

DEVELOPMENT ASSESSMENT REPORT
Shire of Augusta Margaret River
28 May 2026 to 3 June 2026

APPLICATIONS RECEIVED

Date Rec'd	Reference No.	Address	Proposal
PLANNING			
28/05/2026	P226422	Lot 122 Old Ellenbrook Road, Gracetown	Dwelling Additions (Carport and Decking)
28/05/2026	P226423	43 (Lot 212) Hardwood Loop, Margaret River	Single House
02/06/2026	P226426	1 (Lot 500) Miamup Road, Cowaramup	Men's Shed Additions (Outbuilding - Sea Container)
02/06/2026	P226427	16 (Lot 161) Illawarra Avenue, Margaret River	Holiday House Renewal
03/06/2026	P226429	2 (Lot 1) Formosa Street, Margaret River	Holiday House Renewal
03/06/2026	P226430	1 (Lot 12) Timor Place, Margaret River	Holiday House Cancellation
03/06/2026	P226431	28 (Lot 24) Greenwood Avenue, Margaret River	Outbuildings (Shed and Carport)
03/06/2026	P226432	56 (Lot 150) Hermitage Drive, Margaret River	Alterations and Additions (Carport)
03/06/2026	P226433	6601 (Lot 12) Caves Road, Redgate	Section 40 (Producers Licence)
03/06/2026	P226434	20 (Lot 74) Uluwatu Approach, Margaret River (Parent Lot A14661)	Single House and Verge Tree Relocation
03/06/2026	P226435	Unit E / 12 (Lot 5) Station Road, Margaret River	Amendment to P225356
BUILDING			
28/05/2026	226408	8 (Lot 32) Lomandra Way, Witchcliffe	Single Dwelling, Deck and Patio
28/05/2026	226409	35 (Lot 16) Vista Lane, Margaret River	Single Dwelling and Carport
28/05/2026	226410	44 (Lot 62) McDermott Parade, Witchcliffe	Shed and Carport
28/05/2026	226411	168 (Lot 2953) Clews Road, Cowaramup	Wayfinder Winery, Production, Tasting Area and Storage
28/05/2026	226412	Unit B / 8 (Lot 2) McKeown Place, Margaret River	Shed
29/05/2026	226413	8 (Lot 34) Chittick Loop, Witchcliffe	Shed
29/05/2026	226414	34 (Lot 17) Mulal Avenue, Witchcliffe	Single Dwelling, Alfresco, Carport, Storeroom and Water Tank
29/05/2026	226415	38 (Lot 19) Mulal Avenue, Witchcliffe	Single Dwelling, Alfresco and Water Tank
29/05/2026	226416	62 (Lot 91) Willmott Avenue, Margaret River	Partial Demolition
29/05/2026	226417	4 (Lot 161) Bottlebrush Drive, Margaret River	Retrospective Change of Use Shed to Ancillary Dwelling
29/05/2026	226418	16 (Lot 233) Merino Way, Margaret River	Shed
02/06/2026	226419	22 (Lot 51) Redbluff Parkway, Margaret River	Single Dwelling, Garage and Alfresco
02/06/2026	226420	55 (Lot 47) Chittick Loop, Witchcliffe	Single Dwelling, Alfresco, Deck and Water Tank
02/06/2026	226421	513 (Lot 64) Treeton Road North, Treeton	Demolition Single Dwelling
02/06/2026	226422	16 (Lot 20) Glenroy Way, Cowaramup	Single Dwelling, Garage and Alfresco
02/06/2026	226423	17 (Lot 314) Whistler Drive, Karridale	Single Dwelling, Storeroom and Carport
03/06/2026	226424	10739 (Lot 7) Bussell Highway, Forest Grove	Farm Machinery Shed
Exploration Licenses for Comment			
Nil			

