



Meeting attachments

Ordinary Meeting of Council

Wednesday 14 February 2024 6pm

Part 1 of 3

fremantle.wa.gov.au



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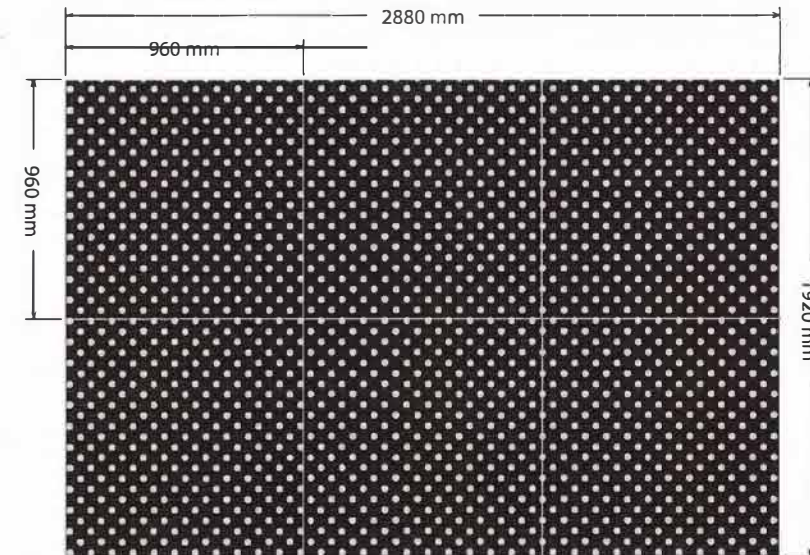
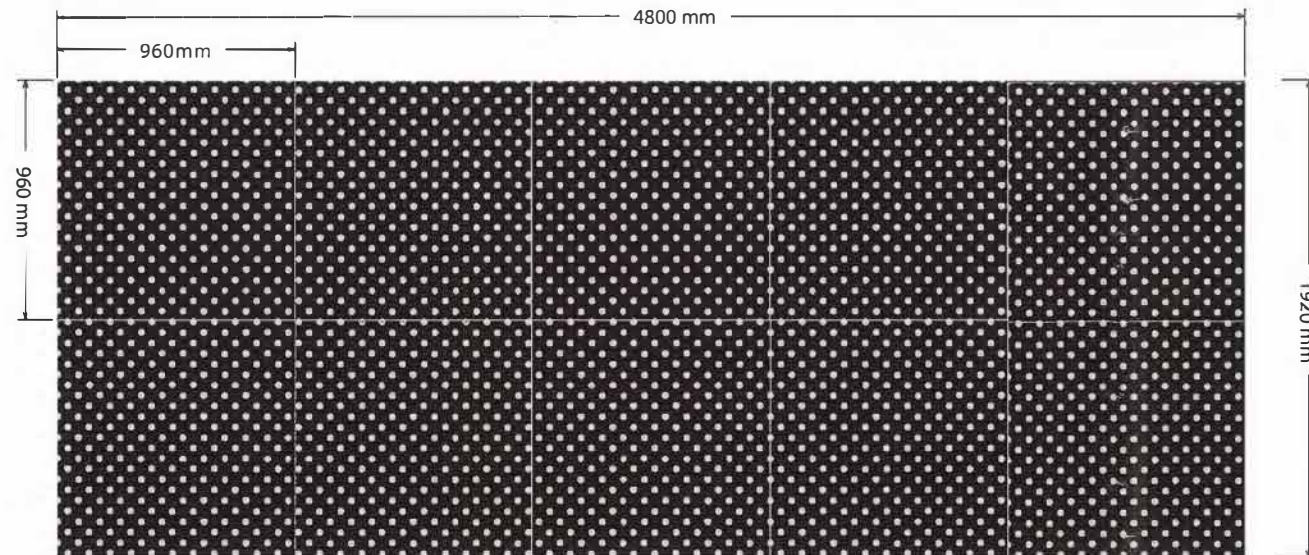
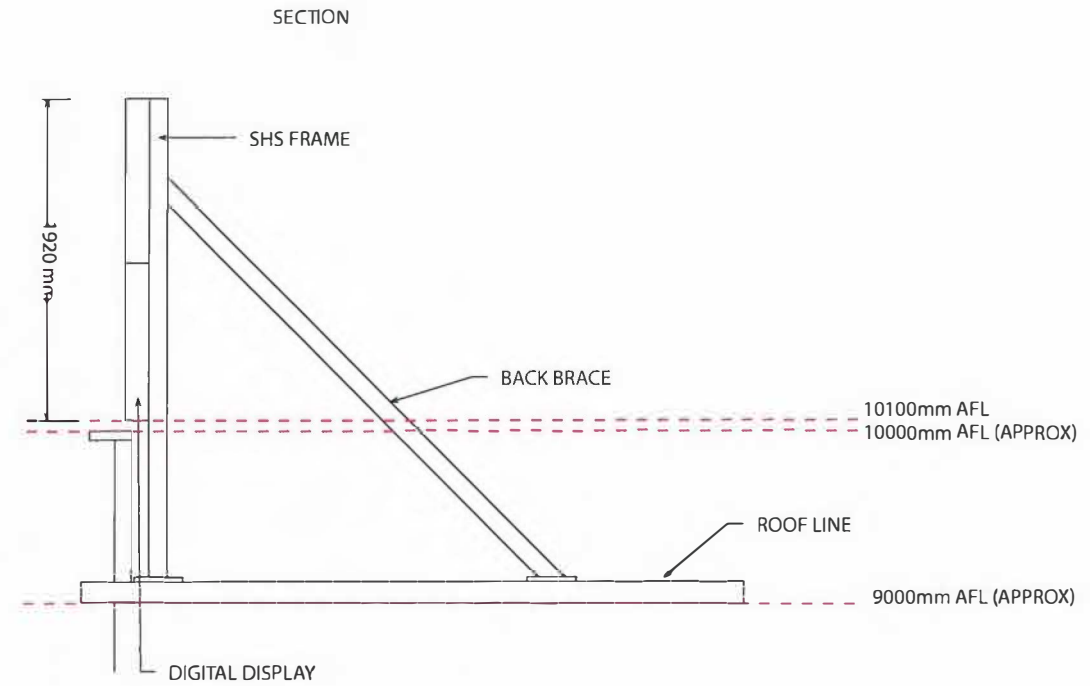


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**C2402-1 MARKET STREET, NO. 13 (LOT 200), FREMANTLE - ANIMATED
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Attachment 1- Development Plans



S01. Structural LED Display Steel Framework
Manufacture of SHS steel framework and hot dip galvanising plus 2mm aluminium cladding panels with 2pk painted matt black finish manufactured to the structural engineers design & specifications surrounding the LED Displays & side returns of the steel framework. plus structural walkways behind the displays for maintenance access

S02. LED Digital Display
module screens in square shape on the roof.
7000NIT P6.67 Lux Spec Digital LED Displays IP68
Includes Configuration in WASP factory and onsite.

EXAMPLE GRAPHIC ONLY,
NOT FOR FABRICATION.
ALL ARTWORK REMAINS
PROPERTY OF WASP.

CLIENT:

SAM DESOUSA

PROJECT:

DIGITAL DISPLAYS

JOB NO:

J35244

DATE:

27-09-23

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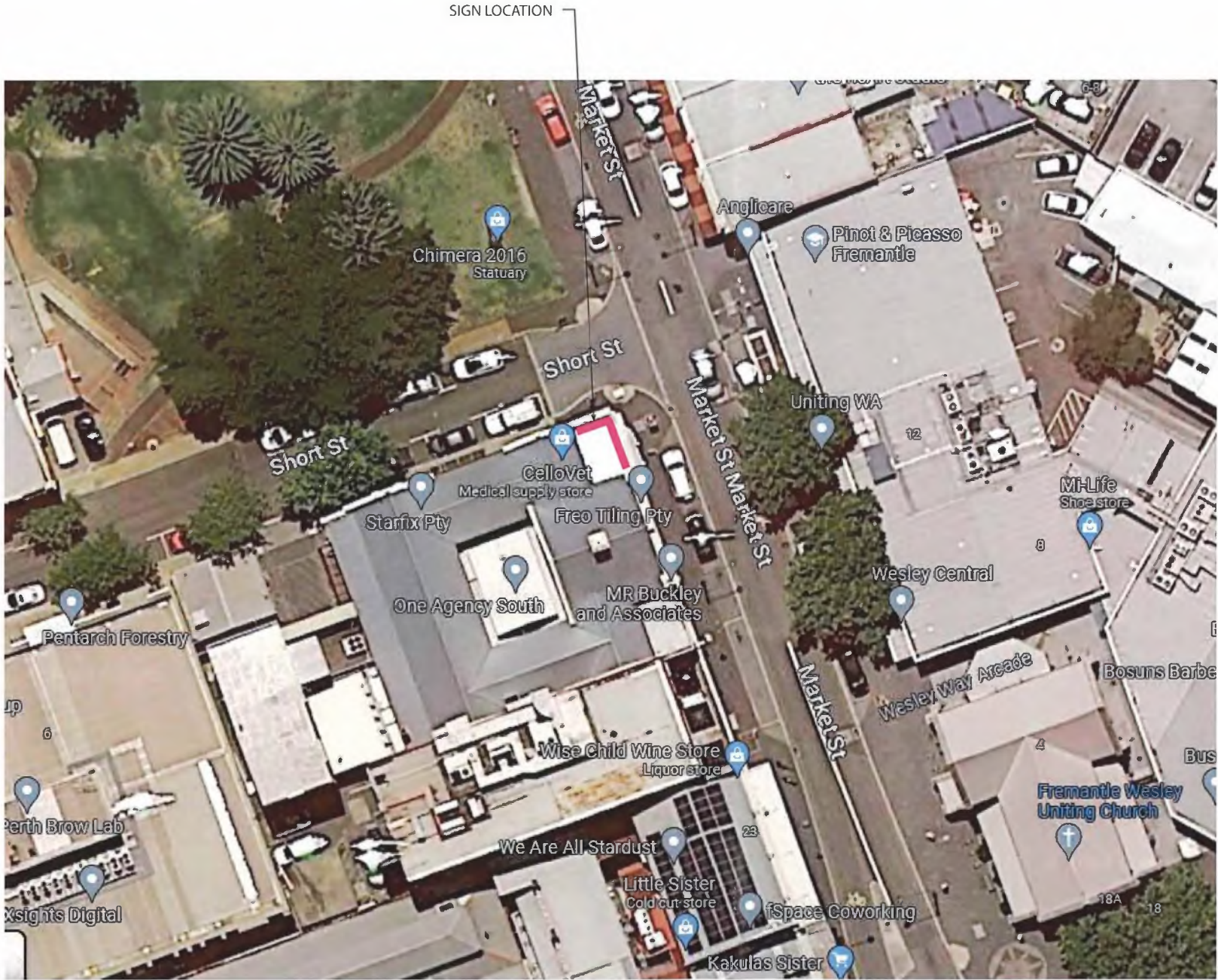
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Attachment 2 – Additional Information from Applicant

City of Fremantle
Walyalup Civic Centre
151 High Street
Fremantle WA 6959

17 January 2024

Statutory Planning Office
Information Memorandum

Re Information Request for Digital Billboard Application for Fremantle Post Office Building at 13-15 Market Street Fremantle

Background

The main post office chamber has been occupied by Australia Post since opening in 1907 until September 2022 with its closure and relocation to 22 Queen Street Fremantle. The relocation of the Post Office by Australia Post was due to severe storm damage to the roof and associated damage to the main post office chamber which required substantial building works back to original design in compliance with Heritage preservation principles.

The repairs to the building are continuing and completion of building works is anticipated sometime in late April 2024. The Fremantle Post office building for the foreseeable future will remain vacant until the building can be repurposed to a viable commercial use which can benefit from its unique architecture. In response to building repairs and future planning, the owners of the Fremantle Post Office building have undertaken concept design for hospitality use and the development of a premium Hotel and Bar Venue which incorporates a digital billboard under consideration by the City of Fremantle Planning Department.

The Future Vision

The Fremantle Post Office ground floor tenancy (hereinafter called the "FPO") provides an estimated 600 sqm to 850 sqm of ground floor commercial lettable area. The unique Edwardian "Blood and Bandages" architectural exterior and internal features lend themselves to a magnificent, licensed Hotel and Bar Venue, resplendent with its atrium chamber and glass framed light-well ceiling and its 5 metre Doric columns and ornate press metal ceilings and jarrah floors.

After extensive consultation with interior designers, the owners of the property commissioned a detailed and expansive hospitality concept plan with numerous bars, lounges, and restaurant dining areas as well as an exterior "al fresco" German styled beer garden plus a scenic roof top bar overlooking Fremantle Harbour in the adjoining Telephone Exchange building.

Proposed Digital Billboard Utilization

An integral part of this Hotel and Bar Venue concept is a roof top digital billboard, primarily for promotion of Hotel and Bar Venue events; but include broader uses including ancillary advertising revenue as outlined below. Advertising revenue streams will not be the primary function of the proposed digital billboard but will be an important ingredient to offset the substantive upfront investment cost and ongoing operating costs. Nevertheless, to avoid doubt the digital billboard is

primarily for the benefit of the proposed Hotel and Bar Venue and will be operated by them as part of any commercial lease arrangements

Commercial Benefits of Digital Billboard

1. Increased Visibility and Brand Awareness

A rooftop digital billboard enhances the Hotel and Bar Venue's visibility, making it stand out in the surrounding area with exposure to the passing traffic and rail commuters entering into Market Street as the gateway to Fremantle and the West End. Increased visibility will increase venue awareness among potential customers and increase patronage.

2. Targeted Advertising

Digital billboards allow for dynamic and targeted advertising. The hotel and bar can promote specific events, happy hours, or promotions, ensuring that the content is relevant to the patrons and train commuters.

3. Revenue Generation

By leasing advertising space on the rooftop digital billboard to local businesses or liquor brand promoters or public service advertising, the Hotel and Bar Venue can generate additional revenue streams.

4. Enhanced Patron or Customer Engagement

Interactive and visually appealing content on digital billboard can engage customers, encouraging them to explore the venue, check out promotions, or share their experience on social media.

5. Real Time Updates

The flexibility of digital billboards enables real-time updates, allowing Hotel and Bar Venue to showcase live events, changing drink specials, or other time sensitive information such as entertainment announcements.

6. Community Integration

The use of rooftop digital billboard to display community events, sponsor local initiatives, artwork and social memes or collaborate with neighbouring businesses and local sporting teams, fostering a sense of community integration.

7. Differentiation and Modern Image

A rooftop digital billboard sets the Hotel and Bar Venue apart from competitors, projecting a modern and innovative image from competitors projecting a modern and innovative image that engages tech-savvy patrons and tourists.

8. 24/7 Visibility

Unlike traditional billboards, digital displays provide a 24/7 visibility, ensuring that the Hotel and Bar Venue remains in the public eye through the day and night. The strategic location with exposure to the Fremantle Railway Station provides a gateway message to commuters and tourists visiting Fremantle for the first time.

9. Adaptability to Seasonal Themes and Local Festivals

Digital billboards provide an easy switch of content to align with seasonal themes, holidays, local festival events or special occasions, keeping the messaging fresh, topical and relevant.

10. Measurable Impact

Digital billboards offer analytics tools that enable the Hotel and Bar Venue to measure the impact of their advertising efforts, helping to refine their marketing strategies and maximizing their return on investment.

11. Precedence for Digital Billboards Local and Abroad

The heritage Astor Theatre in Highgate has a digital billboard that is essential promotional feature of events and shows and has been a key driver of its success as a venue.

Yagan Square near the Perth Railway Station has hugely popular curved digital billboard screens used for promotions and advertising.

The Heritage listed Fremantle Train Station opposite the Fremantle Post Office has a fixed dedicated advertising billboard adjoining the structure and several other billboards adjacent to the railway station.

Times Square, New York City USA, Piccadilly Circus, London, Darling Harbour ,Sydney Australia and Champs-Elysees ,Paris France all utilise Digital Billboards.



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Attachment 3 – Schedule of Submissions

Schedule of Submissions – Signage (Digital Sign) Addition

Date Commenced: 28 November 2023

Date Ended: 4 January 2024

Total Submissions Received: 159

Consultation Method: Letters (200m radius), MySay Webpage, Sign on Site; Talk to A Planner Session; Press Notices

Ref.	Submission
1.	<p>WHY would you do this ?????</p> <p>It's a BIG NO from me. I love Fremantle but the council is slowly destroying its beautiful buildings.</p> <p>Please reconsider and do something more constructive with it, something that will bring people to Fremantle and enjoy Fremantle for its history etc.</p>
2.	<p>We wish to register an objection the proposal to install signage on the north east corner of the old Post office building, Cnr Market & Short Streets Fremantle.</p> <p>Use of the heritage building, which is an asset in Fremantle's urban fabric and a strong element in the arrival experience for visitors to the city, should be carefully considered.</p> <p>As the heritage significance of the building notes, The (1906) three storey brick building ..., has cultural heritage significance in both its size and prominent position, and demonstrates Hillson Beasley's favoured style of public architecture, being a dynamic design which makes a strong contribution to the West End of Fremantle, with its bold sculptural presence in the streetscape...the place contributes to the sense of place of Fremantle by its presence at the northern termination of the city's principal shopping precinct.</p> <p>Any objective consideration of the proposed sign would determine that its addition to the existing building is a crude and crassly inappropriate disrespect of the architectural excellence of the original building. Although it is proposed to be fixed above a later accretion on that NE corner's upper story, that accretion is not particularly offensive to the main form - which has a liveliness that than carry the existing addition.</p> <p>This is not the case for the proposed sign.</p> <p>In our considered opinion, the sign is a greedy commercial expression that contributes nothing positive to the fabric of the street, serving only to exploit its location for private profit. It is difficult to imagine that such an expression as this signage would be acceptable in any civilised, internationally significant heritage streetscape. The progress of its proposition to this apparently serious application serves as a depressing indictment of the cultural standards that underpin its suggestion.</p>

	We request that the City's planning officers make careful consideration of the proposal and apply what-ever means are available to ensure that such a crude imposition on the building in its prominent location is prevented.
3.	I object strongly to this proposal. It would entirely out of character with and damage the heritage values and attraction of the street scape significantly. As such it would do substantial harm to the uniquely preserved nature of this central area of Fremantle and the enjoyment of Fremantle city by residents and visitors alike.
4.	<p>I was walking down Market Street this evening admiring the beauty of the well preserved heritage streetscape at this end of Fremantle, which stretches through to the railway station. It is a unique part of town, with the original heritage architecture restored beautifully.</p> <p>I was shocked to see the proposal for a neon sign at 14 Market Street. This brash neon advertising would be a total blight on the streetscape, and substantially damage if not destroy the heritage ambience of the area which building owners have worked hard to preserve at considerable cost.</p> <p>I would like to register my strong objection to the proposal and sincerely hope Council sees sense and votes against the ugliness of this form of signage in this area.</p>
5.	<p>The proposed Digital Sign Addition on the Old Fremantle Post Office should NOT be allowed.</p> <p>The Post Office Building is an important landmark building that is within the Significant Heritage Zone for Fremantle.</p> <p>The proposed electronic sign would weaken and diminish the heritage of the building and is totally not what Fremantle needs.</p> <p>As you know the Post Office recently down sized to the corner of Queen and Adelaide Streets into rented premises, so the 13 Market Street building is the last building built by the Post Office in Fremantle at the turn of 1900's.</p> <p>I have attached a photo dated 1907 that shows the Post Office then, without the inappropriate addition to the entrance verandah.</p> <p>The proposed Digital Sign Addition on top of the verandah addition would signal that Council no longer cares about the past or our heritage. Please refuse this electronic flashing sign proposed on such an important landmark building of Fremantle.</p>
6.	<p>The proposed Digital Sign Addition on the Old Fremantle Post Office should NOT be allowed.</p> <p>The Post Office Building is an important landmark building that is within the Significant Heritage Zone for Fremantle.</p>
7.	<p>I strongly object to the application of putting a large advertising sign on top of the Fremantle Post Office building on the corner of Market and Short streets. DAO 295/23</p> <p>It is totally inappropriate to put these kinds of signs on heritage buildings, and it would severely and negatively impact on the Market Street streetscape on that side.</p> <p>It would create a terrible entry to Fremantle from the train station and bus port.</p> <p>I urge Fremantle Council to reject the proposal.</p>
8.	The proposed digital bill board for the former post office does not conserve and protect the heritage significance of the building itself and its heritage setting as specified by best heritage and conservation practice guidelines. Therefore, I can not support this proposal.
9.	Just received this info below which indicates that the Council/Administration could shortly be considering or supporting the inclusion of "ELECTRONIC SIGNAGE/ADVERTISING" on the Post Office building in Market Street.

	<p>This is the first time I have been made aware of such a proposal and write this Submission to ensure that if the info on Freo View below is correct that I formally register my position on such a proposal.</p> <p>I wish to register strongly that I totally oppose such permission/support being given to have electronic signboards, particularly on such a prominent historic building. The last thing that Fremantle needs is to have such appalling electronic signs - anywhere in Fremantle. The existing one at South Fremantle Oval is already offensive.</p> <p>At this point I have no way of knowing who is applying, what the sign would be used for or any other information about it other than from the attached Freo View blog.</p> <p>I also wish to state that such changes would alter entirely the aesthetics and historical significance of the buildings in Fremantle and should never be considered appropriate for installation on Fremantle Buildings.</p> <p>Also very concerning that an application such as this can be slipped through without a broader consultation process with Fremantle residents. This is not acceptable given the effect on Fremantle as a whole. The residents of Fremantle have a right and an obligation to be consulted on such a significant application that would visually pollute Fremantle.</p> <ul style="list-style-type: none"> • We already have temporary signage that is used appropriately for major events, traffic, or road works and some small directional signage which is managed well. This is entirely different from the proposal on the Post Office building below. <p>I would expect Councillors and also the Administration should have an understanding of how retrograde such a move, to introduce electronic signs/or advertising, would be. And therefore this proposal should not even have been a valid consideration in the first instance. Please confirm receipt of this Submission</p>
10.	<p>I oppose the digital Sign Addition to the roof of the Fremantle Post Office.</p> <p>The digital sign is not in keeping with the guidelines of the heritage Precinct of Fremantle.</p> <p>Question 1: The ceiling of this building collapsed in August 2022. Therefore, there needs to be a thorough inspection which is published, producing a "Dereliction Report". This must be done to establish if the roof structure and overall structure can withstand the additional weight of an attached digital billboard.</p> <p>A: I ask hasCouncil had the building inspected by a civil engineer ?</p> <p>B: As the City does not have on staff a Civil engineer, has Mr Chris Chan, the city's Construction and Projects and Maintenance officer undertaken a Derelict Report?</p> <p>C: If not, then I ask why haveCouncil not undertaken a dereliction inspection by Mr Chris Chan ?</p> <p>4: If the council has not employed an independent civil engineer, I ask why not?</p> <p>Conclusion: I ask the council to answer my questions and to undertake a Dereliction Report.</p> <p>Question 2: I ask is the Post office building listed in any of these Heritage Management Categories?</p> <p>Level 1A: Exceptional Significance. State listed.</p> <p>Level 1B: Exceptional Significance. Not State listed.</p> <p>Level 2: Considerable Significance.</p> <p>Level 3: Some Significance.</p> <p>Level 4: Historic Record only.</p> <p>Conclusion: I ask if this building is not listed in any of these above Heritage Management categories, why not?</p>

	<p>I would appreciate a reply to my questions from the council.</p> <p>The Burra Charter:</p> <p>The Burra Charter is a document published by the Australian ICOMOS.</p> <p>"The Burra Charter provides a best practice standard for managing cultural heritage places in Australia."</p> <p>The Burra Charter guidelines , which the City of Fremantle is obliged to apply to the Conservation of City and Privately owned heritage Building clearly states;</p> <p>" These guidelines are designed to assist anyone who;</p> <ul style="list-style-type: none"> • Wants to assess the heritage significance of a place or object in (NSW, for example) as part of a heritage listing process, or as part of a new or changing management of a place or object. • Manages, cares for, or advises on heritage listed places and objects, including owner, heritage professionals managers and custodians. • Assessing the significance of a place or object is critical before making decisions about future protection and management. • Once we can recognise why a place or object is important (its values), we can take the necessary steps to ensure decisions and actions DO NOT DIMINISH ITS SIGNIFICANCE". <p>Question 3: I ask the City of Fremantle to abide by the established regulations of the Australian Burra Charter.</p> <p>Thereby I state that there should never be digital billboard advertising , nor advertising in ANY form adhered to any council or privately owned Fremantle heritage building or place.</p> <p>It is important that council considers my appeals, and all appeals from Fremantle residents and does not give the go -ahead for the degradation of our Fremantle heritage precincts.</p>
11.	<p>I hear that there is a plan to place an electronic billboard on the old Fremantle PO I am totally against such a move especially on a heritage building.I was horrified when one was erected on the Freo footy oval but found out that this spot isn't within the purview of the council.</p> <p>I've been resident in Freo for over 40 years and a rate payer and find it abhorrent that such signage should be allowed</p>
12.	<p>CoF ---- Your not seriously going to put a billboard, on a historical building. Also one that tourist may take pictures of.</p> <p>Please don't sell your soles like this.</p>
13.	<p>I am strongly opposed to the proposal. The signage does not suit the area nor the building and would be a detriment to the surround areas. I see no benefit in the proposal. Signage does not align with the heritage building.</p>
14.	<p>This is completely not in keeping with the historical outlook of Fremantle, especially on a building of this nature. It should not be considered at all for any reason</p>
15.	<p>A massive NO from me as a rate payer and local business owner to introduce flashing billboards to our historical city. Shame on City of Fremantle for entertaining this concept.</p>
16.	<p>This application is so ridiculous, I had to check it wasn't Aprils fools day first before I typed this reply.</p> <p>The addition of digital signage to the roof/facade of this historical building, at the gateway to Fremantle, would be tantamount to architectural abuse.</p> <p>What an utter eyesore and not in keeping with the surrounding environs, particularly at an entryway where are visitors by rail and</p>

	<p>sea would no doubt be first to have their visual fields abused.</p> <p>No , no no. We do not need it, at all.</p>
17.	The proposal should be rejected.
18.	Terrible idea. Goes against everything Freo is, putting an awful digital sign on a beautiful historical building, the entrance to Freo for so many people from the train.
19.	This is a truly horrible idea. These are heritage buildings and should not be adorned with advertisements. It will look awful and is not in keeping with the Fremantle vibe. I am extremely opposed to it. Please do NOT approve it.
20.	No. This request should absolutely not be approved for this historic building.
21.	<p>The proposal to add an oversized digital sign to one of Fremantle's historical buildings is grotesque and laughable. I cannot believe that anyone would think it's a good idea.</p> <p>The digital sign at Fremantle Oval is a prime example of how awful these things are. In a world cluttered with messaging, the last thing we need unnecessary signage plastering our most protected buildings. I ask that the Council vehemently rejects this application.</p>
22.	<p>Shameful use of one of our most prominent historical buildings. Clearly the capture is the train station/cruise ships/port.</p> <p>This proposal displays a clear lack of reflection to Fremantle and its historical nature. As Freo residents both my husband and I are opposed to this monstrosity perched atop one of our beloved buildings.</p> <p>What is wrong with you planning people, no foresight, no care and no critical awareness of community respect and love for Freo.</p> <p>This electronic billboard serves no valuable purpose, except to illuminate, distract and create a ridiculous roofscape.</p> <p>Please not our objection and we sincerely hope elements like this do not become our regular streetscape in Fremantle.</p> <p>Thankyou.</p>
23.	Don't do this. It undermines the cultural heritage aspects of Freo
24.	I submit that no signage including this one go up especially on historical buildings. In this case at 13 market st
25.	<p>This should not be allowed under any circumstances. It is totally inconsistent with the architecture of the historic building, which is in a highly-visible position as the 'gateway' from the train station to the historic centre of Fremantle. The proposed billboard would completely cut off any view of prominent cupola other than from the very specific angle chosen for the illustration in the proposal.</p> <p>Compare the proposal with the existing view from the station end of Market Street (attached)</p>
26.	N0.
27.	<p>The proposed development is a totally inappropriate addition to an important heritage asset.</p> <p>The building is listed on the Register of the National Estate and described thus:</p> <p>Statement of Significance</p> <p>Fremantle Post Office, completed in 1907, is important for its association with the development of postal services in Western Australia following the gold boom years 1890-1910 and Federation in 1901. (Criterion A.4)</p> <p>The Post Office is important as a relatively intact example of the 'blood and bandages' style of red brick public architecture practiced by Hillson Beasley, Chief Architect of the Public Works Department in Western Australia. (Criteria D.2 and H.1)</p> <p>The Federation Free style building is a well known landmark in Fremantle and contributes effectively to the Market Street</p>

	streetscape and to Fremantle's townscape. (Criterion E.1) (Australian Historic Themes: 3.7 Establishing communications) It is also recognised at State level: "The City of Fremantle has identified this place as being of exceptional cultural heritage significance in its own right within the context of Fremantle. This place is entered onto the Heritage Council of Western Australia's Register of Heritage Places. All development applications must be referred to the Heritage Council for approval."
28.	Absolutely not, a digital sign board is not appropriate for a historical building.
29.	I am totally against a digital billboard, or any type of marketing on the building. I understand that it would be visual advertising for a lot of people, especially tourists coming off the train and the cruises, it would just look tacky and cheap. Ruining a classic, historic building. How about more directions to the Tourist bureau!
30.	When I first read the submission, I had to double check that it wasn't on a 'fake news' site. I am absolutely flabbergasted that this actually got to the submission stage. A lit up billboard is the antithesis of what should be put upon such a majestic building. I cannot express the deep disappointment I feel that the Fremantle council would even consider this. What a sad, sad sight our city has become.
31.	Please don't ruin a beautiful heritage listed building in Fremantle with a digital sign.
32.	This is absurd. We do not need to be advertised to from a beautiful historical building. Leave the architecture alone and market somewhere else! Dont do it.
33.	Yes
34.	No , how dare you even consider putting a sign on a heritage building
35.	Proposed sign on historic facade compromises aesthetic and heritage value of facade. Also makes Freo look cheap and nasty. Application has no merit of any kind. Refuse it please and update policies so applications like this do not come through again.
36.	This is one of the worst suggestions / proposals I have ever heard of for the historic West End. Should not even have progressed to this stage, an atrocious idea.
37.	Digital signs are horrendous and distract from the beauty of our city. Fremantle also attracts many tourists and it would take away from its charm. Please do not allow this :(
38.	The proposal to place a digital sign at the public transport 'entrance' to our city is preposterous. Increasingly Australia is following in the footsteps of the U.S. with an abundance of visual persuasive texts filling almost every available surface. Consider what helps retain the beauty of great European cities? It's lack of garish advertising! Very strict laws about size and placement of signs allow us to appreciate the architectural and environmental beauty of cities such as Paris. please Freo Council, don't sell off unique visual scape, for the sake of a few more dollars in the coffers. Cherish what we have!
39.	NO, please no, not on this historical building.
40.	Absolute no no. Are you serious?
41.	Please don't lower the tone of Fremantle by adding gratuitous and incongruent billboards to historic building facades.

42.	A billboard on a heritage building is a big No from me. Not at all in keeping with Fremantle. This would set a terrible precedent.
43.	<p>This is a key heritage area and an important heritage building in the heart of Fremantle. Whilst the artist impressions show the signs to be small in comparison to the building, the reality of a 5 metre wide by 3 metre high garish digital sign on two sides of this building is unacceptable in any heritage area. This area is particularly important for visitors to Fremantle as it is the gateway from the bus and train station, and instead of being greeted by charming buildings and green space of Pioneer park, they will instead see this horrendous sign forever making an impression of whatever is being advertised.</p> <p>The city need to consider an alternative that is discussed with the community to welcome people to Fremantle.</p> <p>And you permit this one sign, it sets a precedent for every other heritage building in Fremantle.</p>
44.	No
45.	I believe the submission should be rejected as it does not fit with the Fremantle heritage aesthetic. No-one wants to see more advertising in Fremantle except advertisers.
46.	No, we do not need a billboard
47.	This is Fremantle, not New York. We do not want digital billboards everywhere, especially on historic buildings.
48.	Please no big signs on another historical building. City of Fremantle you are killing the heritage atmosphere in Fremantle city itself and it is no longer attractive to tourists or visitors or even locals. Yea we must progress but not at the expos one of the few reasonably historic buildings left.
49.	13 Market Street - DA0295/23 - I would like to let CoF to not put a digital billboard on this beautiful heritage building. It will kill the vibe in Fremantle. It is a big No from me.
50.	<p>Terrible use of a heritage buildings facade.</p> <p>As a local I find this an offensive addition to an already dilapidated building.</p>
51.	Big NO. To billboard on the old Post office building. Destroys everything Freo is about.
52.	<p>As a resident of Fremantle for 35 years and East Fremantle for the last 8, please, I beg you, do not let this proposal go through.</p> <p>Further more, please ensure unsympathetic additions to heritage buildings in the city of Fremantle can never be considered. There's not much left of historic Fremantle and it is your job to protect and preserve it for generations to come. Please, please, look after this one remaining aspect of our beautiful town or we will surely lose one of the most precious things that makes our home special. You have plenty of new, modern buildings to put such a billboard on that would be in keeping with their soulless design, please leave our historic, full of character buildings as they are.</p>
53.	<p>I do not support the proposed erection of a billboard on a heritage listed building at Market Street Fremantle.</p> <p>To obliterate the view of a heritage listed building is a bizarre proposal given that many tourists come to Fremantle to enjoy the collection of preserved buildings. Are rare sight in Australia as developers tear down the old and replace with modern structures. No one wants a selfie in front of the billboard. You'd get better advertising from the millions of selfies taken in front of that beautiful building.</p> <p>There are other places for billboards, please explore other options.</p>
54.	A digital sign in a world-famous area like Fremantle could be considered an eyesore as it disrupts the historical and cultural aesthetic of the location. The juxtaposition of modern digital technology against a backdrop of traditional architecture detracts from

	the authentic charm that draws visitors to such iconic places. Additionally, it could potentially contribute to visual clutter, diminishing the overall visual appeal and tranquility of the area.
55.	No . I disagree with it!
56.	I do not support this proposal, it will detract from the heritage appeal of this building, and could set a precedent for other heritage buildings in Fremantle, which would detract from the city's charm.
57.	This would look horrendous. Please don't do it. Stuff like this would ruin fremantle's character.
58.	I wish to express that I do not support the proposed plans for the billboard to be constructed. In my opinion this is spoil the beauty and charm of the heritage building.
59.	I do not agree with this proposed signage on a heritage building.
60.	I oppose the installation of the LED sign on the old Fremantle Post Office building as it is incompatible with the building design, important and heritage.
61.	No signage should be approved on this significant heritage property. The council should be requiring the building to be properly maintained . For that matter the original post office building should not be in private hands.
62.	NO. My vote is to NOT go ahead with the proposal. The charm, beauty and popularity of Fremantle is its authenticity and "classic" look. This proposal is definitely not in harmony with the way the city looks and feels. Because yes, walking down a street also awake feelings. It reminds me a little bit to some European cities and makes me feel home. A warm and cozy home. That wouldn't exist anymore if that proposal was to go ahead. Please and thank you,
63.	No, No, No!
64.	To Whom it May Concern, I am strongly against the proposed development. To place a billboard as proposed would be to deface a historic a cultural icon. Please do not accept this application.
65.	No this application should not go ahead. It contravenes the city of Fremantle's signs and holdings policy and would ruin the aesthetic of a gorgeous heritage building. It also sets a terrible precedent for the treatment of heritage buildings and is not an appropriate first look for tourists to our city. Definite no for this one.
66.	I reject this blatant abuse of heritage real estate in Freo. We are so fortunate that so many classics were saved in town but to consider putting a billboard on the old post office like this is ridiculous. What benefit will it have to business? Who is making money from this and how will the city benefit? I do not think the damage to the image of the building is worth it. Hang a sign in that awful tent city if you want to advertise!! Or better yet, put funds there to create a cleaner, safer, more attractive space.
67.	No to the Digital signage
68.	No billboard on such an iconic fremantle landmark.
69.	No. This is a heritage building and such changes should not be made to preserve Fremantle as landmark that is a unique part of history. Particularly for a change that isn't essential and doesn't improve the functionality of the building in any way.

70.	The proposal to place a digital billboard at 13 Market Street is inappropriate for the heritage building. It's an entry to the city and not in keeping with the heritage streetscape.
71.	NO TO THIS BILBOARD
72.	BIG NO
73.	Support. Fremantle is not an open air museum and this has minimal impact on the building - in fact on top of a later extension.
74.	I do not support the decision to add a billboard to this historic building. I have grown up in Fremantle my entire life, I have very fond memories of feeling like I have been transported to a time gone past simply by the authenticity of the buildings in Fremantle. We are such a young nation, we should be preserving our historic sites for future generations. I hope that the billboard is stopped I'm order to maintain historical accuracy and longevity of the building.
75.	This is completely inappropriate location for advertising due to the historical significance of the building.
76.	The placement of a digital sign on a historical building presents as removing the significance of the building and its history. From my understanding this would be the first digital sign on a historical building in the Coty of Fremantle and I'm concerned it will set a precedent if the sign is approved and further applications for digital signs will follow. Placement of digital signs on historical buildings will not only take away the significance of the building but also change the overall feel and beauty of City of Fremantle that is known for its historical architecture and charm and could adversely influence tourism. I hope the submission is not supported please.
77.	This very obtrusive and ugly signage, if passed by Council to be placed on top of a lovely Heritage listed building , will deteriorate the area and open the floodgates for more of the same. This is the entry INTRODUCTION to our city, YOUR city, for all visitors PLUS locals who GENUINELY value our city's UNIQUE heritage which surely must be protected from money-making unacceptable billboardibg attacks such as this. Please please show leadership and responsibility, do not allow this signage to be placed as a tacky addiction to our heritage city. We who really care about Fremantle are relying on you. Please do not let us down.
78.	Do not agree, awful defacement of a historical building, let's not go fi n that route, market Freo as a historical port town, this is what brings the money and tourists, not signage, so old fashioned thinking.
79.	This proposal is abhorrent and an insult to Fremantle's beautiful and iconic heritage buildings. It entirely alters the character of the area and is a lazy, thoughtless proposal for advertising revenue at the expense of our town's heritage and in a prime location. I am not against advertising but surely erecting a huge billboard on top a heritage building isn't the right way to do it.
80.	I think this huge sign will significantly detract from Fremantle's appearance. It is located to take the attention of people entering Fremantle from the train station, and it takes attention away from the fine old buildings that give Fremantle its character. It makes Fremantle look cheap and exploitative.
81.	I'm really disappointed to see an application that is so unsympathetic with the heritage values of Fremantle town centre and this building in particular. The old post office building is an entry statement, particularly for those entering the city by rail or the port. Digital signage, especially of the size and prominence set out in this proposal is completely inconsistent with the architectural aesthetic of the area and should be rejected by the council.
82.	Please vote no to the sign development proposal for this heritage listed building. It's an entry point for the city and is tacky and completely against the heritage of the building.

83.	This is a highly visible, highly significant building in the Fremantle West End Conservation Area. It was included on the Register of the National Estate in 1978 and the State Register of Heritage Places in 1996. I am almost lost for words to describe the insensitivity of the proposal, but "an act of heritage vandalism comes to mind." The Council should not have a moment's hesitation in refusing it. To approve it would be to seriously damage the City's heritage credentials and make it impossible to refuse like proposals on other heritage buildings.
84.	This should be refused as it is not consistent with City of Fremantle signage planning policies or the heritage values of the state-listed West End of which this building is part.
85.	If there aren't strong enough planning policy against the kind of signage as proposed for 13 Market Street Fremantle on a significant heritage building and precinct then let this application be a serious prompt towards creating the strongest protection against visual pollution. If anyone is in doubt view the same kind of signage on the old building corner of Stirling Highway and Glyde Street. The neighbours objected after the fact due to inadequate notification. So congratulations to the City of Fremantle for making this proposed thin edge of the visual police wedge public knowledge.
86.	This is an important signifier of Fremantle as a historical city, particularly a city that celebrates Victorian heritage and is a building on the Register of the National Estate. Putting an advertisement above it both undermines the heritage value of the building, as well as visually cluttering the Market Street where visual stimulus should be pulled to the street level, both for safety and local encomiums reasons.
87.	I can't imagine why Fremantle needs to turn into an advertising agency. This kind of advertising is very intrusive. Especially on an historic building that is not currently being used as it needs massive repairs.
88.	NO
89.	I am against this application on the grounds it is not online with the heritage listed status of the building
90.	13 Market Street, Fremantle - DA0295/23 - I do not support this development proposal as it does not suit the old Post Office heritage building or streetscape and is against City of Fremantle's signs & hoardings policy.
91.	Commercial signage should be harmonious with the building and streetscape. The contrast between bright, digital signage and texture of the old building will be jarring. Poor aesthetics. Please do not allow.
92.	I am submitting a comment against this plan. I don't want to see Fremantle common space for sale to advertising. I'm concerned to introduce such invasive consumerist imagery to our every day lives. I hope our community can be progressive in a different direction than this. Further, Digital advertising signage is a distraction to drivers in an already dangerous traffic area.
93.	We are writing to express our strong objection to the proposed signage on the heritage-listed building located at 13 Market street. As a concerned property owner within the local community and people who value the historical significance of our neighborhood, we feel compelled to voice our reservations about the potential impact of this proposal. The heritage-listed status of the building reflects its cultural and historical significance, and any alterations, especially in the form of signage, must be approached with extreme caution. The proposed signage, as outlined in the submitted proposal, raises serious concerns regarding its compatibility with heritage guidelines which exist for the preservation of such structures. Specifically, our objections are based on the following points: Visual Impact: The design and scale of the proposed signage on the heritage character of the building and its surroundings.

	<p>Historical Sensitivity: The historical sensitivity of the building requires a more nuanced approach to any alterations, with a focus on preserving its authenticity and contributing to the overall historical value. We request that there be reconsideration of the proposal in light of these concerns and explore alternative solutions that respect and preserve the heritage value of the building. We believe that any modifications should enhance, rather than compromise, the unique identity of this heritage-listed structure. We are concerned for the negative impact of the proposed signage and therefore voice our objection to this proposal.</p>
94.	<p>Electronic signage on the former post Office is totally inappropriate and damaging to the Fremantle ambience and should not be approved. Fremantle is losing the character which attracts people to it!</p>
95.	<p>The signage ruins the historic facade, and is completely out of sympathy with the building and the unified historic look of the buildings from the station up Market Street.</p>
96.	<p>I am strongly opposed to the signage proposal for the following reasons. It would degrade the appearance of the old Post Office building being totally out of character with the building. The bright display would detract from the appearance of the building, in a similar manner to the existing advertising screen near the oval detracts from the heritage pavilion nearby. Past Mayor admitted to me after that sign was installed that he wouldn't have supported it had he realised how bright it was! Garish advertising screens have the ability to destroy the ambience of the historic area of the city and form a visual pollution to our lovely city. We don't want more of them in sensitive areas.</p>
97.	<p>This kind of development is not in keeping with Fremantle heritage. Why would the council ever think this is a good idea? Money? The digital sign at Fremantle Oval is an eyesore and detracts from the beautiful vibe Fremantle has. PLEASE, NO MORE!</p>
98.	<p>I object to the imposing visual impact of this digital signage. The similar one high up within Fremantle Oval is overbright, flashing and distracting, making it dangerous to drivers negotiating the South Terrace / Parry St intersection. This area is already complex with pedestrians and a facing single turning lane. The proposal for the old Fremantle Post Office site is similar in nature, and thus will have a similar visual impact. I believe it will significantly detract from the historic nature of the building and surrounds, and change the ambience of the Market St precinct. If more sympathetic lighting were to be added to the top level of that structure, it should be to enhance the appearance of the building and not to provide a placement for advertising.</p>
99.	<p>If approved this digital signage will set a precedent for scale and positioning of digital signage in the city. It will transform the character of Fremantle and set the standard for future advertising and signage around the city. The Post Office is iconic both in its position at the gateway to Fremantle and also as part of heritage conversation with the buildings that surround it. To place a large digital billboard on top will diminish the integrity of both the architecture and Brand Fremantle. It appears from the drawings that it is perched precariously on top of a heritage building that has already proved itself structurally unsound and that area is often hit by high winds and gusts that could see that sign fall to the street and cause severe damage to life and property. It is dangerous, a risk to the community and not on Brand. Is this how we see the future of Fremantle?</p>

100	<p>1) Efficacy: I'm not averse to digital signage but I have some reservations about this location. First of all - from a practicality point of view - it's very high, so it's not designed for advertising to pedestrians, and it's not really at a busy junction for vehicles - so I'm wondering what its benefit or purpose is. Feels like a potential money-making venture with no real consideration to site.</p> <p>2) Heritage: I wonder if there should be some guidance from CoF that restricts this kind of advertising on heritage buildings. It's not in keeping with the streetscape, and a digital billboard would be far more suited to a modern building - or a location of little heritage significance - such as next to the train station, or opposite the under-development Wool Stores.</p> <p>3) Light pollution: the digital sign at the football oval is so unbelievably bright, it's almost blinding as you approach it. It completely impacts the mood of the area as it flicks between adverts and their varying luminosities - this effect concerns me at one of the key Fremantle entry points.</p> <p>4) Vibes: Feels a bit/a lot tacky for our divine port city? Hard to explain other than: not the right vibe. These days digital signs tend to show Hilux ads, Bank promos and greenwashing rubbish - do we want this? Is rampant capitalism our welcome VIBE?</p>
101	<p>While this is an interesting concept, the plans don't say what the signs are to display.</p> <p>I think it is more appropriate for a modern development not for an historical building of this type. The signs will hide the roof ornament and spoil the look of the building. I would prefer to see the building properly renovated and brought back to its former glory rather than have this sign plonked on top of it.</p> <p>I reject the proposal for a sign on this building.</p>
102	<p>I believe this detracts from a very important and heritage listed building at the entrance to Fremantle. It has a direct impact on the streetscape - see both from the easterly and northern perspectives. It detracts from the architecture of the era that the building was constructed. It does not offer any advantages to the building or surrounding streetscape. I think this DA should be rejected as it is not sympathetic to the building or the location</p>
103	<p>It ruins a lovely historical building, and is generally intrusive and ugly, and definitely not needed in the area. The damage it does to the detailed roof facade and spires is exceedingly obvious and horrific.</p>
104	<p>I am shocked and appalled that this proposal is even considered due to the grandeur of this heritage building</p> <p>I hope it doesn't progress</p>
105	<p>I am writing to express my strong opposition to the proposed installation of an electronic billboard on a heritage building in Fremantle. Such a move would compromise the historical significance and aesthetic appeal of our city's heritage structures. Heritage buildings are integral to Fremantle's identity and should be preserved without modern alterations that detract from their historical value. Placing an electronic billboard atop a heritage building could disrupt its visual appeal, contribute to light pollution, and clash with the area's architectural character.</p> <p>I urge the Council to reconsider this proposal and explore alternative locations or advertising methods that do not compromise our heritage. Preserving the integrity of Fremantle's historical buildings is crucial for maintaining the unique charm of our city.</p>
106	<p>The City of Fremantle should decline to approve this development application for the following reasons:</p> <ol style="list-style-type: none"> 1. The proposal is not in keeping with the heritage architecture, streetscape and local amenity 2. The former Fremantle Post Office building is arguably the most iconic building in Fremantle being the first of the federation era buildings that both tourists and locals see when they embark from the Fremantle Train Station and/or Fremantle Passenger Terminal

	<p>to head into Fremantle.</p> <p>3. The unspoiled heritage streetscape of Fremantle is one of its most defining characteristics which attracts tourists and those from Perth's outer suburbs - and such should be preserved and protected.</p> <p>4. The proposal will have absolutely no net benefits to the Fremantle community which might otherwise have served as a 'trade-off' with respect to the above concerns.</p>
107	<p>Simply put, Fremantle is iconic and is the reason people come to Freo. We have Perth City that is full of high rise and massive advertising signs. Plus many other suburbs that also present massive advertising signs and high rise that are NOT sort out by foreign or Australian tourists. However, Fremantle is a tourist attraction (for both foreign and Australian) and gives Fremantle an edge.</p> <p>I agree with increasing Residential living in Fremantle, even 3 storeys high but NOT in the middle or on the ocean side of Freo... that is just developers doing their "lets make more \$\$ thing" which does NOT help Freo.</p> <p>Also, the concept of turning Freo foreshores into Elizabeth Quays type structures is ridiculous... this Perth area is already suffering boredom with it.</p> <p>You can modernise Freo to attract more people but you would be better returning to FAMILY rather than an excess of alcohol outlets which just breeds violence, drugs and criminal activity.</p> <p>Your job is to make Fremantle exciting to young and old and a safe place for all. This can't be done with cheap tinsel and high rise residential for those with money, in the City/foreshore itself.</p> <p>It just turns Fremantle into another boring town/city.</p> <p>HENCE, A SIGN THAT SIZE and ATTACHED TO A LARGE FREO HERITAGE BUILDING (THAT WELCOMES PEOPLE TO FREMANTLE) IS QUITE GROTESQUE and DOES NOTHING FOR FREMANTLE but MAY BENEFIT the owner of the building and the advertiser.... AGAIN... BUT DOES NOT BENEFIT FREMANTLE... QUITE THE CONTRARY!</p>
108	<p>Really? Is that the best we can do with the beautiful heritage post office? I think a large digital sign would be out of character and I would hope the owner would rather get in with full repairs or sell it to someone with imagination to turn it into a true iconic entry statement to Market St.</p>
109	<p>I'll keep it short and sweet... this is visual pollution!</p>
110	<p>No, to the signage in Freo. It's not inline work the historic surrounds! Unnecessary waste of money.</p>
111	<p>No no no. I am against this application. A bill board does not fit in a heritage area. What an absolute eyesore it will be if approved. Its visual pollution and billboards are a detraction. They attract vandalism and idiots will try and reach it somehow. Who ever thought of this idea does not appreciate Fremantle and its character or the architecture of the building. Please please do not approve this. If its approved you may get other similar applications so please stop a disaster from happening</p>
112	<p>unless there is a promise to significantly reduce rates in the city, i do not support the electronic advertising signage. it contradicts the city's heritage building listing.</p> <p>as a heritage listed property owner in the city, we are restricted with what we can do to our home. we abide to the restrictions with respect to the heritage and history of the building (exactly why we love fremantle).</p> <p>this proposal is hypocritical of the city, only aimed at revenue raising and unless it goes back to the ratepayers, i do not support</p>

113	<p>I am writing to express my deep concern about the proposed digital signage in Fremantle. The introduction of such screens threatens the unique character and cultural richness that define our town.</p> <p>Fremantle's charm lies, in part, with the absence of digital screens. Psychologically, these screens can distract from the present moment, diminishing the beauty and cultural essence of our town.</p> <p>I appeal to the City of Fremantle to consider very carefully the approval of this proposal, urging them not to compromise our heritage-listed buildings for commercial interests.</p> <p>As someone who has spent their entire life in the Fremantle area, it would sadden me deeply to witness its decline in this manner. I trust the COF will carefully consider the implications of digital signage and its potential impact on Fremantle's identity. Thank you for your attention to this matter.</p>
114	Another great example of the weakness of heritage protection in Fremantle. The application getting this far demonstrates this.
115	Absolutely not! This is a heritage building and should be protected, they should never be allowed to display commercial billboards on heritage buildings. Turning the building in to an eyesore. A big NO on this proposal.
116	<p>You cannot be serious. I find it hard to find the words to express my utter disbelief that such an undertaking needs to be debated.</p> <p>The idea of an advertising sign being erected on what should be a heritage building is abhorrent. There seems to be strong desire to dumb down certain parts of Fremantle.</p>
117	I don't think this proposed sign is appropriate for this beautiful heritage building. It doesn't suit the street scape and will take away from the beautiful facade. Please don't allow this to happen.
118	Regarding the 13 Market St Digital Advertising I feel this is totally inappropriate on a heritage building. NO
119	I'd prefer not to have Digital Signs on historic buildings in Fremantle. It's a tourist area.
120	<p>I would like to express my strong opposition to this proposal and my concern that the Council is even finding it necessary to give serious consideration to the proposal.</p> <p>In my view heritage buildings do not exist to provide vantage points for commercial advertising.</p> <p>If the Post Office then what next? The Round House and the Town Hall.</p> <p>Please let the intact beauty of this wonderful heritage building speak for itself.</p>
121	This proposal is appalling - an ugly digital sign on top of the gracious old post office building, greeting people with advertising when they step off the train and adding visual pollution to the city making a very a garish entry statement to the heritage area, detracting from the heritage architecture. Why are people so greedy and selfish?
122	I would suggest that this is a fine example of visual pollution and should NOT be permitted on such a statement building in Fremantle. Although displayed with blue skies and balloons, this will not be shared with the community - it will be JB Hifi, Good Guys and other shopping destinations such as Claremont, Westfield Boragoon etc. Surely we should allow people to admire our heritage buildings in our heritage city without this visual assault.
123	<p>This proposal is an awful addition to this heritage building and the wider City precinct and should not be approved.</p> <p>Visual and light pollution</p> <p>Electronic billboards contribute to the "uglification" of our cities, like graffiti - without the impromptu charm of street art - and unsightly</p>

