



Metro Inner Development Assessment Panel Agenda

Meeting Date and Time: Wednesday, 20 August 2025; 9:30am
Meeting Number: MIDAP/93
Meeting Venue: 140 William Street, Perth

A live stream will be available at the time of the meeting, via the following link:
[MIDAP/93 – 20 August 2025 – City of South Perth](#)

PART A – INTRODUCTION

1. Opening of Meeting, Welcome and Acknowledgement
2. Apologies
3. Members on Leave of Absence
4. Noting of Minutes

PART B – CITY OF SOUTH PERTH

1. Declarations of Due Consideration
2. Disclosure of Interests
3. Form 1 DAP Applications
 - 3.1 Lot 4 (No. 58) Mount Henry Road, Salter Point – Proposed Use Not Listed (Third-Party Digital Hoarding Sign) – DAP/25/02863
4. Form 2 DAP Applications
5. Section 31 SAT Reconsiderations

PART C – OTHER BUSINESS

1. State Administrative Tribunal Applications and Supreme Court Appeals
2. Meeting Closure

Please note, presentations for each item will be invited prior to the items noted on the agenda and the presentation details will be contained within the related information documentation



ATTENDANCE	
<i>Specialist DAP Members</i>	<i>DAP Secretariat</i>
Karen Hyde (Presiding Member)	Kristen Parker
Eugene Koltasz (Deputy Presiding Member)	Claire Ortlepp
Neema Premji	
<i>Part B – City of South Perth</i>	
Cr Glenn Cridland (Local Government DAP Member, City of South Perth)	



PART A – INTRODUCTION

- 1. Opening of Meeting, Welcome and Acknowledgement**
- 2. Apologies**
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PART B – CITY OF SOUTH PERTH

1. Declarations of Due Consideration

2. Disclosure of Interests

3. Form 1 DAP Applications

- 3.1 Lot 4 (No. 58) Mount Henry Road, Salter Point – Proposed Use Not Listed (Third-Party Digital Hoarding Sign) – DAP/25/02863

4. Form 2 DAP Applications

Nil.

5. Section 31 SAT Reconsiderations

Nil.

**Part B – Item 3.1 – LOT 4 (No. 58) MT HENRY ROAD, SALTER
POINT – PROPOSED USE NOT LISTED (THIRD-PARTY
DIGITAL HOARDING SIGN)**

Form 1 – Responsible Authority Report
(Regulation 12)

DAP Name:	Metro Inner Development Assessment Panel
Local Government Area:	City of South Perth
Applicant:	Urbis Pty Ltd
Owner:	Trustees of Edmund Rice Education Australia
Value of Development:	\$2.37 million
Responsible Authority:	City of South Perth
Authorising Officer:	Fiona Mullen, Manager Development Services
LG Reference:	PDDA-2025/0434
DAP File No:	DAP/25/02863
Application Received Date:	12/02/2025
Report Due Date:	11/08/2025
Application Statutory Process Timeframe:	90 Days with an additional 85 days agreed in total
Attachment(s):	1. Aerial Image and Zoning Map 2. Development Plans 3. Schedule of Submissions 4. Schedule of Referral Responses 5. Applicant Supporting Documents

Responsible Authority Recommendation

That the Metro Inner Development Assessment Panel resolves to:

1. **Accept** that the DAP Application reference DAP/25/02863 is appropriate for consideration as a “Use Not Listed (Third-Party Digital Hoarding Signage)” land use and may be consistent with the objectives of the zoning table in accordance with Clause No. 18(4)(b) of the City of South Perth Local Planning Scheme No. 7.
2. **Refuse** DAP Application reference DAP/25/02863 and accompanying plans in accordance with Clause 68 of Schedule 2 (Deemed Provisions) of the *Planning and Development (Local Planning Schemes) Regulations 2015* for the following reasons:

Reasons

1. The proposed development does not satisfy the objectives of the Private Community Purposes Zone as:
 - i. The proposed development does not provide for privately owned recreation, institutions, or places of worship, as the development is for third-party digital hoarding signage.

- ii. The proposed development does not integrate with any private or public recreation areas.
 - iii. The proposed development is for signage which does not provide for a community facility incidental to the Education Establishment.
 - iv. The bulk, scale, and illuminated third-party content of the proposed development is not in keeping with the surrounding development and does not protect the amenity of the area.
- 2. The development is inconsistent with Clauses 32 and 34 of Local Planning Scheme No. 7 as:
 - i. The development exceeds the maximum permitted height of two storeys set out in Table 7(4) of Clause 32, with the signage structure reaching the equivalent of three storeys in height.
 - ii. The proposed development would be inappropriate having regard to the matters set out in clause 67(2) of the deemed provisions.
 - iii. The non-compliance with the height requirement represents a significant departure from the scale of development intended within the zone and will adversely affect the amenity of the inhabitants of the locality.
- 3. The proposed development is inconsistent with the requirements and objectives of the City's Local Planning Policy 7.1 – Advertising Signage, as:
 - i. The proposed development includes third-party advertising content.
 - ii. The proposed development exceeds the maximum size and height permitted for hoarding signs under the policy (height of 6.0m with a maximum area of 18.0m²), with each face measuring over 56m² and the overall structure reaching 13.0m in height.
 - iii. The signage is not integrated with any building or architectural element, being a freestanding structure located over 40.0m.
 - iv. The development results in a proliferation of signage on the site.
 - v. The scale, illumination, and variable digital content of the signage will have an adverse impact on the visual amenity of the surrounding natural landscape and surrounding residential properties.
- 4. The proposed development does not satisfy Clause 67(2)(g) of the *Planning and Development (Local Planning Schemes) Regulations 2015* as the proposed development is inconsistent with Local Planning Policy 7.1 – Advertising Signage in relation to third-party content, sign size, orientation, sign numbers and its visual impact on the surrounding area.
- 5. The proposed development does not satisfy Clause 67(2)(m) of the *Planning and Development (Local Planning Schemes) Regulations 2015* as the proposed development does not protect the amenity of the area by virtue of the bulk, scale,

variable messaging and illumination of the development in contrast with the predominantly natural landscape on which the development is sited.

6. The proposed development does not satisfy Clause 67(2)(n) of the *Planning and Development (Local Planning Schemes) Regulations 2015* as the proposed development will detract from the amenity of the locality by introducing a visually dominant illuminated structure into an otherwise natural and low-impact landscape.
7. The proposed development does not satisfy Clause 67(2)(y) of the *Planning and Development (Local Planning Schemes) Regulations 2015* as the matters raised within submissions including impacts on amenity, landscape character, and light spill are valid and have not been adequately addressed by the development to mitigate impact to sensitive adjoining land uses.
8. The proposed development does not satisfy Clause 67(2)(x) of the *Planning and Development (Local Planning Schemes) Regulations 2015* given the prominent location of the subject site abutting the Kwinana Freeway and resulting high level of visual sensitivity along the approach.
9. The proposed development does not satisfy Clause 67(2)(za) of the *Planning and Development (Local Planning Schemes) Regulations 2015* as Main Roads Western Australia has objected to the proposed development.

Details

Region Scheme	Metropolitan Region Scheme
Region Scheme - Zone/Reserve	Urban
Local Planning Scheme	Local Planning Scheme No.7
Local Planning Scheme - Zone/Reserve	Private Community Purposes
Use Class and permissibility:	Use not listed
Lot Size:	10.8ha
Existing Land Use:	Education Establishment
State Heritage Register	No
Local Heritage	☒ N/A ☐ Heritage List ☐ Heritage Area
Design Review	☒ N/A ☐ Local Design Review Panel ☐ State Design Review Panel ☐ Other
Bushfire Prone Area	Yes
Swan River Trust Area	No

Proposal

The development application is for a Use Not Listed (Third-Party Digital Hoarding Sign) at Lot 4 (No. 58) Mt Henry Road, Salter Point located to the north of the Mount Henry

Bridge. The application includes the construction of two hoarding signs (one north facing and one south facing) integrated into a single structure fronting the Kwinana Freeway. An Aerial Image and Zoning Map can be found at **Attachment 1**, showing the location of the development.

The proposed development has a maximum height of 13.0m, comprising two individual sign faces, each measuring 12.5m wide by 4.5m high (total area of 56.1m² per face) affixed to a 9.8m high steel support pylon with a diameter of 1.3m.

The proposed southbound sign is a static lightbox displaying first-party content related to the existing land use, Educational Establishment (Aquinas College), comprising a 3.2m high static illuminated lightbox sign and a 1.3m high non-illuminated banner.

The northbound sign includes a 3.2m high digital screen displaying third-party content with a minimum dwell time of 30 seconds and a 1.3m high static, non-illuminated banner below.

Additional screening vegetation is proposed to the north of the site as part of the development.

The Development Plans are contained as **Attachment 2**.

Proposed Land Use	Use not listed
Proposed Net Lettable Area	N/A
Proposed No. Storeys	Three (3)
Proposed No. Dwellings	N/A

Background

Site Context

The subject site is zoned 'Private Community Purposes' under Local Planning Scheme No. 7, with a site area of 10.8ha. The existing use of the site is Educational Establishment (Aquinas College).

The development fronts Kwinana Freeway to the west of the subject site. The nearest residential zoned property is located to the north of Edgewater Road, approximately 500m north of the proposed development.

Legislation and Policy

Legislation

Planning and Development Act 2005

Planning and Development (Local Planning Schemes) Regulations 2015 (Regulations)

Planning and Development (Development Assessment Panels) Regulations 2011

Metropolitan Region Scheme (MRS)

City of South Perth Local Planning Scheme No. 7 (LPS 7)

State Government Policies

State Planning Policy 7.0 – Design of the Built Environment (SPP 7.0)

State Planning Policy 3.7 – Bushfire (SPP 3.7)

Local Policies

Local Planning Policy 6.1 – Advertising of Planning Proposals (LPP 6.1)

Local Planning Policy 7.1 – Advertising Signage (LPP 7.1)

Local Planning Policy 6.3 – Developer Contributions for Public Art and Public Art Spaces (LPP 6.3)

Consultation

Public Consultation

Consultation has been undertaken to the extent and in the manner required by the Deemed Provisions and Local Planning Policy 6.1 – Advertising of Planning Proposals.

In accordance with Clauses 64 and 88 of the Deemed Provisions of the Regulations, the City sought and obtained approval from the Western Australian Planning Commission (WAPC) to vary the standard complex advertising requirements for the development application by waiving the requirement for a sign to be erected on site given the site context, its distance from adjoining private properties, and its interface with the Kwinana Freeway.

A total of 130 letters were sent to adjoining landowners and occupiers. At the close of consultation period, 52 submissions were received: two neutral, 16 in support, and 34 in opposition.

Key matters raised in the submissions include:

- The development not meeting the requirements and objectives of the LPP 7.1.
- The development not meeting the objectives of the Private Community Purpose zone.
- Driver safety.
- Building bulk.
- Light pollution.
- Loss of amenity.

A copy of the submissions received is provided at **Attachment 3**.

Referrals/consultation with Government/Service Agencies

The development application was referred to the following government/service agencies:

- Main Roads Western Australia; and
- The Public Transport Authority.

Referral responses are contained at **Attachment 4**. A summary of the responses from government/ service agencies is provided below:

Main Roads Western Australia (MRWA)

MRWA initially objected to the proposed development on safety and amenity grounds, citing inconsistency with MRWA Policy and Assessment Guidelines for Digital Advertising Signs.

The applicant subsequently submitted amended plans which were referred to MRWA. MRWA maintained its objection on amenity grounds only.

Public Transport Authority (PTA)

The development was referred to the PTA who raised no objection to the proposal subject to the inclusion of a condition and advice note related to the requirement to obtain approval for works relating to operating in and around the Railway Corridor given the site is within 100m of the Railway Reserve.

Planning Assessment

The proposal has been assessed against all relevant legislation requirements of LPS 7, and State and Local Planning Policies outlined in this report.

State Planning Policy 3.7 - Bushfire

The development is located within a bushfire-prone area; however, the proposed signage is exempt from the requirements of State Planning Policy 3.7 – Bushfire and the associated Planning for Bushfire Guidelines as the proposed development is a non-habitable structure located at least six metres from any habitable building.

Local Planning Scheme No.7

Land use

The subject site is zoned Private Community Purposes under LPS 7. The proposal has been assessed against the objectives of this zone, as outlined below:

Zone Objective	Assessment
To provide sites for privately owned and operated recreation, institutions and places of worship.	The proposal is for Third-Party Digital Hoarding Signage.
To integrate private recreation areas with public recreation areas wherever possible.	N/A
To separate potentially noisy engine sports from incompatible uses.	N/A
To provide for a range of privately owned community facilities and uses that are incidental and ancillary to the provision of those facilities, which are compatible with surrounding development.	The approved land use is an Educational Establishment. Whilst the City considered that the application may be considered incidental and ancillary to the Educational Establishment and therefore accepted the application for the purposes of assessment, following assessment, the proposed use is not

	considered compatible with surrounding development.
To ensure that the standard of development is in keeping with surrounding development and protects the amenity of the area.	The determination of the amenity of the locality is a question of fact and consists of three parts: the existing amenity, the manner in which the proposed use will affect the existing amenity and the degree of impact on the locality. The immediate and broader character of the locality is characterised to the west by the Canning River, Kwinana Freeway and Perth to Mandurah Rail Corridor, which is devoid of commercial signage and only contains MRWA and PTA signage consistent with these uses. To the east contains open playing fields and remnant vegetation on the subject site. The south and west of the site along the foreshore reserves contains a bush forever site with dense remanent vegetation, with Mount Henry being a prominent feature in both the immediate context of the site and the broader locality. Importantly, the future amenity of the immediate locality would most likely remain more or less as it currently exists given the reservation of the surrounding land. The City considers the proposed development does not protect the amenity of the area by virtue of the bulk, scale, variable messaging and illumination of the development in contrast with the predominantly natural landscape on which the development is sited. The impact of the proposed sign is increased due to the bulky nature of the double-sided structure land use occurring on site. Whilst the City recognises that the sign abuts the Kwinana Freeway and Rail Corridor, the site itself is characterised by significant remnant vegetation, and development of the proposed sign is inconsistent with this amenity and will be visually obtrusive into this landscape.

Table 7 sets out requirements relating to development that are additional to those set out in the R-Codes, precinct structure plan, local development plans or State or local planning policies. Table 7(4) of LPS 7 applies to the development as outlined below:

Requirements	Assessment
(1) In the absence of an approved Local Development Plan, all non-residential development shall be designed in accordance with the following requirements:	Not compliant. The development is the equivalent of three storeys in height.
(a) Building height – Maximum 2 storeys	
(b) Primary street setback – Minimum 7.5 metres	N/A
(c) Side Setbacks – Minimum 4.5 metres	Compliant. Setback 7.3m from Kwinana Freeway (side setback).

Clause 34 - Variations to site and development requirements

In this clause – additional site and development requirements means requirements set out in clauses 32 and 33 and the local government may approve an application for a development approval that does not comply with an additional site and development requirements.

As the proposed development seeks discretion against Clause 32 Table 7(4) above, the application is required to be considered against Clause 34 as outlined below.

Requirement	Assessment
(4) If the local government is of the opinion that the non-compliance with an additional site and development requirement will mean that the development is likely to adversely affect any owners or occupiers in the general locality or in an area adjoining the site of the development, the local government must –	The non-compliance with the additional site requirements is likely to have an adverse effect on owners and occupiers in the general locality as evidenced in submissions received and as such, consultation was undertaken in accordance with the Regulations.
(a) consult the affected owners or occupiers by following one or more of the provisions for advertising applications for development approval under clause 64(4) of the deemed provisions; and	The City has considered the submissions received, with relevant matters discussed in the assessment of this report.
(b) have regard to any expressed views prior to	

making its determination to grant development approval under this clause.	
(5) The local government may only approve an application for development approval under this clause if the local government is satisfied that – (a) approval of the proposed development would be appropriate having regard to the matters that the local government is to have regard to in considering an application for development approval as set out in clause 67(2) of the deemed provisions; and (b) the non-compliance with the additional site and development requirement will not have a significant adverse effect on the occupiers or users of the development, the inhabitants of the locality or the likely future development of the locality.	The proposed development is not considered appropriate for approval considering Clause 67(2) of the deemed provisions as further outlined in this report.

Local Planning Policy 7.1 – Advertising Signage (LPP 7.1)

The purpose of LPP 7.1 is to outline development objectives, provide development requirements for a range of advertising signage and to specify advertising signage that does not require development approval.

The proposal is compliant with LPP 7.1 with the exception of the following:

Requirement	Assessment
Objectives 4.1. To ensure advertising signage is compatible with the desired character of the area.	The character of the locality is defined by a transport corridor, Canning River and associated foreshore reserve and bush forever site. The proposed development is incompatible with both the transport corridor and natural landscape.

4.2 To limit the proliferation of advertising signage on individual sites and across the City, and to support the rationalisation of signage on a lot. 4.3 To ensure advertising signage support architectural elements of and where possible, integrated into the design of the building.	The proposed development will be visually dominant in the landscape, having regard to the context of the surrounding reserved land. The development proposes the installation of two large format digital signs, including third-party content. Existing pylon signs are provided across the subject site advertising the Educational Establishment and as such, the proposed development is inconsistent with rationalisation of signage on the site and results in proliferation of advertising. The signage does not support architectural elements and is not integrated into a building, being a freestanding structure, located 40.0m from the nearest building.
5.1. General requirements 5.2.1 Advertising signage shall meet the following general development requirements: (a) Only advertise services and products available on the premises to which it relates and not contain third party content.	The proposed development will provide for advertising of site and third-party content.
5.2. Illuminated and Digital Content 5.2.1. Advertising signage subject to illumination (e.g., backlit or spotlight) or with digital content shall not: (a) Exceed more than one sign subject to illumination/digital content per tenancy; (b) Adversely impact neighbouring sites or the amenity of the surrounding area via light spill;	Two illuminated signs are proposed within one structure. The proposed development positioned to limit effects to the amenity of residential properties, with the nearest residential dwelling located 500m to the north. Whilst it is recognised that additional planting of screening trees and limits to operational time for the sign reduce the amenity impact of light spill onto the nearest residential dwellings, the scale and nature of the development in its setting is likely to have a considerable level of light spill onto road and rail users.

(f) Occupy an area larger than 3m², or 20% of the façade whichever is the lesser. Signage exceeding a maximum area of 3m² may be considered where the applicant has demonstrated to the satisfaction of the City, in consultation with Main Roads Western Australia, the following: (i) The scale of the sign is proportionally appropriate to the building upon which it is proposed to be attached; (ii) The sign relates to businesses located on the lot and does not include third party content; and (iii) The lot has primary frontage and the sign will orientate towards Canning Highway.	Each sign has a face size of 56.1m², is not attached to a building, including third-party material and is not adjacent Canning Highway.
Table 2 - Hoarding sign If an advertising sign fixed to one or more supports with its largest dimension being horizontal, upon which advertising material is displayed. 1. Must not exceed more than one sign per street frontage. 3. Must not exceed a maximum: (i) Sign face area of 18m²; and (ii) Height of 6.0m above ground level including supporting poles.	The proposed development includes two illuminated signs within one structure facing one street frontage (Kwinana Freeway). The proposed sign has (i) face area of 56.1m²; and (ii) height of 13.0m above ground level.

