



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.

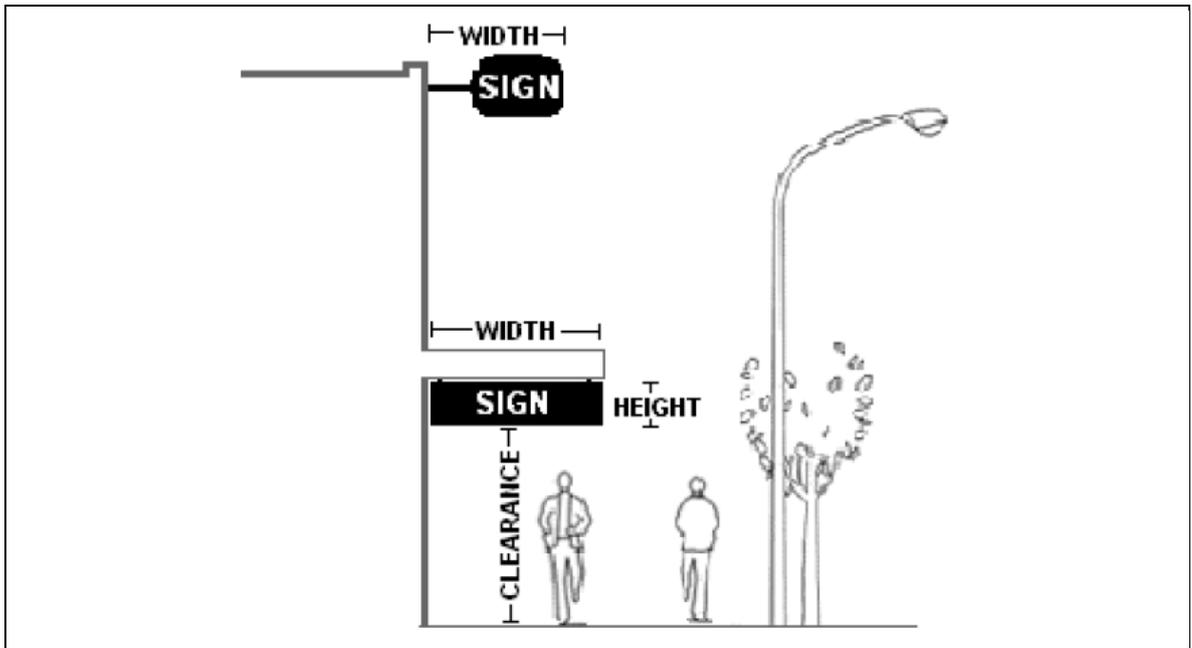


Figure 1. Example of measurements for signage

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.

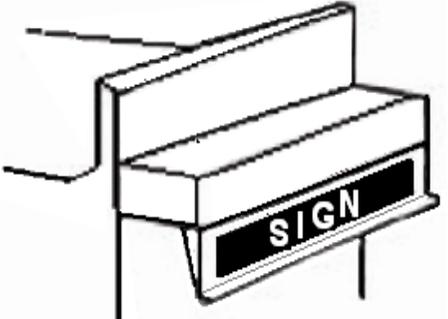
The advertising devices exempted above exclude signs which contain any illumination or radio; animation or movement in its design or structure; reflective; retro-reflective or fluorescent materials in its design or structure.

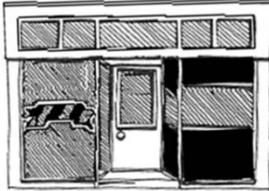
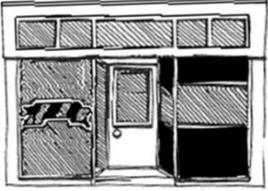
Creation Date:	October 2009
Amendments:	CJ167-08/12, CJ111-06/13, CJ185-10/18
Related Documentation:	<ul style="list-style-type: none">• <i>Planning and Development (Local Planning Schemes) Regulations 2015</i>• <i>Local Planning Scheme No. 3</i>• <i>Joondalup Activity Centre Plan</i>• <i>Local Government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

