

# Advertisements Local Planning Policy

## Responsible directorate: Planning and Community Development

- Objective:**
- 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;
- 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
<b>Neighbourhood localities</b>	Neighbourhood localities have a residential function. Advertising should be unobtrusive, reflecting the strong residential amenity of these areas.	<ul style="list-style-type: none"><li>• Joondalup Activity Centre:<ul style="list-style-type: none"><li>· Lakeside Residential precinct</li></ul></li><li>• Residential Zone</li><li>• Rural Zone</li></ul>
<b>Activity centre localities</b>	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"><li>• Joondalup Activity Centre:<ul style="list-style-type: none"><li>· City Centre precinct</li><li>· Learning and Innovation precinct</li><li>· Health and Wellness precinct</li></ul></li><li>• Commercial zone</li><li>• Centre zone</li><li>• Mixed Use zone</li><li>• Private Community Purpose zone</li></ul>

Locality type	Locality objective	Applicable zones
<b>Service commercial localities</b>	Service 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 compromised by proliferation of advertisements.	<ul style="list-style-type: none"> <li>• Joondalup Activity Centre; <ul style="list-style-type: none"> <li>· Joondalup Edge precinct</li> <li>· Joondalup West precinct</li> </ul> </li> <li>• Service Commercial Zone</li> <li>• Light Industry Zone</li> </ul>

## 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
<b>Monolith signs used for the purpose of a display home sign</b>	<ul style="list-style-type: none"> <li>• Maximum width 1 metre</li> <li>• Maximum sign height 2 metres</li> <li>• Located at least 15 metres from the intersecting point of corner truncations.</li> <li>• Located to not impede vehicle sightlines within the lot for access to and from the property</li> </ul>
<b>Wall sign</b>	<ul style="list-style-type: none"> <li>• Maximum of 1 per business premises.</li> <li>• 1.2 square metres for a non-residential building</li> <li>• 0.2 square metres for a residential dwelling</li> <li>• Does not extend beyond the top or any side of the wall</li> <li>• Does not obscure architectural details</li> </ul>

### 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:**

- a. 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.
- b. 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	<ul style="list-style-type: none"> <li>• Maximum of 1 per business premises</li> <li>• Maximum height 1.5 metres</li> <li>• Maximum width 1.5 metres</li> <li>• Minimum clearance 2.75 metres</li> </ul>

Sign type	Conditions
<b>Verandah sign</b>	<ul style="list-style-type: none"> <li>• Maximum of 1 per business premises</li> <li>• Maximum height 0.4 metres</li> <li>• Maximum width 2.4 metres</li> <li>• Minimum clearance 2.75 metres</li> <li>• Does not extend above or beyond the width of the fascia, verandah, awning, or balcony</li> <li>• Not located within 2 metres of another such sign on the fascia of the same verandah.</li> </ul>
<b>Window and wall signs</b>	<ul style="list-style-type: none"> <li>• In aggregate, to a maximum of 25% of the façade</li> <li>• Wall signs are to: <ul style="list-style-type: none"> <li>· be contained within signage panels within the building façade, if provided;</li> <li>· not extend beyond the top or any side of the wall; and</li> <li>· not obscure architectural details.</li> </ul> </li> <li>• Window signs are to be: <ul style="list-style-type: none"> <li>· Maximum of 20% of the glazing</li> </ul> </li> </ul>
<b>Portable sign</b>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• Maximum dimension of 1 metre, and maximum area of 1 square metre.</li> <li>• Has a maximum of 2 facing sides.</li> <li>• Is secured so as not to be moveable by wind or natural forces.</li> <li>• It is not obstructing any vehicle accessway.</li> <li>• It maintains pedestrian access to and within the property.</li> </ul>
<b>Banner sign</b>	<ul style="list-style-type: none"> <li>• Maximum of 1 per business premises</li> <li>• Maximum height 1 metres.</li> <li>• Maximum width 4 metres.</li> <li>• Displayed for a maximum period of 21 days at a time, at no less than 3 monthly intervals .</li> <li>• To be removed within 24 hours following the event or offer.</li> <li>• To be securely fixed to a building or pole of sufficient size and strength to support the banner under all conditions.</li> <li>• To be erected within the boundaries of the lot and not to project beyond any lot boundary.</li> <li>• Do not impede vehicle sightlines for access to and from the property.</li> <li>• It maintains pedestrian access to and within the property.</li> <li>• 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.</li> </ul>