In considering an application for development approval, the local government is to have due regard to the matters listed in Clause 67(2) of the Deemed Provisions to the extent that, in the opinion of the local government, those matters are relevant to the development the subject of the application. The matters relevant to this proposal and the City's response to each consideration are outlined in the table below:

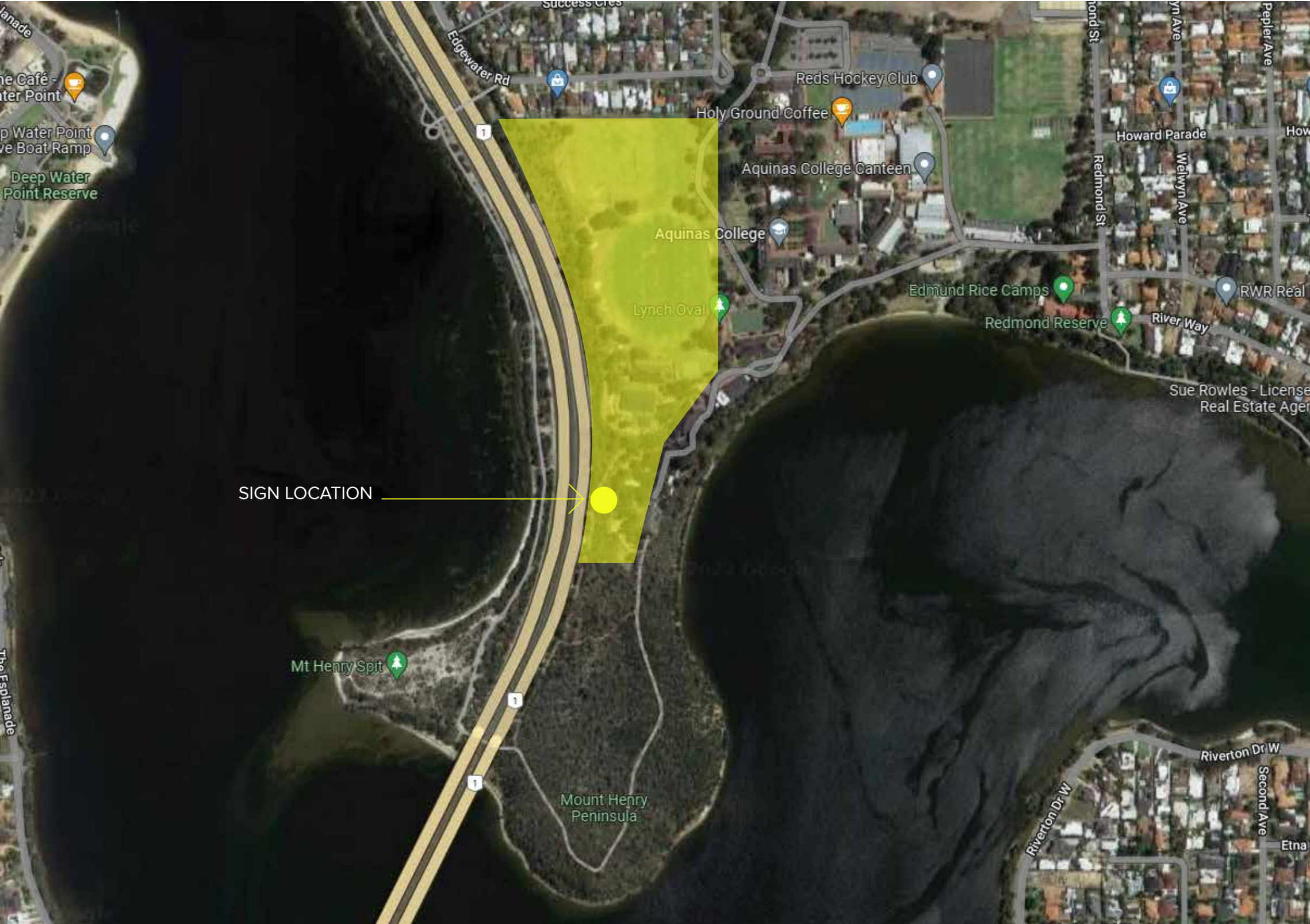
Requirement	Assessment
(b) the requirements of orderly and proper planning.	Whilst the City recognises that the applicant has amended the proposal to reduce the hours of illumination, the City contends that the amenity of the immediate locality would be detrimentally affected due to the bulk, scale and illumination of the proposed development within its setting and as such, the proposed development is inconsistent with the requirements of orderly and proper planning.
(g) any local planning policy for the Scheme area;	The proposal is inconsistent with provisions of LPP 7.1 as detailed in this report.
(m) the compatibility of the development with its setting, including – (i) the compatibility of the development with the desired future character of its setting; and (ii) the relationship of the development to development on adjoining land or on other land in the locality including, but not limited to, the likely effect of the height, bulk, scale, orientation and appearance of the development;	The character of the locality has been previously discussed in this report. The proposed development will be visually dominant in the landscape by virtue of its bulk, scale and illumination, having regard to the context of the surrounding reserved land.
(n) the amenity of the locality including the following – (i) environmental impacts of the development; (ii) the character of the locality; (iii) social impacts of the development;	As previously detailed, the City considers the proposed development does not protect the amenity of the area by virtue of the bulk, scale, variable messaging and illumination of the development in contrast with the predominantly natural landscape on which the development is sited. The impact of the proposed sign is increased due to the bulky nature of the

	double-sided structure land use occurring on site.
(r) the suitability of the land for the development taking into account the possible risk to human health or safety;	The City considered the impact of illumination on the safety of road users (Kwinana Freeway). MRWA has advised that it is satisfied with the proposal with respect to safety concerns. The PTA did not provide comment in respect to safety in relation to the Rail Corridor. Notwithstanding, the proposed development may reduce the impact or cause confusion with the existing Smart Freeway system as both signs contain variable digital messaging.
(x) the impact of the development on the community as a whole notwithstanding the impact of the development on particular individuals;	As confirmed by MRWA, the proposed development is specifically designed to draw the attention of Kwinana Freeway users, particularly drivers, resulting in a high level of visual sensitivity along the approach. This impact will also occur for users of the Perth-Mandurah Rail Corridor.
(y) any submissions received on the application;	The City has reviewed the submissions received and confirms the objections received with respect to adverse impact on amenity as a result of building bulk and non-compliance with the local planning framework as detailed in this report.
(za) the comments or submissions received from any authority consulted under clause 66.	Comments from government/ service agencies are discussed in this report. The City agrees with MRWA that the proposed development will have an adverse impact on the amenity of the locality.

Conclusion:

Whilst the City recognises that the applicant has modified the proposal to reduce the extent of third-party content, the proposed development it will appear as a visually dominant illuminated structure in contrast to the predominantly natural vegetated surrounds.

Whilst MRWA had not objected to the proposed development on safety grounds, the City considers that the bulk and scale of the proposed development within its setting and the use of third-party content is incompatible and adversely impacts the amenity of the locality. It is recommended that the application be refused.



SIGNON. Photo illustrated layouts may not be a true indication of scale All dimensions are in millimetres. Do not scale this drawing Written dimensions take precedence over scaled dimensions Sign On must verify all critical dimensions on site prior to commencement of work The information, ideas and concepts contained in the document are confidential. The recipient(s) of this document is prohibited from disclosing such information, ideas and concepts to any person without the prior written consent of Sign On Group.		Client: Aquinas College	File location: \\THECUS\Artwork\JOBS ARTWORK\ABC\Aquinas\2022\128602 Freeway signage\3 - Artwork	Page 07 of 08 ARTWORK APPROVAL AUTHORISATION TO PROCEED TO PRODUCTION To help you avoid costly errors we ask you to carefully check this proof Digitally sign to approve. Return this PDF proof to your Business Manager IMPORTANT: It is the responsibility of the client to ensure that all information is correct before approving commencement of work(s)	
		Project: Kwinana Freeway Digital Screen Pylon	Aquinas College Grounds Lot 4 School Land		
		Job No: 129197			
		Contact: TBA			
		Consultant: Paul Arnold			
		Designer: DB			
Checked:					
A3	Revision: Q				



R15

R15

R15

R15

Administration
Building
and
Chapel,
Aquinas
College

R25

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Digital Screen & Lightbox Pylon

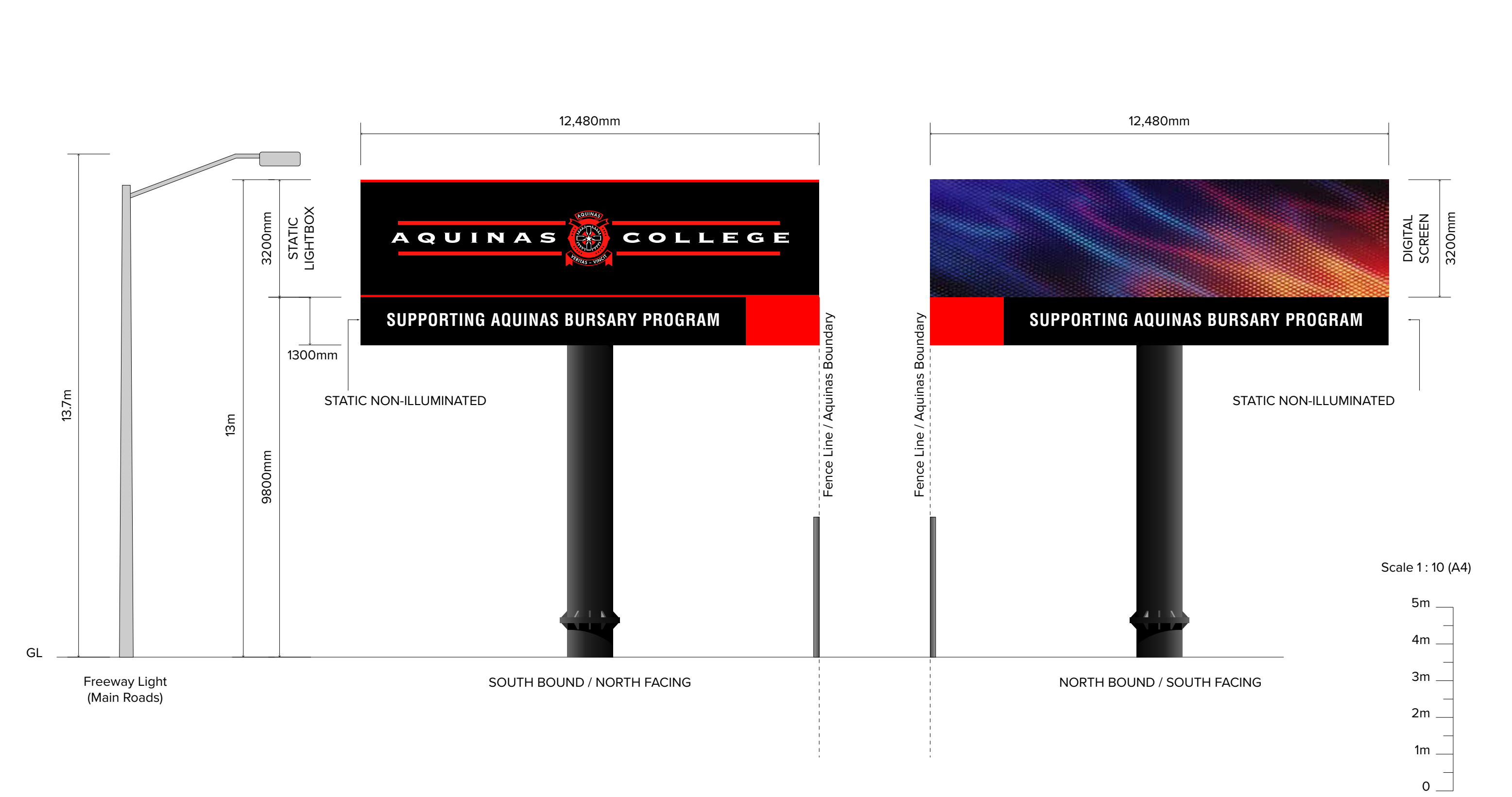


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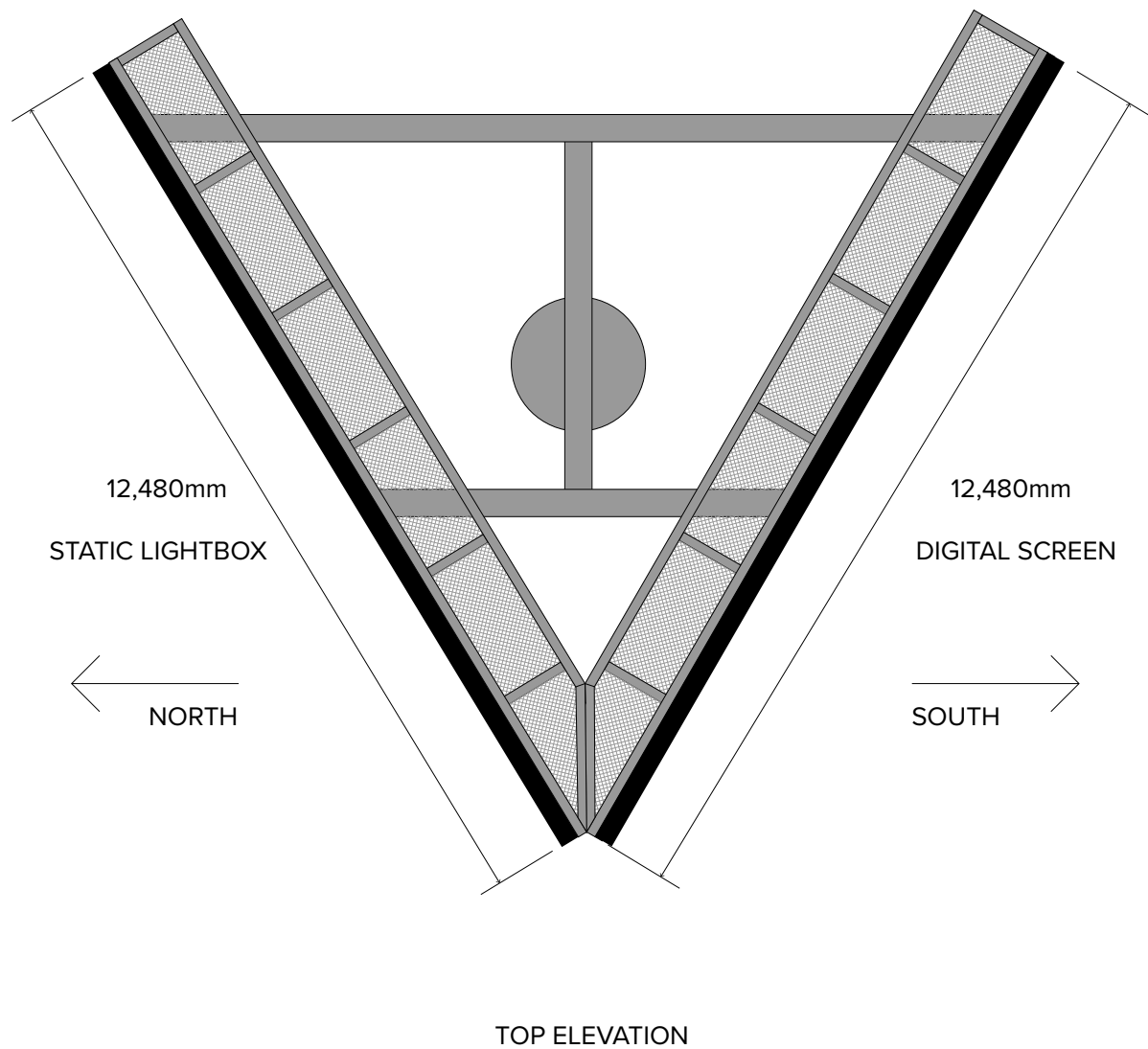


Kwinana Freeway
Aquinas College, Salter Point WA 6152

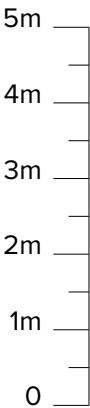
14 Carbon Court | Osborne Park | 08 9204 9777 | www.signon.com.au



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		Project: Kwinana Freeway Digital Screen Pylon	QTY: 1	
			Material/Finish: (x2) Digital screen (outdoor) P10 resolution display Single steel post with framework to support screen - galv. finish	
		Job No: 129197	Installation: Fix to nominated location with baseplate secured to cagebolts set into concrete footings	
		Contact: TBA	Notes: Engineer to certify structure and footings according to site conditions	
		Consultant: Paul Arnold	Power to be supplied to sign location by others	
		Designer: DB		
Checked:				
A3	Revision: Q			



Scale 1 : 10 (A4)



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		Job No: 129197	Installation: Fix to nominated location with baseplate secured to cagebolts set into concrete footings		
		Contact: TBA	Notes: Engineer to certify structure and footings according to site conditions Power to be supplied to sign location by others		
		Consultant: Paul Arnold			
		Designer: DB			
		Checked:			



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		Project: Kwinana Freeway Digital Screen Pylon			
		Job No: 129197			
		Contact: TBA			
		Consultant: Paul Arnold			
		Designer: DB			
		Checked:			

Reference

SUB-00000506

Name

Linda Indrisie

Submission Date

04-Apr-2025

Submission Text

I think this is a great idea. I don't see the harm or problem with it. It's a great way for the school to advertise. It's a great way for the community to find out about the school.

Sentiment Metric

Support

Reference

SUB-00000505

Name

Penny & Nigel Spicer

Submission Date

01-Apr-2025

Submission Text

We object to the construction of the proposed sign. the speed limit is 100k's on that part of the freeway, and it constitutes a safety hazard and the signs are an intrusive eyesore.

Sentiment Metric

Oppose

Reference

SUB-00000504

Name

Steve Walker

Submission Date

14-Apr-2025

Submission Text

"NO.

1. Your advertised application webpage was difficult to find. Clearly you are making it so discreet it is hard to find for anyone in Perth.
2. No details, no plans on your webpage. What happened there?
What is Urbis saying. The paid proponent Urbis who have a habit in Perth for promoting all sorts of ugly proposals. They are only for commission, and are mere salesmen.
3. It is a 100km per hour freeway, in amongst remaining vegetation. Effectively it should be advertised to wider Perth, the people who care for that section of freeway. Not merely residents nearby who transit to/from Perth CBD, to/from Perth Airport, and barely ever use that section of freeway.
How much original vegetation has been destroyed in that Mt Henry area? How much was cleared by a colonial era private school? How much pollution caused?
Ugly digital signage protruding to the freeway area -NO. Not compatible.
4. It is an insult. Reeks of a private school wanting to shout itself to the south"

Sentiment Metric

Oppose

NO. to signage.

City South Perth submission Form (when trying to complete today)

Limits my wording. (You never mentioned word limit).

Another fail by your local government organisation.

5. Safety issue for vehicles.

6. Environmental issue for animals.

Overall.

It is a disgusting, rude, proposal.

They deserve a resounding NO.

The wealthy, elite, private school should look to other more tasteful ways to generate revenue.

For example getting their AFL players to contribute every year.

Regards.

Steve WALKER.

■ Farnham Street, Bentley.

Reference

SUB-00000503

Name

Bronwyn David

Submission Date

14-Apr-2025

Submission Text

This application should be refused. A large illuminated changing/ refreshing sign is too dangerous along a 100km road, just past 2 merging zones. There are also concerns about destruction of trees and ecologically significant natural bushland, home to endangered bird species. Not only to provide space (and lack of competition) for the sign but access to install the sign. There are less intrusive, dangerous ways to raise funds if that is the school's aim.