Table 1. Requirements for signs on buildings

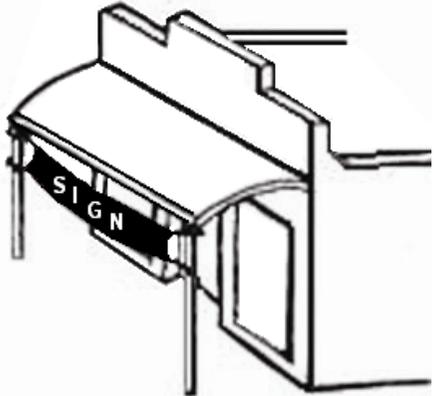
Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> JACP¹ Residential (all precincts) Residential Rural 	<ul style="list-style-type: none"> Learning & Innovation (JACP¹) Health & Wellness (JACP¹) Joondalup Edge (JACP¹) Commercial Service Commercial Mixed Use 	<ul style="list-style-type: 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.

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<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.	

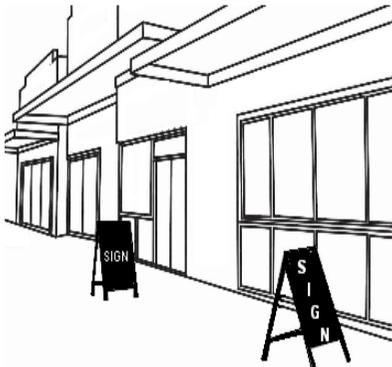
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<p>Banner Sign</p> <p>A banner sign is a temporary sign normally made of a lightweight, non rigid material, such as fabric, canvas or cloth attached to a part of a building and is generally used to promote a particular event.</p> 	Not permitted	<p>Dimension: 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.

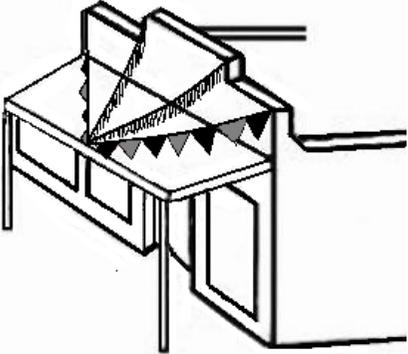
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<p>Wall Sign</p> <p>A wall sign is a sign attached to or painted directly onto the external face of a building. A wall sign includes a sign located on support pillars and columns, parapets and fascia.</p> 	<p>Area: max. 1.2m² (non-residential building) 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>

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	<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.

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	<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

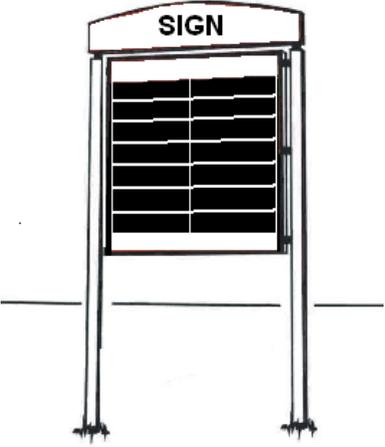
Table 2. Requirements for Freestanding Signs

Type of Sign	Applicable Zones			
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<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.

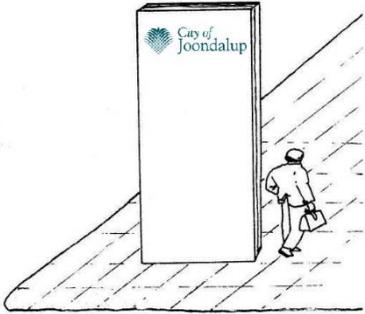
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<p>Bunting</p> <p>A bunting is an advertising device that is made from strips of material used for decorative purposes or to highlight a location.</p> 	Not permitted	Not permitted	Not permitted	Not permitted

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<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> 	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

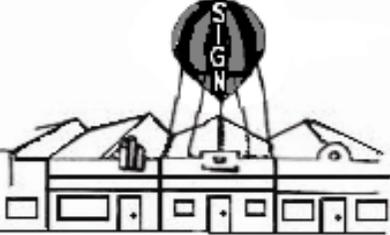
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Freestanding Banner Signs (cont.)		<p>Must:</p> <ul style="list-style-type: none"> • be limited to 2 per street frontage; • be securely fixed to a building or pole of sufficient size and strength to support the banner under all conditions; • be erected 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.