APPLICATIONS DETERMINED UNDER DELEGATION

Date Rec'd	Reference No.	Address	Proposal	Outcome
PLANNING				
27/01/2026	P226063	6 (Lot 261) Logging Road Karridale	Retrospective Water Tank	Approved
12/02/2026	P226115	4 (Lot 218) Turner Street, Augusta	Dwelling Additions	Approved
18/02/2026	P226137	21 (Lot 3876) Kudardup Road, Kudardup	Plantation	Approved
16/03/2026	P226194	220 (Lot 13) Bullant Drive, Forest Grove	Holiday House	Approved
17/03/2026	P226199	29 (Lot 219) Hardwood Loop, Cowaramup	Single House	Approved
18/03/2026	P226208	65 (Lot 83) Apsley Drive, Margaret River	Single House	Approved
26/03/2026	P226227	52 (Lots 1-6) Le Souef Street, Margaret River	Use of Grouped Dwelling as Holiday House	Approved
09/04/2026	P226269	41 (Lot 331) Firetail Rise, Karridale	Single House	Approved
13/04/2026	P226275	27 (Lot 219) Coracina Avenue, Witchcliffe	Boundary Fence	Approved
14/04/2026	P226282	Lot 1004 Calgardup Road, Forest Grove	Development Outside Building Envelope (Water Tank)	Approved

15/04/2026	P226287	12 (Lot 70) Uluwatu Approach, Margaret River (Parent Lot A12964)	Single House and Street Tree Relocation	Approved
21/04/2026	P226303	57 (Lot 23) Calkarri Drive, Augusta	Holiday House Renewal	Approved
28/04/2026	P226318	6 Village Green, Margaret River 6285	Outbuilding (Shed)	Approved
29/04/2026	P226333	426 (Lot 1005) Bussell Highway, Margaret River (Lot 63 Verdor Lane, Margaret River Lifestyle Village)	Grouped Dwelling	Approved
07/05/2026	P226354	41 (Lot 199) Bottlebrush Drive, Margaret River	Dwelling Additions (Gazebo)	Approved
08/05/2026	P226361	90 (Lot 112) Moondyne Ridge, Kudardup (Parent Lot A14604)	Single House	Approved
SUBDIVISIONS				
Nil				
LOCAL LAW PERMITS				
20/05/2026	P226395	Margaret River Skate Park	Permit to operate skate lessons - Redman Academy - 25 May to 27 February	Approved
22/05/2026	P226405	Shire Civic Area	Local Law permit to operate mobile food vans and install land art - Nala Boodja Eco Clan - 31 May 2026	Approved

LEVEL 3 PLANNING APPLICATIONS FOR DETERMINATION

Date Rec'd	Reference No.	Address	Proposal	Recommendation
PLANNING				
27/01/2026	P226064	100 (Lot 8) Bussell Highway, Margaret River	Digital Signage	Approve with Conditions

DEVELOPMENT ASSESSMENT REPORTING PROCEDURE

Assessment of Development Applications (DAs)

For the purposes of this procedure there are three types of development applications:

Level 1

DA not advertised

Level 2

DA is advertised; and

- No submissions; or
- Submission received but meets one of the following:
 - Not related to the reason the DA was advertised.
 - The development is modified to comply or to remove the element of concern to the submitter.
 - Submission is either of support, conditional support or is 'indifferent'; or is from a non-affected person.

Level 3

A submission in opposition is received from an 'affected' person or special interest group in relation to the reason the DA is advertised or the development application is recommended for refusal.

Note: This procedure applies to development applications only. It does not apply to structure plans, scheme amendments or other types of planning proposals.



DEVELOPMENT APPLICATION ASSESSMENT P226064

General Details

Reporting Officer	Grace Koschel
Disclosure of Interest	Nil
Assessment Level	Major Level 3

Application Details

Address	100 (Lot 8) Bussell Highway, Margaret River			
Proposed Development	Digital Signage			
Zoning	Town Centre			
Lot Area	1,156sqm			
Use Class and Permissibility	No change.			
Heritage/Aboriginal Sites	None identified			
Other Considerations	Visual Management Area	<input type="checkbox"/>	Sewerage Sensitive Area	<input type="checkbox"/>
	Special Control Area	<input type="checkbox"/>	Watercourses/Rivers	<input type="checkbox"/>
	Bushfire Prone Area	<input type="checkbox"/>	Environmentally Sensitive Areas	<input type="checkbox"/>
Structure Plans/LDP's	None applicable			
Easements/Encumbrances	None applicable			
Why is Development Approval Required?	The size of the wall sign is above exemption limit for a wall and is proposed to be illuminated, which is a variation to Local Planning Policy 26 – Signage.			

Site Image



Proposal

The proposal seeks approval for a Digital Wall Sign on a non-residential building located within the Town Centre Zone. The proposed sign will replace an existing non-digital wall sign.

