



City Fringe Heritage Area Review

PART 2

West & North Area Appendices

City of Greater Geelong

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APPENDIX D – East Area Policy

Clause 22.30 (Revised) - 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 Pevensey 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 Pevensey 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 the 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-WWII 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 storey 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 are 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-WWII 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 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.
 - Hipped and/or gable roofs with a pitch between 20 and 35 degrees.
 - Traditional roof materials: corrugated 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, prepared by RBA Architects + Conservation Consultants for the City of Greater Geelong (2016).

Clause 22.XX - HOXXXX Austin Park and Environs Heritage Area

This policy applies to land included in the Austin Park and Environs Heritage Area.

Policy Basis

Historically, the Austin Park and Environs Heritage Area is significant as a residential area that consists mostly of Victorian period houses and includes several early examples of modest cottages that were once common but of which there are now relatively few within the Municipality. These cottages are representative of the modest housing that was erected in nearby areas of Geelong, close to the commercial centre during the mid-19th century.

The narrow lanes with small allotments were quickly developed in the mid-19th century following the initial land sales in the late 1840s and early 1950s. Corio Street, McCann Place and Fyfe Place were part of the original 1838 survey of Geelong, whilst other lanes, extending north and south from Corio Street, were laid out as land was further subdivided, providing access to the small residential allotments. The area had largely been developed by circa 1900, with a few infill houses constructed during the Federation and Interwar periods as the population of Geelong grew and the suburbs expanded.

Historically, the land now known as Austin Park is also significant as a site that remained undeveloped and was used in the early Victorian period for the grazing of residents animals and by local footballers. Austin Park was gazetted as a public park in 1885, a time when the Council was expanding the number of public parks and improving those already set aside as a way of beautifying the city.

The Austin Park and Environs Heritage Area is of aesthetic significance as a cohesive area consisting mostly of Victorian residences, with a few later houses from the Federation and Interwar periods which have a similar character to the earlier dwellings. The significant and contributory buildings in the precinct are mostly modest, single storey cottages, with a mix of hipped and transverse gable roof types, all clad in corrugated metal sheeting. Houses are predominantly clad in weatherboards, though there are a couple of notable brick examples and one early rendered residence. The consistent scale, material palette and the limited (if any) setbacks, combined with the relatively narrow width of all streets creates a cohesive character that is distinct from other areas in Geelong. The remaining sections of early basalt kerbing and channelling also contribute to the character.

The precinct is enhanced by Austin Park which slopes down towards the bay, providing views of the harbour from Corio and England streets. Landscaped in the 1880s by John Raddenberry, the park has mature elm trees to its south, east and west boundaries. Unusually relatively modest houses surround the parkland.

Objectives

- To maintain the heritage values of the Austin Park and Environs Heritage Area.
- To retain the prominence of the historically and architecturally significant buildings.
- To maintain intact streetscapes of original building stock, that is the significant or contributory examples - most are from the Victorian period, with a few from the Federation and Interwar periods.
- To maintain the established character of the area which is generally defined by narrow streets with small allotments and residential buildings, generally single storey with consistent setbacks to the front and minimal, if any, to the side boundaries, as well as limited garden settings.
- To encourage the innovative interpretation of traditional building design and/or elements (especially materials) within the area, though avoiding reproductive design.
- To discourage the introduction of garages to the front of the allotments.
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, primarily from the Victorian period, but also the Federation and Interwar 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 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, which can include buildings 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:
 - Generally attached buildings with a regular form.
 - Gable and/or hipped roofs with a pitch between 20 and 35 degrees.
 - Traditional roof materials: generally corrugated sheet metal (non-zincalume).
 - Minimal, if any, projecting eaves.
 - Traditional wall materials: lightweight cladding (primarily horizontal weatherboards) and masonry (face brick or rendered).
 - Covered front entries, generally verandahs.
 - Timber-framed windows, generally rectangular and vertically orientated.
- 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.
- New garages and/or carports should be located to the rear of existing and/or infill buildings.
- Discourage the introduction of crossovers.
- Have new buildings and works comply with the 'City of Greater Geelong Heritage and Design Guidelines 1997', which is an incorporated document.

References

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 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).

City Fringe Heritage Area Review, prepared by RBA Architects + Conservation Consultants for the City of Greater Geelong (2016).

APPENDIX E - West Area Citations

Myers Street Heritage Area

Address	Nos 12-40 Myers Street, Geelong
Significance	Local
Significant Dates	Mid-1850s to mid-1930s
Period/s	Victorian, Federation and Interwar
Building Types	Residential and public
Previous Assessment	Part of Urban Conservation Area 6.1 (G Butler, Geelong Conservation Study, 3-9)



No. 16, Dr Kilgour's House



No. 26, Former St Agnes Ladies School



No. 28



No. 38

Statement of Significance

What is Significant?

The Myers Street Heritage Area predominantly relates to residences (though they are now currently used for commercial purposes) primarily dating to the Victorian period, but also with representation from the Federation and Interwar periods. In addition, there is a modest school building (no. 26) dating to the turn of the 20th century. The character of the precinct is defined by wide, sizeable allotments (reflecting the original subdivision pattern) and generally single storey buildings with consistent setbacks to the front and side boundaries.

The significant and contributory buildings in the precinct are relatively intact examples of their type. Their general quality, and so the desirability of the location, on the high ground close to the centre of the city, is attested by the predominant use of masonry to the walls and slate or tiled roofs (some removed). Many retain a complementary garden setting.

How is it Significant?

The Myers Street Heritage Area is of local historic and aesthetic significance to the City of Greater Geelong.

Why is it Significant?

The Myers Street Heritage Area is historically significant as a formerly prestigious residential area in central Geelong but whose former dwellings are being employed for commercial purposes. As the population has increased it has become an enclave for professional suites for medical and legal businesses. The precinct was primarily developed during the Victorian period though it includes some buildings dating from the early 20th century (Federation and Interwar periods). Unusually the development within the precinct has conformed to the original pattern of Crown allotments and the location on the high ground proved attractive for substantial houses, some of which were constructed for, or occupied by, notable residents of Geelong. (Criterion A)

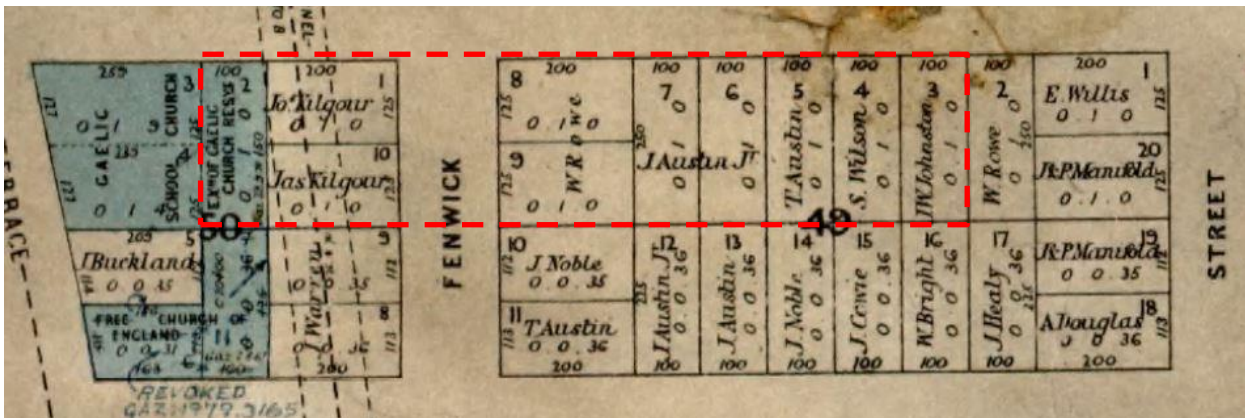
Myers Street Heritage Area is of aesthetic significance for the high standard of design/construction. It is characterised by distinctive buildings, primarily residences, from the Victorian period as well as some from the Federation and Interwar periods, several of which were designed by local architects. Unusually the varied coloured original face brickwork, or contrasting brick and render, mostly remains visible and most buildings retain their original tiled roofs. (Criterion E)

Gradings

Street		Significant	Contributory	Non-contributory
Myers Street	Evens	16, 18, 22-26, 32	12, 28, 38-40	34

History

Land in the area was not part of the original/early survey but was part of the Westward Extension of the then town of Geelong, which was undertaken during the mid-1850s.¹ This occurred at a time when the population was rapidly increasing as part of broader circumstances in the State due to the discovery of gold.²



Parish Plan G29(10) detail, extent of precinct (highlighted)
(Source: Landata)

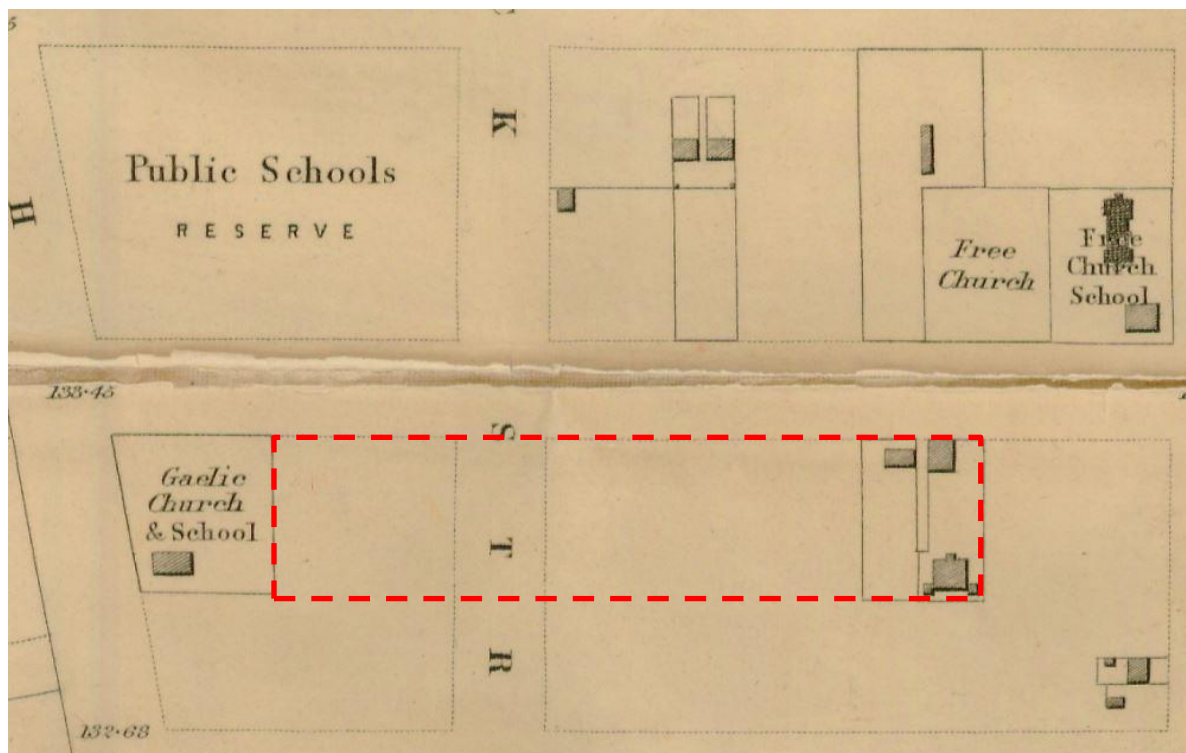
Land on the south side of Myers Street forms part of two sections: no. 49 (between Fenwick and Gheringhap streets) and no. 50 (between La Trobe Terrace and Fenwick Street).³ Land in the former section was sold during 1854 and the latter during 1857. The original Crown allotments were all ¼ acre (or 1 rood) in area. All allotments were initially freehold except for that which no.