	<p>electricity poles - without the necessary common utility that these provide.</p> <p>These billboards also come at a cost to the community and environment. As is evident of the billboard installed near Fremantle oval several years ago - they provide a constant visual noise on a par with the drone of heavy traffic and a level of light pollution that disrupts ecosystems and can affect human health.</p> <p>Environmental Impact</p> <p>Electronic billboards require a considerable amount of energy to operate, raising concerns about their environmental impact. To put this into context, a JCDecaux Daktronics unit requires between 4752 watts (typical) and 15840 watts (maximum) to operate. Multiplying this by 24 hours a day and 365 days a year we see that one year of operation at the typical level would use 41,627kWh of electricity. That's more than 8 average WA households.</p> <p>And all this to (largely) promote products that we do not need, sustain consumerism and capitalism - and all the negative impacts on our environment that entails.</p> <p>In a climate emergency - which the City acknowledged in 2019 - this is a frivolity we can not afford.</p> <p>Urban Commons</p> <p>The buildings and urban form of Fremantle does not exist to supply a scaffolding of surfaces and stream of eyes for an advertising sector looking to squeeze marketing opportunity from every inch of the street. Fremantle's branding is an often organic, sometimes carefully curated reflection of its community - it is a 'commons' acquired and fostered over decades. An electronic billboard operated by a rich elite, is not a fitting contribution to the Freo brand.</p> <p>Any City is for its citizens to explore and enjoy. Billboards put that enjoyment at the whim of advertisers who can afford to spend significant amount of cash to beam their product into our streets in an effort to distract our attention from everything else.</p> <p>Even David Ogilvy, widely considered the father of modern advertising, expressed his disdain for outdoor advertising back in 1963. "Man is at his vilest when he erects a billboard," he wrote. "When I retire from Madison Avenue, I am going to start a secret society of masked vigilantes who will travel around the world on silent motor bicycles, chopping down posters at the dark of the moon." A growing number of city administrations around the world agree and are banning electronic billboards. Let's go with the trend on this one!</p>
124	<p>This is a terrible proposal and should not even be entertained by City of Fremantles planners and The Heritage Council of Western Australia. Not only is it inappropriate for a heritage building of this calibre, its also situated at one of the main gateways into Fremantle from the trainstation. For many, this will be the first thing they see when coming into the city.</p> <p>If approved, it will also set a new precedent for others to do the same thing arond Fremantle and atop of heritage buildings.</p> <p>Billboardadvertising is bad enough, however illuminated LED digital signage is obnoxious. A key example is the LED billboard at Fremantle Oval. Not only is it overbearing, it emits a large amount of glare into the public domain especailly at night as no standards on light intensity (lumens) was enforced by the council.</p>
125	<p>I am opposed to this development application. The Fremantle Post Office occupies a distinctive location within the historic, State Heritage listed Fremantle West End. The building is the first example of Fremantle's built heritage at the City's entry point on Market Street and is highly visible to visitors entering on foot from Fremantle Train Station or driving into Market Street. The proposed development is totally at odds with the amenity of this location and will result in detracting from the positive visual impact currently</p>

	enjoyed in this locality and of the building itself. The development is clearly intended to derive commercial profit to the applicant and there is already more than adequate provision for commercial signage at the Fremantle Train Station.
126	This is a poor outcome for any city let alone the significant heritage city of Fremantle. An illuminated sign will cause light pollution day and night. Particularly in the evening this will dramatically detract from any observable character to this otherwise beautiful and highly significant building. I request this be outright refused by council as a completely inappropriate use of signage on such a prominent building and location.
127	Well, this is ridiculous, what an eyesore, please don't allow this abomination. I am a supporter of development in Freo but this, no, just no.
128	I am against this proposed development of the Signage (Digital Sign) Addition on the old Fremantle Post Office. This is an iconic and heritage building and this sign in no way complements or enhances the building or that area in anyway. I strongly feel that the signage should NOT be accepted by the council.
129	<p>Do we want Fremantle to be a city of heritage and history or a monument to consumerism? This highly intrusive billboard will destroy the aesthetic and architectural value of the north-west and north-east façades of the old Post Office building, which is almost literally the gateway to historic Fremantle for those who arrive by train or bus - or even those who come by car and park on Victoria Quay and then cross the railway at the station. Cruise ship passengers using shuttle buses to the station will also be faced with an incongruous introduction to the historic centre of Fremantle.</p> <p>With regard to the specific impact on the building itself, the proposed billboard would very significantly detract from the architectural features of the building, including roof features such as the cupola and the 'towers' either side of the north-east (Market Street) Gable. The graphic shown in the notice calling for submissions is highly misleading as it does not properly show the visual impact of the proposed billboard from the Pioneer Park side of Market Street, which is the side used by most people walking from the train or bus stations - see attached illustration.</p> <p>I note that the City of Vincent, with a similar, albeit less consistent, historic built environment, banned billboards and third-party advertising in 2001. A review in 2020-2022, including significant community consultation, strengthened this position, with the outcome being that: "we will see the phasing out of temporary billboards and maintain our position of no new billboards in Vincent" (https://www.vincent.wa.gov.au/news/vincent-simplifies-signs-and-advertising-policy/11779). A key objective of the City of Vincent Policy (https://www.vincent.wa.gov.au/documents/753/local-planning-policy-signs-and-advertising) is that signs "Do not detract from the heritage significance of a building or area". On this basis, the proposed billboard for 13 Market Street would fall at the first hurdle.</p> <p>If City of Fremantle does not already have a suitable policy to control signage, I strongly suggest that it develop one, hopefully along the lines of the City of Vincent policy, to manage expectations and minimise the extent to which intrinsically unacceptable signage proposals are submitted to the City and take up the time of staff and community in dealing with them.</p>
130	I oppose the application, the signage is out of keeping with the history and features of the building that is at the gateway to Fremantle as one walks from the railway station. It is not an appropriate edition to such an important building

131	I am adamantly opposed to the proposal to put an electronic (or other) sign on the old post office. To do so would detract from the beauty and heritage value of the building. I think Fremantle Council needs to put in place protections for the glorious and unique architecture that remains in our town and preserve what is left, not allow it to be defaced with inappropriate signage and additions.
132	Non-support.
133	<p>I absolutely oppose the electronic billboard application proposed for the heritage Fremantle Post Office.</p> <p>In my opinion;</p> <p>1. Heritage is not just about the built environment</p> <p>It is inappropriate in terms of the city's heritage. Over many years the City of Fremantle has acknowledged the importance of Freeo heritage. The City has produced or promoted many guidelines, papers, community heritage events and tours, enacted and defended its By Laws. It has rejected inappropriate development proposals and applications and also worked with applicants and heritage consultants to define, adapt, collaborate, respect and enhance the city's heritage. It has endured severe criticism at times that imposed conditions by Council are inappropriate, unacceptable, too harsh and are not doable. That this proposal is offered up for community consultation I believe implies the Council may be seeking support and hopefully overall community approval - fence-sitting? This community cares for its heritage. Overall it has support and admiration for battles fought by the City on behalf of the community which has led generally to faith in the Council it elects. However I do not feel the community will find anything positive</p> <p>2. Public Safety</p> <p>The northern end of Market St could not be considered a good example of traffic/pedestrian management. There are multiple blind spots and potential hazards due to congestion. The bus movements in and around the area contribute to blind spots. Personally I take great care driving and cycling in this area in particular ...not made safer by allowing cyclists to share the pavements and crosswalks, An additional hazard is increasing use of e-scooters and the like, There is additional pedestrian traffic due to the proximity of the Railway precinct. The illustration supporting the electronic sign proposal indicates it is a definite distraction to the sign being mounted high above the street level. The sign would be a potential hazard approaching the Market St intersection turning from both the easterly and the westerly directions - with multiple pedestrian crossings, both formal and informal jay walking foot traffic. I also consider there may be extra glare hazards during wet weather.</p> <p>3. Aesthetics and outcomes</p> <p>What does that City of Fremantle expect from the proposal? I presume there is an income consideration. Unknown. Does this proposal beautify the entrance to CBD? No. Does it complement the City's heritage? No. Is it unique - a feature or attraction that would draw visitors to the city....Hardly? Does it perform a duty, a purpose that was lacking in the community? Has there been an impact assessment – if so what is that outcome?</p> <p>I believe if this proposal is approved even at a modified level it will undo all the good work, the positive outcomes and investment the City has made in protecting the unique heritage of Fremantle. It is not only protection it is awareness of the historic importance this special place is in State and national importance.</p> <p>4. Indigenous heritage</p> <p>The City of Fremantle has managed Indigenous heritage well and demonstrated leadership - an example is the positive adoption of aboriginal place names. This signage proposal demonstrates to me it is not serious about indigenous or non-indigenous heritage.</p>

	I do acknowledge the City is inviting community comments rather than advising an outcome and I sincerely hope that careful consideration will address my own concerns.
134	Advertising by design aims to attract attention. In this case it is to attract attention from anyone entering Market Street. The Fremantle Council should interview visitors to Fremantle to discover WHY they visit. Many international visitors can be seen photographing the 'relatively' few intact remaining historic brick & stone buildings left in Fremantle. The ambience of Fremantle is created by its historic core, its narrow streets, & its connection to the water. Allowing advertising to dominate those attractions is short-sighted or even blind decision making. The money that businesses in Fremantle make from tourism is more valuable than allowing advertising dollars to flow in, by dominating a sadly damaged but grand Post Office building. It equals visual pollution. The projected size of the advertising, in itself, is further cause for alarm. Once it is approved for one building, it will be a precedent for more on other sites. Please do not crack the golden egg. Once it is cracked it is useless.
135	Awful. Don't blight this beautiful old building with garish advertising screens.
136	I am frankly. gobsmacked that this is even proposed, let alone is wasting CoF staff time. I believe that: <ol style="list-style-type: none"> 1. The proposal is a visual blight, that detracts from the streetscape visitors come to Fremantle to enjoy. 2. The proposal disrespects the heritage listed building it is attached to. 3. An electronic billboard is a distraction to drivers. 4. An electronic billboard is a constant consumer of electricity, going against the "green" aims of Council. To me, this proposal is akin to erecting a fixed billboard in Pioneer Park. That would be totally unacceptable - so is this, as it would be as visually dominating and distracting, if not more so.
137	Just a reminder that the Signage Policy applies, which states "1.1. (g) Advertisements in the form of an Animated signs will not, be supported by Council." See: www.fremantle.wa.gov.au/sites/default/files/LPP%202.14%20-%20Advertisement%20Policy.pdf This is particularly relevant on a high profile heritage building that is an entry statement to Fremantle. It is also important to avoid creating distraction or confusion at busy intersections, which includes Market st. I ask that officers and elected members apply the policy as it is intended, and do their best to keep large flashing and/or LED signage out of our city. Many thanks,
138	I strongly oppose the digital sign on 13 Market Street for the following reasons: <ul style="list-style-type: none"> - The digital sign would visually compromise the heritage Fremantle Post Office building and would detract from the integrity of the architecture and the streetscape. The building is described by the Heritage Council as being "a dynamic design which makes a strong contribution to the West End of Fremantle, with its bold sculptural presence in the streetscape; and the place contributes to the sense of place of Fremantle by its presence at the northern termination of the city's principal shopping precinct and adjacent to the Fremantle Railway Station, and by the historical associations of the building with the development of the city." Adding a digital sign would severely compromise the building's heritage significance. - Digital advertising is visual pollution (as seen at South Fremantle Oval) that is not aligned with Fremantle's brand and appeal as a beautiful, heritage city. Placing a digital sign at one of the city's most significant entry points - opposite Fremantle Train Station -

	<p>would greatly detract from the arrival experience and impression of people arriving in Fremantle's West End, particularly those arriving for the first time. Eyes will be drawn to the garish sign and its irrelevant content, not to our beautiful architecture and unique, human-scale urban fabric.</p> <ul style="list-style-type: none"> - Light pollution is a growing problem and this sign would add to it. Light pollution interferes with wildlife and our ability to view the night sky. We should be minimising it, not adding to it. It also uses valuable energy. - The sign will advertise businesses that are not in Fremantle and provide no benefit to the City and its residents - it will only benefit the proponent. The City will have no control over what will be advertised and the businesses that are advertised may well go against the City's and the communities standards. <p>As a local resident who works in Pakenham Street in direct proximity to the proposed sign, I do not want to see a giant digital billboard blaring advertising at me every time I walk down Market Street. I don't think the digital sign will be featuring images of blue skies and balloons, as depicted in the render.</p> <p>I strongly urge you to reject this proposal.</p>
139	<p>Hi City of Fremantle - you are kidding, right? The proposed signage would be visual pollution attached to a building on the Gold Coast! But attached to a heritage building in our downtown area and one of the first things that visitors to our beautiful village would confront when they arrive at the train station or the port - what a disgraceful idea. It is visual pollution at its worst and there is no way that you can suggest that it has been designed to minimise its visual effects and to harmonise with the building as that is antithetical to the underlying purpose of the signage. That is, it's advertising - so its designed to be as visually obtrusive as it can possibly be. Councillors, please deny this ridiculous proposal and tell the company that submitted the idea to go back to Queensland.</p>
140	<p>Please reject this proposal. It totally disrespects the heritage of Fremantle.</p> <p>Your job is to protect and enhance the heritage of Fremantle. It is a unique city and deserves to be protected and not turned into a sideshow attraction.</p> <p>(I had to check that it wasn't April Fool's Day when I heard about this)</p>
141	<p>This isn't fitting with Freamntle assthetic and is simply vulgar. No</p>
142	<p>Truly tacky and totally inappropriate development application in a protected heritage enclave. If approved a poor precedent set again by council and councillors for the future of the West End of Fremantle. Why is the council even allowing this application?</p>
143	<p>This is a ridiculous proposal and should be rejected on preservation of heritage, streetscape, etc, etc. Why is the council not simply rejecting it without the need to bother residents with the need to make a submission?</p>
144	<p>I oppose such advertising on heritage sites. The proposal, if implemented, will not only vilify the site but lead to pressures for more signage. The building should be repaired as quickly as possible and put to good use for residents and visitors.</p>
145	<p>Terrible idea</p> <p>Completely out of image Fremantle wishes to portray</p>
146	<p>You have to be joking! Not only on a Fremantle Heritage icon building, but the entrance to Fremantle from the train station. It's a big no from me. Put it on Pettitt's palace Wally Civic building instead.</p>
147	<p>Oppose. Visual pollution and totally out of keeping with architecture, precinct and Fremantle character.</p> <p>Recent case in Victoria opposing a digital sign due to visual pollution succeeded and should provide basis for denying application.</p>

148	<p>Looks tacky and will be to the absolute detriment of the character of the entryway to Fremantle from the train station and especially to the heritage character of the existing building. The amenity of Fremantle shouldn't be thrown away just for the landowner to make a quick buck.</p> <p>It is extremely unlikely that small local businesses will be able to afford to advertise on this sort of signage, leaving the only benefits to major companies with little connection to Fremantle.</p>
149	Digital signage is not in keeping with the historical nature of the building, nor the wider area. From the (very minimal) plans provided, it also appears to cover up existing elements of this historic building. As local residents, we are both strongly opposed to this digital signage.
150	I do not support this proposal. I would like to see the building returned to an operational status rather than boarded up and in a state of disrepair, waiting to to now only become a platform for digital signage which is totally not sympathetic to the building or the area around it. Fremantle west end is slowly being eroded with every DA - with them only being assessed individually rather than the impact of each one to the impact of the area as a whole. There are more than enough static billboard locations already at the train station that can be converted to digital and the existing one near the oval is way too bright and a huge driver distraction.
151	I am appalled at the insensitive plan to install an idiotic electronic billboard on a prominent heritage building. Lets be clear about the type of place we want Fremantle to be and what it values, something like this works against everything good about Fremantle. I hope Fremantle Council sees sense here and kicks its stupid arse back to Perth where it belongs.
152	<p>How can we enhance and protect the remaining heritage beauty of Fremantle</p> <p>lets approve a huge garish electronic advertising sign on the most prominent heritage building in fremantle</p> <p>I am totally disgusted that the city is even considering this application.</p> <p>This unwanted 24 hour visual pollution is a disgrace</p> <p>other enlightened cities around the world are removing outdoor advertising completely</p> <p>(Sao Paulo Brazil / Chennai India / Vermont Maine Alaska USA)to name a few and other cities are replacing them with artworks (Bristol Tehran Paris)</p> <p>ItIs it the role of the city to protect the heritage of Fremantle or to cover it up with garish advertizing.</p> <p>the boast of outdoor advertisers is "when brands advertise on our structures they become part of the public social space entering peoples thoughts and conversations"</p> <p>Perhaps the repugnant advertising on the Fremantle Oval Grand Stand previously approved by the Petit led council has emboldened advertisers to think that</p> <p>Fremantle needs to resemble times square</p> <p>fremantle</p>
153	13 Market Street is a heritage building and the first building seen when tourists leave the train station. There are other more modern buildings in Fremantle that are more appropriate for this type of signage.
154	<p>I wish to object to the proposed digital signpost</p> <p>In the most strongest terms, the sign will be as obtrusive as the one at the footy ground with its glaring light output, it will be an</p>

	eyesore to visitors to see this monstrosity on a heritage building, people come to Fremantle to enjoy the heritage and atmosphere and not to be bombarded with dazzling images
155	Please leave a beautiful old building alone. If any money is to be invested it should be towards restoration. It is disappointing that potential lack of maintenance resulted in the relocation of the post office. Such advertising doesn't really seem to meet its objectives. Examples are the billboard at Fremantle oval and the low interest information provided near the Canning Bridge in Como.
156	I can't believe that an actual serious proposal being considered is to have the first thing that anyone sees, especially tourists, walking from the train station to the centre of Fremantle is a big led signboard on a heritage listed building, an absolutely absurd idea. Why not on the side of the round house? 20m out to sea from bathers beach? As you walk from the train station towards market street you are greeted by a rather charming few buildings, adding this signboard would completely change the character of the first view of Fremantle. Painted advertising is more in line with the aesthetic of Fremantle and the aesthetic that it should always try to preserve. LED signage would be less egregious somewhere between fomo and the library because it isn't the first part of Fremantle that you see but the buildings are more modern.
157	Sorry i disagree, and think, this is "selling out our heritage", and also think it blasphemy, to hang a digital sign, on a world class heritage building. Selling out the city heritage to advertising is never a good thing. How anybody in their right mind, would allow this, and think it was ok. Once a precedent is set, CoF will have to allowed these signs on "all heritage", any building, and then the area will just be another tinsel town, plastered with advertising. A lot of people, from around the world "and tourist" come to Fremantle because of its charm, historical buildings, and street scapes, why would CoF want to destroy that. This is not embracing, or blending old, with new. Sorry if "CoF" allows this to happen,they are "selling out or heritage", and i personally think it blasphemy, to hang a digital sign, on a world class heritage building. Lets have some class. This building is in the "Fremantle West End Heritage area" under Heritage Assessment and Protection, and control is needed to conserve and enhance the cultural heritage significance and character of that area. NOT BY HANGING DIGITAL SIGNS on it. Historic heritage places have the ability to create and sustain people's sense of identity of the community as a whole. Places of cultural significance enrich people's lives, often providing a deep and inspirational sense of connection to community and landscape.
158	Surely there are strict policies in place for signage on any building, and "especially" signage on a heritage building. No sure why CoF is even allowing an application, ---- should of been a letter saying, ---- NO SORRY, we can't even except this application, as you can't put this "billboard" on a heritage building, as per our policies. OR IS IT that CoF, is actually entertaining this idea, ---- then you need a good kick up the razoo. Cultural Importance - Preserving the original facade of old buildings is crucial in maintaining their cultural significance and architectural value. By retaining these structures, we are able to continue sharing the story and heritage they hold, ensuring future generations

	<p>appreciate their historical importance.</p> <p>Additionally, keeping the original facade helps maintain the aesthetic appeal of the surrounding area.</p> <p>So sorry this sign is not appealing, or in keeping with historical building, and completely out of character, and by allowing it, would desecrate a "historical building"</p> <p>"IF NOT ALREADY" ---- You should have policies in place, so as not to have to waste rate payers money, and CoF time and money, on these ridiculous applications.</p>
159	<p>I am opposed to DA0295/23. I believe it does not fit in the West End Heritage precinct and completely contradicts and disrespects the heritage architecture of the building. There is a time and place for electronic billboards and this is not appropriate. It is also at a height that would likely not be easily seen by passers by at street level who would have to crane their neck to try and read anything.</p>
160	<p>Seems ridiculous to start using the historic but damaged old post office building for advertising. Rather, investment in re-developing the building would be a good idea.</p>
161	<p>This highly intrusive billboard will destroy the aesthetic and architectural value of the north-west and north-east façades of the old Post Office building, which is almost literally the gateway to historic Fremantle for those who arrive by train or bus - or even those who come by car and park on Victoria Quay and then cross the railway at the station. Cruise ship passengers using shuttle buses to the station will also be faced with an incongruous introduction to the historic centre of Fremantle.</p> <p>With regard to the specific impact on the building itself, the proposed billboard would very significantly detract from the architectural features of the building, including roof features such as the cupola and the 'towers' either side of the north-east (Market Street) Gable. The graphic shown in the notice calling for submissions is highly misleading as it does not properly show the visual impact of the proposed billboard from the Pioneer Park side of Market Street, which is the side used by most people walking from the train or bus stations - see attached illustration.</p> <p>I note that the City of Vincent, with a similar, albeit less consistent, historic built environment, banned billboards and third-party advertising in 2001. A review in 2020-2022, including significant community consultation, strengthened this position, with the outcome being that: "we will see the phasing out of temporary billboards and maintain our position of no new billboards in Vincent" (https://www.vincent.wa.gov.au/news/vincent-simplifies-signs-and-advertising-policy/11779). A key objective of the City of Vincent Policy (https://www.vincent.wa.gov.au/documents/753/local-planning-policy-signs-and-advertising) is that signs "Do not detract from the heritage significance of a building or area". On this basis, the proposed billboard for 13 Market Street would fall at the first hurdle.</p> <p>If City of Fremantle does not already have a suitable policy to control signage, I strongly suggest that it develop one, hopefully along the lines of the City of Vincent policy, to manage expectations and minimise the extent to which intrinsically unacceptable signage proposals are submitted to the City and take up the time of staff and community in dealing with them.</p> <p>Visitors to Fremantle do not need unwanted or unasked for visual pollution thrust at them as soon as they make their way up the Cappuccino Strip. This compounded with the ugly developments of the High Street roundabout, and the Fremantle Traffic Bridge will make a total of 3 entrances which were vital to the character of Fremantle irreparably destroyed.</p>

162	<p>The proposed signage hides a significant roof feature of the heritage building, and is not in keeping with the building as a whole. The signage is not a good aesthetic statement at an entry point to Fremantle. Please do not allow it to dominate such a beautiful building in Fremantle. It will have a marked impact on the visual amenity that is the character of what attracts people to Fremantle, the city's heritage character. Yea, modernise but sensitively, without hiding what makes Fremantle so unique and whose character attracts so many worldwide tourists and locals. This is an opportunity to get it right. I have lived in and visited the Fremantle area for 30+ years and so have younger members of my family. They also agree with that Fremantle has a unique that needs preserving. Thankyou.</p>
163	<p>I am a rate payer and I am totally against the desecration of any of Fremantle's heritage buildings. The Post Office is one of the first that people arriving to Fremantle see. The proposed sign is not in keeping with the architecture or the culture that Fremantle residents want to express.</p> <p>It is wrong to give Fremantle a modern sign as they entry statement for this heritage City. Please do not allow this to happen,</p>



**C2402-1 MARKET STREET, NO. 13 (LOT 200), FREMANTLE - ANIMATED
SIGN ADDITION AND PARTIAL CHANGE OF USE TO USE NOT
LISTED – (JD DA0295/23)**

Attachment 4 – Heritage Council Advice

Your ref: DA0295/23
Our ref: P0951-50986
Enquiries: Sheree Morrison (08) 6552 4019

Chief Executive Officer
City of Fremantle
planning@fremantle.wa.gov.au

Attention: Jonathan Dornan

Dear Sir

FREMANTLE POST OFFICE & WEST END, FREMANTLE

Under the provisions of Section 73 of the *Heritage Act 2018*, the proposal as described below has been referred to the Heritage Council for its advice.

Place Number/Name	P0951 Fremantle Post Office
Place Number/Name	P25225 West End, Fremantle
Street Address	13-15 Market Street, Fremantle
Referral date	19 October 2023
Proposal Description	Rooftop Digital Signage

We received a copy of the development application including proposed plans prepared by Wasp dated 27 September 2023.

The proposal has been considered in the context of the identified cultural heritage significance of *Fremantle Post Office* and West End, Fremantle and the following advice is given:

Findings

1. This referral is for a proposed large digital sign to the rooftop of the Market and Short Street elevations of *Fremantle Post Office*, which is within *West End, Fremantle*.
2. *Fremantle Post Office* has cultural heritage significance as a place that demonstrates the importance of postal and telegraph services in Fremantle in the early 1900s. The building demonstrates Hillson Beasley's favoured style of public architecture, being a dynamic design which makes a strong contribution to the West End of Fremantle, with its bold sculptural *presence in the streetscape*.
3. *West End, Fremantle* has cultural significance for its rarity in Western Australia as a highly intact port city business district, retaining a range of buildings predominantly dating from the gold boom expansion era (1890s-1900s), along with some evidence of earlier and later periods.
4. The proposal would have an unacceptable adverse impact on the cultural heritage significance of the *Fremantle Post Office* and *West End, Fremantle*.

5. The proposed signage visually detracts from the interpretation and appreciation of the aesthetic values of building, including its architectural style, landmark qualities and visual setting within the *West End, Fremantle*.
6. The scale of the proposed signage will dominate and overwhelm the façade and external presentation of the building, and diminish its connection with, and contribution to, the streetscape.
7. The potential temporary and reversible nature of the sign does not provide justification for the adverse impacts.

Advice

The proposal, in accordance with the plans submitted, is not supported for the above reasons.

Please be reminded that you are required under r.42(3) of the *Heritage Regulations 2019* to provide us with a copy of your determination within 10 days after making the decision.

Should you have any queries regarding this advice please contact Sheree Morrison at sheree.morrison@dplh.wa.gov.au or on 6552 4019.

Yours faithfully



Adelyn Siew
Director
Historic Heritage Conservation

8 November 2023

cc: WA Sign & Print Management



**C2402-1 MARKET STREET, NO. 13 (LOT 200), FREMANTLE - ANIMATED
SIGN ADDITION AND PARTIAL CHANGE OF USE TO USE NOT
LISTED – (JD DA0295/23)**

Attachment 5 – Site Photos



Photo 1: Subject site as viewed from Market Street looking south.



Photo 2: Subject site as viewed from Market Street looking south.



Photo 3: Subject site as viewed from the opposite side of Short Street looking south.



Photo 4: Subject site as viewed from Market Street looking north west.



Photo 5: Subject site as viewed from Market Street looking north west.

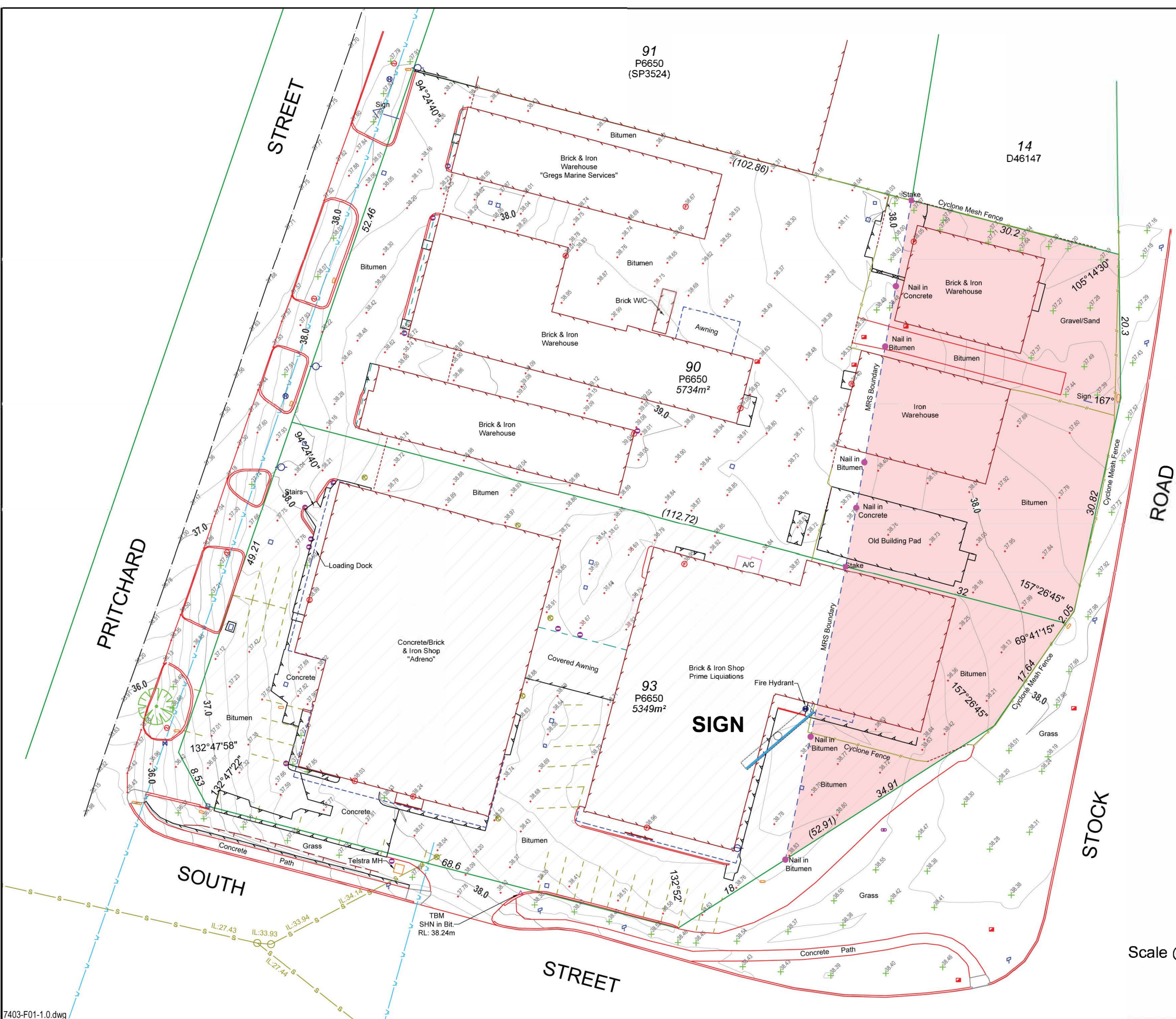


**C2402-2 PRITCHARD STREET, NOS. 6-8 (LOTS 93 AND 90), O'CONNOR -
ANIMATED SIGN ADDITION AND PARTIAL CHANGE OF USE TO
USE NOT LISTED (LARGE FORMAT THIRD PARTY DIGITAL
ADVERTISING) (ED DA0264/23)**

Attachment 1 – Development Plans



LOCATION SKETCH
NOT TO SCALE



Zoning Legend

- Clause 32
- Primary Regional Roads

SYMBOL LEGEND

- Power Pole
- Electrical Cable Pit
- Communication Pit
- Telstra Pit
- Sewer Manhole
- Sewer Connection
- Hydrant Ground
- Hydrant Pillar
- Stop Valve
- Water Meter
- Gully
- Bollard
- Floor Level
- Natural Surface
- Tree

LINESTYLE LEGEND

- Contour Major 1.0m Intervals
- Contour Minor 0.2m Intervals
- Cadastral Boundary
- Kerb Line
- Road Centreline
- Pedestrian Ramp
- Parking Bay
- Building
- Awning
- Roof Eve Line
- Wall
- Concrete Edge
- Fence Line
- Gate
- Overhead Power
- DBYD Sewer
- DBYD Water

CONTROL POINT SCHEDULE

Point	Easting	Northing	Elevation	Description
9001	47719.528	251154.611	37.41	Spike
9005	47826.727	251107.415	38.43	R/Set
TBM	47759.901	251112.402	38.24	SHN in Bitumen

Scale @A3 1:563

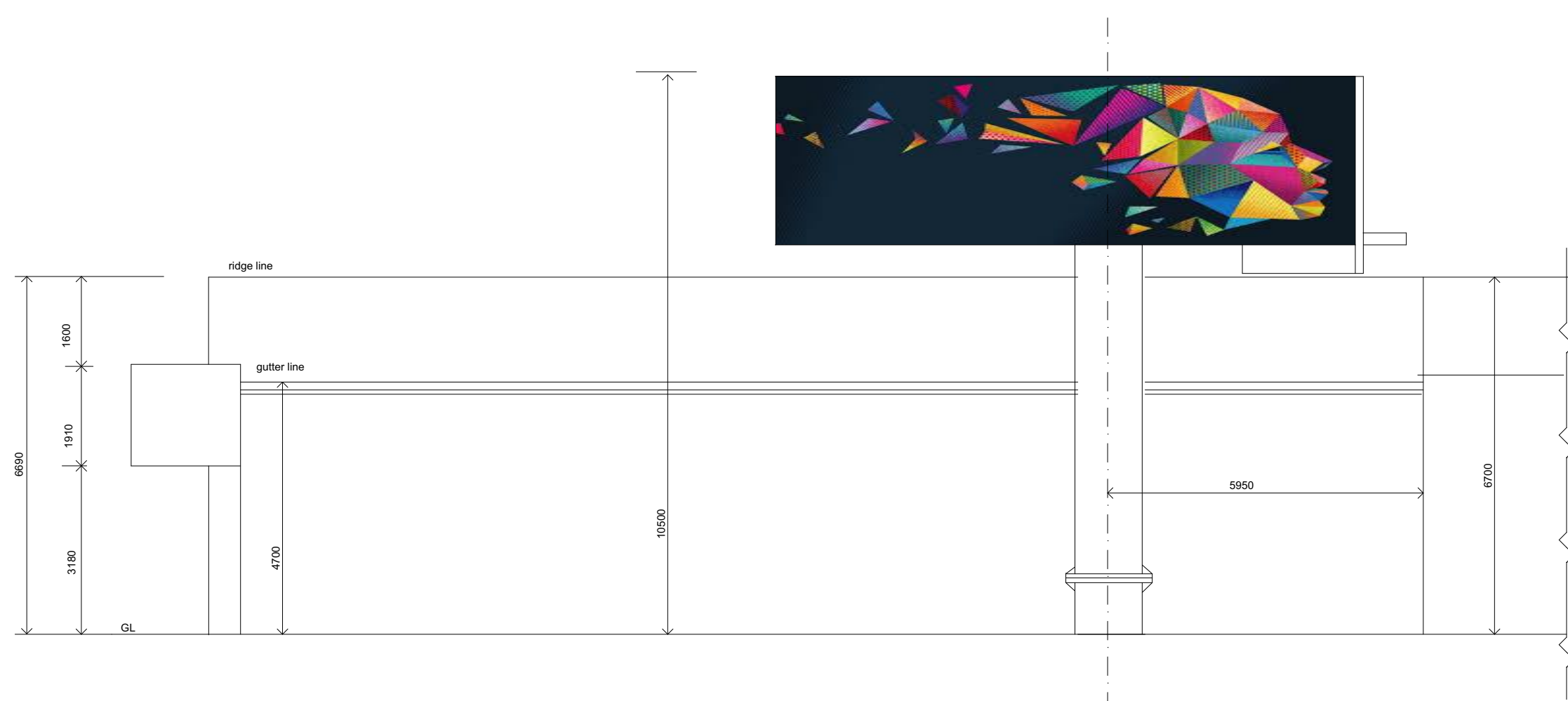
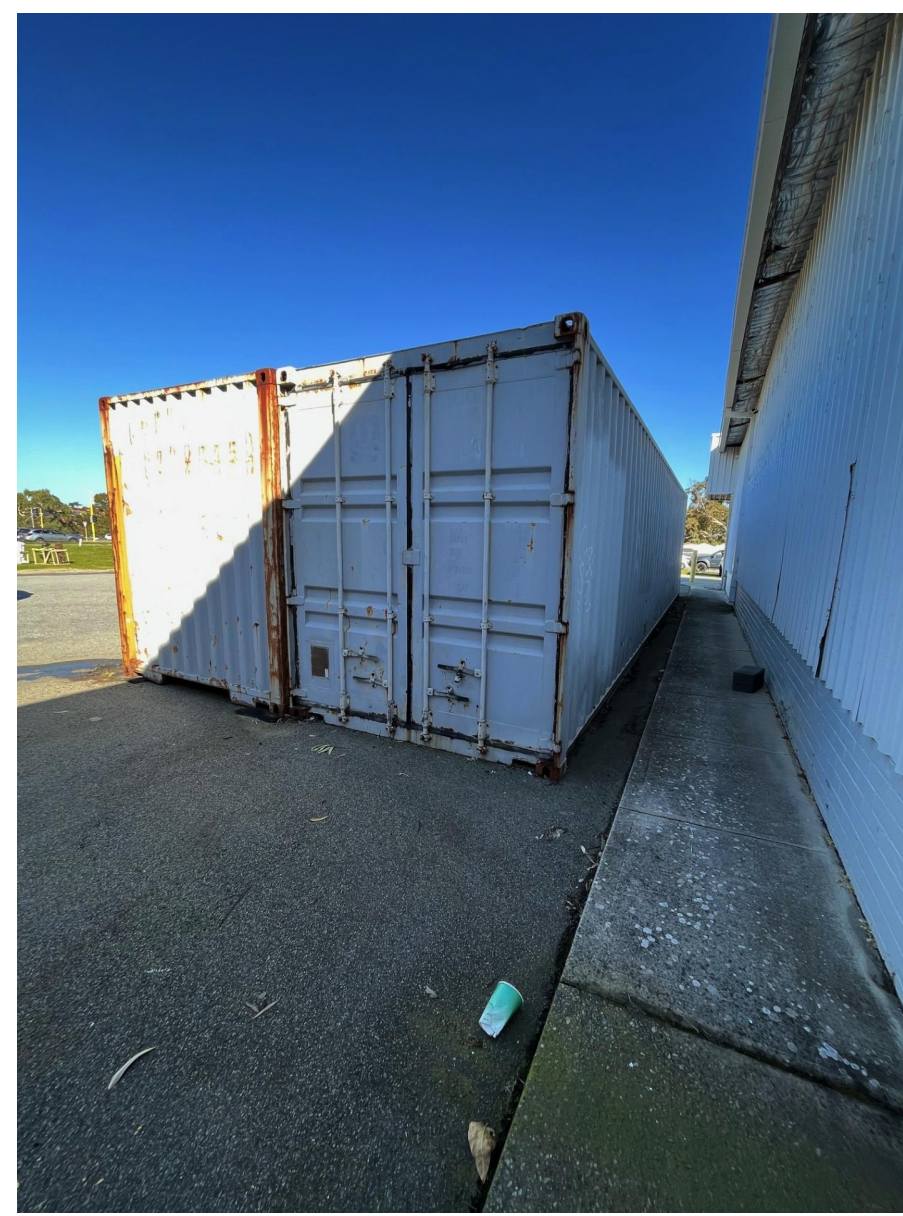
VER.	DATE	BY	AMENDMENTS	FILE SOURCE
1.0	11.11.2021	MDB	Issued for Information	7403F-02112021-PCG94

Notes:
1. Boundary constructed from cadastral connection.
2. Heights established from VRS Via GPS connection.
3. Sewer & water data plotted from Dial Before You Dig and survey.
4. Refer to Certificate of Title for limitations, Interests, Encumbrances and Notifications.



EDGEWATER
MANAGEMENT

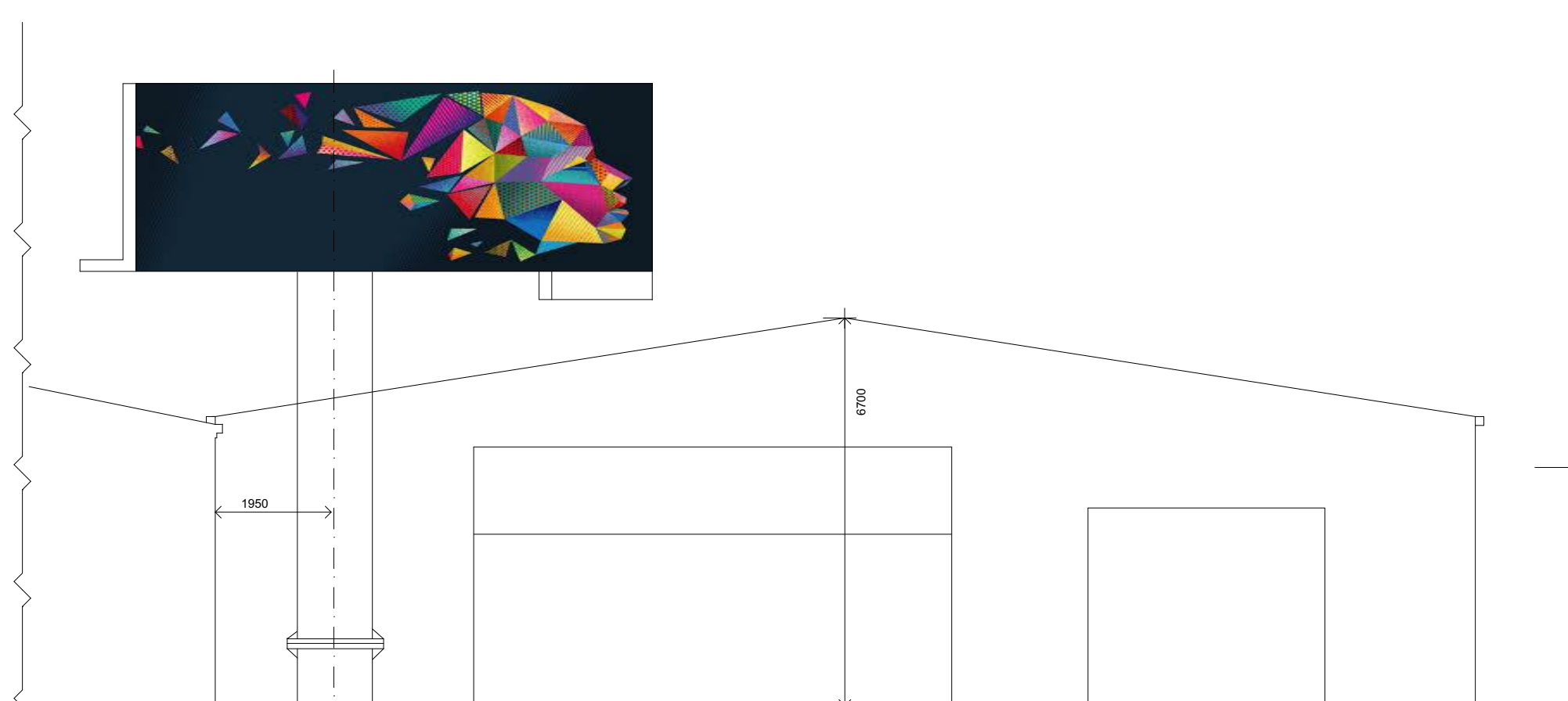
JOB NO: 7403	TITLE: FEATURE SURVEY	DATUM	N ★
PROJECT:	LOT 90 & 93 ON P6650 Nº 6 & 8 PRITCHARD STREET O'CONNOR, WA, 6163 C/T 1221-769 & C/T 284-70A	VERT: AHD HORIZ: PCG94 SCALE: 1:400	
SURVEYOR: SW	DATE OF SURVEY: 08.11.2021	DWG NO: 7403-F01	VER: 1.0
		SHEET NO: 1 OF 1	A3



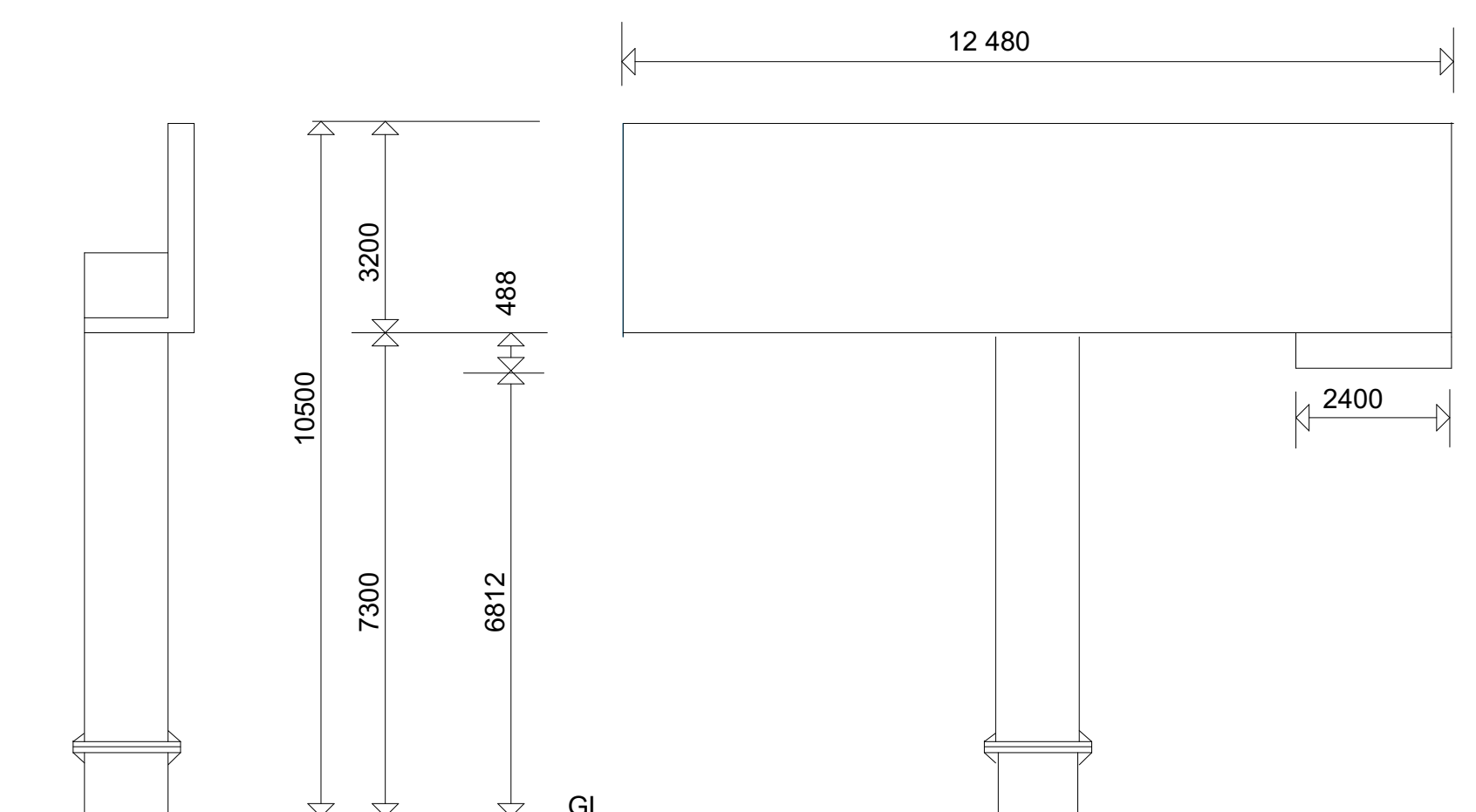
EAST ELEVATION
1:100



SOUTH EAST ELEVATION
1:100

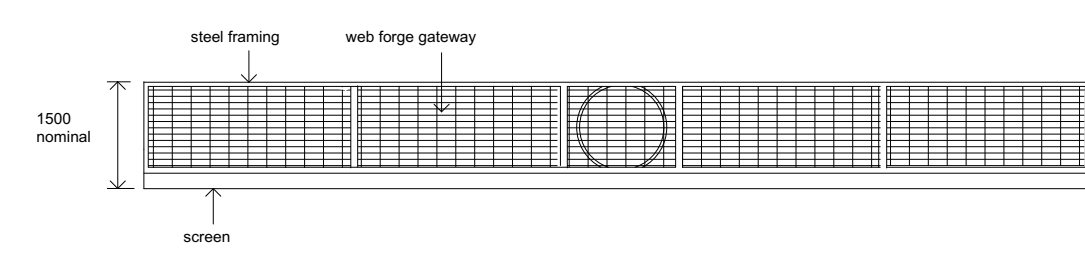


SOUTH ELEVATION
1:100



SIDE
1:100

SIGN ELEVATION

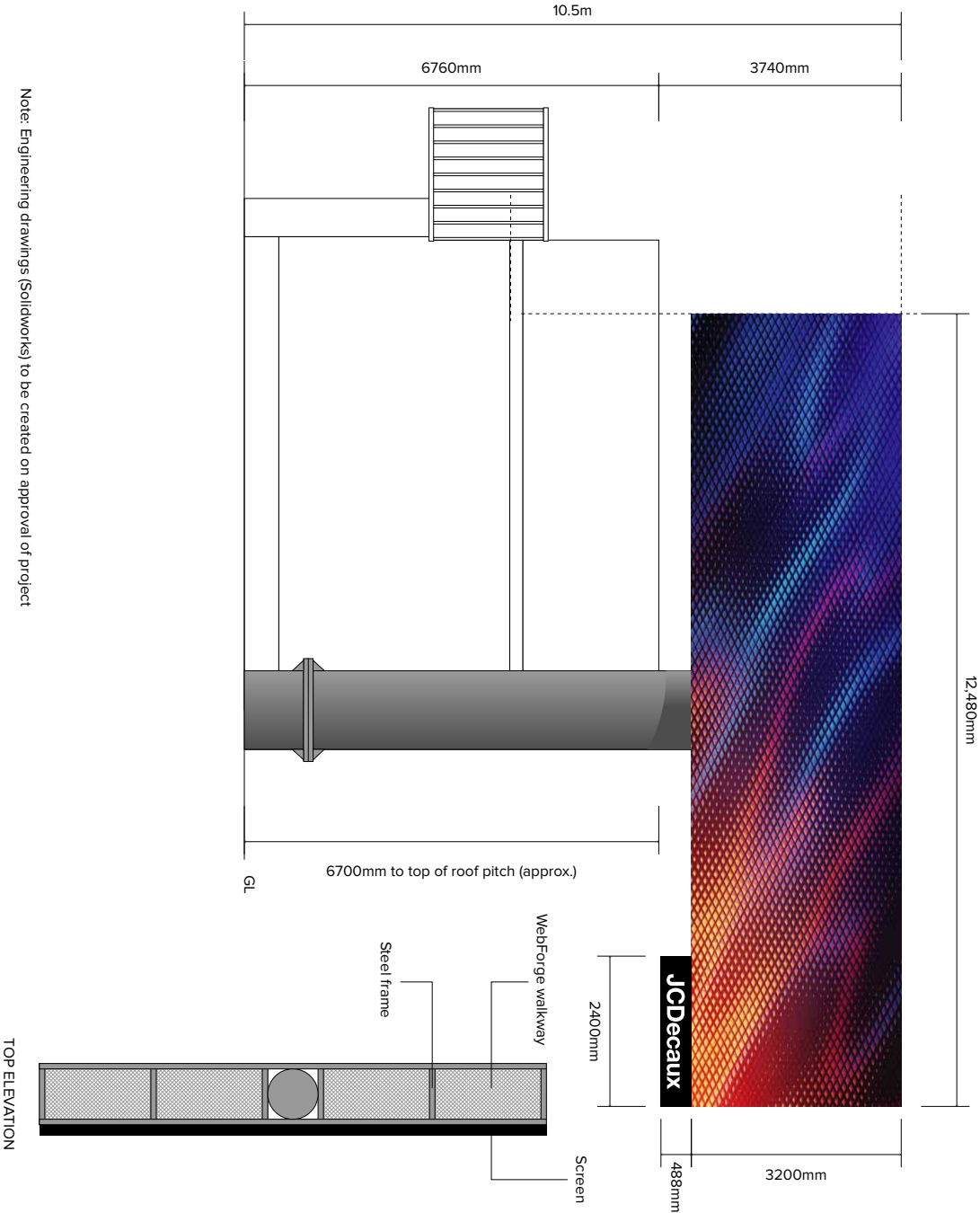


PLAN



APPENDIX A

SIGNAGE LOCATION PLAN



Client:	25 Nominees Pty Ltd
Project:	Digital Pylon
Job No:	127219
Contact:	Justin Pasqua
Consultant:	Paul Arnold
Designer:	DB
Checked:	
A3	Revision: L
e signon	
File location:	\\THECUSA\WORK\KIOSKS ARTWORK\DEF\ Edgewater Management\2021\ 127219 O'Connor Digital Pylon3 - Artwork

1 (x1) Digital screens (outdoor)
P10 resolution display
Single steel post with framework
to support screen - galv. finish

Fix to nominated location with
baseplate secured to cagebolts set
into concrete footings
Engineer to certify structure and
footings according to site conditions
Power to be supplied to sign location
by others

signon.

Page 02 of 10

ARTWORK APPROVAL

AUTHORISATION TO PROCEED TO PRODUCTION

Shale provided colour proof and was not satisfactory (please provide)

IMPORTANT: It is the responsibility of the client to ensure that all information is correct before approving commencement of works)

APPENDIX A

SIGNAGE LOCATION PLAN

signon.

THE SIGN ON BRAND IS A REGISTERED TRADE MARK OF SIGN ON PTY LTD.

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IF YOU HAVE ANY COMMENTS OR SUGGESTIONS, PLEASE CONTACT US AT 08 9447 1234.

Client: 25 Nominees Pty Ltd

Project: Digital Pylon

Job No: 127219

Contact: Justin Pasqua

Consultant: Paul Arnold

Designer: DB

Checked:

A3

Revision: L

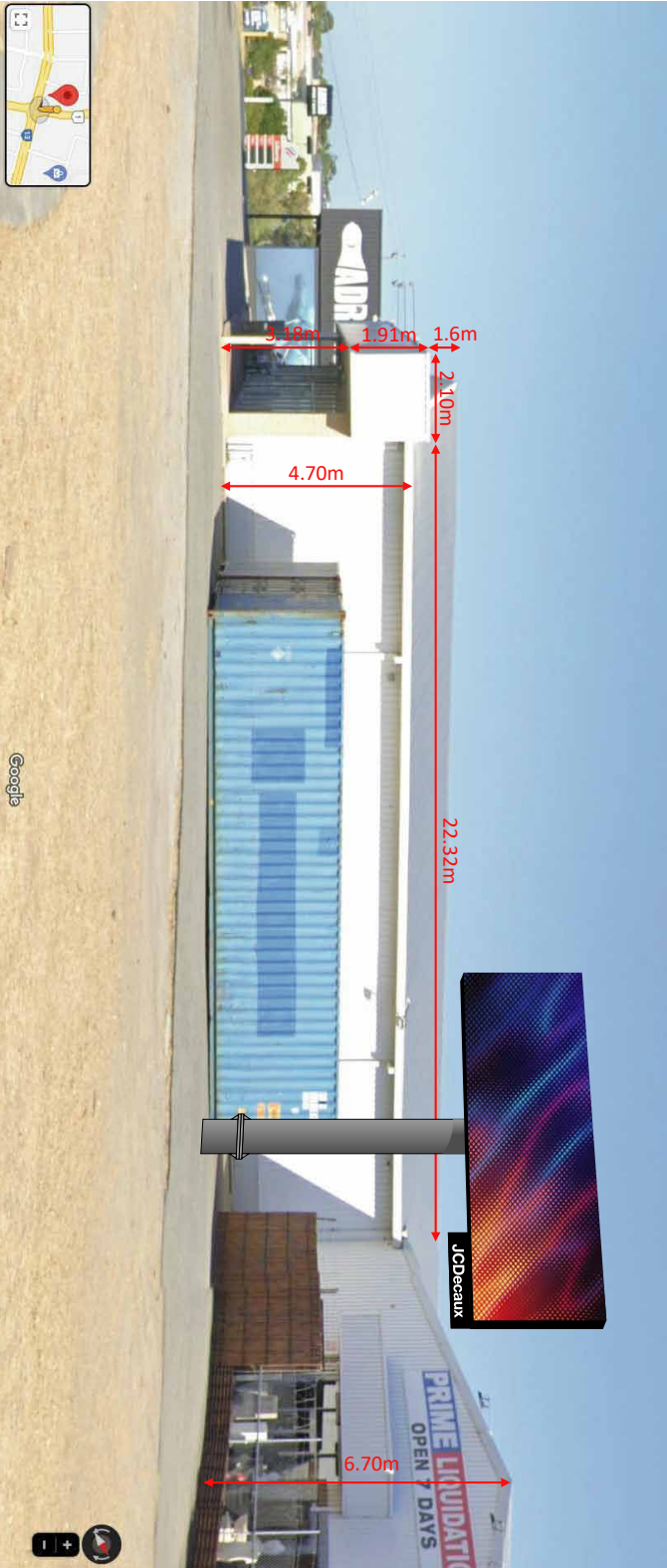
Page 03 of 10

ARTWORK APPROVAL

AUTHORISATION TO PROCEED TO PRODUCTION

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IMPORTANT: It is the responsibility of the client to ensure that all information is correct before approving commencement of works.



