

Our ref: PMG-87(2)

19 November 2025

Shire of Murray
1915 Pinjarra Road
PINJARRA WA 6208

Attention: Luke Cervi - Coordinator Planning Services

LOT 157 PINJARRA ROAD, FURNISSDALE

This submission has been prepared in support of a service commercial development on the above land.

It is presented on behalf of the Parsons Group, who are looking to purchase the land and undertake the proposed development.

Where the Shire of Murray's planning framework is concerned, the proposal is considered to align.

This report describes the background to the proposal, the site and its setting, the applicable statutory planning framework and the proposed development. It also presents the suitability of the proposal viz a viz the various planning objectives and controls that apply to the use, land and location.

PRE-LODGEEMENT PROCESS

The pre-lodgement process with the Shire of Murray (SoM) has involved on-going communications, informing the preparation and lodgement of the development application.

On 9 April 2025, the intentions for the land were presented in person at the Shire's offices.

Following, there has been ongoing contact with the SoM's officers. The communication that has taken place has been informative and helpful, with the objective of ensuring the proposed development when complete, contributes to servicing the needs of the SoM's community whilst sitting appropriately on-site and in the locality.

SUBJECT LAND AND LOCATION

The development is proposed on land described as follows: Lot 157 on Diagram 40912, held in Certificate of Title Volume 2104, Folio 844.

In the immediate context, the land is positioned on the south-western corner of the intersection of Pinjarra and Furnissdale Roads.

Adjoining to the south is the Furnissdale Masonic Centre (No.16 Furnissdale Road) and to the west, Peel Caravan Park (No.598 Pinjarra Road).



SUBJECT LAND, IMMEDIATE CONTEXT (SOURCE: NEARMAPS)

More broadly, the land is positioned between Ravenswood and Mandurah.

Where access is concerned, the land and location are highly accessible via Pinjarra Road and the local traffic network.

PLANNING FRAMEWORK

Shire of Murray Local Planning Scheme No.4

Under the Shire of Murray's *Local Planning Scheme No.4* (LPS4) the land is zoned 'Service Commercial'.



SUBJECT LAND ZONED SERVICE COMMERCIAL (SOURCE: SHIRE OF MURRAY)

LPS4 has objectives in relation to the use and development of land within the Shire, with more specific intentions and matters to be considered in relation to the use and development of land in the Service Commercial zone.

LPS4 also contemplates land use suitability via the Zoning Table in the Scheme and contains development and parking standards.

It is noted Pinjarra Road is a Primary Regional Road, involving a reservation under the *Peel Region Scheme*.

Where more specific standards apply to development in the proposed location, reference is made to the Shire's *Local Planning Policy* titled Barragup Furnissdale Activity Centre.

Local Planning Policy Barragup Furnissdale Activity Centre

As stated at the commencement of the *Local Planning Policy Barragup Furnissdale Activity Centre* (LPPBFAC) ...

This Policy applies to all development within the Barragup Furnissdale Activity Centre, as outlined in the plan below.

The plan identifying the position of the subject land in the activity centre is at the top of the following page.



SUBJECT LAND WITHIN BARRAGUP FURNISSDALE ACTIVITY CENTRE (SOURCE: SHIRE OF MURRAY)

Where proposals are concerned, the LPPBFAC states ...

Applications will need to clearly demonstrate that the proposal meets the objectives and requirements of this policy. Applications must also meet any other requirement of the Shire's planning framework that may be applicable for a particular property under the Scheme or any applicable Outline Development Plan, Structure Plan, Local Planning Policy or Detailed Area Plan.

PROPOSAL

The following is proposed:-

- Eight (8) tenancies consisting of:-
 - Six (6) showrooms;
 - One (1) motor vehicle repair station; and
 - One (1) storage premises with a showroom at the front.

The use of the tenancies is per the definitions contained in LPS4, as follows:-

Showrooms - means rooms used in connection with warehousing or offices and intended for display of goods of a bulky nature.

Motor Repair Station - means land and buildings used for or in connection with mechanical repairs and overhauls including tyre recapping, retreading, panel beating, spray painting and chassis reshaping.