1 Put away plan, G17 (Landata webpage)
 2 Ian Wynd, *Geelong - the Pivot: A Short History of Geelong and District* (Cypress Historical Backgrounds No. 5), Melbourne 1971, p24. In 1851, the population was about 8,300 and in 1854 it has risen to about 20,100.
 3 Parish Plan G29(10)

12 forms part of, as it was originally part of the Gaelic Church Reserve on the corner of La Trobe Terrace but was approved for excision in 1878.⁴

By 1854, some limited development had occurred in this part of Geelong (refer to following map).⁵ Within the precinct boundary, a few small buildings had been constructed at the east end – two on allotment 3 (now nos 38-40) and one on allotment 4 (now no. 34). It is possible that J W Johnstone, a flour merchant, built a premises on the allotment he purchased during 1854, that is, no. 3.⁶ Outside the precinct, a few buildings had been constructed nearby on the church reserves (Free and Gaelic) at this time.

It seems that the land in the precinct remained largely undeveloped until the later part of the 19th century, though two houses were constructed beforehand. The first was that known as Dr Kilgour's at no. 16. James Kilgour purchased two Crown allotments at the south-west corner of Myers and Fenwick streets in 1857 and soon after constructed the extant building, which has however been remodelled.⁷ The next house to be erected was that on the opposite corner, *Ravenhurst*, at no. 20, also on two Crown allotments. This house was designed by well-known local architects Davidson & Henderson and features decoration to the stonework of the window bays, typical of their contemporary work.⁸



'Geelong, County of Grant, Victoria', J H Taylor (surveyor) 1853-54
extent of precinct (highlighted)
(Source: SLV)

Most of the buildings were constructed from the mid-1880s to about the turn of the 20th century. The first was *Kinleith* at no. 28 mid-1880s; followed by the former manse at no. 32 during 1889; the infill house at the west side of Fenwick Street for Thomas

⁴ Victorian Government Gazette, 3 May 1878, p968; 'State Aid to Religion Abolition Act 1871', Act No. 391.
http://lexisweb.lexisnexis.com.au/Read-Legislation.aspx?s=vic&f=VIC_ACT_391&t=state-aid-to-religion-abolition-act-1871

⁵ 'Geelong, County of Grant, Victoria', J H Taylor (surveyor) 1853-54

⁶ There are several advertisements (eg *Geelong Advertiser and Intelligencer*, August 1854, p7) for J W Johnstone, during the second half of 1854 only, for the sale of flour from a premises in Myers Street west, near the corner of Gheringhap Street. Crown allotment 3 is the only one Johnstone purchased in the area.

⁷ Although the rate books suggest that the house was built at this time, an occupant is not listed in the Stevenson Geelong Directory of 1866.

⁸ Compared with 6 Ryrie Street and 4 Western Beach Road

Dann in 1898; and St Agnes School at no. 26 which was opened in late 1902. During these years it is also likely the pair of houses at nos 38-40 were built and probably the earlier house at no. 34, known as *Dulce Domum* (sweet home).



'Geelong, looking over business centre' (C Pratt, circa 1926)
Showing south side of Myers Street (nos 20-40) from the rear, with Fenwick Street in foreground (left)
(Source: SLV, H91.160/680)

Some changes occurred during the Interwar period, primarily being that the last house was constructed at no. 12 in about 1933. The two storey wing (*Wallacia*) to the rear of *Ravenhurst* at no. 20 was also built during the mid-1930s.



'Geelong' (C Pratt, March 1938)
Showing Myers Street, between Gheringhap Street and Fenwick Street – nos 38+40 (left/arrow) and no. 20 (right/circle)
(Source: SLV, H91.160/632)

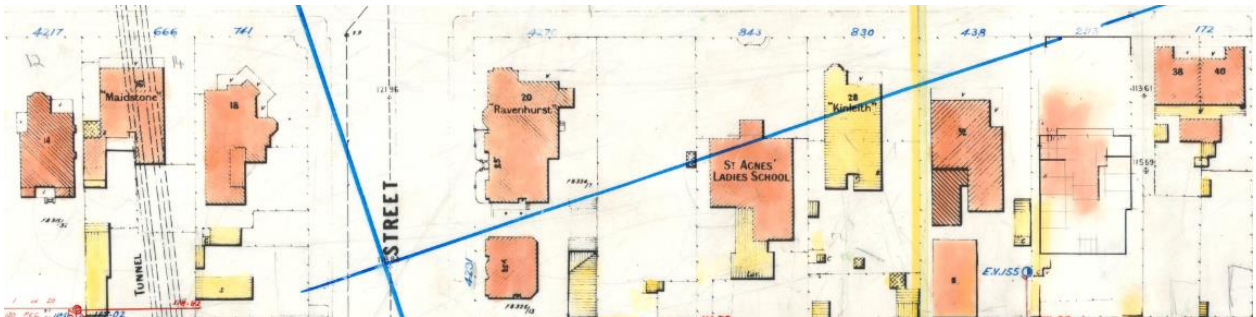
The remodelling of the façade to no. 16 had not occurred by 1938 but is likely to have in the following decade or so.⁹

⁹ The original verandah is evident in two historic aerials 'Rail Yards and Geelong Railway Station' c.1926 (C Pratt, SLV - H91.160/677) and 'Geelong' of 1938 (C Pratt, SLV - H91.160/632).

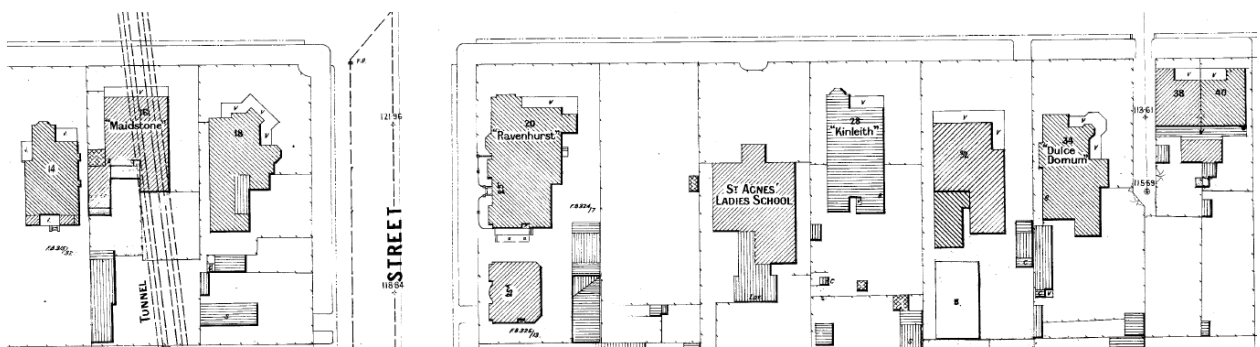


'Geelong' (C Pratt, March 1938)
 Showing Myers Street, west Fenwick Street (towards Latrobe Tce) – no. 18 (left) and no. 2 (right).
 No. 16 (arrow) retains its earlier Victorian verandah.
 (Source: SLV, H91.160/632)

In terms of building fabric, the major change that has occurred in the later part of the 20th century (circa 1969) was the replacement of the likely circa 1900 house (*Dulce Domum*) at no. 34 with the extant brick commercial building, now employed as a dental clinic. In addition, the original residential functions of all the buildings, except the purpose-built school at no. 26, has been changed to commercial.



