



TOWNSCAPE REVIEW STEERING COMMITTEE MEETING

MINUTES

Committee Brief

Guide the process of reviewing the Townscape Improvement Plan for the Shire of Plantagenet that will:

- ***Serve as an overall framework for streetscape upgrading projects over the next ten years; and***
- ***Lead to the enhancement of the visual and practical amenity of area.***

Meeting of the
Townscape Review Steering Committee
held in the Committee Room
3.00pm Wednesday 8 October 2008

**Rob Stewart
CHIEF EXECUTIVE OFFICER**

Committee Members

Mr Peter Thorn (Chair); Mr Roger Bartley (Deputy Chair); Cr K Clements; Cr J Mark; Cr D Nye-Chart, Cr A Budrikis (Deputy); Mr Peter Duncan (Manager Development Services); Ms Karen McKenzie; Ms Larissa Seah.

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1 DECLARATION OF OPENING / ANNOUNCEMENT OF VISITORS

3.00pm Mr Peter Thorn declared the meeting open.

2 RECORD OF ATTENDANCE / APOLOGIESPresent

Mr Peter Thorn	
Mr Roger Bartley	
Ms Karen McKenzie	
Mr Peter Duncan	Manager Development Services
Cr Ken Clements	

Mr Ian Bartlett	Manager Works and Services
Ms Nicole Selesnew	Manager Community Services
Mrs Cobie MacLean	Administration Officer

Apologies

Cr John Mark
Cr Deb Nye-Chart
Ms Larissa Seah

3 CONFIRMATION OF MINUTES

Moved Cr K Clements, seconded Mr R Bartley:

That the Minutes of the Townscape Review Steering Committee Meeting held 8 March 2008 and 4 June 2008 be confirmed.

CARRIED

4 REPORTS OF COMMITTEE MEMBERS AND OFFICERS

4.1 DRAFT DIRECTIONAL, SERVICE AND TOURISM SIGNAGE POLICY

File No: RO/120/3

Attachments: (1) [Draft Policy](#) and photographs of Stack Sign

Responsible Officer: Rob Stewart
Chief Executive Officer

Author: Peter Duncan
Manager Development Services

Proposed Meeting Date: 8 October 2008

Purpose

The purpose of this report is to advise the Townscape Review Steering Committee on the position of the proposed Draft Policy: 'Directional, Service and Tourism Signage'.

Background

On 29 August 2006 a workshop with Councillors was held to discuss draft proposals for this proposed policy. The first draft was prepared in consultation with Main Roads Western Australia (MRWA) and Tourism Western Australia (TWA).

The need for a coordinated approach to the management and control of signs on public land and particularly within road reserves is recognised. There are a number of redundant, unauthorised and derelict signs throughout the Shire.

Directional Signs are signs erected on roads or public places to indicate the direction to places, services and tourist destinations within the Shire, but do not include signs erected or affixed by the Council or Main Roads WA.

Existing policy TP/SDC/2 (Control of Signs within the Shire of Plantagenet) reads as follows:

POLICY: CONTROL OF ADVERTISEMENTS

Council's objective in the control of advertising is to ensure the orderly and proper planning and the amenity of the Scheme Area through the control of advertisements by the examination and determination of advertising signs in the light of:

- The impact of new advertisements upon residential, rural and recreational areas;*
- The potential of any proposed advertisement to enhance or detract from the visual amenity and character of an area; and*
- The potential for the rationalisation, consolidation or removal of existing advertisements where amenity is already impaired by poor, excessive or derelict advertising.*

Council shall examine each such application in the light of the objectives of the Scheme and with particular reference to the character and amenity of the locality within which it is to be displayed including its historic or landscape significance and traffic safety, and the amenity of adjacent areas, which may be affected.

With the above in mind a policy dealing with advertising signs, temporary signs, guide signs and signs in general has been drafted.

Focus will be for tourist passing through the town, which require services from a tourist establishment.

DEFINITIONS

Tourist establishment – a commercially operated establishment catering for tourists, and for which a charge may or may not be made, (museum, fauna park, historical home, tourist farms, winery, craft centre, pottery, overnight accommodation, caravan park etc).

