

22.3006/12/2018
C359pt1**HO1639: CITY EAST HERITAGE AREA**

This policy applies to land included in the City East Heritage Area.

Policy Basis

Historically, the City East Heritage Area is significant as a mostly residential area that was largely developed during the Victorian, Federation and Interwar periods when many buildings were erected on the fringe of the commercial centre of Geelong. It is significant for the large percentage of high quality housing which reflects its premier location on the hill overlooking both Corio Bay and the Botanic Gardens and in close proximity to the commercial centre. Most of the precinct is located in the Eastern Extension of the town which was surveyed in 1854, five years after the first land sales in Geelong. Substantial houses from this period, including *Corio Villa* and *Merchiston Hall*, are indicative of the wealth in the Geelong area at this time. Remaining early cottages from this period are also significant though most of these have been lost (several remain in the nearby Austin Park and Environs Heritage Precinct).

Following a period of slow development during the 1860-70s, many houses were erected in the Late Victorian, Federation and Interwar periods, reflecting the growth in Geelong during this time. Development from each of these periods included substantial houses built in premier locations such as Eastern Beach Road, Garden Street, Ryrie Street and Pevensy Crescent. By the mid-1920s much of the precinct had been developed, though large holdings including substantial gardens remained to the north overlooking Corio Bay. As these larger allotments were subdivided, other high quality housing was erected on Eastern Beach Road, with some land not developed until the mid-20th century.

The City East Heritage Area also includes two church complexes which have buildings surviving from the key periods of development. The Shenton Methodist Church complex includes an early Victorian period hall, a Federation period house and an Interwar period church whilst the St Andrew's Uniting Church is a Federation period building with later limestone cladding. Also located in the precinct are two Victorian era commercial premises (shop and former hotel) that bookend Malop Street, a key thoroughfare in the area. The former hotel on the corner of Swanston Street was established in the first phase of development that occurred in the precinct during the 1850s and the late Victorian shop on the corner of Garden Street was constructed when the population of the City East Heritage Area quickly increased.

The City East Heritage Area is of aesthetic significance for the largely intact residences constructed from the 1850s to the 1940s within streetscapes unified by grassed verges, groups of mature trees and early infrastructure including sections of basalt kerbing and channelling. The precinct has a distinctive mid-19th century street layout which includes the curved street Pevensy Crescent and the St Andrew's Cross formed by Sydney Avenue and Sydney Parade.

There are fine residences from the Victorian, Federation and Interwar periods with some good examples from the mid-20th century to Eastern Beach Road. Houses in the precinct range from small timber cottages to substantial two and three storey masonry residences. As a whole, the precinct includes a large percentage of commodious residences when compared to other nearby residential precincts and includes many architect designed homes. Some houses, particularly those dating from the Interwar period, retain original fences to the street boundary.

The two church complexes within the City East Heritage area are of note and are located at key corner sites. Both churches were designed by noted architects of the period – St Andrew's by Laird and Buchan Architects and the former Shenton Methodist Church by Frederick Purnell.

Objectives

- To maintain the heritage values of the City East Heritage Area.
- To retain the prominence of architecturally significant buildings.

- To maintain intact streetscapes of original building stock, that is the significant or contributory examples from the Victorian, Federation and Interwar periods generally, as well as Post-WW11 examples to Eastern Beach Road.
- To maintain the established character of the area which is generally defined by wide, tree-lined streets with many sizeable allotments, and residential buildings, generally single story with consistent setbacks to the front and side boundaries as well as garden settings.
- To retain and enhance the distinctive street planning of Pevensey Crescent and St Andrew's Cross (Sydney Avenue and Sydney Parade).
- To protect the relationship between the topography and the scale of residences (often the larger examples area located to the principal streets and/or higher ground).
- 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 and Interwar periods, as well as Post-WW11 examples to Eastern Beach Road.
- 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 existing allotment frontages/subdivision pattern to be retained.
- 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 greater than that of the highest adjacent significant 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.
 - Hipped and/or gable roofs with a pitch between 20 and 35 degrees.
 - Traditional roof materials: corrugate sheet metal (non-zincalume), tiles or slate.
 - Projecting eaves.
 - Traditional wall materials: masonry (face brick and/or rendered) or lightweight cladding (horizontal weatherboards, ashlar boards, and/or battened sheeting).

- 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)