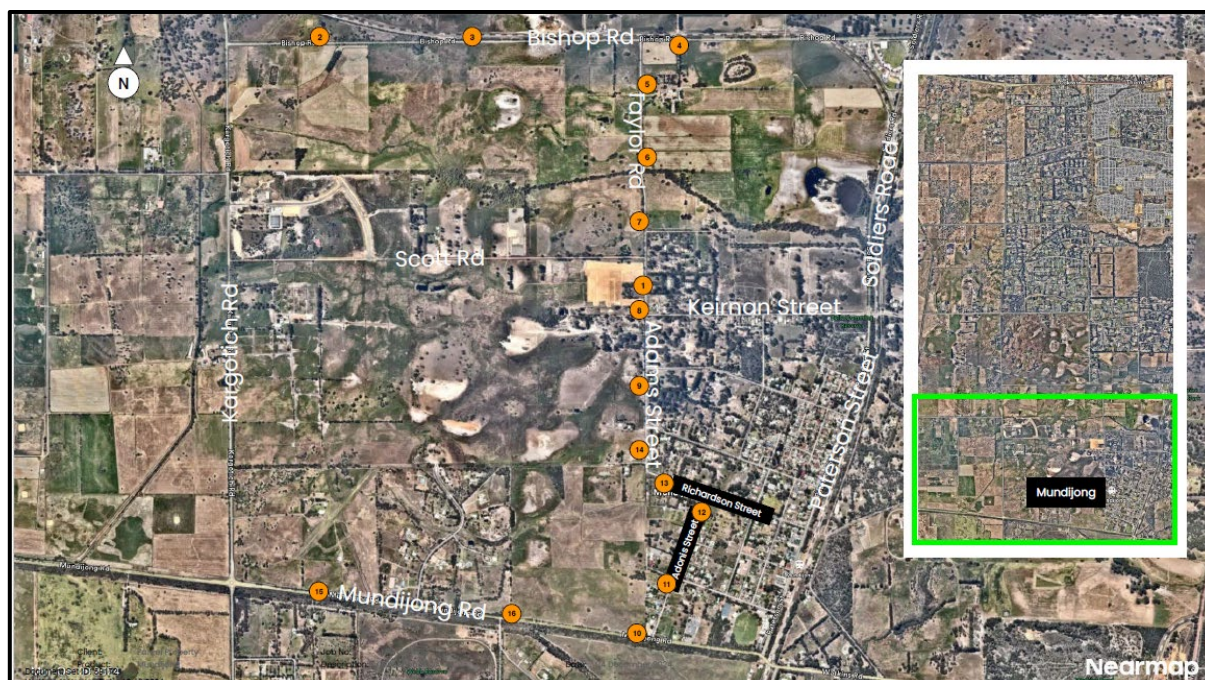


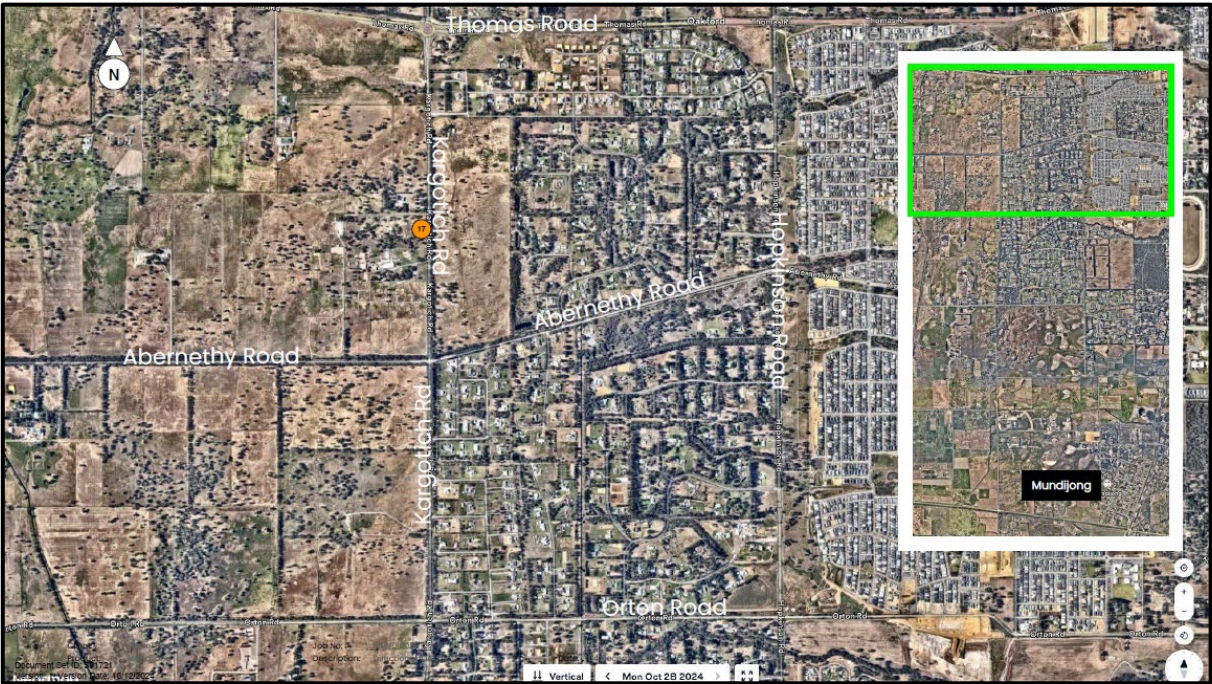
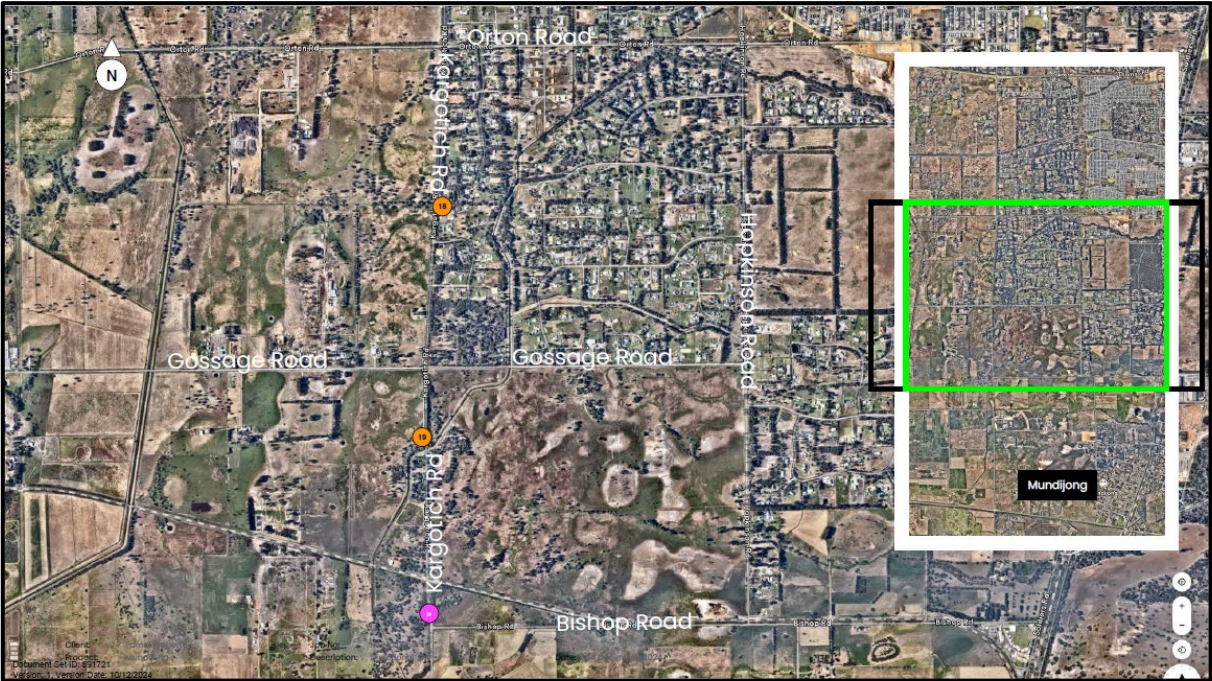
Development Application Assessment

Development Application Content

Application Reference	Road Reserve	Number of Signs
PA24-5035	Bishop Road	3
PA24-5036	Taylor Road and Adams Street	7
PA24-5037	Richardson Street	1
PA24-5038	Adonis Street	2
PA24-5041	Kargotich Road	3

Site Plans





PLANNING ASSESSMENT

Council Policy – Commercial Signage on Local Road Reserves

The objectives of the policy are:

1. *To provide a framework for the effective regulation of commercial signage on Shire road reserves, which ensures public safety is maintained and which protects the character and amenity of the area where signage may be proposed.*
2. *To avoid the general proliferation of commercial signage, and to focus commercial signage within town centre areas where they relate to promoting the range of businesses and services available.*
3. *To actively avoid commercial signage in rural areas and all areas of high amenity within the Shire, especially natural amenity.*
4. *To guide applicants in understanding where commercial signage may be considered.*

An assessment against the policy provisions is detailed within the following table. Variations are discussed in detail within the associated Council report.

