

minutes

Policy Committee

MEETING HELD ON

MONDAY 22 FEBRUARY 2021

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CITY OF JOONDALUP

MINUTES OF THE POLICY COMMITTEE MEETING HELD IN CONFERENCE ROOM 2,
JOONDALUP CIVIC CENTRE, BOAS AVENUE, JOONDALUP ON MONDAY
22 FEBRUARY 2021.

ATTENDANCE

Committee Members

Cr Christine Hamilton-Prime, JP	<i>Presiding Member</i>	
Cr Kerry Hollywood	<i>Deputy Presiding Member</i>	
Cr Christopher May		<i>from 5.48pm</i>
Cr Phillipa Taylor	<i>Deputising for Cr Jones</i>	
Cr Russ Fishwick, JP		
Cr John Chester		

Officers

Mr Mat Humfrey	Acting Chief Executive Officer	
Ms Dale Page	Director Planning and Community Development	
Mr Mike Smith	Acting Director Corporate Services	
Mr Brad Sillence	Manager Governance	
Ms Julia Robinson-White	Curator	<i>until 6.00pm</i>
Mrs Deborah Gouges	Governance Officer	
Mrs Natasha Mossman	Governance Officer	

DECLARATION OF OPENING

The Presiding Member declared the meeting open at 5.45pm.

DECLARATIONS OF FINANCIAL INTEREST / PROXIMITY INTEREST / INTEREST THAT MAY AFFECT IMPARTIALITY

Nil.

APOLOGIES AND LEAVE OF ABSENCE

Apologies

Mayor Hon. Albert Jacob, JP.
Cr Nige Jones.

CONFIRMATION OF MINUTES

MINUTES OF THE POLICY COMMITTEE HELD ON 5 OCTOBER 2020

MOVED Cr Fishwick, **SECONDED** Cr Hollywood that the minutes of the meeting of the Policy Committee held on 5 October 2020 be confirmed as a true and correct record.

The Motion was Put and

CARRIED (5/0)

In favour of the Motion: Crs Hamilton-Prime, Chester, Fishwick, Hollywood and Taylor.

ANNOUNCEMENTS BY THE PRESIDING MEMBER WITHOUT DISCUSSION

Nil.

IDENTIFICATION OF MATTERS FOR WHICH THE MEETING MAY BE CLOSED TO THE PUBLIC

In accordance with Clause 5.2 of the City's *Meeting Procedures Local Law 2013*, this meeting was not open to the public.

PETITIONS AND DEPUTATIONS

Nil.

REPORTS

ITEM 1 VISUAL ART COMMISSIONING PROGRAM 2021-22: PROPOSED ARTISTS

WARD	All
RESPONSIBLE ACTING DIRECTOR	Mr Mike Smith Corporate Services
FILE NUMBER	14158, 101515
ATTACHMENTS	Attachment 1 Confidential - Christopher Pease Submission Attachment 2 Confidential - Ross Potter Submission Attachment 3 Confidential - Bruce Slatter and Nicole Slatter Submission <i>(Please Note: Attachments are Confidential and will appear in the official Minute Book only).</i>
AUTHORITY / DISCRETION	Executive - The substantial direction setting and oversight role of Council, such as adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.

PURPOSE

For Council to approve one artist from the shortlist as the recipient of the Visual Art Commission for 2021-22.

EXECUTIVE SUMMARY

This report provides information relating to the forthcoming Visual Art Commission in 2021-22 where the recipient of the commission will be asked to respond to the social, urban or natural attributes of the City of Joondalup. This report contains details from the Expressions of Interest received from visual artists.

The Visual Art Commissioning program provides the City with a unique opportunity to acquire artworks that are significant to the region by a high profile artist. Established in 2012, the Visual Art Commissioning program has commissioned six artworks for the City's Art Collection.

At its meeting held on 18 August 2020 (CJ121-08/20 refers), Council adjusted the schedule of the Visual Art Commissioning Program to a biennial program. The amount of \$15,000 is listed every two years in the draft budget to fund the Visual Art Commissioning program.

Of the Expressions of Interest received, three submissions have been shortlisted for the commission. Each of the submissions is by an artist / artists who are of high professional standing, have confirmed that they can deliver the artwork within the allocated budget and timeframe, and are well qualified to produce an artwork that will be a sound investment for the City.

It is recommended that the Council selects one of the shortlisted submissions to undertake the commission.

BACKGROUND

At its meeting held on 19 April 2011 (CJ064-04/11 refers), Council agreed to establish an annual Visual Art Commissioning program designed to commission artists to develop an artwork, documenting and capturing the iconic landmarks and people who represent the City of Joondalup to be acquired for the City's Art Collection. The value of the commission was \$15,000 per annum (and is in addition to the annual allocation of \$15,000 for artwork acquisitions).

The intent of this decision was to allow the Council to determine the overall content or theme of an artwork rather than the artwork acquired through the City's Invitation Art Prize, which is an independent, professionally judged competition.

At its meeting held on 28 June 2016 (CJ100-06/16 refers), Council endorsed the proposal to alternate between an annual artwork commission from a high profile Western Australian artist in one year and an artist residency for international / interstate artists that takes place over two years. The process of commissioning an artwork by an interstate or international artist was comprised of two parts, a residency and commission, to allow for research to occur in the year preceding the commission.

A review of the Visual Art Commissioning program was provided to Council at its meeting held on 18 August 2020 (CJ181-08/20 refers). At this meeting Council approved changing the cycle of the Visual Art Commissioning program to become an artwork commission from a high profile Western Australian, interstate or international artist every second year (biennial), and listed for consideration an amount of \$15,000 every two years in the draft budget to fund the Visual Art Commissioning program.

The City's Art Collection is directed by the City's *Visual Art Policy*.

DETAILS

City of Joondalup Art Collection

The City of Joondalup's Art Collection is one of the state's most prestigious local government art collections. With a focus on Western Australian contemporary art, it currently encompasses over 270 artworks and is valued at over \$1 million.

The collection comprises a range of media including painting, sculpture, drawing, ceramic, print, photography, digital media and textiles. It is on display throughout City buildings including the Council Chambers, Libraries, Leisure Centre and Administration Building.

As outlined in the *Visual Arts Policy*, the purpose of the City's Art Collection is to properly conserve, maintain and grow the value of the City's art and cultural assets; and to preserve, protect and promote the unique social and cultural identity of the City.

Visual Art Commission / Residency program

Since introducing the Visual Art Commissioning program in 2011 and the Artist Residency program in 2015, the City has commissioned the following artworks by Western Australian, interstate and international artists:

Artist	Artwork	Local / Interstate / International	Financial Year	Budget
Commissioning Program Commences				
Tony Windberg	<i>Meeting Points</i>	Western Australian	2012-13	\$15,000
Lindsay Harris	<i>Woolagut Koorling, Yey Kwodjungut Koorling (Long ago behind going, Today in front going).</i>	Western Australian	2013-14	\$15,000
Residency Cycle Introduced to Commissioning Program				
Brandon Ballengée	N/A (residency year)	International	2015-16	\$15,000
Brandon Ballengée	<i>Emperor Gum Moth</i>	International	2016-17	\$54,800
Nien Schwarz	<i>Place of Glistening</i>	Western Australian	2017-18	\$15,000
Helen Pynor	N/A (residency year)	Interstate	2018-19	\$15,000
Helen Pynor	<i>Capacity 1, 2, 3</i>	Interstate	2019-20	\$15,000
Paul Kaptein	N/A (forthcoming)	Western Australian	2020-21	\$15,000

Artist brief

The Visual Art Commissioning program aims to document and capture the landmarks and people who represent the City of Joondalup. It is expected that the commissioned artist will explore one or more of the themes identified below and engage with the Joondalup community / local area to deliver an artwork that relates to the City of Joondalup. Any locations or landmarks cited within the artwork must be within the boundaries of the City of Joondalup.

Three themes have been identified to assist artists to develop their artwork proposals, these themes are as follows:

- Social Environment: people, community and history.
- Urban Environment: the city, urban and suburban.
- Natural Environment: the local environment, including flora and fauna.

Shortlisted artists

The City requested Expressions of Interest from visual artists between 16 November 2020 and 15 January 2021. The City received 45 responses.

In alphabetical order, the list of 45 artists who expressed interest include:

• Christine Baker	• Bethamy Linton
• Deborah Bonar	• Maxxi Minaxi May
• Christophe Canato	• Lyn Merrington
• Lance Chadd (Tjyllyungoo)	• Ysabella Morellini
• Yu Fang Chi	• Rebecca Morgan-Finch
• Peteris Ciemitis	• Andrew Nicholls
• Jennifer Cochrane	• Imogen Palmer
• Penny Coss	• John Patterson
• Tania Daymond	• Christopher Pease
• Caspar Fairhall	• Workshed Mosaics (Lisa Petale)
• Linda Fardoe	• Annette Peterson
• Mark Forbes	• Ross Potter
• Danielle Freakley	• Onomatopeta (Peta Roebuck)
• Peta Garnaut	• Judy Rogers
• Fiona Gavino	• J. Rosenbaum
• Marian Giles	• Susan Roux
• Naomi Grant	• Peter Ryan
• Jaq Grantford	• Valerie Schoenjahn
• Miik Green	• Bruce Slatter and Nicole Slatter
• Fiona Harman	• David Spencer
• Adam Hisham Ismail	• Liliana Stafford
• Emily Jackson	• Sally Stoneman
• Motoko Katsuta Kitano	

Selection criteria

All Expressions of Interest contained information about the artist and a specific proposal for the commission which has been assessed against the following criteria:

- The artist's experience, skill, and professional standing.
- Likelihood that the work produced will be original, unique and of high quality.
- Likelihood that the proposed work will be engaging and represent Joondalup's identity.
- The proposed artwork will complement the scope of the art collection or extend the art collection to reflect a diversity of views and interpretations.
- The current market value of the artist's work and that the work produced will represent a sound financial investment.
- The suitability of the proposed work for the art collection.

Based on the criteria the following three artists have been shortlisted for consideration:

- 1 Christopher Pease.
- 2 Ross Potter.
- 3 Bruce Slatter and Nicole Slatter.

The full submissions by the shortlisted artists are provided as confidential attachments 1, 2 and 3 to this Report.

Once the successful artist has been selected the commissioning process will follow. This includes contracting the selected artist who will be asked to produce a Detailed Concept Response which will be provided for comment prior to commencement of the artwork. The artwork will be completed by June 2022 and the project will be delivered within budget. The artwork will be accessioned into the City's Art Collection as per the *Art Collection Management Plan*.

Issues and options considered (listed alphabetically)

Christopher Pease

Christopher Pease is a Minang / Nyoongar artist from Western Australia whose painting practice examines library records, archive documents and colonial imagery, as the foundation for work that compares and contrasts historical documentation with contemporary Nyoongar narratives. Western notions of home and land ownership and the consequent loss of Aboriginal culture are referenced throughout Pease's work. Pease's oil on linen paintings often incorporate natural materials such as Balga resin and earth ochres as markers of Nyoongar connection to country.

For this commission, Christopher Pease proposes to develop a work based on the research of historical documents, maps and imagery of the Joondalup area. From this material, he proposes to develop a painting that responds to specific historical events and looks at the importance of country to its Aboriginal inhabitants.

Christopher Pease has received national and international recognition for his work which is held in major national art collections. He is a highly collectable Australian artist. Pease's proposal represents an opportunity for the City to acquire an artwork by a contemporary Indigenous artist and extend the scope of Indigenous artworks within the Art Collection. The Selection Panel highly commended Pease's proposal for the commission.

Christopher Pease lives in Dunsborough, Western Australia. If selected as the recipient of the Visual Art Commission 2021-22, Pease will represent the first regional Western Australian artist commissioned by the City.

Ross Potter

Ross Potter is a Kamilaroi man, born and raised in Brisbane, who now lives in Western Australia. A highly skilled draftsman, Potter uses graphite on paper to capture the details in things that we connect with on a daily basis.

For this commission, Ross Potter proposes to explore the themes "connection" and "belonging" in relation to the natural aspects of the Joondalup area. He proposes to tell stories of the local community, how it engages with the environment and provides a glimpse into the history of place. Working in the realm of realism, he aims to create a detailed contemporary view of this historic landscape.

Ross Potter has exhibited across WA in both solo and group exhibitions and is currently a Resident Artist at the Fremantle Arts Centre. His work is represented in several WA-based collections including the City of Stirling, City of Melville, Lester Group and the Holmes à Court Collections.

Potter has won a number of prizes for his work, including City of Stirling Art Awards, Melville Art Awards, the Inland Art Prize and the City of Joondalup's Community Art Exhibition. In 2017, he was the winner of the People's Choice Award at the Joondalup Invitation Art Prize, demonstrating the appeal of his work to the broader City of Joondalup community.

Bruce Slatter and Nicole Slatter

Bruce Slatter and Nicole Slatter both grew up in the Northern suburbs of Perth in the 1980s, Bruce in Mullaloo and Nicole in Sorrento. This suburban experience is a continual source of inspiration in their collaborative practice. Both artists had separate careers as exhibiting artists since the 1990s and, in recent years, have collaborated on artworks in the painted and sculptural form. Their recent work explores the intersection between the natural environment and urban / suburban infrastructure, revealing the beauty and aspiration in the suburban lived experience.

For this commission, Bruce Slatter and Nicole Slatter propose a series of paintings juxtaposing natural space with urban Joondalup landmarks to reflect the community and human engagement, reveal unique complexities of place, and investigate understandings of Australian suburban identity. Through the tactility of paint, they aim to reveal something of the endurance, empathy and hope available through suburban lived experience.

Bruce Slatter and Nicole Slatter have separately had a consistent exhibition history, resulting in works acquired by several public collections, including the Art Gallery of Western Australia, Artbank, Bankwest, RMIT University, King Edward Memorial Hospital, Royal Perth Hospital and Curtin University. They each hold a Bachelor of Arts with Honours from Curtin University, a Masters and PhDs in Art from RMIT University. Bruce Slatter has also won several art prizes including the Bankwest Art Prize, Sculpture by the Sea and the Woollahra Small Sculpture Prize.

Bruce Slatter and Nicole Slatter have a unique collaborative art practice. If selected as the recipient of the Visual Art Commission 2021-22, this will represent the first artist collaboration for the Visual Art Commissioning program.

Legislation / Strategic Community Plan / Policy implications

Legislation Not applicable.

Strategic Community Plan

Key theme Community Wellbeing.

Objective Cultural development.

Strategic initiative Invest in publicly accessible visual art that will present a culturally-enriched environment.

Policy *Visual Arts Policy.*

Risk management considerations

Not applicable.

Financial / budget implications

An allocation of \$15,000 has been included as part of the draft 2021-22 budget, as per previous budget, which is yet to be determined by the Council.

Regional significance

The City's Art Collection, including its public art, plays an important role in shaping and developing the community's identity. The on-going provision of an accessible and high calibre art collection is integral to the cultural development and vibrancy of the City of Joondalup region.

Sustainability implications

Social

The commissioning of special purpose artworks has positive social sustainability implications. Artworks that reflect the City of Joondalup foster the place-identity of the community, enhancing social wellbeing through a sense of belonging.

Economic

One of the stated purposes of the Art Collection is to grow the value of the City's art and cultural assets. Procuring artworks from professional artists in the mid and later stages of their careers is the most secure investment choice.

Consultation

Not applicable.

COMMENT

The Visual Art Commissioning program provides a significant opportunity to acquire an artwork by a high-profile artist that represents a sound financial investment and specifically responds to the social, urban or natural attributes of the City of Joondalup.

Selection of any of the three artists would be a progressive step to the development of an artwork that would be a valued addition to the City's Art Collection.

VOTING REQUIREMENTS

Simple Majority.

Cr May entered the room at 5.48pm.

OFFICER'S RECOMMENDATION

That the Council **SELECTS** one of the three artists recommended to undertake the Visual Art Commission 2021-22 to the value of \$15,000.

MOVED Cr Hollywood, SECONDED Cr Taylor that Council SELECTS Christopher Pease as the artist recommended to undertake the Visual Art Commission 2021-22 to the value of \$15,000.

The Motion was Put and

CARRIED (6/0)

In favour of the Motion: Crs Hamilton-Prime, Chester, Fishwick, Hollywood, May and Taylor.

ITEM 2 **BURNING ON PRIVATE PROPERTY POLICY REVIEW**

WARD	All
RESPONSIBLE ACTING DIRECTOR	Mr Mike Smith Corporate Services
FILE NUMBER	23517, 101515, 106299
ATTACHMENTS	Attachment 1 <i>Burning on Private Property Policy</i> Attachment 2 <i>Gazetted Restricted Burning Times</i> Attachment 3 <i>Gazetted Prohibition on the Burning of Garden Refuse or Rubbish Notice</i> Attachment 4 <i>Gazetted Firebreak Notice</i>
AUTHORITY / DISCRETION	Legislative - includes the adoption of local laws, planning schemes and policies.

PURPOSE

For Council to revoke the City's *Burning on Private Property Policy*.

EXECUTIVE SUMMARY

At its meeting held on 22 June 1999 (CJ213-06/99 refers), Council adopted *Policy 4.6.1 – Burning of Garden Refuse and Cleared Vegetation*. This policy was developed with the aim to reduce the risk of fire, eliminate smoke nuisance and prevent the deterioration of air quality related to the burning of garden refuse and cleared vegetation.

The City's *Burning on Private Property Policy (Attachment 1 refers)* was last reviewed in 2012 as part of the Policy Manual Review. It was adopted by Council at its meeting on 15 May 2012 (CJ093-05/12 refers).

The 2020 Policy Manual review identified that the Policy has been superseded by information provided within the City's *Bushfire Risk Management Plan 2018-2023*. The City has also progressed significantly with the formalisation of other City documents and processes relating to burning on private property and has concluded that the Policy is no longer required.

It is therefore recommended that Council REVOKES the Burning on Private Property Policy, as detailed in Attachment 1 to this Report.

BACKGROUND

Burning on Private Property Policy

At its meeting held on 22 June 1999 (CJ213-06/99 refers), Council adopted *Policy 4.6.1 – Burning of Garden Refuse and Cleared Vegetation* with the objective to reduce the risk of fire, eliminate smoke nuisance and prevent the deterioration of air quality related to the burning of garden refuse and cleared vegetation.

Following ongoing smoke nuisance complaints arising from the burning of large stockpiles of garden refuse / vegetation by Joondalup Resort and Country Club in 2008, Council requested that the City prepare a report on its position on burning and options to ban backyard burning on private property all year round.

At its meeting held on 22 June 2010 (CJ094-06/10 refers), Council adopted the City's *Burning on Private Property Policy*.

The Policy was last amended in 2012 and adopted by Council at its meeting on 15 May 2012 (CJ093-05/12 refers).

Using the intent of the City's *Burning on Private Property Policy*, the City's *Prohibition on the Burning of Garden Refuse or Rubbish Notice* is published each year in the Western Australian Government Gazette prior to the bushfire season. This allows the City to enforce the prohibition under the provisions of the *Bush Fires Act 1954*.

Bushfire Risk Management Plan

The *Bushfire Risk Management Plan 2018-2023* is the City's first strategic document that addresses the overall risk of bushfire within the City.

The Plan was developed in accordance with the State Government's *Bushfire Risk Management Planning – Guidelines for Preparing a Bushfire Risk Management Plan (BRMP Guidelines)*, and in consultation with various relevant stakeholders including:

- Department of Fire and Emergency Services
- Office of Bushfire Risk Management
- Department of Biodiversity, Conservation and Attractions
- Other State and Federal Government Agencies
- Public Utilities.

The *Plan* was presented to Elected Members in late 2017 and endorsed by the Office of Bushfire Risk Management in 2018. The plan also provides prioritised management recommendations to be implemented by the City over a five-year period, after which a major review is scheduled to be conducted.

Prohibited and Restricted Burning Times

In February 2012, in accordance with the Bush Fires Act 1954, the following Prohibited Burning Times and Restricted Burning Times were declared for the City of Joondalup in the Western Australian Government Gazette No. 16:

- Prohibited Burning Times – 15 December to 31 March.
- Restricted Burning Times – 2 November to 14 December and 1 April to 30 April.

However, the six months from May to October were not subject to burning restrictions under the provisions of the *Bush Fires Act 1954* and were therefore mostly unregulated by the City. To address this, the City applied to the Fire and Emergency Services Commissioner for a permanent variation of the City's *Restricted Burning Times*, which was successful. This resulted in a published variation on 18 September 2018 in the Western Australian Government Gazette No. 142 (Attachment 2 refers), which declared the following amended *Restricted Burning Times* for the City of Joondalup:

- *Restricted Burning Times* – 1 January to 31 December (all year round).

During the City's Restricted Burning Times, private property owners who wish to undertake burning for the purpose of bushfire mitigation / hazard reduction only can apply in writing to the City for a Permit to Burn, which will be assessed on an individual basis. It should be noted that the City's Prohibited Burning Times (15 December to 31 March) supersede the City's *Restricted Burning Times* where there is an overlap in dates. Burning of any kind is not permitted during the City's Prohibited Burning Times and Permit to Burn applications will not be accepted.

Smoke Nuisance Complaints

Smoke caused by a neighbour using a fire pit or other outdoor solid fuel apparatus used for the purpose of cooking and heating only, can currently be investigated by a City Ranger (Bush Fire Control Officer) in accordance with the applicable provisions of the *Bush Fires Act 1954* if:

- a Total Fire Ban is declared by the Department of Fire and Emergency Services
- the type of fuel being used constitutes either garden waste or rubbish
- it is deemed a fire hazard, such as an unsafe location or lack of attendance.

Smoke from apparatus with a chimney (located internally or externally) can be investigated by a City Environmental Health Officer, in accordance with the provisions of section 182 of the *Health (Miscellaneous Provisions) Act 1911*. If the issue of the smoke nuisance falls outside the City's legislative jurisdiction, the matter may be resolved by bringing all parties together through mediation.

The City commenced a review of smoke nuisance complaints in May 2020 due to the high volume of complaints received each year. As a result of the review, a minor amendment was made to the wording of the City's gazetted *Prohibition on the Burning of Garden Refuse or Rubbish Notice* to ensure that there would be no ambiguity when it comes to the burning of garden refuse or rubbish on private property, whether it be on the ground, in an incinerator, or by using any other apparatus, device or homemade construction.

In September 2020, the City's updated Prohibition on the Burning of Garden Refuse or Rubbish Notice was published in the Western Australian Government Gazette No. 151 (Attachment 3 refers).

