

11.4 Large Format Digital Sign - Freeway overpass

Location	Burswood
Reporting officer	Sturt McDonald
Responsible officer	Robert Cruickshank
Voting requirement	Simple majority
Attachments	<ol style="list-style-type: none"> 1. Development plans [11.4.1 - 4 pages] 2. Complete application package [11.4.2 - 83 pages] 3. Aerial [11.4.3 - 1 page]

Landowner	Main Roads Western Australia
Applicant	Urbis Pty Ltd
Application date	08/05/2019
DA/BA or WAPC reference	5.2019.229.1
MRS zoning	Primary Regional Road Reserve
TPS zoning	N/A
R-Code density	N/A
TPS precinct	Precinct P1 'Burswood Peninsula Precinct'
Use class	N/A
Use permissibility	N/A
Lot area	N/A
Right-of-way (ROW)	N/A
Municipal heritage inventory	N/A
Residential character study area/weatherboard precinct	N/A
Surrounding development	Graham Farmer Freeway; Railway reserve; Belmont Park Racecourse to the north; Perth Stadium and Stadium Station to the south.

Recommendation

That Council approves the application submitted by Urbis (DA Ref: 5.2019.229.1) for a Large Format Digital Sign at Lot 1004 Victoria Park Drive, Burswood, as indicated in the documents received 08 May 2019, in accordance with the provisions of the Metropolitan Region Scheme, subject to the following conditions:

2. The development, once commenced, is to be carried out in accordance with the approved plans, date stamped received 08 May 2019 at all times, unless otherwise authorised by the Town.
3. Both the advertisement and its supporting structure are to be properly maintained at all times.
4. Luminance levels shall be in accordance with AS 4282-1997 - Control of the obtrusive effects of outdoor lighting.
5. The advertisement shall be available at all times for the display of messaging in the case of an emergency event, which poses a threat to life, as detailed in a relevant agreement between the Applicant and Main Roads WA.
6. The sign content excluding symbols, graphics or text that could be mistaken for an instruction to drivers or any colours, shapes or lighting that could be mistaken for a traffic sign or traffic control signal, or a format normally used for traffic control or warning, incident or traffic management, or road safety or driver information messages, except where required by a public authority;.
7. The advertisements and images displayed on the Large Format Digital Sign being restricted to static displays that contain only single, 'self-contained' messages that have a 'dwell' duration of not less than 30 seconds, with the duration of transition between the full display of one message and the full display of the next message not exceeding 0.1 seconds. Transitional effects such as fly-In, fade-out and scrolling shall not be permitted at any time.
8. The duration and transition time of adverts shall be in accordance with the Main Roads (Control of Advertisements) Regulations 1996 and Main Roads WA Guidelines for Roadside Advertising, (as amended from time to time)
9. Prior to the commencement of development, a traffic management plan shall be prepared to the satisfaction of the Town.
10. Prior to the commencement of the development, a Sign Management Strategy which outlines an appropriate complaints and compliance procedure is to be prepared to the satisfaction of the Town.
11. This approval is valid for a period of 2 years from the date of approval. If development is not substantially commenced within this period, a further development approval must be obtained before commencing or continuing the development.

Advice Notes:

AN1 Should the applicant be aggrieved by this decision a right of appeal may exist under the provisions of the Metropolitan Region Scheme and the applicant may apply for a review of the determination of Council by the State Administrative Tribunal within 28 days of the date of this decision.

AN2 Development Control Policy 5.4 highlights that an advertisement does not constitute the long-term use intended for land reserved under the region scheme. The applicant has stated in their application's supporting material that they understand this advertisement to be a temporary use on

that land. This is reiterated for clarity.

AN3 The applicant is advised that the Large Format Digital Sign will require a separate '*application to conduct works on a road*' application under Main Roads policies and regulations. The application kit can be found at www.mainroads.wa.gov.au. > [Our Roads](#) > [Conducting Works on Roads](#)

AN4 The applicant should be aware of the following excerpts from relevant legislation.

