

5.03. OPERATIONAL WORK - PLACING AN ADVERTISING DEVICE ON PREMISES, NOT ASSOCIATED WITH A MATERIAL CHANGE OF USE

REPORT AUTHOR(S): Simon Clarke, Planning Officer
GENERAL MANAGER: Paul Hoyer, General Manager Operations
DEPARTMENT: Development Assessment and Coordination

PROPOSAL Operational Work – Placing an Advertising Device on Premises, not associated with a Material Change of Use

APPLICANT SignManager Pty Ltd
6/32 Petrie Terrace
Brisbane QLD 4000

LOCATION OF SITE 2 Front Street, Mossman

PROPERTY Lot 2 on RP719247

LOCALITY PLAN



LOCALITY Mossman and Environs

PLANNING AREA Commercial

PLANNING SCHEME

Douglas Shire Planning Scheme 2006

REFERRAL AGENCIES

Department of Environment & Heritage Protection (Concurrence Agency) via the State Assessment and Referral Agency

NUMBER OF SUBMITTERS

Not Applicable

STATUTORY ASSESSMENT DEADLINE

10 June 2016

APPLICATION DATE

25 February 2016

RECOMMENDATION

That Council approves the development application for Operational Work – Placing an Advertising Device on Premises, not associated with a Material Change of Use over land described as Lot 2 on RP719247, located at 2 Front Street, Mossman, subject to the following:

APPROVED DRAWING(S) AND / OR DOCUMENT(S)

The term ‘approved drawing(s) and / or document(s)’ or other similar expressions means:

Drawing or Document	Reference	Date
Overall Block Plan	CUB-AR-2618 Rev B (to be amended in accordance with condition 2)	23 February 2016
Proposed signage	CUB-AR-2618 Rev B (to be amended in accordance with condition 2)	23 February 2016
Sign 2 Fixing detail	CUB-AR-2618 Rev B	23 February 2016

ASSESSMENT MANAGER CONDITIONS

1. Carry out the approved development generally in accordance with the approved drawing(s) and/or document(s), and in accordance with:
 - a. The specifications, facts and circumstances as set out in the application submitted to Council; and
 - b. The following conditions of approval and the requirements of Council’s Planning Scheme and the *FNQROC Development Manual*.

Except where modified by these conditions of approval

Amendment to Design

2. The approved signage is limited to:
 - Illuminated above awning box sign;
 - Corner ‘Exchange Hotel’ fascia panel; and
 - 1 sign exhibiting ‘Exchange Hotel Great Northern Brewing Co.’ with marlin logo, facing Mill Street (not exceeding 14 metres in length and not continuous

- with the Corner 'Exchange Hotel' panel; and
- 1 sign exhibiting 'Exchange Hotel Great Northern Brewing Co.' with marlin logo, facing Front (not exceeding 14 metres in length and not continuous with the Corner 'Exchange Hotel' panel;

Breaks between the beige panelling should remain in the dark green tone to help soften and break down the continuous beige fascia panels.

Amended plans are to be submitted to Council for endorsement prior to a development permit for Building Works being issued for the proposed signage.

REFERRAL AGENCY CONDITIONS & REQUIREMENTS

Referral Agency	Referral Agency Reference	Date	Council Electronic Reference
Department of Environment and Heritage Protection	Project No:386581 QHR No:602803 Permit No: CHCH06028216	12 April 2016	773076

Refer to Attachment 2: Referral Agency Requirements. (Please note that these conditions / requirements may be superseded by subsequent negotiations with the relevant referral agencies).

ADVICE

1. This approval, granted under the provisions of the *Sustainable Planning Act 2009*, shall lapse two (2) years from the day the approval takes effect in accordance with the provisions of the *Sustainable Planning Act 2009*.
2. This approval does not negate the requirement for compliance with all other relevant Local Laws and other statutory requirements.
3. For information relating to the *Sustainable Planning Act 2009* log on to www.dilgp.qld.gov.au . To access the *FNQROC Development Manual*, Local Laws and other applicable Policies log on to www.douglas.qld.gov.au .

