

GREAT WESTERN ROAD HERITAGE AREA

This policy applies to land included in the Great Western Road Heritage Area shown as HO1959 on the planning scheme map and to land at 14, 16, 18, 30, 34, 84, 132 and 148 Aberdeen Street in Geelong West.

Policy Basis

The Great Western Road Heritage Area has significance as a physical legacy of building development lining Aberdeen Street, a principal historic thoroughfare, from three important eras: 19th century, Federation era and interwar period. The dwellings are largely single storey and constructed in Edwardian and Federation, and interwar Bungalow styles. There is a lesser (but no less important) number of Victorian dwellings that reflect the earliest developments in the area, as well as some notable Victorian and Federation era dwellings that are atypical in scale and construction to most of the buildings. Aberdeen Street was laid out as the Great Western Road as part of the initial survey of the Town of Geelong in 1838 and its elevated status as a major transport route through Geelong to the western goldfields was marked in the mid 1850s after the opening of a bridge at Fyansford. Most of the land was developed after 1889 when James Austin and other landholders sold their landholdings into smaller residential allotments. These late 19th century subdivisions included the layout of some minor thoroughfares such as McNicol and Potter Streets. The most profound development on the northern side of Aberdeen Street did not occur until the Federation era, when a sizeable number of the dwellings in the area were constructed. A local landmark is the former Argyle Hotel, built in 1855 and which reflects the elevated importance of Aberdeen Street from the mid 19th century as a transport route. It is also a tangible legacy of the original home of the Geelong Football Club, whose ground (Argyle Ground) was located to its west between 1860 and 1878.

Objectives

- To retain the surviving early streetscape qualities of the area, including the asphalt footpaths and bluestone kerbs and channels;
- To retain and enhance the intact examples of detached, Victorian, Edwardian, Federation and interwar Californian Bungalow styled dwellings, as identified in the *Ashby Heritage Review Stage 2, Volume 2* (2010);
- To retain the contextually atypical dwellings, commercial buildings and other local landmarks in the Heritage Area, as these buildings also contribute to the significance of the place, as identified in the *Ashby Heritage Review Stage 2, Volume 2* (2010). Significant atypical dwellings include “Mapphyla” at 6 Aberdeen Street and the interwar dwelling at 40 Aberdeen Street. Local commercial landmarks include the former Argyle Hotel at 30 Aberdeen Street, former Hooper’s Grocery Store at 132 Aberdeen Street, and the two storey building at 148 Aberdeen Street;
- To retain the predominantly uniform scale throughout the Heritage Area, including single storey height (when viewed from the front of the dwellings), regular front and side setbacks; building separation and subdivision;
- To encourage the accurate reconstruction of missing architectural details to existing buildings where historic photographic and/or physical evidence survives;
- To encourage additions to existing significant dwellings to be located at the rear;
- To encourage the contemporary and/or innovative interpretation of traditional building design within the Heritage Area, including detached buildings, hipped and/or gable roof forms (with a pitch between 25 and 35 degrees), front, side and return verandahs, narrow or wide eaves, and minimal detailing;
- To encourage the use of traditional construction materials including horizontal timber weatherboard wall cladding, timber framed windows and non-zincalume (non-highly reflective zincalume) corrugated sheet metal roofing;

- To encourage the use of appropriate fence types, designs and locations with a maximum height of 1300mm. The reconstruction of early fences is also encouraged where photographic evidence survives;
- To encourage the appropriate development, form and scale of garages and/or carports, with a location at the rear of the existing and/or infill buildings;

Policy

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

- Promote new dwellings and rear additions to existing dwellings that incorporate the following design characteristics:
 - Traditional architectural characteristics employed in a contemporary and/or innovative manner;
 - Detached, single or double fronted, single storey compositions (in Aberdeen Street, the new work should be single storey when viewed from the front);
 - Hipped and/or gabled roofs with a pitch between 25 to 35 degrees as the principal design elements;
 - Narrow or wide eaves;
 - Front, side or return verandahs;
 - Rectangular timber framed windows (that are vertically oriented singularly, or as a horizontal bank if grouped);
 - Traditional wall construction, including horizontal timber weatherboard cladding and smooth-rendered wall finishes;
 - Non-zincalume (non-highly reflective zincalume) corrugated sheet metal roofing.
- Encourage the retention of existing allotment configurations;
- Encourage culturally significant Victorian, Edwardian, Federation and interwar Bungalow styled dwellings and commercial buildings to be retained;
- Encourage front setbacks that are equivalent to the setback of neighbouring buildings, or if these are different, the setback may be between the setbacks of neighbouring buildings;
- Encourage side setbacks that are equivalent to neighbouring buildings within the Heritage Area;
- Encourage rear vehicular access and side driveways that follow the traditional pattern in that part of the street;
- Encourage building heights to be single storey (in Aberdeen Street, the dwellings may be of multiple storeys at the rear given the topography of the sites, so long as the single storey appearance is retained at the front). For new dwellings and additions to existing dwellings visible to public view, consideration should also be generally given to the following:
 - The highest point of the roof should not be greater than the highest adjacent significant building, whereby the height of the roof should not be greater than the main (overall), adjacent ridge line. If the new work is adjacent to a higher significant atypical dwelling or commercial building, the highest point of the new roof should be consistent with the roof heights that predominate in that stretch of the street;
 - The proportion of building roof should not be greater than the proportion of roof to walls of the buildings visually connected to it;
 - The springing height of the roof should be equivalent to neighbouring buildings, or if these are different, the springing height may be between those of neighbouring buildings;

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- The principal roof form and massing of the new work be drawn from the significant neighbouring buildings visually connected to it in a contemporary and/or innovative manner, especially where visible to public view;
- Encourage the retention (and where applicable restoration) of existing early bluestone kerbs and channels and asphalt footpaths;
- Encourage new fences to be no higher than 1300 mm and of a design and construction reflective of the era and construction of the dwelling. Also encourage the reconstruction of early fence designs where historic photographic evidence survives;
- Encourage new garages and/or carports to be located at the rear of existing and/or infill buildings;
- Buildings and works should comply with the *City of Greater Geelong Heritage and Design Guidelines 1997*, which is an incorporated document.

References

City of Geelong West Urban Conservation Study, Volumes 1-2, prepared by Huddle, Aitken and Honman for the City of Geelong West (1986).

Ashby Heritage Review Stage 2, prepared by Dr David Rowe, Authentic Heritage Services Pty Ltd and Wendy Jacobs, Architect and Heritage Consultant, for the City of Greater Geelong (2010).

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