

17 June 2026

SLR Ref No.: Document2

Chief Executive Officer
City of Swan
2 Midland Square
MIDLAND WA 6056

SLR Project No.: 675.V25094.00EA1

Attention: Philip Russell – Manager Statutory Planning

**DEVELOPMENT APPLICATION FOR PROPOSED THIRD PARTY DIGITAL
ADVERTISING SIGN AT MIDLAND GATE SHOPPING CENTRE - LOT 603 (NO.
274) GREAT EASTERN HIGHWAY, MIDLAND**

1.0 Introduction

SLR Consulting Australia Pty Ltd (SLR), is pleased to submit this development application for a proposed third-party digital advertising sign within the Midland Gate Shopping Centre precinct located at Lot 603 (No. 274) Great Eastern Highway, Midland (the subject site).

This submission has been prepared by SLR Consulting in collaboration with Digital Place Solutions on behalf of the Midland Gate Shopping Centre landowners, Evolution Trustees Ltd, and Fawcner Property who currently manage Midland Gate Shopping Centre.

In accordance with the City of Swan (the City) development application requirements, please find the following information enclosed in support of this development application:

- Completed and signed Application for Development Approval form;
- Completed and signed MRS Form 1;
- Certificates of Title;
- Development plans;
- Road Safety Assessment Report; and
- Planning assessment and supporting justification in the form of this letter.

Based on the estimated cost of the proposed development being \$300,000, the application fee payable to the City of Swan (the City) is \$960. This will be paid to the City at the time of lodgement.

Further background information and justification in support of the proposed development is provided below for the City's consideration and determination of this application on its individual merits.

2.0 Subject Site

The subject site is legally described as Lot 603 (No. 274) Great Eastern Highway, Midland and is commonly referred to as Midland Gate Shopping Centre. The Certificates of Title details are set out in Table 1 below.

Table 1: Certificates of Title Details

Lot	Street Address	Volume	Folio	Land Area	Landowner
603	274 Great Eastern Highway, Midland	2651	491	135,921m ²	Evolution Trustees Ltd
			492		

Refer to Appendix A – Certificates of Titles

2.1 Site Description and Context

The subject site comprises Midland Gate Shopping Centre. This large-format established shopping precinct accommodates a wide range of retail, entertainment and service-based tenancies.

The subject site contains several large-scale commercial buildings that are surrounded by extensive areas of car parking at ground level, below ground and above ground. These areas of car parking support a significant number of existing visitations from the local catchment as well as the wider sub-regional catchment serviced. Signage proposed as part of this application locates on the southernmost multi-level car parking structure as shown in Figure 1 below.



Figure 1: Midland Gate Shopping Centre Location Context

Midland Gate Shopping Centre is positioned within the heart of the Strategic Metropolitan Centre of Midland, which has seen a significant amount of investment in recent times through several completed projects and many more planned projects expected to continue in the future. Similarly, investment is also occurring within the subject site as the Midland Gate Shopping Centre landowner and Fawcner Property pursue a strategy of reinvestment and repositioning to enhance the performance, presentation and long-term viability of the centre.



3.0 Proposed Development

This application seeks approval for a third-party digital advertising sign affixed to the western elevation of the multi-level car park abutting Great Eastern Highway.



Figure 2: Eastbound Visualisation of Proposed Digital Advertising Sign

The proposed signage comprises a single sided LED digital advertising screen measuring 9m wide by 3m high, having a total display area of 27m². The screen will be affixed to the western elevation of the existing car park at level 1 and will have a minimum clearance of 3m beneath the lowest part of the sign and ground level.

The content being displayed will comprise static imagery only, with no animation, flashing or pulsing. Content will be displayed for a minimum time of 10 seconds, and the transition between content being instantaneous.

The luminance of the sign will be managed through automatic light sensors to adhere to relevant luminance and illumination conditions depending on time of day and/or external light levels required.

The sign will display third party content however it is anticipated that a large proportion of content displayed will likely relate to the vast number of tenants, products and/or services available at the subject site, as well as those available nearby and relevant to Midland Gate Shopping Centre's catchment.