The proposed digital sign will have an overall dimension of 5,120mm x 2,880mm (14.7m²), which is slightly smaller than the existing approved wall sign measuring 5,450mm x 3,650mm.

The applicant has advised that the transition from printed banners to a digital display is intended to streamline and simplify updates, reducing costs associated with banner printing and installation, and minimising waste generated when banners are replaced. The applicant has confirmed that illumination is not proposed for the purpose of increasing prominence and has expressed no objection to conditions regulating day and night luminance levels, provided clear visibility is maintained.

Assessment

Referrals	Yes	No
Adjoining Neighbours/Property Owners – 1 Submission (objection)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Government Agencies - Main Roads	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Internal Shire Departments - Infrastructure	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Were any objections received?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Were any issues raised through the referrals process?	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Internal Department Comments	
Infrastructure Department	
Department Comments	Officer Comments
Review main roads policy for further requirements regarding digital signage.	Noted.

External Agency Comments	
Main Roads Department	
Department Comments	Officer Comments
No approvals or support required from Main Roads as these are all local roads, but would require approval from the Shire of Augusta-Margaret River.	Noted.

Community Engagement	
Submitter Comments	Officer Comments
<p>Private Submitter 1 Objection - Our townhouse is directly opposite the proposed illuminated sign. My concern is that this will shine directly into our main bedroom upstairs which faces Tunbridge st and be disruptive to our sleep in summer. We often sleep with our main bedroom sliding doors open which would make the light shining in even worse.</p>	<p>Noted. Conditions Recommended.</p> <p>Condition recommended to ensure the sign does not operate between 10pm and 6am.</p> <p>Condition recommended to submit luminance limit schedule to the Shires satisfaction. The luminance limit schedule will detail the luminance emitted and be monitored to ensure compliance.</p> <p>Additional conditions are recommended as follows:</p> <ul style="list-style-type: none"> The sign shall not flash or pulsate and the level of
<p>Private Submitter 2 Late Submission - I am writing on behalf of Gladstone Hill Pty Ltd. We own 37/6 Tunbridge which will be looking directly at this signage from our main bedroom.</p> <p>I am requesting more information on the illuminated sign please so we can comment with the right knowledge.</p> <p>The letter or attachments does not indicate the following:</p>	

<p>* The intended hours of use. Will it be on 24/7, or will it be switched off 8pm each night for example?</p> <p>* If it is 24/7. Then the brightness, how many lumens etc will be emitted from the sign? Perhaps how much white will be on the sign at any one time pending advert or information being displayed.</p> <p>Please advise on these queries, once known we may have further questions or comments to make.</p>	<p>illumination of the sign shall be appropriate to the level of off-street ambient lighting.</p> <ul style="list-style-type: none"> Digital signs must display static images or text only; video or animation is prohibited.
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Policy Framework	Yes	No
Does the proposal involve variations to the Residential Design Codes?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Does the proposal involve any variations to Scheme Requirements?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Does the proposal involve any variations to Policy Requirements?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Other matters that require discretion (Vegetation Removal)	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Policy Requirements

Local Planning Scheme No.1 – Schedule 9		
Standard	Required	Provided
Setback (Front)	Nil	Nil – Complies
Setback (Side)	Nil	Nil – Complies
Setback (Side)	Nil	Nil – Complies
LPP26 - Signage		
Illumination	Is not illuminated	Digital Sign - Variation
Is a single faced sign	Is a single faced sign	Single Faced - Complies
Sign Size D2	5sqm (LPS1)	14.7sqm – Variation
Setback to Residential Zoned, Residential Use or Tourism Use	100m	Minimum 32m - Variation
Minimum vertical clearance to an obstruction	2.5m	2.5m from NGL - Complies
Separation distance from kerb or road shoulder	1m	>1m - Complies

Discussion

Local Planning Policy 26 - Signage

The sign is subject to LPP26 where the wall sign is described by LPP26 as follows:

A sign attached to or painted on the wall of a building other than a residential building that identifies the name of the building or business operating from the building.



