

Advertisements Local Planning Policy

Frequently Asked Questions

What is a local planning policy?

A local planning policy is a document prepared by a local government which outlines Council's position in respect to a variety of planning related matters.

The *Advertisements Local Planning Policy* has two key functions:

- to list advertising signs in the City of Joondalup for which development approval is not required; and
- to provide policy guidance for advertising signs that do require development approval.

What is an advertisement?

An advertisement is 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:

- any hoarding or similar structure used, or adapted for use, for the display of advertisements;
- any airborne device anchored to any land or building used for the display of advertising; and
- any vehicle, trailer or other similar object placed or located so as to serve the purpose of displaying advertising.

The *Advertisements Local Planning Policy* relates, for the most part, to advertising signs on private land.

What signs does the Advertisements Local Planning Policy apply to?

The *Advertisements Local Planning Policy* predominantly relates to private advertising signs on private land. The policy sets out which advertising signs and devices are exempt from approval, require the approval of the City, or are not permitted in various zones of the City.

Advertising signs on local government property and thoroughfares is regulated by the *Local Government and Public Property Local Law 2014*. The *Advertisements Local Planning Policy* establishes a development approval exemption for signs on local government property and reserves that are approved by the City through the local law, therefore removing the need for dual approvals under the two instruments. Any advertising signs located on verges or thoroughfares are required to comply with the local law, which includes restrictions for advertising within road verges and thoroughfares. The City is currently reviewing its local law framework.

What has changed between the now revoked Signs Local Planning Policy and the new Advertisements Planning Policy?

The *Signs Local Planning Policy* is no longer operational and has been replaced by the *Advertisements Local Planning Policy*.

Changes in policy between the *Advertisements Local Planning Policy* and the previous *Signs Local Planning Policy* include:

- a new overall policy statement articulating the City's expectations for advertising signs;
- establishing specific locality types, each with distinct sign objectives to provide the context for acceptable advertisements and policy standards in the varied land use areas of the City;
- introduction of a streamlined "exemption pathway" for some signs that meet acceptable development standards, in addition to the list of exempt signs already provided in the current Signs LPP;
- greater flexibility, in some parts of the City, for use of portable signs, roof signs, and bunting; and
- introduction of additional policy provisions related to digital, animated, and illuminated signs.

What are locality types?

The *Advertisements Local Planning Policy* acknowledges that the role and accepted level of advertising differs across the City based on the expected level of amenity and commercial functions of the City's various zones. The policy defines locality types for the purpose of defining exemptions and provisions for signage in the different areas of the City and provides specific objectives for each locality type, being neighbourhood, activity centre, and service commercial localities. This enables consideration of the nature and amenity of each to guide decision making. Development standards and a listing of permitted or prohibited signs are structured based on the locality types, informed by the locality objectives.

What is an exemption pathway?

The policy makes certain advertisements that meet acceptable policy standards exempt from the need for development approval to remove the time and costs involved for businesses and other applicants when having to apply for development approval for advertising signs. This provides an exemption pathway for a range of commonly used signs that meet acceptable development conditions and, if not exempt, would be approved without the need for exercise of judgement because they meet deemed-to-comply standards.

Signs in activity centres and commercial areas that are now exempt through the *Advertisements Local Planning Policy* subject to meeting prescribed development conditions, include:

- permanent on-building signs, including semaphore signs, verandah signs, window signs, wall signs;
- small portable signs; and
- temporary use of banner signs and freestanding banner signs.

What if an exempt sign does not comply with development conditions?

A sign is only exempt if it meets the development conditions specified for an exempt sign. If a sign does not comply with the development conditions specified in the policy, it is not exempt, and will require development approval.

Applications for development approval will need to demonstrate compliance with the locality specific objectives, policy objectives, and design principles of the policy.

Why is a formal request required for some exempt signs but not others?

The policy exempts the temporary use of banner signs and freestanding banner signs, and the associated conditions include the requirement for a formal request to be received, and a letter issued from the City approving the temporary nature of the sign and its period of use.

This is specifically required for these exempt signs to provide a mechanism for applicants and the City to clarify and operate in accordance with conditions related to temporary use of these signs. It provides greater certainty that the maximum display periods for permitted use of these signs is recorded for compliance purposes.

The formal request is to be made to the City via a request for written planning advice.

What is the City's policy regarding small portable signs (A-frames or sandwich boards)?

On private land:

Neighbourhood localities: portable signs are not permitted to protect residential amenity.

Activity centre localities: one portable sign per business on private land is permitted where there is not an existing freestanding sign that advertises the business. This approach seeks to enable the use of portable signs should there not be existing, permanent freestanding signs that provide visibility for local businesses, whilst managing the impacts of a proliferation of informal signs in these high amenity areas.