Furthermore, the City as part of the eight-year statutory review of its local laws, is investigating the possibility of including nuisance provisions around smoke from fire pits in residential areas within the City's *Health Local Law 1999*. This will be investigated and reported to Council as part of the local law amendment process.

DETAILS

While policies are reviewed to ensure their continued relevance and applicability as part of the Policy Manual review, the *Burning on Private Property Policy* was also identified as an action in the City's *Bushfire Risk Management Plan 2018-2023* to review bushfire related policies.

Reasons for Policy Revocation

The following points outline actions that the City has undertaken since the *Burning on Private Property Policy* was first established:

- The permanent variation to the City's *Restricted Burning Times* to cover all year round enables the City to control the management of burning on private property.

- The City provides ratepayer's with green waste tipping vouchers, annual green waste collection services and a fortnightly green bin collection for green waste.
- The City publishes the City's *Prohibition on the Burning of Garden Refuse or Rubbish Notice* each year in the Western Australian Government Gazette, which enables the City to enforce the prohibition under the provisions of the *Bush Fires Act 1954*.
- The City publishes the City's *Firebreak Notice* each year in the Western Australian Government Gazette, as shown in Attachment 4 to this Report. The *Firebreak Notice* includes information regarding the City's Prohibited and Restricted Burning Times and Permits to Burn.
- The City's position regarding hazard reduction burning for the purpose of bushfire mitigation was reviewed and formalised with the endorsement and implementation of the City's Hazard Reduction Grass Tree Burning Program in April 2019.
- The City's relevant public website pages have all been reviewed and updated, including FAQ's for burning on private property and hazard reduction burning.

These actions listed have identified that information contained within the current Policy has now been superseded by the formalisation of other City documents and processes relating to burning on private property.

While the *Burning on Private Property Policy* was the only formal publication on burning on private land when it was first developed, these actions listed have highlighted that information contained within the current Policy has now been superseded. As the Policy is no longer required, it is therefore recommended that Council REVOKES the City's *Burning on Private Property Policy*.

Legislation / Strategic Community Plan / Policy Implications

Legislation	<i>Local Government Act 1995.</i> <i>Bush Fires Act 1954.</i>
Strategic Community Plan	
Key theme	Community Wellbeing.
Objective	Community safety.
Strategic initiative	Build a healthy community that is aware of and responsive to current public health risks.
Policy	<i>Burning on Private Property Policy.</i>
Risk management considerations	
	Not applicable.
Financial / budget implications	
	Not applicable.
Regional significance	
	Not applicable.

Sustainability implications

If the community has clear direction and guidelines around fire safety and bushfire protection, the risk to the City's bushland, conservation and biodiversity will be minimised.

Consultation

Not applicable.

COMMENT

The on-going review of the City's Policy Manual aims to increase consistency and relevance and reduce duplication and operational content. When the *Burning on Private Property Policy* was originally developed, it was the only formal publication which established a policy position on burning on private land.

The responsibilities of public authorities around planning for bushfire risk are clearly documented through the Office of Bushfire Risk Management's *Bushfire Risk Management Planning - Guidelines for Preparing a Bushfire Risk Management Plan*.

VOTING REQUIREMENTS

Simple Majority.

The Curator left the room at 6.00pm.

MOVED Cr Fishwick, **SECONDED** Cr Chester that Council **REVOKES** the *Burning on Private Property Policy*, as detailed in Attachment 1 to this Report.

The Motion was Put and

CARRIED (6/0)

In favour of the Motion: Crs Hamilton-Prime, Chester, Fishwick, Hollywood, May and Taylor.

Appendix 1 refers

To access this attachment on electronic document, click here: [Attach1agnPOLICY210222.pdf](#)

ITEM 3 **DRAFT ADVERTISEMENTS LOCAL PLANNING POLICY – CONSIDERATION FOLLOWING ADVERTISING**

WARD	All
RESPONSIBLE DIRECTOR	Ms Dale Page Planning and Community Development
FILE NUMBER	01907, 101515
ATTACHMENTS	Attachment 1 Current <i>Signs Local Planning Policy</i> Attachment 2 Draft <i>Advertisements Local Planning Policy – As Advertised</i> Attachment 3 Submissions Received on Draft Policy Attachment 4 Draft <i>Advertisements Local Planning Policy – Modified</i>
AUTHORITY / DISCRETION	Legislative - includes the adoption of local laws, planning schemes and policies.

PURPOSE

For Council to consider the draft *Advertisements Local Planning Policy* (LPP) following public advertising.

EXECUTIVE SUMMARY

A review of all advertising signage in the City of Joondalup has been undertaken to:

- explore the issues the City and its stakeholders currently experience in relation to signage and matters that influence the City's position on advertising signage
- make recommendations to establish a clear, aligned approach to signage across all relevant regulatory and strategic instruments and City activities.

The review has identified a series of recommended amendments to the existing *Signs Local Planning Policy* (LPP) in order to:

- clarify the role and purpose of advertising signs in various localities, providing greater context for policy, and guidance for exercise of judgement on proposals
- provide a more streamlined and efficient process for businesses to erect appropriate, low impact advertising signs through creating a pathway where planning approval may not be required
- address current gaps in policy guidance, particularly related to digital and animated signs
- review the City's position regarding some sign types currently prohibited by the policy.

A draft *Advertisements Local Planning Policy* has been prepared to replace the existing *Signs Local Planning Policy*.

At its meeting held on 20 October 2020 (CJ162-10/20 refers), Council resolved to advertise the draft LPP for a period of 21 days. Public advertising concluded on 18 December 2020 with 15 submissions received, being eight submissions of support, one objection and six neutral submissions. Eight submissions took the opportunity to provide specific comments and suggested modifications to various aspects of the draft policy. Modifications to the policy are recommended in response to these submissions, including:

- inclusion of a definition of pedestrian access with reference to relevant accessibility standards
- additional clarity in the policy to confirm that rooftop signage is prohibited in all areas except the Joondalup City Centre precinct
- revised road safety policy standards for fixed variable content signs to guide discretionary decision making.

BACKGROUND

Advertising signage in the City of Joondalup is currently guided and regulated by the *Signs Local Planning Policy* and the *Local Government and Public Property Local Law 2014* (local law). The *Signs Local Planning Policy* guides private signage, typically located on private property, with the local law regulating signage in public spaces and thoroughfares.

A review of all advertising signage in the City of Joondalup has been undertaken to explore the issues that the City and its stakeholders currently experience in relation to signage and matters that influence the City's position on advertising signage. The review has led to recommendations to establish a clear, aligned approach to signage across all relevant regulatory and strategic instruments and City activities. Key issues and opportunities explored by the review include the following:

- Demand for business visibility:
 - businesses not visible from major thoroughfares/activity areas are demanding opportunities to enhance visibility to passing pedestrians and cars through portable signs, as wall signs are not directed towards passing trade
 - proliferation of branding signs in commercial areas can make signs less effective, and impact on visual amenity
 - use of temporary signs for promotional sales and events
 - policy restriction of portable signs restricts "quirky" kerb appeal and place activation.
- Technology and digital messaging:
 - role of the current directional signs program, considering the availability of technology and digital wayfinding
 - digital advertising can support the growth of Joondalup as a smart city
 - digital sign technology may increase demand for private third-party advertising.
- Advertising as a revenue source:
 - sponsorship and advertising revenue may reduce reliance on rates revenue for services delivery to the community.
- Signs in residential areas:
 - display of small home improvements and renovations signs
 - home business signs.

Several issues identified in the review, in particular business visibility, are already being actively addressed by the City's investment into economic development plans, business support initiatives, and the *Place Activation Strategy* currently in development. This includes dovetailing of business support and buy local campaigns to increase business visibility, for example the Joondalup Business Catalogue.

The placement of signs within road verges and thoroughfares is controlled by the local law which does not currently permit advertising signs to be placed in these areas. However, the City is currently reviewing its local law framework and, as part of its statutory review, any changes to the provisions within the local law can be considered as part of that review, based on the issues identified in the signage review.

Amendments required to the *Signs Local Planning Policy* in response to the issues identified in the signage review have resulted in the preparation of the draft *Advertisements Local Planning Policy*.

At its meeting held on 20 October 2020 (CJ162-10/20 refers), Council resolved to advertise the draft LPP for a period of 21 days. Public advertising concluded on 18 December 2020.

DETAILS

Advertising signs and devices regulated by the *Signs Local Planning Policy* fall within the definition of “advertisements” under the *Planning and Development (Local Planning Schemes) Regulations 2015*. Aligning the policy title with this definition is recommended to provide clarity. Therefore, instead of amending the *Signs Local Planning Policy*, a new *Advertisements Local Planning Policy* (LPP) is proposed. Adoption of the LPP following advertising will revoke the existing *Signs Local Planning Policy*.

The revisions to the City’s approach to signage provided within the draft LPP seek to:

- clarify the role and purpose of advertising signs in various localities, providing greater context for policy, and guidance for exercise of judgement on proposals
- provide a more streamlined and efficient process for businesses to erect appropriate, low impact advertising signs through creating a pathway where planning approval may not be required
- address current gaps in policy guidance, particularly related to digital and animated signs
- review the City’s position regarding signs currently prohibited by the policy.

Objectives specific to locality types

The draft LPP acknowledges that the role and accepted level of advertising differs across the City, based on the expected level of amenity and commercial functions of the City’s various zones. The draft policy defines locality types for the purpose of defining exemptions and provisions for signage in the different areas of the City.

These locality types are:

Neighbourhood localities	<ul style="list-style-type: none"> • Joondalup Activity Centre: <ul style="list-style-type: none"> - Lakeside Residential precinct • Residential Zone • Rural Zone
Activity Centre localities	<ul style="list-style-type: none"> • Joondalup Activity Centre: <ul style="list-style-type: none"> - City Centre precinct - Learning and Innovation precinct - Health and Wellness precinct • Commercial zone • Centre zone • Mixed Use zone • Private Community Purpose zone
Service Commercial localities	<ul style="list-style-type: none"> • Joondalup Activity Centre: <ul style="list-style-type: none"> - Joondalup Edge precinct - Joondalup West precinct • Service Commercial Zone • Light Industry Zone

The draft LPP provides specific objectives for each locality type, enabling consideration of the particular nature and amenity of each to guide decision making. Development standards and a listing of permitted or prohibited signs are structured based on the locality types, informed by the locality objectives.

Exemption pathway

In accordance with the *Planning and Development (Local Planning Schemes) Regulations 2015* (the Regulations), development approval is not required for works and uses which are specified as being exempt under a local planning policy. The draft LPP introduces a streamlined “exemption pathway” for signs that meet acceptable development standards, in addition to the list of exempt signs already provided in the current *Signs Local Planning Policy*. This applies to specified on-building signs and temporary use of banners.

The additional exemptions in the LPP would remove the unnecessary formality for businesses to have to apply for development approval for advertising signs that meet acceptable policy standards. The exemption pathway may also encourage the use of fewer and more appropriate signs, as businesses may look to avoid the time and costs of a development approval by complying with the policy provisions.

As a result of the exemption pathway, signs that do not comply with policy provisions will be subject to a merit-based, discretionary assessment. In addition to providing locality specific objectives, the policy objectives and design principles of the current *Signs Local Planning Policy* have been reviewed, amended and included within the LPP to provide a comprehensive set of objectives and principles to guide discretionary assessment and decision making when it is required.

Through the consultation process, one submission queried whether additional exemptions would encourage fewer and more appropriate signs, suggesting that more signs may result from a changed policy position. It is noted that the new exemptions apply to signs that, under the existing *Signs Local Planning Policy*, would be approved because they meet deemed-to-comply standards. The exemption pathway does not change the standards, it only removes the time and costs to local business associated with a development approval process that does not require discretionary assessment.

This aspect of the policy was specifically supported by another submission on the basis it would reduce red tape for businesses within the City.

Digital and animated signs

Policy provisions are proposed to address the specific amenity and safety implications of illuminated, variable, and animated content signs.

The proposed provisions utilise methodology provided within Main Roads Western Australia’s *Policy and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves* (as amended), as relevant to digital and variable content signs. The proposed policy provisions would operate to prohibit variable or animated content within locations that pose an unacceptable risk to road users, being vital decision-making points in the road network.

The policy provisions provide guidance for variable content signs in low risk areas and provide for the submission of road safety audit reports in locations where signs may be acceptable, however, there is an increased risk as a result of increased speed limits and road volumes. The proposed provisions provide greater ability for the City to consider road safety when assessing applications for digital, variable content signs.

Through the consultation process, one submission objected to the application of the Main Roads Western Australia's *Policy and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves* (as amended) to local roads. The submission contended that the guidelines are intended to apply to major state-controlled roads only, therefore their application to local roads would create a conservative, onerous policy position.

The Main Roads Western Australia guidelines include elements for roads with speed limits of less than 50 kilometres per hour, therefore are considered to contemplate situations of lesser volume and speed than typically experienced on state-controlled roads. Furthermore, many local roads within the City share the volume and speed characteristics of state-controlled roads.

Therefore, the overall policy position is appropriate when considering that the policy does allow discretion to be applied to specific signage requests, based on road safety audits in response to specific road safety conditions at the site.

Modifications to the advertised policy can provide greater guidance to determine situations in which the City would be unlikely to apply discretion on safety grounds, for example in locations of increased crash rates and blackspots.

Portable signs

Portable signs (for example sandwich boards or A-frame signs) are currently prohibited by the existing *Signs Local Planning Policy* in all areas of the City, except Light Industrial zoned land along Canham Way in Greenwood. The draft LPP proposes greater flexibility for their use on private land, based on the locality within which they are proposed.

The draft LPP recommends:

Neighbourhood localities	Maintaining the prohibition on portable signs to protect residential amenity.
Activity centre localities	Permitting one portable sign per business on private land where there is not an existing freestanding sign that advertises the business.
Service commercial localities	Permitting one portable sign per business on private land, reflecting the core commercial function of these areas.

Portable signs on private land, where permitted by the draft LPP and subject to meeting policy provisions regarding safety, will not require development approval. Any other or additional portable signs will continue to be prohibited by the LPP to avoid a general proliferation of signs, and encourage the use of permanent, high quality signs for advertising purposes.

The issue of business demand for portable signs in verges, where these signs cannot be accommodated on private land due to nil building setbacks in City centre areas, cannot be addressed by the draft LPP. Through the consultation process, some submissions raised concerns regarding advertising signs on verges and within roundabouts. The current local law maintains a general prohibition of advertising signs in thoroughfares. The City is currently undertaking a review of all local laws; the issue will be considered as part of that process.

One submission opposed the LPP on the basis that small businesses operating from residential properties should be allowed to use portable signs as small, wall mounted signs can be ineffective and concealed by landscaping. However, the high level of residential amenity of neighbourhood localities justifies increased control of business signage within these areas.

Portable variable message board signs

Portable variable message board signs are currently prohibited in all areas of the City, as they are a potential traffic hazard and can impact upon local amenity.

As their use for business advertising purposes is typically short-term, requiring development approval for their temporary use is unlikely to meet business demands, as the development approval process can take up to two months and has costs associated with this process. However, the safety and amenity risks associated with use of these signs makes a general policy exemption for these signs inappropriate.

The *Planning and Development (Local Planning Schemes) Regulations 2015* include a temporary works exemption from development approval which might be used by businesses for temporary signs, including temporary use of portable variable message boards. The draft LPP seeks to manage the potential safety issues associated with temporary use of portable variable message boards under the temporary works exemption, by enabling their use under the exemption for longer than the 48 hours, once per year afforded by the Regulations. This agreement for time extension would be subject to meeting specific standards regarding their location and content to manage risk to road users and local amenity. This is similar to the approach used by the City to regulate temporary use of sea containers, with written planning advice (a formal request) provided so that the City can confirm that the safety standards are complied with.

Through the consultation process, one submission objected to temporary use of portable illuminated variable message boards for purposes other than traffic management and occasional not-for-profit charity events. However, it is considered that the additional policy provisions provide guidance for commercial use of the signs that would otherwise be unregulated as a result of the temporary works exemption contained in the Regulations.

Roof signs

Roof signs are currently prohibited in all areas of the City. In consideration, however, of the planning intention for the City Centre precinct of the Joondalup Activity Centre to be a vibrant, city area, the draft LPP recommends removing the prohibition of roof signs in that area only, with development provisions included to ensure that roof signs add interest and vibrancy to Joondalup's skyline, without adversely affecting the amenity of residents.

Three submissions were received during advertising in response to this draft policy position. One submission objected to roof signs altogether, the others raised concern that the policy would result in roof signs being supported in locations other than the City Centre precinct of the Joondalup Activity Centre. The submissions also recommended modification to the policy standards, to ensure that roof signs match, rather than complement, the architecture of the building.

In response, a minor modification is recommended to more clearly list roof signs as being prohibited in all areas, except the City Centre precinct of the Joondalup Activity Centre. The advertised draft policy provisions had the same intent, but with a different wording style.

Bunting

Bunting as an advertising device is currently prohibited in all areas of the City. The draft LPP proposes removing this general prohibition, with the use of advertising bunting able to be considered through a merit-based, discretionary development approval pathway.

One submission was received objecting to the use of bunting in the City on amenity grounds. However, the amenity implications of bunting can be considered on a site by site basis against the design principles of the policy. It is considered that not all forms of bunting would be inconsistent with design principles and, therefore, no need to prohibit the use of bunting in all situations.

Consultation

Fifteen submissions were received during consultation of the draft LPP, with only one of those submissions explicitly stating an objection for the draft LPP on the basis of portable signs in residential localities.

One submission was received from a residents' association, one submission received on behalf of a commercial business landowner and 13 submissions from residents of the City.

Comments on the draft LPP that were raised within multiple submissions relate to the exemption pathway and rooftop signs, these have been addressed previously in this report.

Other comments and suggestions received on the draft LPP are provided and responded to in Attachment 3 to this Report.

Several submissions commented on matters beyond the draft LPP, these included:

- concern regarding signs in thoroughfares regulated by the local law
- request for more proactive monitoring of compliance with respect to signs and advertising.

The current local law maintains a general prohibition of advertising signs in thoroughfares. The City is currently undertaking a review of all local laws; the issue will be considered as part of that process, and community consultation will be undertaken should any amendments be recommended.

Issues and options considered

Council has the option to either:

- proceed with the draft LPP, without modifications
- proceed with the draft LPP, with modifications
or
- not proceed with the draft LPP.

It is recommended that Council proceeds with the draft LPP with modifications.

Legislation / Strategic Community Plan / Policy implications

Legislation *Local Planning Scheme No. 3.
Planning and Development (Local Planning Schemes)
Regulations 2015.*

Strategic Community Plan

Key theme Quality Urban Environment.

Objective Quality built outcomes.

Strategic initiative Buildings and landscaping is suitable for the immediate environment and reflect community values.

Policy *Signs Local Planning Policy* (to be revoked by the *Advertisements Local Planning Policy*).

Risk management considerations

Risks associated with exempting development approval for certain signs that present potential hazard due to their materials or location can be reduced by establishing a process by which written planning advice (a formal request) so that the City can confirm that the specific standards are complied with.

Any alleged non-compliance can be investigated and acted upon by the City should a complaint be received for any advertising signs that do not comply with the relevant provisions of the LPP.

The draft LPP includes specific provisions regarding traffic hazards associated with variable message signs, therefore providing a risk management approach to assessing the amenity and safety risks of digital signs.

Financial / budget implications

There will be a minor loss of revenue, should proposed advertising signs meet the provisions of the revised policy and not require planning approval.

Regional significance

Not applicable.

Sustainability implications

Social

The introduction of key policy provisions regarding the amenity and safety of digital signs address a current policy gap and will assist the City to consider safety of road users when assessing applications for digital, animated, and variable content signs.

Environmental

No specific environmental implications have been identified as a result of revoking the existing *Signs Local Planning Policy* and replacing it with the new LPP. Exempt signs defined by the policy are those attached to buildings, therefore are unlikely to result in environmental impacts. Freestanding signs will require development approval. Where a development presents potential for environmental impact, this would be assessed as part of the development approval process.

Economic

Several local businesses and the Joondalup Business Association have raised concerns regarding the City's current approach to portable signs. While not all of these issues, including portable signs on thoroughfares, can be addressed through a local planning policy, the additional flexibility and exemption pathway provided within the draft LPP will support local business and economic vibrancy.

Consultation

The draft LPP was advertised for a period of 28 days, commencing on 19 November 2020 and concluding on 18 December 2020 as follows:

- A notice published in the local newspaper.
- A letter sent to the Joondalup Business Association.
- Emails sent to all registered resident and ratepayer groups in the City.
- Emails sent to all members of the City's Community Engagement Network.
- A notice and documents placed on the City's website.
- A notice on the City's social media platforms.

Fifteen submissions were received, being eight submissions of support, one objection and six neutral submissions. Eight submissions took the opportunity to provide specific comments and suggested modifications to various aspects of the draft policy, as outlined previously in this report.

COMMENT

The draft LPP aims to provide clarity in relation to the City's expectations on appropriate advertising signs from a planning perspective, while providing greater flexibility for businesses.

The outcome of consultation suggests several modifications are appropriate to clarify aspects related to pedestrian access, rooftop signage, and discretionary application of the policy with respect to variable content signs visible from public roads.

It is considered that the draft LPP, subject to recommended modifications detailed in Attachment 4 to this Report, will allow for enhanced safety and amenity outcomes for advertising across the City to the benefit of the community and local business.

VOTING REQUIREMENTS

Simple Majority.

MOVED Cr Chester, SECONDED Cr May that Council:

- 1 in accordance with clauses 3 and 4 of Schedule 2 of the *Planning and Development (Local Planning Schemes) Regulations 2015*, PROCEEDS with the *Advertisements Local Planning Policy*, with modifications as detailed in Attachment 4 to this Report;
- 2 NOTES that the *Advertisements Local Planning Policy* will come into effect when a public notice is published on the City's website.

The Motion was Put and

CARRIED (6/0)

In favour of the Motion: Crs Hamilton-Prime, Chester, Fishwick, Hollywood, May and Taylor.

Appendix 2 refers

To access this attachment on electronic document, click here: [Attach2agnPOLICY210222.pdf](#)

URGENT BUSINESS

Nil.

MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN

Nil.

REQUESTS FOR REPORTS FOR FUTURE CONSIDERATION

Nil.

CLOSURE

There being no further business, the Presiding Member declared the meeting closed at 6.10pm; the following Committee Members being present at the meeting that time:

Cr Christine Hamilton-Prime,JP
Cr Kerry Hollywood
Cr Christopher May
Cr Philippa Taylor
Cr Russ Fishwick, JP
Cr John Chester

Burning on Private Property Policy

City Policy

Responsible Directorate: Corporate Services

Objective: To provide for the prevention and control of fires and to preserve local amenity.

