

ATTACHMENT A



Ref: A201.let.001

30 April 2014

General Manager Infrastructure
City of Darwin
PO Box 84
Casuarina NT 0801

Arrow Properties Pty Ltd
ABN 80 916 752 347

1/19 College Road
Berrimah, NT 0828
Australia

PO Box 1970 Berrimah
NT 0828 Australia

Telephone: 08 8947 1444
Facsimile: 08 8984 3555

Attention: Luccio Cercarelli

Re: **WINNELLIE POINT COMMERCIAL DEVELOPMENT
LOTS 1318 -1138 WINNELLIE ROAD
ROAD CORRIDOR PYLON SIGN**

Dear Luccio,

Thank you for making the time to meet with myself on the 29th April 2014.

Further to our discussion held in your office we write to clarify and support our submission for approval of a road verge cluster sign adjacent to the entry to our building at 60 Winnellie Road, Winnellie.

A submission via email for the proposed sign was forwarded to Brian Sellers by our architect, Rossi Kourounis on the 20th of March 2014. A copy is attached for your information.

Below we expand on and add to the details provided in the previously submitted proposal. We believe this should assist in providing valid reason for the Council's approval of our proposal.

- The sign allows the building street number to be shown prominently, meaning motorists can locate the intended business easily without distraction from traffic and driving duties.
- The proximity of overhead power lines across the length of the frontage of the site limits the possible options for placement of a street pylon cluster sign.
- Winnellie Point is a development which is raising the profile of Winnellie Road. Reference to the signage currently on Winnellie Road shows extensive temporary and some permanent signage being placed on the road verge. The existing signage, to many, would be considered an eyesore. The intention of our proposed sign is for it to be professional, clean lined, functional and aesthetically pleasing. The proposed sign will project a polished, corporate image to the general public, enhancing the streetscape and improving general public amenity.

- The position of the signage is designed so that it minimises the time and distraction from the road to motorists in order to reduce the danger attached to searching for the intended business.
- The use of a cluster sign allows all tenants to advertise their business equally whether their tenancy is at the front or the back of the building whilst at the same time maintaining the building profile by excluding unsightly signage on the façade of the building. The intention is to avoid the building taking on the appearance of a racetrack pit stop building with a multitude of signage along the façade. This also assists in the maintenance of public amenity and creation of an improved streetscape with welcome relief from the unstructured business signage along the length of Winnellie Road.
- Arrow Properties is pleased to have provided improved amenity for visitors and workers to other businesses in the vicinity of the Winnellie Point with additional parking across the building frontage. This being 22 additional public car-parking spaces which can be used to assist in alleviating the current car-parking issues leading to many cars being parked on the road verge.
- Potential tenants are requesting prominent signage be provided as a non-negotiable part of the lease agreement prior to committing to taking a lease in Winnellie Point. Failure to provide suitable signage will adversely affect the commercial viability of the development.

Arrow Properties understands that a traffic management review needs to be undertaken in order to finalise sign construction details and ensure sight lines are maintained thereby not diminishing vehicle safety.

Arrow Properties will be please to work through any concerns with City of Darwin should the need arise.

We look forward to your favourable response.

Yours Sincerely,



Matthew Lee

Director

Arrow Properties Pty Ltd

Mobile Phone: 0427 471555

Email: matthew.lee@halikos.com.au

Matthew / Chris FYI Below

From: Ross Kourounis [mailto:rossi@rossiarchitects.com.au]

Sent: Thursday, 20 March 2014 3:47 PM

To: 'b.sellers@darwin.nt.gov.au'

Subject: Proposed Precinct Sign - Lot 1138 / 1318 Winnellie Rd, Winnellie

Brian,

James White from Infrastructure put me in your direction regarding signage approval.

Background

Currently commercial office tenancies are being constructed at the above lot and we are seeking approval for to locate a cluster precinct sign within the council street verge approximately central to the property. Please see attached drawings of the proposed cluster precinct sign.

Referencing from Policy No. 42-9.4

- The cluster precinct sign is proposed to replace the numerous individual business signs located along the street verge and consolidating them to a more uniform corporate cluster sign.
- Taking into consideration the large street verge and design style of the precinct the proposed precinct sign would offer greater exposure to the tenants.
- The proposal aims to provide a more polished and uniform approach in consolidating the various business signs.
- The information displayed will be limited only to the name and activities of business and tenancy number.
- The design style in keeps with the building proposed mimicking the simple forms.
- The sign is located 2.0m from the kerb edge providing adequate viewing angles for vehicular access and egress. It has also been set 800mm from the footpath for greater viewing angles for pedestrians crossing the driveway.

The clients have requested this location based on the following issues:

1. The street verge depth is quite significant in size approximately 12m in depth and locating the precinct sign within the property line would minimise exposure to the streetscape.
2. The proposed site arrangement does not allow for a signage zone with the property street frontage.
3. Power lines are located along the street boundary edge and if located within the landscaped zones proposed we believe this would not be acceptable by power and water as they require minimum circulation clearance throughout.

Construction Type

- Structural steel framing with light weight steel framework throughout
- Lined with alucobond aluminium cladding.