Provisions	Proposed	Comment
Commercial signs proposed on local government road reserves which are proximate to State Government Controlled Roads, requires a separate approval of Main Roads Western Australia (MRWA). This includes the following types of commercial signs: a. Commercial signs which are visible from a highway or a MRWA main road; or b. Commercial signs located within 50 metres of any traffic light signal.	Sign 16 is located within Planning Control Area 178 (PCA178) reserved for the Mundijong Freight Rail Realignment. Other signs are located appropriately from signalled intersection and pose minimal safety risk to traffic.	Compliant
The Shire will refer any proposal for commercial signage to MRWA where it considers there may be an impact on a road under the care/control of MRWA, or where it is unclear as to the potential for such impact on that road.	Sign 10 and 15 are located within the land reserved for the Tonkin Highway Extension Project and have been referred to MRWA for comment or determination.	Compliant
The applicant shall be responsible to maintain all commercial signage and ensure it is kept clean, free from stains, not permitted to deteriorate, not permitted to become unsightly and kept clean of graffiti at all times, to the satisfaction of the Shire.	Signage shall be required to maintained free of dilapidation to the satisfaction of the Shire.	Compliant
Any permit granted for commercial signage must include a suitable performance bond, which covers the cost to remove such commercial signage at the end of the permit timeframe. An applicant will be required to remove such commercial signage and reinstatement the verge	The signage can be granted temporary approval for a period of 24 months, which is recommended as a condition of the approval. The signage will be removed and the road	Compliant through condition

Provisions	Proposed	Comment
<p>at their cost at the end of the permit timeframe, or alternatively seek a new permit for such commercial signage. In this regard, should:</p> <ul style="list-style-type: none"> a. An applicant not seek a new permit for the commercial signage; or b. An applicant, in seeking a new permit for the commercial signage, has such permit refused by the Shire; and/or c. Fail to remove such commercial signage; the Shire will utilise the performance bond to complete such removal and verge reinstatement works. 	verge reinstated at the lapse of the approval.	
<p>The following freestanding sign types may only be considered for a permit (as defined under Local Planning Policy 4.11):</p> <ul style="list-style-type: none"> • Freestanding sign; • Pylon sign. 	The proposal is a pylon sign, which is an acceptable type.	Compliant
Commercial signage will only be considered on Shire managed local road reserves located within commercial, centre or mixed use zones within the localities of Byford, Mundijong, Serpentine or Jarrahdale.	The signage is located within road reserves outside of commercial, centre, or mixed use zones within the Mundijong, Oakford and Cardup localities.	Non-compliant. See Report
Commercial signage on local road reserves in all other areas will not generally be supported. Specifically, consistent with the policy objective, commercial signage in rural areas and areas of high amenity within the Shire, especially natural amenity, will not be supported.	Signage is located outside of the Mundijong Town Centre where there is perceived rural amenity. This identity is characterised by trees and large setbacks to buildings.	Non-compliant. See Report
Commercial signage should not be located within 100m of other commercial signage on the same local government road reserve.	Separation distance between each sign is greater than 100m. There is no existing approved commercial road signage outside of these applications.	Compliant
Commercial signage should be positioned to not expose an unsightly back view of such commercial sign, to areas that are publicly visible.	The pylon signs are double sided and facing bidirectional traffic.	Compliant
Commercial signage will not be permitted if it has the potential to obstruct safe intersection site distances.	The signage is located appropriately from road intersections. It has a relatively small display (2m ²) that does not pose a significant visual distraction to drivers.	Compliant

Provisions				Proposed	Comment																			
Commercial signage should only display information of available commercial and/or retail services located within the town centre environment where the commercial sign is proposed.				The signage displays advertisement for new housing opportunities at the Mundi Estate, which assists in advocacy for the Shire. The signage is located at important entry roads including Kargotich Road and Bishop Road.	Compliant																			
In assessing consideration of acceptable positioning of commercial signage, the following table will be given regard in respect of setbacks from the edge of the road carriageway curb:				The pylon sign are considered non-frangible since they are not considered brittle, fragile or easily broken. Officer has measured the separation distance from each sign to the road carriageway curb and found only Sign 19 is non-compliant. Table and	Non-compliant. See Report																			
<table><tr><th>Street Type</th><th>Design Speed Km/hr</th><th>Distance to edge of carriageway (Frangible sign)</th><th>Distance to edge of carriageway (Non frangible sign)</th></tr><tr><td rowspan="2">Integrator A and B</td><td>70</td><td>2.5m</td><td>2.75m</td></tr><tr><td>60</td><td>2m</td><td>2.5m</td></tr><tr><td>Neighbourhood connectors and 50km/hr integrator B</td><td>50</td><td>0.75m</td><td>1.15m</td></tr><tr><td>Access street</td><td>50 or less</td><td>0.75m</td><td>0.75m</td></tr></table>						Street Type	Design Speed Km/hr	Distance to edge of carriageway (Frangible sign)	Distance to edge of carriageway (Non frangible sign)	Integrator A and B	70	2.5m	2.75m	60	2m	2.5m	Neighbourhood connectors and 50km/hr integrator B	50	0.75m	1.15m	Access street	50 or less	0.75m	0.75m
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Provisions	Proposed	Comment
		