1. Application:

This Policy shall apply to the burning of garden refuse and rubbish on private property within the City's district at all times.

2. Statement:

In order to prevent and control the spread of fires, the City does not support the burning of garden refuse or rubbish on private properties within its district.

3. Details:

3.1. Burning Garden Refuse and Rubbish:

In addition to, and in accordance with the provisions of the *Bush Fires Act 1954*, the following conditions shall apply to burning on private property.

- a. Burning of residential garden refuse and rubbish on private property and the use of incinerators are prohibited within the City of Joondalup at all times, excluding devices used for the purposes of cooking or heating.
- b. Permits for the burning of residential garden refuse and rubbish on private property and the use of incinerators will not be issued by the City.

Creation Date: June 1999

Amendments: CJ253-11/03, CJ094-06/10, CJ093-05/12

Related Documentation:

- *Bush Fires Act 1954*
- *Bushfire Prevention and Control Local Law 1998*
- *Government Gazettal Notice, No. 141, 23/7/10, p. 3,411*



PERTH, TUESDAY, 18 SEPTEMBER 2018 No. 142

PUBLISHED BY AUTHORITY KEVIN J. McRAE, GOVERNMENT PRINTER AT 12.00 NOON

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FIRE AND EMERGENCY SERVICES

FE401

BUSH FIRES ACT 1954

BUSH FIRES (RESTRICTED BURNING TIMES) AMENDMENT NOTICE (No. 2) 2018

Made by the FES Commissioner of the Department of Fire and Emergency Services under section 18(2) of the *Bush Fires Act 1954*.

1. Citation

This notice is the *Bush Fires (Restricted Burning Times) Amendment Notice (No. 2) 2018*.

2. Commencement

This notice comes into operation as follows—

- (a) clauses 1 and 2—on the day on which this notice is published in the *Gazette*;
- (b) the rest of the notice—on the day after that day.

3. The notice amended

The amendments in this notice are to the *Bush Fires (Restricted Burning Times) Notice 2012**.

[* Published in *Gazette* 3 February 2012, pp. 615-619.]

4. Schedule 1 amended

Schedule 1 is amended by deleting the restricted burning times of the City of Joondalup, and inserting the following instead—

Restricted Burning Time	Zone of the State
1 January-31 December	City of Joondalup

DARREN KLEMM AFSM, FES Commissioner of the
Department of Fire and Emergency Services.

BUSH FIRES ACT 1954

City of Joondalup

PROHIBITION ON THE BURNING OF GARDEN REFUSE OR RUBBISH

Notice is hereby given that the City of Joondalup has resolved, pursuant to section 24G of the *Bush Fires Act 1954*, to prohibit, at all times during the year, the burning of garden refuse or rubbish, in an incinerator, on the ground, or by using any other apparatus, device or homemade construction, by any person on any land within the district of Joondalup.

GARRY HUNT PSM, Chief Executive Officer

Dated: 15 September 2020

BUSH FIRES ACT 1954

City of Joondalup

FIREBREAK NOTICE

Notice to all owners and/or occupiers of land situated in the City of Joondalup

To assist in the control of bushfires, and/or prevent the spread, or extension of a bushfire which may occur, all owners and/or occupiers of land within the City of Joondalup's district are required before the 31st day of October in each year, or within 14 days of becoming the owner or occupier of land if after that date, to remove from the land all flammable material and/or clear firebreaks in accordance with the following land areas and thereafter to maintain that land and firebreaks up to or including 31 May in the following year.

Terms and Definitions

- Flammable Material - means any plant, tree, grass, substance, object, thing or material that may or is likely to catch fire and burn or any other thing deemed by an authorised officer to be capable of combustion.
- Firebreak – means an area constructed to a trafficable surface that is kept and maintained totally clear of all flammable material.
- Trafficable – means to be able to travel from one point to another in a four-wheel drive fire appliance on a clear surface, unhindered without any obstruction that may endanger such fire appliances.

Pursuant to the provisions contained in section 33 of the *Bush Fires Act 1954*, the City of Joondalup sets out the following specifications:

Vacant land with an area of less than 2,000m²/0.2ha

- A firebreak, not less than 2m wide, must be cleared immediately inside and around all external boundaries of the land.
- All tree branches and shrubs that over-hang a firebreak must be trimmed back to a minimum height of 3m above ground level.
- After mowing or slashing is carried out, the height of the vegetation must not exceed 50mm over the entire area of the firebreak.

All land with an area of 2,000m²/0.2ha or more

- A firebreak, not less than 3m wide, must be cleared immediately inside and around all external boundaries of the land.
- All tree branches and shrubs that over-hang a firebreak must be trimmed back to a minimum height of 4m above ground level.
- After mowing or slashing is carried out, the height of the vegetation must not exceed 50mm over the entire area of the firebreak.

Land with buildings and with an area of 2000m²/0.2ha or more

- A firebreak, not less than 3m wide, must be cleared around all structures and immediately inside and around all external boundaries of the land.
- All tree branches and shrubs that over-hang a firebreak must be trimmed back to a minimum height of 4m above ground level.
- After mowing or slashing is carried out, the height of the vegetation must not exceed 50mm over the entire area of the firebreak.
- All buildings, including roofs, gutters and walls on the land must be free of flammable material.

Alternative Firebreaks

If a firebreak is impractical along your boundary for environmental or other reasons, property owners should notify the City in writing by 15 October to obtain permission for firebreaks in alternative positions or of a different nature. The above firebreak requirements will continue to apply to your property until and unless the City approves alternative firebreaks in writing.

Additional Works to Reduce Hazards

Regardless of land size and location, the City of Joondalup may require a property owner to undertake additional works on their property to improve access and/or undertake further works where in the opinion of the City, these works would be conducive to preventing the outbreak and/or spread or extension of a bushfire.

Prohibited and Restricted Burning Times

The prohibited burning period for the City of Joondalup, pursuant to section 17 of the *Bush Fires Act 1954* shall be between 15 December to 31 March inclusive each year.

The restricted burning period for the City of Joondalup, pursuant to section 18 of the *Bush Fires Act 1954* shall be all year round from 1 January to 31 December.

Permit to Burn

Burning is not permitted during the City of Joondalup's Prohibited Burning Times.

A permit to burn is required during the City of Joondalup's Restricted Burning Times.

Permit to burn applications must be made in writing and will be assessed on an individual basis. The City is under no obligation to issue a permit to burn.

Total Fire Ban and Fire Danger Rating

No fire of any kind may be lit on a day when the Department of Fire and Emergency Services (DFES) has declared a Total Fire Ban (TFB) and/or on a day when the forecast Fire Danger Rating (FDR) for the City of Joondalup is Very High or above.

PENALTIES

Failure to comply with this Firebreak Notice can result in fines up to \$250 and in the case of major offences may result in Court action with fines up to \$5,000.

GARRY HUNT PSM, Chief Executive Officer

Dated: 15 September 2020

Signs Local Planning Policy

Responsible Directorate: Planning and Community Development

Objectives:

- To provide guidance on the design and placement of signs located within the City of Joondalup.
- To protect the quality of the streetscape and the amenity of adjoining and nearby residents by minimising the visual impact of signs.
- To encourage signs that are well-designed and well-positioned and appropriate to their location, which enhance the visual quality, amenity and safety of the City of Joondalup.
- To facilitate a reasonable degree of signage to support business activities within the City of Joondalup.
- To establish a framework for the assessment of applications for development within these zones.

1. Authority:

This Policy has been prepared in accordance with Schedule 2, Part 2 of the deemed provisions of the *Planning and Development (Local Planning Schemes) Regulations 2015* allows the local government to prepare local planning policies relating to planning and development within the Scheme area.

2. Application:

This Policy applies to signs located throughout the City of Joondalup.

3. Statement:

This Policy provides guidance on the extent and location of various forms of signage that are not exempt from planning approval.

The Policy is to be read in conjunction with the City of Joondalup *Local Planning Scheme No. 3* (the Scheme) and the *Public Property Local Law 2015* (as amended) and any relevant agreed Structure Plan. The provisions of agreed Structure Plans shall prevail over this Policy.

Words and expressions used in this Policy shall have the meanings given to them in the Scheme and the Local Law. For the purposes of interpretation, the terms 'sign', 'advertisement' and 'advertising device' referred to within these documents have the same meaning.

A sign may not be attached or erected on a property within the City unless all necessary approvals have been obtained in accordance with the Scheme, Local Law and the provisions of this Policy. Signs that are exempt from the requirement to make an application for development approval are listed in Section 4.4 of this policy.

Unless otherwise specified in this Policy, where signage that is compliant with this Policy is shown as part of an application for development approval submitted to the City for development of a property, the signage is deemed approved in the event of the Development Application being granted approval.

4. Details:

4.1. Design Principles:

The following design principles relate to all signs located within the City and will be considered as part of the assessment of an applicant for development approval.

Overall, signs should:

- be located on land to which they relate and only advertise goods or services that relate to the land use of the site, commensurate with the realistic commercial need for such advertising;
- promote a high standard of design and presentation in outdoor advertising;
- not be located on land zoned or used for residential purposes, unless expressly permitted in this Policy;
- integrate with the building design, particularly through the provision of signage panels within the building façades, where possible;
- be contained within the boundary of the lot on which they are situated, unless expressly permitted within this policy;
- not to be located within a road reserve, unless expressly permitted in this Policy;
- maintain the existing amenity of the locality, including minimising noise generated by the sign or supporting structures;
- not present a hazard or be misleading to vehicles or pedestrians;
- not obstruct visual sightlines required for vehicular access to and from properties;
- not obstruct access to or from any door, window or fire escape;
- not contain any obscene or vulgar material;
- not be affixed to boundary fences or boundary walls;
- not include the use of flashing lights that chase or pulse; and

- not be superfluous or unnecessary by virtue of colours, height, prominence, visual impact, size, relevance to the premises on which they are located, number and content.

In determining the size of a sign, the measurements are taken as the greatest horizontal dimension (width) multiplied by the greatest vertical dimension (height), excluding any support structures (see Figure 1 for example). Clearance is measured from the finished ground level to the sign directly above.

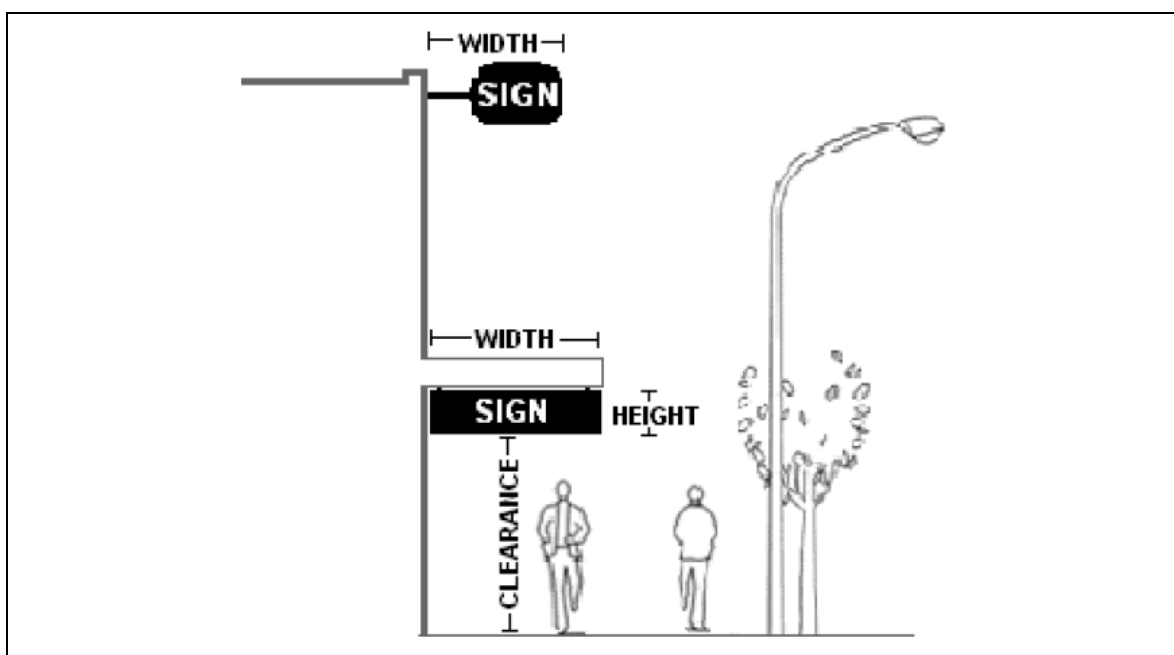


Figure 1. Example of measurements for signage

Unless otherwise indicated in this Policy, signs may be illuminated. Appropriately placed external lights that illuminate the whole or part of a building façade (including signs) are encouraged.

4.2. Standard Sign Requirements:

The standards for a range of sign types within the City of Joondalup differ, both with regard to requirements and permissibility, dependant on the zoning or other classification of land on which the sign is erected. The standard sign requirements can be found in Tables 1 and 2 of this Policy.

4.3. Variation to Signs Requirements:

Where an Application does not comply, the applicant will be required to submit written justification for the non-compliance and additional information, including but not limited to, an overall plan of the whole of the subject site showing the location, size and details of all existing and proposed advertising signs for the site, as well as the outline of any buildings, car parking areas and vehicular access points and landscaping for the site.

4.4. Exemptions

An application for development approval is not required to be made to the City of Joondalup where the sign complies with the following exemptions:


- a. a sign erected or maintained in accordance with an Act;
- b. a property disposal sign not exceeding 1.2m² erected on private property or immediately adjacent to the front boundary, where it is not possible to erect it on private property;
- c. a plate not exceeding 0.2m² in area erected or affixed on the street alignment or between that alignment and the building line to indicate the name and occupation or profession of the occupier of the premises;
- d. a direction sign;
- e. a sign used solely for the direction and control of people, animals or vehicles or to indicate the name or street number of a premises, if the area of the sign does not exceed 0.2m²;
- f. a window sign which complies with the applicable standards of this policy;
- g. a sign displaying solely the name and occupation of any occupier of business premises painted on a window or wall of those premises providing that the sign does not exceed 1.2m² in area and a height of 600mm;
- h. a sign within a building unless:
 - (i) it is clearly visible from a public place outside the building;
 - (ii) it is exempted under any other paragraph of this section; or
 - (iii) it is considered objectionable by the local government;
- j. a sign not larger than 0.6m x 0.9m on an advertising pillar or panel approved by or with the consent of the local government for the purpose of displaying public notices for information;
- k. a building name sign on any building, where it is of a single line of letters not exceeding 300mm in height, fixed to the facade of the building;
- l. newspaper or magazine posters, provided they are displayed against the outside wall of the business premises from which the newspapers or magazines are sold;
- m. a rural producer's sign which is the only sign on the lot on which it is erected;
- n. a sign erected by the local government, or with the approval of the local government, on land under the care, control and management of the local government;
- o. a sign erected and maintained on street furniture, bus shelters or seats in accordance with the terms and conditions of a contract between the local government and the company responsible for those signs;
- p. a maximum of 4 garage sale signs, each not greater than 0.25m², advertising the sale of second hand domestic goods in domestic quantities, not being part of a business, trade or profession and only being displayed on the day of the sale and on no more than 2 occasions for the same lot in each 6 month period;

- q. a sign or signs erected in accordance with a special event permit issued under the City of Joondalup Local Government and Public Property Local Law 2015 (as amended);
- r. a sign painted on a kerb, adjacent to a property depicting the house number and in accordance with specifications approved by the local government.
- s. a sign erected by the local government for the purpose of:
 - (i) encouraging participation in voting (but not in favour of any candidate, political party, group or thing) at a local government election, provided that the signs are erected no more than 5 weeks prior to the election; or
 - (ii) indicating the name and location of a polling place for an election.

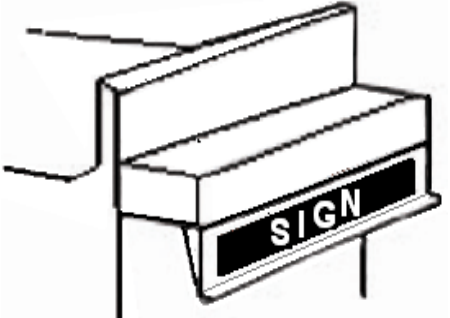
The advertising devices exempted above exclude signs which contain any illumination or radio; animation or movement in its design or structure; reflective; retro-reflective or fluorescent materials in its design or structure.


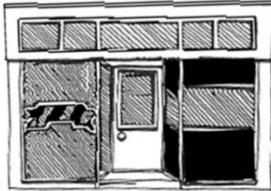
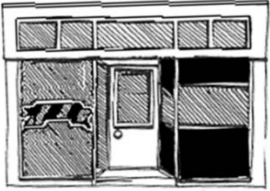
Creation Date:	October 2009
Amendments:	CJ167-08/12, CJ111-06/13, CJ185-10/18
Related Documentation:	<ul style="list-style-type: none"> • <i>Planning and Development (Local Planning Schemes) Regulations 2015</i> • <i>Local Planning Scheme No. 3</i> • <i>Joondalup Activity Centre Plan</i> • <i>Local Government and Public Property Local Law 2015 (as amended)</i>

Table 1. Requirements for signs on buildings

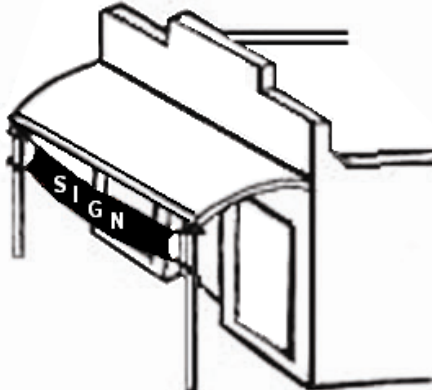
Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> JACP¹ Residential (all precincts) Residential Rural 	<ul style="list-style-type: none"> Learning & Innovation (JACP¹) Health & Wellness (JACP¹) Joondalup Edge (JACP¹) Commercial Service Commercial Mixed Use 	<ul style="list-style-type: none"> City Centre (JACP¹) 	<ul style="list-style-type: none"> Light Industry Joondalup West (JACP¹)
<p>Semaphore Sign</p> <p>A semaphore sign is a sign that is affixed to a building or structure at or by one of its ends.</p> 	Not permitted	Dimension: max. 1.5 m height max. 1.5 m width Clearance: min. 2.75 m	Dimension: max. 1.5 m height max. 1.5 m width Clearance: min. 2.75m	Dimension: max. 3 m height max. 1.5 m width Clearance: min. 2.75 m


¹“JACP” refers to the *Joondalup Activity Centre Plan*

Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> JACP¹ Residential (all precincts) Residential Rural 	<ul style="list-style-type: none"> Learning & Innovation (JACP¹) Health & Wellness (JACP¹) Joondalup Edge (JACP¹) Commercial Service Commercial Mixed Use 	<ul style="list-style-type: none"> City Centre (JACP¹) 	<ul style="list-style-type: none"> Light Industry Joondalup West (JACP¹)
<p>Verandah Sign</p> <p>A verandah sign is a sign affixed on, above or under a verandah and includes a sign that is affixed to cantilevered awnings and balconies.</p> 	Not permitted	<p>Dimension: max. 0.4 m height max. 2.4 m width</p> <p>Clearance: min. 2.75 m</p> <p>Must:</p> <ul style="list-style-type: none"> not extend above or beyond the width of the fascia, verandah, awning or balcony; and not be located within 2 m of another such sign on the fascia of the same verandah. 	<p>Dimension: max. 0.4 m height max. 2.4 m width</p> <p>Clearance: min. 2.75 m</p> <p>Must:</p> <ul style="list-style-type: none"> not extend above or beyond the width of the fascia, verandah, awning or balcony; and not be located within 2 m of another such sign on the fascia of the same verandah. 	<p>Dimension: max. 1 m height max. 3 m width</p> <p>Clearance: min. 2.75 m</p> <p>Must:</p> <ul style="list-style-type: none"> not extend above or beyond the width of the fascia, verandah, awning or balcony. not be located within 2 m of another such sign on the fascia of the same verandah.

Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> JACP¹ Residential (all precincts) Residential Rural 	<ul style="list-style-type: none"> Learning & Innovation (JACP¹) Health & Wellness (JACP¹) Joondalup Edge (JACP¹) Commercial Service Commercial Mixed Use 	<ul style="list-style-type: none"> City Centre (JACP¹) 	<ul style="list-style-type: none"> Light Industry Joondalup West (JACP¹)
<p>Window Sign</p> <p>A window sign is a sign painted or affixed to either the interior or exterior surface of the glazed area of a window.</p> 	Not permitted	<p>Area: max. 25% of the glazing or 10 m² per tenancy, whichever is lesser</p> <p>Must:</p> <ul style="list-style-type: none"> be visually permeable ('see through'). 	<p>Area: max. 25% of the glazing or 10 m² per tenancy, whichever is lesser</p> <p>Must:</p> <ul style="list-style-type: none"> be visually permeable ('see through'). 	<p>Area: max. 50% of the glazing or 20 m² per tenancy, whichever is lesser.</p>
		 <p style="text-align: center;">✓ ✗</p>	 <p style="text-align: center;">✓ ✗</p>	

Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> • JACP¹ Residential (all precincts) • Residential • Rural 	<ul style="list-style-type: none"> • Learning & Innovation (JACP¹) • Health & Wellness (JACP¹) • Joondalup Edge (JACP¹) • Commercial • Service Commercial • Mixed Use 	<ul style="list-style-type: none"> • City Centre (JACP¹) 	<ul style="list-style-type: none"> • Light Industry • Joondalup West (JACP¹)
Window Sign (cont.)		Examples may include the use of cut-out block lettering or transparent materials.	Examples may include the use of cut-out block lettering or transparent materials.	

Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> JACP¹ Residential (all precincts) Residential Rural 	<ul style="list-style-type: none"> Learning & Innovation (JACP¹) Health & Wellness (JACP¹) Joondalup Edge (JACP¹) Commercial Service Commercial Mixed Use 	<ul style="list-style-type: none"> City Centre (JACP¹) 	<ul style="list-style-type: none"> Light Industry Joondalup West (JACP¹)
<p>Banner Sign</p> <p>A banner sign is a temporary sign normally made of a lightweight, non rigid material, such as fabric, canvas or cloth attached to a part of a building and is generally used to promote a particular event.</p> 	Not permitted	<p>Dimension: max. 1 m height max. 4 m width</p> <p>Must:</p> <ul style="list-style-type: none"> be restricted to 1 banner on any occasion; only be displayed for a max. period of 21 days at a time at no less than 3 monthly intervals; and be removed within 24 hours following the event or offer. 	<p>Dimension: max. 1 m height max. 4 m width</p> <p>Must:</p> <ul style="list-style-type: none"> be restricted to 1 banner on any occasion; only be displayed for a max. period of 21 days at a time at no less than 3 monthly intervals; and be removed within 24 hours following the event or offer. 	<p>Dimension: max. 1 m height max. 4 m width</p> <p>Must:</p> <ul style="list-style-type: none"> be restricted to 1 banner on any occasion; only be displayed for a max. period of 21 days at a time at no less than 3 monthly intervals; and be removed within 24 hours following the event or offer.

Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> • JACP¹ Residential (all precincts) • Residential • Rural 	<ul style="list-style-type: none"> • Learning & Innovation (JACP¹) • Health & Wellness (JACP¹) • Joondalup Edge (JACP¹) • Commercial • Service Commercial • Mixed Use 	<ul style="list-style-type: none"> • City Centre (JACP¹) 	<ul style="list-style-type: none"> • Light Industry • Joondalup West (JACP¹)
<p>Wall Sign</p> <p>A wall sign is a sign attached to or painted directly onto the external face of a building. A wall sign includes a sign located on support pillars and columns, parapets and fascia.</p> 	<p>Area: max. 1.2m² (non-residential building) max. 0.2m² (residential dwelling)</p>	<p>Area: max. 25% of the facade</p>	<p>Area: max. 25% of the facade</p>	<p>Area: max. 25% of the facade</p>

Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> • JACP¹ Residential (all precincts) • Residential • Rural 	<ul style="list-style-type: none"> • Learning & Innovation (JACP¹) • Health & Wellness (JACP¹) • Joondalup Edge (JACP¹) • Commercial • Service Commercial • Mixed Use 	<ul style="list-style-type: none"> • City Centre (JACP¹) 	<ul style="list-style-type: none"> • Light Industry • Joondalup West (JACP¹)
Wall Sign (Cont.)	<p>Must:</p> <ul style="list-style-type: none"> • not extend beyond the top or either end of the wall; • not obscure architectural details; • not exceed one wall sign per Strata Title or Green Title lot; and • not be illuminated. 	<p>Must:</p> <ul style="list-style-type: none"> • not extend beyond the top or either end of the wall; and • not obscure architectural details. 	<p>Must:</p> <ul style="list-style-type: none"> • not extend beyond the top or either end of the wall; and • not obscure architectural details. 	<p>Must:</p> <ul style="list-style-type: none"> • not extend beyond the top or either end of the wall; and • not obscure architectural details.

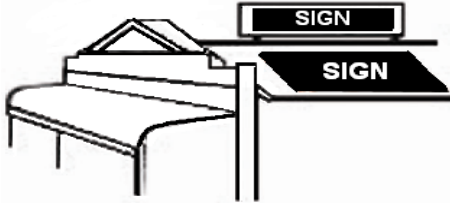
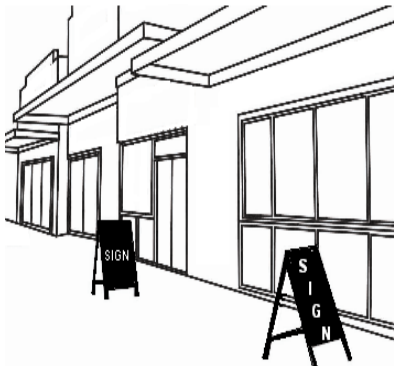
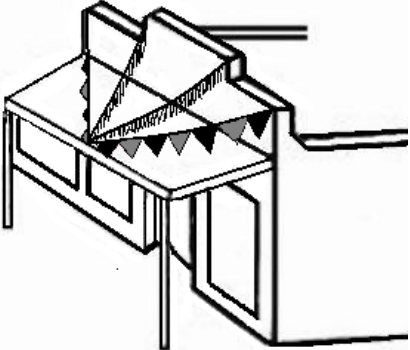

Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> JACP¹ Residential (all precincts) Residential Rural 	<ul style="list-style-type: none"> Learning & Innovation (JACP¹) Health & Wellness (JACP¹) Joondalup Edge (JACP¹) Commercial Service Commercial Mixed Use 	<ul style="list-style-type: none"> City Centre (JACP¹) 	<ul style="list-style-type: none"> Light Industry Joondalup West (JACP¹)
<p>Roof Sign</p> <p>A roof sign is a sign that is erected or painted directly on the roof of a building or attached to the top of a parapet wall of a building.</p> 	Not permitted	Not permitted	Not permitted	Not permitted

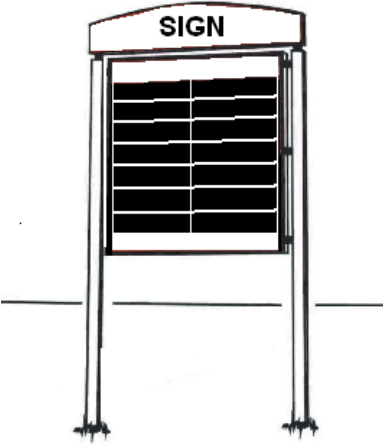
Table 2. Requirements for Freestanding Signs

Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> JACP¹ Residential (all precincts) Residential Rural 	<ul style="list-style-type: none"> Learning & Innovation (JACP¹) Health & Wellness (JACP¹) Joondalup Edge (JACP¹) Commercial Service Commercial Mixed Use 	<ul style="list-style-type: none"> City Centre (JACP¹) 	<ul style="list-style-type: none"> Light Industry Joondalup West (JACP¹)
<p>Portable Sign</p> <p>A portable sign is not permanently attached to a building, structure, fence or the ground. Portable signs include 'A-frame' and 'sandwich board' signs.</p> 	Not permitted	Not permitted	Not permitted	<p>Not permitted in the Joondalup West (JACP¹) precinct</p> <p>Dimension: max: 1 m height max: 1 m width</p> <p>Must:</p> <ul style="list-style-type: none"> not be erected in a manner than disrupts pedestrian flow.

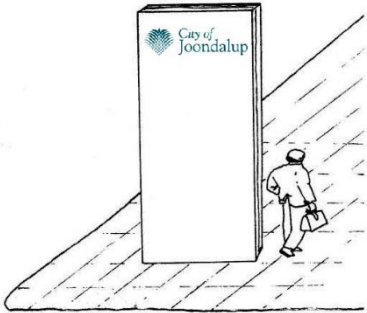
Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> JACP¹ Residential (all precincts) Residential Rural 	<ul style="list-style-type: none"> Learning & Innovation (JACP¹) Health & Wellness (JACP¹) Joondalup Edge (JACP¹) Commercial Service Commercial Mixed Use 	<ul style="list-style-type: none"> City Centre (JACP¹) 	<ul style="list-style-type: none"> Light Industry Joondalup West (JACP¹)
<p>Bunting</p> <p>A bunting is an advertising device that is made from strips of material used for decorative purposes or to highlight a location.</p> 	Not permitted	Not permitted	Not permitted	Not permitted

Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> JACP¹ Residential (all precincts) Residential Rural 	<ul style="list-style-type: none"> Learning & Innovation (JACP¹) Health & Wellness (JACP¹) Joondalup Edge (JACP¹) Commercial Service Commercial Mixed Use 	<ul style="list-style-type: none"> City Centre (JACP¹) 	<ul style="list-style-type: none"> Light Industry Joondalup West (JACP¹)
<p>Freestanding Banner Signs</p> <p>A freestanding banner sign is an advertising device made from lightweight material attached to a pole weighted to the ground. Freestanding Banner Signs come in a variety of shapes and may also be referred to as 'Bali', 'Teardrop', 'Blade' or 'Wing' signs.</p>  <p>The diagram shows a perspective view of several freestanding banner signs. Each sign consists of a horizontal banner attached to a vertical pole. The banners are of different shapes: a wide trapezoidal shape, a narrow vertical rectangle, and a tall vertical rectangle. The word 'SIGN' is written vertically on the poles of the narrow and tall signs.</p>	Not permitted	Dimension: max. 5 m height max. 1.2 m width	Dimension: max. 5 m height max. 1.2 m width	Dimension: max. 5 m height max. 1.2 m width


Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> • JACP¹ Residential (all precincts) • Residential • Rural 	<ul style="list-style-type: none"> • Learning & Innovation (JACP¹) • Health & Wellness (JACP¹) • Joondalup Edge (JACP¹) • Commercial • Service Commercial • Mixed Use 	<ul style="list-style-type: none"> • City Centre (JACP¹) 	<ul style="list-style-type: none"> • Light Industry • Joondalup West (JACP¹)
Freestanding Banner Signs (cont.)		<p>Must:</p> <ul style="list-style-type: none"> • be limited to 2 per street frontage; • be securely fixed to a building or pole of sufficient size and strength to support the banner under all conditions; • be erected within the boundaries of the lot and not project beyond any lot boundary; • not impede vehicle sightlines for access to and from the property; and • not impede pedestrian access to and from the property. 	<p>Must:</p> <ul style="list-style-type: none"> • be limited to 2 per street frontage; • be securely fixed to a building or pole of sufficient size and strength to support the banner under all conditions; • be erected within the boundaries of the lot and not project beyond any lot boundary; • not impede vehicle sightlines for access to and from the property; and • not impede pedestrian access to and from the property. 	<p>Must:</p> <ul style="list-style-type: none"> • be limited to 2 per street frontage; • be securely fixed to a building or pole of sufficient size and strength to support the banner under all conditions; • be erected within the boundaries of the lot and not project beyond any lot boundary; • not impede vehicle sightlines for access to and from the property; and • not impede pedestrian access to and from the property.

Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> JACP¹ Residential (all precincts) Residential Rural 	<ul style="list-style-type: none"> Learning & Innovation (JACP¹) Health & Wellness (JACP¹) Joondalup Edge (JACP¹) Commercial Service Commercial Mixed Use 	<ul style="list-style-type: none"> City Centre (JACP¹) 	<ul style="list-style-type: none"> Light Industry Joondalup West (JACP¹)
<p>Pylon Signs</p> <p>A pylon sign means a sign supported on one or more poles and not attached to a building and includes a detached sign framework, supported on one or more poles to which sign infills may be added.</p> 	Not permitted	<p>Single-Tenancy Pylon Sign:</p> <p>Area: max. 6 m²</p> <p>Dimension: max. 6 m height</p> <p>Multi-Tenancy Pylon Sign:</p> <p>Area: max. 12 m²</p> <p>Dimension: max. 8 m height</p> <p>Clearance: min. 2.75m</p>	Not permitted, except along the eastern side of Joondalup Drive between Shenton Avenue and Collier Pass, and the southern side of Shenton Avenue between Joondalup Drive and McLarty Avenue in accordance with the Commercial zone standards.	<p>Single-Tenancy Pylon Sign:</p> <p>Area: max. 6 m²</p> <p>Dimension: max. 6 m height</p> <p>Multi-Tenancy Pylon Sign:</p> <p>Area: max. 12 m²</p> <p>Dimension: max. 8 m height</p> <p>Clearance: min. 2.75 m</p>

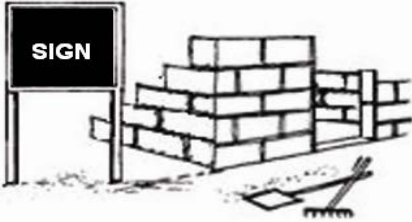
Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> • JACP¹ Residential (all precincts) • Residential • Rural 	<ul style="list-style-type: none"> • Learning & Innovation (JACP¹) • Health & Wellness (JACP¹) • Joondalup Edge (JACP¹) • Commercial • Service Commercial • Mixed Use 	<ul style="list-style-type: none"> • City Centre (JACP¹) 	<ul style="list-style-type: none"> • Light Industry • Joondalup West (JACP¹)
Pylon Signs (cont.)		<p>Must:</p> <ul style="list-style-type: none"> • be restricted to 1 sign per lot except for a corner lot where 1 sign per frontage is permitted; • where there are multiple tenancies, incorporate all signs into 1 composite sign; • not be permitted where another free standing sign has been approved and erected, or will not supersede another valid approval on the same frontage; • be no closer than 15 m to the intersecting point of corner truncations; and • not impede vehicle sightlines within the lot for access to and from the property. 	<p>Must:</p> <ul style="list-style-type: none"> • be restricted to 1 sign per lot except for a corner lot where 1 sign per frontage is permitted; • where there are multiple tenancies, incorporate all signs into 1 composite sign; • not be permitted where another free standing sign has been approved and erected, or will not supersede another valid approval on the same frontage; • be no closer than 15 m to the intersecting point of corner truncations; and • not impede vehicle sightlines within the lot for access to and from the property. 	


Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> • JACP¹ Residential (all precincts) • Residential • Rural 	<ul style="list-style-type: none"> • Learning & Innovation (JACP¹) • Health & Wellness (JACP¹) • Joondalup Edge (JACP¹) • Commercial • Service Commercial • Mixed Use 	<ul style="list-style-type: none"> • City Centre (JACP¹) 	<ul style="list-style-type: none"> • Light Industry • Joondalup West (JACP¹)
<p>Monolith Sign</p> <p>A monolith sign is in-filled from ground level to the top of the sign and appears as a solid structure where the supporting columns cannot be seen</p> 	Not permitted	Dimension: max. 6 m height max. 2m width	Not permitted, except along the eastern side of Joondalup Drive between Shenton Avenue and Collier Pass, and the southern side of Shenton Avenue between Joondalup Drive and McLarty Avenue in accordance with the Commercial Zone standards.	Dimension: max. 6 m height max. 2m width

<p>Monolith Signs (Cont.)</p>		<p>Must:</p> <ul style="list-style-type: none"> • be restricted to 1 sign per lot except for a corner lot where one sign per frontage is permitted; • where there are multiple tenancies, incorporate all signs into 1 composite sign; • not be permitted where another free standing sign has been approved and erected, or will not supersede another valid approval on the same frontage; • be no closer than 15 m to the intersecting point of corner truncations; and • not impede vehicle sightlines within the lot for access to and from the property. 		<p>Must:</p> <ul style="list-style-type: none"> • be restricted to 1 sign per lot except for a corner lot where one sign per frontage is permitted; • where there are multiple tenancies, incorporate all signs into 1 composite sign; • not be permitted where another free standing sign has been approved and erected, or will not supersede another valid approval on the same frontage; • be no closer than 15 m to the intersecting point of corner truncations; and • not impede vehicle sightlines within the lot for access to and from the property.
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Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> JACP¹ Residential (all precincts) Residential Rural 	<ul style="list-style-type: none"> Learning & Innovation (JACP¹) Health & Wellness (JACP¹) Joondalup Edge (JACP¹) Commercial Service Commercial Mixed Use 	<ul style="list-style-type: none"> City Centre (JACP¹) 	<ul style="list-style-type: none"> Light Industry Joondalup West (JACP¹)
<p>Inflatable Sign</p> <p>An inflatable sign is a sign that is painted, stencilled or attached to an inflatable device such as a balloon, and includes the inflatable device itself.</p> 	Not permitted	<p>Dimension: max. 7 m diameter max. 9 m height above roof ridge</p> <p>Must:</p> <ul style="list-style-type: none"> only be displayed for a max. period of 21 days at a time at no less than 3 monthly intervals; be covered by General Liability Insurance, a copy of which is to be provided to the City; 	<p>Dimension: max. 7 m diameter max. 9 m height above roof ridge</p> <p>Must:</p> <ul style="list-style-type: none"> only be displayed for a max. period of 21 days at a time at no less than 3 monthly intervals; be covered by General Liability Insurance, a copy of which is to be provided to the City; 	<p>Dimension: max. 7 m diameter max. 9 m height above roof ridge</p> <p>Must:</p> <ul style="list-style-type: none"> only be displayed for a max. period of 21 days at a time at no less than 3 monthly intervals; be covered by General Liability Insurance, a copy of which is to be provided to the City;

Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> • JACP¹ Residential (all precincts) • Residential • Rural 	<ul style="list-style-type: none"> • Learning & Innovation (JACP¹) • Health & Wellness (JACP¹) • Joondalup Edge (JACP¹) • Commercial • Service Commercial • Mixed Use 	<ul style="list-style-type: none"> • City Centre (JACP¹) 	<ul style="list-style-type: none"> • Light Industry • Joondalup West (JACP¹)
Inflatable Sign (cont.)		<p>Must:</p> <ul style="list-style-type: none"> • require a certificate from a structural engineer certifying that the connection of the inflatable object to the building or lot is structurally sound. This should be submitted to the City with the sign application; • be attached to the roof of a building only (i.e.: not located on the ground); and • not be moving or have moveable parts (e.g.: 'inflatable air dancer'). 	<p>Must:</p> <ul style="list-style-type: none"> • require a certificate from a structural engineer certifying that the connection of the inflatable object to the building or lot is structurally sound. This should be submitted to the City with the sign application; • be attached to the roof of a building only (i.e.: not located on the ground); and • not be moving or have moveable parts (e.g.: 'inflatable air dancer'). 	<p>Must:</p> <ul style="list-style-type: none"> • require a certificate from a structural engineer certifying that the connection of the inflatable object to the building or lot is structurally sound. This should be submitted to the City with the sign application; • be attached to the roof of a building only (i.e.: not located on the ground); and • not be moving or have moveable parts (e.g.: 'inflatable air dancer').

Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> • JACP¹ Residential (all precincts) • Residential • Rural 	<ul style="list-style-type: none"> • Learning & Innovation (JACP¹) • Health & Wellness (JACP¹) • Joondalup Edge (JACP¹) • Commercial • Service Commercial • Mixed Use 	<ul style="list-style-type: none"> • City Centre (JACP¹) 	<ul style="list-style-type: none"> • Light Industry • Joondalup West (JACP¹)
<p>Hoarding Sign</p> <p>A sign which is affixed to a structure having one or more supports, other than a pylon sign. Typically a hoarding sign's horizontal dimension is greater than its vertical dimension. Hoarding signs may include property disposal signs, builders signs, display home signs and estate signs.</p> 	<p>Dimension max. 2 m width max. 1 m height max. 1.2 m height of support/posts to which the sign is attached.</p>	<p>Dimension: max. 3 m width max. 2.5 m sign height max. 1.2 m height of support/posts to which the sign is attached.</p>	<p>Dimension: max. 3 m width max. 2.5 m sign height max. 1.2 m height of support/posts to which the sign is attached.</p>	<p>Dimension: max. 3 m width max. 2.5 m sign height max. 1.2 m height of support/posts to which the sign is attached.</p>
	<p>Must:</p> <ul style="list-style-type: none"> • not be illuminated; and • not be used for any purpose other than a builders, property disposal, estate or display home sign. 	<p>Must</p> <ul style="list-style-type: none"> • not be illuminated; • not exceed 1 sign per street frontage for each property; and • for the purpose of a property disposal or display home, the sign must be removed within 10 days of closure or sale of the property. 	<p>Must</p> <ul style="list-style-type: none"> • not be illuminated; • not exceed 1 sign per street frontage for each property; and • for the purpose of a property disposal or display home, the sign must be removed within 10 days of closure or sale of the property. 	<p>Must</p> <ul style="list-style-type: none"> • not be illuminated; • not exceed 1 sign per street frontage for each property; and • for the purpose of a property disposal or display home, the sign must be removed within 10 days of closure or sale of the property.

Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> JACP¹ Residential (all precincts) Residential Rural 	<ul style="list-style-type: none"> Learning & Innovation (JACP¹) Health & Wellness (JACP¹) Joondalup Edge (JACP¹) Commercial Service Commercial Mixed Use 	<ul style="list-style-type: none"> City Centre (JACP¹) 	<ul style="list-style-type: none"> Light Industry Joondalup West (JACP¹)
<p>Illuminated Variable Message Sign</p> <p>A variable message sign can be altered to make various words and messages which may constantly change. It is usually mounted on a trailer. Does not include small variable message panels included in pylon or monolith signs (eg service station price point panels)</p> 	<p>Not permitted, unless erected by or on behalf of a public utility or authority or for the purpose of temporary for traffic management purposes for a period of less than 48 hours <u>or</u> for the period outlined in a Traffic Management Plan approved by the City, or for use by not-for-profit organisations to promote significant community events.</p>	<p>Not permitted, unless erected by or on behalf of a public utility or authority or for the purpose of temporary for traffic management purposes for a period of less than 48 hours or for the period outlined in a Traffic Management Plan approved by the City, or for use by not-for-profit organisations to promote significant community events.</p>	<p>Not permitted, unless erected by or on behalf of a public utility or authority or for the purpose of temporary for traffic management purposes for a period of less than 48 hours or for the period outlined in a Traffic Management Plan approved by the City, or for use by not-for-profit organisations to promote significant community events.</p>	<p>Not permitted, unless erected by or on behalf of a public utility or authority or for the purpose of temporary for traffic management purposes for a period of less than 48 hours or for the period outlined in a Traffic Management Plan approved by the City, or for use by not-for-profit organisations to promote significant community events.</p>

Advertisements Local Planning Policy

Responsible Directorate: Planning and Community Development

Objectives:

- To provide guidance on the design and placement of advertisements located within the City of Joondalup.
- To encourage advertisements that are well-designed, well-positioned and appropriate to their location, and maintain the visual quality, amenity, and character of the locality.
- To facilitate appropriate advertisements that are commensurate to the realistic needs of business.
- To ensure the safe and efficient use of roads from which advertisements are visible.
- To ensure advertisements are clear and efficient in communicating to the public and do not lead to visual clutter on and around buildings and within streetscapes and localities.

1. Authority:

This policy has been prepared in accordance with Schedule 2, Part 2 of the deemed provisions of the *Planning and Development (Local Planning Schemes) Regulations 2015* which allows the local government to prepare local planning policies relating to planning and development within the Scheme area.

Clause 61 (h) of the deemed provisions of the *Planning and Development (Local Planning Schemes) Regulations 2015* identifies that development approval is not required for:

(h) *the erection or installation of a sign of a class specified in a local planning policy or local development plan that applies in respect of the sign unless the sign is to be erected or installed -*

(i) on a place included on a heritage list prepared in accordance with this Scheme; or

(ii) on land located within an area designated under this Scheme as a heritage area;

This policy specifies the various classes of signs for which development approval is not required; in line with clause 61(1)(h)(i) and (ii) the exemptions set out in this policy are not applicable to heritage places and areas.

2. Application

This policy revokes the City of Joondalup *Signs Local Planning Policy*.