Refer to Appendix B – Development Plans

3.1 Integrated Signage Design Response

The proposed signage is restrained in its overall size and integrates with the existing built form to ensure it is in keeping with the character of the area. In this respect, the proposed signage has also considered the location, size and scale of existing panels that are affixed to the southern façade of the car park structure as shown in Figure 3 below.

The location and scale of these existing panel elements assist to articulate and add interest to the southern façade of the car park structure. The proposed signage has been designed to effectively extend the southern façade treatments to the western façade where there are currently no panels affixed to the car parking structure.



The proposed signage responds to the established use of panels affixed to the car park structure to add interest to the western façade. The overall position and size of the signage proposed on the western façade closely aligns to the existing panels to create a consistent streetscape interface. The alignment of the proposed signage design with the existing panels position and scale on the southern façade of the car park can be seen in Figure 3 and Figure 4 below.



Figure 3 – Southern Façade Panels (Existing) - Showing Position and Scale



Figure 4 – Western Façade Sign Visualisation (Proposed) - Showing Alignment with Existing Southern Façade Panels

3.2 Advertising Content Displayed

As previously outlined, the proposed signage is intended to display third party content and not be restricted to only Midland Gate Shopping Centre tenants, products and/or services.



Advertising content will be strictly controlled to ensure adherence to applicable legislation and regulations, as well as member responsibilities through Outdoor Media Association Policies and Code of Ethics.

It is acknowledged that the City's policy framework generally seeks to limit advertising content to businesses operating on the land. Notwithstanding this, it is important that this policy position is considered in its proper context and the uniqueness of the subject site and this proposal. The proposed sign does not locate on land that is subject to a single tenancy or a discrete commercial land use. Midland Gate Shopping Centre is a major hub of commercial activity with multiple tenants offering products and services that support a significant population catchment. This is reflected in the scale of the centre's operations, which attract approximately 8.5 million visitors per annum and generate significant retail turnover within a substantial trade area catchment. On this basis the following is highlighted for consideration:

- In the context of a major regional shopping centre, the distinction between third-party advertising and on-site advertising is less obvious;
- Advertising content is likely to relate to tenants, goods and services that are available within Midland Gate Shopping Centre;
- The proposed signage remains functionally connected to the commercial role of the subject site, noting that a significant number of goods and services can be sold and/or accessed through tenants currently operating from the subject site, and those that may operate from the subject site in the future; and
- Tenant signage at Midland Gate Shopping Centre continues to perform its primary identification function, with the position and scale of the proposed signage not being considered to have any impact on existing tenant identification signage.

The proposed signage is considered against the relevant planning framework in greater detail below.

3.3 Traffic Considerations - Road Safety Assessment

A Road Safety Assessment has been prepared by PTG Consulting to evaluate the proposed sign in accordance with the Main Roads WA Policy and Application Guidelines for Digital Advertising Signs.

Given the proposed signage is located within 500 metres of Great Eastern Highway (a State road) and in proximity to a signalised intersection, the assessment has been undertaken to directly address the relevant Main Roads WA (MRWA) policy criteria and inform the applications referral to MRWA.

The assessment confirms that the proposed signage satisfies the key locational and operational requirements of the policy, including the following:

- The proposed signage achieves the required minimum six-second visibility distance, equating to approximately 100 metres at 60 km/h, with no obstructions within the defined visibility corridor for eastbound traffic.
- The orientation of the sign ensures it is only visible to eastbound traffic on Great Eastern Highway, and not from side road approaches or westbound movements, thereby limiting exposure to a single and predictable traffic stream.
- The location falls within a Level 1 crash risk category, representing a low-complexity road environment with below-average crash history, where digital signage is generally considered appropriate.



- The sign is not located within any Traffic Signal Control Prohibition Zone (TPZ), Lane Use Management System (LUMS) zone or Critical Movement Prohibition Zone (CMPZ), ensuring that it does not interfere with areas requiring critical driver decision-making.
- While located in proximity to an existing road sign, the proposed signage is positioned behind the sign and does not obstruct visibility or driver recognition of traffic control devices.
- The signage display area of approximately 27m² complies with the applicable dimensional thresholds and is not located in proximity to any other large-format digital signage.
- The sign will operate with static imagery only, with no animation, flashing or movements and will incorporate minimum dwell times of 10 seconds, and maximum luminance levels in accordance with Main Roads WA policy requirements.
- The signage is mounted to an existing structure and does not result in obstruction to pedestrians, cyclists or road user sightlines.

