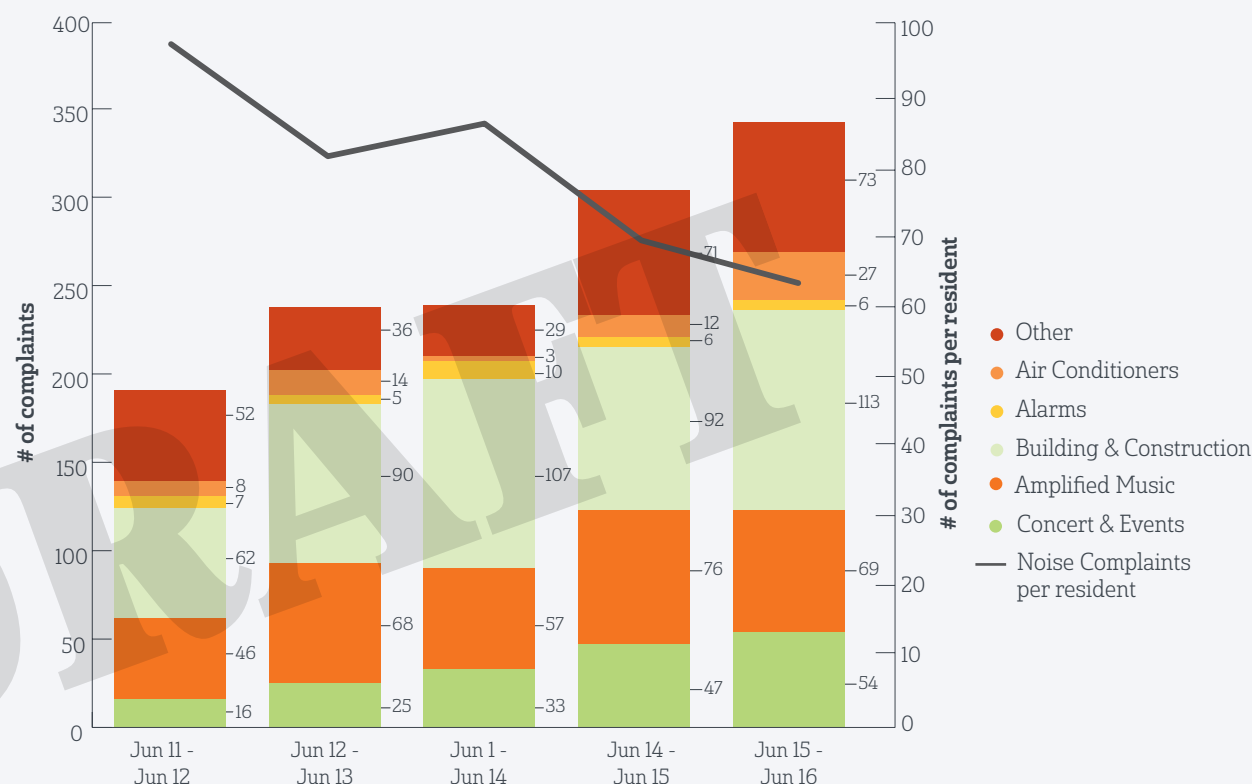
Noisy environments can have a detrimental impact on the health and wellbeing of people⁵⁹, particularly residents and can have an impact on Perth City's reputation as a liveable and attractive place to visit and live.

In 2012, the community identified the “management of noise” as an important issue in Perth City ranking the issue 8th in terms of key health concerns and 19th in terms of key city values⁶⁰.

The number of noise complaints provides an indication of the level of noise annoyance in Perth City.

The number of noise complaints in Perth City (pre-July 2016 boundary) increased between 2011-12 and 2015-16⁶¹ by 79% from 191 to 342, although when residential population growth is taken into account, the average complaints per year per resident fell by 35% from 96 to 62.

Figure 29 - Number of Registered Noise Complaints by Type and Per Resident, Perth City (pre-July 2016), 2011 to 2016



Noise from “building and construction” received the most registered complaints over the 5 year period (465 or 35% of the total) most likely due to the extensive period of growth in office and apartment construction in Perth City. The next highest area of noise complaint was “amplified music” (317 or 24% of total) generated from both entertainment venues and private residences.

The most significant change in complaints was from “Concerts and Events” which increased from 8.4% to 15.8% of total complaints. This reflects the significant increase in the number of event approvals. Between 2012-13 and 2015-16 there was a 150% increase (161 to 403) in the number of event approvals.

¹ Regulated limits are developed based on World Health Organisation standards.

² It should be noted that this does not include any data from WA Police or City of Perth Rangers who may deal with noisy parties and dog complaints.

CF4 GROWTH AND CAPACITY

Growth and capacity looks at recent trends in development activity and the capacity of key systems to facilitate future growth. These are important aspects of the current state of Perth City given the relatively long-lead times incurred where any changes may be required in the regulatory planning system and significant levels of capital investment needed to enhance utility services to facilitate growth.



CF4.1 DEVELOPMENT ACTIVITY

A review of recent trends in development activity provides background context to growth.

Building Approval

Figure 30 shows the yearly value of residential and non-residential building approvals in Perth City (pre-July 2016) over the last ten years which totalled over \$9 billion worth of development (or an average of \$900 million per year).⁶²

In 2007-08 there was a significant spike in the value of non-residential approvals resulting from buoyant economic conditions and a peak of office construction in Perth City. During 2007 and 2008 there were 7 "major" permits (each over \$100 million) approved for construction including Westralia Square and Brookfield Place (\$351 million).

Figure 30 - Value of Building Approvals Perth City (pre-July 2016), 2005-06 to 2015-16



In 2007-08 there was also a spike in the value of residential approval values during this period, then relatively steady values in following years, with a slight downward trend from 2014-15 to 2015-16.

As of June 2016, there were an estimated 315 projects under construction worth a total of \$3.8 billion.⁶³

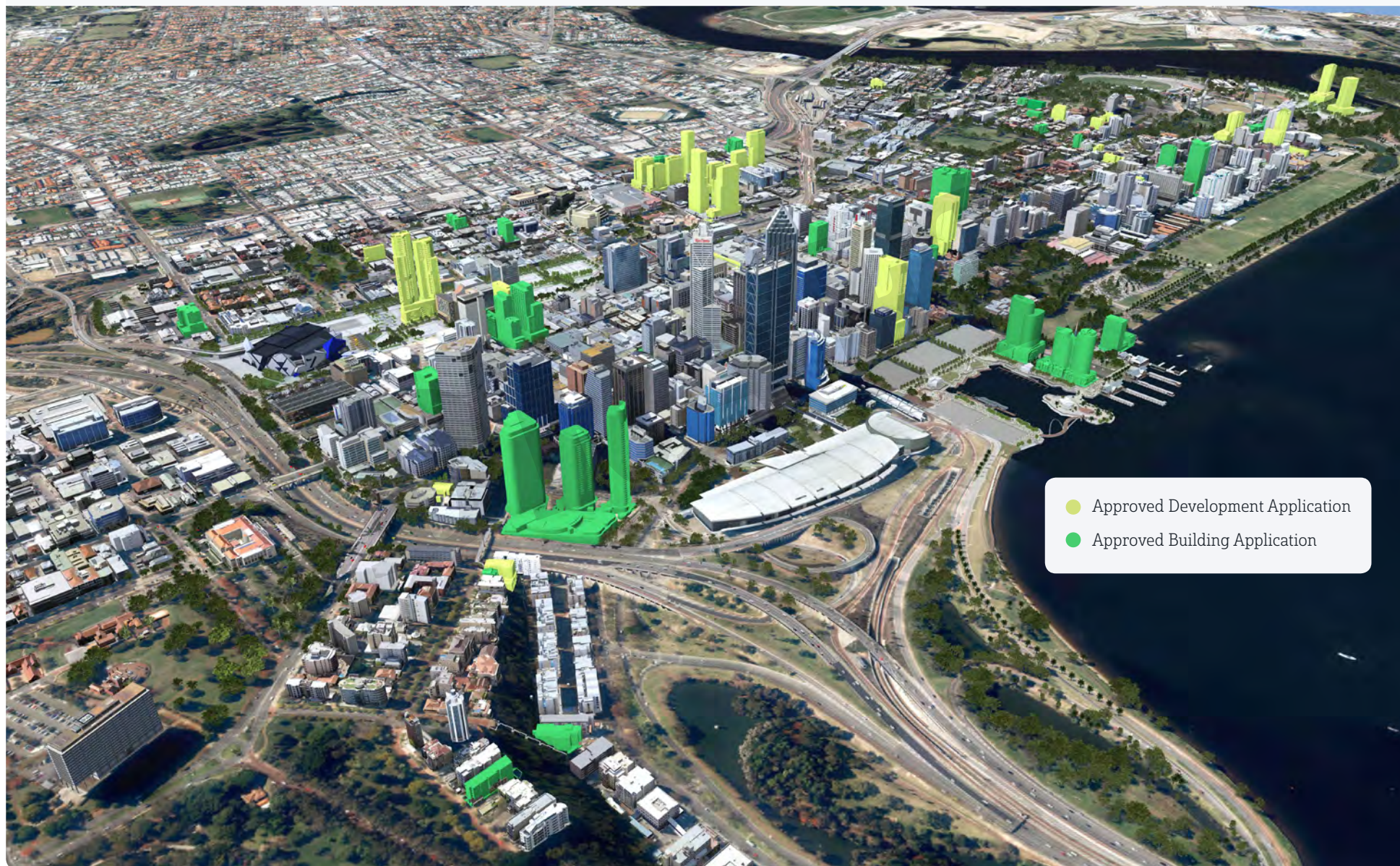
Geographic Distribution of Recent Building Applications⁶⁴

Figures 31 and 32 provide an indication of the geographic distribution of the majority of current approvals across Perth City.

Figure 31 – Distribution of Approved Building and Development Applications - Perth City - 2014 – 2016



Figure 32 – 3D Visualisation of Approved and Current Building and Development Applications - Perth City - 2014 – 2016

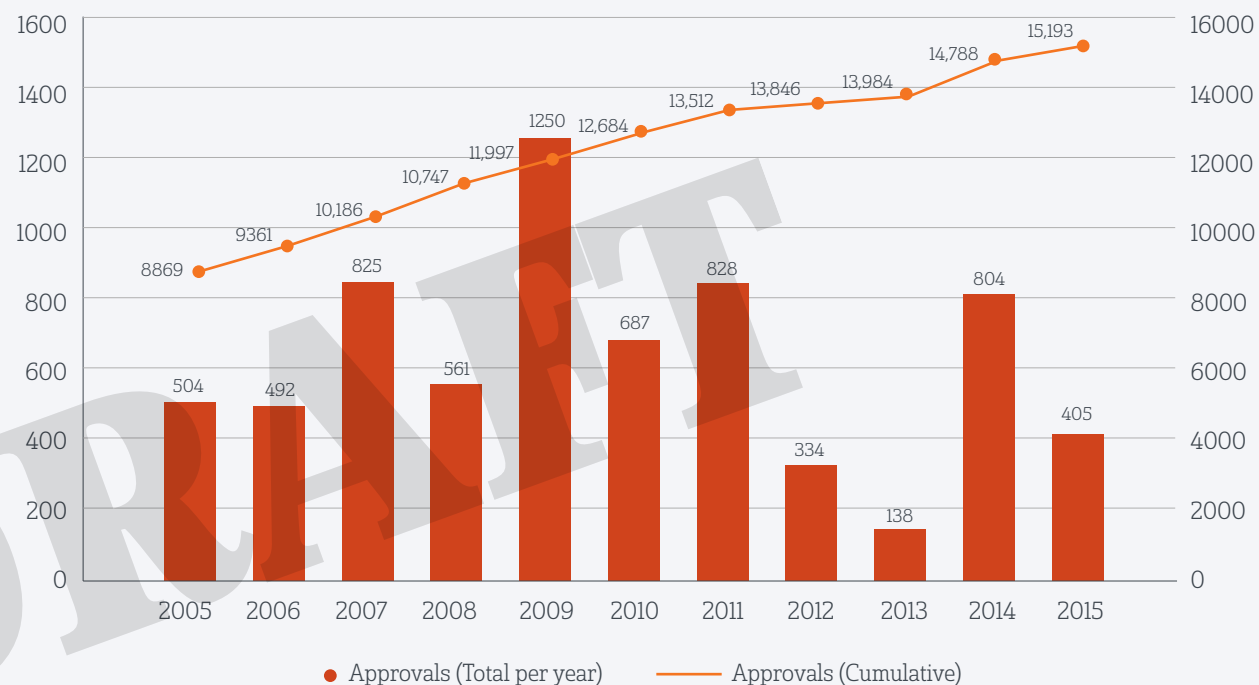


Growth in Residential Strata Lots

Between 2006 and 2015 there were 6,324 strata lots created in Perth City (pre-July 2016), an increase of 71.3% over the 9 year period, or a growth rate of 5.5% per year (average), slightly behind the population growth rate over the same period of 6.1% (annual average)⁶⁵.



Figure 33 - Residential Strata Lots Approved Perth City (pre-July 2016) 2005 - 2015



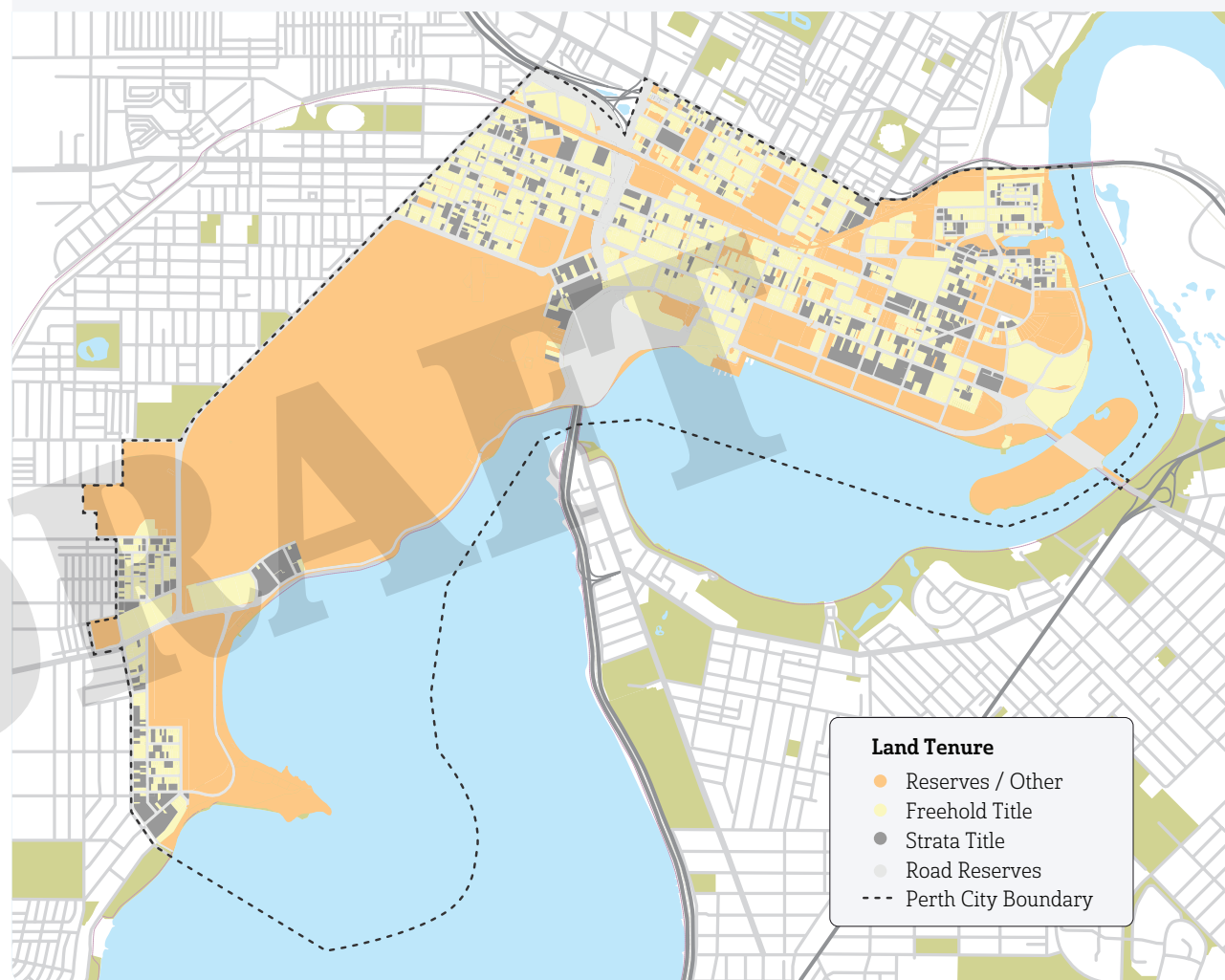
CF4.2 LAND TENURE

The tenure of land across Perth City may provide some insight into the extent of opportunity and/or constraint to future growth and development. Freehold land is considered the least unencumbered for development, while land that is Reserved and Strata titled, potentially possess greater restrictions or less flexibility to accommodate future change or development. Reserved land usually implies that land will be used for a specific use over the long-term (for example parks, roads or infrastructure corridors). Land that is Strata titled can have a multiplicity of owners which may impede decisions regarding future development or change. These are not hard and fast rules, rather they provide a broad insight into future development potential or constraint.

At this point in time, the data below provides a preliminary assessment only. In 2016⁶⁶, the proportion of land by tenure across Perth City^m was:

- Approx. 53% - Reserves / Other (including crown leases such as University of Western Australia, old Swan Brewery site and Perth Convention and Exhibition Centre).
- Approx. 27% - Freehold Title
- Approx. 2% - Strata Title
- Approx. 18% - Road Reserves (public roads, highways and main roads)

Figure 34 – Distribution of Land by Tenure - Perth City - 2016



Please note this data relates to ground level land only and does not necessarily measure land tenure above or below ground.

^m The land area of Perth City excludes the Swan River.

CF4.3 CITY PLANNING SCHEME CAPACITY

City Planning Scheme capacity looks at the potential for development permitted by the Scheme which regulates the extent and form of development primarily through “plot ratio floorspace” (i.e. the potential extent of floorspace able to be developed based on the size of the lot) which varies across different areas of the city. The potential for development should align with the State Government and City’s plans for future growth and development. The extent to which the Scheme provides flexibility and certainty to cater for different types of land uses as demand changes over time is also another important factor of capacity for future growth, although the analysis of this has not been undertaken in this report.

Plot Ratio Floorspace Capacity

In 2014, the capacity for additional floorspace to be developed in Perth City was increased through Amendment No.25 to the City of Perth City Planning Scheme No.2. The aim of Amendment 25 was to increase the potential maximum plot ratios across large parts of the City to⁶⁷:

- *maintain the prominence of the City’s central business district (CBD) and provide for additional capacity for development in the CBD;*
- *allow for greater development around the city’s train stations and town centres; and*
- *provide for greater residential development in parts of the city.*

The Amendment provided the capacity for the development of an additional 1,124,000m² of floorspace, taking the total potential for additional floorspace in Perth City (pre-July 2016) to 5,000,000m² which is considered to effectively provide for any growth in demand in commercial or economic activity for the foreseeable future.



⁶⁷ Please note that transport services (private and public) are addressed in the Movement Chapter and municipal and commercial waste services are addressed in the Environment Chapter.

CF4.4 UTILITY SERVICES CAPACITY

Utility services refer to electricity, gas, potable water, wastewater (sewer), stormwater drainage and telecommunicationsⁿ which are critical to the future growth of commercial and residential development in Perth City and as such, future economic and social activity in the city. The majority of utility services are currently delivered via large-scale infrastructure networks that stretch across Greater Perth and the State. However, there are also existing and emerging technologies that enable some utility services to be generated and delivered via 'decentralised' systems at the neighbourhood level or at building level such as district heating and cooling schemes, rainwater tanks and solar photovoltaic cells.

The Department of Planning's Draft Central Sub-regional Planning Framework (May 2015)⁶⁸, which provides a long-term integrated planning framework for land use and infrastructure, states (pg 43):

"The service capacity of existing infrastructure to accommodate the proportion of the 3.5 million people who will live in the city in infill developments within the next 30–40 years has been taken into consideration. State Government infrastructure agencies and utilities have assessed the implication of the proposed urban growth in the locations identified in the framework and have found, in most instances, that there is either capacity in the existing infrastructure systems or provision has been made for the expansion of the system as demand for additional housing grows."

Similar advice was received from public utility providers in 2014 in relation to the City of Perth's Amendment No.25 to City Planning Scheme No.2 (as discussed in the previous section) that proposed significant increases in the capacity for additional floorspace under the Planning Scheme. There were generally no objections raised by the utility service providers to additional floorspace growth as infrastructure systems either had existing capacity or could accommodate future capacity to cater for growth, although the Water Corporation advised that there may be a need for upgrades to local reticulation services.⁶⁹

A brief outline of the current state of individual utility services in Perth City as outlined in available public documentation is provided below. It does not however represent a thorough analysis of existing capacity, planned supply or future demand for utility services.



ⁿ Municipal and commercial waste services are addressed in the Environment Chapter.