This policy applies to advertisements, including signs and other devices, located throughout the City of Joondalup.

The policy is to be read in conjunction with the *City of Joondalup Local Planning Scheme No. 3* (the scheme) and any relevant agreed structure plan. The provisions of agreed structure plans shall prevail over this policy to the extent of any inconsistency.

3. Definitions

The *Planning and Development (Local Planning Schemes) Regulations 2015* includes the following definition which is applicable to all advertising signs and devices:

advertisement means any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, that is used wholly or partly for the purposes of advertising, announcing or directing, and includes -

a) any hoarding or similar structure used, or adapted for use, for the display of advertisements; and

b) any airborne device anchored to any land or building used for the display of advertising; and

c) any vehicle or trailer or other similar object placed or located so as to serve the purpose of displaying advertising

Additional terms used in this policy are:

“business premises” means a green title or strata title lot, or a tenancy that comprises the physical location of a business operation.

“façade” means the external face of a constructed building viewed from a single elevation, comprising solid walls and including windows and enclosures to verandahs and balconies.

“signage strategy” means an overall plan for the whole of the development site or area, showing the location, type, size and design of all existing and proposed signs, as well as the outline of any buildings, landscaping, car parking areas, vehicular access points etc.

Sign typologies referred to in this policy are defined in Schedule 1.

4. Statement

Appropriate advertising in the City of Joondalup provides benefit to local business and the community, whilst maintaining the amenity and safety of places, thoroughfares, and localities.

Advertisements are an important communication tool between local businesses and potential customers. To serve their function, the design, quality, and placement of signs should be fit-for-purpose and facilitate effective visual communication that meets the needs of business and are suitable for their audience and context. Clarity of messaging for advertising is important and can be impacted by overwhelming visual environments as a result of proliferation of advertising signs and devices. The City has an expectation that advertisements are appropriate to their context,

commensurate to the realistic needs of business, and integrate with the visual context of high amenity areas.

This policy operates to support business need for productive visibility whilst balancing the potential amenity and safety impacts of advertisements, taking into consideration the varied commercial functions and desired levels of visual amenity across varied localities of the City. The policy provides guidance on the extent and location of various forms of advertisements.

A sign may not be attached or erected on a property within the City unless all necessary approvals have been obtained in accordance with the scheme, local law and the provisions of this policy. Signs that are exempt from the requirement for development approval are listed in this policy.

5. Details:

5.1 Locality types and objectives

- a. Table 1 establishes specific localities and associated objectives as the basis for acceptable advertisements and the policy standards to be applied across the various zones of the scheme.

Table 1 – Locality types and objectives

Locality type	Locality objective	Applicable zones
Neighbourhood localities	Neighbourhood localities have a residential function. Advertising should be unobtrusive, reflecting the strong residential amenity of these areas.	<ul style="list-style-type: none"> • Joondalup Activity Centre: <ul style="list-style-type: none"> - Lakeside Residential precinct • Residential Zone • Rural Zone
Activity centre localities	These are high amenity areas that support a range of residential, retail and community purposes. Whilst advertising is a necessary part of commercial activity in these localities, a high standard of amenity requires that signs complement their mixed use and residential surrounds and are of a scale that improves pedestrian amenity and interest.	<ul style="list-style-type: none"> • Joondalup Activity Centre: <ul style="list-style-type: none"> - City Centre precinct - Learning and Innovation precinct - Health and Wellness precinct • Commercial zone • Centre zone • Mixed Use zone • Private Community Purpose zone
Service commercial localities	Commercial localities support a core commercial and business function. Whilst recognising the need for companies to advertise their goods and services, advertising should be effective, with messaging not	<ul style="list-style-type: none"> • Joondalup Activity Centre: <ul style="list-style-type: none"> - Joondalup Edge precinct - Joondalup West precinct

	compromised by proliferation of advertisements.	<ul style="list-style-type: none"> • Service Commercial Zone • Light Industry Zone
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5.2 Neighbourhood localities

5.2.1 Development approval not required

- a. Development approval is not required within neighbourhood localities for the advertisements listed in Table 2, where they:
 - are located on private land;
 - only advertise goods or services that relate to the land use of the site; and
 - do not include any illumination or radio; animation or movement; reflective; retro-reflective or fluorescent materials in their design or structure.
- b. If the conditions specified in Table 2 are not met, development approval will be required.

Table 2 – Signs for which development approval is not required in neighbourhood localities

Sign type	Conditions
Monolith signs used for the purpose of a display home sign	Maximum width 1m Maximum sign height 2m Located at least 15 metres from the intersecting point of corner truncations Located so as to not impede vehicle sightlines within the lot for access to and from the property
Wall sign	Maximum of 1 per business premises. 1.2m ² for a non-residential building 0.2m ² for a residential dwelling Does not extend beyond the top or any side of the wall Does not obscure architectural details

5.2.2 Prohibited signs

- a. All other signs are considered inconsistent with the objectives of neighbourhood localities and are not permitted, including:
 - Semaphore signs
 - Verandah signs
 - Window signs
 - Banner signs
 - Roof signs
 - Portable signs

- Freestanding banner signs
- Pylon signs
- Inflatable signs
- Portable illuminated variable message sign, unless erected by or on behalf of a public utility or authority or for the purpose of temporary traffic management purposes for a period of less than 48 hours in any 12 month period or for the period outlined in a Traffic Management Plan approved by the City, or for use by not-for-profit organisations to promote significant community events.

5.3 Activity centre localities

5.3.1 Development approval not required

- Development approval is not required within activity centre localities for the advertisements listed in Table 3, where they:
 - are located on private land;
 - only advertise goods or services that relate to the land use of the site; and
 - do not include any LED or digital illumination; radio; animation or movement; reflective; retro-reflective or fluorescent materials in their design or structure.
- If the conditions specified in Table 3 are not met, development approval will be required.

Table 3 – Signs for which development approval is not required in activity centre localities

Sign type	Conditions
Semaphore sign	Maximum of 1 per business premises Maximum height 1.5m Maximum width 1.5m Minimum clearance 2.75m
Verandah sign	Maximum of 1 per business premises Maximum height 0.4m Maximum width 2.4m Minimum clearance 2.75m Does not extend above or beyond the width of the fascia, verandah, awning, or balcony Not located within 2m of another such sign on the fascia of the same verandah.
Window and wall signs	In aggregate, to a maximum of 25% of the façade Wall signs are to: <ul style="list-style-type: none"> • Be contained within signage panels within the building façade, if provided. • Not extend beyond the top or any side of the wall • Not obscure architectural details.

Sign type	Conditions
	Window signs are to be: <ul style="list-style-type: none"> • Maximum of 20% of the glazing
Portable sign	Maximum of one portable sign per business premises, if there is no other free standing sign of any type erected on any street frontage that advertises the subject business. Maximum dimension of 1m, and maximum area of 1m ² Has a maximum of 2 facing sides Is secured so as not to be moveable by wind or natural forces It is not obstructing any pedestrian or vehicle accessway
Banner sign	Maximum of 1 per business premises Maximum height 1m Maximum width 4m Displayed for a maximum period of 21 days at a time, at no less than 3 monthly intervals To be removed within 24 hours following the event or offer To be securely fixed to a building or pole of sufficient size and strength to support the banner under all conditions To be erected within the boundaries of the lot and not to project beyond any lot boundary Do not impede vehicle sightlines for access to and from the property Do not impede pedestrian access to and from the property A formal request is received, and a letter is issued from the City approving the temporary nature of the freestanding banner sign, and its period of use
Freestanding banner sign	Maximum of 2 per street frontage of the business premises Maximum height 5m Maximum width 1.2m Displayed for a maximum period of 21 days at a time, at no less than 3 monthly intervals To be removed within 24 hours following the event or offer To be securely fixed to a building or pole of sufficient size and strength to support the banner under all conditions To be erected within the boundaries of the lot and not to project beyond any lot boundary Do not impede vehicle sightlines for access to and from the property Do not impede pedestrian access to and from the property A formal request is received and a letter is issued from the City approving the temporary nature of the freestanding banner sign, and its period of use

5.3.2 Development approval required

- a. Development approval is required for advertisements listed in Table 4 within activity centre localities.
- b. All advertisements listed in Table 4 shall only advertise goods or services that relate to the land use of the site.
- c. Where an advertisement does not comply with the standards specified in Table 4, the applicant will be required to submit written justification for the non-compliance.

Table 4 – Signs for which development approval is required in activity centre localities

Sign type	Development standards
Freestanding signs (including pylon signs, monolith signs, and hoarding signs)	<p>A maximum of one free standing sign per Green Title lot per street frontage</p> <p>Single-tenancy pylon sign*:</p> <ul style="list-style-type: none"> • Maximum area 6m² • Maximum height 6m <p>Multi-tenancy pylon sign*:</p> <ul style="list-style-type: none"> • Maximum area 12m² • Maximum height 8m • Minimum clearance 2.75m <p>Monolith sign*:</p> <ul style="list-style-type: none"> • Maximum height 6m • Maximum width 2m <p>Hoarding sign:</p> <ul style="list-style-type: none"> • Maximum width 3m • Maximum sign height 2.5m • Maximum support/post height 1.2m <p>Located at least 15 metres from the intersecting point of corner truncations</p> <p>Located so as to not impede vehicle sightlines within the lot for access to and from the property</p> <p>Where there are multiple tenancies, all signs are incorporated into 1 composite sign</p> <p>Any fixed variable message elements are to comply with relevant standards and design principles in section 5.5 and 5.6</p> <p><i>*Pylon and monolith signs are not permitted within the City Centre JACP, except along the eastern side of Joondalup Drive between Shenton Avenue and Collier Pass, and the southern side of Shenton Avenue between Joondalup Drive and McLarty Avenue</i></p>

Sign type	Development standards
Roof sign	<p>Located within the City Centre precinct of the Joondalup Activity Centre only.</p> <p>Must achieve a high degree of integration and compatibility with the form of the building that it is attached to.</p> <p>To appear as if it is part of the original building, or otherwise match or complement its architecture.</p> <p>Maximum vertical dimension equal to one tenth of the building's height, but not more than the combined height of two typical floors of the building.</p> <p>Only one roof sign or one wall sign at the top of the building shall be permitted per building elevation.</p> <p>The illumination of roof signs on buildings is encouraged in locations where it will add interest and vibrancy to the city's night skyline and will not adversely affect the amenity of occupants of nearby buildings.</p> <p>To display business or building name and logo only, and not include any advertising content.</p>
All other advertisements not listed in 5.3.1 or 5.3.3	To comply with 5.5 and 5.6

5.3.3 Prohibited signs

- a. Signs considered inconsistent with the objectives of activity centre localities and are not permitted are:
- Small portable signs that are not consistent with the conditions specified in 5.3.2, Table 3
 - Inflatable signs
 - Portable illuminated variable message sign, unless erected by or on behalf of a public utility or authority or for the purpose of temporary traffic management purposes for a period of less than 48 hours in any 12 month period or for the period outlined in a Traffic Management Plan approved by the City, or for use by not-for-profit organisations to promote significant community events.

5.4 Service commercial localities

5.4.1 Development approval not required

- a. Development approval is not required within service commercial localities for advertisements listed in Table 5, where they:
- are located on private land;
 - only advertise goods or services that relate to the land use of the site; and
 - do not include any LED or digital illumination; radio; animation or movement; reflective; retro-reflective or fluorescent materials in their design or structure.
- b. If the conditions specified in Table 5 are not met, development approval will be required.

Table 5 – Signs for which development approval is not required in service commercial localities

Sign type	Conditions
Semaphore sign	<p>Maximum of 1 per business premises</p> <p>Maximum height 3m</p> <p>Maximum width 1.5m</p> <p>Minimum clearance 2.75m</p>
Verandah sign	<p>Maximum of 1 per business premises</p> <p>Maximum height 1m</p> <p>Maximum width 3m</p> <p>Minimum clearance 2.75m</p> <p>Does not extend above or beyond the width of the fascia, verandah, awning, or balcony</p> <p>Not located within 2m of another such sign on the fascia of the same verandah</p>
Window and wall signs	<p>In aggregate, to a maximum of 25% of the façade</p> <p>Wall signs are to:</p> <ul style="list-style-type: none"> • Be contained within signage panels within the building façade, if provided. • Not extend beyond the top or any side of the wall • Not obscure architectural details. <p>Window signs are to be:</p> <ul style="list-style-type: none"> • Maximum of 25% of the glazing
Portable sign	<p>Maximum of one portable sign per business premises</p> <p>Maximum dimension of 1m, and maximum area of 1m²</p> <p>Has a maximum of 2 facing sides</p> <p>Is secured so as not to be moveable by wind or natural forces</p> <p>It is not obstructing any pedestrian or vehicle accessway</p>

Sign type	Conditions
Banner sign	<p>Maximum of 1 per business premises</p> <p>Maximum height 1m</p> <p>Maximum width 4m</p> <p>Displayed for a maximum period of 21 days at a time, at no less than 3 monthly intervals</p> <p>To be removed within 24 hours following the event or offer</p> <p>To be securely fixed to a building or pole of sufficient size and strength to support the banner under all conditions</p> <p>To be erected within the boundaries of the lot and not to project beyond any lot boundary</p> <p>Do not impede vehicle sightlines for access to and from the property</p> <p>Do not impede pedestrian access to and from the property</p> <p>A formal request is received, and a letter is issued from the City approving the temporary nature of the banner sign, and its period of use.</p>
Freestanding banner sign	<p>Maximum of 2 per street frontage of the business premises</p> <p>Maximum height 5m</p> <p>Maximum width 1.2m</p> <p>Displayed for a maximum period of 21 days at a time, at no less than 3 monthly intervals</p> <p>To be removed within 24 hours following the event or offer</p> <p>To be securely fixed to a building or pole of sufficient size and strength to support the banner under all conditions</p> <p>To be erected within the boundaries of the lot and not to project beyond any lot boundary</p> <p>Do not impede vehicle sightlines for access to and from the property</p> <p>Do not impede pedestrian access to and from the property</p> <p>A formal request is received, and a letter is issued from the City approving the temporary nature of the freestanding banner sign, and its period of use</p>

5.4.2 Development approval required

- a. Development approval is required for advertisements within service commercial localities listed in Table 6.
- b. All advertisements listed in Table 6 shall only advertise goods or services that relate to the land use of the site.
- c. Where an advertisement does not comply with the standards specified in Table 6, the applicant will be required to submit written justification for the non-compliance.

Table 6 – Signs for which development approval is required in service commercial localities

Sign type	Standards
<p>Freestanding signs</p> <p>(including pylon signs, monolith signs, and hoarding signs)</p>	<p>A maximum of one free standing sign per Green Title lot per street frontage</p> <p>Single-tenancy pylon sign:</p> <ul style="list-style-type: none"> • Maximum area 6m² • Maximum height 6m <p>Multi-tenancy pylon sign:</p> <ul style="list-style-type: none"> • Maximum area 12m² • Maximum height 8m • Minimum clearance 2.75m <p>Monolith sign:</p> <ul style="list-style-type: none"> • Maximum height 6m • Maximum width 2m <p>Hoarding sign:</p> <ul style="list-style-type: none"> • Maximum width 3m • Maximum sign height 2.5m • Maximum support/post height 1.2m • Not affixed to boundary wall or fence <p>Located at least 15 metres from the intersecting point of corner truncations</p> <p>Located so as to not impede vehicle sightlines within the lot for access to and from the property;</p> <p>Where there are multiple tenancies, all signs are incorporated into 1 composite sign.</p> <p>Any fixed variable message elements are to comply with relevant standards and design principles in section 5.5 and 5.6</p>
<p>Inflatable signs</p>	<p>Maximum 7m diameter</p> <p>Maximum 9m height above roof ridge</p> <p>Displayed for a maximum period of 14 days at a time, at no less than 3 monthly intervals</p> <p>To be covered by General Liability Insurance, a copy of which is to be provided to the City.</p>
<p>All other advertisements not listed in 5.4.1 or 5.4.3</p>	<p>To be considered against 5.5 and 5.6</p>

5.4.3 Prohibited signs

- a. Signs considered inconsistent with the objectives of service commercial localities and are not permitted are:
 - Small portable signs that are not consistent with the conditions specified in 5.4.2, Table 6
 - Roof signs
 - Portable illuminated variable message sign, unless erected by or on behalf of a public utility or authority or for the purpose of temporary traffic management purposes for a period of less than 48 hours in any 12 month period or for the period outlined in a Traffic Management Plan approved by the City, or for use by not-for-profit organisations to promote significant community events.

5.5 Design Principles

- a. The following design principles relate to all signs located within the City and will be considered as part of the assessment of an application for development approval.

Advertising signs and devices should:

- i. maintain and complement the amenity of the locality within which they are sited, being compatible with the style, scale and character of the surrounding streetscape, and the predominant uses within the locality;
- ii. be sited and designed so as to ensure that any illumination, animation, movement, digital signage technology and/or changing context of the material displayed on the sign does not present light spill or any other detrimental impact on the amenity of neighbouring properties or the locality;
- iii. be located on land to which they relate and only advertise goods or services that relate to the land use of the site;
- iv. be commensurate with the realistic commercial need for such advertising, and not be superfluous or unnecessary by virtue of colours, height, prominence, visual impact, size, relevance to the premises on which they are located, number and content;
- v. be contained within the boundary of the lot on which they are situated and not located within a road reserve;
- vi. maintain visual and physical access to or from any door, window or fire escape;
- vii. achieve a high level of design quality and be comprised of durable materials that fit their purpose;
- viii. be compatible in scale and integrated with the architectural design of the building on which they are erected or adjacent to, having regard to the form, materials, finishes, colours and fenestration of the building/s;
- ix. utilise appropriately placed external lights that illuminate the whole or part of a building façade (including signs);
- x. not contain any obscene or vulgar material;

- xi. be located and designed so as to not present a hazard or be misleading to vehicles or pedestrians, maintaining visual sightlines required for safe vehicular access to and from properties;
- xii. be located and designed so as to not cause confusion with, or reduce the effectiveness of traffic control devices; and
- xiii. include legible address information to assist with customer wayfinding.

5.6 Illuminated, variable and animated content signs

5.6.1 Illuminated signs

- a. Illuminated signage is not considered appropriate within neighbourhood localities.
- b. Variable and animated content signs are to use low level illumination and be adjusted so the brightness levels do not exceed those of static signs in typical ambient light conditions, especially after dusk.
- c. The illumination of signs must comply with relevant Australian Standards (including AS 4282-1997) and any other relevant standards and guidelines (e.g. maximum luminance levels) considered appropriate by the local government.

5.6.2 Fixed variable content signs

- a. For the purpose of this policy, Figure 1 – Restriction areas for advertising devices visible from a state-controlled road other than a Freeway or Freeway standard road as provided in Appendix A – Device Restriction Areas of Main Roads Western Australia *Policy and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves* are adopted for the purposes of all public roads in the City of Joondalup. An excerpt of Figure 1 is provided in Schedule 3.
- b. Signs that can be viewed from conflict areas or device restriction areas of public roads shall be limited to permanently static displays only.
- c. Signs that can be viewed from public roads, outside of device restriction areas, may include variable message content; however, shall not include any animated, flashing, pulsing or chasing content.
- d. A road safety audit report will be required to be submitted as part of a development application for a sign with variable content that can be viewed from public roads with a posted speed limit greater than 50km/hr. This report is to demonstrate compliance with the device restriction zones and illuminated, variable digital and animated signage requirements as specified in Main Roads Western Australia's *Policy and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves* (as amended).
- e. Variable message signs shall:
 - Have a dwell duration of not less than 45 seconds.

- Have a duration of transition between the full display of one message and the full display of the next message shall not exceed 0.1 seconds.
 - Not include transitional effects which fly-in, slide, checker-box, flash, pulsate or chase.
 - Limit the amount of wording/text displayed at any one time so there is no sequencing or successive messages that extend the time taken to read the display.
 - Not include any content that could be perceived to be providing public safety instructions to road users.
- f. Variable content signs must not include fluorescent, reflective or retro reflective colours.
- g. Signs with variable content shall have a default setting that will display a dark, blank screen /sign face (except during repair) if a malfunction occurs.
- h. Where signs can be viewed from a public road, the letter size and legibility of text shall conform to the guidelines set out in Austroads' *Guide to Traffic Management Part 10: Transport Control – Types of Devices*.

5.6.3 Animated content signs

- a. Animated content signs shall:
- face or be within a public space;
 - have a viewing area designed and intended for pedestrians to linger for an extended period of time;
 - be oriented for viewing within the public space and not from adjacent streets
 - not be visible from public roads;
 - enhance the visual quality of the public space;
 - be compatible with the desired character of the public space and enhance its activation;
 - be secure from content tampering; and
 - have a default setting that will display a dark, blank screen /sign face (except during repair) if a malfunction occurs.

5.7 Other signs for which development approval is not required

- a. An application for development approval is not required to be made to the City of Joondalup where the sign complies with the following exemptions:
- i. a sign erected or maintained in accordance with an Act;
 - ii. a temporary hoarding sign used for the purposes of a property disposal sign or builders/construction sign with a maximum width of 2 metres, maximum sign height of 1 metre, and maximum post height of 1.2 metres, to be removed within 10 days of closure or sale of the property, or completion of building works.

- iii. a plate not exceeding 0.2m² in area erected or affixed on the street alignment or between that alignment and the building line to indicate the name and occupation or profession of the occupier of the premises;
 - iv. a direction sign;
 - v. a sign used solely for the direction and control of people, animals or vehicles or to indicate the name or street number of a premises, if the area of the sign does not exceed 0.2m²;
 - vi. a sign within a building unless:
 - it is clearly visible from a public place outside the building;
 - it is exempted under any other paragraph of this section; or
 - it is considered objectionable by the local government;
 - vii. a sign not larger than 0.6m x 0.9m on an advertising pillar or panel approved by or with the consent of the local government for the purpose of displaying public notices for information;
 - viii. a building name sign on any building, where it is of a single line of letters not exceeding 300mm in height, fixed to the facade of the building;
 - ix. newspaper or magazine posters, provided they are displayed against the outside wall of the business premises from which the newspapers or magazines are sold;
 - x. a rural producer's sign which is the only sign on the lot on which it is erected;
 - xi. a sign erected by the local government, or with the approval of the local government, on land under the care, control and management of the local government;
 - xii. a sign erected and maintained on street furniture, bus shelters or seats in accordance with the terms and conditions of a contract between the local government and the company responsible for those signs;
 - xiii. a maximum of 4 garage sale signs, each not greater than 0.25m², advertising the sale of second hand domestic goods in domestic quantities, not being part of a business, trade or profession and only being displayed on the day of the sale and on no more than 2 occasions for the same lot in each 6 month period;
 - xiv. a sign painted on a kerb, adjacent to a property depicting the house number and in accordance with specifications approved by the local government.
 - xv. a sign erected by the local government for the purpose of:
 - encouraging participation in voting (but not in favour of any candidate, political party, group or thing) at a local government election, provided that the signs are erected no more than 5 weeks prior to the election; or
 - indicating the name and location of a polling place for an election.
- b. The advertising devices exempted in (a) above exclude signs which contain any illumination or radio; animation or movement in its design or structure; reflective; retro-reflective or fluorescent materials in its design or structure.