Barwon Water, sewer plan no. 25 (1913, revised 1969)
 Key: weatherboard (yellow) and brick (orange)
 Showing extant building at no. 34 outlined, and the earlier partly erased (refer following version)
 (Source: City of Geelong)



Barwon Water, Detail Plan No.25 (1913, revised 1969)
 (Source: City of Geelong)

Specific History

No. 12

Situated on land forming part of Allotment 2 of Section 50, this was land originally put aside as a reserve for the Free Presbyterian Church. Permission to dispose of this land as well as the adjoining allotments, nos 3 and 4 of Section 50, was

gained in 1878, pursuant to an 1871 Act, which allowed denominations to dispose of lands granted to them by the Crown.¹⁰ It seems however the Free Presbyterian Church/Gaelic Church Trustees retained the land until the early 1930s and a weatherboard manse was built adjacent, which may have partly overlapped this parcel of land.¹¹ The extant house was constructed in about 1933.¹²

No.16 - 'Kilgour House', later *Maidstone*

Dr James Kilgour acquired two Crown Allotments (1 and 10, Section 50) at the corner of Fenwick Street in 1854 and the extant house was built circa 1857, when it was described as a six room stone residence and surgery. Soon after, it was acquired by Reverend Andrew Love, who was the minister at St Andrews Church.¹³ Subsequently it was leased for a long time to Dr Sidney Robinson, who was a leading physician/homoeopath, and the site became known as *Sutherland House* (by 1866).¹⁴ The Gilchrist family were later owners and continued to lease the property to Robinson, who lived there in the 1890s. A later tenant was Arthur Anderson. Mary Hall acquired it during the late 1890s.¹⁵ The house came to be known as *Maidstone* during the Hall period of occupancy/ownership.¹⁶ Both Dr Kilgour and Reverend Love were prominent members of the Geelong community during the second half of the 19th century.¹⁷

No.18 - Thomas Dann House

This building is located on land first granted to Dr J Kilgour, being parts of Allotments 1 and 10 of Section 50. The parcel of land was probably created during the late 19th century, prior to the construction of the extant building. The house was designed by architects Steely and King for Thomas Dann, flour miller. Tenders were sought during late 1898 but Thomas Dann died in 1900, the same year that the house was completed. The Dann family continued to occupy the property for at least a half century, including William, then Henry Dann (circa 1915 to the late 1930s), and subsequently (at least until 1955) Kate and Miss E N Dann.¹⁸

No.20 - Formerly *Ravenhurst*

The building is situated on Crown Allotments 8 and 9 of Section 49, land granted to W. Rowe in mid-1854. The land probably remained vacant until 1873 when the well-known local architects Davidson & Henderson designed a single storey villa for Mr R G Wilson.¹⁹ By 1883, the house was known as *Ravenhurst* and remained on the original half acre of land. At this time, it was offered for sale by Walter Excell and was described as having 10 rooms, outbuildings, ... nicely laid out garden'.²⁰ The property was again auctioned in 1886 by Thomas Edols.²¹ The property was advertised for lease in the following year, where it was described as a 'brick villa, 7 rooms, half acre land, garden, lawn etc'.²² By 1902, the site was owned by R J Andrews and put up for sale.²³ Alexander Marshall owned the property from c.1908 until his death in 1911, after retiring to Geelong from a career at the *Daily Telegraph* in Sydney.²⁴ The property was purchased by J C E Baum during 1912 for £2000 who subsequently occupied the property.²⁵ In 1920, Mrs Baum was selling the property, still with the original holdings, when the building was noted as having

¹⁰ *Victorian Government Gazette*, 3 May 1878, p968. The trustees were: Alexander McIntyre, John MacVean, John Boyd, John McNaughton and Donald MacDonald.; 'State Aid to Religion Abolition Act 1871', Act No. 391. (http://lexisweb.lexisnexis.com.au/Read-Legislation.aspx?s=vic&f=VIC_ACT_391&t=state-aid-to-religion-abolition-act-1871)

¹¹ *Geelong Advertiser*, 22 July 1911, p5. The Reverend of the Free Presbyterian Church, John Sinclair, occupied the manse from at least 1911 with his family.

¹² In the 1932 Rate Books, the house is not listed but it had been constructed by March 1934, as it is evident in a contemporary aerial 'City of Geelong and Johnstone Park', C Pratt March 1934 (SLV: H91.160/638).

¹³ A memorial to Rev. Love in the form of an obelisk, which survives at St Andrews (70 Sydney Parade), was erected in 1867 (*Geelong Advertiser*, 23 December 1867, p2).

¹⁴ History of Homoeopathy in Australia website, <http://www.historyofhomeopathy.com.au/people/item/136-robinson-dr-sidney-rudge.html>, accessed 04.05.17; *Geelong Advertiser*, 9 May 1866, p2.

¹⁵ G Butler, *Geelong Urban Conservation Study*, vol. 4, p95

¹⁶ *Geelong Advertiser*, 17 January 1918, p1; May Hall was listed as the owner in the 1932 Rate Books (Kardinia Ward). It was listed as stone, 6 rooms at that time.

¹⁷ G Butler, *Geelong Urban Conservation Study*, vol. 4, p95

¹⁸ G Butler, *Geelong Urban Conservation Study*, vol. 4, p97; Sands & McDougalls directories, various

¹⁹ 'Tenders', *Geelong Advertiser*, 10 July 1873, p3

²⁰ *Geelong Advertiser*, 17 April 1883, p3

²¹ *Geelong Advertiser*, 20 May 1886, p3

²² *Geelong Advertiser*, 3 August 1887, p3

²³ 'Sales by Auction', *Geelong Advertiser*, 20 November 1902, p3

²⁴ *Geelong Advertiser*, 8 June 1908, p2

²⁵ *Geelong Advertiser*, 26 April 1912, p2

freestone dressings and bluestone foundations.²⁶ In 1932 it was occupied by the then owner Oswyn Batten.²⁷ During the mid-1930s, the building was adapted to become the Ravenhurst Flats (by 1938), and later the Wallachia Flats (by 1942), with the construction of the rear two storey wing along the Fenwick Street boundary.²⁸

No.22-26 - 'Former St Agnes Girls' College'

This site is on land that was first sold to T Austin on 18 July 1854. A two storey building with a galvanised iron front seems to have been erected on the site at the time it was acquired by the Sacred Heart College in Newtown circa 1899 to accommodate a day school known as St Agnes College. In 1902, the current building was constructed for a sum of £2360 and was described as '...a brick two-storey school with outbuildings ...'.²⁹ The school was opened in 1903.³⁰ In 1911, further works, designed by G W Vanheems and constructed by W Murphey, were undertaken at a cost of £3447.³¹ The school was not a successful venture and the site was sold to the Dean of St Marys in 1943. Later named Gool College, it is now part of the Matthew Flinders Girls' Secondary College.³²

No. 28 – Formerly Kinleith

The residence occupies land that forms Allotment 6 and part of Allotment 13 of Section 49. Known as *Kinleith*, the house had been constructed by 1888 for Isaac Hodges and his family.³³ Hodges later served as a Councillor for Kardinia Ward on the Geelong City Council.³⁴ Isaac occupied the property until c.1930, and subsequently Mrs Helen Hodges (1933) but by 1938, Frederick Stewart was the occupant.³⁵

No. 32 - Geneva House

The building occupies an original Crown Allotment, no. 5 of Section 49. It was designed by the architect Joseph Watts in 1889 as a manse for the United Presbyterians, based in Ryrie Street. It was initially occupied by the Rev. Arthur Davidson until 1915 when it was acquired by the YWCA girls' hostel, the president of which was the Rev. Davidson's wife. At the time of YWCA's purchase, it was described as brick with 10 rooms plus bathroom.³⁶ The building has since been converted to commercial office suites.

No. 34

The land relates to Crown Allotment 4, acquired by S Wilson in 1854. A small building was probably constructed on the site soon after but otherwise may not have been developed until a substantial residence, named 'Dolce Domum' was erected circa 1900. The building had gable ends (refer historic images above) and a footprint typical of the early Federation period as shown on the 1913 drainage plan.³⁷ The house was standing in 1936, when it was mentioned in the *Argus*.³⁸ It was replaced with the extant brick building circa 1969.

Nos 38-40 – Pair of Houses

This pair of houses is located on land forming most of Allotment 3, Section 49 of Geelong, land granted to J W Johnston in 1854. The houses were constructed c.1890 and are bi-chrome brick, as seen in an aerial from March 1934. During the early 20th century they had a series of occupants and were likely rented.³⁹

²⁶ 'Auction Sales', *Geelong Advertiser*, 22 June 1920, p6

²⁷ 1932 Rate Books (Kardinia Ward).

²⁸ Sands & McDougalls directories, various. *Wallachia* is a province in southern Romania, where Bucharest is located.

²⁹ G Butler, *Geelong Urban Conservation Study*, vol. 4, p99

³⁰ John Watts, Glen Turnbull, Kathleen Walsh, *Mercy girls: the story of Sacred Heart College Geelong 1860-2010*, Geelong, 2010, p48. An early photograph, p47, shows the original roof lantern.

³¹ G Butler, *Geelong Urban Conservation Study*, vol. 4, p99

³² J Watts et al, *Mercy Girls: The Story of Sacred Heart College Geelong 1860-2010*, p48

³³ 'Wanted', *Geelong Advertiser*, 28 February 1888, p3;

³⁴ *Geelong Advertiser*, 3 November 1893, p3 and 28 October 1899, p4

³⁵ Sands and McDougal Directories

³⁶ G Butler, *Geelong Urban Conservation Study*, vol. 4, p101

³⁷ Geelong Waterworks and Sewerage Trust, Detail Plan No.25

³⁸ The *Argus*, 25 April 1936, p17

³⁹ Sands and McDougal Directories, 1932 Rate Books (Kardinia Ward) – the properties were not owner occupied in this year.

Description

The precinct extends along the south side of Myers Street, including most of the land between Latrobe Terrace (to the west) and Gheringhap Street (to the east). Topographically, this part of Myers Street extends east-west along a ridge and is one of the original wide streets within the early extent of the township.

The width of the allotments is generous and largely reflects the original subdivision pattern, which is an unusual circumstance in much of central Geelong. The primary exceptions are the pair of houses at nos 38-40 (though as a pair they relate to an original allotment) and the consolidated land at nos 22-26, now part of the Matthew Flinders Secondary College. The buildings are generally well set back and some retain considerable areas of garden.

All buildings date to the Victorian, Federation or Interwar period except for the infill, late 20th century building at no. 34. Façades have regular fenestration patterns with high solid to void ratios typical of buildings from these periods. Original windows (generally double-hung sashes, some with decorative glass) and doors are timber-framed though some have been altered or replaced.

The buildings were mostly designed as residences, except for the school building at no. 26, though they are all being employed for commercial purposes, several as medical facilities.

The principal buildings, nine in total (though one is non-contributory), are either single or two storey and all masonry except for the timber-framed house at no. 28. Of the masonry buildings, most are brick except for the stone house at no. 16 (according to early rate book entries), which has been rendered. Unusually the face brick is evident to all of the buildings, except for the pair at nos 38-40, which have been painted. The brick is usually bi-chrome (brown and cream to nos 12, 22-26; red and cream to nos 18; red and clinker to no. 12; and likely nos 38-40) and the brown brick of that to no. 32 contrasts with rendered quoining.

Roofs are pitched (hipped and/or gabled) and are visible, though that of no. 16 has been partly obscured by a later parapet. Most of the earlier buildings retain slate cladding (nos 16, 22-26, 28, and 38-40), except for no. 32, which has been replaced with corrugated sheet metal, and the later buildings retain terracotta tiles (nos 12+18). The anomaly is no. 18 which is clad in corrugated sheet metal, though it may have initially been clad in tiles.⁴⁰ All retain original chimneys which are either rendered and/or face brickwork.