EXECUTIVE SUMMARY

Council is in receipt of an application to replace and supplement fascia signage at the Exchange Hotel in Mossman. The building is listed on the Queensland Heritage Register. The signage as proposed is considered to be excessive at this prominent corner intersection and it is recommended that the extent of signage be reduced as a condition of approval.

TOWN PLANNING CONSIDERATIONS

Background

The site is located on the corner of Front Street and Mill Street, Mossman and is described as Lot 2 on RP719247. The land is developed as the Exchange Hotel. The Hotel currently has signage fixed to the fascia and awning.

Proposal

The proposal is to replace the signage and supplement the signage on the Exchange Hotel as shown in Attachment 1. The replacement signage is part of a rebranding exercise to reflect the corporate colours and logos of the Great Northern Brewing Company. The signage consists of a new panel over the existing illuminated signage box on the north-western parapet corner of the building and non-illuminated fascia signage on the front panel of the entire awning wrapping around the building.

Douglas Shire Planning Scheme Assessment

Douglas Shire Mossman and Environs Planning Locality		Code Applicability	Compliance
Locality	Mossman and Environs	✓	
Planning Area	Commercial	✓	
Defined Use	On-premises Advertising Device		
Overlay Codes	Acid Sulfate Soils Code	✗	
	Cultural Heritage and Valuable Sites Code	✗	
	Natural Hazards Code	✗	
General Codes	Design and Siting of Advertising Devices Code	✓	
	Filling and Excavation Code	✗	
	Landscaping Code	✗	
	Natural Areas and Scenic Amenity Code	✗	
	Reconfiguring a Lot Code	✗	
	Vehicle Parking and Access Code	✗	
	Sustainable Development Code	✗	

Compliance Issues

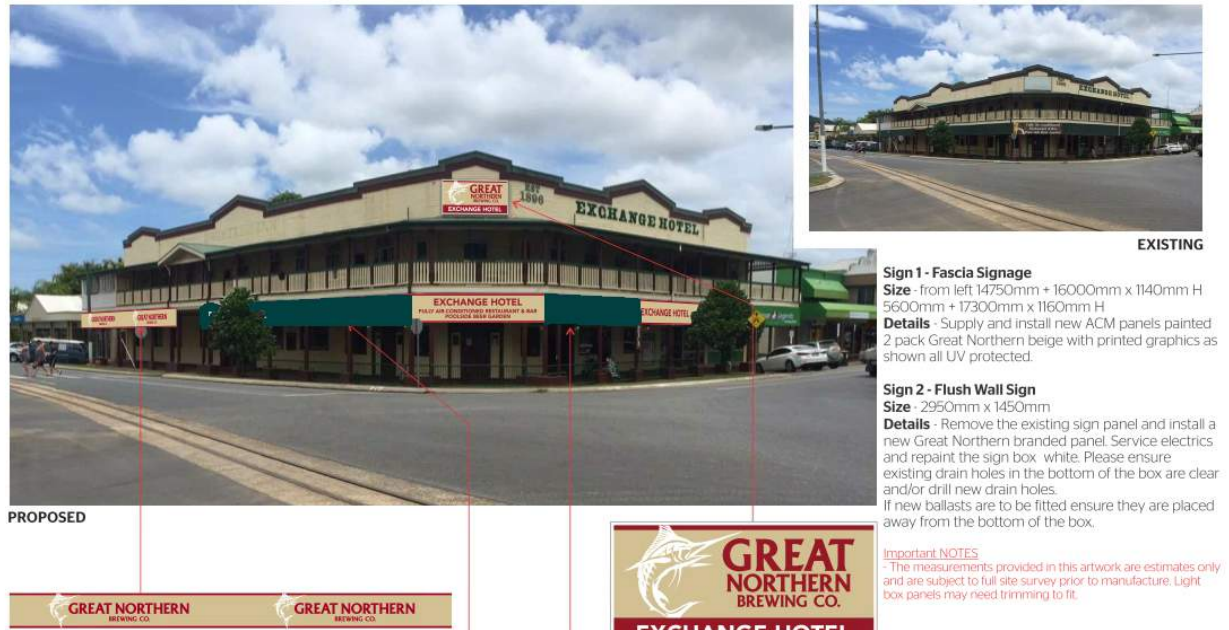
No issues are raised with the replacement of the illuminated panel box with new signage or the corner Exchange Hotel signage facing the intersection. However, the extent of the fascia signage wrapping around the Front and Mill Street frontages is considered to be excessive.

