

Attachment 1 - PLN17/0228 - 202 - 204 Johnston Street Fitzroy - Subject Site Map

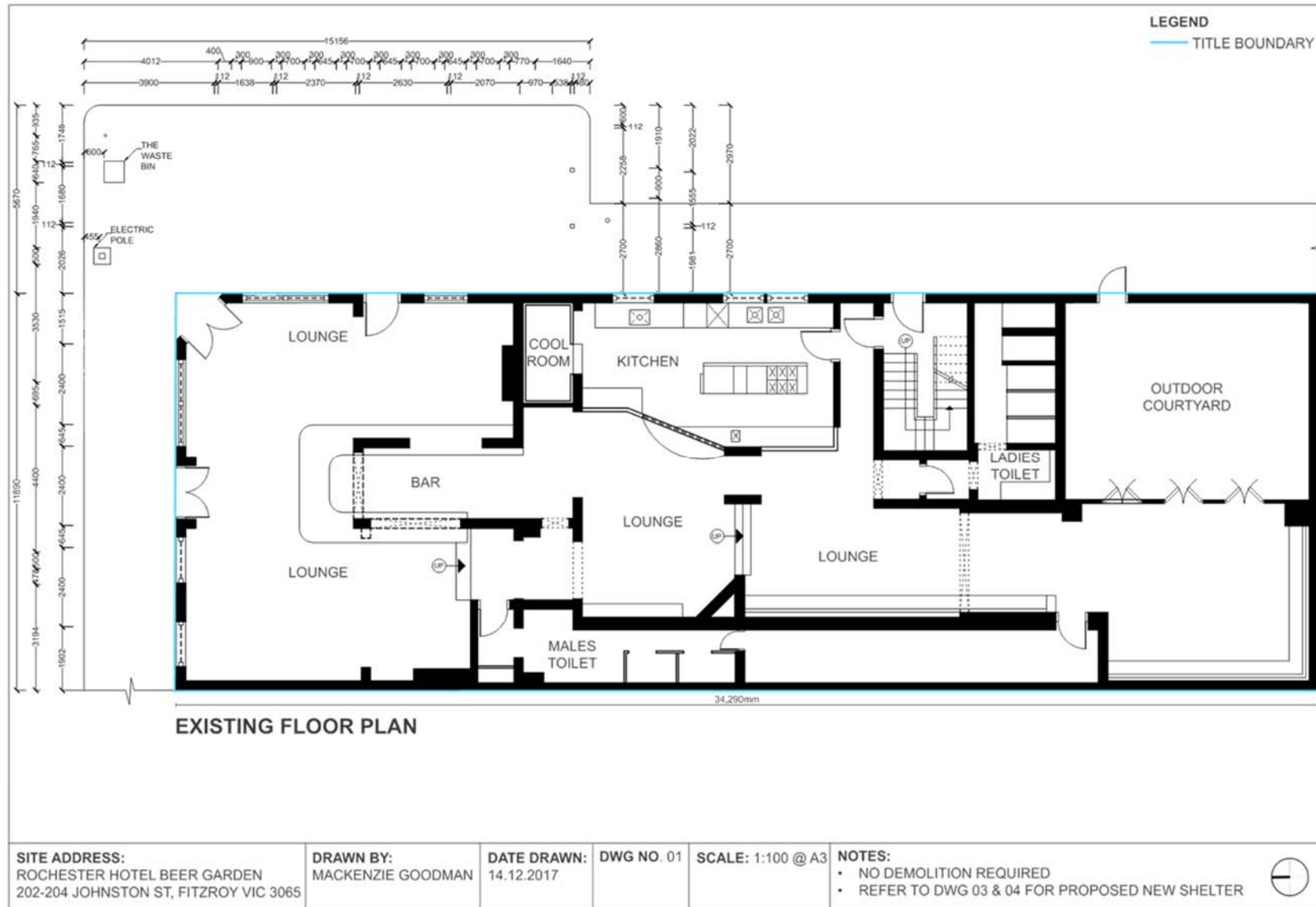
SUBJECT LAND: 202-204 Johnston Street, Fitzroy



