



Job Ref: 9081
4 November 2019

Chief Executive Officer
City of Belmont
215 Wright Street
CLOVERDALE WA 6105

Via email: planning@belmont.wa.gov.au

Dear Sir/Madam

**Application for Development Approval – Advertising Signs
Lot 450 (No. 515) Great Eastern Highway, Redcliffe**

Rowe Group acts on behalf of Caratti Holding Co. Pty Ltd, the owner of Lot 450 (No. 515) Great Eastern Highway, Redcliffe ('site').

We have been requested to lodge an Application for Development Approval with the City of Belmont ('City') for two (2) advertising signs at the site.

To assist in progressing this Application, please find enclosed the following:

- Completed and signed City of Belmont Application for Development Approval form;
- Completed and signed MRS Form 1;
- Completed City of Belmont Advertisement Signs Application Checklist and Additional Information Sheet for Advertisement Approval;
- A copy of the Certificate of Title; and
- Signage Plan.

In relation to the application fee, we understand the City will issue an invoice on receipt of the Application. We will arrange payment upon the issue of an invoice by the City.

SUBJECT SITE

The site is located within Redcliffe and bound by Great Eastern Highway to the north-west, Fauntleroy Avenue to the south-west, Redcliffe Road to the south-east and industrial development to the north-east.

Level 3
369 Newcastle Street
Northbridge 6003
Western Australia

p: 08 9221 1991
f: 08 9221 1919
info@rowegroup.com.au
rowegroup.com.au



The site is comprised of a single workshop constructed in 1960, and open air storage. The workshop has been in continuous use by the owner since its construction.

Advertising signage has been located on the facades of the workshop in varying iterations for a significant period of time, since at least the late 1980s.

The subject site is legally described as:

- Lot 403 on Deposited Plan 406983 Certificate of Title Volume 2912 Folio 971.

Refer Attachment One – Certificate of Title.

PROPOSED DEVELOPMENT

The proposal seeks approval for two (2) advertising signs at the site. The signs are located on the external walls of the existing warehouse, on the north-west and north-east facades.

The sign on the north-west façade has a height of 3.3m and a width of 12.5m, resulting in a display size of 41.3m². It has a clearance of 4.8m above ground. The sign on the north-east façade has a height of 3.3m and a width of 12.9m, resulting in a display size of 42.6m². It has a clearance of 4.8m above ground.

The size and dimensions of the signs are consistent with industry standards. The proposed signs are considered to conform to commonly accepted safety measures with respect to advertising signs, do not incorporate any moving parts or mechanisms, and are not internally illuminated.

The signs are visible to drivers from only a limited number of locations. Drivers travelling south-west on Great Eastern Highway can view both signs, whilst drivers travelling south-east on Fauntleroy Avenue can view the north-west facing sign only.

The two static signs will display advertisements for a range of products and services provided within the City and surrounding local areas, aiding economic development. There are no other signs at the site, and the landowner does not intend to install any additional signage.

Refer Attachment Two – Signage Plan.

TOWN PLANNING CONSIDERATIONS

Metropolitan Region Scheme

Under the provisions of the Metropolitan Region Scheme ('MRS'), the site is zoned 'Urban'. The proposed development is compatible with this zoning.



City of Belmont Local Planning Scheme No. 15

Under the provisions of the City's Local Planning Scheme No. 15 ('LPS 15') the site is zoned 'Industrial'. The objective of the 'Industrial' Zone, as stated in cl. 4.2 of LPS 15, is as follows:

The Industrial Zone is intended to provide for the industrial development of the Kewdale Industrial Estate and the Redcliffe Industrial Estate. The significance of the Kewdale Industrial Estate as a transport and logistics hub as part of the Kewdale-Hazelmere Integrated Masterplan is acknowledged. The City may approve a wide range of industrial activities within this zone subject to conditions designed to achieve a high standard of industrial environment.

The signs are ancillary to the existing land use at the site and have been provided at the site in some form for at least 30 years. The advertising signs support the industrial activities within the Redcliffe Industrial Estate through the advertisement of local goods and services, aiding economic development.

