



GEORGE TOWN COUNCIL

NO.22

URBAN DESIGN PRINCIPLES & GUIDELINES, STREET FURNITURE & SIGNAGE POLICY

Adopted	16 September 1997	
Amended	14 September 1999	
Next Review Date		

STRATEGIC PLAN

4 Environmental Management

“To ensure the provision of a high quality, safe, clean and healthy environment.”

4.6 Image

“To ensure the creation of a sense of pride in our environment by utilising best practice for all improvements.”

4.6.4 Signage Theme

“To develop and promote a signage theme for the Council that will enable a policy on signs to be adopted by 31st October, 1996. Such theme to specify location, size, type, style, and colours.”

Other Options Considered

During the period of development of these guidelines a number of options have been canvassed with community groups and the Chamber of Commerce including in relation to colour and type and style the application of a heritage type colour scheme i.e. the heritage greens and reds, which have been common throughout many of the urban centres which have undertaken refurbishment in recent years.

Nevertheless there has been overwhelming acceptance of the principle that the Council links its urban design and signage themes to a maritime heritage which forms a crucial part of the history of George Town itself and Low Head.

The principles in document 1 outline the reasons for the standards adopted.

A number of designs in relation to street furniture have also been considered. Powder coated steel has been recommended because of its permanence and durability as too with the design of that furniture which attempts to be as vandal proof as possible and yet maintain its function and aesthetic qualities.


More investigation continues in relation to street lighting standards and discussions are being held with the Hydro Electric Commission concerning the most effective method of illumination.

In terms of purchasing and manufacturing it appears that most if not all signage can be made locally using existing engineering firms and local signwriters. With items of furniture such as bollards, seats and the like which aren't purchased in bulk it will be necessary to purchase these from outside the local economy because the costs of creating moulds and dyes is otherwise prohibitive. However every attempt will be made to ensure that the local economy is involved in this process.

Officer's Comment

The adoption by Council of these guidelines provides an important step in the process of image upgrade for George Town and provides one of the stepping stones which lead to the creation of a sense of being and connection on the part of the community and those who live and work in the area.

The discipline to ensure the application of these themes provides an important catalyst to change in the physical environment and its enhancement for our community.

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It is important to recognise that these changes assist in the development of a new sense of pride in George Town's heritage whilst providing an orderly approach to the provision of these facilities for the community.

Conclusion

That the recommendations, principles, and guidelines for street furniture and signage be adopted.

Recommendation

That Council adopts the urban design principles and standards Part A and B and commences by the incorporation of street furniture within the first stage of the Main Street work in accordance with budget provisions for the 1996/97 financial year.

DECISION

Moved Cr. Widdowson }
 Cr. Archer }

That the recommendation be adopted.
CARRIED.