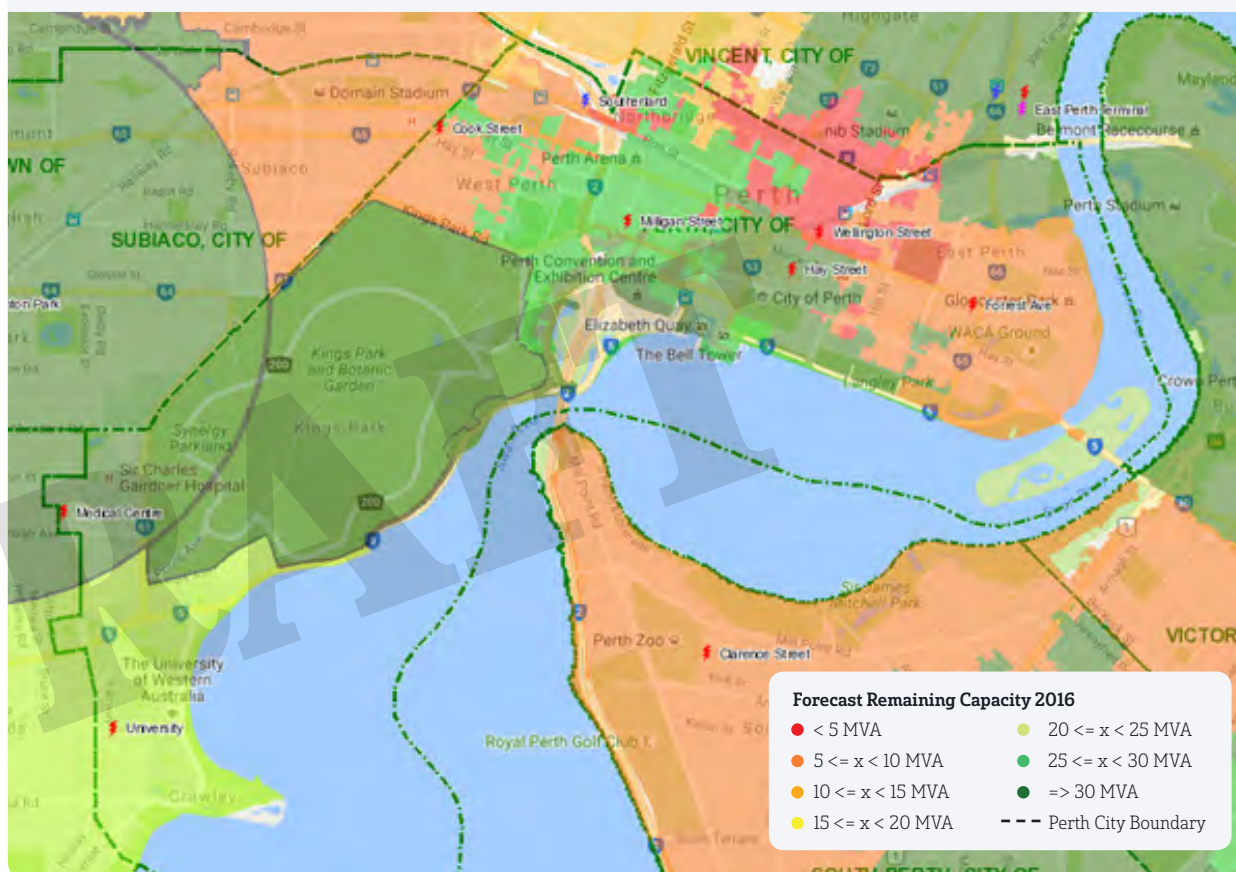
Electricity

Electricity is provided throughout Perth City from Western Power's South West Interconnector System (SWIS). High Voltage electricity is delivered to eight Zone Substations by overhead and underground cables. Electricity is then reticulated to each property through an underground cable network generally located within the road reserves.

The current capacity of electrical infrastructure within Perth City is shown in Figure 35. The central area of Perth City including the University of Western Australia and Queen Elizabeth II Medical Centre have high levels of remaining capacity however the area around the McIver train station, part of Northbridge and Crawley have low levels of remaining capacity. It should be noted however that areas shown as having low levels of remaining capacity do not necessarily represent an overall capacity constraint problem as there is flexibility to transfer load demand within a constrained zone substation to an adjacent existing zone substation with available capacity⁷⁰.

Western Power in conjunction with the Department of Planning is currently reviewing its Transmission Network Development Plan (TNDP) and Long-term Network Development Plans (LNDPs) to respond to forecast growth over the next 25 years.⁷¹ Western Power is currently planning to upgrade and augment the high voltage distribution supply into the East Perth Substation with a new transmission line.

Figure 35 –2016 Electrical Infrastructure Capacity – Perth City



Natural Gas

Natural Gas is reticulated throughout Perth City via a network of high pressure pipes (mains) located within the road reserves which are managed by ATCO Gas. The current capacity of the natural gas network within Perth City is not currently known.

Potable Water

Potable water is supplied throughout Perth City by the Integrated Water Supply System (IWSS) which is owned and managed by the Water Corporation. The system sources raw water from a range of sources which is then treated and distributed through trunk mains to local reservoirs and high capacity storage tanks. From the storage reservoirs and tanks, water is delivered to individual properties through gravity pipes. Perth City is supplied with potable water from the Mt Isa Reservoir.

The Water Corporation upgraded the pipes in Adelaide Terrace, Barrack Street, Wellington Street and Murray Streets in 2015/16⁷².

The current capacity of the system to meet future demand is not known. To support the needs of population growth and climate change to 2031 and beyond, the Water Corporation is developing new water source infrastructure to boost the capacity of the IWSS and is working with residential and business consumers to reduce per capita water use.⁷³

Wastewater (Sewerage)

The wastewater (sewerage) systems within Greater Perth are owned and managed by the Water Corporation. The systems are a pipe network that collect sewerage from the individual properties to a temporary holding storage and pump station. The pump stations then transfer the wastewater to a treatment plant where it is treated and then discharged to the ocean. The Water Corporation is currently investing in systems to reduce ocean discharge by injecting the treated wastewater into the ground. Perth City is within the Subiaco Wastewater Treatment Plant (WWPT) catchment.

Wastewater inflows to Perth's treatment plants are projected to increase significantly by 2031, and how much wastewater is collected and treated will depend on growth as well as water use by homes/business.⁷⁴ A range of works are being considered over the next few years to accommodate growth.⁷⁵ The East Perth Distribution Main is proposed to be extended in the medium term.

Stormwater Drainage

The stormwater drainage system within Perth City is owned and managed by the City and/or the Water Corporation. The City's system provides for drainage from property, roads, footpaths and public open spaces through a series of pipes which then discharge to the Swan River and the Claisebrook Main Drain.

The system is designed to Australian Rainfall and Runoff standards and generally manages most rainfall conditions, with the exception of high river tides when the outfalls cannot discharge water quickly enough and localised flooding occurs along the Esplanade reserve. These events are generally short term and flooding clears when the river tides recede.

The Australian Rainfall and Runoff standard has been recently revised and the City is reviewing the impact of this on its infrastructure. The City limits the amount of discharge from properties and requires a minimum storage to be provided on-site.⁷⁶

The capacity of the current system to meet the future needs of Perth City is not known.

Telecommunications 77 78 79

Telecommunications systems provide for voice and data communication via copper and fibre optic cabling which generally run within the road reserves. Perth City has separate cabling networks owned and managed by a range of providers. The older copper cables are being replaced by fibre optic cables.

Perth City has discrete areas currently serviced through the National Broadband Network (NBN) which provides a data network for high-speed phone / internet services.

East Perth, Northbridge, Perth and West Perth are scheduled for NBN service in late 2016 and Nedlands and Crawley in the second half of 2016. Figure 36 shows the existing NBN services within the City.

In 2016, free public WiFi (supplied by the City of Perth) covered 50 hectares of the Central Business District and allowed for basic internet browsing. Free WiFi is also available in a number of city businesses such as restaurants and cafes, hotels etc.

Figure 36 - Existing NBN Services in Perth City, 2016⁸⁰

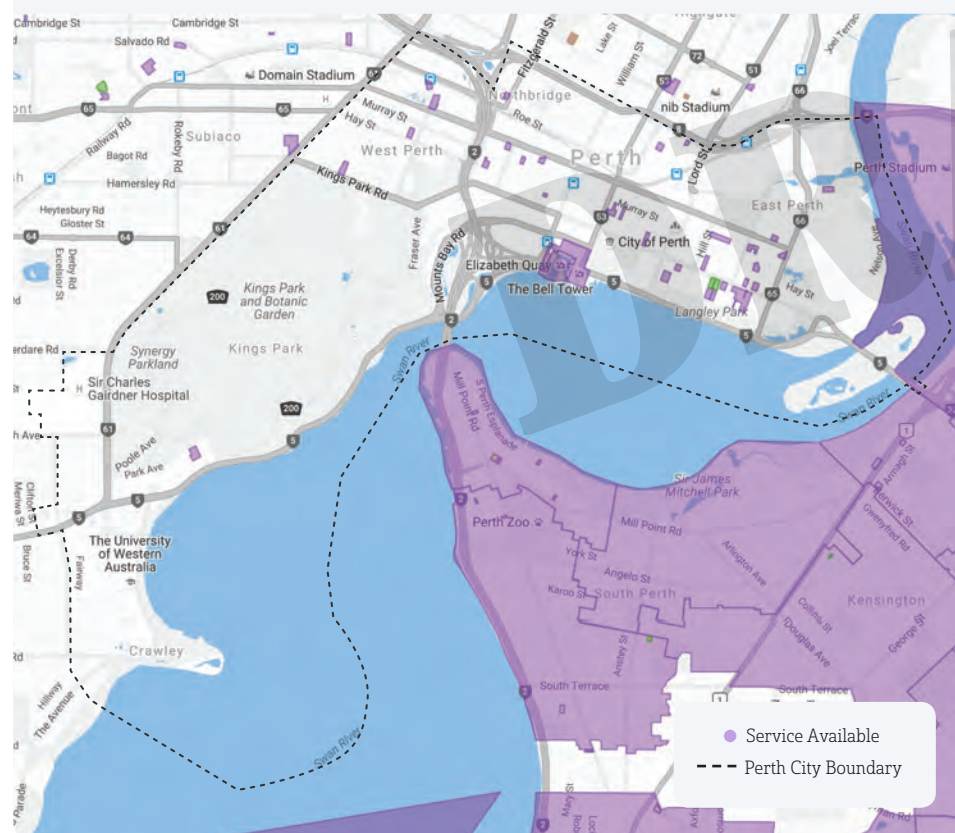


Figure 37 - Free WIFI Network, Perth City, 2016



FINDINGS

CF 1 FORM AND FUNCTION

1. The central core of Perth City is dominated by large east-west street blocks which influences its intersection density and ease of movement. It has approximately 60 intersections per km² which is significantly less than Melbourne and Adelaide. A higher density of intersections can be seen within East Perth, West Perth and Northbridge.
2. The large majority of lots within Perth City are small in size and are generally evenly distributed across its breadth. Some concentrations of medium sized lots can be found along Terrace Road in East Perth, Mounts Bay Road in Crawley and in the area to the north of the McIver train station. Most of the larger lots in the city host government institutional uses or are located within State Government redevelopment areas.
3. In 2015 Perth City had 6,447m² of built floorspace per hectare of land area (excluding Kings Park). Based on 2007 data, this is expected to be significantly greater than that within the Strategic Regional Centres within Greater Perth.
4. In 2011 Perth City had 25.2 residents and 12.5 dwellings per hectare of land area (excluding Kings Park). Whilst these are below that expected by the State Government (25 dwellings per hectare) they have increased significantly since 2001 when there were just 14 residents and 6.6 dwellings per hectare of land area. The mixed use nature of Perth City is likely to be a factor in achievement of the State Government's dwelling target.
5. There is a differentiation in resident and dwelling densities across Perth City. East Perth (south) and Crawley accommodate the highest resident densities whilst Crawley-Nedlands has the lowest resident densities. The majority of areas have seen increases in both resident and dwellings densities with the exception of Crawley where there have been more minor increases and Crawley Nedlands where densities have remained fairly stable.
6. Perth City has higher resident and dwelling densities than those within Greater Perth however there are select areas within this broader region that have higher resident densities than the Perth City (SA2) area. Perth City's resident and dwelling densities are comparable to those within the Central Sub-Region, similar to Melbourne, higher than Adelaide but lower than Sydney.
7. The top five predominant land uses within Perth City were Office/Business, Residential, Health/Welfare/Community Services, Vacant Floor Area and Utilities/Communication. Perth City had a greater mix of land uses in 2016 than it did in 2007. The most significant proportional increases were seen in Residential, Utilities/Communications (due to carparking) and Vacant Floor Area. There was a significant proportional decrease in Office/Business and also a proportional decrease in Shop/Retail despite minor increases in floorspace within both of these categories.
8. Office/Business is more prominent in Perth City than within the Strategic Regional Centres within Greater Perth, whilst the Strategic Regional Centres are heavily dominated by Shop/Retail. It is not possible to compare the land use composition of Perth City to other Australian capital cities given that different methodologies and land use categories exist across the cities.

CF 2 BUILDINGS

9. The majority of Perth's City's dwellings in 2011 were high density apartments which were comprised of two bedrooms. Perth City's dwelling stock is similar to other Australian capital cities whilst vastly different to that within Greater Perth where low density dwellings with a larger numbers of bedrooms dominate. There is currently no comprehensive information however on the actual or perceived quality of Perth City's dwellings.

10. There is currently no comprehensive information on the diversity of non-residential buildings (i.e. floorplate sizes) within Perth City.
11. A significant proportion of Perth CBD's office floorspace has been graded as Premium and the majority of it falls within the top 3 grades. The majority of West Perth's office floorspace is either A or B grade.
12. A number of Perth City's buildings and tenancies have received environmental sustainability ratings under various tools or participate in programs including the NABERS energy tool (113 buildings/tenancies) and water tool (71 buildings/tenancies), Cityswitch program (64 business tenancies), Waterwise Office program (11 buildings) and the Green Building Council Australia Green Star tool (43 buildings). The extent of residential buildings within Perth City which have been rated under the NatHERS tool is currently unknown.
16. Perth City has a range of community facilities (education, general community meeting spaces, religious, arts and culture as well as sport and recreation) however no information is available in relation to the quality of these and whether they are meeting community needs.
17. The number of noise complaints in Perth City (pre-July 2016) increased by 79% between 2011-12 and 2015-16 although when residential population growth is taken into account, the average complaints per year per resident fell by 35%. Noise from building and construction received the most amount of complaints followed by amplified music over this period. The most significant change in complaints was from concerts and events which increased from 8.4% to 15.8% of total complaints which reflects the significant increase in event approvals (150% increase between 2012-13 and 2015-16).

CF3 AMENITY

13. Across all locations surveyed in 2016, 42% of building frontages were considered active or pleasant. The quality of building frontages varies across Perth City, with some locations performing well and others less so. The quality of building frontages has improved since 2008 in several locations.
14. Across all locations surveyed in 2016, a total of 2395 people were observed in stationary activities. The highest levels of stationary activity occurred in Perth CBD followed by Northbridge and East Perth.
15. Perth City has 558 hectares of public space, comprising 40% of its total land area, and providing 226m² of public space per resident or 35m² of public space per resident and worker. This is significantly greater than Sydney and Melbourne. Kings Park makes up a significant component of this (406 hectare). There is no comprehensive information however on the quality of Perth City's public spaces.

CF4 GROWTH AND CAPACITY

18. A total of \$9 billion worth of development has been approved over the last ten years, with an estimated 315 projects currently under construction worth a total of \$3.8 billion.
19. Over the last nine years, 6,324 strata lots have been approved, at an average growth rate of 5.5% per year.
20. In terms of land tenure, Perth City is comprised of approximately 53% reserves, 27% freehold title, 2% strata title and 18% road reserves.
21. The City's Planning Scheme provides sufficient plot ratio floorspace to accommodate the city's future growth needs for the foreseeable future.
22. Perth City is serviced by a range of utilities infrastructure which is understood to either have capacity or which can be expanded to provide the capacity needed to accommodate future growth.

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CHAPTER 8

MOVEMENT

The Movement Theme examines how people access and move around Perth City via different modes of transport – walking, cycling, public transport and private vehicles.

An efficient and sustainable movement system is not only fundamental to the economic, social and environmental prosperity of Perth City but also to Greater Perth given the large concentration of jobs, services, facilities, education and social and cultural opportunities in the City. As such, Perth City is highly reliant on the quality and efficiency of the regional movement network especially given forecast population growth across Greater Perth to 3.5 million people by 2050.

Community perceptions relating to accessibility, safety, comfort and convenience with the movement system play an important role in attracting visitors and business owners alike to Perth City. A 2012 survey of businesses in Perth City identified “*convenience and accessibility to and within*” Perth City as the most important factor to business growth.¹

Lastly, the movement system can play a critical role in improving health outcomes and minimising our environmental impact by encouraging a shift away from private vehicle transport to more active transport such as walking, cycling and public transport, whether for recreation or generally accessing work and services.

M1 WALKING AND CYCLING

- M1.1** Extent and patterns of walking
- M1.2** Quality of the walking environment
- M1.3** Extent and patterns of cycling
- M1.4** Quality of cycling environment

M2 PUBLIC TRANSPORT

- M2.1** Greater Perth public transport activity
- M2.2** Extent and patterns of public transport activity
- M2.3** Quality of public transport services

M3 TRAFFIC AND PARKING

- M3.1** Extent and patterns of vehicle use
- M3.2** Vehicle speeds and circulation
- M3.3** Parking
- M3.4** Quality of the vehicle environment

FINDINGS

REFERENCES

M1 WALKING AND CYCLING

Walking, cycling and getting around Perth City by other non or semi-motorised means such as kick scooters or electric bikes is called “active” transport.^a Active transport can be undertaken for recreation purposes, as a connector journey to access public transport services or to access work or local amenities and services.

People may choose to walk where it is quick, convenient, safe and usually over shorter distances with attractive routes and destinations.

Making cycling an easy choice requires a good city cycling environment with necessary space on roads and paths so cycling is considered safe and efficient, and there is supporting ‘end-of-trip’ infrastructure to store valuable bikes and gear.

Active transport contributes to health outcomes through greater physical activity and reduced environmental impacts from less motorised transport and fossil fuel use². Increasing walking and cycling activity in Perth City can contribute to increased economic activity and returns for businesses. Recent research in the City of Melbourne has estimated that a 10% increase in walking connectivity in the city centre can add “a 6.6% uplift in the local economy worth about \$2.1 billion”.³ In New York, a study found

“a 49% increase in sales on 9th Avenue after the implementation of protected bike lanes”.⁴

The Department of Transport states *“there is immense scope for car trips to be converted to walking or cycling trips, particularly for the 40 per cent of Australians that commute less than 10 km to their place of work or study, or those that make short local trip by vehicle”*.⁵

The Department has a target of 18% of all trips across Greater Perth to be active by 2050 (currently 15% of trips).⁶ The City of Perth’s *Draft Transport Strategy* also sets a community target of 15% of the workforce in Perth City using active transport modes by 2031.⁷

As such, active transport is of strategic importance to Perth City for a number of reasons.



M1.1 EXTENT AND PATTERNS OF WALKING

Most data on walking in Perth City comes from the Australian Bureau of Statistics (ABS) Census which records walking as a mode of transport to work. There is some data on the levels of pedestrian activity in the Perth CBD during a week day. However, there is lack of comprehensive data across Perth City on the extent and patterns of pedestrian activity, walking for recreational purposes and potentially data on special needs such as disability access, families and/or young people, late night shift workers and so forth.

This deficit of data is acknowledged in the City of Perth’s *Draft Transport Strategy* ... *“by improving the data we have on walking, we will be able to cater for pedestrians more effectively and implement projects that can deliver greater benefits for pedestrians”*.⁸

^aActive transport includes non-motorised forms of transport involving physical activity, such as walking and cycling. It also includes public transport to meet longer distance trip needs as public transport trips generally include walking or cycling components as part of the whole journey (Source - Villanueva et al, 2008 quoted in Healthy Places and Spaces Design Principles – Heart Foundation http://www.healthyplaces.org.au/site/active_transport_-_full_text.php).

Walking To Work (Walking Only)

In 2011, 3.3% of **workers** in Perth City (pre-July 2016) walked to work, an increase of 1.7% over the 10 year period from 2001, and slightly higher than the average of 2.2% across Greater Perth.⁹

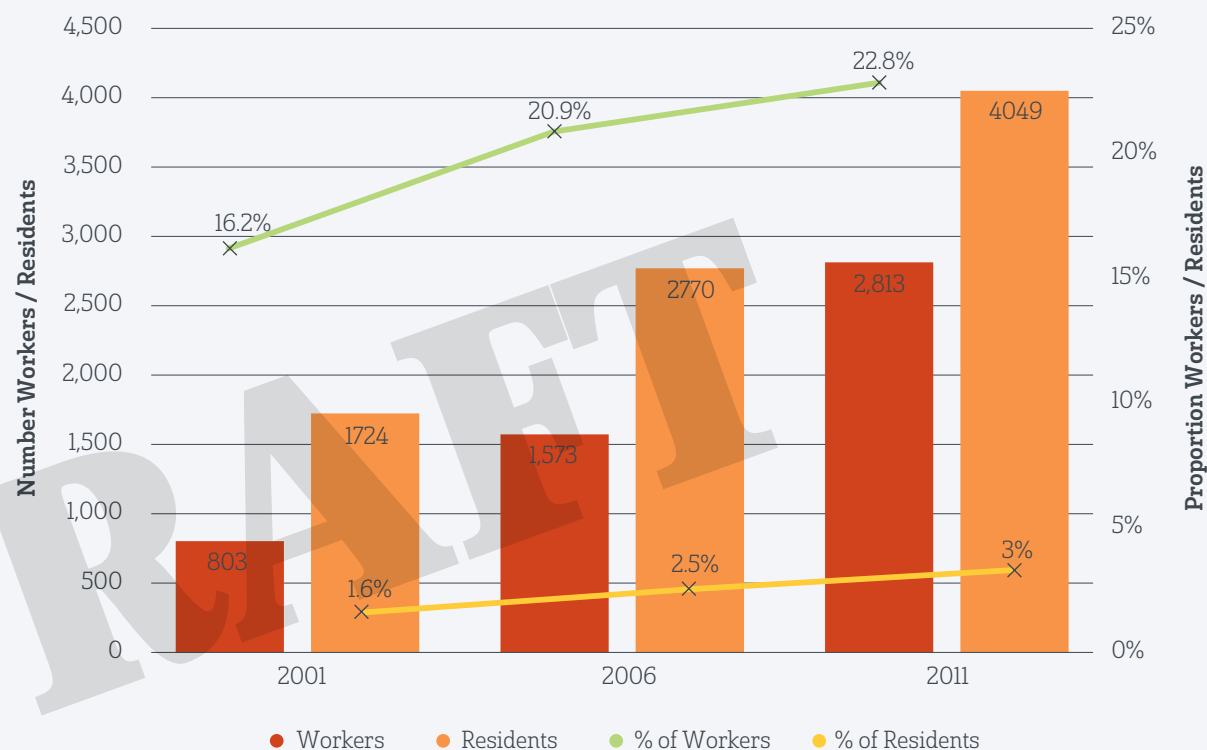
In 2011, 22.8% of **residents** of Perth City (pre-July 2016) walked to work, an increase of 6.6% over the 10 year period from 2001, although less than the proportions of residents walking to work in the Cities of Adelaide (27.4%), Melbourne (27.5%) and Sydney (25.3%).

