

# Local Planning Policy No. 3.8

## BUSSELTON TOWN CENTRE

### URBAN DESIGN PROVISIONS

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#### 1. HEAD OF POWER

This Policy has been adopted pursuant to *Planning and Development (Local Planning Schemes) Regulations 2015*, Schedule 2 (Deemed Provisions), Clause 4 and applies to development across the whole of the City.

#### 2. PURPOSE

These provisions are to be used in conjunction with the City's Town Planning Scheme, and other relevant planning policies and guidelines including the *Busselton Heritage and Special Character Area Policy*. It should also be used in conjunction with the City's adopted *Busselton Town Centre Guide Plan*, and the *Busselton Town Centre Streetscape Manual* as amended and updated from time-to-time. The latter document deals with the future development of the public domain.

These provisions shall be implemented by the City's staff (planners, building inspectors, engineers, etc.) when assessing development applications for new development within the provision area.

##### 2.1 Statement of Intent

The Busselton town centre is entering a new phase in its evolution from a small country town into a growing sub-regional service and tourism centre. Several major private and public developments are being discussed and planned. The City is keen to provide prospective development proponents with clearer urban design guidance, above and beyond basic town planning requirements, to ensure new development adds positively to the town centre's growth.

Busselton has always been a low scale, low density and dispersed commercial centre, with Queen Street forming the major movement and activity axis connecting the causeway over the river to the ocean front. The town is laid out on a traditional grid pattern, with a general consistency of lot sizes and frontages. The town retains many of its older buildings.

New development must be mindful of the existing pattern of development, the character, scale and form of existing buildings. However, this does not mean that the character cannot and should not evolve over time.

The town centre currently contains few residents or temporary accommodation for tourists and visitors. This has resulted in most streets becoming very quiet after hours, which is not conducive to the safety and security of the streets and their users, detrimental to the commercial viability of many businesses, and inconsistent with the vibrant, lively and attractive urbanity the City is keen to promote.

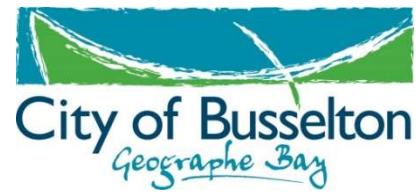
The City is keen to promote more mixed use development of an appropriate scale and form throughout the Provision Area, and to reinforce the role of Queen Street as the premier retail main street of the town. Tourism is likely to become an increasingly important part of the town's future development.

Urban design concerns the integration of land use, movement/access and traffic management, and the form and amenity of the built environment. The aim of good urban design is to provide high quality urban places that are efficient, functional, attractive and comfortable for users, and which can respond to the changing needs of the community, the economy and the environment over time. Urban design involves both planning

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and design, and deals with the three dimensional built environment by addressing the context of buildings and spaces, rather than just the objects themselves.

The purpose of these provisions is to provide guidance on the design of private buildings and spaces within the Busselton town centre, to achieve an enhanced urban environment, to improve the experience of the town for pedestrians, and to reinforce and build upon its established character.

These provisions consists of general objectives and principles that provide overall development guidance, and associated provisions on the six primary elements of:

- Built form
- Development interface and interaction
- Access, traffic and movement
- Safety and security
- Environment and microclimate
- Advertising signage

These provisions also provides design principles relating to land use in the context of place making and urban design, particularly with regard to mixed use and commercial development.

The principles contained in these provisions represent the desired outcome for developments, and compliance with these principles will achieve compliance with these provisions. The provisions that follow provide direction into how these principles and the overall objectives of the Policy can be satisfied.

#### 2.2 Objectives

In general terms, the Scheme seeks to strengthen the retail and commercial heart of the Busselton town centre centred on the Queen Street/Prince Street locality, with civic and cultural uses aligned along a north-south axis to the east of Stanley Street.

While new mixed commercial/residential uses will be encouraged generally throughout the town centre, these developments are likely to be most numerous and concentrated in the area lying to the east of Camilleri Street. Cultural and tourist uses shall continue to occupy the land located to the north of the retail and commercial precinct.

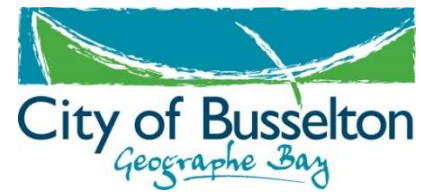
These provisions specifically addresses urban design issues relating to new development in the private domain. The objectives of these provisions are:

- to enhance the physical quality and established character of the built environment of the Busselton town centre through sensitive and innovative design of buildings and spaces;
- to facilitate a range of appropriately located land uses to provide diversity, interest and choice;
- to encourage a range of housing opportunities in appropriate locations, and generally above and behind commercial uses;
- to improve the experience of the town centre, especially pedestrian amenity, by promoting the continuity of streetscapes, activation of laneways, interactive frontages, climate protection, safety and security, visual cohesiveness of new development, and the enclosure of spaces by development which should clearly define public and private areas;
- to particularly concentrate street front activity along the primary movement routes;

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- to conserve and enhance Busselton's architectural heritage and special character and to promote adaptability through development that can respond to changing social, technological and economic conditions; and
- to facilitate laneway activation where opportunities arise through the development approval process.

