

Proposed Showroom and Café

Application for Planning Approval



Lot 101 (50) William Street, Beckenham

August 2026

Prepared for Dome Holdings Pty Ltd

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Apex Planning

Phone: 0416 672 501

Email: admin@apexplanning.com.au

Address: 3/128 Main Street, Osborne Park 6017

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1 INTRODUCTION

Apex Planning has prepared this application for planning approval on behalf of the landowner of Lot 101 (50) William Street, Beckenham (hereafter referred to as the **subject site**).

The subject application involves the demolition of a portion of the subject site's existing car park and the development of a new architecturally designed showroom and café.

The development proposal will activate underutilised land forming part of an established bulky goods complex with an additional showroom facility, providing local patrons with increased large format retail optionality and choice. The development includes a café which will provide local residents, commuters, and users of the complex with a comfortable space to enjoy coffee and associated products.

The layout and design of the proposed development responds to the characteristics of the site and appropriately addresses the local streetscape. The proposal is supported by a range of expert reports which demonstrate its suitability for establishment on the development site.

The application warrants the support of the City of Gosnells and the approval of the Metro Outer DAP.

1.1 PRE-LODGEEMENT ENGAGEMENT

On 4th June 2026, Apex Planning and the landowner attended a pre-lodgement meeting with the City of Gosnells.

A number of matters were discussed relating to land use, built form, traffic/access, landscaping, car parking provision, and the key elements of the statutory planning framework. It was also confirmed no pre-lodgement design review would be required.

The feedback received at this meeting has informed the refinement and finalisation of the application materials.

2 LAND DESCRIPTION

2.1 LOT DETAILS AND ENCUMBRANCES

The land subject of this application for planning approval is described in **Table 1** below.

Table 1: Lot details				
Lot	Deposited Plan	Volume	Folio	Ownership
101	24618	2199	590	Dome Holdings Pty Ltd

The Certificate of Title and Deposited Plan are provided at **Appendix 1**. There are no encumbrances listed on the Title which have relevance to the subject application.

3 CONTEXTUAL CONSIDERATIONS

The following sub-sections describe the contextual characteristics of the site and local area. Refer to **Figure 1: Aerial Photo**, which illustrates the development site and surroundings.

3.1 EXISTING SITE CONDITIONS

Lot 101 is a green-title lot of approximately 2.997ha with the following road frontages to each boundary:

- William Street (north-west).
- Sevenoaks Street (north-east).
- Linden Close (south-east).
- Camberwell Street (south-west).

The site adjoins a triangular area of road reserve at its northern boundary which is maintained by the landowner. The triangular area contains turf, a number of existing trees, and a footpath.

The site contains existing commercial and industrial development across three separate buildings. The largest building is positioned centrally within the lot containing a range of existing bulky goods / large format retail tenancies, and the remaining two buildings are located along the Linden Close frontage containing light industrial units.

The site contains a main existing customer car park of 300 parking bays within the William Street setback area, accessed from existing full movement crossovers to Camberwell Street and Sevenoaks Street (one each frontage). A secondary back of house car park exists at the rear of the bulky goods / large format retail building containing 57 parking bays, accessed via a series of full movement crossovers to Camberwell Street, Sevenoaks Street, and Linden Close.

Approximately 43 on-street bays exist along the Camberwell Street, Linden Close, and Sevenoaks Street frontages of the site.

Footpaths exist along each road frontage of the site, and notably, a portion of the William Street footpath diverts through the subject site.

Based on mapping data, the key urban utilities/services are present in the immediate area.

In terms of topographical features, the main customer car park has a gentle fall between the building and the William Street / Camberwell Street boundaries, and the rear back of house car park has a gentle fall from Sevenoaks Street to Camberwell Street.

An existing conditions plan is included with the DA drawings at **Appendix 2**. Existing streetview images of the site (April 2026) are provided on the subsequent page.



Image 1: view from William Street (northern side).



Image 2: view from William Street (western side).



Figure 1: Aerial Photo

Lot 101 (50) William Street, Beckenham



NORTH

Drawn: Alessandro Stagno

Rev: 0

Source: MNG Access

Date: 14 August 2026



3.2 DESCRIPTION OF CONTEXT

In terms of regional context, the subject site is within the locality of Beckenham and is approximately:

- 11.5km south-east of the Perth CBD
- 15.5km north-west of the Armadale strategic centre
- 1.5km south-east of the Cannington strategic centre

The subject site is located at the southern side of William Street, between Camberwell Street and Sevenoaks Street.