GENERAL NOTES:
1. THIS IS A CONCEPT PLAN ONLY.
2. ALL STRUCTURES SUBJECT TO ENGINEERING AND COUNCIL APPROVAL.
3. ALL MEASUREMENTS TO BE CHECKED PRIOR TO CONSTRUCTION.

93
P6650
5349m²



STOCK ROAD

SOUTH STREET

O'CONNOR SIGNAGE LANDSCAPE LANDSCAPE CONCEPT PLAN

CITY OF FREMANTLE
These Plans Form Part of
DA0264/23

	DWN	APP	DESCRIPTION
A 25.01.2022	KD	KD	PLANTING PLAN
B 27.01.2022	KD	KD	UPDATED LANDSCAPE LAYOUT
C 31 Aug 2023	AC	KD	UPDATED LANDSCAPE LAYOUT
D 18.07.2023	AC	KD	UPDATED LANDSCAPE LAYOUT
E 15.09.2023	AC	KD	UPDATED SIGN POSITION

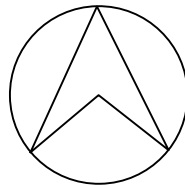
NOTES

- LANDSCAPE WORKS
 - ALL AREAS ARE TO BE FINE GRADED EVENLY TO CONFORM TO KERB LEVELS AND SURROUNDING FINISHES.
 - SURFACES SHALL BE FREE FROM DEPRESSIONS, IRREGULARITIES AND NOTICEABLE CHANGES IN GRADE. GENERALLY, GRADES SHALL DEVIATE IN LEVEL NO GREATER THAN 20mm IN ONE LINEAR METRE.
- SOIL PREPARATION
 - PLANTED AREAS SHALL BE SPREAD WITH MIN. 30mm OF APPROVED STANDARD SOIL CONDITIONER THAT SHALL BE RIPPED INTO EXISTING SOIL TO A MIN. DEPTH OF 200mm.
 - RAISED PLANTING AREAS TO HAVE APPROVED FILL SOIL AND SOIL CONDITIONER FILLED AND MIXED TO A FINISHED HEIGHT OF 150mm BELOW TOW.
- PLANTING
 - PLANTED AREAS SHALL BE MULCHED WITH AN ORGANIC WOOD CHIP MULCH UNLESS OTHERWISE STATED TO A MINIMUM DEPTH OF 75mm.
 - REFER TO PLANTING SCHEDULE FOR SPECIES AND SIZES.
 - PLANTS TO BE SET OUT IN EVEN SPACING TO FILL THE DESIGNATED AREAS.
 - IN AREAS OF MIXED PLANTING, SPECIES TO BE SPREAD OUT AT RANDOM, IN GROUPINGS OF 2 OR 3.
 - PLANTS SHALL BE SUPPLIED FROM AN INDUSTRY ACCREDITED WHOLESALE NURSERY. PLANTS SHALL BE IN APPROPRIATE SIZE FOR THE LISTED POT SIZE AND IN GOOD HEALTH.
 - IF SPECIES ARE UNAVAILABLE (OR IN SIZES SPECIFIED), SUBSTITUTES MUST BE APPROVED BY SUPERINTENDENT BEFORE DELIVERY AND INSTALLATION.
 - SUPERINTENDENT TO REVIEW SAMPLES OF ALL TREE SPECIES AND PLANTS AT SOURCE OR BY PHOTOGRAPH PRIOR TO DELIVERY AND INSTALLATION.
- IRRIGATION
 - ALL PLANTING TO BE IRRIGATED VIA A FULLY AUTOMATIC SYSTEM FROM MAINS.
 - IRRIGATION TO GARDEN BEDS TO BE NETAFIM TECHLINE, SUB SURFACE IRRIGATION. INSTALLED TO MANUFACTURERS SPECIFICATION.
 - SHADE PLANTING AREA SHALL BE ON A SEPARATE STATION TO ALLOW FOR MORE FREQUENT WATERING THROUGH SUMMER.
 - WATER PRESSURE TO HAVE A MINIMUM FLOW RATE OF 30L/pm AT 300kPa FROM THE WATER CONNECTION POINT.
 - CONTROLLER TO BE LOCATED IN SERVICE ROOM UNLESS OTHERWISE DIRECTED.
 - SLEEVES BENEATH PAVED SURFACES TO BE PROVIDED BY OTHERS.
- GENERAL
 - PLEASE NOTE THAT KDLA'S QUOTATION & SCHEDULE OF QUANTITIES IS TO TAKE PRECEDENCE OVER DRAWING NOTES.
 - THIS DRAWING SHALL NOT BE USED FOR CONSTRUCTION UNLESS REVISED 'O' ISSUED FOR CONSTRUCTION AND SIGNED AND APPROVED BY PROJECT MANAGER/SUPERINTENDENT.

PLANTING SCHEDULE

Symbol	Species	Common Name	Quantities	Size
Shrubs and Groundcovers:				
DIAeme	Dianella tasmanica 'Emerald Arch'	Emerald Arch	20	140mm
DIAbla	Dianella tasmanica 'Blaze'	Blaze	5	140mm
EREblu	Eremophila 'Blu Horizon'	Blue Horizon	10	140mm
GREgin	Grevillea 'Gin Gin Gem'	Gin Gin Gem	10	140mm
HIBsca	Hibbertia scandens	Snake Vine	10	140mm
LIRjus	Liriope 'Just Right'	Just Right	12	140mm
LOMTan	Lomandra 'Tankika'	Tanika	20	200mm
MYOpar	Myoporum parvifolium 'Yareena'	Yareena	10	140mm
PHIlan	Philodendron Xanadu	Xanadu	12	200mm
Feature Plants:				
AGAatt	Agave attenuata	Century Plant	12	12L

PLANTING IMAGES





**C2402-2 PRITCHARD STREET, NOS. 6-8 (LOTS 93 AND 90), O'CONNOR -
ANIMATED SIGN ADDITION AND PARTIAL CHANGE OF USE TO
USE NOT LISTED (LARGE FORMAT THIRD PARTY DIGITAL
ADVERTISING) (ED DA0264/23)**

Attachment 2 – Site Photos



Photo 1: Subject site as viewed from the Junction of South Street and Stock Road (western side of Stock Road)



Photo 2: Subject site as viewed from the Junction of South Street and Stock Road (eastern side of Stock Road)



Photo 3: Subject site as viewed from Stock Road (north of South Street Junction)



Photo 3: Subject site as viewed from Stock Road (south of South Street Junction)



**C2402-2 PRITCHARD STREET, NOS. 6-8 (LOTS 93 AND 90), O'CONNOR -
ANIMATED SIGN ADDITION AND PARTIAL CHANGE OF USE TO
USE NOT LISTED (LARGE FORMAT THIRD PARTY DIGITAL
ADVERTISING) (ED DA0264/23)**

Attachment 3 – Applicant's Supporting Report and Appendices

PS ref: 7517

30 August 2023

City of Fremantle
PO Box 807
Fremantle WA 6959

Attention: Planning Services

To whom it may concern,

LOT 93 (8) PRITCHARD STREET, O'CONNOR
APPLICATION FOR DEVELOPMENT APPROVAL
PROPOSED DIGITAL ADVERTISING SIGN AND LANDSCAPING

Planning Solutions acts on behalf of 25 Nominees Pty Ltd, the proprietor and proponent of the proposed development on Lot 93 (8) Pritchard Street, O'Connor (**subject site**). This application seeks development approval for a proposed digital advertising sign and associated landscaping on the eastern portion of the subject site.

In support of this application, please find enclosed:

1. MRS Form 1 Application for Planning Approval, signed by applicant/landowner.
2. City of Fremantle's Development Application Form and Checklist, signed by applicant/landowner.
3. City's Additional Information for Advertisements/Signage Form, signed by advertiser/landowner.
4. A copy of the Certificate of Title and Plan applicable to the subject site (**Appendix 1**).
5. A copy of the Road Safety Assessment in support of the proposal (**Appendix 2**).
6. A copy of the development plans depicting the proposed development (**Appendix 3**).
7. A copy of the Landscape Concept depicting the proposed landscaping (**Appendix 4**).
8. A copy of the Light Impact Assessment (**Appendix 5**).
9. A copy of Outdoor Media Association's Australian Road Safety Research media release (**Appendix 6**).

We request that the invoice for payment of the associated application fee be returned to addressed 25 Nominees Pty Ltd c/- Planning Solutions.

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

- Site details and background.
- Proposal.
- Town planning considerations.

The proposed sign integrates into its industrial setting, and will improve the outlook and amenity of the intersection. The contemporary structure with associated landscaping has been designed in a manner to ensure no impact to the limited number nearby residential properties. In regard to the above, we respectfully request the City consider the proposal on its merits and approve the application.

SITE DETAILS

Legal Description

The subject site comprises a single freehold lot under private ownership of 25 Nominees Pty Ltd and is identified as Lot 93 (8) Pritchard Street, O'Connor.

Refer **Table 1** below for a description of the subject site.

Table 1 – Lot Details

Lot	Deposited Plan	Volume	Folio	Area (m²)
93	6650	1221	769	5,349

There are no encumbrances listed on the title relevant to the proposed development.

Refer **Attachment 1** for a copy of the Certificate of Title and Deposited Plan, applicable to the subject site.

Context and Site Analysis

The subject site is located in the suburb of O'Connor and within the municipality of the City of Fremantle (**City**). The site is situated approximately 20 kilometres south-west of the Perth city centre and approximately 4.6 kilometres east of the Fremantle city centre.

The subject site is bounded by Pritchard Street to the west, Stock Road to the east, and South Street to the south. Stock Road and South Street are major transport routes which connect the subject site to the wider metropolitan region, and provide a direct link to Leach Highway to the north and Kwinana Freeway to the east.

The subject site forms part of an existing industrial/commercial/showroom hub within the suburb of O'Connor. The immediate surrounds are generally characterised by a mix of low scale industrial, commercial, and residential uses and development. The following land use activities are in the immediate vicinity of the site:

- 'Homeworld' showroom centre is located opposite the site to the east (cnr South Street and Stock Road).
- A Service Station to the west (cnr South Street and Pritchard Street).
- Office/warehouse/industrial buildings adjoin the site to the north (Pritchard Street).
- Residential land uses are located opposite the site to the south, fronting Chadwick Street and Bromley Road (away from the subject site and adjoining road reserve). Landscaping within the road reserve provides a significant buffer to the adjoining residential properties from the subject site and main road intersection.

The subject site is currently developed with showroom buildings containing two separate tenancies, being 'Adreno' and 'Prime Liquidations' bulky goods showrooms.

Refer **Figure 1**, Aerial photograph.



Figure 1 - Aerial photograph

BACKGROUND

Pre-Lodgement Engagement

City of Fremantle

On 3 July 2023, Planning Solutions attended a meeting with senior officers of the City, where the following matters were discussed with respect to the proposal:

- The proposed digital sign is capable of approval on the subject site, being a discretionary 'use not listed' that requires public advertising under the City's Local Planning Scheme No. 4.
- The application will need to be supported by traffic reporting that addresses the relevant MRWA requirements and demonstrates the proposal is acceptable from a road safety perspective.
- The application will need to be supported by a planning submission that addresses the relevant planning framework and demonstrate the proposal will have no adverse impact on the amenity of the area. This includes to residential properties in close proximity and a reduction in visual clutter.
- The assessment will need to consider variations to the City's Local Planning Policy 2.17 – Advertising Signs. Due to these departures, it is likely the application will be determined by the Council and not under delegated authority.

This application has been prepared in accordance with the pre-lodgement advice received from the City.

Main Roads WA

On 3 August 2023, representatives from the project's transport consultancy, Transcore, and Planning Solutions attended pre-lodgement meeting with Main Roads WA. In summary, MRWA confirmed the proposed sign is classified as a Large Format Digital Sign and the applicant will need to submit a Road Safety Assessment report addressing the applicable criteria within MRWA's "*Policy and Application Guidelines for Advertising Signs within and beyond state road reserves*" (**Policy and Application Guidelines**) document, specifically:

- a) Site selection;
- b) Physical characteristics; and
- c) Crash history.

A Road Safety Assessment report addressing the above-mentioned criteria has been prepared by Transcore in support of this application, demonstrating the proposed digital advertising sign is acceptable from a road safety perspective. Refer **Appendix 2** for a copy of the Road Safety Assessment report.

PROPOSAL

The proposal seeks approval for a digital advertising sign and landscaping to be installed on the south eastern portion of the subject site. The sign is appropriately located on a key transport route and will be oriented predominantly towards the South Street urban corridor to the east of the subject site, and will be visible to traffic travelling westbound on South Street and northbound on Stock Road.

Specifically, the proposal comprises the following:

- One single-sided digital advertising sign, comprising a LED digital screen with dimensions of approximately 12.48m wide x 3.2m high, and content display area of 39.9m². The digital screen is to be mounted on a steel column, having a clearance of approximately 7.3m from ground level, and overall maximum height of approximately 10.5m from ground level.
- The sign is proposed to digitally display variable content including third party advertising content.
- The advertisements will be static images and the digital advertising device will not display any animations, moving graphics, flashing lights or offensive content.
- The sign is proposed to operate 24 hours a day, 7 days per week.
- The colour scheme of the digital advertising sign has been considered so that it is visually attractive and integrates with the subject site. The steel pylon column of the sign will be painted a similar white colour to the adjacent showroom building and the rectangle signage frame atop of the steel column will be painted a dark charcoal.
- Landscaping is to be planted around the base of the pylon sign, comprising an attractive mix of native species.

The proposed landscaping will enhance the amenity of the subject site and adjoining streetscape, and work to soften the visual impact of the new advertising sign, providing for an overall improved development outcome.

Importantly, the proposed sign will have no impact on residential amenity in the locality given the positioning and location of the proposed sign at a main road intersection, where the adjoining residential properties are facing away from the intersection, and protected from any potential impacts on their amenity by a landscaping buffer within the adjoining road reserve. Further, the single-sided sign is orientated to predominately face down the South Street corridor to the east of the subject site, away from the closest residential properties.

The proposed sign comprises high quality design features including the latest technology in digital advertising display, which will comply with all the relevant regulatory requirements for digital advertising and contribute positively to the visual interest, amenity, and activation of the subject site and adjoining streetscape.

Refer **Appendix 3** for a copy of the proposed Development Plans, and **Appendix 4**, Landscape Concept Plan, depicting the proposed signage and landscaping on the subject site.

A Lighting Impact Statement in support of the proposed sign is provided in **Appendix 5**.

Refer **Figure 2**, photomontage of the proposed signage below (extract from the proposed development plans).



The map displays the subject site, outlined in yellow, situated at the intersection of Pritchard St and South St. The site is located within a larger lot complex. The map also shows surrounding lots and streets, including Pritchard St and South St. A yellow arrow points to the subject site from a label 'Subject site'.

Page 5

The proposed development is located within the portion of the site zoned 'Industrial'. The relevant provisions of the MRS are addressed below.

Industrial zone

The proposed digital advertising sign is not a sensitive land use and can be considered a temporary form of development. The proposed development will add visual interest and vibrancy to the subject site which comprises existing 'bulky goods showroom' land uses and development, and is not considered to have a high level of amenity currently. The proposed new digital sign will be designed, manufactured and constructed to a high standard, and will contribute positively to the amenity and activation of the adjoining streetscapes through its high quality design features and variable content displays. The proposed landscaping around the base of the sign will also improve the visual amenity of the subject site and adjoining South Street / Stock Road intersection.

Importantly, the proposed development is oriented away from nearby residential properties and will comply with all the applicable regulatory requirements and Australian standards for digital signage, including luminance levels, ensuring no adverse impacts on the amenity of nearby residents. The application is also supported by a Road Safety Assessment report which demonstrates the proposal is acceptable from a traffic and road safety perspective (refer **Appendix 2**) and Lighting Impact Assessment (refer **Appendix 5**).

The proposed digital advertising sign will also provide opportunity for advertising of the products, goods and services associated with the existing commercial tenancies on-site, as well as the industrial/commercial activities in the area, and potential to consider local government community advertising. In this way, it is considered the proposed development could contribute positively to local economic growth and support the local community.

Based on the above, the proposed signage is considered to be appropriately located and warrants approval accordingly.

Primary Regional Roads reserve

It is understood the purpose of the PRR reserve is to allow for the future road widening of Stock Road. However, this project is not listed on Main Roads WA's website for future projects and there was no information found online at the time this application was prepared, or provided by MRWA in their pre-lodgement advice, with respect to any future road widening plans that may affect the subject site in the near future.

Given the lack of certainty around any potential future road widening plans, and temporary nature of the proposed signage development, it is not considered the proposal will have any adverse impact on the PRR reserve. Further, we understand temporary development within State road reserves have been previously approved subject to a condition that requires the landowner to enter into a legal agreement with MRWA / Local Authority that confirms the use and development of the reserved land is temporary until such time as the land is required for upgrading of Stock Road.

Notwithstanding the above, the development is not situated on the PRR reservation within the subject site.

Clause 30(1)

Clause 30(1) of the MRS states:

The Commission or a local authority exercising the powers of the Commission so delegated to it under the Planning and Development Act 2005 may consult with any authority that in the circumstances it thinks appropriate; and having 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 may, in respect of any application for approval to commence development, refuse its approval or may grant its approval subject to such conditions if any as it may deem fit.

As stated above, the subject site is zoned Industrial under the MRS, and the eastern portion of the site falls within a PRR reserve. The proposed development is considered entirely appropriate and acceptable use and

development for the subject site, and consistent with the principles of orderly and proper planning for the reasons set out below:

- As demonstrated above, the proposal is consistent with the site's Industrial zoning and reserve status under the MRS. Importantly, the proposed sign will not prejudice the future development of the site or road reserve, being commercial in nature, a temporary form of development, and also not being situated on the PRR reservation of the subject site.
- The proposal is consistent with the relevant provisions of WAPC's Development Control Policy 1.2 and 5.4, as applicable (refer below for an assessment of the proposal against these policies).
- The proposal has been assessed against MRWA's Policy and Application Guidelines and found to meet the relevant criteria, and demonstrated to be acceptable from a road and traffic safety perspective (refer **Appendix 2**, Road Safety Assessment).
- The proposal is generally consistent with the local planning framework, including the relevant objectives of the zone set out under the City's Local Planning Scheme No.4 (**LPS4**), and City's Local Planning Policy for Advertising Signs, except for the size of the sign and third party advertising content being non-compliant with the City's policy requirements (refer below for an assessment of the relevant local planning framework). Notwithstanding, the proposed signage, and variation to the City's policy requirements, is considered acceptable for the following reasons:
 - The sign is not within a State road reserve, and appropriately separated from, oriented away from and/or buffered from nearby residential properties by mature trees within the road reserve, ensuring the proposed sign will have no adverse impact on residential amenity.
 - The proposed digital advertising sign is entirely consistent with, and compatible with, the existing uses and development on-site, and character of the area, being commercial in nature and located in the commercial-industrial locality of O'Connor, on a major traffic route. It is also noted the surrounding context is not considered to have a high level of existing amenity, being a main road intersection characterised by mid-late 20th century development and a vegetated road reservation.
 - The proposed digital advertising sign has been located adjacent to the existing showroom built form on the subject site and is of an appropriate height and scale relative to these buildings.
 - The proposal will comply with the relevant regulatory requirements for digital signs (including luminance and dwell times), ensuring the sign will have no detrimental impact on the amenity of the locality or health and safety of the community.
 - The proposed signage will be constructed using high quality materials and state-of-the-art digital technology, and will be maintained to a high standard. The digital display component will add visual interest, vibrancy and activation to the streetscape, and in this way, enhance the amenity of the area.
 - The proposed digital display of variable third party content provides opportunity for the promotion of local businesses and local community events to passing traffic, which may contribute to increased social and economic activity in the locality, including tenants operating their businesses from the subject site.
 - In accordance with clause 3.1.2 of the *Development Assessment Panel Practice Notes: Making Good Planning Decisions (2017)*, local planning policies are not meant to be applied inflexibly in decision making, and should not replace the discretion of the decision-maker, where a proposal is demonstrated to have merit.
- The proposed digital advertising sign is entirely consistent with similar existing and approved digital advertising signs in similar locations across the Perth metropolitan area, including the existing digital sign in a similar context, located on Leach Highway / Marshall Road, Myaree.

Based on the above, the proposed development is considered entirely consistent with the purpose for which the subject site is zoned or reserved under the MRS, and principles of orderly and proper planning, and warrants approval accordingly.

Development Control Policy 1.2 – Development Control – General Principles

The WAPC's Development Control Policy 1.2 – Development Control – General Principles (DC 1.2) deals with the general principles and policies used by the WAPC in its determination of applications for approval to commence development. **Table 2** below provides an assessment of the proposal against the relevant provisions of DC 1.2, demonstrating the proposal is generally consistent with the relevant policy objectives and considerations in decision making.

Table 2 - DC 1.2 Assessment

Policy objective / provision	Applicant comment
2. Policy objectives	
<ul style="list-style-type: none"> <i>To control the development of land within the framework of the relevant legislation.</i> 	It is demonstrated within this submission the proposed development is generally consistent with the relevant planning framework and entirely appropriate for the site, and will comply with the relevant legislation for digital signage within road reserves, as required.
<ul style="list-style-type: none"> <i>To protect the integrity and purpose of reservations made under the MRS and PRS.</i> 	It has been demonstrated above the proposed development will not adversely impact the purpose of the PRR reservation as it is not on land reserved for future road widening. The proponent would not object to an appropriately worded condition of approval that would allow for the proposed development to operate on the subject site until such time as the PRR reserve is required for future road widening, should it be impacted. This will ensure the integrity and purpose of the reservation is protected.
<ul style="list-style-type: none"> <i>To preserve planning options in areas subject to planning study or review.</i> 	The proposal comprises an advertising sign and landscaping which are considered temporary forms of development. As such, the proposed development will not adversely affect future planning for the area.
<ul style="list-style-type: none"> <i>To ensure development is in accordance with sound planning principles.</i> 	It is demonstrated within this submission the proposal is consistent with the principles of orderly and proper planning, being consistent with the surrounding context, relevant objectives of the zones under the MRS and LPS4, and City's local planning policy for advertising signs, and similar existing and approved advertising signs in similar locations across the Perth metropolitan area.
<ul style="list-style-type: none"> <i>To promote development that is sustainable and achieves appropriate community standards of health, safety and amenity.</i> 	<p>The proposed digital advertising sign will display variable third party content, providing opportunity for the promotion of local businesses and community events, which could contribute to increased social and economic activity in the area. In this way, the proposed development could contribute positively to the social and economic sustainability of the local area including for the tenants operating their businesses from the subject site.</p> <p>In addition, the proposed digital signage will comply with all the relevant regulatory requirements for digital signs, including luminance levels, dwell times and display of advertising content, ensuring the sign meets community standards and will have no adverse impact on the health, safety and amenity of the community or area.</p>
<ul style="list-style-type: none"> <i>To ensure development is site-responsive, enhances local identity and character and is well-connected to the adjacent neighbourhood.</i> 	<p>The proposed development comprises site-responsive design, being commercial in nature and located on land zoned for industrial-commercial purposes, which comprises existing commercial development.</p> <p>The sign has been positioned and its structure proposed with a colour scheme to appear an integrated part of the existing built form on site, when viewed from the public realm to the south-east of the subject site.</p> <p>The proposed high quality digital display of variable content will also contribute positively to the visual interest and vibrancy of the subject site and adjoining streetscape.</p>

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	<p>In addition, the proposed landscaping at the base of the sign will enhance the visual amenity of the subject site and adjoining streetscape and will soften the impact of the new signage development.</p> <p>The size of the proposed sign is considered appropriate for its location adjoining a major transport route and state road reserve, and is consistent with similar types of signs in similar locations across the Perth metro area.</p> <p>The proposal is considered compatible with the existing and desired future character of the area, being located at a main road intersection within an existing industrial-commercial hub in the locality of O'Connor.</p> <p>Importantly, the proposed digital advertising sign will comply with all the relevant regulatory requirements and is appropriately designed and positioned on the subject site to ensure there will be no adverse impacts on residential amenity. In addition, the digital advertising device provides opportunity to consider the promotion of local business and community events, which could contribute to enhancing the identity of the local area.</p>
<ul style="list-style-type: none"> To facilitate land uses that support daily needs, local employment and provide choice and variety. 	<p>The proposed digital display of variable third party advertising content provides opportunity to promote the existing businesses on the subject site, and local businesses in the area, including the goods and services associated with these businesses. In this way, the proposed sign could support the daily needs of the local community, create local employment opportunities, and offers choice and variety in its content display.</p>
<ul style="list-style-type: none"> To ensure that conditions, where applicable, improve the quality and consistency of development approvals. 	<p>Noted.</p>
<ul style="list-style-type: none"> To promote efficiency in the planning and development assessment process. 	<p>The actions undertaken by the applicant prior to lodgement of the application, including pre-lodgement consultation with the relevant authorities and preparation of the application in accordance with their advice, is intended to support a more efficient planning and development assessment process.</p>
3. Relevant considerations (in WAPC decision making)	
<ul style="list-style-type: none"> compatibility with relevant planning policies, strategies and development control criteria; 	<p>It is demonstrated within this submission the proposed development is compatible with the relevant state planning policies and development control criteria.</p>
<ul style="list-style-type: none"> integration of development into the site and its surroundings; 	<p>The proposal comprises a site-responsive design and will integrate well with the existing commercial development on the subject site, and surrounding mixed commercial / main road context, being commercial in nature and appropriately designed, including colour scheme of its structure, positioned and oriented on the subject site to ensure no adverse impacts on residential amenity. The proposed high quality display of digital advertising and landscaping at the base of the sign will also contribute positively to the visual interest and amenity of the subject site and surrounding area.</p>
<ul style="list-style-type: none"> transport and traffic impacts; 	<p>Refer Appendix 2, Road Safety Assessment report prepared in support of the application which demonstrates the proposal is acceptable from a road safety and traffic impact perspective.</p>
<ul style="list-style-type: none"> vehicular and non vehicular access, circulation and car parking; 	<p>The proposed development has been sited to minimise any impacts on vehicular and non-vehicular access and circulation through the site, being positioned in the south-eastern portion of the subject site, away from the public access and car parking areas, and to ensure the operational access requirements of the existing tenancy on the subject site are not impacted.</p>
<ul style="list-style-type: none"> relevant environmental, economic and social factors; 	<p>The proposed development will comply with all the relevant regulatory requirements for large format digital signs located within and beyond state road reserves, and will have no adverse impact on residential amenity. The sign is therefore considered acceptable from an environmental perspective. The economic and social factors have been addressed in this submission above.</p>

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- *relevant factors of amenity² and sustainability³.*

² *amenity as defined in the Model Scheme Text meaning 'all those factors which combine to form the character of an area and include the present and likely future amenity.'*

³ *sustainability as defined in the State Sustainability Strategy meaning 'meeting the needs of current and future generations through an integration of environmental protection, social advancement and economic prosperity'.*

Refer to above sections of this submission which address the relevant factors of amenity and sustainability, and demonstrate the proposal can be considered acceptable in this regard.

The proposed development is also likely to be partly powered by a solar PV energy system subject to further investigations once operational energy consumption data is known.

Development Control Policy 5.4 – Advertising on Reserved Land

The WAPC's Development Control Policy 5.4 – Advertising on Reserved Land (DC 5.4) sets out the principles to be applied when considering proposals for advertising signs located on land reserved under the MRS. The objectives of DC 5.4 are to:

- Preserve and enhance the amenity of the reserved land and surrounding zoned land.
- Ensure the safe and efficient use of roads from which the advertisement is visible.
- Protect the future use of the reserved land by recognising the temporary nature of an advertisement.

Whilst the development is not situated within the portion of land reserved PRR, the objectives of DC5.4 have been considered.

The proposal is considered consistent with the objectives of DC 5.4 for the following reasons:

- As demonstrated within this submission above, the proposed development will have no detrimental impact on the amenity of the area, and will contribute positively to the visual interest, vibrancy and amenity of the subject site and adjoining streetscape.
- The Road Safety Assessment report provided in support of the application confirms proposed development can be considered acceptable from a road safety perspective (refer **Appendix 2**).
- Further, a Light Impact Assessment was undertaken to demonstrate the suitability of the sign, including the perceived impacts to residential properties in proximity to the site (refer **Appendix 5**).
- The proposed advertising sign is a temporary form of development and will therefore have no impact on the future use of the reserved land.

An assessment against the relevant policy measures set out in DC 5.4 is provided in **Table 3** below, demonstrating the proposal is consistent with the relevant requirements of DC 5.4.

Table 3 - DC 5.4 Assessment

Policy provision / requirement		Applicant comment
5.2 Effect on amenity		
5.2.1	<i>The number, size, location, and appearance of advertisements must be carefully controlled in order to protect the amenity of the locality. Approval will only be granted if the WAPC is satisfied that the proposal will not detract from the amenity of the reservation and the locality generally.</i>	The proposed sign is of simple design and size, aimed to fit into the surrounding industrial-commercial area. The sign works to significantly enhance the visual quality of the subject site and surrounding area, adding visual interest, vibrancy and activation to the streetscape. Refer to previous sections of this submission which address the relevant amenity considerations, and demonstrates the proposal can be considered acceptable in this regard.
5.2.2	<i>The purpose for which the land is reserved is a primary consideration which the WAPC</i>	It is understood the Primary Regional Road reserve affecting the site is reserved for future road widening purposes. However, as stated above, the future road widening plans for Stock Road between

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	<i>will take into account in determining an application for advertisement.</i>	South Street and Leach Highway are not imminent or certain. Given the temporary nature of advertising signage development (which can easily be removed and relocated to another position on the subject site if the subject land is required for road widening), it is not considered the proposal will have any impact on the future road widening plans for Stock Road. Further, the location of the proposed development is not situated within the portion of the subject site that is reserved PRR.
5.2.4	<i>In appropriate circumstances the erection of an advertisement on some classes of reserved land may enhance the amenity by adding to the vitality of particular locations. Also there are some circumstances where an advertisement may provide a necessary service to the public by giving information, advice, and direction in relation to available services and events. In such circumstances, an advertisement may be considered appropriate.</i>	Digital advertising represents an innovative form of signage that will contribute positively to the visual amenity, interest, vibrancy and activation of the subject site and surrounding area. The proposed landscaping works to further enhance the visual amenity of the site and area, and works to improve the user experience at a pedestrian level.
5.2.5	<i>Although an individual advertisement might be acceptable, the accumulation of a number of advertisements in a given location may detract from the amenity of the locality. The WAPC will have regard for both existing and approved signs in the general area of an application, whether within the reserved land or on other nearby zoned land, when making its decision upon an application before it.</i>	The proposal comprises one single-sided digital advertising sign to be installed on the subject site, which can be considered acceptable for the following reasons: <ul style="list-style-type: none"> • The surrounding area is not considered to have a high level of amenity, being a main road intersection with mid-late 20th century buildings adjoining the road reserve. The proposal comprises a high quality digital sign that will enhance the amenity of the area, by adding visual interest and vibrancy to the streetscape. • The subject site contains two existing commercial tenancies with associated advertising signage, including one small pylon sign on the south-western South Street boundary. Considering the site has two main road frontages and contains two separate commercial tenancies, it is considered acceptable to have two pylon signs on the subject site, with the proposed sign being positioned far away from the existing sign towards the eastern Stock Road boundary. • The only other advertising signs in the immediate locality are those located on the 'Homeworld' showroom centre opposite the subject site to the east. The 'Homeworld' site contains numerous commercial tenancies with associated advertising signage, including two large freestanding signs displaying multi-tenancy advertising (one per street frontage), and additional freestanding signage along the Stock Road frontage displaying 'Aqua Technics' tenancy advertising. Given the site's context, the number of existing advertising signs on-site and in the area, and separation distance between the proposed signage on the subject site and existing signs in the area, it is not considered the proposed digital advertising sign will detract from the amenity of the area.
5.3 Safety and efficiency of roads		
5.3.1	<i>Advertisements often compete for the attention of the passing public and therefore proposals for advertisements in prominent locations near busy intersection will be examined in the context of road safety and efficiency. Such advertisements are not acceptable if they interfere with sight-lines, distract drivers, or have the potential to hinder the interpretation of or</i>	This application is supported by a Road Safety Assessment which confirms the proposed signage will not obstruct or interfere with any traffic control devices or with the driver's view of hazards, and satisfies the general, physical characteristics and display safety conditions set out in MRWA's Policy and Application Guidelines for Advertising Signs within and Beyond Road Reserves. Accordingly, the proposed digital advertising sign can be considered acceptable from a road safety perspective.

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	<i>become confused with traffic signals or road signs.</i>	Refer Appendix 2 , Road Safety Assessment report. Recent research undertaken by an independent road safety institute in Australia shows roadside advertising on digital billboards can improve driver behaviour. The research was commissioned by Outdoor Media Association (OMA) and measured driver behaviour before and after a digital sign was installed at a complex road intersection in Brisbane, Australia, using two key indicators of driver distraction that are known to increase the risk of an accident. Refer Appendix 6 for a copy of OMA's Australian road safety research media release.
(a)	<i>The scale and design of the signage is subservient to the building to which it relates, are sized in proportion with parapets, panels and windows and wall areas within close proximity to the proposed sign so as to not dominate the view of the building from the street.</i>	The digital sign is proposed to be mounted on a steel column with the LED screen proposed to be approximately 3.2m high and 12.48m in width. The sign will be mounted approximately 7.3m above ground level. The proposed scale and design of the proposed sign is entirely consistent with existing and approved large format digital signs in similar locations across the Perth metropolitan area, including the following examples: <ul style="list-style-type: none"> • Corner of Oxford Close / Railway Parade, Leederville (approx. 12.44 wide x 3.29m high digital sign). • Corner of Broadway / Promenade, Ellenbrook (approx. 10.24m wide x 3.46m high digital sign). The scale of the proposed sign is generally consistent with the existing commercial-industrial buildings on the subject site, and has been positioned and designed, including the proposed colour scheme of its structure, to appear integrated with the existing buildings on the subject site when viewed from the public realm. The proposed digital advertising device also works to enhance the visual interest and amenity of the area. In addition, the proposed landscaping works to soften the visual impact of the proposed sign and enhance the overall visual amenity of the site and surrounding area.
5.4 Protection of reservation		
5.4.1	<i>An advertisement does not constitute the long term use intended for any class of land reserved by a region scheme. Accordingly, an advertisement will always be considered by the WAPC to be temporary use on that land. Therefore, in the event that approval is granted, this may be conditional upon the removal of the sign after a certain period of time, and the reinstatement of the land to its original condition.</i>	Noted.

City of Fremantle Local Planning Scheme No. 4.

The subject site is predominately zoned 'Commercial' under the provisions of the City's Local Planning Scheme No.4 (LPS4). The eastern portion of the site is reserved Primary Regional Road in accordance with the MRS reservation.

Clause 3.2.1 of LPS4 sets out the objectives of the Commercial zone as follows:

Development within the commercial zone shall:

- i) provide for the development of offices and associated commercial and larger scale uses, including showrooms, and warehouses and uses requiring outdoor displays,*
- ii) ensure that development is not detrimental to the amenity of adjoining owners or residential properties in the locality, and*

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iii) to conserve places of heritage significance the subject of or affected by the development.

Being commercial in nature, the proposed digital advertising sign is considered appropriately located in a Commercial zone, and entirely consistent with the surrounding commercial-industrial context and existing commercial uses and development on the subject site. The proposed sign is designed and positioned to appear integrated with the existing buildings on the subject site, and will improve the appearance of the site when viewed from the public realm. The proposed digital sign will comply with all the relevant regulatory requirements for digital signage within and beyond road reserves, including luminance levels, dwell times and display content, ensuring the sign will have no detrimental impact on the amenity of the area. Importantly, the proposed sign will have no adverse impact on residential amenity in the locality, given the positioning, orientation and location of the proposed sign at a main road intersection, where the adjoining residential properties are facing away from the intersection and protected from any potential impacts on their amenity by a landscaping buffer within the adjoining road reserve.

Based on the above, the proposed development is considered consistent with the relevant objectives of the Commercial zone and warrants approval accordingly.

Refer Figure 4, LPS4 zoning map below.



Figure 4 - LPS4 zoning map

Local Planning Policies

City of Fremantle Local Planning Policy No. 2.14 – Advertising Policy

The City's Local Planning Policy No. 2.14 – Advertisements Policy (LPP 2.14) is a guidance document that outlines the development requirements applicable to signage within the City.

The proposed digital advertising sign is best classified as a 'Pole, pylon or freestanding sign', 'Illuminated Sign', and 'Animated sign' defined under LPP 2.14 as follows:

Pole, Pylon or freestanding sign means advertisement which is erected on a permanently attached freestanding pole, pylon or other structure and used to advertiser one or multiple tenancies on private land.

Illuminated sign means an advertisement illuminated by internal and/or external lights or composed of light devices that do not flash, change intensity or pattern. Advertisement that is considered illuminated will generally be considered under another definition of a sign and includes advertisements that are projected onto a building or vertical surface.

Animated Sign includes but not limited to any sign or its contents that moves and includes flashing or 'chasing' lights as well as video signs, plasma and LED screens and signs which are 'trivision', 'variable message', 'changing message' and 'fibre optic' signs.

An assessment of the proposal against the relevant policy provisions is provided in **Table 4** below.

Table 4 – LPP 2.14 Assessment

Policy provision / requirement		Applicant comment
1.1. General requirements applicable to all signs		
(a)	Advertisement will not be approved on properties primarily used for residential purposes [...]	N/A
(b)	Advertisements are to be located and designed so as not to cause a hazardous distraction to motorist, pedestrians, or other road users.	<u>Compliant:</u> The sign is appropriately located and design to ensure it will not cause a hazardous distraction to any road users. Refer Appendix 2 , Road Safety Assessment report, which demonstrates the proposal is acceptable from a road safety perspective and Appendix 2 , Lighting Assessment.
(c)	Advertisements will be compatible with the style, scale and character of the surrounding streetscape, and the predominate uses within the locality. Consideration will be given to the number and type of existing signs in the locality so as to avoid the visual clutter.	<u>Compliant:</u> The sign has been designed to be compatible with and appear integrated with the existing buildings on the subject site, and is compatible with the scale, style and character of the surrounding commercial-industrial-main roads context. Refer to Table 2 of this submission above, which addresses the number of signs in the area, and confirms the proposed sign will not contribute to visual clutter of signage.
(d)	Advertisements shall not impede pedestrian or vehicle movements.	<u>Compliant:</u> The sign has been sited and designed to ensure that it does not impede pedestrian or vehicle movements. Refer Appendix 2 , Road Safety Assessment report, which addresses the relevant traffic and road safety considerations.
(e)	Illuminated signs are to be maintained to operate as an illuminated sign; and	<u>Compliant:</u> The sign will be consistently maintained with any maintenance issues being resolved by the owner.
(f)	Advertisements are not to emit a flashing or moving light or radio; animation or movement in its design or structure; reflective, retro-reflective or fluorescent materials in its design structure.	<u>Compliant:</u> The sign will display static advertising only, and will comply with all the relevant regulatory requirements for digital advertising and content display.
(g)	Advertisements in the form of an Animated sign will not, be supported by Council.	<u>Proposed variation:</u> The proposed sign can be defined as an Animated sign under LPP 2.14, as comprising a LED screen and display of variable content. Refer section 3 of this Table below for an assessment against the LPP 2.14 variations clause.
(h)	Advertisements will not be approved on private land which include, i. The name, logo, or symbol of a company or other organisation that does not own or substantially occupy the site of building on which the advertisement is located, or	<u>Proposed variation:</u> The application is seeking approval for the display of third party advertising content. Refer section 3 of this Table below for an assessment against the LPP 2.14 variations clause.

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	<p>ii. A product or service not provided on the site on which the advertisement is located</p> <p>iii. 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; or</p> <p>iv. Signs for an activity or event not occurring on the site on which the advertisement is located.</p>	
--	--	--

2.5.1 Free Standing Sign or Pole or Pylon Signs are deemed acceptable where:

(a)	<i>The advertisement is no more than the height of the immediately adjoining subject building or no more than 6.0m in height whichever is the lesser; and</i>	<p><u>Proposed variation:</u> The proposed pylon sign is 10.5 metres in lieu of the maximum 6.0m requirement.</p> <p>Refer section 3 of this Table below for an assessment against the LPP 2.14 variations clause.</p>
(b)	<i>The advertisement does not significantly obstruct the view between the building and the street, thereby preventing casual surveillance of the street from the property and vice versa; and</i>	<p><u>Compliant:</u> The proposed sign is designed and sited to ensure it does not obstruct the view between the building and the adjoining streets. The existing building on-site does not have any major openings along the façade where the sign is to be located, therefore any opportunities for casual surveillance of the street from the property will not be affected.</p>
(c)	<i>It can be demonstrated that the advertisement is consistent with a particular design convention associated with a specific land use (is pylon signs for petrol stations); and</i>	<p><u>Compliant:</u> The proposed digital advertising sign is commercial in nature and considered entirely consistent with the existing commercial land uses on the subject site, being bulky goods showrooms.</p>
(d)	<i>The advertisement is restricted to one sign per site, may include the advertising of multiple tenancies and can be illuminated and / or double sided.</i>	<p><u>Proposed variation:</u> The subject site contains an existing 'pole, pylon or freestanding sign' on the south western portion of the subject site, fronting South Street. Refer section 3 of this Table below for an assessment against the LPP 2.14 variations clause.</p>

3 Variations to Standards

3.1	<i>Council may vary the requirements outlined within Clause 1 and 2 where it can be demonstrated that the following can be met to the satisfaction of the Council:</i>	<p>While the proposal comprises variations to the LPP 2.14 requirements in relation to height, number of signs on-site, and being a digital sign comprising third party advertising content, the proposed sign is considered acceptable for the following reasons:</p>
(a)	<i>The cumulative effect of the signage does not negatively impact on the surrounding locality by way of visual clutter; and</i>	<ul style="list-style-type: none"> The proposed new sign on the subject site will not contribute to the appearance of visual clutter in the locality, considering the site context and number of existing signs in the vicinity of the proposed sign, and separation distance between the existing signs and proposed sign (with three freestanding signs located on the opposite side of Stock Road, and no existing signs on the western side of Stock Road where the sign is to be located; and only one small existing pylon sign located on the subject site to the west of the proposed sign (on the South Street boundary).
(b)	<i>The scale and design of the signage is subservient to the building to which it relates, are sized in proportion with parapets, panels and windows and wall areas within close proximity to the proposed sign so as to not dominate the view of the building from the street.</i>	<ul style="list-style-type: none"> The subject site is of a substantial site area at 5,349m². The proposed sign is located at a substantial distance from the existing small pylon sign. In terms of size, the sign is generally consistent with, and compatible with, the scale of the existing buildings on-site and has been positioned and designed, including the proposed

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		<p>colour scheme of its structure and new landscaping, to appear as an integrated part of the development when viewed from the public realm.</p> <ul style="list-style-type: none"> • The nature, size and scale of the signage proposed is consistent with what would be expected within or beyond a state road reserve, and is consistent with existing and approved digital signs in similar locations across the Perth metropolitan area including: <ul style="list-style-type: none"> - Corner of Oxford Close / Railway Parade, Leederville (approx. 12.44 wide x 3.29m high digital sign). - Corner of Broadway / Promenade, Ellenbrook (approx. 10.24m wide x 3.46m high digital sign). • The site is zoned Commercial and within an existing commercial/industrial/showroom precinct. The proposed sign is consistent with the zone objectives and its commercial context, and will have no adverse impact on the amenity of the area. • The proposal will contribute positively to the visual interest, activation and amenity of the streetscape, including the proposed landscaping, which will soften the visual impact of the proposed sign and enhance the overall visual amenity of the site and surrounding area. • The application is supported by Road Safety Assessment report which confirms the sign is acceptable from a road safety perspective, including the location and size of the sign meeting the relevant criteria set out under Main Roads WA's Policy and Application Guidelines (refer Appendix 2). • The proposed additional sign on the site is considered acceptable, given the site has three street frontages and contains two commercial tenancies, and the proposed sign is to be located away from the existing small pylon sign on-site, within the south-eastern portion of the site closer to the Stock Road frontage. <p>Based on the above, the proposed signage is considered entirely acceptable and appropriate for the site, and the proposed variations to LPP 2.14 warrant discretionary approval accordingly.</p>
--	--	--

CONCLUSION

This application seeks development approval for a digital advertising sign and landscaping to be installed on the subject site. The proposed sign is justified and considered appropriate for the following reasons:

1. The proposal is consistent with the provisions of the MRS and will have no adverse impact on the Primary Regional Roads reserve affecting the site.
2. The proposal is generally consistent with the provisions of Development Control Policy 1.2 – Development Control – General Principles, and Development Control Policy 5.4 – Advertising on Reserved Land.
3. The proposal is generally consistent with the provisions and requirements of the City of Fremantle Local Planning Scheme No.4, and objectives of the City's Planning Policy 2.14 – Advertising Policy.
4. The application is supported by a Road Safety Assessment which demonstrates the proposal satisfies the Main Roads WA's Policy and Application Guidelines for Advertising Signs within and Beyond Road Reserves criteria, confirming the proposal is acceptable from a road safety perspective.
5. The proposed development will comply with all the relevant regulatory requirements and have no detrimental impact on the amenity of the area, or the health, welfare and safety of residents in the locality.

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6. The proposed development is entirely consistent with, and compatible with its setting, adding visual interest and vibrancy to a main road intersection, and contributing to improving the amenity of the site and surrounding area, particularly given its high quality and considered design including scale, colour scheme of its structure, and landscaping.
7. The proposed digital advertising sign is consistent with previously approved and existing digital advertising signs across the Perth metropolitan area, which are similar in size, design and location.

Owing to the above, approval of the proposed digital advertising sign would be entirely consistent with orderly and proper planning. We therefore respectfully request the application for approval to commence development be considered on its merits and favourably determined by the City of Fremantle.

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

Yours faithfully,


NATHAN MAAS
SENIOR PLANNER

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WESTERN



AUSTRALIA

TITLE NUMBER
Volume Folio
1221 769
31 Aug 2023

RECORD OF CERTIFICATE OF TITLE UNDER THE TRANSFER OF LAND ACT 1893

The person described in the first schedule is the registered proprietor of an estate in fee simple in the land described below subject to the reservations, conditions and depth limit contained in the original grant (if a grant issued) and to the limitations, interests, encumbrances and notifications shown in the second schedule.

BGRoberts
REGISTRAR OF TITLES



LAND DESCRIPTION:

LOT 93 ON PLAN 6650

REGISTERED PROPRIETOR: (FIRST SCHEDULE)

25 NOMINEES PTY LTD OF 154 HIGH STREET, FREMANTLE

(T D642680) REGISTERED 31/12/1987

LIMITATIONS, INTERESTS, ENCUMBRANCES AND NOTIFICATIONS: (SECOND SCHEDULE)

1. D685573 MORTGAGE TO NATIONAL AUSTRALIA BANK LTD REGISTERED 1/3/1988.

Warning: A current search of the sketch of the land should be obtained where detail of position, dimensions or area of the lot is required.
Lot as described in the land description may be a lot or location.

-----END OF CERTIFICATE OF TITLE-----

STATEMENTS:

The statements set out below are not intended to be nor should they be relied on as substitutes for inspection of the land and the relevant documents or for local government, legal, surveying or other professional advice.

SKETCH OF LAND: 1221-769 (93/P6650)
PREVIOUS TITLE: 1194-439
PROPERTY STREET ADDRESS: 8 PRITCHARD ST, O'CONNOR.
LOCAL GOVERNMENT AUTHORITY: CITY OF FREMANTLE



ALL ROADS WITHIN THE GREEN

GAZ. 14. 12. 56 COR 5/56

PT: OF COCKBURN SOUND LOC 551

F.B. 15393

TOTAL AREA 31.219ha

APPROVED
7-9-56

NOW C/T 1194 439

DEPTH LIMIT 60.96 METRES

INDEX	PLAN'S
PERTH	2000 10.12
"	" 10.13
"	" 09.12
"	" 09.13

Land Parcel identifier amended -
Regulation 6 of Transfer of Land
(Surveys) Regulations 1986
CST. 1775-2000-01

Date: 9/4/06

DIA 14054
FR 12783

A horizontal scale bar labeled "SCALE" with markings from 0 to 160 meters in increments of 20.

PLAN 6650

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APPENDIX 2

ROAD SAFETY ASSESSMENT REPORT

31 Aug 2023

Proposed Advertising LED Sign

Lot 93 (8) Pritchard Street, O'Connor

Road Safety Assessment

PREPARED FOR:
25 Nominees Pty Ltd

August 2023

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Document history and status

Author	Revision	Approved by	Date approved	Revision type
Waihin Tun	r01	B Bordbar	17/12/2021	Draft
Waihin Tun	r01a	B Bordbar	19/01/2022	Final
Roger Bajwa	r01b	B Bordbar	07/08/2023	Revised
Roger Bajwa	r01c	B Bordbar	15/08/2023	2 nd Revision

31 Aug 2023

File name: t21.164.rb.r01c

Author: Roger Bajwa

Project manager: Behnam Bordbar

Client: 25 Nominees Pty Ltd

Project: Lot 93 (8) Pritchard Street, O'Connor

Document revision: r01c

Project number: t21.164

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1 Introduction

This Road Safety Assessment has been undertaken by Transcore on behalf of 25 Nominees Pty Ltd with regard to the proposed LED sign to be located at Lot 93 (8) Pritchard Street, O'Connor in the City of Fremantle.

The subject site currently accommodates retail/commercial tenancies as shown in **Figure 1**. The advertising sign is proposed to be located at the northwest corner of the signalised intersection of South Street and Stock Road (Melville Mandurah Hwy). The proposed advertising LED sign will be visible to westbound direction of traffic flow on South Street and possibly both directions of traffic flows on Stock Road (Melville Mandurah Hwy).



Figure 1. Subject site and the proposed sign location

2 Proposed Sign Description

As detailed in **Figure 2** and **Appendix A**, a single sided LED sign is proposed to be mounted on a steel column at the subject site. The LED screen will be approximately 3.2m high and 12.48m wide and will be mounted approximately 7.3m above ground level (relative to the adjacent Street).

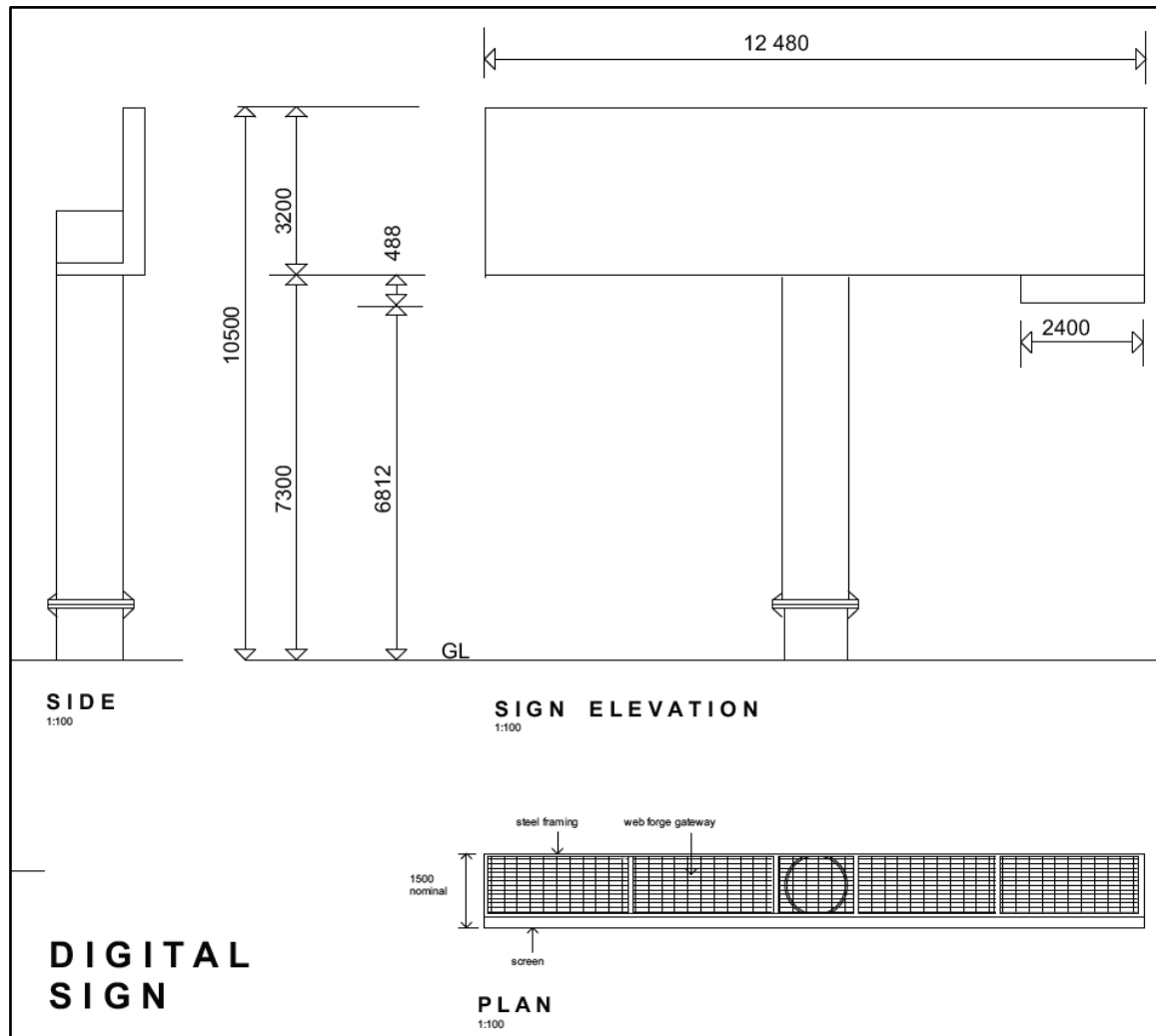


Figure 2: Proposed sign structure

The proposed sign panel will feature the following specifications:

- ✚ The device is an electronic variable message LED sign which will display static advertising only;
- ✚ The sign will not be illuminated externally;
- ✚ The device will cycle through a series of static advertisements. The device can be programmed with a specific display time/dwell time for each advertisement; and;

- ✚ Advertisement and other device programming can be undertaken online and therefore physical access to the sign will not be required to change advertisements.

