



URBAN DESIGN

Policy No.:	GTC-17	Approved by:	George Town Council	
Version No. and Reference	V.1.	Approved on:	14 Sep 1999	
Responsibility:	Development and Environment	Review Date:	July 2020	
Document Control				
Rev No.	Date	Revision Details	Reviewer	Approver

*This Policy has been reclassified under GTC 12 – Policy Governance. A cover sheet with the new title and classification is provided. The content of the previous policy No.22 remains extant until review.



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.



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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.

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.

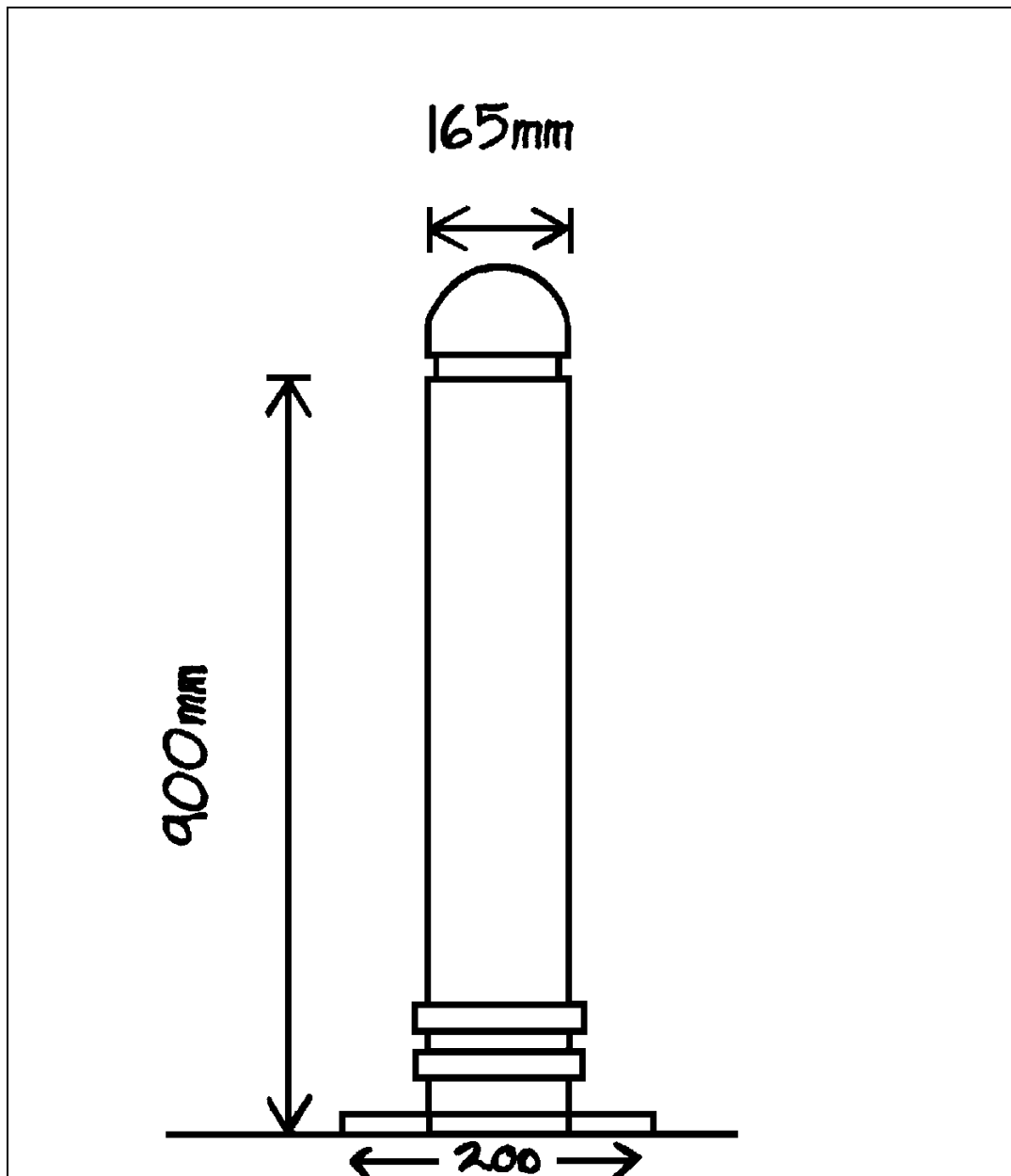
DECISION

Moved Cr. Widdowson }
Cr. Archer }

That the recommendation be adopted.
CARRIED.