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<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>

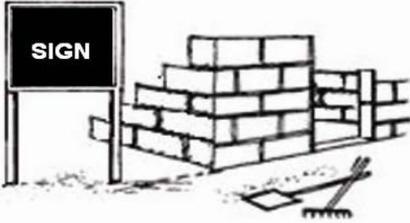
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Pylon Signs (cont.)		<p>Must:</p> <ul style="list-style-type: none"> • be restricted to 1 sign per lot except for a corner lot where 1 sign per frontage is permitted; • where there are multiple tenancies, incorporate all signs into 1 composite sign; • 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. 	

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<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/post s 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/post s 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/post s 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	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

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;

- xii. 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;
- xiii. be located and designed so as to not cause confusion with, or reduce the effectiveness of traffic control devices; and
- xiv. 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.

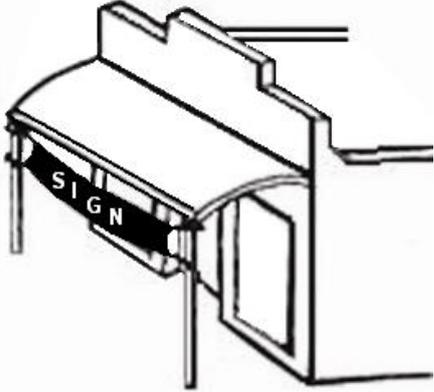
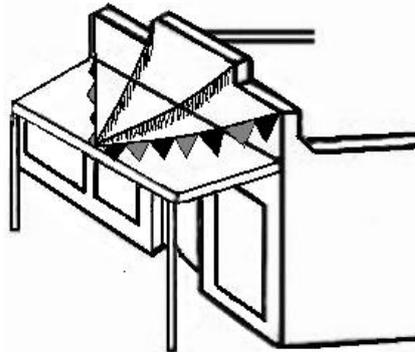
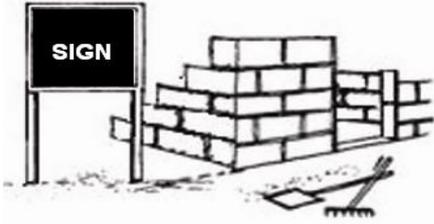
Creation Date:

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 draped over a ledge and hangs down.</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 hanging from a horizontal bar attached to 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 rectangular sign with the word 'SIGN' written vertically, and the other is a horizontal rectangular 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, 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

Portable Illuminated Variable Message Board Sign

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).



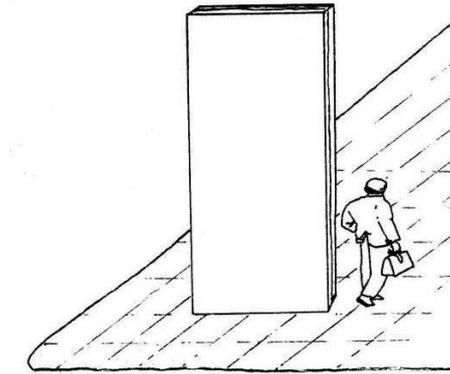
Inflatable Sign

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.



Monolith Sign

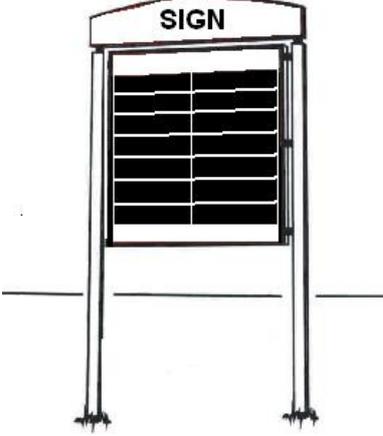
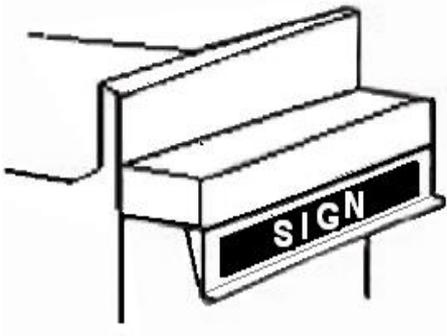
A monolith sign is in-filled from ground level to the top of the sign and appears as a solid structure where the supporting columns cannot be seen.



Portable Sign

A portable sign is not permanently attached to a building, structure, fence or the ground. Portable signs include 'A-frame' and 'sandwich board' signs.



