

Whitsunday Way Project Advisory Committee (WWPAC)
 Special Meeting (Signage on the Whitsunday Way)
 RSL Proserpine

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| Date: | 20/05/10 | Time: | Start: 10am Finish: 1pm | Number: | 1 |
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| <u>FILE REF:</u> | | |
| Attendees: | Peter Jennings | Community member |
| | Faye Chapman | RTA |
| | Jim Jarvis | Community member |
| | Rogin Taylor | WRC |
| | Robin Salmon | Community member |
| | Marc Turner | Tourism Whitsundays |
| | Arwen Rickert | EBC (Chair) |
| Apologies: | Mark Fenton | EBC |
| | Jennifer Whitney | WRC |
| | Mary O'Flynn | RTA |
| | Pat Aprile | DTMR |
| | Gary Martin | WRC |
| | Jan Jarratt | Local Member |
| | Katrina Clarke | DIP |
| | Jan Clifford | WRC |

| Item No. | | Action |
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| 1.0 | Meeting opened by Arwen Rickert at 10:10am Apologies received. | |
| 2.0 | Minutes from previous WWPAC meeting. | Not applicable as this is a special meeting to discuss signage. |
| 2.1 | Business Arising from the previous minutes | Not applicable. |
| 2.2 | General comments on the current WRC advertising signage code as it relates to the Whitsunday Way and the vision for the WW. <ul style="list-style-type: none"> ○ The WRC Advertising Signage Code is not being enforced. ○ It allows very subjective interpretation. ○ It is not controlling the situation or the content of signs. ○ Does not produce any special “Whitsunday Way” precinct feel. | To be outlined in a letter to WRC. |

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| <p>2.3</p> | <p>General recommendations</p> <ul style="list-style-type: none"> ○ Illuminated signs: <p>Illuminated signs cause problems for adjacent residents. The WRC advertising signage code should include specific provisions for the size and brightness/luminosity of such signs and require all illuminated signs to be shrouded to prevent impacts to surrounding areas. Hotel vacancy signs are considered a reasonable use of illuminated signs, however large billboard sized illuminated signs should be restricted due to the unacceptable impact to the surrounds.</p> <ul style="list-style-type: none"> ○ Temporary road-side signs (e.g. A-Frame signs) <p>Temporary road-side signs placed in the visual corridor along the Whitsunday Way appear to be not currently enforced by WRC. Such signs include A-frame signs placed in front of shops, restaurants and motels. Many of these are becoming semi-permanent and uncontrolled. They need to be enforced on a day by day basis. Real Estate signs (e.g. for an auction/open house etc) should be exempted for short periods via permit. All other such signs should be strictly controlled and enforced by WRC.</p> <ul style="list-style-type: none"> ○ Billboards <p>No new roadside billboards should be permitted on the Whitsunday Way. Existing roadside billboards should be phased out/removed by 2028 in line with the Whitsunday Way Vision.</p> <ul style="list-style-type: none"> ○ Construction sites <p>Contractors, builders and other authorities working in or adjacent to the road corridor should comply with the advertising signage policy. This extends to advertising painted on or attached to dongas, plant and shipping containers within 100m of the road corridor. In addition, buffers should be considered to improve the visual amenity of such sites.</p> <ul style="list-style-type: none"> ○ Preserving the visual corridor of the Whitsunday Way <p>In general the size of signage should be restricted within the visual corridor of the Whitsunday Way (100m from the edge of the road corridor).</p> <ul style="list-style-type: none"> ○ Branding the Whitsunday Way <p>Establish a colour code for signage within the Whitsunday Way (for all signs).</p> <p>Directional and locality signs to adopt a specific colour code and include the WRC logo as they are replaced. Street signs to also include the WRC logo as they are replaced.</p> | <p>To be included in recommendations to WRC.</p> <p>See attached photos 1A and 1B.</p> <p>See attached photo 2A.</p> |
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| <p>2.4</p> | <p>Specific recommendations.</p> <ul style="list-style-type: none"> ○ The permitted size of parapet signs should be reduced to half of that within the existing provision (e.g. should not exceed 25% of available parapet area). ○ Fascia signs should be limited to 2400x500. ○ Under awning signs as per existing provisions. ○ Window sign limited to 2400X500 and limited to one per tenant. ○ Wall sign limited to 2400X500 ○ Blind sign limited to 2400X500 ○ Roof sign limited to 2400X1000 ○ Pylon signs as per existing with proviso that there be no further signage along the frontage of the centre displaying the pylon except for small signs denoting access to businesses etc ○ Projecting sign as per existing | <p>To be included in letter of recommendations to WRC.</p> <p>See photo 3A, 3B, 3C of non-compliant wall signs.</p> |
| <p>2.5</p> | <p>Community consultation on badging of the Whitsunday Way</p> <p>The WWPAC encourages the WRC to undertake a consultative process with regards to reviewing the signage policy and the development of standards, colour codes and designs for future signage on the Whitsunday Way. The WWPAC requests WRC to consider using the WWPAC as a vehicle to engage the broader community on this matter.</p> <p>The WWPAC requests an opportunity to input to the designs for entrance statements for the Whitsunday Way. Suggested wording for entry statements includes: “Welcome to the Whitsunday Way” or “You are now entering the Whitsunday Way”</p> | <p>To be outlined in letter to WRC.</p> |
| <p>2.6</p> | <p>Other actions as an outcome of the meeting</p> <ol style="list-style-type: none"> 1. WWPAC to communicate any concerns or issues in relation to the Whitsunday Way to WRC via a regular communiqué to the CEO and Councillors on a monthly basis. This will keep the lines of communication open and help ensure that the vision for the WW is constantly reiterated to WRC. 2. Seek confirmation from DTMR re timeframe for replacement of existing road signs on the WW and incorporation of agreed tourist drive wording. 3. Send letter to WRC commending the garden crew for the excellent landscaping works done along the Whitsunday Way. They are actively addressing the Whitsunday Way vision. | <p>AR to email WWPAC members once monthly to remind them of the opportunity to raise concerns with WRC through the monthly communiqué.</p> <p>AR to seek response prior to next WWPAC meeting.</p> <p>AR to draft letter to Chris Macnamara</p> |

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| <p>2.7</p> | <p>Way Forward</p> <p>Minutes from this meeting and recommended changes to WRC Advertising Signage Code will be circulated to all WWPAC members for review. Once it has been finalised the recommendations will be included in a letter to WRC and a request for a meeting to discuss it with the relevant staff will be lodged.</p> | <p>AR to email out minutes and recommended changes to WRC signage advertising code to all PAC members for review.</p> <p>Following finalisation of the recommendations AR to send a letter to the WRC providing the recommended changes and requesting a meeting with the relevant council staff.</p> |
| <p>5.0</p> | <p>Next Meeting</p> <p>Next WWPAC meeting to be held in mid June.</p> | <p>TBA</p> |

Photo attachments:

Photos 1A and 1B



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Photos: 2A



Photos 3A, 3B and 3C.

