

WEST MELBOURNE ROAD HERITAGE AREA

This policy applies to land included in the West Melbourne Road Heritage Area shown as HO2007 on the planning scheme map.

Policy Basis

The West Melbourne Road Heritage Precinct, 293-319 Shannon Avenue, Newtown, has significance as a predominantly intact streetscape of nine interwar dwellings and three distinctive Federation houses of varying scales and elaboration built between 1910 and 1938. The diversity in the houses reflects the varying socio-economic status of the original owners that included the working and professional classes, and retired graziers. The interwar era dwellings are typically conventional in design, being single storey and detached, with hipped and/or gabled roofs, front or return verandahs, broad eaves, brick chimneys, corrugated sheet metal or tiled roof cladding, face brick, roughcast brick or timber weatherboard wall cladding, timber framed windows (some dwellings featuring bay windows), and detailing applicable to the interwar era.

The dwellings at 303 and 311 Shannon Avenue are particularly substantial and noteworthy examples of the Federation era. At 'Comara', 303 Shannon Avenue this is expressed in the elongated layout with complex hipped and gabled roofs, shallow-pitched return verandah with shallow-gabled portico near the corner, faceted front bay window, bowed bay corner window under the verandah, face brick wall construction, timber framed casement windows, and the brick verandah piers with slender Doric columns. At 'Retford House', 311 Shannon Avenue, the distinctive original features include the complex hipped and gabled roofs, and the projecting angled corner attic that terminates with a faceted balcony bay with a hipped roof above. Other original features include the slate roof cladding, face brick wall construction, rectangular bay windows, timber framed casement windows with highlights, broad eaves with exposed timber rafters, terra cotta roof ridge decoration and finials, ventilators in the gable ends, and the brick verandah pedestals and slender, tapered Doric verandah columns arranged in pairs and in three at the corner. The third Federation era dwelling, 'Derreweit', 305 Shannon Avenue, is more conventional in its Federation era design. The timber dwelling has main hipped roof form with projecting gabled wings at the front and side connected by a return verandah formed as an extension of the main hipped roof. The fabric is predominantly intact, including the corrugated sheet metal roof cladding, rendered chimneys, timber framed casement windows with highlights, broadly-projecting window hoods, gable infill and timber brackets, the unusual square timber verandah posts with elongated timber brackets, and the timber verandah balustrade.

While there is some variation in the front setbacks due to the different periods of development and diversity in the sizes of the rectangular allotments, they mainly feature landscaped settings. The location and layout of the pedestrian paths in the front gardens at 299, 303, 307, 311, and 315 are early. Also contributing to the significance of the precinct are three original front fences. They are the timber post and ripple iron fence (with timber fretwork capping) at 303 Shannon Avenue; low brick fence with expressed piers and hollow steel rails (and metal gate) at 315 Shannon Avenue; and the low brick fence with brick piers and plinth and open metal bays at 319 Shannon Avenue.

Objectives

- To retain and enhance the significant three Federation era dwellings and the nine interwar era dwellings as identified in the Newtown West Heritage Review, Volume 4 (2016) (the demolition of these dwellings is therefore discouraged);
- To retain the modest landscaped front garden settings;
- To retain the rectangular allotment configurations;
- To retain early front fences;
- To retain the similar front and side setbacks;
- To retain the single storey building heights;
- To encourage additions to existing significant dwellings to be located at the rear;

- To encourage the innovative interpretation of traditional residential design within the Heritage Overlay Area for additions and new dwellings;
- To encourage the use of traditional construction materials;
- To encourage the construction of fence types, designs, locations and heights that are applicable to the era, construction and scale of the dwelling;
- To encourage the appropriate development, form, scale and rear locations for garages and/or carports;

Policy

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

- Encourage the culturally significant three Federation era dwellings and the nine interwar era dwellings to be retained (demolition of dwellings identified as having regional, local or contributory significance in the Newtown West Heritage Review 2016 is discouraged);
- Encourage the accurate reconstruction of missing architectural details to existing significant dwellings where historic photographic and/or physical evidence survives;
- Encourage the retention of the front garden settings;
- Encourage the retention of the early front fences at 303, 315 and 319 Shannon Avenue;
- Encourage the retention of existing allotment configurations;
- Promote new dwellings & additions to existing dwellings that are contemporary in appearance and incorporate the following design characteristics:
 - Architectural characteristics that have drawn on the traditional designs of the area in an innovative way;
 - Detached, single or double fronted compositions;
 - 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, pressed face brick wall construction, and smooth-rendered wall finishes. Consideration may be given to more contemporary materials that are non-reflective and where they will have no visual prominence when viewed from the public realm;
 - Galvanised corrugated steel or tiled roof cladding, the choice of roof cladding being dependent on the significant roofs that predominate in that part of the area;
- Encourage additions to existing dwellings to be located at the rear. The visual prominence and integrity of existing roof forms should be maintained in the design of additions, by being highly recessive and of subservient proportions;
- 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;
- Encourage side vehicular access and driveways that follow the traditional pattern in that part of the street;

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- Encourage building heights to be single storey, with consideration given to the following for new dwellings & additions to existing dwellings visible to public view:
- 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;
- The proportion of building roof should not be greater than the proportion of roof to walls of the buildings visually connected to it;
- For new dwellings, the wall heights as viewed from the public realm should be equivalent to the wall heights of the neighbouring significant dwellings that predominate in that part of the street;
- 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;
- 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 new front fences to be reflective of the era, construction and scale of the dwelling and the streetscape. Fences no higher than immediately neighbouring front fences and no higher than 1500 mm high are encouraged. For interwar era dwellings, low solid brick fences or may be considered. Fence designs reflective of the era and construction of the dwelling are encouraged. The reconstruction of early fence designs where historic evidence survives is also encouraged;
- Encourage the appropriate development, form, scale and location of garages and/or carports. Highly recessive side locations for single vehicle garages and/or carports may be considered;
- Buildings and works should comply with the City of Greater Geelong Heritage and Design Guidelines 1997, which is an incorporated document.

References

Newtown West Heritage Review, Volumes 1, 2, 3, 4 & 5 prepared by Dr David Rowe, Authentic Heritage Services Pty Ltd and Wendy Jacobs, Architect and Heritage Consultant (October 2016).

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