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3 Main Roads WA Roadside Advertising Guidelines

Revision 8 of the Main Roads WA 'Policy and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves' (the Guidelines), amended October 2020, provides guidance on the assessment of roadside advertising signs located within State Road reserves, or visible from State Road reserves.

Section 2.3 of the Guidelines states that *"These guidelines apply to all gazetted highways and main roads ("State roads") controlled by Main Roads Western Australia....."*

The proposed digital LED advertising sign will be installed on private property outside the Primary Regional Roads Reserve. The LED sign will be visible to the westbound direction of traffic flow on South Street and possibly both directions of traffic flows on Stock Road (Melville Mandurah Hwy).

As detailed in **Figure 3**, both South Street and Stock Road (Melville Mandurah Hwy) form part of the State Road network. The speed limit on the eastbound direction of South Street in the vicinity of the subject site is 60km/h. The speed limit in the northbound direction of Stock Road (Melville Mandurah Hwy) is 70km/h in this vicinity.

As the proposed LED sign will be visible from a State Road reserve, then Main Roads WA roadside advertising guidelines are applicable to the sign.

The relevant requirements of the Guidelines are summarised in this section of the report. The road safety assessment undertaken through application of the Guidelines is presented in **Section 4**.

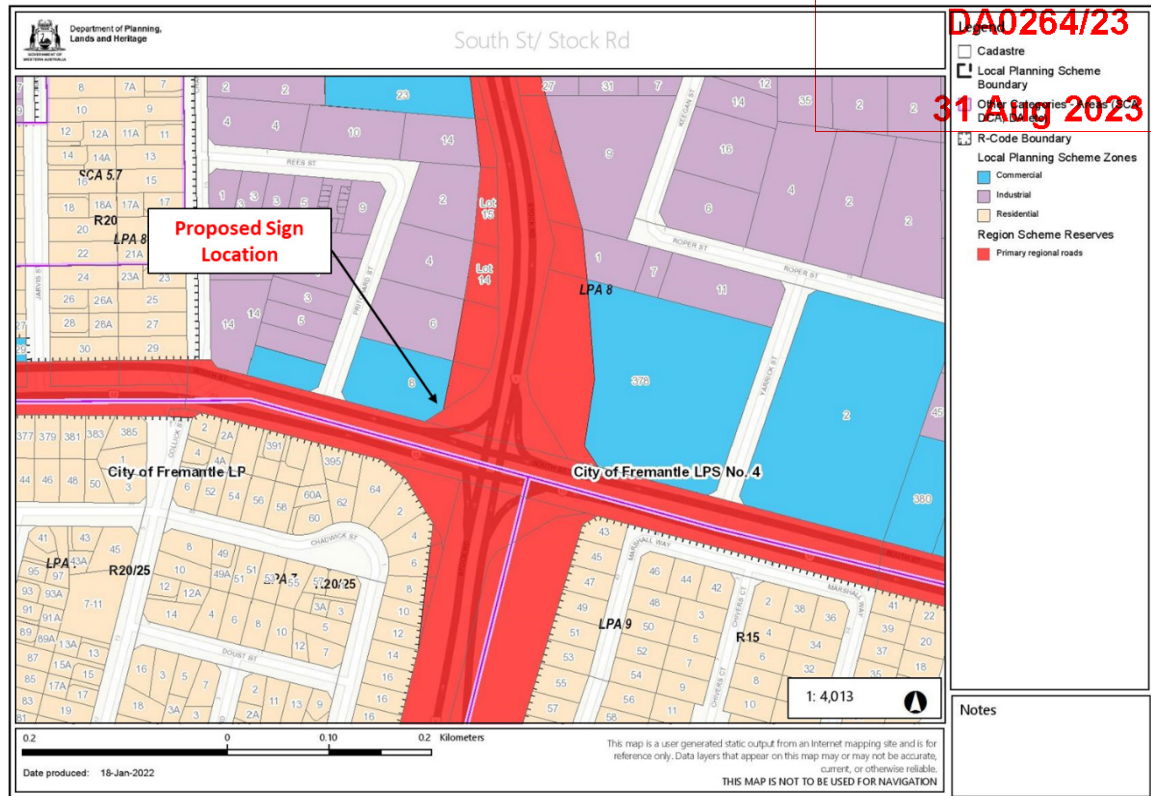


Figure 3. Local Planning Scheme

3.1 MRWA Guidelines – Section 3 General Safety and Efficiency Considerations

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Section 3 of the Guidelines provides general conditions relating to safety, traffic efficiency, site selection and physical characteristics of advertising devices. Some items of note relevant to the sign includes:

3.1.1 General Safety and Efficiency Criteria

An advertising device may be considered a traffic hazard if it interferes with road safety or traffic efficiency; or if it:

- ✚ Interferes with the effectiveness of traffic control devices (e.g. traffic signals, stop or give way signs), or
- ✚ Distracts a driver at a critical time (high demand, decision making areas), or
- ✚ Obscures a driver's view of a road hazard (e.g. curves, traffic Stopping Sight Distance), or
- ✚ Gives instructions to traffic to "stop", "halt" or other (give way, merge, turn), or
- ✚ Imitates a traffic control device, or is a dangerous obstruction to road or other infrastructure, traffic, pedestrians, cyclists or other road users, or
- ✚ Is in an area where there are several devices and the cumulative effect of those devices may be potentially hazardous, distracting or demanding.

The application of these criteria is discussed in **Section 4.2** of this report.

3.1.2 Site Selection Criteria

Lateral Placement

Advertising signs should be located outside road clear zones to minimise the risk of collision of an errant vehicle with an advertising device. Consideration of lateral placement normally applies only to advertising devices that are within the boundaries of state-controlled roads. The application of the clear zone concept is intended to minimise the risk of collision of an errant vehicle with an advertising device.

The application of these criteria is discussed in **Section 4** of this report.

Longitudinal Placement

The application of the longitudinal placement controls is intended to:

- ✚ Minimise the level of driver distraction in areas where greater concentration is required;
- ✚ Preserve sight distance; and,
- ✚ Retain a high level of traffic efficiency.

Longitudinal placement controls for Advertising Devices within and/or visible to state-controlled roads shall be in the form of device restriction distances to be designated traffic situations and official traffic signs.

The application of these criteria is discussed in **Section 4** of this report.

3.1.3 Physical Characteristics

Control of the physical characteristics of Advertising Devices shall relate to the:

- ✚ Size and shape;
- ✚ Colour;
- ✚ Illumination and luminance;
- ✚ Movement and rotation;
- ✚ Advertising Device content; and,
- ✚ Supporting structure.

The application of these criteria is discussed in **Section 4.2** of this report.

3.1.4 Crash History

Killed and Serious Injury Criteria

A billboard sign is subject to amendment when the proposed site has a vehicle crash history of three (3) or more Killed and Serious Injury (KSI) crashes at any intersection within 'd' metres (see Table 3.1) of the approach to the proposed billboard sign location. If the approaching road section has 3 or more KSI crashes based on the above conditions, then the billboard restriction distance 'd' needs to be increased by a factor of 2 for all diagrams as set out in Appendix A.

The results of the KSI calculations are presented in **Section 4.4**.

Crash Rate Criteria

A billboard sign is not permitted where sections of the road on a carriageway have a crash rate higher than the critical crash rate.

Crash rate calculations were undertaken by Transcore as outlined in Appendix C of the Main Roads WA guidelines. The results of the calculations are presented in **Section 4.4**.

3.1.5 Intersection Restriction Distance

The device restriction distances, for use with the Device Restriction Area drawings in Appendix A of the Main Roads WA guidelines, are detailed in **Table 1**.

Table 1. Distance 'd' and '0.6v' for use with Device Restriction A

Speed Limit (km/h)	Distance 'd' (m)	0.6v (m)
50 or less	45	30
60	65	36
70	85	42
80	110	48
90	140	54
100	170	60
110	210	66

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3.2 Main Roads WA Guidelines – Section 5 Safety Considerations

Section 5 of the Guidelines provides specific conditions relating to road user safety for advertising devices. Conditions relating to display, location, content, movement and rotation are detailed in Section 5 of the Guidelines and are summarised as following:

3.2.1 Display

- ✚ Advertising displays that have the potential to unduly distract drivers due to their design form, orientation or physical size, or iridescence, lustre or brilliance of reflected light, shall not be permitted (refer **Table 2**).
- ✚ Advertising signs likely to dazzle or distract drivers due to their brightness, high light emissions and/or frequent flashing, shall not be permitted.
- ✚ Advertising displays that could create a confusing or dominating background, which have the potential to reduce the clarity of a traffic control device or the readability of the road layout, shall not be permitted.
- ✚ For digital format billboards, the duration of transition between the full display of one message and the full display of the next message shall not exceed 0.1 seconds.
- ✚ Animated transitional effects such as fly-in, sliding and checker boarding shall not be permitted on electronic signs.
- ✚ The primary textual elements of advertisements intended to be read by passing motorists shall be legible for drivers travelling at the normal road operating speed and when viewed within a ten-degree horizontal field of vision. No more than seven words on any single sign display shall be readable by such drivers at any one time.

Table 2. Typical advertising device dimensions DA0264/23

Description	Dimensions (m)	Area (m ²)
Small Portraits	3 x 4.5	13.5
Posters	6 x 3	18
Super 8's	8.22 x 2.66	18.6
Portraits	4 x 6	24
Supersites	12.66 x 3.35	42.4
Spectaculars	18.99 x 4.45	84.5

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Signs with variable displays must have a minimum dwell time and transition duration in compliance with the Guidelines (refer **Table 3**). Therefore, it is recommended that the duration of transition between the full display of one message and the full display of the next message shall not exceed 0.1 seconds.

Table 3. Electronic advertising dwell times

Speed Limit or Operating Speed (km/h)	Dwell Time (sec)
110	20
100	25
90	25
80	30
70	35
60	40
<50	45

The application of these criteria is discussed in **Section 4.2** of this report.

3.2.2 Location

As depicted in the Guidelines, advertising devices should not be located in Device Restriction Areas. The relevant reference diagram from Appendix A: Figure 1 of the Guidelines has been identified by Main Roads WA as:

- ✚ Cross Road – Diagram 2 in **Figure 4**.

The application of the Device Restriction Area criteria is discussed separately in **Section 4.3**.

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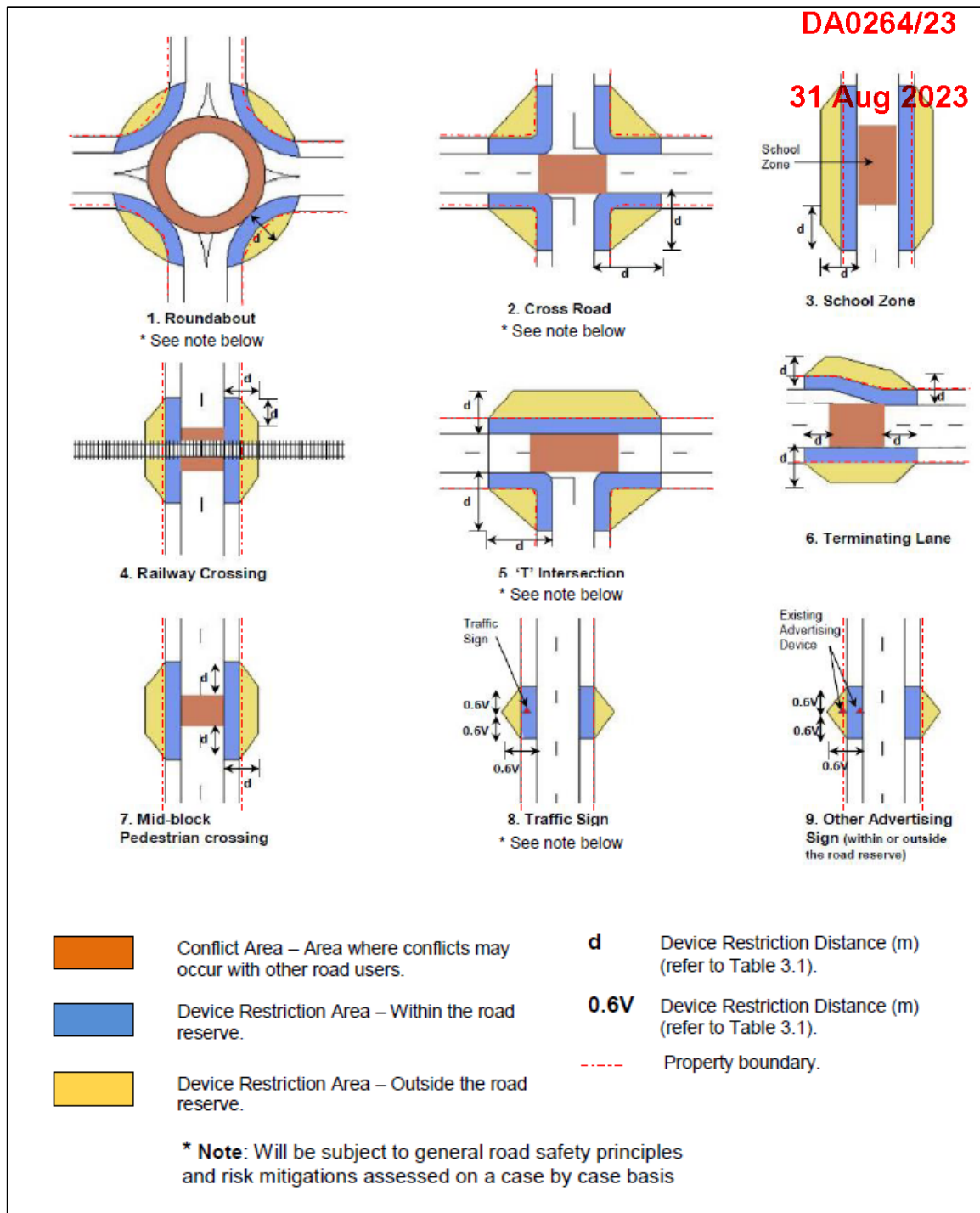


Figure 4. Restriction areas for advertising devices visible from a state-controlled road other than a Freeway or Freeway standard road

3.2.3 Content

The content of advertising devices shall exclude the following:

- ✚ Colours and shapes arranged that may be mistaken for a traffic signals, traffic signs or instruction signs.
- ✚ Symbols, graphics or text that entices drivers to immediately turn or change lanes, or which could be mistaken for an instruction to drivers.
- ✚ Complicated / long website, social media or email addresses, and text messaging instructions.

3.2.4 Movement and Rotation

- ✚ Moving advertising devices shall be restricted to speed environments of 70 km/h or less;
- ✚ Movement of an advertising device shall be restricted to rotation about a vertical axis or axes (Advertising devices in the form of a flag or banner are excluded from this condition); and,
- ✚ Variable message sign advertising shall not be displayed on a moving advertising device.

The application of the content and movement rotation criteria is discussed in **Section 4.2** of this report.

4 Road Safety Assessment

4.1 Document References and Guidelines

Transcore has undertaken a Road Safety Assessment of the proposed LED sign with reference to the following documents:

- ✚ Main Roads WA 'Policy and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves' – October 2020.

4.2 Road Safety Assessment General Findings

The findings of the Road Safety Assessment confirm that the proposed LED sign satisfies the general, physical characteristics, and displays requirements set out in the Main Roads WA Guidelines.

The proposed sign is of acceptable shape and dimensions for the proposed mounting location, is static with no mechanical movement and rotation, and will display static advertising messages. No flashing, coloured, or pulsating lights will be installed on the proposed sign. This complies with Main Roads WA guidelines.

The display area of the proposed sign is $12.48\text{m} \times 3.2\text{m} = 39.94\text{m}^2$ which complies with the typical supersites of a maximum 42.4m^2 signage area identified in Main Roads WA policy.

Main Roads WA guidelines specify a minimum dwell time of 40 seconds and 35 seconds for a vehicle travelling with a speed limit of 60km/h and 70km/h (**Table 3**). It is understood that the proposed advertising LED sign dwell time will be 40 seconds and therefore comply with or exceed the minimum requirement of Main Roads WA guidelines.

The proposed transition time is instantaneous, and no message sequencing will be permitted, in accordance with Main Roads WA.

The proposed LED advertising sign panel will have the ability to display advertising content at variable luminance levels. The luminance of the display will be programmed to operate at different levels required for different times of the day and night, as specified in the Main Roads WA guidelines. The luminance level should not exceed those of static signs in typical ambient light conditions, in accordance with Main Roads WA Guidelines.

Additionally, the proposed LED sign will not obstruct or interfere with any traffic control signs or devices, or with the driver's view of hazards as it is proposed to be located within a private property. The sign will not obstruct access to road or other infrastructure, traffic, pedestrian, cyclist or other road user movements.

Other conditions relating to advertising content will be met on a continuous basis through the ongoing adoption of appropriate advertising content. These include:

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- ✦ Advertising content should not imitate a traffic control device, or display a message which may be interpreted as a traffic related instruction;
- ✦ No more than 7 words (readable by drivers) should be displayed at any time per sign;
- ✦ Advertising devices should not contain extreme emotional material; and
- ✦ No complicated email, social messaging or text messaging instructions should be displayed on the sign.

4.3 Site Location Assessment

The location of the proposed sign satisfies Lateral and Longitudinal placement of the guidelines as it is located within a private property.

Based on the assessment undertaken by Transcore, the proposed digital advertising sign is **not** impacted by the Device Restriction Areas (DRAs). Please refer **Figure 5** for details.

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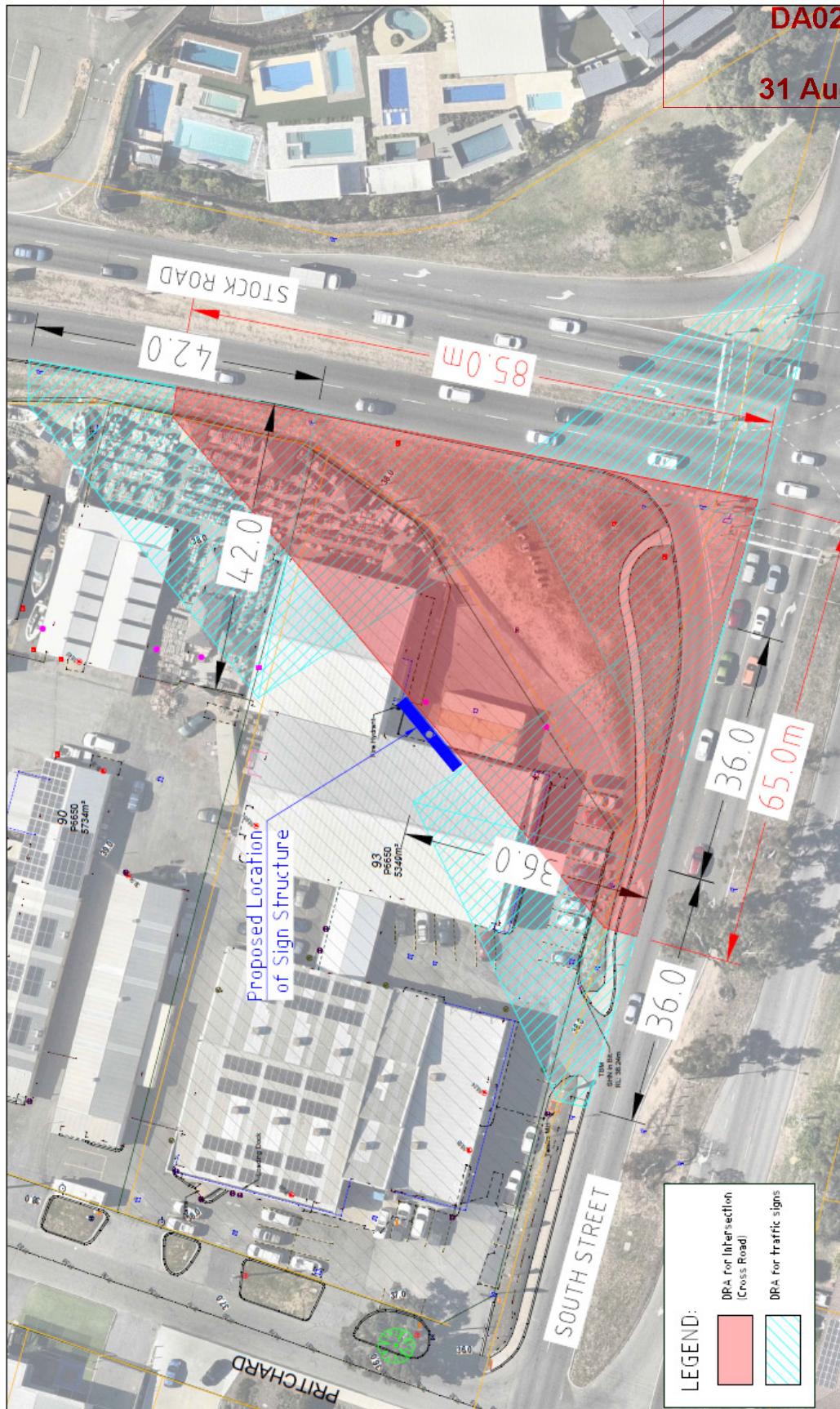
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t21.164.sk02c

10/08/2023

Scale: 1:500 @ A3



Lot 93 (8) Pritchard Street, O'Connor
All Device Restriction Areas (in the vicinity of the subject sign)

Figure 5. DRA assessment for the relevant intersection of South Street and Stock Road (Melville Mandurah Hwy) and traffic signs

4.4 Crash History Calculations

The following outlines the casualty crash rate calculations in accordance with Main Roads WA policy.

Step 1

Detailed crash history data was extracted from the Main Roads WA Crash Analysis Reporting System (CARS) to undertake crash rate calculations in accordance with Appendix C of the Main Roads WA advertising signs guidelines.

The crash analysis was undertaken for the westbound direction of traffic flow on South Street and both directions of traffic flow on Stock Road (Melville Mandurah Hwy). The crash data was reviewed for the 1.5km sections of South Street and Stock Road (Melville Mandurah Hwy) (1km before the proposed sign and 500m after the proposed sign) in accordance with the guidelines. The data was sourced for the five-year period ending December 2022.

Step 2

The casualty crash rate (R), expressed as 10⁴ ERU (Equivalent Risk Unit) per 10⁸ VKT (vehicle kilometres travelled) was calculated as per **Equation 1** adopted from the Main Roads WA guidelines.

Eq(1):

$$R = \frac{\sum_{t=1}^{20} C_t \times A_t \times 10^4}{n \times L \times V \times 365}$$

Where,
R = Casualty Crash Rate (expressed in terms of 10⁴ ERU per 10⁸ VKT)
t = RUM Group (1 – 20)
Ct = Crash Risk Score for a crash in RUM Group "t"
At = Number of crashes in RUM Group "t"
n = Number of years of crash data (usually 5)
L = Length (km) of road section (usually 1km)
V = Annual Average Daily Traffic (AADT) for the section
365 = Number of days in one year

Step 3

The Critical Crash Rates (CCR) for a highway in a METRO environment are 212.7 for a 70km/h road as shown in **Table 4**.

The resulting Casualty Crash Rates for South Street and Stock Road (Melville Mandurah Hwy) are detailed in **Table 5**, **Table 6** and **Table 7**.

Table 4. Critical Crash Rate Thresholds (Main Roads WA) DA0264/23

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Table 3. Metropolitan Critical Crash Rate Thresholds							
Road Type (x)	Speed Zone (km/h)						
	<=50	60	70	80	90	100	110
Freeways	-	-	300.8	390.4	-	410.5	145.3
Highways	-	265.7	212.7	150.4	520.8	425.5	1,079.8
Main Roads	-	-	-	-	-	-	1,438.4

Table 4. Rural Critical Crash Rate Thresholds							
Road Type (x)	Speed Zone (km/h)						
	<=50	60	70	80	90	100	110
Freeways	-	-	-	-	-	-	228.5
Highways	293.0	206.3	158.0	578.0	899.0	356.2	733.5
Main Roads	692.0	436.4	207.3	659.0	1,003.7	1,755.7	905.7

The signalised intersection of South Street and Stock Road (Melville Mandurah Hwy) is reviewed for Killed and Serious Injury Criteria (KSI) for the five-year period ending December 2022. It is reported that two hospital crashes were recorded at this intersection during the last 5 years and therefore, the crash records satisfy the KSI requirement of Main Roads WA guidelines as outlined in **Section 3.1.4** of this report.

As evident from the casualty crash rate calculations along the relevant sections of South Street and Stock Road (Melville Mandurah Hwy), the casualty crash rate calculations for all relevant sections of the roads are below the critical crash threshold for all the six 1km rolling segments and therefore, the proposed sign is acceptable with respect to the crash calculation requirement of Main Roads WA policy and guidelines.

Table 5. Casualty Crash Rate (R) – South Street Westbound (Adjusted 1.5km rolling speed limit)

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Crash Calculation
Site: 8 Pritchard St, O' Connor Road Name: South St (Westbound) Carriageway: Right Sign SLK: 2.77 Assessment Period: 2018 - 2022

Time Period = 5 years
Length of Road Segment = 1 km
Traffic Volume = 15,276 AADT
Speed Environment = 70 km/h (Low Speed)
Metro / Rural = Metro
Road Type = Highways

Length of road segment (km) 1
Sign SLK 2.77 START 3.77 FINISH 2.27

Segment	1	2	3	4	5	6
Start	3.77	3.67	3.57	3.47	3.37	3.27
Finish	2.77	2.67	2.57	2.47	2.37	2.27

RUM Group	RUM Codes	Crash Risk Score (x 10 ⁻⁴ Risk Unit) Low Speed (< 80km/h)	Crash Risk Score (x 10 ⁻⁴ Risk Unit) High Speed (>= 80km/h)	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5	Segment 6
1	10, 11, 12, 13, 14, 15, 16, 17, 18, 19	21	96	0.00	0.00	0.00	0.00	0.00	0.00
2	21, 51	98	319	0.00	0.00	0.00	0.00	0.00	0.00
3	22, 23, 24, 25, 26	19	64	0.00	0.00	0.00	0.00	0.00	0.00
4	31, 32, 33	8	21	86.09	86.09	86.09	86.09	86.09	86.09
5	35, 36, 37, 54	13	31	0.00	0.00	0.00	0.00	0.00	0.00
6	38, 39	11	67	0.00	0.00	0.00	0.00	0.00	0.00
7	27, 34	12	183	0.00	0.00	0.00	0.00	0.00	0.00
8	42, 46, 47, 48	23	23	0.00	0.00	0.00	0.00	0.00	0.00
9	53, 55, 56	9	88	0.00	0.00	0.00	0.00	0.00	0.00
10	43, 44, 61, 62, 63, 64	12	101	0.00	0.00	0.00	0.00	0.00	0.00
11	93	669	73	0.00	0.00	0.00	0.00	0.00	0.00
12	1, 2, 3, 4, 5, 6, 7, 8, 9, 98	60	235	0.00	0.00	0.00	0.00	0.00	0.00
13	65	0	0	0.00	0.00	0.00	0.00	0.00	0.00
14	69, 95	23	33	0.00	0.00	0.00	0.00	0.00	0.00
15	52, 71, 73, 76, 77	20	79	0.00	0.00	0.00	0.00	0.00	0.00
16	72, 74, 94	37	95	0.00	0.00	0.00	0.00	0.00	0.00
17	75	27	70	0.00	0.00	0.00	0.00	0.00	0.00
18	81, 83	17	101	0.00	0.00	0.00	0.00	0.00	0.00
19	82, 84	72	107	0.00	0.00	0.00	0.00	0.00	0.00
20	85	23	62	0.00	0.00	0.00	0.00	0.00	0.00
21	20, 30, 40, 45, 49, 50, 60, 66, 67, 70, 80, 90, 91, 92, 94, 96, 97	0	0	0	0	0	0	0	0
Total Crashes				3	3	3	3	3	3
Casualty Crash Rate (R)				86.1	86.1	86.1	86.1	86.1	86.1
Threshold				212.7					
Crash Category				Satisfactory	Satisfactory	Satisfactory	Satisfactory	Satisfactory	Satisfactory
OVERALL CRASH CATEGORY				SATISFACTORY					

Crash SLK	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5	Segment 6	RUM	RUM GROUP
3.16	1	1	1	1	1	1	31	4
3.17	1	1	1	1	1	1	31	4
3.24	1	1	1	1	1	1	31	4
0	0	0	0	0	0	0		
0	0	0	0	0	0	0		
0	0	0	0	0	0	0		
0	0	0	0	0	0	0		
0	0	0	0	0	0	0		
0	0	0	0	0	0	0		
0	0	0	0	0	0	0		
0	0	0	0	0	0	0		
0	0	0	0	0	0	0		
0	0	0	0	0	0	0		
0	0	0	0	0	0	0		
0	0	0	0	0	0	0		

Segment	Start SLK	End SLK	AADT	Casualty Crashes	Crash Rate	Critical Crash Rate	Satisfactory/ Not Satisfactory
1	3.77	2.77	15,276	3	86.1	212.7	SATISFACTORY
2	3.67	2.67		3	86.1	212.7	
3	3.57	2.57		3	86.1	212.7	
4	3.47	2.47		3	86.1	212.7	
5	3.37	2.37		3	86.1	212.7	
6	3.27	2.27		3	86.1	212.7	

Table 6. Casualty Crash Rate (R) – Stock Road (Melville Mandurah Hwy) Northbound (Adjusted 100% Section)

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Crash Calculation
Site: 8 Pritchard St, O' Connor Road Name: Stock Rd (Northbound) Carriageway: Right Sign SLK: 1.6 Assessment Period: 2018 - 2022

Time Period = 5 years
Length of Road Segment = 1 km
Traffic Volume = 13,124 AADT
Speed Environment = 70 km/h (Low Speed)
Metro / Rural = Metro
Road Type = Highways

Length of road segment (km) 1
Sign SLK 1.6 START 2.1 FINISH 0.6

Segment	1	2	3	4	5	6
Start	2.1	2	1.9	1.8	1.7	1.6
Finish	1.1	1	0.9	0.8	0.7	0.6

RUM Group	RUM Codes	Crash Risk Score (x 10 ⁴ Risk Unit) Low Speed (< 80km/h)	Crash Risk Score (x 10 ⁴ Risk Unit) High Speed (>= 80km/h)	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5	Segment 6
1	10, 11, 12, 13, 14, 15, 16, 17, 18, 19	21	96	0.00	0.00	0.00	0.00	0.00	0.00
2	21, 51	98	319	0.00	0.00	0.00	0.00	0.00	0.00
3	22, 23, 24, 25, 26	19	64	0.00	0.00	0.00	0.00	0.00	0.00
4	31, 32, 33	8	21	33.40	33.40	33.40	0.00	0.00	0.00
5	35, 36, 37, 54	13	31	0.00	0.00	0.00	0.00	0.00	0.00
6	38, 39	11	67	0.00	0.00	0.00	0.00	0.00	0.00
7	27, 34	12	183	0.00	0.00	0.00	0.00	0.00	0.00
8	42, 46, 47, 48	23	23	0.00	0.00	0.00	0.00	0.00	0.00
9	53, 55, 56	9	88	0.00	0.00	0.00	0.00	0.00	0.00
10	43, 44, 61, 62, 63, 64	12	101	0.00	0.00	0.00	0.00	0.00	0.00
11	93	669	73	0.00	0.00	0.00	0.00	0.00	0.00
12	1, 2, 3, 4, 5, 6, 7, 8, 9, 98	60	235	0.00	0.00	0.00	0.00	0.00	0.00
13	65	0	0	0.00	0.00	0.00	0.00	0.00	0.00
14	69, 95	23	33	0.00	0.00	0.00	0.00	0.00	0.00
15	52, 71, 73, 76, 77	20	79	0.00	0.00	0.00	0.00	0.00	0.00
16	72, 74, 94	37	95	0.00	0.00	0.00	0.00	0.00	0.00
17	75	27	70	0.00	0.00	0.00	0.00	0.00	0.00
18	81, 83	17	101	0.00	0.00	0.00	0.00	0.00	0.00
19	82, 84	72	107	0.00	0.00	0.00	0.00	0.00	0.00
20	85	23	62	0.00	0.00	0.00	0.00	0.00	0.00
21	20, 30, 40, 45, 49, 50, 60, 66, 67, 70, 80, 90, 91, 92, 94, 96, 97	0	0	0	0	0	0	0	0
Total Crashes				1	1	1	0	0	0
Casualty Crash Rate (R)				33.4	33.4	33.4	0.0	0.0	0.0
Threshold				212.7					
Crash Category				Satisfactory	Satisfactory	Satisfactory	Satisfactory	Satisfactory	Satisfactory
OVERALL CRASH CATEGORY				SATISFACTORY					

Segment	Start SLK	End SLK	AADT	Casualty Crashes	Crash Rate	Critical Crash Rate	Satisfactory/ Not Satisfactory
1	2.1	1.1	13,124	1	33.4	212.7	SATISFACTORY
2	2	1		1	33.4	212.7	
3	1.9	0.9		1	33.4	212.7	
4	1.8	0.8		0	0.0	212.7	
5	1.7	0.7		0	0.0	212.7	
6	1.6	0.6		0	0.0	212.7	

Road Segments	1	2	3	4	5	6
Crash Rate	33.4	33.4	33.4	0.0	0.0	0.0
Critical Crash Rate	212.7	212.7	212.7	212.7	212.7	212.7

Crash SLK	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5	Segment 6	RUM	RUM GROUP
1.83	1	1	1	0	0	0	31	4
	0	0	0	0	0	0		
	0	0	0	0	0	0		
	0	0	0	0	0	0		
	0	0	0	0	0	0		
	0	0	0	0	0	0		
	0	0	0	0	0	0		
	0	0	0	0	0	0		
	0	0	0	0	0	0		
	0	0	0	0	0	0		
	0	0	0	0	0	0		
	0	0	0	0	0	0		
	0	0	0	0	0	0		
	0	0	0	0	0	0		
	0	0	0	0	0	0		
	0	0	0	0	0	0		

1. DA0264/23

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Crash Calculation

Site: 8 Pritchard St, O' Connor

Road Name: Stock Rd (Southbound)
(Melville Mandurah Hwy)

Carriageway: Left

Sign SLK: 1.6

Assessment Period: 2018 - 2022

Time Period = 5 years
Length of Road Segment = 1 km
Traffic Volume = 12,136 AADT
Speed Environment = 70 km/h (Low Speed)
Metro / Rural = Metro
Road Type = Highways

Length of road segment (km) 1
Sign SLK 1.6

START 1.1 FINISH 2.6

Segment	1	2	3	4	5	6
Start	1.1	1.2	1.3	1.4	1.5	1.6
Finish	2.1	2.2	2.3	2.4	2.5	2.6

RUM Group	RUM Codes	Crash Risk Score (x 10 ⁴ Risk Unit) Low Speed (< 80km/h)	Crash Risk Score (x 10 ⁴ Risk Unit) High Speed (≥ 80km/h)	CASUALTY CRASH RATE (R)					
				Segment 1	Segment 2	Segment 3	Segment 4	Segment 5	Segment 6
1	10, 11, 12, 13, 14, 15, 16, 17, 18, 19	21	96	0.00	0.00	0.00	0.00	0.00	0.00
2	21, 51	98	319	0.00	0.00	0.00	0.00	0.00	0.00
3	22, 23, 24, 25, 26	19	64	0.00	0.00	0.00	0.00	0.00	0.00
4	31, 32, 33	8	21	0.00	0.00	0.00	0.00	0.00	0.00
5	35, 36, 37, 54	13	31	0.00	0.00	0.00	0.00	0.00	0.00
6	38, 39	11	67	0.00	0.00	0.00	0.00	0.00	0.00
7	27, 34	12	183	0.00	0.00	0.00	0.00	0.00	0.00
8	42, 46, 47, 48	23	23	0.00	0.00	0.00	0.00	0.00	0.00
9	53, 55, 56	9	88	0.00	0.00	0.00	0.00	0.00	0.00
10	43, 44, 61, 62, 63, 64	12	101	0.00	0.00	0.00	0.00	0.00	0.00
11	93	669	73	0.00	0.00	0.00	0.00	0.00	0.00
12	1, 2, 3, 4, 5, 6, 7, 8, 9, 98	60	235	0.00	0.00	0.00	0.00	0.00	0.00
13	65	0	0	0.00	0.00	0.00	0.00	0.00	0.00
14	69, 95	23	33	0.00	0.00	0.00	0.00	0.00	0.00
15	52, 71, 73, 76, 77	20	79	0.00	0.00	0.00	0.00	0.00	0.00
16	72, 74, 94	37	95	0.00	0.00	0.00	0.00	0.00	0.00
17	75	27	70	0.00	0.00	0.00	0.00	0.00	0.00
18	81, 83	17	101	0.00	0.00	0.00	0.00	0.00	0.00
19	82, 84	72	107	0.00	0.00	0.00	0.00	0.00	0.00
20	85	23	62	0.00	0.00	0.00	0.00	0.00	0.00
21	20, 30, 40, 45, 49, 50, 60, 66, 67, 70, 80, 90, 91, 92, 94, 96, 97	0	0	0	0	0	0	0	0
Total Crashes				0	0	0	0	0	0
Casualty Crash Rate (R)				0.0	0.0	0.0	0.0	0.0	0.0
Threshold				212.7					
Crash Category				Satisfactory	Satisfactory	Satisfactory	Satisfactory	Satisfactory	Satisfactory
OVERALL CRASH CATEGORY				SATISFACTORY					

Segment	Start SLK	End SLK	AADT	Casualty Crashes	Crash Rate	Critical Crash Rate	Satisfactory / Not Satisfactory
1	1.1	2.1	12,136	0	0.0	212.7	SATISFACTORY
2	1.2	2.2		0	0.0	212.7	
3	1.3	2.3		0	0.0	212.7	
4	1.4	2.4		0	0.0	212.7	
5	1.5	2.5		0	0.0	212.7	
6	1.6	2.6		0	0.0	212.7	

Road Segments	1	2
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5 Assessment of Sign Against Local Policy Requirements

Design and location characteristics of the proposed advertising sign relevant to road safety were assessed against the requirements of the City of Fremantle Policy: Advertising Policy 2.14.

The general requirements included in the Policy includes:

- (a) *Advertisements will not be approved on properties primarily used for residential purposes where the advertisement does not pertain to a relevant home business, occupation or store on site unless otherwise provided for in another local planning policy.*
- (b) *Advertisements are to be located and designed so as not to cause a hazardous distraction to motorists, pedestrians or other road users.*
- (c) *Advertisements will be compatible with the style, scale and character of the surrounding streetscape, and the predominant uses within the locality. Consideration will be given to the number and type of existing signs in the locality so as to avoid visual clutter.*
- (d) *Advertisements shall not impede pedestrian or vehicle movements.*
- (e) *Illuminated signs are to be maintained to operate as an illuminated sign.*
- (f) *Advertisements are not to emit a flashing or moving light or radio; animation or movement in its design or structure; reflective, retro-reflective or fluorescent materials in its design structure.*
- (g) *Advertisements in the form of an Animated signs will not, be supported by Council.*
- (h) *Advertisements will not be approved on private land which include:*
 - i. *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*
 - ii. *A product or service not provided on the site on which the advertisement is located;*
 - iii. *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; or*
 - iv. *Signs for an activity or event not occurring on the site on which the advertisement is located.*

The proposed digital sign is generally consistent with the Policy general requirements, except for the advertising content requirement.

The policy further states that:

2.5.1: *Free Standing Sign or Pole or Pylon Signs are deemed acceptable where:*

- (a) *The advertisement is no more than the height of the immediately adjoining subject building or no more than 6.0m in height whichever is the lesser; and,*

- (b) The advertisement does not significantly obstruct the view between the building and the street, thereby preventing causal surveillance of the street from the property and vice versa; and,*
- (c) It can be demonstrated that the advertisement is consistent with a particular design convention associated with a specific land use (i.e.; pylon signs for petrol stations); and,*
- (d) The advertisement is restricted to one sign per site, may include the advertising of multiple tenancies and can be illuminated and / or double sided.*

DA0264/23

31 Aug 2023

It is acknowledged that the proposed electronic sign component does not meet the height standard of the Policy; however, this requirement is not related to road or traffic safety. Moreover, the proposed sign shape, size, luminance and other design characteristics are in accordance with Main Roads WA Roadside Advertising Policy and therefore, the proposed sign does not interfere with or is hazardous to vehicular traffic and pedestrians.

Therefore, the proposed electronic sign satisfies all the relevant road and traffic-related safety requirements of Main Roads WA Roadside Advertising Policy and City of Fremantle's Advertisement Policy.

6 Conclusion

This Road Safety Assessment has been undertaken by Transcore on behalf of 25 Nominees Pty Ltd regarding the proposed LED sign, to be located at Lot 93 (8) Pritchard Street, O'Connor in the City of Fremantle.

The proposed LED advertising sign consists of one single-sided LED sign panel proposed to be mounted on one steel column at the subject site. The proposed sign will be visible to motorists travelling in the westbound direction of South Street and possibly both directions of Stock Road (Melville Mandurah Hwy).

The proposed sign is of acceptable dimensions, with no movement or rotation and will display variable advertising messages. The advertisements will be static with no flashing or animations.

Additionally, the proposed LED sign will not obstruct or interfere with any traffic control signs or devices, or with the driver's view of hazards as they will be vertically installed within a private property. Moreover, the proposed LED sign will not obstruct access to any road or other infrastructure, or impact on the movement of general traffic, pedestrians, cyclists or other road users.

Transcore has undertaken a Road Safety Assessment of the advertising sign, with reference to the Guidelines set out in the Main Roads WA 'Policy and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves'. The Road Safety Assessment established that the advertising sign satisfies the general, physical characteristics, display, luminance and dwell time safety conditions set out in the Main Roads WA guidelines.

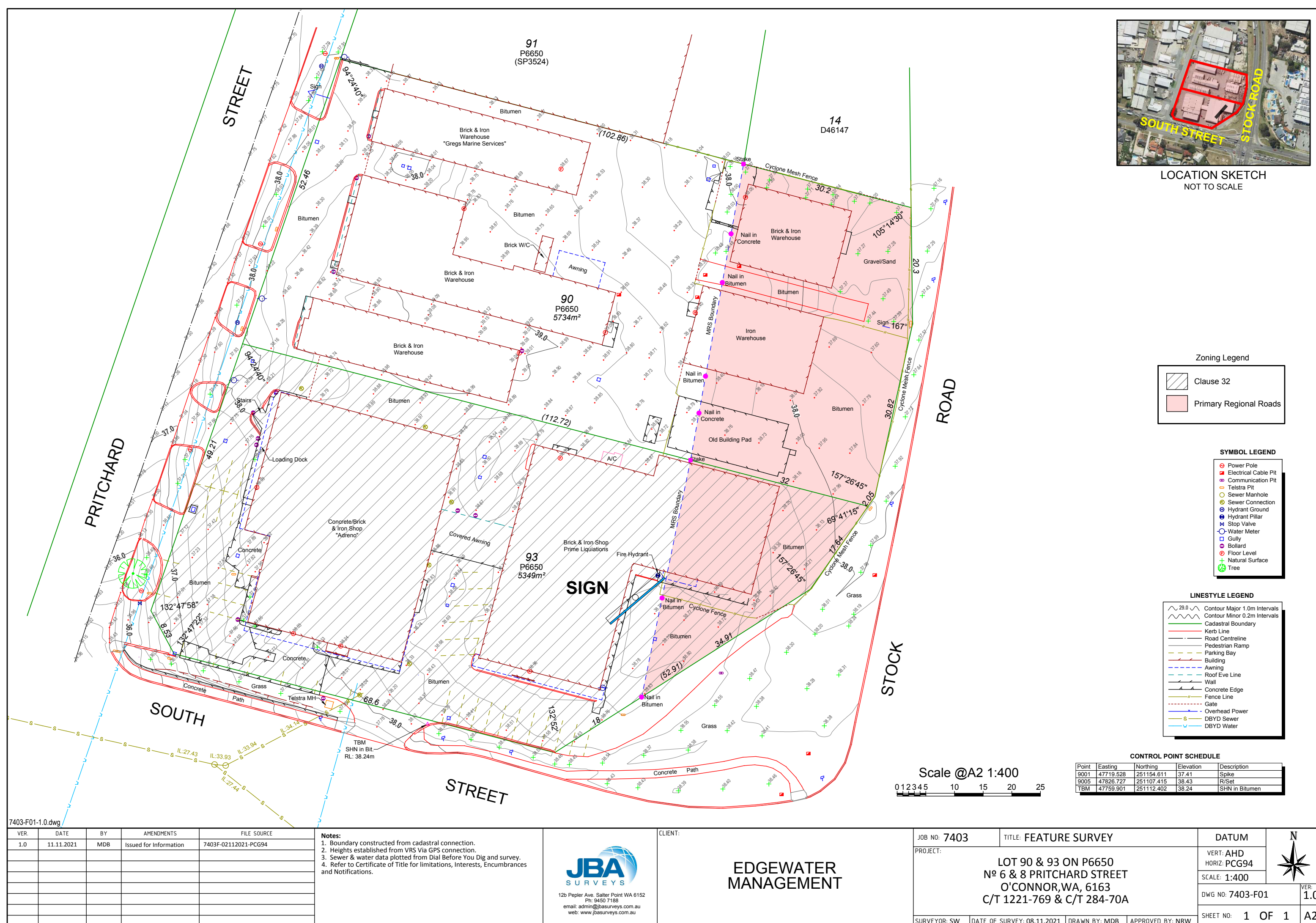
Based on the assessment undertaken by Transcore, the proposed digital advertising sign is **not** impacted by the Device Restriction Areas (DRAs).

The analysis undertaken demonstrates that the crash rate calculations for all relevant sections of South Street and Stock Road (Melville Mandurah Hwy) are below the critical crash threshold and therefore, the proposed sign does not present an unacceptable risk to traffic safety.

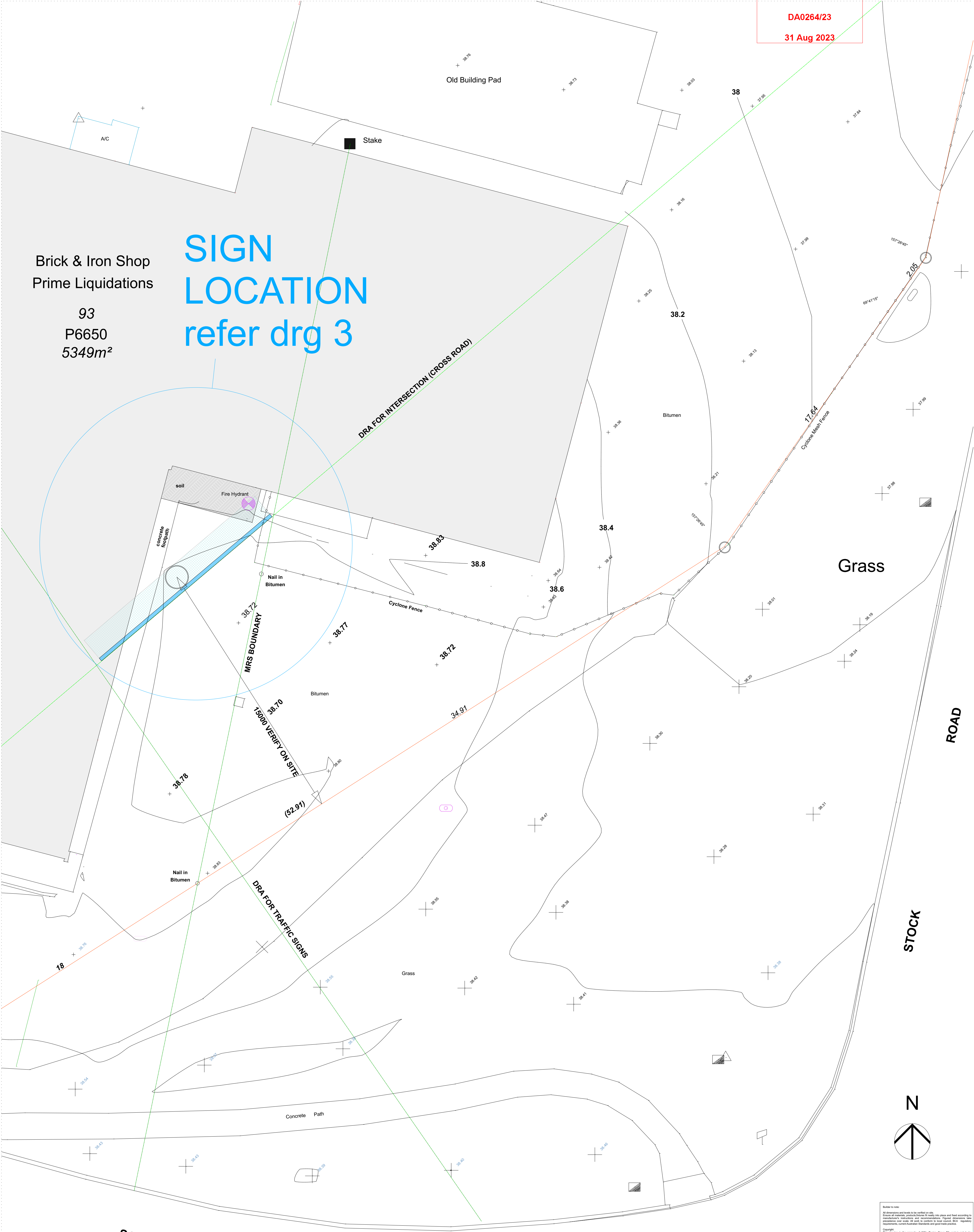
In conclusion, it is considered that the findings of the Road Safety Assessment are supportive of the proposed LED advertising sign.