5.8 Temporary use of portable illuminated variable message boards

- a. The temporary use of a portable illuminated variable message board in service commercial localities for a period of up to 14 days once per year may be agreed through application of clause 61(1)(f) of the deemed provisions of the *Planning and Development (Local Planning Schemes) Regulations 2015*, where:
- i. There is a maximum of one (1) per green title lot at any one time
 - ii. It is operated so as to not cause nuisance by way of light spill to neighbouring properties
 - iii. It is removed within 24 hours following the event or offer
 - iv. It is located within the boundaries of the lot
 - v. It is positioned so that it does not occupy more than one (1) car parking bay
 - vi. It is located outside of any area required for vehicle manoeuvring, or visual sightlines
 - vii. It does not impede pedestrian access to and from the property
 - viii. It does not contain any pictorial displays, symbols, colours or text that appears to replicate any regulatory or warning traffic control sign or device, including traffic signals;
 - ix. It does not create visual conflict with traffic signals (foreground or background) or temporary roadwork signage;
 - x. It will not unduly distract drivers due to its display, location, content, movement or rotation, frequency or flashing, brightness or luminance.
 - xi. Where it can be viewed from a public road, the letter size and legibility of conforms to the guidelines set out in Austroads' Guide to Traffic Management Part 10: Transport Control – Types of Devices.
 - xii. A formal request is received, and a letter is issued from the City approving the temporary nature of the portable illuminated variable message board, and its period of use.

Note: Clause 5.8 (a)(xii) above does not apply if the portable illuminated variable message board is in place for less than 48 hours in any 12 month period.

5.9 Supporting information

- a. A signage strategy will be required to be submitted with any application for development approval for:
 - New buildings and additions creating multiple tenancies are proposed; and
 - Signs that do not comply with the standards specified in this policy, or for which standards are not provided by this policy.
- b. The strategy should explain and demonstrate the need for the extent and design of signs proposed, having regard to the objectives and design principles of this policy and should seek to integrate the signage with the building design, particularly through the provision of signage panels within the building facades.
- c. Once approved, all subsequent sign applications will be assessed against previously approved signage strategies. Modifications to the signage strategy to permit additional signage will be subject to a further approval and will need to be further justified.

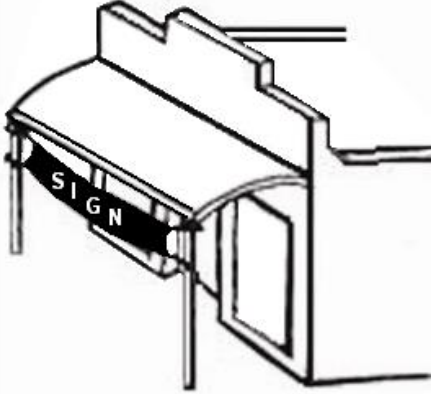
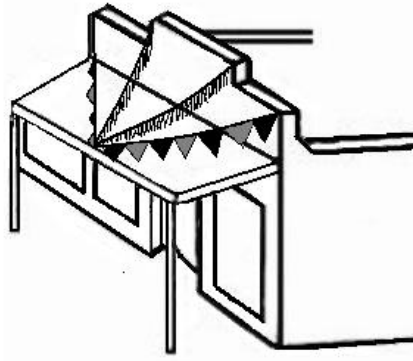


Creation Date:


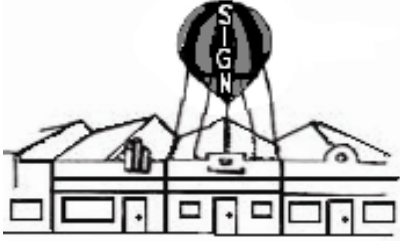
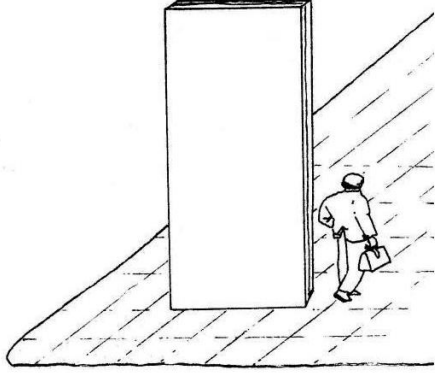
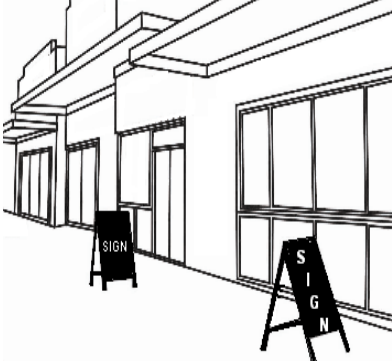
Amendments: Nil

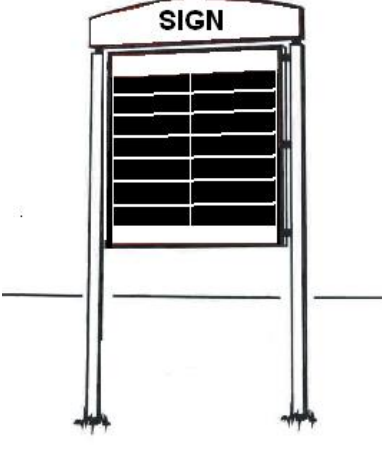
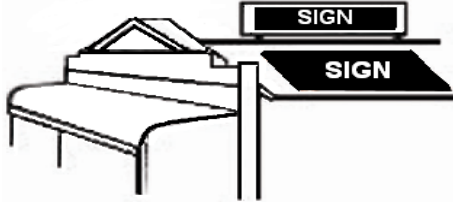

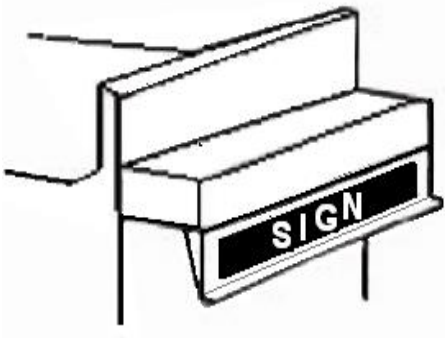
Related Documentation:



- *Local Planning Scheme No. 3*
- *Local Government and Public Property Local Law 2014*

Schedule 1 – Sign typologies

Type of Sign	
<p>Banner Sign</p> <p>A banner sign is a temporary sign normally made of a lightweight, non-rigid material, such as fabric, canvas or cloth attached to a part of a building and is generally used to promote a particular event.</p>	 <p>A line drawing showing a banner sign with the word 'SIGN' written on it, attached to the side of a building. The banner is supported by a metal frame that extends from the building.</p>
<p>Bunting</p> <p>A bunting is an advertising device that is made from strips of material used for decorative purposes or to highlight a location.</p>	 <p>A line drawing showing a bunting sign consisting of a series of triangular flags attached to a horizontal bar, which is mounted on the side of a building.</p>
<p>Freestanding Banner Sign</p> <p>A freestanding banner sign is an advertising device made from lightweight material attached to a pole weighted to the ground. Freestanding banner signs come in a variety of shapes and may be referred to as 'Bali', 'Teardrop', 'Blade' or 'Wing' signs.</p>	 <p>A line drawing showing two freestanding banner signs. One is a vertical sign with the word 'SIGN' written vertically, and the other is a horizontal sign with the word 'SIGN' written horizontally. Both are supported by poles.</p>
<p>Hoarding Sign</p> <p>A sign which is affixed to a fence or structure having one or more supports, other than a pylon sign,. Typically, a hoarding sign's horizontal dimension is greater than its vertical dimension. Hoarding signs may include property disposal signs, builders signs, display home signs and estate signs.</p>	 <p>A line drawing showing a hoarding sign with the word 'SIGN' written on it, attached to a fence. The fence is supported by several posts. There are some tools and materials on the ground in front of the fence.</p>

Type of Sign	
<p>Portable Illuminated Variable Message Board Sign</p> <p>A variable message board (VMB) sign mounted on a trailer that can be altered to make various words and messages which may constantly change. Does not include small variable message panels included in pylon or monolith signs (e.g. service station price point panels).</p>	
<p>Inflatable Sign</p> <p>An inflatable sign is a sign that is painted, stencilled or attached to an inflatable device such as a balloon, and includes the inflatable device itself.</p>	
<p>Monolith Sign</p> <p>A monolith sign is in-filled from ground level to the top of the sign and appears as a solid structure where the supporting columns cannot be seen.</p>	
<p>Portable Sign</p> <p>A portable sign is not permanently attached to a building, structure, fence or the ground. Portable signs include 'A-frame' and 'sandwich board' signs.</p>	

Type of Sign	
<p>Pylon Sign</p> <p>A pylon sign means a sign supported on one or more poles and not attached to a building and includes a detached sign framework, supported on one or more poles to which sign infills may be added.</p>	
<p>Roof Sign</p> <p>A roof sign is a sign that is erected or painted directly on the roof of a building or attached to the top of a parapet wall of a building.</p>	
<p>Semaphore Sign</p> <p>A semaphore sign is a sign that is affixed to a building or structure at or by one of its ends</p>	
<p>Verandah Sign</p> <p>A verandah sign is a sign affixed on, above or under a verandah and includes a sign that is affixed to cantilevered awnings and balconies.</p>	

Type of Sign	
<p>Wall Sign</p> <p>A wall sign is a sign attached to or painted directly onto the external face of a building. A wall sign includes a sign located on support pillars and columns, parapets and fascia.</p>	
<p>Window Sign</p> <p>A window sign is a sign painted or affixed to either the interior or exterior surface of the glazed area of a window.</p>	

Schedule 2 – Measuring signs

In determining the size of a sign, the measurements are taken as the greatest horizontal dimension (width) multiplied by the greatest vertical dimension (height), excluding any support structures (see Figure 1 for example). Clearance is measured from the finished ground level to the sign directly above.

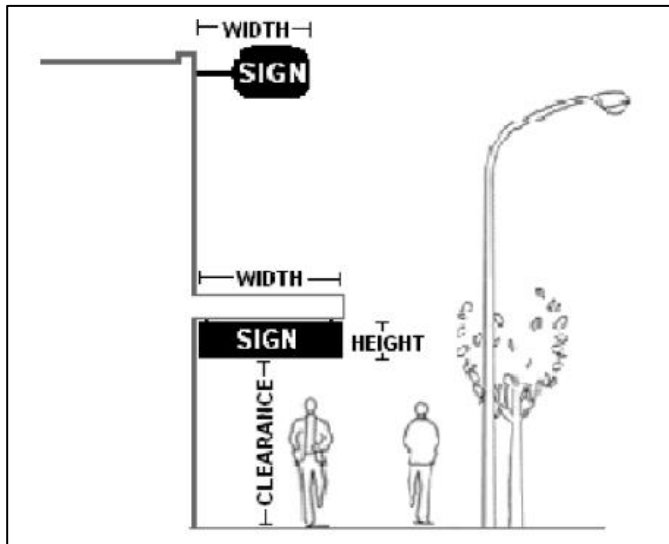
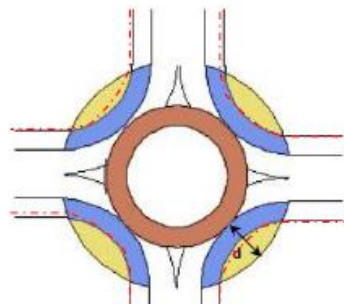
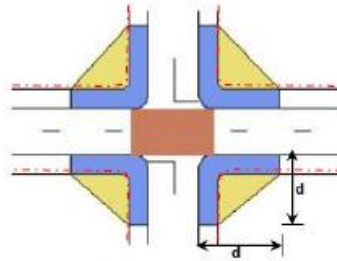


Figure 1. Example of measurements for signage

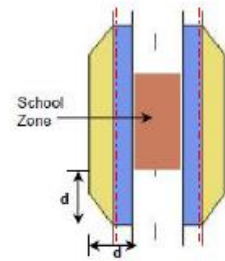
Schedule 3 – Excerpt from Appendix A – Device Restriction Areas of Main Roads Western Australia Policy and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves



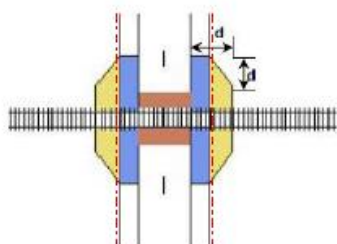
1. Roundabout



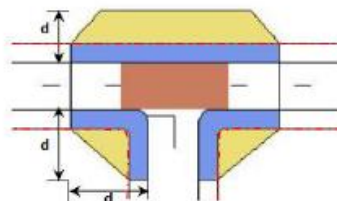
2. Cross Road



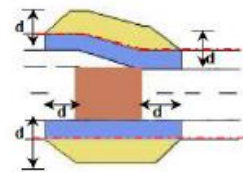
3. School Zone



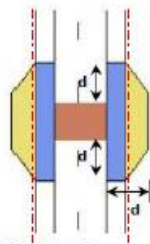
4. Railway Crossing



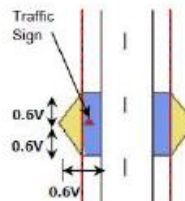
5. 'T' Intersection



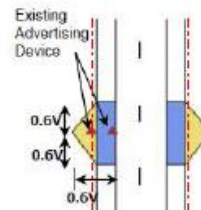
6. Terminating Lane



7. Mid-block Pedestrian crossing



8. Traffic Sign



9. Other Advertising Sign (within or outside the road reserve)



Conflict Area – Area where conflicts may occur with other road users.



Device Restriction Area – Within the road reserve.



Device Restriction Area – Outside the road reserve. Subject to Local Government control and enforcement.

d Device Restriction Distance (m) (refer to Table 3.1).

0.6V Device Restriction Distance (m) (refer to Table 3.1).

--- Property boundary.

ADVERTISEMENTS LOCAL PLANNING POLICY – COMMUNITY CONSULTATION SUBMISSIONS		
Policy element	Summary of Submitters Comment	City Comment
3. Definitions	<ul style="list-style-type: none"> Pedestrian access should be clearly defined, with a minimum width added in line with Access to Premises Guidelines so that people with mobility aids are not blocked by advertisements. 	<ul style="list-style-type: none"> Agree. Inclusion of a definition and minimum dimensions would provide benefit and certainty to maintain pedestrian access. A modification to define minimum dimensions for retention of safe pedestrian access is recommended based on <i>Australian Standard AS1428.1 Design for Access and Mobility</i>.
5.8 Temporary Use of portable illuminated variable message boards	<ul style="list-style-type: none"> The use of advertising with portable VMS devices is an eyesore and significant distraction for drivers. Use of portable VMS should be prevented except for the exemptions relating to traffic management and occasional not for profit charity events. 	<ul style="list-style-type: none"> The existing temporary works exemption, included within state-wide deemed provisions of all local planning schemes, would operate to permit the temporary use of portable signs for up to 48 hours, once per year, without any consideration for their location to manage traffic and amenity impacts. By including additional policy guidance, the City is able to encourage the safe use and display of these signs under the temporary works exemption, therefore improving safety and amenity outcomes.
5.6.1 Illuminated signs	<ul style="list-style-type: none"> Greater controls are required to address impact of illuminated signs in local centres on nearby residences. 	<ul style="list-style-type: none"> Policy standards for illuminated signs do not allow illuminated signs within residential areas, defined as neighbourhood localities by the policy. The policy refers to appropriate standards and guidelines which will enable the City to consider and address potential implications of light spill from illuminated signs into adjacent residences on a site by site basis, considering the specific elements of an individual proposal and its setting.
Portable signs in neighbourhood localities <ul style="list-style-type: none"> 5.2.2 – Prohibited Signs 	<ul style="list-style-type: none"> Small businesses operating from residential properties should be allowed to use small portable signs, as small wall mounted signs may be concealed by landscaping and may not be effective. 	<ul style="list-style-type: none"> Portable signs in residential areas would most likely be placed within the verge; this is prohibited by the local law and would not be influenced by a change to the local planning policy. The high level of residential amenity of neighbourhood localities justifies increased control of business signage within these areas.
Bunting <ul style="list-style-type: none"> 5.2.2 – Prohibited Signs (neighbourhood localities) 5.3.3 – Prohibited Signs (activity centre localities) 5.4.3 Prohibited Signs (commercial localities) 	<ul style="list-style-type: none"> Bunting should be prohibited in all parts of the City. 	<ul style="list-style-type: none"> The amenity implications of bunting can be considered on a site by site basis against the design principles of the policy; it is not considered that all forms of bunting would be inconsistent with design principles. Therefore, bunting should not be prohibited in all situations.
Roof signs <ul style="list-style-type: none"> 5.3.2 Development approval required 	<ul style="list-style-type: none"> Rooftop signage should not be allowed in the City. Policy requirement should be revised to remove reference to roof signs complementing the architecture of the building; roof signs should only be part of the building or match (not complement) architecture. Concerned that allowing roof signs within the Joondalup Activity Centre will result in roof signs being used in other activity centres in future - prefer current policy restriction. Query policy provision that roof signs are to only display building name and logo, and not include advertising content on the basis that logos and business names are advertising. 	<ul style="list-style-type: none"> The form and function of roof signs are consistent with the design and vibrancy of a city centre. The policy will not allow or have any relevance to roof signs in industrial, service commercial, or local activity centre areas, within which the policy continues to prohibit this form of signage. A modification to the policy confirming that roof signs are prohibited outside of the Joondalup City Centre is recommended to address the concerns raised in submissions, with “roof signs located in any area outside of the City Centre precinct of the Joondalup Activity Centre” to be listed within 5.3.3 Prohibited signs. A modification is recommend to change the draft wording of “To display business or building name and logo only, and not include any advertising content.” to “To display business or building name and logo only, and not include any other advertising content”.

<p>Design principle xiii include legible address information to assist with customer wayfinding</p>	<ul style="list-style-type: none"> • Requirement for street numbers on signs should be mandated as it is difficult to locate businesses in some commercial areas. • This requirement should be mandated for: <ul style="list-style-type: none"> ○ Monolith Sign ○ Pylon Sign ○ Semaphore Sign ○ Verandah Sign ○ Wall Sign 	<ul style="list-style-type: none"> • The City cannot regulate or mandate the content of signs. • The State Government has introduced additional exemptions for development approval into state-wide deemed provisions of all local planning schemes, which would allow the content of signs to be changed without need for approval. As the content of signs will not need approval to change, the City will be unable to enforce content elements, including street numbers.
<p>Additional exemptions from development approvals.</p>	<ul style="list-style-type: none"> • Disagree that providing more exemptions will result in less signage and concerned that additional exemptions will encourage more signs across the City. • Question that an exempt, non-compliant sign would need to demonstrate compliance via a development approval application. • It is acknowledged that the draft Policy seeks to introduce additional exemptions from the requirement to obtain development approval for certain forms of signage within Activity Centre Localities. This aspect of the draft Policy is supported, as it will reduce red tape for businesses within the City. 	<ul style="list-style-type: none"> • The policy provides an exemption for signs that would currently be approved without the need for exercise of judgement because they meet deemed-to-comply standards. • The development approval process results in time and costs to local businesses and is not warranted for signs that are deemed-to-comply and do not require any discretionary assessment against design principles. • A sign that does not comply with the development standards is not an exempt sign. The exemption is only applicable to a sign that complies with the development standards. If a sign does not comply, it is not exempt and therefore requires development approval and would be assessed against locality specific objectives, policy objectives, and design principles of the policy. The development standards for exempt signs would not form part of the discretionary assessment.
<p>Development standards</p> <p>5.2 Neighbourhood localities</p> <p>5.2.1 Development approval not required</p> <p>5.3 Activity centre localities</p> <p>5.3.1 Development approval not required</p> <p>5.4 Service commercial localities</p> <p>5.4.1 Development approval not required</p>	<ul style="list-style-type: none"> • An additional development standard should be introduced for all exempt signs: “satisfy the Design Principles detailed in 5.5” to very clearly spell out that the Design Principles listed are being met. 	<ul style="list-style-type: none"> • Design principles are discretionary objectives, and therefore are not appropriate as the basis for determining exempt signs. • The development standards provide a deemed-to-comply pathway against the design principles.
<p>Illuminated, Variable and Animated Content Signs</p>	<ul style="list-style-type: none"> • Recommend reconsidering the application of the MRWA Guidelines to local road reserves within the City and drafting a set of contextually appropriate provisions for digital signage adjacent local road reserves in consultation with a qualified traffic consultant. • Suggest that the MRWA Guidelines are intended to apply to signage on or visible from major State-controlled roads only, where traffic volumes are high and there is an increased risk of driver distraction, beyond what would be expected for the majority of local road reserves. This would result in a policy position for local road reserves that is highly conservative and unduly onerous, resulting in unnecessary restrictions on businesses being able to take advantage of contemporary forms of digital advertising. • The provisions of the draft Policy in relation to ‘animated’ content are considered acceptable, as are the general amenity considerations related to light spill and avoiding impacts on residential zoned land. 	<ul style="list-style-type: none"> • The MRWA Guidelines include elements for roads of speeds less than 50km/hr, therefore clearly contemplate situations of lesser volume and speed. • Many local roads within the City share the volume and speed characteristics of state-controlled roads. • The policy stance is considered appropriate, particularly as it can be applied with discretion based on road safety audits. • Modifications to the policy to provide greater guidance around situations where the City would be unlikely to apply discretion are recommended. • Agree that a sliding scale for minimum dwell times, in accordance with the MRWA Guidelines, is appropriate for inclusion in the policy and modification is recommended.