Storage Premises - means land and buildings used for the secured storage of household items or commercial goods and equipment, but does not include any sale or display for sale on the premises.

The gross floor area of development proposed is 4,858m², broken down as follows:-

USE	AREA (GFA)
Showroom/s (including front of Storage Premises)	3,111m ²
Motor Vehicle Station	365m ²
Storage Premises	9,304m ² (Note: 6,513m ² NLA)
TOTAL	12,788m ²

Where access and parking are concerned:-

- Access will be off Furnissdale Road via two (2) crossovers; with
- 59 publicly accessible parking bays on-site, and a further 15 bays internal to the storage premises.

Where through movement is concerned and as required by the LPPBFAC, shared driveways are proposed across the top (Pinjarra Road side) and bottom (south side) of the property.

In addition to access and parking:-

- On-site bicycle parking will be evenly spread across the project (three (3) locations);
- With two (2) wastewater treatment locations; and
- Landscaping.

The landscape plan for the development has been prepared by landscape architect Fran Thevessen (Naturesque).

With respect to the landscape plan and as advised by the SoM, landscaping is proposed beyond what will be the future lot boundaries, and include the road widening areas on Pinjarra and Furnissdale Roads respectively (10.0m and 3.0m).

Where the project contributes to the lives and level of service afforded the residents of a rapidly growing Shire of Murray, the uses within will:-

- Provide a cluster of complementary businesses that are conveniently accessible to the community;
- Be commercial and service based; and
- Encompassing of those representative of the Service Commercial zone within which they will establish.

To ensure the development is attractive and executed to a high standard, there has been a referencing of similar, suitably designed and detailed projects.

The façades proposed will:-

- Include a defined base, middle (awning) and top of building;
- Be suitably articulated, both horizontally and vertically;
- Be suitably finished via the considered application of a mix of finishes and colours to the various elements (horizontal and vertical) that comprise the public elevations of the respective buildings; and
- Be void of service and/or hardware fixtures, protecting their appearance and integrity when viewed from the public realm.

In addition, signage will be accommodated via a uniform approach that is both measured and integrated where the design and future appearance of the proposed buildings are concerned.



PLANNING CONSIDERATIONS

Land Use

The land uses proposed are considered appropriate having regard for the relevant, general and specific objectives of LPS4, and the more specific provisions for the Service Commercial zone.

Where land use permissibility is concerned, the LPPBFAC refers to this for the precinct as being guided by LPS4.

In Zoning Table in LPS4, the showrooms proposed are listed as 'P' or permitted.

The storage premises is listed as an 'IP' use, and will be incidental to the predominant use of the land for showrooms when the development takes place and is apparent (where land use is concerned) in the context.

The motor repair station, however, is not listed in LPS4's Zoning Table. Notwithstanding, it is presented as suitable based on the scope to do such under Clause 5.2.3 a) in LPS4. Clause 5.2.3 a) reads as follows ...

5.2.3 If a person proposes to carry out on land any use that is not specifically mentioned in the Zoning Table and cannot reasonably be determined as falling within the type, class or genus of activity of any other use category the Council may: AMD 205 GG 22/5/09

a) determine that the use is consistent with the objectives of the particular zone and is therefore permitted;

Generally where the LPPBFAC is concerned, the three uses proposed are all considered appropriate and acceptable. In the Character Statement for the precinct, reference is made to the following:-

- The use of large sites for the sale of bulky goods (showrooms); and
- Highway focussed *commercial and service activities*. Both the storage premises and motor repair station are bona-fide service activities.

Storage Premises

The development of storage premises is based on the demand for the service (being self-storage units).

Demand comes from the community, both residential and business. Where demand is increasing, the basis for this involves several factors including changing lifestyles and business practices:-

- Smaller dwelling typologies providing for down-sizing and a shift towards urban living give rise to an increase in demand for 'off-site' personal storage;
- Local businesses with space limitations take up storage space, a more viable and appealing alternative to shifting premises; and
- On-line shopping (e-commerce), which has lead to an increase in longer-term storage and warehousing needs by business, particularly small business.