GUIDE SIGNS

To inform and advise road users of directions, routes, distances, destinations, the location of services for road users and points of interest. Not to be in the form of advertising.

All guide sign along main roads are subject to MRWA Approval.

A PROPOSED ADVERTISING SIGN MUST SATISFY THE FOLLOWING

Sign to be within 2km of the business or within 2kms of a townsite to which the business is situated;

Tourist establishment only;

Permission granted from property owners;

Not to be placed in the Road reserve;

All signs in the vicinity of a main road must comply with the Main Roads (Control of Advertisements) Regulations;

Professionally written by a commercial sign writer; and

Maximum of two signs with the position of the signs to Council's satisfaction.

SIGNS – GENERAL

That all signs are required to have all wording professionally written, by a commercial signwriter and must be in accordance with the Shire of Plantagenet Town Planning Scheme.

Display of unofficial and non-essential information signs should not be permitted.

COMMERCIAL BUSINESS

An advertising sign for a commercial/business will not be permitted on the vicinity of roads unless in compliance with the Town Planning Scheme (e.g. Home Occupation advertising on own property maximum area of sign 0.2m² and industrial landuse permitted a maximum 4 signs but with conditions)

TOURIST ESTABLISHMENT

Be permitted to locate one guide sign indicating name and distance of the establishment using standard terms (e.g. B & B 15km).

TEMPORARY ROADSIDE SIGNS

That Council permit, non-business community groups to advertise community functions, to be held on a "one-off" event only.

Signs subject to –

The maximum size to be 1.0m²;

The sign is to be non-offensive;

Council has the right to remove any sign at any time for reasonable cause and fee as set by Council each year and included in its Schedule of Fees and Charges will be charge for its return.

All signs must be located a minimum of 1.5m from the nearest vehicle carriageway.

The sign is to be removed within one (1) day after the advertising event.

Placement of signs to be maximum of ten (10) days before event.

The existing policy was considered by the Council at its meeting held on 13 March 2007 where at resolution 103/07 it resolved:

'That the question be adjourned to allow a further review of the Control of Signs Policy and that a further report be presented to the Council at its meeting to be held on 11 September 2007'.

A draft policy was prepared and considered by the Council at its meeting held on 11 September 2007 where it was resolved at resolution 322/07:

'That a workshop be held within the tourism / business industry to discuss the attached draft Council Policy on Directional, Service and Tourism Signage by end of November 2007.'

A workshop was held with the tourism / business industry on 27 November 2007 and following that staff prepared another draft to address the feedback obtained at the workshop. Once the revised draft was completed in early 2008 a trial stack sign was erected on the corner of Mondurup Street and Mount Barker Road to enable feedback on that format to be obtained (photographs attached).

Statutory Environment

Local Government Act 1995

Shire of Plantagenet Activities in Thoroughfares and Public Places and Trading – Local Law.

Shire of Plantagenet Town Planning Scheme No. 3 (TPS3) – Clause 5.6 sets standards for the control of advertisements.

Consultation

Extensive consultation with MRWA and TWA has occurred. Councillors have been involved in a workshop held on 29 August 2006 and another workshop with tourism industry representatives on 27 November 2007 to discuss the draft policy. A workshop is to be held on 14 October 2008.

Financial Implications

Direction signage will be erected by Works and Services. The signs will be designed and manufactured to the Council's specifications. Fees have been set in the Council's 2008 / 2009 budget.

Policy Implications

Policy No. TP/SDC/2 Control of Signs within the Shire of Plantagenet – this Policy will need to be revoked should this proposed policy be adopted. The existing policy is difficult to administer as it covers road side and other signs in an unclear way.

Strategic Implications

This proposed policy if adopted will lead to the preparation of a comprehensive policy to address all forms of advertising signage on private property.

Officer Comment

The revised draft policy is attached. A workshop has been arranged with the tourism / business industry to be held at the Council offices on Tuesday 14 October 2008 at 5.00pm. Once the feedback from the workshop has been analysed then a report will be placed before the Council for consideration.

