

HILLARY'S BOAT HARBOUR SIGNS POLICY

Approved by Department of Transport:
12th November 2020



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Contents

1. Purpose of Policy
2. Objectives
3. Approval Requirements
4. Primary Design Principles
5. Supplementary Design Principles
6. Sign Controls

Appendices

- Appendix 1 Application Requirements
- Appendix 2 Application Form & Checklist



1. Purpose of Policy

This 2020 *Hillarys Boat Harbour Signs Policy* (the *Policy*) has been prepared by work,shop,dine for use by the Department of Transport, the vested responsible authority and Harbour Manager of the Hillarys Boat Harbour.

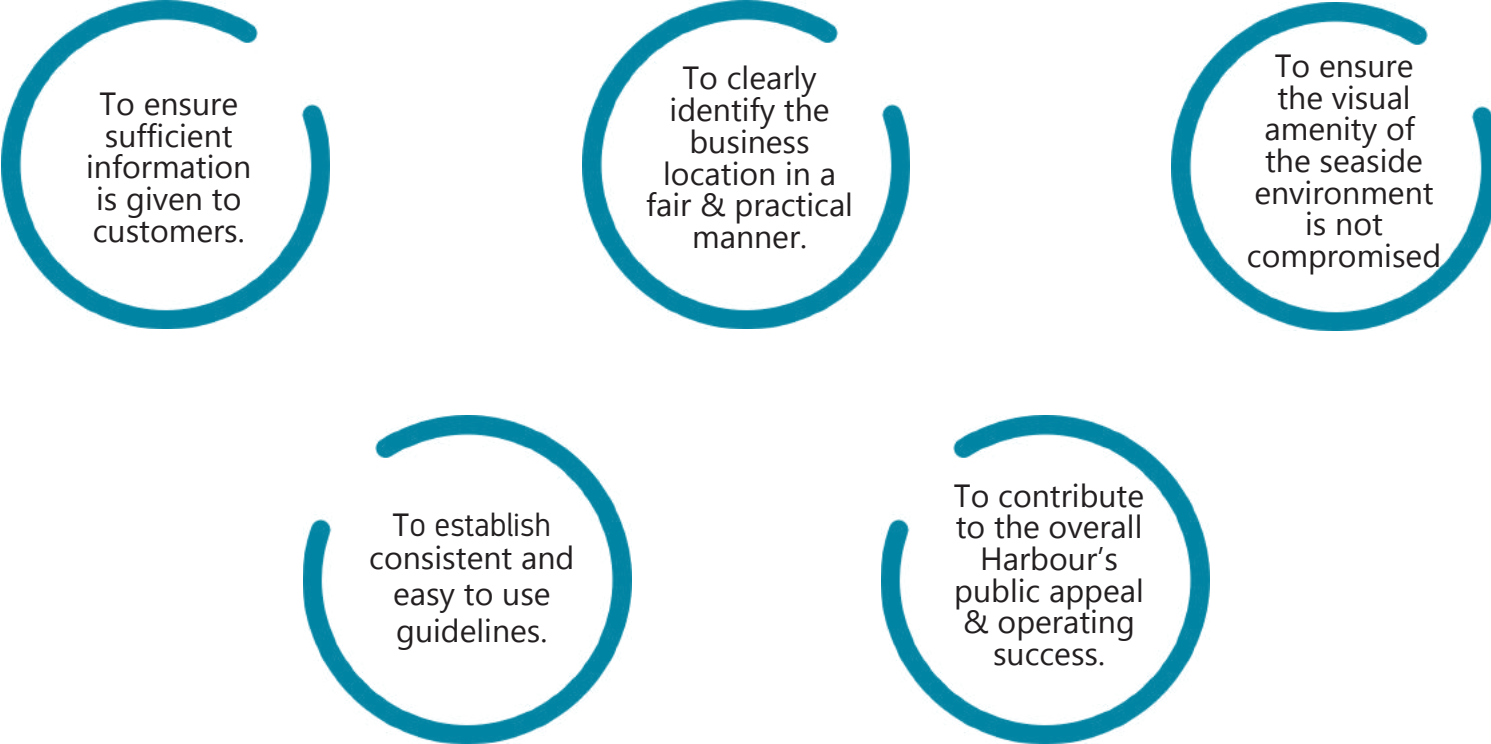
Its preparation fulfils a recommended action of the Hillarys Boat Harbour Management Plan endorsed by the WA Planning Commission (the WAPC) in mid-2018.

The primary purpose of the *Policy* is to inform all Harbour stakeholders on sign limits and, in particular, acceptable types, sizes and scales; with an overall focus on **maintaining visual amenity and preventing sign proliferation**.