In 2015, it was estimated that on a typical day, 3% of staff and 8% of students walked to the University of Western Australia for the purposes of work or study.¹⁰

In 2012, it was estimated that 14% of trips to work by staff at the Queen Elizabeth II Medical Centre were made by walking and cycling.¹¹



Figure 1 - Walking to Work, Workers and Residents, Perth City (pre-July 2016), 2001 to 2011



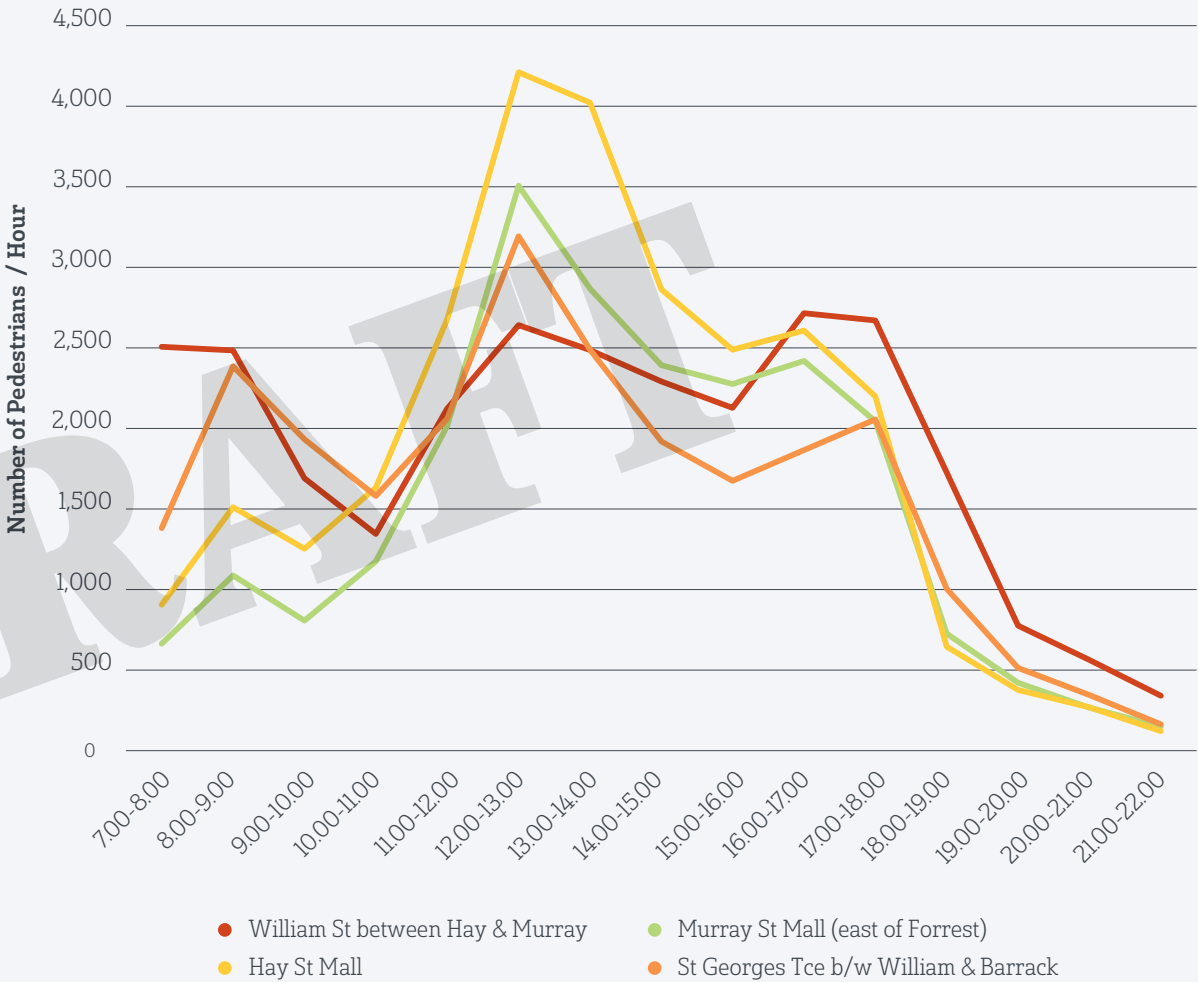
Pedestrian Activity – Perth City CBD

Figure 2 provides data on the volumes of pedestrian activity at four locations in the Perth CBD across the day /evening which indicates:¹²

- peaks of activity in the morning and later afternoon showing the dominance of the workforce population on pedestrian activity.
- a midday peak of activity showing the attraction of retail and food outlets in the Malls as a key destination, likely to be mostly workforce population but also some additional visitors to the City.
- steady level of activity along William Street (in comparison to the peaks and troughs of other locations) reflecting the popularity of the Perth Underground Train Station Murray Street Mall entrance.
- a steep decline in activity between 5pm to 7pm reflecting the close of business and retail shops, with little pedestrian activity from 9pm onwards.

Further data is being collected by the City of Perth through a trial using the free city WIFI system and is focussed on Forrest Place and Hay and Murray Street Malls, although there is potential to expand the program across a wider area.

Figure 2 - Pedestrian Counts, Perth City CBD, June 2015



M1.2 QUALITY OF THE WALKING ENVIRONMENT

The quality of the walking environment relates to the actual quality of infrastructure against best practice or standards and the perceived quality or experience from the city visitor perspective. At present there is no comprehensive set of data on the quality of the walking environment, although there are number of information sources which may provide an indication of quality.

Safe City Survey

In 2014, the City of Perth's *Safe City Survey* found:¹³

- 82% of respondents felt "safe or very safe" during the day.
- 36% felt "safe or very safe" during the evening (although there were 33% neutral responses, which contributed to the variation between daytime and evening).

Respondents also identified a number of places around Perth City where they felt unsafe. Although the survey was not specifically designed to elicit data on the quality of the walking environment, it does provide important data on the community's perception of safety on streets and in public places as pedestrians.

Health and Wellbeing Plan Survey

In 2012, the City of Perth's *Health and Wellbeing Plan* surveyed over 1,500 residents, workers and visitors to Perth City and the "provision of more cycle paths and walkways" was identified by 34% of respondents as the top priority for promoting a healthier city.¹⁴

Draft Transport Strategy

In 2015, feedback on the City of Perth's *Draft Transport Strategy* identified a number of areas relating to quality of the walking environment including:¹⁵

- *Creating an active city.*
- *Creating a safe and inviting public realm.*
- *A less car-oriented approach to the management of streets.*
- *A continued effort to emphasise the importance of people in city planning and design work.*
- *Improving the coordination of actions in the walking environment.*

A revised *Draft Transport Strategy* includes an action to develop a Walking Plan, in addition to improving the collection of walking data and undertaken biannual quality audits and perception surveys.¹⁶

M1.3 EXTENT AND PATTERNS OF CYCLING

Cycling is a popular activity with an estimated 591,800 people cycling each week in Western Australian.¹⁷

The cycling environment is made up of a mix of formal routes, such as shared paths and streets with dedicated cycling infrastructure, as well as streets where cyclists are permitted to ride but may not be necessarily catered for by the street design, and cycling infrastructure such as parking bays (secure, non-secure) and end of trip facilities (ie shower and change facilities, usually provided by work places). The availability and design of cycle facilities and infrastructure facilitates and encourages more cycling trips for residents, workers and visitors alike.

Most data on cycling comes from the ABS Census which records cycling as a mode of transport to work. In addition, there are cycle counters at various locations around the periphery of Perth City which record the volumes of cycle activity across the whole week. There is a lack of data however, relating to the extent and patterns of cycling within Perth City and for a whole range of purposes including accessing services, education, leisure or recreation, and special events.

Cycling to Work

In 2011, 2.5% of **workers** in Perth City (pre-July 2016) cycled to work, an increase of 1.3% over the 10 year period from 2001, and higher than the average of 1.1% across Greater Perth.¹⁸

In 2011, 1.3% of **residents** in Perth City (pre-July 2016) cycled to work, an increase from 1.0% in 2001 but less than the proportion of residents cycling to work in the Cities of Adelaide (3%), Melbourne (3.8%) and Sydney (3.0%). The lower proportion of residents cycling to work in Perth City may reflect the large proportion of residents (over 50%) who work outside the City, or preferences for walking and using CAT buses to access work given the relatively small size of the City.

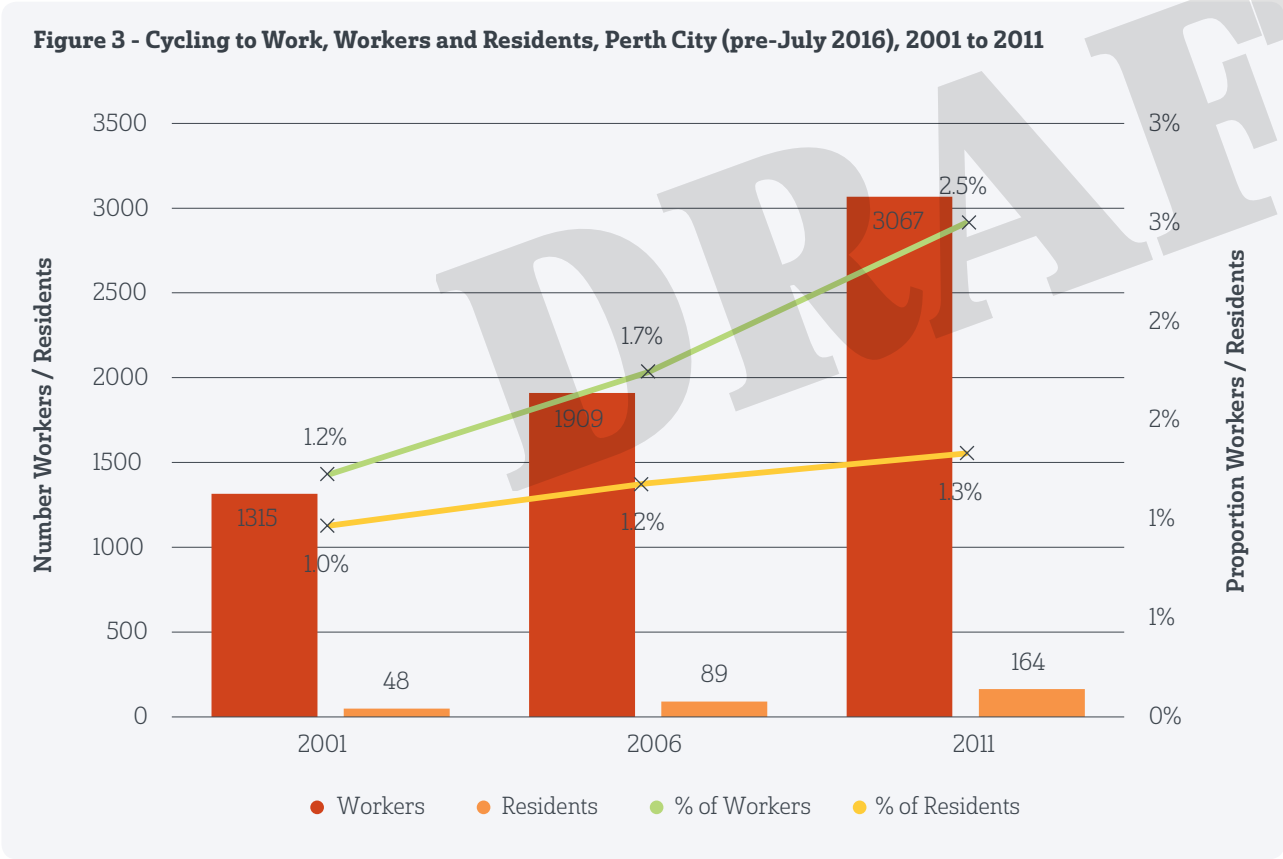
In 2015, it was estimated that on a typical day, 11% of staff and 9% of students cycled to the University of Western Australia for the purposes of work or study.¹⁹

In 2012, it was estimated that 14% of trips to work by staff at the Queen Elizabeth II Medical Centre were made by walking and cycling.²⁰

Levels of Cycle Activity (selected locations)

In 2014-15, cycle counters located on the periphery of Perth City indicated:²¹

- an average of 7,530 cyclists per day moving into and through Perth City during a working week day.
- an average of 4,466 cyclists per day moving into and through Perth City during a weekend day.
- the highest week day cycle count is 1,378 cyclists per day on the Mounts Bay Road shared path, west of Crawley Avenue.
- the second highest week day count is 1,298 cyclists per day at the intersection of Thomas and Loftus Streets and the Railway Reserve.



Australian National Cycling Participation Survey

In 2015, *Australian National Cycling Participation Survey* found:²²

- Western Australia leads in cycling participation with 23% of people riding at least once a week, an increase of 5% from 2013, and higher compared NSW, Victoria, Queensland and South Australia (all 17% or less).
- children aged under 10 years of age have the highest cycling participation rate.
- in Greater Perth, 77% cycled at least once a month for recreation and 44% cycled for transport.
- in WA, 60% of households have access to at least one working bicycle.

City of Perth Cycle Plan Survey

In 2010, the City of Perth's *Cycle Plan Survey* found:

- 65% ride a bike for fitness and health reasons, however those who cycle five days per week or more cited "convenience" as the motivation, 22% only cycle for recreational reasons.

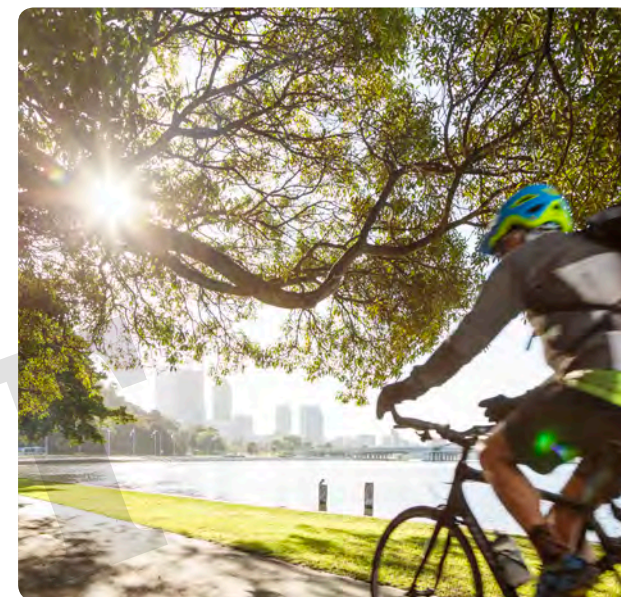
M1.4 QUALITY OF CYCLING ENVIRONMENT

The quality of the cycling environment relates to actual quality of infrastructure against best practice or standards and perceived quality of users. At present there is no comprehensive set of data on the quality of the cycling, although there is some information that may provide an indication of quality.

Infrastructure

There are approximately 6.2 kilometres of dedicated on road cycle lanes within Perth City (pre-July 2016), which provide connections to key destinations from the existing network of principal and recreational shared paths that cover the periphery of the City. Perth City has a number of key strategic cycle routes that provide dedicated cycle facilities and certain major signalised intersections afford cyclists priority over general vehicles through head start bicycle signals.

There are approximately 420 on-street bike racks in Perth City (pre-July 2016) and 54 secure fee paying bicycle racks in the City of Perth's Elder Street carpark.



There are approximately 347 commercial buildings in Perth City (pre-July 2016) that provide 7,722 private bike racks and most buildings also provide some form of end-of-trip facilities. It's estimated that 64% of these buildings are at least 50% capacity and 20% are either full or over capacity.²³

Community Perceptions and Satisfaction

There is currently no comprehensive set of data indicating the perceptions of quality in the cycling environment in Perth City, however some information provides an indication of quality and satisfaction.

In 2016, a survey of around 100 cyclists at the City of Perth’s Bike Week Breakfast found that improving cycle infrastructure and safety were the top two priorities for 73% of respondents.

In 2012, the City of Perth’s *Health and Wellbeing Plan Survey* found the “provision of more cycle paths and walkways” was identified by 34% of respondents as the top priority for promoting a healthier city.²⁴

In 2015, the RAC’s *Cycle Survey 2015* (for the whole of Western Australia) indicated low levels of satisfaction with on-road cycling infrastructure and higher levels of feeling unsafe when riding on the roads (sharing with vehicles) and bus lanes.²⁵



Figure 4 - RAC Cycle Survey 2015 for Greater Perth Satisfaction with on-road and off-road cycling infrastructure

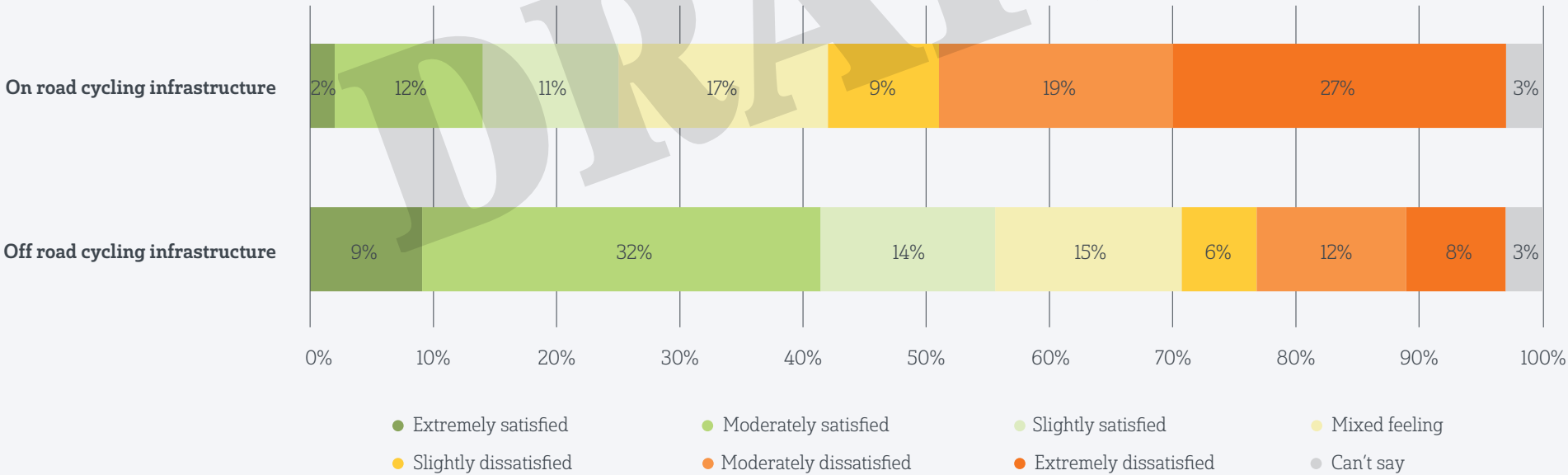
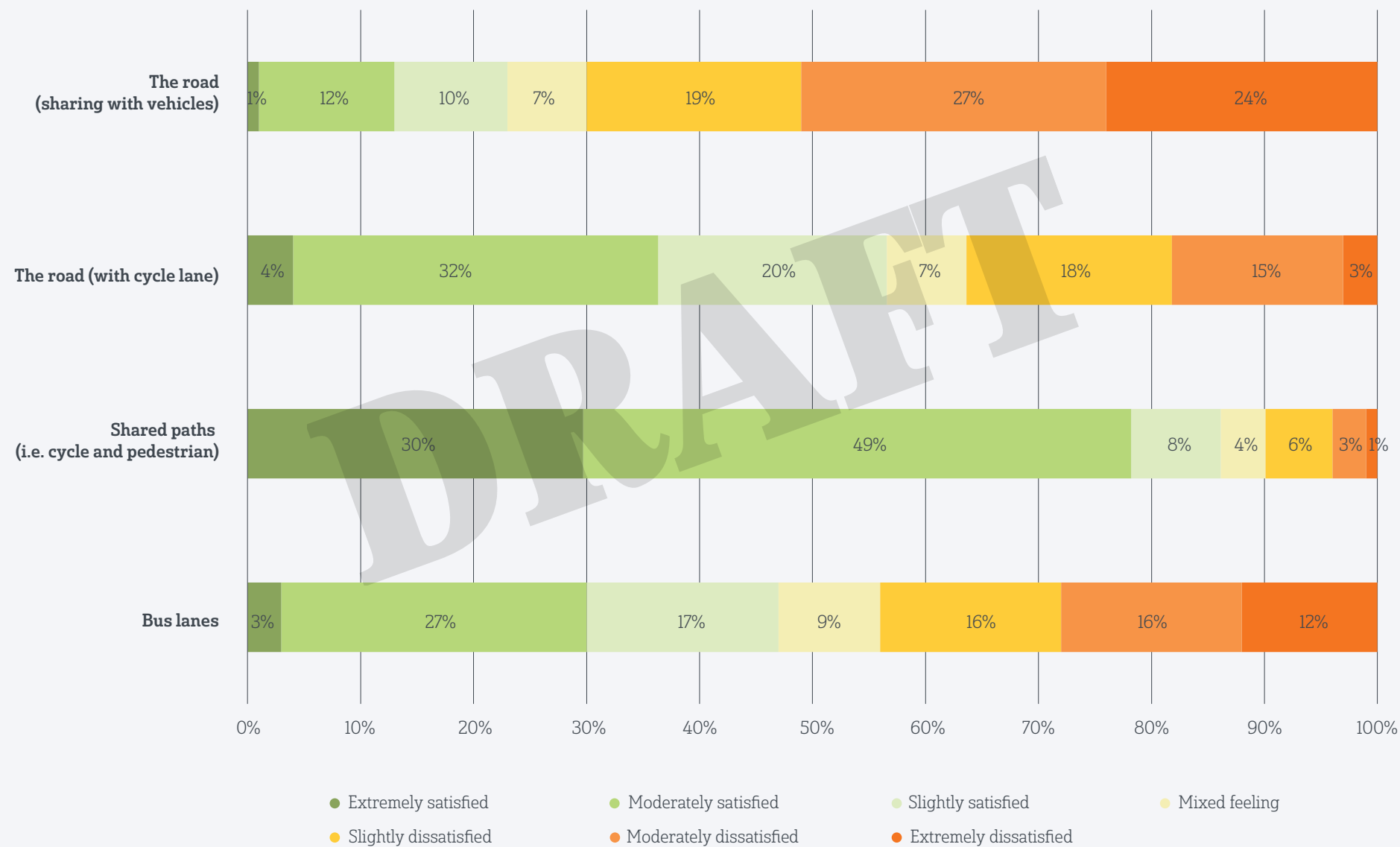


Figure 5 - RAC Cycle Survey 2015 for Greater Perth Feelings of safety while riding on different types of infrastructure



M2 PUBLIC TRANSPORT

Public transport refers to the system of government funded mass transit comprising trains, buses (including CAT buses) and ferries (in addition to supporting infrastructure such as train station car parks and bike lockers). In Greater Perth, there is a radial network of services into and out of Perth City as the place with the largest concentration of jobs and hence highest demand for public transport.