In addition to the above, COVID19 resulted in increased demand for storage space:-

- The pandemic resulted in the decluttering of households, with more people working from home needing extra space; with
- Supply chain issues resulting in demand for more storage for longer periods.

With respect to the above points, the demand generated by such remains based on the experiences of the last 3-4 years (and the take-up of units in the type of facility proposed).

The following is also noted where the positioning of the storage premises is concerned:-

- Under Preferred uses, reference is made to the positioning of storage facilities where less exposed in the locality (as is the case with what's proposed).

Motor Repair Station

Whilst motor repair station is not listed in LPS4's Zoning Table, it can be determined to be ... *consistent with the objectives of the particular zone and ... therefore permitted.*

In addition to reference being made to service activities in both the *Character statement* and *Preferred uses* for the precinct, reference is made to ... *uses focussed on servicing of vehicle traffic such as service stations i.e. on sites with a frontage to Pinjarra Road.*

More specifically, the suitability of the use on the basis of it being consistent with the objectives of the zone is the reference ... *Preferred uses for those sites with less exposure to passing traffic are motor vehicle servicing.*

Based on the above, the motor repair station in the proposed location, representing a small percentage of the overall frontage to Pinjarra Road (limited exposure), is presented as a use that can be permitted/supported.

Development Requirements

Shire of Murray Local Planning Scheme No.4

The following table provides an account of the proposal viz a viz the applicable requirements of LPS4.

DEVELOPMENT STANDARD	PROPOSED	COMMENT
Site Coverage 75%	41.74% (inclusive of road widenings) 45.79% (exclusive of road widenings)	Site coverage proposed compliant.
Landscaping 10%	5.99% (inclusive of road widening) 6.57% (exclusive of road widening)	When on-site landscaping is combined with that to take place in the road widening, the total amount = 14.8%.
Car Parking Showroom 1/100m2 GFA 3,111m ² Storage Premises 1/100m2 GFA 9,304m ²	31.11 (32) bays 93.04 (94)	32 of 59 publicly accessible bays available for showroom use. Remaining publicly accessible bays (25) available for storage premise's

Motor Repair Station 1/50m2 GFA 373m2	7.46 (8) bays	use (plus 15 bays internal to storage premises use). Remaining publicly accessible bays (2) available for motor repair station use i.e. in association with the storage premises (plus 6 bays internal to motor repair station).
---	---------------	---

Car Parking

More than adequate parking is proposed for the proposed development having regard for the following in particular, and the proposed storage premises:-

- The Shire of Murray's LPS4 requirement is for parking to be provided at the rate of 1 bay for every 100m² of GFA for a storage premises;
- The application of the Scheme requirement to this aspect of the development would necessitate a significant number of on-site parking bays. This approach, however, has little recognition for the way storage premises work;
- Storage premises are designed to achieve functional circulation and easy access to storage units. To this end, a performance-based approach to determining an acceptable level of parking is required;
- With respect to the subject proposal viz a viz similar proposals presented by MW Urban and approved by other LGA's, the following is the case:-
 - Rear 229 Hampton Road, South Fremantle, approved by the Metro Inner-South JDAP with parking provided at the rate of approximately 1 bay/283m² of storage area;
 - 14 Saltaire Way, Port Kennedy, approved by the City of Rockingham with parking provided at the rate of approximately 1 bay/252m² of storage area; and
 - 14 Sunderland Crescent, Butler, approved by the City of Wanneroo with parking provided at the rate of approximately 1 bay/238m² of storage area.

- In addition to the above, MWUrban currently has development applications to be determined at the City of Wanneroo and City of Kalamunda (Metro Outer DAP) where the following is proposed:-
 - 1379 Wanneroo Road, Wanneroo, with parking proposed at the rate 1 bay/304m² of storage area; and
 - 581 Welshpool Road East, Wattle Grove, with parking proposed at the rate of 1 bay/235m² of storage area;
- The parking rate proposed for the Furnissdale storage premises is greater in every instance, at the ratio of one (1) parking bay/232.6m²;
- The amount of parking proposed is to be provided on the basis only a small amount is required, the same situation applying generally to self-storage facilities across the Perth metropolitan area. In the majority of instances, parking provided exceeds that required by demand.

