

## ATTACHMENT 1



## SIGNS POLICY

**CATEGORY:** Council Policy ~~— A strategic policy that sets governing principles and guides the direction of the organisation to align with community values and aspirations. The policy has a strategic focus and aligns with the Mission, Vision and Strategic directions.~~

~~Council policies are developed by the Policy Committee for approval by Council.~~

**RESPONSIBLE DIRECTORATE:** Planning and Community Development

- OBJECTIVES:**
- a. To provide guidance on the design and placement of signs located within the City of Joondalup.
  - b. To protect the quality of the streetscape and the amenity of adjoining and nearby residents by minimising the visual impact of signs.
  - c. 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.
  - d. To facilitate a reasonable degree of signage to support business activities within the City of Joondalup.
  - e. To complement the provisions for signs as specified in the City of Joondalup's *Signs Local Law 1999*.

### 1. **AUTHORITY**

This Policy has been prepared in accordance with Clause 8.11 of City of Joondalup District Planning Scheme No. 2 (DPS2) which allows Council to prepare local planning policies relating to planning and development within the Scheme area.

~~This policy provides guidance on the extent and location of various forms of signage that are not exempt from planning approval under DPS2 and complements the requirements of the City's Signs Local Law (1999) which focuses on safety and maintenance issues.~~

### 2. **APPLICATION AREA**

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 under ~~DPS2~~ [the City of Joondalup District Planning Scheme No. 2](#) and complements the requirements of the City's *Signs Local Law 1999* which focuses on safety and maintenance issues.

This ~~As such, the~~ Policy is to be read in conjunction with the ~~DPS2~~ [Scheme](#) and the ~~Signs Local Law 1999~~ 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 ~~DPS2~~ Scheme](#) and the ~~Signs Local Law 1999~~. For the purposes of interpretation, the terms 'sign', 'advertisement' and 'advertising device' referred to within these documents have the same meaning.

~~DPS2~~ [The City of Joondalup District Planning Scheme No. 2](#) contains the following objectives for the control of advertising signs:

- a. To ensure that the visual quality and character of particular localities and transport corridors are not eroded.
- b. To achieve advertising signs that are not misleading or dangerous to vehicular or pedestrian traffic.
- c. To minimise the total area and impact of outdoor advertising commensurate with the realistic needs of commerce for such advertising.
- d. To prohibit outdoor advertising which is considered to be superfluous or unnecessary by virtue of their colours, height, prominence, visual impact, size, relevance to the premises on which they are located, number and content.
- e. To reduce and minimise clutter.
- f. To promote a high standard of design and presentation in outdoor advertising.

A sign may not be attached or erected on a property within the City unless all necessary approvals have been obtained in accordance with ~~DPS2~~ [the Scheme](#), local laws and the provisions of this Policy. Signs that are exempt from the requirement to obtain planning approval are listed in Schedule 4 of ~~DPS2~~ [the Scheme](#).

Unless otherwise specified in this Policy, where signage that is compliant with this Policy is shown as part of a *Development Application* 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**

