



# Donnybrook Townscape Committee Meeting Minutes

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Held on

Wednesday, 12 August 2015

Commencing at 4.05pm

In Council Chambers

Cnr Bentley and Collins Streets, Donnybrook WA 6239

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**John Attwood**  
**Chief Executive Officer**

**18 August 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.

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# DONNYBROOK TOWNSCAPE COMMITTEE MINUTES

12 AUGUST 2015

## TABLE OF CONTENTS

<b>1. PUBLIC QUESTION TIME</b> .....	3
<b>2. DECLARATION OF FINANCIAL INTEREST</b> .....	4
<b>3. PETITIONS/DEPUTATIONS/PRESENTATIONS</b> .....	4
<b>4. CONFIRMATION OF MINUTES OF PREVIOUS MEETING</b> .....	4
<b>4.1 <i>Donnybrook Townscape Committee Meeting</i></b> .....	4
<b>5. REPORTS OF OFFICERS</b> .....	5
<b>5.1 <i>Principal Planner</i></b> .....	5
<b>5.1.1 SUBJECT: RV FRIENDLY TOWNS</b> .....	5
<b>5.1.2 SUBJECT: REVIEW OF MOVEABLE ADVERTISING SIGNAGE ON DONNYBROOK MAIN STREET</b> .....	8
<b>6. OTHER BUSINESS</b> .....	11
<b>7. CLOSURE OF MEETING</b> .....	11

# SHIRE OF DONNYBROOK/BALINGUP

## DONNYBROOK TOWNSCAPE MEETING AGENDA

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**Held in the Council Chambers  
Wednesday, 12 August 2015**

The Chairperson declared the meeting open at 4.05pm.

### MEMBERS PRESENT

COUNCILLORS	SHIRE OFFICERS	COMMUNITY
Cr Dilley Cr Logiudice Cr Mitchell	B Wallin – Principal Planner	J Thomson

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### PUBLIC GALLERY

June Scott

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### APOLOGIES

Cr Dawson  
J Attwood – Chief Executive Officer

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### 1. PUBLIC QUESTION TIME

Questions taken without notice at the Donnybrook Townscape Committee Meeting on 12 August 2015.

*June Scott*

*Will the stand of trees near the arboretum be impacted by Main Roads Western Australia's proposed information bay?*

Principle Planner

A request has been made to Main Roads Western Australia to provide details on the information bay. Advice will be provided when available.

*June Scott*

Will the arboretum sign be in accordance with Council guidelines?

Principle Planner

The arboretum information sign has been put on hold pending information on the progress of the information bay. At present, it is likely that Main Roads Western Australia (MRWA) will be constructing the information bay earlier than originally indicated. Any future signage will be constructed and designed to ensure that information is presented in the best light and in a

way that promotes the Shire in a positive manner. Signage will be assessed in accordance with Council's Local Planning Policy 9.6. If the signage is to form part of a future information bay, it will be necessary to obtain MRWA support.

*June Scott*

*How can interested parties become involved in Council committee's and working groups?*

Principle Planner

There will be opportunity to nominate for committee's shortly. Adverts in the local paper requesting interested residents to nominate will be out shortly. Nominations received will be considered and ratified by Council following this year's elections.

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## **2. DECLARATION OF FINANCIAL INTEREST**

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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.

Nil

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## **3. PETITIONS/DEPUTATIONS/PRESENTATIONS**

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Nil

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## **4. CONFIRMATION OF MINUTES OF PREVIOUS MEETING**

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### ***4.1 Donnybrook Townscape Committee Meeting***

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**Moved: J Thomson**

**Seconded: Cr Logiudice**

**That the Minutes of the Donnybrook Townscape Committee Meeting held on 10 June 2015 be confirmed as a true and accurate record.**

**Carried 4/0**

## 5. REPORTS OF OFFICERS

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### 5.1 *Principal Planner*

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<b>5.1.1</b>	<b>SUBJECT:</b>	<b>RV FRIENDLY TOWNS</b>
	<b>Location:</b>	<b>Shire of Donnybrook-Balingup</b>
	<b>Applicants:</b>	<b>N/A</b>
	<b>Zone:</b>	<b>N/A</b>
	<b>File Ref:</b>	<b>TRS 07</b>
	<b>Author:</b>	<b>Bob Wallin (Principal Planner)</b>
	<b>Report Date:</b>	<b>23 July 2015</b>
	<b>Attachments:</b>	<b>5.1.1(1) - Letter from Donnybrook Regional Tourism Association 5.1.1(2) – Example of Signage Art</b>