(a) Main Roads (Control of Advertisements) Regulations 1996,

r.11 - if advertisement is being exhibited on or in the vicinity of a highway or a main road and the advertisement is being exhibited without the Commissioner's approval or the advertisement is, or has become, hazardous to traffic safety or aesthetically objectionable, Main Roads may direct the signage to be removed and,

(b) Road Traffic (Administration) Act 2008

S. 140 - A light means: any fire, lamp, light, illuminated sign, street light, or other mechanical manufactured or constructed illumination, and also the glow from any such light;.....The Commissioner of Main Roads can direct extinguish the light.

AN5 A building permit is to be obtained prior to installation of the structure.

Purpose

To consider an application for a Large Format Digital Sign (hereafter referred to as 'LFDS') at the Victoria Park Drive overpass bridge, Burswood, over the Graham Farmer Freeway.

In brief

The local planning framework is generally not supportive of large format signage or third-party signage. However, the application is exempt from approval under the Town's local planning scheme, and is to be determined under the Metropolitan Region Scheme. Relevant State policies do not preclude these sign types which are considered on their merits.

Noting the site context within a regional road reserve, being a transport-oriented corridor, and with no immediately adjoining development, it is considered that the sign is acceptable from an amenity and streetscape perspective. On balance the proposal is recommended for approval subject to conditions.

Background

1. The Victoria Park Drive overpass was constructed in the late 1990s. The land title for the subject site lists the Commissioner of Main Roads as the primary interest holder and the status order/interest as being "Reserve under management order".
2. A pre-lodgement meeting was held between the applicant and Town staff on 7 May 2019. The meeting outlined the proposal, as well as the processes for assessment as per the instrument of delegation (discussed in further detail below).

Application summary

The proposal comprises the following:

3. One (1) static, large format digital sign measuring 12.66m in length (excluding an additional 1m either side of the signage screen), 3.35m in height, totalling a signage area of 42.41sqm.
4. The overall signage structure is 49.11sqm in size.

5. The sign is proposed to be located on the northwest sign of the bridge, being viewable by traffic outbound from the city heading towards Great Eastern Highway and Orrong Road.
6. The sign will be located an appropriate height above the Graham Farmer Freeway road reserve allowing for a clearance of approximately 5.5m.
7. The signage will be backlit and will utilise LED (light emitting diode) technology. The sign will include light sensors on the panel to measure ambient light levels and adjust screen brightness to suit.
8. The sign will display a variety of commercial advertisements, with a minimum dwell time of 30 seconds.
9. The sign will be affixed to a mesh sub-structure which is to be powder coated and coloured Colourbond 'Monument' (a dark grey tone).
10. The photo-montage below depicts the proposed sign:



Applicants submission

The applicant has provided a report in support of the proposed signage (see Attachment 2) inclusive of the following points:

"The proposed location of the digital sign is considered appropriate for the following reasons:

- (a) *A LFDS is considered generally consistent with the amenity of the immediate area, which is primarily for road and rail related functions. Signage, albeit traffic related signage, is common within transport environments.*
- (b) *The LFDS is considered complementary to the surrounding entertainment land uses of the Belmont Racecourse and Optus Stadium precincts with the stadium in particular being heavily illuminated and modern in its design.*
- (c) *The proposed LFDS is well separated from the nearest residential dwelling (approx. 790m south-east) and any other potentially sensitive land uses. The sign will also be facing in a north-west direction and away from any of these residences.*
- (d) *The LFDS is located approximately 700m from the Victoria Park Drive off-ramp and 520m from the Victoria Park Drive on-ramp. As per Section 4.1.4.2 of the MRWA Guidelines, it is considered that this distance is sufficient and will not have any impact of driver interference with traffic signals or related on or off-ramp signage.*
- (e) *The LFDS is architecturally designed and is suited to highly visible locations, such as the subject location.*