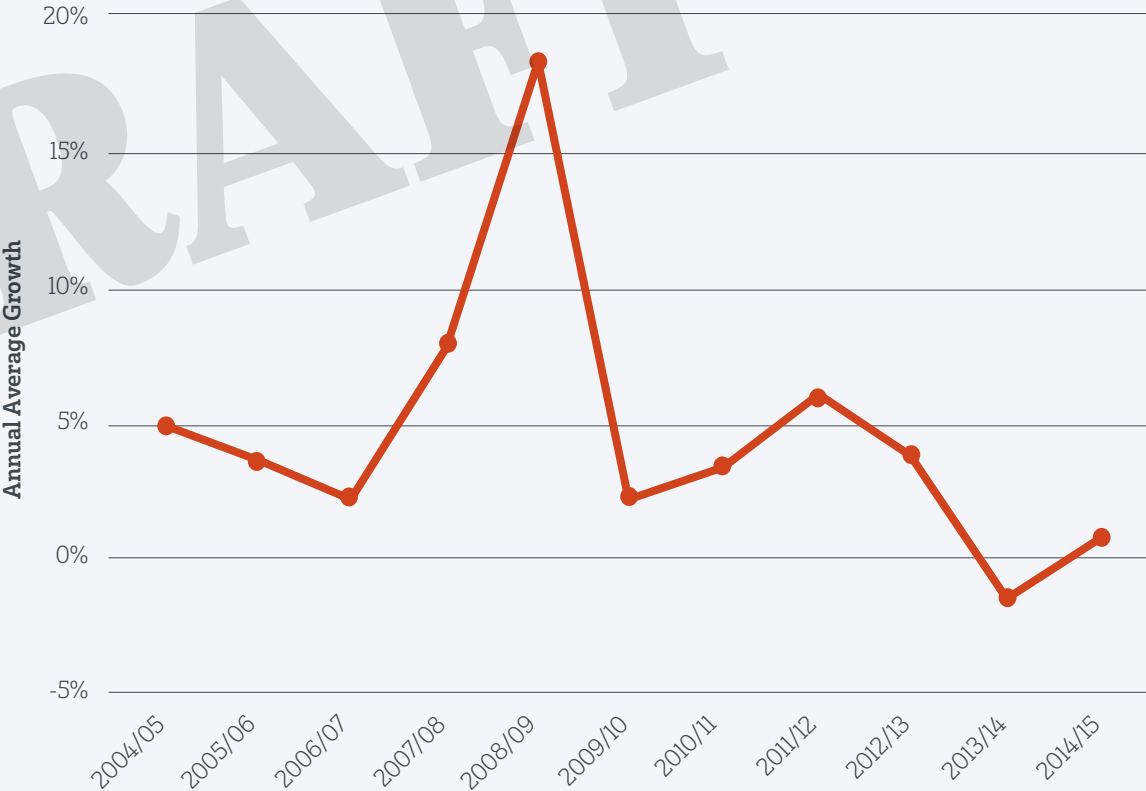
Public transport is critical to the effective functioning of Perth City now and into the future. At present, around 50% of all public transport peak hour commuter trips across Greater Perth are to Perth City and this is forecast to increase to “around 65 per cent of peak period trips to the Perth CBD and over 70 per cent of work trips to the wider business district, including West Perth, East Perth and Northbridge” to cater for the growth of Greater Perth to 3.5 million people by 2050.²⁶

M2.1 GREATER PERTH PUBLIC TRANSPORT ACTIVITY

Between 2004-05 and 2014-15, the total number of public transport trips across Greater Perth increased by 57% from 95 million trips per year to 148 million trips per year.

Figure 6 shows the rate of annual growth in public transport trips and the spike in 2008-09 from the opening of the Perth to Mandurah rail line and a decline in annual average growth from 2011-12, with some correction from 2013-14 onwards. This may reflect the contraction of the Western Australian economy and employment and population growth rates generally.

Figure 6 - Public Transport Trips Annual Growth Rates, Greater Perth, 2004-05 to 2014-15



M2.2 EXTENT AND PATTERNS OF PUBLIC TRANSPORT ACTIVITY

Bus and Train Activity – Perth CBD

In 2015, there was an average of 208,000 boardings and alightings (referred to as “activity”) per day on train and bus services in Perth City (pre-July 2016). Trains accounted for 62% of total activity.

Between 2013 and 2015 there was a decline of 7% in total activity, which may reflect the contraction of the WA economy and business activity in the CBD.

In 2015, 72% of total train activity occurred at the Perth Station and Perth Underground (91,500 boardings/alightings), 18% at the Elizabeth Quay station (23,900 boardings/alightings) and 10% across the remaining stations outside the Perth CBD (less than 5,000 boardings/alightings for each station).²⁷



Figure 7 - Average Daily Activity, Bus and Train Services, Perth City (pre-July 2016), 2009 to 2015

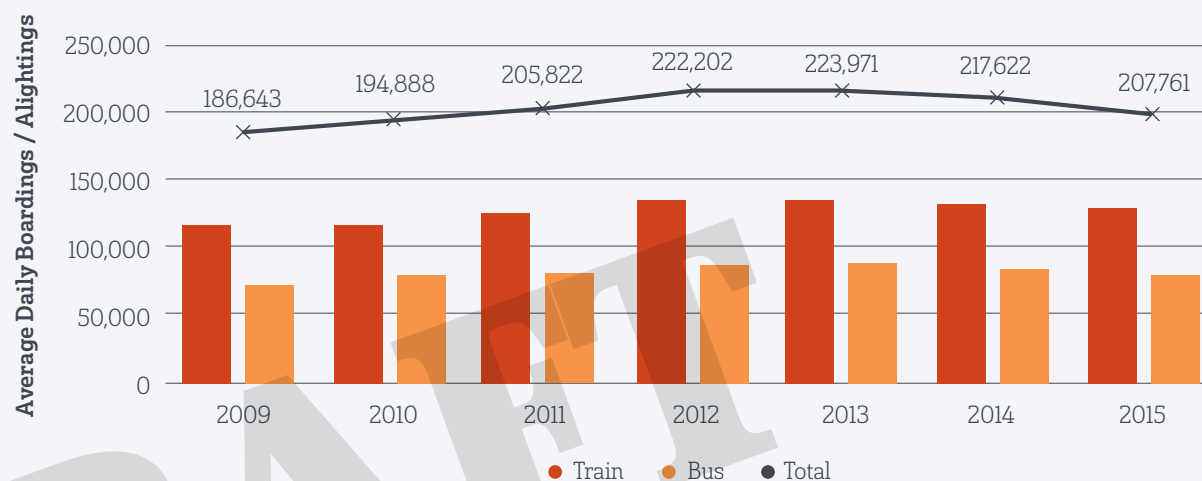
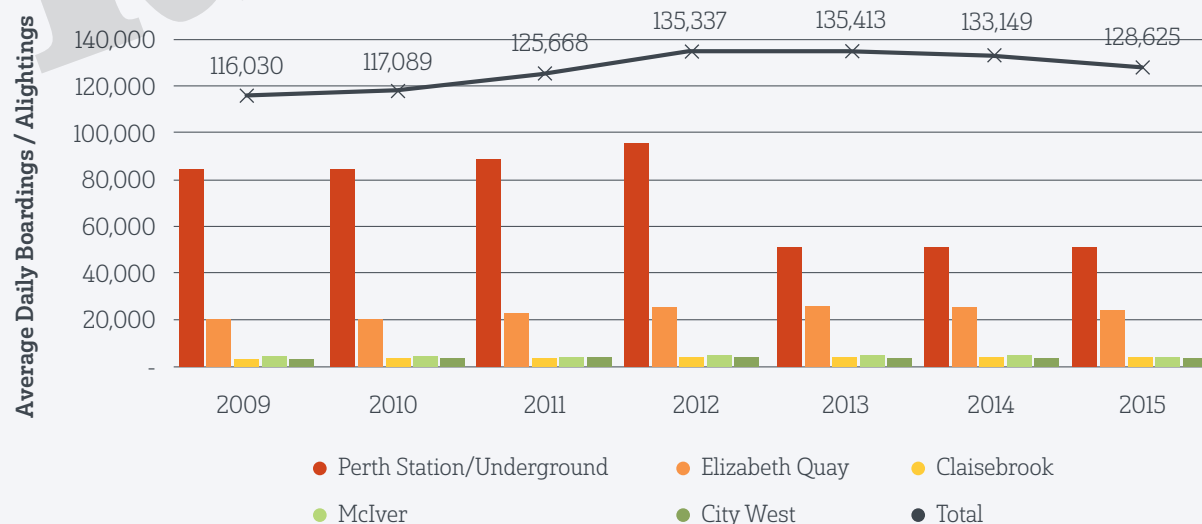


Figure 8 - Average Daily Activity, Train Services, Perth City (pre-July 2016), 2009 to 2015



Public Transport To Work

The City of Perth's *Draft Transport Strategy* (2016) proposes a community target to increase public transport trips to work to 60% of trips by 2031.

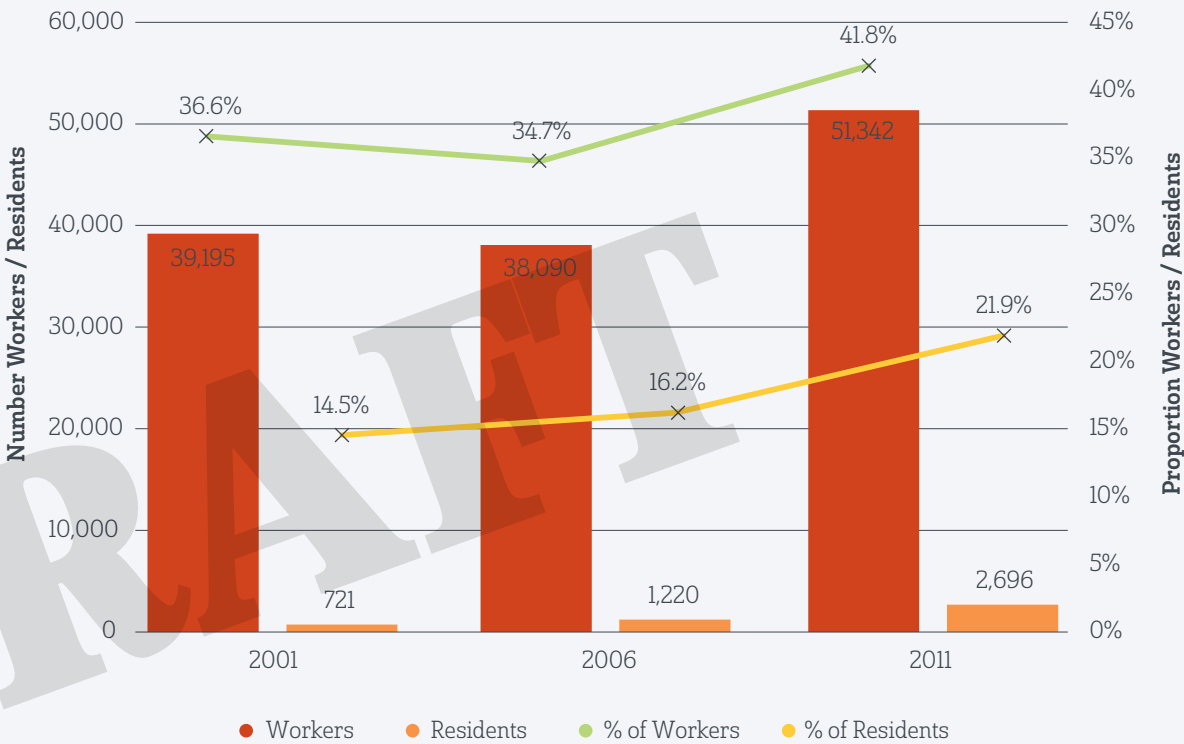
In 2011, 41.8% **workers** in Perth City (pre-July 2016) used public transport get to work, an increase of 5.2% over the 10 year period from 2001. Trains accounted for 67% of total public trips and buses 33%, a decline of 17% from 2006, possibly reflecting the shift of trips to trains following the opening of the Perth to Mandurah line in 2008.

In 2011, 21.9% of **residents** of Perth City (pre-July 2016) used public transport to get to work, an increase of 7.4% over the 10 year period from 2001, and a higher proportion than the average of 10.6% across Greater Perth. By comparison use of public transport to access work in other capitals was - Cities of Adelaide (10.2%), Melbourne (25.2%) and Sydney (30.5%).

In 2015, it was estimated that on a typical day, 14% of staff and 38% of students used public transport to get to the University of Western Australia for the purposes of work or study.²⁸

In 2012, it was estimated that 32% of trips to work by staff at the Queen Elizabeth II Medical Centre were by public transport, an increase from 10% in 2009 resulting from a major campaign to change staff travel behaviour.²⁹

Figure 9 - Public Transport To Work, Workers and Residents,Perth City (pre-July 2016), 2001 to 2011



M2.4 QUALITY OF PUBLIC TRANSPORT SERVICES

Perth City is heavily reliant on the regional public transport network to cater for the large influx of workers and visitors to Perth City each day and will become increasingly reliant as a greater proportion of trips are shifted to public transport to cater for the future growth of Greater Perth. As such, the actual and perceived quality of the regional public transport network is an important indicator for Perth City.

Apart from the Public Transport Authority's yearly passenger satisfaction survey which covers the whole of Greater Perth, there is no specific data available which provides an indication of community satisfaction with the local public transport environment and infrastructure.

Public Transport Survey

In 2016, the Public Transport Authority's *Customer Satisfaction Monitor* found:³⁰

- 94% satisfaction overall with Perth CAT services in comparison to 99% satisfaction for Fremantle and Joondalup services.
- 68% satisfaction with Perth CAT services on weekends, an increase from 35% in 2008, although a dip from a peak of satisfaction of 76% in 2015.
- 92% satisfaction with train services across Greater Perth (peak services - 94% satisfaction, off peak services - 91% satisfaction), an increase from 84% in 2013.
- 95% satisfaction with ferry services across Greater Perth, a decreased from 100% in 2013.
- 47% satisfaction with bus frequency on weekends and 54% satisfaction with off peak night services.
- a slight decline in satisfaction with dual use of modes of public transport since a peak in 2013 of 85%.

Safe City Survey

In 2014, the City of Perth's *Safe City Survey* found "improvements to public transport at night" in the top four factors for improving the safety of Perth City (pre-July 2016).³¹



M3 TRAFFIC & PARKING

Traffic and parking looks at vehicle use (such as cars, motorbikes, service vehicles, taxis and ride-share). Private vehicle transport (often single occupant) is the most popular form of transport across Greater Perth and accounts for 5 million of the 7 million trips made each day.³²

The development of an extensive network of regional and local roads in Greater Perth has played a major role in shaping the metropolitan region and resulted in an efficient, convenient and relatively affordable way to travel. Although the dominance and reliance on private vehicles can also have negative economic, social and environmental impacts on Greater Perth and Perth City including the economic costs of congestion (estimated at \$2 billion per year and without change could increase to \$4.4 - 5.7 billion per year),³³ air pollution, greenhouse gas emissions, and loss of amenity through noise and interruptions to pedestrian and cycle flows.

The City of Perth's *Draft Transport Strategy* proposes a community target to reduce car trips to work to 25% trips by 2031 to balance the impact of vehicles on the City while accommodating anticipated growth. As such, the extent and pattern vehicle use and supporting infrastructure (eg car parks) is an important indicator for Perth City.

M3.1 EXTENT AND PATTERNS OF VEHICLE USE

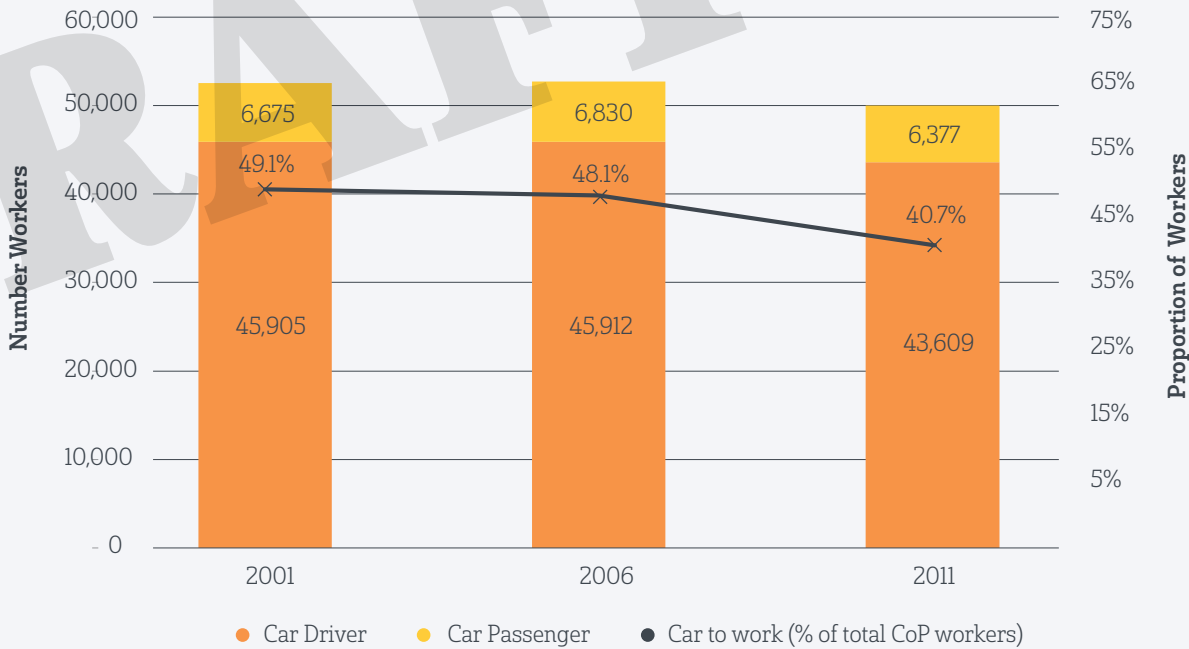
Vehicles - Journey to Work

In 2011, 40.7% **workers** in Perth City (pre-July 2016) used a car (as driver or passenger) to access work, a decrease of 8.4% over the 10 year period from 2001, and significantly less than the average of 66.9% across Greater Perth.

Around 35% of car trips to work were as “driver” and likely a high proportion as single occupant only.

Although the proportion of vehicle use to access work has declined over the last 10 years, the actual numbers of vehicles has remained relatively stable due to increased job growth in Perth City during the period.

Figure 10 - Vehicle Journey to Work, Workers Perth City (pre-July 2016), 2001 to 2011



In 2011, 35.3% of **residents** in Perth City (pre-July 2016) used a car (as driver or passenger) to access work, a decrease of 6.2% over the 10 year period from 2001.

The proportion of residents using cars to access jobs is much less than the average across the Greater Perth Region (66.9%), and slightly less than the City of Adelaide (40.4%) although more than the Cities of Melbourne (26.9%) and Sydney (25.3%).

There is no data available on the extent of vehicle use by residents for other non-work purposes or trips.

