

Our Ref: PMG-87(3)

9 December 2025

Shire of Murray  
1915 Pinjarra Road  
**PINJARRA WA 6208**

Attention: Luke Cervi - Coordinator Planning Services

**LOT 157 PINJARRA ROAD, FURNISSDALE – SERVICE COMMERCIAL DEVELOPMENT**

This submission is presented in support of the application for the above. It provides a detailed response to the 10 principles contained in *State Planning Policy 7.0* dealing with the *Design of the Built Environment*.

The submission is presented in addition to the planning submission prepared in support of the development application.

## State Planning Policy 7.0 Design Principles

## 1. Context and Character

The context is characterised by a mixture of uses and development representative of the zoning/s that have in the past, and continue to apply to the location.

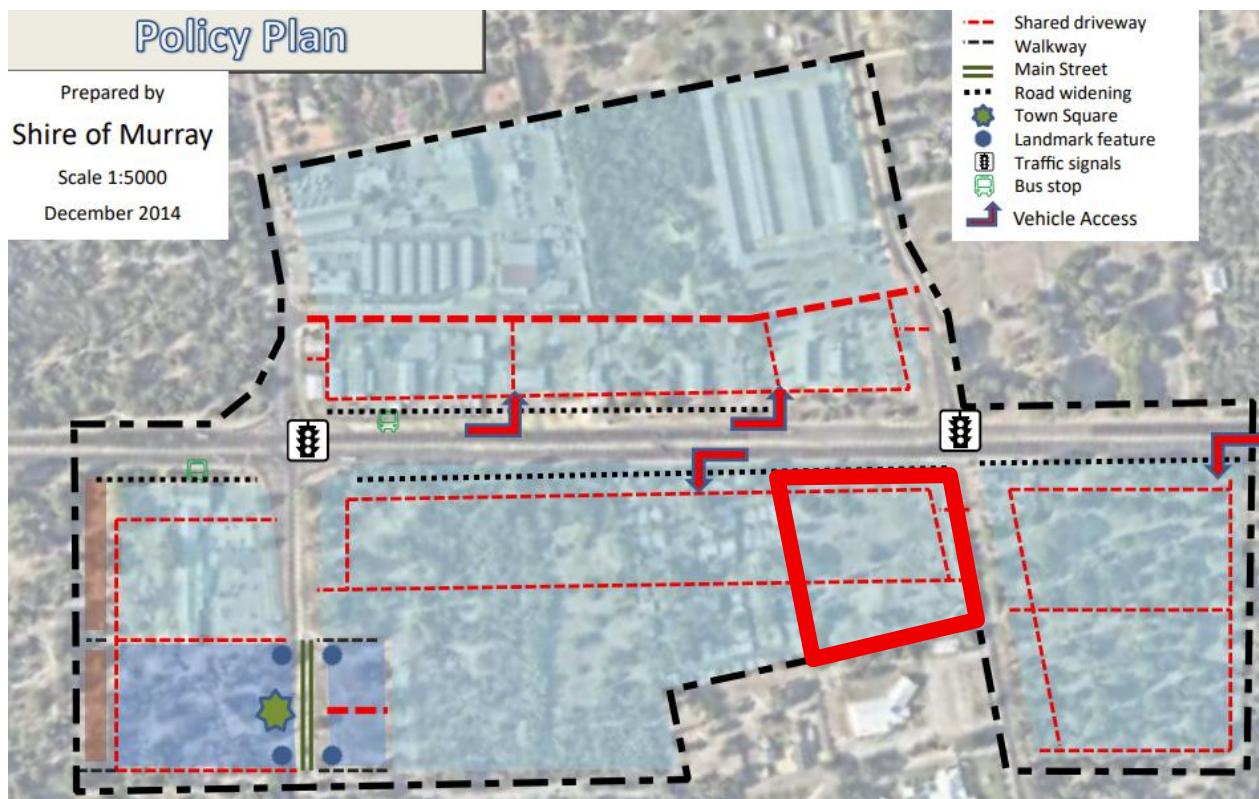


SOURCE: SHIRE OF MURRAY



SOURCE: NEARMAPS

The development proposed, however, is as envisaged by the planning framework applicable to the land and location, most notably, the Shire of Murray's Local Planning Policy for the Barragup Furnissdale Activity Centre (the LPP).