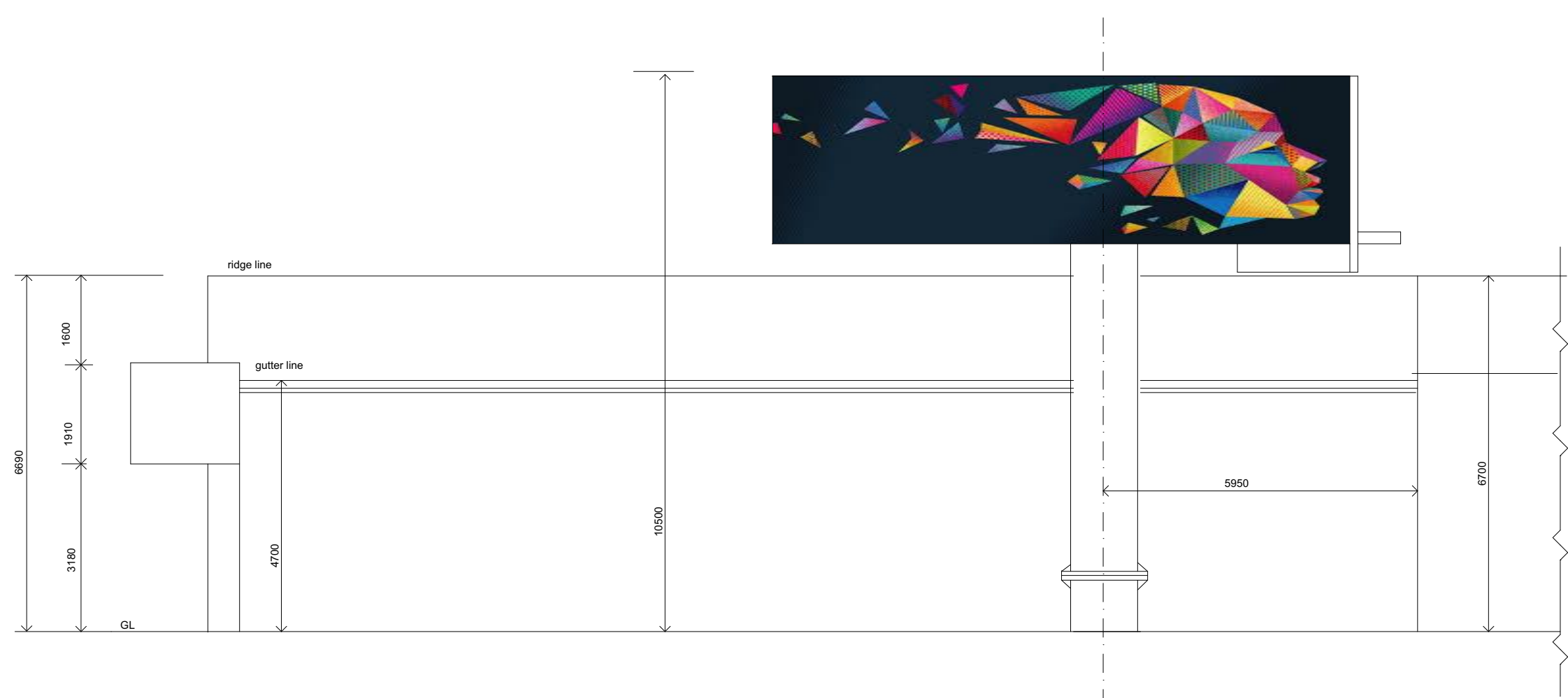
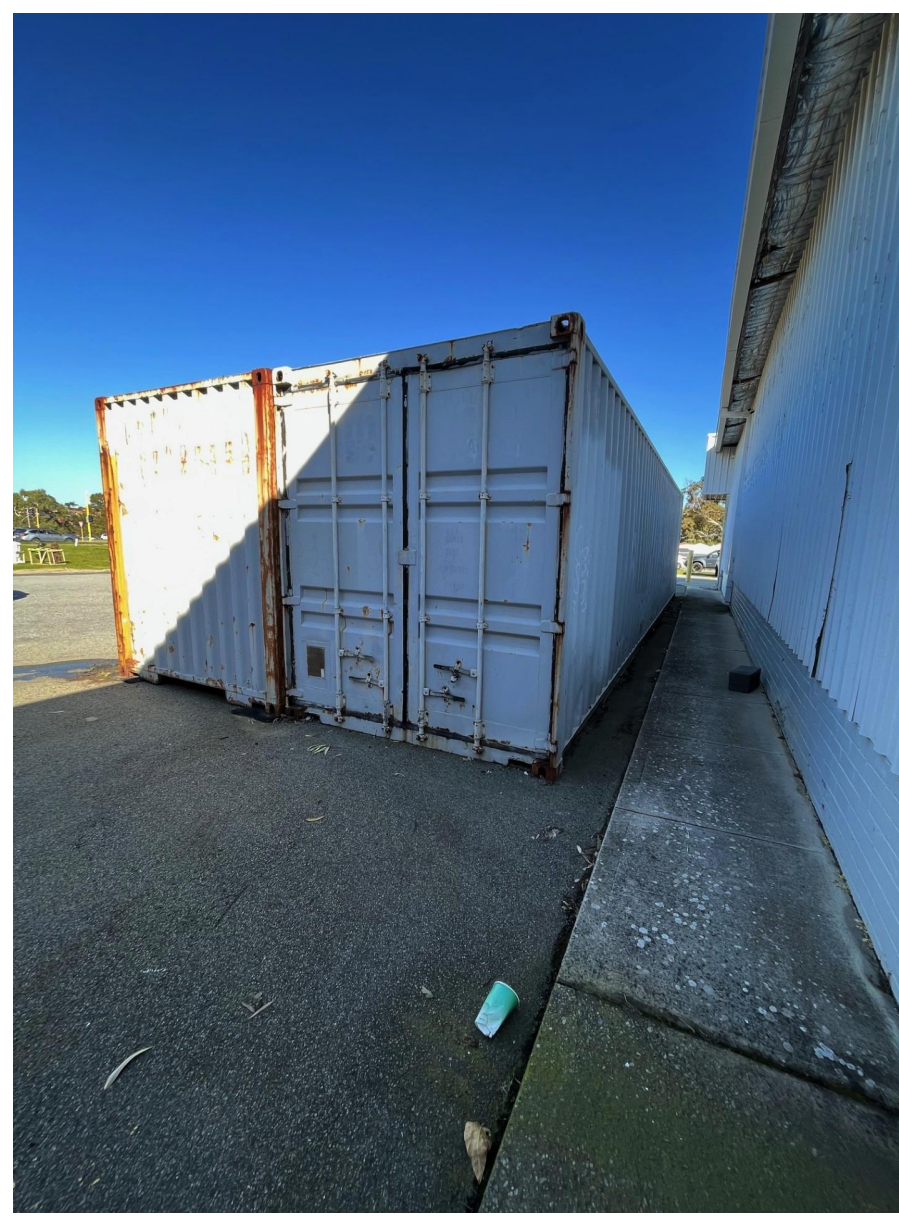
Appendix A

ADVERTISING LED SIGN PLAN



Design Owner:	ACWillis	Date:	AUGUST 2023
Project #	2868/9/2023	Drawing #	1
			
WILLIS DESIGN GROUP P/L Residential, Commercial, Industrial, Heritage, Urban Design & Planning Project Design Managers 54 Stoneman Road, Attadale, Western Australia 6156. Tel: 90305297 Mobile: 0415950570 Email: alexwillis@acwdesign.com.au Website: www.acwdesign.com.au			

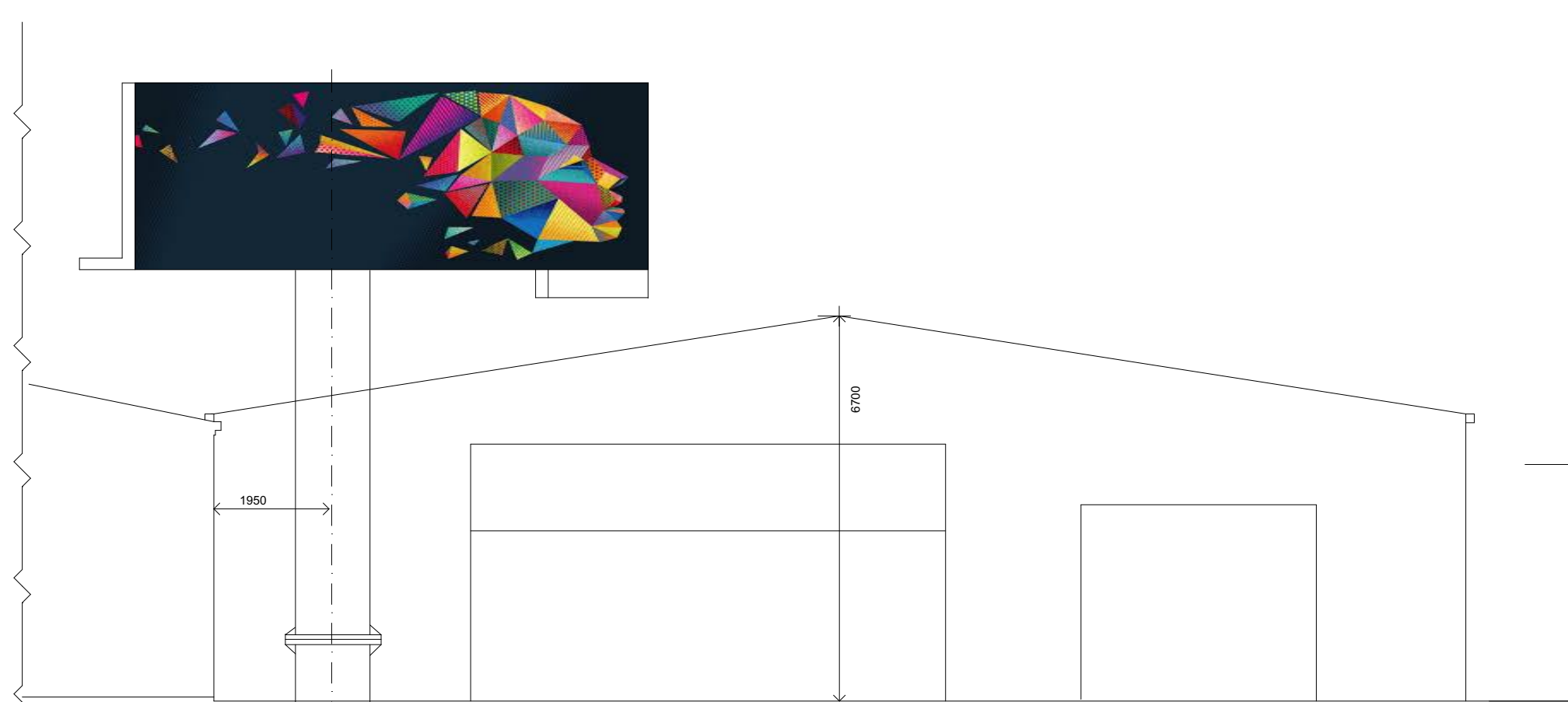




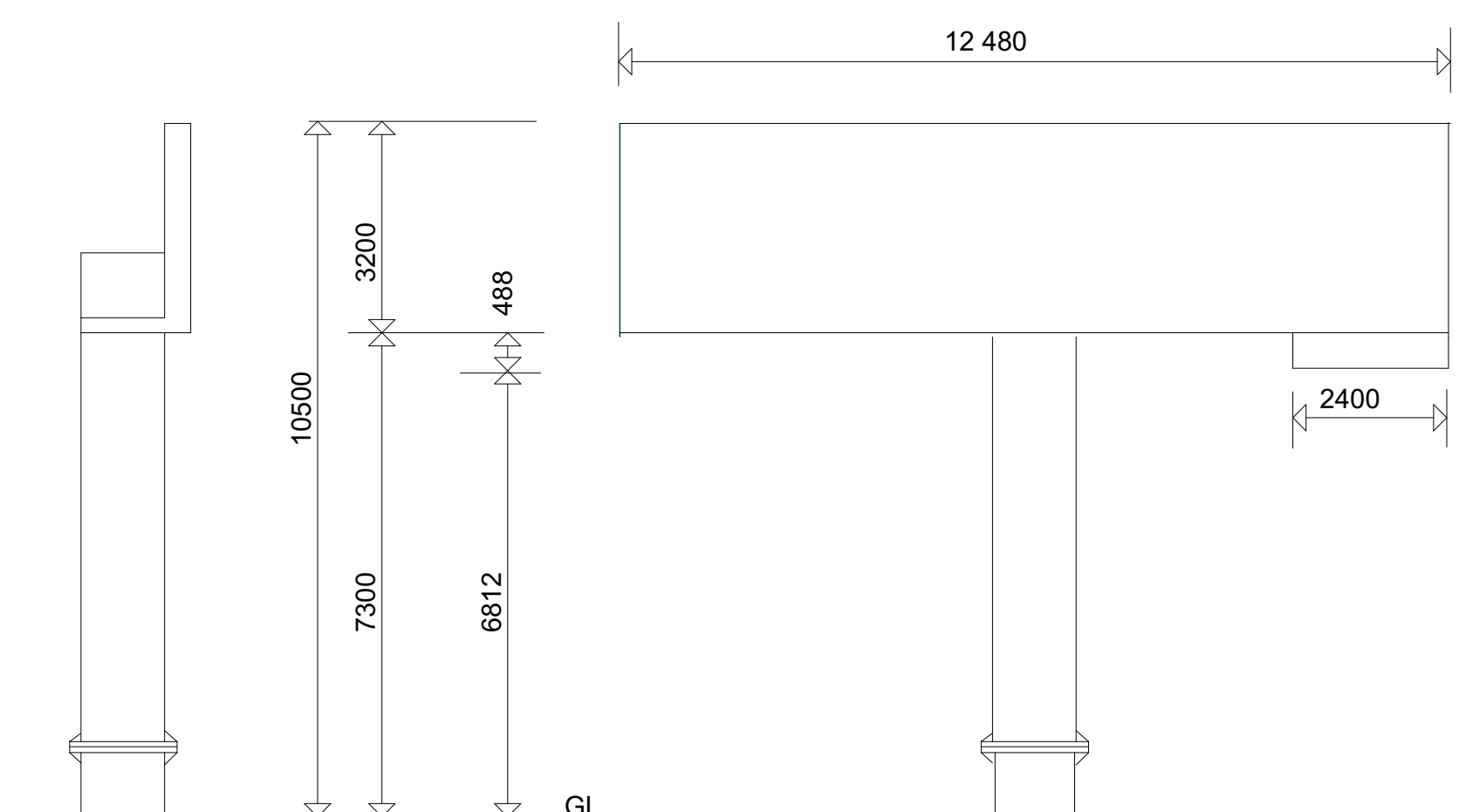
EAST ELEVATION
1:100



SOUTH EAST ELEVATION
1:100

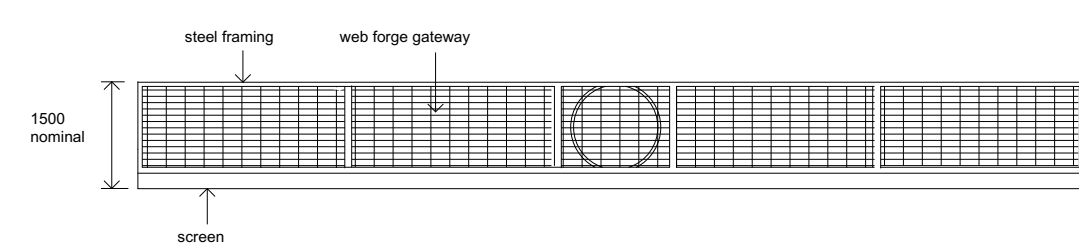


SOUTH ELEVATION
1:100



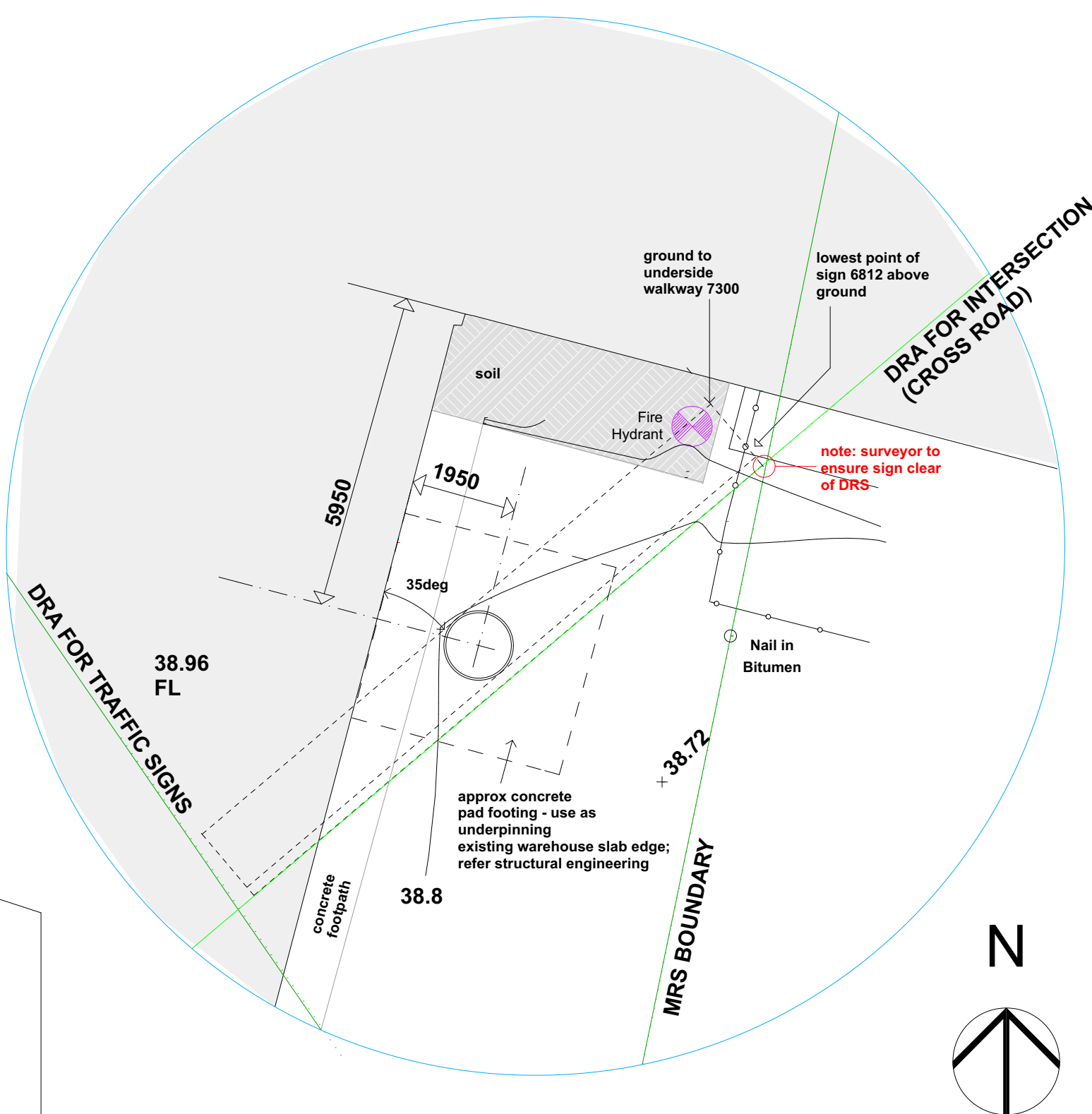
SIDE
1:100

SIGN ELEVATION



PLAN

**DIGITAL
SIGN**



Bulder to note:

All dimensions and levels to be verified on site.

Ensure all materials, products, fixtures fit neatly into place and fixed according to manufacturer's instructions and recommendations. Fixed dimensions take precedence over overall. All work to conform to local council, BCA, regulatory requirements, current Australian Standards and good trade practice.

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LARGE FORMAT DIGITAL SIGN
8 PRITCHARD ST
O'CONNOR

Design/Drawn:	Date:
ACWillis	AUGUST 2023
Project #	Drawing #
2868/9/2023	3








WILLIS DESIGN GROUP P/L

Residential, Commercial, Industrial, Heritage, Urban Design & Planning

Project Design Managers

54 Stoneham Road, Attitude, Western Australia 6156.

Tel: 93052927 Mobile: 9415950570

Email: alexwillis@acwdesign.com.au

Webpage: www.acwdesign.com.au

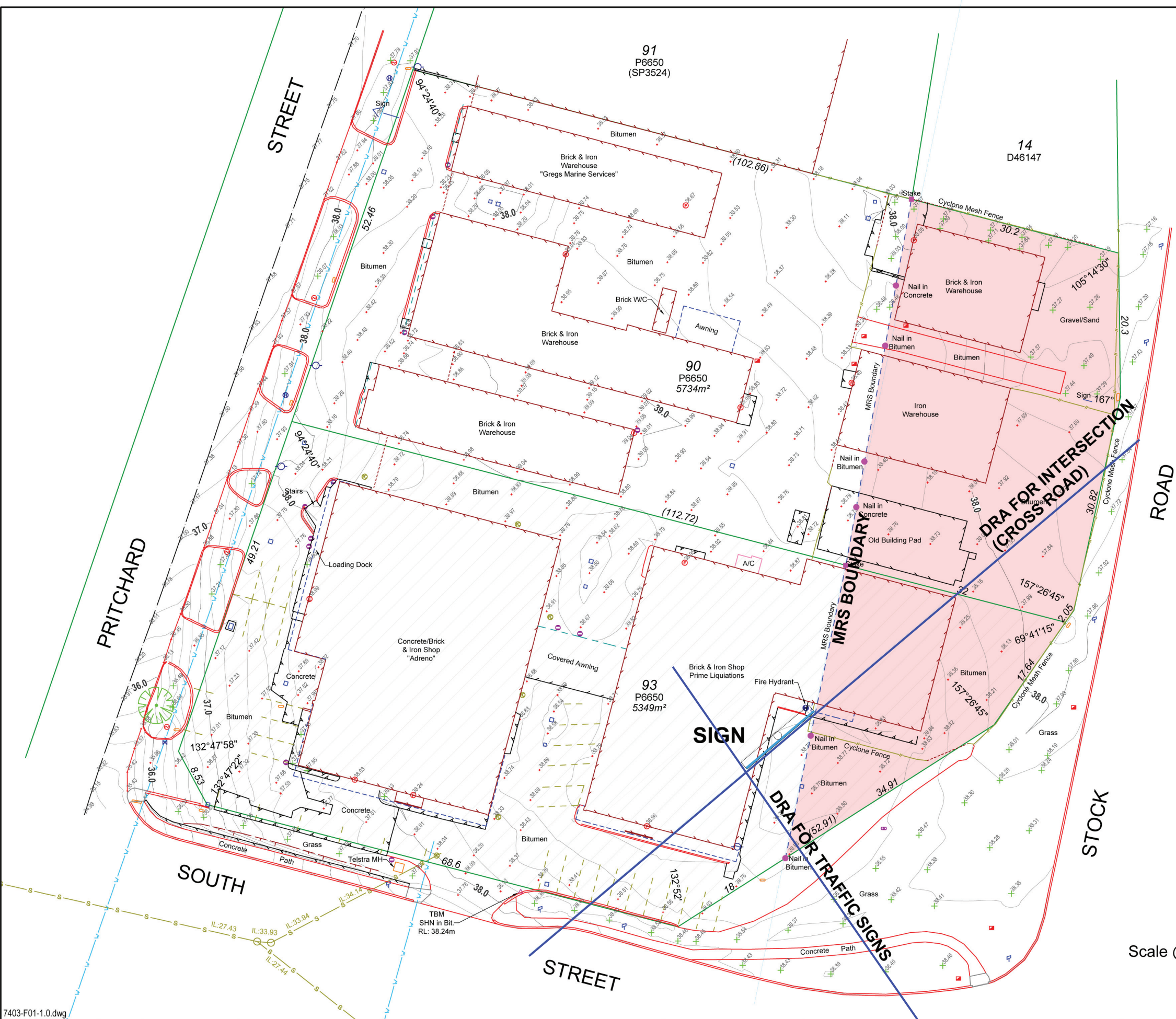
CITY OF FREMANTLE
These Plans Form Part of

DA0264/23

31 Aug 2023



LOCATION SKETCH
NOT TO SCALE



Zoning Legend

	Clause 32
	Primary Regional Roads

SYMBOL LEGEND

	Power Pole
	Electrical Cable Pit
	Communication Pit
	Telstra Pit
	Sewer Manhole
	Sewer Connection
	Hydrant Ground
	Hydrant Pillar
	Stop Valve
	Water Meter
	Gully
	Bollard
	Floor Level
	Natural Surface
	Tree

LINESTYLE LEGEND

	Contour Major 1.0m Intervals
	Contour Minor 0.2m Intervals
	Cadastral Boundary
	Kerb Line
	Road Centreline
	Pedestrian Ramp
	Parking Bay
	Building
	Awning
	Roof Eve Line
	Concrete Edge
	Fence Line
	Gate
	Overhead Power
	DBYD Sewer
	DBYD Water

CONTROL POINT SCHEDULE

Point	Easting	Northing	Elevation	Description
9001	47719.528	251154.611	37.41	Spike
9005	47826.727	251107.415	38.43	R/Set
TBM	47759.901	251112.402	38.24	SHN in Bitumen

Scale @A3 1:563

VER.	DATE	BY	AMENDMENTS	FILE SOURCE	Notes: 1. Boundary constructed from cadastral connection. 2. Heights established from VRS Via GPS connection. 3. Sewer & water data plotted from Dial Before You Dig and survey. 4. Refer to Certificate of Title for limitations, Interests, Encumbrances and Notifications.	 12b Pepler Ave. Salter Point WA 6152 Ph: 9450 7188 email: admin@jbasurveys.com.au web: www.jbasurveys.com.au	CLIENT: EDGEWATER MANAGEMENT	JOB NO: 7403	TITLE: FEATURE SURVEY	DATUM						
1.0	11.11.2021	MDB	Issued for Information	7403F-02112021-PCG94				PROJECT:	LOT 90 & 93 ON P6650 Nº 6 & 8 PRITCHARD STREET O'CONNOR,WA, 6163 C/T 1221-769 & C/T 284-70A			VERT: AHD HORIZ: PCG94	SCALE: 1:400	VER: 1.0		
												DWG NO: 7403-F01				
											SURVEYOR: SW	DATE OF SURVEY: 08.11.2021	DRAWN BY: MDB	APPROVED BY: NRW	SHEET NO: 1 OF 1 107/688	A3

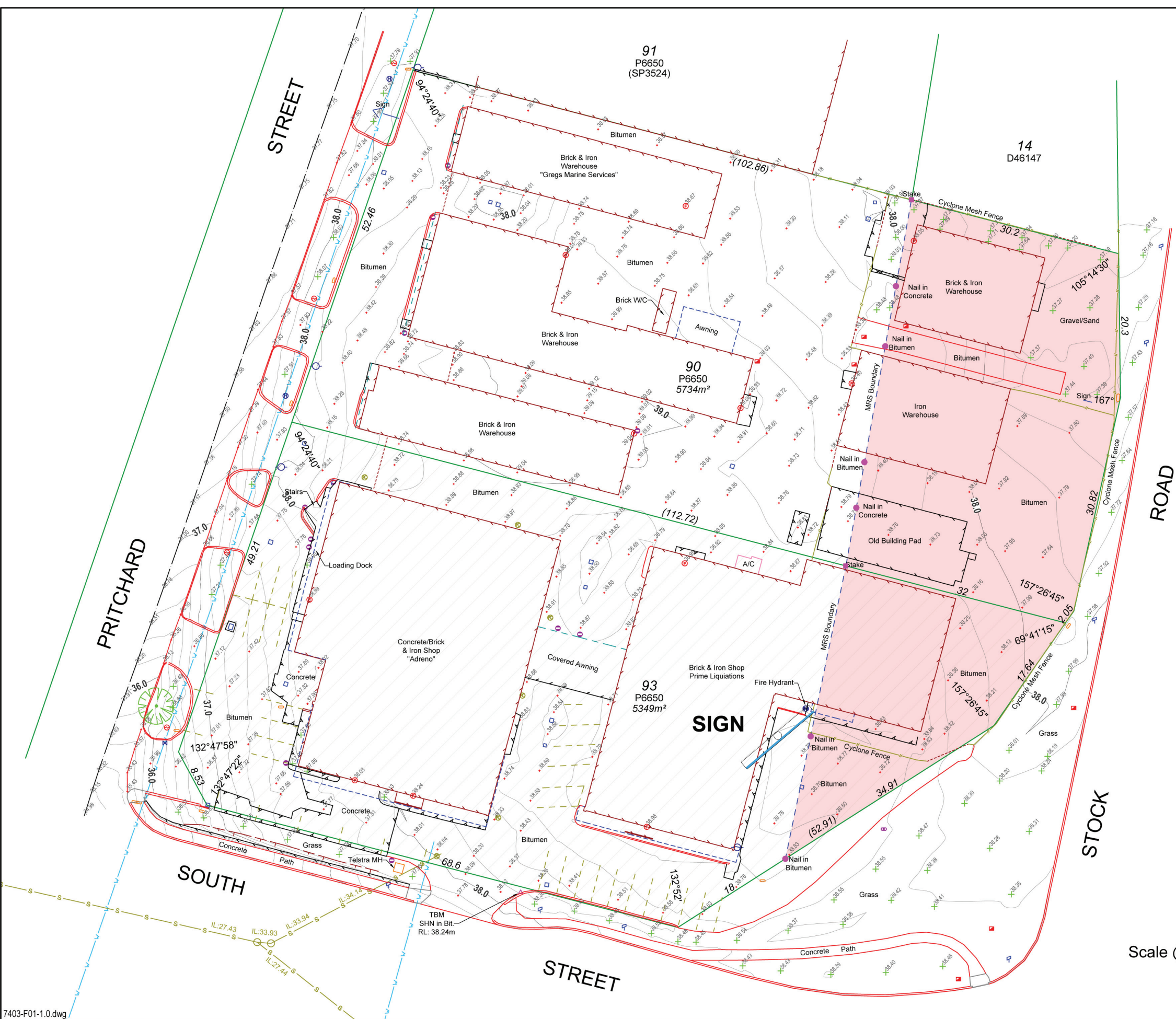
CITY OF FREMANTLE
These Plans Form Part of

DA0264/23

31 Aug 2023



LOCATION SKETCH
NOT TO SCALE



Zoning Legend

	Clause 32
	Primary Regional Roads

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	Electrical Cable Pit
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	Hydrant Ground
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Scale @A3 1:563

VER.	DATE	BY	AMENDMENTS	FILE SOURCE
1.0	11.11.2021	MDB	Issued for Information	7403F-02112021-PCG94

Notes:


- Boundary constructed from cadastral connection.
- Heights established from VRS Via GPS connection.
- Sewer & water data plotted from Dial Before You Dig and survey.
- Refer to Certificate of Title for limitations, Interests, Encumbrances and Notifications.



12b Pepler Ave. Salter Point WA 6152
Ph: 9450 7188
email: admin@jbasurveys.com.au
web: www.jbasurveys.com.au

CLIENT:

EDGEWATER MANAGEMENT

JOB NO: 7403	TITLE: FEATURE SURVEY	DATUM			
PROJECT: LOT 90 & 93 ON P6650 Nº 6 & 8 PRITCHARD STREET O'CONNOR,WA, 6163 C/T 1221-769 & C/T 284-70A		VERT: AHD HORIZ: PCG94 SCALE: 1:400			
SURVEYOR: SW	DATE OF SURVEY: 08.11.2021	DRAWN BY: MDB	APPROVED BY: NRW	DWG NO: 7403-F01	VER: 1.0
SHEET NO: 1 OF 1					

93
P6650
5349m²

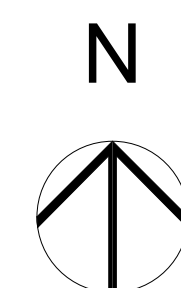
SIGN
LOCATION
refer drg 3

DRA FOR INTERSECTION (CROSS ROAD)

Grass

ROAD

STOCK



SOUTH STREET

PART SITE PLAN

Builder to note:

All dimensions and levels to be verified on site.

Ensure all materials, products, fixtures fit into place and fixed according to manufacturer's instructions and recommendations. Figure dimensions take precedence over text. All work to conform to local council, BSA registration requirements, current Australian Standards and good trade practice.

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LARGE FORMAT DIGITAL SIGN
8 PRITCHARD ST
O'CONNOR

Design/Drawn: ACWillis	Date: AUGUST 202
Project #	Drawing #

2868/9/2023 2

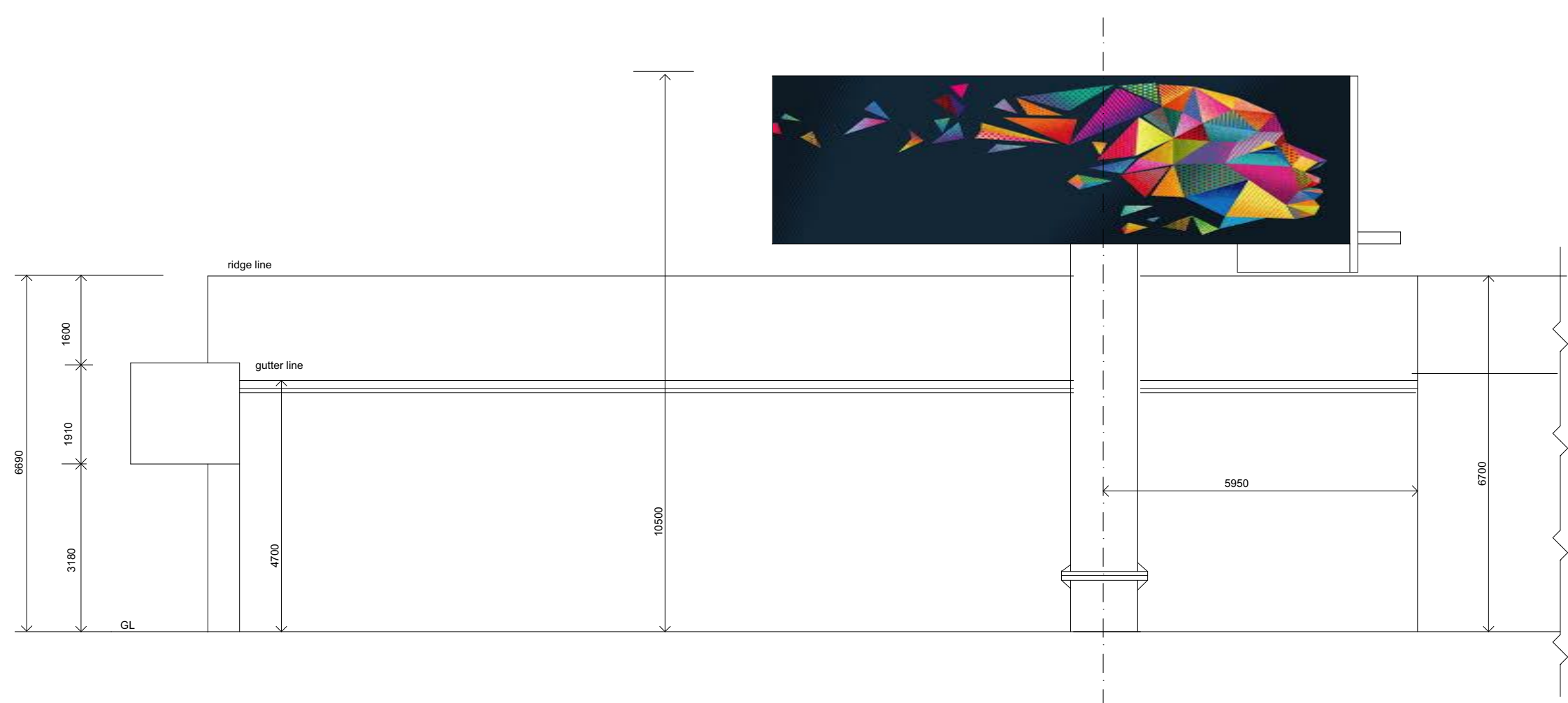
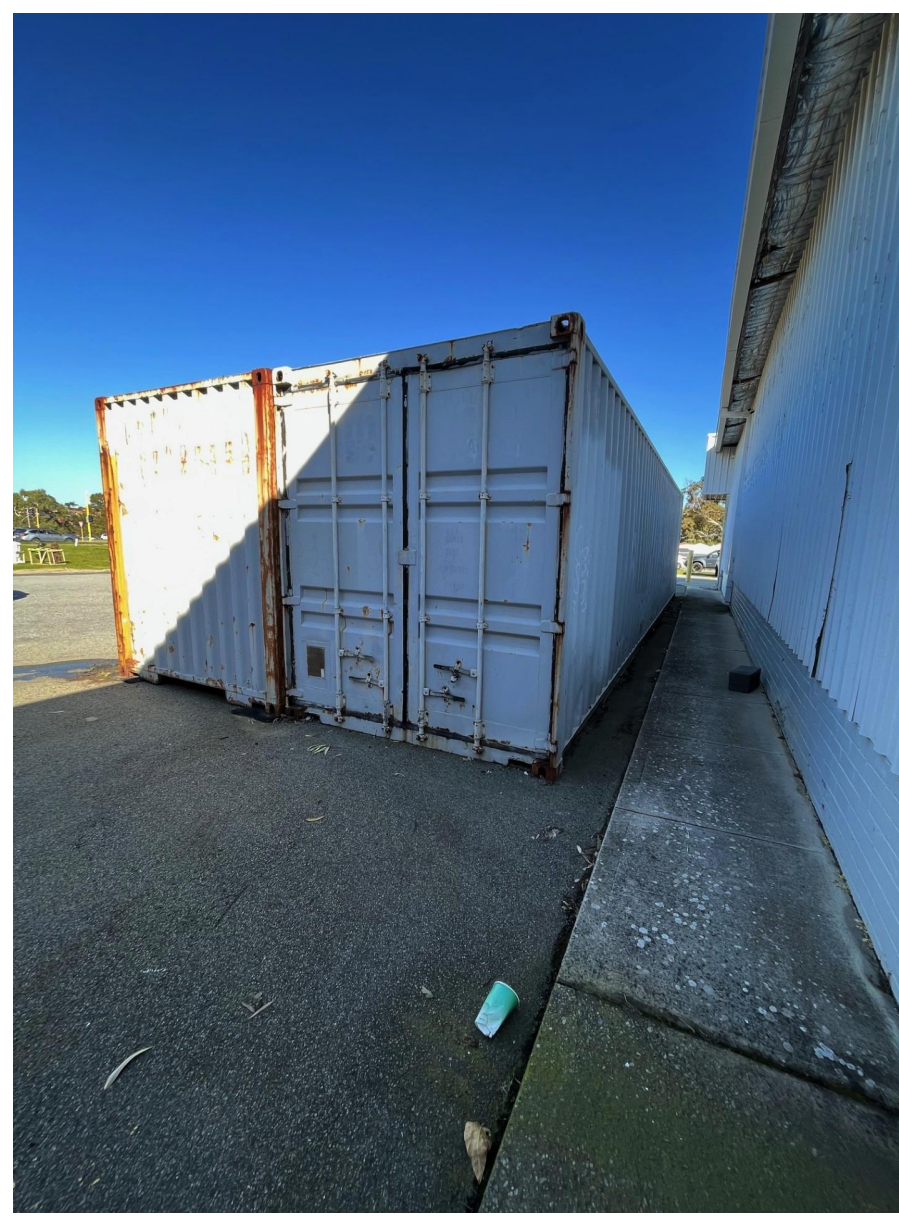








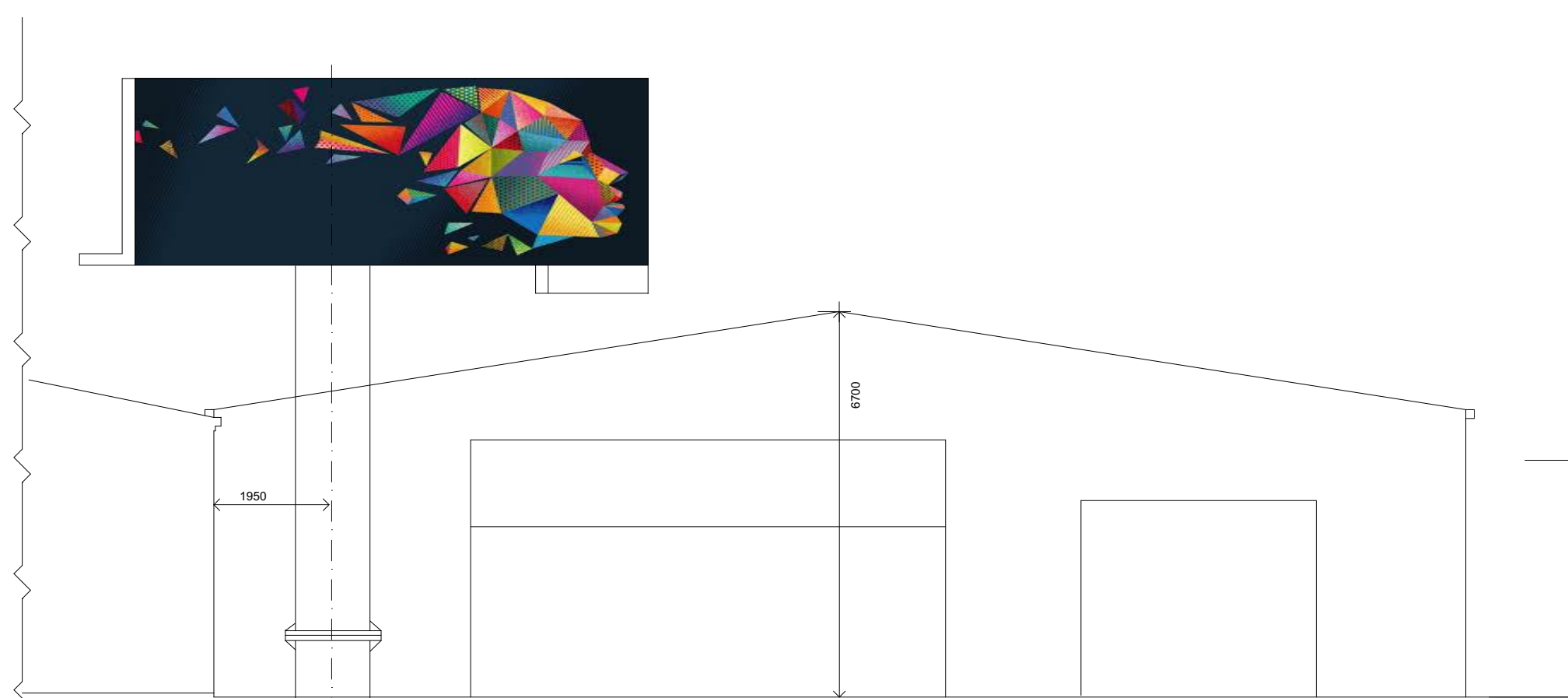
WILLIS DESIGN GROUP P/L
Residential, Commercial, Industrial, Heritage, Urban Design & Planning
Project Design Managers
54 Stonehale Road, Attadale, Western Australia 6156.
Tel: 93305297 Mobile: 841595570
Email: alex@willis@acwdesign.com.au
Webpage: www.acwdesign.com.au



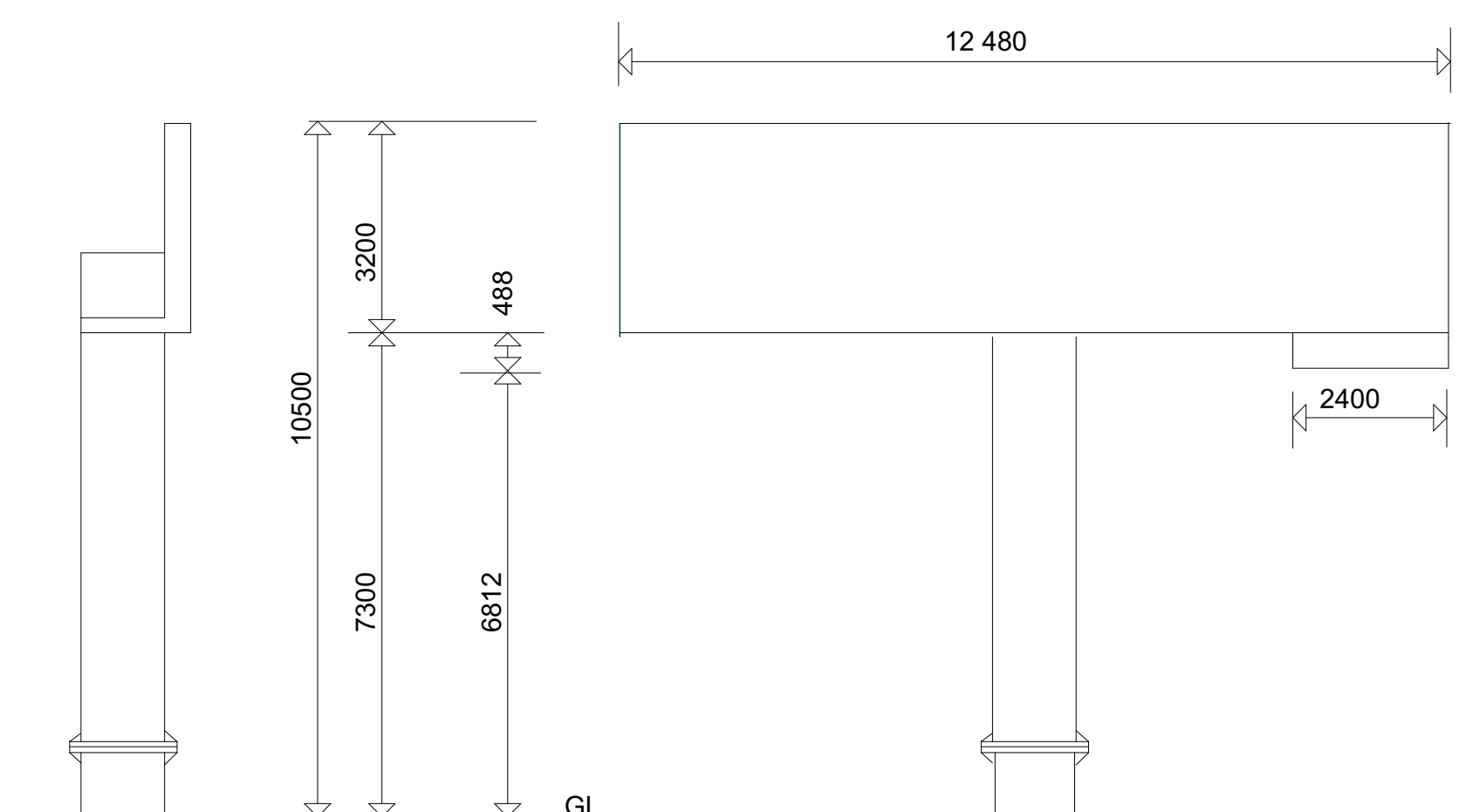
EAST ELEVATION
1:100



SOUTH EAST ELEVATION
1:100

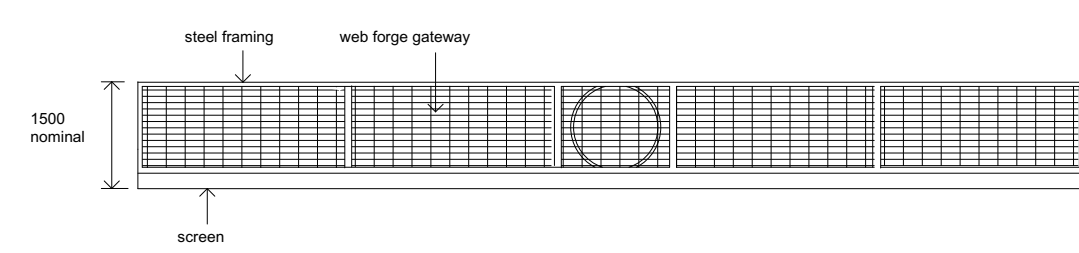


SOUTH ELEVATION
1:100



SIDE
1:100

SIGN ELEVATION



PLAN

**DIGITAL
SIGN**

Builder to note:

All dimensions and levels to be verified on site.

Ensure all materials, products, fixtures fit neatly into place and build according to manufacturer's instructions and recommendations. Figure dimensions allow for tolerances, current South African work practices and local conditions, BSA regulated requirements, ever update. All work to conform to local council, BSA regulated requirements, current Australian Standards and good trade practice.

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**LARGE FORMAT DIGITAL SIGN
8 PRITCHARD ST
O'CONNOR**

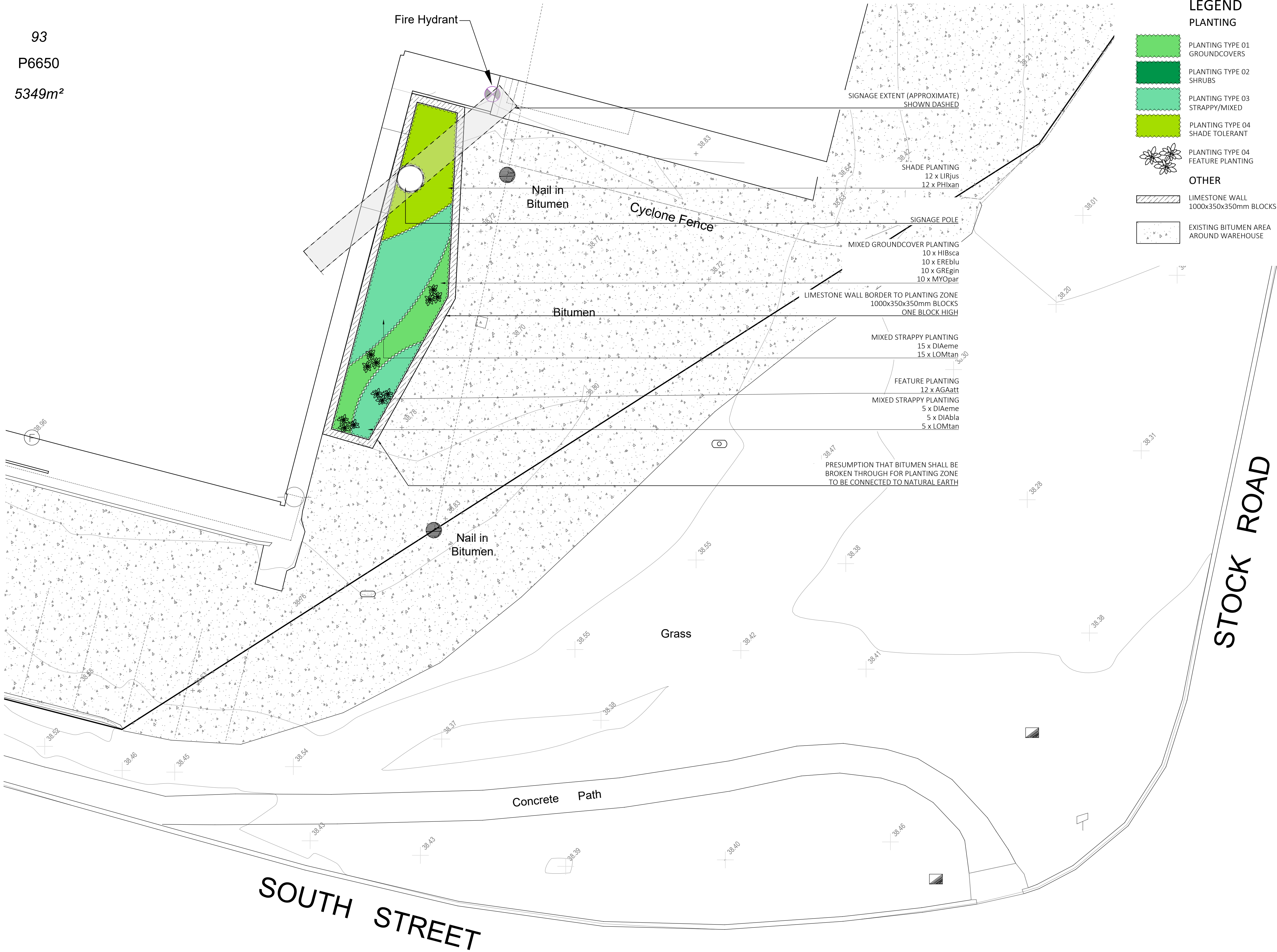
Design/Drawn: ACW/Willis	Date: AUGUST 2023
Project # 2868/0/2023	Drawing # 3
WILLIS DESIGN GROUP P/L Residential, Commercial, Industrial, Heritage, Urban Design & Planning Project Design Managers 54 Stowham Road, Attadale, Western Australia 6156. Tel: 92365297 Mobile: 9419595570 Email: alexwillis@acwedesign.com.au Webpage: www.acwedesign.com.au	

Specification.
10mm Outdoor Specification Sheet

Item	Specification
Pixel Pitch	10mm, physical
Pixel Density	10000 pixels/m²
Diode	AST BSV SPECIFIED
Diode Configuration	SMD LED
Diode Size	3535 BSV SPECIFIED
Module Dimension (W x H)	320mm x 160mm
Module Resolution (W x H)	32 x 16 pixels
Cabinet Material	Metal Plate
Standard Cabinet Size(s)	1280mm x 640mm x 170mm
Viewing Angle	H 140 Deg. / V 90 Deg.
Best Viewing Distance	10+m
Maintenance	Front or Rear Service
Protection Degree	Front IP65, Rear IP54
Panel Net Weight	60kg/sqm
Luminance (Peak White at 6,500k)	AST 7000 nits BSV SPECIFIED
Gray Scale	16-bit Color Processing Depth BSV SPECIFIED
Refresh Rate	3840+ Hz BSV SPECIFIED
Contrast Ratio	3000:1
Display Control	Synchronous control
Power Supply	240V, 50Hz
Operation Temp.	- 20°C~50°C
Display Dimming	Auto/Manual, 8~256 Levels
Display Capacity	Text, image, graphics animations, video
Power Consumption (Max./Avg.)	0.58kw/sqm; 0.21kw/sqm
MTBF	50,000hrs
Lifetime	100,000hrs

GENERAL NOTES:
1. THIS IS A CONCEPT PLAN ONLY.
2. ALL STRUCTURES SUBJECT TO ENGINEERING AND COUNCIL APPROVAL.
3. ALL MEASUREMENTS TO BE CHECKED PRIOR TO CONSTRUCTION.

93
P6650
5349m²



STOCK ROAD

SOUTH STREET

O'CONNOR SIGNAGE LANDSCAPE LANDSCAPE CONCEPT PLAN

CITY OF FREMANTLE
These Plans Form Part of
DA0264/23

OFF FLEMANTLE		DWN	APP	DESCRIPTION
Part of	Part of			
A	25.01.2022	KD	KD	PLANTING PLAN
B	27.01.2022	KD	KD	UPDATED LANDSCAPE LAYOUT
C	13.07.2023	AC	KD	UPDATED LANDSCAPE LAYOUT
D	18.07.2023	AC	KD	UPDATED LANDSCAPE LAYOUT
E	15.09.2023	AC	KD	UPDATED SIGN POSITION

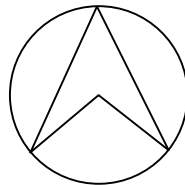
NOTES

- LANDSCAPE WORKS
1.1 ALL AREAS ARE TO BE FINE GRADED EVENLY TO CONFORM TO KERB LEVELS AND SURROUNDING FINISHES.
1.2 SURFACES SHALL BE FREE FROM DEPRESSIONS, IRREGULARITIES AND NOTICEABLE CHANGES IN GRADE. GENERALLY, GRADES SHALL DEVIATE IN LEVEL NO GREATER THAN 20mm IN ONE LINEAR METRE.
- SOIL PREPARATION
2.1 PLANTED AREAS SHALL BE SPREAD WITH MIN. 30mm OF APPROVED STANDARD SOIL CONDITIONER THAT SHALL BE RIPPED INTO EXISTING SOIL TO A MIN. DEPTH OF 200mm.
2.2 RAISED PLANTING AREAS TO HAVE APPROVED FILL SOIL AND SOIL CONDITIONER FILLED AND MIXED TO A FINISHED HEIGHT OF 150mm BELOW TOW.
- PLANTING
3.1 PLANTED AREAS SHALL BE MULCHED WITH AN ORGANIC WOOD CHIP MULCH UNLESS OTHERWISE STATED TO A MINIMUM DEPTH OF 75mm.
3.2 REFER TO PLANTING SCHEDULE FOR SPECIES AND SIZES.
3.3 PLANTS TO BE SET OUT IN EVEN SPACING TO FILL THE DESIGNATED AREAS.
3.4 IN AREAS OF MIXED PLANTING, SPECIES TO BE SPREAD OUT AT RANDOM, IN GROUPINGS OF 2 OR 3.
3.5 PLANTS SHALL BE SUPPLIED FROM AN INDUSTRY ACCREDITED WHOLESALE NURSERY. PLANTS SHALL BE IN APPROPRIATE SIZE FOR THE LISTED POT SIZE AND IN GOOD HEALTH.
3.6 IF SPECIES ARE UNAVAILABLE (OR IN SIZES SPECIFIED), SUBSTITUTES MUST BE APPROVED BY SUPERINTENDENT BEFORE DELIVERY AND INSTALLATION.
3.7 SUPERINTENDENT TO REVIEW SAMPLES OF ALL TREE SPECIES AND PLANTS AT SOURCE OR BY PHOTOGRAPH PRIOR TO DELIVERY AND INSTALLATION.
- IRRIGATION
4.1 ALL PLANTING TO BE IRRIGATED VIA A FULLY AUTOMATIC SYSTEM FROM MAINS.
4.2 IRRIGATION TO GARDEN BEDS TO BE NETAFIM TECHLINE, SUB SURFACE IRRIGATION. INSTALLED TO MANUFACTURERS SPECIFICATION.
4.3 SHADE PLANTING AREA SHALL BE ON A SEPARATE STATION TO ALLOW FOR MORE FREQUENT WATERING THROUGH SUMMER.
4.4 WATER PRESSURE TO HAVE A MINIMUM FLOW RATE OF 30L/pm AT 300kPa FROM THE WATER CONNECTION POINT.
4.5 CONTROLLER TO BE LOCATED IN SERVICE ROOM UNLESS OTHERWISE DIRECTED.
4.6 SLEEVES BENEATH PAVED SURFACES TO BE PROVIDED BY OTHERS.
- GENERAL
5.1 PLEASE NOTE THAT KDLA'S QUOTATION & SCHEDULE OF QUANTITIES IS TO TAKE PRECEDENCE OVER DRAWING NOTES.
5.1 THIS DRAWING SHALL NOT BE USED FOR CONSTRUCTION UNLESS REVISED 'O' ISSUED FOR CONSTRUCTION AND SIGNED AND APPROVED BY PROJECT MANAGER/SUPERINTENDENT.

