

Re: Retro-spective Signage Approval Application for 372 -376 Fitzgerald Street, North Perth

RATIONALE FOR PROPOSED SIGNAGE RELATING TO SPECIFIC ASSESSMENT CRITERIA

Please note that although this application for approval of the signage at 372-376 Fitzgerald Street, North Perth is of retro-spective nature, it was never the intention of the proprietor (Chris Mcelwee) to circumvent or avoid the process of having signage approved by the City of Vincent and avoid any applicable fees.

Mr Mcelwee had engaged in conversation with an officer at the City of Vincent about the new signage and was told if the signage was of a "replacing like with like basis" then no formal approval process was required to be followed.

Mr Mcelwee has done that wherever possible, but in a couple of examples has not, due to practical reasons I will touch on.

It should be noted that overall between the old signage and the new signage installed there is one less sign now than there was and what has been installed is uniform and harmonious across the building compared with the inconsistency of some of the old signage.

By addressing the following points, I'd like to make the case that the new signage at 372-372 Fitzgerald Street is respectful to the area as well as the surrounding buildings. In fact the signage and subsequent paint work on the building, is an improvement on the previous signage onsite and an improvement on other examples of signage on that stretch of Fitzgerald Street.

- The installed signage respects the amenity of the area;

The signage installed by Mr Mcelwee was a long considered process, due to the size of the building and subsequent cost. We feel the signage is respectful and in fact an improvement to the local commercial area.

- The installed signage does not compete with existing signage within the site;

The signage across the building is consistent and not added on an ad hoc basis.

- The size and impact of the installed signage responds to the size of the premises on which the signage is to be displayed and the scale of the surrounding buildings;

The building size is large, so although some of the signage is in itself considered of a large nature, it should be placed in the context of the building size. On a scale basis the signage number and dimensions are appropriate and in fact are one less than the number of signs previously installed on the building.

- The installed signage does not negatively impact on the appearance and efficiency of a road or other public way in terms of colour, brightness and location;

In no way does the signage impact on any roads or public access points physically or visually in a negative manner.

- The pattern and theme of the installed signage matches that of existing signage in the area;

The installed signage is an improvement on the previous signage on the building and by extension on the local commercial area. The signage in style and theme is not out of step with the local area. Although looking at the Fitzgerald Street commercial precinct there is still variability in signage between different sites mainly as a result of age and upkeep, on this basis we believe our signage adds to the area.

- The proposed signage responds to any objects of scenic, historic, architectural, scientific or cultural interest;

372 Fitzgerald Street is a relatively old building; as such none of signage has been of a structural nature requiring any adjustment to the building or surrounds. The installed signage has been a cosmetic exercise that has addressed the poor state of the surface of the building and the poor state of the previous signage and paintwork (see images).

The signage does not additionally impact on anyone's views and has not made changes to any historic, cultural, architectural or scientific aspects of the building.



- The proposed signage does not dominate the streetscape.

372-376 Fitzgerald Street itself , being an elevated site with the approach from either side on Fitzgerald Street coming from a lower elevation , make the building itself dominant on the streetscape. Mr Mcelwee remarked when he purchased the business that many people knew the pharmacy because of its prominence along Fitzgerald Street and had asked him if he was going to do something about the tired exterior of the building.

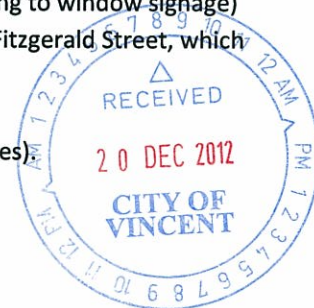
372- 376 Fitzgerald Street is the only 2 storey building within 200m.

So we believe the building not the signage is dominant on the streetscape and as such is better for the rejuvenation.

- Where the installed Signage does not comply with the City of Vincent’s Signage Standards, why should a variation of standards be applied?

As I mentioned at the outset, it was not Mr Mcelwee’s intention to install signage not in keeping with the City’s standards. However in a few instances the signage may not comply and in these instances we would like to make the case for a variation of standards to be applied here for the following reasons:

- The Logo for “Gregs Discount Chemist “is of a horizontal nature and due to the height and therefore distance from the ground, for the signage to be “readable” or “appropriate as a sign, the scale of the sign dictated that a higher and wider sign was required. This is the case for signage on the Fitzgerald Street (above the awning) and Raglan Road side of the building (the signage pointed out as being suspected to be non –standard in the letter dated November 8 2012).
- The signage on Fitzgerald street (above the awning) and Raglan Road are in part of the same colour as the background colour of the building, so when determining the actual “visual dimensions” of the signage, this reduces the area (m2) greatly versus the actual area of the sign as indicated in the table of itemised signage .This should be of consideration.
- The signage on Raglan Road is coated with anti-graffiti film and so has the advantage over painted brick, as offering less surface for graffiti to be applied, therefore detracting from the look sought after in the area. Graffiti is an issue on many buildings in the area.
- Overall there has been a net reduction in the number of signs installed on the building.
- The signage has offered an opportunity for the prominent building to be rejuvenated using a new brand of paint that itself remains stable for longer and also stabilises the surface it is applied to (Supplier: Webbco). It was important for us to invest in signage that held longevity as building is large and as such reflects on the business as well as the local area.
- Existing signage on the windows have been removed (in favour of the City’s Signage policy relating to window signage) which also compares favourably with the brightly coloured pharmacy about 200m north of 372 Fitzgerald Street, which has wire mesh in their windows.
- All the signage is of a uniform nature and not inconsistent as the previous signage was (see images)



Other Local Signage:

I felt it was worthwhile, while we are assessing the signage at 372-376 Fitzgerald , that we look at other local examples of signage and windows and question whether they comply with the Signage standards or not . As well as highlight a couple of examples of graffiti in the area to highlight the problem of which you are no doubt aware.



Two signs here appear to be in excess of accepted proportions for the building/wall size.



Very few blank spaces on the facade here.



One of the few other 2 storey buildings in the local commercial precinct. This too needs to be of sufficient size to be seen.



The signage on this pharmacy 200m from 372 Fitzgerald Street appears also to be in excess of the accepted signage standards for the City of Vincent.

Note also the graffiti on the painted brick wall. This is not their fault but harder to remove.





Summary :

We hope that you will grant retro-spective approval on all the installed signage on the basis of rejuvenating a prominent 2 storey building in the Fitzgerald Street commercial precinct , that fits in with the signage strategy of many other retailers in the same area .