The existing information bay area to the north of Mount Barker on the east side of Albany Highway presently provides a carparking area and somewhat outdated tourist information on perspex covered boards under a small roofed area. One matter for consideration is to remove the mapping and install a new map advertising the district and its tourist operators at a prominent location at the visitor centre. The information bay area which is the responsibility of Main Roads WA could be retained as a carpark rest area but would include a sign directing tourists to the visitor centre for information. The new sign at the visitor centre could be located to the exterior of the complex (but under a roof) and be lit so that it is useable outside visitor centre hours by the travelling public. This option is one which could be considered with the tourism industry representatives and Rotary.

Existing Policy No. TP/SDC/2 (Control of Signs within the Shire of Plantagenet) was last reviewed in January 1998. That policy discusses various advertising signage related to tourist establishments, guide signs and commercial businesses. That policy is unclear and difficult to administer from a practical perspective and is in need of review. This proposed draft policy will set appropriate and clear standards.

If and when this proposed policy is finalised, then existing Policy No. TP/SDC/2 can be revoked.

Voting Requirements

Simple Majority

OFFICER RECOMMENDATION

Moved Mr R Bartley, seconded Ms K McKenzie

That the information provided in this report on progress on the draft Direction Service and Tourism, Signage Policy be noted.

CARRIED

4.2 WALK TRAILS

Ms N Selesnew provided a brief outline of the Trails Master Plan – 2006 covering all trails. The next step is a detailed trail plan. Mondurup and Pwakkenbak trails are being worked on. A grant has been secured for a Trail Development Plan. All plans are still in a very draft stage. (a handout has been attached to the back of these minutes at Attachment 1.)

Mondurup and Pwakkenbak trails are to go to the Council shortly. Mr Jesse Brampton has fully costed the construction for these trails.

Mount Barker Hill lookout – an expression of interest for funding has been accepted. The next stage is to prepare a full grant application.

Draft plans have been draw up for bridle trails around Frost Oval.

Wilson/Centennial Park concept plans have been received.

4.3 TOWN ENTRY STATEMENTS

Mr P Thorn would like to see more large rocks around and behind the entry into town to reflect the original design plans.

Mr I Bartlett confirmed that this would be the plan. He is to contact Ms Kaye Sandilands when he is ready to proceed to collect the necessary rocks. He plans to lift the current entry statement, place the new rocks under and around the current position and place the current entry statement back on top of the new rocks. He will do the southern entry statement first. The northern entry statement is still at the depot and will be completed later.

Woogenellup Road roundabout – Mr I Bartlett is waiting for about 4,000 plants to come. The plants are currently being grown from seed. There are five (5) flag poles to be erected on the roundabout in different colours to reflect the colours on the Shire logo. The flag poles should be here soon. The flags are also going to reflect the colours of the Shire logo. There is power available for future up-lighting. The plan is still following Ms Sally Malone's original plan.

4.4 LARGE TREES IN TOWN CENTRE

Mr P Thorn advised that he has been in contact with Malayup Nursery, a supplier of large trees. These additional large trees will be approximately \$75.00 (excluding GST) each for the bottom roundabout (pictures attached at Attachment 2). Mr Thorn advised that these would be able to be planted in approximately one (1) month. Mr I Bartlett will contact the nursery and follow up on the costs etcetera. Committee members who wish to donate money towards these trees are advised to wait until the Shire has purchaser them.

Large trees should have a high importance and require protection. Mr P Duncan advised the Council would need to decide to employ consultants to assess all large trees within the Mount Barker townsite. Council will need to budget funds to employ the consultant and this will not be possible until at least next financial year.

COMMITTEE RECOMMENDATION

Moved Mr R Bartley, seconded Ms K McKenzie:

That the Manager of Development Services be requested to prepare a report for the next meeting of the committee relating to the possible appointment of a suitably qualified consultant able to assess large trees in the Mount Barker Townsite on aesthetic and heritage values with a view to ensuring such trees are preserved wherever possible on both public and private land.

CARRIED.

5 NEXT MEETING

Wednesday 4 February 2009 – 3.00 pm

6 MEETING CLOSURE

3.45pm The Presiding Member declared the meeting closed.

CONFIRMED: **CHAIRPERSON** _____ **DATE:** ____/____/____