- (f) *The proposed sign will be compliant with Road Safety requirements. The structural design of the sign will be certified by a qualified Engineer.*
- (g) *The signage will utilise world leading technology capable of reducing the power consumption of LED panels.*
- (h) *When appropriate, the sign will advertise MRWA related activities and messaging, including traffic safety alerts."*

Relevant planning framework

Legislation	<i>Planning and Development Act 2005 Planning and Development (Local Planning Schemes) Regulations 2015 Town Planning Scheme No.1 (TPS1) Metropolitan Region Scheme (MRS) Text TPS1 Precinct Plan P1 – ‘Burswood Peninsula Precinct’</i>
State Government policies, bulletins or guidelines	<i>Development Control Policy (DCP) 1.2 – Development control (General Principles) Development Control Policy 5.4 (DCP) – Advertising for reserved land</i>
Local planning policies	<i>Local Planning Policy 38 - Signs</i>
Other	<i>Instrument of Delegation – DEL 2017/02 ‘Powers of Local Government and Department of Transport, Metropolitan Region Scheme’</i>

11. It is noted that the majority of Development Applications assessed and determined by the Town are a dual determination, being decision under both the Town’s Town Planning Scheme No.1 (TPS1) and the Metropolitan Region Scheme (under delegation from the WAPC). A ‘typical’ approval technically therefore consists of two determinations under the two different schemes (albeit incorporated into a single approval notice).
12. In this instance, the proposed signage is located wholly on land that is reserved as Primary Regional Road under the Metropolitan Region Scheme (MRS). In accordance with deemed clause 61(1)(a) of the *Planning and Development (Local Planning Schemes) Regulations 2015*, development approval under a local planning scheme is not required for works that are wholly located on a regional reserve. Development approval from the Town under TPS1 is therefore not required, in which case only a determination under the MRS is required.
13. In accordance with the WAPC’s Instrument of Delegation DEL 2017/02, as amended on 18 December 2018, the power to determine an application for development on land that is reserved under the MRS is delegated from the WAPC to local governments.
14. Clause 30(1) of the MRS outlines that, in respect of any application for approval to commence development, the responsible authority is to have *“regard to the purpose for which the land is zoned or reserved under the Scheme, the orderly and proper planning of the locality and the preservation of the amenities of the locality”*.
15. WAPC Development Control Policy 1.2 – Development Control (General Principles) provides a list of matters to be considered in determining an application. Amongst other matters (amenity, integration to site and surrounds etc), this list of matters gives effect to the Town’s Local Planning Policies.

General matters to be considered

<p>WAPC Development Control Policy 1.2 – Development Control (General Principles)</p>	<p>The following are relevant matters to be considered in determining the application.</p> <ul style="list-style-type: none"> Compatibility with relevant planning policies, strategies and development control criteria Integration of development into the site and its surroundings Transport and traffic impacts Vehicular and non-vehicular access, circulation and car parking Relevant environmental, economic and social factors Relevant factors of amenity and sustainability
<p>WAPC Development Control Policy 5.4 – Advertising for Reserved land</p>	<p>The following are relevant matters to be considered in determining the application for advertising on reserved land:</p> <ul style="list-style-type: none"> Effect on amenity Safety and efficiency of roads Protection of reservation
<p>TPS precinct plan statements</p>	<p>The following statements of intent contained within the precinct plan are relevant to consideration of the application.</p> <p>The Burswood Peninsula Precinct should continue to develop as a major regional recreation and entertainment area and as a premier tourist destination. Any future development of the Belmont Park Racecourse site should facilitate a mix of land uses including the following principal components:</p> <ul style="list-style-type: none"> - Retention and upgrading of current racing facility - High and medium density residential - A significant Activity Centre - Riverfront Parks and Recreation <p>As key entry points to the city centre Great Eastern Highway, Graham Farmer Freeway and adjoining parkland should contain suitably designed civic treatments and gateway statements.</p>
<p>Local planning policy 38 - Signs</p>	<p>The following objectives of Local Planning Policy 38 - Signs are relevant in determining the application.</p> <ul style="list-style-type: none"> To ensure that the display of signage does not adversely impact upon the amenity of the streetscape or surrounding area; To allow the reasonable identification of businesses through signage without causing a negative and visually intrusive impact on the streetscape and public realm; To avoid a proliferation of signs on individual sites and buildings; To provide clear guidance on how advertising signs can be appropriately incorporated into existing buildings and/or new development; and To outline the standards that apply to signage throughout the Town and the matters that the Town will have regard to in determining applications.

