



Donnybrook Townscape Committee Meeting Minutes

Held on

Wednesday, 8 April 2015

Commencing at 4.03pm

In Council Chambers

Cnr Bentley and Collins Streets, Donnybrook WA 6239

John Attwood
Chief Executive Officer

9 April 2015

DISCLAIMER

The advice and information contained herein is given by and to the Council without liability or responsibility for its accuracy. Before placing any reliance on this advice or information, a written inquiry should be made to the Council giving entire reasons for seeking the advice or information and how it is proposed to be used.

Please note these minutes contain recommendations which have not yet been adopted by Council.



DONNYBROOK TOWNSCAPE COMMITTEE MINUTES

8 APRIL 2015

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SHIRE OF DONNYBROOK/BALINGUP

DONNYBROOK TOWNSCAPE MEETING MINUTES

**Held in the Council Chambers
Wednesday, 8 April 2015**

The Chairperson declared the meeting open at 4.03pm.

MEMBERS PRESENT

COUNCILLORS	SHIRE OFFICERS	COMMUNITY
Cr Dawson	B Wallin – Principal Planner	
Cr Logiudice	M Scott – Manager Works and Services	
Cr Mitchell		

PUBLIC GALLERY

APOLOGIES

J Thomson
Cr Dilley

1. PUBLIC QUESTION TIME

Nil

2. DECLARATION OF FINANCIAL INTEREST

Division 6: Sub-Division 1 of the *Local Government Act 1995*. Care should be taken by all committee members to ensure that a financial interest is declared and that they refrain from voting on any matter which is considered may come within the ambit of the Act.

Councillors Dawson and Logiudice declared a financial interest in Agenda Item 5.1.2 – Review of Movable Signage on Donnybrook Main Street as both are owners of business premises in the South Western Highway, Donnybrook. As there would not be a quorum with these declarations, Item 5.1.2 was withdrawn from the agenda.

3. PETITIONS/DEPUTATIONS/PRESENTATIONS

Nil

4. CONFIRMATION OF MINUTES OF PREVIOUS MEETING

4.1 Donnybrook Townscape Committee Meeting – 4 February 2015

Moved: Cr Logiudice

Seconded: Cr Mitchell

That the Minutes of the Donnybrook Townscape Committee Meeting held on 4 February 2015 be confirmed as a true and accurate record.

Carried 3/0

5. REPORTS OF OFFICERS

5.1 Principal Planner

5.1.1	SUBJECT:	PROPOSED SIGNAGE – DONNYBROOK ARBORETUM
	Location:	Donnybrook
	Applicants:	N/A
	Reserve:	Parks and Recreation
	File Ref:	TP 07/2
	Author:	Bob Wallin (Principal Planner)
	Report Date:	27 March 2015
	Attachment:	5.1.1 – ‘Welcome to Donnybrook’ Draft Panel Design

Background

The Townscape Committee at its meeting 8th October 2014 resolved that:

“...Subject to the receipt of further quotations that Council go back to the Donnybrook Tourism Association and Chamber of Commerce requesting a further contribution to update signage panels...”

Additional quotes were obtained. The Townscape Committee at its meeting 10th December 2014 resolved that:

- “1) Take action to remove the existing signage as the sign is in a state of disrepair and does not project well on the Shire and the information provided out of date.*
- 2) Allocate an additional \$750.00 towards the cost of the new signage.”*

Arrangements have started to remove the existing panels.

At the Townscape Committee meeting 4th February 2015, it was advised that a new panel design was being prepared. A draft design is attached for discussion purposes (Attachment 5.1.1).

Comment

The draft panel has been prepared with a new motivating philosophy. In preparing this draft sign, it was essential to be clear on what the purpose of the sign is. It was concluded that it is for the Shire to promote “what is good and on offer”. This is a chance to seek, attract, grab and hold the attention of potential future residents. If this is the agreed purpose of the sign, then a change in approach is necessary.

The sign presents the reader with an eclectic range of activities to enjoy and to inspire the imagination to think what a great place Donnybrook is.

The proposed text is short and tells a story about experiences available. This story is embellished with a number of colourful images to help guide the imagination and highlight the beauty of the countryside, events, the seasons and activities.

It is noted that the Tourism Association and Chamber of Commerce will give specific attention to their members needs and Council does not need to duplicate efforts or information.

Policy/Statutory Implications

N/A

Financial Implications

N/A

Strategic Implications

Outcome 1.1 – Continue to grow the Shire’s population.

Outcome 2.8 – Our townsites are attractive, well presented and maintained.

Outcome 4.7 – Maintain and enhance Shire assets.

Officer’s Recommended Resolution

Moved:

Seconded:

That the ‘Welcome to Donnybrook’ sign depicted in Attachment 5.1.1 is suitable and arrangements be made to prepare it for printing.

Committee’s Recommended Resolution

Moved: Cr Logiudice

Seconded: Cr Mitchell

- 1. That the ‘Welcome to Donnybrook’ sign depicted in Attachment 5.1.1 is supported and staff meet with representatives from the Donnybrook Tourist Association and Donnybrook Balingup Chamber of Commerce to ensure that there is no duplication in the proposed written material prior to printing.**
- 2. That the sign to include the shire QR code and website address, and if space permits, include more local photographs.**

Carried 3/0

Councillors Dawson and Logiudice declared a financial interest in Agenda Item 5.1.2 – Review of Movable Signage on Donnybrook Main Street as both are owners of business premises in the South Western Highway, Donnybrook. As there would not be a quorum with these declarations, Item 5.1.2 was withdrawn from the agenda.