The site forms part of an established bulky goods / light industrial precinct which fronts William Street for good exposure and vehicular access. The established character along William Street (between Albany Highway and Sevenoaks Street) is generally comprised of a mixture of bulky goods showrooms, trade supplies, warehousing, and light industrial in service commercial and warehouse style buildings.

Vacant land exists at the northern side of William Street which is owned by the WAPC and falls within the William Street road reserve. A mixture of bulky goods and light industrial sites exist at the western side of Camberwell Street. The Armadale train line exists at the eastern side of Sevenoaks Street, which elevates over William Street and links to the Beckenham station. Residential land (partially developed) exists at the southern side of Linden Close, though it is noted this is well-detached from the portion of the site subject of the proposed development.

William Street in the vicinity of the subject site is a dual carriageway road with a raised central median. William Street intersects with Camberwell Street in a dual-lane roundabout configuration (adjacent the site's western corner) and has a signalised intersection with Sevenoaks Street adjacent to the subject site's northern corner.

Camberwell Street in the vicinity of the site is a two-way undivided local road containing embayed parking spaces on both sides of the road.

Sevenoaks Street in the vicinity of the site is a two-way divided local road containing embayed parking spaces at its western side. Sevenoaks Street terminates at William Street (southern side) with a cul-de-sac head, with left turn ingress movements from William Street only.

The portion of the subject site subject of the proposed development is located along its northern boundary, interfacing with a triangular portion of road reserve which is landscaped with turf, mulch, and trees, and contains a pedestrian pathway link. The maintenance of this area has been undertaken by the landowner of the subject site for a significant period of time.

The area is well-served by public transportation, noting the existence of Beckenham Station at the northern side of William Street / Sevenoaks Street intersection. Bus stops also exist on Sevenoaks Street adjacent the train station. A footpath network exists on all road frontages, providing pedestrian linkages throughout the area.

4 PROPOSED DEVELOPMENT

The subject application seeks approval for the demolition of a portion of the subject site's existing main customer car park and its replacement with a new architecturally designed building to contain a bulky goods showroom and café with associated reconfiguration of parking, landscaping, and driveways. Refer to the development plans provided at **Appendix 2**.

The development proposal will activate utilised land forming part an established bulky goods complex with an additional showroom facility, providing users of the complex with increased optionality and choice. The development includes a café which will provide local residents, commuters, and users of the complex with a comfortable space to enjoy coffee and associated items.

The specifics of the development are outlined as follows:

- The demolition of a portion of the main customer car parking area in the northern portion of the subject site, resulting in the removal of 90 parking spaces with associated driveways.
- The replacement of the demolished section of car park with a proposed building of 1,900sqm containing a 1,750sqm bulky goods showroom and a 150sqm café, provided with a nil setback to William Street and the northern boundary fronting the triangular road reserve area.
- The reconfiguration of the main customer car park to provide an additional 12 parking bays and new internal driveway connection at the western side of the proposed building, resulting in 222 parking spaces in the main customer car park and a total of 279 car parking spaces across the subject site.
- The widening / realignment of the main internal car park driveway which links between Camberwell Street and Sevenoaks Street, catering for the back of house loading area.
- The back of house loading area is separated from the main driveway by linemarking and sized to appropriately cater for the intended service vehicle without disrupting internal traffic flows within the car park.
- A small 1.35m high bin enclosure adjacent to the loading area, constructed of horizontal dark timber look feature battens.
- Pedestrian movement pathways which run along the southern and western side of the building, linking to the external footpath network. A marked crossing is to be provided through the loading area for safe movement to the adjacent triangular area to the north. Additionally, the existing footpath within the William Street verge is to be straightened and realigned, as it has been constructed within the boundaries of the subject site.
- Alterations to landscaping / tree planting areas within the car park, resulting in a total of 1,324sqm of soft landscaping across the site and the planting of 11 new trees. Landscaping arrangements are explained in further detail later in this report.

The proposed building has been configured to respond to the shape and characteristics of the subject site, providing a nil setback to the William Street and northern boundary and a regularised building form where it faces the internal car parking areas.

The built form approach involves the use of an articulated roof-line, alternating textures / finishes, vertical proportionality, and a complementary earthy colour scheme which draws upon the bushland character of the foothills region in which the City of Gosnells is located. The perception of bulk is broken down through vertical textured 'sections' addressing William Street and the adjacent road reserve with feature walls containing consolidated signage to add to the distinctiveness and identity of the building.