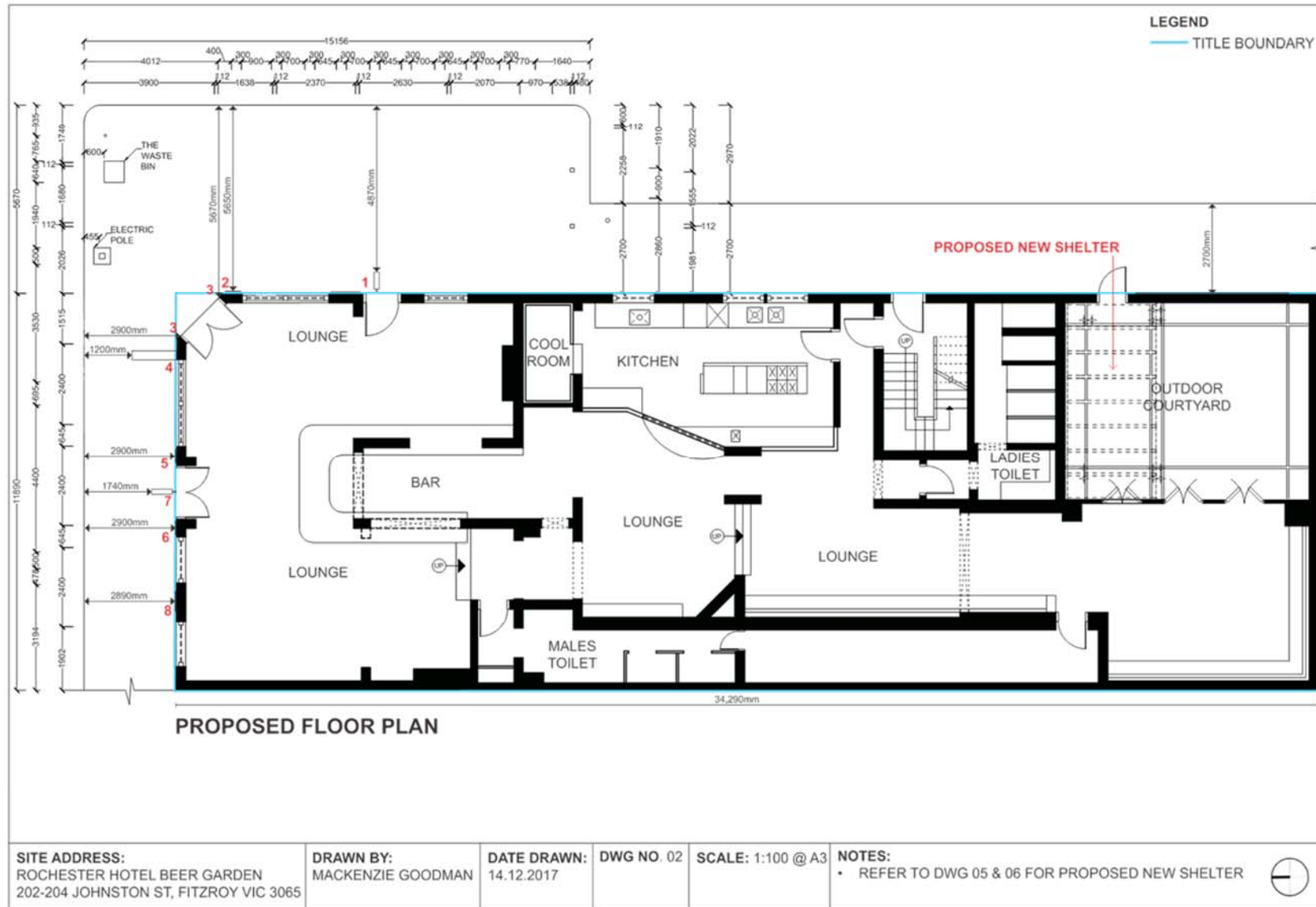
↑ North

★ Subject Site

Attachment 2 - PLN17/0228 - 202 - 204 Johnston Street Fitzroy - Decision Plans











Attachment 2 - PLN17/0228 - 202 - 204 Johnston Street Fitzroy - Decision Plans



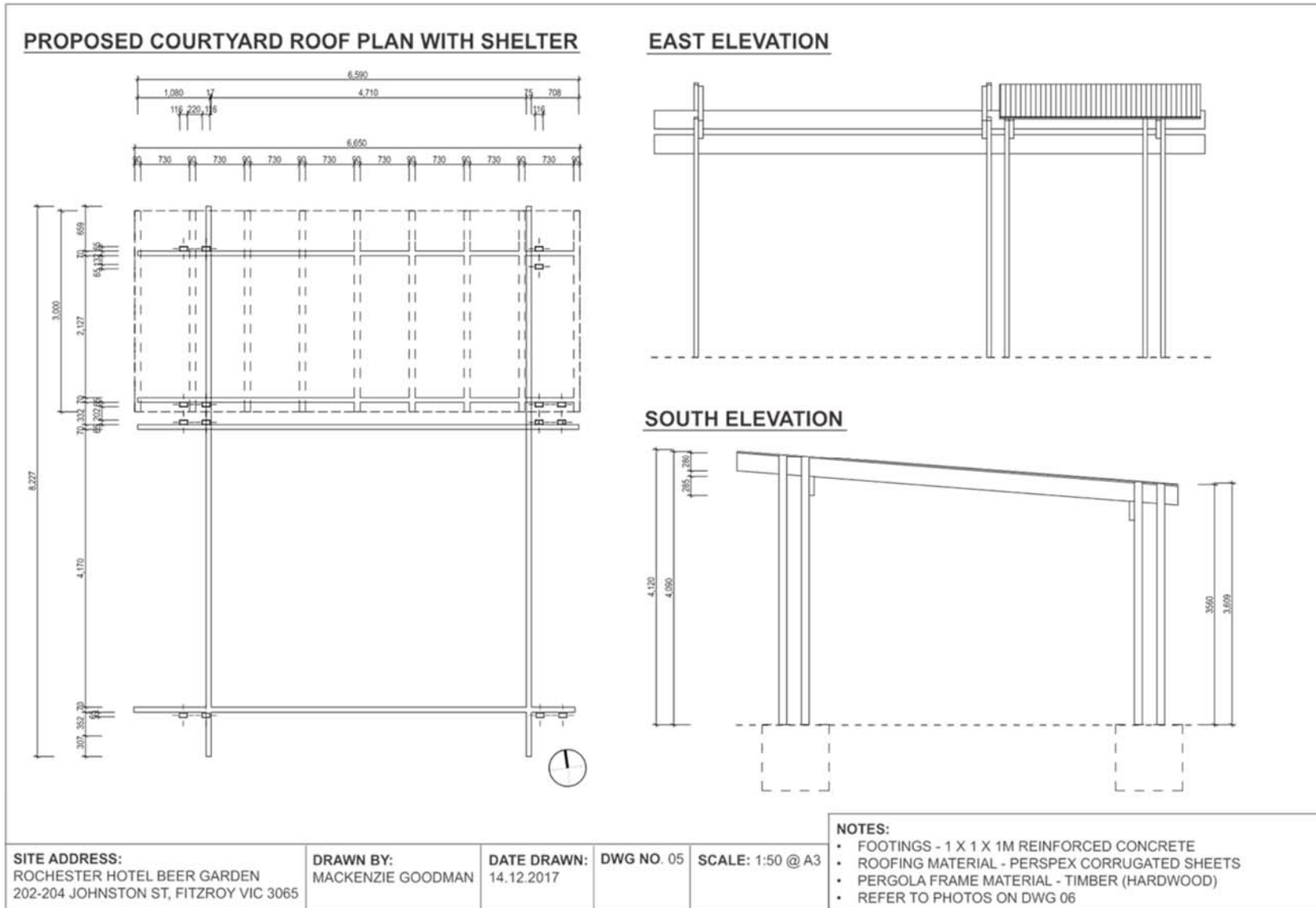
Attachment 2 - PLN17/0228 - 202 - 204 Johnston Street Fitzroy - Decision Plans



Attachment 2 - PLN17/0228 - 202 - 204 Johnston Street Fitzroy - Decision Plans

<p>1</p> 	<p>2</p> 	<p>3</p> 	<p>PROPOSED SIGNAGE LEGEND</p> <ol style="list-style-type: none"> 1. BEER BRANDED LIGHTBOX 2. POSTER DISPLAY BOARD 3. "ROCHESTER HOTEL" LIGHTBOX SIGN 4. "THE ROCHEY" DOUBLE-SIDED BRANDED NEON SIGN LIT 5. MENU/PROMOTIONAL DISPLAY BOARD 6. MENU/PROMOTIONAL DISPLAY BOARD 7. BEER BRANDED LIGHTBOX 8. POSTER DISPLAY BOARD <p>PROPOSED SIGNAGE MATERIALS</p> <ol style="list-style-type: none"> 1. METAL FRAME HOUSING A ROUND PRINTED PLASTIC FACE ON 2 SIDES 2. 