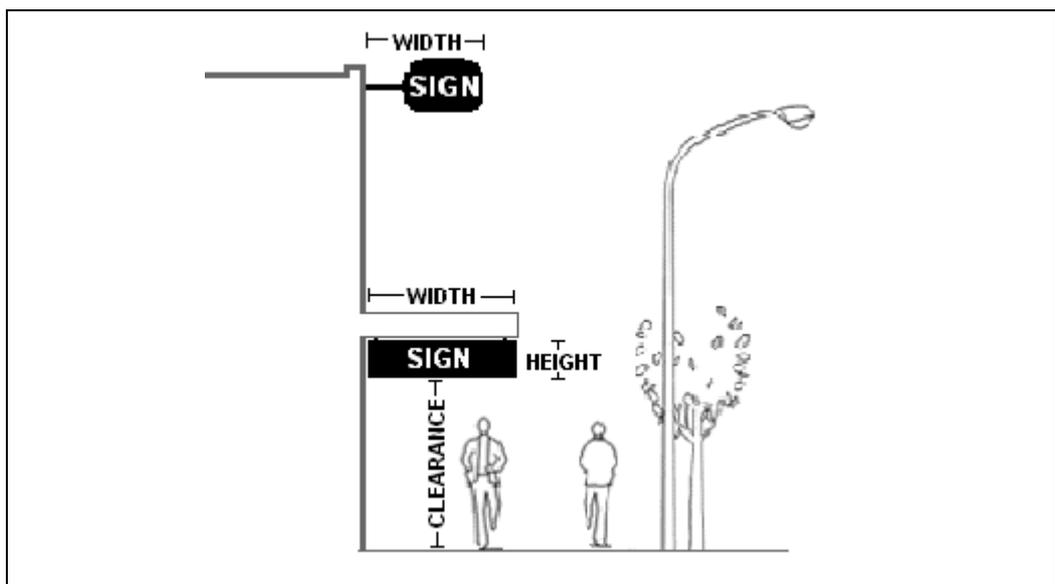
### **4.1 Design Requirements**

The following design requirements relate to all signs located within the City.

Overall, signs should:

- not be located on land zoned or used for residential purposes, unless expressly permitted in this Policy;
- advertise goods or services that relate to the land use of the site on which the sign is located;
- 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 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; and
- not include the use of flashing lights that chase or pulse.

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). **NOTE:** 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.

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**CREATION DATE:** October 2009

**AMENDMENTS:** [CJXXXX](#)

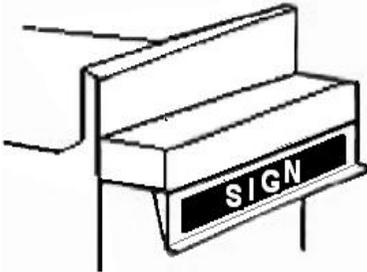
**RELATED DOCUMENTATION:**

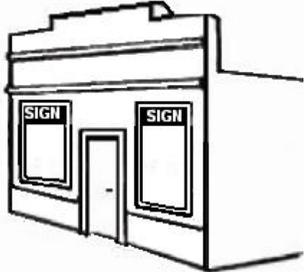
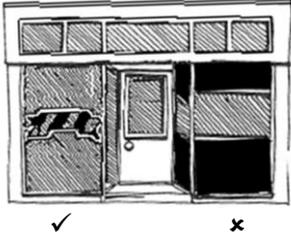
- [City of Joondalup District Planning Scheme No.2](#)
- [Joondalup City Centre Development Plan and Manual](#)
- *Signs Local Law 1999*

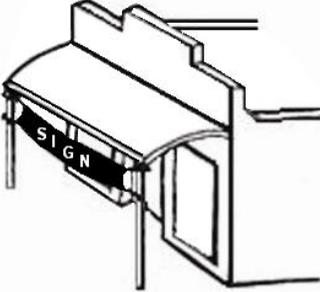
**Table 1 — Requirements for Signs on Buildings**

Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> <li>City North (JCCDPM<sup>1</sup>) — Residential Use</li> <li>Lakeside (JCCDPM<sup>1</sup>)</li> <li>Residential Zone</li> <li>Rural Zone</li> <li>Special Residential Zone</li> </ul>	<ul style="list-style-type: none"> <li>Business Zone</li> <li>City North (excluding Residential Use)</li> <li>Civic and Cultural Zone</li> <li>Commercial Zone</li> <li>Mixed-Use Zone</li> <li>Northern Recreation (JCCDPM<sup>1</sup>)</li> <li>Private Clubs and Recreation Zone</li> </ul>	<ul style="list-style-type: none"> <li>Central Business District (JCCDPM<sup>1</sup>)</li> </ul>	<ul style="list-style-type: none"> <li>Service Industrial Zone</li> <li>Southern Business District (JCCDPM<sup>1</sup>)</li> <li>Western Business District (JCCDPM<sup>1</sup>)</li> </ul>
<p><b>Semaphore Sign</b></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. 3 m height max. 1.5 m width Clearance: min. 2.75 m	

