

PS ref: 5897

23 July 2019

City of Wanneroo
Locked Bag 1
WANNEROO WA 6946

Attention: Planning Services

Dear Sir/ Madam,

**LOT 8 (131) PINJAR ROAD, ASHBY
APPLICATION FOR DEVELOPMENT APPROVAL
PROPOSED DIGITAL WALL SIGNS**

Planning Solutions acts on behalf of Endeavour Properties Pty Ltd, the registered proprietor of Lot 8 (131) Pinjar Road, Ashby (**subject site**). Planning Solutions has prepared the following letter in support of an Application for Development Approval for two digital wall signs on the subject site.

With regard to the above, please find enclosed:

1. A copy of the City of Wanneroo Application for Development Approval form, signed by the registered proprietor and the applicant.
2. A copy of the MRS Form 1, signed by the registered proprietor and the applicant.
3. A copy of the Certificate of Title, applicable to the subject site.
4. One copy of the development plans depicting the proposed signage.

The following submission discusses various matters pertaining to the proposal, including:

- Background
- Site details.
- Proposal.
- Town planning considerations.

The proposal seeks development approval for two digital wall signs on the eastern and southern frontages of the approved shopping centre development on the subject site. The signs, measuring 6.2 x 3.3 metres and 4.9 x 3.3 metres respectively, will provide commercial advertising for tenants of the Ashby Village Neighbourhood Centre.

Overall, the proposed sign's will provide improved exposure and visibility for tenants of the approved centre. Accordingly, Planning Solutions respectfully requests the City of Wanneroo (**City**) grants approval to the application, under delegation.

BACKGROUND

On 13 January 2017, the Metro North-West JDAP granted approval to develop a shopping centre complex on the subject site, comprising a supermarket, five specialty retail tenancies, and associated car parking, access and landscaping. Subsequent applications to seek minor variations to the approved development have been approved by the City progressively.

Refer **Appendix 1** for a copy of the most recent determination letter and approved plans, dated 29 January 2019.

On 4 January 2019, the City granted approved for a 9 metre high pylon sign on the subject site.

Refer **Appendix 2** for a copy of the determination letter and approved plan for the pylon sign, dated 4 January 2019.

SITE DETAILS

Refer to **Table 1** below for a description of the land subject to this application.

Table 1 – Lot details

Lot	Plan/Diagram	Volume	Folio	Area (m ²)
8	410342	2925	989	5,090

Three easements in favour of the City for the purpose of public access exist on the subject site. The easements do not impact the proposed development.

Refer to **Appendix 3** for a copy of the Certificate of Title and Deposited Plan applicable to the subject site.

PROPOSAL

The proposal seeks development approval for two digital wall signs on the southern and eastern elevations of the approved shopping centre development. The signs comprise of LED panels and have a resolution of 600 x 360 pixels.

The signs are located on the feature tower and are designed in a manner that integrates into the existing façade of the development. The signs are in addition to the existing signage approved for the subject site and will provide appropriate and suitable advertising for tenants of the approved Ashby Village Neighbourhood Centre. No further changes to the approved development is proposed as part of this application.

The signs propose to rotate through several still advisements for various businesses of the centre and will incorporate business names/ logos, specials and other associated information.

Specifically, the proposed signs comprise:

- One digital wall sign on the eastern elevation, measuring 6.2 metres by 3.3 metres. The sign has a total display area of 19.5m².
- One digital wall sign on the southern elevation, measuring 4.9 metres by 3.3 metres. The sign has a total display area of 15.4m².
- Both signs comprise a depth of 0.15 metres.

Overall, the proposed signs will provide enhanced visibility for tenants of the approved centre.

Refer to **Appendix 4** for a copy of the Development Plans, depicting the proposed wall signs.

TOWN PLANNING CONSIDERATIONS

City of Wanneroo District Planning Scheme No. 2

The subject site is zoned 'Urban Development' under the provisions of the City of Wanneroo District Planning Scheme No. 2 (**DPS2**). Pursuant to Clause 3.14.3 of DPS2, Agreed Structure Plan 77 – Ashby Neighbourhood Centre (**ASP77**) provides the specific provisions and development standards applicable to the subject site.