Further supporting the amount of parking proposed is a study completed by Stantec in 2022/2023.

Titled '*Parking and Traffic Study Supporting the self storage industry of Australia and New Zealand*', the study provides a comparison of parking rates obtained from previous parking and traffic studies, including Aurecon's 2009 study titled '*Study Results and Findings, Self Storage Facility Traffic and Parking Study Prepared for the Self Storage Association of Australasia*'.

Specifically, the 2022/2023 study suggests that a decrease in parking demand has occurred since the last study (being Aurecon's 2009 study, and a 2016 addendum to this study).

For facilities greater in size than 6,000m², 11 parking bays were recommended in 2009 (this clearly acknowledging the number of trips to, and car parking required for self-storage, as low), increasing to 13 bays in 2016, and reducing to seven (7) in 2022/2023.

In the case of the subject proposal, up to 40 bays will be available for use in association with the storage premises, much more than the recommended number (this taking into account the LPS4 parking requirement for the showrooms and motor repair station).

Following page, National Storage South Fremantle, Port Kennedy and Butler.



REAR 229 HAMPTON ROAD, SOUTH FREMANTLE (SOURCE: NEARMAPS)



14 SALTIRE WAY, PORT KENNEDY (SOURCE: NEARMAPS)



14 SUNDERLAND CRESCENT, BUTLER (SOURCE: NEARMAPS)

Local Planning Policy Barragup Furnissdale Activity Centre

The following table provides an account of the proposal viz a viz the applicable requirements of LPS4.

DEVELOPMENT STANDARD	PROPOSED/COMMENT
Height	
Development is to present a minimum two storey façade (or equivalent) and no more than three storeys (or equivalent).	Built form to present as required i.e. with the equivalent of a two (2) storey façade. Compliant
Setbacks	
East of Ronlyn Road, buildings are to be setback a minimum of 15.5 metres and a maximum of 21 metres to the ultimate alignment of Pinjarra Road, being the boundary of the Primary Regional Road reservation identified under the Peel Region Scheme, and secondary streets with adjacent shared driveways as shown on the plan attached to this policy.	Building setback proposed i.e. from the ultimate alignment of Pinjarra Road taking into account the reservation width under the Peel Region Scheme 15.997m. Compliant
Building Form and Character	
<p>The elevation of buildings facing public streets is to be designed to address the street.</p> <p>Building elevations on corner lots must address both street frontages with a high standard of architectural design.</p> <p>Architectural form and character must avoid large unrelieved expanses of wall or roof, where they face the public realm.</p> <p>Where more than one building is planned for a site, the design must result in the creation of a group of integrated buildings presenting a harmonious image.</p> <p>The main entrance to each building is to be on the front elevation or close to the front of the building, clearly visible from the street.</p> <p>Entrance points to buildings are to be designed as focus points and must provide protection for pedestrians by means of substantial integrated building elements such as a verandah, canopy or colonnade.</p>	<p>Elevations to address Pinjarra and Furnissdale Roads. Compliant</p> <p>As required, to both Pinjarra and Furnissdale Roads. Compliant</p> <p>Building elevations facing the public realm articulated both horizontally and vertically, accompanied by the considered use of materials, finishes and colours to match.</p> <p>Compliant</p> <p>Buildings proposed to appear as a collective, with a consistent design accompanied by the considered use of materials, finishes and colours. Compliant</p> <p>Main entrance to each tenancy central to tenancy frontage and to be clearly visible from the street. Compliant</p> <p>As above, with weather protecting canopy for pedestrians (2.0m wide) across building facades and tenancy entries.</p> <p>Compliant</p>
Materials and Colours	
Proposals which exhibit broad façades of a uniform finish will not be acceptable. The aim should be to divide up the façades into	<p>As above ...</p> <p>Building elevations facing the public realm articulated both horizontally and vertically,</p>

contrasting smaller areas by introducing differing colours, materials and forms. Simple building structures need not be bland and unattractive; consideration should be given to 'breaking up' the façade to create interest using:

- Different materials such as concrete panels, profiled metal cladding, fibre cement cladding, face brickwork, stone panels separately or in combination.
- Different materials to express changes in the form of the building.
- Feature elements such as the louvre vents and screens, exposed steel columns and bracing, careful placement of roller shutters.
- Vertical, horizontal and/or angled grids to break up unrelieved wall surfaces. These could be expressed feature joints in pre-cast concrete panels, fibre cement panel joints, brick banding or rendered panels.
- Division of the façade into top, middle and bottom elements using differing materials, grading of colours, horizontal lines such as dado line or parapet cappings.
- Projecting features such as canopies, sun shading, overhanging roof etc to create shadows on the façades.

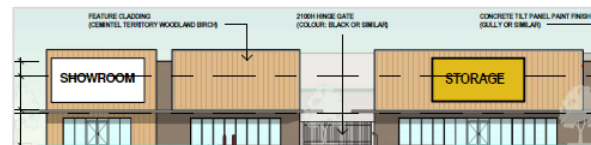
Where a single development comprises multiple units occupied by multiple independent tenancies, the use of colours, finishes and materials for each unit should be complementary, whilst allowing each tenancy to be easily distinguishable and identifiable. Building colours should generally be sympathetic and complementary with the surrounding rural/natural environment and to site landscaping.

Large areas of one material should be treated with muted colours and tones avoiding strong hues. Large expanses of zincalume metal finished cladding will not be accepted.

Small and important building elements such as a feature wall, canopies, steel bracing and columns, sunscreens, ventilation louvres etc should be treated with strong highlight colours

accompanied by the considered use of materials, finishes and colours to match (see elevations presented with development application).

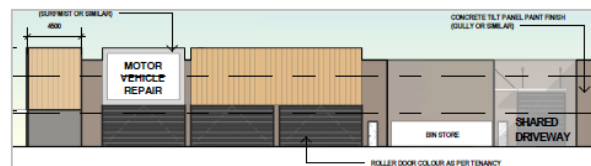
Compliant



North Elevation (Pinjarra Road)



East Elevation (Furnissdale Road)



West Elevation

to provide visual interest and relief on the building façades.	
Landscaping	
<p>A minimum 8% of the site is to be set aside for landscaping, including the first 2 metres of a site adjoining all public roads. Landscape areas should be designed and located to complement the building design.</p> <p>Existing significant trees should be maintained and incorporated in car parking areas and landscape areas where this is reasonably practical.</p> <p>Car parking areas shall be provided with native trees at the rate of 1 per 4 car bays for shade and visual amenity. These trees shall be maintained on an ongoing basis.</p> <p>Landowners are to landscape all adjacent road verges and be responsible for verge maintenance.</p> <p>A landscape plan is to be prepared for each development site by a qualified landscape architect or designer as a condition of approval, with landscaping implemented in accordance with the approved plan prior to the development first being occupied.</p>	<p>Landscaping across existing lot area = 2,699.92m² or 14.83%.</p> <p>Landscaping exclusive of road widenings = 1,088.59m² or 6.56%.</p>
Car Parking and Access	
<p>Car parking shall be provided at the rate provided for in Town Planning Scheme No 4.</p> <p>Car parking areas are to include the areas set aside for this purpose on the street side of service roads as shown on the plan attached to this policy.</p> <p>Car parking areas are to be designed as far as practical to integrate with adjoining sites.</p> <p>Clear pedestrian paths are to be provided from the street pedestrian paths through the site to the main building entry.</p> <p>Parking areas and access driveways must be paved or sealed with asphalt.</p>	<p>See comments above under Parking.</p> <p>More than adequate parking proposed for the proposed development.</p>
Bicycles	
<p>Provision shall be made for secure bike parking for employees and the public and 'end of trip facilities' for employees.</p> <p>Public bike parking facilities are to be located so they do not disrupt pedestrian movements within the precinct.</p>	<p>Secure bike parking proposed internal to each premises, along with end of trip facilities for employees. Compliant</p> <p>Public bike parking proposed (x6) in suitably positioned locations (x3) avoiding pedestrian conflict. Compliant</p>