Sign type	Conditions
<b>Freestanding banner sign</b>	<ul style="list-style-type: none"> <li>• Maximum of 2 per street frontage of the business premises.</li> <li>• Maximum height 5 metres.</li> <li>• Maximum width 1.2 metre.</li> <li>• Displayed for a maximum period of 21 days at a time, at no less than 3 monthly intervals.</li> <li>• To be removed within 24 hours following the event or offer.</li> <li>• To be securely fixed to a building or pole of sufficient size and strength to support the banner under all conditions.</li> <li>• To be erected within the boundaries of the lot and not to project beyond any lot boundary.</li> <li>• Do not impede vehicle sightlines for access to and from the property.</li> <li>• It maintains pedestrian access to and within the property.</li> <li>• 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.</li> </ul>

**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 noncompliance.

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

Sign type	Development standards
<p><b>Freestanding signs (including pylon signs, monolith signs, and hoarding signs)</b></p>	<ul style="list-style-type: none"> <li>• A maximum of one free standing sign per Green Title lot per street frontage</li> <li>• Single-tenancy pylon sign*:               <ul style="list-style-type: none"> <li>· Maximum area 6 square metres.</li> <li>· Maximum area height 6 metres.</li> </ul> </li> <li>• Multi-tenancy pylon sign*:               <ul style="list-style-type: none"> <li>· Maximum area 12 square metres.</li> <li>· Maximum height 8 metres.</li> </ul> </li> <li>• Minimum clearance 2.75 metres.</li> <li>• Monolith sign*:               <ul style="list-style-type: none"> <li>· Maximum height 6 metres.</li> <li>· Maximum width 2 metres.</li> </ul> </li> <li>• Hoarding sign:               <ul style="list-style-type: none"> <li>· Maximum width 3 metres.</li> <li>· Maximum sign height 2.5 metres.</li> <li>· Maximum support/post height 1.2 metres.</li> </ul> </li> <li>• Located at least 15 metres from the intersecting point of corner truncations.</li> <li>• Located so as to not impede vehicle sightlines within the lot for access to and from the property.</li> <li>• Located so as to maintain pedestrian access to and within the property.</li> <li>• Where there are multiple tenancies, all signs are incorporated into 1 composite sign.</li> <li>• Any fixed variable message elements are to comply with relevant standards and design principles in section 5.5 and 5.6.</li> </ul> <p>*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</p>



Sign type	Development standards
<b>Roof sign</b>	<ul style="list-style-type: none"> <li>• Located within the City Centre precinct of the Joondalup Activity Centre only.</li> <li>• Must achieve a high degree of integration and compatibility with the form of the building that it is attached to.</li> <li>• To appear as if it is part of the original building, or otherwise match or complement its architecture.</li> <li>• 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.</li> <li>• Only one roof sign or one wall sign at the top of the building shall be permitted per building elevation.</li> <li>• 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.</li> <li>• To display business or building name and logo only, and not include any other advertising content.</li> </ul>
<b>All other advertisements not listed in 5.3.1 or 5.3.3</b>	<ul style="list-style-type: none"> <li>• To comply with 5.5 and 5.6.</li> </ul>

### 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**

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

Sign type	Conditions
<b>Banner sign</b>	<ul style="list-style-type: none"> <li>• Maximum of 1 per business premises</li> <li>• Maximum height 1 metre.</li> <li>• Maximum width 4 metres.</li> <li>• Displayed for a maximum period of 21 days at a time, at no less than 3 monthly intervals.</li> <li>• To be removed within 24 hours following the event or offer.</li> <li>• To be securely fixed to a building or pole of sufficient size and strength to support the banner under all conditions.</li> <li>• To be erected within the boundaries of the lot and not to project beyond any lot boundary.</li> <li>• Do not impede vehicle sightlines for access to and from the property.</li> <li>• It maintains pedestrian access to and within the property.</li> <li>• 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.</li> </ul>
<b>Freestanding banner sign</b>	<ul style="list-style-type: none"> <li>• Maximum of 2 per street frontage of the business premises</li> <li>• Maximum height 5 metres.</li> <li>• Maximum width 1.2 metres.</li> <li>• Displayed for a maximum period of 21 days at a time, at no less than 3 monthly intervals.</li> <li>• To be removed within 24 hours following the event or offer.</li> <li>• To be securely fixed to a building or pole of sufficient size and strength to support the banner under all conditions.</li> <li>• To be erected within the boundaries of the lot and not to project beyond any lot boundary.</li> <li>• Do not impede vehicle sightlines for access to and from the property.</li> <li>• It maintains pedestrian access to and within the property.</li> <li>• 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.</li> </ul>