Adopted: 17 September 1996

FIXED STREET FURNITURE BOLLARD



Use and Location

- Used for the protection of pedestrians, direction of vehicles or visual delineation. Can be employed singularly or in rows.

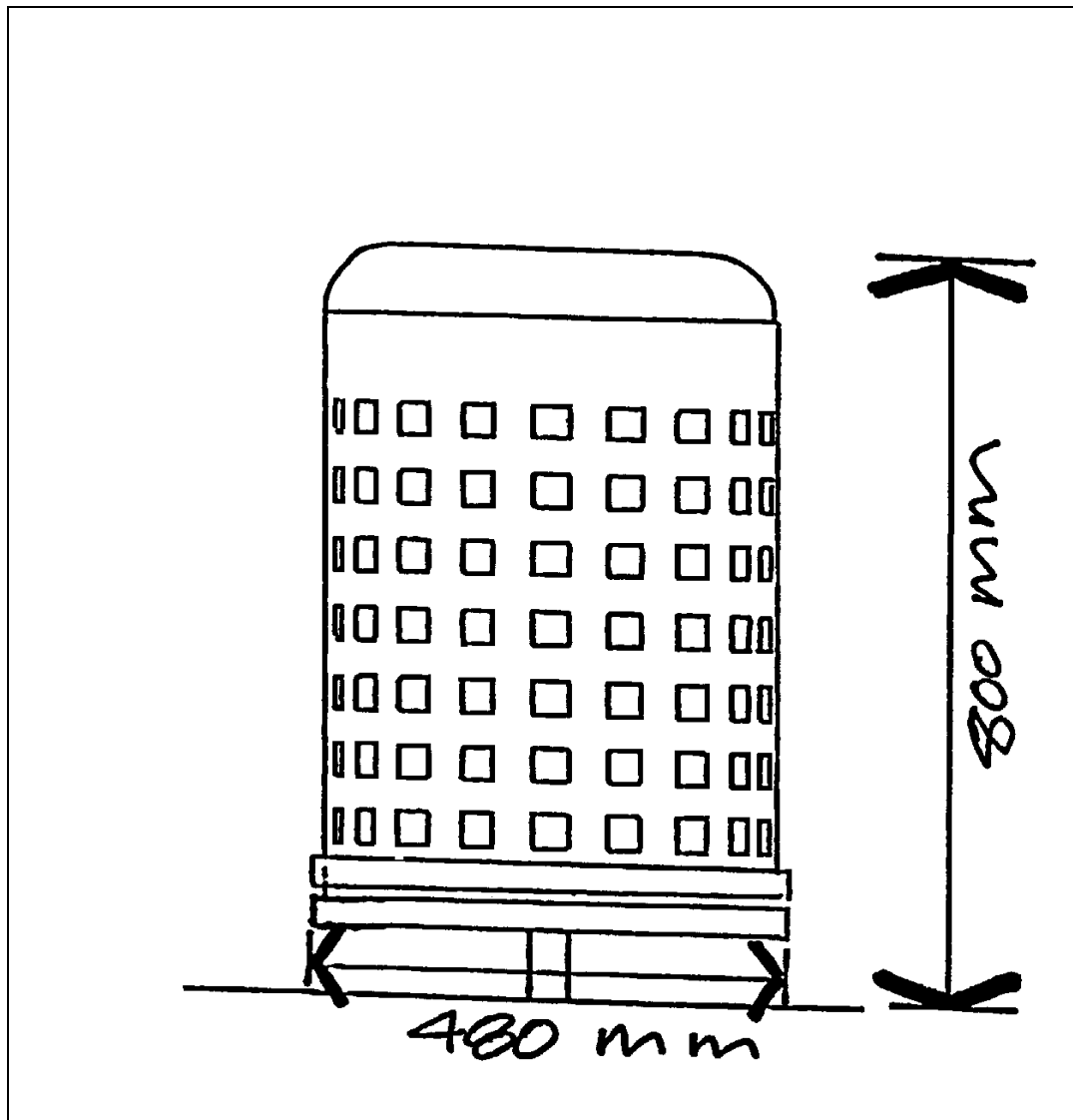
Description

- All steel construction, providing a robust and bold feature. Light coloured capping enables bollard to be easily seen.

Colour and Finish

- Base - powder coated Navy Blue (Dulux Colour No. 50282).
- Cap - Wine Berry (Dulux Colour No. 51046).