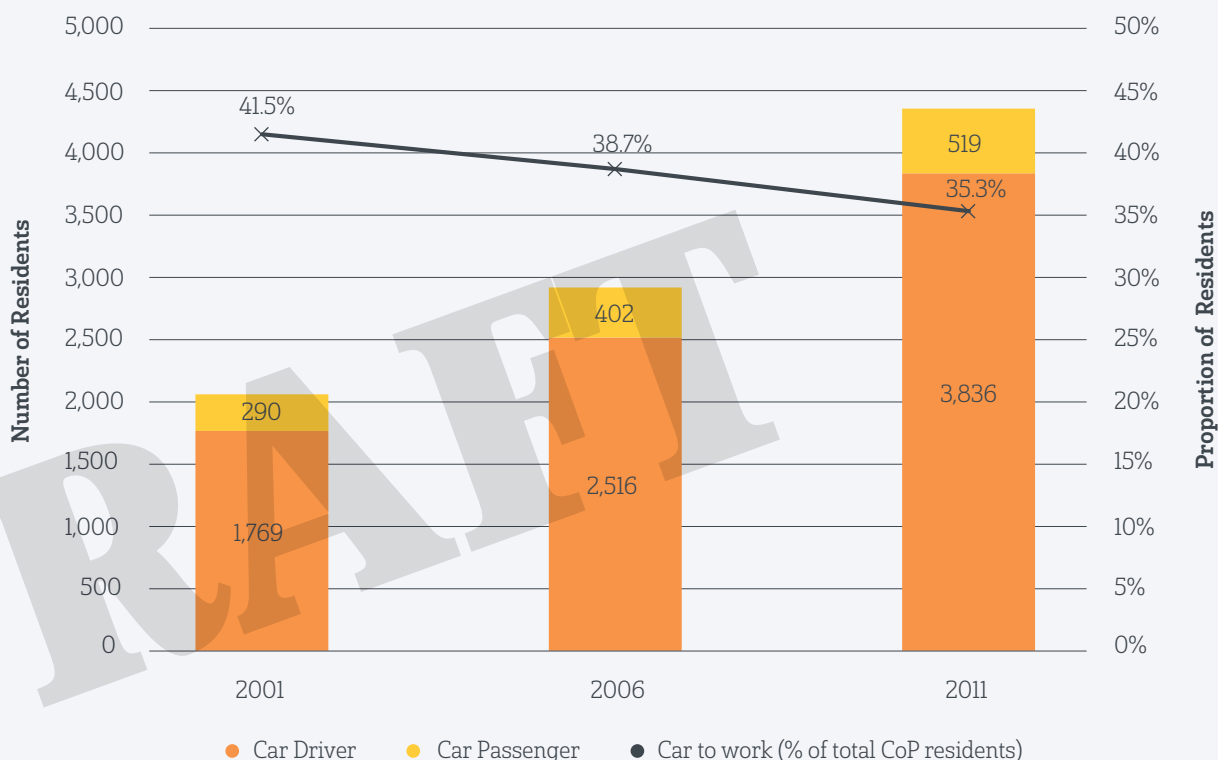
In 2015, it was estimated that on a typical day, 62% of staff at the University of Western Australia accessed work by car (with 10% car-pooling) and 37% of students by car (with 5% car-pooling).³⁴

In 2012, it was estimated that 43% of workers at the Queen Elizabeth II Medical Centre accessed work by car (as driver) which is significant decline from 73% of workers in 2009 that resulted from a major campaign to change staff travel behaviour.³⁵

Other Vehicles – Service Vehicles, Taxis/Ride-Share and Tourist Buses

At this point in time, data relating to the level of vehicle activity and patterns of movement relating to service vehicles, taxis, ride-share schemes and tourist buses is not known.

Figure 11 - Vehicle Journey to Work, Residents, Perth City (pre-July 2016), 2001 to 2011



M3.2 VEHICLE SPEEDS AND CIRCULATION

Vehicles Entering / Existing Perth City (CBD)

Data capturing the average number of vehicles entering and exiting Perth City during the week in an 'outer' cordon and an 'inner' cordon indicates:³⁶

- a higher level of vehicle activity in the outer cordon in comparison to the inner cordon indicating regional vehicle movement around the periphery of the CBD rather than through the CBD.
- a decline in the total amount of vehicle activity in both the outer cordon and inner cordon from 2013 to 2015, which may reflect the downturn of the WA economy and business activity in the CBD.

While the above data provides a picture of the extent of vehicle activity in Perth City, there is no data indicating the purpose of these trips ie for work, accessing goods and services, delivering goods or visiting residents, which highlights a gap that could be filled to improve our understanding of vehicle activity.

Figure 12 - Cordon Locations

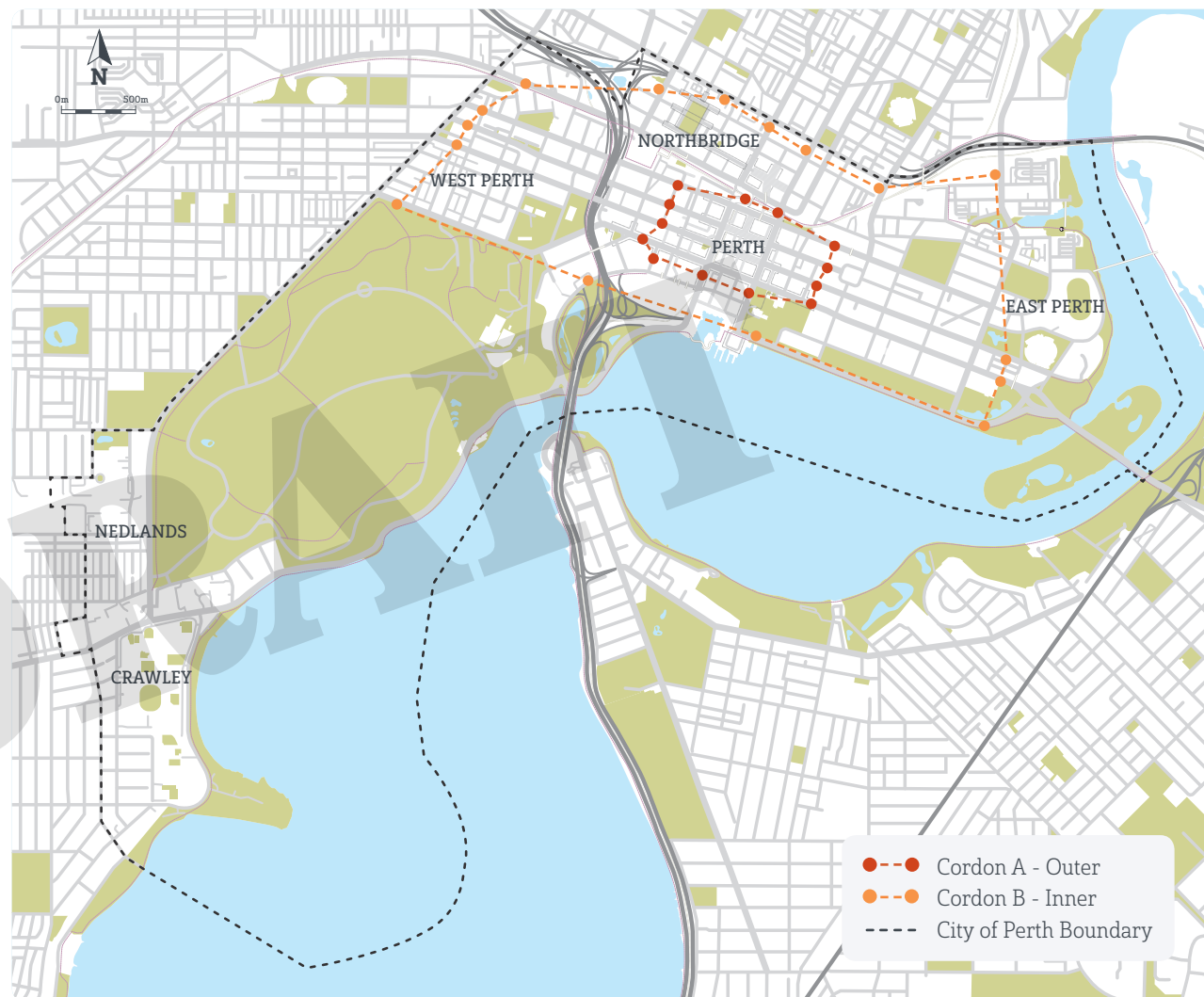


Figure 13 – Average Weekday Traffic Counts 2013 to 2015

CORDON A	2013	2014	2015
Average weekday traffic entering the city from other areas	118,762	118,225	112,588
Average weekday traffic exiting the city to other areas	116,993	118,370	112,922
CORDON B	2013	2014	2015
Average weekday traffic entering the city and travelling into the CBD	69,368	66,184	64,194
Average weekday traffic exiting the city from the CBD	69,245	67,470	63,774



Vehicle Speeds

Data on average traffic speeds in Perth City (pre-July 2016) indicates:³⁷

- speeds were relatively compliant with the posted traffic speed limits from 2013 to 2015 suggesting traffic flows were generally acceptable (ie absence of persistent congestion).
- speeds were consistent between 2013 and 2015, although there was a slight decline in the 50kph speed limit areas.
- the introduction of the 40kph speed limit in the central city area in June 2011 was effective.

Monitoring traffic speed trends also provides an insight into the use of our streets and the ways in which they are perceived, as higher speeds are often associated with perceptions of poorer urban amenity and reduced safety.

Figure 14 – Average vehicle speeds (85th percentile speed observed at various street locations)

Speed	2013	2014	2015
40 KPH Roads	40.7 km/h	40.2 km/h	40.0 km/h
50 KPH Roads	50.3 km/hr	48.7 km/hr	48.3 km/hr
60 KPH Roads	59.6 km/h	59.4 km/h	59.0 km/h

M3.3 PARKING

The parking environment is made up of a mix of public parking onstreet (long and short stay), public parking off street (provided by the City of Perth and private parking operators), private commercial parking and residential parking.

Commercial Parking

All non-residential parking bays within Perth City (pre-July 2016) are subject to a licensing fee under the Perth Parking Management Act 1999 (PPMA) and revenue raised is allocated for sustainable and active transport improvements to Perth City's transport network.

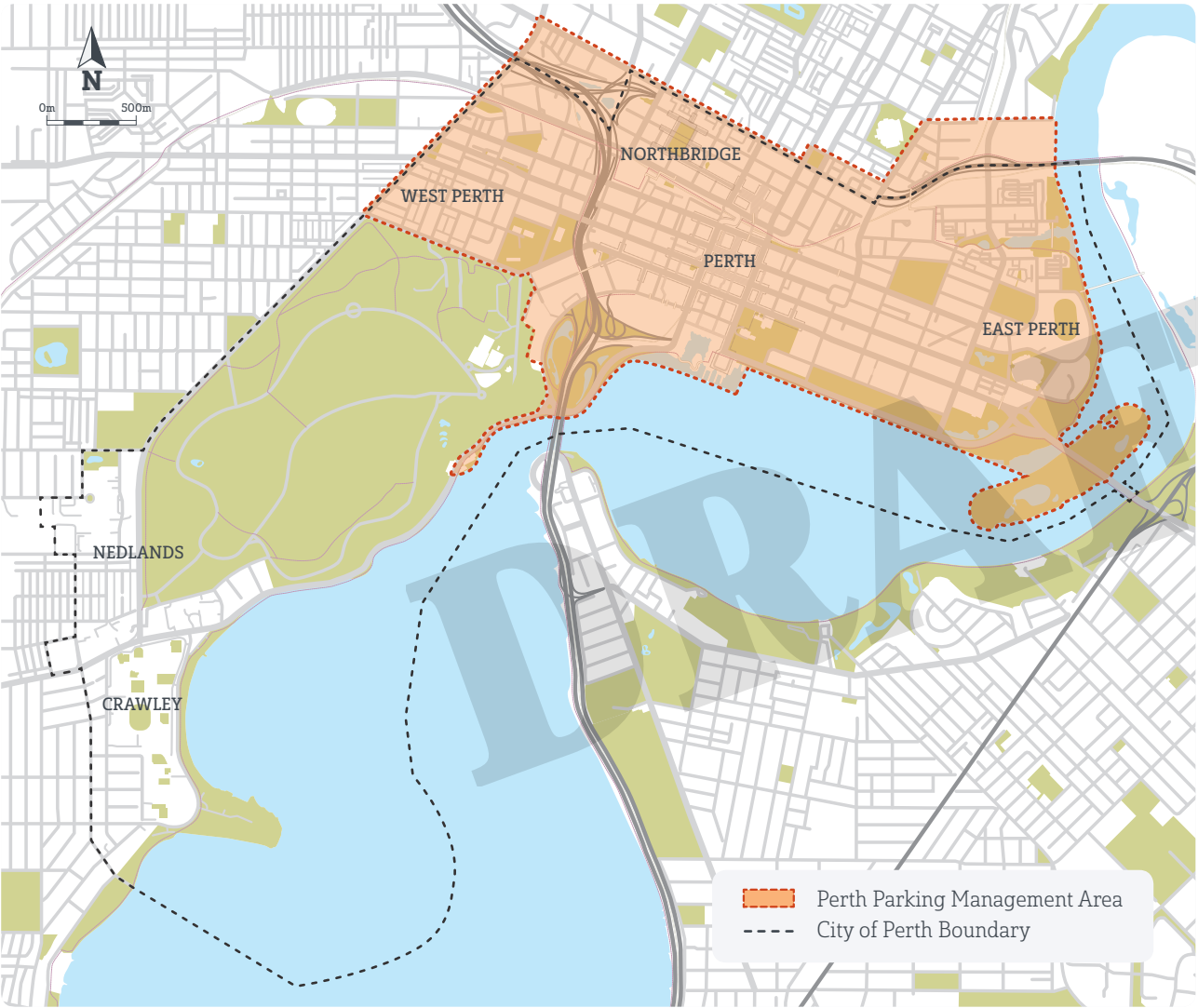
At present, the number of motorcycle bays or facilities for sustainable transport vehicles such as electric vehicle bays is unknown.

Figure 15 - Commercial parking bays in Perth City's portion of the PPMA, 31 August 2016³⁸

Type	Number
Private - Tenant	34,541
Public - Long Stay	9,285
Public - Short Stay	8,968
Public – On-Street	5,719*
Special fee-exempt (such as ACROD, loading/unloading etc)	3,428
TOTAL	72,328

* - Note there is an additional 387 on-street bays in the Town of Vincent

Figure 16 – Perth Parking Management Area



In 2014, there were 0.46 bays per worker in Perth City CBD (including Perth CBD, West Perth, East Perth and Northbridge only) which was less than the Adelaide CBD, but higher than Melbourne and Sydney CBD rates.³⁹

The proportion of workers using vehicles to access work is included in the figure below and appears to follow the trend in worker parking ratios, although the study notes the influence of metropolitan city size on parking rates ... *"generally, the larger the city, the lower the parking provision per capita and per city centre employee. This is understandable as the larger capitals have more developed public transport systems and higher public transport mode share to the centre".*⁴⁰

Figure 17 – Commercial Bays Per Worker, Perth City CBD compared with other Capital Cities, 2014

City Centre*	Commercial Bays per Worker	Worker Journey to Work by Car (ABS 2011)
Perth	0.46	37.1%
Adelaide	0.69	40.4%
Melbourne	0.33	26.9%
Sydney	0.22	25.3%

* approx. CBD areas

CBD Parking Costs

The cost of public off-street parking in the Perth CBD is significantly lower than that observed in other Australian CBD areas as shown in Figure 18 – where the average cost of off street daily parking in the Perth CBD was approximately \$30 in 2015, and Sydney and Brisbane CBD's had the most expensive daily parking rates at \$70.⁴¹

Residential Parking

In 2015, just under 14,000 residential parking bays were estimated in Perth City (or 1.73 bays per resident), although this data requires further verification.⁴²

In 2011, 62.3% of households in Perth City owned a vehicle, and increase of 5.0% over the 10 year period from 2001, and less than the average of 87.5% across Greater Perth.

By comparison, other capital cities were - Cities of Adelaide (59.4%), Melbourne (50.4%) and Sydney (51.1%).

Figure 18 - Average Cost of Parking Per Day, Australian Capital CBDs, 2009 to 2015

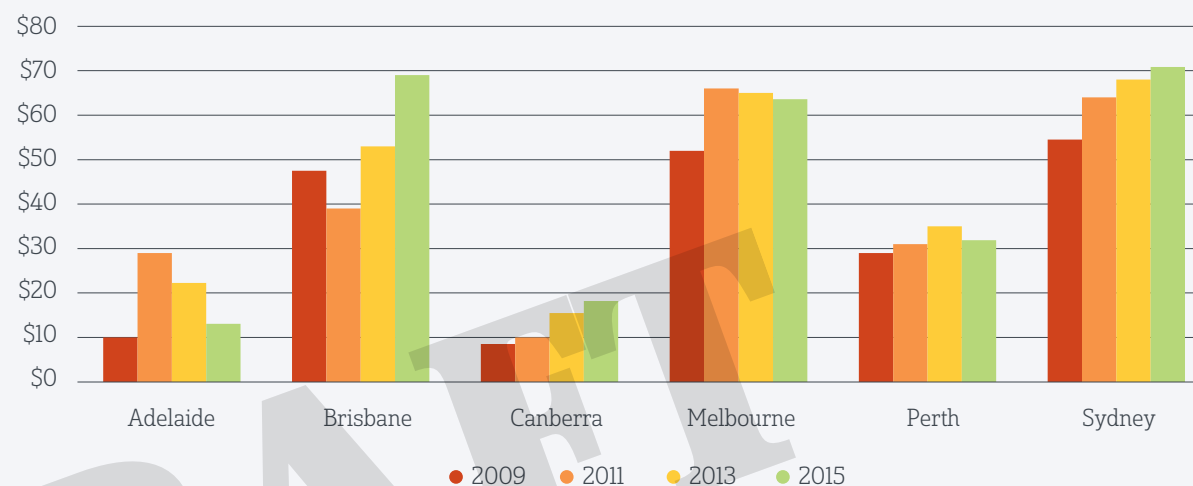
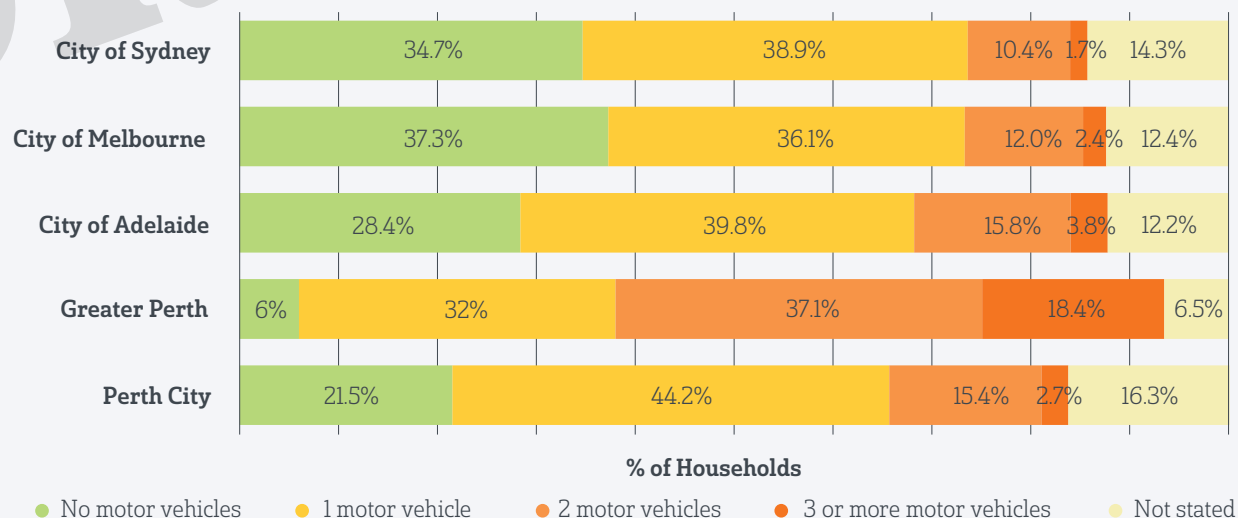


Figure 19 - Number of Vehicles Per Household, Perth City compared with Greater Perth & Australian Capital Cities, 2011

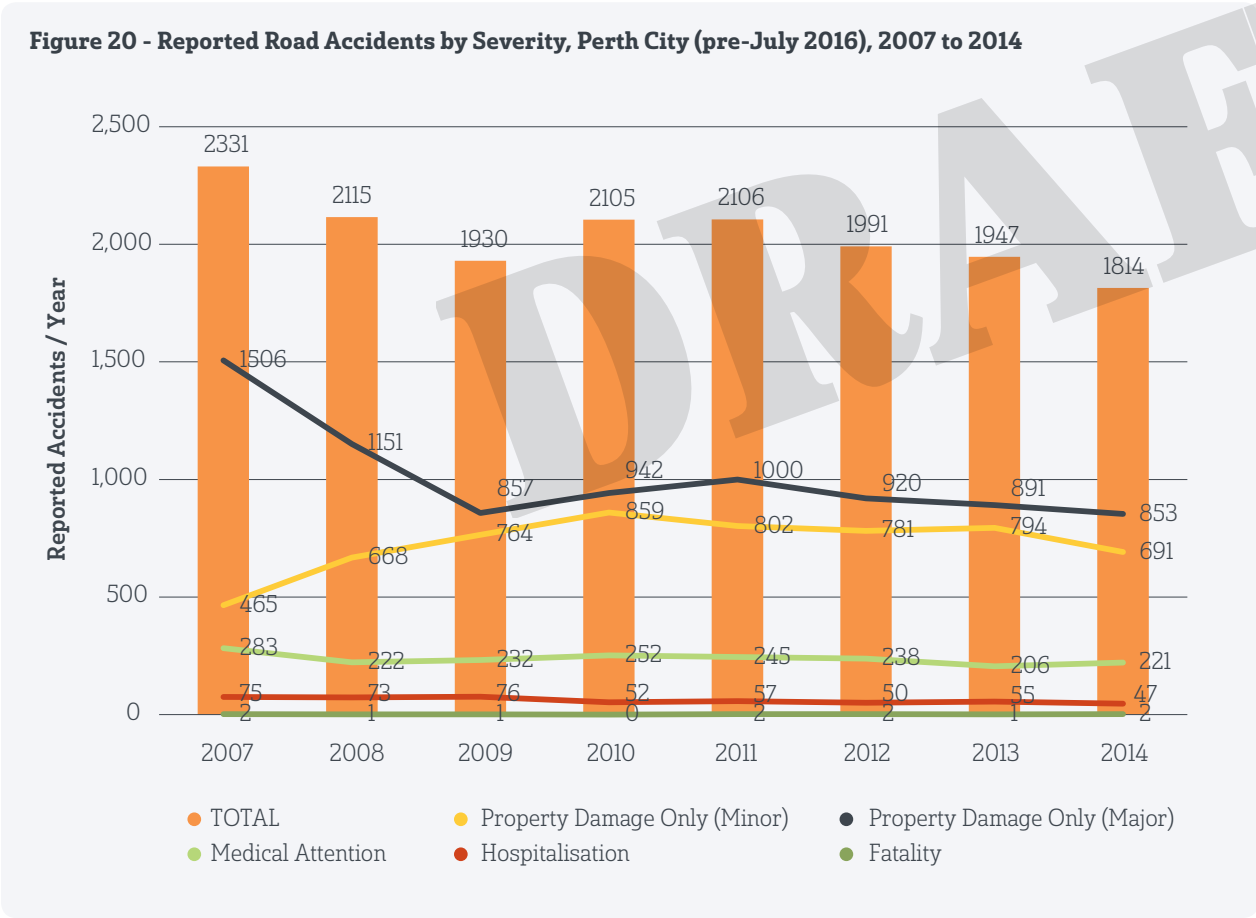


M3.4 QUALITY OF THE VEHICLE ENVIRONMENT

Actual and perceived quality and safety of the vehicle environment is important given the high volumes of traffic activity and multiple use of the road network by cars, buses, bicycles and pedestrians to access work, services and facilities and social opportunities in Perth City.