PLANTING SCHEDULE

Symbol	Species	Common Name	Quantities	Size
Shrubs and Groundcovers:				
DIAeme	Dianella tasmanica 'Emerald Arch'	Emerald Arch	20	140mm
DIAbla	Dianella tasmanica 'Blaze'	Blaze	5	140mm
ERlBlu	Eremophila 'Blu Horizon'	Blue Horizon	10	140mm
GRlEgin	Grevillea 'Gin Gin Gem'	Gin Gin Gem	10	140mm
HlBscA	Hibbertia scandens	Snake Vine	10	140mm
LIRjus	Liriope 'Just Right'	Just Right	12	140mm
LOMTan	Lomandra 'Tankika'	Tanika	20	200mm
MYOpAr	Myoporum parvifolium 'Yareena'	Yareena	10	140mm
PHlIxan	Philodendron Xanadu	Xanadu	12	200mm
Feature Plants:				
AGAatt	Agave attenuata	Century Plant	12	12L

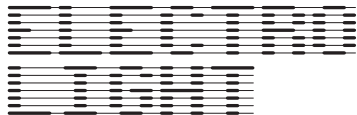
PLANTING IMAGES



DA0264/23

APPENDIX 5
LIGHTING IMPACT ASSESSMENT

31 Aug 2023



25 Nominees Pty Ltd

LIGHTING IMPACT ASSESSMENT
OUTDOOR SIGNAGE AT 8 PRITCHARD ST, O'CONNOR, WA

16th August 2023
Ref: 3453

Lighting Impact Assessment Outdoor Signage at
8 Pritchard St, O'Connor, WA

Electrolight Australia Pty Ltd
ABN: 44 600 067 392

info@electrolight.com
www.electrolight.com

4/414 Bourke St, Surry Hills
Sydney NSW 2010
T + 612 9267 4777

DATE	REV	COMMENT	PREPARED BY	CHECKED BY
16/08/23	Rev B	For Information	CB	RS

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1. INTRODUCTION	3
2. DEFINITIONS	3
2.1 Illuminance	3
2.2 Luminance	3
2.3 Luminous Intensity	3
2.4 Obtrusive Light	3
2.5 Threshold Increment	3
2.6 AGI32 Light Simulation Software	3
2.7 Upward Light Ratio (ULR)	3
3. SITE DESCRIPTION AND SCOPE	4
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1. INTRODUCTION

Electrolight have been appointed by 25 Nominees Pty Ltd to undertake a Lighting Impact Assessment on the proposed pylon digital signage to be installed at 8 Pritchard St, O'Connor, Western Australia. The objective of the assessment is to report on compliance with AS4282-2019 Control of the Obtrusive Effects of Outdoor Lighting and the Western Australia Main Roads "Policy and Application Guidelines for Advertising Signs".

2. DEFINITIONS

2.1 Illuminance

The physical measure of illumination is illuminance. It is the luminous flux arriving at a surface divided by the area of the illuminated surface. Unit: lux (lx); 1 lx = 1 lm/m².

(a) Horizontal illuminance (E_h) The value of illuminance on a designated horizontal plane

(b) Vertical illuminance (E_v) The value of illuminance on a designated vertical plane

Where the vertical illuminance is considered in the situation of potentially obtrusive light at a property boundary it is referred to as environmental vertical illuminance (E_{ve}).

2.2 Luminance

The physical quantity corresponding to the brightness of a surface (e.g. a lamp, luminaire or reflecting material such as the road surface) when viewed from a specified direction. SI Unit: candela per square metre (cd/m²) – also referred to as "nits".

2.3 Luminous Intensity

The concentration of luminous flux emitted in a specified direction. Unit: candela (cd).

2.4 Obtrusive Light

Spill Light which, because of quantitative, directional or spectral attributes in a given context, gives rise to annoyance, discomfort, distraction or a reduction in the ability to see essential information.

2.5 Threshold Increment

The measure of disability glare expressed as the percentage increase in contrast required between a standard object and its background (the carriageway) for it to be seen equally as well with the source of glare present as with it absent, derived in the specified manner. This metric is directly related to Veiling Luminance.

NOTE: The required value is a maximum for compliance of the lighting scheme.

2.6 AGI32 Light Simulation Software

AGI32 (by U.S. company Lighting Analysts) is an industry standard lighting simulation software package that can accurately model and predict the amount of light reaching a designated surface or workplane. AGI32 has been independently tested against the International Commission On Illumination (CIE) benchmark, CIE 171:2006, Test Cases to Assess the Accuracy of Lighting Computer Programs.

2.7 Upward Light Ratio (ULR)

The ratio between the luminous flux emitted above the horizontal plane to the total flux emitted by a light source. The ULR is used as a measure to limit direct spill light to the sky.

3. SITE DESCRIPTION AND SCOPE

The proposed pylon digital signage is located at 8 Pritchard St, O'Connor, Western Australia, and faces the westbound direction of traffic on South Street and northbound traffic on Stock Rd. The total active display (illuminated) area of the proposed digital signage is 39.94m². The digital signage is to be in 24 hour operation. Refer Appendix A for proposed signage location plan and elevations.

The proposed digital signage is illuminated using LEDs installed within the front face. The brightness of the LEDs shall be controlled to provide upper and lower thresholds as required as well as automatically via a local light sensor to adjust to ambient lighting conditions.

For the purpose of this report the proposed manufacturer of the digital signage is noted as Big Screen Video model type with performance parameters as outlined in Appendix B. The signage includes baffles which mitigate upward waste light, resulting in an Upward Light Ratio (ULR) of less than 50%. Alternative digital sign manufacturers may be used for this installation as long as they have equivalent lighting and performance characteristics and are commissioned as described in this report.

4. DESIGN GUIDELINES AND STANDARDS

The Lighting Impact Assessment will review the proposed digital signage against the follow Criteria, Design Guidelines and Standards.

- Western Australia Main Roads “Policy and Application Guidelines for Advertising Signs” Document (October 2020). (Refer Appendix C)
- AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting.

5. LUMINANCE ASSESSMENT

The maximum permissible night time luminance of the signage is determined by the existing lighting environment of its surroundings. AS4282 outlines maximum average luminances for different Environmental Zones as shown in Table 1 below:

TABLE 1 - MAXIMUM NIGHT TIME AVERAGE LUMINANCE FOR SIGNAGE		
Environmental Zone	Description	Max Average Luminance (cd/m ²)
A4	High district brightness e.g. Town and city centres, commercial areas, and residential areas abutting commercial areas	350
A3	Medium district brightness e.g. suburban areas in towns and cities	250
A2	Low district brightness e.g. sparsely inhabited rural and semi-rural areas	150
A1	Dark e.g. relatively uninhabited rural areas. No Road Lighting	0.1
A0	Intrinsically Dark e.g. Major Optical Observatories. No Road Lighting	0.1

Note: Where the signage is viewed against a predominantly dark background (e.g. night sky) then the maximum applicable environmental zone is A2

Based on an assessment of the surrounding environment, the proposed signage is located within Environmental Zone A4 under AS4282 therefore the maximum night time luminance of the signage is 350 cd/m² under the standard.

In addition, Appendix B of the Western Australia Main Roads “Policy and Application Guidelines for Advertising Signs” document outlines the maximum allowable day time, dawn/dusk and night time luminances of electronic signs to exhibit consistent apparent brightness in all lighting conditions (refer to Appendix C). The Guidelines require a maximum luminance limit of 6000cd/m² during the day, 600cd/m² at Dawn/Dusk and 300 cd/m² during night time operation.

Table 2 outlines the maximum luminance levels to comply with AS4282 and the Western Australia Main Roads “Policy Application Guidelines for Advertising Signs” for the various lighting conditions listed below:

TABLE 2 - LUMINANCE LEVELS FOR DIGITAL ADVERTISEMENTS		
Lighting Condition	Max Permissible Luminance (cd/m ²) #	Compliant
Day Time	6000	✓
Dawn/Dusk	600	✓
Night time	300	✓

The signage is to be dimmed on site to ensure the maximum luminance nominated above is not exceeded.

Appendix B of the Western Australia Main Roads “Policy and Application Guidelines for Advertising Signs” Document also requires that the signage be initially commissioned to half the recommended maximum luminances shown in the document for the various lighting conditions (see Table 3 below). The sign luminances shall be gradually increased over time to an appropriate level as agreed with Main Roads.

TABLE 3 - INITIAL LUMINANCE LEVELS FOR DIGITAL ADVERTISEMENTS		
Lighting Condition	Max Permissible Luminance (cd/m2)	Compliant
Day Time Luminance	3000	✓
Dawn/Dusk	300	✓
Night Time	150	✓

The operator of the screen must not exceed the maximum dimming levels above to comply with the Western Australia Main Roads “Policy and Application Guidelines for Advertising Signs” Document.

To maintain constant visibility of the signage, the dimming value may increase to the maximum level at certain times of the day (such as in direct sunlight). This is to compensate for high levels of light striking the front the face of the sign, which would otherwise dull the image and make it difficult to view.

6. AS4282 ASSESSMENT

The proposed signage has been assessed against AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting as outlined in Section 4.

AS4282 provides limits for different obtrusive factors associated with dark hours (night time) operation of outdoor lighting systems. Two sets of limiting values for spill light are given based on whether the lighting is operating before a curfew (known as “pre-curfew” operation) or operating after a curfew (known as post-curfew or curfewed operation). Pre-curfew spill lighting limits are higher than post-curfew values, on the understanding that spill light is more obtrusive late at night when residents are trying to sleep. Under AS4282, the post-curfew period is taken to be between 11pm and 6am daily. As the signage operates all night, the signage will be assessed against the more stringent post-curfew limits.

Illuminance Assessment

The AS4282 assessment includes a review of nearby residential dwellings and calculation of the amount of illuminance (measured in Lux) that the properties are likely to receive from the signage during night time operation.

The acceptable level of illuminance will in part be determined by the night time lighting environment around the dwellings. AS4282 categorises the night time environment into different zones with maximum lighting limits as shown in Table 4 below:

TABLE 4 - MAXIMUM VALUES OF LIGHT TECHNICAL PARAMETERS			
Environmental Zone	Max Vertical Illuminance (lx)		Description
	Pre-curfew	Post-curfew	
A0	0	0	Intrinsically Dark e.g. Major Optical Observatories. No Road Lighting
A1	2	0.1	Dark e.g. relatively uninhabited rural areas. No Road Lighting
A2	5	1	Low district brightness e.g. sparsely inhabited rural and semi-rural areas
A3	10	2	Medium district brightness e.g. suburban areas in towns and cities
A4	25	5	High district brightness e.g. Town and city centres, commercial areas, and residential areas abutting commercial areas

Based on an assessment of the surrounding areas, the nearest dwellings with potential views to the signage are at the following locations:

Address	Zone	Address	Zone
64A Chadwick St	A3	43 Marshall Way	A3
64B Chadwick St	A3	44 Marshall Way	A3
64C Chadwick St	A3	45 Marshall Way	A3
2 Bromley Rd	A3	46 Marshall Way	A3
4A Bromley Rd	A3	47 Marshall Way	A3
4B Bromley Rd	A3	49 Marshall Way	A3
6 Bromley Rd	A3	51 Marshall Way	A3

As such, the dwellings above will form the focus of the illuminance assessment.

The proposed signage (and surrounding environment) was modelled in lighting calculation program AGI32 to determine the effect (if any) of the light spill from the proposed signage. Photometric data for the screen was provided by the signage manufacturer*, with luminances corresponding to the night time limit outlined in Table 2 of Section 5. Appendix D shows the lighting model and the results of the calculations.

It can be seen from the lighting model that the maximum illuminance to all dwellings in Zone A3 is 0.6 lux at 64A Chadwick St. The illuminance levels comply with the maximum limit outlined in Table 4.

Threshold Increment Assessment

The Threshold Increment was also calculated for traffic approaches of Stock Rd (Southbound), Stock Rd (Northbound), Stock Rd left turn (Westbound), South St left turn (Northbound), South St (Westbound) and South St right turn (Northbound). The calculation grids were located at 1.5m above ground level, with an approach viewing distance of between 34m to 200 m from the sign. The calculation results show that the Threshold Increment does not exceed 5.92% along any of the traffic approaches (the allowable maximum under the standard is 20%).

Luminous Intensity

The luminous intensity limits nominated in the standard are not applicable for internally illuminated signage.

Additional Requirements:

The signage operator must ensure that the average luminance difference between successive images does not exceed 30% to ensure compliance with AS4282. The dwell time shall be 10 seconds or greater.

Summary:

It can therefore be seen that the proposed digital signage complies with all relevant requirements of AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting.

* Electrolight takes no responsibility for the accuracy of third party provided photometric data.

7. SUMMARY

- When commissioned to the maximum dimming levels below, the illuminated signage will comply with the Western Australia Main Roads "Policy and Application Guidelines for Advertising Signs" Document and AS4282-2019 Control of the Obtrusive Effects of Outdoor Lighting.

LUMINANCE LEVELS FOR DIGITAL ADVERTISEMENTS		
Lighting Condition	Max Permissible Luminance (cd/m2) #	Compliant
Day Time	6000	✓
Dawn/Dusk	600	✓
Night time	300	✓

- The signage shall be initially commissioned to half the recommended maximum luminances outlined in the Western Australia Main Roads "Policy and Application Guidelines for Advertising Signs" (as shown in the table below). The luminance shall be gradually increased over time to the maximum levels shown in the table above if deemed appropriate by Main Roads.

INITIAL LUMINANCE LEVELS FOR DIGITAL ADVERTISEMENTS		
Lighting Condition	Max Permissible Luminance (cd/m2)	Compliant
Day Time Luminance	3000	✓
Dawn/Dusk	300	✓
Night Time	150	✓

- The signage operator must ensure that the average luminance difference between successive images does not exceed 30% to ensure compliance with AS4282. The dwell time shall be 10 seconds or greater in order to comply with the requirements of AS4282.
- The proposed signage has been found to comply with all relevant requirements of AS4282-2019 Control of the Obtrusive Effects of Outdoor Lighting.
- In complying with the above requirements, the proposed signage shall not result in unacceptable glare nor should it adversely impact the safety of pedestrians, residents or vehicular traffic. Additionally, the proposed signage shall not cause any unacceptable amenity impacts to nearby residences or accommodation.

DA0264/23

31 Aug 2023

8. DESIGN CERTIFICATION

The proposed digital signage to be installed at the 8 Pritchard St, O'Connor, if commissioned according to this report, will comply with the following criteria, guidelines and standards:

- Western Australia Main Roads "Policy and Application Guidelines for Advertising Signs" Document (October 2020) - Appendix B luminance and illuminance of electronic advertising signs.
- AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting.



Ryan Shamier
M.Des.Sc (Illumination)
B.Elec.Eng (Hons) MIES RPEQ

Registered Professional Engineer - New South Wales (PRE0000868)

Registered Professional Engineer - Victoria (AMR Ref PE0006091)

Registered Professional Engineer - Queensland (RPEQ 21425)

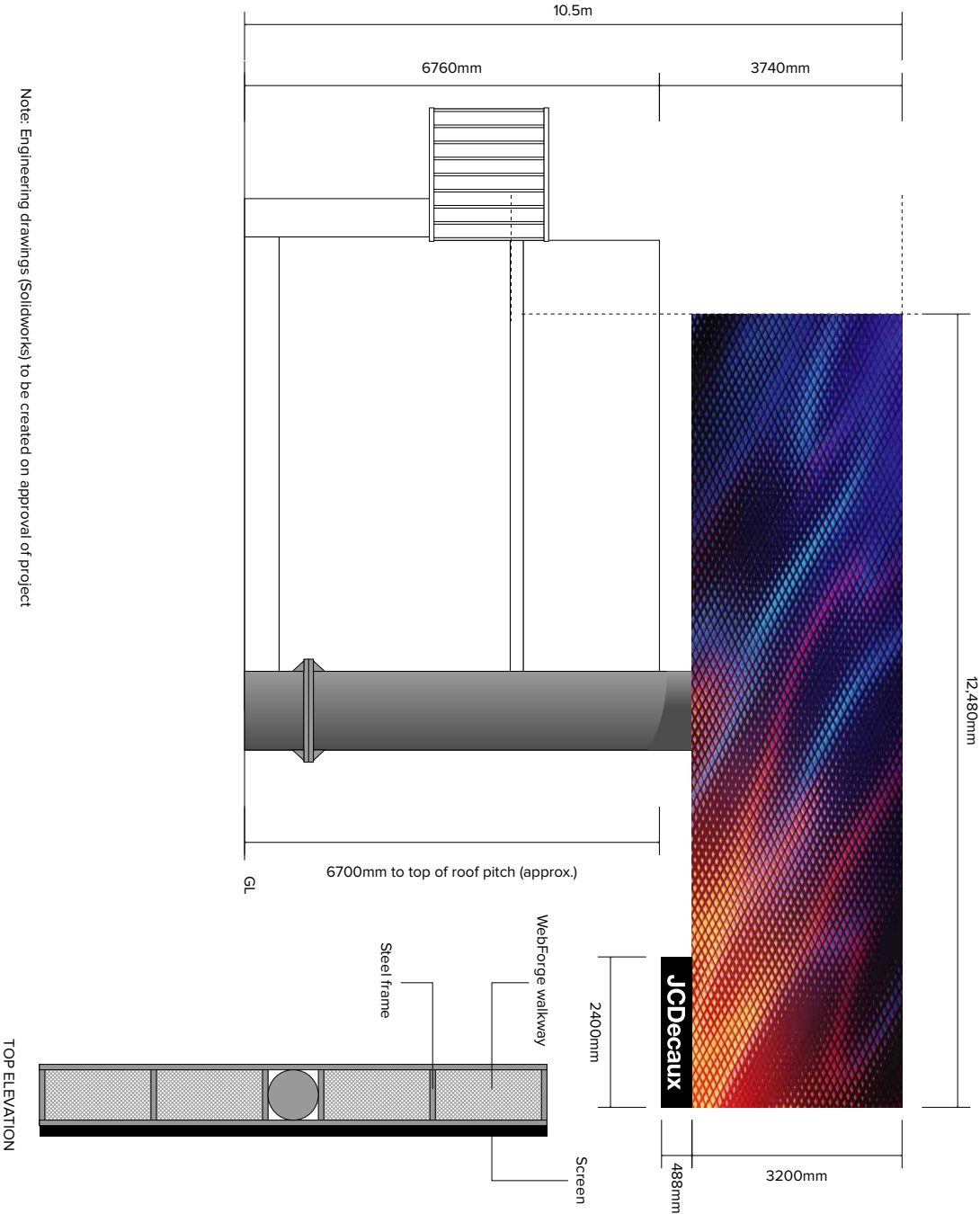
Senior Lighting Designer

Electrolight Sydney

16/08/23

APPENDIX A

SIGNAGE LOCATION PLAN



Client:	25 Nominees Pty Ltd
Project:	Digital Pylon
Job No:	127219
Contact:	Justin Pasqua
Consultant:	Paul Arnold
Designer:	DB
Checked:	
A3 esignon	Revision: L
File location: \\THECUSA\WORK\KIOSKS ARTWORK\DEF\Edgewater Management\2021\127219 O'Connor Digital Pylon3 - Artwork	

1 (x1) Digital screens (outdoor)
P10 resolution display
Single steel post with framework
to support screen - galv. finish

Fix to nominated location with
baseplate secured to cagebolts set
into concrete footings
Engineer to certify structure and
footings according to site conditions
Power to be supplied to sign location
by others

signon.

Page 02 of 10

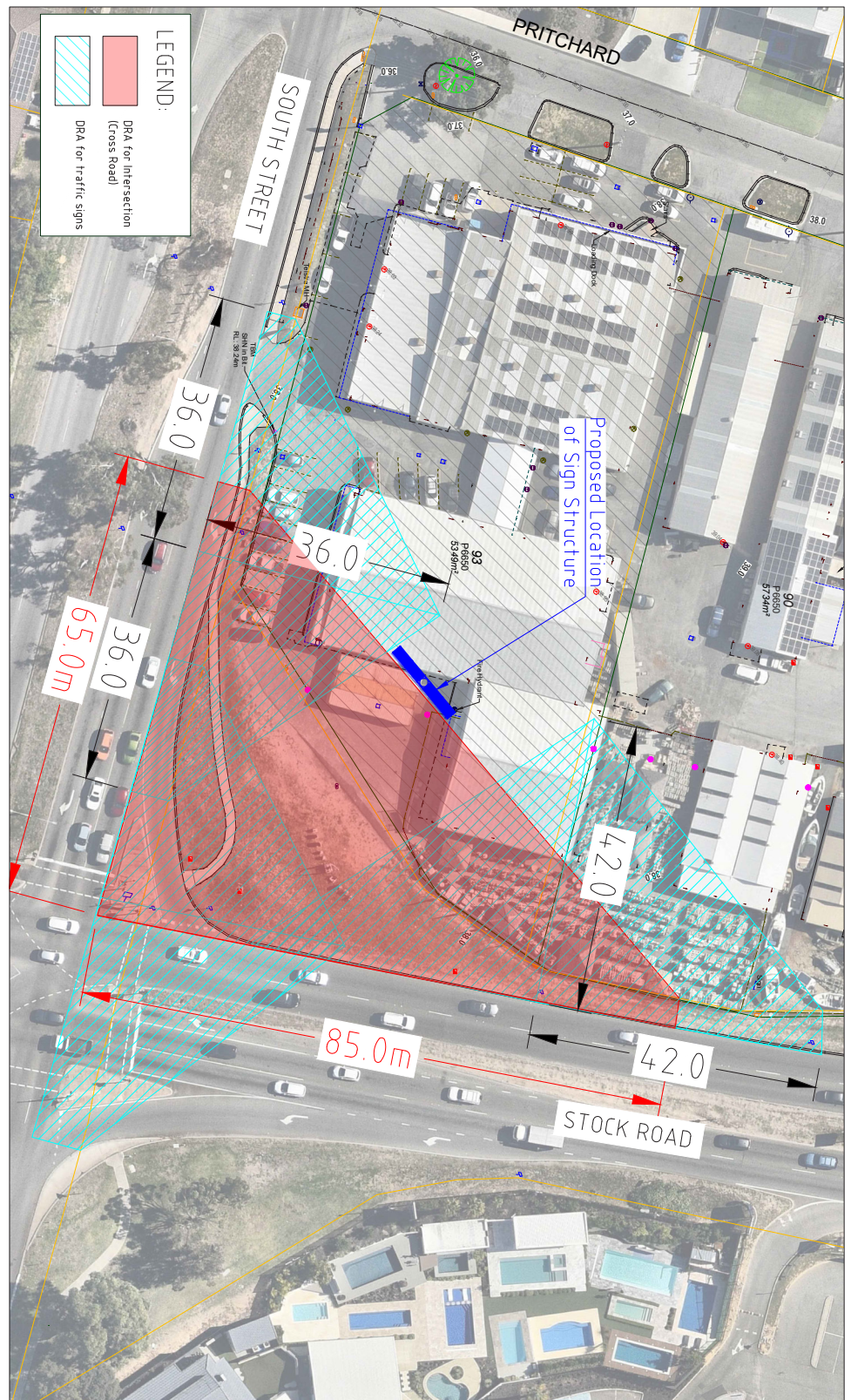
ARTWORK APPROVAL
AUTHORISATION TO PROCEED TO PRODUCTION
This sign-off is given on the basis that the client has approved the design and content of the artwork and is responsible for ensuring that the artwork is suitable for production and that the client has approved the artwork for production.

IMPORTANT: It is the responsibility of the client to ensure that all information is correct before approving commencement of works.

APPENDIX A
SIGNAGE LOCATION PLAN

Lot 93 (8) Pritchard Street, O'Connor
All Device Restriction Areas (in the vicinity of the subject sign)

t21.164.sk02c
10/08/2023
Scale: 1:500 @ A3



APPENDIX B
DIGITAL SIGNAGE SPECIFICATION

Specification.

10mm Outdoor Specification Sheet

Item	Specification
Pixel Pitch	10mm, physical
Pixel Density	10000 pixels/m ²
Diode	AST BSV SPECIFIED
Diode Configuration	SMD LED
Diode Size	3535 BSV SPECIFIED
Module Dimension (W x H)	320mm x 160mm
Module Resolution (W x H)	32 x 16 pixels
Cabinet Material	Metal Plate
Standard Cabinet Size(s)	1280mm x 640mm x 170mm
Viewing Angle	H 140 Deg. / V 90 Deg.
Best Viewing Distance	10+m
Maintenance	Front or Rear Service
Protection Degree	Front IP65, Rear IP54
Panel Net Weight	60kg/sqm
Luminance (Peak White at 6,500k)	AST 7000 nits BSV SPECIFIED
Gray Scale	16-bit Color Processing Depth BSV SPECIFIED
Refresh Rate	3840+ Hz BSV SPECIFIED
Contrast Ratio	3000:1
Display Control	Synchronous control
Power Supply	240V, 50Hz
Operation Temp.	- 20°C~50°C
Display Dimming	Auto/Manual, 8~256 Levels
Display Capacity	Text, image, graphics animations, video
Power Consumption (Max./Avg.)	0.58kw/sqm; 0.21kw/sqm
MTBF	50,000hrs
Lifetime	100,000hrs

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APPENDIX C

WESTERN AUSTRALIA MAIN ROADS GUIDELINE

Luminance and Illumination of Electronic Advertising Signs

Safety and amenity

It is important that electronic billboards exhibit consistent apparent brightness in all lighting conditions, by maintaining a consistent ratio between the ambient light (illuminance) and light emitted by the billboard (luminance).

This allows the billboard to be easily read and reduces the time taken for a motorist to view the billboard content. Signs brighter than the ambient conditions may cause greater distraction and risk to drivers due to:

- Averting a motorists attention from important traffic devices / instructions.
- Temporary visual impairment where the difference in sign luminance and ambient light is disparate.

Due to the fast rate of change in ambient light during dusk and dawn periods, particular attention needs to be given to the luminance levels that are output during these periods to ensure that a consistent apparent brightness is maintained.

Any change to brightness levels should be applied during a message transition, not while an image is being displayed. This removes the risk that a motorist will be distracted by changing sign brightness.

Maximum Luminance

The following values are suggested maximum values for the varying ambient lighting conditions. The final luminance levels are to be determined based on the site specific requirements, including the orientation of the sign and shading around the sign.

- Daytime - 6000 cd/m²
- Dawn/Dusk - 600 cd/m²
- Night - 300 cd/m²

Commissioning Levels

It is required that when a new device is being commissioned, the initial luminance values be set to half the recommended maximum values outlined above, and gradually increased to an appropriate level as agreed to by Main Roads WA.

If required, the owner/operator of the billboard is responsible for shielding the electronic billboard to ensure that it does not cause a nuisance to surrounding properties.

DA0264/23

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APPENDIX D

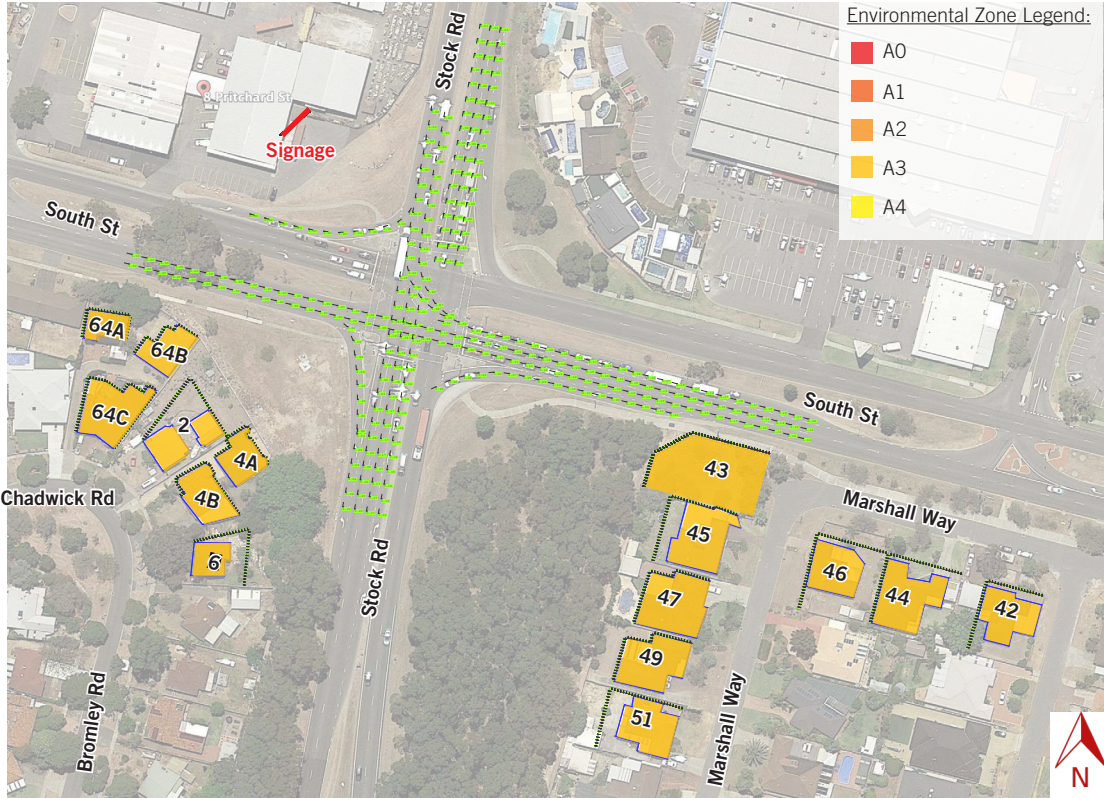
OBTRUSIVE LIGHTING CALCULATIONS

Calculation Summary				
Project: Obtrusive				
Label	CalcType	Units	Max	
2 Bromley Rd Ill Seg1	Obtrusive - Ill	Lux	0.1	
2 Bromley Rd Ill Seg2	Obtrusive - Ill	Lux	0.4	
4 Bromley Rd Ill Seg1	Obtrusive - Ill	Lux	0.3	
4 Bromley Rd Ill Seg10	Obtrusive - Ill	Lux	0.3	
4 Bromley Rd Ill Seg11	Obtrusive - Ill	Lux	0.1	
4 Bromley Rd Ill Seg2	Obtrusive - Ill	Lux	0.0	
4 Bromley Rd Ill Seg3	Obtrusive - Ill	Lux	0.4	
4 Bromley Rd Ill Seg4	Obtrusive - Ill	Lux	0.4	
4 Bromley Rd Ill Seg5	Obtrusive - Ill	Lux	0.0	
4 Bromley Rd Ill Seg6	Obtrusive - Ill	Lux	0.0	
4 Bromley Rd Ill Seg7	Obtrusive - Ill	Lux	0.4	
4 Bromley Rd Ill Seg8	Obtrusive - Ill	Lux	0.3	
4 Bromley Rd Ill Seg9	Obtrusive - Ill	Lux	0.5	
43 Marshall Way 1 Ill Seg1	Obtrusive - Ill	Lux	0.1	
43 Marshall Way 1 Ill Seg2	Obtrusive - Ill	Lux	0.0	
43 Marshall Way Ill Seg1	Obtrusive - Ill	Lux	0.3	
43 Marshall Way Ill Seg2	Obtrusive - Ill	Lux	0.3	
43 Marshall Way Ill Seg3	Obtrusive - Ill	Lux	0.2	
44 Marshall Way Ill Seg1	Obtrusive - Ill	Lux	0.2	
44 Marshall Way Ill Seg2	Obtrusive - Ill	Lux	0.1	
45 Marshall Way Ill Seg1	Obtrusive - Ill	Lux	0.2	
45 Marshall Way Ill Seg2	Obtrusive - Ill	Lux	0.2	
45 Marshall Way Ill Seg3	Obtrusive - Ill	Lux	0.0	
45 Marshall Way Ill Seg4	Obtrusive - Ill	Lux	0.1	
46 Marshall Way Ill Seg1	Obtrusive - Ill	Lux	0.2	
46 Marshall Way Ill Seg2	Obtrusive - Ill	Lux	0.1	
47 Marshall Way Ill Seg1	Obtrusive - Ill	Lux	0.2	
47 Marshall Way Ill Seg2	Obtrusive - Ill	Lux	0.2	
47 Marshall Way Ill Seg3	Obtrusive - Ill	Lux	0.2	
47 Marshall Way Ill Seg4	Obtrusive - Ill	Lux	0.0	
49 Marshall Way Ill Seg1	Obtrusive - Ill	Lux	0.2	
49 Marshall Way Ill Seg2	Obtrusive - Ill	Lux	0.2	
49 Marshall Way Ill Seg3	Obtrusive - Ill	Lux	0.2	
49 Marshall Way Ill Seg4	Obtrusive - Ill	Lux	0.0	
51 Marshall Way Ill Seg1	Obtrusive - Ill	Lux	0.2	
51 Marshall Way Ill Seg2	Obtrusive - Ill	Lux	0.2	
6 Bromley Rd Ill Seg1	Obtrusive - Ill	Lux	0.3	
6 Bromley Rd Ill Seg2	Obtrusive - Ill	Lux	0.0	
64A Chadwick St Ill Seg1	Obtrusive - Ill	Lux	0.0	
64A Chadwick St Ill Seg2	Obtrusive - Ill	Lux	0.3	
64A Chadwick St Ill Seg3	Obtrusive - Ill	Lux	0.0	
64A Chadwick St Ill Seg4	Obtrusive - Ill	Lux	0.4	
64A Chadwick St Ill Seg5	Obtrusive - Ill	Lux	0.0	
64A Chadwick St Ill Seg6	Obtrusive - Ill	Lux	0.6	
64B Chadwick St Ill Seg1	Obtrusive - Ill	Lux	0.0	
64B Chadwick St Ill Seg2	Obtrusive - Ill	Lux	0.0	
64B Chadwick St Ill Seg3	Obtrusive - Ill	Lux	0.1	
4 Bromley Rd 2 Ill Seg1	Obtrusive - Ill	Lux	0.1	
4 Bromley Rd 2 Ill Seg2	Obtrusive - Ill	Lux	0.0	
4 Bromley Rd 2 Ill Seg3	Obtrusive - Ill	Lux	0.0	
4 Bromley Rd 2 Ill Seg4	Obtrusive - Ill	Lux	0.3	
4 Bromley Rd 2 Ill Seg5	Obtrusive - Ill	Lux	0.4	
4 Bromley Rd 2 Ill Seg6	Obtrusive - Ill	Lux	0.2	
4 Bromley Rd 2 Ill Seg7	Obtrusive - Ill	Lux	0.0	
4 Bromley Rd 2 Ill Seg8	Obtrusive - Ill	Lux	0.3	
64C Chadwick St Ill Seg1	Obtrusive - Ill	Lux	0.0	
64C Chadwick St Ill Seg2	Obtrusive - Ill	Lux	0.0	
64C Chadwick St Ill Seg3	Obtrusive - Ill	Lux	0.0	
64C Chadwick St Ill Seg4	Obtrusive - Ill	Lux	0.0	
64C Chadwick St Ill Seg5	Obtrusive - Ill	Lux	0.0	
64C Chadwick St Ill Seg6	Obtrusive - Ill	Lux	0.0	
64C Chadwick St Ill Seg7	Obtrusive - Ill	Lux	0.0	
64C Chadwick St Ill Seg8	Obtrusive - Ill	Lux	0.0	

APPENDIX D

THRESHOLD INCREMENT LIGHTING CALCULATIONS

Calculation Summary			
Project: Ti			
Label	CalcType	Units	Max
South St (westbound)	Obtrusive - TI	%	0.18
South St to Stock Rd (N)	Obtrusive - TI	%	3.67
South St to Stock Rd (N)_1	Obtrusive - TI	%	5.92
South St to Stock Rd (S)	Obtrusive - TI	%	0.11
Stock Rd (Northbound)	Obtrusive - TI	%	0.24
Stock Rd (Southbound)	Obtrusive - TI	%	0.01
Stock Rd (Southbound)_1	Obtrusive - TI	%	0.00
Stock Rd to South St (N)	Obtrusive - TI	%	0.00
Stock Rd to South St (W)	Obtrusive - TI	%	3.13



APPENDIX D

OBTRUSIVE LIGHTING & THRESHOLD INCREMENT CALCULATIONS

Obtrusive Light - Compliance Report

AS/NZS 4282:2019, A3 - Medium District Brightness, Curfew
 Filename: 3453 8 Pritchard Street rev A.AGI
 16/08/2023 12:41:38 PM

Illuminance

Maximum Allowable Value: 2 Lux

Calculations Tested (63):

Calculation Label	Test Results	Max. Illum.
64A Chadwick St_III_Seg1	PASS	0.0
64A Chadwick St_III_Seg2	PASS	0.3
64A Chadwick St_III_Seg3	PASS	0.0
64A Chadwick St_III_Seg4	PASS	0.4
64A Chadwick St_III_Seg5	PASS	0.0
64A Chadwick St_III_Seg6	PASS	0.6
64B Chadwick St_III_Seg1	PASS	0.0
64B Chadwick St_III_Seg2	PASS	0.0
64B Chadwick St_III_Seg3	PASS	0.1
2 Bromley Rd_III_Seg1	PASS	0.1
2 Bromley Rd_III_Seg2	PASS	0.4
4 Bromley Rd_III_Seg1	PASS	0.3
4 Bromley Rd_III_Seg2	PASS	0.0
4 Bromley Rd_III_Seg3	PASS	0.4
4 Bromley Rd_III_Seg4	PASS	0.4
4 Bromley Rd_III_Seg5	PASS	0.0
4 Bromley Rd_III_Seg6	PASS	0.0
4 Bromley Rd_III_Seg7	PASS	0.4
4 Bromley Rd_III_Seg8	PASS	0.3
4 Bromley Rd_III_Seg9	PASS	0.5
4 Bromley Rd_III_Seg10	PASS	0.3
4 Bromley Rd_III_Seg11	PASS	0.1
6 Bromley Rd_III_Seg1	PASS	0.3
6 Bromley Rd_III_Seg2	PASS	0.0
45 Marshall Way_III_Seg1	PASS	0.2
45 Marshall Way_III_Seg2	PASS	0.2
45 Marshall Way_III_Seg3	PASS	0.0
45 Marshall Way_III_Seg4	PASS	0.1
47 Marshall Way_III_Seg1	PASS	0.2
47 Marshall Way_III_Seg2	PASS	0.2
47 Marshall Way_III_Seg3	PASS	0.2
47 Marshall Way_III_Seg4	PASS	0.0
49 Marshall Way_III_Seg1	PASS	0.2
49 Marshall Way_III_Seg2	PASS	0.2
49 Marshall Way_III_Seg3	PASS	0.2
49 Marshall Way_III_Seg4	PASS	0.0
46 Marshall Way_III_Seg1	PASS	0.2
46 Marshall Way_III_Seg2	PASS	0.1
44 Marshall Way_III_Seg1	PASS	0.2
44 Marshall Way_III_Seg2	PASS	0.1
43 Marshall Way_III_Seg1	PASS	0.3
43 Marshall Way_III_Seg2	PASS	0.3
43 Marshall Way_III_Seg3	PASS	0.2
43 Marshall Way_1_III_Seg1	PASS	0.1
43 Marshall Way_1_III_Seg2	PASS	0.0
51 Marshall Way_III_Seg1	PASS	0.2
51 Marshall Way_III_Seg2	PASS	0.2
64C Chadwick St_III_Seg1	PASS	0.0
64C Chadwick St_III_Seg2	PASS	0.0
64C Chadwick St_III_Seg3	PASS	0.0
64C Chadwick St_III_Seg4	PASS	0.0
64C Chadwick St_III_Seg5	PASS	0.0
64C Chadwick St_III_Seg6	PASS	0.0
64C Chadwick St_III_Seg7	PASS	0.0
64C Chadwick St_III_Seg8	PASS	0.0
4 Bromley Rd_2_III_Seg1	PASS	0.1
4 Bromley Rd_2_III_Seg2	PASS	0.0
4 Bromley Rd_2_III_Seg3	PASS	0.0
4 Bromley Rd_2_III_Seg4	PASS	0.3
4 Bromley Rd_2_III_Seg5	PASS	0.4
4 Bromley Rd_2_III_Seg6	PASS	0.2
4 Bromley Rd_2_III_Seg7	PASS	0.0
4 Bromley Rd_2_III_Seg8	PASS	0.3

Threshold Increment (TI)

Maximum Allowable Value: 20 %

Calculations Tested (9):

Calculation Label	Adaptation Luminance	Test Results
South St (westbound)	5	PASS
South St to Stock Rd (N)	5	PASS
South St to Stock Rd (N)_1	5	PASS
South St to Stock Rd (S)	5	PASS
Stock Rd (Southbound)	5	PASS
Stock Rd (Southbound)_1	5	PASS
Stock Rd (Northbound)	5	PASS
Stock Rd to South St (W)	5	PASS
Stock Rd to South St (N)	5	PASS

OMA'S ROAD SAFETY RESEARCH MEDIA RELEASE

Media Release

16 April 2019

For immediate release

DIGITAL BILLBOARDS CAN IMPROVE DRIVER BEHAVIOUR, WORLD-FIRST AUSTRALIAN STUDY REVEALS

World-first research shows roadside advertising on digital billboards can improve driver performance.

The study, conducted by independent road safety research institute, the Australian Road Research Board (ARRB), measured driver behaviour in the presence of two digital billboards in real-world environments.

Drivers were unaware of the study that captured video data of vehicle movement around two complex intersections in Queensland. Data was captured during morning and afternoon peak-hour traffic and at night-time over a four-week period, both with and without a digital billboard present.

The locations measured, on the Gold Coast and in Gladstone, were selected because they had no existing sign but had approval to build a digital billboard during the study. This allowed researchers to capture data on driver behaviour before and after a digital sign was installed.

Researchers analysed two key indicators of distraction that are known to increase the risk of an accident: lane drift, which is veering within the lane; and, stopping over the line, which is failing to stop correctly at an intersection. The researchers also measured whether any crashes occurred. When the digital billboards were switched on at a range of dwell times (the time one advertisement is displayed before it changes) from 30 seconds down to 8 seconds, researchers observed the following results:

- Lane drift either improved or was unaffected
- Stopping over the line improved in all but one instance
- No crashes occurred.

Dr Paul Roberts, Principal Researcher for the ARRB noted: “Although we considered the introduction of a digital sign at an intersection would probably reduce driver performance, this study showed that it is sometimes possible for a digital sign at an intersection to operate with no negative impact on driver performance, and even, in some cases, to improve it.”

Charmaine Moldrich, CEO, Outdoor Media Association (OMA), the body that commissioned the report, said: “The Out of Home advertising industry is committed to ensuring its signs are safe. This study was finalised shortly after the release of research by the Accident Research Centre at Monash University which found that 88% of driver distraction occurs inside the car*. We were already confident that well-designed digital Out of Home signs were safe, but we were surprised to learn that

our signs can actually help improve driver performance, probably because they encourage people to look up from in-car distractions.

“We hope this research prompts governments around Australia to streamline dwell time regulation of Out of Home signs, given they can improve driver performance,” concluded Moldrich.

** Source: Australian Naturalistic Driving Study 2018*

A summary of the research can be viewed here: <https://bit.ly/2FP8Yv3>

Ends

For further information and interviews please contact:

Rochelle Burbury

Third Avenue Consulting

0408 774 577

Rochelle@thirdavenue.com.au

Jane O’Connell

Third Avenue Consulting

0408 248 024

jane@thirdavenue.com.au

About OMA

The OMA is the peak industry body which represents most of Australia's Outdoor Media Display companies and production facilities, and some Media Display asset owners.

The OMA operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was first incorporated in 1939.

The OMA's charter is to serve its members by promoting the OOH industry and developing constructive relations with its primary stakeholders.

Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services.

The OMA is governed by a Board of Directors which is elected by the membership. Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.

Outdoor Media Association

Suite 504, 80 William Street, East Sydney NSW 2011

T 02 9357 9900 **E** info@oma.org.au

ABN 59 004 233 489 www.oma.org.au

Can Outdoor Advertising Make Roads Safer?



The Outdoor advertising industry has committed to make roads safer, investing in new research demonstrating how it can help.

The risk of distraction

Every year, approximately 1,300 people die and 33,000 more are seriously injured on Australian roads. Every minute and a half, drivers do a 'secondary task' while driving (such as looking at their phone). In fact, 88% of driver distraction occurs inside our cars.¹

Despite the risk of in-car distractions, regulation is primarily focused on distractions outside the car.

Research shows Outdoor advertising helps

With thousands of roadside advertising signs across Australia, the Outdoor Media Association (OMA) has an ongoing research program to better understand driver behaviour.

Our latest research replicates a world-first 2017 study by independent road safety research institute, the Australian Road Research Board (ARRB). The study was conducted for Main Roads Western Australia, and measured all drivers passing a digital billboard in a real-world environment. Drivers were naive to the research, meaning the results accurately represent how people drive.

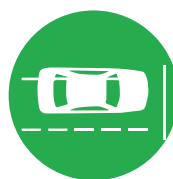
The OMA engaged ARRB to use the same methodology to investigate driver behaviour in the presence of two digital billboards at complex intersections in Queensland.

What we measured

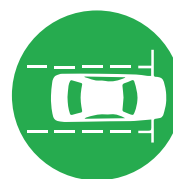
Using video data of vehicle movement, we measured driver behaviour around billboards operating at dwell times ranging from 30 seconds down to 8 seconds (dwell time is the duration one advertisement is displayed before changing to the next).

We captured data during morning and afternoon peak hours and at night-time, analysing three key measures of distraction with potential to increase the risk of crashes, sideswipes, rear-enders or running a red light:

LANE DRIFT



STOPPING OVER THE LINE



INCIDENTS



Combined, lane drift and stopping over the line are responsible for 75% of serious accidents.²

The Results³

When the digital signs were switched on, and operated at a range of dwell times, we saw the following results:



Lane drift either improved or was unaffected



Stopping over the line improved at five of the six dwell time-site combinations



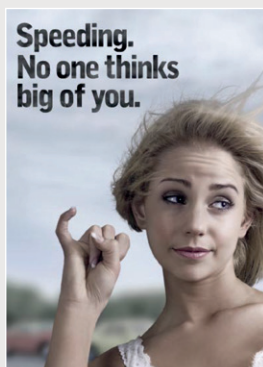
No incidents (crashes or red light running)

What does this mean?

The presence of digital billboards may focus lateral attention, reduce visual distraction and improve driving performance.

What can regulators do to help?

The Outdoor advertising industry is advocating for consistent dwell times of 6-10 seconds across the country for all digital signs.



Outdoor advertising delivers safety benefits to Australian road users in two other ways: safe driving campaigns and infrastructure investment.

Safe driving campaigns work

State Governments are one of the Outdoor industry's largest clients because roadside campaigns work. Here are three examples of successful road safety campaigns:

Western Australia: Research shows young men care about losing points from their licence and the right to drive. The 2016 'Time with Mum' campaign addressed these fears head on, achieving great success:

- 30,000 fewer speeding incidences across the state
- 70% of those surveyed said the campaign worked because it made them think about the embarrassment of losing their licence.

New South Wales: In 2007, the 'Pinkie' campaign ran in partnership with the NSW RTA, receiving global accolades for its salient message to young male drivers who ignored the speed limit. Billboards broadcasted the message "Speeding. No one thinks big of you" and yielded incredible results:

- 97% Campaign awareness
- 56 fewer deaths in target group of 17 to 25 year old males within two years of the campaign.

Victoria: In 2008, the Victorian TAC ran several campaigns on Outdoor advertising signs, targeting speeding, motorcyclists, and drunk drivers. TAC's 'This is why you're photographed when you speed' campaign resulted in the lowest speeding offences on record, and the 'This is 3 standard drinks' campaign saw drink driving drop 20%. The 'What's between you and the operating theatre?' campaign saw a 16% drop in two-wheeler fatalities across Victoria.



Outdoor advertising pays for road improvements

Outdoor advertising generates significant revenue for Australian governments, helping to fund more impactful road safety campaigns and essential improvements to roads.

About 50% of Outdoor advertising revenue is returned to Government and landlords in rent and taxes. In 2017, we estimate that \$418.6 million was received by state and local governments, out of the total industry revenue for the year. In addition, the industry has provided and does the maintenance on 17,664 items of public infrastructure such as bus shelters and bins, with a replacement value of \$352 million.

The evidence is in, good Outdoor advertising makes roads safer in three ways:

1. Roadside digital signage can have a positive impact on the way we drive
2. OOH campaigns save lives and reduce serious incidents on our roads
3. OOH advertising generates revenue, funding improvements to our roads.

1. Australian Naturalistic Driving Study (ANDS), Accident Research Centre, Monash University, 2018.

2. Development & Evaluation of an evidence-based parent coaching guide for learner teen drivers, Transport & Accident Commission (TAC), 2015.

3. On-road evaluation of the driving performance impact of digital billboards at intersections, ARRB, 2018.

For more information on the research or the road safety benefits of outdoor advertising, please contact the OMA

info@oma.org.au // 02 9357 9900

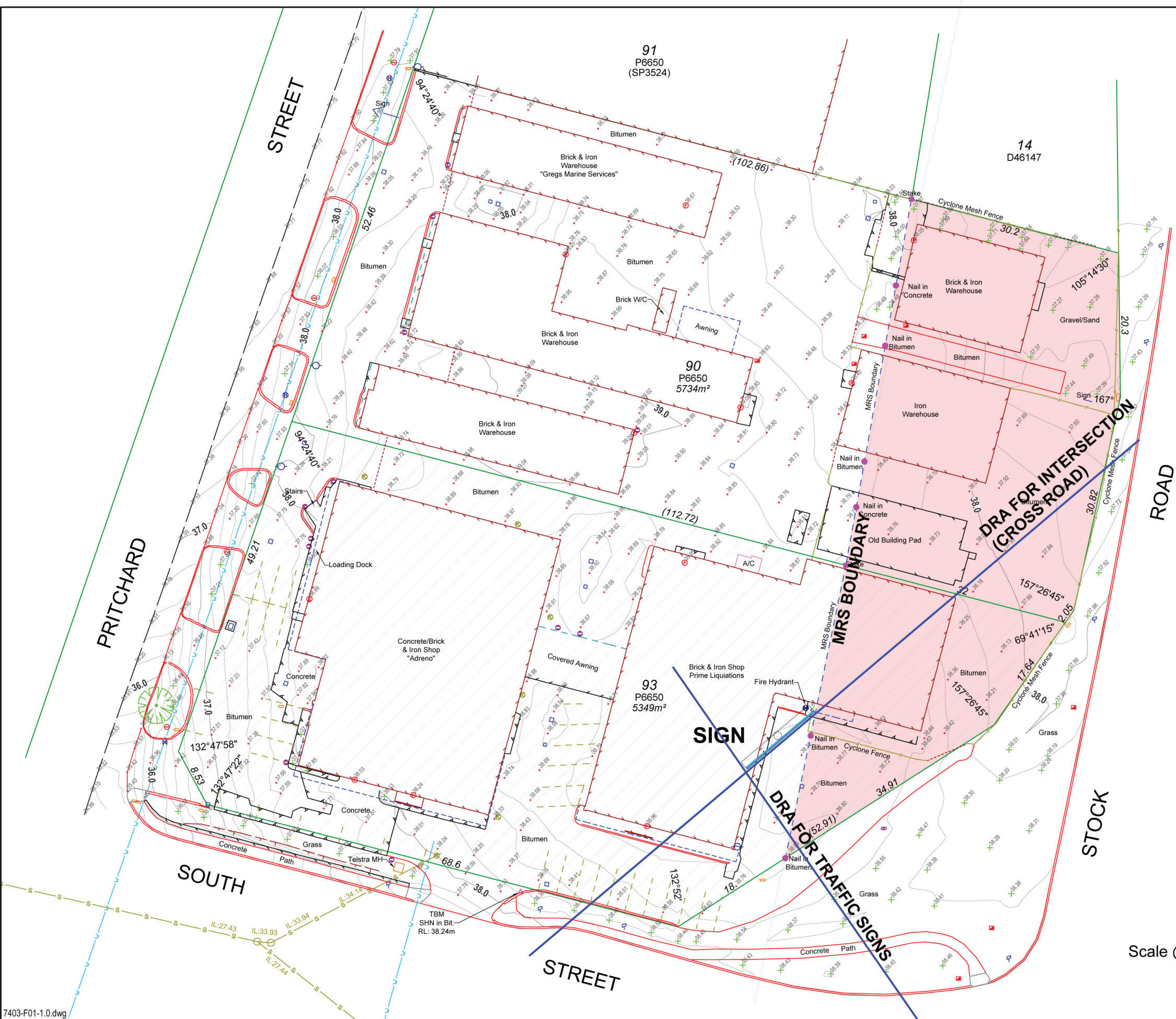
CITY OF FREMANTLE
These Plans Form Part of

DA0264/23

31 Aug 2023



LOCATION SKETCH
NOT TO SCALE



Zoning Legend

	Clause 32
	Primary Regional Roads

SYMBOL LEGEND

	Power Pole
	Electrical Cable Pit
	Communication Pit
	Telstra Pit
	Sewer Manhole
	Sewer Connection
	Hydrant Ground
	Hydrant Pillar
	Stop Valve
	Water Meter
	Gully
	Bollard
	Floor Level
	Natural Surface
	Tree

LINESTYLE LEGEND

	Contour Major 1.0m Intervals
	Contour Minor 0.2m Intervals
	Cadastral Boundary
	Kerb Line
	Road Centreline
	Pedestrian Ramp
	Parking Bay
	Building
	Awning
	Roof Eve Line
	Wall
	Concrete Edge
	Fence Line
	Gate
	Overhead Power
	DBYD Sewer
	DBYD Water

CONTROL POINT SCHEDULE

Point	Easting	Northing	Elevation	Description
9001	47719.528	251154.611	37.41	Spike
9005	47826.727	251107.415	38.43	R/Set
TBM	47759.901	251112.402	38.24	SHN in Bitumen

Scale @A3 1:563

VER.	DATE	BY	AMENDMENTS	FILE SOURCE
1.0	11.11.2021	MDB	Issued for Information	7403F-02112021-PCG94


Notes:
1. Boundary constructed from cadastral connection.
2. Heights established from VRS Via GPS connection.
3. Sewer & water data plotted from Dial Before You Dig and survey.
4. Refer to Certificate of Title for limitations, Interests, Encumbrances and Notifications.