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

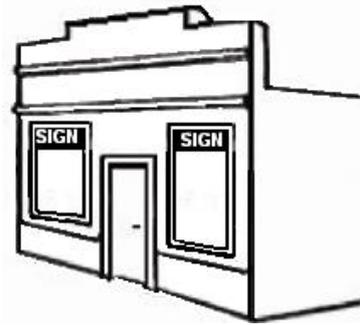
Wall Sign

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.



Window Sign

A window sign is a sign painted or affixed to either the interior or exterior surface of the glazed area of a window.



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.

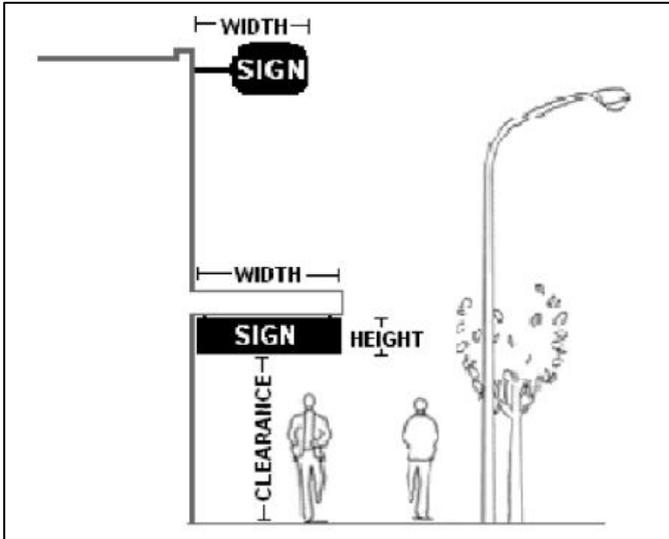
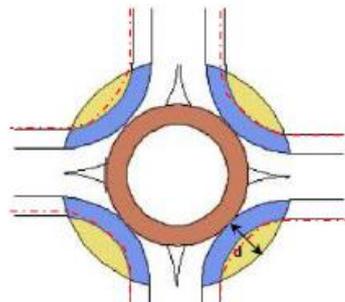
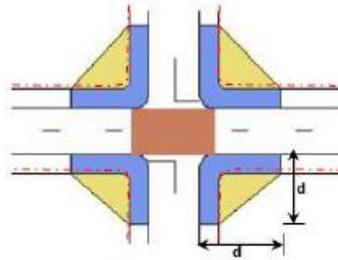


Figure 1. Example of measurements for signage

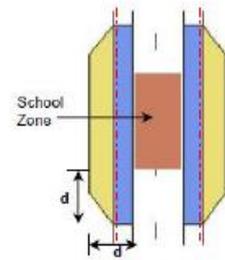
Schedule 3 – Excerpt from Appendix A – Device Restriction Areas of Main Roads Western Australia Policy and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves



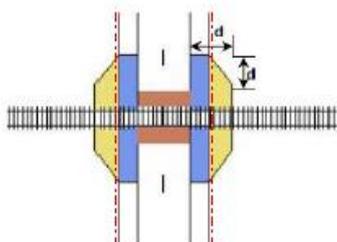
1. Roundabout



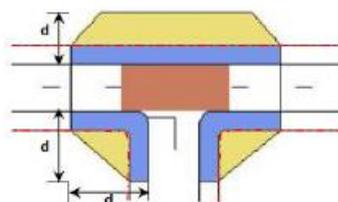
2. Cross Road



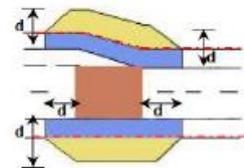
3. School Zone



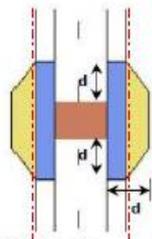
4. Railway Crossing



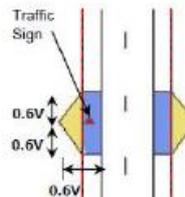
5. 'T' Intersection



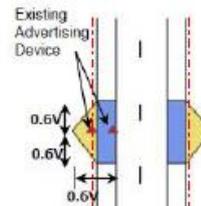
6. Terminating Lane



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: <ul style="list-style-type: none"> 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; 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.

- | | | |
|--|---|--|
| | <ul style="list-style-type: none">• 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="639 280 1366 309">Do not impede pedestrian access to and from the property</p> <p data-bbox="639 318 1437 412">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.