<sup>1</sup> “JCCDPM” refers to the *Joondalup City Centre Development Plan and Manual*

Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> <li>• City North (JCCDPM<sup>1</sup>) — Residential Use</li> <li>• Lakeside (JCCDPM<sup>1</sup>)</li> <li>• Residential Zone</li> <li>• Rural Zone</li> <li>• Special Residential Zone</li> </ul>	<ul style="list-style-type: none"> <li>• Business Zone</li> <li>• City North (excluding Residential Use)</li> <li>• Civic and Cultural Zone</li> <li>• Commercial Zone</li> <li>• Mixed-Use Zone</li> <li>• Northern Recreation (JCCDPM<sup>1</sup>)</li> <li>• Private Clubs and Recreation Zone</li> </ul>	<ul style="list-style-type: none"> <li>• Central Business District (JCCDPM<sup>1</sup>)</li> </ul>	<ul style="list-style-type: none"> <li>• Service Industrial Zone</li> <li>• Southern Business District (JCCDPM<sup>1</sup>)</li> <li>• Western Business District (JCCDPM<sup>1</sup>)</li> </ul>
<p><b>Verandah Sign</b></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"> <li>• not extend above or beyond the width of the fascia, verandah, awning or balcony; and</li> <li>• not be located within 2 m of another such sign on the fascia of the same verandah.</li> </ul>	<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"> <li>• not extend above or beyond the width of the fascia, verandah, awning or balcony.</li> <li>• not be located within 2 m of another such sign on the fascia of the same verandah.</li> </ul>	

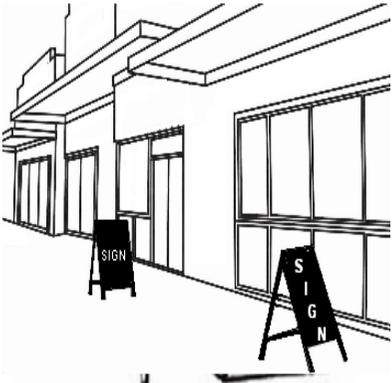
		Applicable Zones			
		<ul style="list-style-type: none"> <li>City North (JCCDPM<sup>1</sup>) — Residential Use</li> <li>Lakeside (JCCDPM<sup>1</sup>)</li> <li>Residential Zone</li> <li>Rural Zone</li> <li>Special Residential Zone</li> </ul>	<ul style="list-style-type: none"> <li>Business Zone</li> <li>City North (excluding Residential Use)</li> <li>Civic and Cultural Zone</li> <li>Commercial Zone</li> <li>Mixed-Use Zone</li> <li>Northern Recreation (JCCDPM<sup>1</sup>)</li> <li>Private Clubs and Recreation Zone</li> </ul>	<ul style="list-style-type: none"> <li>Central Business District (JCCDPM<sup>1</sup>)</li> </ul>	<ul style="list-style-type: none"> <li>Service Industrial Zone</li> <li>Southern Business District (JCCDPM<sup>1</sup>)</li> <li>Western Business District (JCCDPM<sup>1</sup>)</li> </ul>
<p><b>Type of Sign</b></p>					
<p><b>Window Sign</b></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 m<sup>2</sup> per tenancy, whichever is lesser</p> <p>Must:</p> <ul style="list-style-type: none"> <li>be visually permeable ('see through').</li> </ul>  <p>Examples may include the use of cut-out block lettering or transparent materials.</p>	<p>Area: max. 50% of the glazing or 20 m<sup>2</sup> per tenancy, whichever is lesser.</p>		

Type of Sign	Applicable Zones			
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<p><b>Banner Sign</b></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"> <li>• be restricted to 1 banner on any occasion;</li> <li>• only be displayed for a max. period of 21 days at a time at no less than 3 monthly intervals; and</li> <li>• be removed within 24 hours following the event or offer.</li> </ul>		