LITTER BINS



Use and Location

- Used for all general litter collection requirements. To be placed as necessary nearby, but not directly adjacent to seats in a position which provides easy access for emptying.

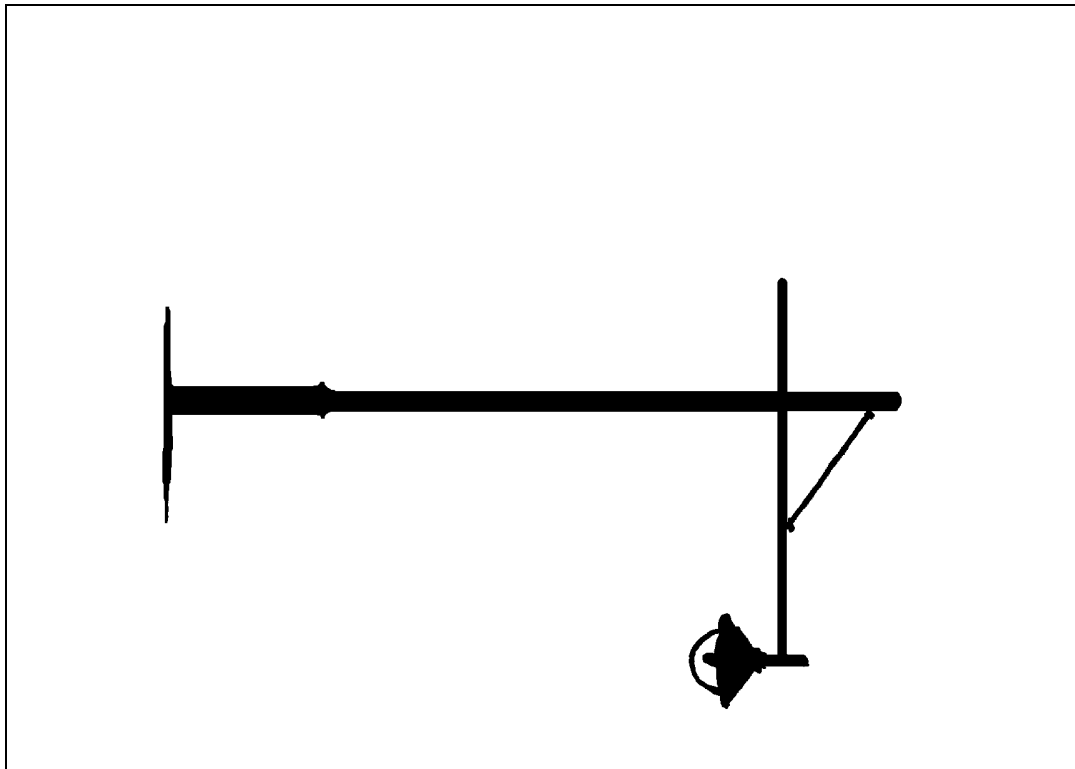
Description

- All steel construction utilising heavy duty perforated surround and stainless steel lid. Capping is hinged and opening is designed to discourage litter being removed by birds or wind.

Colour and Finish

- Body - Powder coated Navy Blue (Dulux Colour No. 50282).
- Inweld, Tasmanian Agents - Back to Basics
Cost - \$595.00 plus freight.

STREET LIGHTING



Use and Location

Within the George Town commercial precinct lighting should provide safe and comfortable illumination levels throughout the centre, to be achieved in the following ways:

- Design, location and frequency of units to minimise low light areas.
- The use of luminaries which direct light to the street level with a minimum of unproductive glare.
- The street lights at this location shall be a feature of the streetscape and shall have high visual qualities which achieve selection criteria.
- Used for street/amenity lighting in areas of high pedestrian activity, not restricted by awnings or to create a lighting avenue/pedestrian way.