### 3. INTERPRETATION

**Active or Interactive Frontages** means street frontages where there is an active visual engagement between people in the street and those on the ground floors of buildings.

**Amenity** means all those factors which combine to form the character of an area and includes the present and likely future amenity. An area of high amenity could be described as a comfortable and pleasant immediate environment, located within agreeable surroundings.

**Articulation** means the breaking up of a building façade into individual elements to provide a modulated effect aimed at enhancing individual building identity, variety and interest through the use of such elements as window projections, balconies, awnings, minor recesses and/or projections of walls or parts of walls.

**Built Form** means the configuration of the aggregate form of all buildings, structures, etc., which make up the physical environment of a locality.

**Bulk** means the size, or mass, of a building within its built form context.

**Character** means the essential combination of the public and private domains. Every property, public place or piece of infrastructure and the way it is used by the public, makes a contribution, whether large or small. It is the cumulative impact of all these contributions that establishes neighbourhood character.

**Conservation** means all the processes of looking after a place, so as to retain its cultural significance.

**Context** means the specific character, quality, physical, historic and social context of a building's setting and may, according to circumstances, be a group of buildings, a part of a street, whole street, part of a town or the whole town.

**CPTED Principles** Means the planning and design principles contained in "Crime prevention through environmental design". (Ref: *Designing Out Crime – Planning Guidelines Outline WAPC 2005*)

**Façade** means the exposed face(s) of a building towards roads or open space, or the frontal outward appearance of a building.

**Heritage** means buildings, structures or places having aesthetic, historic, scientific or social value for past, present or future generations.

**Legibility** means a street and movement system designed to provide a clear sense of direction and connection, giving definite signals regarding the spatial layout and geography of an area.

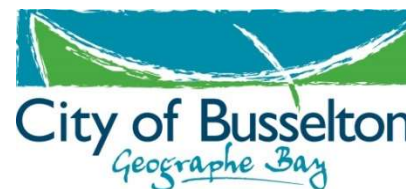
**Massing** means the size and volume of a building.

**Mixed Use Development** means the provision of various compatible, balanced land uses with a 'fine grain', integrated in close proximity to each other. Physically it includes both vertical and horizontal mixing of uses.

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Good mixed use development has the potential to improve the efficiency and amenity of neighbourhoods, reduce travel demand, increase walkability, and make more efficient use of available space and buildings.

**Public Realm or Public Domain** means areas of a town which belong to the community as a whole. This refers to spaces that are physically accessible to the public, and those aspects of other spaces that are visible from physically accessible spaces. It incorporates features such as streets, parks, squares, community buildings and the street facades of other buildings.

**Scale** means the size of a building and its relationship with its surrounding buildings or landscape.

**Street Alignment** means the common boundary between the land comprising a street (i.e., the road reserve), and the land abutting it.

**Street Setback** means the horizontal distance between the street alignment and a building, measured at right angles to the street alignment. The "street setback area" is the area between the street alignment and the street setback line.

**Streetscape** means the total visual impression gained from any one location within a street including the natural and man-made elements and is made up of the appearance of and the relationships between buildings in terms of design, scale, materials, colours, finishes, signs, external furniture, paving materials for roads, footpaths and landscaping.

**Surveillance** means the presence of passers-by or the ability of people to be seen in public spaces from surrounding windows, decks, balconies or the like. "Casual surveillance" means "eyes on the street" provided by local people going about their daily activities.

**The Scheme** means the City of Busselton Local Planning Scheme 21.

**Universal Access** means the provision of access which is inclusive of all people including children, seniors and people with disabilities.

#### 4. POLICY STATEMENT

These provisions applies to all land within the Busselton Town Centre zoned 'Business'. This includes land within the area bounded by Marine Terrace, Brown Street, Peel Terrace and West Street, including the whole of Queen Street (including the area known as the 'Cultural Precinct', which comprises the section of Queen St between Adelaide St and Marine Terrace), but excluding the remainder of the 'Busselton Heritage and Special Character Area', for which there is a separate policy (See Figure 1).

##### 4.1 BUILT FORM

###### 4.1.1 Principles

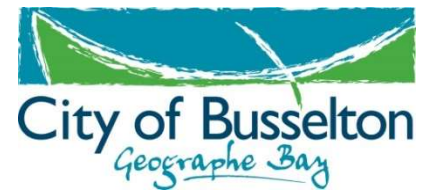
- a) Development shall respond sensitively to the site and its setting, and create a place that is valued and pleasing to the eye.
- b) Development shall respond to the scale and massing of surrounding buildings and avoid unsympathetic contrasts of scale.
- c) The streetscape and character significance of heritage buildings shall be conserved and enhanced through the sensitive design of new developments.

