

# Heathcote Heritage Precinct Signage Strategy

<b>Policy Type: Local Planning Policy</b> <b>Policy Owner: Director Urban Planning</b>	<b>Policy No. LPP4.3</b> <b>Last Review Date: 20 September 2016</b>
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## Policy Objectives

The objectives of the Signage Strategy are:

- To provide guidance for a hierarchy of sign systems that may be considered for the Heathcote Heritage Precinct.
- To implement a series of signs to guide the visitor, providing them with information and direction using minimal signage placed in strategic locations.
- To present a coherent and standardised package of signage measures using a palette of materials, finishes, detailing, sign types and placements, to create a familiar user experience.

## Policy Scope

The strategy proposes a Signage Plan for the whole of the Precinct showing the location, size and layout of signage together with an outline of buildings, uses, car parking, vehicle access points, and other functions and uses of the precinct, including a site plan and relevant elevations.

## Policy Statement

### 1 Site Elements

- 1.1 Elements which are associated with and which may generate a need for signage include:
- (a) Entrance to the site
  - (b) Pathways
  - (c) Internal access roads
  - (d) Garden areas
  - (e) Play areas
  - (f) Foreshore
  - (g) Picnic areas
  - (h) Entrance to buildings
  - (i) Visitor facilities
  - (j) Parking
  - (k) Events
- 1.2 The number of existing buildings is limited and potential for additional uses is also minimal, therefore it is considered that there would be no need for street numbering within the Precinct.

## **2 Key Issues**

- 2.1 General issues to be addressed with respect to signage should be:
- (a) The visual impact on surrounding land and buildings outside the site.
  - (b) The visual impact on streetscape and desired character of the Precinct internally.
  - (c) The visual impact in respect of the sense of place/cultural heritage of the precinct, and its relationship to any other significant public places.
- 2.2 Specific issues to be considered include ensuring that signage:
- (a) Is kept to a minimum as required.
  - (b) Is compatible with an appropriate theme or style for the site.
  - (c) Does not dominate the character of the surrounding urban landscape.
  - (d) Compliments the architectural character of the buildings or Precinct.
  - (e) Does not compromise surrounding land uses due to their size, siting and/or illumination.
  - (f) Where associated with a heritage building, is discrete and does not detract from the architectural integrity of the building.
  - (g) Does not present a hazard to pedestrians or motorists.
  - (h) Is of a high quality design and finish.

## **3 Signs on Heathcote Heritage Buildings and Surrounds**

- 3.1 The original Heathcote buildings did not support commercial signage and there is an overriding obligation for the Council to protect the heritage integrity of the site having regard to any conservation management plan for the site.
- 3.2 Signage should be restricted to a minimum and be based on the need to provide concise information and be placed in the best position.
- 3.3 It is important that signage does not obscure important views and vistas.

## **4 Existing Signage**

- 4.1 Existing signage, which is lawfully in place, is not affected by this strategy.
- 4.2 There is already in existence some interpretive signage in suitable prominent locations including a site interpretation map.
- 4.3 Other existing signage includes:
- (a) Heathcote entry statement
  - (b) Internal directional signage on existing light standards to toilets etc.
  - (c) Small, simple and discrete “boat-shaped” metal plaques attached flush to the walls of buildings near entrances/doors identifying the name of the building and associated activities/functions.
  - (d) Low, simple free-standing “boat-shaped”, nautical themed metallic signs providing directions to activities and including corporate logos.
  - (e) Disabled parking signage (designed to national standards).
  - (f) Monumental low ground sign; and
  - (g) Sign advertising wedding area on the river side of Canning House.



## **5 New Signage**

- 5.1 Additional signage, including corporate advertising signage, should be equally compatible in size, style and generic lettering font to other signs used.
- 5.2 A silver background to boat-shaped signs is preferable.
- 5.3 Corporate signage should have regard to the importance of the Heritage Precinct.
- 5.4 The preference is for all signage to be incorporated on boat-shaped plaques, either wall mounted or on poles, unless there is a conflict with other objectives of this policy.

## **6 Entrance Signage**

- 6.1 The corporate advertising directional signage requirements of the restaurant/café/kiosk tenancy can, on application to the City, be located as part of the site entry statement subject to a restriction to one sign which should be designed as secondary signage to the entry sign and integrated with and positioned on the entry wall structure below the words "Heathcote". It is not intended that this will be a coloured sign.
- 6.2 Such signage is to be a flush mounted boat-shaped metal sign using the standard black and white letter style with a silver background used on similar free standing boat-shaped signs existing throughout the site.

## **7 Parking Signage**

- 7.1 Because of the easy access and visibility of car parking; directional signage for parking in general is not considered necessary.
- 7.2 Car bays set aside specifically for the restaurant/café/kiosk customers will be marked in paint on the ground.

## **8 Light Standards**

- 8.1 Existing light standards along paths may be used to incorporate directional and regulatory signage in accordance with the principle objectives of these guidelines.
- 8.2 The existing finger signs attached to these light poles do not accord with the intention to use boat shaped signs where possible and should be removed and replaced with appropriately designed and positioned small, attached boat-shaped directional signs as required.