The entrance of the showroom is required to face the car park in order to achieve a functional operational outcome (also noting the nature of the bulky goods showroom use) and is defined with a raised entry feature, large canopy, and shopfront windows for an inviting entry experience. In response to the site's location, the café is provided with dual entries (one facing William Street and one facing the showroom entrance) and a shaded outdoor seating area which will facilitate activation and interactivity with the street.

A generous pedestrian area is located outside the showroom entrance with a raised landscape bed which provides opportunities for patrons outside the café and showroom to converge in a comfortable / covered setting.

A 3D image of the development is provided below which demonstrates the architectural design quality of the development:



The development is evidently configured and designed in a site-responsive manner and will contribute positively to the surrounding area with a complementary land use.

4.1 LANDSCAPING

A landscaping plan is provided at **Appendix 3**, which depicts the proposed landscaping arrangements of the subject application.

As part of the proposal, a reconfiguration of the landscaping and tree planting areas in the car park will occur which results in an overall provision of 1,324sqm of soft landscaping across the site and the planting of 11 new trees within new garden beds and half-diamonds (matching the configuration of existing planting throughout the remainder of the site).

Importantly, the proposal will necessitate the removal of two existing trees within the adjoining road reserve due to:

- The required realignment of the existing William Street footpath, which based on site survey information has been constructed within the subject site, and is to be realigned such that it is no longer within private property.
- Spatial implications from the structural root zone of both trees impacting on the development footprint.

The proponent intends on replacing the two trees in a more suitable / less impactful position to the satisfaction of the local government. The remaining trees in the adjoining road reserve are intended to be retained and protected. An arborist report is provided at **Appendix 4** which provides details of the trees.

4.2 SIGNAGE

The proposal includes the following signage which is typical / commensurate of large format retail development:

- Simple signage lettering along the top of the building fascia (including the showroom entry feature), displaying the nature of goods / products sold onsite.
- A variety of signage panels on two separate feature walls (one facing William Street and the other facing the northern boundary).
- Four graphics panels on the south-east elevation facing the car park.

An assessment against the City's signage policy is provided later in this report.

4.3 TRAFFIC AND ACCESS

The application is supported by a Transport Impact Statement (**TIS**) prepared by Transcore (refer to **Appendix 5**). The TIS is prepared in accordance with the requirements of the WA Planning Commission's traffic impact assessment guidelines.

The TIS demonstrates:

- The development would generate approximately 77 trips during the typical AM peak, 61 trips during the PM peak, and 96 trips in the Saturday midday peak. This level of traffic generation is within the 'moderate' threshold of impact and entirely capable of being sustained by the local road network.

- Satisfactory movements of a 12.5m waste collection vehicle, which as depicted on the swept path plans, can enter the site from Camberwell Street and/or Sevenoaks Street, reverse into the loading area, and exit in a forward gear.

The TIS demonstrates that the proposed development is acceptable from a traffic generation point of view.

4.4 STORMWATER

The application is supported by a stormwater plan prepared by JCCE, provided at **Appendix 6**.

The stormwater plan depicts runoff being captured within a series of interconnected stormwater tanks which will connect to the existing stormwater system in the main customer car park. The stormwater system is intended to comply with the applicable specifications and requirements.

5 STATUTORY PLANNING ASSESSMENT

5.1 METROPOLITAN REGION SCHEME (MRS)

The subject site is zoned Urban under the MRS.

The subject site also abuts the William Street and Sevenoaks Street Other Regional Roads reserves. Mapping indicates the site is not affected by either reserve.

Additionally, the subject site abuts a portion of Planning Control Area (**PCA**) 175 which relates to the Canning Level Crossing Removal Project (Beckenham Station). The project has completed.

5.2 STATE PLANNING POLICY 7.0 DESIGN OF THE BUILT ENVIRONMENT

State Planning Policy 7.0 (**SPP7.0**) addresses design quality and built form outcomes, seeking to deliver the range of benefits that derive from good design. An assessment of the proposal against the design principles of SPP7.0 is provided in **Table 2** below.