**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**

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

**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 (eg 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	Distance
≤50 kilometres/hour	45 metres
60 kilometres/hour	65 metres
70 kilometres/hour	85 metres
80 kilometres/hour	110 metres
90 kilometres/hour	140 metres
100 kilometres/hour	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 50 kilometres/hour. 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.

- e. Variable message signs that are visible from public roads shall:
  - have a dwell duration of not less than that specified in Table 8;
  - 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; and
  - 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	Dwell time
≤50 kilometres/hour	45 seconds
60 kilometres/hour	40 seconds
70 kilometres/hour	35 seconds
80 kilometres/hour	30 seconds
90 kilometres/hour	25 seconds

- f. 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.

**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 0.2 square metres 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 0.2 square metres.
  - 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 0.6 metres x 0.9 metres 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 300 millimetres 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 0.25 square metres, 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; retroreflective 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*; and
  - 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

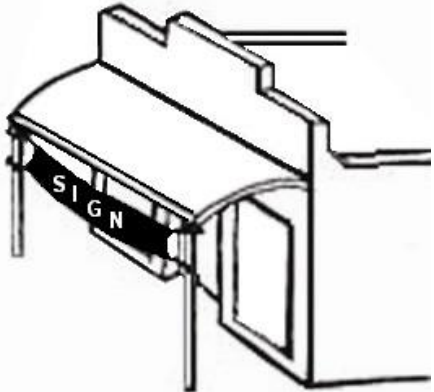
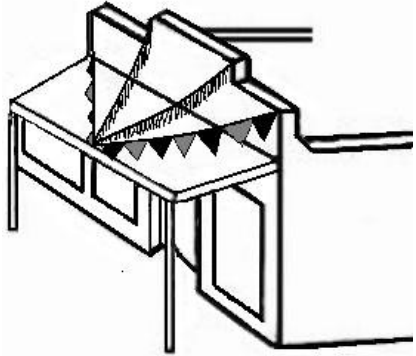
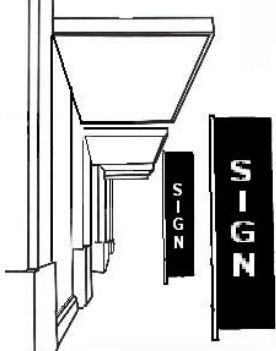
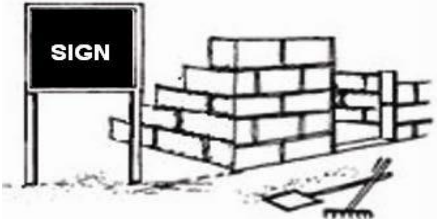

and should seek to integrate the signage with the building design, particularly through the provision of signage panels within the building façades.

- c. Once approved, all subsequent sign applications will be assessed against previously approved signage strategies. Modifications to the signage strategy to permit additional signage will be subject to a further approval and will need to be further justified.

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<b>Creation date:</b>	March 2021 (CJ037-03/21)
<b>Formerly:</b>	Signs Policy
<b>Amendments:</b>	CJ037-03/21
<b>Last reviewed:</b>	March 2021 (CJ037-03/21)
<b>Related documentation:</b>	<ul style="list-style-type: none"><li>• Guide to Traffic Management Part 10: Transport Control — Types of Devices (Austroads)</li><li>• Local Government and Public Property Local Law 2014</li><li>• Local Planning Scheme No 3</li><li>• Planning and Development (Local Planning Schemes) Regulations 2015</li><li>• Policy and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves (Main Roads Western Australia)</li></ul>
<b>File reference:</b>	109502

