

TOWNSVILLE MARINE TOURISM PRECINCT ADVERTISING DEVICES

ISSUE 3 | 30.10.19

PLANS AND DOCUMENTS
referred to in the PDA
DEVELOPMENT APPROVAL

Approval no: DEV2019/1027

Date: 6 JAN 2020



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LOCATION

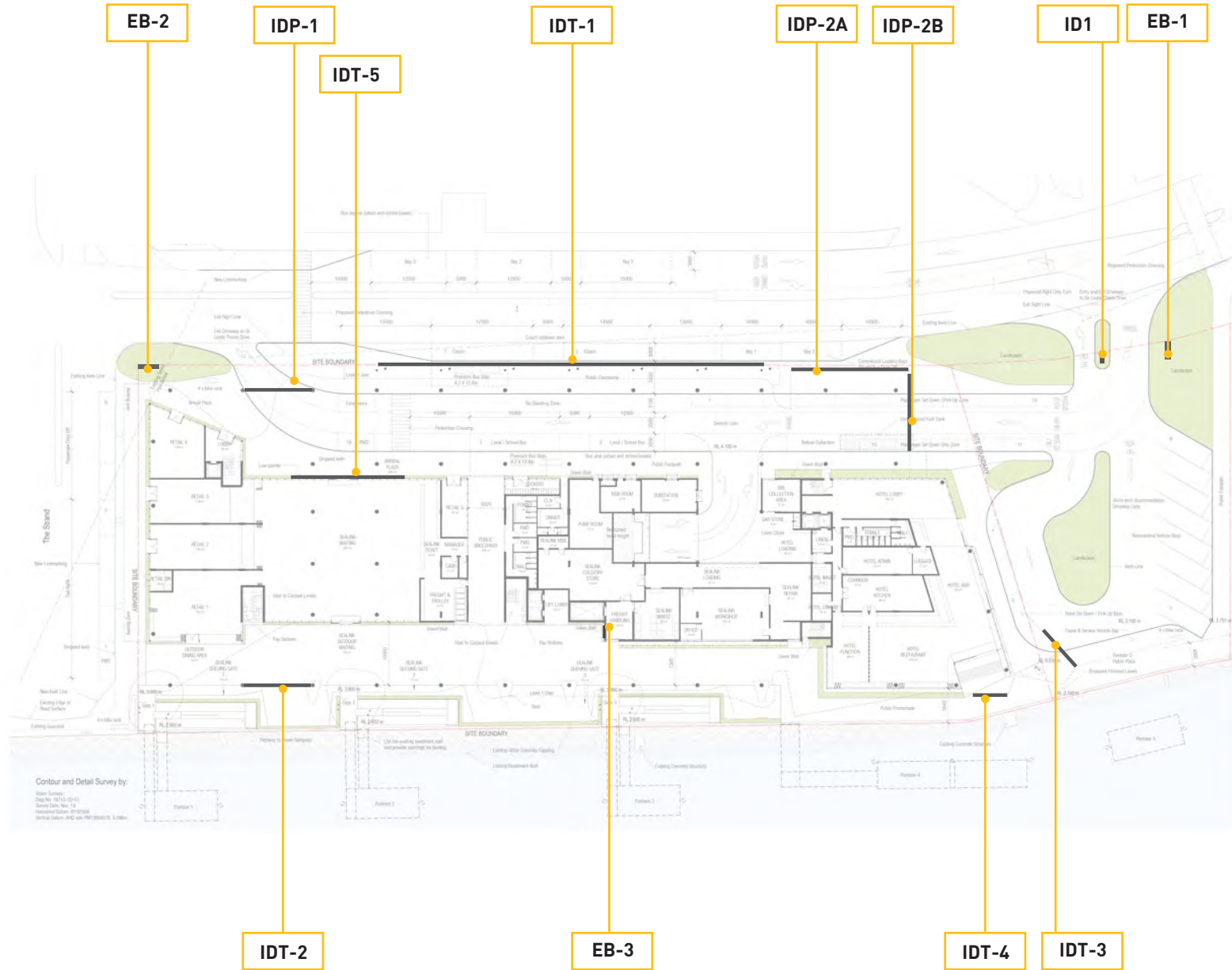


The Townsville Marine & Tourism Precinct (TMTP) is located within the Ocean Gateway Precinct of the Townsville City Waterfront Priority Development Area.

The proposed development is a mixed use project, comprising an integrated transport hub, ferry terminal and car parking, retail and hospitality tenancies, commercial tenancies and a hotel.