**Town Planning Scheme
No 1 -**

Clause 30A - Determination of Application for Advertisement.

Council is to have regard to the following matters:

- The impact of the sign on the quality of the streetscape where it is to be displayed and more generally of the district;
- whether the size of the sign appropriately relates to the architectural style, design and size of a building on which the sign is to be displayed, and in measuring the size of a sign a polygon shall be taken immediately around the text, graphics or image of the sign and not the entire background, except where the finish or colour of the background differs substantially from the background against which the sign is to be displayed.
- whether the colour scheme and materials of the sign are compatible with the architectural style and design of a building on which the sign is to be displayed;
- whether the colour scheme and materials of the sign are compatible with the overall architectural style and design of the area or precinct in which the sign is to be displayed; and
- how many signs are on the land where the sign will be displayed.

Compliance assessment

The tables below summarise the planning assessment of the proposal against the provisions of the Town of Victoria Park Town Planning Scheme No.1, the Towns local planning policies and other relevant documents, as applicable. It should be noted that while these requirements technically do not apply as TPS 1 does not apply to reserved land, they have been used as a guide to determine the acceptability of the proposal.

Local Planning Policy 38 (LPP38)

Element	Requirement	Proposed	Variation
Panel sign	'Generally not supported under LPP38'	Large Format Digital Sign	Sign type generally not supported
			Supported

16. Panel signs' are defined in the Policy as follows:
"means an advertising sign that is attached to a panel and mounted onto an existing vertical structure such as a side fence."
17. The Policy states that Panel signs are:
"Generally not supported as they do not provide a positive contribution to the amenity and built form of the locality. Any application for this sign type is to be appropriately justified and will be assessed having regard to the criteria in Part Three of this Policy. "

Part Three of LPP38 outlines criteria that is broadly covered by Clause 30A of TPS1 and Development Control Policy 5.4, both of which are discussed under the 'Analysis' section of this report.

Element	Requirement	Proposed	Variation
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Electronic sign	(4) Where illuminated: (a) not cause a nuisance, by way of light spillage to abutting sites; (b) not comprise flashing, intermittent or running lights, or change more than once in every 5 minute period; (c) not interfere with or be likely to be confused with, traffic control signals; and (d) not have a light of such intensity as to cause annoyance to the public; and	(4) (a) In accordance with AS 4282-1997 (b) Static, but changing once every 25 seconds (c) Supported by Main Roads with Traffic Impact Assessment also provided; and (d) not have a light of such intensity as to cause annoyance to the public.	Proposed advertisement changes at least every 30 seconds in lieu of the once in every 5 minute period.
			Supported

18. In terms of the third party component to the sign and an assessment against the Policy, the following comments are made and the matter is discussed further under the 'Analysis' section of this report.

Element	Requirement	Proposed	Variation
Third Party Signage	Will be considered where the sign advertises a sponsor of a sporting of community organisation, is located in the same property, and the sign is of an acceptable visual standard	Signage that predominantly advertises commercial content, with occasional possible use for as a message board for Main Roads	Third-Party signage for commercial content rather than community organizations
			Supported

19. 'Third Party Signage' is defined by the Policy as follows:

"Third party signage means an advertisement on private land which includes:

(a) the name, logo, or symbol of a company or other organisation that does not own or substantially occupy the site or building on which the advertisement is located; or

(b) a product or service not provided on the site on which the advertisement is located; or

(c) a product or service that does not form part of the signage displaying the name, logo or symbol of a company or other organisation that owns or substantially occupy the site or building on which the advertisement is located; and

(d) signs for an activity or event not occurring on the site on which the advertisement is located."