SOURCE: SHIRE OF MURRAY

For the business precinct within which the proposed uses and development will take place, the LPP refers to the following being established in a *Character statement* ...

*... a range of uses that require relatively large sites for retailing of bulky goods, highway focussed commercial and service activities. The precinct will successfully integrate into the surrounding 'rural' landscape setting with site planning, building and landscape design reinforcing this landscape and providing a distinctively local identity. Pedestrian and vehicular traffic has been comprehensively planned to provide safe, convenient and easy movement to and within the precinct. Well designed building frontages with restrained and coordinated signage provides an inviting streetscape to this important gateway into the Shire.*

## **2. Landscape Quality**

The establishment of quality landscaping as an integral component of the proposed development is a priority. As follows:-

- Landscape Architect Fran Thevessen from Naturesque has prepared the landscape plan accompanying the development application;
- As detailed in the planning submission supporting the development application, just under 2,700m<sup>2</sup> of landscaping will be established in association with the project;
- Inclusive of the road widenings on Pinjarra and Furnissdale Roads, 14.83% of the current site area is proposed as landscaping;
- Exclusive of road widenings, 1,088.59m<sup>2</sup> of landscaping is proposed; with
- All landscaping proposed, when established on-site, to be maintained to a high standard.

## **3. Built Form and Scale**

The built form and scale of development proposed has been informed by the requirements of the LPP for the business precinct in the Barragup Furnissdale activity centre, the type of land use(s) proposed and the requirements for a corner location.

Specifically, the following is to take place:-

- Buildings that appear with a two (2) storey façade (required scale);



BUILTFORM = TWO (2) STOREY SCALE

- Built form setback required distances to sleeve Pinjarra and Furnissdale Roads, catering to a visual presence that addresses both street frontages;



ADDRESS TO PINJARRA ROAD



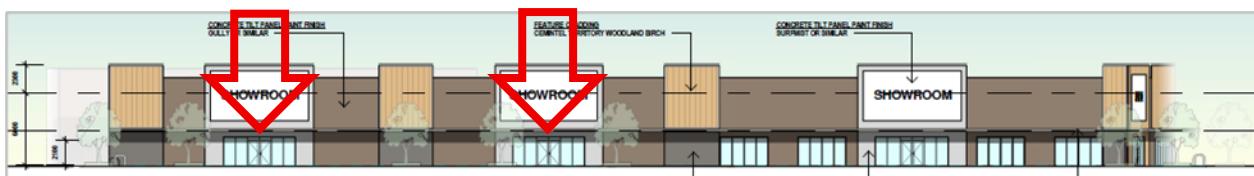
ADDRESS TO FURNISSDALE ROAD

- An architectural typology, commercial in nature and designed for accommodating the various uses proposed within (the showrooms x6, motor repair station and storage premises);
- Articulated elevations, both horizontally and vertically, with complementary detailing to present a considered built form when visible in and from the public realm (amounting to development expected on the land and in the location);



HORIZONTAL AND VERTICAL ARTICULATION

- The considered use of materials, finishes and colours complementing/enhancing the articulation (project form) and design of the development;
- Distinct entry points into the respective tenancies, weather protected by canopies across the extent of the street facing/public elevations; with



- Uniformity and a sense of clarity where three (3) buildings are proposed as part of the one (1) development, providing for a coordinated appearance.



THREE (3) BUILDINGS, TO BE APPEAR COMPLEMENTARY AS A COLLECTIVE

A focus on landscaping (covered above) will also ensure the development generally sits appropriately in the locality.

#### **4. Functionality and Build Quality**

By their nature, service commercial projects are required to be highly functional.

In addition to coordinating/optimising the use of space, service commercial projects are designed to:-

- Deliver high levels of accessibility for customers; with
- Convenient and effective 'back-of-house' functionality for business/es and tenancy occupants.

Where the 6x showrooms are concerned, rear-loaded servicing is to take place, this to be coordinated with waste management.

As required, movement across the Pinjarra Road frontage and southern boundary to the adjoining landholding is proposed, combined with a north-south link on the west side boundary of the subject land.

Circulation in and around the site, by necessity, will deliver a highly functional development that contributes to the broader function of the location having regard for the requirements (shared driveways) of the LPP.

The build quality will be of a high standard.