The Road Safety Assessment confirms the proposed signage satisfies all relevant safety and locational criteria and can be safely accommodated at the subject site.

Refer to Appendix C – Road Safety Assessment

4.0 Planning Framework and Assessment

4.1 Metropolitan Region Scheme

The subject site is zoned 'Central city area' under the Metropolitan Region Scheme (MRS) and abuts Great Eastern Highway to the south, which is reserved for 'Primary regional roads'. The subject site also abuts Lloyd Street to the east, which is reserved for 'Other regional roads'.

It is highlighted that the section of Great Eastern Highway immediately abutting the location of the proposed signage is subject to the MERTRONET East Redevelopment Scheme, administered by DevelopmentWA.

4.2 City of Swan Local Planning Scheme No. 17

4.2.1 Midland Strategic Regional Centre Zone

Under the City's Local Planning Scheme No. 17 (LPS 17), the subject site is zoned Midland Strategic Regional Centre. The proposed signage is considered against each of the 'Midland Strategic Regional Centre' zone objectives in Table 2 below, which shows that it is largely consistent.

Table 2: Assessment Against Midland Strategic Regional Centre Zone Objectives

Midland Strategic Regional Centre Zone Objectives	Applicant Response
Ensure development of the centre accords with the WA Planning Commission's Policy as it applies to activity centres.	The Western Australian Planning Commission's State Planning Policy 4.2 Activity Centres (SPP4.2) applies to certain types of planning instruments, subdivisions and development applications. In this instance, the signage proposed as part of this development application does not



Midland Strategic Regional Centre Zone Objectives	Applicant Response
	fall within any of the types of development applications that SPP4.2 applies to.
Facilitate the creation of employment within the centre so as to reduce the demand for travel and enhance the level of self-sufficiency within the subregion.	The proposed signage contributes to the ongoing performance of Midland Gate Shopping Centre, supporting its role as a major employment-generating centre within the subregion. In strengthening the centre's commercial function and tenant demand, the proposal indirectly supports the retention and growth of employment within the precinct.
Promote the development of a wide range of commercial facilities and services including major offices, retailing and a mix of entertainment, recreation and community facilities to meet the needs of the sub-regional community.	The proposed signage will directly promote a wide range of commercial activity occurring within the sub regional population catchment by providing businesses and community operators with the ability to access a contemporary advertising medium to promote their offerings/services to the surrounding community. Digital signage mediums like that proposed through this development application are unique in that content being displayed can be timed to respond to a particular time of day, week or month of the year. This allows specific commercial activities in the subregion to be promoted in the most efficient way possible at the best time of day/evening, which also reduces the need to create unnecessary duplication of infrastructure for advertising purposes.
Facilitate the complimentary development of housing so as to enhance the vibrancy of the centre, improve the viability of businesses and provide a wider choice of accommodation within the district.	The signage proposed as part of this application will not directly facilitate the development of housing within the Midland Strategic Regional Centre, nor will it detrimentally impact the ability for complementary housing to be developed in the area as envisaged.
Promote a high degree of accessibility to and within the centre, for users of all modes of transport (bus, rail, private car, cycle and pedestrian) and to avoid fragmentation of commercial development.	The proposed signage does not alter any movement networks in or around Midland Gate Shopping Centre. The location of the sign has been selected to enable visibility without compromising the safe operation of surrounding transport infrastructure as discussed in further detail within this submission below.
Enhance pedestrian connectivity within the centre, so as to facilitate movement between sites and from public and private transport nodes.	Pedestrian connections and movements to the subject site or to other sites within the centre are not anticipated to be directly impacted by the proposed signage. The proposed signage may however assist some pedestrians with wayfinding across the centre generally, acting as a visual marker or built form element that provides subtle directional cues to highlight arrival at either the subject site or a nearby site.
Encourage mixed uses and complementary development within the centre so as to enhance the viability of business and the efficient use of facilities and services.	The proposed signage provides supporting infrastructure that will enhance the visibility and connection between businesses, services and the surrounding catchment accessing Midland Gate Shopping Centre. The signage proposed strengthens the overall performance and integration of commercial activity at the subject site