The buildings were predominantly designed for residential purposes and so retain a verandah to the front. The exception being the St Agnes Ladies School at no. 26, which is probably the most distinctive building in the precinct with its bold use of bi-chrome brickwork and elaborate roofscape, especially the tourelles (circular turrets). Other buildings which are fine examples of their type/period are:

- No. 18 – a Queen Anne style building that addresses its corner location and includes a prominent octagonal tower, decorative pediment and unusual chimney detailing (prominent classicising vertical bands).
- No. 22 - although altered, *Ravenhurst* a villa which dates to 1873 retains some distinctive detailing to the stone surrounds of the front and side bay windows.
- No. 28 – *Kinleith*, the only timber house in the precinct, with elaborate fascias and bargeboards, and channelled boards to the façade.
- No. 32 – a late Victorian mansion with fine cast iron detailing to the two levelled verandah.

The buildings are largely intact to their period of construction however the house at no. 16 was remodelled during the mid-20th century – a parapet was introduced and the original verandah was removed and replaced with a columned porch, endowing the building with a Regency style appearance. It is possible the building was rendered at this time also.

Comparative Analysis

The Myers Street Heritage Area is one of few heritage areas in the Greater Geelong municipality with high quality, substantial housing which was developed from the mid-19th century. This area however is distinguished from others by its concentration of a relative high percentage of Victorian period houses.

⁴⁰ The 1938 aerial shows the roof cladding as dark and seemingly without indications of contrasting flashing to the valley gutters so it was unlikely to have been slate. The cladding may have however been painted corrugated metal sheeting.

The waterfront residential areas either side of the central commercial area - the Eastern Beach Road part of the City East Heritage Area and the proposed Western Beach Road Heritage Area - both demonstrate a similar standard of residential development. The scale of buildings in the Myers Street Heritage Area is closer to those in Western Beach Road Heritage Area, as those to Eastern Beach Road tend to be very substantial buildings/properties.

Also within the City East Heritage Area, there is a relatively high proportion of substantial Victorian period houses at the eastern end of Ryrie Street (between Swanston and Fitzroy streets), Garden Street, and Pevensey Crescent, though there are more timber-framed examples in these sections.

Nearby in Newtown, there are areas with similar building profile. For instance, within the LaTrobe Terrace Heritage Area (HO1622) between Aberdeen Street (north) and Virginia Street (south) there are several prominent Victorian residences with slate clad roofs, etc., though these tend to be two storey. Similarly in Pakington Street with the Newtown Hill Heritage Area (HO1623) between Aberdeen and Aphrasia streets, there are also several substantial Victorian period houses, including mansions such as the *Hermitage*, but they are less concentrated in a group.

Thematic Context

Victorian Historical Themes

Theme 6.7 Making homes for Victorians: homes for the wealthy and middle class homes.

Recommendations

Statutory protection

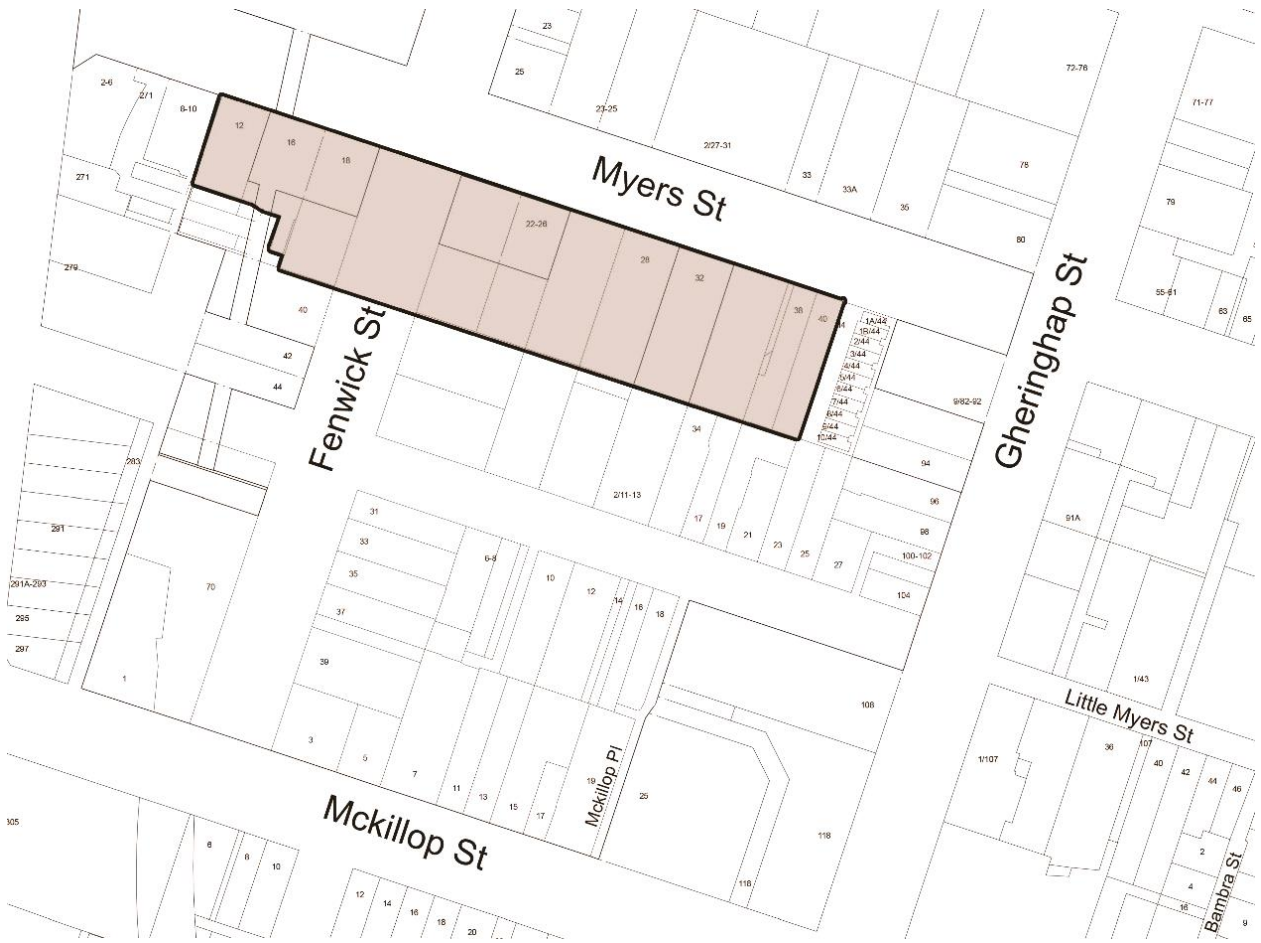
It is recommended that the Myers Street Heritage Area, as outlined on the map below, be removed from the existing City East Heritage Area (HO1639) and included in the Schedule to the Heritage Overlay in the Greater Geelong Planning Scheme as a separate heritage overlay.

Management objectives

Refer to the relevant local heritage policy at Clause 22.09 Cultural Heritage as well as the specific policy at Clause 22.70 Myers Street Heritage Area of the Greater Geelong Planning Scheme.

Heritage Overlay Schedule Controls

External Paint Controls	No
Internal Alteration Controls	No
Tree Controls	No
Outbuildings and/or Fences	No.



Residence – 3 Little Ryrie Street, Geelong

Address	3 Little Ryrie Street, Geelong.
Significance	Local
Construction Date/s	1873
Period & Building Type	Victorian residence
Designer	Unknown
Previous Grading	C



Statement of Significance

What is Significant?

The single storey timber residence at 3 Little Ryrie Street with faceted bays, recessed verandah and channelled boards to the façade.

How is it Significant?

3 Little Ryrie Street, Geelong is of local historic and aesthetic significance to the City of Greater Geelong.

Why is it Significant?

3 Little Ryrie Street, Geelong is historically significant as a mostly intact Victorian residence. Constructed in 1873 for local businessman James Wood, the house is one of the earliest residences erected on the Wesleyan Methodist Church reserve after it was subdivided and sold. Together with the adjacent house at no. 1, it is a remnant of the modest 19th century residential development which was once common in this part of Geelong. (Criterion A)

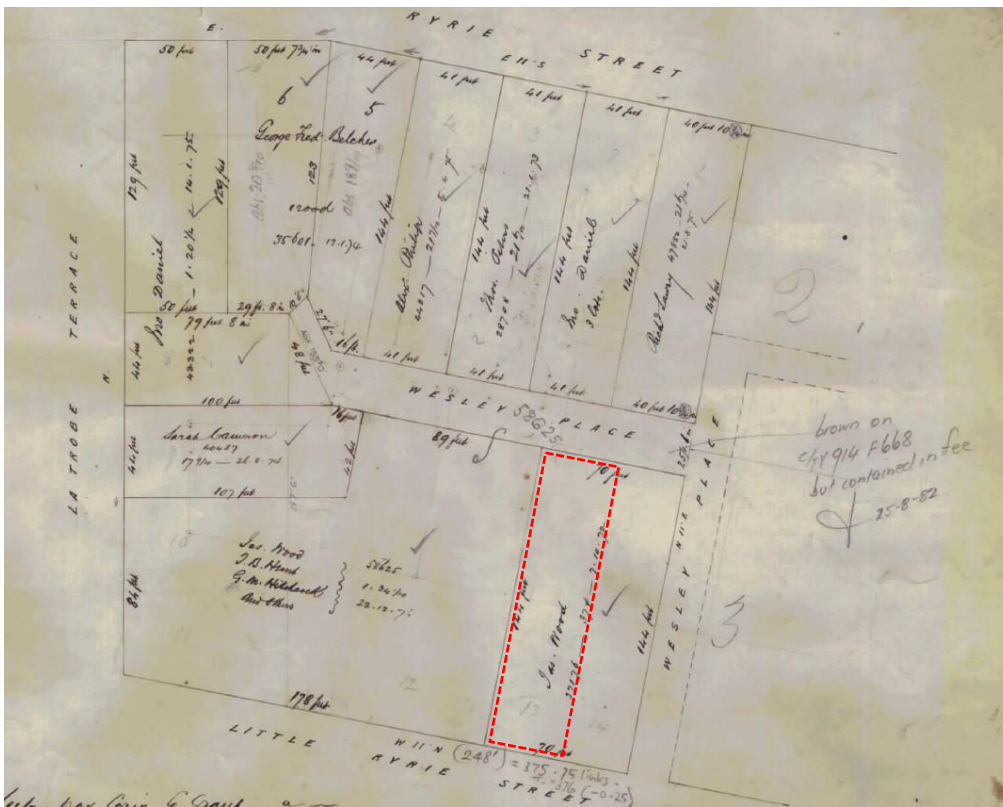
The single storey timber residence at 3 Little Ryrie Street, Geelong is of aesthetic significance as a mostly intact Victorian house that is distinguished by its unusual format including a recessed entry porch flanked by faceted bays. In Geelong, this format appears to have been used by prominent architects of the time for substantial houses that were more richly decorated. The refined design of the house is enhanced by the use of subtle details such as the recessed porch that delineates the entry and the channelled boards to the façade. (Criterion E)