#### **Background**

The Donnybrook Regional Tourism Association (Tourism Association) has expressed interest in having Donnybrook becoming an RV Friendly Town. The Tourism Association is unsure of the process and would like the support of the Shire. Attachment 5.1.1(1) provides details of the request and reasons to support such an idea.

The RV Friendly Town initiative is driven by the Campervan and Motorhome Club of Australia (CMCA). The CMCA has over 65,000 members. The CMCA promotes the economic advantages to small towns providing RV tourists specific amenities.

This point was investigated by the Shire in February 2014 for the Balingup townsite. At that time there was 23 RV Friendly Towns within Western Australia. A review of the CMCA website now shows that there are 39 RV Friendly Towns.

To qualify for a RV Friendly Town, the following essential criteria need to be satisfied:

- Provision of appropriate parking within the town centre, including access to a general shopping area with groceries or fresh produce;
- Provision of short term (24/48 hour) parking for self-contained vehicles within the town precinct;
- Access to potable water;
- Access to a free dump point within the town precinct.

There is also a list of desirable criteria which includes:

- Provision of long-term parking for self-contained vehicles;
- Access to medical facilities or an applicable evacuation plan;
- Access to a pharmacy or a procedure to obtain pharmaceutical products;
- A Visitor Information Centre with appropriate parking facilities within a reasonable distance;
- To provide a town map showing essential facilities such as the local hospital, medical services, fuel, shopping area, dump point, fresh water, etc;
- RV friendly town sign to be erected within the town precinct.

Another category, RV Friendly Destination, exists for small towns. The Destination will have an area for overnight or longer stays for travellers in recreational vehicles. The CMCA provides information on how to apply for RV Friendly Town status.

## **Comment**

In considering the merits of becoming a RV Friendly Town, the following facts should be given thought:

- 1) The Town already has a transit park that provides 10 van sites plus 20 camping sites. This facility provides public toilets, shower facilities, laundry, outdoor kitchen, power, potable water and dump site. It is noted that Council budgets \$42,000 annually to maintain and manage this facility. An annual income of \$34,000.00 is expected.
- 2) Advice received from the transit park manager shows that the facility averages 30% occupancy over the year. The rate of occupancy has shown a gradual increase in demand over the last 5 years (since statistics have been kept).
- 3) There is already a “dump point” provided as part of the Transit Park.
- 4) The CMCA promote the notion that the RV Friendly Town generates significant tourism traffic and activity to towns involved. This claim needs to be viewed with some caution. The Shire of Boyup Brook has been a RV Friendly Town for the last three years. It became involved in the project to reduce litter problems generated by uncontrolled parking within the Shire. Discussion with the Shire indicated that they have not noticed any measurable difference in tourist activity.
- 5) The RV community is mainly motivated by obtaining cheap or free camping areas and generally present a low daily spend within towns when compared to other tourist types.

In considering the above, it is concluded that the Donnybrook townsite already has suitable capacity to accommodate recreational vehicles and that the potential benefits verses costs do not necessarily represent the best value in attracting tourist activity to the town.

Should demand increase, the best approach would be to expand the transit park. Becoming an RV Friendly Town would require funds to create free short term camping facilities. These free facilities would directly compete with the existing transit park and offer no mechanism to recoup costs to rate payers.

It is recommended that becoming an RV Friendly Town would not be in the overall interest of the Shire’s ratepayers. Ratepayers presently subsidise the Transit Park which provides quality camping accommodation and facilities in a very accessible and tranquil setting.

### Other Option to Promote Recreational Vehicles

The Caravan Industry Association WA (CIAWA) has invited the Shire to be part of a community focused signage program to encourage visitors to spend time in towns through signage to welcome caravan and camping visitors and to draw attention to facilities and services provided.

