

24 December, 2019

Dear Sir, Request for Signage Approval for the BRUSH FACTORY,
Cnr. George and Duke Streets

We hereby apply for approval for signage to be attached to the north wall of the Brush Factory. As you know the re-developed building incorporates new performing arts/lifestyle studios, general purpose office space, a live music bar/restaurant and an apartment. The name of the building has been changed to the original 1901 "BRUSH FACTORY" with as many original features retained as possible both internally and externally, restricted by the change of use and modern building regulations:

Because the building is on the corner of Duke and George Sts it has two entrances on the George St side ---one for the basement and offices and the other for the bar and a further main entrance on Duke St for the dance studios and apartment. These entrances need to be clearly directionally signed. The various tenants also need their tenancies/activities clearly identified with signage.

The obvious and logical position for this signage is on the north brick wall facing the underpass.

STUDIO SPACE TENANCIES

The performing arts/lifestyle studios are state of the art with fully sprung floors suitable for a wide range of relevant activities.

The studios currently have 6 regular tenants --- tap dance, ballet, jazz/contemporary dance, two special movement tenants, and one singing lesson tenant and two or three casual rehearsal tenants.

Tenants use the studios part time on an hourly basis. It is expected that the number of tenants may increase to 10 depending on the number of hours required. Classes are provided to children and adults and take place at different times during the day and evening. The studio tenants are small business owners and need advertising to give details of their businesses.

BASEMENT & OFFICE SPACE TENANTS

At the rear (Stirling Highway side) of the building there is a basement with a yoga lessons tenant and three levels of office space, The top level 3 has just been leased with fit out about to commence. Levels 1 and 2 are yet to be leased.

All of these tenants need advertising signage to give details of their businesses, contact information and directions.

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PROPOSED SIGNAGE

The proposed signage is aluminium track system signage. Each individual sign would be an aluminium panel sliding between horizontal tracks attached to the wall. This allows the signs to be easily changed for changes in tenants. The signs will be 1200 mm wide and 350mm high with each horizontal track approximately 20mm wide

Approval is requested for signage comprising -----

SIGN A – FOR 36 DUKE ST ENTRY TENANCIES (STUDIOS)

Top sign (160mm high) will be a heading sign for the relevant address –36 Duke St with an arrow pointing west to Duke St. Under that would be the various tenant signs (350mm high) using their own colour logos and information.

SIGN B – FOR 137 GEORGE ST TENANCIES

Top sign (160mm high) will be a heading sign for the relevant address—137 George St with an arrow pointing east to the main office entry door. Under that would be the various tenant signs (350mm high) using their own logos and information.

Attached are :-

- 1 Application for Development Approval
- 2 Photograph of the north elevation of the Brush Factory with the two separate sign boards shown to scale
- 3 Drawing of the two sign boards with measurements to scale
- 4 Photograph of the proposed type of sign board
- 5 Photograph of the aluminium trim track—the wider section sits underneath the sign
- 6 Historical photo of how the Brush Factory was originally sign posted

Your early approval would be appreciated by the tenants.

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COUNCIL TAKES NO RESPONSIBILITY FOR ACCURACY AND SCALE OF INFORMATION



VENT

SIGN B

SIGN A

← ENTRY 137 GEORGE ST

ENTRY 36 DUKE ST →

TENANT

TENANT

1.2M
TENANT

1.2M

TENANT

TENANT

0.35M 0.37M

WINDOW

0.65M

0.6M

0.95M

3.12M

2.75M

SCALE
20:1

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OLD LIMESTONE RUBBLE WALL

EXAMPLE SIGN BOARD



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Aluminium Board Trim



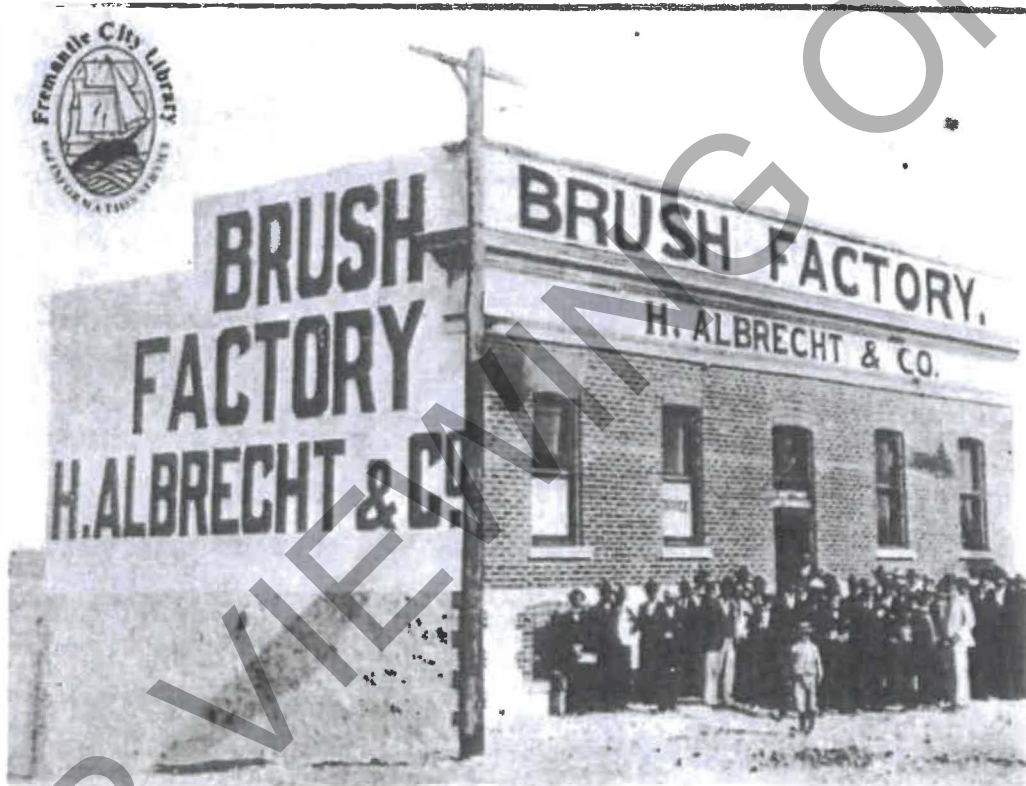
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Fremantle Stuff Buildings > Brush Factory

Brush Factory

H. Albrecht & Co. moved their business to a new building on the corner of George and Duke Streets in 1901, the company having been founded in 1896.



The image is #3564 in the Fremantle History Centre, titled "H Albrecht and Co", dated 1901, and with the following text.

H Albrecht and Co was founded in 1896 and moved their brush factory to new premises in George Street in 1901. The two storey building with engine room and machine shed attached was at that time the only one in the state. WA woods were used in the manufacture. Later the business changed its name to WA Brushware and then to Swan Brushware. It moved to Spearwood in 1971.

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