10MM PLY SHEETING MOUNTED ON TO THE HOTEL WALL WITH A POSTER LISTING THE HOTELS DAILY EVENTS & ACTIVITIES 3. TIMBER FRAME WITH PRINTED PERSPEX FACE 4. CONVERTED CARLTON UNITED LIGHTBOX. ROUND METAL FRAME WITH ALUMINIUM SHEETING ON THE FACE WHICH THE NEONS ARE MOUNTED TO 5. ALUMINIUM & PLASTIC 6. ALUMINIUM & PLASTIC 7. METAL FRAME HOUSING A DIAMOND SHAPED PRINTED PLASTIC FACE ON 2 SIDES 8. 10MM PLY SHEETING MOUNTED TO THE HOTELS WALL WITH A POSTER LISTING THE HOTELS DAILY EVENTS & ACTIVITIES
<p>4</p> 	<p>5</p> 	<p>6</p> 	<p>SITE ADDRESS: ROCHESTER HOTEL BEER GARDEN 202-204 JOHNSTON ST, FITZROY VIC 3065</p>
<p>7</p> 	<p>8</p> 	<p>DRAWN BY: MACKENZIE GOODMAN</p>	
			<p>DATE DRAWN: 14.12.2017</p>
			<p>DWG NO. 04</p>