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#### 4.1.2 Design Quality

New building design should encompass innovative and high quality contemporary design which is functional, aesthetically well-resolved and environmentally responsible, and:

- a) Result in the development of quality urban places, buildings, streets, squares and parks;
- b) Respond to its site and locality, including the topography, landscape and existing builtform. It should provide sustainable living environments, both in private and public areas.
- c) Respond to technical, social, aesthetic, economic and environmental challenges with innovation.

#### 4.1.3 Context, Scale & Massing

New development should take into account the scale, massing and grain (i.e. the proportions) of surrounding buildings, and without seeking to copy or imitate existing structures, make a positive contribution to their location and the streetscape.

The scale and massing of a proposed new development should be considered in relation to the topography, the general pattern of building height in the area, as well as view corridors, vistas and landmarks. New buildings should reflect the vertical or horizontal emphasis of the existing streetscape where this emphasis is apparent. In the Busselton town centre, this is predominantly a vertical emphasis.

#### 4.1.4 Building Heights

The maximum floor-to-floor heights shall be:

- a) Ground floor – 4.5m
- b) First floor (second storey) – 3.5m
- c) Second and subsequent floors - 3.0m

Any levels above a third storey are to be setback by a minimum of 3 metres.

Any application for a building proposed at higher than 3 storeys will need to be accompanied by an urban design statement. (Refer to Section 14.0)

Any lift overrun shall be less than 3.0m above the ceiling level of the top storey.

#### 4.1.5 Street Setback

Each street within the provision area has been defined as a Primary, General Commercial or Green Street, with specific requirements for street setback. Refer to Figure 2 and Section 7.2 for setback requirements for particular locations.

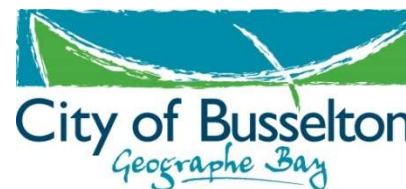
#### 4.1.6 Articulation

Buildings should be articulated to break up their perceived bulk and provide visual interest, particularly with buildings occupying a large/long site frontage. A 'fine grain' of built form shall be achieved by each new development. Each floor level should be articulated.

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A variety of architectural expression will be encouraged with a strong emphasis on promoting high quality, contemporary design.

#### 4.1.7 Detailing, Colours & Materials

New buildings are not expected to imitate the materials, colours or finishes of the existing buildings of the locality. The emphasis is on the blending of new buildings with the best elements of the existing streetscape. A variety of materials and colours is encouraged.

Large expanses of glass which has been treated to increase reflectivity are strongly discouraged, as this would be contrary to the prevailing character of the town's built forms, and the resultant glare and heat can create discomfort in the public realm and to occupiers of surrounding buildings. Also refer to the *City's Use of Reflective Building Materials Provisions*.

Proponents of new development should acquaint themselves at the beginning of the design process with the Colour and Material Palette attached to the *Busselton Town Centre Streetscape Manual*. The palette provides guidance on base and highlight colours and building materials. A theme of 'Ocean to River' has been developed for the Busselton town centre and the colour palette can be used to strengthen the three identified character zones of Ocean, Town and River.

#### 4.1.8 Prominent Sites

Buildings on prominent sites, such as corner sites, sites which terminate views and vistas, and sites which define and identify squares and public spaces, should accentuate the built character of an area. Important view corridors and landmarks should be protected where possible, as they provide legibility and "way finding", and contribute to the town's image.

This is most effectively achieved by developing to the street alignment where appropriate in their setting, and creating landmark features. In this regard:

- a) corner elements of buildings (on corner sites) should be emphasised by greater scale or differing geometry relative to the remainder of the building or surrounding development. This could include curving, additional height, different roof forms, verandahs, balconies or other design elements which accentuate building corners; and
- b) the facades of buildings should address street frontages and public spaces.

#### 4.1.9 Roofscapes & Skylines

Service structures on roofs shall be incorporated into the building design.

New taller buildings should incorporate well-designed rooftops which are integrated into the design of the building, and add visual interest to the town's skyline.

In addition to views from the street, in designing the rooftop, the view from higher surrounding buildings should also be taken into account.

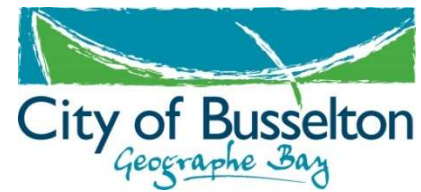
#### 4.1.10 Heritage & Streetscape

New development should conserve and enhance the heritage of the town, and maintain/foster areas of individual and interesting character. Proponents who intend to

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develop a property which is listed on the City's Municipal Heritage Inventory need to refer to the City's *Environment and Heritage Conservation Policy*. These provisions offer guidance on various matters, and highlights incentives that may be available for appropriate, sensitive new development.

New development should respect the setting of any surrounding properties of identified heritage and/or streetscape value in terms of building design and form.