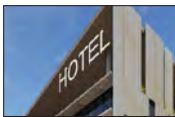
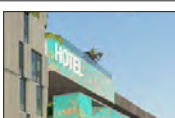
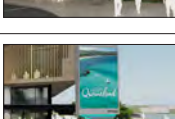
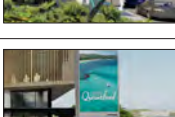
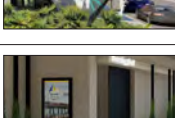
The site is bounded by The Strand to the South, Sir Leslie Thiess Drive to the West, Ross Creek to the East and adjacent POTL owned land parcels to the North.

LOCATION PLAN



SITE PLAN
SCALE 1:1000

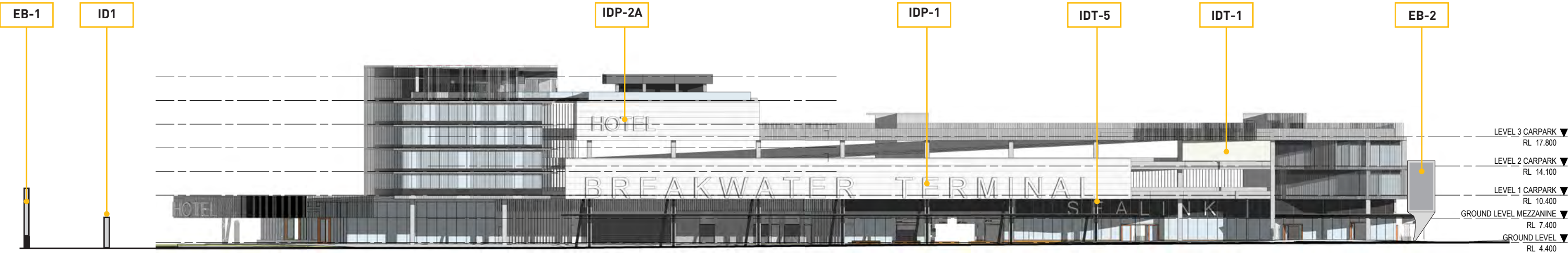
Townsville Marine Tourism Precinct
Advertising Sign Types

ID1	Site Identification Pylon Sign	
IDP-1	Precinct Identification Wall Sign	
IDP-2a	Precinct Identification Under Awning Sign	
IDP-2b	Precinct Identification Wall Sign	
IDT-1	Tenant Identification Under-awning Sign	
IDT-2	Tenant Identification Under-awning Sign	
IDT-3	Tenant Identification Awning Fascia Sign	
IDT-4	Tenant Identification Awning Fascia Sign	
IDT-5	Tenant Identification Hamper Sign	
EB-1	Electronic billboard - Changeable content	
EB-2	Electronic billboard - Changeable content	
EB-3	Electronic wall sign - Changeable content	