The Policy is founded on the City of Joondalup (the City) *Signs Policy* in promoting consistency in the presentation of signs throughout the wider region - within the Harbour managed by the Department of Transport (the DoT), and of the urban areas around it administered by the City.

Further general information to assist lessees with the design and presentation of businesses and signs is provided in the *Hillarys Boat Harbour Style Guidelines* (Urbis, Oct 2019).

2. Objectives



To ensure sufficient information is given to customers.

To clearly identify the business location in a fair & practical manner.

To ensure the visual amenity of the seaside environment is not compromised

To establish consistent and easy to use guidelines.

To contribute to the overall Harbour's public appeal & operating success.

3. Approval Requirements

The approval requirements set out in Appendices 1 and 2 are summarised below:

1. DoT approval is required for all new signs to be on, fronting or visible from the Harbour's public spaces.
2. Within the Main Southern Precinct Shopping Complex, signs not readily visible from its exterior require only head lessee approval.
3. Both DoT and WAPC approval is required for signs with a maximum dimension that will exceed 4 metres, an area that will exceed 4sqm and/or those that will not comply with the 4 primary design principles listed in Section 4 overleaf.

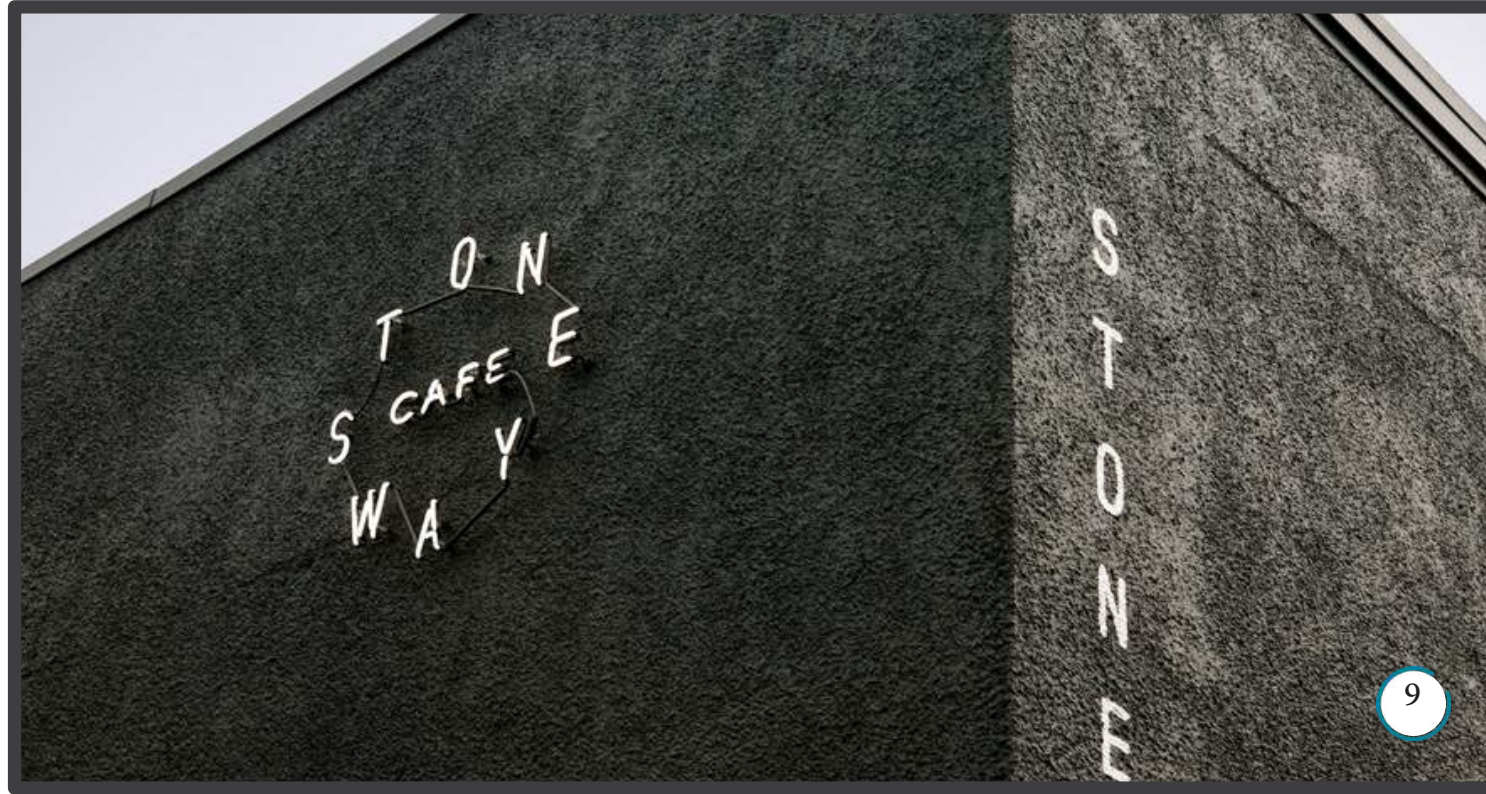
4. Primary Design Principles



All new proposed signs within the Harbour will need to have a maximum dimension equal to or less than 4m, a total area equal to or less than 4sqm and accord with the 4 primary design principles listed below to be exempt from the need to obtain WAPC approval.

