

2 BUSINESS IDENTIFICATION SIGNAGE - GEMBROOK HOTEL

FILE REFERENCE INT1712163

RESPONSIBLE GENERAL MANAGER Andrew Paxton

AUTHOR Vageesha Wellalage

RECOMMENDATION

That a Refusal to Grant Planning Permit T160485 be issued for Advertising Signage at 73 Main Street, Gembrook for the reasons outline in this report

Attachments

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EXECUTIVE SUMMARY:

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APPLICATION NO.:	T160485
APPLICANT:	Andrea Nippers
LAND:	73 Main Street, Gembrook VIC 3783
PROPOSAL:	Advertising Signage
PLANNING CONTROLS:	Commercial 1 Zone Significant Landscape Overlay Schedule 1 Heritage Overlay 62 Heritage Overlay 189
NOTIFICATION & OBJECTIONS:	Pursuant to Section 52 (1A) of the Planning and Environment Act 1987, notification of the application was not given in accordance with Section 52 (1), as the proposal is recommended to be refused.
KEY PLANNING CONSIDERATIONS:	Heritage Overlay
RECOMMENDATION:	Refusal

BACKGROUND:

The Ranges Hotel in Gembrook has been an icon of the town since it was built in 1896. The hotel held existing use rights up until a few years ago when it ceased operation.

Clause 63.06 (Existing Use Rights) of the Cardinia Planning Scheme states that the existing use rights expire if the use has stopped for a continuous period of 2 years. Due to the use ceasing for this period, existing use rights were not afforded to the hotel.

A permit was issued in 2013 to reopen the hotel which commenced last year.

SUBJECT SITE:

The site is located on the south west corner of Main Street and Redwood Road, adjacent to the Puffing Billy train station.

A crossover is located on both Redwood Road and Main Street, there are no easements located on the subject site. The topography of the land has a fall from the front to the rear of the property.

The site currently contains the Hotel, Gembrook Motel, onsite car park and landscaped gardens.

The main characteristics of the surrounding area are:

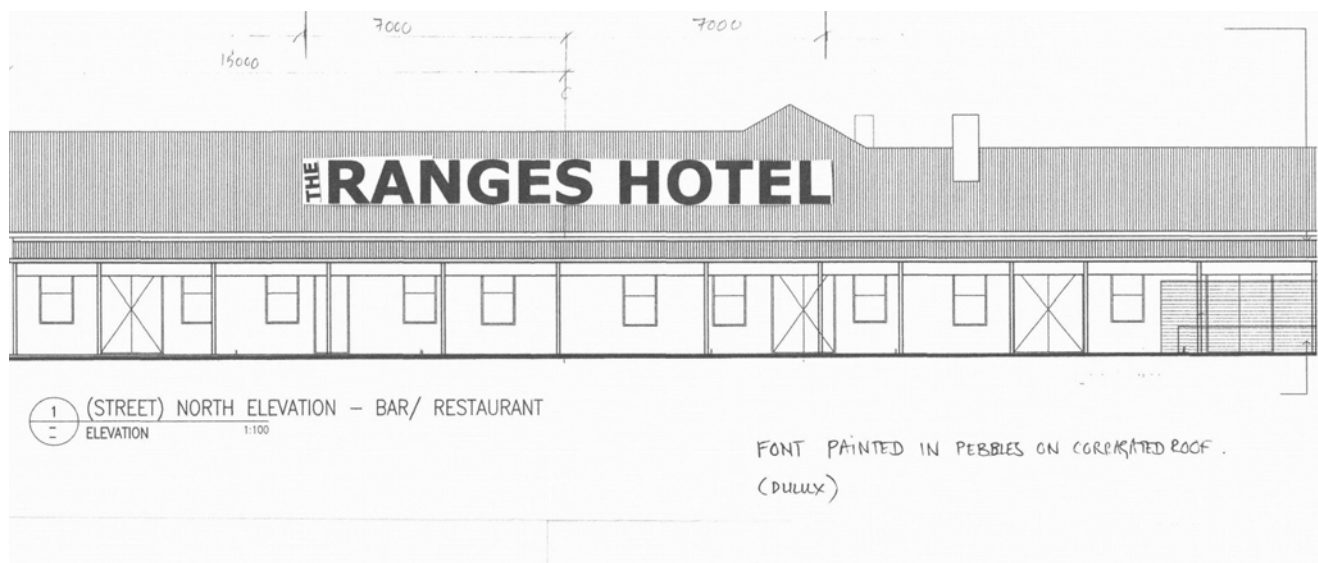
- Commercial/business strip centre of Gembrook along Main Street with residential properties to the rear

PROPOSAL:

The sign proposed is to be located on the roof of the Ranges Hotel.

The font proposed is to be 1200mm in height with the words *RANGES HOTEL* written across the roof horizontally and the word *THE* written vertically adjacent to the word *RANGES*

The writing is to be spaced 14m in length and be painted in “pebble” colour with a white background on the red corrugated roof.