	<ul style="list-style-type: none"> Suggest that the specified minimum dwell time conflicts with the MRWA Guidelines, and that a sliding scale should be adopted, corresponding to the guidelines, with minimum dwell times that vary based on the applicable road speed environment. 	
Third Party Advertising Content	<ul style="list-style-type: none"> Reconsider the blanket presumption against third party advertising and drafting a set of provisions that supports the establishment of third party advertising signs within Activity Centre Localities, subject to appropriate location and design. Suggest that blanket provisions of the draft Policy fail to acknowledge the potential benefits of third party digital advertising in activating spaces and facilitating communication channels with the local community in a vibrant and engaging manner, when developed in appropriate locations and circumstances, such as <ul style="list-style-type: none"> Roadside digital advertising devices in Activity Centre Localities (particularly the Joondalup Activity Centre Plan (ACP) area) where there will be no undue impact on the amenity of the locality, with a particular focus on activating blank facades where opportunities for traditional retail or commercial activation are limited; and Signs facing or within a public space in Activity Centre Localities. 	<ul style="list-style-type: none"> The policy does not include a blanket presumption against third party advertising; relevant design principles are: <ol style="list-style-type: none"> be located on land to which they relate and only advertise goods or services that relate to the land use of the site; be commensurate with the realistic commercial need for such advertising, and not be superfluous or unnecessary by virtue of colours, height, prominence, visual impact, size, relevance to the premises on which they are located, number and content; These principles are aligned with the overarching policy statement that “appropriate advertising in the City of Joondalup provides benefit to local business and the community, whilst maintaining the amenity and safety of places, thoroughfares, and localities”. The principles provide flexibility and acknowledge that some third party advertising is necessary for the commercial operations of local businesses. However, the principles reasonably require that advertising maintains relevance to the premises as commercial scale, for-profit advertising by commercial advertisers is not considered to be aligned with the policy statement. It is noted that where proposed third party advertising does not have relevance to the approved land use of a site, the use would require approval in addition to any sign. As an unlisted use of “advertising”, any application would be considered against the objectives of the relevant zone, and all relevant local planning policies. The City is preparing a Place Activation Plan for the core of the Joondalup City Centre, which will consider opportunities for activating public spaces, including public art opportunities. The City maintains agreements with advertisers for appropriate levels of public advertising in public places to enable community communications through this medium.
Policy Implementation	<ul style="list-style-type: none"> Query if building licences are required for exempt signs, and concerned that this may raise issues where a building licence has to address a sign that has not been formally assessed as compliant. 	<ul style="list-style-type: none"> Some signs exempt from development approval will be subject to building licences. The City has existing protocols in place to manage the administration of these processes. An applicant has the opportunity at any time to obtain written planning advice from the City’s planners regarding a development’s compliance with planning policy and development standards.
Compliance matters	<ul style="list-style-type: none"> The City should put greater effort into enforcing the removal of non-compliant signs, including imposition of fines. The City does not proactively ensure compliance, and relies on residents, ratepayers and businesses to report to the City signage that appears to be non-compliant. Any company supplying and/or erecting an “exempt” sign, which is subsequently found to be non-compliant should be fined and banned from doing any such future work within the municipality and the non-compliant sign either removed or modified to be made compliant. Recommend that exempt signs are registered with the City (through use of a proforma) to assist with compliance. 	<ul style="list-style-type: none"> How the City manages compliance matters is not a matter for the local planning policy. If a complaint is received, the City can determine if a sign or development is exempt or has approval. A register for exempt development would be an unnecessary administrative burden.
Local law considerations	<ul style="list-style-type: none"> Concerns regarding advertising signs on verges and within roundabouts. 	<ul style="list-style-type: none"> This is a matter for the local law. This form of signage is not regulated by the local planning policy.

- Object to the introduction of Illuminated Commercial Signage, associated with street names, within road reserves.

Advertisements Local Planning Policy

Responsible Directorate: Planning and Community Development

Objectives:

- To provide guidance on the design and placement of advertisements located within the City of Joondalup.
- To encourage advertisements that are well-designed, well-positioned and appropriate to their location, and maintain the visual quality, amenity, and character of the locality.
- To facilitate appropriate advertisements that are commensurate to the realistic needs of business.
- To ensure the safe and efficient use of roads from which advertisements are visible.
- To ensure advertisements are clear and efficient in communicating to the public and do not lead to visual clutter on and around buildings and within streetscapes and localities.

1. Authority:

This policy has been prepared in accordance with Schedule 2, Part 2 of the deemed provisions of the *Planning and Development (Local Planning Schemes) Regulations 2015* which allows the local government to prepare local planning policies relating to planning and development within the Scheme area.

Clause 61 (h) of the deemed provisions of the *Planning and Development (Local Planning Schemes) Regulations 2015* identifies that development approval is not required for:

- (h) *the erection or installation of a sign of a class specified in a local planning policy or local development plan that applies in respect of the sign unless the sign is to be erected or installed -*
- (i) *on a place included on a heritage list prepared in accordance with this Scheme; or*
 - (ii) *on land located within an area designated under this Scheme as a heritage area;*

This policy specifies the various classes of signs for which development approval is not required; in line with clause 61(1)(h)(i) and (ii) the exemptions set out in this policy are not applicable to heritage places and areas.

2. Application

This policy revokes the City of Joondalup *Signs Local Planning Policy*.

This policy applies to advertisements, including signs and other devices, located throughout the City of Joondalup.

The policy is to be read in conjunction with the *City of Joondalup Local Planning Scheme No. 3* (the scheme) and any relevant agreed structure plan. The provisions of agreed structure plans shall prevail over this policy to the extent of any inconsistency.

3. Definitions

The *Planning and Development (Local Planning Schemes) Regulations 2015* includes the following definition which is applicable to all advertising signs and devices:

advertisement means any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, that is used wholly or partly for the purposes of advertising, announcing or directing, and includes -

a) any hoarding or similar structure used, or adapted for use, for the display of advertisements; and

b) any airborne device anchored to any land or building used for the display of advertising; and

c) any vehicle or trailer or other similar object placed or located so as to serve the purpose of displaying advertising

Additional terms used in this policy are:

“business premises” means a green title or strata title lot, or a tenancy that comprises the physical location of a business operation.

“façade” means the external face of a constructed building viewed from a single elevation, comprising solid walls and including windows and enclosures to verandahs and balconies.

“pedestrian access” means a continuous accessible path of travel as defined by Australian Standard *AS1428.1 Design for Access and Mobility*, having a minimum width of one metre with no obstructions or intrusions, including signs and advertisements, on the minimum width.

“signage strategy” means an overall plan for the whole of the development site or area, showing the location, type, size and design of all existing and proposed signs, as well as the outline of any buildings, landscaping, car parking areas, vehicular access points etc.

Sign typologies referred to in this policy are defined in Schedule 1.

4. Statement

Appropriate advertising in the City of Joondalup provides benefit to local business and the community, whilst maintaining the amenity and safety of places, thoroughfares, and localities.

Advertisements are an important communication tool between local businesses and potential customers. To serve their function, the design, quality, and placement of signs should be fit-for-

purpose and facilitate effective visual communication that meets the needs of business and are suitable for their audience and context. Clarity of messaging for advertising is important and can be impacted by overwhelming visual environments as a result of proliferation of advertising signs and devices. The City has an expectation that advertisements are appropriate to their context, commensurate to the realistic needs of business, and integrate with the visual context of high amenity areas.

This policy operates to support business need for productive visibility whilst balancing the potential amenity and safety impacts of advertisements, taking into consideration the varied commercial functions and desired levels of visual amenity across varied localities of the City. The policy provides guidance on the extent and location of various forms of advertisements.

A sign may not be attached or erected on a property within the City unless all necessary approvals have been obtained in accordance with the scheme, local law and the provisions of this policy. Signs that are exempt from the requirement for development approval are listed in this policy.

5. Details:

5.1 Locality types and objectives

- a. Table 1 establishes specific localities and associated objectives as the basis for acceptable advertisements and the policy standards to be applied across the various zones of the scheme.

Table 1 – Locality types and objectives

Locality type	Locality objective	Applicable zones
Neighbourhood localities	Neighbourhood localities have a residential function. Advertising should be unobtrusive, reflecting the strong residential amenity of these areas.	<ul style="list-style-type: none"> • Joondalup Activity Centre: <ul style="list-style-type: none"> - Lakeside Residential precinct • Residential Zone • Rural Zone
Activity centre localities	These are high amenity areas that support a range of residential, retail and community purposes. Whilst advertising is a necessary part of commercial activity in these localities, a high standard of amenity requires that signs complement their mixed use and residential surrounds and are of a scale that improves pedestrian amenity and interest.	<ul style="list-style-type: none"> • Joondalup Activity Centre: <ul style="list-style-type: none"> - City Centre precinct - Learning and Innovation precinct - Health and Wellness precinct • Commercial zone • Centre zone • Mixed Use zone • Private Community Purpose zone
Service commercial localities	Service Commercial localities support a core commercial and business function. Whilst recognising the need for	<ul style="list-style-type: none"> • Joondalup Activity Centre:

	companies to advertise their goods and services, advertising should be effective, with messaging not compromised by proliferation of advertisements.	<ul style="list-style-type: none"> - Joondalup Edge precinct - Joondalup West precinct • Service Commercial Zone • Light Industry Zone
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5.2 Neighbourhood localities

5.2.1 Development approval not required

- a. Development approval is not required within neighbourhood localities for the advertisements listed in Table 2, where they:
 - are located on private land;
 - only advertise goods or services that relate to the land use of the site; and
 - do not include any illumination or radio; animation or movement; reflective; retro-reflective or fluorescent materials in their design or structure.
- b. If the conditions specified in Table 2 are not met, development approval will be required.

Table 2 – Signs for which development approval is not required in neighbourhood localities

Sign type	Conditions
Monolith signs used for the purpose of a display home sign	Maximum width 1m Maximum sign height 2m Located at least 15 metres from the intersecting point of corner truncations Located so as to not impede vehicle sightlines within the lot for access to and from the property
Wall sign	Maximum of 1 per business premises. 1.2m ² for a non-residential building 0.2m ² for a residential dwelling Does not extend beyond the top or any side of the wall Does not obscure architectural details

5.2.2 Prohibited signs

- a. All other signs are considered inconsistent with the objectives of neighbourhood localities and are not permitted, including:
 - Semaphore signs
 - Verandah signs
 - Window signs

- Banner signs
- Roof signs
- Portable signs
- Freestanding banner signs
- Pylon signs
- Inflatable signs
- Portable illuminated variable message sign, unless erected by or on behalf of a public utility or authority or for the purpose of temporary traffic management purposes for a period of less than 48 hours in any 12 month period or for the period outlined in a Traffic Management Plan approved by the City, or for use by not-for-profit organisations to promote significant community events.

5.3 Activity centre localities

5.3.1 Development approval not required

- Development approval is not required within activity centre localities for the advertisements listed in Table 3, where they:
 - are located on private land;
 - only advertise goods or services that relate to the land use of the site; and
 - do not include any LED or digital illumination; radio; animation or movement; reflective; retro-reflective or fluorescent materials in their design or structure.
- If the conditions specified in Table 3 are not met, development approval will be required.

Table 3 – Signs for which development approval is not required in activity centre localities

Sign type	Conditions
Semaphore sign	Maximum of 1 per business premises Maximum height 1.5m Maximum width 1.5m Minimum clearance 2.75m
Verandah sign	Maximum of 1 per business premises Maximum height 0.4m Maximum width 2.4m Minimum clearance 2.75m Does not extend above or beyond the width of the fascia, verandah, awning, or balcony Not located within 2m of another such sign on the fascia of the same verandah.

Sign type	Conditions
Window and wall signs	<p>In aggregate, to a maximum of 25% of the façade</p> <p>Wall signs are to:</p> <ul style="list-style-type: none"> • Be contained within signage panels within the building façade, if provided. • Not extend beyond the top or any side of the wall • Not obscure architectural details. <p>Window signs are to be:</p> <ul style="list-style-type: none"> • Maximum of 20% of the glazing
Portable sign	<p>Maximum of one portable sign per business premises, if there is no other free standing sign of any type erected on any street frontage that advertises the subject business.</p> <p>Maximum dimension of 1m, and maximum area of 1m²</p> <p>Has a maximum of 2 facing sides</p> <p>Is secured so as not to be moveable by wind or natural forces</p> <p>It is not obstructing any pedestrian or vehicle accessway</p> <p>It maintains pedestrian access to and within the property</p>
Banner sign	<p>Maximum of 1 per business premises</p> <p>Maximum height 1m</p> <p>Maximum width 4m</p> <p>Displayed for a maximum period of 21 days at a time, at no less than 3 monthly intervals</p> <p>To be removed within 24 hours following the event or offer</p> <p>To be securely fixed to a building or pole of sufficient size and strength to support the banner under all conditions</p> <p>To be erected within the boundaries of the lot and not to project beyond any lot boundary</p> <p>Do not impede vehicle sightlines for access to and from the property</p> <p>It maintains pedestrian access to and within the property</p> <p>Do not impede pedestrian access to and from the property</p> <p>A formal request is received, and a letter is issued from the City approving the temporary nature of the freestanding banner sign, and its period of use</p>
Freestanding banner sign	<p>Maximum of 2 per street frontage of the business premises</p> <p>Maximum height 5m</p> <p>Maximum width 1.2m</p> <p>Displayed for a maximum period of 21 days at a time, at no less than 3 monthly intervals</p> <p>To be removed within 24 hours following the event or offer</p> <p>To be securely fixed to a building or pole of sufficient size and strength to support the banner under all conditions</p> <p>To be erected within the boundaries of the lot and not to project beyond any lot boundary</p> <p>Do not impede vehicle sightlines for access to and from the property</p>

Sign type	Conditions
	<p data-bbox="639 241 1342 271">It maintains pedestrian access to and within the property</p> <p data-bbox="639 282 1366 311">Do not impede pedestrian access to and from the property</p> <p data-bbox="639 322 1437 416">A formal request is received and a letter is issued from the City approving the temporary nature of the freestanding banner sign, and its period of use</p>

5.3.2 Development approval required

- a. Development approval is required for advertisements listed in Table 4 within activity centre localities.
- b. All advertisements listed in Table 4 shall only advertise goods or services that relate to the land use of the site.
- c. Where an advertisement does not comply with the standards specified in Table 4, the applicant will be required to submit written justification for the non-compliance.

Table 4 – Signs for which development approval is required in activity centre localities

Sign type	Development standards
<p>Freestanding signs (including pylon signs, monolith signs, and hoarding signs)</p>	<p>A maximum of one free standing sign per Green Title lot per street frontage</p> <p>Single-tenancy pylon sign*:</p> <ul style="list-style-type: none"> • Maximum area 6m² • Maximum height 6m <p>Multi-tenancy pylon sign*:</p> <ul style="list-style-type: none"> • Maximum area 12m² • Maximum height 8m • Minimum clearance 2.75m <p>Monolith sign*:</p> <ul style="list-style-type: none"> • Maximum height 6m • Maximum width 2m <p>Hoarding sign:</p> <ul style="list-style-type: none"> • Maximum width 3m • Maximum sign height 2.5m • Maximum support/post height 1.2m <p>Located at least 15 metres from the intersecting point of corner truncations</p> <p>Located so as to not impede vehicle sightlines within the lot for access to and from the property</p> <p>Located so as to maintain pedestrian access to and within the property</p> <p>Where there are multiple tenancies, all signs are incorporated into 1 composite sign</p> <p>Any fixed variable message elements are to comply with relevant standards and design principles in section 5.5 and 5.6</p> <p><i>*Pylon and monolith signs are not permitted within the City Centre JACP, except along the eastern side of Joondalup Drive between Shenton Avenue and Collier Pass, and the southern side of Shenton Avenue between Joondalup Drive and McLarty Avenue</i></p>
<p>Roof sign</p>	<p>Located within the City Centre precinct of the Joondalup Activity Centre only.</p> <p>Must achieve a high degree of integration and compatibility with the form of the building that it is attached to.</p> <p>To appear as if it is part of the original building, or otherwise match or complement its architecture.</p> <p>Maximum vertical dimension equal to one tenth of the building's height, but not more than the combined height of two typical floors of the building.</p> <p>Only one roof sign or one wall sign at the top of the building shall be permitted per building elevation.</p> <p>The illumination of roof signs on buildings is encouraged in locations where it will add interest and vibrancy to the city's night skyline and will not adversely affect the amenity of occupants of nearby buildings.</p> <p>To display business or building name and logo only, and not include any other advertising content.</p>

Sign type	Development standards
All other advertisements not listed in 5.3.1 or 5.3.3	To comply with 5.5 and 5.6

5.3.3 Prohibited signs

- a. Signs considered inconsistent with the objectives of activity centre localities and are not permitted are:
- Small portable signs that are not consistent with the conditions specified in 5.3.2, Table 3
 - Inflatable signs
 - Roof signs located in any area outside of the City Centre precinct of the Joondalup Activity Centre.
 - Portable illuminated variable message sign, unless erected by or on behalf of a public utility or authority or for the purpose of temporary traffic management purposes for a period of less than 48 hours in any 12 month period or for the period outlined in a Traffic Management Plan approved by the City, or for use by not-for-profit organisations to promote significant community events.

5.4 Service commercial localities

5.4.1 Development approval not required

- a. Development approval is not required within service commercial localities for advertisements listed in Table 5, where they:
- are located on private land;
 - only advertise goods or services that relate to the land use of the site; and
 - do not include any LED or digital illumination; radio; animation or movement; reflective; retro-reflective or fluorescent materials in their design or structure.
- b. If the conditions specified in Table 5 are not met, development approval will be required.

Table 5 – Signs for which development approval is not required in service commercial localities

Sign type	Conditions
Semaphore sign	Maximum of 1 per business premises Maximum height 3m Maximum width 1.5m Minimum clearance 2.75m
Verandah sign	Maximum of 1 per business premises Maximum height 1m Maximum width 3m Minimum clearance 2.75m Does not extend above or beyond the width of the fascia, verandah, awning, or balcony Not located within 2m of another such sign on the fascia of the same verandah
Window and wall signs	In aggregate, to a maximum of 25% of the façade Wall signs are to: <ul style="list-style-type: none"> • Be contained within signage panels within the building façade, if provided. • Not extend beyond the top or any side of the wall • Not obscure architectural details. Window signs are to be: <ul style="list-style-type: none"> • Maximum of 25% of the glazing
Portable sign	Maximum of one portable sign per business premises Maximum dimension of 1m, and maximum area of 1m ² Has a maximum of 2 facing sides Is secured so as not to be moveable by wind or natural forces It is not obstructing any pedestrian or vehicle accessway It maintains pedestrian access to and within the property

Sign type	Conditions
Banner sign	<p>Maximum of 1 per business premises</p> <p>Maximum height 1m</p> <p>Maximum width 4m</p> <p>Displayed for a maximum period of 21 days at a time, at no less than 3 monthly intervals</p> <p>To be removed within 24 hours following the event or offer</p> <p>To be securely fixed to a building or pole of sufficient size and strength to support the banner under all conditions</p> <p>To be erected within the boundaries of the lot and not to project beyond any lot boundary</p> <p>Do not impede vehicle sightlines for access to and from the property</p> <p>It maintains pedestrian access to and within the property</p> <p>Do not impede pedestrian access to and from the property</p> <p>A formal request is received, and a letter is issued from the City approving the temporary nature of the banner sign, and its period of use.</p>
Freestanding banner sign	<p>Maximum of 2 per street frontage of the business premises</p> <p>Maximum height 5m</p> <p>Maximum width 1.2m</p> <p>Displayed for a maximum period of 21 days at a time, at no less than 3 monthly intervals</p> <p>To be removed within 24 hours following the event or offer</p> <p>To be securely fixed to a building or pole of sufficient size and strength to support the banner under all conditions</p> <p>To be erected within the boundaries of the lot and not to project beyond any lot boundary</p> <p>Do not impede vehicle sightlines for access to and from the property</p> <p>It maintains pedestrian access to and within the property</p> <p>Do not impede pedestrian access to and from the property</p> <p>A formal request is received, and a letter is issued from the City approving the temporary nature of the freestanding banner sign, and its period of use</p>

5.4.2 Development approval required

- a. Development approval is required for advertisements within service commercial localities listed in Table 6.
- b. All advertisements listed in Table 6 shall only advertise goods or services that relate to the land use of the site.
- c. Where an advertisement does not comply with the standards specified in Table 6, the applicant will be required to submit written justification for the non-compliance.

Table 6 – Signs for which development approval is required in service commercial localities

Sign type	Standards
<p>Freestanding signs</p> <p>(including pylon signs, monolith signs, and hoarding signs)</p>	<p>A maximum of one free standing sign per Green Title lot per street frontage</p> <p>Single-tenancy pylon sign:</p> <ul style="list-style-type: none"> • Maximum area 6m² • Maximum height 6m <p>Multi-tenancy pylon sign:</p> <ul style="list-style-type: none"> • Maximum area 12m² • Maximum height 8m • Minimum clearance 2.75m <p>Monolith sign:</p> <ul style="list-style-type: none"> • Maximum height 6m • Maximum width 2m <p>Hoarding sign:</p> <ul style="list-style-type: none"> • Maximum width 3m • Maximum sign height 2.5m • Maximum support/post height 1.2m • Not affixed to boundary wall or fence <p>Located at least 15 metres from the intersecting point of corner truncations</p> <p>Located so as to not impede vehicle sightlines within the lot for access to and from the property;</p> <p>Located so as to maintain pedestrian access to and within the property</p> <p>Where there are multiple tenancies, all signs are incorporated into 1 composite sign.</p> <p>Any fixed variable message elements are to comply with relevant standards and design principles in section 5.5 and 5.6</p>
<p>Inflatable signs</p>	<p>Maximum 7m diameter</p> <p>Maximum 9m height above roof ridge</p> <p>Displayed for a maximum period of 14 days at a time, at no less than 3 monthly intervals</p> <p>To be covered by General Liability Insurance, a copy of which is to be provided to the City.</p>
<p>All other advertisements not listed in 5.4.1 or 5.4.3</p>	<p>To be considered against 5.5 and 5.6</p>

5.4.3 Prohibited signs

- a. Signs considered inconsistent with the objectives of service commercial localities and are not permitted are:
 - Small portable signs that are not consistent with the conditions specified in 5.4.2, Table 6
 - Roof signs
 - Portable illuminated variable message sign, unless erected by or on behalf of a public utility or authority or for the purpose of temporary traffic management purposes for a period of less than 48 hours in any 12 month period or for the period outlined in a Traffic Management Plan approved by the City, or for use by not-for-profit organisations to promote significant community events.

5.5 Design Principles

- a. The following design principles relate to all signs located within the City and will be considered as part of the assessment of an application for development approval.