Please don't hesitate to contact me to discuss further

Kind Regards

Rossi Kourounis


principal architect

p (08) 8947 1513 m 0416 013 265 e rossi@rossiarchitects.com.au

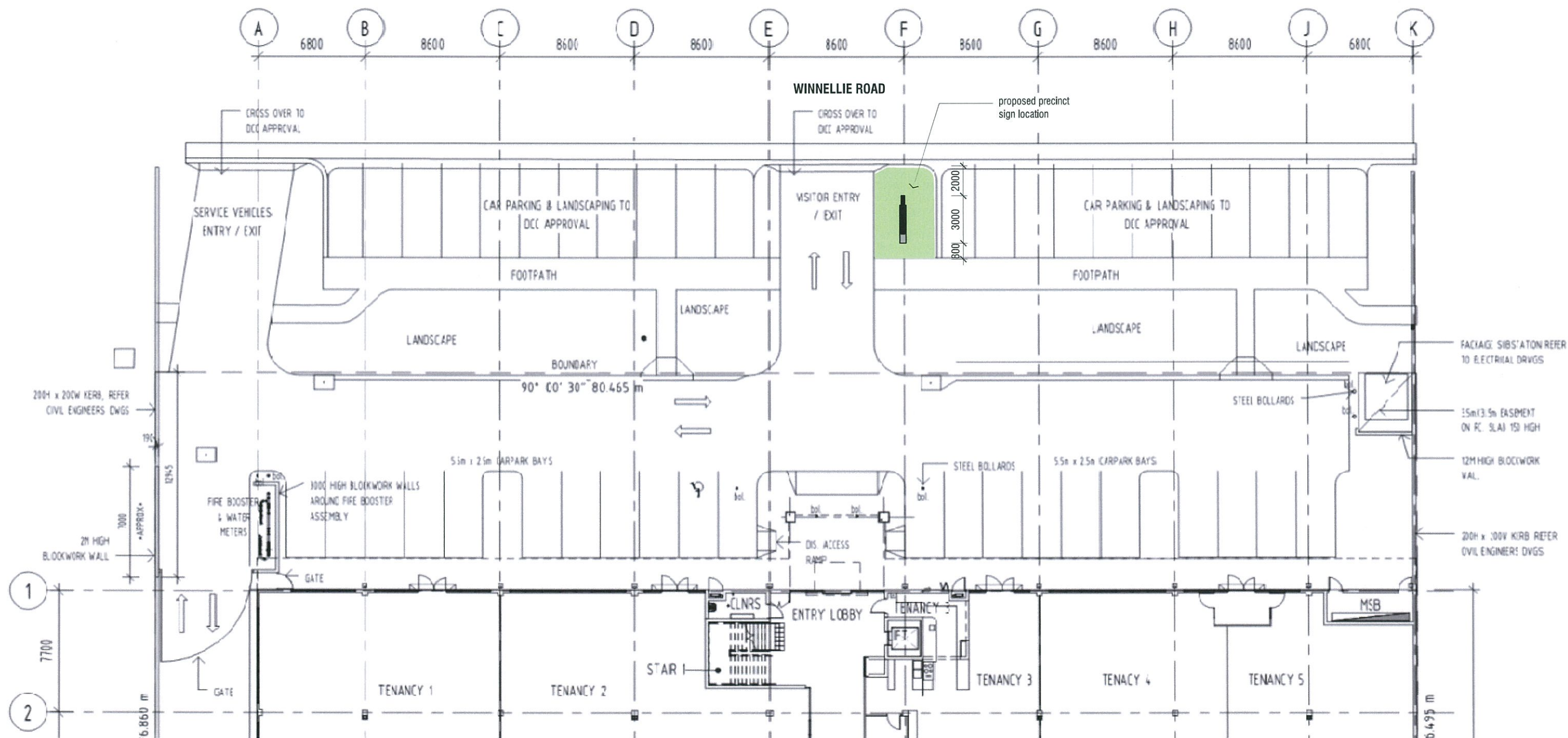


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SITE PLAN

1 : 250 @ A3

revisions

A ISSUED FOR APPROVAL
rev description

20/03/14
date



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client
ARROW DEVELOPMENTS

project
**WINNELLIE POINT COMMERCIAL
PRECINCT STREET SIGNAGE
LOT 1138 & 1318 WINNELLIE RD
WINNELLIE NT**

proj. no.
RA14-108
drawn by
RK

date
MAR 2014
comments
-

scale
AS SHOWN
sheet no.
SK01

drawing
TYPICAL ELEVATION
issue
A



PERSPECTIVE VIEW

NTS

revisions

rev	description	date
A	ISSUED FOR APPROVAL	20/03/14



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**WINNELLIE POINT COMMERCIAL
PRECINCT STREET SIGNAGE
LOT 1138 & 1318 WINNELLIE RD
WINNELLIE NT**

proj. no.
RA14-108
drawn by
RK

date
MAR 2014
comments
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scale
AS SHOWN
sheet no.
SK03

drawing
PERSPECTIVE VIEW
issue
A