PLANNING SCHEME PROVISIONS:

State Planning Policy Framework (SPPF)

The relevant clauses of the SPPF are:

- Clause 15.01 Urban environment
- Clause 15.01-5 Cultural identity and neighbourhood character
- Clause 15.03-1 Heritage conservation
- Clause 17.01-1 Business
- Clause 17.03-1 Facilitating tourism
- Clause 19.02-3 Cultural facilities
- Clause 19.02-4 Distribution of social and cultural infrastructure

Local Planning Policy Framework (LPPF)

The relevant clauses of the LPPF are:

- Clause 21.04-5 Tourism
- Clause 21.07-1 Gembrook

Relevant Particular/ General Provisions and relevant incorporated or reference documents

The relevant provisions/ documents are:

- Gembrook Township Strategy
- Clause 52.05 Advertising Signage Control

Zone

The land is subject to the Commercial 1 Zone

Overlays

The land is subject to the following overlays:

- Significant Landscape Overlay Schedule 1
- Heritage Overlay 62
- Heritage Overlay 189

PLANNING PERMIT TRIGGERS

The proposal for advertising signage requires a planning permit under the following clauses of the Cardinia Planning Scheme:

- Pursuant to Clause 52.05 Advertising Signage, a permit is required if the total advertising area of all signs on the site/building exceed 8 m²
- Pursuant to Clause 43,01-1 of the Heritage Overlay a permit is required:
 - a) Construct or display a sign
 - b) Externally paint a building if the schedule to this overlay identifies the heritage place as one where external paint controls apply.
 - c) Externally paint a building if the painting constitutes an advertisement

Both schedules to the Heritage Overlay have external paint controls

PUBLIC NOTIFICATION

Pursuant to Section 52 of *The Planning and Environment Act 1987* the proposal was not advertised as it was considered that it would not result in material detriment to any person.

DISCUSSION

The subject site is identified in the Cardinia Planning Scheme to have a heritage significance. The site contains a building that was being used as the Gembrook Hotel for many years. The use was discontinued for a number of years and recently recommenced.

During the period of time when the hotel was not operational, the sign which was on the roof of the building, had been removed.

Although the new sign is similar in size and colour of the old sign that was on the building, the colours, font and the location of the sign has been deemed inappropriate and not contributing to the enhancement of the heritage value of the site. Therefore, the proposal is considered to be inconsistent with the below State and Local policies of the Cardinia Planning Scheme:

State Clause 15.03-1 Heritage Conservation states the following:

- Provide for the conservation and enhancement of those places which are of, aesthetic, archaeological, architectural, cultural, scientific, or social significance, or otherwise of special cultural value.
- Retain those elements that contribute to the importance of the heritage place.
- Encourage the conservation and restoration of contributory elements.
- Ensure an appropriate setting and context for heritage places is maintained or enhanced.

Local Clause 21.07-1 Gembrook

- Value, protect and restore the natural environment and sites of heritage significance.
- Preserve and enhance the significance of sites identified as being of heritage significance in Gembrook.
- Encourage developments to respond to the conservation guidelines in the Cardinia Local Heritage Study Review when considering development applications in Main Street.
- Maintain and enhance the heritage values of the area.
- Encourage tourism developments to demonstrate a link with the heritage aspects of Gembrook.

Heritage Overlay

The main purposes of the Heritage Overlay is to conserve and enhance heritage places of natural or cultural significance, to conserve and enhance those elements which contribute to the significance of heritage places and to ensure that development does not adversely affect the significance of heritage places.

Citation of the Gembrook Hotel

Council's Heritage Study states the following:

The Ranges Hotel, which in a lesser form was first owned in 1894 by Jessie Sykes, is of significance to the Cardinia Shire as an important early hotel associated with Gembrook's development as a major resort. The hotel has significance, too, for its associations with the arrival of rail services to the area is when the hotel appears to have doubled in size. It has associations with the Pitt brothers and Peter Patroni, hotel keeper, who ran the Ranges Hotel as a major tourist attraction during its heyday in the 1920s.

Despite many alterations and additions in the 1980s to accommodate a motel extension, the 1890s hotel, with the former Gembrook store and coffee palace nearby, retains something of the character of early Gembrook. The dining room and the mature trees are regionally notable.

REFERRALS

The application has been assessed by Council's Heritage Department and although in favour of a sign on the building, recommendations were requested to ensure the sign met the heritage significance of the building.

- Sign to be painted in Pebble colour (assuming this is natural light colour) on red Colorbond roof without the white background behind writing shown on the plan.
- Sign painted in the same font style and colour as the early signage. 'The' wording to be

horizontal rather than the proposed sign that aligns the word 'The' parallel.

- Move signage closer to chimney as original photos of the building show of the location, more central on roof.

The applicant was informed about the recommended changes required to satisfy heritage requirements and given an option to amend the plans to allow support of the proposal. This was in the form of a Further Information letter and no response was received.

On the fourth attempt to gain a response to the Further Information request, the applicant was advised if we did not receive a response by a certain date, Council would have no option but to refuse the application. Council has not received a response to date.

CONCLUSION

When considering signage on heritage listed buildings under the Cardinia Planning Scheme, the graphical elements of a sign must be consistent with the heritage characteristics of the building, it is considered that the current proposal does not reflect these heritage characteristics of the hotel. The applicant was given an opportunity to amend the application to one being more suitable, however no response has been offered.

It is considered that the application is inconsistent with the requirements of the Cardinia Planning Scheme and it is therefore recommended that a Refusal to Grant Planning Permit T160485 be issued for Business Identification Signage at 73 Main Street, Gembrook on the following grounds:

1. The proposal is inconsistent with State Policy Clause 15.03-1 of the Cardinia Planning Scheme.
2. The proposal is inconsistent with Local Policy Clause 21.07-1 of the Cardinia Planning Scheme.
3. The proposed advertising signage is not consistent with Clause 43.01-4 – Decision Guidelines of Heritage Overlay.





1 (STREET) NORTH ELEVATION - BAR/ RESTAURANT
ELEVATION 1:100

FONT PAINTED IN PEBBLES ON CORRUGATED ROOF.
(Dulux)

Proposed Signage
The Ranges Hotel
73 Main st
Gembrook

APPLICATION No T160185