

5.7	NO. 629 (LOT: 100; D/P: 58812) NEWCASTLE STREET, LEEDERVILLE - PROPOSED BILLBOARD SIGNAGE
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TRIM Ref: D18/126864

Author: Natasha Trefry, Urban Planning Advisor

Authoriser: Luke Gibson, A/Director Development Services

Ward: South

Attachments:

1. Attachment 1 - Consultation and Location Map [↓](#) 
2. Attachment 2 - Development Plans [↓](#) 
3. Attachment 3 - Sign Strategy [↓](#) 
4. Attachment 4 - Development Application [↓](#) 
5. Attachment 5 - Hoarding Signs Application and Approval [↓](#) 
6. Attachment 6 - Main Roads Response to Proposed Third Party Advertising [↓](#) 
7. Attachment 7 - Additional Justification Received From Applicant [↓](#) 

RECOMMENDATION:

That Council in accordance with the provisions of the City of Vincent Local Planning Scheme No. 2 and the Metropolitan Region Scheme, REFUSES the application for two Billboard Signs at No. 629 (Lot: 100; D/P: 58812) Newcastle Street, Leederville as shown in Attachment 2 for the following reason:

1. The proposal does not comply with Policy No. 7.5.2 – Signs and Advertising as it involves third party signage and a variation to the policy would result in a detrimental impact on the visual amenity of the local area.

PURPOSE OF REPORT:

To consider an application for development approval for billboard signage at No. 629 Newcastle Street, Leederville.

PROPOSAL:

The application involves the display of third party advertising on two previously approved hoarding signs. Each sign will be 3 metres high, 6 metres wide and supported by a 1.3 metres high rock wall base. The overall height of the development, measured from the natural ground level to the top of the signs is 4.3 metres. The signs are proposed to display the third party advertising for a maximum of six months a year. The billboard signs are proposed to be located adjacent the western boundary (corner of Leederville Parade and Frame Court, setback one metre from the truncation) and adjacent to the eastern boundary (corner of Newcastle Street and Loftus Street, setback two metres from the road widening truncation), as shown in **Attachment 1**.

The applicant has advised that the lease arrangements, such as length of display, number of advertisements and timing for the proposed third party advertisements are yet to be determined and will be determined upon market demand. The applicant has noted the proposed billboard signage will provide revenue for the Water Corporation, with generated revenue to be used to fund Water Corporation community messaging.

The development plans that were lodged and advertised are included as **Attachment 2**. Information regarding the proposed signage and the applicant's justification for the signage are included as **Attachments 3, 4 and 7** respectively.

BACKGROUND:

Landowner:	Water Corporation
Applicant:	Creative Design & Planning
Date of Application:	26 July 2018 (extension granted on 9 October)