



# LAKESIDE

**Application for Pylon Signage Approval** 

at na City

Lakeside Joondalup Shopping City

for

Armstrong Jones Management & ING Real Estate Joondalup BV

Prepared by Cameron Chisholm & Nicol (W.A.) Pty Ltd

This is a revised submission based on a deferred application dated August 2003

Lakeside Joondalup Shopping City is the major shopping centre and retail showpiece of the City of Joondalup, the new regional city destined to be second only to the Perth CBD in both size and variety, it is designated as 'Strategic, Regional Centre' under the Western Australian Planning Commission's Metropolitan Centres Policy. It has operated for over 10 years without major signage, and with increasing pressure from adjoining centres in the northern corridor, retail exposure of major tenants and promotion of the brand is considered critical to the development of Lakeside.

This revised application follows carefully considered research both from a retail and site planning perspective. It also includes detailed a cohesive proposal for signage, in keeping with the high quality urban elements currently creating its "sense of place".

### 2.0 PROPOSAL

it is proposed to install two illuminated pylon signs at locations indicated on the Signage Location Plan, namely SIGN 1 at Joondalup Drive and SIGN 2 at Grand Boulevard. (In lieu of the 7 signs contained in the previous August – 2003 submission)

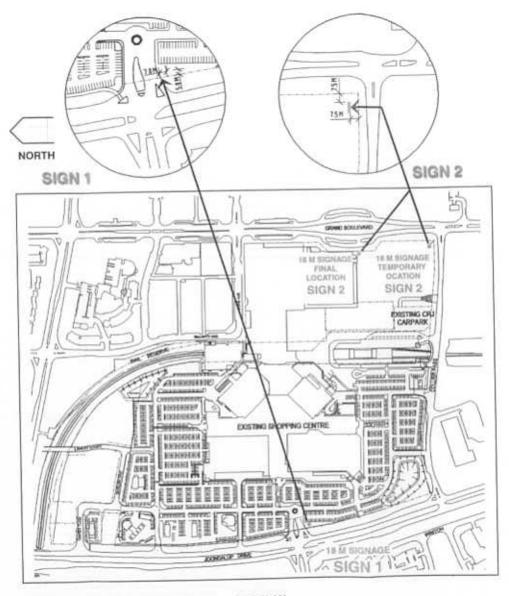
The proposed location on the corner of Grand Boulevard and Collier Pass is a temporary location, with the final permanent location being further north along Grand Boulevard in order to relate to the future development on the east side of the shopping centre.

Each pylon sign to be as follows:

- 18 M high internally illuminated
- 8 No. panels to include signs for the following current major tenants
  - p COLES
  - o K MART
  - o TARGET
  - WOOLWORTHS
  - GRAND CINEMAS

The remaining panels may be used for future major tenants.

Refer details on page 3

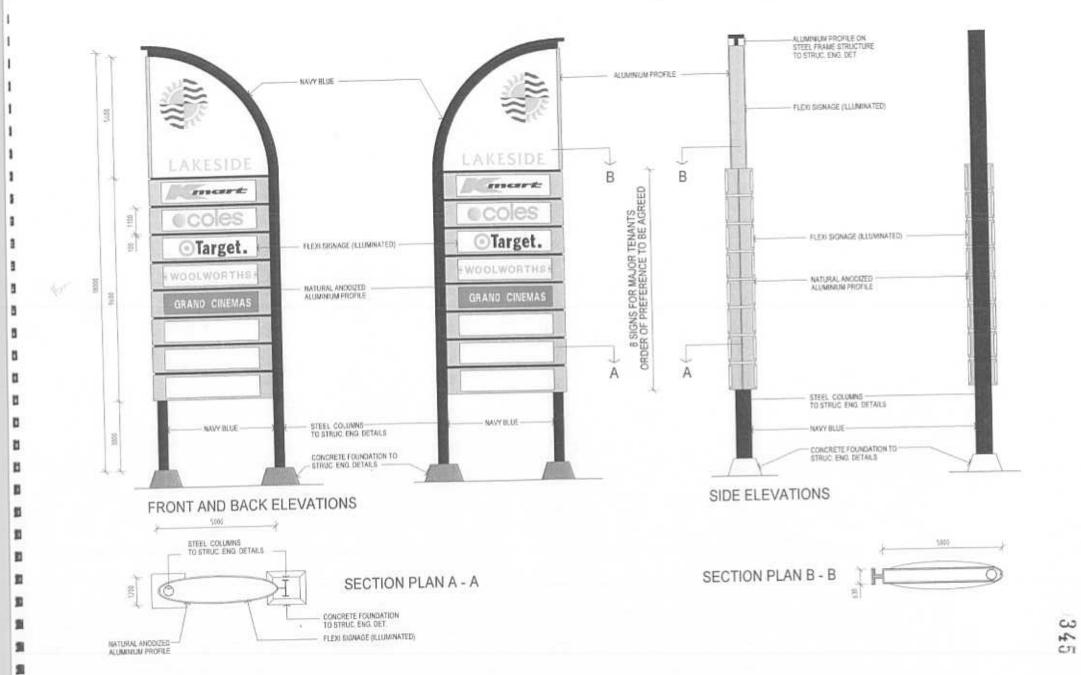


LAKESIDE JOONDALUP SHOPPING CITY - SITE PLAN

THIS PAGE AMENDED B" JULY CH SIGN LOCATED WITHIN BOUNDARY.