Sentiment Metric

Oppose

Reference

SUB-00000502

Name

Tyson Murley

Submission Date

14-Apr-2025

Submission Text

- it appears the scale used in the schematics of northbound and southbound signage views are not accurate. the representative sign image appears too small. - the display of 'predominantly 3rd party advertisements' does not comply with the City's LPP for advertisements on private land. on this basis alone - the DA should not be supported by the City. - the LPP states "shall not exceed more than one sign subject to illumination/digital content per tenancy. The applicant states the proposal does not exceed more than one sign but this is misleading and inaccurate. There are 2 off LFDS signs on a single column and therefore does not comply.

Sentiment Metric

Oppose

Reference

SUB-00000501

Name

John Bassett

Submission Date

13-Apr-2025

Submission Text

I oppose this application on the grounds that it doesn't comply with Local Planning Policy 7.1. As outlined in the attached submission the proposal does not comply with the stated objectives of LPP 7.1. By including 3rd party advertising it does not meet the requirements of 5.1.1(a) The proposal also fails to meet the requirements to minimise light spill (5.2.1(b&d)). Appendix D of the proponents report shows that the sign will be visible as far away as Booragoon.

Sentiment Metric

Oppose

Reference

SUB-00000500

Name

Noelene Devine

Submission Date

12-Apr-2025

Submission Text

Aquinas Signage on Freeway

Sentiment Metric

Oppose

Reference

SUB-00000499

Name

Andrew Grieve

Submission Date

9-Apr-2025

Submission Text

The location of this proposed sign is at a point of now serious congestion due to the Canning Hwy and Manning Rd on-ramps to the Freeway so any more distractions to merging will likely cause more accidents. Morally, I also take objection as this is a fund raising sign for a very rich school who has covered up child abuse for many years.

Sentiment Metric

Oppose

Reference

SUB-00000498

Name

Justin Pasqua

Submission Date

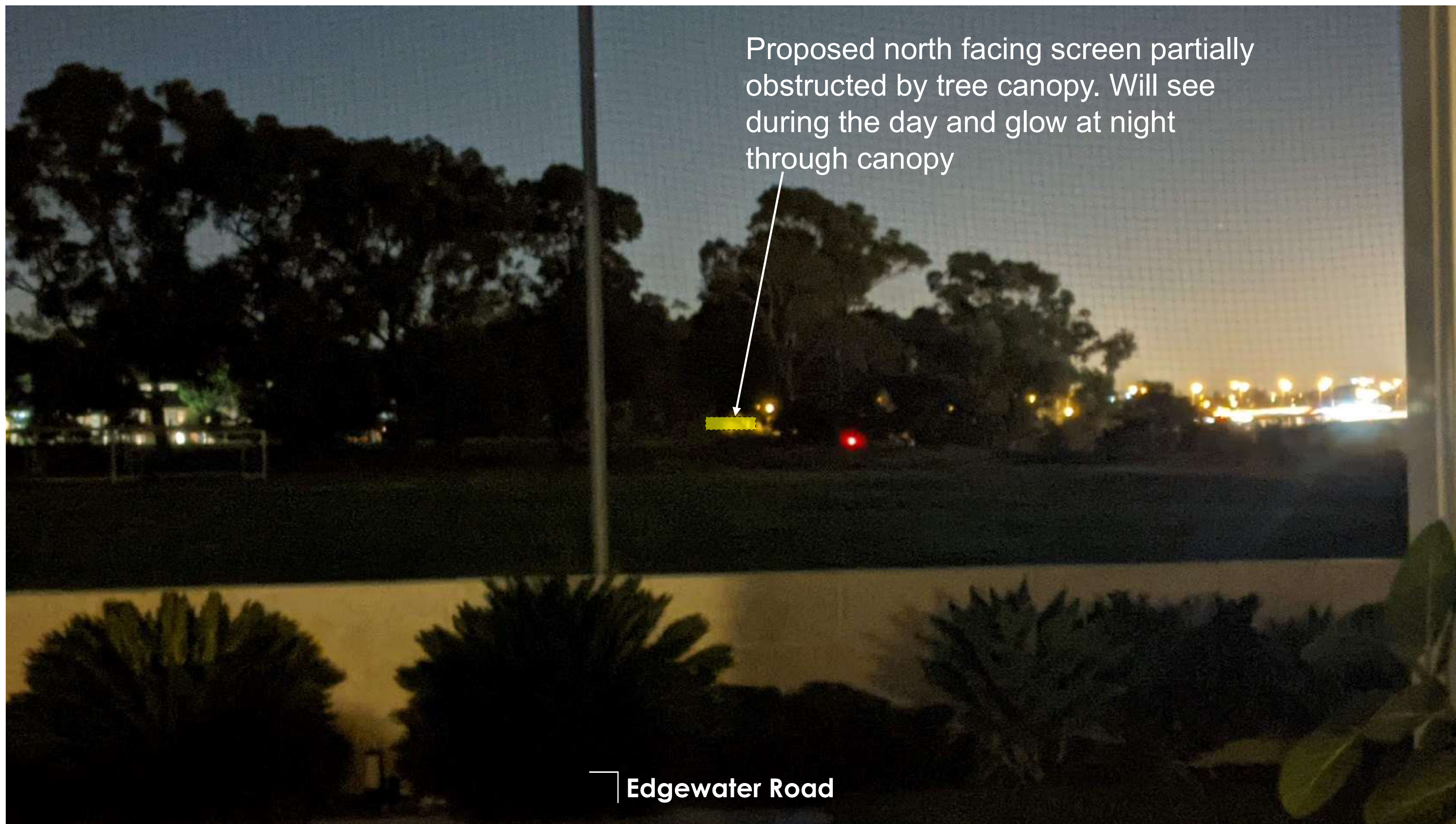
9-Apr-2025

Submission Text

Given the Sign's location we will likely see the north facing screen from our home through the degraded vegetation at Aquinas. We suggest council review the impact of the North Facing Screen on Edgewater Road, and as part of the proposal there should at least be a mandatory condition for dense mature native trees (3m min height) and landscaping to be installed to rehabilitate existing degraded vegetated zones on Aquinas's property and maintain these rehabilitated areas for the entire duration of the approval. There is likely a zone needing rehabilitation near to the proposed LFDS location that would create visual blocking of the line of sight from the LFDS to almost all houses on Edgewater Rd and must be dense and high enough to block the impact of the LFDS structure and north facing screen to me.

Sentiment Metric

Neutral



Proposed north facing screen partially obstructed by tree canopy. Will see during the day and glow at night through canopy

Edgewater Road

Reference

SUB-00000497

Name

Jamie Pasqua

Submission Date

9-Apr-2025

Submission Text

Urbis report understates the Digital Sign's (LFDS) visibility to homes on Edgewater Rd directly adjoining Aquinas. The LFDS will be wholly visible to my home at 25 Edgewater Rd that is the most impacted home by the proposal. The LFDS location has a direct sight line to my ground floor including my bedroom, bed 2, meals and living rooms. The Kwinana Fwy and Aquinas property curve and native vegetation is degraded along the sight path Comments: 1. Must be a mandatory condition for dense mature native trees (3m min height) and landscaping to be installed in strategic areas and maintained for the entire duration of the approval. This is to visually block the LFDS structure and screen to me and Edgewater Rd. Landscaping needs to be dense/high enough on Day 1 and maintained for the term so trees aren't removed. A Landscape Architect may help with species and locations based on land contours 2. In addition to landscaping, remove the north facing LFDS screen as this is the one impacting us

Sentiment Metric

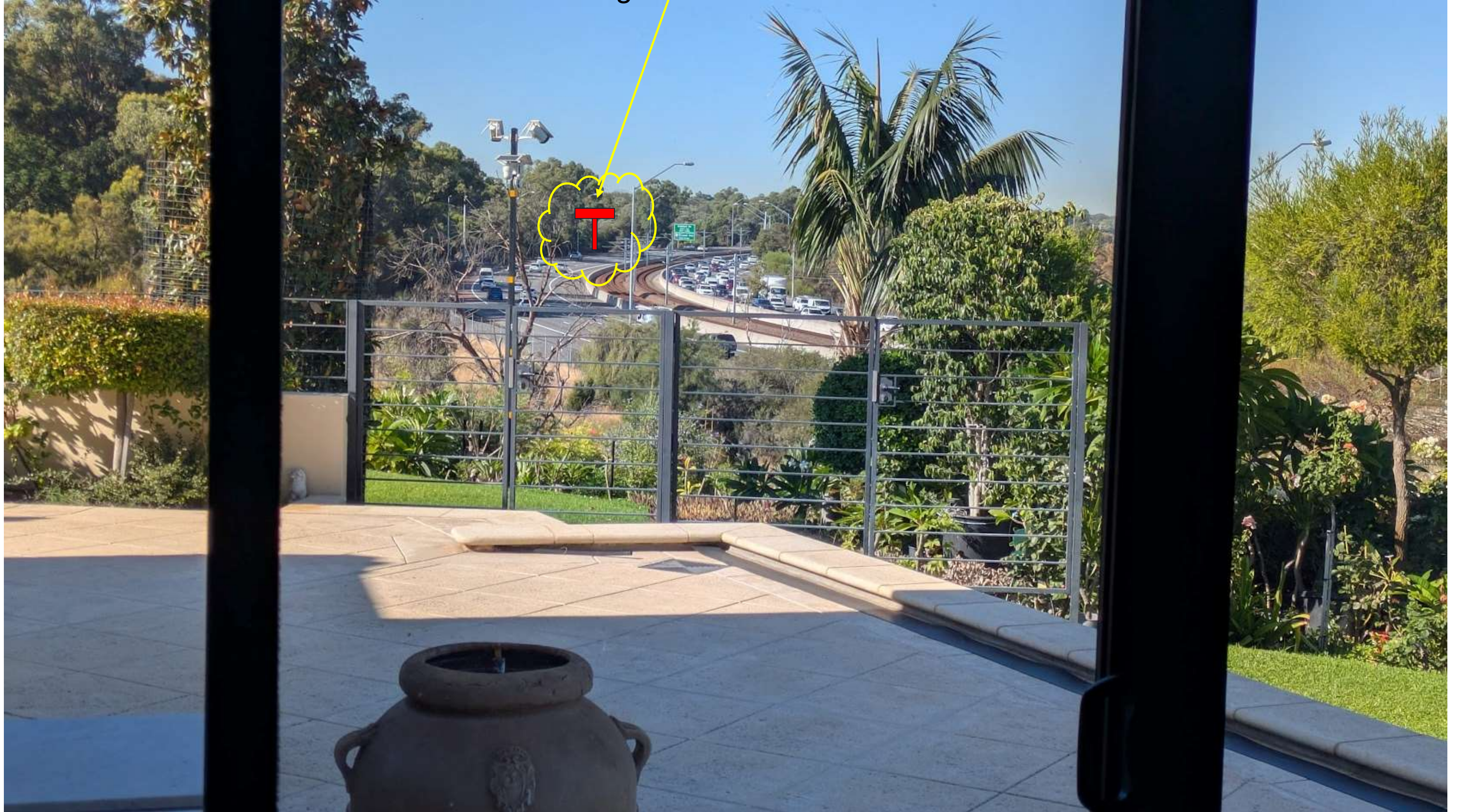
Oppose

Screen location – Full view during day
and night



Edgewater Road – Family Room

Screen location – Full view during day
and night



Digital Screen – Potential houses affected



Digital Screen – Potential landscaping zones



Reference

SUB-00000496

Name

Charlene Andringa

Submission Date

9-Apr-2025

Submission Text

Signage will be a dangerous distraction to freeway motorists especially as it will overlook several merge points. You can't look at your mobile phone while driving but you can gaze with abandon at advertising billboards Do we need more visual pollution? Schools such as Aquinas have always been honourable bastions of society not commercial institutions competing for the dollar

Sentiment Metric

Oppose

Reference

SUB-00000495

Name

Leanne Williams

Submission Date

9-Apr-2025

Submission Text

I oppose the signage that Aquinas College that want to erect along the Kwinana Freeway. Firstly, it is unnecessary visual advertising pollution which only benefits a few members of the community but will be in everyone's face who uses the freeway. Aquinas College should keep their fundraising activities in house and not subject the whole of the community to it. Secondly the freeway is a very busy stretch of road. Travelling south along the freeway there are 2 merging lanes not far from where the proposed signage is going to be erected. The signage could cause an unnecessary distraction to drivers and could potentially cause a loss of life.

Sentiment Metric

Oppose

Reference

SUB-00000494

Name

Lachlan Abbott

Submission Date

8-Apr-2025

Submission Text

Fully support the new signage. Great to see innovative ways being tested to support struggling families. Especially important during the cost of living crisis.

Sentiment Metric

Support

Reference

SUB-00000493

Name

[REDACTED]

Submission Date

8-Apr-2025

Submission Text

As a resident and home owner of Como, I am strongly against the installation of adversting billboards on the Kwinana Freeway at Aquinas College. In addition to being a safety risk, it is an absolute eyesore to our community and visual landscape. Do not approve this monstrosity!

Sentiment Metric

Oppose

Reference

SUB-00000491

Name

Simon Woods

Submission Date

8-Apr-2025

Submission Text

I recently received notification of this DA from the City as I live in Success Crescent, Salter Point and believe that the proposed sign is directly tied to the operations of Aquinas College (of which I am also a parent) and will fund bursary places for underprivileged students which I strongly support. This application meets the councils' zoning requirements and signage objectives. In addition, I note there are no traffic implications for me or others living near me and that the sign cannot be seen by any residences in Salter Point.

Sentiment Metric

Support

Reference

SUB-00000490

Name

Leon Roberts

Submission Date

8-Apr-2025

Submission Text

There is no rational reason Aquinas needs to pollute our beautiful landscape along the Kwinana freeway north of Mt Henry bridge and directly across from the Mt Henry Spit reserve with a GINORMOUS DIGITAL billboard. There are very few locations where the road side along a freeway gives way to natural habitat rather than large industrial buildings or concrete sound proof walls, the last thing we need is to pollute this little space remaining. My friends have just sent their year 4 son to Aquinas, 3 years earlier than planned because they were advised that he would NOT likely get in if they waited until year 7 because he is Muslim. Two of our neighbors went to Aquinas, one was invited to come back for a reunion and the other not, the only conclusion they came to for this reason, was because the one who was invited still makes DONATIONS. I live in Waterford, and unless I get a FIFO job, there is no way I could afford for my son to go there. Aquinas does not need additional funding.

Sentiment Metric

Oppose

Reference

SUB-00000489

Name

Regina Carr

Submission Date

8-Apr-2025

Submission Text

I am totally opposed to a billboard on Aquinas college land distracting drivers on the freeway doing 100km per hour. It is also visual pollution in my opinion. This is just a money making venture and does nothing for the benefit of society.

Sentiment Metric

Oppose

Reference

SUB-00000488

Name

Robert Kelly

Submission Date

8-Apr-2025

Submission Text

I live at ■■■ Mount Henry Road and received a notification that Aquinas are proposing a digital sign near the freeway. I support this initiative and believe that Council should approve the sign as it has no impact on local traffic, there is no impact on any light issues impacting on residents and the money will be used for underprivileged kids to attend the school. I also note that in some recent press that the land is zoned “private community purposes”, which had among others has an objective to “provide sites for privately owned and operated recreation, institutions and places of worship. I believe the sign meets this objective as the sign is directly linked to the operations of the school, by school advertising and providing bursary positions for students I believe this meets the planning objective. As the sign is next to the Freeway I understand that the proposed sign is consistent with other Freeway signs from an amenity perspective.

Sentiment Metric

Support

Reference

SUB-00000487

Name

Cristy Lowe

Submission Date

8-Apr-2025

Submission Text

I completely disagree with this. Young people are being killed on our roads every day. This would be just another distraction along the freeway for motorists. Aquinas College is a wealthy school subsidised by the CoSP as it is a nonprofit. This is making a profit and taking advantage land gifted to them. This would be more visual pollution along our river. Currently in this spot it is a beauty of green tree tops. Keep it that way! As a resident of SP, I would be horrified if this was approved.

Sentiment Metric

Oppose

Reference

SUB-00000486

Name

Ka-Seng Leung

Submission Date

7-Apr-2025

Submission Text

The signage will negatively impact amenity on surrounding community, since the signage and constant advertising will be an eyesore, particularly at night. This may in turn detrimentally affect house prices. The advertisement does not provide any direct amenity or benefit to the community impacted. This is different to large format signage at unpopulated areas such as the freeway away from housing, the airport or on overpasses.

Sentiment Metric

Oppose

Reference

SUB-00000485

Name

Wayne Smith

Submission Date

7-Apr-2025

Submission Text

As a Salter Point resident I live on River Way near to Aquinas. I have become aware of a digital sign at Aquinas college. Based on my reading of the documentation there is no reason for Council not to approve this sign as there are no traffic issues for local residents, no light issues for local residents and the proposed sign is consistent with other Freeway signs. I fully support the Schools initiative to use the funds for Bursary, and believe that Council should approve this submission.

Sentiment Metric

Support

Reference

SUB-00000484

Name

Dora Tan

Submission Date

7-Apr-2025

Submission Text

Southbound side of the motorway will be negatively impacted by this solid and high level construction.

I use this section of motorway daily and this Signage poses a risk for motorists being distracted thereby creating greater risk of motor accidents at high speed on this section of the motorway. We do not need more fatalities on our roads.

As a resident in the area, this bright sign being continually on is visible day and night and will be a continuous distraction, that one cannot shut off.

At night the emitted glowing light will affect negatively the dark horizon and be very annoying.

Users of the river will also be negatively impacted during navigation at sunrise and sunset.

Sentiment Metric

Oppose

Reference

SUB-00000483

Name

Joy Edmiston

Submission Date

7-Apr-2025

Submission Text

PODA 2025/0434. I don't think we need a big sign advertising different companies as it would be very off putting to drivers and some houses and I don't think Aquinas need to make money from this

Sentiment Metric

Oppose

Reference

SUB-00000482

Name

Choong Tan

Submission Date

7-Apr-2025

Submission Text

There is already too much advertising in our daily lives which is everywhere. If we need to look for something the technology of our present day is sufficient for anyone. Why do we need more advertising? 1. As a daily user of this section of the Freeway, advertising on such a large sign by the roadside is both distracting and potentially invasive for motorists travelling along both sides of the Freeway. The risk of motor accidents at high speed is increased significantly. We do not need more fatalities on our roads. 2. As a resident, such a large and high sign, creates a very bright glow on the horizon which is inevitably visible day and night. As the sign's brightness will be constantly changing the glow emitted will continually vary, thus affecting the quiet enjoyment and outlook of our environment. 3. The present roadside ambience will be negatively impacted by such a construction.

Sentiment Metric

Oppose

Reference

SUB-00000481

Name

Paul Devereux

Submission Date

7-Apr-2025

Submission Text

Table 4 LPP 7.1 – Advertising Signage Policy Sign Specific Provisions: Does not comply with these provisions: 1. It is effectively two signs facing the same street frontage. 2. Signage exceeds maximum sign face area and height. Table 6 Illuminated and Digital Content: The proposed signage will adversely impact neighbouring sites and the amenity of the surrounding area via light spill. No consideration has been given to the potential impact on flora and fauna. The signage compromises the aesthetics of the heritage-listed Mt Henry Peninsula, which is also classified as a Bush Forever Site.