## **9 Signs on Buildings**

- 9.1 Signage should not cover, obscure or detract from significant fabric, detail or decoration of buildings, particularly heritage buildings.
- 9.2 Cantilevered signs are not supported because they tend to introduce new architectural and structural elements which can prejudice architectural integrity.
- 9.3 Commercial signage located directly on to the Heathcote heritage building itself will not generally be supported. Minimal discrete signage may be considered where it is appropriately detailed and sensitively integrated with the original architectural detailing. In this regard, signage attached to buildings should be limited to small, simple flush mounted metal wall plaques (approximately 650mm x 250mm) designed in a manner such as those already existing (which name the relevant building and describe the use), using simple lettering and style.
- 9.4 Where heritage is not a consideration and wall mounted signage would not be visible, then signage may be attached to the building provided it is appropriately designed to fit within the architectural detail/panels of the building. In this regard, a flat boat-shaped coloured metal sign may be considered for the entry portico to the restaurant building.
- 9.5 New signage where attached to a building should be capable of being removed without causing damage to the fabric of the building.
- 9.6 Where in some instances oars have been shown on existing wall mounted boat-shaped signs, the oar elements should be removed to ensure consistency in the design approach.

## **10 Freestanding Signs**

- 10.1 The preference is for discrete metal freestanding pole mounted signs (1.2m x 520mm panel) in accordance with the existing nautical (boat-shaped) theme.
- 10.2 The Signage Strategy promotes the limited use of freestanding signs to direct and identify specific uses within buildings.

## **11 Maintenance**

- 11.1 The use of metallic materials and finishes, which assist in removal of graffiti, will be mandatory.

## **12 Panel Signs**

- 12.1 Because of the existence of multiple tenancies, shared signage is desirable to reduce clutter. For this reason a simple panel directory sign, naming buildings and associated activities and functions, is proposed to be located close to the entrance to the main precinct of buildings attached to the western wall (east of the rope wall).



- 12.2 Such directional signage is to be designed in accordance with the theme requirements for a simple metal boat-shaped sign using black and white lettering and a silver background. This may involve incorporating a series of boat shapes or use of only one larger boat-shaped sign.

### **13 Relocation of Interpretive Site Map**

- 13.1 The existing interpretive site map located near the main access to the precinct buildings sits low in the landscape and is difficult to identify. This signage whilst identifying buildings and toilets does not identify the individual uses within buildings.
- 13.2 The map does not follow the preferred design theme, however, it is considered that this signage could be more effectively utilised if relocated to a more prominent location such as to the lawned area at the junction of pathways to the west of the existing buildings.

### **14 Residential Buildings - Duncraig House**

- 14.1 Signage on the residential buildings associated with Duncraig House is to be limited to a discrete free standing sign or plaque located on the wall of the building near the entrance. In this regard a small metal plaque designed in the same pattern and size as existing signage attached to the front of buildings may be attached to walls near the entry to the building.

### **15 Colour**

- 15.1 It is intended that signage in general should not be coloured.
- 15.2 Where colours are to be used, strong colours should be avoided unless they are accent colours.
- 15.3 All logos and emblems are to be black and white.
- 15.4 All sign lettering is to be in black and white.
- 15.5 The sign lettering and detailing should be simple and be capable of being read at most hours of the day.
- 15.6 Where coloured signage is considered to be appropriate (i.e. where heritage considerations do not apply), fluorescent and iridescent paint will not be allowed.
- 15.7 Similarly in the case of coloured signage, colour schemes and signage composition are to be subordinate to the existing architectural environment and should be limited to three (3) colours.



## 16 Illumination

16.1 Illumination of signage is to be provided from external lighting, and must be restricted to the sign only. Internally illuminated signage is not considered appropriate for this precinct.

16.2 Cables are to be concealed.

## 17 Painted Signs

17.1 Signs may not be painted on the buildings.

## 18 Window Signs

18.1 Signs on windows are not supported.

## 19 Third Party Signs

19.1 Third party (site unrelated) signage will not be supported.

### References that may be applicable to this Policy

Legislative Requirements:	Planning and Development Act Planning and Development (Local Planning Schemes) Regulations 2015
Procedure, Process Maps, Work Instructions:	Planning Application Directorate Procedure
Other Plans, Frameworks, Documents Applicable to Policy:	Local Planning Scheme No. 6 LPP2.2 Outdoor Advertise and Signage Policy
Delegated Authority No:	DA-020: Planning and Related Matters

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### ORIGIN/AUTHORITY

Development and Neighbourhood Amenity Committee

09/09/2003

### Item No.

P03/1006

### Reviews

Ordinary Meeting of Council  
Ordinary Meeting of Council  
Ordinary Meeting of Council  
Ordinary Meeting of Council

20/09/2011  
18/3/2014  
15/03/2016  
20/09/2016

P11/3247  
P14/3472  
P16/3694  
P16/3718