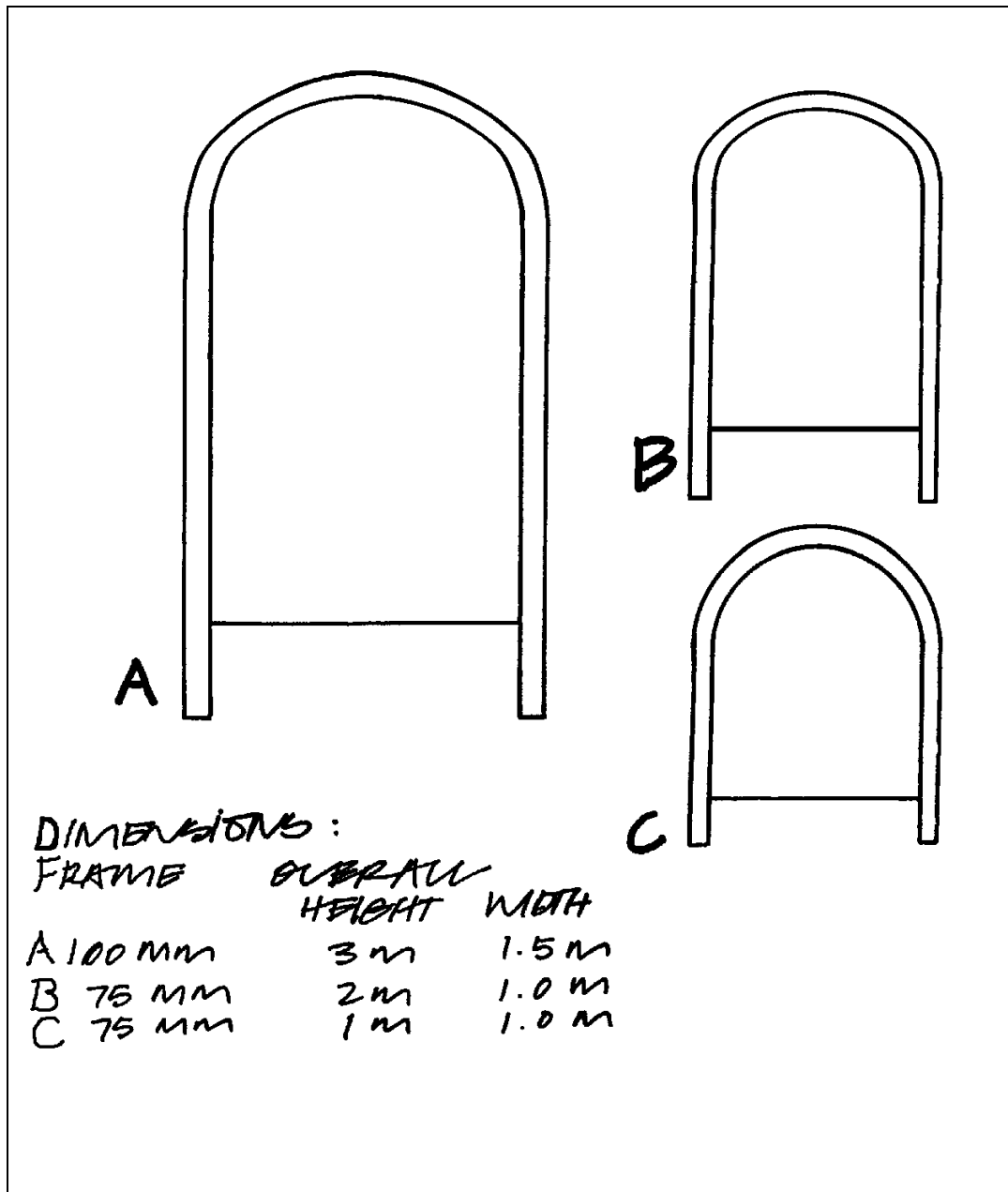
Description

- Bold design providing a dominant design within the streetscape which reinforces the element of “place” providing direct light and visual prominence.

Colour and Finish

- Frame - Powder coated Navy Blue (Dulux Colour No. 50282).
- Type - Promenade Vicpole Pty. Ltd. (Preferred)
Cost - \$3,355 plus freight to Tasmania.

CIVIC - FREESTANDING



Use and Location

- Where space permits for the purpose of naming civic assets.