Sentiment Metric

Oppose

Reference

SUB-00000480

Name

Taylor Hope

Submission Date

7-Apr-2025

Submission Text

I wholeheartedly oppose this proposal. It will be a distraction to freeway drivers, an eyesore and an addition to visual pollution. I don't want to my local area to turn into an Americanised advertising landscape. Aquinas college do not need the revenue, it is simple greedy.

Sentiment Metric

Oppose

Reference

SUB-00000479

Name

Louise Crossley

Submission Date

7-Apr-2025

Submission Text

Totally against the proposed signage for aquinas going up at the freeway - that is a very busy & fast area of the freeway with merge points - no more distractions are required. This is dangerous & visual pollution.

Sentiment Metric

Oppose

Reference

SUB-00000478

Name

Warren Marshall

Submission Date

7-Apr-2025

Submission Text

A Blot on the Landscape I oppose the application. The sign's position is incongruous with the immediate Aquinas vegetative surrounds and the site's longstanding heritage. The proposed sign is inconsistent with sound planning principles for high speed high volume traffic flow freeways. The sign will be a source of distraction as cars prepare to merge and plan for the entry to Mt Henry Bridge heading south and Canning Bridge heading north - each freeway portion containing big bends in the freeway. The comments attributed to the Principal re school advertising is duplicitous, the College sited on some of Perth's most expensive land with an enrolment base unmatched by many, 254 acres of elevated land and 2km of river frontage. The locals already endure dissecting College centric/ focussed traffic flows from Manning Road. The Headmaster needs to live out the school's creed - Veritas Vincit means truth conquers. And tell the truth. The newspaper article was an objective reporting summary

Sentiment Metric

Oppose

Reference

SUB-00000477

Name

Fiona Smith

Submission Date

7-Apr-2025

Submission Text

This advertising will allow for fundraising for scholarships to attend Aquinas for boys who otherwise may not be able to. The light pollution will be minimal, and the signage will not be near any houses.

Sentiment Metric

Support

Reference

SUB-00000476

Name

Eric Bentley

Submission Date

7-Apr-2025

Submission Text

We think this is a bad idea, once again Aquinas College is applying to bring down the aesthetics to the region for their own benefits. There have already been a number of accidents at this spot due to the merge onto Kwinana Freeway from the fantastic south entry from Manning Road.

Sentiment Metric

Oppose

Reference

SUB-00000475

Name

Andrew Bobey

Submission Date

7-Apr-2025

Submission Text

I do NOT support the proposal for a new sign on the freeway near Aquinas for the following reasons: . The sign is a potential safety hazard distracting drivers on a busy and fast moving section of the freeway. - The sign will create visual and light pollution that is completely unnecessary.

Sentiment Metric

Oppose

Reference

SUB-00000474

Name

Melissa Joy

Submission Date

5-Apr-2025

Submission Text

I do not agree with the proposed signage on the Kwinana Freeway for Aquinas College. We do not need to advertise to the general public that there is a boys' private school nearby. Boarders call the grounds home and this could potentially be inviting passing traffic to notice the school and for undesirables to unlawfully visit/become interested in the school.

Sentiment Metric

Oppose

Reference

SUB-00000473

Name

John Mcmaugh

Submission Date

3-Apr-2025

Submission Text

I live with access both on Riverway and Unwin cres and the proposed tower,it really does not bother me. What I would would like to see if the council do is improve telephone reception. I was one of the residents who signed a petition against phone towers in 1996 or 1997. I now regret this decision and if this is going to be so high maybe a phone tower will be included in the works . I and other residents would appreciate better phone access.

Sentiment Metric

Support

Reference

SUB-00000472

Name

Michael Prandi

Submission Date

3-Apr-2025

Submission Text

I am recording my support of Aquinas College's application to erect a Digital Advertising Sign on College grounds adjacent to the Kwinana Freeway. I believe there will be minimal impact to the surrounding bushland and/or any local residents.

Sentiment Metric

Support

Reference

SUB-00000471

Name

Shirley Watson

Submission Date

1-Apr-2025

Submission Text

In accordance with Figure 4 (Viewshed Analysis) of Appendix D of the Urbis Development Application, I will be directly impacted by the proposed digital sign, as my home (at 40 River Way, Salter Point) lies within the yellow highlighted portion of the circle shown on that Figure. In addition, many other homes will likewise be affected (I estimate over 100). The impact will be most detrimental at night, since a LED/backlight sign is proposed, and particularly if it is intended to be run 24 hours each day/every day. Furthermore, the proposed sign contravenes Local Planning Policy 7.1 as set out in section 5.3 of the Development Application (albeit that it appears that Urbis consider it otherwise). That is, it is larger and higher than the requirements, it is two signs rather than one, it contains third party content, it does adversely impact neighboring sites and surrounding areas (as explained above), it does adversely detract from the amenity and character of the locality.

Sentiment Metric

Oppose

Reference

SUB-00000470

Name

Kim O'Brien

Submission Date

1-Apr-2025

Submission Text

Hi, I strongly oppose Aquinas college wanting to put signage along the Kwinana freeway. How ugly will that make the beautiful natural landscape along the freeway. Please consider the environmental as well as the aesthetic impact this will have on the nature strip. We do not need any unnecessary visual pollution. Whether you are travelling in a car, train, boat passing along the river or a house along Mt Pleasant. Who wants to see more advertising pushed in their faces. Leave that strip to nature.

Sentiment Metric

Oppose

Reference

SUB-00000469

Name

Fiona Brooks

Submission Date

1-Apr-2025

Submission Text

I wish to protest the proposed digital sign on the following grounds: - I (and the general population) have not given permission for pollution of my visual field by large format signage and unnecessary lighting - Light pollution negatively affects health and the ecology: <https://newatlas.com/dark-skies-protect-night-sky/39994/> - This sign will be visible from the freeway and from my home and will create a distraction in both places - As I understand it the sign will often show advertising for third parties. The last thing we need is yet more encouragement to purchase largely-unncessary goods whose creation, consumption and disposal are damaging the living systems on which our lives depend My son went to Aquinas and I have until now regarded the school with respect and appreciation. This proposal seems contrary to the school's espoused Edmund Rice philosophies. I assume a primary driver is money...but this is at the cost of so much that has value beyond the dollar.

Sentiment Metric

Oppose

Reference

SUB-00000467

Name

Ralph Newton

Submission Date

31-Mar-2025

Submission Text

See attached document

Sentiment Metric

Neutral

From: [REDACTED]
Sent: Mon, 31 Mar 2025 09:35:31 +0800
To: "enquiries" <enquiries@southperth.wa.gov.au>
Subject: Re: SIGNAGE LOT 4 MT HENRY ROAD

Apologies but I have inadvertently said south facing sign in points 2 and 4 whereas it should read north facing.

I have made the corrections and repost below.

Thank you

Ralph Newton

Monday 31st March 2025

Mr Harry Rosenthal
COSP

Dear Mr Rosenthal,

We have carefully read the details of the Aquinas sign and talked to neighbours for comments.

While we have no objection to the Aquinas proposal, we believe there should be changes made before final approval is given. Our suggestions are:

- (1) Plant large mature trees and bushes immediately to the west and south of the existing Scoreboard on the main Aquinas oval, specifically to block out the sign from our location.
- (2) Turn off the north facing sign until these trees are mature enough to block out the illumination of the sign.
- (3) Plant many mature trees behind (to the south of) the most westerly houses on Edgewater Road, so that their view, and the view of the houses on the west end -- north side of Edgewater Road are somewhat protected from the night-time illumination from the sign. We do not think there would be much effect to the remaining houses along the north-south part of Edgewater Road (that face the high limestone freeway wall).
- (4) The College should negotiate with the neighbours before the north facing part of the sign be re-illuminated for night-time use. This should be based on the screening effect of the newly planted 'mature' trees.

With best wishes

Ralph and Lynne Newton
[REDACTED] Edgewater Road

SALTER POINT, 6152

Mobile



Reference

SUB-00000466

Name

Deborah Hegarty

Submission Date

31-Mar-2025

Submission Text

This is a wonderful initiative for Aquinas College supporting bursaries for indigenous and underprivileged boys to attend and be educated at Aquinas as college. The signage can not be seen from any surrounding houses due to proposed location and will display only very moderated signs and also promote the college. The Aquinas College Foundation in partnership with the college will closely manage the content and appropriateness. I fully support this application and as a resident of Edgewater Road, know the site which can't even be seen from the end of my street, near the walk bridge.

Sentiment Metric

Support

Reference

SUB-00000465

Name

Ashley Bacon

Submission Date

31-Mar-2025

Submission Text

A fantastic initiative that will provide essential funding to enable young boys from families in need to attend the college, get a high quality education, and develop into great young men who will make a long lived contribution to the local community.

Sentiment Metric

Support

Reference

SUB-00000464

Name

Leanne Swingler

Submission Date

31-Mar-2025

Submission Text

I fully support this proposal. Aquinas offer many scholarships for marginalised students.

Sentiment Metric

Support

Reference

SUB-00000463

Name

Frank Ferrero

Submission Date

31-Mar-2025

Submission Text

The land was granted to Aquinas College (Trustees of Edmund Rice Aust) for the purposes of a religious education institution. The College is exempt from paying Rates or Taxes , whereas all facilities around this land, footpaths, lighting , library services etc are used by it's students and staff but paid for by ratepayers such as myself. The construction of a large 40m2 Digital sign on what is a pristine river Hedland however constitutes a Commercial Venture. The large sign 13 metres high (height of the light towers) is a visual pollution and would be a distraction for motorists and anyone else who would otherwise use this part of the river. There is enough distractions on the road. The sign will ostensibly display commercial advertising- including Fast Food, and possibly Gambling and has no benefit whatsoever for the ratepayers. We oppose the granting of this as the College has in the past prevented the public use of even the rarely used open spaces as before with a barrier fence.

Sentiment Metric

Oppose

Reference

SUB-00000462

Name

Sally Myers

Submission Date

30-Mar-2025

Submission Text

I wish to say the sign for Aquinas College will be appropriate and should go ahead.

Sentiment Metric

Support

Reference

SUB-00000461

Name

Sarah Rooney

Submission Date

28-Mar-2025

Submission Text

Great idea

Sentiment Metric

Support

Reference

SUB-00000460

Name

Adrian Mitchell

Submission Date

28-Mar-2025

Submission Text

A brilliant initiative to showcase one of the Communities esteemed Colleges. A great idea and one I support wholeheartedly.

Sentiment Metric

Support

Reference

SUB-00000459

Name

Tara Vermeersch

Submission Date

28-Mar-2025

Submission Text

In support of the submission.

Sentiment Metric

Support

Reference

SUB-00000458

Name

Shannon Whitfield

Submission Date

28-Mar-2025

Submission Text

I endorse this development application

Sentiment Metric

Support

Reference

SUB-00000457

Name

Kate Doble

Submission Date

27-Mar-2025

Submission Text

Although I have been a member of the Aquinas Community for a long time, I am not a fan of digital signs on the freeway or anywhere to be honest. I personally find them distracting and unattractive.

Sentiment Metric

Oppose

Reference

SUB-00000451

Name

Shirley Law

Submission Date

19-Mar-2025

Submission Text

I am concerned about the light and EMF radiation pollution at night time. There is a lot of wildlife in the proposed area, and the addition of such a large source of artificial light at night will disrupt the natural ecology. If it is to be installed, then hours of operation should be strictly limited to 6am-7pm, otherwise, the light and EMF radiation will negatively affect the nocturnal behaviour of the natural fauna. Consider the avian life and nesting sites. If someone were to put a bright LED light outside your bedroom window which is on 24/7, would you be happy? The insects, birds and other animals can't speak for themselves when such a thing happens, which is why I am speaking out for them now.

Sentiment Metric

Oppose

Reference

SUB-00000450

Name

Cornelia Mader

Submission Date

25-Mar-2025

Submission Text

I believe the signage is too high. It does not make sense that it is necessary to be that much higher than the freeway lights. Besides the freeway lights, this unnecessary signage will again have a big impact on residents nearby.

Sentiment Metric

Oppose

Reference

SUB-00000449

Name

Paul Hanson

Submission Date

25-Mar-2025

Submission Text

Its hard to believe that an 18 metre, 24 hour a day illuminated advertising sign is in the best interest of the community, given it will be in plain site to many residents HOMES in the City of South Perth & the City of Melville. How many advertising large signs do we want in the City of South Perth, either on the freeway or in the suburbs. We can not see any community benefits located on the application, do we assume that is because there isn't any, only visual pollution. Surely Aquinas College can find smarter ways to raise money?

Sentiment Metric

Oppose

Reference

SUB-00000448

Name

Peter Gianni

Submission Date

25-Mar-2025

Submission Text

RATE PAYER OBJECTION As a homeowner on River Way facing directly over the water at this intended digital sign is not what I regard as a community benefit to all the rate payers. People live in the surrounding areas around the river, and surely, enjoying living has a far higher priority, than allowing a digital sign for the profit and benefits of one party. If this Digital Signage is allowed, it is setting a precedent for more signs, littering the City of South Perth. The City of South Perth should be very proud of the natural bushland in this area. There is no need to pollute it with advertising As a rate payer I strongly object to the erection of this sign.

Sentiment Metric

Oppose



mainroads
WESTERN AUSTRALIA

Enquiries: Bassam Abu Shamleh on (08) 9323 4990
Our Ref: 16/5706 (D25#393853)
Your Ref: PDDA-2025/0434

7 May 2025

Chief Executive Officer
City of South Perth
Cnr Sandgate St and South Tce
SOUTH PERTH WA 6151

Email: enquiries@southperth.wa.gov.au (via email)

Dear Sir/Madam,

DEVELOPMENT APPLICATION – PROPOSED DOUBLE SIDED LARGE FORMAT DIGITAL SIGN (LFDS) LOT 4 (NO.58) MOUNT HENRY ROAD, SALTER POINT – REF PDDA-2025/0434

In response to correspondence received on 11 March 2025, Main Roads has reviewed the information and **objects** to the proposal as it is inconsistent with *Main Roads' Policy and Assessment Guidelines for Digital Advertising Signs*:

Safety

- a) The proposed Large Format Digital Sign (LFDS) does not comply with the minimum uninterrupted visibility distance requirements outlined in Section 6.2 of *Main Roads' Policy and Assessment Guidelines for Digital Advertising Signs*. In a 100 km/h speed zone, a minimum visibility distance of 167 metres is required. This standard is not met for the southbound sign in its proposed location, as road users will be unable to view at least 50% of the sign from any point along the approach. As a result, the southbound sign does not meet the minimum 6-second visibility requirement and cannot be supported.

Amenity

- a) The proposed Large Format Digital Sign (LFDS) cannot be supported as it is not consistent with *Main Roads' Policy and Guidelines for Digital Advertising Signs*. The proposed location along Kwinana Freeway is situated within a continuous landscape corridor characterised by natural vegetation and limited built form, contributing to a high visual quality environment. This area includes vegetated corridors, filtered views of the Canning River and elevated terrain, which are valued by the community. The introduction of a prominent pylon structure with illuminated screens would create visual intrusion and contrast with the existing landscape, undermining the established character and amenity of the corridor.
- b) The required Landscape and Visual Assessment (LaVA) has not been submitted, despite being a key requirement under Main Roads policy to assess the site's visual character and sensitivity to change. Although a Visual Impact Assessment (VIA) has been provided, the photomontages included lack accurate modelling and do not

reliably depict the visual impact of the proposed sign from key viewpoints along both the northbound and southbound carriageways. There are also notable inconsistencies between the sign's location as shown on the plan and its representation in the photomontages, with discrepancies in scale and placement relative to surrounding elements such as trees and light poles.

Should the Council disagree with any of the above advice or require further information please do not hesitate to contact Bassam Abu Shamleh on (08) 9323 4990.

Please ensure a copy of the Council's final determination is sent to planninginfo@mainroads.wa.gov.au.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Jerko Ostoic', with a long horizontal stroke extending to the right.

Jerko Ostoic
Director Road Access and Planning



mainroads
WESTERN AUSTRALIA

Enquiries: Bassam Abu Shamleh on (08) 9323 4990
Our Ref: 16/5706 (D25#393853)
Your Ref: PDDA-2025/0434

22 July 2025

Chief Executive Officer
City of South Perth
Cnr Sandgate St and South Tce
SOUTH PERTH WA 6151

Email: enquiries@southperth.wa.gov.au (via email)

Dear Sir/Madam,

**DEVELOPMENT APPLICATION – PROPOSED DOUBLE SIDED ADVERTISING SIGN –
STATIC LIGHTBOX AND DIGITAL SCREEN (LFDS) – LOT 4 (NO.58) MOUNT HENRY
ROAD, SALTER POINT – REF PDDA-2025/0434**

In response to correspondence received on 9 June 2025, pertaining to the submission of amended development plans, a Landscape and Visual Assessment (LaVA) and further written justification, please be advised Main Roads has reviewed the amended development submission, and objects to the amended proposal as it remains inconsistent with Main Roads' *Policy and Assessment Guidelines for Digital Advertising Signs*.

Safety

- a) While the location of the proposed advertising sign has not changed from the original submission received on 11 March 2025, the design of the element visible to southbound motorists on Kwinana Freeway has been modified from a digital screen to a static lightbox configuration. As a result of this amendment, the minimum uninterrupted visibility sight distance requirement is no longer applicable.

Amenity

- a) The proposed advertising signage is located within a visually sensitive corridor, characterised by high-quality roadside vegetation and scenic views of the Canning River foreshore. This section of the freeway corridor is valued by the community for its semi-natural landscape character and overall visual amenity.

While the proponent has identified general landscape character types, the LaVA assessment does not adequately acknowledge the broader visual context of the freeway corridor. The sign, as a standalone illuminated commercial structure, is considered visually obtrusive and inconsistent with the established character of the area. Comparisons made to existing digital signage along the corridor are not considered relevant, as those installations serve functional traffic management purposes as part of the Smart Freeway system, rather than commercial advertising.

The proposed signage is likely to have a detrimental impact on visual amenity, particularly within a corridor containing sensitive environmental features—notably the

Canning River and a row of mature native vegetation—and subject to a high level of visual exposure. The location interfaces directly with existing roadside vegetation, which significantly contributes to the landscape character of the corridor and plays an important role in screening and softening the built environment along this section of Mt Henry Road. The introduction of prominent commercial signage at this location would undermine the visual coherence of the corridor and erode its established environmental values.

This position is consistent with the design principles outlined in *State Planning Policy 7.0 – Design of the Built Environment*, which emphasises the importance of context sensitivity, landscape integration, contribution to the quality of the public realm, and alignment with community expectations.

Furthermore, visual amenity and the control of advertisements is protected under the *Main Roads Act 1930*.

b) The submitted LaVA includes the required components, including character identification, viewer sensitivity analysis, and updated photomontages. However, the following issues remain unresolved:

- **Visual Sensitivity:** The signage is specifically designed to draw the attention of freeway users, particularly drivers, resulting in a high level of visual sensitivity along the approach. Its illumination introduces a stark and incongruent contrast within the predominantly natural landscape setting.
- **Vegetation Removal:** The proposed removal of overhanging branches to enhance sign visibility would further diminish the visual quality and amenity of the freeway corridor, which relies on retained vegetation for screening and landscape character.
- **Operational Considerations:** Although the southbound sign is proposed to be switched off by 10:30pm, this operational measure does not adequately address the broader impacts on landscape character during daylight and evening hours.