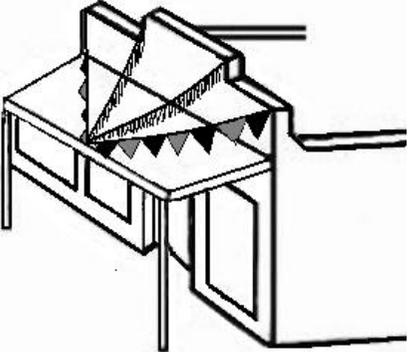
Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> <li>• City North (JCCDPM<sup>1</sup>) — Residential Use</li> <li>• Lakeside (JCCDPM<sup>1</sup>)</li> <li>• Residential Zone</li> <li>• Rural Zone</li> <li>• Special Residential Zone</li> </ul>	<ul style="list-style-type: none"> <li>• Business Zone</li> <li>• City North (excluding Residential Use)</li> <li>• Civic and Cultural Zone</li> <li>• Commercial Zone</li> <li>• Mixed-Use Zone</li> <li>• Northern Recreation (JCCDPM<sup>1</sup>)</li> <li>• Private Clubs and Recreation Zone</li> </ul>	<ul style="list-style-type: none"> <li>• Central Business District (JCCDPM<sup>1</sup>)</li> </ul>	<ul style="list-style-type: none"> <li>• Service Industrial Zone</li> <li>• Southern Business District (JCCDPM<sup>1</sup>)</li> <li>• Western Business District (JCCDPM<sup>1</sup>)</li> </ul>
<p><b>Wall Sign</b></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. 1.2 m<sup>2</sup> (non-residential building) max. 0.2 m<sup>2</sup> (residential dwelling)</p> <p>Must:</p> <ul style="list-style-type: none"> <li>• not extend beyond the top or either end of the wall;</li> <li>• not obscure architectural details;</li> <li>• not exceed one wall sign per Strata Title or Green Title lot; and</li> <li>• not be illuminated.</li> </ul>	<p>Area: max. 25% of the façade</p> <p>Must:</p> <ul style="list-style-type: none"> <li>• not extend beyond the top or either end of the wall; and</li> <li>• not obscure architectural details.</li> </ul>		

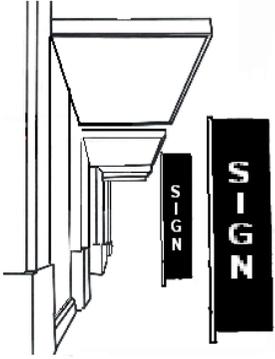
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<p><b>Roof Sign</b></p> <p>A roof sign is a sign that is erected or painted directly on the roof of a building or attached to the top of a parapet wall of a building.</p> 	not permitted			

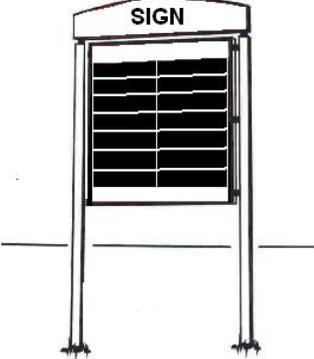
**Table 2 — Requirements for Freestanding Signs**

Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> <li>City North (JCCDPM<sup>2</sup>) — Residential Use</li> <li>Lakeside (JCCDPM<sup>2</sup>)</li> <li>Residential Zone</li> <li>Rural Zone</li> <li>Special Residential Zone</li> </ul>	<ul style="list-style-type: none"> <li>Business Zone</li> <li>City North (excluding Residential Use)</li> <li>Civic and Cultural Zone</li> <li>Commercial Zone</li> <li>Mixed-Use Zone</li> <li>Northern Recreation (JCCDPM<sup>2</sup>)</li> <li>Private Clubs and Recreation Zone</li> </ul>	<ul style="list-style-type: none"> <li>Central Business District (JCCDPM<sup>2</sup>)</li> </ul>	<ul style="list-style-type: none"> <li>Service Industrial Zone</li> <li>Southern Business District (JCCDPM<sup>2</sup>)</li> <li>Western Business District (JCCDPM<sup>2</sup>)</li> </ul>
<p><b>Portable Sign</b></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			<p>not permitted in the Western Business District (JCCDPM<sup>2</sup>)</p> <p>Dimension: max: 1 m height max: 1 m width</p> <p>Must:</p> <ul style="list-style-type: none"> <li>not be erected in a manner than disrupts pedestrian flow.</li> </ul>