The design of new buildings on sites adjoining properties of heritage significance shall pay particular attention to the built character relationship between the new building and the existing adjacent heritage building(s) in terms of scale, setbacks, form, materials and external finishes.

#### 4.1.11 Services

Satellite dishes and other communications 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.

## 4.2 DEVELOPMENT INTERFACE & INTERACTION

#### 4.2.1 Principles

- a) Buildings shall clearly address the street, and provide interest and definition of the built form or defined space to the passerby.
- b) Buildings shall have interactive edges, such as shop fronts, doors directly opening onto the street, or residential upper floors, to enable people to casually observe public spaces, thereby making the spaces feel safer.

#### 4.2.2 Relationship to the Street (Public/Private Interface)

Each street within the Provision Area has been defined as a Primary, General Commercial or Green Street, with specific requirements to each Frontage Type. Frontage Types in the provision policy area are defined in Figure 2.

##### *Frontage Type 1: Primary Street*

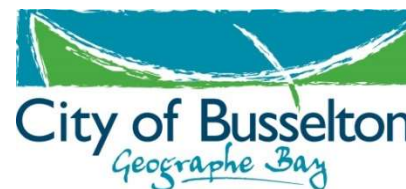
- a) Highly activated.
- b) Predominantly shop uses at ground floor level, with all fresco uses also encouraged and, where appropriate, the City will work with developers to facilitate all fresco use of footpaths.
- c) Other subsidiary commercial uses and residential lobby at ground floor level may be considered.
- d) Non shop uses permitted above ground floor.
- e) At the ground floor level, buildings shall address the street with a primary business entrance and a shop front façade.
- f) Nil front setback, with continuous façade to be encouraged.
- g) Pedestrian shelter, through provision of verandah or awning, must be provided over the public footpath for the full width of the lot frontage.
- h) No vehicular access to sites to be taken from Queen St.

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#### *Frontage Type 2: General Commercial Street*

- a) Moderate to high level of activation.
- b) Mix of shop, office and other commercial tenancies at ground floor level, residential lobby also acceptable.
- c) General commercial and residential uses permitted above ground floor level.
- d) At ground floor level, the facades of buildings shall address the street with a commercial shop front, primary business entrance and/or residential lobby.
- e) Front setback may be a minimum of nil, up to a maximum of 4m, however the setback will be determined after consideration of the front setbacks of any adjoining existing buildings.
- f) New development should conform to any clearly established building line in the near vicinity.
- g) The front setback area to be landscaped with soft and hard treatments in a manner appropriate to the site's location and context.
- h) Pedestrian shelter, through provision of an awning over the front door, must be provided as a minimum requirement.
- i) Car parking shall not be located between the building and the street boundary.
- j) The number and width of vehicle crossovers to each site shall be minimised and sharing with adjoining properties encouraged.

#### *Frontage Type 3: Green Street*

- a) Moderate level of activation.
- b) Mix of office and consulting-type activities at ground and upper floors.
- c) Residential uses permitted above ground floor level.
- d) At ground level, the facades of buildings shall address the street with a primary business entrance and/or residential entry lobby.
- e) Front setback may be at a minimum of 2m and a maximum of 4m.
- f) The front setback area to be landscaped to a high standard, with appropriate trees, shrubs and ground covers, all planted in-ground, to achieve an attractive, 'green' street character. Tree species shall be determined by City staff in consultation with proponents.
- g) Car parking shall not be located between the building and the street boundary.
- h) The number and width of vehicle crossovers to each site will be minimised.

When two street frontages are involved, e.g. a corner block, priority shall be given to the higher level activation classification.

Activation levels should be addressed through such measures as transparency, building detail and entry to building.

All new buildings must address the street with facades generally parallel to the street, with windows facing the street and clearly defined entry points visible and accessed from the street. Tenancies abutting the street shall provide primary entrances off the public footpath.

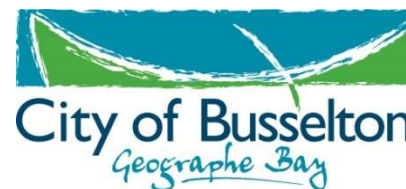
New commercial developments are encouraged to incorporate ground floor uses that promote activity and informal surveillance of the street, and have facades that add interest and vitality to the public domain. Upper levels should be designed to promote informal surveillance of the street through the use of balconies and/or large windows.

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Buildings should be designed to be adaptable to allow for future use changes.

Blank or screen walls, opaque roller shutters and air vents, especially in ground floor walls, will not generally be supported by the City.

Designs of perimeter walls of new buildings may incorporate secondary seating options such as wide sills, steps or low walls to promote activity whilst maintaining universal accessibility.

Where possible, power substations should be integrated into the design of a development where they are located within view of the public realm.

#### 4.2.3 Pedestrian Shelter

Pedestrian shelters should be constructed to provide weather protection across adjacent buildings. The design of the pedestrian shelter should provide for an interesting and cohesive streetscape, whilst relating to the architecture of the host building. Pedestrian shelters may take the form of awnings, canopies, verandahs or balconies.