History

3 Little Ryrie Street was originally part of an almost two acre allotment that was reserved for the Wesleyan Methodist Church on 11 March 1853.¹ This reserve covered about half of Section 46 and extended between Little Ryrie (north) and Ryrie (south) streets and between Latrobe Terrace (west) to roughly in line with the present railway tunnel (east).² A minister's residence was constructed on the reserve (now 1 Little Ryrie) sometime prior to 1854 and the site was sometimes referred to as 'the second parsonage in connection with the Yarra-street Wesleyan Church'.³

With the passing of the *State Aid to Religion Abolition Act 1971*, denominations were allowed to dispose of trust lands granted by the Crown and use the proceeds for denominational purposes. In July 1872, the Governor approved the Church's requested to dispose of the land with the proceeds proposed to be used for parsonages at Ashby, Chilwell and Geelong East.⁴ It is likely that this land was considered surplus with the Geelong Circuit having built on another land grant in Yarra Street.⁵

There were 12 trustees appointed by the church with the power to sell the land and ensure that the profits were used for approved purposes.⁶ This land was subdivided into 11 allotments in 1872 and an easement (Wesley Place) created to provide access to the rear of the smaller lots. The first of the allotments to be sold, of which the subject site is part, was acquired by one of the trustees, James Wood, a timber merchant, in October of that year. This allotment was bound by Wesley Place on the east side, included a right of way to the north (Wesley Place) and was about 37 perches (936m²) in area.⁷



Subdivision of Wesleyan Methodist Church Land
 The subject site (indicated) is little larger than half of the allotment acquired by James Wood
 (Source: Certificate of Title, Vol. 511, Folio 135)

- 1 Victorian Government Gazette 116, 22 October 1867, p2007
- 2 Parish Plan, G29 (10)
- 3 Geelong, County of Grant, J H Taylor, Surveyor Generals Office, 1853-54, State Library of Victoria. W R Brownhill, *The History of Geelong and Corio Bay*, 1955, The Geelong Advertiser, Geelong, p170
- 4 Victorian Government Gazette, 5 July 1872, p1259
- 5 Parish Plan, G29 (10). *Geelong City Urban Conservation Study*, Volume 4, p51, 1 Little Ryrie Street citation
- 6 Victorian Government Gazette, 5 July 1872, p1259
- 7 Certificate of Title, Vol. 511, Folio 135

It appears that Wood quickly commenced construction of a house on the subject site, it being one of the earliest erected on the Wesleyan Reserve following its subdivision. The subject site is listed in the 1873 rate book as an unfurnished weatherboard house with four rooms, kitchen, pantry and servant's room.⁸ By 1875, Wood was listed as the occupant.⁹ The rear of the house is shown in a circa 1870s-80s photograph (refer below) and consisted of a main hipped section to the front with verandah to the north and smaller hipped section to the rear.



'Geelong Railway Station. 45 Miles S.W. from Melbourne' (circa 1870-80, Charles Nettleton)
The rear of 3 Little Ryrie Street is indicated
(Source: State Library of Victoria H1918)

Other houses erected following the subdivision of the Wesleyan Reserve are also visible in the circa 1870-80 photograph, including 6 and 14 Ryrie Street, both constructed during the late 1870s.¹⁰ More broadly, many residences were erected in this part of Geelong during the 19th century, including nearby sections of Fenwick and Little Ryrie Street (refer to aerial below). Many of these houses, including 5 houses on the east side of Fenwick Street opposite the school, were modest timber types.¹¹



'Rail yards and Geelong Railway Station' (circa 1926, C D Pratt)
Looking south, the subject site is indicated
(Source: State Library of Victoria H91.160/677)

⁸ Rate Book, 1873, 306 (sourced from Geelong City Urban Conservation Study, Volume 4)
⁹ Rate Books: 1875, 304 (sourced from Geelong City Urban Conservation Study, Volume 4)
¹⁰ Victorian Heritage Database, entries for 6 and 14 Ryrie Street, accessed 28 April 2017
¹¹ Geelong Waterworks-Sewerage Trust, Detail Plan 26, Municipality City Geelong, 1957

In 1888, James Wood sold his land to Mary Aldwinckle. Three years later, in 1891, Aldwinckle subdivided the site forming 3 and 5 Little Ryrie Street (later W.G. Hearne & Co. manufacturing chemists). At this time, Aldwinckle sold no.3 to Frederick Band watchmaker. A covenant was placed on a narrow strip of land which extended halfway along the eastern boundary from Little Ryrie Street. This covenant prevented the construction of any building or placement of any obstruction on that part of the lot. 5 Little Ryrie was sold two years after no.3, in 1893, to Frances Jarman.¹² By 1900, when Band was listed as an occupant, the house had 5 rooms, a kitchen, a bathroom and a pantry.¹³

In 1909, Alice Smith acquired no.3, followed by Arthur Harry Langham Godfrey ten years later in 1919. In 1923 the land was transferred to Gustave Samuel Thomas Marendaz and then in 1929 to Clifton Heat who quickly sold the site to Alexander Ross Smith.¹⁴ In 1930, the house was described as having 6 rooms.¹⁵ The house is shown in a 1938 photograph (refer below) with the roof of the main part (front) and the hipped section to the rear clad in slate. A gabled addition to the rear of the house, constructed prior to 1926,¹⁶ is also evident as are a few small outbuildings to the rear of the site close to Wesley Place.



'St. George's Presbyterian Church, Geelong' with subject house indicated (C D Pratt, November 1936)

The roof of the main part and the hipped section to the rear are clad in slate

(Source: State Library of Victoria, H91.160/849)

The house was again sold in 1938 to Paray Paris Proprietary Limited of Melbourne and the following year was acquired by Ernest Albert Karlberg who lived at the site until his death in 1940 when the land was transferred to Susan Theresa Karlberg.¹⁷

In 2015, the hipped section to the rear of the main part of the house was demolished and replaced with a larger two storey addition. The following year, the slate roof cladding (to the outer part of the roof) was replaced with corrugated metal sheeting.¹⁸ Since the late-20th century, several early homes in the vicinity have been demolished.

¹² Certificates of Title Vol. 2376 Folio 075 and Vol. 2508 Folio 132

¹³ Rate Book, 1900, 269 (sourced from Geelong City Urban Conservation Study, Volume 4)

¹⁴ Certificate of Title Vol. 2376 Folio 075

¹⁵ Rate Book, 1930, 357 (sourced from Geelong City Urban Conservation Study, Volume 4)

¹⁶ Aerial photograph 'Geelong looking east', C D Pratt, 12 February 1926, State Library of Victoria, H91.160/799

¹⁷ Certificate of Title Vol. 2376 Folio 075

¹⁸ Nearmap aerial photographs. In 2015 the central valley was clad with corrugated metal sheeting.

Description

The single storey timber house is set back about 8 metres from Little Ryrie Street, and is partly obscured by a tall, late 20th century basalt fence. The house has a symmetrical façade clad in rebated boards and is distinguished from most other Victorian period houses by its central recessed porch (rather than a verandah). Other elevations are clad in weatherboards.

Either side of the porch are faceted bays with timber double hung sash windows. There are cast iron brackets to the porch opening (possibly introduced) and a wide timber architrave, matching those to the windows. The porch now has a modern concrete deck. There is a four panelled door with highlight and sidelights (possibly renewed). Modern glass has been introduced to the highlight (frosted with KFC [Kentucky Fried Chicken] branding).

The house has a hipped roof, which extends over the bays, and is now clad in corrugated metal sheeting (replacing slate in 2015). There are two rendered chimneys with moulded caps. Gutters are a modern type.

To the rear of the house is a two storey addition with a cuboid form and garage undercroft. The rear of the site, accessed from Wesley Place, is paved for parking.

Comparative Analysis

The symmetrical façade and refined form of 3 Ryrie Street is representative of an early to mid-Victorian residence and suggests that it is possibly architect designed. Subtle details, such the channelled boards to the façade, combined with the recessed porch which delineates the entry are suggestive of the Regency style. These features combined with the relatively modest scale of the timber house distinguish it from other residences in Geelong.

During the 1870s, some substantial houses in Geelong were constructed with a similar format having faceted bays to the façade and a central recessed entry porch. These typically more elaborate houses include the larger and much more richly decorated *Honduu Villas* at 41-43 McKillop Street and *Belleville* at 350 Ryrie Street, both of which were constructed in 1870. Both buildings were designed by noted local architects Davidson and Henderson who frequently included faceted bays in their designs.¹⁹

A similar format was also introduced at *Woodlands* at 354 Ryrie Street in 1878 when Joseph Watts designed the two faceted window bays to the façade, replacing the original verandah.²⁰ These additions are however more heavily ornamented when compared to 3 Little Ryrie Street and the house is a more substantial masonry building.

Thematic Context

Victorian Historical Themes

Theme 6.7 Making homes for Victorians – Middle class homes

Recommendations

It is recommended that 3 Little Ryrie Street (the land and the residence) be removed from the City Fringe Heritage Area (HO1639) and be included in the Schedule to the Heritage Overlay on an individual basis.