Table 2: Ten design principles of SPP7.0	
1. Context and character	
<i>Good design responds to and enhances the distinctive characteristics of a local area, contributing to a sense of place.</i>	
- The subject application will activate an underutilised portion of the site fronting the northern corner and William Street with a new architecturally designed development. The site contains a longstanding bulky goods complex, and the proposed uses of bulky goods showroom and café are consistent with / complementary to the existing character of the site and the local area. - The proposed building includes a range of architectural design features which seek to respond to the bushland character of the foothills region in which the site is located, providing a textured built form response in a variety of complementary colours and finishes. The building avoids blank walls facing street frontages. - The proposed café will activate the local area, providing dual-entries (with one facing William Street) to capture passers-by and includes an outdoor seating area overlooking the street to provide surveillance and engagement.	
2. Landscape quality	
<i>Good design recognises that together landscape and buildings operate as an integrated and sustainable system, within a broader ecological context.</i>	
- The subject application involves a reconfiguration of existing landscaping arrangements within the site, resulting in a total provision of 1,324sqm of soft landscaping and the planting of 11 new trees in suitable garden beds and diamonds. The proposed landscaping includes the protection of a number of existing trees onsite, as well as in the adjacent road reserve. - A generously sized pedestrian area is provided adjacent to the showroom entrance with a raised planter bed for seating, encouraging patrons of the showroom and café to converge in a comfortable setting.	
3. Built form and scale	
<i>Good design ensures that the massing and height of development is appropriate to its setting and successfully negotiates between existing built form and the intended future character of the local area.</i>	
The proposed building achieves a two-storey scale, providing a sense of presence where it addresses the northern corner of the site.	

- The built form approach involves the use of an articulated roof-line, alternating textures / finishes, vertical proportionality, and a complementary earthy colour scheme which draws upon the bushland character of the foothills region in which the City of Gosnells is located. The perception of bulk is broken down through vertical textured 'sections' addressing William Street and the adjacent road reserve with feature walls containing consolidated signage to add to the distinctiveness and identity of the building.

4. Functionality and build quality

Good design meets the needs of users efficiently and effectively, balancing functional requirements to perform well and deliver optimum benefit over the full life-cycle.

- The proposed development is designed in accordance with the brief and specifications of the showroom operator, ensuring it is configured and laid out for optimised operational functionality.
- The car parking areas are designed compliant to Australian Standards.
- The proposed development adopts high quality materials which are durable and will last the full lifecycle of the building.
- Swept paths are provided which demonstrate satisfactory movements of service vehicles, and the proposed back of house loading area is separated from main movement areas on the site.

5. Sustainability

Good design optimises the sustainability of the built environment, delivering positive environmental, social and economic outcomes.

- The proposal represents the efficient development of underutilised land and eliminates portions of unnecessary car parking / hardstand.
- The building will include energy efficient fixtures to ensure no overuse of energy and water.
- The café will promote social sustainability, providing a local facility for the enjoyment of coffee for commuters and patrons.

6. Amenity

Good design provides successful places that offer a variety of uses and activities while optimising internal and external amenity for occupants, visitors and neighbours, providing environments that are comfortable, productive and healthy.

- The proposed development is designed by an architectural expert and is intended to improve the amenity of the local area through a suitable built form approach.
- The site is located within an established bulky goods / light industrial precinct and the nature of the development uplifts the quality of built form in the locality.
- Landscape planting has been considered as part of the design / layout and replacement landscaping within the site is optimised. Replacement tree planting is anticipated to occur within the adjoining road reserve to the satisfaction of the City.

7. Legibility

Good design results in buildings and places that are legible, with clear connections and easily identifiable elements to help people find their way around.

- The proposed building is designed to a high standard and will promote an individual site identity, making it noticeable and identifiable from afar.
- The entrances for both the showroom and the café are identifiable and draw people toward them through design features.
- The site design includes internal pedestrian pathways which connect to the entrance and link to the external pathways.
- The internal vehicular movement areas are direct, visible, and intuitive.

8. Safety

Good design optimises safety and security, minimising the risk of personal harm and supporting safe behaviour and use.

- The car park design meets Australian Standards.
- Pedestrian movement is clear and logical.
- The existing car parking areas are appropriately lit and monitored.
- Surveillance of the public realm from the café is optimised.

9. Community

Good design responds to local community needs as well as the wider social context, providing environments that support a diverse range of people and facilitate social interaction.

The café is expected to be a valuable community asset, drawing from the local catchment of businesses, residents, and commuters.

10. Aesthetics

Good design is the product of a skilled, judicious design process that results in attractive and inviting buildings and places that engage the senses.