ELEVATIONS



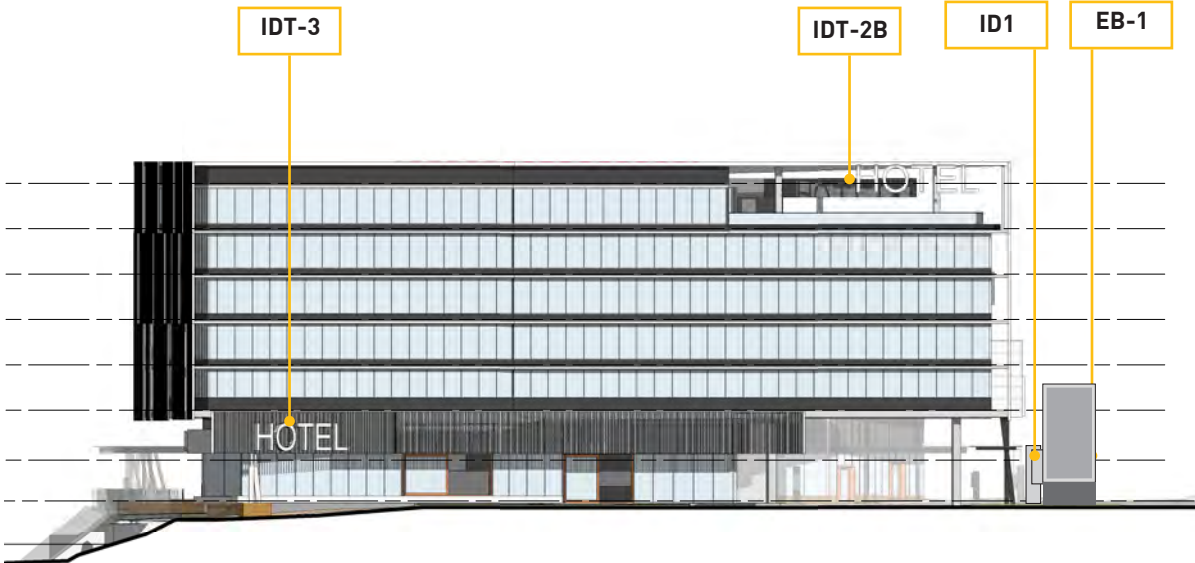
ROSS CREEK ELEVATION (EAST)
Scale 1:500



SIR LESLIE THIESS DRIVE ELEVATION (WEST)
Scale 1:500



THE STRAND ELEVATION (SOUTH)
Scale 1:500



NORTH ELEVATION
Scale 1:500

Precinct/Building Signage



IDP-1
Precinct Identification Wall Sign
BREAKWATER TERMINAL
Backlit 3D fabricated powdercoated aluminium letters
100mm deep 40mm spaced off the fascia.
Design subject to confirmation of fascia design.
Approx size 55000x2300mm (126.5sqm)

IDP-2A, 2B
Hotel Identification Under Awning and Wall Sign
3D fabricated alu letters powdercoated in metallic bronze colour,
facelit illumination with translucent vinyl to face.
Design subject to confirmation of hotel brand.
Approx size 8000x1800mm each (14.4sqm)

SIGNAGE CONTENT
Building facade Signage content is static and design concepts shown here are indicative of the content type. ie. Text or business logo. There is no changing content.

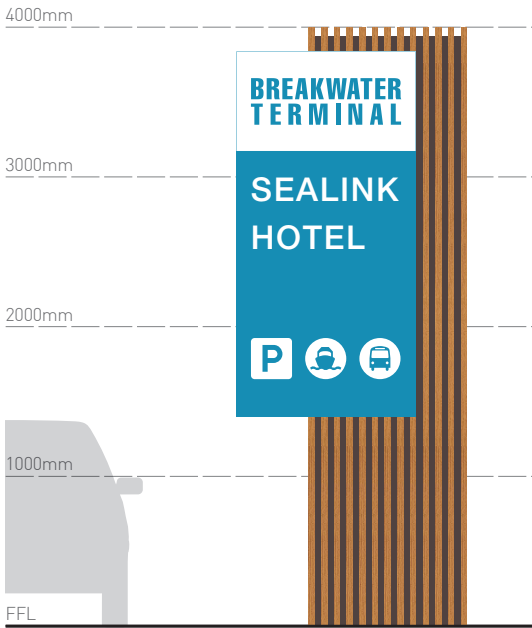
DISTANCE FROM VEHICULAR TRAFFIC
All signs attached to wall or fascia have minimum vertical clearance of 4.5m from roads intended for use by buses or commercial vehicles comprising small rigid vehicles and above; or 2.5m for any other driveway, vehicle access, parking area, cycleway or pedestrian footpath.

ILLUMINATION
All signage is static internal illumination, not exceeding night time luminance of 400 candella/m².

HOURS OF OPERATION
All illuminated signs will be fitted with automated timing devices.
Illuminated signs will be operated from dusk until dawn. Final times to be confirmed.

MAINTENANCE
Signs will have regular inspections and upkeep. A regular inspection program will look for:

- the sign has not been tampered with or vandalised
- the relevance of the information
- the condition of the finishes and materials
- the presence of any obstructions
- all fixings are tight and present.



ID1
Site Entry Identification Pylon
Freestanding Alu. fabricated sign frame, with timber batten feature and Alu. lightbox to each side with illuminated vinyl graphics, faces are alu. powdercoated.
Approx size 4000x1500x600mm (6sqm)

TENANT BUILDING SIGNAGE



IDT-1 and IDT-2
TENANT UNDER AWNING SIGN (SEALINK)
2x 3D fabricated sign to tenants guidelines or 2 x 3D fabricated alu. letters illuminated facelit acrylic or translucent graphics on opal min 200mm deep
Approx size 5800x1900mm each (11sqm)



IDT-4
HOTEL FASCIA SIGN
Backlit fabricated letters, Powdercoated aluminium.
Wall mounted 3D fabricated backlit alu sign.
Design subject to confirmation of hotel brand.
Approx size 5200x1200mm (6.25sqm)



IDT-3
TENANT HAMPER SIGN (SEALINK)
Wall mounted 3D fabricated alu. letters, illuminated facelit acrylic or translucent graphics on opal min 100mm deepd.
Approx size 19000x1800mm (11.25sqm)

SIGNAGE CONTENT
Building facade Signage content is static and design concepts shown here are indicative of the content type. ie. Text or business logo. There is no changing content.