Reported Road Accidents

Between 2007 and 2014 there was a 22% decrease in reported road, although there was at least one fatality each year with the exception of 2010.⁴³



Perceptions of Quality and Safety

There is no comprehensive set of data to indicate the community’s perception of the quality and safety associated with the vehicle environment in Perth City, although a number of data sources provide an indication of perceptions.

In 2016, feedback on the City of Perth’s *Draft Transport Strategy* suggested a greater emphasis on road safety and the Draft Strategy has been amended to include an objective to address safety across all modes of transport in Perth City.

In 2014, the City of Perth’s *Safety City Survey* identified a number of places where people felt unsafe including “car parks” and “travelling to and within bus and train stations”, although these results require further verification.

In 2012, the City of Perth’s *Health and Wellbeing Plan Survey* found 18.4% of respondents considered “road safety to be a “key issue or concern”⁴⁴ although it was not clear whether respondents were referring specifically to Perth City or to Greater Perth in general.

FINDINGS

M1 WALKING AND CYCLING

1. There is limited data on pedestrian activity in Perth City including actual and perceived quality and safety, and this is acknowledged in the City of Perth's *Draft Transport Strategy*.
2. In 2011, 3.3% of workers and 22.8% of residents in Perth City (pre-July 2016) walked to work, which is higher than the average of 2.2% across Greater Perth, although the proportion of residents walking was less than the Cities of Adelaide (27.4%), Melbourne (27.5%) and Sydney (25.3%). The proportion of workers and residents walking to work increased 1.7% and 6.6% from 2001 respectively. Proportions of staff and students walking at UWA and QEII Medical Centre were slightly higher.
3. Pedestrian counts at selected Perth CBD locations reflects a pattern of activity associated with the daily influx of workers during the morning, the popularity of the Malls during the lunch-period, and the exit of workers following the close of business hours and retail shops, with very low levels of pedestrian activity recorded from 9pm onwards.
4. In 2011, 2.5% of workers and 1.3% of residents in Perth City (pre-July 2016) cycled to work, which is higher than the average of 1.1% across Greater Perth, although lower than the Cities of Adelaide (3%), Melbourne (3.8%) and Sydney (3.0%). The proportion of workers and residents cycling to work increased 1.3% and 1.0% from 2001 respectively. Proportions of staff and students cycling to UWA and QEII Medical Centre were higher.
5. In 2014-15, there was an average of 7,530 cyclists per weekday and an average of 4,466 cyclists per weekend day moving into and through Perth City. Preliminary findings from the City of Perth *Cycle Plan Survey* found 65% of cyclists ride a bike for fitness and health reasons, 22% for recreational reasons and those who cycled five days or more per week cited "convenience" as the motivation.

6. Perth City has more than 6 kilometres of dedicated on-road cycle lanes, 420 on-street bike racks, 54 secure fee paying bicycle racks and 347 buildings that provide 7,722 private bike racks and end-of -trip facilities (to be confirmed through future audit).
7. There is no comprehensive set of data on the community's perceptions about the quality and safety of the walking and cycling environment, although some data from the City of Perth's *Safe City Survey* provides insight into perceptions of safety where 82% of respondents felt "safe or very safe" during the day and 36% felt "safe or very safe" during the evening. The *Health and Wellbeing Plan* survey identified the "provision of more cycle paths and walkways" (34% responses) the top priority for developing healthy neighbourhoods. Support for promoting walking and cycling was also raised as a priority during the City's *Draft Transport Strategy* consultation.

M2 PUBLIC TRANSPORT

8. At present, around 50% of all public transport peak hour commuter trips across Greater Perth are to Perth City, although activity has declined slightly since 2013. Public transport is forecast to increase to "around 65 per cent of peak period trips to the Perth CBD and over 70 per cent of work trips to the wider business district, including West Perth, East Perth and Northbridge" to cater for the growth of Greater Perth to 3.5 million people by 2050.
9. In 2015, there was an average of 208,000 boardings and alightings (ie passenger activity) per day on train and bus services in Perth City (pre-July 2016). Trains accounted for 62% of total passenger activity, with the Perth Station / Perth Underground station accounting for 72% of all train passenger activity (91,500 / day).

10. In 2011, 41.8% workers and 21.9% of residents in Perth City (pre-July 2016) used public transport get to work, which is higher than the average of 10.6% across Greater Perth. The proportion of workers and residents taking public transport to work increased 5.2% and 7.4% from 2001 respectively. In comparison, public transport to access to work by residents in other capitals in 2011 was Cities of - Adelaide (10.2%), Melbourne (25.2%) and Sydney (30.5%). Public transport access at UWA was staff (14%) and students (38%) and QEII Medical Centre workers increased their public transport use from 10% in 2009 to 32% in 2012.
11. There is no data which provides a comprehensive picture of community satisfaction with public transport services in Perth City itself, although the Public Transport Authority's passenger satisfaction survey for Greater Perth found generally high levels of satisfaction, with the exception of lower satisfaction with buses (weekend of and off peak night) and a decrease in satisfaction with weekend CAT and ferry services. The City of *Perth's Safe City Survey* recorded some data showing community did not feel safe when accessing public transport services after dark.
12. In 2011, 40.7% workers and 35.3% of residents in Perth City (pre-July 2016) used a car (as driver or passenger) to access work, which is significantly less than the average of 66.9% across Greater Perth. The proportion of workers and residents using cars to access work decreased by 8.4% and 6.2% respectively over the 10 year period from 2001. In comparison, resident use of cars to access work was - Cities of Adelaide (40.4%) Melbourne (26.9%) and Sydney (25.3%). There has been a significant reduction of vehicle use to access work at QEII Medical Centre from 73% in 2009 to 43% in 2012, and 62% of staff and 37% of students use cars to access work and study at UWA.
13. At this point in time, data relating to the level of vehicle activity and patterns of movement relating to service vehicles, taxis, ride-share schemes and tourist buses is not known.
14. Vehicle counts tracked in an 'outer' cordon and 'inner' cordon in Perth City have recorded a minor decrease in vehicle numbers entering Perth City between 2013 and 2015. The vehicle counts indicate greater vehicle activity in the outer cordon, suggesting regional through-traffic rather than through the CBD core. There is a lack of data on the purpose of vehicle trips into and around Perth City to build a more comprehensive picture of vehicle activity and patterns.
15. Vehicle traffic speeds were relatively compliant with posted speed limits, suggesting acceptable flows within Perth City, although there was a slight decline in the 50kph areas. The introduction of the 40kph areas appears to be a success.
16. Data on the total number of car bays in Perth City requires further investigation and verification. Initial figures estimate around 72,300 bays. Perth City has a higher rate of commercial parking (0.46 per worker) compared with the inner CBD areas of Melbourne (0.33/worker) and Sydney (0.22/worker), although less than Adelaide (0.69/worker). Perth City has significantly lower average costs of off street public parking than the inner areas of Melbourne, Sydney and Brisbane, although higher than Adelaide and Canberra.
17. There are approximately 14,000 residential parking bays in Perth City or around 1.73 bays per resident.

M3 TRAFFIC AND PARKING

18. The proportion of households in Perth City with one or more vehicles increased from 57.3% in 2001 to 62.3% in 2011 and was higher than the Cities of Adelaide (59.4%), Melbourne (50.4%) and Sydney (51.1%). There was a slight decline in the number of households in Perth City with no vehicles from 23.3% in 2001 to 21.5% in 2011, and this proportion is significantly lower than the Cities of Adelaide (28.4%), Melbourne (37.3%) and Sydney (34.7%).
19. Reported road accidents have been gradually declining since 2007, with just over 500 less reported crashes between 2007 and 2014, although minimal or no decreases in the proportion of accidents requiring medical attention, hospitalisation or resulting in a fatality.
20. There is no comprehensive set of data that provides a picture of the community's perception of quality and safety associated with the vehicle environment (and associated infrastructure) although community engagement and surveys indicate some concerns with road safety, accessing car parks and public transport.

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CHAPTER 9

CONCLUSION

“Great cities attract talent and investment – they encourage innovation and create jobs and growth.” Smart Cities Plan, 2016

Cities are the engines of innovation and sustainability. They reflect our deeds and values as individuals and as a society; they are the inheritance we leave future generations. They are the result of decisions and actions taken on a daily basis by multiple stakeholders – and as such, we all bear some level of responsibility for their condition and quality.

Perth City is the capital of Western Australia, the civic head and heart of our State. Our responsibilities extend beyond our boundary and beyond our time. We have a significant responsibility to ensure our City is the best it can be to a diverse range of people, for a diverse range of purposes. Our aims of being liveable, welcoming and equitable must be universal, in the face of a world that is dynamic and constantly evolving, of increasingly diverse and complex competing needs, and an era of uncertain ‘public resources’.

“Not everything that counts can be counted and not everything that can be counted counts.” Albert Einstein (attributed)

As such, knowing and understanding our City and current and future needs, evaluating the most effective way to do things and monitoring performance and outcomes, is critical to our future success.

The Commonwealth Department of Prime Minister for Cabinet’s Smart Cities Plan (May 2016) calls for “enhancing value” and “monitoring performance” through city metrics. As such, the inaugural Perth City Snapshot 2016 aims to collate a holistic array of key city data and information to provide a starting point for better understanding, to identify “where we are now” – the current state, character and trends impacting Perth City – to assist community and stakeholder dialogue to articulate “where do we want to be” and “how do we get there”.

While every care has been taken to reflect the dynamic nature of Perth City, the Snapshot is not complete or perfect. It forms a baseline and is part of a dynamic cycle of continuous improvement in collecting, analysing and sharing data, in filling in the key gaps in our knowledge about what works and what doesn’t work, and measuring what is important now and into the future.

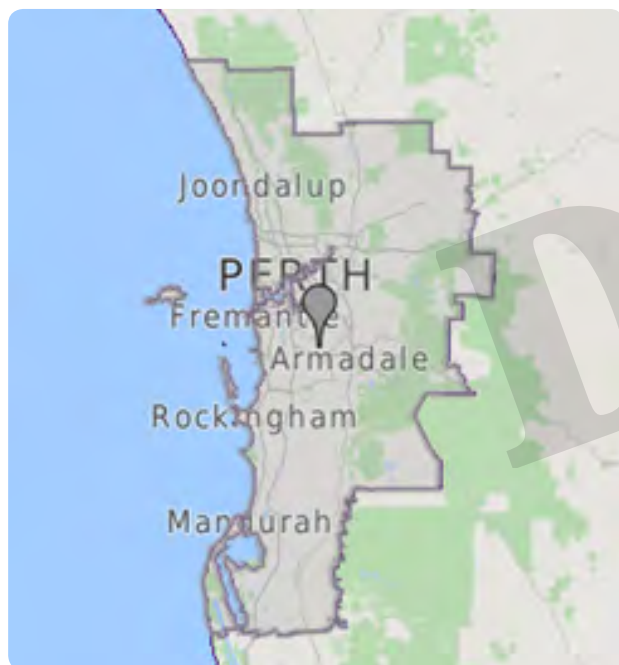
APPENDIX 1

GEOGRAPHICAL AREAS

GREATER PERTH:

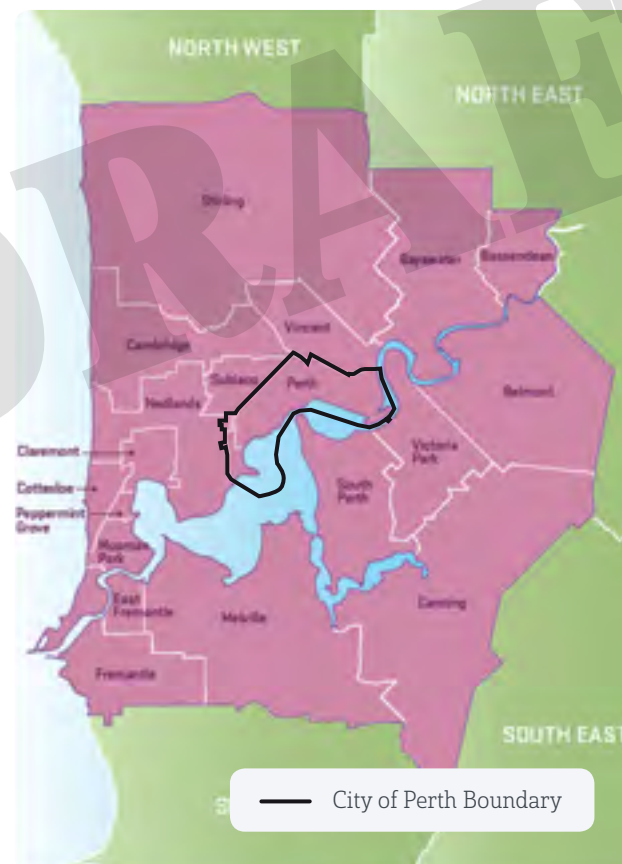
Greater Perth refers to the Australian Bureau of Statistics (ABS) Greater Capital City Statistical Area – Greater Perth. It includes the Perth and Peel metropolitan areas.

Area - 6,418 square kilometres
Population - 2.04 million
(ABS, Estimated Resident 2015)

**CENTRAL SUB-REGION:**

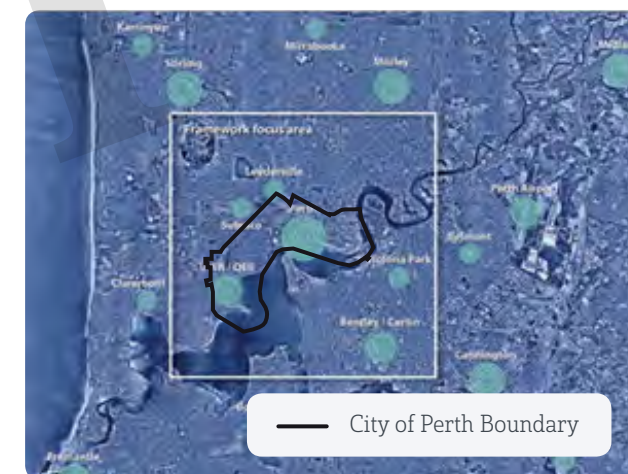
The Central Sub-Region refers to a strategic urban planning region defined by the Western Australian Planning Commission. It includes 19 local government areas.

Area - unknown
Population - 782,947 (2011)

**CENTRAL PERTH:**

Central Perth refers to a notional 12 km by 12 km strategic urban planning area defined by the Western Australian Planning Commission. It includes Perth City and surrounding areas.

Area – 144 square kilometres
Population – unknown.



PERTH CITY:

Perth City refers to the City of Perth local government area which expanded on 1 July 2016 to include parts of Crawley and Nedlands (previously in the Cities of Subiaco and Nedlands).

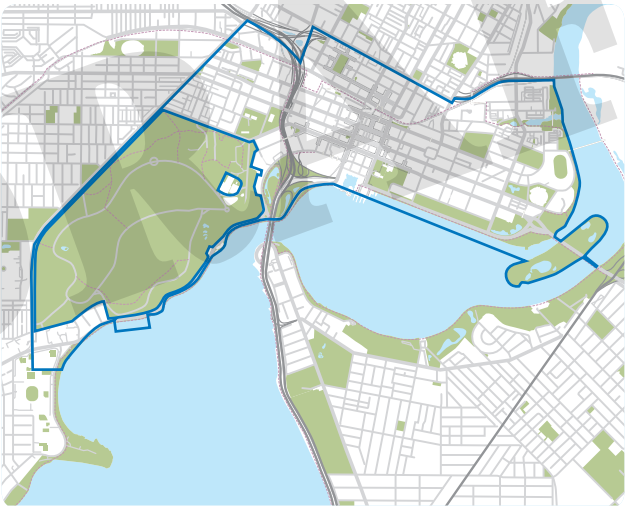
Area – 13.85 square kilometres
(land area only, not River)
Population – 24,244
(estimate, to be confirmed in 2016 Census)



PERTH CITY (PRE-JULY 2016):

Perth City (pre-July 2016) refers to the old City of Perth local government area prior to 1 July 2016.

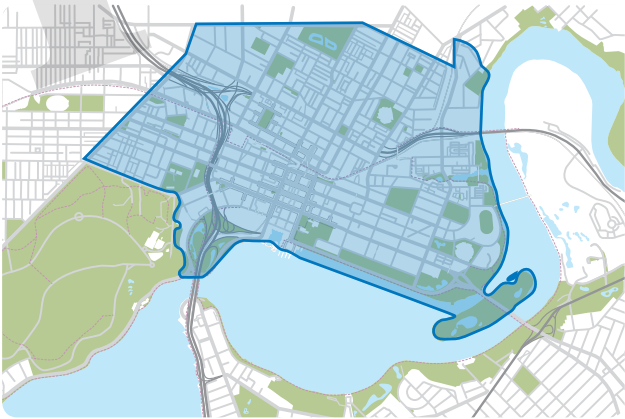
Area – 8.10 square kilometres
Population – 18,315
(ABS, Estimated Resident 2015)



PERTH CITY (SA2):

Perth City (SA2) refers to the Australian Bureau of Statistics (ABS) Perth City Statistical Area 2. It includes the City of Perth local government area with the exception of Crawley and Nedlands and includes portions of West Perth, Perth, Highgate and East Perth which lie outside the City of Perth.

Area – 10.9 square kilometres
Population – 32,187
(ABS, Estimated Resident 2014)



DRAFT

APPENDIX 2

PEOPLE AND PLACE PROFILE

This Appendix provides an overview of the social, cultural and economic character of Perth City. Further information is available from the City of Perth's Community and Economic Profiles and Residential Population Forecasts.

<http://profile.id.com.au/perth>

<http://forecast.id.com.au/perth>

<http://www.economicprofile.com.au/perth>

Unless otherwise indicated, all statistics are sourced from the Australian Bureau of Statistics Census data and the above Profiles.

PAST POPULATION GROWTH

Between 2001 and 2015, Perth City's resident population increased by 14,106 people from 10,138 residents to 24,244 residents. Or an average of just over 1000 additional people each year, or 6.43% growth per year (annual average) compared with a growth rate of 0.78% (annual average) for Greater Perth during the same period.

2015 RESIDENT POPULATION

In 2015, the estimated resident population of Perth City was 24,244 people (54% male / 46%).¹¹ The median age of residents is 31 years compared with 36 years for Greater Perth, 28 years for City of Melbourne and 32 years for City of Sydney.

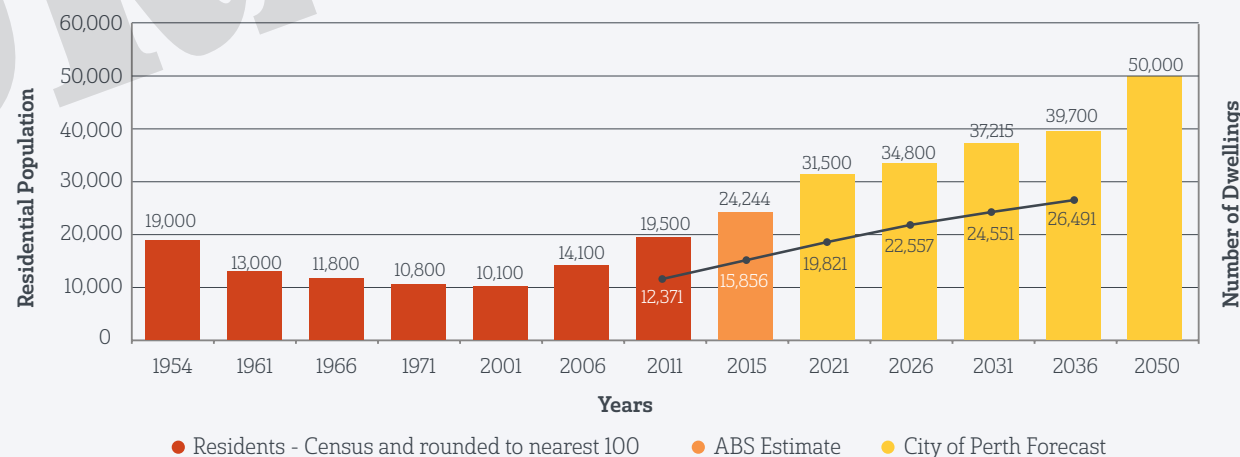
FUTURE POPULATION FORECAST

Perth City's resident population will grow to 40,000 residents by 2036 (next 20 years) and 50,000 people by 2050 (next 34 years).