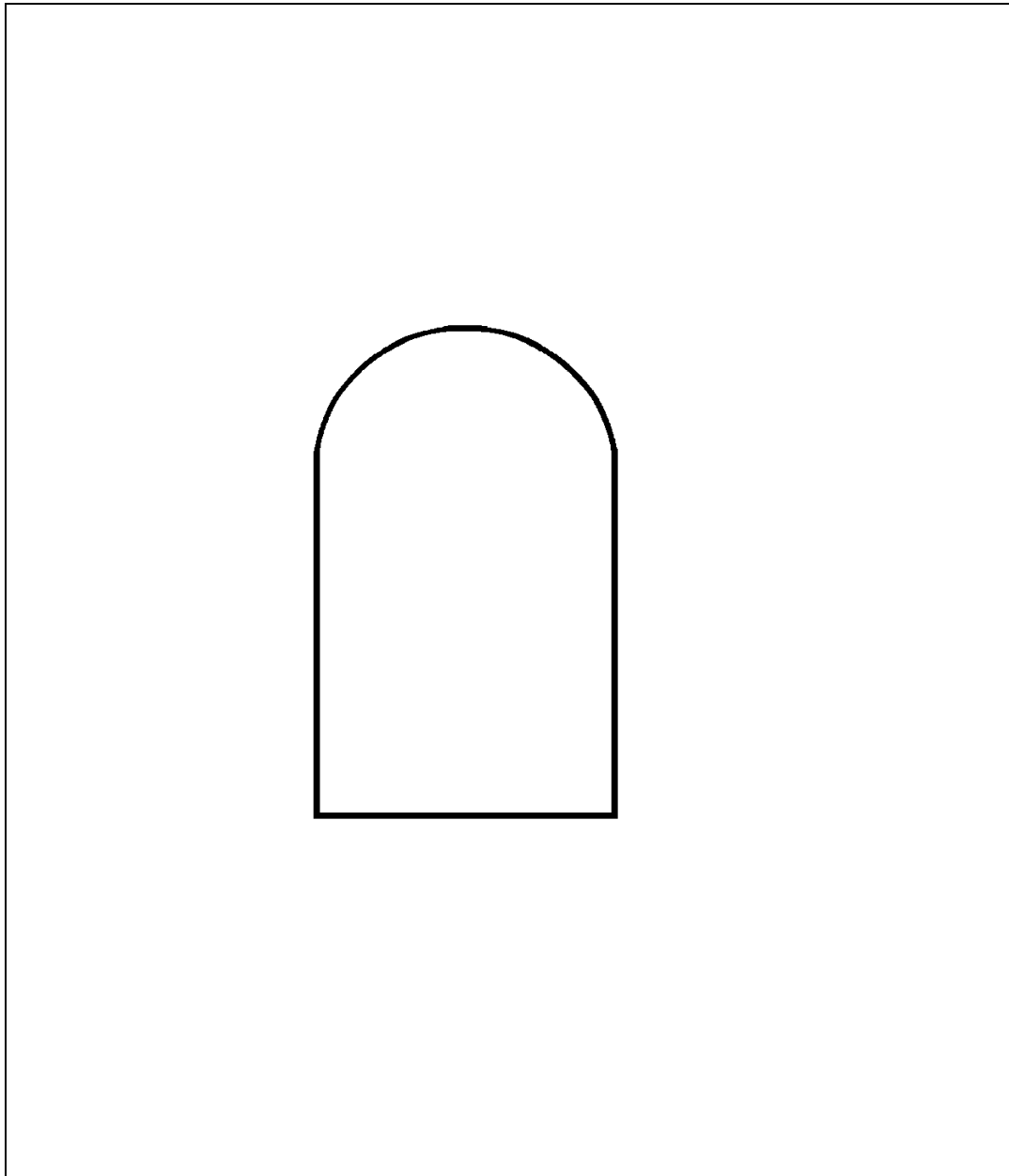
Description

- Tubular steel framework providing for common format with Council logo three standard sizes.

Colour and Finish

- Frame, powder coated Navy (Dulux colour 50282).
- Sign blank powder coated Navy.
- Dulux Colour 52095 lettering and symbol Dulux Cream.