When assessing sign applications referred to it, the WAPC will also consider these design principles before issuing its determination.

1. The design, size, and scale of signs are to definitively complement the colour, bulk and scale of the building;
2. No signs are to be displayed on the roof of a building;
3. Any illuminated signs should be of low illumination and not flash or rotate in any way; and
4. The size, design, and location of signs shall not detract from or dominate the public realm or architectural features of buildings.





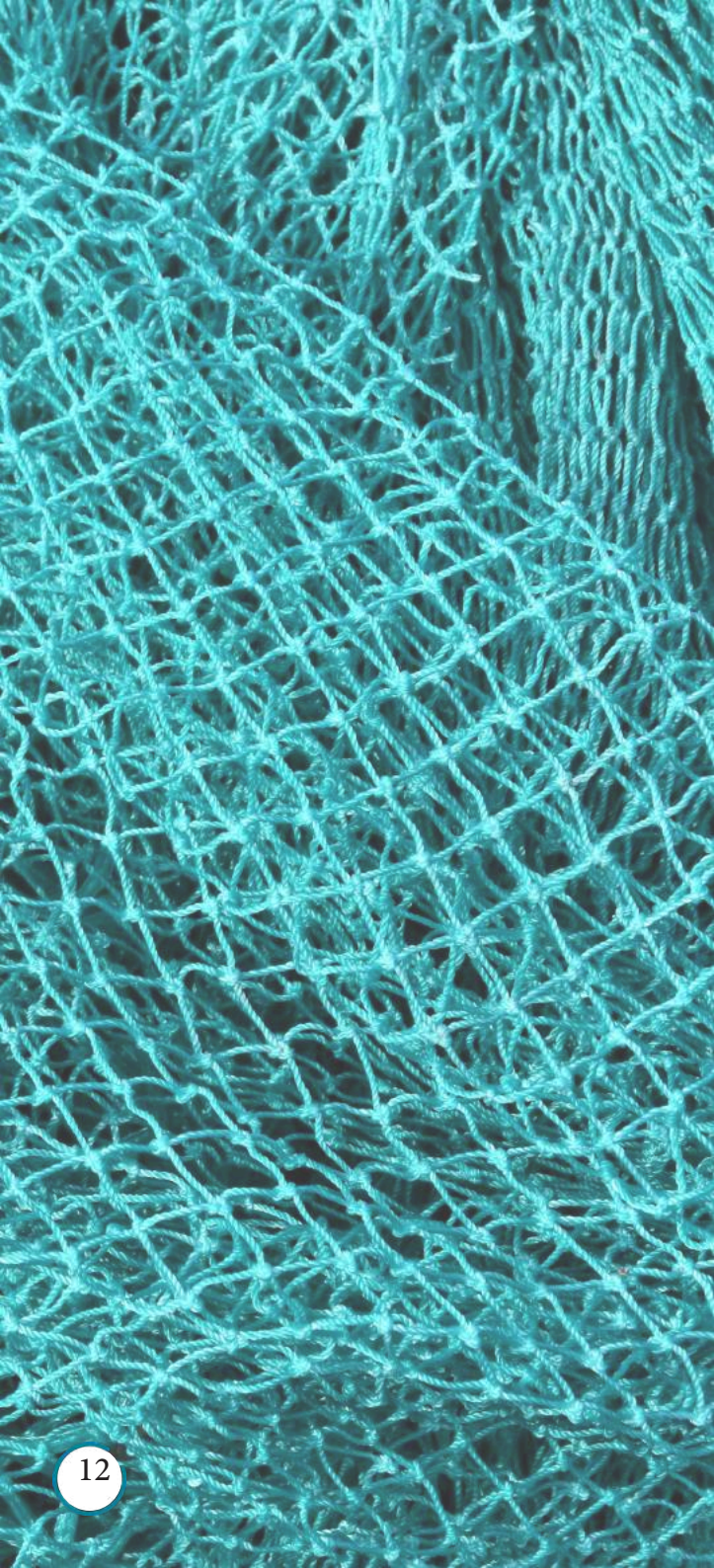
5. Supplementary Design Principles

All new signs should satisfy the supplementary design principles listed below.

Where non-compliant in any respect, written justification including sufficient additional information to substantiate why the non-compliance is acceptable should be provided.