This is an increase of 25,800 people or an additional 759 residents per year (average), representing a growth rate of 2.15% per year (annual average).

From 2011, the number of dwellings in Perth City will increase from 12,392 dwellings (private and non-private) to 26,490 dwellings by 2036, an additional 14,000 dwellings.

Perth City - Residential Population 1954 to 2050



¹¹Note that this is an experimental estimate based on ERP at the SA1 level. It is subject to review after the release of Census data mid 2017 and may not match .id's population forecasts.

KEY POPULATION CHARACTERISTICS

Perth City’s resident population is young, migrant and mobile, different to the profile in Greater Perth but similar to other Australian capital cities.

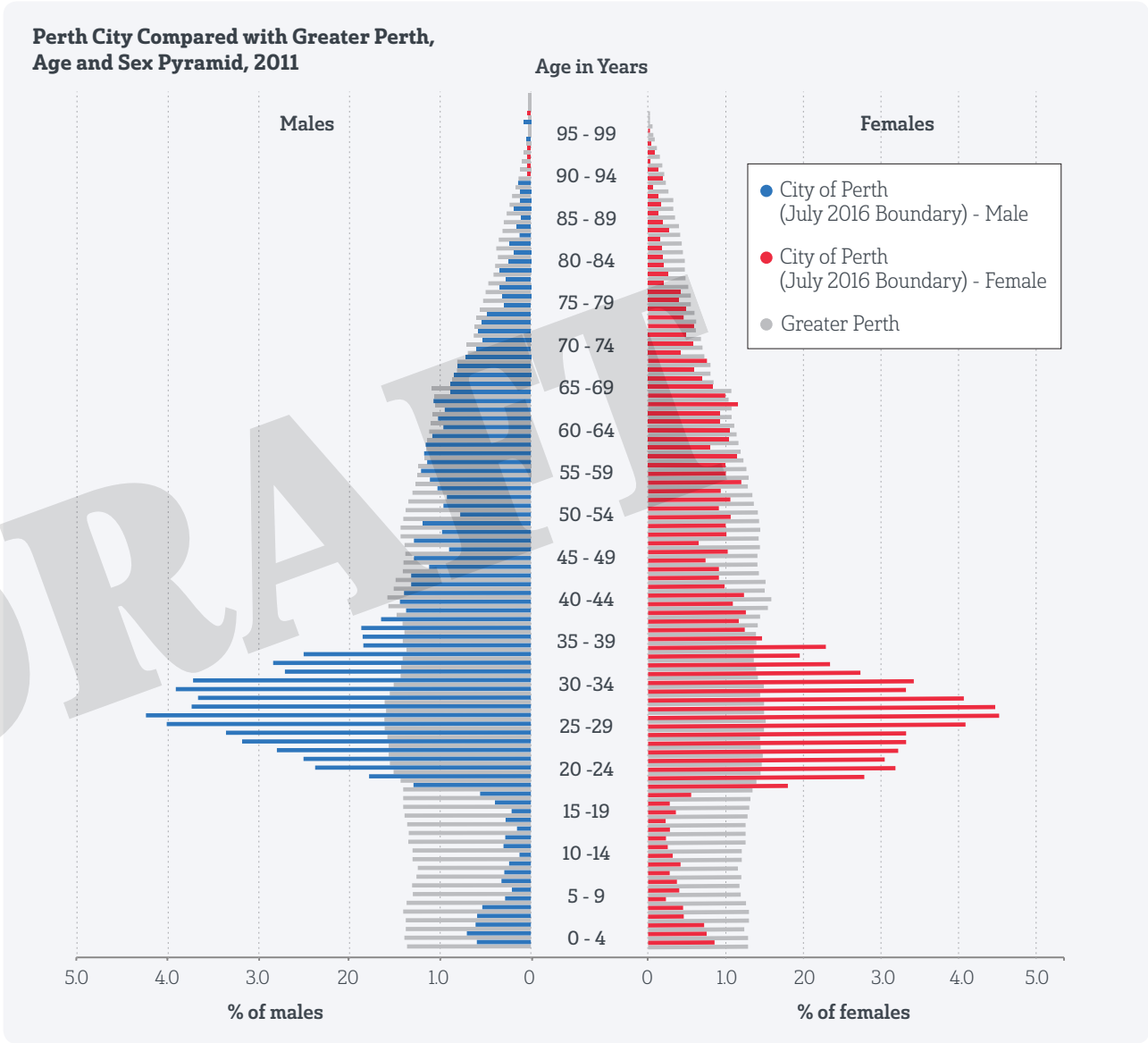
In 2011, 53% of Perth City residents were born overseas (36% in non-English speaking country), compared with 44% in 2001. 33% of residents can speak a language other than English, 6.6% of residents speak Mandarin and 4% of residents do not speak English well or at all.

In 2011, 52.6% of Perth City residents (or 10, 290 people) were born overseas (from 54 countries), in comparison to 34.4% across Greater Perth, and Cities of Melbourne 47.5%, Sydney 42.4% and Adelaide 40.7%.

In 2011, the top five ancestries of Perth City residents are - English (23.9%), Australian (12.8%), Chinese (11.2%), Irish (8.8%) and Scottish (6.4%)

In 2011, there was an average of 1.83 people per household² in Perth City, compared with 2.55 people per household across Greater Perth and 1.96 in the City of Melbourne and 1.95 in the City of Sydney.

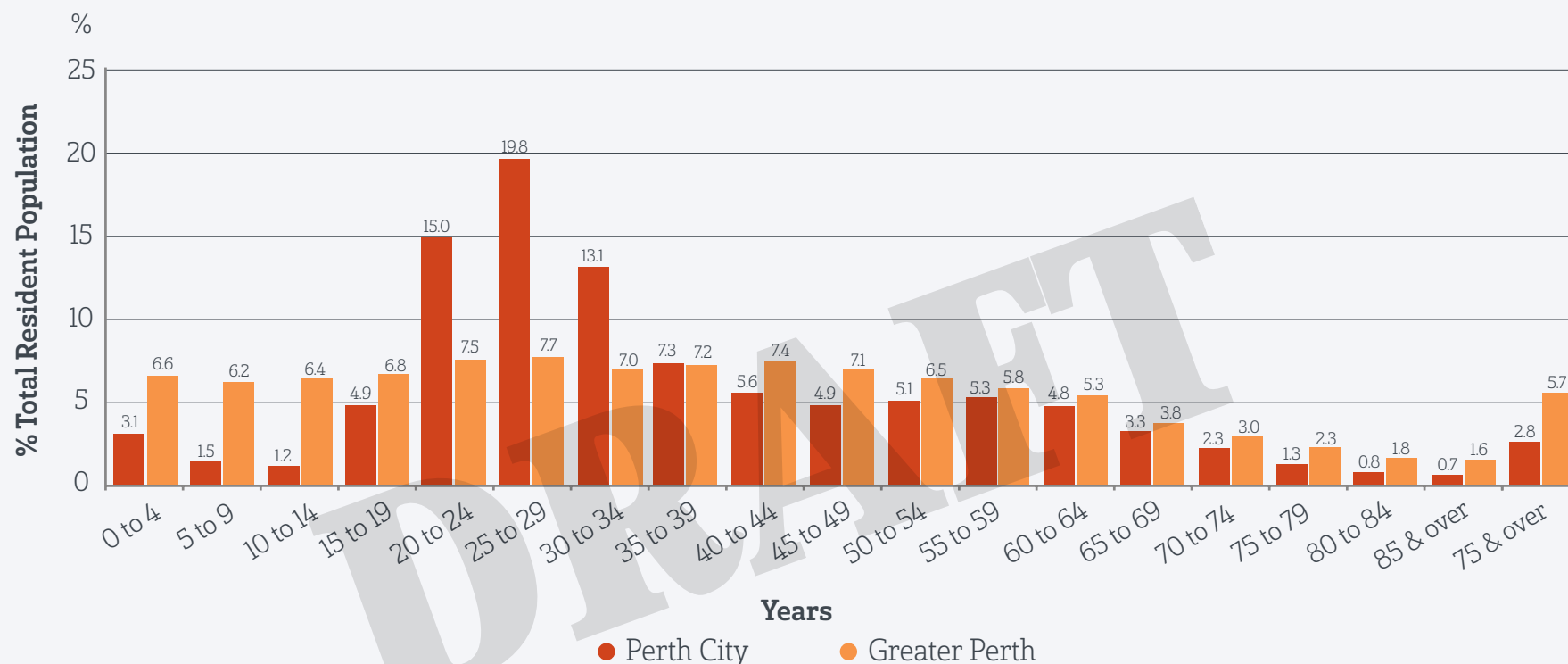
In 2011, 33% households in Perth City were lone (one person) households and 26% were with couples without children.



Source: Australian Bureau of Statistics, Census of Population and Housing, 2011 (Usual residence data)
Compiled and presented in profile i.d by i.d, the population experts.

²Population in occupied private dwellings

Perth City Resident Age Structure Compared with Greater Perth, 2011

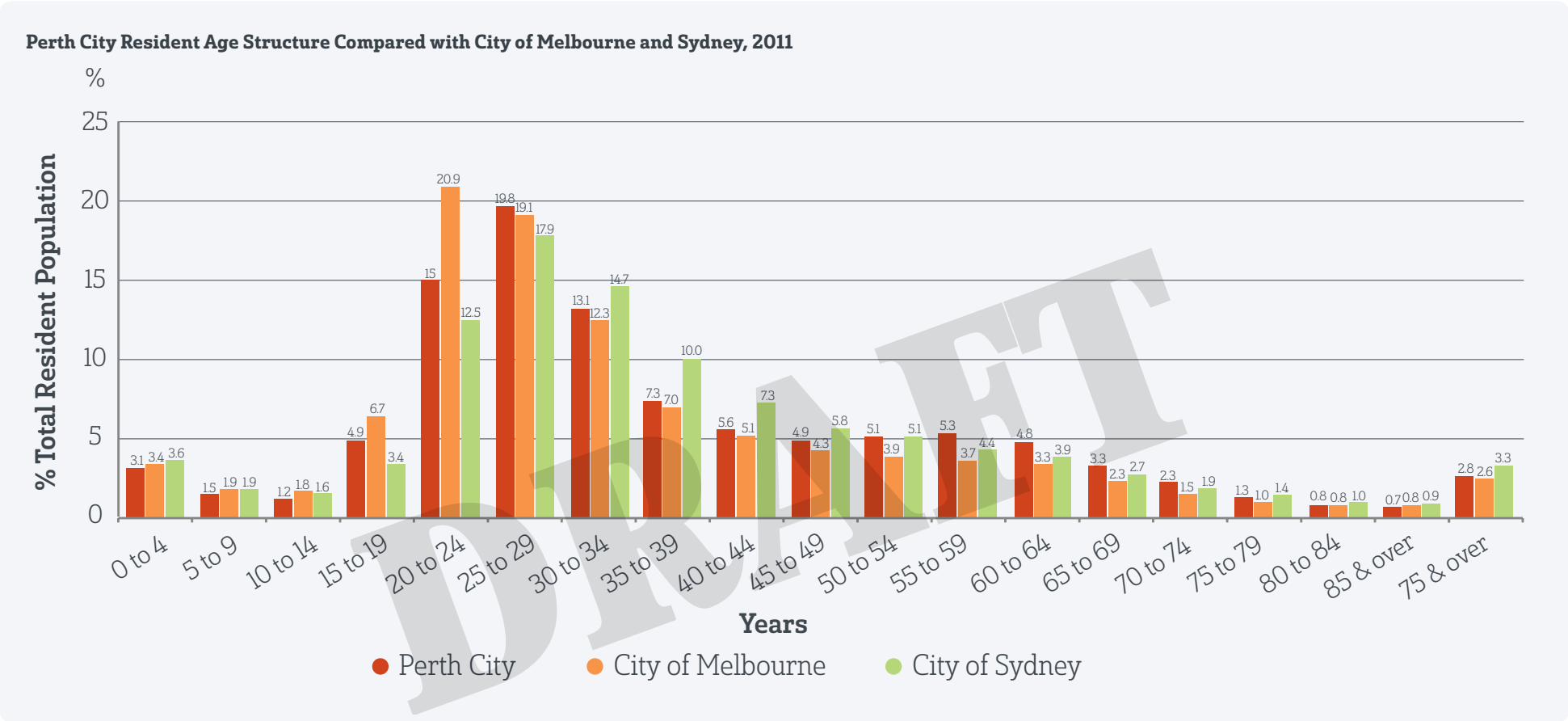


In 2011, 54% of Perth City residents were Managers and Professionals, compared with 33% across Greater Perth.

In 2011, 44% of Perth City households earned in the high income quartile (\$1,384 and over per week / household) compared with 26% of households across Greater Perth, and 14% of Perth City households earned in the lowest income quartile (\$0-485 per week / household) compared with 24% of households across Greater Perth.³

Between 2001 and 2011, 66% of Perth City's population growth was in the 20 to 39 year age group (comprising 55% of total resident population in 2011).

In 2011, 3,551 university and TAFE students lived in Perth City comprising 18% of the resident population, a decline from 27% in 2001.

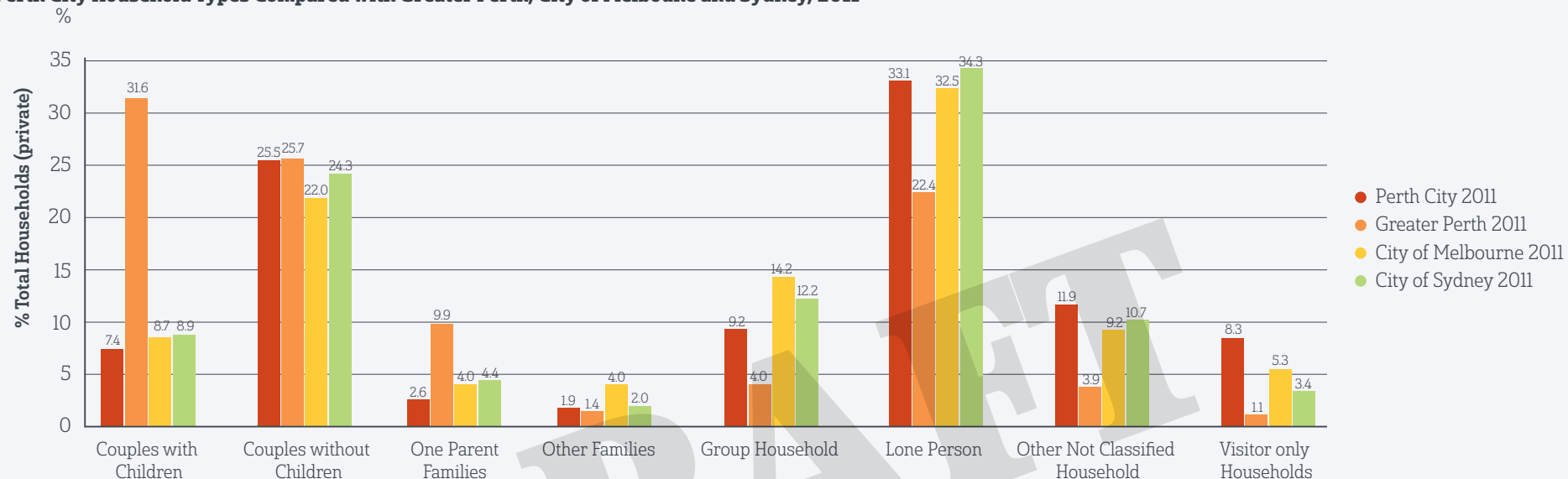


Between 2001 and 2011, lone person households contributed to 25% of household growth over the period, although as a proportion of all households, lone person household declined from 40.5% of total households in 2001 to 33.1% of all households in 2011.

Group households and other families without children remained a fairly static proportion of all households between 2001 and 2011.

³This is equavalised household income which puts all households on an equal footing independent of household size and composition to enable a true comparison between areas and over time, as it indicates the income resource available to a household of standard size.

Perth City Household Types Compared with Greater Perth, City of Melbourne and Sydney, 2011



Perth City, Forecast Household Types, 2011 to 2036

	2011		2026		2036		Change between 2011 and 2036	
	Number	%	Number	%	Number	%	Number	%
Couple families with dependents	939	9.0%	1,525	8.4%	1,694	8.0%	755	80%
Couples without dependents	3,387	32.3%	5,596	30.7%	6,631	31.2%	3,244	96%
Group households	1,176	11.2%	1,675	9.2%	1,872	8.8%	696	59%
Lone person households	4,392	41.9%	8,516	46.7%	9,978	47.0%	5,586	127%
One parent family	319	3.0%	524	2.9%	602	2.8%	283	89%
Other families	275	2.6%	416	2.3%	454	2.1%	179	65%
TOTAL ADDITIONAL HOUSEHOLDS							10,743	

DWELLINGS

Between 2001 and 2011, there were an additional 5,790 dwellings constructed in Perth City, more than doubling the dwelling stock to 12,392 dwellings (private and non-private), including around 2000 dwellings for short stays, student accommodation colleges and boarding houses⁴.

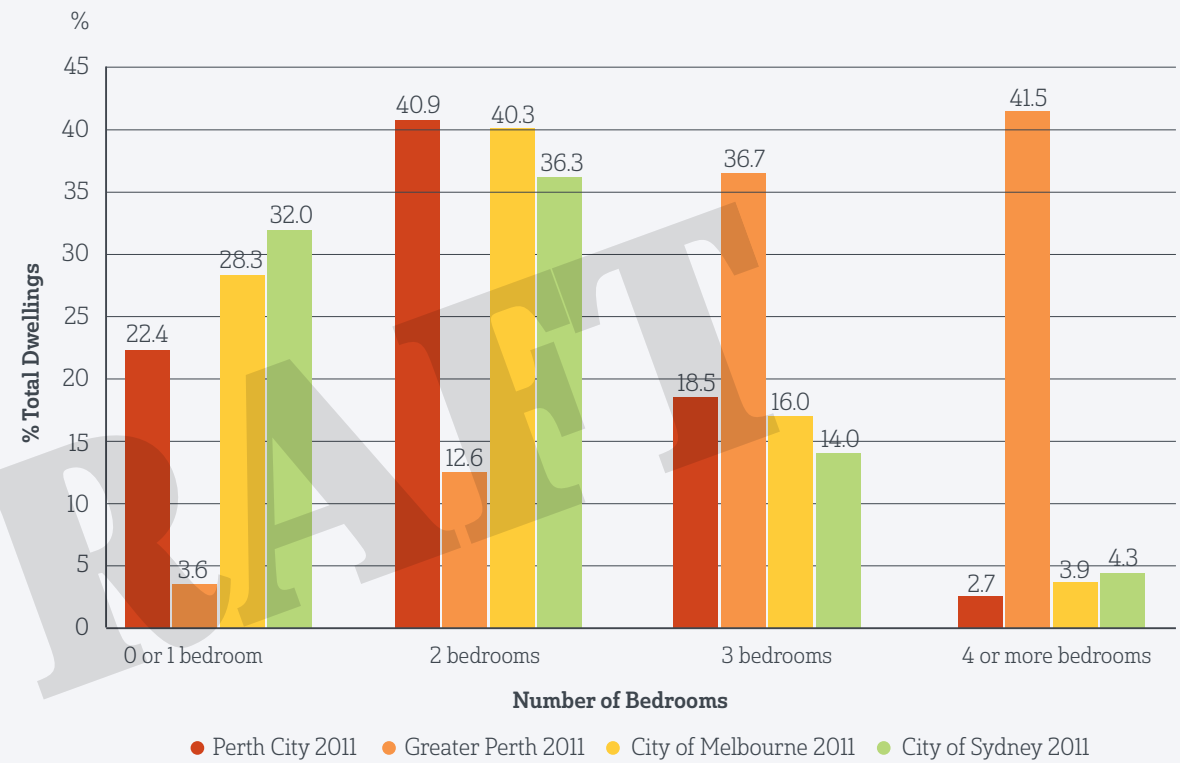
In 2011, 29% of dwellings in Perth City were owned or being purchased, compared with 66% across Greater Perth and City of Melbourne 31% and City of Sydney 33%.

In 2011, 56% of dwellings in Perth City were private rentals, compared with 27% across Greater Perth and City of Melbourne 57% and City of Sydney 53%. In Perth City, 4% of dwellings are public (social) rentals, compared with 3.5% across Greater Perth, City of Melbourne 6% and City of Sydney 8.5%.

In 2015, there was an estimated 4,558 residential rent leases signed or re-signed in Perth City.⁵

Between 2001 and 2011, 48% of new dwellings in Perth City were 2 bedrooms, increasing from 34% of all dwellings in 2001 to 41% in 2011.

Dwelling Size (by number of bedrooms), Perth City compared with Greater Perth and the Cities of Melbourne and Sydney (2011)



⁴ ABS Census 2011 - total visitor only and non-classified households.
⁵ Department of Commerce (2016) in published residential lease bond data.

NON-RESIDENT POPULATION – WEEKDAY ESTIMATE

People come to Perth City for work, business, study, services and facilities, shopping, cultural and social activities and tourism.

In 2015, it was estimated around 205,750 people come into Perth City Central Business District on a typical week day⁶ comprising:

- 134,500 workers (at 2011 Census)
- 58,000 students, 13,800 students attending the CBD
- 4,000 interstate and overseas visitor
- An estimated 25,000 (+) people attend the University of Western Australia and Queen Elizabeth II Medical Centre on a typical weekday⁷.

In 2011, 44.4% of Perth City workers (or 74,608 people) were born overseas (from 173 countries). A total of 76.9% of Perth City workers are born in English speaking countries (including Australia).

ECONOMY

Perth City has a Gross Regional Product worth \$41.8 billion which is 26% of Greater Perth's Gross Regional Product (2013-14).