CIVIC SIGN ATTACHED



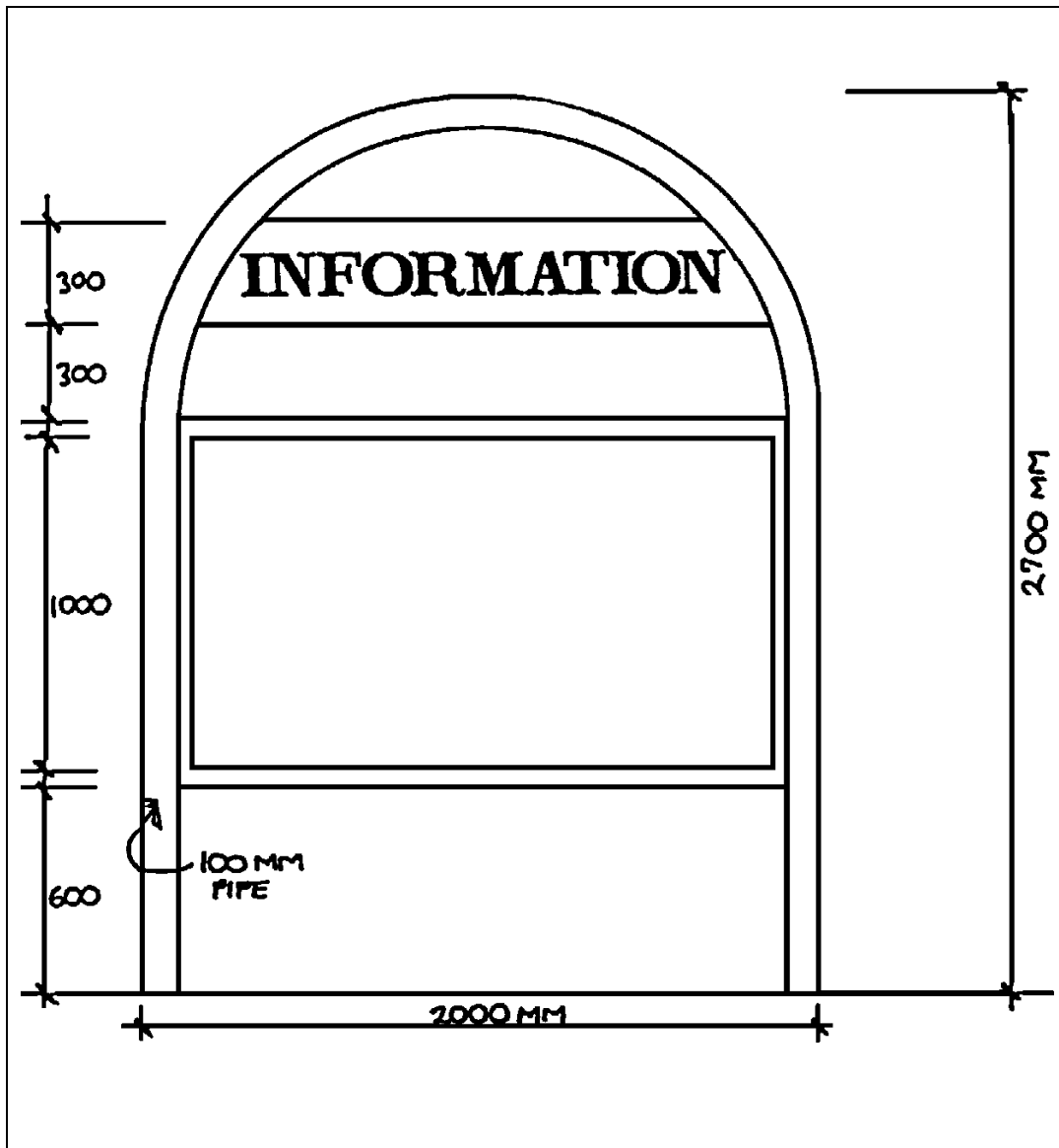
Use and Location

- Attached to structures providing information in relation to civic assets. To be used where space does not permit or the information required is too lengthy for a free standing sign.

The dimensions will vary but will be designed to suit colours, style and proportion of the object.

Colour and Finish:

- Sign - blank powder coated Dulux Navy.
- Lettering Dulux Cream.