Midland Strategic Regional Centre Zone Objectives	Applicant Response
	consistent with the intent of the objective as a complimentary supporting element.
Ensure future development and re-development accords with activity centre design principles as referred to in State Planning Policy No. 4.2, providing an integrated, attractive, safe and vibrant focus for the community.	As previously mentioned, the signage proposed as part of this development application does not fall within any of the types of development applications that SPP4.2 applies to. Notwithstanding this, the proposed signage is considered to be complimentary to the existing built form and land use activity occurring at Midland Gate Shopping Centre and in alignment with the future character envisaged for the area as intended by the relevant planning framework that is in place to guide unique development outcomes as sought through this development application.
Ensure car parking and access facilities do not disrupt the continuity of development or reduce pedestrian connectivity within the centre.	The development does not modify parking supply, access points, or circulation. It therefore does not disrupt development continuity or diminish pedestrian connectivity.
Ensure development and re-development within the centre affords appropriate recognition of heritage values and the character of existing streetscapes, with reference to scale, form and design.	The proposed signage within the subject site is located approximately 100m and 175m to the east of State-registered heritage places, being the Western Australian Bank (fmr) and the Old Midland Junction School respectively. Both places are physically separated from the subject site by Great Eastern Highway and Cale Street. Within the context of the wider Midland Strategic Regional Centre both sites are relatively isolated heritage elements within what is otherwise an established and evolving commercial precinct. The next closest State-registered heritage place (Midland Railway Workshops) is located approximately 430m away to the south west of the subject site, which highlights that the immediate locality is not characterised by a continuous or cohesive heritage streetscape, but rather an eclectic mixture of built form and styles that reflects the ongoing evolution of this precinct over time. The proposed signage is integrated into an existing large-car parking structure and responds to the prevailing scale, form and function of the surrounding built environment. In this respect, the proposed signage does not interrupt or compete with the existing built form or key views to or from the identified heritage places, nor does it diminish their setting or legibility within the broader context. Importantly, the Midland Strategic Regional Centre is identified for significant commercial growth and intensification, with an emphasis on creating a vibrant, economically active and self-sustaining centre as highlighted by other zone objectives. The proposed signage represents a contemporary outcome that aligns with the anticipated future character of the area whilst also balancing the overall scale of the signage to existing built form within the subject site and surrounds.

Based on the assessment provided against the zone objectives set out in the table above, the proposed signage is considered to be consistent with the Midland Strategic Regional Centre zone and its intent.



4.2.2 Midland Activity Centre Plan

The subject site is also located within the Midland Activity Centre Plan (MACP), which builds on the objectives of the 'Midland Strategic Regional Centre' zone and guide the ongoing redevelopment of the area into a more intensified metropolitan centre. The MACP does not generally consider signage and instead focuses on the major development and built outcomes envisaged. Notwithstanding this, the proposed signage is not considered to be inconsistent with the MACP, with the following highlighted for consideration:

- **Movement Considerations:** The MACP seeks to sleeve multi-storey car parks through incorporation of appropriate land uses or well-designed screening systems such as public art. In this respect, the proposed signage responds to the existing art panels that are located on the southern façade of the car park structure. The proposed signage extends the scale and form of these art panels by placing the proposed signage on the western façade. It is acknowledged that the proposed signage does not screen the car park from view entirely (much like the existing art panels on the southern façade), however it is considered to provide a level of screening and activity to an otherwise inactive blank façade.
- **Urban Form:** The MACP seeks to ensure buildings are designed to provide variation in plane, materials, colours and textures to reduce the overall scale of development and incorporate articulation to break up the mass and scale of developments. In this respect, the proposed signage locates on the western façade of the car park structure where there are currently no variations in plane provided through materials, colours, textures or articulation elements. The proposed signage will assist to break up the scale of the existing car park by varying its plane in a manner that is already established on the southern façade through similarly sized panels.