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P0311



P0311

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### COMMENTARY 3.0

The current signage policy is as set out below:

"Pylon signs are not permitted within Western Business District with the exception of Highway / Drive-In zone (refer A1.3), where 1 pylon sign per development site is allowable with a total maximum height of 6.0m. No single face of a Pylon Sign shall exceed 4.0m2 in total area."

This discriminates against major shopping centres that rely upon and compete against other centres with pylon exposure for major tenants. The size of signs at these centres are more in keeping with this application for Lakeside as can be seen from the following examples. Refer Photographs on pages 5 to 7 inclusive.

The site is extensive in size, complex in shape with many separate entries.

To limit the number of signs to one per development site is not in the interests of the patrons of the centre as clear orientation and annoucement of major tenant locations is a critical factor for the local and regional community, and can have a significant impact on the traffic flow on surrounding roads leading to the Joondalup CBD.

### SUMMARY 4.0

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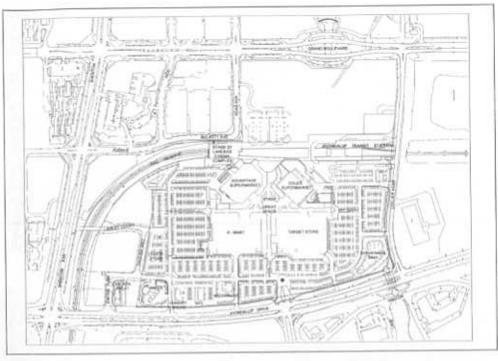
The current signage policy does not allow any flexibility for major retail centres to maximize the potential for signage to their extensive boundaries and entry points.

The policy is penalising Lakeside's ability to compete with nearby centres and the recently completed extensions to Whitford City.

The proposal for signage at Lakeside in terms of size is comparable with other shopping centres. The signs are located at the perimeter to minimize any visual 'clutter' Refer images on pages 8 to 12 inclusive.

It is imperative that Joondalup's prime retail site is provided with the opportunity to compete equally with its competitors, with this signage design proposed located in logical strategic locations.

We look forward to Council's favourable consideration of this application and a positive outcome to benefit patrons, ratepayers and tenants alike.





LAKESIDE JOONDALUP SHOPPING CITY - SITE PLAN

# WHITFORD CITY

### 3 PYLON SIGNS

(A)	WOOLWORTHS / BIG W -	16M	APPROX.
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(B) WHITFORD CITY - 19M APPROX.

(C) TARGET - 14M APPROX.



(A)



(B) WHITFORDS AVENUE



(C)

347

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**H** H

# SITE COMPARISONS

CURRAMBINE (CITY OF JOONDALUP)
12m high Pylon Sign

KINGSWAY (CITY OF JOONDALUP)
18m high Pylon Sign set on a 2m high embankment from road level





CNR WANNEROO ROAD & HEPBURN AVENUE

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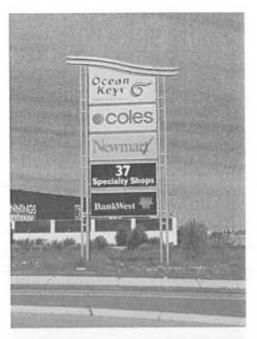
Pylon Signs Ne experimental management P0311

### SITE COMPARISONS

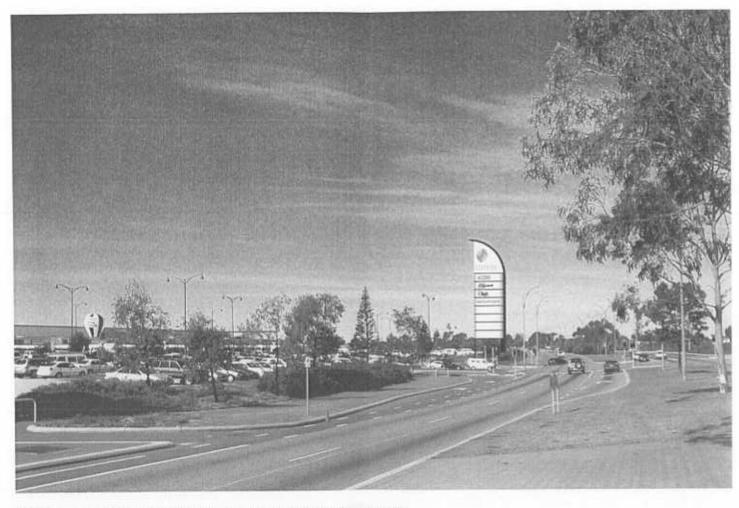
CLARKSON (CITY OF WANNEROO)
12m high Pylon Sign

KARRINYUP (CITY OF STIRLING)
15m high Pylon Sign

LAKESIDE JOONDALUP SHOPPING CITY







SIGN 1 - 18M SIGNAGE PYLON SIGN - JOONDALUP DRIVE LOOKING SOUTH

# ANNEXURE 2



SIGN 1 - 18M SIGNAGE PYLON SIGN - JOONDALUP DRIVE LOOKING NORTH



SIGN 2 - 18M SIGNAGE PYLON SIGN - GRAND BOULEVARD/COLLIER PASS - LOOKING SOUTH

### ANNEXURE 4



SIGN 2 - 18M SIGNAGE PYLON SIGN - GRAND BOULEVARD/COLLIER PASS - LOOKING SOUTH



SIGN 2 - 18M SIGNAGE PYLON SIGN - GRAND BOULEVARD/COLLIER PASS - LOOKING NORTH