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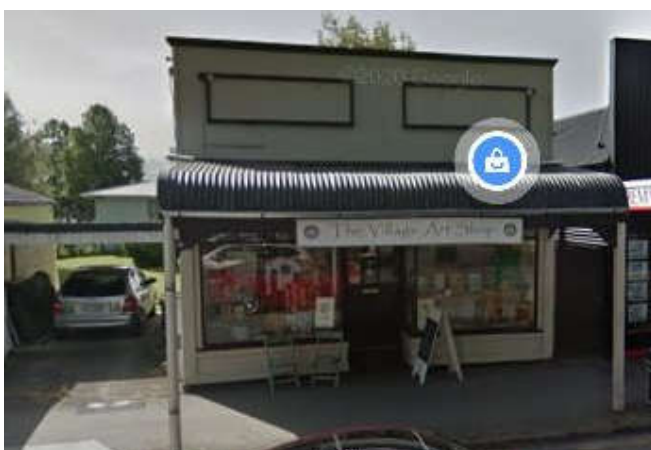
MAIN STREET SIGNAGE 98 Main Street

Thank you for consulting with the Greytown Heritage Trust ("the GHT") on your signage proposal, this is appreciated.

The SWDC are the approving authority for signage but as part of our own process we do send them a copy of our comments for their information, so they'll receive this response as well.

The GHT are concerned about several parts of your proposal and following are the details of our concerns:

- The proposal doesn't provide details of the products being used for signs or the finished dimensions - this would typically be provided and would help us finalising our advice. If you could send this through when you have it, we'd be happy to respond.
- Having said that and based on what we know of the building the amount of signage would appear to exceed the allowable area particularly when the shop front windows, and freestanding sign are taken into consideration.
- Regarding the projecting signage - the size is not given, the 'box' type is not appropriate as it does not reflect the heritage nature of Greytown. In addition, the details of the fixings/brackets have not been provided. The existing lighting may not be appropriate to reuse, an application is being made for Wairarapa to receive international Dark Sky certification.
- Regarding the street facing signage at the verandah - it is our practice not to support signs which obscure heritage features on a verandah. Our suggested solution would be a sign similar to the previous Village Art Shop - in that case the size does not obscure heritage features. We feel that the amount of 'blue' proposed overpowers the building and contributes to the signage exceeding the allowable area.



- Pending confirmation of materials, that the signs are double sided and of the fixings, the GHT will likely support the signs to the sides of the verandahs. We have assumed that these would be to both ends of the verandah.
- The GHT would like to see the signage restricted to two of the three options shown in your email of 23 August 2021.

The GHT is also concerned about the degree of illumination in the existing shop front windows. This is very visible from a considerable distance away (McMaster St in particular) and would contravene the Wairarapa Dark Sky international certification which is being applied for (i.e., the distance they can be seen from is not necessary for safety or for the window display) and that this effectively becomes a very large, illuminated sign. The way these windows are lit dominates the building at night. The trust would like to see the brightly lit self-illuminated signs removed and the windows lit in a way more appropriate to the Greytown Heritage Precinct.

We note that in addition to the signage proposed in your email that there is also the existing two-sided footpath sign. The GHT would like to see this removed and these restricted to the premises which do not have a shopfront.

The GHT are launching, COVID permitting, a 'style guide' for Greytown's Main Street Heritage Precinct at our annual Heritage Address on 7 September (at 5.30pm at the Offering) and we'd be thrilled for representatives of Sotheby's to join us at that event. The guide provides an illustrated interpretation of expectations around signage and other heritage matters. We have attached a draft copy for your reference as we understand you'll be wanting to work on signage in a timely way.

Frank Mineham

Secretary Greytown Heritage Trust

24 August 2021