DISTANCE FROM VEHICULAR TRAFFIC
All signs attached to wall or fascia have minimum vertical clearance of 4.5m from roads intended for use by buses or commercial vehicles comprising small rigid vehicles and above; or 2.5m for any other driveway, vehicle access, parking area, cycleway or pedestrian footpath. Signs are within site boundaries and attached to the building facade so set-back is minimum 3.5m.

ILLUMINATION
All signage is static internal illumination, not exceeding night time luminance of 400 candella/m².

HOURS OF OPERATION
All illuminated signs will be fitted with automated timing devices.
Illuminated signs will be operated from dusk until dawn. Final times to be confirmed.

MAINTENANCE
Signs will have regular inspections and upkeep. A regular inspection program will look for:

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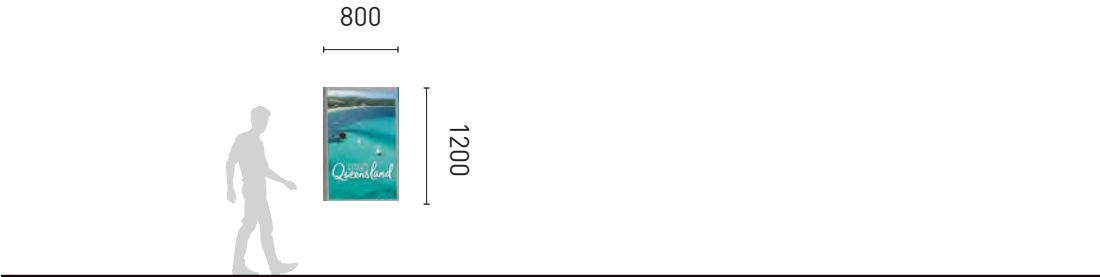
CHANGEABLE CONTENT SIGNAGE



EB-1
ELECTRONIC BILLBOARD - CHANGEABLE CONTENT
Double sided digital display sign on solid base
Screen Size: 3000x6000mm (18sqm)
Overall sign size: approx 8500mm high



EB-2
ELECTRONIC BILLBOARD - CHANGEABLE CONTENT
Digital display sign on cantilevered support.
Screen Size: 3000x6000mm (18sqm)
Overall sign size: approx 10500mm high



EB-3
ELECTRONIC WALL SIGN - CHANGEABLE CONTENT
Digital display screen mounted to external wall
Approximate Screen Size: 800x1200mm (1sqm)

SIGNAGE CONTENT
Electronic Billboards to display changeable content in the form of advertising for third party, as well as first and second party businesses, aligned with the function of the TMTR and the PDA.

FREQUENCY OF CONTENT CHANGES
Content will have a minimum dwell time of 8 seconds, with each image change to take place within 0.3-0.5 seconds.

ILLUMINATION
Electronic billboard signage is internal Illumination, not exceeding night time luminance of 400 candella/m².

HOURS OF OPERATION
Changeable content signs will be operated 24hrs.

DISTANCE FROM VEHICULAR TRAFFIC
EB-1 and EB-2 are set back at least 3.5m from adjcent roadside. EB-3 is not adjacnet to a road.

MAINTENANCE
Signs will be operated and maintained by Bishopp signs group.

NB. signage design and construction details to be provided by Bishopp signs.

PERSPECTIVE VIEW



VIEW FROM SIR LESLIE THIESS DRIVE

PERSPECTIVE VIEW



VIEW FROM SIR LESLIE THIESS DRIVE

PERSPECTIVE VIEW



PERSPECTIVE VIEW
FROM ROSS CREEK

PERSPECTIVE VIEW



PERSPECTIVE VIEW
FROM ROSS CREEK

ADVERTISING DEVICES

COMPLIANCE ASSESSMENT

i. Townsville City Plan Advertising Devices Code (Version 2019/02); and	Advertising Device types included in scheme: Pylon sign Under-awning sign Wall sign Awning Fascia Sign Hamper Sign Signage to comply with Code
ii. Criteria in the Townsville City Council Subordinate Local Law No. 1.4 (Installation of Advertising Devices) 2011.	Signage to comply with local law no. 1.4

The ADMP is to include, but not limited to, the following:

1. Location plan(s) showing each advertising device;	Location plan included
2. Size and dimension of each advertising device;	Sizes noted on signage design pages 5-7
3. A description of each advertising device type (e.g. wall sign, pole sign, fascia sign, billboard sign);	Description of each device materials provided
4. For illuminated, animated or video content advertising devices: • Indicative content of the sign(s); • Nature and frequency of content changes; • Distance of the sign from roads with vehicle traffic; • The maximum luminance of the sign; • Hours of operation / use; and	Description provided on signage drawings page 5-7
5. A maintenance plan for the advertising devices.	Maintenance plan to be developed based on final sign designs.