

# HERITAGE IMPACT STATEMENT REVIEW

553 Albany Highway, Victoria Park



PREPARED FOR

THE TOWN OF VICTORIA PARK

OCTOBER 2018



553 Albany Highway, Victoria Park

Makin Mattresses

Heritage Impact Statement Review

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| Place:                           | 553 Albany Highway, Victoria Park  |
| Owner :                          | Makin Mattresses – recently acquired   |
| Use:                             | Makin Mattresses West Australian Store   |
| DA submitted:                    | May 2017<br>Approval granted Sept 2017<br>(Blocking up or removal of façade windows – not approved)<br>(No application for signage was submitted)  |
| Development Approval conditions: | Approval was granted subject to the following conditions:<br>1. In relation to the existing windows facing Albany Highway:<br>1.1. All windows are to be retained in their current size and height with no windows to be removed or boarded up as proposed.<br>1.2. All windows are to have clear glazing, with any existing painting or obscuring of windows to be removed, and the windows not being subsequently obscured by signage or internal shelves.<br>1.3. Those windows described in the approved plans to be boarded up or removed shall be retained as per item 1.1 but may be internally screened through curtains or blinds.<br>1.4. The internal screening permitted in 1.3 above only relates to this planning application.<br>2. This approval does not include the approval of any signage. Any signage for the development to be the subject of a Development Application, in accordance with Council’s Signs Local Law. |
| Unauthorised works:              | Blocking up of façade windows<br>Signage to 3 elevations<br>Covering of original building name to parapet  |
| Notice issued:                   | Non Compliance – Feb 2018<br>Windows to be reinstated and signage application to be submitted  |
| Relevant Policies etc:           | Town of Victoria Park MHI<br>Local Planning Policy 17: Street Frontage Design Guidelines for District Centres and Commercial Areas   |
| Statement of Significance:       | <i>‘This building has aesthetic, historic and social heritage significance. It is an example of an Art Deco design that maximises a corner location. Its historic significance lies in its association with the Victoria Park and Districts’ United Friendly Society. It was purpose built as a dispensary for the group in 1940. The Friendly Society provided members with a range of benefits. The building has become an important part of the commercial streetscape of Albany Highway.’ – From MHI Entry</i>   |
| Details of revised application:  | <ul style="list-style-type: none"><li>• Retain blocked openings –alter to retain as blind openings incorporating window framing</li><li>• Rationise signage and change location of some signage elements</li><li>• Remove signage from original building name location and reinstate original building name</li><li>• Incorporate an additional yellow string course below the awning canopy.</li></ul>  |

| Analysis of Statement of Significance  |   |
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| <p><i>Aesthetic heritage significance:</i></p> <ul style="list-style-type: none"> <li><i>an example of an Art Deco design</i></li> </ul>           | <p>The retention of the parapet, the reinstatement of the building name signage and the painting of the yellow bands above the canopy assist in the understanding of this building as an art deco building and <b>are supported</b>.</p> <p>The colour scheme for the building is <b>not supported</b> as the blanket use of one dark dominant colour for the walls, awning canopy and supports and window frames has a negative effect on the art deco facades.</p> <p>The introduction of a yellow line beneath the canopy does appear on the original drawings on the south elevation away from the shop front windows. Further investigation should be undertaken to determine if this line did exist under the canopy where the shop front windows were located before introducing this element.</p> <p>The blocking / and or painting out of the windows has a negative effect on the understanding of the original / early uses in the building and is <b>not supported</b>. The use of different window sizes and configurations for the different uses within the building was a key element to the design. Notwithstanding the fact that the shopfront windows have been altered over time – they should still be read and understood as large clear shop front windows in contrast to the smaller, more domestic scale windows used for other sections of the building.</p> <p>The proposed ‘Makin Mattresses’ sign to the corner of the building has a detrimental effect on the Art Deco aesthetic and is <b>not supported</b>. The style, size and location of this signage is not appropriate.</p> |
| <ul style="list-style-type: none"> <li><i>maximises a corner location</i></li> </ul>   | <p>The retention of the parapet assists with retaining the strong sense of this building having been designed as a corner building and maximising its corner location and <b>is supported</b>.</p> <p>The proposed ‘Makin Mattresses’ sign to the corner of the building has a detrimental effect on this aspect of the place’s significance and is <b>not supported</b>. The style, size and location of this signage is not appropriate.</p>  |
| <ul style="list-style-type: none"> <li><i>The building has become an important part of the commercial streetscape of Albany Highway</i></li> </ul> | <p>The building continues to be an important part of the commercial streetscape of Albany Highway, however the proposed ‘Makin Mattresses’ sign to the corner of the building is too dominant over the Art Deco features of the building and is <b>not supported</b>.</p>   |
| <p><i>Social and historic heritage significance:</i></p>   | <p>The retention of the parapet and the reinstatement of the building name signage assist in the understanding of this building the 1940 Victoria Park and Districts’ United Friendly Society building and <b>are supported</b>.</p>  |

