

**22.69**06/12/2018  
C359pt1**H02018 WESTERN BEACH ROAD HERITAGE AREA**

This policy applies to all land included in the Western Beach Road Heritage Area.

**Policy Basis**

Historically, the Western Beach Road Heritage Area is significant as a prestigious residential area that includes substantial houses from the Victorian, Federation, Interwar and Post-War periods. These houses were erected for prominent residents of Geelong, with many of the earliest houses originally having larger land holdings. Developed from the mid-19th century, land in the precinct has been progressively subdivided with several high quality Post-War houses erected in the location of established gardens which had previously been part of larger Victorian period holdings. During this time there was a shift in the precinct to multi-residential living, involving the conversion of large houses, such as *Llanberris*, to flats.

The Western Beach Road Heritage Area is of aesthetic significance as a waterfront residential area which is characterised by substantial, high quality residences mostly from the Victorian and Post-War periods, with a few houses also from the Federation and Interwar periods. Houses typically have an open garden setting to maximise views across Corio Bay.

The significant and contributory buildings in the precinct are largely constructed of masonry with many designed by prominent Geelong architects. Unusually, a high percentage of the Victorian period houses in the precinct incorporate faceted bays to the façades and most have roofs clad in slate. Residences from the Post-War period are also good examples of their type, many exhibiting Modernist influences. Many of these houses retain original landscape elements including brick fences and/or planters. A few Victorian residences also retain cast iron palisade fences.

**Objectives**

- To maintain the heritage values of the Western Beach Road Heritage Area.
- To retain the prominence of the architecturally significant buildings.
- To maintain intact streetscapes of original building stock, that is the significant or contributory examples from the Victorian, Federation, Interwar and Post-WWII periods.
- To maintain the established character of the area which is defined generally by wide allotments and residential buildings, either single or two storey with consistent setbacks to the front and side boundaries.
- To maintain the well-established, but relatively open, garden settings (that is, limited obscuring of buildings).
- To encourage the innovative interpretation of traditional building design and/or elements (especially materials) within the area, though avoiding reproductive design.
- To encourage the appropriate location and scale of garages and/or carports.
- To encourage the use of appropriate fence types and heights.

**Policy**

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

- Encourage the retention of existing and intact culturally significant places from the Victorian, Federation, Interwar and Post-WWII periods.
- Encourage the conservation generally of significant and contributory buildings.
- Encourage the reinstatement of removed original elements in an accurate manner, based on historical and/or physical evidence.

- Encourage the location, form and scale of new buildings to relate to those of the adjacent significant or contributory buildings so that the latter are not negatively affected or overwhelmed.
- Encourage front setbacks that are equivalent to those of adjacent significant or contributory buildings. If they vary, the setback should be intermediate.
- Encourage side setbacks to be similar to those of adjacent significant or contributory buildings.
- Discourage buildings that are constructed boundary to boundary.
- Encourage building heights to complement the adjacent significant or contributory buildings as follows:
  - The ridge height of the roof should be not be greater than that of the highest adjacent significant or contributory building.
  - If in a consistent section of the precinct, the wall height should be similar to that of the neighbouring buildings.
- Promote new buildings that relate to their context and generally incorporate the following features and/or characteristics:
  - Detached buildings with varied form.
  - Either traditional pitch between 20 and 35 degrees (eg hipped and/or gabled) or low-pitched (especially skillion).
  - Traditional roof materials: slate/tiles or corrugated sheet metal (non-zincalume).
  - Projecting eaves.
  - Traditional wall materials: masonry (face brick and/or rendered) and to lesser extent lightweight cladding (horizontal weatherboards).
  - Verandahs or porches.
  - Timber-framed windows, generally rectangular and vertically orientated (or as a horizontal bank if grouped).
- Encourage additions to be located to the rear so that they have low visual impact and the principal roof form of the significant or contributory building remains intact.
- Encourage front fences to be consistent with the period/style of the associated building, or if an infill building, be sympathetic to the nearby section of the streetscape. If the original fence type is known or documented, then its reinstatement is encouraged. Generally limit height of fences to 1500mm, or lower for Interwar period examples.
- Encourage new garages and/or carports to be located at the side or rear of existing and/or infill buildings.
- Discourage the introduction of crossovers to sections of the precinct where they are not typical.
- Have new buildings and works comply with the 'City of Greater Geelong Heritage and Design Guidelines 1997', which is an incorporated document.

## References

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

*Geelong City Urban Conservation Study, Volume 1*, prepared by Graeme Butler for the City of Geelong, (1993).

*Geelong City Urban Conservation Study, Volumes 2-5*, prepared by Graeme Butler for the City of Geelong, (1991).

*Geelong City Urban Conservation Study, Volume 4(a)*, prepared by Helen Lardner for the City of Greater Geelong, (1995).

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

*City Fringe Heritage Area Review Part 1 and Part 2*, prepared by RBA Architects + Conservation Consultants for the City of Greater Geelong (May 2017)(updated October 2018).