5.1.2	SUBJECT:	REVIEW OF MOVEABLE ADVERTISING SIGNAGE ON DONNYBROOK MAIN STREET
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Location:	Donnybrook
Applicants:	N/A
Reserve:	N/A
File Ref:	TP 07/2
Author:	Bob Wallin (Principal Planner)
Report Date:	30 March 2015
Attachment:	5.1.2 - Photo Examples of Signage

Background

Direction from Townscape Committee is requested in relation to moveable signage along the main street. Attachment 5.1.2 shows some examples of temporary signage located on the public path.

The number of signs and their location could be seen as detracting from the streetscape appeal and unnecessarily restricting access.

Comment

Local Planning Scheme No.7 (LPS7) defines signage as development. Planning approval is required unless exempt under Schedule 12 (Exempted Advertisements).

Moveable signage along the main street is not exempted under Schedule 12.

Local Planning Policy 9.6 Signage/Advertisement provides specific advice in relation to “moveable signs”. It states:

“Moveable signs shall not be allowed to be permitted where, in the Council’s opinion they would obstruct pedestrian or vehicle movements or sightlines or obstruct access to or views form any other premises.

Any moveable sign should be located as close as possible to the premises to which it relates, unless the Council is satisfied that there are local circumstances which make this difficult....

The applicant will be required to maintain a minimum \$5 million public liability insurance covering the placement of the moveable sign on the footpath that indemnifies Council.

Moveable signs shall only remain in public places while the shop or business is trading.”

In forming an opinion on signage, it may be helpful to think about the following:

The purpose of signage

Signage plays an important role in attracting attention to a business and expressing information about goods and services on offer. This is an essential part of promoting a business.

The rate of diminishing returns

Each new sign added does not add the same level of value to a business. The value diminishes. Further, this rate of diminishing returns is not restricted to individual businesses – it applies collectively.

Conflict between individual interests and group interests

The combined impact of all businesses competing and adding signs reduces the ability of a sign to stand out and attract attention. This can lead to an “arms race” that does not benefit individual local businesses or the general streetscape appeal. For signs to be effective in this environment, it is necessary to use more signs that are, louder, bigger, brighter, to attract attention. This may work in the short term and benefit individuals. However, if this tactic is pursued by all the players - no one wins. Further, it will eventually be counter-productive as the approach creates negative externalities that the town and community as a whole have to pay for – an unattractive and obstacle littered main-street.

Prevention is better than cure

It cannot be uniformly argued that the main street is at a point that contains an unacceptable level of clutter. However, the trajectory has started. The adage that prevention is better than cure may apply to prevent the situation getting worse.

Consistent rules to benefit all

Council has the ability to control the number and location of signage. Limiting moveable signage enables signs to be more effective in their purpose – advertising. It also enables the streetscape appeal to be preserved which attracts more people to use the businesses. Effectively, Council can play a role of resolving the conflict between individual interests and group interests.

Public safety

Inappropriately located signs create an impediment to movement and can present a tripping hazard. While it is common for traditional main streets to have a “clutter zone” that funnels pedestrian activity, creates vibrancy and areas of street activity (think alfresco dining) it needs to be controlled effectively. Attachment 1 shows some examples where the signs are located that will impede exiting a parked vehicle, reduce sight lines, movement and create tripping hazards.

If the Townscape Committee is of the view that main street signage needs specific attention, then there are a number of potential solutions. The following approaches with colloquial titles have been provided to help discussion:

“The Nudge”

This approach is about changing normative values by highlighting what would be in the best interests of all. This would be a soft power approach and could be a first step. It would involve a letter drop to existing businesses on the main street, reminding all of the rules that apply, why they apply and to think about location of signs. There could also be a gentle reminder of the costs of not doing the right things.

“The Bad Cop”

This approach is to take a strict interpretation of the policy and LPS7 requirements and remove all signs that do not have planning approval. This approach may be softened by a short grace period in which retrospective planning applications can be considered.

“The Legislator”

This approach is to review the policy and LPS7 requirements. One approach could be to allow as a right (exempt from planning approval) a single portable sign per business subject to meeting specific siting requirements. Another could be to prepare a signage policy specific to the Donnybrook main street that guides signage.

Policy/Statutory Implications

N/A

Financial Implications

N/A

Strategic Implications

Outcome 1.1 – Continue to grow the Shire’s population.

Outcome 2.8 – Our townsites are attractive, well presented and maintained.

Outcome 4.7 – Maintain and enhance Shire assets.

Committee’s Recommended Resolution

Moved:

Seconded:

The Committee resolve that the Chief Executive Officer:

- 1) Contact businesses/landowners on the main street to explain signage requirements; and**
- 2) Review the signage environment in 6 months, update the Townscape Committee and suggest alternative approaches if necessary.**

6. DISCUSSION

Updates provided on:

Repairs to Decorative Apples

Bob Wallin to arrange for the apples to be available for inspection at the next Council Meeting.

Yarn Bombing – Street Tree Decorations

The yarn has been removed from the trees on South Western Highway.

Collins Street Local Development Plan

Committee Recommended Resolution

Moved: Cr Logiudice

Seconded: Cr Mitchell

That the Townscape Committee recommend to Council to consider allocating \$25,000 in the 2015/16 Budget to commence traffic calming in Collins Street in line with the recently developed concept plans.

Carried 3/0

Preston Foreshore Repairs

Work is to commence in the next two weeks.

Bin Surrounds

The suggestion was made for QR codes to be included on any future photos used on bin surrounds or other features.

7. CLOSURE OF MEETING

The Shire President advised that the date of the next Donnybrook Townscape Committee Meeting will be held on Wednesday, 10 June 2015, commencing at 4.00pm, at the Shire of Donnybrook-Balingup Council Chambers.

Chairperson to declare the meeting closed at 4.56pm.

These Minutes were confirmed as a true and accurate record at the Donnybrook Townscape Committee Meeting held on 10 June 2015.		
Shire President		Presiding Member