Advertising signs and devices should:

- i. maintain and complement the amenity of the locality within which they are sited, being compatible with the style, scale and character of the surrounding streetscape, and the predominant uses within the locality;
- ii. be sited and designed so as to ensure that any illumination, animation, movement, digital signage technology and/or changing context of the material displayed on the sign does not present light spill or any other detrimental impact on the amenity of neighbouring properties or the locality;
- iii. be located on land to which they relate and only advertise goods or services that relate to the land use of the site;
- iv. be commensurate with the realistic commercial need for such advertising, and not be superfluous or unnecessary by virtue of colours, height, prominence, visual impact, size, relevance to the premises on which they are located, number and content;
- v. be contained within the boundary of the lot on which they are situated and not located within a road reserve;
- vi. maintain visual and physical access to or from any door, window or fire escape;
- vii. achieve a high level of design quality and be comprised of durable materials that fit their purpose;
- viii. be compatible in scale and integrated with the architectural design of the building on which they are erected or adjacent to, having regard to the form, materials, finishes, colours and fenestration of the building/s;
- ix. utilise appropriately placed external lights that illuminate the whole or part of a building façade (including signs);
- x. not contain any obscene or vulgar material;

- xi. be located and designed so as to not present a hazard or be misleading to vehicles or pedestrians, maintaining visual sightlines required for safe vehicular access to and from properties;
- xii. be located and designed so as to not cause confusion with, or reduce the effectiveness of traffic control devices; and
- xiii. include legible address information to assist with customer wayfinding.

5.6 Illuminated, variable and animated content signs

5.6.1 Illuminated signs

- a. Illuminated signage is not considered appropriate within neighbourhood localities.
- b. Variable and animated content signs are to use low level illumination and be adjusted so the brightness levels do not exceed those of static signs in typical ambient light conditions, especially after dusk.
- c. The illumination of signs must comply with relevant Australian Standards (including AS 4282-1997) and any other relevant standards and guidelines (e.g. maximum luminance levels) considered appropriate by the local government.

5.6.2 Fixed variable content signs

- a. The City will consider that any visually unobstructed sign facing a public road within the stopping sight distance from the road edge as specified in Table 7 is visible from that public road.

Table 7 – Distance from road edge where the City will consider a sign is visible from a public road

Speed Limit (km/hr)	Distance
≤ 50	45 metres
60	65 metres
70	85 metres
80	110 metres
90	140 metres
100	170 metres

- b. Signs that are visible from public roads shall not include any animated, flashing, pulsing or chasing content
- c. A road safety audit report will be required to be submitted as part of a development application for a sign with variable content that is visible from public roads with a posted speed limit greater than 50km/hr. This report is to demonstrate compliance with the general safety and efficiency criteria for roadside advertising devices as specified in Main Roads Western Australia's

Policy and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves (as amended).

- d. Signs that are visible from public roads shall be limited to permanently static displays where:
- i. The immediate location has a number of accidents which qualifies it as a state or federal black spot location (see Note below);
 - ii. It is located within a device restriction area (see Note below) and presents potential to distract a driver at a critical time (high demand, decision making areas);
 - iii. It is in an area where there are several devices and the cumulative effective of those devices may be potentially hazardous or distracting; or
 - iv. It will in any way:
 - Interfere with the effectiveness of traffic control devices,
 - Obscure a driver's view, or
 - Imitate a traffic control device.

Notes:

The City can be contacted to confirm if a location has a number of accidents which would qualify it as a state or federal black spot location.

The City will determine device restriction areas for advertising devices visible from local roads according to the methodology set out in Main Roads Western Australia Policy and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves (as amended). An excerpt from Main Roads Western Australia Policy and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves that illustrates device restriction areas is provided in Schedule 3.

~~For the purpose of this policy, Figure 1 – Restriction areas for advertising devices visible from a state-controlled road other than a Freeway or Freeway standard road as provided in Appendix A – Device Restriction Areas of Main Roads Western Australia Policy and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves are adopted for the purposes of all public roads in the City of Joondalup. An excerpt of Figure 1 is provided in Schedule 3.~~

- ~~b. Signs that can be viewed from conflict areas or device restriction areas of public roads shall be limited to permanently static displays only.~~
- ~~c. Signs that can be viewed from public roads, outside of device restriction areas, may include variable message content; however, shall not include any animated, flashing, pulsing or chasing content.~~
- ~~d. A road safety audit report will be required to be submitted as part of a development application for a sign with variable content that can be viewed from~~

public roads with a posted speed limit greater than 50km/hr. This report is to demonstrate compliance with the device restriction zones and illuminated, variable digital and animated signage requirements as specified in Main Roads Western Australia's *Policy and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves* (as amended).

- e. Variable message signs that are visible from public roads shall:
- Have a dwell duration of not less than that specified in Table 8 45 seconds.
 - Have a duration of transition between the full display of one message and the full display of the next message shall not exceed 0.1 seconds.
 - Not include transitional effects which fly-in, slide, checker-box, flash, pulsate or chase.
 - Limit the amount of wording/text displayed at any one time so there is no sequencing or successive messages that extend the time taken to read the display.
 - Not include any content that could be perceived to be providing public safety instructions to road users.
 - Not include fluorescent, reflective or retro reflective colours.
 - Conform to the guidelines set out in Austroads' *Guide to Traffic Management Part 10: Transport Control – Types of Devices* with respect to letter size and legibility of text.

Table 8 – Minimum dwell durations for variable message signs visible from public roads

Speed Limit (km/hr)	Dwell time (seconds)
≤ 50	45
60	40
70	35
80	30
90	25

- f. Variable content signs must not include fluorescent, reflective or retro reflective colours.
- g. Signs with variable content shall have a default setting that will display a dark, blank screen /sign face (except during repair) if a malfunction occurs.
- h. Where signs can be viewed from a public road, the letter size and legibility of text shall conform to the guidelines set out in Austroads' *Guide to Traffic Management Part 10: Transport Control – Types of Devices*.

5.6.3 Animated content signs

- a. Animated content signs shall:

- face or be within a public space;
- have a viewing area designed and intended for pedestrians to linger for an extended period of time;
- be oriented for viewing within the public space and not from adjacent streets
- not be visible from public roads;
- enhance the visual quality of the public space;
- be compatible with the desired character of the public space and enhance its activation;
- be secure from content tampering; and
- have a default setting that will display a dark, blank screen /sign face (except during repair) if a malfunction occurs.

5.7 Other signs for which development approval is not required

- a. An application for development approval is not required to be made to the City of Joondalup where the sign complies with the following exemptions:
 - i. a sign erected or maintained in accordance with an Act;
 - ii. a temporary hoarding sign used for the purposes of a property disposal sign or builders/construction sign with a maximum width of 2 metres, maximum sign height of 1 metre, and maximum post height of 1.2 metres, to be removed within 10 days of closure or sale of the property, or completion of building works.
 - iii. a plate not exceeding 0.2m² in area erected or affixed on the street alignment or between that alignment and the building line to indicate the name and occupation or profession of the occupier of the premises;
 - iv. a direction sign;
 - v. a sign used solely for the direction and control of people, animals or vehicles or to indicate the name or street number of a premises, if the area of the sign does not exceed 0.2m²;
 - vi. a sign within a building unless:
 - it is clearly visible from a public place outside the building;
 - it is exempted under any other paragraph of this section; or
 - it is considered objectionable by the local government;
 - vii. a sign not larger than 0.6m x 0.9m on an advertising pillar or panel approved by or with the consent of the local government for the purpose of displaying public notices for information;
 - viii. a building name sign on any building, where it is of a single line of letters not exceeding 300mm in height, fixed to the facade of the building;
 - ix. newspaper or magazine posters, provided they are displayed against the outside wall of the business premises from which the newspapers or magazines are sold;
 - x. a rural producer's sign which is the only sign on the lot on which it is erected;

- xi. a sign erected by the local government, or with the approval of the local government, on land under the care, control and management of the local government;
 - xii. a sign erected and maintained on street furniture, bus shelters or seats in accordance with the terms and conditions of a contract between the local government and the company responsible for those signs;
 - xiii. a maximum of 4 garage sale signs, each not greater than 0.25m², advertising the sale of second hand domestic goods in domestic quantities, not being part of a business, trade or profession and only being displayed on the day of the sale and on no more than 2 occasions for the same lot in each 6 month period;
 - xiv. a sign painted on a kerb, adjacent to a property depicting the house number and in accordance with specifications approved by the local government.
 - xv. a sign erected by the local government for the purpose of:
 - encouraging participation in voting (but not in favour of any candidate, political party, group or thing) at a local government election, provided that the signs are erected no more than 5 weeks prior to the election; or
 - indicating the name and location of a polling place for an election.
- b. The advertising devices exempted in (a) above exclude signs which contain any illumination or radio; animation or movement in its design or structure; reflective; retro-reflective or fluorescent materials in its design or structure.

5.8 Temporary use of portable illuminated variable message boards

- a. The temporary use of a portable illuminated variable message board in service commercial localities for a period of up to 14 days once per year may be agreed through application of clause 61(1)(f) of the deemed provisions of the *Planning and Development (Local Planning Schemes) Regulations 2015*, where:
- i. There is a maximum of one (1) per green title lot at any one time
 - ii. It is operated so as to not cause nuisance by way of light spill to neighbouring properties
 - iii. It is removed within 24 hours following the event or offer
 - iv. It is located within the boundaries of the lot
 - v. It is positioned so that it does not occupy more than one (1) car parking bay
 - vi. It is located outside of any area required for vehicle manoeuvring, or visual sightlines
 - vii. It does not impede pedestrian access to and from the property
 - viii. It does not contain any pictorial displays, symbols, colours or text that appears to replicate any regulatory or warning traffic control sign or device, including traffic signals;
 - ix. It does not create visual conflict with traffic signals (foreground or background) or temporary roadwork signage;
 - x. It will not unduly distract drivers due to its display, location, content, movement or rotation, frequency or flashing, brightness or luminance.

- xi. Where it can be viewed from a public road, the letter size and legibility of conforms to the guidelines set out in Austroads' Guide to Traffic Management Part 10: Transport Control – Types of Devices.
- xii. A formal request is received, and a letter is issued from the City approving the temporary nature of the portable illuminated variable message board, and its period of use.

Note: Clause 5.8 (a)(xii) above does not apply if the portable illuminated variable message board is in place for less than 48 hours in any 12 month period.

5.9 Supporting information

- a. A signage strategy will be required to be submitted with any application for development approval for:
 - New buildings and additions creating multiple tenancies are proposed; and
 - Signs that do not comply with the standards specified in this policy, or for which standards are not provided by this policy.
- b. The strategy should explain and demonstrate the need for the extent and design of signs proposed, having regard to the objectives and design principles of this policy and should seek to integrate the signage with the building design, particularly through the provision of signage panels within the building facades.
- c. Once approved, all subsequent sign applications will be assessed against previously approved signage strategies. Modifications to the signage strategy to permit additional signage will be subject to a further approval and will need to be further justified.

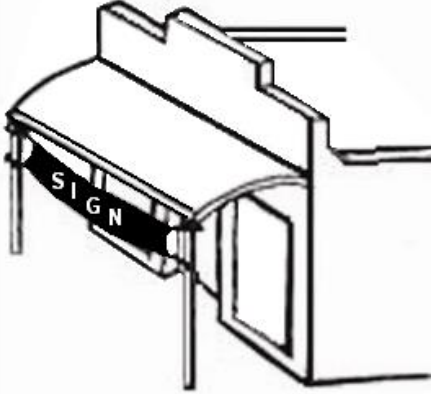
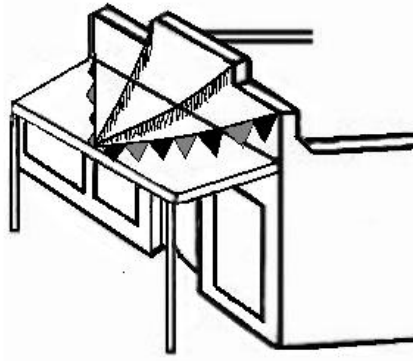


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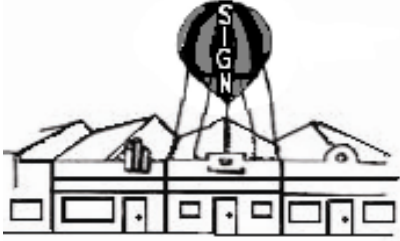
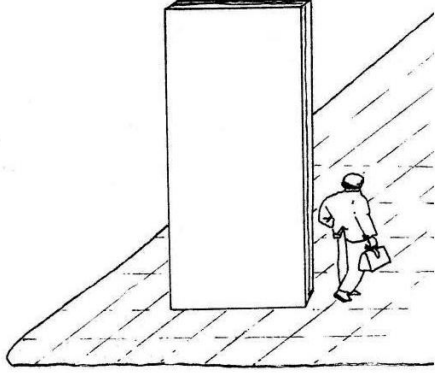
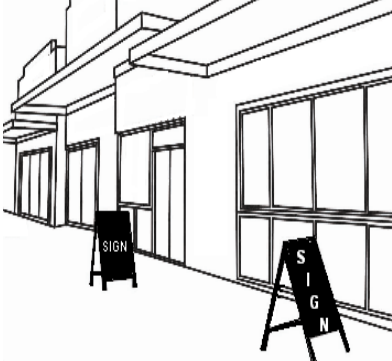
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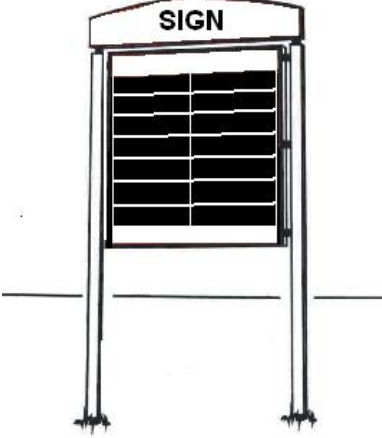


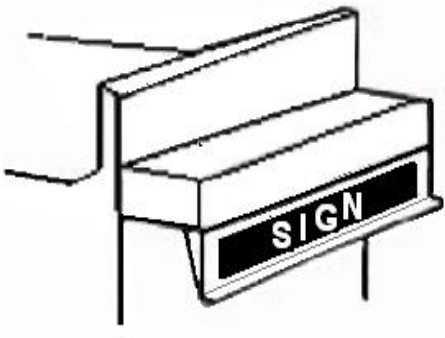
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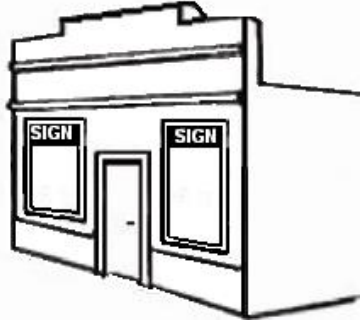
- *Local Planning Scheme No. 3*
- *Local Government and Public Property Local Law 2014*

Schedule 1 – Sign typologies

Type of Sign	
<p>Banner Sign</p> <p>A banner sign is a temporary sign normally made of a lightweight, non-rigid material, such as fabric, canvas or cloth attached to a part of a building and is generally used to promote a particular event.</p>	 <p>A line drawing showing a banner sign with the word 'SIGN' written on it, attached to the side of a building. The banner is supported by a metal frame that extends from the building and is held up by a post.</p>
<p>Bunting</p> <p>A bunting is an advertising device that is made from strips of material used for decorative purposes or to highlight a location.</p>	 <p>A line drawing showing a bunting sign, which consists of a series of triangular flags attached to a horizontal line, mounted on a building facade.</p>
<p>Freestanding Banner Sign</p> <p>A freestanding banner sign is an advertising device made from lightweight material attached to a pole weighted to the ground. Freestanding banner signs come in a variety of shapes and may be referred to as 'Bali', 'Teardrop', 'Blade' or 'Wing' signs.</p>	 <p>A line drawing showing two freestanding banner signs. One is a vertical sign with the word 'SIGN' written vertically, and the other is a horizontal sign with the word 'SIGN' written horizontally. Both are supported by poles weighted to the ground.</p>
<p>Hoarding Sign</p> <p>A sign which is affixed to a fence or structure having one or more supports, other than a pylon sign,. Typically, a hoarding sign's horizontal dimension is greater than its vertical dimension. Hoarding signs may include property disposal signs, builders signs, display home signs and estate signs.</p>	 <p>A line drawing showing a hoarding sign, which is a rectangular sign with the word 'SIGN' written on it, attached to a fence or structure. The sign is supported by a post.</p>

Type of Sign	
<p>Portable Illuminated Variable Message Board Sign</p> <p>A variable message board (VMB) sign mounted on a trailer that can be altered to make various words and messages which may constantly change. Does not include small variable message panels included in pylon or monolith signs (e.g. service station price point panels).</p>	
<p>Inflatable Sign</p> <p>An inflatable sign is a sign that is painted, stencilled or attached to an inflatable device such as a balloon, and includes the inflatable device itself.</p>	
<p>Monolith Sign</p> <p>A monolith sign is in-filled from ground level to the top of the sign and appears as a solid structure where the supporting columns cannot be seen.</p>	
<p>Portable Sign</p> <p>A portable sign is not permanently attached to a building, structure, fence or the ground. Portable signs include 'A-frame' and 'sandwich board' signs.</p>	

Type of Sign	
<p>Pylon Sign</p> <p>A pylon sign means a sign supported on one or more poles and not attached to a building and includes a detached sign framework, supported on one or more poles to which sign infills may be added.</p>	
<p>Roof Sign</p> <p>A roof sign is a sign that is erected or painted directly on the roof of a building or attached to the top of a parapet wall of a building.</p>	
<p>Semaphore Sign</p> <p>A semaphore sign is a sign that is affixed to a building or structure at or by one of its ends</p>	
<p>Verandah Sign</p> <p>A verandah sign is a sign affixed on, above or under a verandah and includes a sign that is affixed to cantilevered awnings and balconies.</p>	

Type of Sign	
<p>Wall Sign</p> <p>A wall sign is a sign attached to or painted directly onto the external face of a building. A wall sign includes a sign located on support pillars and columns, parapets and fascia.</p>	 A line drawing of a building facade. Several signs with the word 'SIGN' are attached to the roofline (parapets and fascia). One sign is vertical on a support pillar. The building has windows and a door.
<p>Window Sign</p> <p>A window sign is a sign painted or affixed to either the interior or exterior surface of the glazed area of a window.</p>	 A line drawing of a building facade. Two signs with the word 'SIGN' are placed in the windows. The building has a door and a roofline.

Schedule 2 – Measuring signs

In determining the size of a sign, the measurements are taken as the greatest horizontal dimension (width) multiplied by the greatest vertical dimension (height), excluding any support structures (see Figure 1 for example). Clearance is measured from the finished ground level to the sign directly above.

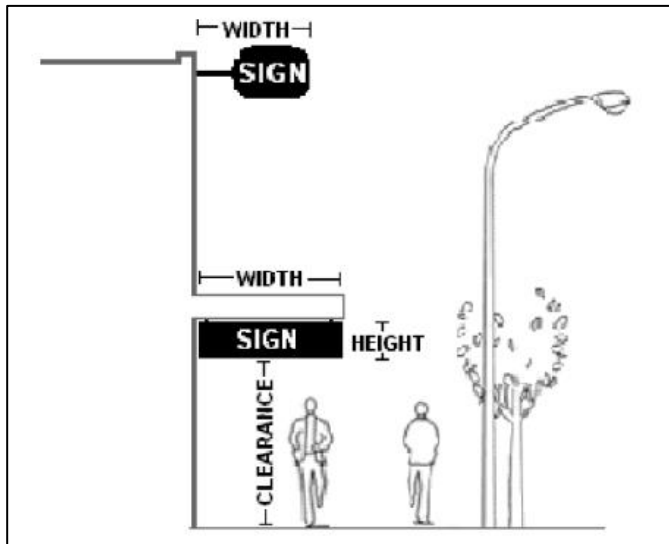
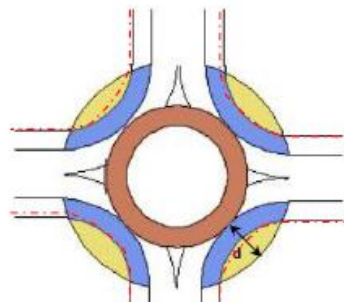
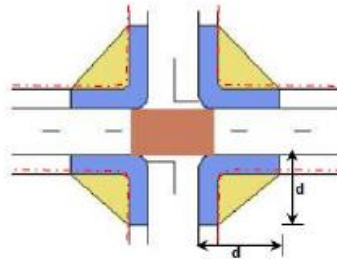


Figure 1. Example of measurements for signage

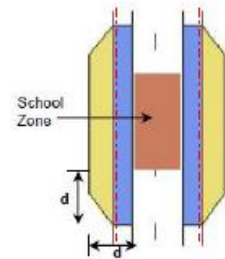
Schedule 3 – Excerpt from Appendix A – Device Restriction Areas of Main Roads Western Australia Policy and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves



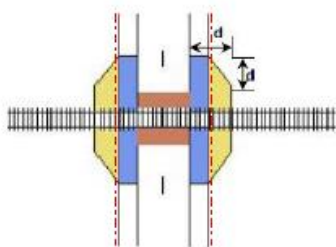
1. Roundabout



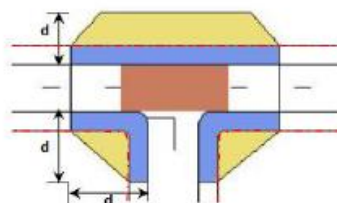
2. Cross Road



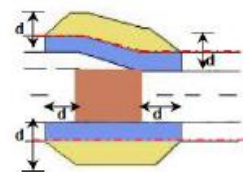
3. School Zone



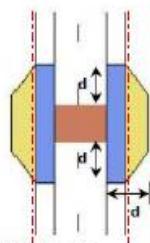
4. Railway Crossing



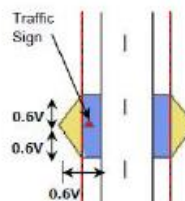
5. 'T' Intersection



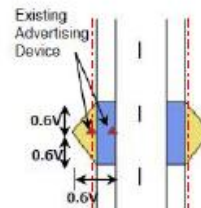
6. Terminating Lane



7. Mid-block Pedestrian crossing



8. Traffic Sign



9. Other Advertising Sign (within or outside the road reserve)



Conflict Area – Area where conflicts may occur with other road users.



Device Restriction Area – Within the road reserve.



Device Restriction Area – Outside the road reserve. Subject to Local Government control and enforcement.

d Device Restriction Distance (m) (refer to Table 3.1).

0.6V Device Restriction Distance (m) (refer to Table 3.1).

--- Property boundary.