Attachment 2 - PLN17/0228 - 202 - 204 Johnston Street Fitzroy - Decision Plans



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<p>1</p> 	<p>2</p> 	<p>3</p> 	<p>BEER GARDEN LEGEND</p> <ol style="list-style-type: none"> 1. PROPOSED SHELTER IN BEER GARDEN ALONG GEORGE STREET EXTERIOR FENCELINE 2. UNDER SIDE OF PROPOSED SHELTER FACING TOWARDS GEORGE STREET 3. UNSHELTERED AREA OF COURTYARD STRUCTURE AT REAR OF SITE ALONG GEORGE STREET 4. UNSHELTERED AREA OF COURTYARD STRUCTURE AT REAR OF SITE CONNECTING TO INTERNAL SPACE OF THE ROCHESTER HOTEL 5. SHELTERED AND UNSHELTERED STRUCTURE IN COURTYARD CONNECTING TO INTERNAL SPACE OF THE ROCHESTER HOTEL 6. PROPOSED SHELTER IN COURTYARD IN RELATION TO GEORGE STREET PRIVATE ENTRANCE
<p>4</p> 	<p>5</p> 	<p>6</p> 	<p>SITE ADDRESS: ROCHESTER HOTEL BEER GARDEN 202-204 JOHNSTON ST, FITZROY VIC 3065</p> <p>DRAWN BY: MACKENZIE GOODMAN</p> <p>DATE DRAWN: 14.12.2017</p> <p>DWG NO. 06</p>

Attachment 3 - PLN17/0228 - 202 - 204 Johnston Street Fitzroy - Heritage Comments

Moloney, Madeleine

From: McIntosh, Diahnn

Sent: Wednesday, 10 January 2018 2:05 PM

To: Moloney, Madeleine

Subject: TRIM: PLN17/0228 - 202-204 Johnston St - signage/works application

HP TRIM Record Number: D18/8266

Dear Madeleine

In response to the recently presented drawings regarding alterations to the exterior of the above mentioned building, I

wish to advise the following:

Signs

Overall the location, size, type and number of signs proposed will be generally in keeping with the number of signs

typically associated with historic hotels throughout the municipality.

In particular I note that:

- The "beer branded lightboxes" (signs 1 and 7) are modest in size, unobtrusive and limited to one to each street frontage.
- The "menu boards" (signs 5 & 6) located adjacent to the entries, are typical of the sort of boards used on heritage hotels advertising specials, etc. Historically boards like these were either fixed permanently or they may have been hung on hooks temporarily during opening hours.
- The lightbox above the door to the splay (sign 3) is located in a traditional position for identification signage. Although it would be typical for this sign to be externally light on a heritage building, on this occasion the size and position of the sign is suitably restrained.
- The poster display boards (signs 2 and 8) are unobtrusive given they are flush-mounted and their colour scheme blends in with the façade.
- The large neon sign (sign 4), is acceptable as it utilises a pre-existing signage structure (former internally illuminated beer sign) that over time has become a typical identifying feature of most hotels. The modification of the sign to a non-animated neon sign does not have any detrimental impact on the heritage significance of the building.

Works (external shelter)

The proposed shelter can be supported on the following basis:

- The rear shelter is a modest addition, substantially concealed from the side street and constructed in a lightweight manner that does not increase the over bulk of the main heritage portion of the building.

Therefore on heritage grounds, I wish to advise that I have no concerns regarding the proposed works

Please don't hesitate to contact me directly if you require any further clarification regarding my comments.

Kind regards,

Diahnn McIntosh

Heritage Advisor (Mondays, Tuesdays and Wednesdays)

City of Yarra PO Box 168 Richmond 3121