4.2.3 Land Use Permissibility

Table 4.3 of the City's LPS17 sets out the requirement for development and use of land at the subject site to be in accordance with the specific land use permissibility table for the Midland Strategic Regional Centre zone set out in Schedule 15. However, the proposed signage is not considered to fall within a defined land use term as set out in Schedule 1 of the City's LPS17.

Consistent with the State Administrative Tribunal's previous decision (DR 65 of 2013 APN Outdoor vs the City of Cockburn) the signage proposed as part of this application is not a commercial use regulated by the City's planning scheme and is considered an innominate use that should be dealt with as a 'use not listed'. In this instance, the proposed development is considered to fall within the definition of 'advertisement', which is defined under the 'General Definitions' of Schedule 1 of the City's LPS17 as follows:

***advertisement** means any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purposes of, advertisement, announcement or direction, and includes any hoarding or similar structure used, or adapted for use, for the display of advertisements. The term includes any airborne device anchored to any land or building and any vehicle or trailer or other similar object placed or located so as to serve the purpose of advertising.*

As 'advertisement' is not included as a land use definition in Part B of Schedule 1 of the City's LPS17, it is not given a use permissibility within the Land Use Permissibility Table for the Midland Strategic Regional Centre in Schedule 15. As such, the proposed signage should be considered against the objectives of the zone, in accordance with A (iii) in Schedule 15 of the City's LPS17, which states:



A (iii) Where a person proposes to carry out on land any use that is not specifically mentioned in the Land Use Permissibility Table for the Strategic Regional Centre and cannot reasonably be determined as falling within the type, class or genus of activity of any other listed use class, the local government may:

- *determine the use to be consistent with the general objectives of the Strategic Metropolitan Centre and/or the intent of the particular Precinct and thereafter follow the advertising procedures as set out by Clause 9.4 in the Scheme in considering an application for planning approval; or*
- *determine that the use is not consistent with the general objectives of the Strategic Metropolitan Centre and/or the intent of the particular Precinct and is therefore not permitted.*

The objectives of the Midland Strategic Regional Centre zone have been considered against the proposed signage in Table 2 above. Based on this assessment, the proposed signage is considered to be entirely consistent with the objectives and intent of the zone and should therefore be permitted and approved following the advertising procedures set out under clause 9.4 of the City's LPS17.

4.3 City of Swan Local Planning Policy POL-C-070 - Advertising Signs Within the Commercial & Industrial Zones

The City's POL-C-070 provides a framework for assessing signage within commercial and industrial areas, with a particular emphasis on managing visual amenity and avoiding signage proliferation.

In this instance, the City's signage policy has one objective and 13 policy statements that apply to all sign types. An overview of the policy objective and statements along with a brief discussion against each has been provided in Table 3 below. Ultimately, the City's policy is intended to act as a guide for the decision maker, and as such the policy requirements are able to be varied.

Table 3: Assessment Against POL-C-070 Signs Within the Commercial/Industrial Zone

POL-C-070 Objective/Statements	Applicant Response
Objective	
Through the effective control of advertising signs, contribute towards the development of well signed commercial and industrial precincts.	Situated at Midland Gate Shopping Centre, the proposed signage is compatible with the commercial nature and operation intended to occur in this location as recognized by the planning framework. Being within the Midland Strategic Regional Centre, Midland Gate Shopping Centre plays an important role in servicing the local and regional populations that frequent the subject site and the surrounding area. Although content being displayed on the proposed signage will not be restricted to only displaying businesses that relate to the land, this is not considered to result in any detrimental impact on the effective messaging required for Midland Gate Shopping Centre for the following reasons: There are a significant number of tenants, products and services able to be accessed within the subject site and as such, it is likely that these will be advertised through the medium proposed.