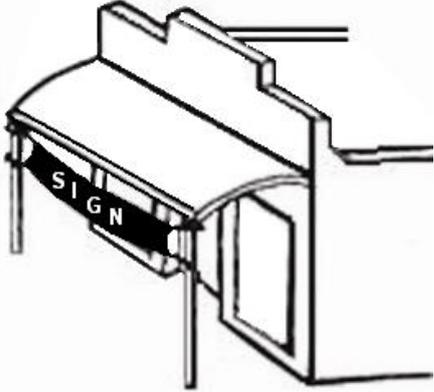
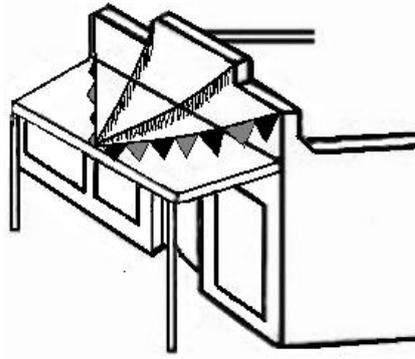
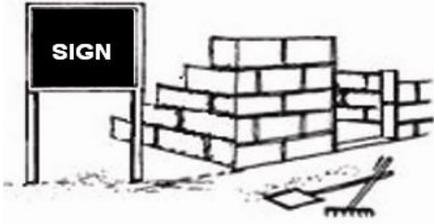
Creation Date:

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 draped over a ledge and hangs down.</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 series of triangular bunting flags attached to the side of a building. The flags are strung together and hang from a horizontal bar.</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 rectangular sign with the word 'SIGN' written vertically. The other is a horizontal rectangular 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. The sign is rectangular with the word 'SIGN' written on it, and is attached to a fence or structure. The sign is supported by a post.</p>

Type of Sign

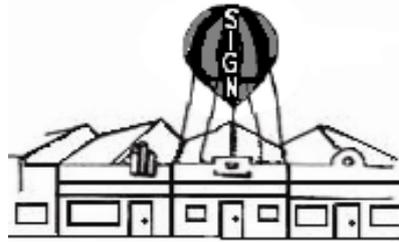
Portable Illuminated Variable Message Board Sign

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).



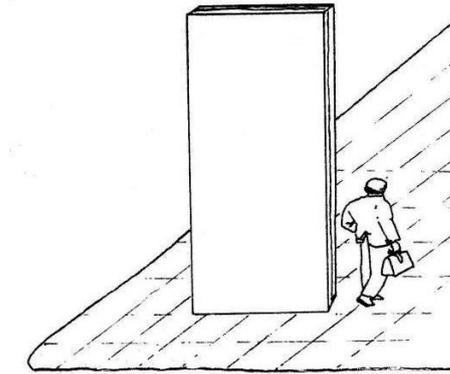
Inflatable Sign

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.



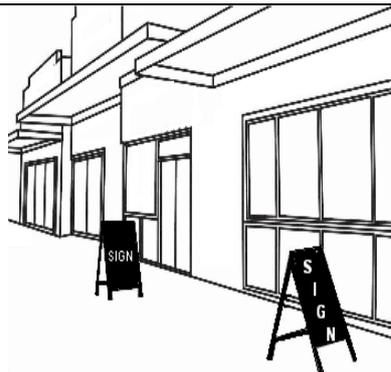
Monolith Sign

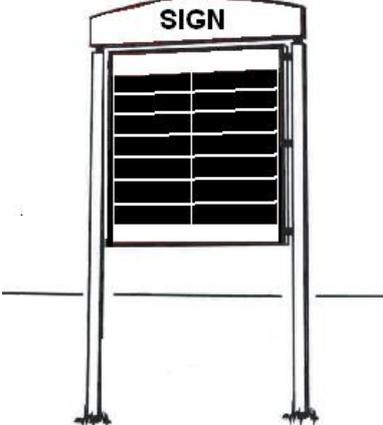
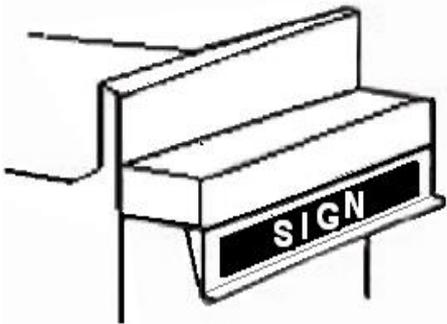
A monolith sign is in-filled from ground level to the top of the sign and appears as a solid structure where the supporting columns cannot be seen.