The development incorporates architectural features, materials, finishes and colours which achieve a high level of architectural merit. The landscaping elements are meaningfully integrated into the site layout and design. The end result is a facility which will integrate with its surroundings and provide a positive contribution to the streetscape.



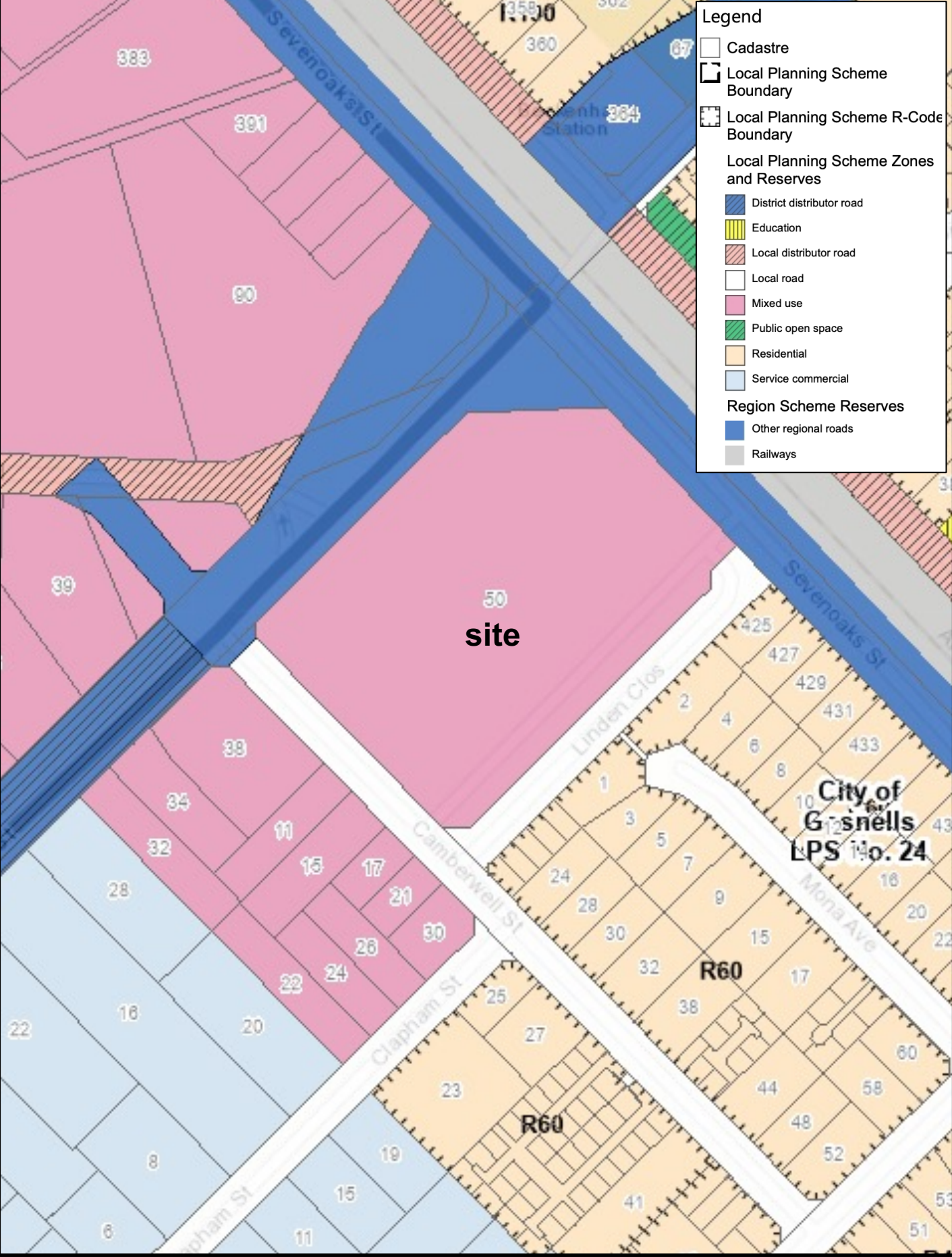
5.3 CITY OF GOSNELLS LOCAL PLANNING SCHEME NO.24 (LPS24)

Under the City's LPS24, the subject site is zoned Mixed Use. Refer to **Figure 2: Zoning Map**. Per *Table 2 – Zone Objectives* of LPS24, the Mixed Use zone objectives are:

- To provide for a wide variety of active uses on street level which are compatible with residential and other non-active uses on upper levels.
- To allow for the development of a mix of varied but compatible land uses such as housing, offices, showrooms, amusement centres, eating establishments and appropriate industrial activities which do not generate nuisances detrimental to the amenity of the district or to the health, welfare and safety of its residents.