## **5. Sustainability**

First and foremost, the positioning of the proposed service commercial development, central to the west side of the Shire of Murray, provides for proximity and convenience where accessibility is concerned. This in turn contributes to a more sustainable local community/local authority.

Where the development itself is concerned, the following informs considerations around sustainability:-

- Showrooms x6:-
  - Orientation catering to passive design attributes including reduced reliance on power generated light, this via natural lighting/borrowed light from the extent of glazing in Pinjarra/Furnissdale Road elevations;
  - Use of energy efficient LED lighting where borrowed light does not penetrate the showroom floor plate/s;

- The use of Anticon roof blankets, to deliver thermal insulation. The blankets assist by reducing the amount of radiant heat entering the building in Summer (and the retention of warmth in Winter); and
- The use of renewable energy (PV panels generating on-site power).
- Storage premises:-
  - Self-storage businesses are generally committed to sustainable outcomes;
  - They represent an energy efficient use and development of land. Except for the office, a storage premises is a non-habitable building;
  - Storage premises are not mechanically ventilated. Customers attend these facilities for short periods of time, convenient to the customer generally between 5am and 9pm;
  - Where energy consumption and carbon emissions are important, these facilities use LED sensor lighting. Roof sections also use Anticon roof blankets for thermal insulation, reducing heat entering a facility.

Where sustainable practices are concerned, self-storage premises also employ cardboard recycling programs, reducing waste across the business.

At the time of construction, waste prevention will be employed to reduce construction waste and reduced disposal to landfill.

## **6. Amenity**

The design of the proposed development is intended to provide for a successful place per the requirements of *State Planning Policy 7.0 dealing with the Design of the Built Environment*.

When complete, the following factors contributing to amenity are expected to materialise:-

- A project that delivers a variety of uses that will successfully co-exist together;
- A project that makes available a wider range of offerings to the various communities that comprise the Shire of Murray (residential and business);

- Tenancies within which the uses will establish that offer high standards of internal/external amenity; and
- A project designed to be welcoming, easy to access and navigate, and comfortable (for customers, businesses and their employees alike).

For employees, amenity in the form end of trip facilities are proposed should a staff member walk or cycle to work (bike storage, shower/s and locker/s).

## 7. Legibility

In the context, the development will respond where legibility is concerned.



PROJECT TO ADDRESS THE CORNER OF PINJARRA AND FURNISSDALE ROADS

As follows:-

- The development will address the corner location of Pinjarra and Furnissdale Roads in a positive manner;
- The entrances to each of the respective tenancies will be clearly legible when viewed from the streetscape as well as from within the development;

- Access and movement will be legible, with two (2) crossovers on Furnissdale Road providing convenient and safe access/egress;
- The built form and frontages will appear representative of a service commercial development, with the showrooms adjacent to the street, the motor repair station on the north-west corner, and the storage premises positioned to the rear; with
- Suitably positioned signage to provide an obvious cue (legibility) as to the positioning of respective business/es when occupancy takes place.



COORDINATED APPROACH TO SIGNAGE, CONTRIBUTING TO LEGIBLE DEVELOPMENT

## 8. Safety

The proposed development has been informed by the following design principles for the purpose of delivering high levels of safety:-

- An 'open' appearance in both the Pinjarra and Furnissdale Road streetscapes;
- Transparent building frontages providing for activation when viewed from the public realm; and

- Secure edges and/or boundaries where necessary.

## **9. Community**

The project has been informed by a desire to serve the Shire of Murray's community in a location planned for such purposes (being the Barragup Furnissdale Activity Centre).

Specifically, the proposed development will make a bona-fide contribution to meeting Objective 3 in the Local Planning Policy for the location which is ... *To provide for a vibrant and diverse main street based neighbourhood centre to serve the daily and weekly needs of the Barragup and Furnissdale communities.*

## **10. Aesthetics**

The development proposed is well resolved in terms of design.

It will respond to the context and the corner location in a positive and defining manner, being the eastern entry point to the Furnissdale Barragup activity centre.

Consideration has been given to scale and massing (built form) along with detailing (materials, finishes and colours).

Furthermore, the development will proceed with detailed consideration given to site planning and landscaping.

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If there are any questions regarding the content of this submission and the expectations of SPP7.0, please contact the undersigned on 0400382445.

Yours sincerely

**MW URBAN**



**Tony Watson**