As such, based on the assessment of amenity impacts, landscape character, and interface with existing roadside vegetation, the proposed signage does not comply with *Main Roads' Policy and Assessment Guidelines for Digital Advertising Signs*.

Should the City disagree with any of the above advice or require further information please do not hesitate to contact Bassam Abu Shamleh on (08) 9323 4990.

Please ensure a copy of the JDAP's final determination is sent to planninginfo@mainroads.wa.gov.au.

Yours sincerely



Chris Fudge
A/ Road Access and Planning Manager

From: Pinfold, Daniel <Daniel.Pinfold@pta.wa.gov.au>
Sent: Monday, 28 April 2025 8:03 AM
To: Harry Rosenthal
Subject: APPLICATION NO. PDDA-2025/0434 - Third Party Digital Advertising Billboard - Lot 4 P3383, LOT 4 MT HENRY ROAD SALTER POINT WA 6152

Follow Up Flag: Follow up
Flag Status: Completed

Kaya Harry,

Re: APPLICATION NO. PDDA-2025/0434 - Third Party Digital Advertising Billboard - Lot 4 P3383, LOT 4 MT HENRY ROAD SALTER POINT WA 6152

Thank you for email dated 14/04/2025, the Public Transport Authority (PTA) has no objections subject to the following conditions.

Conditions

1. Prior to commencement of the development, or any works associated with the development, the applicant/owner must obtain approval from the PTA for works in and around the operating Railway Corridor in accordance with the PTA's *8810-450-003 – Procedure – Working in and around the PTA rail corridor, Assets and Infrastructure*, to the satisfaction of the PTA.

Justification for Condition: The site is within 100m of the PTA Railway Reserve which places the proposed development within the PTA Protection Zone. An application for third party access is required prior to the commencement of any development/construction works within the Protection Zone.

Advice

1. The applicant/owner is required to submit an application to undertake works within the PTA protection zone prior to any works commencing. Information about the procedure and required information for assessment can be found in the PTA's *8810-450-003 – Procedure – Working in and around the PTA rail corridor, Assets and Infrastructure*. The application must be submitted a minimum of 3 months prior to the commencement of the development. Please email the application to PTAThirdPartyAccess@pta.wa.gov.au

The PTA wishes to remain involved in the application moving forward, with updates to be email to wapcreferrals@pta.wa.gov.au

Yaankga,

Daniel Pinfold

Assistant Planner | Infrastructure Planning & Land Services

Mon	Tues	Weds	Thurs	Fri
Available	Available	Unavailable	Unavailable	Unavailable

Public Transport Authority of Western Australia
Public Transport Centre, West Parade, Perth, 6000
PO Box 8125, Perth Business Centre, WA, 6849
Tel: (08) 9326 2943 Fax: (08) 9326 2000
Email: daniel.pinfold@pta.wa.gov.au | Web: www.pta.wa.gov.au



The Public Transport Authority of Western Australia cannot accept any liability for any loss or damage sustained as a result of software viruses. You must carry out such virus checking as is necessary before opening any attachment to this message. The information in this email and any files transmitted with it may be of a privileged and/or confidential nature and is intended solely for the addressee(s). If you are not an intended addressee please notify the sender immediately, and note that any disclosure, copying or distribution by you is prohibited and may be unlawful. The views expressed in this email are not necessarily the views of the Public Transport Authority.

AQUINAS DIGITAL SIGN LANDSCAPE AND VISUAL ASSESSMENT (LAVA)

LARGE FORMAT DIGITAL SIGN KWINANA FREEWAY

PREPARED FOR
AQUINAS COLLEGE
JUNE 2025
FINAL REPORT



CONTENTS

LAVA ASSESSMENT GUIDELINES 3

INTRODUCTION 4

BRIEF DESCRIPTION OF THE DIGITAL SIGN INCLUDING LOCATION 4

STUDY AREA CONTEXT 6

DEFINE THE STUDY AREA 6

VISUAL IMPACT ASSESSMENT 10

EXISTING VISUAL LANDSCAPE CHARACTER AND VISUAL AMENITY 10

PHOTO SIMULATION 1 - KWINANA FWY SOUTH 12

PHOTO SIMULATION 2 - MT HENRY JETTY 14

PHOTO SIMULATION 3 - DEEP WATER POINT BOAT RAMP 16

PHOTO SIMULATION 4 - KWINANA FWY SOUTHBOUND 18

PHOTO SIMULATION 5 - KWINANA FWY NORTHBOUND NORTH 20

NIGHT PHOTO SIMULATION 1 - KWINANA FWY NORTHBOUND SOUTH 22

SITE PHOTOGRAPH 1 - LOT 20 EDGEWATER RD 24

SITE PHOTOGRAPH 2 - KWINANA FWY NORTH 25

SITE PHOTOGRAPH 3 - RIVERTON DR W 26

SITE PHOTOGRAPH 4 - MT HENRY SPIT 27

SITE PHOTOGRAPH 5 - LOT 147 THE ESPLANADE 28

SUMMARY AND MITIGATION 29

SUMMARY OF VISUAL IMPACTS 29

PHOTO-SIMULATION PROCESS 30

PHOTO-SIMULATION PROCESS INFORMATION 30

TABLES

Table 1 Visual Impact Rating 7

FIGURES

Figure 1 Supplied Data - Signon - Kwinana Freeway Digital Screen Pylon 5

Figure 2 Illuminated Lightbox Advertising Aquinas Only Facing Southbound Traffic 5

Figure 3 Third Party Digital Sign Facing Northbound Traffic 5

Figure 4 Pylon Top Elevation 5

Figure 5 Site Context 7

Figure 6 Viewshed Analysis 8

Figure 7 Viewpoint Locations 9

Figure 8 Existing Visual Amenity 11

1.0 LAVA ASSESSMENT GUIDELINES

The Main Roads WA Policy and Assessment Guidelines for Digital Advertising Signs (2024) outlines a series of Landscape and Visual Assessment (LaVA) requirements for evaluating the visual impact of digital signage proposals. These requirements provide a structured approach to identifying, assessing, and managing the potential visual effects of signage in the context of infrastructure corridors.

The proposed Aquinas Static Lightbox and Digital Sign, located within the grounds of Aquinas College and facing the Kwinana Freeway, has been assessed in accordance with these guidelines.

THE LAVA ASSESSMENT RESPONDS TO MAIN ROADS REQUIREMENTS AS FOLLOWS:

▪ Defining the Study Area and Catchment;

The study area was established from the centre of the sign's location based on topographic data and visual modelling. This 1km radius reflects the typical viewing range for elevated freeway signage and includes publicly accessible view locations such as the Kwinana Freeway and shared use path. The study area was verified via a field visit.

Refer: Figure 6 - Viewshed Analysis & Figure 7 - Viewpoint Locations.

▪ Identifying the Landscape Character;

Three dominant landscape character types were identified within the study area:

- *The Kwinana Freeway Corridor – a visually engineered space dominated by transport infrastructure and existing digital signs;*
- *Institutional Grounds of Aquinas College – visually contained and semi-screened;*
- *Swan River Foreshore – a natural area not visually connected to the sign due to screening vegetation and landform.*
- *No features or visual significance or important viewpoints were noted within the landscape area.*

▪ Assessing Visual Sensitivity;

Viewer sensitivity was evaluated based on land use and viewer type. The dominant users—drivers and cyclists—experience the landscape as transitory and are considered low sensitivity. No high-sensitivity receptors (residential or heritage) are affected as additional nature trees have agreed to be replanted to block out the sign from residents as agreed with City of South Perth council.

▪ Undertaking Viewshed Analysis

A viewshed analysis was completed using contour and landform data to map where the sign may be visible. Screening from vegetation and structures was refined during the field assessment. The analysis confirmed limited viewpoints with direct exposure to the proposed signage.

▪ Selecting Key Viewpoints

Eleven potential viewpoints were identified, and six were selected for detailed assessment based on visibility, public accessibility, and likelihood of visual change. These viewpoints informed the visual impact rating and photomontage development.

▪ Photomontage and Visual Impact Analysis

Photomontages were created from the three key viewpoints using photographs taken at an eye height of 1.6m. These images illustrate how the signage integrates with the existing freeway environment. The analysis concluded that the sign is visible but does not dominate or disrupt the visual composition of the corridor.

▪ Assessing Visual Change and Compatibility

The sign is identifiable within the scene, resulting in a minor change to views. However, it is consistent in size, scale, and structure with other existing digital signage along the freeway. The proposal results in a low to moderate reduction in the quality of the scene, but this is considered acceptable given the surrounding infrastructure context.

▪ Evaluating Amenity Impacts;

The southbound screen will operate as a static lightbox, turned off by 10:30 pm, reducing potential amenity concerns. The freeway already features significant illumination and digital infrastructure. The additional signage does not materially change the lighting or character of the space.

▪ Consider Landscape Compatibility

The sign is visually compatible with the surrounding road corridor, does not affect scenic or natural areas, and represents a continuation of existing visual conditions. The screen accounts for less than 1% of the total landscape.

▪ Document Conclusions

The assessment concludes the proposal causes a low/moderate reduction in visual quality but no material or unacceptable impact. It complies with Main Roads WA's LaVA methodology and supports approval from a visual perspective.

2.0 INTRODUCTION

2.1 BRIEF DESCRIPTION OF THE DIGITAL SIGN INCLUDING LOCATION

2.1.1 BACKGROUND

Urbis was commissioned by Aquinas College to conduct a visual impact assessment of the proposed Aquinas Lightbox and Digital Display Pylon Signage. The signage, is to be constructed East of the Kwinana Freeway Verge within the Aquinas College grounds with panels facing both the southbound (static lightbox advertising Aquinas College only) and northbound (digital sign) lanes. The report examines the visual impact of the proposed signage on visual amenity within the road reserve and adjoining areas.

2.1.2 VISUAL ASSESSMENT SCOPE

The visual impact assessment, is prepared from representative viewpoints in close proximity to the pylon (the study area). This assessment will help to describe the likely visual change resulting from the proposed development.

Photomontages from key viewpoints will demonstrate the impact of signage under consideration. The photomontages examine the area affected by the proposal, the appearance of the signage from the surrounding context, and the resultant visual impacts.

The visual impact assessment will help to determine whether the proposed signage will create an impact on views from its surrounding context.

2.1.3 VISUAL CHANGE

The visual impact assessment will evaluate the proposed development by determining the degree of visual change that will occur to the landscape. The main contributing factors towards visual change from the viewing locations within the study area will be the position of the signage within the landscape and the surrounding vegetation. Visual effect and visual sensitivity are considered from each of the viewing locations in order to determine the potential visual impact.

When considering the visual effect of the proposal on each viewing location the following consistent visual effect judgements are noted:

- Changes to landform - The form of the signage structure integrates with road infrastructure elements within the vicinity. The signage pylon does not break the horizon line as the Aquinas school property rises above it;
- Changes to vegetation patterns - Vegetation removal will be required, however this will be limited to the location of signage footprint/footing and over hanging branches. The signage may limit views to vegetation situated behind it however a consistent vegetation pattern will be maintained within the view-shed; and,
- The nature, density and scale of existing and proposed development - the proposed signage integrates well with the surrounding environment due to the siting and preservation of the surrounding vegetation.

2.1.4 VIEW LOCATION ANALYSIS

An analysis of view locations has been undertaken as a basis for assessing the impact that the proposed development will have on the existing view.

Each of these views is assessed using the methodology outlined within this report and presented in the view location assessment.

Due to the open nature of the surrounding landscape on the site, the proposed development has the potential for visibility from many public locations within the study area.

A viewshed analysis was prepared using land contour information to illustrate the visibility of the site from potential viewing locations within the study area.

The viewshed analysis does not account for screening from vegetation, buildings or other structures. This analysis identifies the areas where the site is visible from a viewing location.

Refer: Figure 6 - Viewshed Analysis

From the visual catchment Urbis identified 11 viewing locations. The key viewer locations were selected within the study area and take into consideration key infrastructure(roads), potential tourist destinations, housing and culturally-significant places. The viewpoints were limited to publicly accessible areas and places that present a view towards the site.

Site visits to validate the results of the desktop study and viewshed analysis were conducted on 8 January 2025 and 21 May 2025. The objectives of the visit were to:

- Identify the location and sensitivity of visual impact viewpoints for the project;
- Gather photographs from the identified viewing locations to assist in the assessment process and for the development of photomontages; and,
- Provide information to support the determination of the visual catchment.

Identified viewing locations were then confirmed through the site visit to check the extent of the view and identify areas that are screened with vegetation or built form. Photographs were taken from each identified location with viewing heights set at average standing height of 1.60 metres.

Three key views were identified as the most suitable viewing locations to undertake the assessment from due to the likelihood of visual change and proximity/accessibility to public viewing locations. The selected views were then used as a basis to develop photomontage images.

Refer: Figure 7 - Viewpoint Locations.

2.1.5 LAVA ASSESSMENT REQUIREMENTS

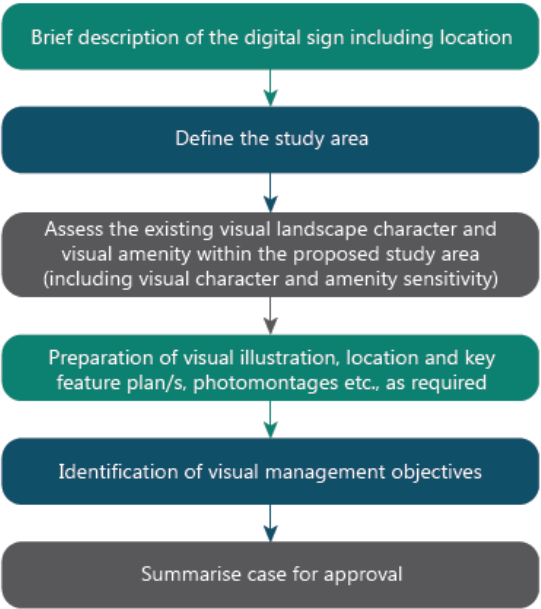
This visual assessment has been undertaken in accordance with Main Roads Western Australia's Policy and Assessment Guidelines for Digital Advertising Signs (2024), with particular reference to Appendix 2: LaVA Assessment Requirements. The appendix outlines a structured approach to evaluating the visual impact of proposed digital signage, focusing on landscape character, visual sensitivity, key viewpoints, and management objectives.

The assessment considers both the visual effect of the proposed development and the sensitivity of the landscape from which it is visible, aligning with Main Roads' requirement for a comprehensive and context-sensitive evaluation of visual amenity.

While the methodology is grounded in the Main Roads LaVA framework, it is also broadly consistent with principles outlined in the Visual Landscape Planning in Western Australia Manual (DPI, 2007), which provides supplementary guidance on assessing visual quality using professional value judgements.

Urbis conducted a desktop study to review landscape character and visual context, followed by a site inspection to identify key viewpoints and viewing corridors. Photographic documentation was captured to support the preparation of photomontages used in evaluating potential visual impacts.

The following chart outlines the LAVA assessment methodology applied for this project:



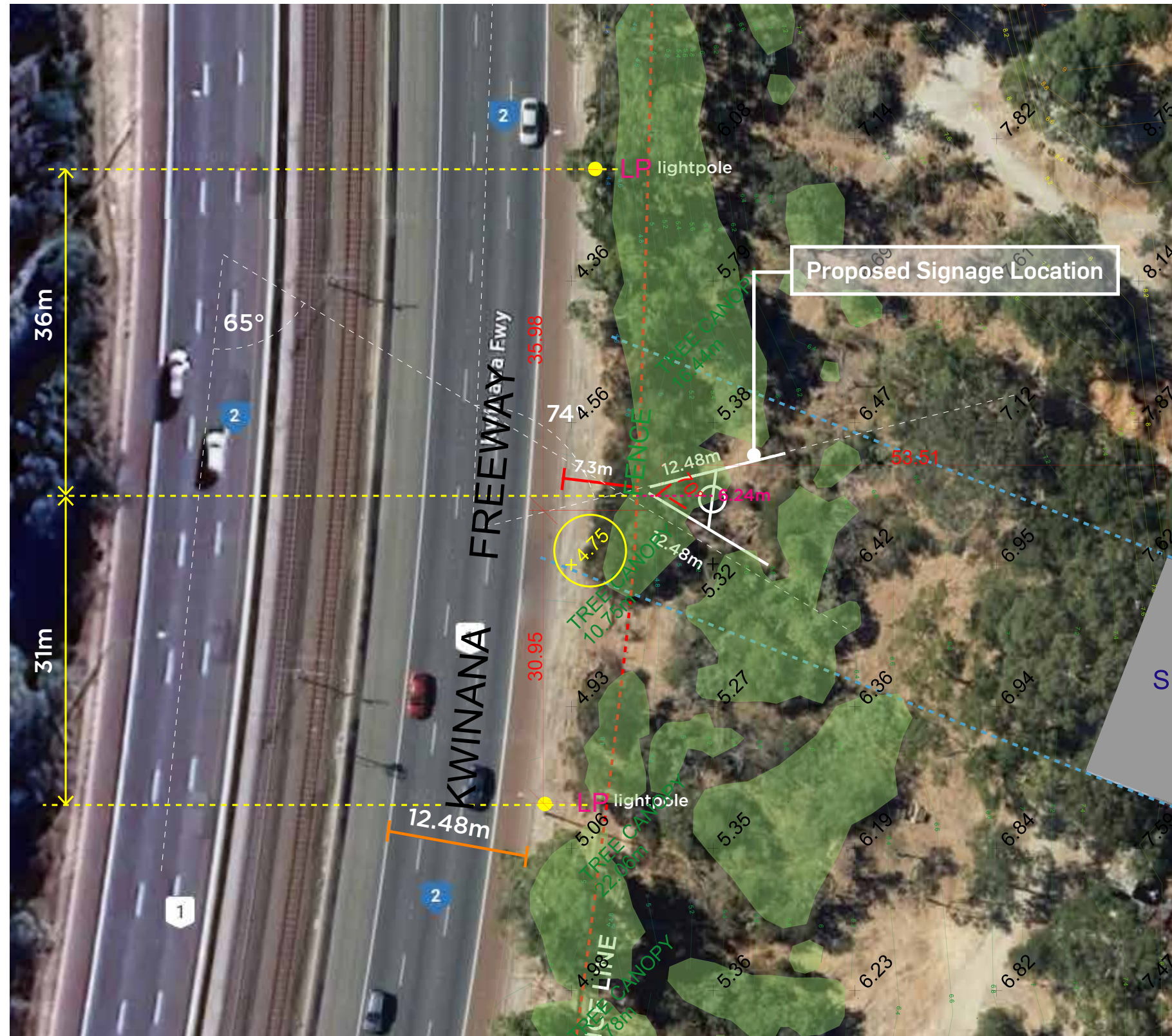


Figure 1 Supplied Data - Signon - Kwinana Freeway Digital Screen Pylon

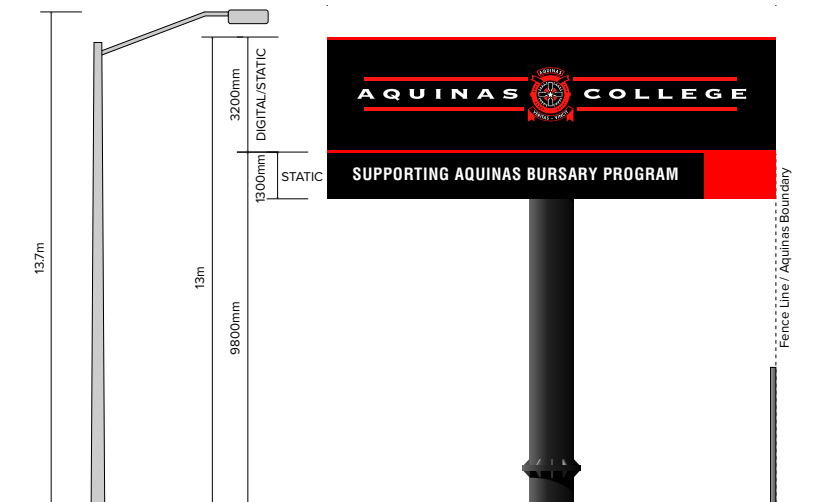


Figure 2 Illuminated Lightbox Advertising Aquinas Only Facing Southbound Traffic



Figure 3 Third Party Digital Sign Facing Northbound Traffic

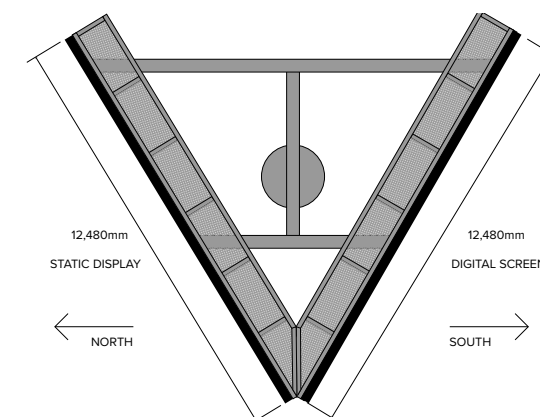


Figure 4 Pylon Top Elevation

3.0 STUDY AREA CONTEXT

3.1 DEFINE THE STUDY AREA

3.1.1 PROPOSED DEVELOPMENT

The proposed Aquinas Lightbox and Digital Display Sign is to be installed within the grounds of Aquinas College, located to the east of Kwinana Freeway in Salter Point, Western Australia. The sign will be constructed on private institutional land zoned Private Community Purposes and is positioned in the eastern freeway verge, with a static lightbox advertising Aquinas College only facing southbound traffic and a third party digital sign northbound traffic facing.