The proposed Bulky Goods Showroom use is an 'A' use and the proposed Restaurant/Café use is a 'D' use in the Mixed Use zone of LPS24. The proposed development is considered to achieve the objectives of the Mixed Use zone and warrants the City's support for the following reasons:

- The subject site contains an existing longstanding bulky goods complex and is located within an established bulky goods / light industry precinct fronting William Street. The nature of the proposed development is entirely consistent with the site's existing land use mix and development typology. The built form



quality of the proposed building is of a high standard and will elevate the general amenity currently experienced along William Street.

- The form and layout of the proposed development is generally consistent with what is expected in Mixed Use zones (ie nil setbacks to street frontages) and achieves the standard of design set out by LPP1.6. The inclusion of the proposed café establishes an active use at street level, and its configuration responds to William Street with an entrance, windows, and an outdoor seating area which achieve interactivity and street engagement.
- The location of the development site is detached from any sensitive uses and would not generate any nuisance from an amenity point of view.

The proposal is therefore consistent with the objectives and intent of the Mixed Use zone, is appropriate for the subject site, and warrants approval.

5.3.1 LPS24 ADDITIONAL SITE AND DEVELOPMENT REQUIREMENTS

Clause 32 of LPS24 sets out 'additional site and development requirements' applicable to various zones and land in the scheme area which are contained within *Table 7* of the scheme text.

Under No. 2, the provisions applicable to the mixed use zone are not capable of being used for assessment, as there is no density coding allocated to the site under LPS24 and the subject site does not share a common boundary with any residential zoned land.

Under No. 6, the subject site falls within the area described as 'Beckenham Station Precinct'. As the subject site is already developed for bulky goods / service commercial purposes and the subject application simply seeks to redevelop a small portion of the existing car park with a new building, the provisions are not considered to form an impediment to the application.

5.4 LPP1.4 – PARKING

The City's LPP1.4 provides guidance on car parking and associated requirements for non-residential development.

An assessment of the proposed development and other existing uses on the subject site is provided below, based on the parking standards set out by LPP1.4:

- Bulky Goods Showroom: 149.8 bays based on 14,980sqm of floor area (1 bay / 100sqm)
- Industry: 19.2 bays based on 1,915sqm (1 bay / 100sqm)
- Office: 23.3 bays based on 1,400sqm (1 bay / 60sqm)
- Restaurant / café: conservative assumption of 50 persons, requiring 5 bays (1 bay / 10 persons the facility is designed to accommodate)
- Total required: 199 bays
- Parking provided onsite: 279 bays

It is noted that LPP1.4 also entails a requirement for bicycle parking at a rate of 1 space / 500sqm NLA for bulky goods showroom and 1 space / 200sqm NLA for restaurant/café. This equates to a requirement of 4.25 bike spaces, based on 1,750sqm of showroom and 150sqm of café. Ample space exists for bike spaces to be provided onsite.

Having regard for the above, the subject application readily achieves the requirements of LPP1.4.

5.5 LPP 1.6 – INDUSTRIAL AND COMMERCIAL DEVELOPMENT

The City's LPP1.6 provides development guidance for proposed commercial development within the scheme area, for sites which are not subject to a Precinct Plan, Local Development Plan, or Local Planning Policy setting out site specific requirements. A response to the relevant provisions of LPP1.6 is provided below.

Section 3.1 Built Form

- a) An assessment against SPP7.0 is provided in the previous sections of this report.
- b) The subject development achieves the requirement for broad facades to be broken down into separate sections, and for large expanses of unrelieved sections of wall or roof to be screened from view of the street. The built form approach involves the use of an articulated roof-line, alternating textures / finishes, vertical proportionality, and a complementary earthy colour scheme which draws upon the bushland character of the foothills region in which the City of Gosnells is located. The perception of bulk is broken down through vertical textured 'sections' addressing William Street and the adjacent road reserve with feature walls containing consolidated signage to add to the distinctiveness and identity of the building. Refer to the below 3D images demonstrating the policy criteria is achieved.