The Exchange Hotel is a highly prominent corner in Mossman. The appearance of the building is presently not overly cluttered with signage.

The Design and Siting of Advertising Devices Code limits fascia signage to one sign per street frontage. The Mossman and Environs Locality Code seeks to “develop a distinctive, ordered and attractive streetscape” in Mossman. The number of signs and corporate colour coding tends to detract from a distinctive townscape character. Accordingly, it is recommended that the signage be limited to:

- Illuminated above awning box sign;
- Corner ‘Exchange Hotel’ fascia panel; and
- 1 sign exhibiting ‘Exchange Hotel Great Northern Brewing Co.’ with marlin logo, facing Mill Street (not exceeding 14 metres in length and not continuous with the Corner ‘Exchange Hotel’ panel; and
- 1 sign exhibiting ‘Exchange Hotel Great Northern Brewing Co.’ with marlin logo, facing Front (not exceeding 14 metres in length and not continuous with the Corner ‘Exchange Hotel’ panel;

Breaks between the beige panelling should remain in the dark green tone to help soften and break down the continuous beige fascia panels. Conceptually, the recommended changes are shown below in Figure 1. A condition of approval will require an amended photomontage depicting the reduced signage.



(Above) Figure 1: Recommended changes

Referral Agency Requirements

The proposed advertising signage is to be installed on a building included on the Queensland Heritage Register. The application was referred to the Department of Environment & Heritage Protection as a concurrence agency to the application.

The Department of Environment and Heritage Protection issued an exemption certificate for the proposed works on 12 April 2016 (see Attachment 2).

ADOPTED INFRASTRUCTURE CHARGES

The proposed development does not trigger Adopted Infrastructure Charges.

COUNCIL'S ROLE

Council can play a number of different roles in certain circumstances and it is important to be clear about which role is appropriate for a specific purpose or circumstance. The implementation of actions will be a collective effort and Council's involvement will vary from information only through to full responsibility for delivery.

The following area outlines where Council has a clear responsibility to act:

Regulator: Meeting the responsibilities associated with regulating activities through legislation or local law.

Under the *Sustainable Planning Act 2009* and the *Sustainable Planning Regulation 2009*, Council is the assessment manager for the application.

