


SUMMARY OF SUBMISSIONS

Retrospective Commercial Road Signage – Mundi Estate

Submitter	No	Submitter Comments	Officer Comment
Resident	1.	Strongly support this proposal.	Noted.
Resident	2.	<div style="border: 1px solid black; padding: 10px; margin-bottom: 10px;"> <p style="text-align: right; background-color: #d4b87d; color: white; padding: 2px 5px;">Location</p> <h3 style="margin: 0;">Attachment 2</h3>  <ul style="list-style-type: none"> Comprising Lots 9000, 3 and 5. Total gross area = 125 Ha (approx.) Bounded by Bishop Rd, Future Tonkin Highway Reserve, Scott Rd, Taylor Rd and Soldier Road <p style="text-align: right; font-size: small;">SEDAYU TAYLOR</p> </div> <p>The Board and Management of Sedayu Taylor hereby object to the development application for retrospective signage within the road reservations at locations 2,3,4,5 6 and 7 on the attached aerial for the following reasons.</p> <ul style="list-style-type: none"> Visual Pollution: The amount of signage is excessive and poorly designed and detracts from the natural beauty of the area, leading to visual clutter. Incompatibility with Surroundings: The signage does not blend with the surrounding environment and heritage of the area and disrupts the visual harmony of the space. 	<p>Noted. The Shire has reviewed the application against the relevant framework. Refer to Council Policy 4.1.8 – Commercial Signage on Local Road Reserves within the report.</p> <p>The location of the signage is outside of the Mundijong Town Centre where there is perceived rural amenity. However, the erection of commercial signage does not, in the opinion of Officers, detrimentally impact any rural streetscape qualities <u>long term</u>. Specifically, there has been no removal of trees or obstruction to buildings associated with the development that would detract from the established rural amenity. The locations are not considered to be unrelated to the area they are promoting, being located on important entry roads. The locations also are not considered to negatively impact the operation of surrounding land uses or overlap with the siting of existing 'Mundi Estate' signage approvals.</p>

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		<ul style="list-style-type: none"> • Intrusive, decreased property appeal and impact on property values: Given Sedayu Taylor's imminent commencement of the development of a quality master planned community at Lots 9000, 3 and 5 these signs will negatively affect the attractiveness of the adjacent property, obstruct views, potentially affect the quality of life for residents and potentially lead to declines in property values. • Excessive Signage: The signage is excessive and creates a crowded market environment, making it harder for the Sedayu Taylor to stand out. • Safety Distraction: The signage are potentially distracting to drivers and may contribute to accidents or traffic violations. <p>I trust you will consider the above issues and support our objections to the signs located at 2,3,4,5,6 and 7.</p>	
Resident	3.	<p>One of these large 'Mundi Signs' was erected without notice on the verge near the corner of Richardson and Adams in the second half of November adjacent to our property, which is a complete eye saw and completely not in keeping with the surrounding nature and amenity of the adjacent farmland. Then only to discover these are littered across the Shire as per the map supplied, as well as seeing this on our daily drives.</p> <p>The assumption was that these were pre-approved through the Planning Application process, only to discover, that with this submission comment process, it is happening now!</p> <p>This produced the following questions directed at every member of the Shire Council:</p>	<p>Noted. The Shire has reviewed the application against the relevant framework. Refer to Council Policy 4.1.8 – Commercial Signage on Local Road Reserves within the report.</p> <p>The location of the signage is outside of the Mundijong Town Centre where there is perceived rural amenity. However, the erection of commercial signage does not, in the opinion of Officers, detrimentally impact any rural streetscape qualities <u>long term</u>. Specifically, there has been no removal of trees or obstruction to buildings associated with the development that would detract from the established rural amenity. The locations</p>

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		<p>1. Since these were erected without approval, why were they not immediately cut at the base and removed, like any other stumbling block on the verge?</p> <p>Answer: The Shire Council is obviously in favour of what the signs were advertising. But they cannot be seen as being in favour of the group who owns them. Hence this charade being played out here via the Planning Department.</p> <p>2. Given this depth of involvement, I question if this 'Mundi Development' was properly approved with the same stringent requirements as other subdivisions throughout Perth? Maybe it was, but with these signs being erected without approval, this becomes a legitimate question.</p> <p>3. Through these events the Shire Council have created a lawless precedent, where any resident or business can erect a sign on the verge, where it can stay in place without being taken down for at least three months (so far), without any regard to amenity or safety issues. The Planning Department can go through the long-winded process of a Planning Application without the removal of the signs! Can I do this and go through the same process? Multiply this by a few hundred or thousand. But the Shire cannot take these signs down because the Shire becomes a respecter of their favourite people. But wait ,,, this has exposed them for what they are!</p> <p>For us we are like 'almost' everyone, nobody. The Shire Council do not care about nobodies, even though this sham process of submission comments is to show everyone they do care.</p> <p>I do not need to be a prophet or a seer to predict that the end result will be the Shire Council's approval of these signs to remain to suit their favourite people.</p>	<p>are not considered to be unrelated to the area they are promoting, being located on important entry roads. The locations also are not considered to negatively impact the operation of surrounding land uses or overlap with the siting of existing 'Mundi Estate' signage approvals.</p>

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		<p>But for the reasons above the Shire have created a lawless precedent, exposing themselves for who they are and evaporating the remaining trust and respect between the Shire and its people. Very sad. I'm sure the above will all be redacted.</p> <p><u>Our submission comment: the signs are an eye-saw without any regard for amenity and public safety and they need to be removed ASAP. They should never had been erected in the first place.</u></p>	