Heritage Overlay Schedule Controls

External Paint Controls	No
Internal Alteration Controls	No
Tree Controls	No
Outbuildings and/or Fences	No

¹⁹ David Rowe, 'Architecture of Geelong 1860-1900', Architecture Research Thesis, Volume 1, 1991, pp37-38

²⁰ Victorian Heritage Database, entry for Woodlands, 354 Ryrie Street, Geelong

Trans Otway Building (Former)

Address	36-44 Ryrie Street, Geelong.
Significance	Local
Construction Date/s	1950 and 1953
Period & Building Type	Immediate Post-War commercial
Designer	J Gordon Williams; Buchan, Laird & Buchan
Previous Grading	'Not Significant' Attributed a 'C' grading in <i>Geelong Urban Conservation Study</i> (G Butler, 1991)



Ryrie Street, north-west corner



West elevation/Fenwick Street



Ryrie Street, east end



Original window, Ryrie Street

What is Significant?

The original form and external detailing of the former Trans Otway Building constructed in two phases, 1950 and 1953, with the main/original part relating to the prefabricated steel huts. Also significant are the walls, primarily to Ryrie Street, and openings including the timber doors and the steel-framed windows (especially those with the fenestra joint to the original section) and their related detailing (tiling and concrete frames/hoods).

How is it Significant?

The former Trans Otway Building is of local historic and aesthetic significance to the City of Greater Geelong.

Why is it Significant?

As the first purpose built bus terminal in Geelong, the former Trans Otway Building is emblematic of the emergence of automobile travel as the primary means of transport in the city and a physical reminder of the decline of the Geelong tramway system. (Criterion A)

It is likely to be a rare example of prefabricated steel-framed army huts (probably Quonset types) dating to the mid-20th century, re-purposed for use in a commercial building in a prominent urban location. (Criterion B)

It is a distinctive example of the Moderne/Functionalist style, in particular the horizontal emphasis of the hoods/canopies to the Ryrie Street façade, in conjunction with the bold forms of the pre-fabricated huts. (Criterion E)

History

The former Trans Otway Building (36 - 44 Ryrie Street) occupies part of Crown Allotment 7 (35 perches) and all of Crown Allotment 8 (¼ acre) in Section 45, Geelong. These lots were first purchased by J Jackson in 1854 (9 February and 13 October respectively).¹ The site also occupies part of Allotment 6 - an easement along the east boundary – first purchased by G Board in 1854.²



Town of Geelong Plan, 1865. The subject site is indicated.
(Source: State Library of Victoria)

It is difficult to be certain about what development occurred on the site during the latter half of the 19th century but it may have been limited. James Randell acquired land which included the subject site in August 1902 being Allotments 7, 8 and part of Allotment 9 of Section 45.³ By 1904, there was a coachbuilder, Edward Hewitt, operating on at least part of the site.⁴ It is likely that Hewitt was established at the site from the early 1880s.⁵ In an 1887 article, he was noted as a smith and spring maker.⁶ This indicates that Randell continued leasing to Hewitt after he purchased the land in 1902. Around 1910, Hewitt's premises was being listed in Fenwick Street.⁷

¹ Jackson purchased three other allotments within that same section in that year, ultimately holding the length of Fenwick Street between Ryrie and Little Ryrie streets; Parish Plan, G29 (10), 5

² It seems that the east elevation is set back about 3' from the east boundary as it includes the drainage easement; LP17097 Certificate of Title, Vol. 2870/Fol. 963

³ Sands & McDougall's directory, 1904, p712

⁴ In the *Maning & Bishop's Geelong & Western District Directory* of 1882-83, E Hewitt was listed at this end of Ryrie Street (though there was no numbering or inclusion of cross streets to be certain). There are regular advertisements in the *Geelong Advertiser* from 1886 onwards for E Hewitt on Ryrie Street.

⁵ 'Coachbuilders' Exhibits', *Geelong Advertiser*, 23 November 1887, p2

⁶ 'Wanted', *Geelong Advertiser*, 6 July 1910, p1; In the 1912 Sands & McDougall's directory, Albert Hewitt is listed as a springmaker at 5 Fenwick, p959

Timber merchant Thomas Higgans purchased Randell's land in two stages, acquiring allotment 7 in 1908 then parts of allotment 9 and allotment 8 in 1910.⁸ Higgans operated out of the subject site as he is listed at the corner of Ryrie and Fenwick streets at this time.⁹ Higgans occupied the site, subsequently listed as 5a Fenwick Street until 1918, but by 1920 W R Henry & Son, another timber merchant, was operating on the site.¹⁰ Higgans died in August 1921, whence the land passed to his wife, Eva Bath Higgans. W Henry and Sons continued operating on the site.¹¹



Geelong, looking east (C Pratt, 12.02.26), showing low scale building and perimeter planting (Source: SLV, H91.160/799)

Mrs Higgans retained the land until October 1929 when she sold it to her tenant, William Robert Henry.¹² Henry would also acquire three lots to the east of the subject site, being Allotments 4, 5 and 6 of Section 45.¹³ W R Henry and Sons also had another timber yard at nearby 54 Ryrie Street, both of which they occupied until at least 1933. During this period Henry probably introduced the access lane towards the rear of his holdings, which is known now as Cuzens Place.¹⁴



City of Geelong and Johnstone Park (C Pratt, March 1934), showing the subject site vacant (Source: SLV, H91.160/638)

⁸ Certificate of Title, Vol. 2870/Fol. 963; he would acquire three lots to the east of the subject site in 1912; Certificate of Title, Vol. 5385.Fol. 841

⁹ Sands and McDougal Directory, 1912, 956; Thomas Higgans was a councillor and prominent citizen for whom the large Federation period house at 46 Eastern Beach Road (HO910) was built.

¹⁰ Sands and McDougall's Directory, 1918, p1028; Sands and McDougall's Directory, 1920, p1043

¹¹ Certificate of Title, Vol. 3454/Fol. 637

¹² Certificate of Title, Vol. 3454/Fol. 637

¹³ Certificate of Title, Vol. 5385.Fol. 841

¹⁴ The lane is shown on the subsequent Certificate of Title; Vol. 7191/Fol. 071

By 1938, the site at 5 Fenwick Street was listed as vacant. Two aerial photographs from 1926 reveal that there had been some low scale buildings/sheds about a central yard with established tree planting to the perimeter.¹⁵ By 1934 however, these earlier buildings had clearly been demolished and the trees removed. An aerial from 1948 (a year or so before the extant building was constructed, suggests the site remained unoccupied in the interim (a period of some 15 years).¹⁶ In March 1949, after a long period of vacancy, Ocean Road Passenger Services Pty Ltd (one of the amalgamating companies which would form Trans Otway Ltd) acquired William R Henry's land, the year before the terminal was built.¹⁷



State Aerial Survey, Victoria [Geelong, Cunningham Pier, railway station and environs] (c.1940 Department of Crown Land and Survey) .It shows the subject site as vacant.
(Source: State Library Victoria)

Trans Otway Limited was registered to operate transport vehicles in October 1948 and raised £250,000 in initial capital.¹⁸ In a meeting at the Geelong Wool Exchange on 3 November 1948, it was proposed to amalgamate the services of Ocean Road Passenger Services Pty Ltd, Port Fairy Service Cars Pty Ltd and Apollo Bay Passenger Services into one company under general manager Mr A Deacon.¹⁹ The new transport company set up an office at 32 Gheringhap Street, Geelong.²⁰ At this early stage they had 19 passenger vehicles in their fleet with a carrying capacity of 436 people.²¹

In an abridged prospectus advertised in the *Argus*, the initial objects of the company were stated:

To conduct and operate the daily passenger service between Geelong and Lorne and Warrnambool, and on Sundays each of such places and Melbourne, and to operate tours from Lorne to various scenic resorts in the Otway Ranges and to engage in the carriage of passengers under charter conditions to any such places within a radius of twenty miles of Lorne and places en-route between Geelong and Lorne.

The creation of Trans Otway Ltd occurred at a time when the motorbus was developing as a viable method of public transport in Geelong. In 1949, the year after the company's creation, Geelong City Council committed to disband the city's tramways network and replace it with private busses. This followed the preparation of a report for Council by transport expert Mr H. H. Bell, which advised that Geelong did not have a large enough population to make a tram network viable and that busses would be more suitable.²²

Trans Otway quickly expanded, with purchases and leases that expanded on their stated objectives. In June 1949 they acquired the assets of E W Batson of Apollo Bay and E and N Batson Pty Ltd, Colac, and leased the Hotel Ballarat in Apollo Bay, under a

¹⁵ Geelong, looking east 12.02.26 (C Pratt, SLV: H91.160/799) and Geelong, looking west over city, 12.01.1926 (C D Pratt, State Library Victoria, H91.160/810)

¹⁶ Geelong City, 1948 (C. Pratt, SLV: H91.160/323). The eastern part only of the site is visible on the aerial.

¹⁷ Certificate of Title, Vol. 3454/Fol. 637

¹⁸ 'New £250,000 Transport Co.', *The Argus*, 5 October 1948, p6; 'New Company', *Age*, 5 October 1948, p4

¹⁹ 'Marriage that Endured', *Geelong Advertiser*, 13 May 1969.