Commercial localities: one portable sign per business on private land is permitted, reflecting the core commercial function of these areas

The policy provisions for portable signs under the *Advertisements Local Planning Policy* does not apply to portable signs within road reserves. The *Local Government and Public Property Local Law 2014* maintains a general prohibition of advertising signs in thoroughfares, and this is not influenced by the local planning policy. The City is currently undertaking a review of all local laws; issues raised by local businesses regarding the general prohibition of portable signs within verges will be considered as part of that process.

What is the City's policy regarding portable variable message board signs?

The use of portable variable message board signs for commercial advertising is not permitted.

The temporary use of portable variable message boards is possible through application of a state-wide development approval exemption for temporary works in place for no longer than 48 hours, once per year, which is provided by the *Planning and Development (Local Planning Schemes) Regulations 2015*.

The *Advertisements Local Planning Policy* manages the potential safety issues associated with temporary use of portable variable message boards under the temporary works exemption and meets business needs by enabling an agreed extension from 48 hours up to two weeks, subject to meeting specific standards regarding location and content to manage risk to road users and local amenity. This is similar to the approach used by the City to regulate temporary use of sea containers, with written planning advice (a formal request) provided by applicants so that the City can confirm compliance with safety standards.

What are the other changes regarding types of signs and advertising in the City?

Roof signs (being signs located above the walls of a building) are prohibited in all areas of the City. Recognising the planning intention for the City Centre precinct of the Joondalup Activity Centre to be a vibrant, city area, the *Advertisements Local Planning Policy* removes the prohibition of roof signs in that area only, with development provisions included to ensure that roof signs add interest and vibrancy to Joondalup's skyline, without adversely affecting the amenity of residents.

Bunting as an advertising device is no longer prohibited across the City; the use of advertising bunting can be considered through a development approval pathway on its merits, against the design principles of the policy.

What are the new policy provisions for digital, animated and illuminated signs?

The *Advertisements Local Planning Policy* introduces policy standards to address the specific amenity and road safety implications of illuminated, variable, and animated content signs.

For illuminated signs, policy provisions prohibit illuminated signs in neighbourhood localities, and require compliance with Australian Standards and other relevant guidelines to manage the amenity and safety of illuminated signs.

For digital and variable content signs, provisions utilise the methodology provided within *Main Roads Western Australia's Policy* and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves (as amended) to manage the safety impacts of digital and animated signs that are visible from public roads.

The policy provisions operate to prohibit variable or animated content within roadside locations that pose an unacceptable risk to road users or would be distracting at vital decision-making points in the road network such as intersections.

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

Does the Advertisements Local Planning Policy impact on signs for community events, organisations and clubs?

There are a large number of sporting and community clubs located within the City's many parks, facilities, and open spaces. These clubs utilise different forms of signs to promote their home relationship with facilities, contact details to promote membership, temporary events and membership drives, and to promote their sponsors. Club signs are often requested as part of club-funded facility upgrades.

Being located on local government property and public places, signs associated with sporting clubs and community events are regulated by the *Local Government and Public Property Local Law 2014*. Such signs are exempt from the need for development approval through operation of the local planning policy.

How else is the City supporting business visibility and advertising?

The City recognises that signs are a core part of local business promotion and visibility. In addition to the review of the local planning policy, the City has several key initiatives available to local businesses.

The Joondalup Business Catalogue is an online catalogue where local businesses can:

- promote their business with a free listing;
- connect to business opportunities; and
- grow their business with the business diagnostic tool.

If you're a local business that wants to be featured through various channels, visit the City's website and register now. Find out about the latest grants, campaigns, leads and more in the business opportunities section.

The City of Joondalup has also developed the Joondalup Business Engagement Program, an initiative that aims to engage and support local businesses through one on one discussions.

With the unfamiliar challenges being faced in the current economic climate, local businesses can connect with qualified and experienced professionals within the City's Economic Development team who welcome the opportunity to assist local businesses to promote, connect and grow their business.

This initiative helps the City to better understand the needs of local businesses and ensures that relevant support and information is provided, such as:

- General business information
- Connection with State and Federal Government initiatives
- Facilitating business programs
- Identifying potential business opportunities
- Advocating for economic issues.

The City's Economic Development Officers will be conducting outreach appointments with business operators throughout the region on a weekly basis.

More information on these programs can be accessed at: joondalup.wa.gov.au

Where can I get further information?

If you would like further information on the *Advertisements Local Planning Policy* or the consultation process, please contact the City's Planning Services Team on **9400 4100** or email info@joondalup.wa.gov.au