The signage scheme is aimed at recreation vehicle travellers. This includes travellers using caravans, camper trailers, motorhomes and campervans. The signage scheme is promoted by CIAWA through advertising and editorial in the Sunday Times, other media outlets, the annual Perth Caravan and Camping Show, similar interstate events as well as high traffic websites.

The artwork indicates two sign sizes and it is suggested that small towns have 2 signs and larger towns 4 signs which should be located at the approaches to town. There is opportunity to get these signs made for free. An example is shown in Attachment 5.1.1(2). This approach helps highlight the facilities available for recreational vehicle users. This reflects the desired intent of the original proposal put forward without the costs associated with providing new free facilities that will compete with established services. There is a service agreement as part of this signage program. A review of the “eligibility criteria” shows that the Shire can comply without the need to provide any new services or infrastructure.

### **Voting Implications**

Simple majority

### **Financial Implications**

The Townscape budget contains limited funds which could be made available for improved signage.

### **Strategic Implications**

The preparation of a strategic town planning document is a key objective of the Shire's Strategic Community Plan.

Outcome 4.2 - Maintain long term financial viability

### **Officer's Recommended Resolution**

**Moved: Cr Logiudice**

**Seconded: Cr Mitchell**

**That the Committee advise the Donnybrook Regional Tourism Association that:**

- 1) It has considered the request for Donnybrook to become a RV Friendly Town and, after investigating the details, concludes that:**
  - a. The existing Transit Park provides a good level of low budget accommodation with high standard amenities in an attractive location within proximity to civic and shopping services; and**
  - b. Becoming an “RV Friendly Town” would require duplication of existing Transit Park facilities and will compete and provide no avenue for rate payers to recoup costs.**
- 2) It supports the ‘Community Welcomes Recreational Vehicles’ Signage Program; and**
- 3) The Committee authorise the Chief Executive Officer to formalise arrangements to obtain signage for the Shire.**

**Carried 4/0**

\*\* 4.14pm – Cr Logiudice left the meeting.

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

### **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 from 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: Cr Mitchell**

**Seconded: J Thomson**

**The Committee resolve that the Chief Executive Officer:**

- 1) contact businesses/landowners on the main street to explain signage requirements;**
- 2) Review the signage environment in 6 months and update the Townscape Committee and suggest alternative approaches if necessary.**
- 3) Consider including an option for an exemption for planning approval for 1 standard A frame sign as part of the next omnibus amendment to Local Planning Scheme No.7.**

**Carried 3/0**

\*\* 4.26pm – Cr Logiudice returned.

## 6. OTHER BUSINESS

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Community Development has provided a status update on projects they are currently working on in Donnybrook:

### Donnybrook Townsite Heritage Walk Trail

- Community Development and the Donnybrook Regional Tourism Association (DRTA) have met and are working together to progress this project.
- A project working group has been formed (Marilyn Hickman, Ria Hammond, Dave Fawcett & Deb Vanallen).
- The Shire Officer has had discussions with the Dept. Sport and Recreation/LotteryWest regarding funding options.
- The Shire will gather resources & make contact with recently completed, 'bench mark' trail projects.
- Members of DRTA will continue to collate historical data and develop a draft trail map indication key sites to be identified on the Trail.
- Donnybrook Historical Society (John Thompson) will be consulted and invited to join the project working group

### Egan Park Transit Park signage

There has been a complaint from a neighbour who has asked that improved direction signage be provided to the Transit Park.

It is requested that the Chief Executive Officer review existing directional signage and consider measures to improve the information.

### Collins Street update

Committee members requested that an item be provided at the next Townscape meeting providing a first stage option for the upgrading of Collins Street.

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## 7. CLOSURE OF MEETING

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The Shire President advises that the date of the next Donnybrook Townscape Committee Meeting will be held on Wednesday, 14 October 2015, commencing at 4.00pm, at the Shire of Donnybrook-Balingup Council Chambers.

Chairperson declared the meeting closed at 4.35pm.

<b>These Minutes were confirmed as a true and accurate record at the Donnybrook Townscape Committee Meeting held on 14 October 2015.</b>		
<b>Shire President</b>		<b>Presiding Member</b>