Portable Sign

A portable sign is not permanently attached to a building, structure, fence or the ground. Portable signs include 'A-frame' and 'sandwich board' signs.



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

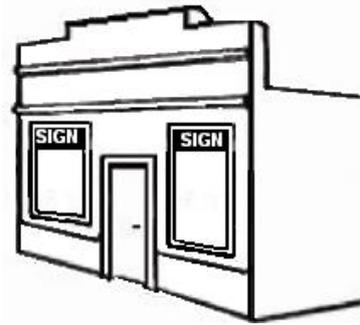
Wall Sign

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.



Window Sign

A window sign is a sign painted or affixed to either the interior or exterior surface of the glazed area of a window.



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.

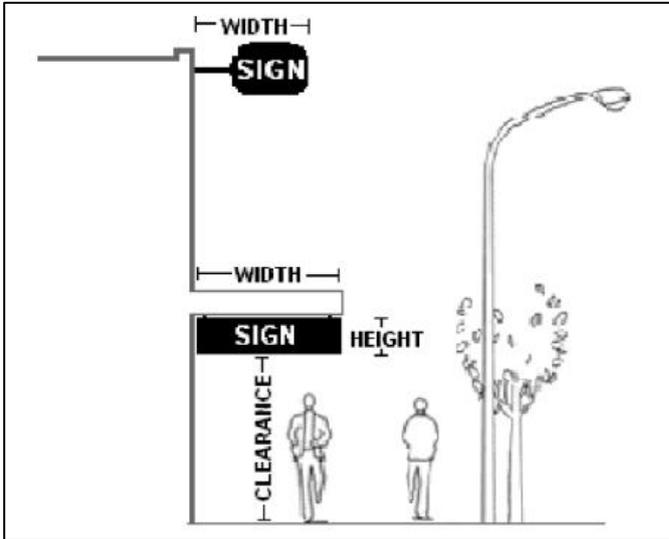
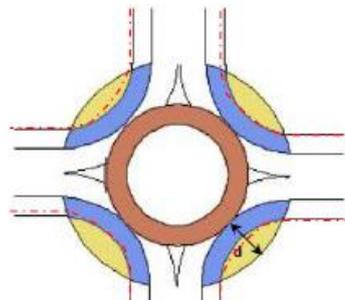
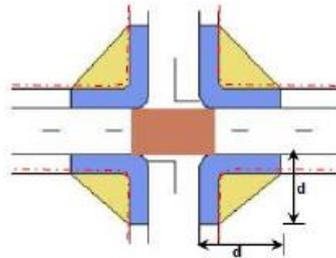


Figure 1. Example of measurements for signage

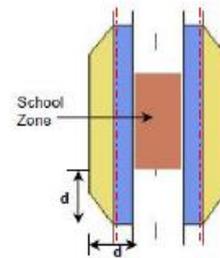
Schedule 3 – Excerpt from Appendix A – Device Restriction Areas of Main Roads Western Australia Policy and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves



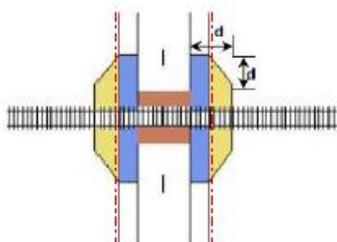
1. Roundabout



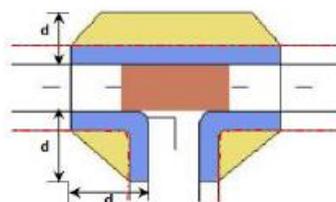
2. Cross Road



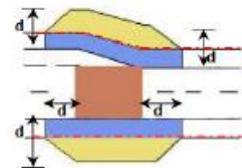
3. School Zone



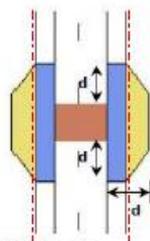
4. Railway Crossing



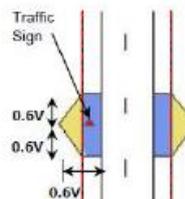
5. 'T' Intersection



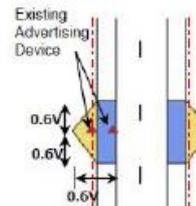
6. Terminating Lane



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.