²⁰ Ibid

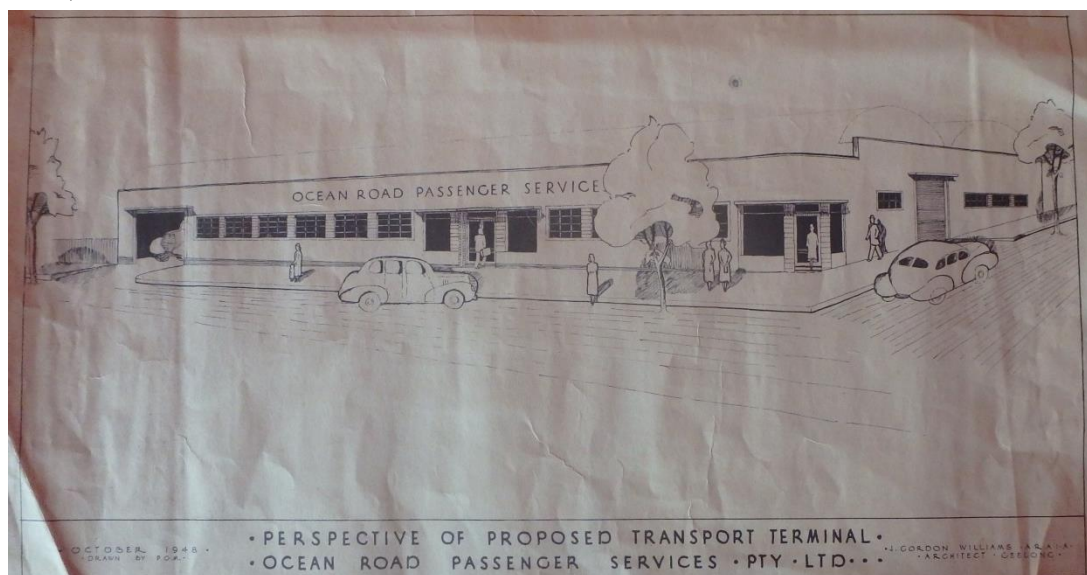
²¹ Trans Otway Ltd., "Twenty Second Annual Report - and notices of the meeting", 1970, in Warland, Owen, *Trans Otway Building 36-48 Ryrie Street, Geelong*, (Geelong, VIC : Deakin University School of Architecture, 1990), np

²² *The Age*, 23 February 1949, p4

subsidiary company. These purchases gave Trans Otway 'the passenger and freight transport rights from Geelong to Lorne, Apollo Bay-Colac and Warrnambool'.²³

With a growing fleet and operations, Trans Otway began the process of building a headquarters in Geelong to house stock, undergo maintenance and provide office space.²⁴ The company selected the site on the corner of Ryrie and Fenwick streets and advertised for tenders to operate a café and retail shop in the proposed building in late 1948.²⁵ The terminal was built along a tram line on Ryrie Street, a service it would soon replace.

In total, the terminal cost Trans Otway Pty £35,000 to construct.²⁶ The terminal's roof structure was constructed from three steel military prefabricated huts reconstructed into two long bays. The prefabricated huts were reported as being sourced from 'Milne Bay' Papua New Guinea, where they had been used to house American soldiers during the war.²⁷ The repurposing of military huts was common during this time due to materials shortages,²⁸ but the use of multiple prefabricated army huts to construct a raised, commercial roof structure is rare in Australia.²⁹



An early sketch of the Terminal by the architect, J Gordon Williams.³⁰
(Source: GHC, Peter Martin Collection, GRS 159)

The terminal was designed by J Gordon Williams, a local architect. Williams was practising as an independent architect in Geelong by 1926-27.³¹ By 1928 he had formed a partnership with Norman E Schefferle, and operated out of offices in the National Mutual Building, Malop Street Geelong.³² In 1937 he designed a brick church for the Herne Hill Methodist Congregation on Aberdeen Street, Geelong, and two years later in 1939 was elected as an associate member of the Victorian Society of Architects.³³ He stayed at his offices in the National Mutual Building for the next two decades, calling for tenders for projects across Victoria during this time.³⁴ He was likely operating out of the same offices when he designed the Trans Otway Terminal in the late 1940s.

²³ 'Trans Otway Ltd. New Purchase', *The Age*, 16 June 1949, p6

²⁴ Macarthur, DAJ "Public Transport in Geelong", September 1969, in Warlond, Owen, *Trans Otway Building 36-48 Ryrie Street*, np

²⁵ *The Argus*, 3 December 1949, p27

²⁶ *The Argus*, 13 October 1950, p10

²⁷ 'Modern Bus Terminal from Old Army Huts', *The Age*, 11 October 1950, p4

²⁸ *Geelong Urban Conservation Study*, Graham Butler, 1991, 4-121

²⁹ In a study of prefabricated military huts in Australia, Ian Stuart lists 10 known 'Elephant'/SAAR Quonset Huts extant in Australia; Stuart, 'Of the hut I bolted', *Historic Environment*, 56.

³⁰ The faint lines on this plan do not properly illustrate the bayed roof form. Ocean Road Passenger Services were an amalgamating company of Trans Otway Ltd.

³¹ Rate books list Williams as the architect of a residence at 40 Aberdeen Street, Ashby, built in 1926-27, *Ashby Heritage Review Stage 2*, David Rowe and Wendy Jacobs, 2009, p20

³² *Geelong Advertiser*, 12 December 1928, p8

³³ *The Age*, 20 November 1939, p8; *The Age*, 29 November 1937, p14

³⁴ *Horsham Times*, 24 May 1954, p5; *The Argus*, 9 January 1957, p18

The terminal was opened in a ceremony on 12 October 1950.³⁵ The importance of the occasion was demonstrated by the attendance of the State Minister for Transport, Mr Hyland, among other important figures in Victoria's road transport industry.³⁶ As both Melbourne and Sydney were without bus terminals at this time, the Trans Otway Terminal was the largest in the country as well as the most modern.³⁷ The terminal was designed to accommodate 500 passengers an hour and during peak holiday periods was expected to have a turnover of 1,500 passengers.³⁸ At the time of its opening, the terminal was described as a:

new modern terminal, claimed to be the biggest in Australia. On the corner of Ryrie and Fenwick sts., it has been built by Trans Otway Ltd. as a terminal for Western District bus lines at a cost of £35,000. The terminal includes a café, lounge, luggage room and can handle 10 large passenger busses at a time.³⁹

A second storey housed the offices of the company. Conveniences for employees included bedrooms and shower rooms for drivers bringing in late night arrivals.⁴⁰ The Company planned to coordinate with the Transport Regulation Board and the Geelong Council to urge other bus companies to utilise the terminal to streamline services.⁴¹ The opening coincided with renewed calls to establish a central bus terminal in Melbourne.⁴² No opportunity was lost to reflect on the longstanding rivalry between the two cities, with *The Argus* noting that 'Geelong people are pleased that an undertaking has been completed in their city of a type that Melbourne has been talking about for years'.⁴³ The benefits of the terminal outweighed the costs - in April of the next year, Trans Otway's '...half yearly report stated that operations to December showed considerable improvement on the figures of the previous term....' owing to increased fares.⁴⁴



Aerial View, Lt Malop St, Geelong (R Pockley, c.1950)
(Source: Geelong Heritage Centre, 2009,00595)

³⁵ An image of the Terminal taken at the time of its opening was printed in the *Argus*, but the poor quality of the photograph renders it unsuitable to be reproduced in this citation; 13 October 1950, p10

³⁶ *The Argus*, 29 September 1950, p6

³⁷ *Ibid*

³⁸ *Ibid*

³⁹ '£35,000 Bus Terminal in Geelong', *The Argus*, 13 October 1950, p10

⁴⁰ *The Age*, 11 October 1950, p4

⁴¹ 'Modern Coach Terminal Open', *The Age*, 13 October 1950, p4

⁴² *The Age*, 26 October 1950, p6

⁴³ *The Argus*, 29 September 1950, p6

⁴⁴ *The Age*, 17 April 1951, p8

In 1953, a steel framed brick addition was constructed to the rear at 48 Ryrie Street.⁴⁵ It held engineering workshops and a paint shop.⁴⁶ The extension was designed by prominent Geelong firm Buchan, Laird & Buchan.⁴⁷ Formed in 1937, a key early work of the firm was the Pilkington Glass Factory, Melbourne Road, Geelong (1936-7) which was an early icon of modernism in Australia. The firm was entering a period of expansion when they designed the single storey extension of the Trans Otway building, one of several industrial projects they undertook at the time.⁴⁸ The firm also prepared plans for a two storey addition to the east, but this did not eventuate.⁴⁹

The construction of the bus terminal signalled an acceptance of the motor vehicle as a central part of transport in Geelong. Geelong Council's 1949 commitment to disband the tram network was followed through when it was decommissioned by the State Electricity Commission in 1955. The following year '...three of the existing local bus operators expanded into or diverted existing services along the former tram routes. Trans Otway Ltd received the East, Eastern Park and West Geelong operations...'.⁵⁰ This added suburban routes to the company's inter-city passenger and coach-tour services.

Further modifications were made to the building in 1957 although the precise extent of the modifications is not clear.⁵¹ The builder in this case was Harold K Leach.⁵² In 1968 the company built a maintenance facility on LaTrobe Terrace to accommodate mechanics workshops, allowing the Terminal on Ryrie Street to '...be used exclusively as an administration and operations centre...'.⁵³ Andrew Deacon retired as President in 1969, by which time the company had established itself as '...one of the most diversified transport firms in the State...' with operations in freight, mail and passenger services (including suburban, regional and interstate routes), all operating out of the Terminal on Ryrie Street.⁵⁴

Over the next two decades Trans Otway developed into a countrywide travel agent/tour operator, offering coach tours and holiday packages across Australia through regional partnerships.⁵⁵ This shift away from Geelong may explain their 1984 sale of the '...busy East Geelong and West Geelong services as well as nine Educational Department school contract services...' to local competitor McHarry's Buslines, who were '...also able to secure the head lease of the Trans Otway bus terminal...'.⁵⁶ McHarry's soon outgrew the Terminal and moved to a larger site in Breakwater in 1988.⁵⁷ It is unknown whether Trans Otway continued operating out of the Terminal during this time, but it is known that a company named 'Trans Otway Travel' – possibly a rebranded Trans Otway Ltd - were operating out of the building as early in 1993.⁵⁸

⁴⁵ Buchan, Laird and Buchan had been working on the eastern extension for two years prior, developing working drawings as early as 1951. Their files specify the erection of a brick extension and a reinforced concrete floor in 1952-53; Warlond, Owen, *Trans Otway Building 36-48 Ryrie Street*, np

⁴⁶ Warlond, Owen, *Trans Otway Building 36-48 Ryrie Street*, np

⁴⁷ *Geelong Urban Conservation Study*, 1991, Graham Butler, 4-120

⁴⁸ Willis, Julie, 'Buchan, Laird & Buchan', *Encyclopaedia of Australian Architecture*, eds. Philip Goad and Julie Willis, 111.

⁴⁹ Warlond, Owen, *Trans Otway Building 36-48 Ryrie Street*, np

⁵⁰ *Trolley Wire*, No.193, April 1981, p10.