Strategic alignment

Environment	
Strategic outcome	Intended public value outcome or impact
EN01 - Land use planning that puts people first in urban design, allows for different housing options for people with different housing need and enhances the Town's character.	It is considered that the proposed sign will not significantly adversely affect the character of the area.

Engagement

20. Under the provisions of Local Planning Policy 37 – *Community Consultation on Planning Proposals*, there is no prescribed requirement for the Town to undertake consultation regarding signage on non-residential land, even if the proposal is non-compliant with the provisions contained within Local Planning Policy 38. There is, however, a discretionary provision for the Town to require/undertake a higher level of consultation where the Town consider it to be appropriate. In this instance, it was considered that nearby landowners may have an opinion on the character of the locality (existing and future) and whether or not the sign would be a positive contribution to it, a negative contribution to it or have no impact either way. Consultation undertaken is outlined in the following table.

External engagement	
Stakeholders	Owners and occupiers of surrounding properties within a 200m radius
Period of engagement	Thursday 20 June 2019 – Wednesday 3 July 2019 (14 Days)
Level of engagement	2. Consult
Methods of engagement	Written submissions
Advertising	Written invitations to provide comment were sent to landowners within a 200m radius
Submission summary	No submissions were received
Key findings	No submissions were received
Other engagement	
Stakeholder	Comments
Main Roads (external)	Support, subject to advice notes being conveyed
Building business unit (internal)	Support, subject to standard conditions and advice
Street operations business unit (internal)	Support, subject to standard conditions and advice

Risk management considerations

Risk and consequence	Consequence rating	Likelihood rating	Overall risk analysis	Mitigation and actions
Reputational The proponent has	Moderate	Likely	High	Ensure that Council is provided with information to

a right of review to the State Administrative Tribunal against Council's decision, including any conditions.				make a sound recommendation based upon relevant planning considerations including the Scheme and applicable Local Planning Policies
Reputational Approval of this sign may be viewed as a softening stance or a precedent of allowing Third-Party signs elsewhere in the Town	Moderate	Likely	High	Clearly document and articulate the importance of location and context in the assessment of this proposal. This may serve as a distinguishing feature when compared against future proposals.

Financial implications

Current budget impact	Should the applicant be aggrieved by the Council's decision they have a right of review to the State Administrative Tribunal. If the applicant were to exercise this right, then there may be financial implications for the Town in terms of representation to defend Council's decision.
Future budget impact	Not applicable.

Analysis

21. The following tables provide discussion and analysis of Clause 30A of TPS1 (Determination of Signage and Development Control Policy 5.4

WAPC Development Control Policy 5.4 – Advertising for Reserved land		
Planning element	Applicants response	Officer comment

<p>General requirements</p>	<p>Consultation has been undertaken with MRWA as the managing body of the Graham Farmer Freeway and Victoria Park Drive (being PRR zoned land).</p>	<p>Noted. The process undertaken has been in accordance with the applicable statutory requirements.</p>
<p>Effect on amenity</p>	<p>The proposed sign will not detract from the amenity of the locality, given the location within a major arterial road reserve.</p> <p>Whilst the sign will display commercial advertising, it will also advertise MRWA related activity and provide opportunities for community and traffic messaging, some of which can be directly attributed to the operation of the road.</p>	<p>The location and context of the proposed sign is key to the Town's recommendation for approval. A similar sign would not be supported in a more urban environment within proximity to dwellings, businesses and pedestrian environments.</p>
<p>Safety and efficiency of roads</p>	<p>MRWA has assessed this proposal and has confirmed that the proposal does not present a road traffic hazard and conforms to Austroads Guidelines.</p> <p>Additionally, as mentioned within this report, the signage has the ability to facilitate community and emergency messaging, as well as being available to display MRWA content where required to assist in the broader safety and efficiency of the roads.</p>	<p>The applicant has provided a Traffic Impact Assessment and received support from Main Roads, who are responsible for the functioning of the freeway. The Town is comfortable that safety concerns have been adequately addressed.</p>