Clause 5.21 of LPS 15 states as follows with regard to prohibited signage within the City:

Within the district the following signs and advertising are prohibited and shall not be approved by the City:

- a. roof signs; or*
- b. any sign, hoarding or advertising device whatsoever which does not comply with any other local law of the City.*

The signs are not roof signs, nor do they contravene any local law of the City. Given the above, the proposed advertising signs are capable of approval under LPS 15.

Local Planning Policy

The City's Local Planning Policy No. 12 ('LPP 12') sets out both general development provisions and specific sign development standards. The signs, which have been provided at the site in some form for approximately 28 years, have in the past been considered either 'Wall Signs' or 'Billboard Signs' under LPP 12. We are of the view that the signs are defined as 'Wall Signs'.

Definitions

The definitions of 'Wall Signs' and 'Billboard Signs' as per LPP 12 are as follows:

Wall Sign – *An advertisement sign which is affixed to the external part of a wall of a building, a gable end, or a building façade and no part of which is above the roofline of the building.*

Billboard Sign - *An advertisement sign fixed to a free-standing structure or building which may include LED components, however is not classified as a pylon or wall sign.*



As per the above definitions, a sign can only be defined as a 'Billboard Sign' if it does not meet the definition of a 'Wall Sign'. Further, the definition for a 'Billboard Sign' can therefore be considered a general definition, whereas the definition for a 'Wall Sign' is more specific. Typically, where a structure or land use meets a more specific definition, this will apply in place of the general definition.

The two signs meet the definition of a 'Wall Sign' under LPS 12 for the following reasons:

- The signs are affixed to the external part of the walls, or façade, of the building at the site;
- No portion of the signs are above the roofline of the building to which they are affixed.

Given the above, the two signs at the site are defined as 'Wall Signs' under LPP 12.

Development Standards

Table 1 of LPP 12 outlines the following requirements specific to Wall Signs:

Wall Signs shall:

- a. not extend laterally beyond either end of the wall or protrude above the top of the wall; and*
- b. not cover more than 10% of the façade for each tenancy within a building and/or development site visible from the public realm; or*
- c. where there is an approved signage strategy, not cover more than 25% of a façade within a building and/or development site visible from the public realm.*

The signs do not extend laterally beyond either end of either wall or protrude above the top of either wall.

The signs have a combined area of 83.9m². The facades on which they are affixed have a combined area of 901.3m². The signs therefore cover a total of 9.3% of the facades. Note this does not include the south-west and south-east facades, which are also visible from the public realm.

The signs are therefore compliant with the requirements specific to Wall Signs.

Clause 6.1 of LPP 12 outlines the general requirements applicable to all signs. The proposed signs are compliant with each of the requirements with the exception of Subclause 6.1.1, which states that third-party signage is not permitted. As such, the proposal must be assessed against the Policy Objectives of LPP 12, which follow:

The objectives of this Policy are to:

- 3.1. Ensure that advertisement signs are appropriate for their location, relate to the land and/or buildings for which they are placed, and do not adversely impact on the amenity of the surrounding area.*
- 3.2. Ensure advertising signage is of a scale appropriate to buildings, lot size and lot frontage/s of the site relevant to the application.*
- 3.3. Ensure that advertisement signs only advertise services offered and/or products produced, sold, and/or manufactured on the land or building/s related to the approved use/s taking place.*



- 3.4. To ensure advertisement signs do not pose an unnecessary risk to the safety of people and vehicles by virtue of their location, design, use and function.*
- 3.5. To ensure that advertising signs are simple, clear, easy to read and maintained to a high standard.*
- 3.6. Protect the cultural heritage significance of particular places and/or areas.*
- 3.7. To provide for the rationalisation of signage on properties with multiple advertising requirements.*

The surrounding locality is characterised by industrial and highway commercial development. This includes substantial signage, much of it large format, advertising a range of products and services. The locality is car-oriented with limited pedestrian activity, and so signage in the area is designed to be clearly visible to drivers. Ensuring that signs are easily interpretable is an important factor in promoting road safety, as it reduces the likelihood of drivers being distracted.