<p>All commercial signs and their associated fittings are to be constructed in accordance with relevant current Australian Standards.</p> <p>Each commercial sign is to have a frangible level above the base plate and the structural adequacy of the frangible support is to be certified by a suitably qualified structural engineer.</p> <p>Commercial signage must be manufactured from damage resistant materials and be non-flammable.</p>	<p>The signs are freestanding, relatively small and erected on a temporary basis, it is considered that there is minimal risk concerning the structural adequacy of the signs.</p>	<p>Compliant</p>
<p>Commercial signs will not be supported within or in the vicinity of intersections where traffic speed and movements are such that the driver needs to concentrate fully on the task of driving.</p>	<p>Signage is located appropriately from traffic intersections. The sign display is relatively minimalist and uncluttered, which does not require the extended attention of drivers.</p>	<p>Compliant</p>
<p>Commercial signs will not be permitted if they impede pedestrian, bicycle or vehicular movement.</p>	<p>Signs is located outside of road carriageways and does not obstruct the movement of vehicles.</p>	<p>Compliant</p>
<p>When assessing a permit application for commercial signage on a local government road reserve consideration will be given to the</p>	<p>- The pylon sign is relatively small in scale: 2.2m height x 1m width;</p>	<p>Non-compliant. See Report</p>

Provisions	Proposed	Comment
<p>following matters in addition to the provisions of this policy:</p> <ul style="list-style-type: none"> - Whether the scale of the commercial sign is appropriate; - Whether the design, colours and materials of the commercial signage reflects natural character; - Whether the commercial signage would result in an excess/proliferation of signage in the area (taking account of existing commercial signage either located on private land or within local government road reserves); - Whether the form of the commercial sign unreasonably detracts or obstructs key landscape or architectural values of buildings; - Whether the proposed commercial signage poses unacceptable safety risk to the public. 	<ul style="list-style-type: none"> - The colour of the signage is azure blue. This is not offensive to the surrounding landscape, although not directly reflective of the rural backdrop. - The following signage relating to the Mundi Estate has been previously granted temporary approval for a period of 12 months (refer to Appendices): <ul style="list-style-type: none"> • PA24/205 – Signage affixed on sea container on the Bishop Road / Hopkinson Road intersection. • PA24/204 – Signage affixed on double stacked sea container on the Bishop Road / Kargotich Road intersection. • PA24/320 – Signage affixed on sea container on Mundijong Road, west of Adonis Street. • PA25-5088 - Information bay and associated signage at 142 Taylor Road. - Signage does not remove trees or obstruct buildings associated with the development. - The commercial signage is located appropriately from road intersections and would not raise safety concerns for drivers. 	
<p>Any permit application will be subject to an applicant demonstrating suitable public liability insurance in order to indemnify the Shire against any and all claims or action arising as a result of the commercial sign. No permit application will be assessed by the Shire until an applicant provides evidence of suitable Public Liability Insurance.</p>	<p>The applicant will be required to provide evidence of Public Liability Insurance indemnifying the Shire against all actions, suits, claims, damages, losses, and expenses incurred as a result of the approval. The insurance must be maintained for the duration of the approval and have a minimum coverage of \$10 million, or an amount</p>	<p>Compliant - condition</p>
<p>An applicant with an approved commercial sign must provide annual evidence of maintaining such Public Liability Insurance to the satisfaction of the Shire.</p>		

Provisions	Proposed	Comment	
In addition to the permit application fee, an annual licence fee is required to be paid to the Shire for the commercial signage consistent with the adopted fees and charges.	deemed appropriate to the level of risk involved. The applicant will be required to pay an annual licencing fee of \$500 as shown following:		
SHIRE OF SERPENTINE JARRAHDALE PLANNING SERVICES Commercial Signage within Local Government Road reserves			
Name	2024/2025 Fee (excl. GST)	2024/2025 GST	2024/2025 Fee (incl. GST)
Commercial Signage permit	\$500 (small scale), \$1000 (large scale) per annum		
Commercial Signage permit assessment fee	\$500.00	\$0.00	\$500.00

APPENDICES

Appendix 1 – Approved Mundi Estate Signage – Bishop Road / Taylor Road Intersection



Appendix 2 – Approved Mundi Estate Signage – Bishop Road / Kargotich Road Intersection



Appendix 3 – Approved Mundi Estate Sea Signage – Mundijong Road West of Adonis Street

Appendix 4 – Approved Information Bay and Associated Signage – 142 Taylor Road, Mundijong