Signs should:

- Be located within the boundaries of the lease area to which they relate, advertising goods or services that directly relate to the overall use of the site, commensurate with the realistic commercial need for such advertising;
- Integrate with the building design, particularly through provision of signage panels on building façades where possible;
- Not be located in non-leased public areas, unless expressly permitted otherwise;
- Maintain the existing amenity of the locality, including minimising noise generated by the sign or its supporting structures and by not using flashing lights that chase or pulse;
- Not present a hazard, obstruct visual sightlines or cause undue distraction to vehicles moving within and around the Harbour;
- Not obstruct access to or from any door, window or fire escape;
- Not include the terms 'bar', 'pub', 'tavern', 'beerhouse', 'beer parlour' or 'alehouse';
- Not contain any obscene or vulgar material;
- Not be affixed to lease area or Harbour boundary fences or walls;
- Not be superfluous or unnecessary by virtue of colours, height, prominence, visual impact, size, number, content and relevance to the premises on which they are located; and
- Advertising should relate only to the business operating from the premises; third party advertising is not permitted.



6. Sign Controls

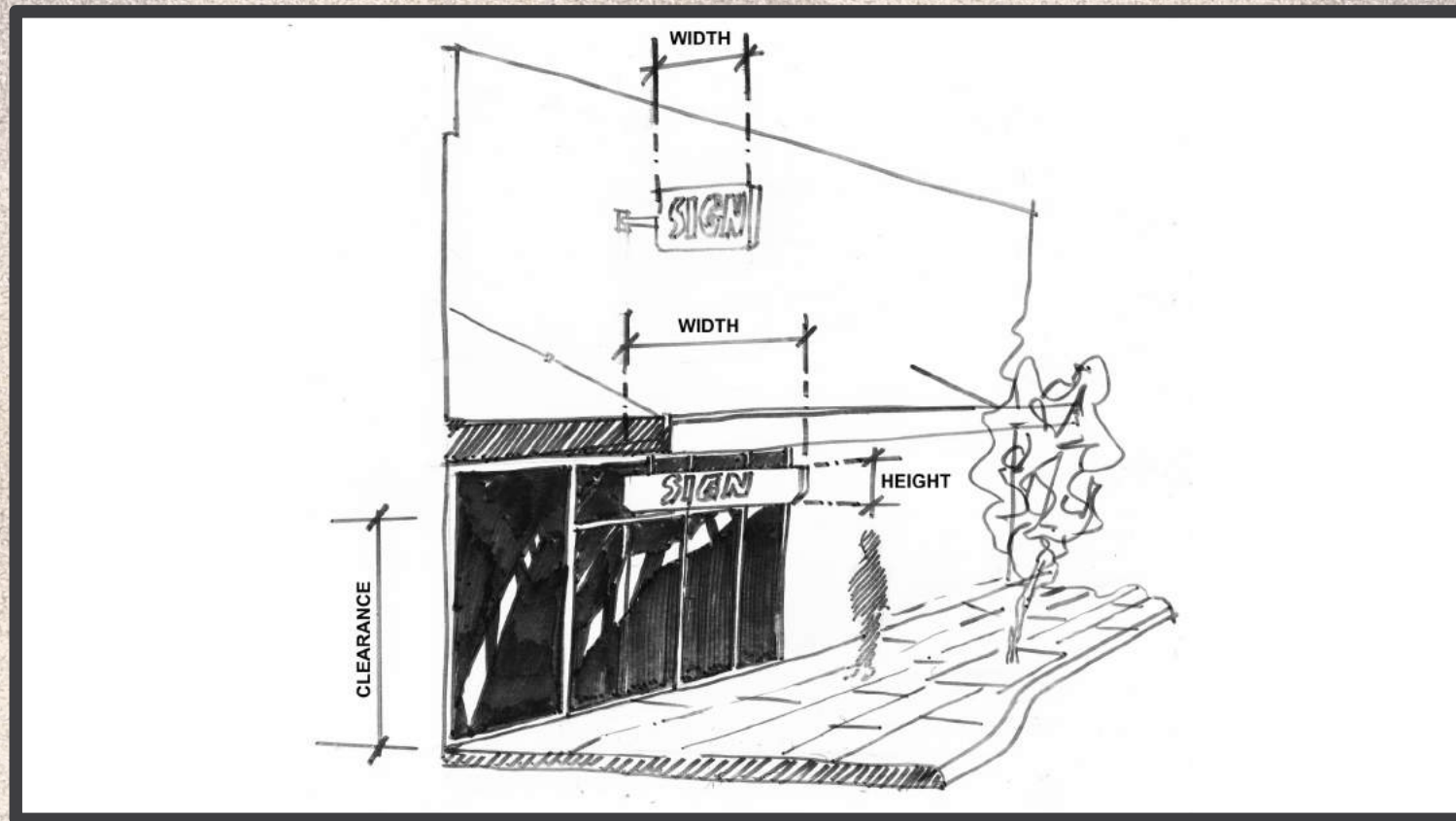
The following pages outline the sign types permitted along with an adjacent diagram. Each sign type has specific dimensions and requirements for head lessees, their sub-lessees and for other Harbour lessees to follow.