The two signs at the site are consistent with the industrial and highway commercial amenity of the locality. Further, third-party advertising signage has been located at the site for at least 30 years, and has therefore been a persistent part of the amenity as development has occurred in the surrounding area. Given this Application seeks approval for long-term existing signage, its approval would not change the amenity of the locality and therefore not set a precedent for future development.

The two signs are designed to industry standard sizing, which ensures that they are clearly visible and interpretable to drivers, thereby optimising road safety. The signs also support the locality by enabling economic development, and advertising products and services provided within the City and local area.

The third-party nature of advertising content does not negatively impact the amenity of the surrounding area. The content displayed is of a high quality design, and is comparable in visual appearance to other large format signs in the locality. The signs also improve the visual quality of the existing warehouse, which has existed on the site since 1960 and is weathered as a result.

Further, the signs reduce the proliferation of signage at the site, as they are an alternative to advertising the operations of the site, and are contained to only two frontages.

Given the above, the advertising signs are generally consistent with the objectives of LPP 12, are consistent with the amenity of the locality and do not detract from the visual appearance of the surrounding area.

CONCLUSION

In summary, this Application seeks Development Approval for two (2) advertising signs located on the façades of the existing building at Lot 403 (No. 515) Great Eastern Highway, Redcliffe ('site').

We request that the City of Belmont ('the City') approve the advertising signs for the following reasons:

- The proposal is capable of approval under the City's Local Planning Scheme No. 15;
- The proposal is consistent with the requirements for Wall Signs under the City's Local Planning Policy No. 12 – Advertisement Signs;



- The proposal is generally consistent with the general sign requirements and objectives under the City's Local Planning Policy No. 12 – Advertisement Signs;
- The proposed advertising content is consistent with the amenity of the 'Industrial' Zone and surrounding commercial area;
- The proposal will not set a precedent for future development in the area given it seeks approval for signage which has existed at the site for at least 30 years; and
- The proposed advertising content will reduce the over-proliferation of signage, and support the economic development of the City and local area.

Should you require any further information or clarification in relation to this matter, please contact Belle Smithies or the undersigned on 9221 1991.