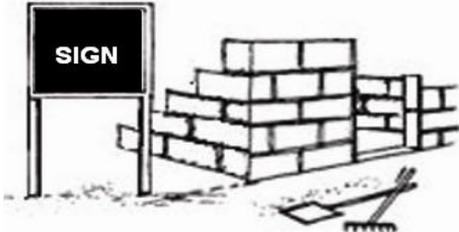
<sup>2</sup> “JCCDPM” refers to the *Joondalup City Centre Development Plan and Manual*

Type of Sign	Applicable Zones			
<b>Bunting</b> A bunting is an advertising device that is made from strips of material used for decorative purposes or to highlight a location. 	<ul style="list-style-type: none"> <li>• City North (JCCDPM<sup>2</sup>) — Residential Use</li> <li>• Lakeside (JCCDPM<sup>2</sup>)</li> <li>• Residential Zone</li> <li>• Rural Zone</li> <li>• Special Residential Zone</li> </ul>	<ul style="list-style-type: none"> <li>• Business Zone</li> <li>• City North (excluding Residential Use)</li> <li>• Civic and Cultural Zone</li> <li>• Commercial Zone</li> <li>• Mixed-Use Zone</li> <li>• Northern Recreation (JCCDPM<sup>2</sup>)</li> <li>• Private Clubs and Recreation Zone</li> </ul>	<ul style="list-style-type: none"> <li>• Central Business District (JCCDPM<sup>2</sup>)</li> </ul>	<ul style="list-style-type: none"> <li>• Service Industrial Zone</li> <li>• Southern Business District (JCCDPM<sup>2</sup>)</li> <li>• Western Business District (JCCDPM<sup>2</sup>)</li> </ul>
	not permitted			

Type of Sign	Applicable Zones			
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<p><b>Freestanding Banner Signs</b></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> 	not permitted	<p>Dimension: max. 5 m height max. 1.2 m width</p> <p>Must:</p> <ul style="list-style-type: none"> <li>• be limited to 2 per street frontage;</li> <li>• be securely fixed to a building or pole of sufficient size and strength to support the banner under all conditions;</li> <li>• be erected within the boundaries of the lot and not project beyond any lot boundary;</li> <li>• not impede vehicle sightlines for access to and from the property; and</li> <li>• not impede pedestrian access to and from the property.</li> </ul>		

Type of Sign	Applicable Zones			
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<p><b>Pylon Signs</b></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><b>Single-Tenancy Pylon Sign:</b> Area: max. 6 m<sup>2</sup> Dimension: max. 6 m height</p> <p><b>Multi-Tenancy Pylon Sign:</b> Area: max. 12 m<sup>2</sup> Dimension: max. 8 m height Clearance: min. 2.75 m</p> <p>Must:</p> <ul style="list-style-type: none"> <li>be restricted to 1 sign per lot except for a corner lot where one sign per frontage is permitted;</li> <li>where there are multiple tenancies, incorporate all signs into 1 composite sign;</li> <li>not be permitted where another free standing sign has been approved and erected on the same frontage;</li> <li>be no closer than 15 m to the intersecting point of corner truncations; and</li> <li>not impede vehicle sightlines for access to and from the property.</li> </ul>	not permitted	<p><b>Single-Tenancy Pylon Sign:</b> Area: max. 6.0 m<sup>2</sup> Dimension: max. 6.0 m height</p> <p><b>Multi-Tenancy Pylon Sign:</b> Area: max. 12 m<sup>2</sup> Dimension: max. 8 m height Clearance: min. 2.75 m</p> <p>Must:</p> <ul style="list-style-type: none"> <li>be restricted to 1 sign per lot except for a corner lot where one sign per frontage is permitted;</li> <li>where there are multiple tenancies, incorporate all signs into 1 composite sign;</li> <li>not be permitted where another free standing sign has been approved and erected on the same frontage;</li> <li>be no closer than 15 m to the intersecting point of corner truncations; and</li> <li>not impede vehicle sightlines for access to and from the property.</li> </ul>
<b>Inflatable Sign</b>	not permitted	Dimension: max. 7 m diameter max. 9 m height above roof ridge		