	Where content being displayed does not relate to the subject site, it is likely that messaging displayed will relate to a business, product or service that is available nearby and/or entirely relevant to the local population catchment as well as the regional population catchment that the subject site relates to.
Policy Statements	
Advertising signs shall not be approved on land other than on the land where the business being advertised operates from.	Further to the comments above regarding the proposed signage being consistent with the policy objective, it is important to highlight the considerable number of businesses operating from the subject site with records from May 2026 indicating that there are currently 282 tenants operating and a handful of additional opportunities available for additional businesses. The scale and operation of Midland Gate Shopping Centre results in it attracting approximately 8.5 million visitors per annum and generating an annual turnover in the order of \$550 million. This activity is supported by a total trade area population of more than 283,000 people, with an overall retail spend of approximately \$6.7 billion, to which Midland Gate Shopping Centre makes a significant contribution. Each of these tenants provide a significant number of products to meet the commercial needs of the surrounding population, with products either being available in store, online, or able to be purchased and collected from the subject site. The number of products available and therefore able to be advertised via this medium is significant. With this in mind, the following is highlighted for consideration: • The proposed signage is well positioned to advertise a significant number of offerings available at Midland Gate Shopping Centre to those travelling eastbound on Great Eastern Highway. • Although the proposed signage may display content that is not related to the subject site, it is in the interest of the site owners and management body to ensure its existing tenants are supported and not impacted by other commercial advertising that may remove potential trade from its own centre. • Content not specifically relevant to the subject site will more than likely be relevant to the population utilizing Midland Gate Shopping Centre and the immediate surrounding area within the Midland Strategic Regional Centre. • With the subject site being a significant commercial hub in the region, its significance is already known by the wider community, and as such, content displayed via the proposed signage is not considered to have any detrimental impact on either the subject site or surrounding commercial area, and rather is considered to likely result in a positive outcome.



	Based on the above and while the proposal may not strictly satisfy this particular policy statement, the proposed signage is considered to be consistent with its underlying intent in that it ensures well-managed, contextually appropriate signage is delivered in a way that does not detract from the commercial environment.
An unnecessary proliferation of signs shall be avoided. Where a number of signs may exist or are proposed, the applicant or landowner should be encouraged to rationalise the number and type of signs. In determining whether a proliferation of signs would exist if a sign were displayed on land, due regard shall be given to the number of pylon, free standing and fence signs that already exist on the land as well as the size of the area of the land or landholding relating to the sign and the length of frontage along a main road.	The subject site comprises several existing signs of various types and sizes, consistent with other major commercial hubs and specialist shopping centre precincts. Despite there being a significant number of tenants operating from the subject site, multiple signs advertising every tenancy does not exist. Instead, signage is already rationalized in key locations consistent with the policy intent. The proposed signage will locate in a position where there is currently no signage in place at the subject site or immediately nearby. As such, the proposed signage does not add an additional unnecessary signage element, particularly as the signage type proposed is uniquely different from signage already in place. The subject site has a total land area of approximately 13.5ha and a total street frontage of approximately 1.4km. Along Great Eastern Highway alone, the subject site has a total street frontage of approximately 430m. Given the significant scale of the subject site and its roadside presence, the proposed sign is proportionate to the scale of the site and its extensive frontage to Great Eastern Highway.
Permanent advertising signs shall: • not be approved for display within any thoroughfare - neither along a particular road or at an intersection; and • shall be located entirely within the land where approved.	The proposed signage is located entirely within the subject site and does not locate within a thoroughfare. A Road Safety Assessment is enclosed as part of this application that addresses several road safety requirements considered by Main Roads Western Australia and its policy documents. It concludes that the proposed signage and its location is consistent with all relevant traffic safety considerations.
Fence signs may be permitted only where other locations for advertising signs are not available.	N/A.
No sign shall be approved that would be displayed either upon the roof cladding or above the roof.	The proposed signage is proposed to be affixed to the side of the existing car parking structure and will not locate on or above a roof structure.
No sign shall be approved that protrudes from a wall beyond one metre.	The proposed sign will be affixed to the wall of the car park structure. It is not anticipated to protrude more than 1 metre from the wall face with additional detail to be considered as part of detailed design.
No sign shall be installed with an underside clearance that may be hazardous to or an unnecessary obstruction to any pedestrian.	The proposed sign will have a minimum underside clearance of 3 metres to ground level. A landscaped strip locates immediately below the proposed signage.
Any sign visible from a road shall be designed and installed in such a manner so as not to confuse or	A Road Safety Assessment is enclosed as part of this application that addresses several road safety requirements considered by Main Roads Western