Pedestrian shelters shall be approximately 2.5m wide over the footpath, but shall not extend beyond the point where the fascia is 600mm behind the kerb on the street below. The shelter shall provide a minimum clearance as to be consistent with the Building Code of Australia.

#### 4.2.4 Fencing

Any fencing which is constructed forward of the building line which obscures the entry to a building will not be supported, however, in circumstances where security is an issue, e.g. Child Care Centre, then any fencing is to be as defined by provisions in the R-Codes, e.g. low and visually permeable.

### 4.3 ACCESS, TRAFFIC & MOVEMENT

#### 4.3.1 Principles

- a) Buildings and public spaces shall be designed to be accessible to all users whatever their ability, with equity and dignity.
- b) Developments shall be designed to ensure that any access ways and parking facilities do not visually dominate the public realm or create obstructions to the pedestrian environment.
- c) Places shall be designed to encourage accessibility and local permeability through integration with neighbouring developments.

#### 4.3.2 Design of Car parking

Car parking areas shall be located towards the rear of the site and screened from public view or as an undercroft/basement to the building if technically feasible. No car parking shall be located between the building and the street boundary.

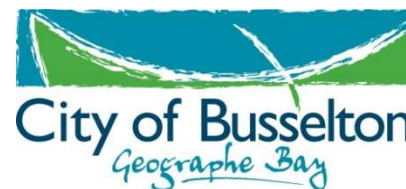
At-grade car parking areas incorporated into a development which caters for 8 or more vehicles shall be landscaped with suitable trees at the rate of one tree per 6 bays. The

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chosen trees shall provide shade, improve amenity and assist in visual screening from above. Assistance in selecting tree species may be gained by reference to the City's *Busselton Town Centre Streetscape Manual*. The car park should also be appropriately lit for after-dark use.

Any new multi-storey car parks should incorporate interactive street frontages, such as shops or other uses that promote activity, where possible. These can be 'sleeved' along the street frontages of the car park structure.

Where car parking levels (including undercroft levels) are visible from a street or public space, high quality architectural detailing shall be incorporated into the façade of all floors.

#### 4.3.3 Rationalisation of Crossovers

The width and number of crossovers onto a site should be minimised.

Vehicle access to developments should be designed in a way which minimises potential pedestrian/vehicular conflict, or alternative pedestrian access should be provided if necessary. Measures to clearly define the primacy of pedestrian amenity should be taken; these could include mountable kerbing to ensure continuity of footpaths.

#### 4.3.4 Servicing

Servicing/loading areas are generally to be provided at the rear of developments.

Where this is not possible, for example when the property has two street frontages, then the servicing/loading area should be located in the middle of the development out of sight of the street, or at the side of the building, perhaps incorporating a new or existing laneway. The laneway should be kept to a minimum trafficable width, preferably utilising a one-way through traffic system so that service/delivery vehicles do not have to reverse over public footpaths.

Vehicle crossovers to the street should be kept to a minimum width, suitable for access by one vehicle at a time.

#### 4.3.5 Arcades and Laneways

New arcades shall only be supported by the City where they connect, or are part of a proposal to connect, one street directly through to a major activity centre and/or another street.

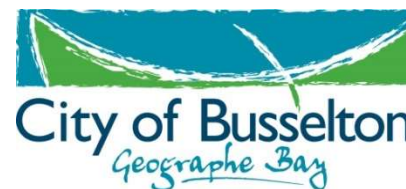
Developments which address or adjoin laneways should seek to incorporate design which encourages a level of activation or surveillance, including for all fresco uses where appropriate.

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#### 4.4 SAFETY & SECURITY

##### 4.4.1 Principles

- a) Buildings shall be designed to provide a safe environment for all users, contribute positively to the enhancement of public safety, and minimise the need for intrusive surveillance technologies.
- b) Security measures shall be incorporated into building design so as to be visually unobtrusive and in keeping with the building's architectural style and materials.

##### 4.4.2 Lighting

Developments should make provision for the location of external lighting, to include the lighting of commercial building facades for public safety purposes and to add drama, variety, interest and character to the development at night.

Lighting should be even and consistent to avoid shadows and glare, and should be provided to increase safety and security along important pedestrian pathways.

The lighting of retail frontages of buildings on Queen Street in particular will be encouraged.

##### 4.4.3 Roller Doors on Shop fronts

To create and maintain a comfortable pedestrian environment with welcoming streetscapes, new shop fronts should be attractive, interesting and well illuminated at night in order to foster the window shopping experience. Traditional shop fronts should be retained wherever possible.

- a) If security is an issue, new developments/shop fronts should incorporate security protection into the structure itself.
- b) Roller doors or screens of solid material on shop fronts will not be permitted.
- c) Roller doors of see-through acrylic material may be acceptable providing that at least 75% of the roller door is transparent and the material maintains a high level of transparency once installed.
- d) Security bollards in the public footpath are not acceptable.