In determining the size of a sign, the measurements are taken as the greatest horizontal dimension (width) multiplied by the greatest vertical dimension (height), excluding any support structures.

Clearance is measured from the finished ground level to the sign directly above.

Unless otherwise stated, signs may be illuminated and appropriately placed external lights that illuminate the whole or part of a building façade (including the signs) are encouraged.

The following sketch demonstrates these measurements.



Sephamore/ Blade Signs

A Semaphore or Blade Sign is a sign that is affixed to a building or structure at or by one of its ends.

Dimension: Max. height: 2.0 metres

Max. width: 2.0 metres

Clearance: Min. 2.75 metres

- Displaying the business trading name only;
 - One sign per head lessee;
 - One sign per Main Southern Precinct Shopping Complex sub-lessee per elevation;
 - One sign per other Harbour lessee per elevation; and
 - Only either one Semaphore/Blade Sign, one Under Awning Sign or one Wall Sign may appear together on the same elevation.
-
- Must not display the phone number, website, tag-lines or list of services; and
 - Head lessees, their sub-lessees or other Harbour lessees must not have multiple signs to one elevation.



Uneven illumination causing shadows.



Under Awning Signs

An Under Awning Sign is affixed below an external awning, perpendicular to the shopfront elevation.

Dimension: Max. height: 0.4 metres

Max. width: 2.4 metres

Clearance: Min. 2.75 metres



Too much information to one sign. Visually confusing.

- Displaying the business trading name only;
- One sign per head lessee;
- One sign per Main Southern Precinct Shopping Complex sub-lessee per elevation;
- One sign per other Harbour lessee per elevation; and
- Only either one Semaphore/Blade Sign, one Under Awning Sign or one Wall Sign may appear together on the same elevation.

- Not extend above or beyond the width of the fascia, verandah, awning or balcony;
- Not be located within 2m of another such sign on the fascia of the same awning; and
- Must not display the phone number, website, tag-lines or list of services.

Window Signs

A window sign is a sign affixed to either the interior or exterior surface of the glazed area of a window.

Area: Max. 25% of the glazing or 10sqm per tenancy, whichever is the greater.

- Must be visually permeable (transparent/see through);
- ✓ • Must be applied to the internal side of glazing; and
- May include the use of cutout block lettering or transparent materials.
- ✗ • Can not be opaque or solid; and
- ✗ • Is not be applied to the external side of glazing (is easily damaged, vandalised and peels).



Window sign is solid and blocking transparency into tenancy.

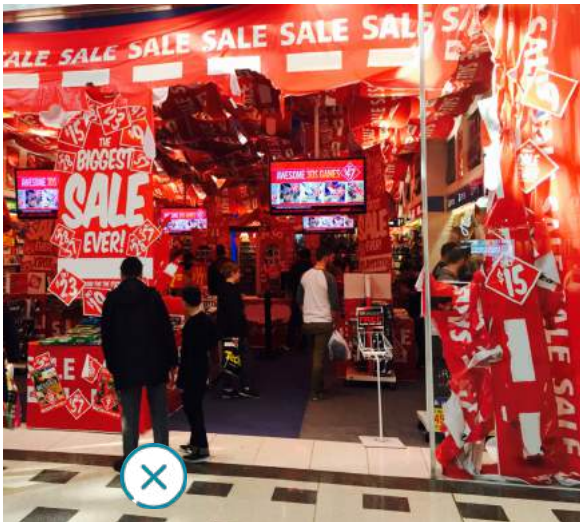
Temporary or Event Signs

(including Banners & Freestanding Banners)

A banner sign is a temporary sign normally made of a lightweight, non-rigid material, such as fabric, canvas or cloth attached to a part of a building and generally used to promote a particular event.

Dimension: Max. height: 1.5 metres
 Max. width: 4.0 metres

- One sign per head lessee;
- One sign per Main Southern Precinct Shopping Complex sub-lessee per elevation;
- One sign per other Harbour lessee per elevation;
- Be of high / professional standard of presentation determined at the discretion of Harbour management;
- Only be displayed for a max. period of 21 days at a time and at no less than 3 monthly intervals; and
- Be removed within 24 hours following the event or offer.
- Can not be 'home-made' signage; and
- Must not be displayed when event or promotion is finished.



Visually cluttered and overpowering.



Multiple Freestanding Banners.