distract motorists or obstruct sight lines.	Australia and its policy documents. This includes but is not limited to consideration of policy requirements on signage position to ensure sight lines are not obstructed, illumination levels are appropriate, dwell time for content is of a minimum time, and the overall category of the existing road and intersection safety based on road safety/crash data. The Road Safety Assessment concludes that the proposed signage and its location is consistent with all relevant traffic safety considerations to ensure motorists are not distracted.
Moving advertising devices or advertising devices incorporating flashing or pulsating light shall not be approved.	The proposed sign will not display content that flashes or pulsates. Content will be static, with changes in content occurring at an appropriate dwell time relevant to its location in accordance with Main Roads Western Australia policy requirements.
Portable signs may only be licensed for display within a thoroughfare where there are: no safety or obstruction problems; no pylon or free standing signs on the land; and there are significant obstacles preventing effective display of the portable sign on the land.	N/A
Temporary soft material signs may be displayed to promote new businesses, special events, or promotions for a reasonable period. This may include decorative flags, banners and the like but shall not include bunting. Soft signs should not be placed within thoroughfares so as to cause a nuisance or be an obstruction.	N/A
Signs may contain the following features: business logo street number; owners name and contact details; main services provided; and be clear and well maintained.	The proposed signage is intended to display a range of content, and this may include these typical details listed. However, other content will be displayed and the appropriateness of this is discussed throughout this submission and in response to other policy statements above.
Ongoing inspections and enforcement shall be undertaken to ensure that advertising signage does not occur to the detriment of maintaining an attractive commercial and industrial area.	Ongoing compliance is anticipated to occur. The proposed signage will be regularly maintained to ensure its quality is of the highest standard. This will ensure that any issues are attended to as soon as possible to deliver an appropriate advertising outcome that aligns with best practice standards, all relevant legislation and the expectations of Midland Gate Shopping Centre's owners and the management body.

Based on the assessment provided against the policy objective and statements set out in the table above, the proposed signage is considered to be largely consistent with its intent.



5.0 Conclusion

The signage proposed as part of this development application represents a well-considered, site-responsive and integrated development outcome that is entirely consistent with the intended role of the Midland Strategic Regional Centre.

Based on the assessment provided within this development application submission, the proposed signage is considered to be appropriate having regard to the following:

- The proposed signage is integrated into the existing car park structure and responds to its scale, form and articulation. This ensures the signage reads as a part of the existing built form rather than a standalone component that is isolated from the wider precinct.
- The proposed signage supports the intended role and future character of the Midland Strategic Regional Centre as a vibrant, economically active hub. The signage utilizes a state-of-the-art digital display that will appropriately allow for the promotion of businesses and activities occurring within the area, which is entirely consistent with the planned growth and intensification of the area.
- While the proposed signage contains third-party content, it remains functionally connected to the commercial role of the subject site noting the scale and diversity of tenants, products and services on offer at Midland Gate Shopping Centre.
- A detailed Road Safety Assessment confirms that the proposed signage can be safely accommodated within the surrounding road environment without any adverse impacts on road users.
- The proposed signage does not create any detrimental impacts on the amenity of the area and is in keeping with the surrounding scale and built form of various existing commercial buildings nearby. This includes the proposed signage response to two heritage listed places nearby, which are not considered to be impacted by the proposed signage given its separation distance from these properties as well as the signage design response itself being restrained in its scale.

On balance, the proposed development is considered to have demonstrated its appropriateness and warrants being supported on its individual merits.

We trust the information provided as part of this letter will assist the City in its assessment of the proposed development and we look forward to working with the City to facilitate a positive development approval outcome.

Should you have any queries or require further clarification on the above matter, please do not hesitate to contact the undersigned.

SLR Consulting Australia Pty Ltd



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