## Schedule 1. Sign typologies

Type of sign	
<p><b>Banner sign</b></p> <p>A banner sign is a temporary sign normally made of a lightweight, non-rigid material, such as fabric, canvas or cloth attached to a part of a building and is generally used to promote a particular event.</p>	
<p><b>Bunting</b></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><b>Freestanding banner sign</b></p> <p>A freestanding banner sign is an advertising device made from lightweight material attached to a pole weighted to the ground. Freestanding banner signs come in a variety of shapes and may be referred to as “Bali”, “Teardrop”, “Blade” or “Wing” signs.</p>	
<p><b>Hoarding sign</b></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><b>Portable illuminated variable message board sign</b></p> <p>A variable message board (VMB) sign mounted on a trailer that can be altered to make various words and messages which may constantly change. Does not include small variable message panels included in pylon or monolith signs (eg service station price point panels).</p>	

**Type of sign**

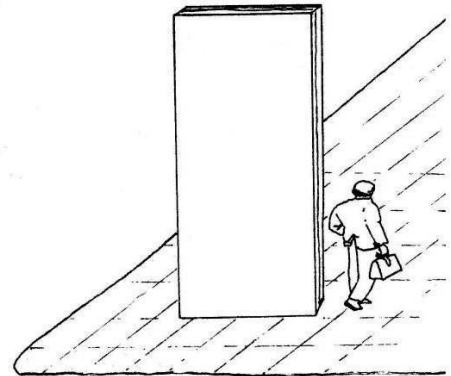
**Inflatable sign**

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.



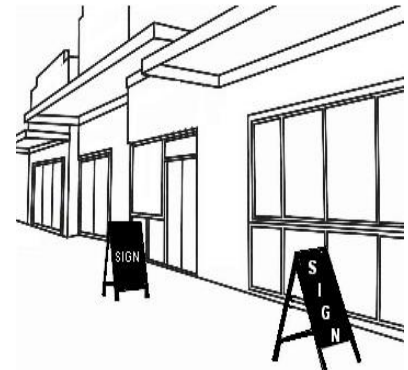
**Monolith sign**

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.



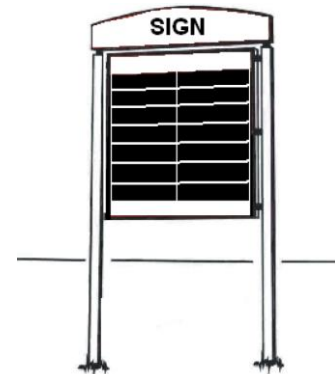
**Portable sign**

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



**Pylon sign**

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.



**Roof sign**

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.



**Type of sign**

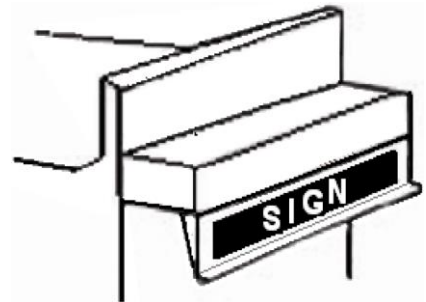
**Semaphore sign**

A semaphore sign is a sign that is affixed to a building or structure at or by one of its ends



**Verandah sign**

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.



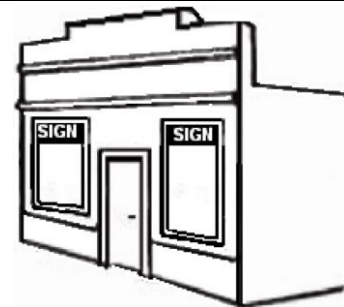
**Wall sign**

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.