##### 4.4.4 Safer Design (CPTED)

The design and layout of buildings should enhance actual and perceived safety, and reduce the potential for crime, graffiti and vandalism. Developments should minimise potential entrapment areas such as recessed doorways and storage areas, and other semi-enclosed spaces.

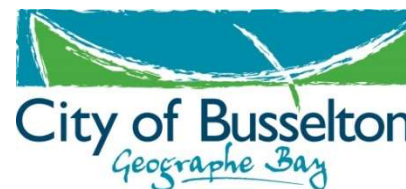
Areas not intended for night time access should be unlit or closed off to discourage use of these spaces and avoid giving a false sense of security.

Developments which include public spaces should be designed to encourage pedestrian use and create a sense of public ownership by providing quality landscaping, lighting, furniture, art, finishes, universal access and measures to improve environmental conditions, as well as providing a high standard of regular maintenance.

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Public and private spaces should be clearly defined to encourage a sense of ownership by users and to ensure the legitimate use of the space.

For vulnerable developments, a 'safer design' assessment should be submitted by an approved expert in the field.

#### 4.5 ENVIRONMENT & MICROCLIMATE

##### 4.5.1 Principles

- a) Building designs shall contribute to an interesting and comfortable pedestrian environment, provide opportunities for weather protection and minimise strong wind conditions and sun reflection in the street and public spaces.
- b) Developments shall incorporate energy-efficient and environmentally sustainable principles into their design.

##### 4.5.2 Air Conditioners

Air conditioning units or mechanical ventilation shall not discharge air into areas below the finished ceiling level of pedestrian shelters, or to the street at ground level. (This does not apply to doorways that discharge air as a result of pressurisation within the building.)

Air conditioning units should be located on rooftops or towards the rear of the site, and screened from the public domain.

##### 4.5.3 Antennae/Satellite Dishes

Antennae and satellite dishes should be located out of public view, located on the ground and/or adequately screened.

##### 4.5.4 Landscaping

Where developments are not built up to the front boundary, the setback area shall be landscaped with an appropriate and attractive mix of hard paving and in-ground planting, provided that the plantings maintain an openness to the building to ensure a visible and safe entrance, and create no potential entrapment areas.

Water-sensitive design planting principles will be encouraged.

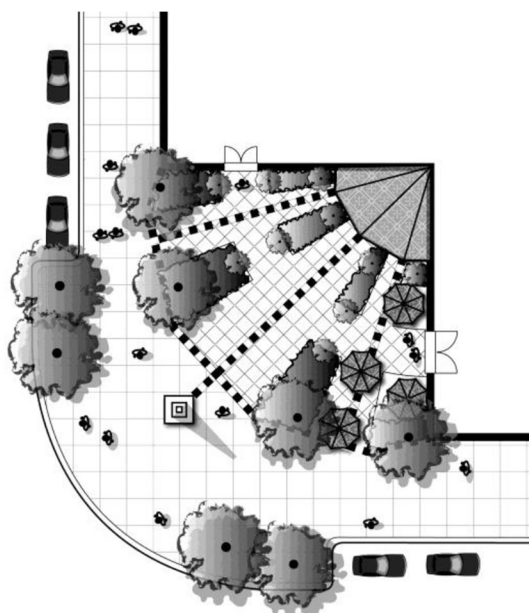
Opportunities should be taken to include simple pedestrian amenities such as seats and shade/shelter.

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*Opportunities may be taken on corner sites, especially those having a northerly aspect, to enhance the landscape setting of the building, while at the same time increasing the area available for pedestrian use and social interaction, and improving user amenity.*

#### 4.6 ADVERTISING SIGNAGE

##### 4.6.1 General Advice and Guidance

The location and size of signage panels for new buildings shall be identified at Planning Approval stage.

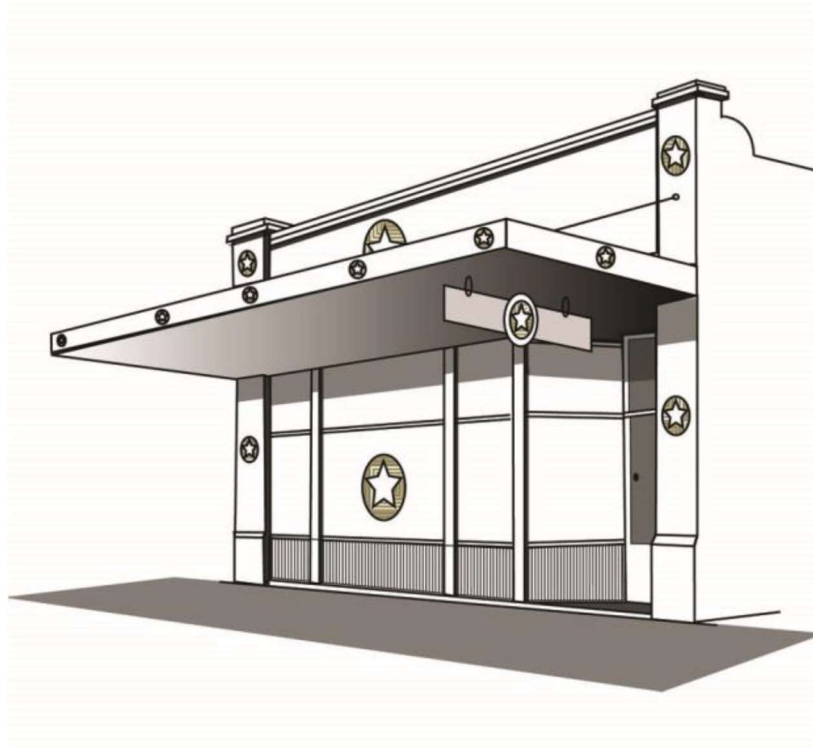
Advertising signs will only be approved where they:

- a) describe the business or activity carried out on the site;
- b) relate to products produced, stored or sold on the site; or
- c) are required by law.

The proportions and shape of advertising signs should complement the building to which they are attached. Signs on building facades should not adversely detract from the architectural elements of the building, or visually dominate the building or the streetscape generally. Signage should be kept simple, and only display information that relates to the activities carried out on the premises (i.e., no 'third party' advertising will be permitted). Above roof signs will not be permitted.

Signage should be located in places that are appropriate to the architecture and be considered part of the overall building design. In particular, under-verandah signs, awning signs and projecting signs will generally be encouraged

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*Signage should be located in places that are appropriate to the architecture of the building, and be considered as an integral part of the overall building design*

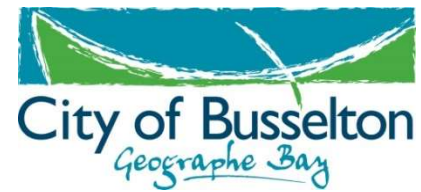


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Prohibited signs include:

- a) moving (flashing and animated) signs;
- b) bunting;
- c) roof signs;
- d) stand-alone structures such as tower signs, pylon signs and hoardings;
- e) third party (unrelated) advertising.

Corporate signage which seeks to impose a standardised format onto individual buildings is not suitable for heritage buildings and may often ruin their presentation. Instead of corporate signage, individually styled signs, which attempt to complement the colours, scale and design of the building, should be developed. At times a satisfactory compromise can be achieved.

Corner buildings may be treated differently where signage can be clearly demonstrated to be an integral part of the building design, and visually compatible.

Colours for signs should be selected with due consideration for the colours used in neighbouring developments.

Signs should not totally obscure windows, and should not impede the pedestrian's view into a shop.

Building owners are strongly encouraged to prominently display the street number (and name if applicable) of their building to facilitate identification by visitors.

Small heritage interpretation plaques may be fixed to walls when warranted and where appropriate.

#### **4.7 MIXED USE RESIDENTIAL AND COMMERCIAL**

Whilst the Scheme requires that residential development is subsidiary to commercial development on the same site, residential development at densities one would expect in a significant urban centre is encouraged, particularly in locations where such density serves to contribute to a variety of uses which promote activity and informal surveillance of the street. In residential/commercial developments the open space requirements of the Residential Design Codes may be relaxed subject to the provision of external private spaces to each residential unit (this may be in the form of balconies or terraces).

Al fresco and café/restaurant uses at ground level that enhance the vibrancy and activation of the town centre are generally supported, particularly in the Primary Street Frontage Type.

The scale and form of new mixed use development should endeavour to be compatible with existing surrounding development.

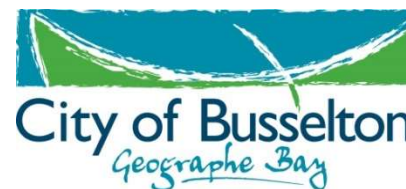
#### **4.8 CULTURAL PRECINCT**

The 'Cultural Precinct' comprises the section of Queen St between Adelaide St and Marine Terrace.

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The Precinct contains five buildings, three of which are listed on the State Register of Heritage Places and used for community cultural purposes, and two which have future development potential. The precinct has been identified as playing a key role in providing a connection between the foreshore and the town centre.

Any development applications in the Cultural Precinct will necessitate an Urban Design Statement, as detailed in Section 14.0 below. Any significant proposals, as determined by the City, shall be preceded by development of more detailed guidelines for the development of that Precinct.

#### 4.9 URBAN DESIGN STATEMENT

An Urban Design Statement, prepared by a suitably qualified and experienced urban design professional, shall be provided by the proponent in the event that the development application proposes:

- a) buildings of more than 3 storeys;
- b) significant proposals with the potential to alter the character of the surrounding urban landscape (generally considered to include all proposals for floor space in excess of 2000m<sup>2</sup>);
- c) any kind of deck, multi storey or undercroft parking;
- d) any significant development within the Cultural Precinct; or
- e) is in any way inconsistent with the specific requirements contained in these provisions.