12b Pepler Ave. Salter Point WA 6152
Ph: 9450 7168
email: admin@jbasurveys.com.au
web: www.jbasurveys.com.au

CLIENT:

**EDGEWATER
MANAGEMENT**

JOB NO: 7403	TITLE: FEATURE SURVEY	DATUM			
PROJECT:	LOT 90 & 93 ON P6650 Nº 6 & 8 PRITCHARD STREET O'CONNOR,WA, 6163 C/T 1221-769 & C/T 284-70A	VERT: AHD HORIZ: PCG94 SCALE: 1:400			
SURVEYOR: SW	DATE OF SURVEY: 08.11.2021	DRAWN BY: MDB	APPROVED BY: NRW	DWG NO: 7403-F01	VER: 1.0
SHEET NO: 1 OF 1				138/688	

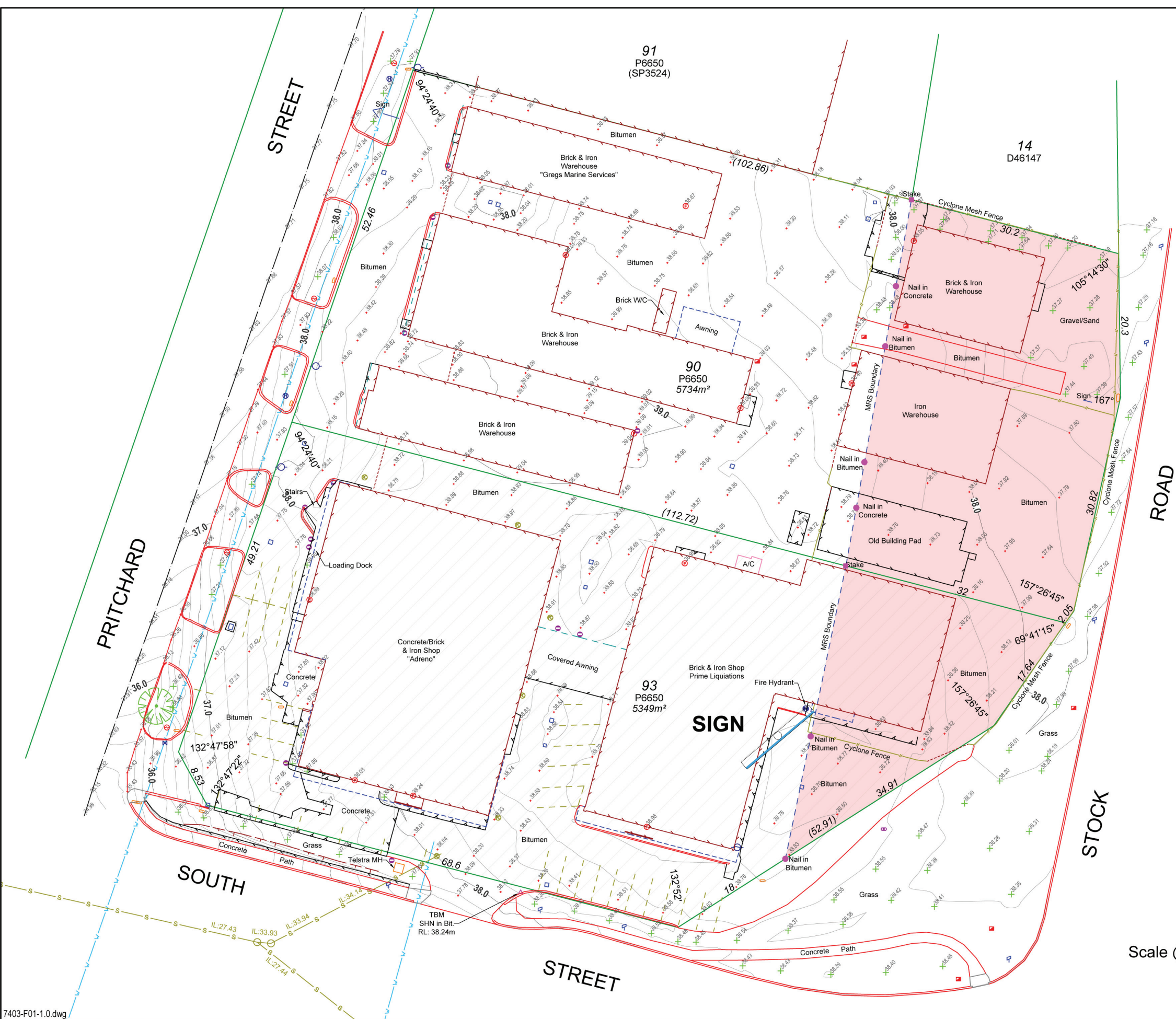
CITY OF FREMANTLE
These Plans Form Part of

DA0264/23

31 Aug 2023



LOCATION SKETCH
NOT TO SCALE



Zoning Legend

	Clause 32
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SYMBOL LEGEND

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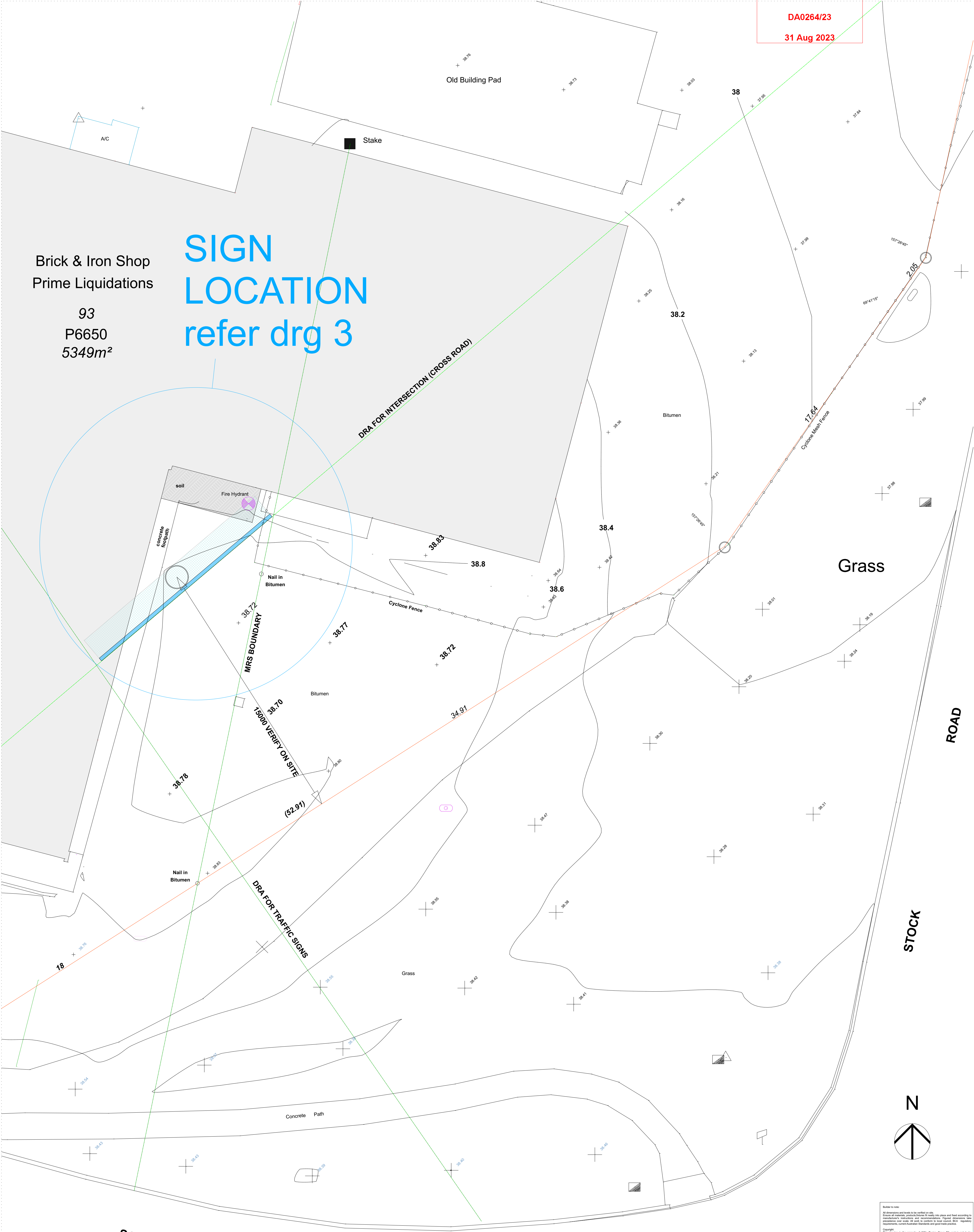


12b Pepler Ave. Salter Point WA 6152
Ph: 9450 7188
email: admin@jbasurveys.com.au
web: www.jbasurveys.com.au

CLIENT:

EDGEWATER MANAGEMENT

JOB NO: 7403	TITLE: FEATURE SURVEY	DATUM			
PROJECT: LOT 90 & 93 ON P6650 Nº 6 & 8 PRITCHARD STREET O'CONNOR,WA, 6163 C/T 1221-769 & C/T 284-70A		VERT: AHD HORIZ: PCG94 SCALE: 1:400			
SURVEYOR: SW	DATE OF SURVEY: 08.11.2021	DRAWN BY: MDB	APPROVED BY: NRW	DWG NO: 7403-F01	VER: 1.0
SHEET NO: 1 OF 1					



PART SITE PLAN

Subject to note:
All dimensions and levels to be verified on site.
Reference all materials, products, fixtures to name and brand according to manufacturer's specifications and recommendations. If product, dimensions, materials, specifications and recommendations are not available, the designer shall provide a note to the client to verify the product, dimensions, materials, specifications and recommendations. If product, dimensions, materials, specifications and recommendations are not available, the designer shall provide a note to the client to verify the product, dimensions, materials, specifications and recommendations.

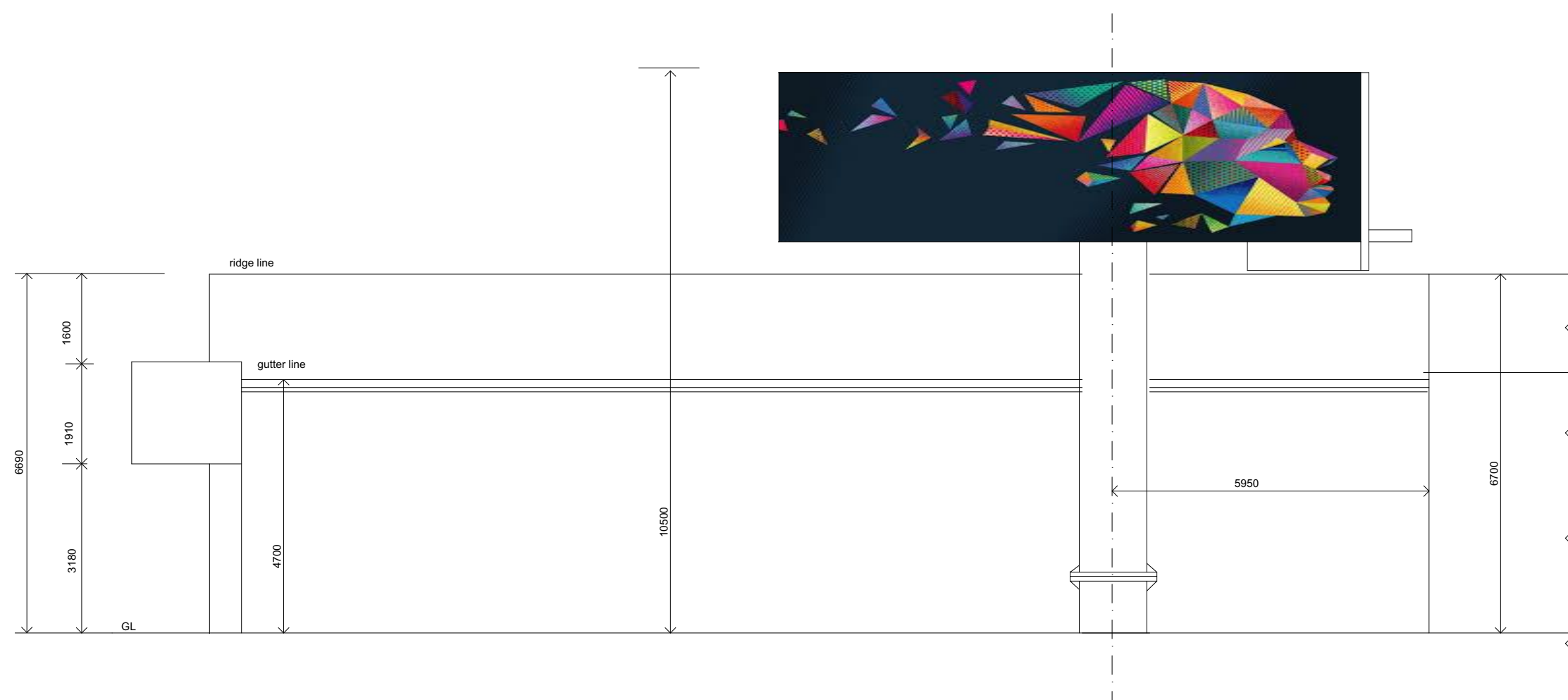
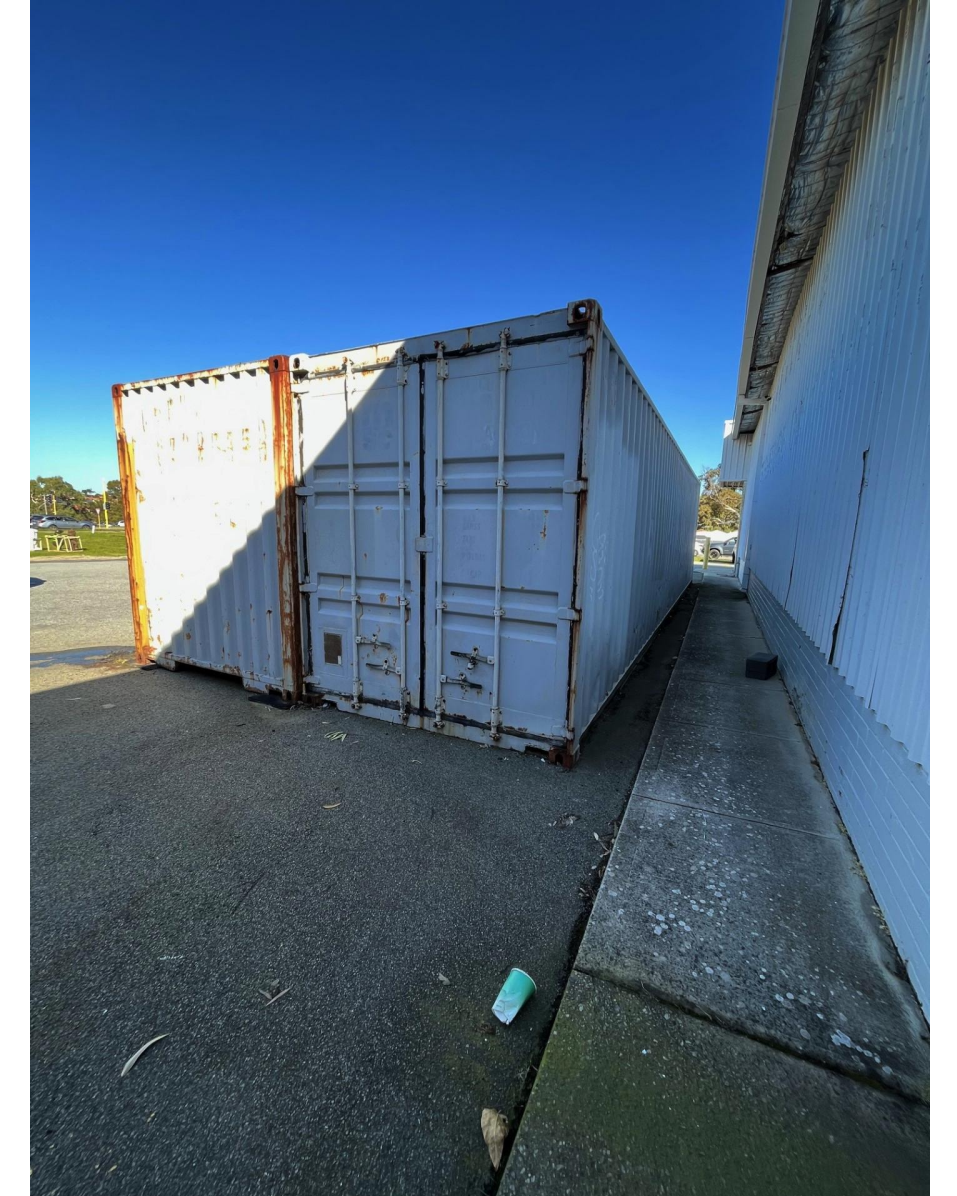
Copyright:
This drawing is the property of Willis Design Group Pty Ltd and is not to be reproduced, stored, copied, or used in any way without the written permission of Willis Design Group Pty Ltd. Any reproduction or use of this drawing without the written permission of Willis Design Group Pty Ltd is prohibited. The designer shall be responsible for the accuracy of the information provided by the client. The designer shall not be responsible for the accuracy of the information provided by the client. The designer shall not be responsible for the accuracy of the information provided by the client.

**LARGE FORMAT DIGITAL SIGN
8 PRITCHARD ST
O'CONNOR**

Design/Drawn	Date
ACW/lls	AUGUST 2023

Project #	Drawing #
230519/2023	2

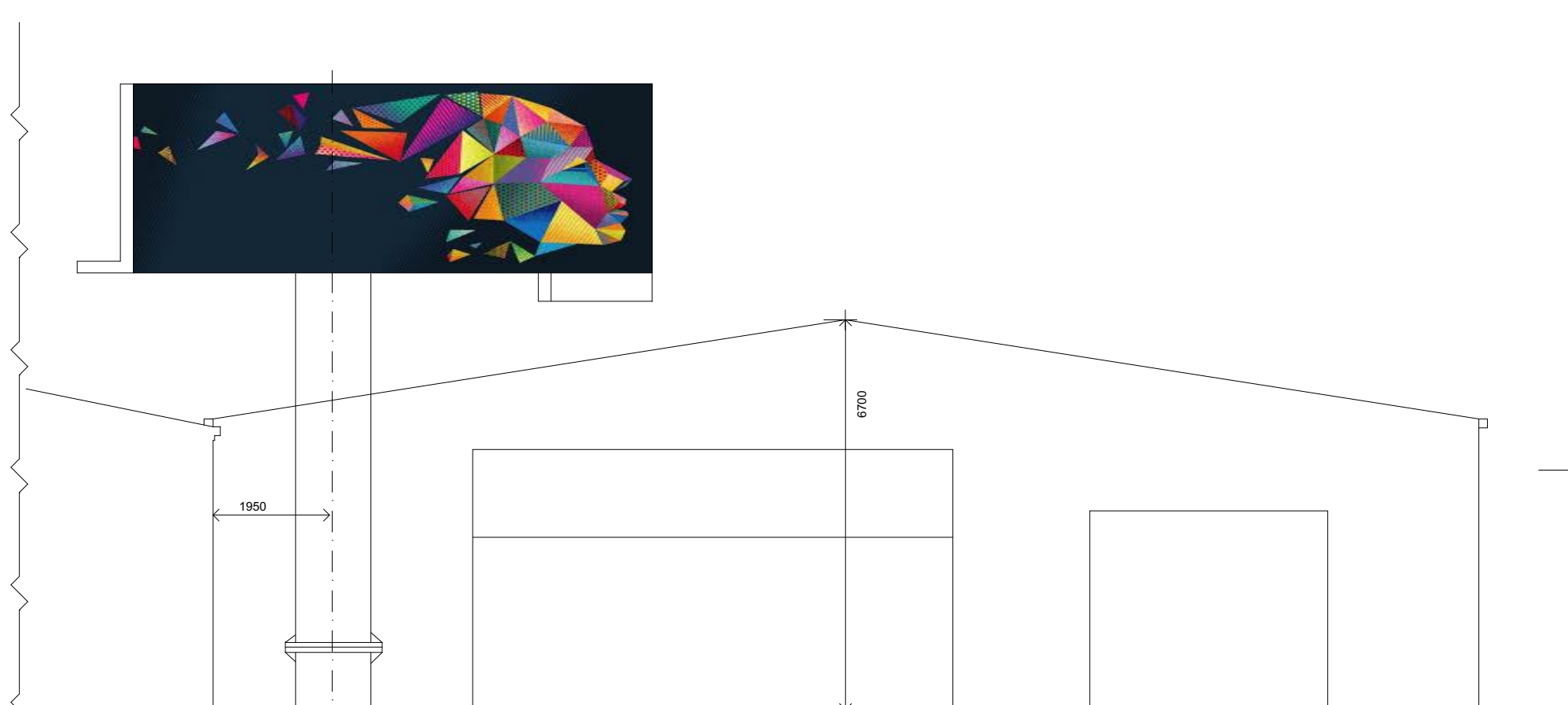
WILLIS DESIGN GROUP PTY LTD
Registered, Licensed, Incorporated, Trading, Urban Design & Planning
Project Design Managers
41 Stirling Road, Adelaide, South Australia 5000
Tel: 08 8355 5777 Mobile: 0415 055 5777
Email: adelaide@willisdesigngroup.com.au
Website: www.willisdesigngroup.com.au



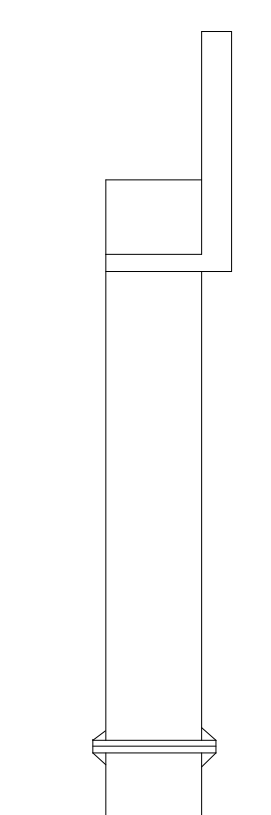
EAST ELEVATION
1:100



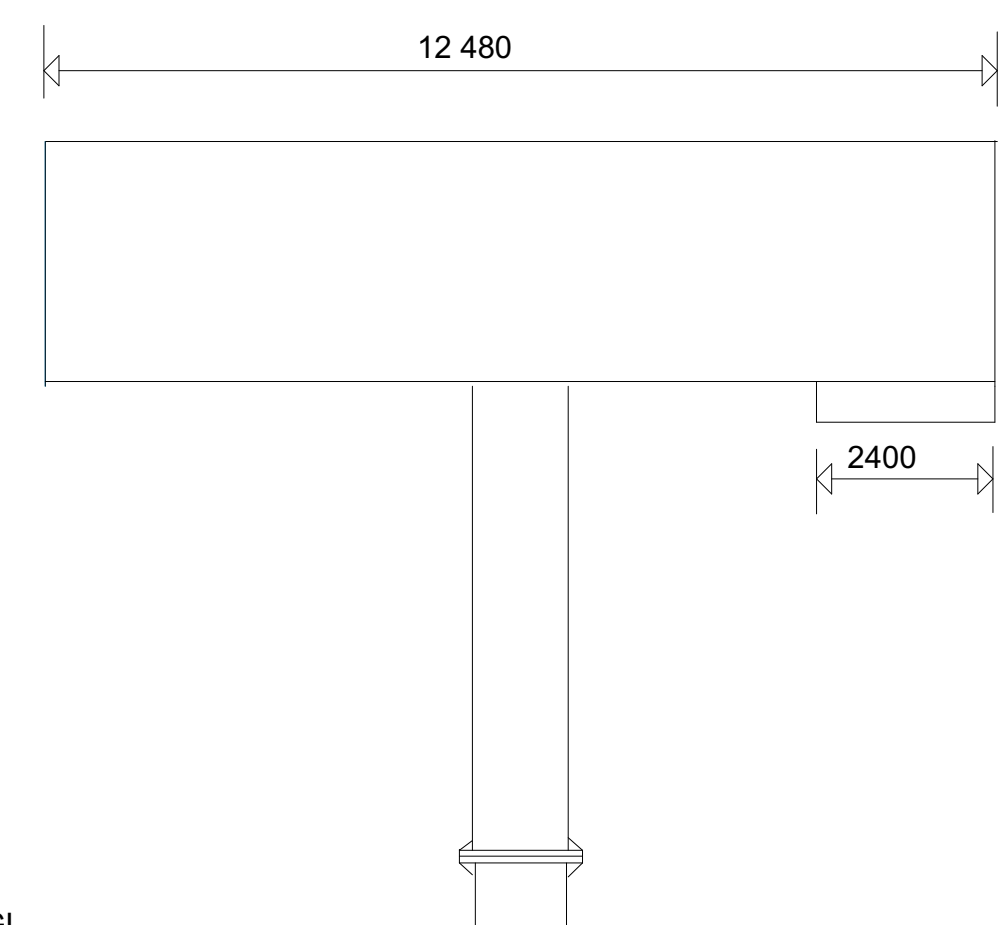
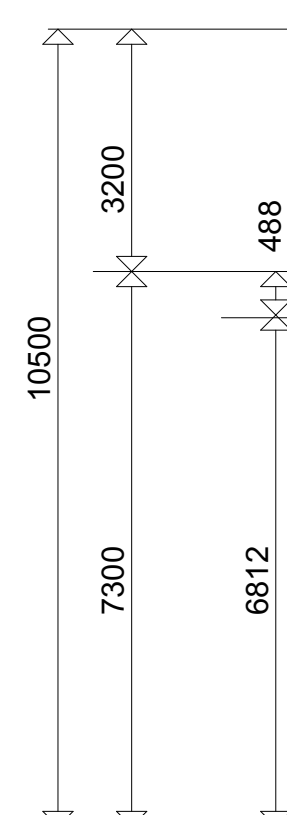
SOUTH EAST ELEVATION
1:100



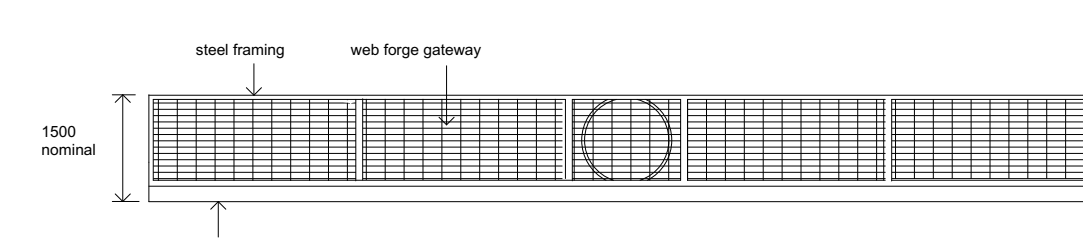
SOUTH ELEVATION
1:100



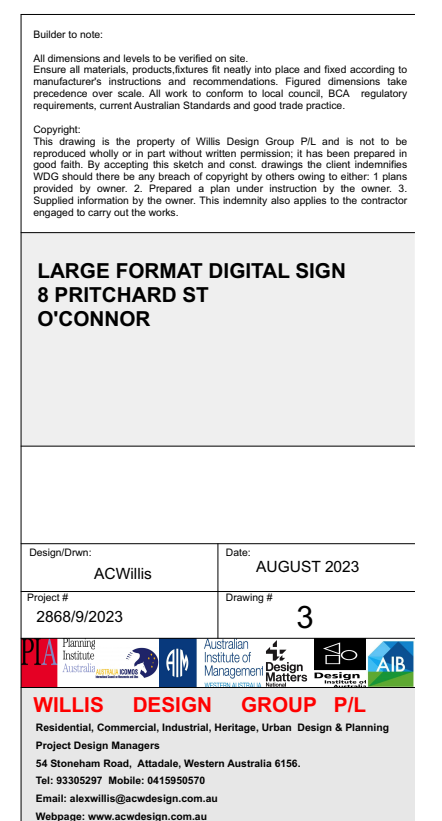
SIDE
1:100



SIGN ELEVATION



PLAN



Specification.

10mm Outdoor Specification Sheet

Item	Specification
Pixel Pitch	10mm, physical
Pixel Density	10000 pixels/m²
Diode	AST BSV SPECIFIED
Diode Configuration	SMD LED
Diode Size	3535 BSV SPECIFIED
Module Dimension (W x H)	320mm x 160mm
Module Resolution (W x H)	32 x 16 pixels
Cabinet Material	Metal Plate
Standard Cabinet Size(s)	1280mm x 640mm x 170mm
Viewing Angle	H 140 Deg. / V 90 Deg.
Best Viewing Distance	10+m
Maintenance	Front or Rear Service
Protection Degree	Front IP65, Rear IP54
Panel Net Weight	60kg/sqm
Luminance (Peak White at 6,500k)	AST 7000 nits BSV SPECIFIED
Gray Scale	16-bit Color Processing Depth BSV SPECIFIED
Refresh Rate	3840+ Hz BSV SPECIFIED
Contrast Ratio	3000:1
Display Control	Synchronous control
Power Supply	240V, 50Hz
Operation Temp.	- 20°C~50°C
Display Dimming	Auto/Manual, 8~256 Levels
Display Capacity	Text, image, graphics animations, video
Power Consumption (Max./Avg.)	0.58kw/sqm; 0.21kw/sqm
MTBF	50,000hrs
Lifetime	100,000hrs

GENERAL NOTES:
1. THIS IS A CONCEPT PLAN ONLY.
2. ALL STRUCTURES SUBJECT TO ENGINEERING AND COUNCIL APPROVAL.
3. ALL MEASUREMENTS TO BE CHECKED PRIOR TO CONSTRUCTION.

93
P6650
5349m²



STOCK ROAD

SOUTH STREET

O'CONNOR SIGNAGE LANDSCAPE LANDSCAPE CONCEPT PLAN

CITY OF FREMANTLE
These Plans Form Part of
DA0264/23

FREMANTLE CITY FOOTPATH		DWN	APP	DESCRIPTION
A	25.01.2022	KD	KD	PLANTING PLAN
B	27.01.2022	KD	KD	UPDATED LANDSCAPE LAYOUT
C	13.07.2023	AC	KD	UPDATED LANDSCAPE LAYOUT
D	18.07.2023	AC	KD	UPDATED LANDSCAPE LAYOUT
E	15.09.2023	AC	KD	UPDATED SIGN POSITION

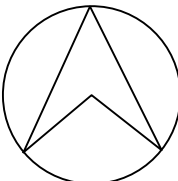
NOTES

- LANDSCAPE WORKS
 - ALL AREAS ARE TO BE FINE GRADED EVENLY TO CONFORM TO KERB LEVELS AND SURROUNDING FINISHES.
 - SURFACES SHALL BE FREE FROM DEPRESSIONS, IRREGULARITIES AND NOTICEABLE CHANGES IN GRADE. GENERALLY, GRADES SHALL DEVIATE IN LEVEL NO GREATER THAN 20mm IN ONE LINEAR METRE.
- SOIL PREPARATION
 - PLANTED AREAS SHALL BE SPREAD WITH MIN. 30mm OF APPROVED STANDARD SOIL CONDITIONER THAT SHALL BE RIPPED INTO EXISTING SOIL TO A MIN. DEPTH OF 200mm.
 - RAISED PLANTING AREAS TO HAVE APPROVED FILL SOIL AND SOIL CONDITIONER FILLED AND MIXED TO A FINISHED HEIGHT OF 150mm BELOW TOW.
- PLANTING
 - PLANTED AREAS SHALL BE MULCHED WITH AN ORGANIC WOOD CHIP MULCH UNLESS OTHERWISE STATED TO A MINIMUM DEPTH OF 75mm.
 - REFER TO PLANTING SCHEDULE FOR SPECIES AND SIZES.
 - PLANTS TO BE SET OUT IN EVEN SPACING TO FILL THE DESIGNATED AREAS.
 - IN AREAS OF MIXED PLANTING, SPECIES TO BE SPREAD OUT AT RANDOM, IN GROUPINGS OF 2 OR 3.
 - PLANTS SHALL BE SUPPLIED FROM AN INDUSTRY ACCREDITED WHOLESALE NURSERY. PLANTS SHALL BE IN APPROPRIATE SIZE FOR THE LISTED POT SIZE AND IN GOOD HEALTH.
 - IF SPECIES ARE UNAVAILABLE (OR IN SIZES SPECIFIED), SUBSTITUTES MUST BE APPROVED BY SUPERINTENDENT BEFORE DELIVERY AND INSTALLATION.
 - SUPERINTENDENT TO REVIEW SAMPLES OF ALL TREE SPECIES AND PLANTS AT SOURCE OR BY PHOTOGRAPH PRIOR TO DELIVERY AND INSTALLATION.
- IRRIGATION
 - ALL PLANTING TO BE IRRIGATED VIA A FULLY AUTOMATIC SYSTEM FROM MAINS.
 - IRRIGATION TO GARDEN BEDS TO BE NETAFIM TECHLINE, SUB SURFACE IRRIGATION. INSTALLED TO MANUFACTURERS SPECIFICATION.
 - SHADE PLANTING AREA SHALL BE ON A SEPARATE STATION TO ALLOW FOR MORE FREQUENT WATERING THROUGH SUMMER.
 - WATER PRESSURE TO HAVE A MINIMUM FLOW RATE OF 30L/pm AT 300kPa FROM THE WATER CONNECTION POINT.
 - CONTROLLER TO BE LOCATED IN SERVICE ROOM UNLESS OTHERWISE DIRECTED.
 - SLEEVES BENEATH PAVED SURFACES TO BE PROVIDED BY OTHERS.
- GENERAL
 - PLEASE NOTE THAT KDLA'S QUOTATION & SCHEDULE OF QUANTITIES IS TO TAKE PRECEDENCE OVER DRAWING NOTES.
 - THIS DRAWING SHALL NOT BE USED FOR CONSTRUCTION UNLESS REVISED 'O' ISSUED FOR CONSTRUCTION AND SIGNED AND APPROVED BY PROJECT MANAGER/SUPERINTENDENT.

PLANTING SCHEDULE

Symbol	Species	Common Name	Quantities	Size
Shrubs and Groundcovers:				
DIAeme	Dianella tasmanica 'Emerald Arch'	Emerald Arch	20	140mm
DIAbla	Dianella tasmanica 'Blaze'	Blaze	5	140mm
EREblu	Eremophila 'Blu Horizon'	Blue Horizon	10	140mm
GREgin	Grevillea 'Gin Gin Gem'	Gin Gin Gem	10	140mm
HIBsca	Hibbertia scandens	Snake Vine	10	140mm
LIRjus	Liriope 'Just Right'	Just Right	12	140mm
LOMTan	Lomandra 'Tankika'	Tanika	20	200mm
MYOpar	Myoporum parvifolium 'Yareena'	Yareena	10	140mm
PHlIXan	Philodendron Xanadu	Xanadu	12	200mm
Feature Plants:				
AGAatt	Agave attenuata	Century Plant	12	12L

PLANTING IMAGES





**C2402-2 PRITCHARD STREET, NOS. 6-8 (LOTS 93 AND 90), O'CONNOR -
ANIMATED SIGN ADDITION AND PARTIAL CHANGE OF USE TO
USE NOT LISTED (LARGE FORMAT THIRD PARTY DIGITAL
ADVERTISING) (ED DA0264/23)**

Attachment 4 - Main Roads Western Australia (MRWA) Advice



Enquiries: Isabel Huston on (08) 9323 6232

Our Ref: D23#869080

Your Ref: DA0264/23

13 October 2023

Chief Executive Officer
City of Fremantle
PO Box 807
FREMANTLE WA 6959

Email: info@fremantle.wa.gov.au (via email)

Dear Sir/Madam,

**PROPOSED LARGE FORMAT DIGITAL THIRD PARTY SIGN ADDITION,
LANDSCAPING AND PARTIAL CHANGE OF USE TO USE NOT LISTED (LARGE
FORMAT THIRD PARTY DIGITAL ADVERTISING) – REF DA0264/23 – LOT 98 (NO. 8)
PRITCHARD STREET O'CONNOR**

In response to correspondence received on 11 September 2023 please be advised Main Roads has no objections subject to the following conditions being imposed:

Conditions

1. The minimum dwell time for any advertisement on the sign device shall be at 40 seconds at all times.
2. The illumination of the sign device shall not exceed the maximum luminance level during daytime, dawn / dusk and night-time as specified in the Table 1 for the first month and second month onwards from the commence of the development, to the satisfaction of the City and in consultation with Main Roads.

Table 1 – Maximum Luminance Level of Sign (cd/m² = candela per square metre)		
Time Period	First Month	Second Month Onwards
Daytime	3000 cd/m ²	6000 cd/m ²
Dawn / Dusk	300 cd/m ²	600 cd/m ²
Night-time	150 cd/m ²	300 cd/m ²

Justification for Conditions 1 and 2

To ensure compliance with Main Roads Policy and Application Guidelines for Advertising Signs within and beyond State road reserves. In relation to Condition 2) the luminance levels in the first month of the commencement of the development are to be set to half the maximum luminance level permitted.



mainroads
WESTERN AUSTRALIA

3. The development must be within the subject lot and must not overhang or encroach the Primary Regional Road Reservation.

Justification for Condition

To ensure the development is contained to land appropriately zoned.

Advice

- a) In relation to Condition 3, the sign and planter wall are located abutting land reserved in the Metropolitan Region Scheme, as shown on the enclosed land protection plan 1.3621/1, land will be required for road purposes sometime in the future.
- b) The upgrading/widening of Stock Road (Melville Mandurah Highway) or the Stock Road / South Street Intersection is not in Main Roads current 4-year forward estimated construction program and all projects not listed are considered long term. Please be aware that timing information is subject to change and that Main Roads assumes no liability for the information provided.
- c) The applicant is required to submit an Application form to undertake works within the road reserve prior to undertaking any works within the road reserve. Application forms and supporting information about the procedure can be found on the Main Roads website > Technical & Commercial > Working on Roads.

Main Roads encourages local government in liaising with applicants to promote and capitalise on our pre-lodgement consultation service, prior to lodgement of planning proposals, especially where development plans involve land adjacent to or have the potential to impact on the State road network.

Further information on the pre-lodgement consultation process can be found on Main Roads website at mainroads.wa.gov.au > Technical & Commercial > Planning & Development

Should the City disagree with or resolve not to include as part of its conditional approval any of the above conditions or advice, Main Roads requests an opportunity to meet and discuss the application further, prior to a final determination being made.

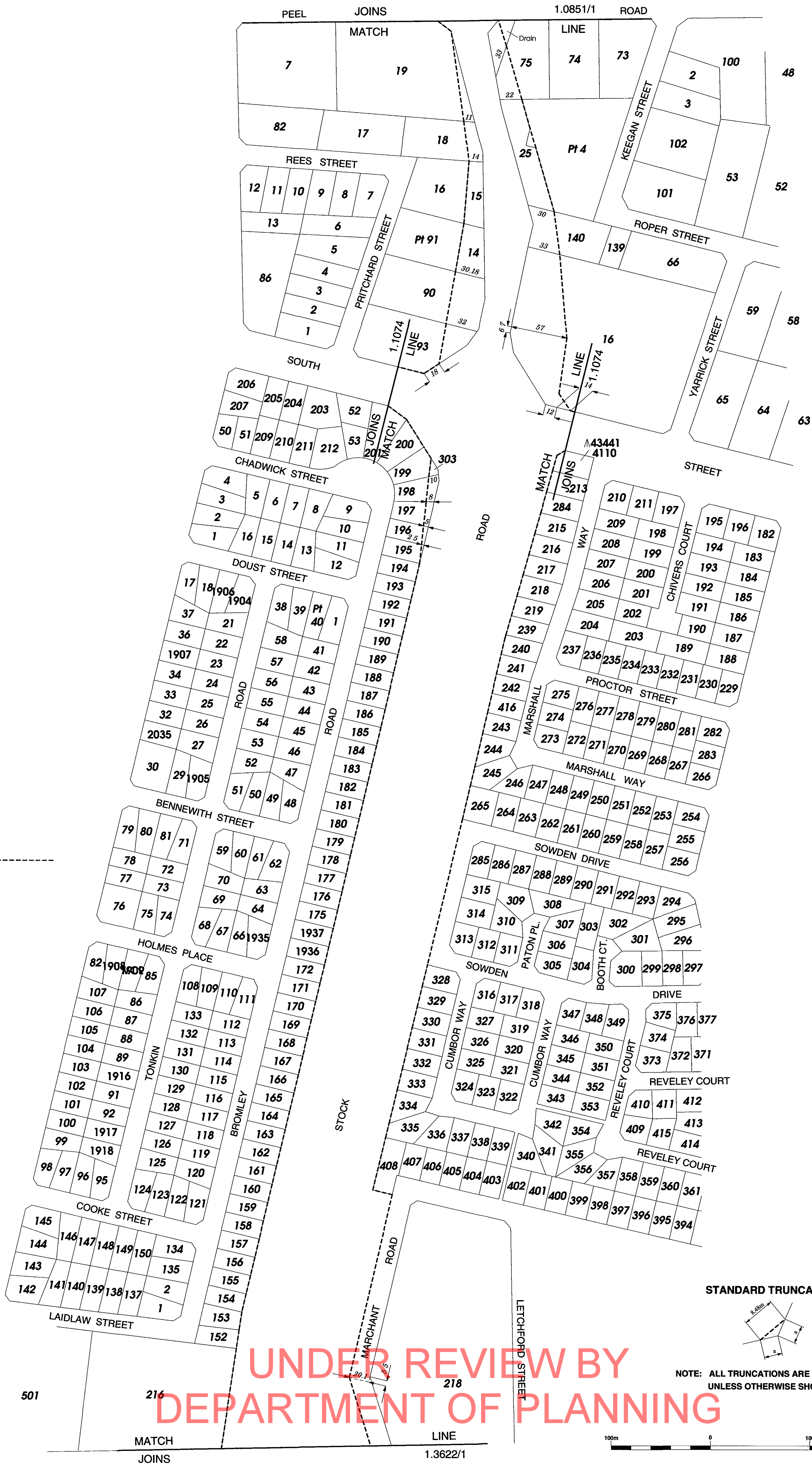
Main Roads requests a copy of the City's final determination on this proposal to be sent to planninginfo@mainroads.wa.gov.au.

In the interim, if you have any queries please do not hesitate to contact Isabel Huston on (08) 9323 6232.

Yours sincerely

Maryanne Thornely
Road Access and Planning Manager

Encl:Main Roads Extract of Land Requirement Drawing Number 1.3621/1

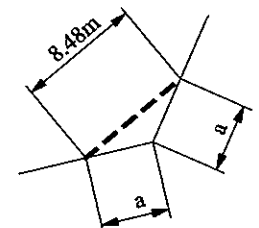


LEGEND

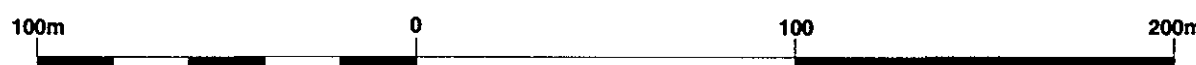
PROPOSED RESERVATION BOUNDARY -----

WESTERN AUSTRALIAN PLANNING COMMISSION			
This is to certify that	PLAN No	1.3621/1	
was	APPROVED	by	RESOLUTION at a meeting
held on	08 / 06 / 2000	Minute No	PRPC 57.10.2
Signed			
	Authorised Officer		
EFFECTIVE 24 / 11 / 2000			

STANDARD TRUNCATION



NOTE: ALL TRUNCATIONS ARE STANDARD UNLESS OTHERWISE SHOWN



SUPERSEDES PLAN 1.3621



WESTERN AUSTRALIAN PLANNING COMMISSION



STOCK ROAD - PEEL ROAD TO WINTERFOLD ROAD
PRIMARY REGIONAL ROADS - PROPOSED LAND REQUIREMENT

AUTHORISED: M. CONNOR
DRAFTSPERSON: T. LYNCH
EXAMINED:
REVISED:
DATE:

NORTH

SCALE 1:2000

PLAN No
1.3621/1
2188

FILE REF: 8092/10/44
PLAN REF: PERTH 09 11 - 09 13
MRS 1 25000 SHEET 19 1 3676/2 - 1 3678/2, 1 3942
BAR CODE



**C2402-3 SNOOK CRESCENT, NO. 46 (LOT 2), HILTON - ALTERATIONS &
ADDITIONS TO EXISTING SINGLE HOUSE – (JD DA0283/23)**

Attachment 1 - Amended Development Plans

...	DRAWING NAME	NO.	REV	ISSUED
COVER				
	SURVEY PLAN		-	<input checked="" type="checkbox"/>
	LOCATION SCHEME	A00-01	B	<input checked="" type="checkbox"/>
	3D VIEWS	A00-02	B	<input checked="" type="checkbox"/>
SITE PLANS AND DETAILS				
	SITE PLAN	A01-01	A	<input checked="" type="checkbox"/>
	OVERSHADOWING DIAGRAM	A01-02	B	<input checked="" type="checkbox"/>
PLANS				
	DEMOLITION / NEW CONSTRUCTION	A02-01	A	<input checked="" type="checkbox"/>
	GROUND FLOOR PLAN	A02-02	A	<input checked="" type="checkbox"/>
	MEZZANINE FLOOR PLAN	A02-03	B	<input checked="" type="checkbox"/>
	ROOF LEVEL PLAN	A02-04	B	<input checked="" type="checkbox"/>
ELEVATIONS				
	ELEVATION 01 & 02	A03-01	B	<input checked="" type="checkbox"/>
	ELEVATION 03 & 04	A03-02	B	<input checked="" type="checkbox"/>



LOCAL GOVERNMENT: CITY OF FREMANTLE



SITE LOCATION

CITY OF FREMANTLE
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REV	ISSUE	DATE
B	DA AMENDMENT	9/1/2024
A	ISSUE FOR DEVELOPMENT APPROVAL	15/9/2023

LAYOUT TITLE: LOCATION SCHEME	
PROJECT STATUS: DEVELOPMENT APPROVAL	
SCALE: N.T.S. @ A3	
CHK'D: DRWN: MG JD	

PROJECT/CLIENT: SNOOK CRESCENT RESIDENCE 46 SNOOK CRESCENT HILTON WA 6163 AMANDA HODGSON & JOSHUA SMITH

PROJECT NO: 056
DRAWING NO: A00-01

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SNOOK CRESCENT VIEW 1



STREET VIEW ELEVATION



SNOOK CRESCENT VIEW 2



SUMPTON STREET VIEW



SOUTH-EAST VIEW (FOOTPATH)



NORTH-EAST VIEW (BACKYARD)

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B	DA AMENDMENT	9/1/2024
A	ISSUE FOR DEVELOPMENT APPROVAL	15/9/2023

LAYOUT TITLE: 3D VIEWS	
PROJECT STATUS: DEVELOPMENT APPROVAL	SCALE: N.T.S. @ A3
	CHK'D: DRWN: MG JD

PROJECT/CLIENT: SNOOK CRESCENT RESIDENCE 46 SNOOK CRESCENT HILTON WA 6163 AMANDA HODGSON & JOSHUA SMITH

PROJECT NO: 056
DRAWING NO: A00-02

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PRO WEST

SURVEYING

Licensed and Engineering Surveying Consultants

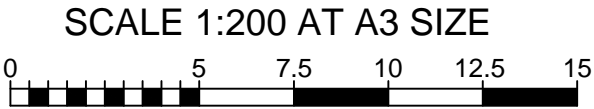
T (08) 9242 8247
F (08) 9242 8296
Po Box 1463 Osborne Park DC 6916

E: admin@prowestsurveying.com.au
Web: www.prowestsurveying.com.au
DWG# 6450001

Feature & Contour Survey of: Lot 800, No. 46 Snook Crescent, Hilton

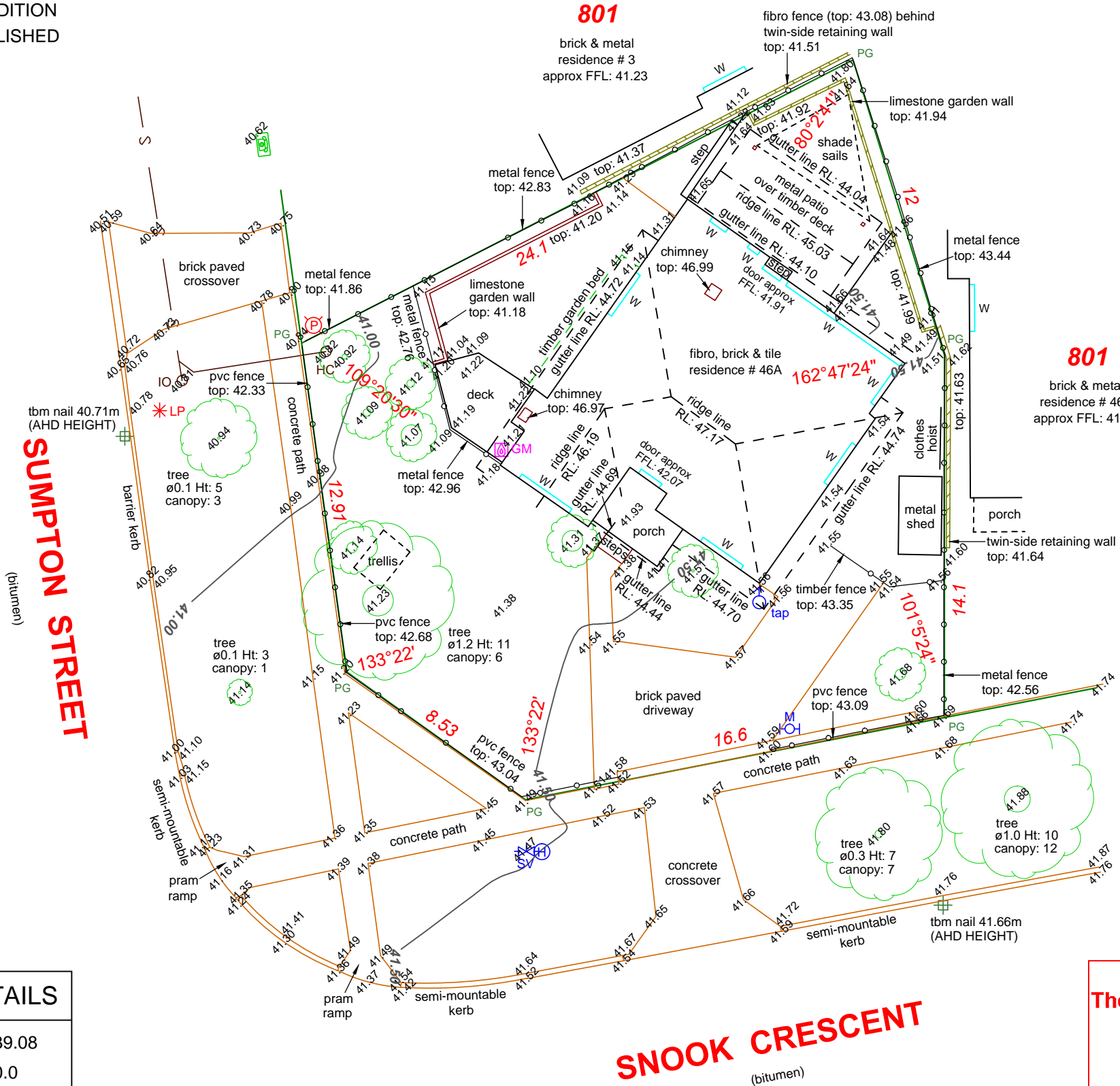
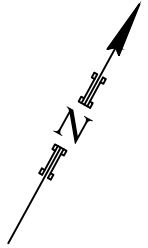
REVISION: A
SHEET: 1 OF 1

CLIENT: SMITH	PLAN: DP 54965	LOT AREA: 517m ²	SURVEY DATE: 16/06/23
BUILDER:	C/T Vol: 2863 Fol: 673	MAP REFERENCE:	
BUILDER JOB #	HEIGHT DATUM: AHD	COASTAL ZONE: >1KM	
AUTHORITY: CITY OF FREMANTLE	HEIGHT CORRECTION TO AHD: NO	SEWER INFORMATION: YES	



FEATURE SYMBOL LEGEND	
POWER	
CABLE DOME	POWER POLE
CABLE BOX	CONSUMER POLE
POWER MARKER	EXPOSED CABLES
LIGHT POLE	STAYWIRE ANCHOR
WATER	
WATER METER / TAP	FIRE HYDRANT
TAP	STOP VALVE
FLUSHING POINT	RETIC VALVE
BORE	WATER MARKER
SEWERAGE	
SEWER M/H (SQUARE LID)	SEWER M/H (ROUND LID)
INSPECTION SHAFT	INSPECTION OPENING
HOUSE CONNECTION	
TELSTRA	
TELSTRA PIT	TELSTRA MANHOLE
TELSTRA MARKER	
DRAINAGE	
DRAIN M/H (SQUARE LID)	DRAIN M/H (ROUND LID)
SIDE ENTRY PIT	DRAINAGE GRATE
COMBINED ENTRY PIT	
GAS	
GAS METER	GAS VALVE
GAS MARKER	
SURVEY MARKS	
PEG FOUND	PEG GONE
DRILL HOLE	BENCH MARK
PEN MARK	NAIL & PLATE
	NAIL
MISCELLANEOUS INFO.	
STREET SIGN	SPOT HEIGHT
UNKNOWN SERVICE MARKER	BOLLARD
OVERHEAD POWER LINE	SEWER LINE
FENCE LINE	WINDOW / OPENING

NOTES
(1) ALL FEATURES IN GOOD CONDITION
(2) DEVELOPMENT AREA: ESTABLISHED
(3) FOR CLARITY, TREE SPREADS ARE NOT SHOWN TO SCALE



SERVICE DETAILS

WATER: L
OVERHEAD POWER: NS
U/G POWER: L
TELSTRA: L
GAS: L
SEWER: L

SERVICE NOTES

L: LOCATED NS: NO SERVICE
A: AVAILABLE BUT NOT LOCATED
TBC: LOCATION TO BE CONFIRMED

SEWER JUNCTION DETAILS

HOUSE CONNECTION (HC) IL: 39.08
UP DISTANCE: 0.0
DEPTH TO CONNECTION: 1.74

IMPORTANT FEATURE SURVEY NOTES

- The boundary information on this site plan is approximate only. The boundary has been positioned using a best-fit of available survey marks and fence lines. A repeg / bdy identification survey is recommended if an accurate position of features / improvements relative to the boundary is required.
- The sewer junction on this plan has been plotted using information provided by the Water Corporation. A site inspection is required by the builder / developer in order to verify the position and depth of the sewer connection.
- The lot dimensions shown on this feature survey plan have been taken from L.T.O survey plans. The final repegged dimensions may vary due to adjustments made during field survey.
- All service information shown of this plan should be verified with the relevant authorities.
- Pro West Surveying does not accept liability for any loss or damage caused by the use of this feature survey plan for any purpose.

CITY OF FREMANTLE
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DA0283/23
18 Jan 2024

SITE NOTES

EXISTING PLAN HAS BEEN DRAWN FROM SURVEY INFORMATION PROVIDED. THE DRAWING ACCURACY AND COMPLETENESS WILL REFLECT THE ACCURACY AND COMPLETENESS OF THE ORIGINAL SURVEY. CHECK ALL DIMENSIONS ON SITE PRIOR TO ANY SET OUT.