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| <ul style="list-style-type: none"> <li>• <i>Victoria Park and Districts' United Friendly Society.</i></li> </ul>  | <p>The reinstatement of the building name signage assist in the understanding of this value and <b>is supported.</b></p>   |
| <ul style="list-style-type: none"> <li>• <i>Purpose built as a dispensary for the group in 1940.</i></li> </ul>   | <p>The reinstatement of the building name signage assist in the understanding of this value and <b>is supported.</b></p>   |
| <ul style="list-style-type: none"> <li>• <i>The Friendly Society provided members with a range of benefits.</i></li> </ul>  | <p>The blocking / and or painting out of the windows has a negative effect on the understanding of the original / early uses in the building and is <b>not supported.</b> The use of different window sizes and configurations for the different uses within the building was a key element to the design and demonstrated that there was a varied range of uses and benefits within the building that the Friendly Society provided to its members. Notwithstanding the fact that the shopfront windows have been altered over time – they should still be read and understood as large clear shop front windows in contrast to the smaller, more domestic scale windows used for other sections of the building.</p>   |
| <p>Analysis of Signage Application</p>  |  |
| <p>the impact of the sign on the quality of streetscape where it is to be displayed and more generally the district</p>   | <p><b>Sign 1 – Reinstatement of Original Building Name</b><br/> The reinstatement of the building name signage assist in the understanding of this building as an art deco building, are in keeping with other Art Deco aspects of the Albany Highway streetscape and <b>are supported.</b></p> <p><b>Sign 2 – Large corner 'Makin Mattresses' sign</b><br/> The proposed 'Makin Mattresses' sign to the corner of the building has a detrimental effect on the streetscape and the Art Deco aesthetic of the building and the street. Its size, font and location dominate over significant building. The signage being located above the line of the parapet significantly interferes with the aesthetic of the parapet. The style, font, size and location of this signage is not appropriate and it is <b>not supported.</b></p> <p><b>Sign 3 – 'Nobody makes a better mattress – nobody!' sign to side street</b><br/> This sign is acceptable</p> <p><b>Sign 4 - 'Makin Mattresses' and 'Nobody makes a better mattress – nobody!' sign to north side of building</b><br/> This sign is acceptable</p> |
| <p>whether the size of the sign appropriately relates to the architectural style, design and size of a building on which the sign is to be displayed, and in measuring the size of a sign a polygon shall</p> | <p><b>Sign 1 – Reinstatement of Original Building Name</b><br/> The size of the original building name signage is appropriate and <b>is supported.</b></p> <p><b>Sign 2 – Large corner 'Makin Mattresses' sign</b><br/> The proposed 'Makin Mattresses' sign to the corner of the building is too large and does not appropriately relate to the architectural style of the building, is not appropriate and it is <b>not supported.</b></p>   |