There are around 5,500 businesses in Perth City employing workers and a total of 14,000 registered businesses. 53% of workers are aged between 25 and 44 years.

The City has 5.6 million square metres of commercial and institutional floorspace, compared with a total of 1.7 million square metres across all other Strategic Regional Centres in Greater Perth (2015).

⁶ Arup (2015) City of Perth Daytime Visitor Estimate (unpublished).

⁷ Martin, J (2014) - Parking Supply Restriction and Mode Shift at QEII Medical Centre – A Case Study, and pers.com D O'Brien (UWA), 2016.

CBD

CITY PLANNING SCHEME NO. 2 - PLOT RATIO (2016)



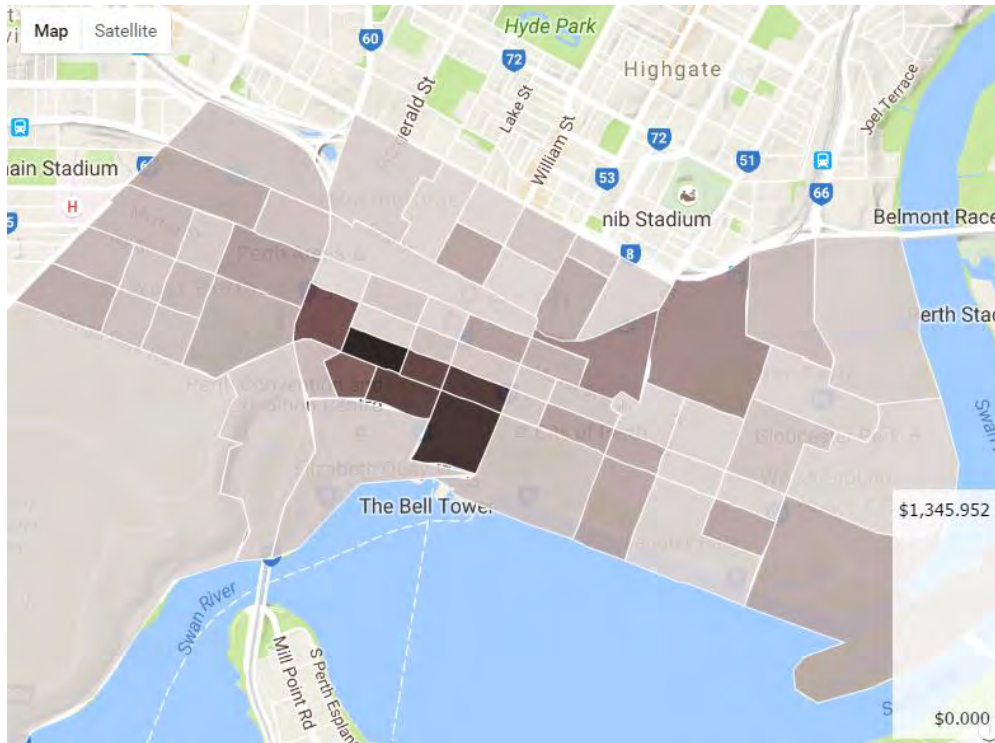
Note: areas not coloured area either under the planning control of the Metropolitan Redevelopment Authority, reserved under the Metropolitan Region Scheme or in the case of Claisebrook area MRA normalised planning areas.



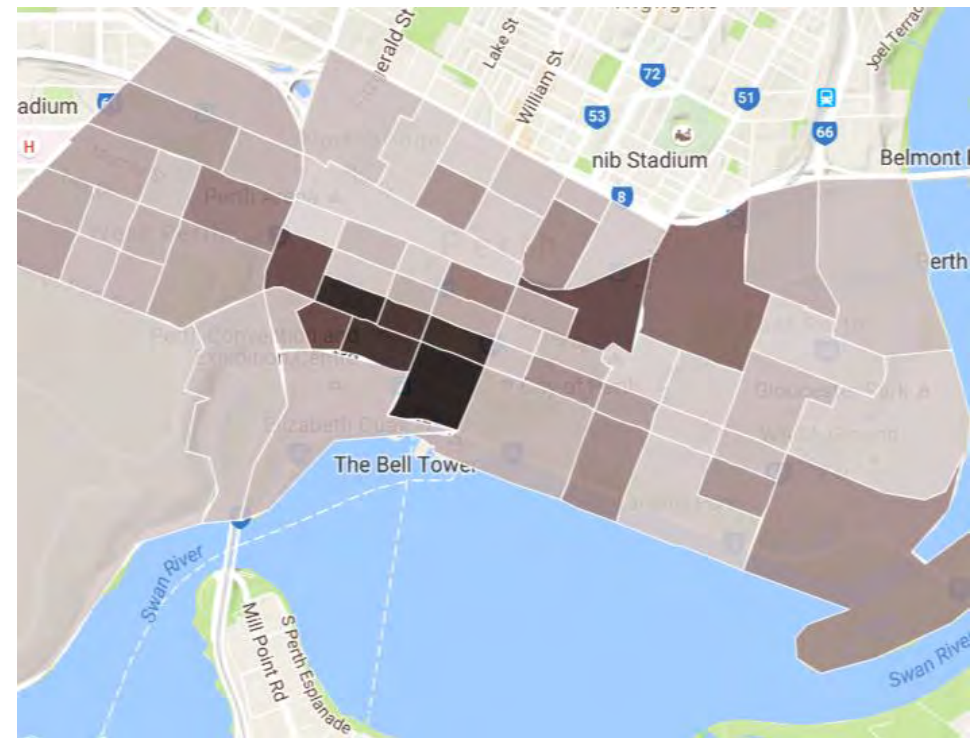


CBD

ECONOMY



WAGES & SALARIES BY INDURTY



DENSITY OF EMPLOYMENT

WEST PERTH

GROSS RENTAL VALUE



GRV

	110,000 to 76,090,000	(1250)
	100,000 to 110,000	(96)
	90,000 to 100,000	(149)
	80,000 to 90,000	(148)
	70,000 to 80,000	(256)
	60,000 to 70,000	(296)
	50,000 to 60,000	(517)
	40,000 to 50,000	(1058)
	30,000 to 40,000	(3022)
	0 to 30,000	(12000)

Note: property in black denotes there is no rate data available) and information sourced 2016

WEST PERTH

PROPERTIES IN PUBLIC OWNERSHIP



- City of Perth Properties Freehold with no restrictions
- City of Perth Properties Freehold with restrictions
- City of Perth Properties Crown
- Public Transport Authority
- Government (Roads)
- Government (Road Reserves)
- State of WA
- Government (Other)
- Metropolitan Redevelopment Authority
- Metropolitan Region Planning Authority

WEST PERTH

CITY OF PERTH CITY PLANNING SCHEME NO. 2 PLOT RATIO (2016)



LEGEND

Municipal Boundary
Metropolitan Redevelopment
Authority Area Boundary (MRA)

MAXIMUM PLOT RATIO

1.0 : 1.0	
2.0 : 1.0	
2.0 : 1.0 (Maximum 1.33 : 1.0 for use groups other than Residential or Special Residential)	1
3.0 : 1.0	
3.0 : 1.0 (Maximum 2.0 : 1.0 for use groups other than Residential or Special Residential)	2
3.0 : 1.0 (Maximum 1.0 : 1.0 for use groups other than Residential or Special Residential)	3
4.0 : 1.0	
5.0 : 1.0	
6.0 : 1.0	

CENTRAL PERTH

GROSS RENTAL VALUE



GRV		
	110,000 to 76,090,000	(1250)
	100,000 to 110,000	(96)
	90,000 to 100,000	(149)
	80,000 to 90,000	(148)
	70,000 to 80,000	(256)
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CENTRAL PERTH

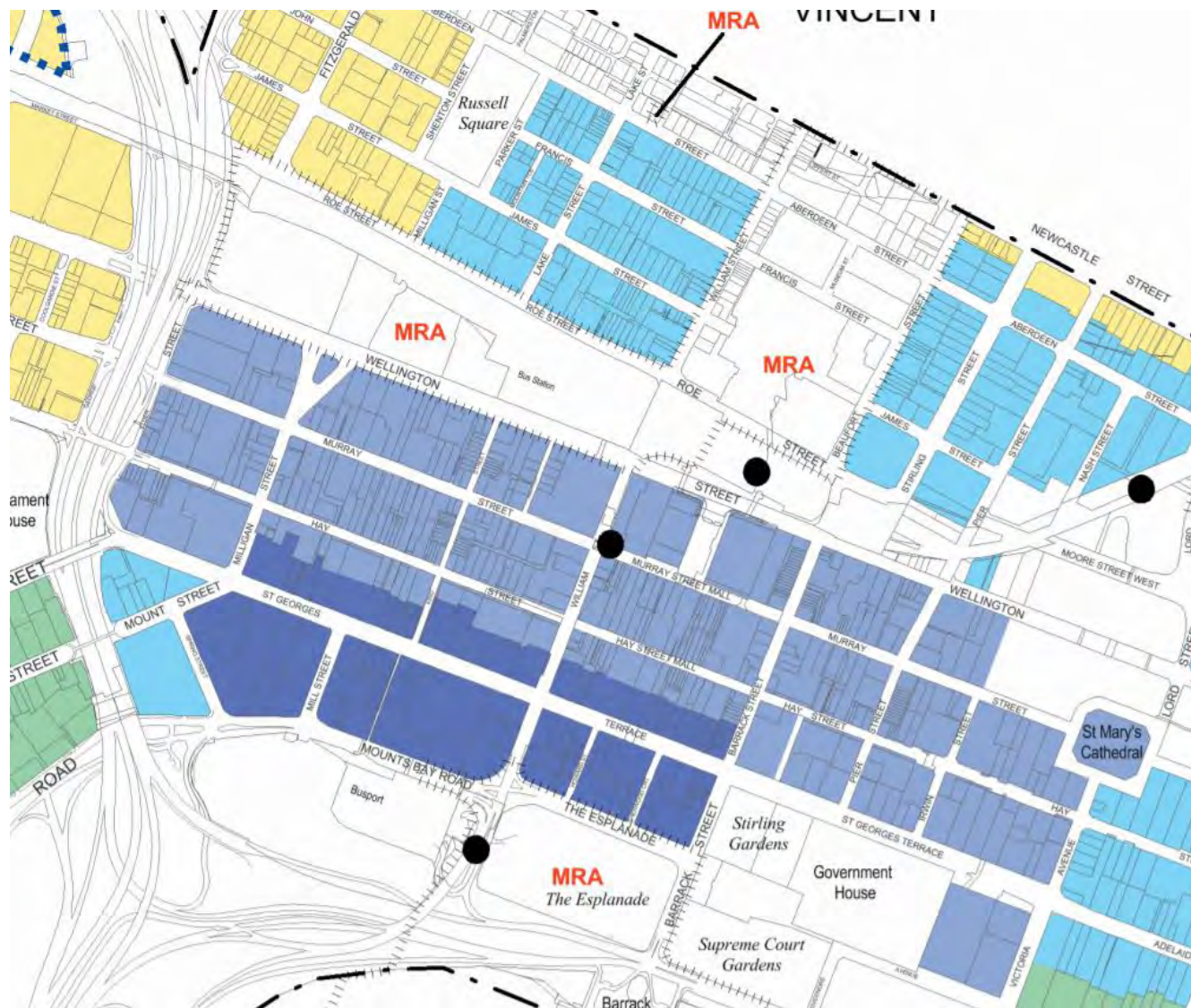
PROPERTIES IN PUBLIC OWNERSHIP



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CENTRAL PERTH

CITY OF PERTH CITY PLANNING SCHEME NO. 2 PLOT RATIO (2016)



LEGEND

Municipal Boundary
Metropolitan Redevelopment
Authority Area Boundary (MRA)

MAXIMUM PLOT RATIO

1.0 : 1.0
2.0 : 1.0
2.0 : 1.0
(Maximum 1.33 : 1.0 for use groups other
than Residential or Special Residential)
3.0 : 1.0
3.0 : 1.0
(Maximum 2.0 : 1.0 for use groups other
than Residential or Special Residential)
3.0 : 1.0
(Maximum 1.0 : 1.0 for use groups other
than Residential or Special Residential)
4.0 : 1.0
5.0 : 1.0
6.0 : 1.0



EAST PERTH

Gross Rental Values

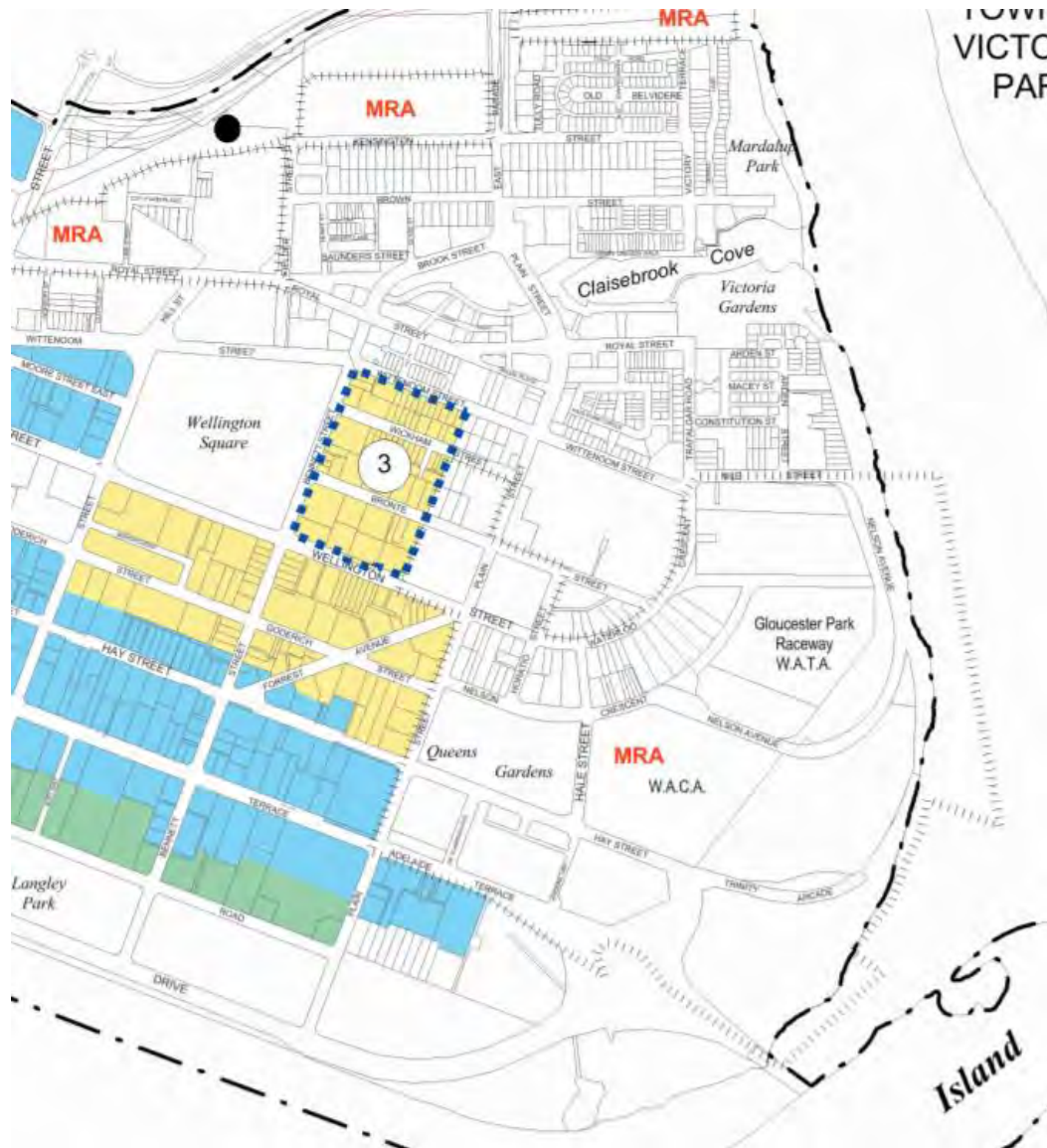


GRV		
	110,000 to 76,090,000	(1250)
	100,000 to 110,000	(96)
	90,000 to 100,000	(149)
	80,000 to 90,000	(148)
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	30,000 to 40,000	(3022)
	0 to 30,000	(12000)

(Note: property in black denotes there is no rate data available)



- City of Perth Properties Freehold with no restrictions
- City of Perth Properties Freehold with restrictions
- City of Perth Properties Crown
- Public Transport Authority
- Government (Roads)
- Government (Road Reserves)
- State of WA
- Government (Other)
- Metropolitan Redevelopment Authority
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LEGEND

Municipal Boundary	---
Metropolitan Redevelopment Authority Area Boundary (MRA)	----
MAXIMUM PLOT RATIO	
1.0 : 1.0	
2.0 : 1.0	
2.0 : 1.0 (Maximum 1.33 : 1.0 for use groups other than Residential or Special Residential)	①
3.0 : 1.0	
3.0 : 1.0 (Maximum 2.0 : 1.0 for use groups other than Residential or Special Residential)	②
3.0 : 1.0 (Maximum 1.0 : 1.0 for use groups other than Residential or Special Residential)	③
4.0 : 1.0	
5.0 : 1.0	
6.0 : 1.0	

City of Perth properties

No.	Property Address	Suburb	Property Description	Land area	Current Use	tenure	Comment
2	Arden Street	East Perth	Arden Street Park	18,898sqm (7,166sqm restricted use)	park	part Crown, part Freehold	Restricted, park
3	Cliff Street	West Perth	Jacob's Ladder	2,386sqm		Freehold	Restricted, Parks and Recreation reservation
7	Clive Street	West Perth	Frank Baden-Powell Park	478sqm	park	Freehold	Restricted, park, zoned P & R
165	Colin Street	West Perth	Totterdell Park	8,000sqm	park	Freehold	Restricted, park, zoned P & R
9	Coolgardie Street	West Perth	Coolgardie Street Carpark No. 24	880sqm	car park open air	Freehold	No known restrictions
29	Goderich Street	East Perth	Archbishop Goody Hostel Site	3,833sqm	aged persons housing	Freehold	Leased until 2026
111-133	Goderich Street	East Perth	Goderich Street Carpark No.13 and 48 unit housing	4,961sqm	Housing and car park multistorey	Freehold	Recently redeveloped
262	Hay Street	East Perth	Hay Street East Carpark No. 21	802sqm	car park open	Freehold	No known restrictions
1326	Hay Street	West Perth	Hay Street Reserve	1,156sqm	park	Freehold	restricted Deed in Trust and part reserved for road widening
844-848	Hay Street	Perth	His Majesty's Carpark No.5	3,149sqm	car park multistorey	Freehold	existing significant mutli-storey car park
158	Hay Street	East Perth	Rod Evans Childrens Playground	1,872	park	Freehold	Restricted, used as park
160	Hay Street	East Perth	Rod Evans Senior Citizens Centre	4,388sqm incl Archbishop Goody hostel land	Cummunity centre	Freehold	No known restrictions
164	Hay Street	East Perth	Rod Evans aged persons units	2,101	aged persons housing	Freehold	leased to 3rd party
27	Mayfair Street	West Perth	Mayfair Street Carpark No.27	2,071sqm	car park multistorey	Freehold	existing significant mutli-storey car park
490	Murray Street	Perth	Elder Street Carpark No. 49	6,976sqm	car park multistorey	Freehold	existing significant mutli-storey car park
1	Murray Street	Perth	Fire Station Carpark Carpark No.10	3,288sqm	car park open air	Freehold	No known restrictions
42-62	Nelson Crescent	East Perth	Queens Garden carpark No. 4A	2ha	car park open	Freehold	Restricted, Chevron Hilton Hotel Agreement Act 1960
47-59	Newcastle Street	Perth	Newcastle Street Carpark No.26	5,943sqm	car park open	Freehold	No known restrictions
87-89	Pier Street	Perth	Pier Street Carpark No.9	3,191sqm	car park multistorey	Freehold	existing significant mutli-storey car park
2	Plain Street	East Perth	Plain Street Carpark No.22 & Perth and Tattersalls's Bowling Club	8,826sqm	car park open & bowling club	Freehold	Restricted, Parks and Recreation reservation
81-95	Royal Street	East Perth	Regal Place Carpark No. 41	2,396sqm	car park multistorey	Freehold	existing significant mutli-storey car park
158-204	Royal Street	East Perth	Royal Street Carpark No.4B	19,314sqm	car park open	Freehold	No known restrictions, although MRA planning control
97A	Royal Street	East Perth	Royal Street park	665sqm	park	Freehold	Restricted, park

9	Saunders Street	East Perth	Saunders Street Carpark No.35	1,628sqm	car park open	Freehold	No known restriction, although any redevelopment will impact resident views
18	Stirling Street	Perth	Perth Enterprise Centre	569sqm	office	Freehold	No known restrictions
	Thelma Street	West Perth	Thelma Street gardens	2,489sqm	park	Freehold	Restricted, gardens
36-38	Thomas Street	West Perth	car park leased to PMH	1,717sqm	car park open	Freehold	Restricted, majoriting of land reserved for road widening
1333	Thomas Street	West Perth	Thomas Street Reserve	1,441sqm	park	Freehold	Restricted Trust in Deed, and part reserved for road widening
469	Wellington Street	Perth	Albert Facey House	1,687sqm	office	Freehold	Leased to the Crown until 2085
337	Wellington Street	Perth	Gasworks Building	1,290sqm	office/ studio	Freehold	No known restrictions
347	Wellington Street	Perth	The Garage Carpark No. 43	1,262sqm	car park building	Freehold	No known restrictions
324-354	Wellington Street	Perth	vacant land next to railway	1,040sqm	vacant	Freehold	Restricted, reserved for railway purposes
972-980	Wellington Street	West Perth	Wellington Street Carpark No17	2,281sqm	car park open	Freehold	No known restrictions