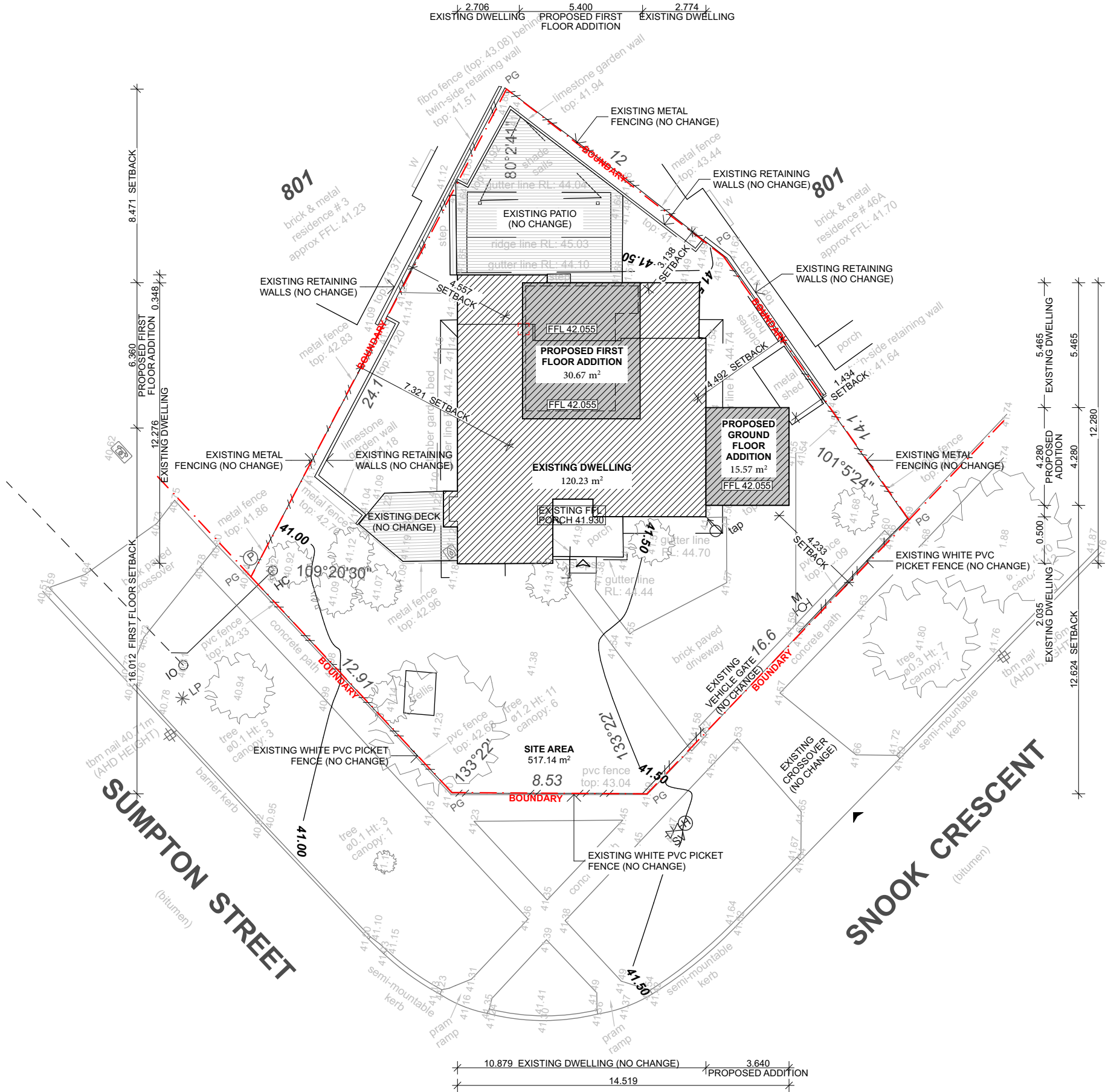
EXISTING SERVICES POINTS TO BE VERIFIED ON-SITE - LOCATIONS SHOWN ON THESE PLANS ARE INDICATIVE ONLY. STORMWATER SYSTEM TO N.C.C. AND LOCAL GOVERNMENT REQ.

BUILDER SHALL CHECK AND VERIFY ALL DIMENSIONS AND FITTINGS AND FIXTURES CONDITIONS, (BOTH NEW AND EXISTING TO BE REUSED). REPORT ANY DISCREPANCIES TO THE ARCHITECT PRIOR TO ORDERING MATERIALS OR PROCEEDING WITH ANY PHASE OF THE WORK.

DO NOT SCALE DIMENSIONS FROM DRAWINGS.

BALUSTRADES AND HANDRAILS TO COMPLY WITH N.C.C. AND RELEVANT A.S. REQ. TERMITE BARRIER TO N.C.C. AND A.S. 3660.1-2014 REQ.

NOTE:
INSTALL BRICK EXPANSION JOINTS TO STRUCT. ENG DETAILS OR TO A.S. ENSURE NO MOISTURE BRIDGING IN CAVITY



- SITE LEGENDS**
- SITE BOUNDARY
 - NEW BUILDING
 - EXISTING STRUCTURE TO REMAIN
 - EXISTING STRUCTURE TO BE DEMOLISHED
 - EXISTING FENCE TO BE RETAINED
 - EXISTING FENCE TO BE REMOVED
 - NEW GROUND LEVEL HEIGHT
 - EXISTING GROUND LEVEL HEIGHT
 - EXISTING TREE TO BE RETAINED
 - ENTRANCE TO LOT
 - ENTRANCE TO BUILDING

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18 Jan 2024

AREA CALCULATIONS	
NAME	AREA (sq.m)
SITE AREA	517.14
EXISTING DWELLING	120.23
PROPOSED FIRST FLOOR ADDITION	30.67
PROPOSED GROUND FLOOR ADDITION	15.57
TOTAL FOOTPRINT	170.13 m²
OPEN SPACE	347.01 m²
SITE COVER RATIO	33%

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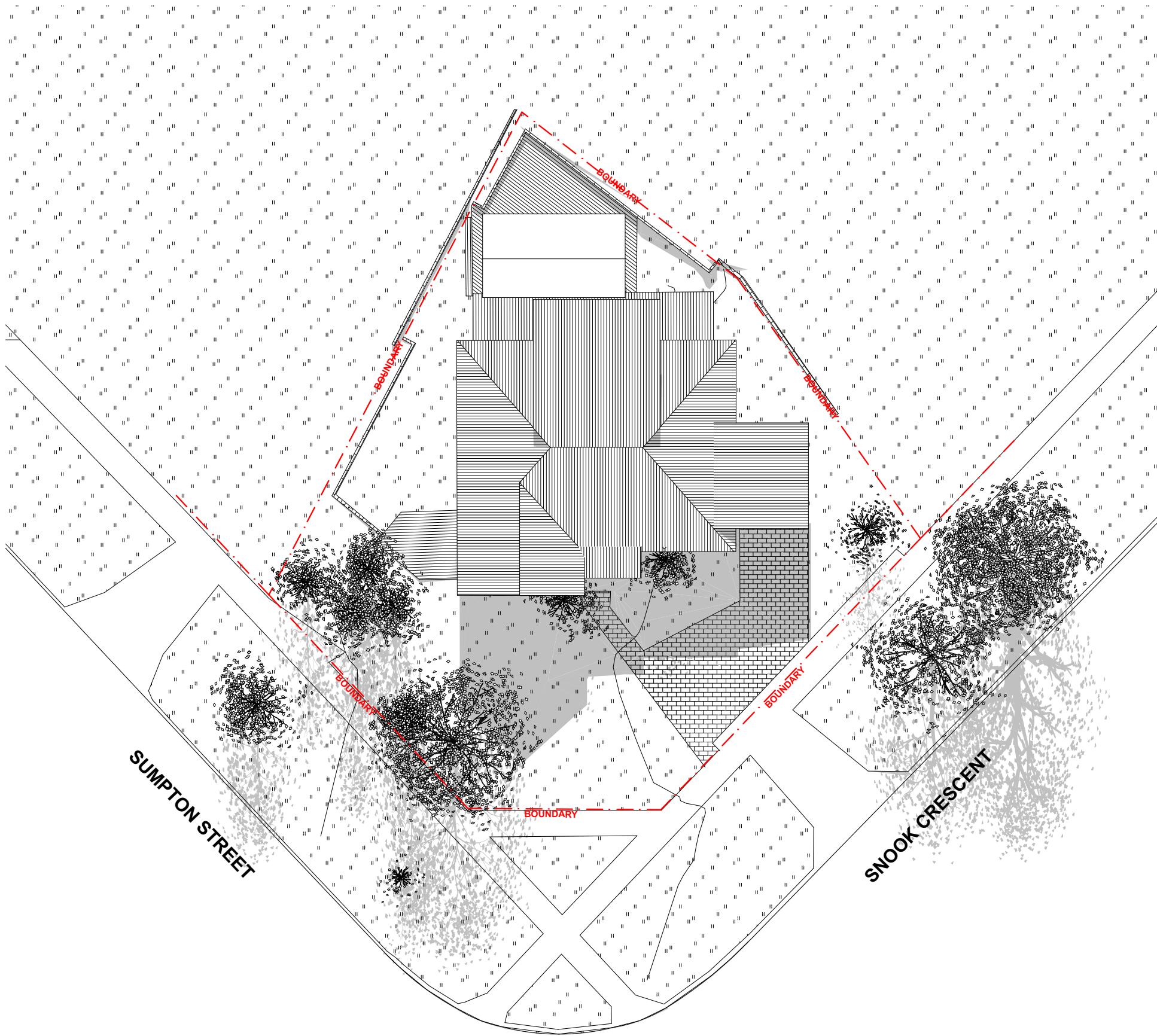
REV	ISSUE	DATE
A	ISSUE FOR DEVELOPMENT APPROVAL	15/9/2023

LAYOUT TITLE: SITE PLAN	
PROJECT STATUS: DEVELOPMENT APPROVAL	
SCALE: 1:200 @ A3	CHK'D: DRWN: MG JD

PROJECT/CLIENT: SNOOK CRESCENT RESIDENCE 46 SNOOK CRESCENT HILTON WA 6163 AMANDA HODGSON & JOSHUA SMITH

PROJECT NO: 056
DRAWING NO: A01-01

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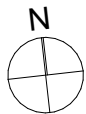


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18 Jan 2024

SHADOW OUTLINE @1200 21 JUNE



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REV	ISSUE	DATE
B	DA AMENDMENT	9/1/2024
A	ISSUE FOR DEVELOPMENT APPROVAL	15/9/2023

LAYOUT TITLE:
OVERSHADOWING DIAGRAM

PROJECT STATUS:
DEVELOPMENT APPROVAL

SCALE:
1:200 @ A3
CHK'D: | DRWN:
MG | JD

PROJECT/CLIENT:
SNOOK CRESCENT RESIDENCE
46 SNOOK CRESCENT HILTON WA 6163
AMANDA HODGSON & JOSHUA SMITH

PROJECT NO:
056

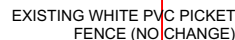
DRAWING NO:
A01-02

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 TO BE DEMOLISHED

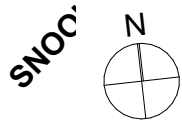
NEW CONSTRUCTION



~~154/688~~

—

18 Jan 2024



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056-46 Snook
Cres-240108.plt

LEGEND

EXISTING TO BE RETAINED

TO BE DEMOLISHED

NEW CONSTRUCTION

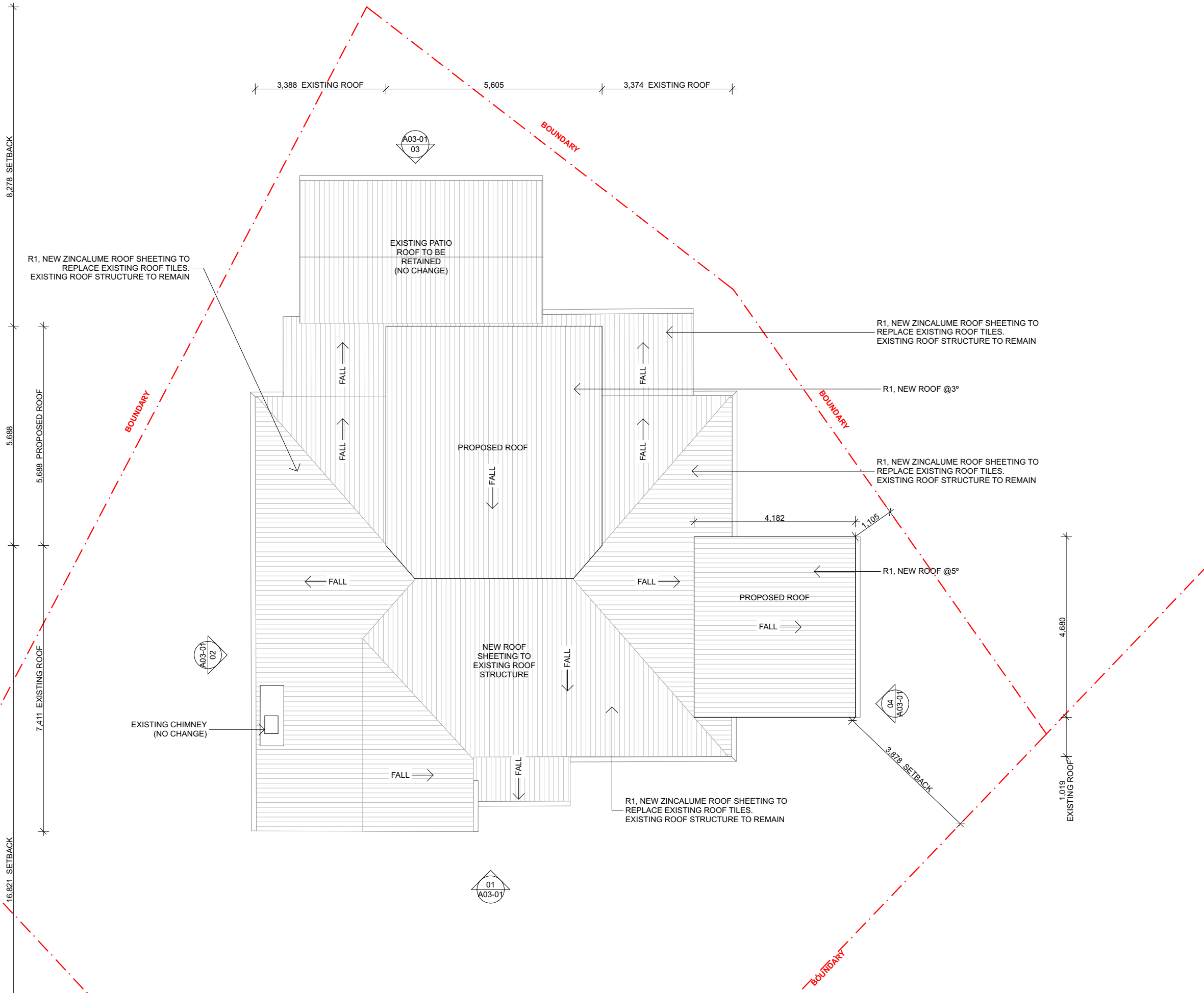
<div>GENERAL NOTES:</div> <div><div>- ALL DRAWINGS SHALL BE READ IN CONJUNCTION WITH ALL OTHER CONSULTANTS DRAWINGS AND SPECIFICATIONS.</div><div>- REFER ANY DISCREPANCIES TO ARCHITECT BEFORE PROCEEDING WITH THE WORK.</div><div>- FIGURED DIMENSIONS SHALL TAKE PRECEDENCE OVER SCALED MEASUREMENTS.</div><div>- CHECK AND CONFIRM EXISTING LEVELS AND DIMENSIONS ON SITE PRIOR TO THE COMMENCEMENT OF ANY WORK.</div><div>- THIS DRAWING IS PROTECTED BY AUSTRALIAN AND INTERNATIONAL COPYRIGHT LAW.</div><div>- THIS DRAWING IS ONLY TO BE USED FOR ITS EXPRESSEDLY INTENDED PURPOSE ONLY</div><div>- EXISTING PLAN HAS BEEN DRAWN FROM SURVEY INFORMATION PROVIDED.</div><div>- EXISTING SERVICES POINTS TO BE VERIFIED ON-SITE - LOCATIONS SHOWN ON THESE PLANS ARE INDICATIVE ONLY</div><div>- DO NOT SCALE DIMENSIONS FROM DRAWINGS.</div><div>- ALL WORKS TO COMPLY TO N.C.C. & RELEVANT AUSTRALIAN STANDARDS.</div></div>	REV	ISSUE	DATE	LAYOUT TITLE: MEZZANINE FLOOR PLAN		PROJECT/CLIENT: SNOOK CRESCENT RESIDENCE 46 SNOOK CRESCENT HILTON WA 6163 AMANDA HODGSON & JOSHUA SMITH	PROJECT NO: 056	<div>terradesignlab</div> <div>SUSTAINABLE ARCHITECTURE</div> <div>7 Doust Street, Hilton, WA 6163, Australia</div> <div>M: 0423 593364 E: terradesignlab@gmail.com</div> <div>www.terradesignlab.com</div>			
	B	DA AMENDMENT	9/1/2024								
	A	ISSUE FOR DEVELOPMENT APPROVAL	15/9/2023								
				PROJECT STATUS: DEVELOPMENT APPROVAL							
				SCALE: 1:100 @ A3							
				CHK'D: DRWN: MG JD							
				DRAWING NO: A02-03							

156/688

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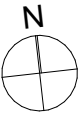
REV	ISSUE	DATE
B	DA AMENDMENT	9/1/2024
A	ISSUE FOR DEVELOPMENT APPROVAL	15/9/2023

LAYOUT TITLE: ROOF LEVEL PLAN	
PROJECT STATUS: DEVELOPMENT APPROVAL	
SCALE: 1:100 @ A3	CHK'D: DRWN: MG JD

PROJECT/CLIENT: SNOOK CRESCENT RESIDENCE 46 SNOOK CRESCENT HILTON WA 6163 AMANDA HODGSON & JOSHUA SMITH

PROJECT NO: 056
DRAWING NO: A02-04

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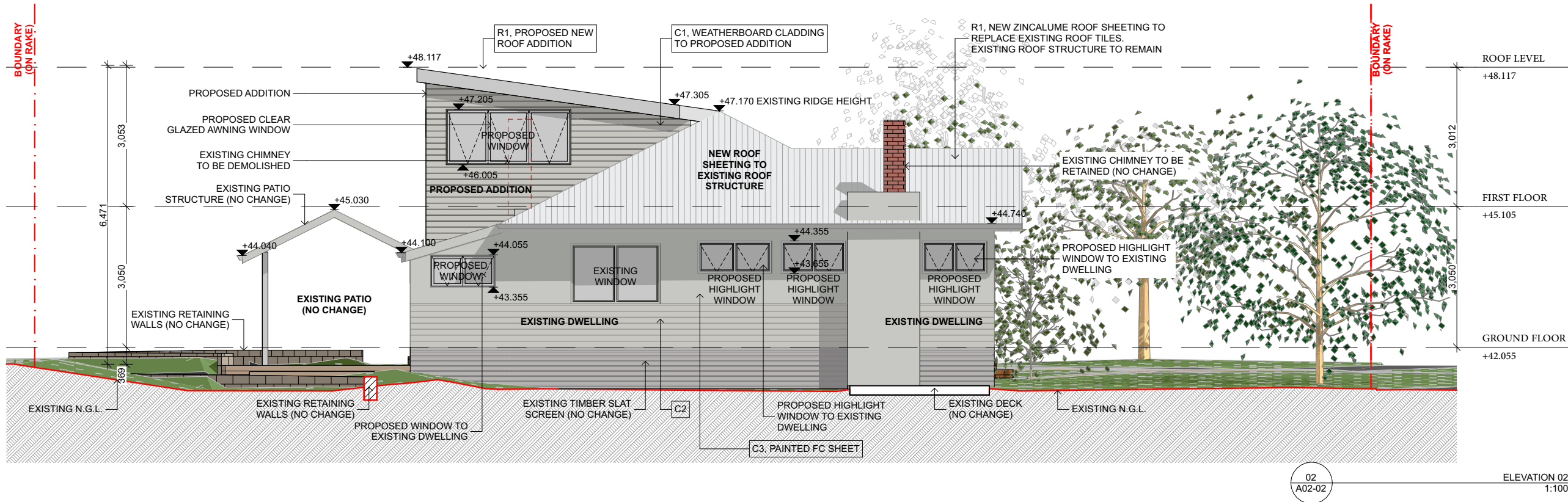
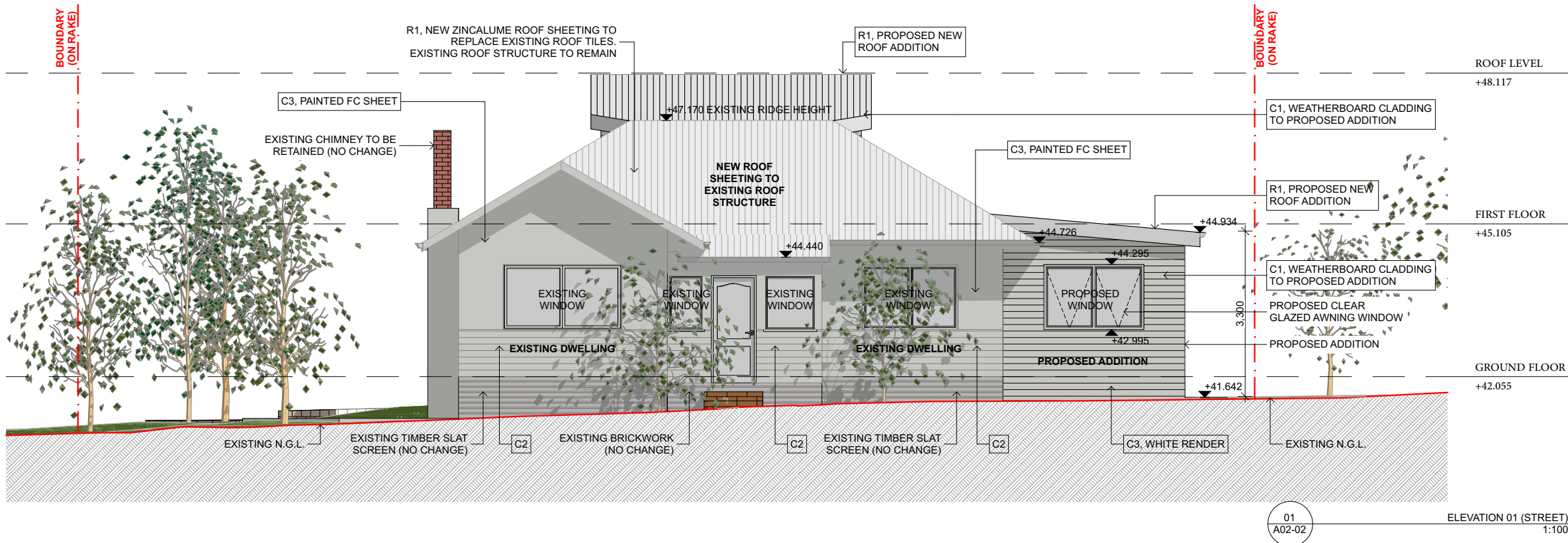
C1	F.C. WEATHERBOARD CLADDING (TO PROPOSED ADDITION) - HORIZONTAL GROOVE - LIGHT GREY PAINT FINISH
C2	ASBESTOS F.C. CLADDING TO EXISTING DWELLING REPLACED WITH NEW F.C. WEATHERBOARD CLADDING - HORIZONTAL GROOVE - LIGHT GREY PAINT FINISH
C3	ASBESTOS F.C. CLADDING TO EXISTING DWELLING REPLACED WITH NEW F.C. SHEETING- LIGHT GREY PAINT FINISH
R1	ROOF SHEETING (INCLUDING REPLACING ROOF TILES TO EXISTING DWELLING) - CUSTOM ORB - ZINCALUME

CITY OF FREMANTLE

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REV	ISSUE	DATE
B	DA AMENDMENT	9/1/2024
A	ISSUE FOR DEVELOPMENT APPROVAL	15/9/2023

LAYOUT TITLE:	ELEVATION 01 & 02
PROJECT STATUS:	DEVELOPMENT APPROVAL
SCALE:	1:100 @ A3
CHK'D: DRWN:	MG JD

PROJECT/CLIENT:	SNOOK CRESCENT RESIDENCE 46 SNOOK CRESCENT HILTON WA 6163 AMANDA HODGSON & JOSHUA SMITH
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PROJECT NO:	056
DRAWING NO:	A03-01

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SUSTAINABLE ARCHITECTURE

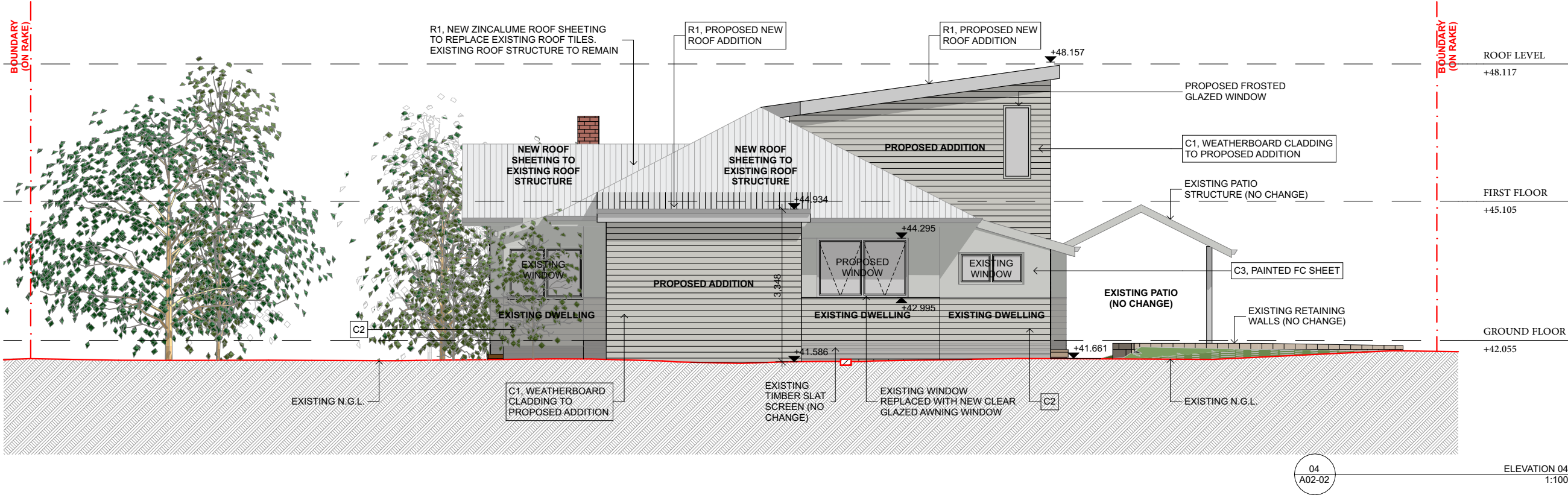
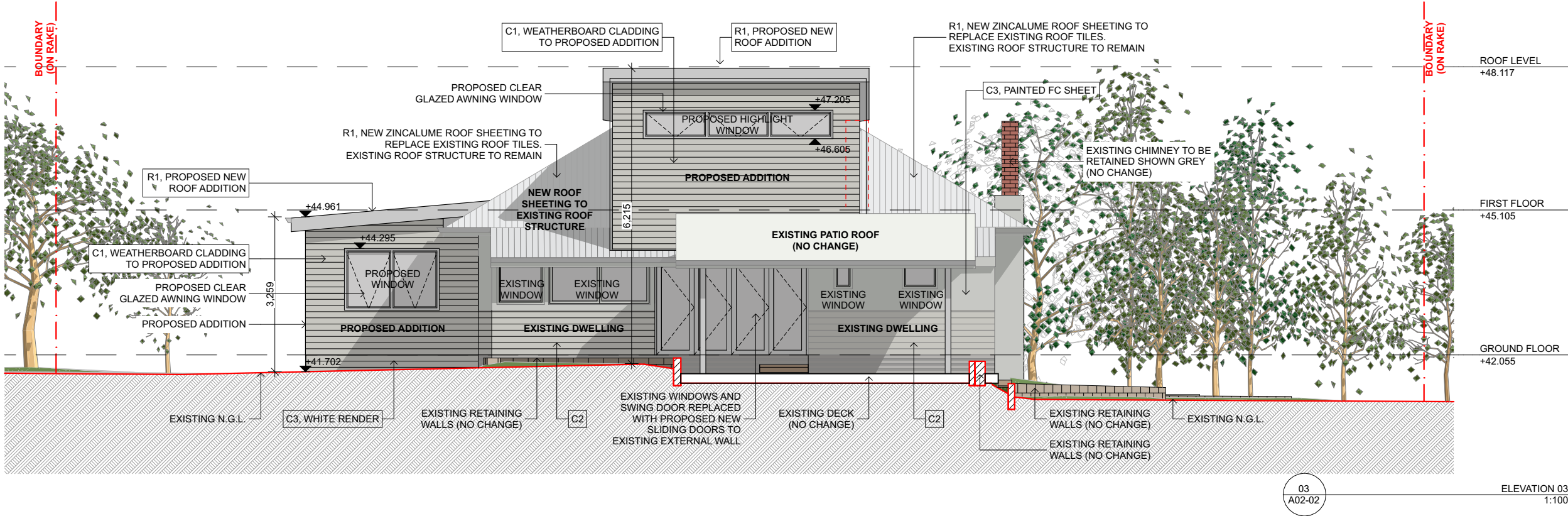
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C1	F.C. WEATHERBOARD CLADDING (TO PROPOSED ADDITION) - HORIZONTAL GROOVE - LIGHT GREY PAINT FINISH
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C3	ASBESTOS F.C. CLADDING TO EXISTING DWELLING REPLACED WITH NEW F.C. SHEETING- LIGHT GREY PAINT FINISH
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REV	ISSUE	DATE
B	DA AMENDMENT	9/1/2024
A	ISSUE FOR DEVELOPMENT APPROVAL	15/9/2023

LAYOUT TITLE:	ELEVATION 03 & 04
PROJECT STATUS:	DEVELOPMENT APPROVAL
SCALE:	1:100 @ A3
CHK'D: DRWN:	MG JD

PROJECT/CLIENT:	SNOOK CRESCENT RESIDENCE 46 SNOOK CRESCENT HILTON WA 6163 AMANDA HODGSON & JOSHUA SMITH
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PROJECT NO:	056
DRAWING NO:	A03-02

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M: 0423 593364 E: terradesignlab@gmail.com
www.terradesignlab.com



**C2402-3 SNOOK CRESCENT, NO. 46 (LOT 2), HILTON - ALTERATIONS &
ADDITIONS TO EXISTING SINGLE HOUSE – (JD DA0283/23)**

Attachment 2 – Cover Letter

Department of Planning
City of Fremantle
Walyalup Civic Centre
151 High Street
Fremantle WA 6160

15th September 2023

**RE: APPLICATION FOR PLANNING APPROVAL FOR ALTERATION & ADDITION
TO EXISTING SINGLE STOREY DWELLING, Lot 800 (46) SNOOK CRESENT,
HILTON.**

WRITTEN STATEMENT

Dear Sir or Madam,

On behalf of the owners of the above property, we would like to apply for Development Approval for the following proposal.

To assist your consideration of the proposal we include the documents listed below as well as written justification:

- Application Form (completed online)
- 1 set of plans at 1:100 and 1:200 scale
- Written justification for proposed variations below

SITE CONTEXT

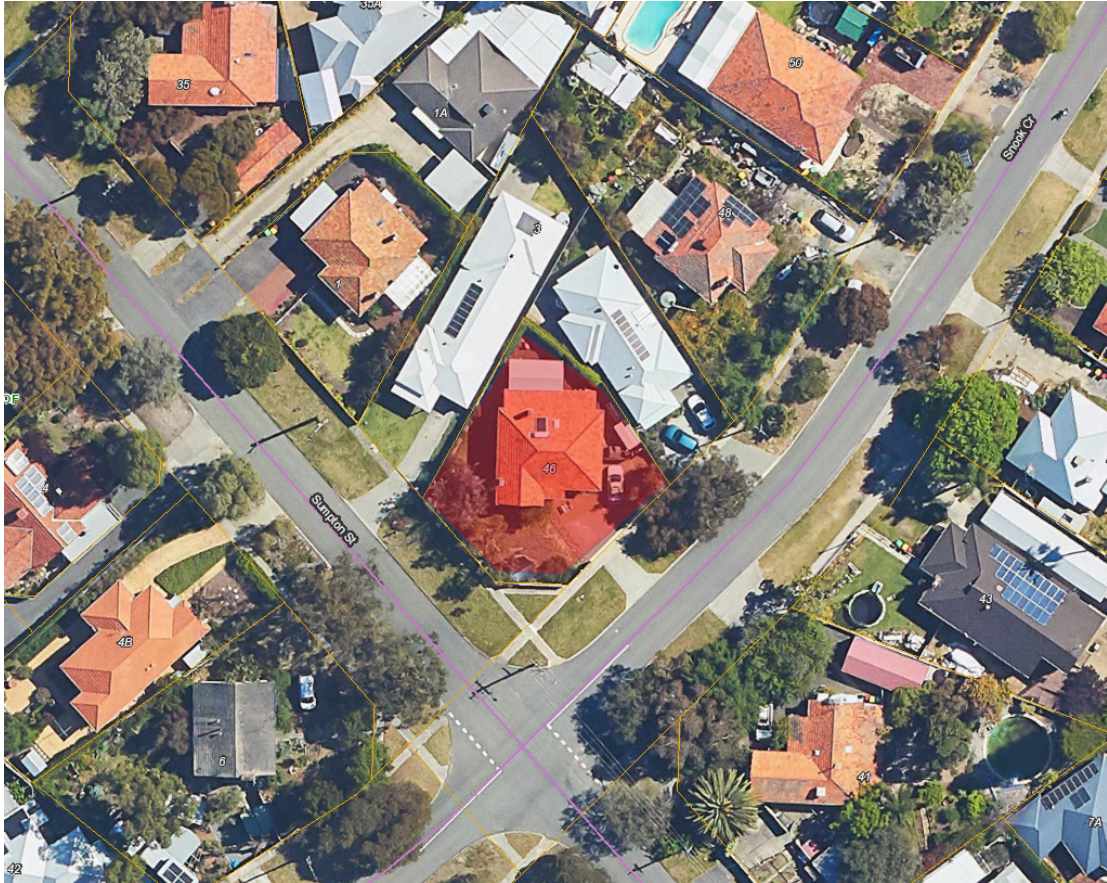


Figure 1 - AERIAL VIEW OF SUBJECT SITE

Terra Design Lab has been engaged to design the alteration and addition of the existing dwelling on Lot 800 (46) Snook Crescent in Hilton.

The Lot has a site area of 517m² and is a diamond-shaped, unlike the more typical rectangular lot layouts.

It consists of a single-storey residence made of asbestos, brick and roof tiles. All external finishes are currently in poor conditions.

46 Snook Cres has two recently built residential abuttals to the North-East and North-West.

THE DESIGN

The Smith/Hodgson family, a family of four who are active and passionate members of the Hilton Community and admirers of the beauty of their heritage suburb and cottage-style home, would like to add two rooms to the existing residence. One room will be at the mezzanine level, and the other will be on the ground floor to accommodate the needs of all family members, including a studio for working from home.

Due to the limited size of the lot, the owners have chosen to minimize the floor area of the ground floor addition to maximize the garden's outdoor area for activities such as outdoor play and gardening. Utilizing a mezzanine addition will preserve precious outdoor space, including all established trees and green spaces. The owners are committed to utilise as much of their land as possible for planting a native garden to create refuge for wildlife. Retaining outdoor space will also provide more sustainability options, such as the ability to install a water tank.

The mezzanine addition has been situated at the rear of the lot to ensure that shadows cast by it are contained within the lot boundaries, with portions resting above existing load-bearing walls for engineering purposes. The position of the house on the site provides minimal options for placement of the mezzanine and it has been placed as far back on the site as possible. Positioning the mezzanine any further back would pose significant engineering challenges and make the addition prohibitively expensive.

The first-floor addition does not overlook any outdoor living areas of the neighbour, with their outdoor areas positioned north of the two existing dwellings on the neighbouring site (Lot 801). Similarly, the mezzanine addition does not present significant visual bulk and scale issues, as it is not easily visible from neighbouring outdoor areas. There has been considerable care and effort to reduce the visual bulk and scale of the additions, as shown in Figure 2 and 3 below. We have specifically designed the mezzanine addition to retain a single-storey appearance from the streetscape in adherence with the Local Planning Scheme.

The sizes of both the mezzanine and the first-floor additions are the minimum the owners require in order to meet the demands of modern living. Reducing the footprint of either addition would not meet the owners' needs as their family grows, and would result in the cost outweighing the benefit. Without the requested additions, living in this residence would be unviable for the owners, forcing them to move to a different residence, which would have significant financial impact.

The design is intended to make maximum use of passive solar principles, with north-facing glazing in the upstairs bedroom to provide heat during winter and minimized openings to the east and west.



Figure 2 - STREET VIEW OF PROPOSAL



Figure 3 - SOUTH-EAST ELEVATION

The dominant breeze in the Fremantle area comes from the south-west in summer and the north-west in winter. To address this, a smaller window is proposed for the west to maintain cooler internal spaces during summer.

In accordance with Local Planning Policy 3.7, the front elevation visible from the street will be maintained as is.

Both additional rooms are proposed to be constructed using traditional materials and finishes, such as timber studs and weatherboard cladding.

Due to the poor condition of the existing house and the health hazard of asbestos material, the owner is considering replacing the asbestos with fibre cement weatherboards and the roof tiles with traditional materials such as 'zincalume', in line with the residential abuttals. This process will allow greater energy efficiency into the house, with the addition of insulation in the exterior walls. Replacement of the roof tiles will also provide greater insulation in the roof space and the ability to install roof solar panels.

CONCLUSION

Based on the details provided in this submission, it is considered that the proposal warrants favourable consideration and approval by the City of Fremantle.

The proposal is generally compliant with State and Local Planning policies.

In addition, the proposal creates no adverse impact on the amenity of adjoining properties or the streetscape because it maintains:

- Adequate setbacks from primary and secondary street.
- Adequate access to direct sun into buildings and adjacent open spaces, casting its shadow within its property boundaries.
- Visual privacy from the bedroom at mezzanine level.
- Adequate style using similar materials as neighbouring cottage-style houses, consistent with the future planning of the area.

We trust the above provides enough information to assess approval for the proposal, and we look forward to hearing from you.

Please do not hesitate to contact us for additional information or any clarification, on or via email addressed to

Your sincerely,

Manuela Gioia
Terra Design Lab



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Attachment 3 – Additional Justification

Department of Planning
City of Fremantle
Walyalup Civic Centre
151 High Street
Fremantle WA 6160

14th January 2024

RE: Development application DA0283/23 for planning approval for alteration & addition to existing single storey dwelling, lot 800 (46) Snook Crescent, Hilton. Written supporting documentation for determination of application at the City of Fremantle Council Meeting, 14 February 2024.

Dear City of Fremantle Council,

As per the suggestion of the Planning Officer assessing our application, Jonathan Dornan, we wish to have our proposal determined at the upcoming Council Meeting (Feb 14) and have provided below, justifications to support the application.

Amanda and I have lived at 46 Snook Crescent, Hilton for almost 12 years and we are active members of the Hilton community. Our two young daughters have attended the Hilton Primary School since their start of schooling, where Amanda serves on the School Board (as Chair for the last two years) and on the P&C. We moved into Hilton to create a family and love the sense of community within the suburb. The appeal of the Hilton homes is one of the reasons we bought into Hilton and strongly support the heritage protections within the Hilton Heritage Area.

Local Planning Policy 3.6 (section 3.2) recognises that 'subdivision and amalgamation can have an impact on the cultural heritage significance of a heritage area'. This has effectively reduced lot sizes in many places of Hilton to an extent that is incompatible with this policy, specifically the requirement for additions to be located at the rear of the original dwelling. This is the situation we face at 46 Snook Crescent, with an original home on the subdivided lot and recently built residential abutments to the north-east and north-west of our property. Our Lot is a diamond-shaped corner block on 517m², unlike the more typical rectangular lot layouts. Fundamentally, the position of the original dwelling on our Lot does not provide the opportunity to have an addition located to the rear of the original building.

The development proposal we have submitted would ensure a modern standard of living to accommodate the needs of all family members and maintain utility of our house. At present, we have a 2.5 bedroom house that we have owned for over 10 years and a family that needs space to grow. Considerable effort has been made in the proposed design to adhere to local planning policy. Following submission of the first set of plans with the original application, we have met with the City of Fremantle Planning Officer on two separate occasions to discuss viable amendments. We have subsequently developed the current plans to have little to no impact on the streetscape and conform to the intent of local planning policy.



Figure 1. Street view elevation of original dwelling with mezzanine addition as viewed from the front street.

Our house is not Heritage Listed and in accordance with Local Planning Policy 3.7, the external form of the front elevation will be maintained from the street, with front and side elevations presenting generally as a single storey dwelling (see Figure 1). As such, the heritage character of the streetscape that is of cultural heritage significance under protection is retained.

Response to City of Fremantle Planning Department's comments for not supporting the application.

In the determination on the proposed concept design where the roof height of the mezzanine bedroom was lowered, the following justifications for not supporting the application were provided (in email dated 27 November 2023).

The proposal is inconsistent with LPP3.7 for the following reasons:

- The proposed addition is not located to the rear or side of the original dwelling and the external form of the conserved dwelling will not be retained.

The proposal is inconsistent with the LPP3.6 for the following reasons:

- The proposed addition is not located to the rear of the original building, the roof of the addition will not be independent from the original roof form, and it will be visible from the street.

In response, the proposed mezzanine addition has been situated at the rear of the original dwelling as far back on the lot as possible. The position of the house on the site provides minimal options for placement of the mezzanine and positioning the mezzanine any further back would pose significant engineering challenges and make the addition prohibitively expensive. The mezzanine roof height has been lowered so that the external form of the front of the conserved dwelling is retained and will have no impact on the streetscape (Figure 1). Council may discretionally vary requirements for additions to be located at the rear or side of the original dwelling, where the front and side elevations of the development present generally as a single-storey dwelling when viewed from the street. The location of the mezzanine room situated to the rear of the property and middle of the original dwelling ensures the addition presents generally as a single storey dwelling that does not impact the streetscape.



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Attachment 4 – Heritage Impact Assessment

Heritage Impact Assessment – Hilton Heritage Area

Address: 46 Snook Crescent, Hilton
Application number: DA0283/23
Proposal: Alterations and additions
Requesting officer: Jonathan Dornan
Date: 25/01/2024



46 Snook Crescent Aerial photograph, Google Maps, 2023

INTRODUCTION

The purpose of this heritage comment is to assess the changes to the place that are proposed in DA0283/23 and revised drawings received in November 2023 and the affect that they will have upon the heritage values of 46 Snook Crescent and the Hilton Garden Suburb Precinct Heritage Area. The proposed changes include:

- Upper floor addition above existing heritage house
- Single storey addition to side of heritage house
- Replacement of existing tile roof with corrugated metal sheeting
- Replacement of asbestos cement sheet external cladding and replacement with fibrous cement sheeting with cover battens and 'weatherboard' profile fibrous cement sheet board dado
- Internal modifications

HERITAGE LISTINGS

Heritage Place Name	-
State Register of Heritage Places	No
City of Fremantle Heritage List	No
City of Fremantle Heritage Area	Hilton Garden Suburb Precinct Heritage Area
Local Heritage Survey	No
Management Category	N/A
Inherit database place record	-
Further comment	Contributory Place in a Heritage Area

RELEVANT PREVIOUS DEALINGS

Recent meetings or discussions:

- Meetings with applicant and architect to discuss heritage concerns with proposal

Previous relevant DAs:

- N/A

Previous relevant legal dealings:

- N/A

BACKGROUND

Historical Information

The “Hilton Garden Suburb Precinct” Heritage Area is of cultural heritage significance within the City of Fremantle as an example of a substantially intact ‘Garden Suburb’ dating from the immediate post World War 2 period and characterised by its curvilinear road layout, parks, large and irregular shaped lots.

It has historical value as an area developed by the State Housing Commission to provide affordable housing at a time of increased housing demand in Australia, particularly to house new arrivals: returned servicemen and immigrants. It also has historical significance for its association with the importation of prefabricated homes from Austria and for the timber homes designed by prominent architect Marshall Clifton, many of which remain extant in the area. House design was influenced by the modernist movement in architecture which prevailed widely in the post-war period. The designs were functional without being decorative.¹

Hilton was developed in two phases resulting in the distinctive areas of houses West of Collick Street (built mainly in the 1940’s and 1950’s) and east of Collick Street (built mainly in the 1960’s). Lynn Street was developed in the first phase of development of Hilton. Lynn Street was named after R. N. Lynn a Fremantle Town Councillor from 1904 - 1909.²

¹ Hilton Residential Redevelopment Policy & Urban Design Guidelines

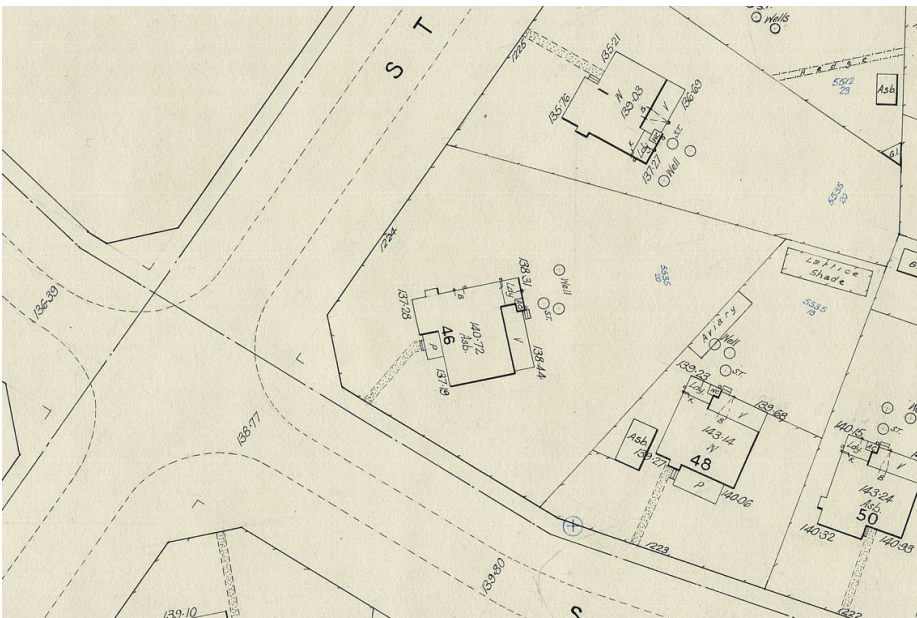
² City of Fremantle Local History Collection

Individual property history

46 Snook Crescent is visible on the earliest aerial photograph of the Hilton Area which demonstrates that it had been constructed prior to 1954 as part of the first stage of the development of Hilton Garden Suburb. A metropolitan sewerage plan of Hilton dated 1954 also shows that 46 Snook Crescent had been constructed in the early 1950s. This plan also records that the house was clad with asbestos sheeting (Abs) while the neighbouring houses were clad with timber weatherboards (W), asbestos (Abs) and asbestos with a weatherboard dado (W&Abs).



46 Snook Crescent, Landgate aerial photograph 1954



Part of Metropolitan Sewerage PWDWA 2356, 1954, SROWA

Recent Landgate aerial photographs show that the large corner block which was 46 Snook Crescent was subdivided into three blocks around 2008 with the original corner house being retained on the central block and with the 46 Snook address. By 2012 the two narrow side blocks had been developed with single storey rendered brick houses with hipped corrugated metal sheeting roofs.

Physical Description

Hilton has a distinctive and cohesive character created by the parks, streetscapes, mature trees, areas of indigenous vegetation and the stock of relatively intact modest predominantly timber mid 20th century housing. The suburb consists mainly of slightly irregular, almost rectangular shaped blocks. However, the defining characteristic of the former estate is the semi-circular form of the streets that radiate eastwards from the east end of the school reserve to form a group of four curved streets before joining the more regular gridded layout of the other streets. The radiating streets combined with the sloping site gives the landscape of the eastern part of the former estate a distinctive picturesque quality, a quality that is enhanced by the reserves of open land contained within it.

46 Snook Crescent is located at the corner of Snook Crescent and Sumpton Streets in Hilton. As is typical of the garden suburb style development in Hilton, the house is setback on the site to create a generous front garden and it faces into the intersection rather than addressing one of the streets as a primary frontage. All the original corner facing houses remain at the Snook and Sumpton intersection.

The surrounding streetscapes on Snook and Sumpton are also largely intact with most original houses remaining largely unaltered. 46 Snook is flanked by new infill houses but these single storey houses with hipped roofs respect the character of the heritage area and comply with LPP3.7 Hilton Garden Suburb Precinct Heritage Area.

46 Snook Crescent is a largely intact example of a typical Hilton house. The single storey, timber framed house is clad with flat asbestos cement sheet panels with distinctive horizontal cover battens and battened stumps and the hipped and gable roof is clad with tiles. The house is asymmetrically designed with a projecting wing with a gable to one side and an adjacent front porch. There is a face brick chimney to one side of the house.

The porch has been enclosed with a balustrade clad in fibrous cement sheeting and there is glazing above. The timber windows have been replaced with aluminium sliders.



46 Snook Crescent, Hilton Google Streetview, 2023

IMPACT ASSESSMENT

Statement of Significance for the Hilton Garden Suburb Precinct

The proposed development of the place was assessed against the following values identified in the statement of significance for the Hilton Garden Suburb Precinct Heritage Area:

The "Hilton Garden Suburb Precinct" Heritage Area is of cultural heritage significance within the City of Fremantle as an example of a substantially intact 'Garden Suburb' dating from the immediate post World War 2 period and characterised by its curvilinear road layout, parks, large and irregular shaped lots.	Major impact
It has historical value as an area developed by the State Housing Commission to provide affordable housing at a time of increased housing demand in Australia, particularly to house new arrivals: returned servicemen and immigrants. It also has historical significance for its association with the importation of prefabricated homes from Austria and for the timber homes designed by prominent architect Marshall Clifton, many of which remain extant in the area. House design was influenced by the modernist movement in architecture which prevailed widely in the post-war period. The designs were functional without being decorative.	No discernible impact
Hilton has aesthetic value for its parks, streetscapes, mature trees, areas of indigenous vegetation and birdlife. Its stock of relatively intact modest housing, including both timber and brick cottages, set on large lots, many with mature trees and gardens, contribute to the ambiance of the area and create a distinct and cohesive streetscape character.	Major impact

Heritage values

The impact of the proposed development of the place was assessed using the heritage values from the ICOMOS Burra Charter, 2013:

Aesthetic value	Major impact	Condition	No discernible impact
Historic value	Minor impact	Integrity	No discernible impact
Scientific value	No discernible impact	Authenticity	Major impact
Social value	No discernible impact	Historical evolution	No discernible impact
Rarity	No discernible impact	Streetscape	Major impact
Representativeness	Major impact		

Heritage Impact Comments

The proposed single storey addition to side of the original Hilton Park house, the replacement of existing roof tiles with corrugated metal sheeting, the replacement of asbestos cement sheet cladding with fibrous cement sheeting and the internal modifications are all acceptable as they will have only a minor impact on the heritage fabric and values of the Hilton Garden Suburb Heritage Area. However, the proposed upper floor extension above the original house is not acceptable as it will reduce the authenticity of the house and will have an adverse impact on the heritage values of the house and the contribution that it makes to the Hilton Garden Suburb Heritage Area.

Following discussions with the property owners the upper floor addition was modified to reduce the visual impact upon the house and the surrounding streetscapes. While the changes have reduced the impact of the upper floor additions it will still be clearly visible from the surrounding streets and will set a precedent for future development. The perspective drawings provided as a part of this application minimise the visual impact of the proposal.

The revised upper floor extension to the single storey timber house at 46 Snook Crescent will have an adverse effect on the character of the Hilton Garden Suburb Precinct Heritage Area because it does not conserve the original external form of the house and will be visible from the surrounding streets. The modified roof form will contrast with the simple roof forms of the highly intact surrounding streetscape of original Hilton houses in Snook Crescent and Sumpton Street.

The modest single storey, timber framed Post War housing set in generous front gardens in Hilton exhibits a high degree of uniformity with similar scale, form, massing and detailing to houses and only minor variety created by variation in cladding types, window arrangements and porch design. This uniformity contributes to the distinctive character of the heritage area. While some houses have later extensions, these have been added to the side and rear of the existing house and have not involved altering the main roof form by changing its form or pitch or adding dormer windows so the distinctive character of the built form has been maintained.

LPP 3.7 Hilton Garden Suburb Precinct seeks to control development in the heritage area by retaining and conserving original buildings and ensuring that infill housing respects the character of the area. This policy section 5.1 Upgraded dwellings requires that:

- *“External alterations shall conserve the overall architectural style and the original external form of the dwelling as viewed from the street”*
- *“The original form of the roof of the dwelling shall be retained as viewed from the street”*
- *“New extensions shall be located at the rear or side of the original dwelling”*

The original external form of the dwelling which needs to be conserved includes the front porch and the main section of the house under the hip and gable roof. Rear additions need to be located to rear of the original dwelling, that is, behind this main section of the house in the rear garden or where the rear lean-to is located. The rear lean-to can be removed without affecting the heritage value of the place.

There is some discretion for when *“The front and side elevations of the development present generally as a single storey dwelling when viewed from the street”* – this means that a two storey addition may be acceptable at the rear of the original house as long as the single storey form of the original section of the house is retained. This does not refer to the construction of upper floors over the original house or the use of dormer style windows or loft extensions within the roof space of the original house.

Further, while the sub-divided, diamond shaped property is small and constrained, there is potential for an alternative single storey rear or side additions which would provide the same accommodation as the proposed upper floor but without the visual impact on the largely intact heritage streetscapes surrounding this house.



46 Snook Crescent, 2024



Perspective showing upper floor additions to 46 Snook Crescent

RECOMMENDATIONS:

The works proposed in this application are NOT acceptable as they will have a negative impact on the heritage values of 46 Snook Crescent and the Hilton Garden Suburb Heritage Area.



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Attachment 5 – Site Photos



Photo 1: Subject site as viewed from the corner of Sumpton Street and Snook Crescent.



Photo 2: Subject site / front of dwelling as viewed from Snook Crescent.



Photo 3: Subject site / side of dwelling as viewed from Snook Crescent.



Photo 4: Subject site / side of dwelling as viewed from Sumpton Street.