The pylon structure comprises the following:

- Supporting column approximately 13 metres in height;
- A Static Lightbox advertising Aquinas only facing southbound traffic 12.48m(W) x 3.2m(H) with a static sign underneath 12.48(W) x 1.3(H), designed for long-range legibility by freeway users;
- A LED Digital Lightbox facing northbound traffic with a static sign underneath 12.48(W) x 1.3(H), , designed for long-range legibility by freeway users;
- The total height of the signage structure is approximately 13 metres above natural ground level;
- The base of the Lightbox sits approximately 8 metres above natural ground, reducing visual clutter at eye level and aligning with driver sightlines.

The proposed sign is intended to communicate school messages, events, and community information, while also functioning as a digital advertising platform. The installation is being assessed in accordance with Main Roads Western Australia's Policy and Assessment Guidelines for Digital Advertising Signs (2024), with specific reference to Appendix 2 – LaVA Assessment Requirements. The assessment also considers principles outlined in the WAPC Visual Landscape Planning in Western Australia Manual (DPI, 2007) to ensure planning alignment and visual integration with the broader landscape.

3.1.2 STUDY AREA DEFINITION

The study area extends to a 1-kilometre radius from the sign's proposed location, capturing a range of public view corridors from both elevated and ground-level positions. This area was selected based on the potential for visibility along key infrastructure corridors—including Kwinana Freeway, Mount Henry Bridge, and surrounding open space reserves—and aligns with the LaVA guideline for evaluating likely visual exposure of large-scale static and digital infrastructure.

Visibility modelling was conducted using land contour data and viewshed analysis, supplemented by on-ground validation during site inspections on 8 January 2025 and 21 May 2025. Eight preliminary view locations were identified during the desktop phase, with three key publicly accessible viewpoints selected for detailed assessment and photomontage development. These viewpoints were chosen based on their

likelihood of experiencing visual change, the volume of public usage (e.g., road traffic), and their contextual significance within the landscape.

3.1.3 DATA SET

Urbis obtained data from Aquinas College and Sign On with respect to levels and proposed signage built form at the development site (both existing and proposed). Additionally Urbis sourced supporting GIS data to ensure that the data set is appropriate for the modelling exercise. The data set accurately illustrates the surrounding site context including topography/terrain, access roads, and built form.

Refer: Figure 1_Supplied Data

Following review of the project site Urbis identified 11 view locations within the study area from which the impact assessment should be undertaken. The identified points were selected from accessible public areas with the potential to be impacted.

3.1.4 SURROUNDING LANDSCAPE CONTEXT

Aquinas College is situated on a prominent site within the suburb of Salter Point, abutting the Swan River to the north and the heavily trafficked Kwinana Freeway corridor to the west. The broader landscape features a mix of institutional land uses, riverside parklands, and established residential neighbourhoods, with vegetation and topographic variation influencing visibility to and from the site.

To the west of the proposed sign is the Kwinana Freeway, a major metropolitan arterial route that carries a high volume of daily commuter traffic. The Mount Henry Bridge, a key river crossing and part of the freeway system, lies to the north and offers elevated views towards the college grounds. The freeway corridor itself is contains vegetative screening on the eastern verge where the sign will be located.

To the south and east of the site, the landform gradually rises, and screening vegetation along internal boundaries of Aquinas College and adjacent properties begins to enclose longer-distance views.

3.1.5 NATURAL LANDFORM

The study area is undulating and heavily modified with road infrastructure. When viewed from the surrounding roads within close proximity to the site, the development site will be evident where there is no screening vegetation as it will not be contained by landform.

3.1.6 LIGHT

Evening lighting creates a visual change which needs to be considered, even when viewed from distant viewpoints. The signage structure will contain and electric display required for operational purposes. Spot lights are not proposed as part of the structure. While direct light spill is expected to be limited, it can be further mitigated by retained and proposed vegetation screening which has been agreed to be planted with the City of South Perh Council with the southbound Static Lightbox to be turned off at 10:30 at night.

3.1.7 PHOTOMONTAGES

Photomontages were used to visualise the proposed development from fixed locations. Photographs were taken to create the photomontages consisting of a computer-generated indication of the signage location composited onto the photographs. This illustrates how the proposed infrastructure might look to a person from a specific location. The process involved taking photographs from select recorded viewpoints in the direction of the proposed development.

The following were used as input for the modelling process for the photomontages:

- relevant digital photographs taken from the identified viewpoints;
- heights for proposed infrastructure;
- contour data of the surrounding landscape;
- location and bearing data which describe the views from the viewpoints; and,
- reference points, used to align/ check the 3D features against existing scenery.

Photomontages were created at 6 key viewing points, to aid in the assessment of visual impact. These viewing points and the potential visual impact of the development are outlined in the following section of the report. Both Day and Night photomontage images have been developed.

3.1.8 VISUAL IMPACT

Visual impact is a measure of the potential effect that the proposed development will have on the visual environment without any remedial treatment. Visual impact is based on a number of factors which affect the perceived visual quality. The degree to which the proposed will impact on the landscape will depend upon:

- Siting, layout and design of the signage infrastructure and lighting.
- Colour, shape, height and lighting /digital display of the pylon.
- Visibility of the signage, having regard to the location, distance from which the development is visible, and view sheds.
- Significance and sensitivity of the landscape, having regard to topography, the extent and type of vegetation, natural features, built form character and community values.

Visual impact depends upon the visual catchment area (extent of visibility), visual sensitivity (the number of views/viewers affected, duration of views, and distance) and visual effect (the degree of visual intrusion or obstruction that will occur).

These visual impacts can be positive or negative. Visual impact is determined as a result of the relationship between visual effect and visual sensitivity in accordance with **Table 1 Visual Impact Rating**.

Figure 5 Site Context



Table 1 Visual Impact Rating

		VISUAL EFFECT LEVELS					
		HIGH	MODERATE / HIGH	MODERATE	LOW/MODERATE	LOW	NEGLIGIBLE
SENSITIVITY OF LANDSCAPE TO PROPOSAL	HIGH	HIGH	HIGH	MODERATE / HIGH	MODERATE / HIGH	MODERATE	MODERATE
	MODERATE / HIGH	HIGH	MODERATE / HIGH	MODERATE / HIGH	MODERATE	MODERATE	LOW/MODERATE
	MODERATE	MODERATE / HIGH	MODERATE / HIGH	MODERATE	MODERATE	LOW/MODERATE	LOW/MODERATE
	LOW/MODERATE	MODERATE / HIGH	MODERATE	MODERATE	LOW/MODERATE	LOW/MODERATE	LOW
	LOW	MODERATE	MODERATE	LOW/MODERATE	LOW/MODERATE	LOW	LOW
	NEGLIGIBLE	MODERATE	LOW/MODERATE	LOW/MODERATE	LOW	LOW	NEGLIGIBLE

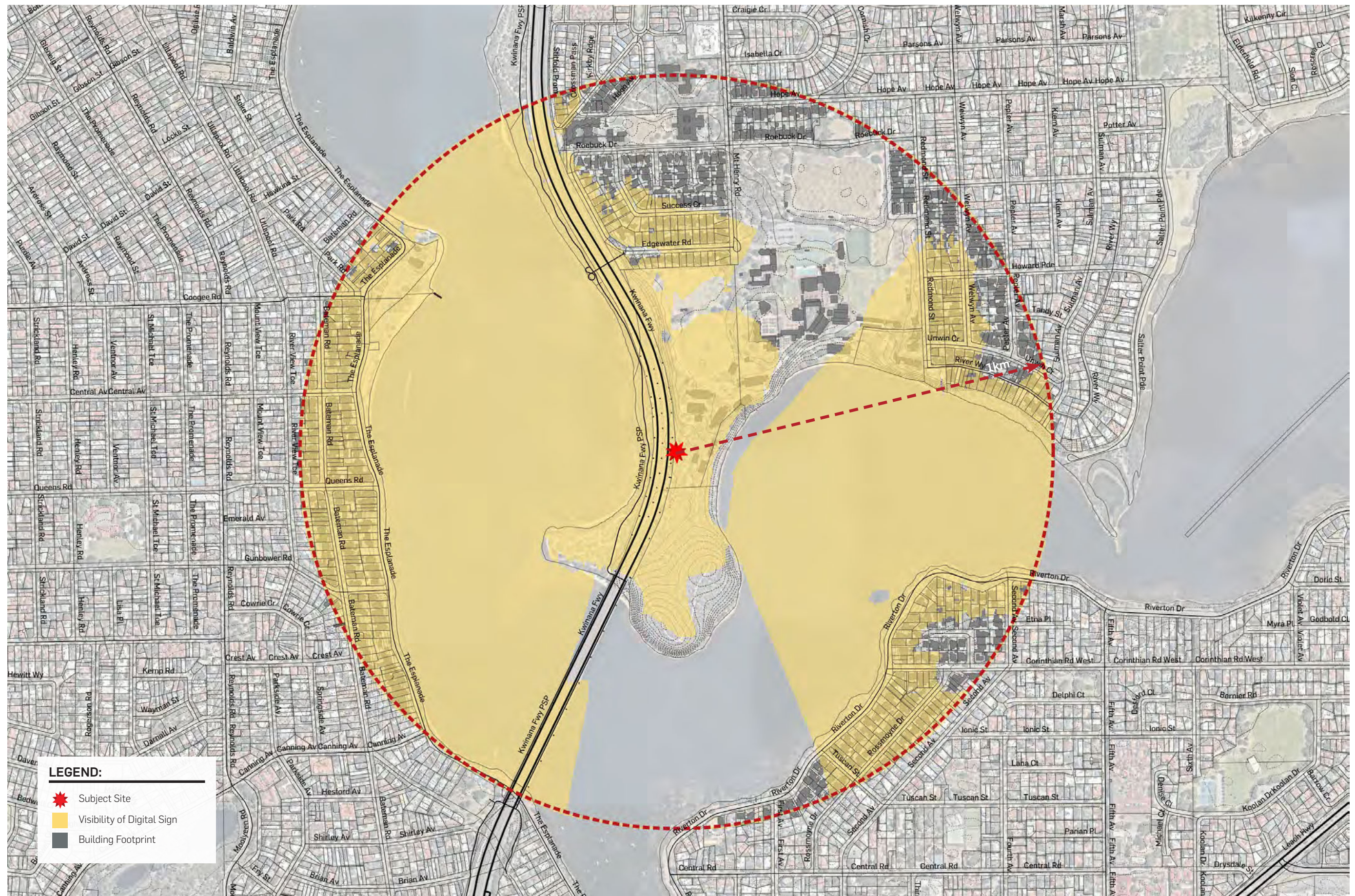


Figure 6 Viewshed Analysis

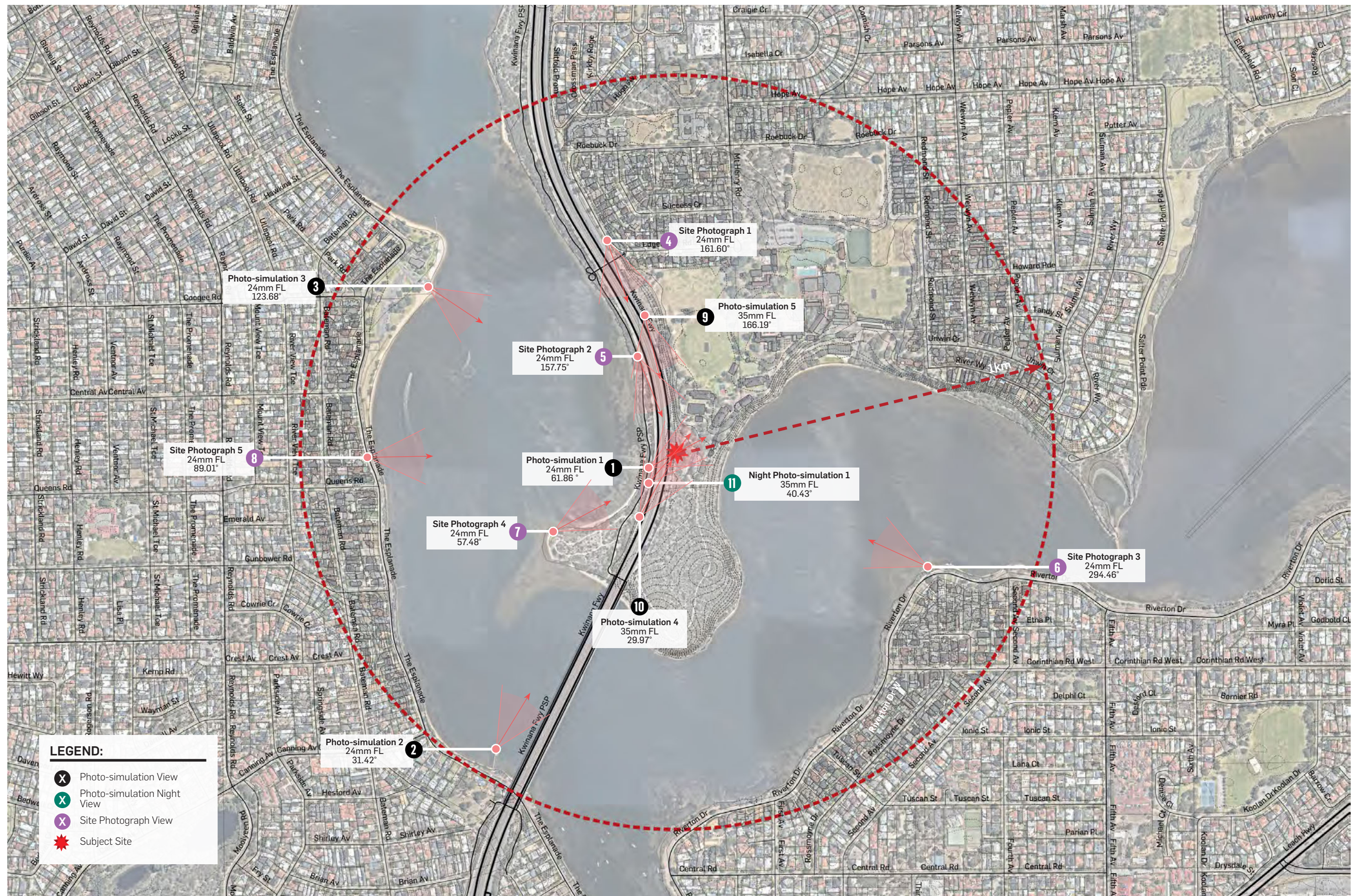


Figure 7 Viewpoint Locations

4.0 VISUAL IMPACT ASSESSMENT

4.1 EXISTING VISUAL LANDSCAPE CHARACTER AND VISUAL AMENITY

4.1.1 PRECEDENT CONTEXT

Landscape character is defined as the recognisable pattern of physical and cultural elements that occur within a given landscape, shaped by a combination of topography, vegetation, land use, built form, infrastructure, and sensory qualities. It reflects the cumulative result of natural systems and human activity over time, resulting in a unique and identifiable sense of place.

The character of the landscape within the visual catchment area of the proposed Aquinas Digital Sign has been assessed to determine the degree of visual change likely to result from the proposed development. This assessment considers the character types present, their existing condition, and the capacity of the landscape to visually absorb change.

In line with visual management strategies outlined in the Western Australian Planning Commission's (WAPC) Visual Landscape Planning in Western Australia (2007), landscape character should be considered through principles of:

- Best practice siting and design;
- Protection and maintenance of valued landscape elements;
- Restoration of degraded character or enhancement where feasible.

4.1.2 FREEWAY ENVIRONMENT

The study area surrounding the proposed development is infrastructure-dominated, shaped by the alignment of major transport routes and institutional land use. Three core landscape character types were identified within the defined 1 km study area:

Major Road and Rail Infrastructure Corridor (Kwinana Freeway)

The Kwinana Freeway forms the dominant visual and structural element in the landscape. It is a broad linear transport corridor, accommodating multiple lanes of high-speed vehicle traffic, a central rail line with overhead electrification, and various transport-associated structures including:

- A pedestrian overpass;
- Concrete safety barriers and noise walls;
- Large-scale directional signage, including existing digital traffic information screens;
- Overhead lighting and gantries.

The corridor exhibits a highly modified, engineered character, with landscape softening through vegetation located beyond the road verge. The overall experience of the freeway environment is functional, utilitarian, and visually cluttered, shaped by the needs of high-volume commuter movement and transport infrastructure efficiency.

This section of the corridor includes precedent digital signage installations of a similar scale and visual impact to the proposed application. As such, the character of the landscape is already conditioned to accommodate large-scale, illuminated signage as part of its baseline visual environment.

Institutional Landscape (Aquinas College Grounds)

Located immediately east of the freeway, Aquinas College occupies an expansive area of privately owned, education-zoned land. The college features a combination of:

- Mature native and ornamental vegetation;
- Structured sports fields and open lawn areas;
- Low- to mid-scale built form including academic, residential and administrative buildings.

The college landscape is generally inward-facing, and largely screened from public view by fencing, vegetation, and changes in grade. While the proposed sign sits within the College's private landholding, its visibility is defined by its presentation to the adjacent freeway corridor, not the college grounds themselves.

