

**22.17**28/01/2010  
C129(Part 1)**HO1624: LATROBE TERRACE SHOPS HERITAGE AREA**

This policy applies to all land included in the Latrobe Terrace Shops Heritage Area.

**Policy Basis**

The Latrobe Terrace Shops Heritage Area comprises two small groups of shops separated by several dwellings. Many shops retain relatively intact facades including leadlight windows, decorative ventilator over window, showcase and ceramic wall tiles on the shop fronts and parapet decoration.

A series of shops built in brick and timber is architecturally significant, being surviving buildings dating from the early 1860's to the Edwardian era. Historically they are significant since they embody past retail practice in Newtown.

The area features little or no separation between buildings, minimal setbacks and buildings with predominantly timber cladding.

**Objectives**

- To retain the moderate footpath widths.
- To retain intact examples of the early Victorian and Edwardian commercial buildings.
- To retain the uniformity of scale of the area including single storey scale, little or no separation between buildings and minimal street setbacks (commercial buildings), early and original shopfront detail and skillion timber verandahs.
- To encourage the contemporary interpretation of traditional building design within the area.
- To encourage the use of traditional construction materials in the area.
- To encourage the use of appropriate fence types (front height up to 1200mm), designs and locations.
- To encourage the appropriate development, form and scale of garages and/or carports.

**Policy**

Where a permit is required for a proposal, it is policy to:

- Promote buildings that incorporate the following design characteristics:
  - Attached commercial buildings (non-commercial buildings are detached single storey, doubled fronted buildings) and /or small groupings of commercial buildings.
  - Hipped roof forms with a pitch between 25-35 degrees or the use of plain commercial parapets.
  - Designs which reflect the dominant height of adjacent buildings.
  - Recessed entrances.
  - Raised sill boards to shopfronts.
  - Projecting verandahs.
  - Minimal timber detailing.
  - Pressed, evenly coloured brick.
  - Horizontal weatherboard wall cladding (an alternative to horizontal weatherboard cladding is a smooth render over masonry).

- Timber or bronze window frames.
- Leadlight windows.
- Slate or non-zincalume corrugated sheet metal roofing.
- Encourage the existing allotment configuration to be retained.
- Encourage the separation between buildings to be equivalent to neighbouring buildings.
- Encourage front setbacks that are equivalent to the setback of neighbouring buildings or if these are different, the setback may be at a distance that is between the setbacks of neighbouring buildings.
- Encourage intact culturally significant Victorian, Edwardian, and Californian Bungalow places to be retained.
- Encourage building heights to be single storey and to incorporate the following:
  - The highest point of the roof should not be greater than the highest adjacent building located within the associated street block.
  - The roof form and massing of the building should be drawn from the significant neighbouring buildings visually connected to it.
- Encourage new garages and/or carports to be located at the side or rear of existing and/or infill buildings.
- Encourage the reinstatement of the original verandah form to commercial buildings.
- Encourage commercial buildings to have little or no separation from adjacent buildings and to be constructed to the street frontage.
- Ensure that buildings and works for commercial and civic buildings comply with the "Geelong City Urban Conservation Study Volume One - Restoration and Infill Guidelines: Commercial and Civic Buildings" which is an Incorporated Document.
- Ensure that buildings and works for non-commercial buildings, and fences types, design and locations should comply with the City of Greater Geelong Heritage and Design Guidelines 1997, which is an Incorporated Document.

## References

City of Newtown Urban Conservation Study, Volumes 1-4, prepared by Context Pty Ltd for the City of Newtown, (1991).

City of Newtown Urban Conservation Study, Volumes 5(a) and 5(b), prepared by Richard Peterson for the City of Greater Geelong, (1997).

Geelong Region Historic Buildings and Objects Study Volume 2, prepared by Allan Willingham for the Geelong Regional Commission, (1986).

City of Greater Geelong Heritage and Design Guidelines, prepared by Helen Lardner for the City of Greater Geelong, (1997).

Geelong City Urban Conservation Study, Volume One "Restoration and Infill Guidelines", 1991.