Accordingly, ASP77 designates the subject site as being located in the Commercial zone. Pursuant to Clause 3.7.1 of DPS2, the intention of the Commercial zone is as follows:

The Commercial Zone is intended to accommodate existing or proposed shopping and business centres where the planning of the locality is well advanced.

The proposed digital wall signs are complementary to the existing and approved commercial development on the subject site and broader neighbourhood centre, including signage already approved by the City. The proposed signs are consistent with the character and form of Commercial zoned land being to a scale suitable to the approved development.

By its nature, development within a Commercial zone requires appropriate and suitable advertising to ensure information on products and services offered onsite is conveyed to passing trade. Accordingly, the proposed development is consistent with the intent of the Commercial zone and warrants approval.

Local Planning Policy No. 4.6 - Signs

The City's Local Planning Policy No. 4.6 – Signs (**LPP4.6**) details the objectives and requirements of signage within the City. Refer to **Table 2** below for an assessment against the relevant provisions of LPP4.6.

Table 2 – LPP4.6 Requirements

Requirement	Comment	Compliance
Wall Signs <i>A Wall sign means a sign that is painted or affixed on the front, side or rear elevation of a building or structure but does not project more than 300mm out from the wall.</i> <i>Wall signs shall:</i>		
Be limited to a maximum of one sign per tenancy, per street frontage	The development comprises two digital wall signs, one on the eastern and southern frontages respectively.	✓
Not extend laterally beyond either end of the wall or protrude above the top of the wall	The proposed signs do not extend laterally or protrude above the top of the respective wall.	✓
Not exceed 25% in aggregate area on any one wall to a maximum of 8m ²	<p>The proposed signs have a total display area of 19.5m² and 15.4m² respectively.</p> <p>Whilst this exceeds the maximum coverage, this variation is considered acceptable for the following reasons:</p> <ul style="list-style-type: none"> The proposed signs will provide advertising space for businesses throughout the Ashby Neighbourhood Centre, including on existing and approved developments on adjoining lots. Alone, the shopping centre has six tenancies that will utilise the sign. Accordingly, the proposed signs rationalise signage for the 	Discretion

	<p>neighbourhood centre. Whilst the signs exceed the maximum requirement, in aggregate they provide an appropriate amount of signage for tenancies over the neighbourhood centre, some of which do not have any wall signs.</p> <ul style="list-style-type: none"> • The proposed signs are digital and will rotate through various still advertisements. Accordingly, the sign is required to be of an appropriate size, to allow the sign to be visible to passing patrons. • The sign has been designed to integrate into the approved existing building façade, being proportioned to the existing panel on which the sign will be placed. 	
Be integrated with the building design	The proposed signs have been deliberately designed to integrate into the architecture of the approved development.	✓

The proposed sign is consistent with the intent and objectives of LPP4.6 and warrants approval accordingly.

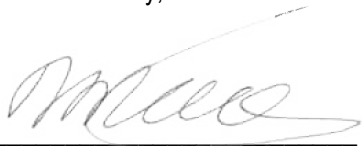
CONCLUSION

The proposal seeks development approval for two wall signs on the eastern and southern frontages of the approved shopping centre on the subject site. The signs will provide increased exposure and permeability for businesses within the existing and approved commercial development within the subject site and broader Ashby Village Neighbourhood Centre. The proposed signage is consistent with the commercial character and form of the locality and complements existing and approved development on the subject site and broader locality.

The proposed signage is entirely compliant with the applicable planning framework and warrants approval accordingly. We therefore respectfully request the Application for Development Approval be considered on its merits and expeditiously approved under delegated authority.

Should you have any queries or require further clarification in regard to the proposal, please do not hesitate to contact the writer.

Yours sincerely,



NATHAN MAAS
PLANNING CONSULTANT

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