Riverside and Foreshore Landscape (Swan River)

To the west of the site lies the Swan River foreshore, a landscape of high natural and recreational value. However, due to the presence of vegetation and natural screening along the riverbank, the proposed sign is not expected to be highly visible from the river or its recreational pathways.

This landscape character area features:

- Riparian vegetation, including tall eucalyptus species and dense understorey;
- Public recreation nodes, including pathways, lookouts, and picnic areas;
- A strong scenic and ecological value, with an emphasis on passive recreation and river viewing.

Due to its screened position, there is no expected visual intrusion or change to the character of this landscape.

4.1.3 EXISTING VISUAL AMENITY AND SENSITIVITY

The visual amenity of the study area is assessed based on the perceived visual quality of the landscape and the sensitivity of users to changes in the visual environment. In the case of the proposed Aquinas Sign, key considerations include:

- The primary users of the area are motorists and cyclists—transitory users with low/moderate sensitivity to built infrastructure;
- The existing environment is visually dominated by the freeway, characterised by high traffic volumes, lighting, road signage, and digital messaging boards;

- The freeway corridor already accommodates digital signs of similar scale and form, reinforcing the existing visual expectations and minimising any perception of adverse change;
- The proposed sign will be of a consistent scale and design to other signs present along the corridor (refer to Development Application Figures, pp. 89–90);
- The southbound display panel is proposed as a static lightbox displaying Aquinas College branding and turned off at 10:30 pm, further reducing any potential for light spill or visual disturbance.

4.1.4 VIEWPOINT SELECTION AND METHODOLOGY

Viewpoints were selected through a combination of desktop visibility modelling and on-site fieldwork. Criteria included:

- Public accessibility;
- Visual exposure along major transport corridors;
- Proximity to the proposed signage;
- Representation of community viewpoints and values.

All viewpoints were photographed from an average standing eye height of 1.6 metres. The field study confirmed the results of the visibility model, identified areas where screening vegetation or built form limited views, and verified the most visually affected areas for photomontage assessment.

Key considerations in evaluating the sign's impact included:

- Visual prominence against the skyline;
- Scale and form in relation to built and natural surroundings;
- Visual sensitivity of surrounding land uses and community spaces;
- Daytime and potential night-time visibility (due to digital illumination).

This approach ensures that the visual impact assessment meets the technical requirements set out by Main Roads WA, and presents an evidence-based evaluation of potential visual change across the study area



Figure 8 Existing Visual Amenity - Surrounding Area

1

PHOTO SIMULATION 1
KWINANA FWY SOUTH

Camera Lens Height From Ground 1.60m	Camera Lens Focal Length (full frame equivalent) 35mm	Horizontal Field of View 54.4°	Heading Angle (to centre) 61.86°	Site Distance (to centre) ~88m
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VISUAL EFFECT

LOW / MODERATE

Viewpoint Screening - Partial Screening

The signage structure will stand above the surrounding existing vegetation together with the existing freeway lighting and rail power infrastructure. Part of the digital screen of the signage will be seen above the vegetation and through the gaps of the vegetation.

The signage will be identifiable within the overall scene, resulting in a partial change to the existing view. It will be situated together with the existing road light poles and rail power infrastructure.

The visual effect will be greatest at night where the digital panel will draw the eye.

The pylon sign is compatible with the surrounding roadside character and composition. The proposal will result in a low/moderate reduction in the quality of the scene.

VISUAL SENSITIVITY

LOW / MODERATE

Distance - Foreground

This viewpoint is located on the shared-use path and would predominantly be witnessed by commuters, walkers/runners and cyclists.

The existing landscape is modified and commonly occurring. The view frequency for pedestrian and cyclist users is high and relates to a passing view. This view is unlikely to be the focus for the majority of users as their attention will be drawn to the path ahead or in the direction of the river.

There is low visual use area sensitivity associated with the road side view containing existing road infrastructure elements.

LANDSCAPE CHARACTER

The viewpoint is taken from the shared use path to the west of the Kwinana Freeway northbound lanes. A dense group of roadside vegetation can be seen in the immediate foreground. Chain-Mesh fencing, rail power infrastructure and street lights are located in the middle of the view in front of the proposed pylon sign. Signage can be seen partially, rising above the Freeway and surrounding vegetation.

VISUAL IMPACT

LOW / MODERATE

Visual Prominence - Low/Moderate

The introduction of the signage structure would represent a change to the view, but it constitutes only a minor component of the wider view and it is compatible with the surrounding character zone.

In this instance, the low/moderate visual effect combined with a low/moderate level of visual sensitivity will result in a low/moderate potential visual impact.



KEY VIEWPOINT TYPE:
SHARED USE PATH

Visual Management Objective (VMO)	Main Impacts
Best Practice Siting and Design Reduce visual intrusion by blending the structure into the landscape through strategic planting.	Structure could intrude, creating visual intrusion to visitor destination.
Potential Mitigation Measures	
<i>Additional Mitigation Not Required</i>	





2

PHOTO SIMULATION 1
MT HENRY JETTY

Camera Lens Height From Ground 1.60m	Camera Lens Focal Length (full frame equivalent) 35mm	Horizontal Field of View 54.4°	Heading Angle (to centre) 31.42°	Site Distance (to centre) ~923m
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VISUAL EFFECT

LOW

- Viewpoint Screening - Partial Screening

Part of the signage structure would be seen within the tree canopy beyond the river, it is partially screened by the remnant vegetation.

The visual effect will be greatest at night where the digital panel will contrast against the darker backdrop of the trees. However, its light effect will be compatible with street light and vehicle lighting.

The pylon and digital screens will be visible, but their presence will not impact the overall quality of the scene.

VISUAL SENSITIVITY

LOW

- Distance - Mid-ground View

The viewpoint will be witnessed by visitor to Mt Herny Jetty on the south banking of the Canning River. This point is approximately 900 meters away, placing the proposal in the mid-ground of the view.

The pylon will blend with the character of the bridge and other visible road infrastructure elements and will occupy only a small portion of the overall view.

The view to the proposed signage is partially screened from the viewpoint and the primary view for visitors from this location is unlikely to be toward the signage directly.

EXISTING LANDSCAPE CHARACTER

The viewpoint is located on the Mt Henry Jetty to the south of the signage. The view looks across the Canning River toward the structure with the Mt Henry Bridge situated to the right of the view. A set of stairs along with a band of foreshore vegetation are showing beyond the river. Existing built form, both private residency and Aquinas school form the backdrop to the foreshore vegetation.

VISUAL IMPACT

LOW

- Visual Prominence - Low

The introduction of the signage structure would represent a minor change to the view, as it constitutes a minor component and is compatible with the surrounding character zone.

Lighting from the digital panel may be visible through the vegetation at night but will blend with the surrounding road infrastructures and vehicles.

Consequently, the low visual effect combined with a low level of visual sensitivity will result in a low potential visual impact.



SITE CONTEXT

KEY VIEWPOINT TYPE:
VISITOR DESTINATION

Visual Management Objective (VMO)	Main Impacts
Best Practice Siting and Design ▪ Reduce visual intrusion through appropriate siting and use of screening where appropriate.	Potential visual intrusion to visitor destination.
Potential Mitigation Measures	
▪ <i>Additional Mitigation Not Required</i>	



PANORAMA (CONTEXT ONLY)



50MM FL REFERENCE VIEW

ORIGINAL PHOTO EXTENT - 35MM FL

3

PHOTO SIMULATION 3
DEEP WATER POINT BOAT RAMP

Camera Lens Height From Ground 1.60m	Camera Lens Focal Length (full frame equivalent) 35mm	Horizontal Field of View 54.4°	Heading Angle (to centre) 123.68°	Site Distance (to centre) ~795m
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VISUAL EFFECT

LOW / MODERATE

▪ Viewpoint Screening - Partial Screening

The view to the digital signage panels will be partially screened by the remnant vegetation although views to the panels will be seen within the tree canopy.

The visual effect will be greatest at night where the digital panel will contrast against the darker backdrop of the trees however this will be similar to the impact of road and vehicle lighting.

The pylon and digital screens will be visible and the proposal will result in a low/moderate reduction in the quality of the scene.

VISUAL SENSITIVITY

LOW / MODERATE

▪ Distance - Mid-ground view

This viewpoint on the western bank of the Canning River would be witnessed by visitors to Deep Water Point. The viewpoint is about 795m away from the proposed pylon in the mid-ground of the view. The pylon will be similar to the character of other visible road infrastructure elements and covers only a small portion of the available view.

The primary view for visitors to this location is not likely to be directed towards the signage location.

The view to the proposed signage location is partially screened from the viewpoint and views of the signage are not likely to be prominent from this location.

EXISTING LANDSCAPE CHARACTER

The viewpoint is located on the Deep Water Point Boat Ramp to the east of the signage location. The view looks across the ramp and jetty towards the Canning River with a backdrop of remnant trees and elements of Aquinas school beyond.

Kwinana Freeway Road Infrastructure and shared-use path elements can also be seen in the view. A post and small sign can be seen in foreground at the end of the jetty.

VISUAL IMPACT

LOW / MODERATE

▪ Visual Prominence - Low

The introduction of the signage structure would represent a noticeable change to a minor component of the wider view and it is compatible with the surrounding character zone.

Lighting from the digital panel will likely be seen above the trees at night however this will be similar to vehicle and roadside lighting.

In this instance, the low moderate visual effect combined with a low moderate level of visual sensitivity will result in a low moderate potential visual impact.



KEY VIEWPOINT TYPE:

VISITOR DESTINATION

Visual Management Objective (VMO)	Main Impacts
Best Practice Siting and Design Reduce visual intrusion through appropriate siting and use of screening where appropriate.	Potential visual intrusion to visitor destination.
Potential Mitigation Measures	
<i>Additional Mitigation Not Required</i>	





9

PHOTO SIMULATION 4
KWINANA FWY SOUTHBOUND

Camera Lens Height From Ground 1.60m	Camera Lens Focal Length (full frame equivalent) 35mm	Horizontal Field of View 54.4°	Heading Angle (to centre) 166.19°	Site Distance (to centre) ~372m
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VISUAL EFFECT

LOW / MODERATE

- Viewpoint Screening - Partial Screening

The signage structure will stand in alignment with the existing freeway lighting and rail power infrastructure. The digital screen of the structure can be seen in front of a backdrop of retained vegetation.

The signage is identifiable within the overall scene, resulting in a minor change to the existing view.

The proposal will result in a low/moderate reduction in the quality of the scene as the signage is compatible with the surrounding roadside character and composition.

VISUAL SENSITIVITY

LOW / MODERATE

- Distance - Foreground

This viewpoint is located on the verge of Kwinana Freeway Southbound and it is approximately 372m away from the proposed signage location.

The viewpoint would predominantly be witnessed by freeway commuter travelling southbound.

The existing landscape is modified and commonly occurring. The view frequency for driving users is high and relates to a short duration, passing view.

The visual sensitivity is low/moderate as the view at this viewpoint is consistent with the freeway view containing existing road infrastructure elements.

LANDSCAPE CHARACTER

The viewpoint is taken from the verge of the Kwinana Freeway representing a southbound view of the Freeway. The view is looking to the southeast towards the proposed signage structure. Roadside vegetation can be viewed on the eastern verge with the topography rising to the east. A chain mesh fence sits between the vegetation and road corridor. A series of light poles are located along the eastern boundary of the freeway. The road corridor is comprised of asphalt hard-stand surface, barrier fences, rail power and road infrastructure.

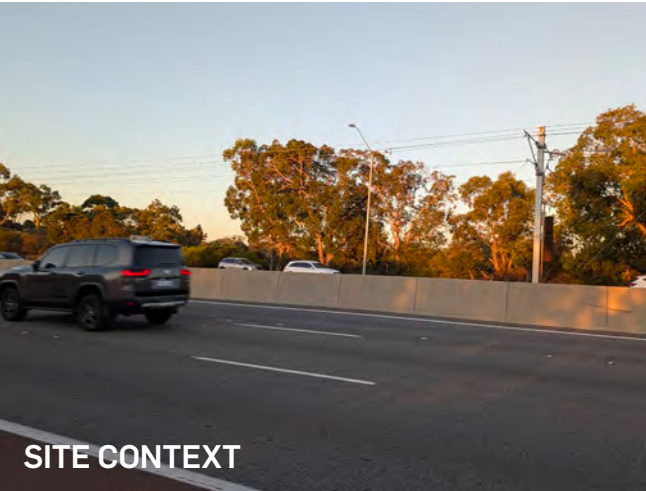
VISUAL IMPACT

LOW / MODERATE

- Visual Prominence - Low/Moderate

The introduction of the signage structure would represent a noticeable change to the wider view and one that is compatible with the surrounding character zone.

In this instance, the low/moderate visual effect combined with a low/moderate level of visual sensitivity will result in a low/moderate potential visual impact.



KEY VIEWPOINT TYPE:
PRIMARY TRAFFIC CORRIDOR

Visual Management Objective (VMO)	Main Impacts
Best Practice Siting and Design ▪ Reduce visual intrusion through appropriate siting and use of screening where appropriate.	Potential visual intrusion to visitor destination.
Potential Mitigation Measures	
▪ <i>Additional Mitigation Not Required</i>	





50MM FL REFERENCE VIEW

ORIGINAL PHOTO EXTENT - 35MM FL

10

PHOTO SIMULATION 5
KWINANA FWY NORTHBOUND SOUTH

Camera Lens Height From Ground 1.60m	Camera Lens Focal Length (full frame equivalent) 35mm	Horizontal Field of View 54.4°	Heading Angle (to centre) 29.97°	Site Distance (to centre) ~196m
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VISUAL EFFECT

LOW / MODERATE

- Viewpoint Screening - Partial Screening

The signage will be identifiable within the overall scene, resulting in a partial change to the existing view. It will be situated together with the existing road light poles and rail power infrastructure.

The visual effect will be greatest at night where the digital panel will draw the eye.

While the signage is compatible with the surrounding roadside character and composition, the proposal will result in a low/moderate reduction in the quality of the scene.

VISUAL SENSITIVITY

LOW / MODERATE

- Distance - Foreground

This viewpoint is located approximately 196m southwest of the proposed signage location on the northbound verge of the Kwinana Freeway.

The viewpoint would predominantly be witnessed by freeway commuter travelling southbound.

The existing landscape is modified and commonly occurring. The view frequency for driving users is high and relates to a short duration, passing view.

The visual sensitivity is low/moderate as the view at this viewpoint is consistent with the freeway view containing existing road infrastructure elements.

LANDSCAPE CHARACTER

The viewpoint is taken from the northbound verge of the Kwinana Freeway, looking north-west across the Kwinana Freeway towards the proposed signage location. Roadside signage and crash barrier and chain mesh fencing together with roadside, light poles can be seen in the foreground. The road corridor is comprised of vehicle traffic, asphalt hard-stand, barrier fences, and road infrastructure. Roadside vegetation can be viewed on the western and eastern verges. The topography rises to the east beyond the road corridor.

VISUAL IMPACT

LOW / MODERATE

- Visual Prominence - Low/Moderate

The introduction of the signage structure would represent a change to the view, but it is compatible with the surrounding character zone.

In this instance, the low/moderate visual effect combined with a low/moderate level of visual sensitivity will result in a low/moderate potential visual impact.



SITE CONTEXT

KEY VIEWPOINT TYPE:
PRIMARY TRAFFIC CORRIDOR

Visual Management Objective (VMO)	Main Impacts
Best Practice Siting and Design ▪ Reduce visual intrusion through appropriate siting and use of screening where appropriate.	Potential visual intrusion to visitor destination.
Potential Mitigation Measures	
▪ <i>Additional Mitigation Not Required</i>	



PANORAMA (CONTEXT ONLY)



11

NIGHT PHOTO SIMULATION 1
KWINANA FWY NORTHBOUND NORTH

Camera Lens
Height From Ground
1.60m

Camera Lens Focal Length
(full frame equivalent)
35mm

Horizontal
Field of View
54.4°

Heading Angle
(to centre)
40.43°

Site Distance
(to centre)
~112m

VISUAL EFFECT

LOW / MODERATE

Viewpoint Screening - Partial Screening

The signage will be identifiable within the overall scene, resulting in a partial change to the existing view. It will be situated together with the existing road light poles and rail power infrastructure.

The visual effect will be greatest at night where the digital panel will draw the eye.

While the signage is compatible with the surrounding roadside character and composition, the proposal will result in a low/moderate reduction in the quality of the scene.

VISUAL SENSITIVITY

LOW / MODERATE

Distance - Foreground

This viewpoint is located approximately 112m southwest of the proposed signage location on the northbound verge of the Kwinana Freeway.

The viewpoint would predominantly be witnessed by freeway commuter travelling southbound.

The existing landscape is modified and commonly occurring. The view frequency for driving users is high and relates to a short duration, passing view.

The visual sensitivity is low/moderate as the view at this viewpoint is consistent with the freeway view containing existing road infrastructure elements.

LANDSCAPE CHARACTER

The viewpoint is taken from northbound verge of the Kwinana freeway looking north-east across the freeway to the proposed signage. The view is showing the night view of the proposed structure. A crash barrier can be seen in the foreground. The road corridor is comprised of vehicle traffic (with vehicle tail lights and some headlights visible), asphalt hard-stand, barrier fences, and road infrastructure. Roadside vegetation can be viewed on the western and eastern verges. The topography rises to the east beyond the road corridor.

VISUAL IMPACT

LOW / MODERATE

Visual Prominence - Low/Moderate

The introduction of the signage structure would represent a change to the view, but it is compatible with the surrounding character zone.

In this instance, the low/moderate visual effect combined with a low/moderate level of visual sensitivity will result in a low/moderate potential visual impact.