Figure 1 Existing Sign

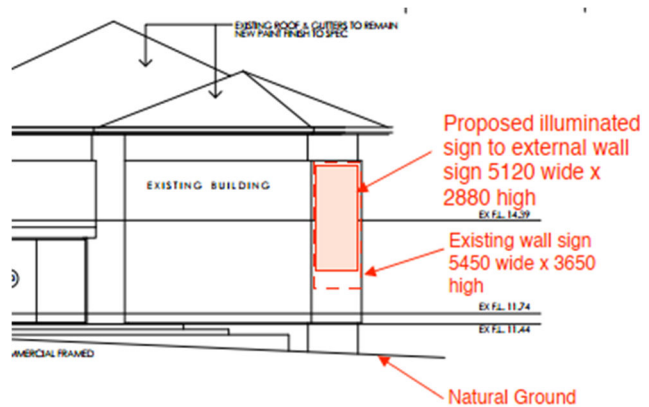


Figure 2 Dimensions of New Sign vs Existing

Assessment against the Performance Criteria of Local Planning Policy 26 - Signage

Performance Criteria	Officer Assessment
Visual Impact Assessment	
1.1 Signage that is of a scale, proportion and form appropriate to the streetscape.	The proposed digital wall sign is comparable in scale to the existing approved sign and is marginally smaller in overall size. Its placement on the building façade is setback from the street corner and positioned in a manner that does not disrupt the existing Bussell Highway streetscape.
1.2 Signage that makes a contribution to the desired streetscape.	The proposed sign will replace the existing paper-based sign and will remain consistent with the current advertising material. The proposed sign is in fact smaller than the current sign, thus reducing the overall visual impact on the streetscape. Proposed conditions restrict content to community-wide events and major regional attractions, ensuring that the contribution to the streetscape remains the same as the current sign.
1.3 Signage that does not have an unreasonable adverse impact to streetscape interaction.	Traffic safety is a key objective of LPP26. The sign location has hosted signage since 2012 without identifiable safety issues. Main Roads WA records indicate only one reported traffic incident at the adjacent roundabout between 2020 and the end of 2024. The move from printed banners to digital display is intended to result in a minimal visual change, with illumination levels regulated through screen specifications and operational controls imposed by condition.

	Furthermore, the proposed sign will not include any pulsing or flashing and will include a minimum 15 minute dwell time for material.
1.4 Rationalisation of signage to reduce visual clutter, to simplify existing signage, to screen an unsightly view, or to supplement landscaping.	There is no increase in the number of signs on the site. The replacement sign is smaller than the existing sign and therefore does not contribute to further visual clutter.
1.5 Signage that does not result in a visual impact to the skyline.	The sign is attached to the wall of the building and does not exceed the height of the building. Accordingly, it does not result in any adverse visual impact on the skyline.
Clearances	
2.1 Signage that provides sufficient clearance to ensure the safety of and accessibility for all potential users	The proposed sign provides a minimum clearance of 2.5 metres above natural ground level, meeting clearance requirements.
2.2 Signage that provides an unobstructed line of sight for pedestrians and vehicular traffic.	The sign does not obstruct pedestrian or vehicle sightlines and is positioned clear of intersections and driveways.
Illumination	
3.1 Illumination using energy efficient equipment and light sources.	<p>The applicant has confirmed that the digital screen includes automatic dimming and luminance limits, controlled by an inbuilt ambient light sensor. The display also allows scheduled programming to manage brightness throughout the day and night.</p> <p>A condition has been recommended to ensure the digital sign operates within luminance limits for the location and surrounding amenity and Australian Standards, functions correctly, and appropriately manages visual impact for road users and neighbouring properties.</p>
3.2 Illuminated or animated advertising setback more than 100m to a Residential Zone, Residential Use or Tourism Use (refer to Zone Table 1 in the Scheme).	The sign is located approximately 32 metres (to the closest building) of residential and short-stay accommodation uses. Following advertising, two submissions were received raising concerns regarding light spill and operating hours. Conditions have been imposed to manage these impacts, including restrictions on hours of operation and illumination controls.

Digital Sign Requirements

In accordance with LPP26, the digital sign must display static images or text only and must not animate, flash, or pulsate. Appropriate conditions are recommended to secure compliance.

Dwell Times

The applicant proposes a minimum dwell time of 15 minutes, which complies with Main Roads WA policy for digital signage. This has been conditioned accordingly.