CONSULTATION

Internal: Not applicable

External: Not applicable

ATTACHMENTS

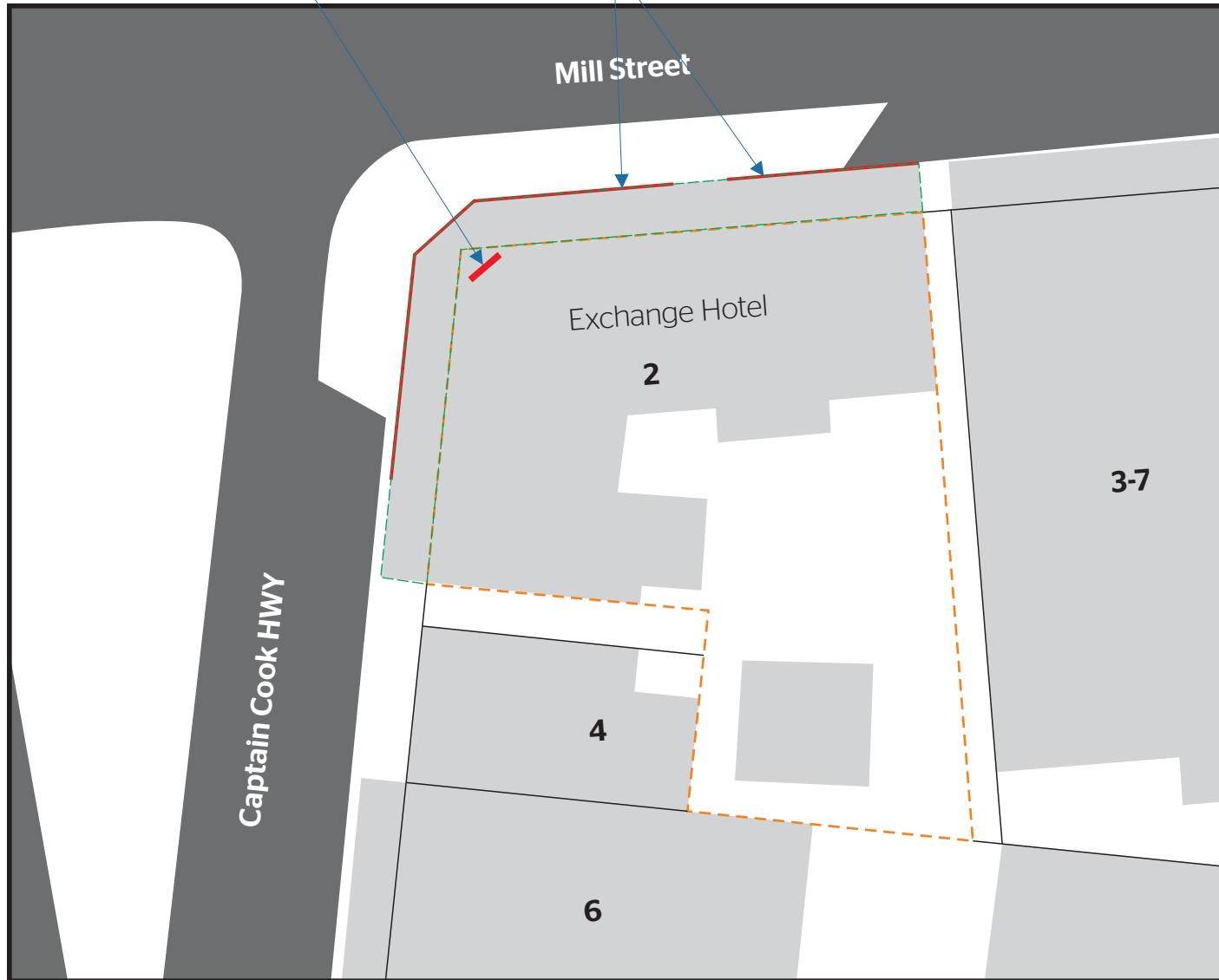
- Attachment 1 – Proposed signage
- Attachment 2 – Department of Environment and Heritage Protection Exemption Certificate

Carlton & United Breweries

Proposed
Illuminated Sign 2

Proposed
Non-illuminated Sign 1

Highway



Overall Block Plan

Scale 1:500 @ A4
Dimensions shown in metres

- 5m
- Property Boundary
- Property Awning
- Adjoining Boundary
- Proposed Sign
- Building
- Road

SignManager

www.signmanager.com.au

Client
Carlton & United Breweries

Site Name
Exchange Hotel

Site Address
Cnr Front & Mill Streets Mossman Qld 4873

Description
Council Signage Proposal

Scale
Not for construction

Scale
N/A

Drawn
LK/GB

Date
23 03 2016

Page
1

CUB-AR-2618

REV B

Please note: (1) Measurements shown on this drawing are estimates only and are subject to confirmation on site prior to manufacture. (2) This artwork is prepared to demonstrate the visual intention of the project and is subject to final site measurements and scaled drawings. (3) Copyright ownership of this document remains with SignManager at all times. Use of the material contained herein, or reproduction without written permission from SignManager is strictly prohibited. Breach of this condition may result in legal proceedings being initiated against responsible parties.



PROPOSED



EXISTING

Sign 1 - Fascia Signage

Size - from left 14750mm + 16000mm x 1140mm H
5600mm + 17300mm x 1160mm H

Details - Supply and install new ACM panels painted 2 pack Great Northern beige with printed graphics as shown all UV protected.

Sign 2 - Flush Wall Sign

Size - 2950mm x 1450mm

Details - Remove the existing sign panel and install a new Great Northern branded panel. Service electrics and repaint the sign box white. Please ensure existing drain holes in the bottom of the box are clear and/or drill new drain holes.

