

## **DEVELOPMENT APPLICATION – CITY OF VINCENT, MENZIES PARK PAVILION**

**APPLICANT:** UNIVERSITY CRICKET CLUB (PSCA) INC

**PROPOSAL:** INSTALLATION OF NEW SIGNAGE FOR CLUB'S SPONSORS ONTO PAVILION ROOF FAÇADE

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### **Background of University Cricket Club (PSCA)**

The University Cricket Club (PSCA), "UCC", was established in 1974-75 as an amateur cricket club playing in the inner suburbs of Perth. Today we have 4 sides playing in the Perth Swan Cricket Association and our home ground is at Menzies Park, which is where we have been located since the late 1970's.

The UCC was instrumental in working with the City in Vincent in the early-2000's to establish the re-development of the Menzies Park Pavilion, securing Federal Government Grant money to help support this re-development (previous to this it was simply a toilet block). Following this in the early 2010's, the UCC together with the Mt Hawthorn Junior Football Club, worked with the City to develop the Pavilion verandah extensions, to where it is today, one of the most coveted Pavilions in the City of Vincent.

Several years ago, the Junior Football Club, received the approval from the City to establish signage for their Sponsors' onto the Menzies Park Pavilion façade. In this "development", they erected signage infrastructure which allows them to change signs as pertaining to their appropriate Sponsors for the season. The UCC has been in consultation with the Junior Football Club to utilise this infrastructure for our own Club Sponsors for our summer season of cricket. The Football Club has endorsed this.

We will have 4 Sponsors' signs in place on the Pavilion façade. The signs will be size 1952x510x4mm, to meet the current signage infrastructure on Menzies façade. They will be made from Aluminium and they will not project more than 300mm from the roof/fascia, as in accordance with the City's Signage Policy.

Plus we will have our own Club sign of size 1700x1450x4mm, made from Aluminium, and will also not project more than 300mm from the roof/fascia.

The signs will also be readily and easily removable.

The location of the signage, including the Junior Football Club on the façade of Menzies Pavilion is shown in the attached plan

We believe the businesses that we are proposing to have their Logos displayed on the Menzies Park Pavilion is in line with similar signage by the Junior Football Club and would be unobtrusive for the surrounding neighbourhood. We have targeted several businesses within the City of Vincent and it is our intent to support local businesses as much as we can, with this partnership/sponsorship arrangement. But we also understand that not all local businesses are able to provide sponsorship in these current difficult economic times, so we would hope that the City of Vincent accepts outside businesses may also have an interest to support us. All the businesses are small privately run and are independent operations, so this provides great support for these small businesses.

The funds that the UCC receives from these Sponsors provides us with highly invaluable financial support to help us run an amateur sporting Club.

We trust that the City will approve this Development Application in time for our coming cricket season, beginning mid-Oct 2020.

Secretary  
University Cricket Club (PSCA)  
20 August 2020



**TOWN OF VINCENT**

**SIGN STRATEGY PRO FORMA**

**COMMERCIAL AND RESIDENTIAL PROPERTIES**

As per the Town's Policy No. 3.5.2 relating to Signs and Advertising, a Sign Strategy is to be submitted with Development Applications in the following instances:

- Signage advertising services or products other than those available on the lot;
- Pylon signage with a width exceeding 300 millimetres;
- Wall signage exceeding ten (10) percent in area in total on any one wall (excluding projecting signs); and
- Applications for variation of standards for proposals involving three (3) or more signs that do not comply with the standards of the Town.

A Sign Strategy is required in the above instances to assist the Council in exercising its discretion in relation to signage applications, to ensure:

- a reasonable and equitable level of identification to businesses and community facilities within the Town of Vincent is provided;
- signage compliments the character and visual amenity of an area, the buildings on which they are displayed, and the general environment; and
- there is no proliferation of signage to the detriment of existing signage.

**1.0 Personal and Site Details**

**1.1 Personal Details:**

Applicant Name: [REDACTED]  
Address: [REDACTED]  
Suburb: [REDACTED] Postcode: [REDACTED]  
Tel (H) [REDACTED] (WK) [REDACTED] (Mob) [REDACTED]  
E-Mail: [REDACTED]  
Planning Application Number: .....

### 1.2 Site Details:

Address: ...MENZIES PARK PAVILION.....

Suburb: ...MT MAWTHORN..... Postcode: ...6016.....

Approved land use (e.g. house, office, shop): ...COMMUNITY PAVILION.....

Context of immediate surrounds (residential or commercial): ...RECREATION.....

Is the property heritage listed? (tick appropriate box) Yes ☐ No ☒

### 2.0 Existing Signage

#### 2.1 Photographs:

Photographs, showing all of the building/sites existing signage, is to be included.

Have photographs been attached to this Pro Forma? Yes ☒ No ☐

To your knowledge, have these signs been approved? Yes ☐ No ☒

### 3.0 Proposed Signage (including re-badging of existing signage)

#### 3.1 Table:

Please insert details of the proposed signage in the following table. This table is to correspond with the plans and elevations as stipulated by section 3.2 below:

Signage No.	Sign Type	Message (Sign Content)	Height and Width (mm)	Area (m2)	Method of Illumination
1	CREATED ROOF	UNIVERSITY CRICKET CLUB	1700 x 1450 mm	2.465	N/A
2	(DITTO)	SLATER & MILLER	1952 x 510 mm	0.995	N/A
3	(DITTO)	MT MAWTHORN IGA	1952 x 510 mm	0.995	N/A
4	(DITTO)	STUDIO LUXE	1952 x 510 mm	0.995	N/A
5	(DITTO)	THE OXFORD HOTEL	1952 x 510 mm	0.995	N/A
6	(DITTO)	TRANSALPINE (DITTO)	(DITTO)	(DITTO)	

#### 3.2 Diagrams:

As per the Planning Application Checklist relating to signage, a site plan and elevations showing the proposed location of signage are to be provided, inclusive of the following:

- ☐ Dimensions of proposed signage (width, depth and area in square metres)
- ☐ Height from natural ground level to underside of all signage

- ☐ Percentage of sign area in relation to the wall or building façade where proposed

As per the requirements in the Planning Application Checklist, have diagrams been attached to this Pro Forma? Yes ☐ No ☒

(PHOTOS HAVE BEEN ATTACHED)

#### **4.0 Rationale for Proposed Signage relating to Specific Assessment Criteria**

Please provide written justification in relation to the below specific assessment criteria, to demonstrate that consideration has been given to the impact of the signage on the amenity of the adjacent property and surrounding area.

- ☒ The proposed signage respects the amenity of the area;
- ☒ The proposed signage does not compete with existing signage within the site;
- ☒ The size and impact of the proposed signage responds to the size of the premises on which the signage is to be displayed and the scale of the surrounding buildings;
- ☒ The proposed signage does not negatively impact on the appearance and efficiency of a road or other public way in terms of colour, brightness and location;
- ☒ The pattern and theme of the proposed signage matches that of existing signage in the area;
- ☒ The proposed signage responds to any objects of scenic, historic, architectural, scientific or cultural interest; and
- ☒ The proposed signage does not dominate the streetscape.

Applicant's Name:

[REDACTED]

Signature:

[REDACTED]

Date:

20/08/2020

UNIVERSITY CRICKET CLUB (P.S.C.)

#### **Note:**

If the Sign Strategy is approved by the Town, the signage approved as part of the strategy may be renewed or replaced with no additional planning approval, (only a Sign Licence). However, planning approval will be required if:

- the advertisement area is to be increased;
- the renewal or replacement would result in a different type of sign; and
- the sign is to be erected in a different location.