<p>Protection of reservation</p>	<p>Development Control Policy 5.4 highlights that an advertisement does not constitute the long-term use intended for land reserved under a region scheme. Accordingly, an advertisement will always be considered a temporary use on that land. This is understood by the applicant.</p>	<p>Main Roads has requested the following excerpts from relevant legislation be highlighted to the applicant:</p> <p>“Main Roads (Control of Advertisements) Regulations 1996, <i>r.11 - if advertisement is being exhibited on or in the vicinity of a highway or a main road and the advertisement is being exhibited without the Commissioner's approval or the advertisement is, or has become, hazardous to traffic safety or aesthetically objectionable, Main Roads may direct the signage to be removed”</i></p> <p>Between this, Main Roads being the landowner and the applicant's own advice that they do not consider this a permanent land use, the Town is of a view that the reservation is adequately protected, ensuring that its use as a Primary Regional Road will not be impeded into the future.</p>
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TPS1 – Clause 30A considerations	Officer comment
<p>(a) the impact of the sign on the quality of the streetscape where it is to be displayed and more generally of the district;</p>	<p>The proposed sign is not considered to impact the quality of the district or road-reserve in which it is located. No issues.</p>
<p>(b) whether the size of the sign appropriately relates to the architectural style, design and size of a building on which the sign is to be displayed, and in measuring the size of a sign a polygon shall be taken immediately around the text, graphics or image of the sign and not the entire background, except where the finish or colour of the background differs substantially from the background against which the sign is to be displayed.</p>	<p>The sign is considered to be in proportion with the bridge/overpass on which it is proposed to be located. This structure is not considered to have a sensitive architectural style with which the sign could aesthetically clash with. No issues.</p>
<p>(c) whether the colour scheme and materials of the sign are compatible with the architectural style and design of a building on which the sign is to be displayed;</p>	<p>Other than the display panel, on which advertising contents would change, the colour selection of the sign frame and backing board is of dark/neutral tones. This is considered to be compatible with the overpass.</p>
<p>(d) whether the colour scheme and materials of the sign are compatible with the overall architectural style and design of the area or precinct in which the sign is</p>	<p>The overall character of the Peninsula area could currently be described as ‘entertainment precinct’ – being dominated by the stadium but</p>

<p>to be displayed; and</p>	<p>also with surrounding smaller structures such as the stadium train station, the Camfield Tavern and the Belmont racecourse building.</p> <p>While Graham Farmer Freeway is located within the Burwood Peninsula Precinct, it is not considered to represent or 'speak for' the precincts architectural style and design of the area. While substantial residential development is envisioned and planned for near the Belmont Racecourse, the identity of that place is considered to be sufficiently separate from the arterial road that passes through.</p> <p>The colour scheme and materials of the sign is therefore not considered to prejudice the architectural style and design of the current or future Burwood Peninsula area</p>
<p>(e) how many signs are on the land where the sign will be displayed.</p>	<p>This is the only sign proposed to be located on the overpass.</p>

Panel Sign Type:

22. The considerations discussed under Clause 30A above are considered to satisfactorily address why the Panel sign type in this context is appropriate.

Frequency of signage change:

23. The frequency of the sign changing (once per 30 seconds) is considered acceptable in this instance. It is noted that the requirement that it be once per 5 minutes is likely to have been envisioned with a pedestrian/district centre context in mind. The context of Graham Farmer Freeway, in contrast, is a road oriented environment. Travelling at 80km an hour (the speed limit of this area), the distance travelled in 30 seconds is approximately 660m. Given that a clear line of sight would not exist until nearing the pedestrian bridge, most car users are unlikely to experience more than one image transition. Furthermore, the raised earth and landscaping within the overpass ramp is likely to screen the sign from the Belmont Park development area. Decreasing the rate of change proposed for the advertisement to comply with the Policy provisions is therefore not considered to result in any meaningful benefit or improved outcomes in terms of the Policy's objectives.