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| <p>be taken immediately around the text, graphics or image of the sign and not the entire background, except where finish or colour of the background differs substantially from the background against which the sign is to be displayed</p> | <p><b>Sign 3 – ‘ Nobody makes a better mattress – nobody!’ sign to side street</b><br/>         Whilst a little large this sign sits well within the painted horizontal lines and is acceptable.</p> <p><b>Sign 4 - ‘Makin Mattresses’ and ‘ Nobody makes a better mattress – nobody!’ sign to north side of building</b><br/>         This sign is acceptable is size</p>   |
| <p>whether the colour scheme and materials of the sign are compatible with the architectural style and design of a building on which the sign is to be displayed</p>  | <p>The colours of the signs are acceptable</p>   |
| <p>Any signs on land, buildings, objects, structures and places included on the Register of Places of Cultural Heritage Significance require planning approval.</p>   | <p>The building remains as a good example of an Art Deco building as evidenced in the Statement of Significance <i>“This building has aesthetic, historic and social heritage significance. It is an example of an Art Deco design that maximises a corner location.”</i></p> <p>The proposed sign to the corner of the building does have a negative impact on the cultural heritage values of the place. Its size, location font and design are not acceptable and are <b>not supported</b>.</p>   |
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| <p>Notes:</p>   | <p>The three key elements of the façade of this building are:<br/>         The Art Deco parapet<br/>         The Art Deco signage<br/>         The Windows</p>   |
|   | <p>The original design intent was an art deco building with a decorative parapet, deco signage and various uses.</p> <p>The original building contained 3 shops, a lodge room, dispensary, office, kitchen, conveniences and living quarters. The building design utilised the parapet and horizontal lining to tie the different elements of the building together, whilst the windows were utilised in the design to indicate the different uses of each section of the building. Large shop front windows for the 3 shop areas, a smaller set of windows for the dispensary that allowed for more privacy but still ample light and then smaller domestic scale windows for the residential unit and office. Smaller and high level windows were then used for the conveniences.</p> <p>It is acknowledged that some of the windows (in particular the shop fronts) have been altered over time. However the fundamental design principle of the different windows identifying the different original uses in the building has not been lost.</p> |
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| Recommendations: | <ol style="list-style-type: none"><li><b>1. The original conditions with regards to the windows remain in place:</b><ol style="list-style-type: none"><li><i>1.1. All windows are to be retained in their current size and height with no windows to be removed or boarded up as proposed.</i></li><li><i>1.2. All windows are to have clear glazing, with any existing painting or obscuring of windows to be removed, and the windows not being subsequently obscured by signage or internal shelves.</i></li><li><i>1.3. Those windows described in the approved plans to be boarded up or removed shall be retained as per item 1.1 but may be internally screened through curtains or blinds.</i></li><li><i>1.4. The internal screening permitted in 1.3 above only relates to this planning application.</i></li></ol></li><br/><li><b>2. The signage be redesigned and the location of the large ‘Makin Mattresses’ sign be reconsidered to be more in keeping with the Art Deco design of the building. The size, design, font and location require redesign. Signage to be kept away from the corner of the building and not protrude above the parapet. Note that the awning may be a more appropriate location for signage (See images below)</b></li><br/><li><b>3. The original building name signage be reinstated</b></li><br/><li><b>4. The paint colour scheme of the building be revised to more appropriately enhance the art deco design of the building (colour contrast for awning elements and window frames as a minimum).</b></li><br/><li><b>5. Further investigation be undertaken into the extent of the yellow line beneath the canopy.</b></li></ol> |
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## FRIENDLY SOCIETIES' HALL.

### New Victoria Park Building.

The Lord Mayor (Dr. T. W. Meagher) yesterday laid the foundation stone of a building being erected for the Victoria Park and Districts United Friendly Societies at the corner of Albany-road and Rathay-street, Victoria Park. Constructed of brick, with a cream stucco finish and modern shop fronts, the building (apart from the land and furnishings) is expected to cost £2,840. It will be officially opened in May next.

Dr. Meagher was accompanied by the Lady Mayoress (Mrs. Meagher). They were introduced by the president of the local organisation (Mr. J. F. Radford). Mr. H. S. Raphael, M.L.A., was among the speakers and representatives of nine friendly society grand lodges and of 32 individual lodges were present.

It was stated that the main objects of the societies' council were to provide a dispensary, medical attention and social life for members of friendly society lodges. The council was endeavouring to raise £4,000 to pay for the land, buildings and furnishings. It had already secured about £1,500 and the balance was being obtained through lodge members.

Dr. Meagher congratulated the societies on the work they were doing. The building, he said, was something of which residents could be proud. When the existing Victoria Park dispensary was opened in 1935 the societies had a membership of 525. The movement had grown by leaps and bounds and the membership now was 1,658.

The secretary of the local societies' council (Mr. F. E. Hill) presented Dr. Meagher with a silver trowel as a memento.

The building consists of a lodge hall, a dispensary and offices, a shop and residence, a lock-up shop, a supper room, a kitchen and conveniences. The lodge hall, which measures 32ft. by 24ft., has seating accommodation for 150 people. It will be occupied four nights a week by lodges and on two nights by outside bodies. The architect for the building is Mr. W. Bennett and the builder Plunkett's Building and Investment Co., Ltd.



State Library of Western Australia



Source : Google Maps