If new ballasts are to be fitted ensure they are placed away from the bottom of the box.

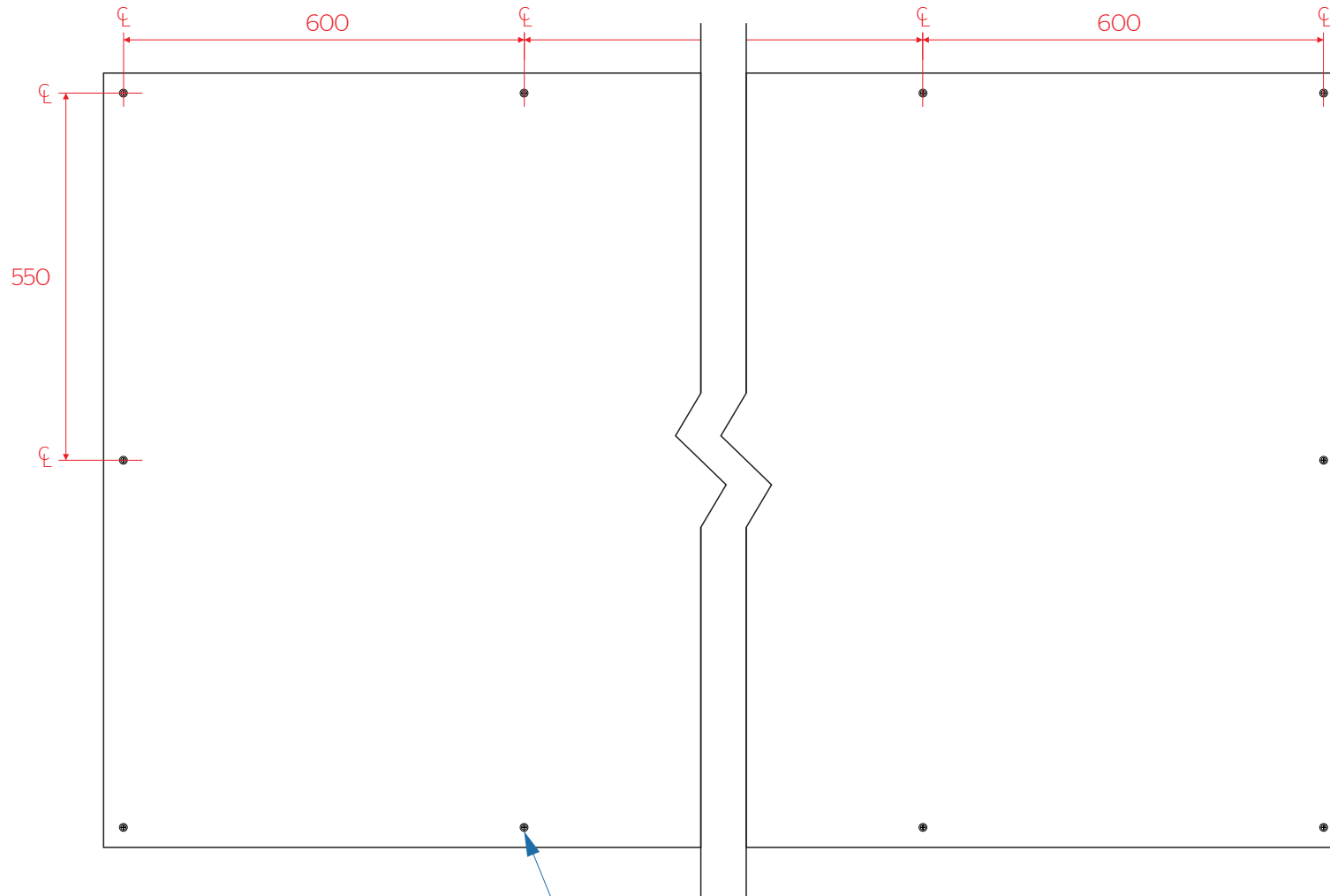
Important NOTES

- The measurements provided in this artwork are estimates only and are subject to full site survey prior to manufacture. Light box panels may need trimming to fit.