- c) Not applicable, as no external boundary walls (in the context of side / rear boundary walls) are proposed.
- d) No mechanical plant or equipment will be visible from the street or public realm.

Section 3.2 Setbacks and Height

- a) No minimum building setbacks or building height provisions are set out in LPS24 for this proposal. Explanation and justification for the development layout and design is provided throughout this report.
- b) Refer above.
- c) The street setback areas are only used for access, car parking, landscaping, and loading/unloading.
- d) Refer above.
- e) The site does not adjoin residential zoned land.

Section 3.3 Landscaping

The details of landscaping and tree planting arrangements are provided in the development plans and landscape plan forming part of the application materials.

A minor reconfiguration of landscaping is required to accommodate the proposed development within the existing car park, resulting in a total landscape provision of approximately 1,324sqm which equates to 4.4% of the site area. This is marginally compliant with the requirement of 5%. A relevant discretionary consideration is that the landowner of the site has historically landscaped and maintained the large triangular road reserve area adjoining the northern boundary, which contributes toward the amenity of the local area.

The development proposal provides 11 new trees within suitable planting areas. It is noted that the development proposal results in a net reduction of 78 parking bays, hence the planting of 11 new trees exceeds what is required based on the new parking spaces provided.

Section 3.4 Waste Management

The development plans provide details of bin storage provisions for both the showroom and the café, and sufficient loading area is available for collection based on the traffic assessment. A waste management plan can be provided at building permit stage in accordance with a suitable condition of planning approval.

Sections 3.5-3.12

Not applicable.

5.6 LPP 4.9 – SIGNAGE

The proposed development includes signage which requires assessment against the requirements of the City's LPP4.9.

The development includes the following signage:

- Simple signage lettering along the top of the building fascia (including the showroom entry feature), displaying the nature of goods / products sold onsite.
- A variety of signage panels on two separate feature walls (one facing William Street and the other facing the northern boundary).
- Four graphics panels on the south-east elevation facing the car park.

The signs are properly classified as wall signs under LPP4.9, which have the following 'acceptable provisions':

Acceptable Provisions		
Signs on Buildings		
	Definition	A sign painted or attached parallel to the wall of a building or structure.
	Size	• Total wall signage shall not occupy more than 40% of each building facade.
	Location	• Signs that protrude more than 30mm from the surface of the wall shall afford a minimum height clearance of 2.7m from the ground level. • The sign shall not project above the top of the wall.
	Maximum Number	• One sign per tenancy, per street frontage.

An assessment is provided below:

- North elevation – 50.5sqm of signage area which represents 15.7% of 320sqm of façade area.
- South-east elevation – 102sqm of signage area which represents 20.8% of 490sqm of façade area.
- South-west elevation – 37 sqm of signage area which represents 12.2% of 303.5sqm of façade area.
- West elevation – 67.5sqm of signage area which represents 20.6% of 327.5sqm of façade area.

As evident from the above, the extent of signage falls well within compliance criteria. It is noted that more than one sign per tenancy per street frontage is provided, however, as the extent of signage complies with requirements, it is considered to be in line with the intent of the policy.

It is also relevant to note that the site contains an existing bulky goods complex, and forms part of a wider bulky goods / light industrial precinct. Signage is a key feature of this development typology and is a key feature of the existing amenity of William Street. Notwithstanding this, the way signage has been integrated into the proposal is such that it is consolidated where possible and does not diminish the architectural quality of the building.

The proposed signage is therefore acceptable and warrants approval.

5.7 LPP 4.11 – PUBLIC ART

Under the City's LPP4.11, development applications for commercial development exceeding an estimated construction cost of \$2 million are required to provide a 1% public art contribution.

The proponent is still considering whether art will be provided onsite, or paid as cash-in-lieu. It is anticipated this matter would be addressed as a condition of planning approval.

6 CONCLUSION

This application for planning approval involves the establishment of a new bulky goods showroom and café within a portion of Lot 101 (50) William Street, Beckenham which currently contains car parking spaces.

The information presented in this application for planning approval demonstrates the proposed development is appropriate and warrants the City's support for the following reasons:

- The proposal will activate underutilised commercial land with a high quality development.
- The proposal is consistent with the applicable requirements of the planning framework, including the City's LPS24, and associated local planning policies.
- The facility's built form approach provides a sensible and logical response to the site's location.
- The proposal is supported by a number of expert assessments demonstrating it is acceptable.

The application warrants the support of the City of Gosnells and the approval of the Metro Outer DAP.