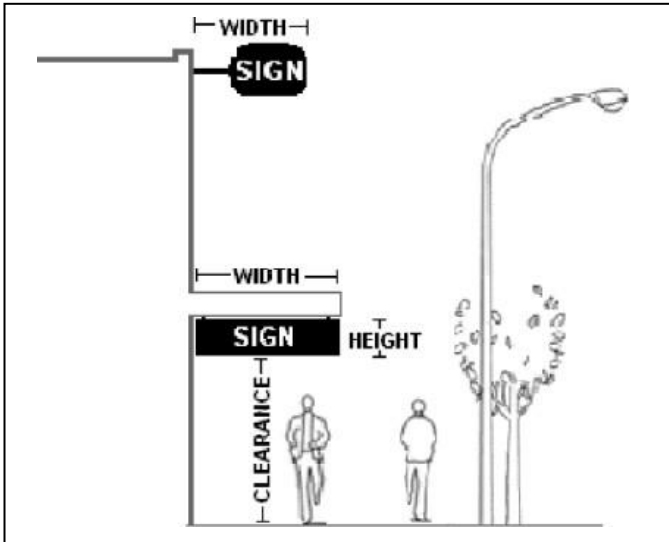
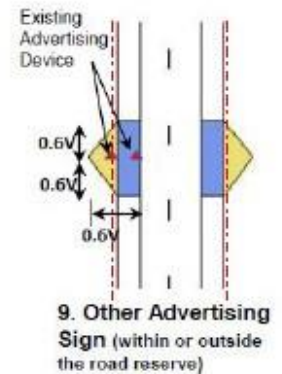
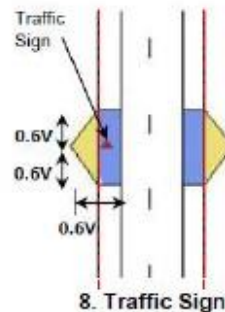
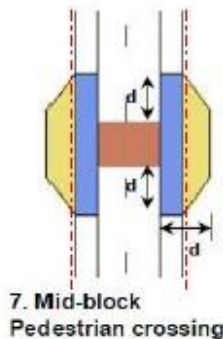
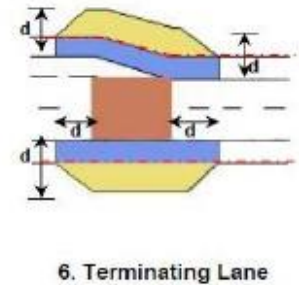
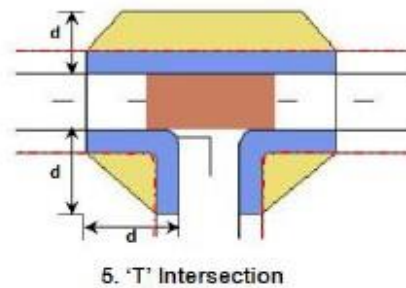
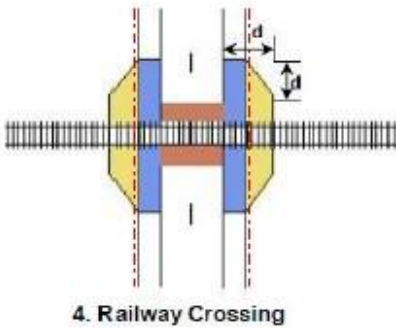
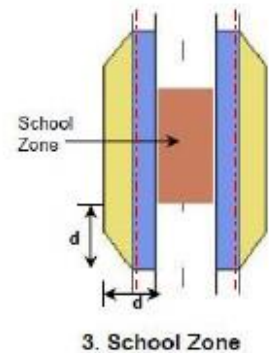
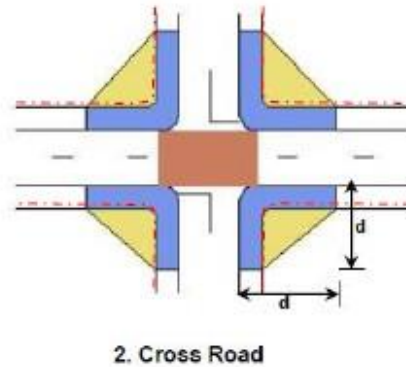
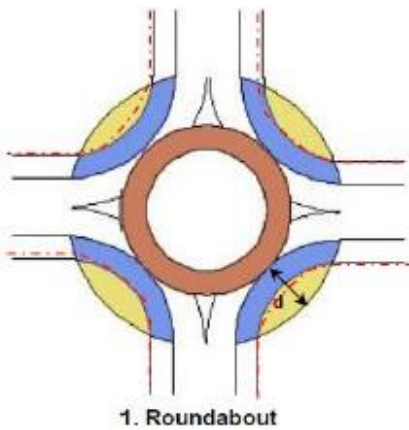






Figure 1. Example of measurements for signage



**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**



-  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.