Yours faithfully,

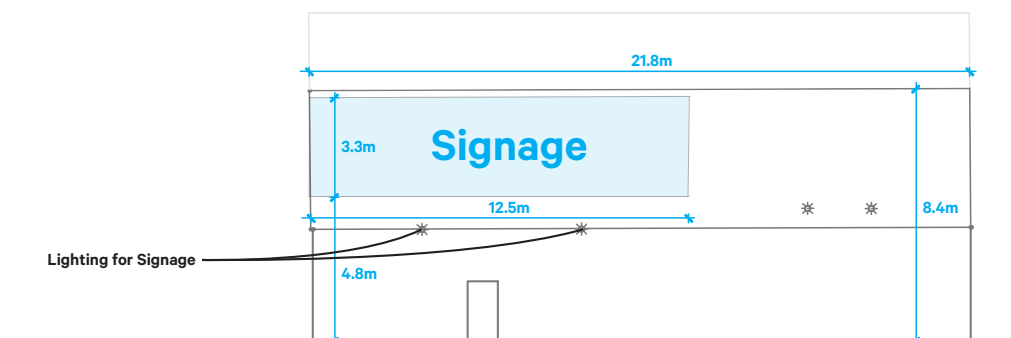
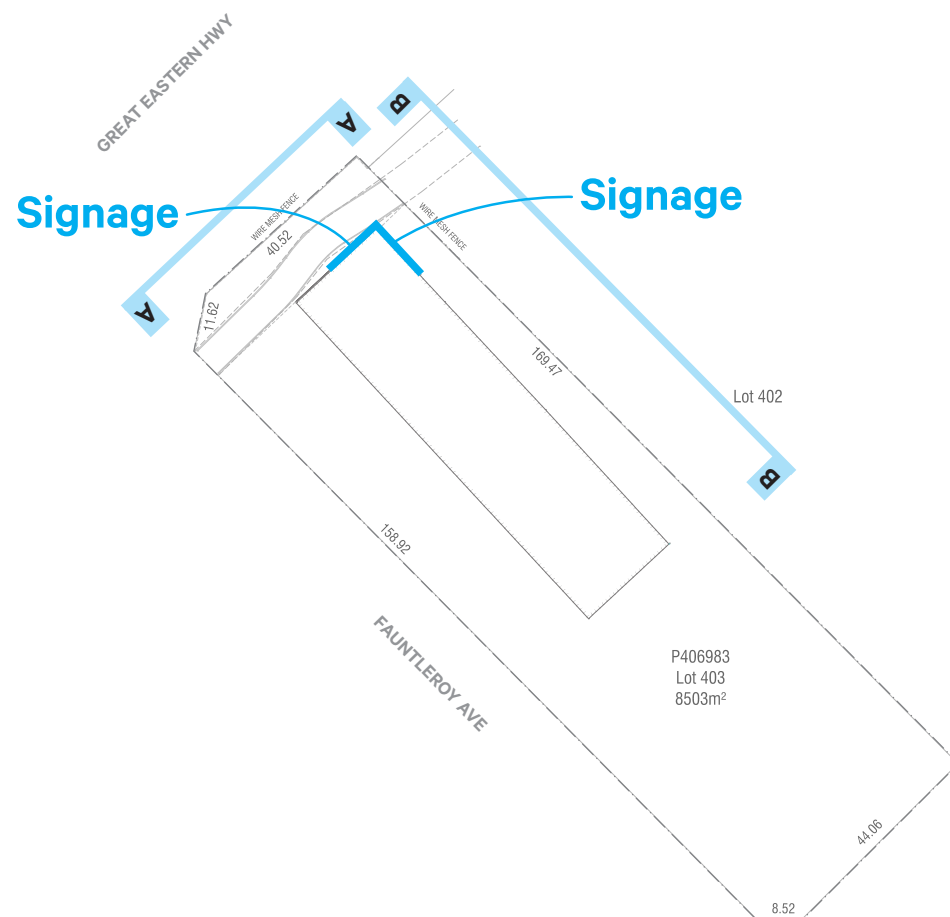
Daniel Hollingworth

Rowe Group

Encl.

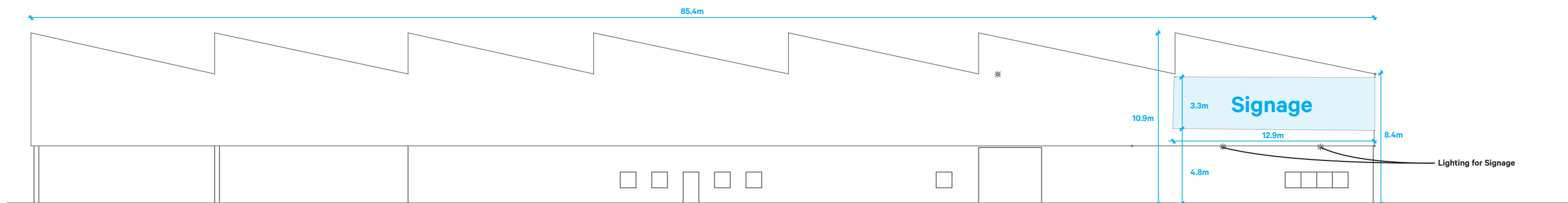
Attachment One – Certificate of Title

Attachment Two – Signage Plan



Elevation A - North West

1:250 @ A3



Elevation B - North East

1:250 @ A3

City of Belmont
RECEIVED 09/12/2019
Application No: 517/2019

Signage Plan

Lot 403 (515) Great Eastern Highway, Redcliffe

Date: 7 Sept 2018

Scale: 1:1500 @ A3

File: 18-495 CP-1 A

Staff: LS GW

Checked: LS



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