Servicing and Storage	
<p>All plant and equipment areas should be screened or located away from public areas, particularly from the street. The exception to this may be where stacks or ductwork that are necessary for the building function are designed to be a feature design element of the building.</p> <p>No open storage of goods, unserviceable vehicles or machinery shall be carried out on within the front boundary setback area (forward of the building line), which shall be used only for landscaping and drainage, car parking, servicing, loading and unloading, or where appropriate and subject to the approval of the Council, for trade display.</p> <p>All open storage areas shall be screened from the street and adjoining properties by landscaping, fencing and/or other means approved by the Shire. Service areas to be located and designed to minimise noise impacts on surrounding areas.</p> <p>Roof space shall be designed to conceal any plant, equipment, lift motor rooms etc.</p>	<p>All plant and service related hardware to be suitably positioned and/or screened to ensure not publicly visible in the context. No objections to a condition being imposed on approval in relation to plant and service related hardware (to be addressed via documentation and the preparation of working drawings to obtain a Building Permit).</p> <p>Compliant</p> <p>Noted, and not intended.</p> <p>No objections to a condition being imposed regarding such.</p> <p>Compliant</p> <p>As above.</p> <p>Noted, and not intended.</p> <p>No objections to a condition being imposed regarding such.</p> <p>Compliant</p> <p>As above.</p> <p>Compliant</p>
Fencing	
<p>No fencing is to be constructed within the street setback area.</p> <p>The minimum fencing standard in the precinct where fencing is visible from the street is an 1800mm high metal tube framed vertical pale and horizontal rail fence with powder coat finish. All vertical pale fencing must feature a minimum nominal open area of 80%.</p>	<p>Not proposed.</p> <p>Compliant</p> <p>Fencing for storage premises to be black powder coated Garrison style fencing (as required). Height of fencing to be 2.1m. Height standard for the type of facility proposed i.e. for security and public safety reasons. Compliant (save 2.1m height)</p>
Signage	
<p>A high standard of signage is required as an integral part of achieving a high quality urban form in the precinct.</p> <p>Signage shall be integrated into the design of the building, relate to the architectural design of the building and not obscure architectural features.</p> <p>Signage shall be considered as part of building design and is to be restrained. Repetitive or portable freestanding advertising such as banners, A-Frames or flags are not permitted. Planning applications for any buildings within the precinct are to include signage strategies.</p>	<p>High standard of signage proposed.</p> <p>Compliant</p> <p>Uniform signage panels integrated into the design of the elevation/s (across parapets addressing Pinjarra and Furnissdale Roads).</p> <p>Compliant</p> <p>Signage presented as part of development design. Approach to provide for a coordinated appearance (ensuring this aspect to the development is restrained). Approach comprehensive, pre-conceived and representing a strategy. Compliant</p>

SUMMARY

The grouping of uses proposed as part of the one complementary development stands to 'book-end' the eastern entry-point to the Furnissdale Barragup activity centre.

Presented as consistent with intentions for the locality and the Service Commercial zone applicable to the land, the uses within will amount to businesses that serve (and are conveniently accessible) to the community of the Shire of Murray.

Where local movement networks are concerned, the proposed development:-

- Provides for functional and coordinated vehicular access to and across the land comprising the project, with functionality also catering to safe and convenient pedestrian movement; and
- As required by the Shire of Murray's *Local Planning Policy* for the Furnissdale Baragup activity centre, will provide for movement across the land holding between Furnissdale Road and the adjoining land to the west.

Where the built environment is concerned:-

- The proposal presents as generally compliant i.e. with the applicable planning requirements;
- The design provides for street frontages that are transparent and engaging, delivering activation to both Pinjarra and Furinssdale Roads; and
- The project will be executed to a high standard.

Having regard for above, the Shire of Murray is respectfully requested to grant approval to the proposed use and development of the land, exercising discretion where minor variations to the planning framework are concerned.

In the event you have any queries in relation to the content of this letter or require further information, please contact the undersigned on 0400382445 or by email tonyw@mwurban.com.au

Yours sincerely

MW URBAN



Tony Watson