The intent of the Urban Design Statement is to enable those proposals which are in some way inconsistent with the specific requirements of these provisions or will have a significant impact on the town centre to be considered on their merit in the context of the principles set out in these provisions.

The Urban Design Statement shall be formulated in consultation with City Officers and affected or adjacent landowners and will demonstrate how the proposal has addressed the objectives and urban design principles contained in these provisions.

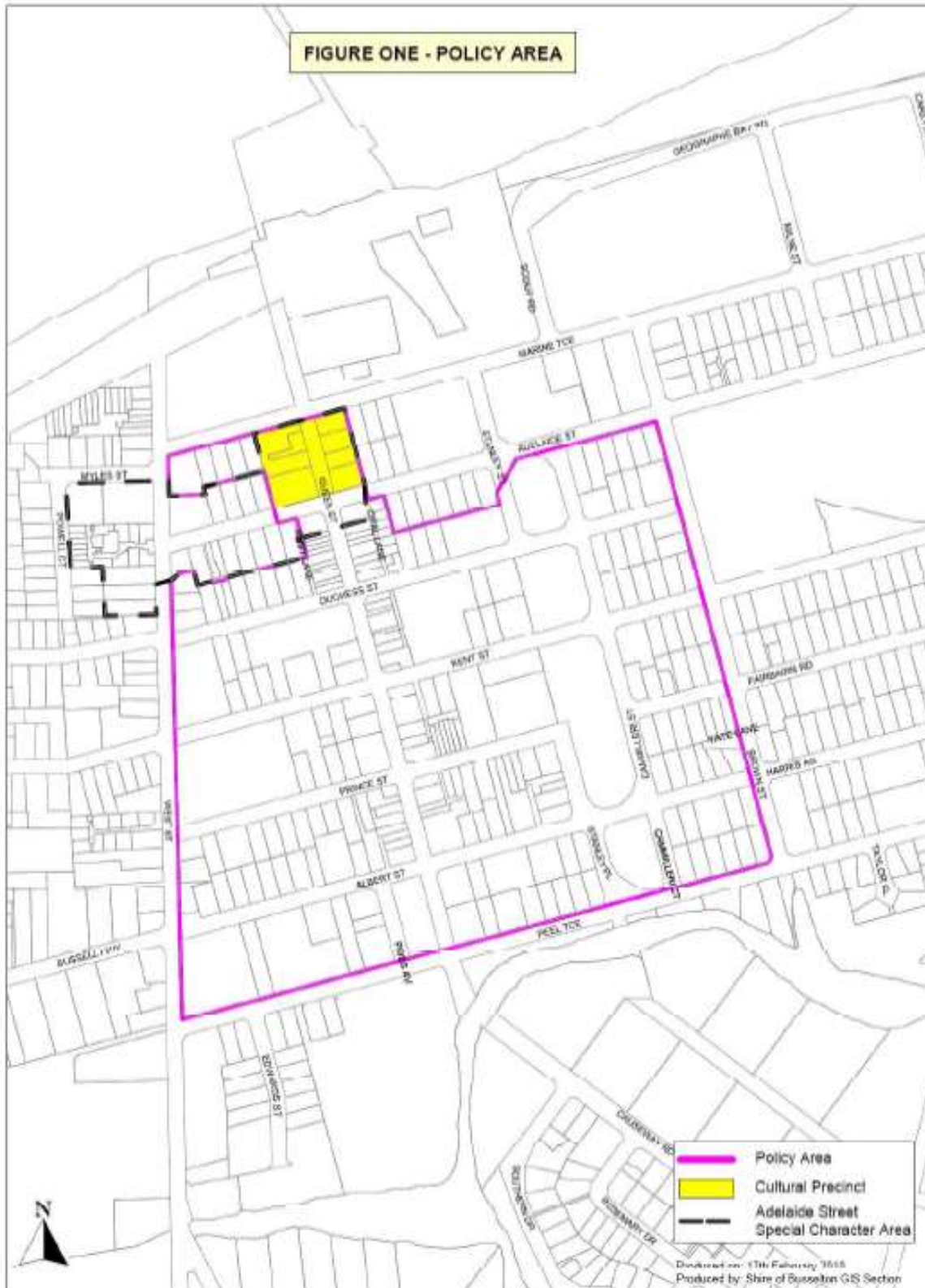
#### 5. REVIEW DETAILS

Review Frequency		2 yearly		
Council Adoption	10/3/2010		C1003/069	
Previous Adoption	DATE		Resolution #	

\* Policy number changed from LPP 4C to LPP 3.8 on the 11th May 2020. The change is administrative only, no resolution by Council required.

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## ATTACHMENT 1



# Local Planning Policy No. 3.8

## BUSSELTON TOWN CENTRE

### URBAN DESIGN PROVISIONS

#### ATTACHMENT 2