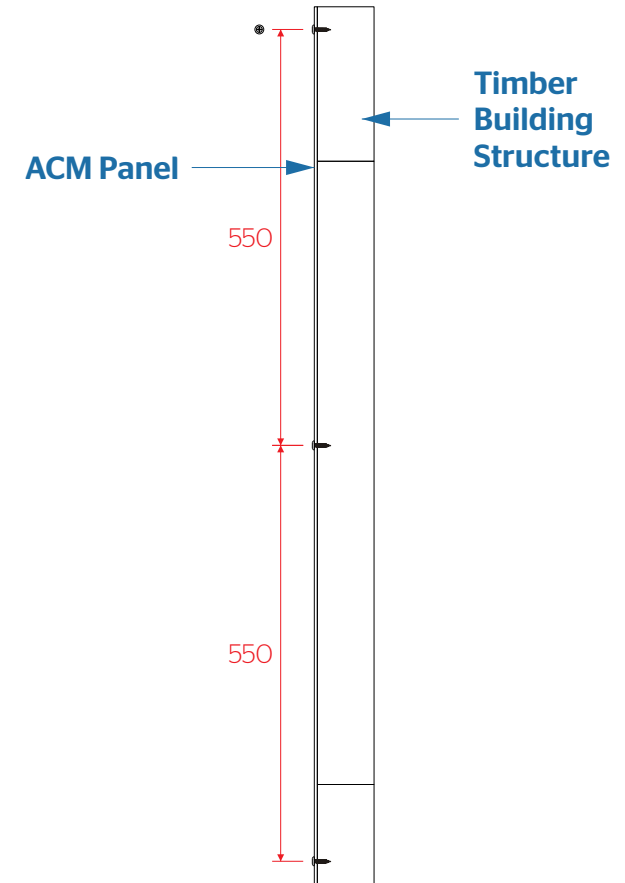
Sign Fixing Detail

H A A H



Front Elevation
Scale 1:10

**12g Pan Head Timber Screws
at 600mm Centre Horizontally
and 550mm Centre Vertically.
Screws painted to match sign panel.**



Typical Section
Scale 1:10

Notice

Cultural Heritage

Section 74 Exemption Certificate

This notice is issued by the Department of Environment and Heritage Protection under s.74 of the Queensland Heritage Act 1992 to advise of a decision.

Signmanager Pty Ltd
6/32 Petrie Terrace
Petrie Terrace, QLD 4000
Attn: Kasey Bartolo
Kasey@signmanager.com.au

cc: Cairns Regional Council
Building, Planning and Business
townplanner@cairns.qld.gov.au

Our reference: Project No: 386581 QHR No: 602803 Permit No: CHCH06028216

Kasey Bartolo,

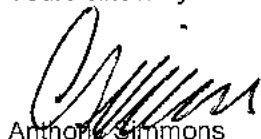
Re: Application for Exemption Certificate for development at Daintree Inn/Formers Exchange Hotel, 2 Front Street, MOSSMAN, 4873.

DEVELOPMENT DESCRIPTION:	Changes to external signage: <ul style="list-style-type: none">Fascia signage (below verandah) – attach new signage on top of existingFlush wall sign (high level at corner) – remove and replace existing sign panel
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Your application for an exemption certificate to carry out development described above, which was received on the 23 March 2016, is approved with conditions under s74 of the *Queensland Heritage Act 1992*.

If you require more information, please contact Charles Rowe, Heritage Officer, on the telephone number listed below.

Yours sincerely



Anthony Simmons
A/ Cultural Heritage Coordinator
Industry and Development Assessment
Environmental Services and Regulation
Delegate
Chief Executive administering the *Queensland Heritage Act 1992*
Department of Environment and Heritage Protection

Date: 12/4/16

Enquiries:

Charles Rowe
Industry and Development Assessment
Southern Region
GPO Box 2454
BRISBANE QLD 4001
Telephone: (07) 3330 5026
charles.rowe@ehp.qld.gov.au



Notice
Section 74 Exemption Certificate

Take Notice: This certificate does not exempt the applicant from the need to obtain such other approvals as may be required under other legislation.

Exemption Certificate No: CHCH06028216



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