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7 June 2024

Heritage Victoria
GPO Box 2392
MELBOURNE, VIC 3001

By Portal

Response to RFI
Permit Application No. P39526
Prahran Arcade, 282-284 Chapel Street, PRAHRAN

Dear [REDACTED]

We continue to act for the permit applicant in this matter.

Reference is made to Heritage Victoria's correspondence dated 9th May 2024 requesting further information pursuant to *Section 98 of the Heritage Act 2017* (the Act). Further to the original RFI, the lapse date has subsequently been extended to 9 August 2024.

Supporting Information

In response to your request, please find enclosed:

Updated architectural plans, prepared by Nordon Jago, comprising:

- DA.100 Rev D – Ground Floor and Cellar Plan.
- DA.300 Rev C – Elevations.
- DA.301 Rev C – Elevations.
- WD.150 Rev A – Level 2 and 3.
- WD.200 Rev D – Sections.
- WD.250 Rev A – Bulkhead sections.

This response is also accompanied by:

- Internal signage strategy, prepared by Dan Murphys.
- Painting and works brief, prepared by Dan Murphys.
- Structural details – Wall Openings.

Response to Matters Raised

In response to the matters raised in the RFI, we note:

1. DA.100 Rev D includes details of anticipated structural works to be undertaken in the basement to support the weight of fixtures and fittings at the ground floor level. We envisage four new columns may be required in response to structural engineering advice. The new columns are indicated by SC1 on the Cellar Plan.
2. Details of the structural and services required for the proposal, inclusive of plans of the linear pelmets and tray lighting details. Plan WD.150 Rev A sets out that the existing beams that support lighting and services associated with JB HI-FI will be removed to the betterment of the visual appearance of the atrium. A proposed lighting layout plan has been provided to demonstrate the general positioning of lights. We note the use of track spotlights will reduce the use of fixings into the wall of the building for all lighting requirements and security cameras.
3. The brick rib walls and predominately been opened up in their sides with arches or squared openings. Proposed demolition of some of the rib walls was noted on the proposed demolition plan. The Conservation Management Plan notes that the unpunctured rib walls is limited and their legibility has been meaningfully reduced. Where demolition of some brick rib walls are proposed, steel lintels will be inserted with a steel bearing on either side of new openings. Full details are provided within the 'structural details - wall openings' supporting document.
4. A scope of preliminary conservation works is provided within the Conservation Management Plan, prepared by RBA Architects.
5. A painting and finishes brief is provided. The brief includes a heritage wall plan, identifying heritage shop fronts, heritage walls, heritage ceilings, columns and nominated architrave and heritage flooring. The painting brief sets out the approach and considerations for each element.
6. Initial investigations of existing shop fronts have taken place, and the painting brief sets out the methodology for the restoration of the fronts. Paint will be removed on glazed panels in order to restore clear glazing. The patina underneath will be restored, and the hob finish will be returned to a visible tile finish.
7. The bulkhead will be attached to substrate and will not be attached to existing ornamental columns, which will remain in situ under the new bulkhead. The bulkhead will be cut around ornamental details to ensure that it 'slots in' without damaging the fabric.
8. The bulkhead will be a lightweight structure, designed to house a range of services to ensure they are concealed from view and to minimise the need to affix them to the original fabric of the building. While this is a new element, it is sensitively designed and can easily be removed at a later date, much like other temporary or removable details found in heritage settings. Having regard to the building features and the 'opening up' of a atrium as a result of removal of previous beams and lighting, the pelmet will, on balance, result in an overall enhancement of the building. A section of the linear bulkhead has been provided by plan WD.250 Rev A. The linear bulkhead is required to accommodate services, which are currently exposed and detrimental to

the visual appearance of the building. By consolidating services in one location, the proposed bulkhead reduces clutter and also reduces the need for fixing associated with internal signage.

Signage

We note that the RFI stated that Heritage Victoria support the proposal in part, with a concern regarding the sign proposed on the southern elevation of the building. Plans DA.300 Rev C and DA.301 Rev C include a revised proposal for the southern elevation signage.

The amended signage design shows the extent of paint work has been reduced, notable in the area of the wall that is currently unpainted. Green, anti-vandal paint is proposed to the ground floor level to a height of 4.031 metres. This section of wall is already painted and as such new paint is not being introduced onto an unpainted surface.

The top portion of the building will remain unpainted with the exception of two signs. 'Dan Murphy's' will be painted in white (sign SG01C). Sign SG07 will include a painted bust of Dan Murphys above the entrance to the building. The sign will have a maximum dimension of 4.7 metres x 4.75 metres. The signage is considered to be proportionate to the size of the wall and the existing advertising signage on the site.

The proposed design of signage significantly reduces the amount of paint, whilst resulting in an appropriate commercial outcome in the context of the site. We note the principle of painted signage is appropriate having regard to the site's history, where paint was a common method of advertising, as demonstrated in the below historical image.

Figure 1 - Photograph from 1906



Summary

We now trust the information as provided reasonably meets with your requirements. However, should Heritage Victoria require additional details, we hereby request an extension to the lapse date by which information must be provided and ask for this to be confirmed in writing.

If you have any further queries, please do not hesitate to contact me either by telephone or by email at [REDACTED].

Yours sincerely,

A handwritten signature in black ink, appearing to read 'L. Shaw', written in a cursive style.

Lee Shaw
Senior Planner
Ratio Consultants Pty Ltd