Wall/Facade Signs

A wall sign is a sign attached to the external face of a building. A wall sign includes a sign located on support pillars and columns, parapets or fascia.

Area: Max. 25% of the facade or fascia.

- Displaying the business trading name only;
 - One sign per head lessee;
 - One sign per Main Southern Precinct Shopping Complex sub-lessee per elevation;
 - One sign per other Harbour lessee per elevation; and
 - Only either one Semaphore/Blade sign, one Under Awning sign or one Wall/Facade sign may appear together on the same elevation.
-
- Not extend beyond the top or either end of the wall;
 - Not obscure architectural or roofline details;
 - Must not display the phone number, website, tag-lines or list of services; and
 - Must not have multiple signs to one elevation.



More than one sign and displaying more than just the business name.



A-frame sign.

Portable Signs

A portable sign is not permanently attached to a building, structure, fence or the ground.

Dimension: Max. height: 1.0 metre
Max. width: 1.0 metre

- Not be placed in a pedestrian thoroughfare where it will hinder pedestrian movement or convenience;
- Freestanding signs must be suitably weighted down to prevent their movement thus causing a safety hazard; and
- Must be removed daily and not left in position in common areas outside of business hours or overnight.
- 'A-frame' signage not permitted.

Hoarding Signs

A sign which is affixed to a structure having one or more supports, other than a pylon sign. Typically, a hoarding sign's horizontal dimension is greater than its vertical dimension. Hoarding signs may include lease area signs advertising their availability for lease, builder's signs and shopping complex signs.

Dimension: Max. height: 1.5 metres
Max. width: 2.0 metres

Max. height of support / posts to which the sign is attached: 1.2 metres

- One sign per head lessee;
 - One sign per Main Southern Precinct Shopping Complex sub-lessee per elevation;
 - One sign per other Harbour lessee per elevation; and
 - For the purpose of advertising a tenancy for lease, the sign must be removed within 10 days of the lease area being let.
-
- Illuminated; and
 - Displayed after 10 days of lease being let.



Pylon & Monolith Signs



A pylon sign means a sign supported on one or more poles and not attached to a building and includes a detached sign framework, supported on one or more poles to which sign infills may be added.

Single-Tenancy Pylon Sign:

Area: Max. 4 sqm

Dimension: Max. height: 4 metres

Multi-Tenancy Pylon Sign:

Area: Max. 12sqm

Dimension: Max. height: 8 metres

Monolith Sign:

Dimension: Max. height: 6 metres

Max. width: 2 metres

Area: Max. 12sqm

Clearance (for Pylon & Monolith signs): Min. 2.75 metres

- One Pylon or Monolith sign per head lessee and one per other Harbour lessee;
- Within the Main Southern Precinct Shopping Complex, where there are multiple tenancies / sub-lessees, must incorporate all signs into one composite sign;
- For other Harbour lessees within areas containing more than one tenancy along a frontage, ideally incorporate all signs into one composite sign;
- Be more than 15 metres from the intersecting point of carriageway corner truncations; and
- All Pylon and Monolith signs must be designed to include the Hillarys Boat Harbour Brand Identity.
- Not be permitted where another Free-Standing Sign has been approved and erected, or will not supersede another valid approval on the same frontage;
- Not impede vehicle access or sight-lines; and
- Not impede pedestrian access or movement.



Multiple signs and impedes on walkway.



Roadside Banner Signs

Banner / light pole signs on Harbour entry roads available for use by lessees and for Harbour-wide event signage. Poles to be allocated by DoT upon lessee request (some restriction may be applied to ensure all lessees have regular opportunity to advertise) with payment for their use to be in advance.

- Comprise canvas/vinyl material or similar;
- Two separate signs can be installed on each pole and be double sided;
- Lessees to be charged a weekly rental per banner with the fee reviewed annually by Harbour Management;
- Lessees shall arrange installation and maintain the sign and fixings to the poles at their cost and in consultation with Harbour Management;
- Signs must display current and accurate information;
- Signs shall be restricted to lessee identification and event promotion. No proprietary merchandise to be used unless associated with an event promotion and is subject to Harbour Management approval;
- Where permitted, proprietary merchandise / sponsorship elements are to be less than 25% of the banner area;
- Where lessees are promoting an "in-house" event, business identification should dominate and contain no incentive advertising such as "sale", "win", "prizes" or "dollar values" permitted; and
- Lessees are required to remove banners promptly after events or at rental period expiry.





Illuminated Variable Message Signs

A variable message sign can be altered to make various words and messages which may constantly change. It is usually mounted on a trailer and does not include small variable message panels included in pylon or monolith signs.

