Signage Precinct Plan

Bunbury Plaza Development

Background and Summary
The purpose and intent of the City’s Local Planning Policy relating to Advertising Devices (LPP) is to control and guide the development of signage and advertisements on zoned land in order to safeguard and enhance the character and amenity of the built and natural environment of the Local Planning Policy Area.

The City’s Local Planning Policy seeks to ensure that signage and advertisements are treated as an essential component of development.

In accordance with the approved LDP for Bunbury Plaza Redevelopment a precinct signage plan is required to be prepared.

Purpose
The purpose of the Precinct Signage plan is to regulate the location, area and type of signage in order to achieve a unified style and quality of presentation.

Assessment
The following documents have been prepared to achieve a unified and coordinated approach to signage on the new building.

- Supermarkets Signage Design Brief dated 2013 (attached at appendix 1)
- Woolworths Supermarkets exterior signage guidelines (attached at appendix 2)

These documents consistent with the LPP are to control and guide the development of signage and advertisements on zoned land in order to safeguard and enhance the character and amenity of the built and natural environment.
The documents detail the types, materials and specifications for signage to be installed. It should be noted that not all signage may be installed and any signage erected will comply with the operative Town Planning Scheme and Local Planning Policy requirements.

A visual impact assessment has been undertaken analysing the proposed location, type and design of signage and its impacts on the landscape character and visual amenity of the following:

- Surrounding Buildings
- Residential premises.

Bunbury Plaza Shopping Centre is located at the corner of Forrest Avenue and Spencer Street, it is a clearly identifiable shopping centre embedded within the Spencer Street commercial complex and the proposed Spencer Street activity corridor.

Figure 1 Locality of Land

The surrounding buildings on the eastern, western and northern side of the development are commercial in nature with the land zoned mixed business under TPS 7. The types of activities currently undertaken on the surrounding properties is consistent with the shopping centre zoning and current use of the land.

The land immediately to the South of the site abutting Prosser Street is currently zoned residential however it is identified in the City’s Local Planning Policy Non Residential Development in or adjacent to Residential areas as land suitable for non-residential uses. (See Figure 3 below LPP)
Figure 2 TPS extract

Source: City of Bunbury GIS 201

Figure 3 Extract Frame Areas Map

Source: City of Bunbury Local Planning Policy (LPP): Non Residential Development in or Adjacent to Residential Areas
Land Use Development/ Impact Assessment

The LPP utilises the nationally accepted practice of Performance based solution approach as well as deemed to comply approach.

Based on the unique characteristics of the site and the nature of the signage proposed a performance based approach is proposed for signage on the site.

Signage and advertising is to be designed and will be maintained to essential standards with no impact on motorists, cyclists and pedestrian safety and security.

All signage placed on buildings is designed to ensure there is minimum impact to all pedestrian and vehicular activities. Signage is maintained within the building outline and does not extend above or beyond the building to which signage is affixed.

Windows are to remain active and provide opportunity for unobstructed passive / natural surveillance to and from the primary street and to the active public central area. Signage placed on windows will not exceed 30% of the glass area.

The scale of development and the setback from the street ensures that the signage associated with development has minimal impact on the surrounding development. The signage proposed is low key in nature and compliments the Architectural design and form of the building.

The signage is designed to be complimentary to the surrounding businesses and existing architectural form.

Woolworth's signage is designed to provide a consistent experience and message to customers and includes standard corporate logos and signage types as well as wayfinding signage throughout the development. A key principal of the signage strategy is to ensure that there is not superfluous signage creating visual clutter.

The overall project objective of the wayfinding signage was to create a more legible environment that encourages people to walk with comfort and confidence around the Development.

The signage proposed on the buildings has been designed to be contained within the building façade and not protrude above the existing building roof lines thereby reducing the impact on surrounding properties and streetscape.

The signage will have low levels of illumination and designed so that there is no impact on the surrounding properties from unwanted light spillage. The levels of illumination will provide a positive atmosphere to the area and assist in creating an environment consistent with CPTED principals. The low levels of illumination will help to create a safe well-lit environment for pedestrian movement.

The levels of illumination will have no impact on vehicular movements or on the adjacent intersections. It is not proposed to include any moving graphic signage, all signage will be static.
View shed Analysis

A view shed analysis has been undertaken and viewpoints are attached at appendix 4.

The existing amenity from viewpoints is generally characterised by low rise one and storey commercial development consistent with a mixed business and shopping centre environment. The eastern, western and northern side of the development are surrounded by a major road network with high traffic volumes. The pedestrian path network that is in existence runs around the perimeter of the site.

There are no major public view points of noted significance.

The Lady Mitchel Health clinic is on the southern side of the development abutting Prosser Street. There are significant setbacks form the street to the existing heritage building and the heritage building is well setback from the shopping centre. Significant landscaping has been maintained around the existing heritage building. The low key nature of the signage and the setbacks ensure that there is no negative impact on the existing Heritage building.

The signage is complementary and has no negative impacts to the building and the area generally.

The Development has significant positive implications on surrounding properties. The expansion of the neighbourhood centre has created a diverse activity centre which provides convenient accessible access to the facility from surrounding residential land. Promoting a walkable neighbourhood and reducing car dependence.

As a Neighbourhood Centre the development has facilitated a centre which is an important local community focal point within walkable distance to surrounding land providing for the main daily to weekly household shopping needs for the local community.

The development has significantly improved the amenity of the general area as well as providing a built environment which embraces the principals of Crime Prevention through Environmental Design (CPTED). Issues such as impacts of light spill and noise have been identified and managed to ensure that there is no impact on adjoining land.

The Development has had a positive impact on the surrounding residential areas by upgrading the quality and function of the existing neighbourhood centre promoting a sustainable and liveable neighbourhood form.

Standard Design Criteria

Unless otherwise approved by Council the following design criteria applies to signage on the site.

Under awning signs

- 1 per tenancy to a maximum area of sign to be 1.5m²
- Orientated at right angles to the building frontage
- Awning signs to maintain minimum head clearance of 2.75m
- Signs maybe double faced
- Contracted no closer than 3.0m to another under awning sign
Awning Facia sign

- Limited to one per tenancy
- Maximum length of sign to be to 9m
- Signs to be contained within the outline of the facia

Pylon Sign

- Maximum of 1 per street on Forrest Avenue and Spencer Street
- Maximum Sign face area not to exceed 10 m² in area
- Must have minimum head clearance of 2.75m to any rigid part of the sign.
- Not to exceed 6.5m in height
- Constructed subject to engineering certification
- Must not be erected to expose an unsightly back of view of the sign to a road or other public space.
- Must not project beyond the property boundary
- Must comply with minimum luminance levels as given in Table 2 of the Signage Advertisements Local Planning Policy

Wall Signs

- Only to display name Logo or Slogan of Shopping Centre tenancies.
- Not project more than 300mm from the wall/ fascia.

- Designed to appear as if it were part of the original building or otherwise match and compliment the Architecture.

Window Signs

- Not exceed 30% of the area of Glass panel or panels on which it is exhibited.
Appendix 1 Supermarkets Signage Design Brief dated 2013

Appendix 2 Woolworths Supermarkets exterior signage guidelines
Appendix 3 View Points

Western Elevation / View Shed
Southern Elevation / View shed