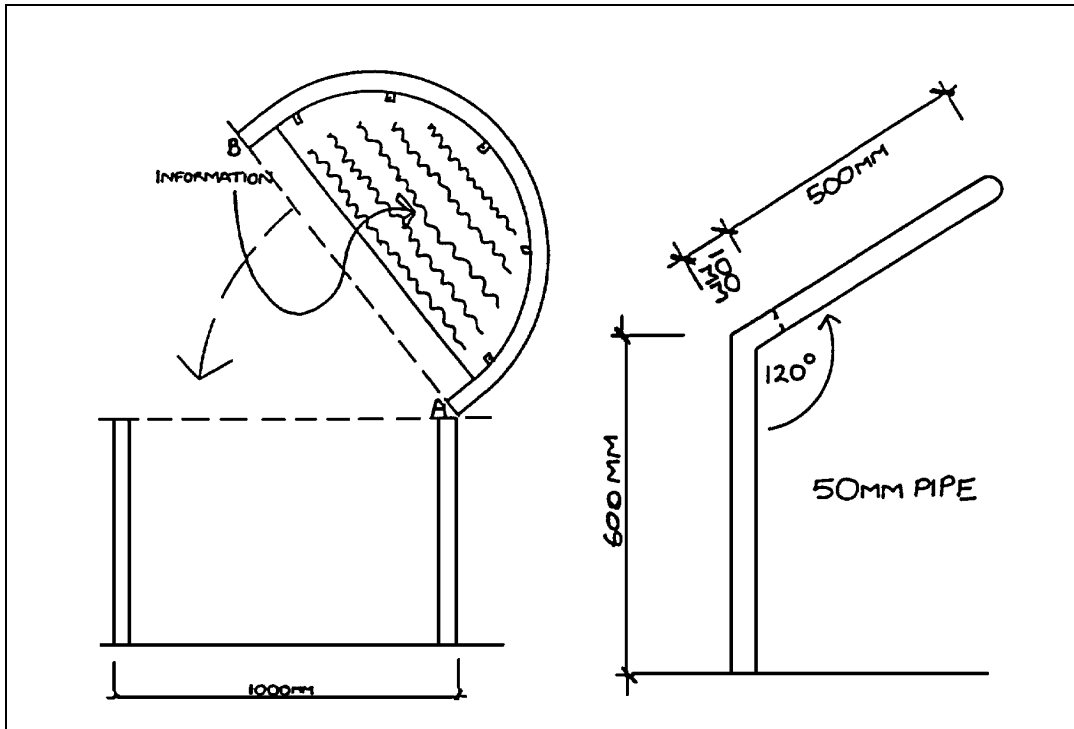
Use and Location

- Used to provide a facility for the pinning of community notices for short term display.

Description

- Tubular steel framework provides a common format.

POINT OF INTEREST



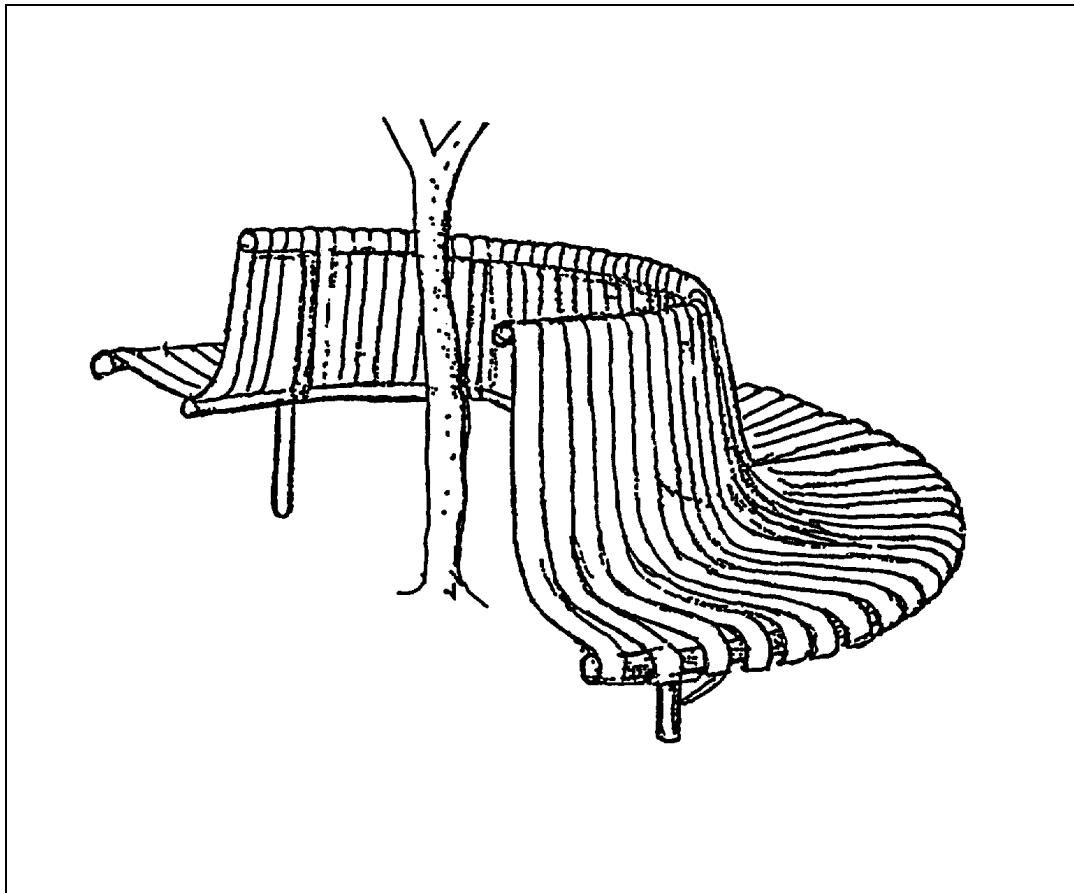
Use and Location

- Used to provide information for pedestrians relevant to civic assets or places of community interest, but may also include private facilities and the provision of information, i.e. timetables etc.