Third Party Signage:

24. LPP38 and previous policies have a general presumption against the approval of commercial third party signage. The rationale for this can best be understood in the context of the policy objectives, and the following introductory statement of the policy:

“Where advertising signage is by free choice with no planning control, there is a clear tendency towards cluttered, discordant and excessive use of signage with detrimental effects on the streetscape. The reduction in quality of the streetscape has a counterproductive effect on general business activity.”

These objectives reflect an understanding that the proliferation of signage in an urban context is a negative outcome.

25. In most locations in the Town of Victoria Park, third party signage would generally either
- (i) add to ‘visual clutter’ resulting from competing commercial signs, or
 - (j) detract from the amenity of residential or other non-commercial spaces.

In this instance, neither (a) nor (b) are applicable. A single sign isolated from other commercial businesses does not risk adding to a ‘proliferation’, nor is there any high quality streetscape amenity to be impacted.

Precinct plan

26. The proposal is considered to be consistent with the Statement of intent contained within Precinct Plan P1 -Burswood Peninsula Precinct.

Recommended conditions

27. The recommended conditions of Development Approval are largely based on draft conditions that the applicant has provided within their application package.

Relevant documents

Not applicable.

COUNCIL RESOLUTION (175/2019):

Moved: Mayor Trevor Vaughan

Seconded: Cr Jennifer Ammons Noble

That Council approves the application submitted by Urbis (DA Ref: 5.2019.229.1) for a Large Format Digital Sign at Lot 1004 Victoria Park Drive, Burswood, as indicated in the documents received 08 May 2019, in accordance with the provisions of the Metropolitan Region Scheme, subject to the following conditions:

- 1 The development, once commenced, is to be carried out in accordance with the approved plans, date stamped received 08 May 2019 at all times, unless otherwise authorised by the Town.
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- 5 The sign content excluding symbols, graphics or text that could be mistaken for an instruction to drivers or any colours, shapes or lighting that could be mistaken for a traffic sign or traffic control signal, or a format normally used for traffic control or warning, incident or traffic management, or road safety or driver information messages, except where required by a public authority;
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Advice Notes:

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AN3 The applicant is advised that the Large Format Digital Sign will require a separate 'application to conduct works on a road' application under Main Roads policies and regulations. The application kit can be found at www.mainroads.wa.gov.au. > Our Roads > Conducting Works on Roads

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AN5 A building permit is to be obtained prior to installation of the structure.

LOST (6 - 2)

For: Mayor Trevor Vaughan, Cr Ronhhda Potter

Against: Cr Karen Vernon, Cr Claire Anderson, Cr Brian Oliver, Cr Bronwyn Ife, Deputy Mayor Vicki Potter, Cr Jennifer Ammons Noble

COUNCIL RESOLUTION (176/2019):

Moved: Cr Jennifer Ammons Noble

Seconded: Deputy Mayor Vicki Potter

That Council refuse the application on grounds that the application does not positively contribute to the amenity of the locality as outlined in West Australian Planning Commission control policies 1.2 and 5.4, and reflected through discussions of Town Planning Scheme and precinct intent.

CARRIED (8 - 0)

For: Cr Ronhhda Potter, Cr Brian Oliver, Cr Jennifer Ammons Noble, Mayor Trevor Vaughan, Deputy Mayor Vicki Potter, Cr Bronwyn Ife, Cr Claire Anderson, Cr Karen Vernon

Against: nil

Reason:

Large format advertising isn't a distinguishing feature of our Town.

Our local planning framework is not generally supportive of this type of sign —the visual clutter impinges upon the amenity of the area.

The addition of a sign as proposed is an unnecessary distraction from the road and nearby built form and landscape.

Large format sign as proposed is not sympathetic to the visual or physical qualities of the overpass or the emerging (Tourist and Entertainment) precinct in which it is situated.