Discussion

The proposal involves the replacement of an existing approved sign, which has been in place since 2013, with a sign of slightly reduced area. The existing banner-style sign, illuminated by an external up light, has historically been used to promote community-wide events, including significant regional

and tourism activities. The current system requires the banner to be reprinted and replaced for each new event/ periodically.

The applicant has advised that transitioning to a digital format will reduce material waste associated with repeated printing and provide greater flexibility to promote a broader range of events and attractions. This rationale - improving operational efficiency, reducing waste, and facilitating the promotion of community and tourism-related content - distinguishes the proposal from typical business advertising signage associated with on-site commercial uses.

The site is located within a predominantly commercial context. Residential and tourism uses are situated a minimum of 32 metres from the site, opposite on Tunbridge Street. Public consultation generated two submissions raising concerns regarding light spill and operating hours. Whilst it is acknowledged that there is concern with light spill to dwellings across the road, it is considered that the orientation of the signage towards the roundabout will result in indirect glare that can be mitigated through appropriate luminance level. The applicant has confirmed that illumination is not proposed for the purpose of increasing prominence and has expressed no objection to conditions regulating day and night luminance levels, provided clear visibility is maintained.

As outlined above, the applicant has agreed to the following measures to reduce the risk of additional light spill:

- Submission of luminance limit schedule to ensure the sign shall not have a detrimental impact upon amenity in the locality in regards to light pollution, this will allow for adjustments to be made when in situ to reduce impacts;
- Restriction on flashing or pulsating content and video animation; and
- A minimum dwell time of content for 15 minutes.

Conclusion

The proposed digital wall sign maintains consistency with the established streetscape, does not result in unreasonable amenity or traffic safety impacts, and aligns meets the performance criteria of with the LPP26.

For the above reasons the signage is recommended for conditional approval.

Determination

That the Manager of Planning and Regulatory Services Grant Planning Consent under Delegated Authority Instrument No. 34 pursuant to Clause 68(2) of the Deemed Provisions of Local Planning Scheme No. 1 for the Digital Sign at 100 (Lot 8) Bussell Highway, Margaret River subject to compliance with the following conditions:

1. The development is to be carried out in compliance with the plans and documentation listed below and endorsed with Council's stamp, except where amended by other conditions of this consent.

Plans and Specifications	Plan P1 -P2 received by the Shire on the 27/1/2026
--------------------------	----------------------------------------------------

2. If the development, the subject of this approval, is not substantially commenced within two (2) years from the date of this letter, the approval shall lapse and be of no further effect. Where an approval has lapsed, development is prohibited without further approval being obtained.
3. At all times, all stormwater and drainage run-off from the development shall be detained within the lot boundaries and managed to predevelopment flow regimes and/or disposed offsite by an approved connection to the Shire's drainage system in accordance with the Shire of Augusta Margaret River's Standards & Specifications.
4. Approval is granted to advertise community-wide events that promote significant regional and tourism events and major regional attractions. No sign shall contain any text or images that may

be considered offensive or discriminatory.

5. The approved area shall not exceed 5.12m x 2.88m.
6. Digital signs must display static images or text only, with a dwell time of no less than 15 minutes. Video or animation is prohibited.
7. Within 30 days of the installation of the digital sign, the landowner shall submit to the local government a luminance limit schedule to the satisfaction of the Shire.

The assessment shall:

- a) Verify the correct functioning of the ambient light sensor and automatic dimming controls;
 - b) Measure and confirm screen luminance levels at various times of day and night, including daytime, dusk/dawn and night-time periods;
 - c) Demonstrate compliance with Australian Standards, the approved maximum luminance levels, and the minimum brightness required to maintain clear legibility; and
 - d) Confirm that the sign does not cause unreasonable visual amenity impacts or glare to road users or surrounding properties.
8. Signage shall be turned off between 10pm and 6am daily.

Advice Notes

- a) You are advised of the need to comply with the requirements of the following other legislation:
 - (i) This is not a Building Permit. A Building Permit must be issued by the relevant Permit Authority before any work commences on site as per the *Building Act 2011*;
 - (ii) *Health (Miscellaneous Provisions) Act 1911* and Department requirements in respect to the development and use of the premises; and
 - (iii) The *Bush Fires Act 1954* as amended, Section 33(3), Annual Bush Fires Notice applies to this property.
 - (iv) *AS/NZS 4282 – Control of the Obtrusive Effects of Outdoor Lighting*