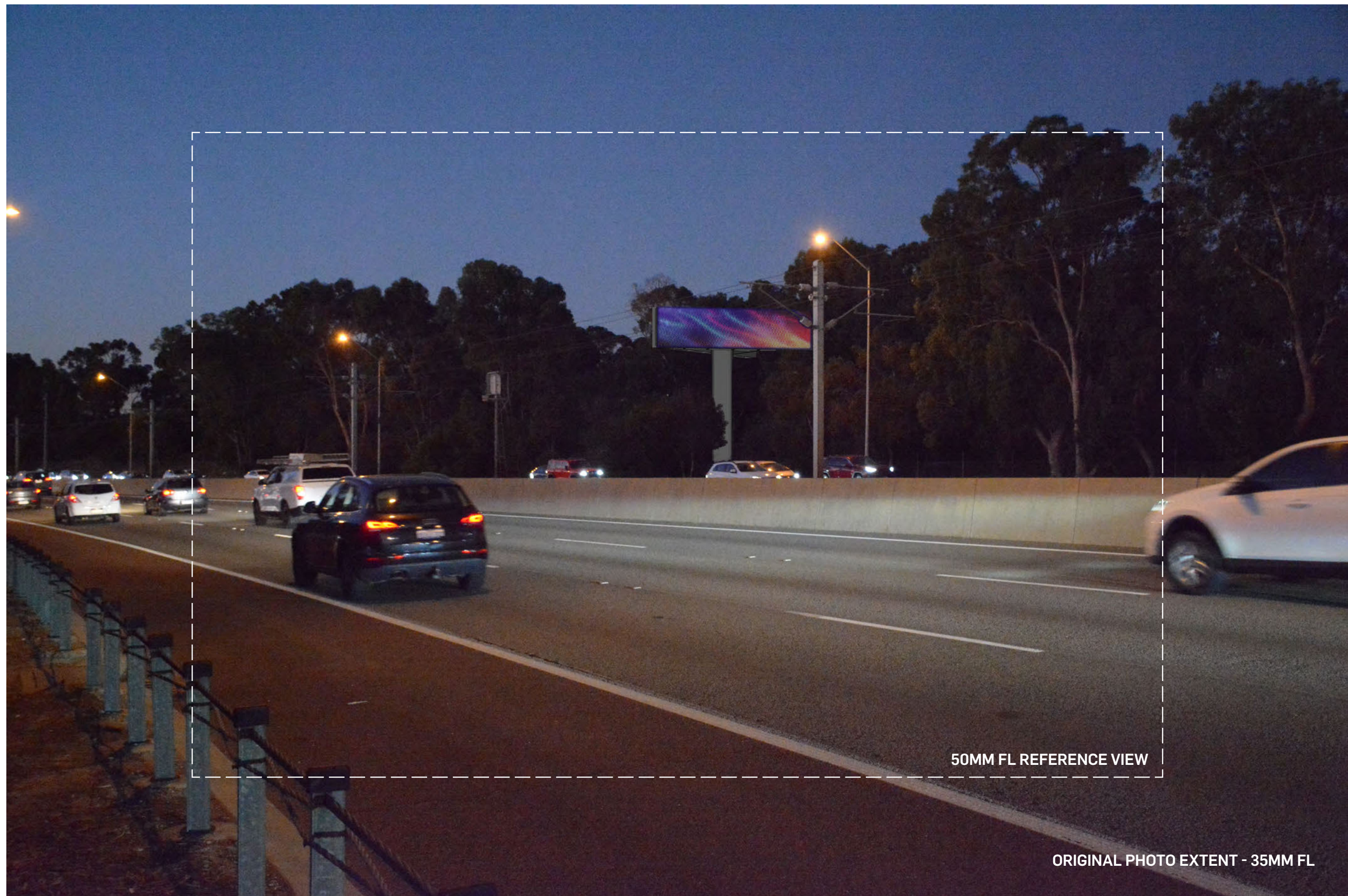
SITE CONTEXT

KEY VIEWPOINT TYPE:
FREEWAY

Visual Management Objective (VMO)	Main Impacts
Best Practice Siting and Design Reduce visual intrusion by blending the structure into the landscape through strategic planting.	Structure could intrude, creating visual intrusion to freeway users.
Potential Mitigation Measures	
Additional Mitigation Not Required	



PANORAMA (CONTEXT ONLY)





4

SITE PHOTOGRAPH 1 LOT 20 EDGEWATER RD

50MM FL REFERENCE VIEW

ORIGINAL PHOTO EXTENT - 35MM FL

Camera Lens
Height From Ground
1.60m

Camera Lens Focal Length
(full frame equivalent)
35mm

Horizontal
Field of View
54.4°

Heading Angle
(to centre)
161.60°

Site Distance
(to centre)
~594m

EXISTING LANDSCAPE CHARACTER

The viewpoint is located to the north of the signage location on Edgewater Road. The existing roadside vegetation and freeway overpass will obstruct views to the proposed screen.



5

SITE PHOTOGRAPH 2 KWINANA FWY NORTH

Camera Lens
Height From Ground
1.60m

Camera Lens Focal Length
(full frame equivalent)
35mm

Horizontal
Field of View
54.4°

Heading Angle
(to centre)
157.75°

Site Distance
(to centre)
~275m

EXISTING LANDSCAPE CHARACTER

The viewpoint is taken from the shared use path to the west of the Kwinana Freeway northbound lanes. Roadside fencing, rail power and road infrastructure can be seen in the foreground. Wide bands of roadside vegetation on both sides of the highway limit the view to the proposed pylon signage.



Camera Lens Height From Ground 1.60m	Camera Lens Focal Length (full frame equivalent) 35mm	Horizontal Field of View 54.4°	Heading Angle (to centre) 294.46°	Site Distance (to centre) ~733m
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EXISTING LANDSCAPE CHARACTER

The viewpoint is located on the shared-use path southeast of the proposed signage location, looking across the Canning river to the signage. A dense band of foreshore vegetation and built forms separate the viewpoint from the proposed signage.



7

SITE PHOTOGRAPH 4 MT HENRY SPIT

50MM FL REFERENCE VIEW

ORIGINAL PHOTO EXTENT - 35MM FL

Camera Lens
Height From Ground
1.60m

Camera Lens Focal Length
(full frame equivalent)
35mm

Horizontal
Field of View
54.4°

Heading Angle
(to centre)
57.48°

Site Distance
(to centre)
~391m

EXISTING LANDSCAPE CHARACTER

The viewpoint is located within the Mt Henry Spit to the south of the signage location. Foreshore vegetation and wide band of roadside vegetation limits the view to the proposed sign.



50MM FL REFERENCE VIEW

ORIGINAL PHOTO EXTENT - 35MM FL

8

SITE PHOTOGRAPH 5 LOT 147 THE ESPLANADE

Camera Lens
Height From Ground
1.60m

Camera Lens Focal Length
(full frame equivalent)
35mm

Horizontal
Field of View
54.4°

Heading Angle
(to centre)
89.01°

Site Distance
(to centre)
~823m

EXISTING LANDSCAPE CHARACTER

The viewpoint is located on the Esplanade Foreshore to the West of the signage location and looking to the signage across the river. Foreshore vegetation limits the view to the proposed sign.

5.0 SUMMARY AND MITIGATION

5.1 SUMMARY OF VISUAL IMPACTS

5.1.1 IMPACTS ON VIEW EXPERIENCE

The viewshed and 3D modelling results showed that the development area should be visible from 6 of the 11 identified view locations within the study area. The photo montage analysis revealed that the view to the project site from two of these locations is limited by the existing remnant vegetation.

The analysis showed that foreground views of the project site are publicly available from locations along shared-use path on the western verge of Kwinana Freeway and along both southbound and northbound of the Kwinana Freeway.

The existing remnant vegetation along freeway verges and surrounding the proposed signage structure will assist in screening the view from the shared path. The views to the signage experienced by people travelling in vehicles on Kwinana Freeway will be present. These views will be a rapidly passing and limited in distance to approximately 450m.

Middle-ground views of the project site were available from Deep Water Point, Mt Henry Jetty and the Esplanade foreshore. Background views were not assessed as the viewshed analysis demonstrated they would not be present.

5.1.2 MITIGATION

The proposed development includes installation of static and digital signage structure including two large signage panels supported by a central pylon.

The focus of the visual assessment has been to look at the impact of this structure form publicly available viewpoints at locations where the view may be impacted.

As the intent of the signage panels is to be viewed, mitigation screening to the front of the panels would be limited to ensure views to the sign are not impeded. Screening could be installed surrounding the base of the pylon however to assist in soften in views to the supporting structure.

We have prepared the following mitigation strategies in line with the Western Australian Planning Commission Visual Landscape Planning Manual (DPI 2007) recommendations to assist in the preparation of designs and to clarify possible scope of work for landscape treatment.

5.1.3 MITIGATION STRATEGIES

The following visual treatment actions, derived from background research and past experience, are recommended and identified below to assist in reducing the impact levels of the development.

Remnant Vegetation Actions

Specific mitigation strategies should include the following;

- retain existing roadside and other significant bands of vegetation where possible,
- minimising the extent of native vegetation removed or disturbed by the structure, and
- where disturbance of native vegetation occurs, reinstate the vegetation following construction works.

Light Spill

Specific mitigation strategies should include the following;

- The brightness of the proposed digital signage should be automatically controlled via a local light sensor to adjust to ambient lighting conditions.
- The signage operator should not exceed the maximum dimming levels to comply with the, Western Australia Main Roads “Policy and Application Guidelines for Advertising Signs” Document.

5.1.4 MITIGATION EFFECTIVENESS

Mitigation measures when incorporated into the design process, such as those outlined above will have a positive effect on reducing the visual impact of the proposed signage structure.

5.1.5 CONCLUSION

This Landscape and Visual Assessment (LaVA) has been prepared in accordance with the requirements outlined in Appendix 2 of the Main Roads WA Policy and Assessment Guidelines for Digital Advertising Signs (2024). The assessment has considered the landscape character, visual sensitivity, visibility catchment, and potential visual change associated with the proposed Aquinas Digital Display Sign, located adjacent to Kwinana Freeway within private institutional land.

The visual catchment is dominated by large-scale infrastructure, including the Kwinana Freeway, associated rail infrastructure, overhead gantries, electronic road signage, concrete barriers, and lighting. These elements form a visually complex, engineered, and functional road corridor environment, where transitory road users—primarily drivers and cyclists—are the principal viewers. Within this context, the existing visual amenity is low, and the landscape has high visual absorption capacity.

Photomontage analysis and field assessment have demonstrated that:

- The signage is identifiable within the overall scene, resulting in a minor change to the existing view;
- The proposal will result in a low to moderate reduction in the quality of the visual scene, primarily due to the introduction of a new vertical element within certain sightlines;
- The sign is compatible with the surrounding roadside character, and aligns in form, scale, siting, and materiality with other existing digital signage along the Kwinana Freeway corridor;
- The southbound screen will operate as a static lightbox, displaying Aquinas College content and turned off at 10:30 pm nightly, thereby further mitigating potential night-time visual impact.

Importantly, under Main Roads WA's Policy, static lightbox signs are not subject to amenity assessment, and the proposed sign—although digital (for the northbound facing sign only)—performs comparably in terms of its operational conditions, light spill, and visual presence. Its installation is consistent with existing precedent signage found in similarly vegetated or infrastructural contexts along the freeway.

Given these conditions, the landscape character is not fundamentally altered, and the proposed sign represents a continuation of existing visual patterns, rather than the introduction of an inconsistent or intrusive element. The sign is viewed within an already infrastructure-dominated environment and does not encroach upon natural or high-sensitivity landscapes such as the Swan River foreshore, which remains predominantly screened.

In conclusion, the LaVA assessment supports the finding that the proposed Aquinas Digital Sign will not result in a material or unacceptable impact on the visual landscape or visual amenity of the study area. The development is appropriate for its setting and meets the intent of both Main Roads WA's visual assessment policy and best-practice siting and design principles.

6.0 PHOTO-SIMULATION PROCESS

6.1 PHOTO-SIMULATION PROCESS INFORMATION

DATA SOURCES

Camera Equipment:

- Camera body: Nikon D7100 - 24.1MP DX format CMOS sensor
- Lens: Nikon AF-P DX 18-55MM F3.5-5.6G VR

Software:

- ArcGIS and QGIS
- AutoCAD 2021
- Google Earth Pro
- Sketch-up Pro 2020
- Photoshop CC 2022
- Rhino 8
- Navisworks Manage 2024

Data Sources

- Nearmap Imagery (2024-12-07)
- SignOn supplied plans and elevations
- GPS locations of photo viewpoint locations

METHODOLOGY

Photo-simulations provided on the following pages have been produced with a high degree of accuracy. The process for producing these photo-simulations are outlined below:

Photographs have been taken on site using the above listed equipment to obtain high resolution photos whilst minimising image distortion. Photos are taken with the camera mounted to a tripod, at a standing height of 1.60m above natural ground level or above floor level. A combination of aerial and GPS data has been used to record the locations of the camera setup at each viewpoint location. Photos have generally been taken at a standard focal length of 50mm (full frame equivalent) or at 35mm (full frame equivalent) to cover a wider context. Where photos are wider than a 50mm focal length, a 50mm reference window is provided to assist with standardising the set for a standard view. A photo taken using the 50mm focal length on a full-frame camera (equivalent to 39.6° horizontal field-of-view) is considered an accepted photographic standard to approximate human vision.

Available geo-spatial data for the site listed above are used to locate and accurately place the LFDS elevations into photo-simulations.

DISCLAIMER

This Visual Impact Assessment is dated **May 2025** and incorporates images, data, information up to that date only and excludes any information arising, or event occurring, after that date which may affect the validity of Urbis Pty Ltd's (Urbis) opinion in this Assessment.

Urbis is under no obligation in any circumstance to update this Visual Impact Assessment for events occurring after the date of this Visual Impact Assessment. Urbis prepared this Visual Impact Assessment on the instructions, and for the benefit only, of **Aquinas College** (Instructing Party) for the purpose of determination of a **Development Application** (Purpose) and not for any other purpose or use. To the extent permitted by applicable law, Urbis expressly disclaims all liability, whether direct or indirect, to the Instructing Party which relies or purports to rely on this Visual Impact Assessment for any purpose other than the Purpose, and to any other person which relies or purports to rely on this Visual Impact Assessment for any purpose whatsoever (including the Purpose).

In preparing this Visual Impact Assessment, Urbis was required to make judgements which may be affected by unforeseen future events, the likelihood and effects of which are not capable of precise assessment.

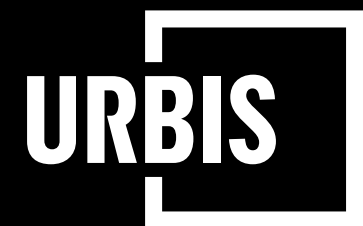
Urbis has recorded any data sources used for this Visual Impact Assessment within this Visual Impact Assessment. These data have not been independently verified unless so noted within the Visual Impact Assessment.

All projections and models contained in or associated with this Visual Impact Assessment are made in good faith and on the basis of information supplied to Urbis at the date of this Visual Impact Assessment, and upon which Urbis relied.

Whilst Urbis has made all reasonable inquiries it believes necessary in preparing this Visual Impact Assessment, it is not responsible for determining the completeness or accuracy of information provided to it. The visual image in this Visual Impact Assessment showing the proposed new building structure in situ after construction is complete, is an estimate only of its possible visual impact. The actual visual impact of the new building may be impacted by a number of variables including amongst others the actual location of the building structure on the site, the topography of the site and the final height of the fully constructed building structure.

Urbis (including its officers and personnel) is not liable for any errors or omissions, including in visual representations of the completed building structure in situ, in information provided by the Instructing Party or another person or upon which Urbis relies, provided that such errors or omissions are not made by Urbis recklessly or in bad faith.

This Visual Impact Assessment has been prepared with due care and diligence by Urbis and the statements and opinions given by Urbis in this Visual Impact Assessment are given in good faith and in the reasonable belief that they are correct and not misleading and taking into account events that could reasonably be expected to be foreseen, subject to the limitations above.

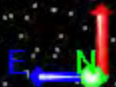
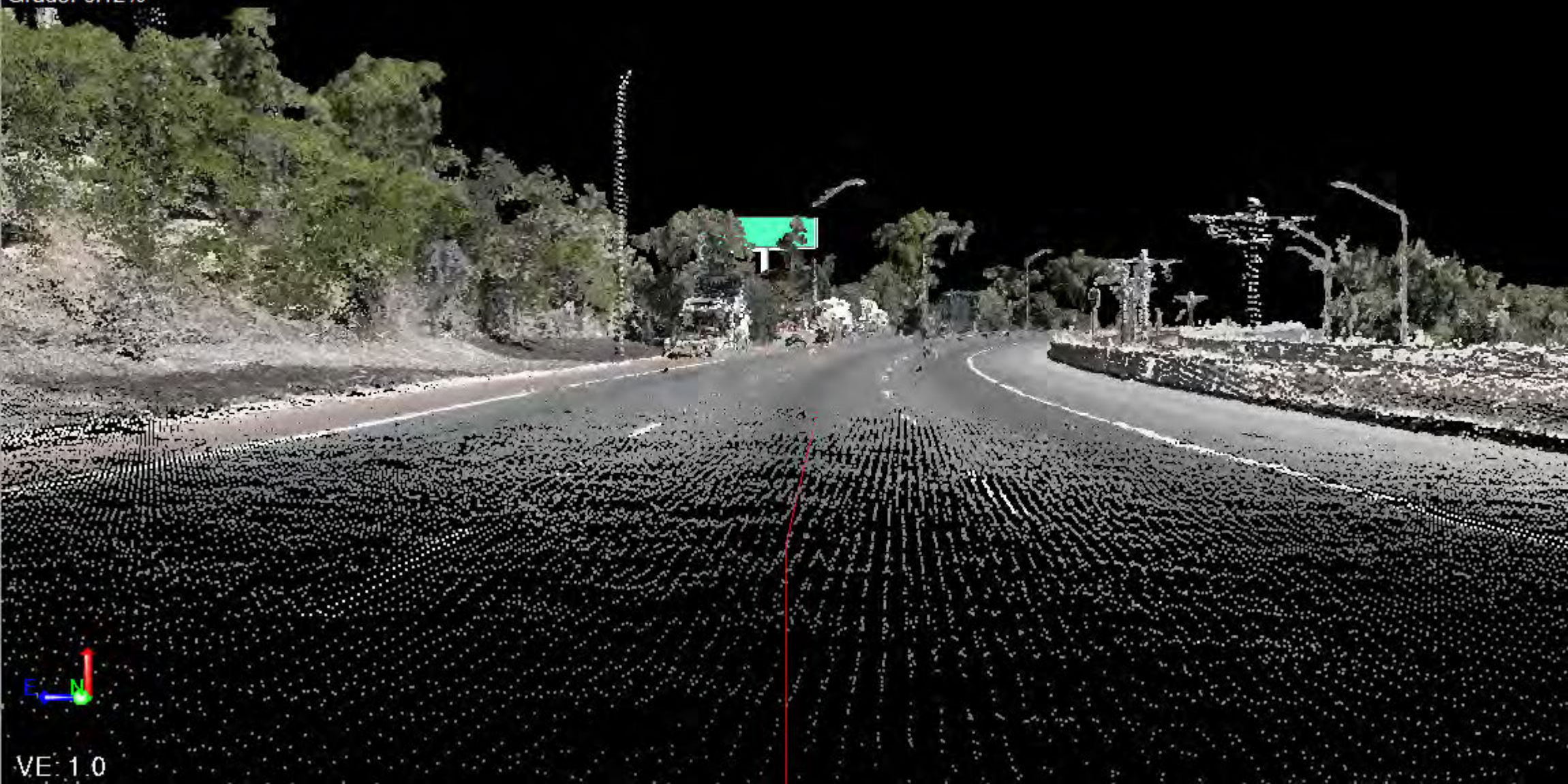


Station: 0+000.00

Location: 54180.092, 255158.467

Elevation: 3.032

Grade: 0.12%



Properties

Point

VIEW POINT

Point (1)

Point Information

Point ID:VIEW POINT

Selection sets:

Feature code:

Description 1:

Description 2:

Include in surface:Yes

Layer

Layer:- Alignment

Layer group:Feature Survey

Label Visibility

Show label:By view filter

Show feature code:By view filter

Show elevation:By view filter

Grid Coordinate - PCG94 + AUSGeoid09 (Australia)

Easting:54180.092

Northing:255158.467

Elevation:?

Local Coordinate - GDA94

Latitude:S32°01'37.12289"

Longitude:E115°51'59.29096"

Height:?

Point ID:

The name of this point.

Plan View [HR View Filter]

20 m

SIGN

The image is an aerial photograph showing a road with a red line drawn along its length. A red circle highlights a specific point on the road. A red arrow points to a location on the right side of the road, labeled "SIGN". The surrounding area includes trees, buildings, and a sports field.

















PART C – OTHER BUSINESS

- 1. State Administrative Tribunal Applications and Supreme Court Appeals**
- 2. Meeting Closure**