Not permitted unless;

- Approved by DoT for special or occasional Harbour events;
- Erected by or on behalf of a public utility or authority;
- Used for the purpose of temporary traffic management for a period of less than 48 hours or as outlined in a Traffic Management Plan approved by DoT; and
- Used by not-for-profit organisations to promote significant community events.

LED & Digital Screens

The purpose, location, size, duration and number of LED and digital screenings on, fronting or visible from Harbour public spaces will be considered on merit.

- All content requires DoT approval (or only head lessee approval if not visible from the exterior of the Main Southern Precinct Shopping Complex) prior to screening;
- Content should include Harbour wayfinding, information and 'upcoming event' type promotional material;
- Screen luminosity and noise volumes must be controlled and not cause excessive glare, annoyance or distraction to the public or passing vehicles;
- Advertising content is restricted to Harbour-wide promotion and the business operation; third party advertising is not permitted.

Charter Boat Advertising Signs

Business advertising signs placed on the hull and superstructure of charter vessels.

Signs advertising charter boat businesses are permitted subject to:

- No sign being placed above the boat superstructure;
- For yachts, no sign being placed above the main sail boom; and
- The total sign area not exceeding 0.4sqm.

Private Vessel & Boat Broker Temporary 'For Sale' Signs

Temporary signs placed on vessels moored or penned in the Harbour advertising their sale.

Signs advertising charter boat businesses are permitted subject to:

- Being restricted to 1 sign per charter boat;
- No sign being placed above the boat superstructure;
- For yachts, no sign being placed above the main sail boom;
- Total sign area not exceeding 0.4sqm;
- Pricing (\$ value) character height to be less than 70mm; and
- Signs to include "Boarding by Invitation Only".

Non-permitted Signs

- Inflatable Signs: signage attached to an inflatable device such as a balloon and includes the inflatable device itself
- A Frame Signs: Double sided portable signage in the shape of an 'A' in section.
- Bunting Signs: signage made from strips of material (such as a flag shape) used for decorative purposes.
- Roof Signs: signs erected or painted directly on the roof of a building or attached to the top of a parapet wall of a building

Signs not fitting within any other category will be subject to an on-merit assessment against the objectives, design principles and signage controls of this *Policy*.





Appendices

Appendix 1.

Application Requirements

Unless otherwise specifically stated, Section '5. Sign Controls' employs the same approach as applied by the City to signs in the "Business" zone of its *Local Planning Scheme No. 3*. It also includes parameters for signs for Harbour specific activities including:

- Signs placed on boats advertising charter boat excursions or their sale; and
- Temporary promotional signs for special events or promotions.

A1.1 Approval Responsibilities

1. DoT approval is required for all new signs to be on, fronting or visible from the Harbour's public spaces.
2. Within the Main Southern Precinct Shopping Complex, signs not readily visible from its exterior require only head lessee approval.
3. Both DoT and WAPC approval is required for signs exceeding a 4m maximum dimension, a 4sqm maximum area or do not comply with the 4 primary design principles.

Signs requiring WAPC approval will be determined upon receipt of advice and a recommendation from DoT noting that all applications are to be first submitted to DoT in its capacity as vested Harbour manager.

DoT will undertake a preliminary assessment and forward it to the WAPC for determination.

A1.2 Lodging an Application

The *Policy* provides guidance on the extent and location of various forms of signs not exempt from requiring Development Approval. Without an approval in place, no sign may be attached to a building or erected anywhere inside the boundaries of the proclaimed Harbour reserve.

All sign applications submitted to the DoT shall include a completed Application Form with a request that it be signed by the DoT as vested Harbour manager (see Appendix 2), written justification of any non-compliance with this *Policy* (if required) along with plans and drawings at a recognised scale detailing:

- Its elevation and location including where it will be affixed to a building or other fixed structure;
- The type of materials to be used;
- The colours, sizes, lettering types and all other detail that will be presented on the sign;
- The intended method of construction; and

- Details of how it will be supported including its intended fixings.

An overall site plan should also accompany the application showing:

- The locations, sizes and details of all existing and proposed signs in the vicinity;
- The outlines of existing and proposed buildings, fences, walls and other structures;
- Car parking areas, vehicle and pedestrian access points, and movement corridors;
- Landscaping and public use areas;
- Viewsheds and nearby visually sensitive land uses (e.g. residences fronting and paths alongside West Coast Drive); and
- Any other relevant feature.

In the interests of expediency, where a proposed sign is associated with new development, plans and elevations can accompany lodgement and be assessed as part of the overall Development Approval process.



Alternatively, sign applications can be submitted and assessed separately following approval; either in satisfying a condition of Development Approval, or as a new application, noting selection of the latter will necessarily extend the overall approvals timeframe.

Certain sign types deemed to be exempt from the need to obtain Development Approval are detailed in Section A1.4.