		Applicable Zones		
Type of Sign	<ul style="list-style-type: none"> <li>• City North (JCCDPM<sup>2</sup>) — Residential Use</li> <li>• Lakeside (JCCDPM<sup>2</sup>)</li> <li>• Residential Zone</li> <li>• Rural Zone</li> <li>• Special Residential Zone</li> </ul>	<ul style="list-style-type: none"> <li>• Business Zone</li> <li>• City North (excluding Residential Use)</li> <li>• Civic and Cultural Zone</li> <li>• Commercial Zone</li> <li>• Mixed-Use Zone</li> <li>• Northern Recreation (JCCDPM<sup>2</sup>)</li> <li>• Private Clubs and Recreation Zone</li> </ul>	<ul style="list-style-type: none"> <li>• Central Business District (JCCDPM<sup>2</sup>)</li> </ul>	<ul style="list-style-type: none"> <li>• Service Industrial Zone</li> <li>• Southern Business District (JCCDPM<sup>2</sup>)</li> <li>• Western Business District (JCCDPM<sup>2</sup>)</li> </ul>
<p>An inflatable sign is a sign that is painted, stencilled or attached to an inflatable device such as a balloon, <u>and includes the inflatable device itself.</u></p> 		<p>Must:</p> <ul style="list-style-type: none"> <li>• only be displayed for a max. period of 21 days at a time at no less than 3 monthly intervals;</li> <li>• be covered by General Liability Insurance, a copy of which is to be provided to the City;</li> <li>• 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;</li> <li>• <u>be attached to the roof of a building only (ie. not located on the ground); and</u></li> <li>• <u>not be moving or have moveable parts (e.g.: 'inflatable air dancer').</u></li> </ul>		

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<p><b>Hoarding Sign</b></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>Must:</p> <ul style="list-style-type: none"> <li>• not be illuminated; and</li> <li>• not be used for any purpose other than a builders, property disposal, estate or display home sign.</li> </ul>	<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"> <li>• not be illuminated;</li> <li>• not exceed 1 sign per street frontage for each property; and</li> <li>• 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.</li> </ul>			

		Applicable Zones			
Type of Sign		<ul style="list-style-type: none"> <li>• City North (JCCDPM<sup>2</sup>) — Residential Use</li> <li>• Lakeside (JCCDPM<sup>2</sup>)</li> <li>• Residential Zone</li> <li>• Rural Zone</li> <li>• Special Residential Zone</li> </ul>	<ul style="list-style-type: none"> <li>• Business Zone</li> <li>• City North (excluding Residential Use)</li> <li>• Civic and Cultural Zone</li> <li>• Commercial Zone</li> <li>• Mixed-Use Zone</li> <li>• Northern Recreation (JCCDPM<sup>2</sup>)</li> <li>• Private Clubs and Recreation Zone</li> </ul>	<ul style="list-style-type: none"> <li>• Central Business District (JCCDPM<sup>2</sup>)</li> </ul>	<ul style="list-style-type: none"> <li>• Service Industrial Zone</li> <li>• Southern Business District (JCCDPM<sup>2</sup>)</li> <li>• Western Business District (JCCDPM<sup>2</sup>)</li> </ul>
<p><u>Illuminated Variable Message Sign</u></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><u>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></p>				