Description

Angular tubular steel framework providing a readable format for pedestrians.

SEAT CURVED



Use and Location

- Used for seating around trees and to create a streetscape feature. Locate to maximise interesting views, taking advantage of summer shade where necessary, but avoid pedestrian congestion.

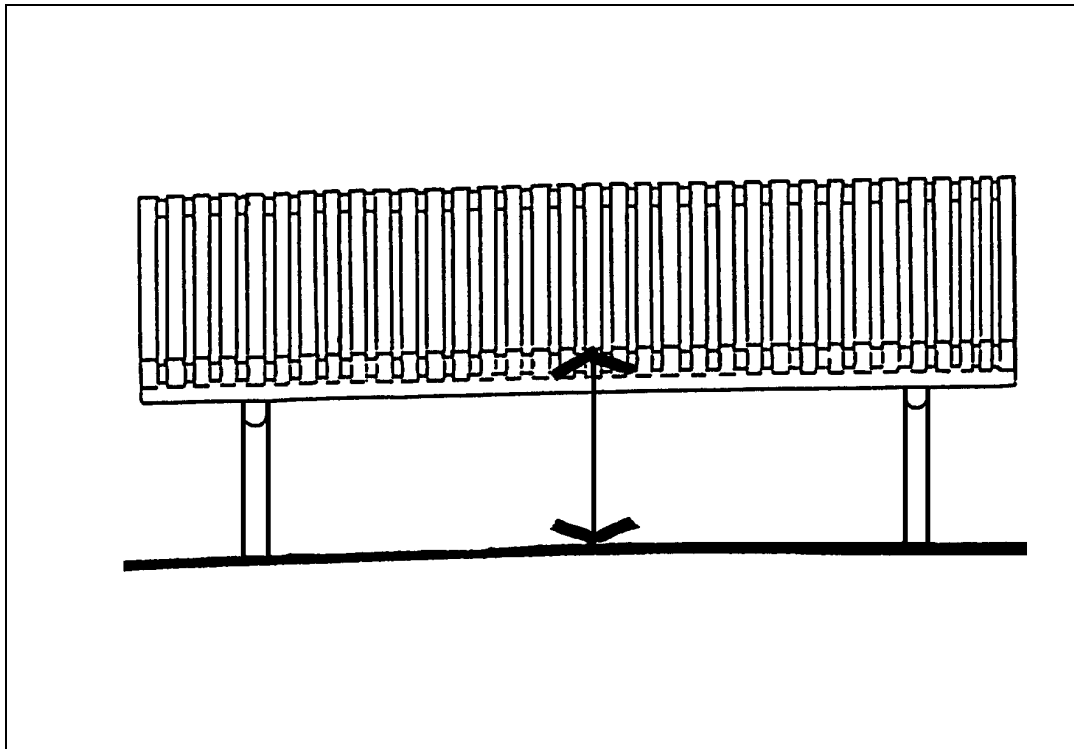
Description

- All steel seat utilising contoured strips to provide durable yet elegant profile.

Colour and Finish

- Powder coated Dulux Navy Blue 50282 (Catalogue No. 121) perforated steel, zinc plated and powder coated. Catalogue No. 87736 - Seat Model 7L180 - (Urban Furniture Design, Victoria). Half round seats - \$1,495 each (freight additional).

SEAT GENERAL



Use and Location

- Use for General Seating Requirements:
Locate to maximise views, taking advantage of summer shade where necessary and avoid pedestrian congestion.

Description

- All steel seat utilising contoured strips to provide durable yet elegant profile.

Colour and Finish

- Powder coated Dulux Navy Blue 50282 (Catalogue No. 121) perforated steel, zinc plated and powder coated. Catalogue No. 87736 - Seat with Back BH770SH450W660 (Inweld, Tasmania Agents - Back to Basics). Seat with Back costs \$480.