A1.3 Variations and Non-Compliant Signs

Where a proposed sign will be at variance or will not comply with any requirement of this *Policy*, the applicant should highlight the non-compliance and provide written justification including sufficient additional information to substantiate why the variation is considered acceptable and so should be supported.

A1.4 Signs Exempt from Requiring Approval

The activation of this *Policy* will not require the removal of existing signs previously approved even if they will now be inconsistent with its provisions. The following signs are exempt from the requirement from the need for approval:

- A sign erected to fulfil the requirement or condition of other operative legislation;
- A sign not exceeding 1.2sqm erected within or immediately adjoining a lease area advertising its availability for lease;
- A plate not exceeding 0.2sqm in area erected within the lease area or affixed to the building or tenancy exterior wall indicating the tenancy number and name and profession of the occupier;

- Vehicle and pedestrian directional signs installed for traffic control and safety or for public convenience;
- A sign wholly within a tenancy unless clearly visible from Harbour public spaces or the Main Southern Precinct Shopping Complex's public walkways; and
- A sign erected by Harbour management, or with the approval of Harbour management, on land under DoT's direct management.

The exemptions above exclude signs which contain any illumination, animation, movement or fluorescent content.

Appendix 2.

Application Form & Checklist

Hillarys Boat Harbour

Applicant / Licensee Details	
NAME (BUSINESS OR INDIVIDUAL):	Name: Address: Phone Number: Email Address:
SIGN LOCATION:	Building: Side of Building: Company / Business name occupying premises sign relates to:
SEPARATE DEVELOPMENT APPROVALS FOR SIGNS	Separate applications for Development Approval of signs will not be required if submitted as part of an overall Development Approval application to use and develop any land or seabed lease area. Although Applicants may choose to lodge sign applications independently, separate lodgment will only be necessary in situations where no other new use or development is proposed.
SIGN DETAILS:	SIGN ONE
	Sign Type (eg under awning, wall mounted):
	Location of sign (eg roof, window, elevation):
	Height: Width:
	SIGN ONE
	Sign Type (eg under awning, wall mounted): Location of sign (eg roof, window, elevation): Height: Width:

Property Owner Consent	
(Must be signed by DoT or, in the case of the Main Southern Precinct Shopping Complex, the owner of the building i.e. the Head Lessee):	
PROPERTY OWNER:	
AUTHORISED AGENT NAME:	
POSITION / TITLE:	
SIGNATURE:	
DATE:	

Sign Application Checklist	
CERTIFICATE OF CURRENCY (In accordance with ground lease)	
COMPLETED APPLICATION FORM	
2 x SITE / TENANCY LOCATION PLANS	
2 x TENANCY FLOOR PLANS (Indicating location of signs)	
2 x ELEVATIONS (Indicating location of signs)	
2 x SIGNAGE DETAILED PLANS (Noting structure, anchorage details & engineering certification if required).	
DIGITAL COPY OF ALL PLAN & DOCUMENTS (USB, CD, DVD, EMAIL etc)	

Applicant Declaration:	
- I acknowledge that DoT and / or WAPC may require additional information to appropriately assess and determine any application. - I understand that failure on my part to provide all required information as specified in this Application Checklist may prevent the acceptance and / or processing of any sign application.	
APPLICANT SIGNATURE:	
DATE:	

Lodgment Options	
IN PERSON	Department of Transport 86 Southside Drive Level 1 HILLARYS WA 6025
BY MAIL	Colliers International PO Box 410 HILLARYS WA 6025 Email:



Credits

- | | |
|---|--------------------------------------|
| 1: hillarysboatharbour.com.au | 17: Unknown source |
| 2: hillarysboatharbour.com.au | Unknown source |
| 4: hillarysboatharbour.com.au | Unknown source |
| 7: Unsplash - Emmanuel Ben-Paul | 18: Soojong Juice - Unknown source |
| 8: Pexels - Engin Akyurt | Unknown source |
| Down the Road - Crafty Design | 19: Unknown source |
| 9: Stoneway Cafe - Shore on BPO | Unknown source |
| 10: Pexels - Monicore | 20: Pow Wow Kitchen - work.shop.dine |
| Five Grains - Voodoo DesignWorks | 21: Issho - Unknown source |
| 12: Unsplash - Waldemar Brandt | Hillarys Boat Harbour |
| 13: Unsplash - Jim Gade | Unknown source |
| 14: Salt Food Boutique - Unknown source | 22: Hillarys Boat Harbour |
| Swan Cafe - Cape Grace | 23: Unknown source |
| Inspirations - Unknown source | 26: hillarysboatharbour.com.au |
| 15: Pablo & Rusty's - Manual on BPO | 27: hillarysboatharbour.com.au |
| Unknown source | 29: Pexels - Pixabay |
| 16: Unknown source | |
| Unknown source | |