⁵¹ The files of Buchan, Laird and Buchan do not specify any more details than "additions to bus depot"; quoted in Warlond, Owen, *Trans Otway Building 36-48 Ryrie Street*, np

⁵² *Geelong Urban Conservation Study*, 1991, Graham Butler, 4-120

⁵³ Macarthur, DAJ "Public Transport in Geelong", Sept 1969, in Warlond, Owen, *Trans Otway Building 36-48 Ryrie Street*, np

⁵⁴ *Geelong Advertiser*, 13 May 1969, in Warlond, Owen, *Trans Otway Building 36-48 Ryrie Street*, np

⁵⁵ A 1980 advertisement lists Trans Otway offering coach packages in all Australian States and Territories except Tasmania; *Canberra Times*, 22 December 1980, p26

⁵⁷ 'The McHarry's Story', http://www.mcharrys.com.au/about_us.html

⁵⁸ Reproduced in Graham Butler, *Geelong Urban Conservation Study*, 1991, 4-120; Trans Otway Tours/Travel was very likely a rebranded Trans Otway Ltd., considering a 1996 advertisement for Trans Otway Travel noted that it had been operating coach tours for 48 years, or since 1948, the year that Trans Otway Ltd. was created.



The Trans Otway Bus Terminal, in its final years of occupation by Trans Otway Limited, c.1980
(Source: *Geelong & District: A Sepia Album of Historic Photographs, 1838-1988*, p153)

After McHarry's vacated the site, the building had a number of short tenancies. By 2007, 'Warings Auto Electrical' and 'Geelong Financial Group' were operating out of the building but have since vacated. The retail premises on the corner of Ryrie and Fenwick streets were occupied by 'Europe Café' from at least 2007 to 2010-14.⁵⁹ By 2014 another café, 'Blame Finnigan' was operating out of the retail premises, but it has since ceased operation. 'John Orchard Office Furniture', has operated out of the eastern extension since at least 2007 and more recently have expanded into the terminal space, which they currently use as a showroom.⁶⁰ They are currently the building's sole tenant.

Description

The former Trans Otway Building is a substantial building at the west end of Ryrie Street on the corner with Fenwick Street, though unusually all four elevations are visible from the public domain. The building, constructed in two phases during the years following World War Two (the Immediate Post-WWII period), consists of the original/main section, which is dominated by two prominent, barrel roof forms, and a smaller eastern addition with a saw-tooth roof. The design is broadly indicative of the Functionalist/Moderne style.

The roof structure of the former terminal area consists of two raised, prefabricated steel huts extending the length of the original section, providing a distinct and unusual element in the streetscape. They are likely a larger variation of the Quonset hut, known alternatively as a Warehouse, Elephant or SAAR hut.⁶¹ The semi-cylindrical forms of the huts, which are prefabricated steel-framed structures, are clad in corrugated sheet metal and are set back slightly from the two main elevations. There are several windows to the roof, which are visible at a distance, though there are none to the south elevation. They include larger examples at each end and a few dormers to Ryrie Street.⁶²

⁵⁹ Google Street View, 2007-2014.

⁶⁰ Yellow pages online directory, 36-44 Ryrie Street, 2017

⁶¹ The exact type of steel framed hut was not recorded, but their origin can be deduced from their dimensions. Warehouse huts are 40' wide, which is the same as the huts used in the terminal. Warehouse huts are 100' long, while each of the bays of the terminal roof are 150' long, with a combined length of 300', which is the length of three Warehouse huts. This matches reports that three steel huts were used to create the terminal roof. Further, the Warehouse was known to have been used on U.S. Military bases in Papua New Guinea, which is where the Terminal's huts were reported to have come from. Warehouse huts were known to have been shipped to Australia at this time. Based on the earlier British invention, the Nissen hut, the Quonset hut was a prefabricated steel hut developed by the U.S. Navy used as mobile accommodation/storage during the Second World War; Stuart, Ian, 'Of the hut I bolted: a preliminary account of prefabricated semi-cylindrical huts in Australia', *Historic Environment*, Vol 19 (1), 2005, 51-53.

⁶² These windows are more visible in a c.1950 aerial photograph: GHC - R Pockley, 2009/00595

The walls to the street elevations have a parapeted section, which is higher to Fenwick Street than Ryrie Street. The curved corner and contrasting vertical emphasis provided by the stepped parapet to the second storey section with panelling and flagpole are all indicative of a Moderne influenced/mid-20th century design.

The perimeter walls of the original section are reinforced concrete, whose formwork is evident to the rear/south elevation along Cuzens Place. Elsewhere the walls are mostly rendered, with some areas of tiling (now mostly painted) to the main façade/Ryrie Street elevation, both to the plinth and the piers within the framed-band of windows. The unpainted black tiles to the reveals of the original, panelled, timber doorway to the offices however appear to be a recent introduction. There are granolithic stairs to the curved corner shop (west end) and sills/section of floor to the large openings at the east end.

The long façade to Ryrie Street has a horizontal emphasis defined by either concrete hoods/canopies (over doorways or larger windows) or the upper margin of the frame to the banks of windows. Many original steel-framed windows survive, though some have been replaced/altered with aluminium or timber types. The steel-framed windows to the original section all have the fenestra joint,⁶³ though there are two types evident - those to the west end of the façade include hoppers are unusual with wide vertical muntins, and those to the east end have openable panels to the lower half. Across the various original openings to the façade, many ribbed glass panes survive.

The narrow Fenwick Street façade is more utilitarian with two large vehicular openings. There is also one original multi-paned, steel-framed window (with the fenestra joint and openable panels to the lower half) and a few others adjacent at the west end of the south elevation (Cuzens Place), though several other windows have been sheeted over to the south side. The original glass to these windows is reinforced with wire mesh.

The additions at the east end are also rendered to the façade however are red brick (partly painted) to the east and south elevations, on a concrete plinth to the latter. The roof to this section is largely sawtooth but has hipped ends. It is clad in corrugated asbestos sheeting and the banks of upwardly canted windows are probably steel-framed. There is a regular pattern of openings to each elevation - two large windows to the façade each with a concrete hood, seven steel-framed windows to the east elevation with central pivoting panel, and three openings to Cuzens Place which are currently obscured by sheeting (though are evident internally). Due to the slope of the site, these openings are located close to ground level.

Internally, the construction of the steel or concrete beams and concrete piers which support the re-purposed huts is evident. The interior is essentially one large area with an upper level office with a curved timber-framed wall, clad in sheeting to the north end.

Comparative Analysis

There is no ready comparison in Geelong of such a roof form being used in an urban environment. Several Warehouse Quonsets have however been used for other purposes such as migrant housing, farming or as warehouses. The Balgownie Migrant Worker's Hostel in Wollongong and the 'Quadrangle Precinct' in Scheyville National Park (both in NSW) feature one or many Warehouse Quonsets repurposed as accommodation for migrants.⁶⁴ An auto workshop and petrol station in Bendigo featured a warehouse constructed of Quonset Huts and was classified by the National Trust, but it has since been demolished.⁶⁵ A comparable example of a Warehouse Quonset being used in a commercial site is The Fletcher Jones Factory and Gardens in Warrnambool, but this is hidden within a complex, not in a prominent place in town.⁶⁶

The former Terminal's arched roof structure and Moderne stylistic elements are comparable to the 'Former Burge Bros Factory', Racecourse Road, Flemington. Although the roof form of the Former Burge Bros Factory is not constructed of repurposed materials, the form is analogous, as is the setting in an urban environment. Moderne and Functionalism have been strongly associated with certain building types, in particular commercial and transport structures, which reflect a period where contemporary design and modern technologies intersected.

⁶³ The fenestra joint which consists of woven intersecting muntins was patented by English manufacturer Crittall in the early 1900s. This joint type is particularly strong.

⁶⁴ Stuart, Ian, 'The Diffusion of the Quonsets to Australia (1942-1948)', *CHS Newsletter*, 12-14; 'Balgownie Migrant Workers Hostel: huts 201, 204 and 210', NSW Office of Environment and Heritage, database no. 5062332

⁶⁵ VHD, 'Former Quonset Huts, Marong Road, Bendigo'

⁶⁶ VHD, 'Fletcher Jones Factory and Gardens'

Thematic Context

Victorian Historical Themes

Theme 3.4 Linking Victorians by road in the 20th century: Encouraging tourism, Developing local routes

Recommendations

It is recommended that the Trans Otway Building (Former) be included in the Schedule to the Heritage Overlay on an individual basis.

Heritage Overlay Schedule Controls




External Paint Controls	No
Internal Alteration Controls	No
Tree Controls	No
Outbuildings and/or Fences	No


APPENDIX F – West Area Schedules

Myers Street Heritage Area

Name/Address	Date/Period	Description/Notable Features	Photograph	Current Grading	Rec. Grading
Former house 12 Myers Street	Interwar/ circa 1933	Largely intact bungalow, both porches now enclosed. Gable roofs clad in terracotta tiles, red brick chimneys with clinker brick soldier course & terracotta pots, battened sheeting to gable ends. Red & clinker brick, porches partly rendered. Timber windows to faceted bay with leadlight to upper sashes.		D	Contrib. Include in new Myers Street precinct. Remove from HO1639
Dr Kilgour house 'Maidstone' 16 Myers Street	Victorian/ 1857	Altered during mid-20 th century so that it now has a Regency style façade. Rendered villa (though understood to be stone substrate) with quoining & plain parapet (an addition) partly concealing hipped roof clad in slate, rendered chimneys with decorative capping. Non-original central portico to front and porte cochere to side both with paired fluted columns with Corinthian like capitals. 4 panelled timber door with highlight (with margin panes) & basalt threshold, multi-paned timber sash windows.		C (HO107 6)	Retain as indiv. Sig. to new Myers Street precinct.
Former house 18 Myers Street	Federatio n/1900	Largely intact Queen Anne style villa. Bi-chrome brick, hipped roof clad in corrugated metal sheeting, octagonal tower to Fenwick Street, red brick chimney with rendered mouldings & terracotta pots. Pressed cement crest & foliage to gable end with roughcast coving, return verandah to street corner with turned timber posts, timber frieze (including shingle boards) & brackets, & now with concrete deck. Timber sash windows, panelled door with leadlight highlight & sidelights.		C (HO107 7)	Retain as indiv. Sig. to new Myers Street precinct.




Name/Address	Date/Period	Description/Notable Features	Photograph	Current Grading	Rec. Grading
<p>Mathew Flinders Girls Secondary College 22-26 Myers Street</p>	<p>Fed. 1902</p>	<p>Former St Agnes Ladies School (Myers Street): Largely intact, Gothic style, 2 storey, bi-chrome brick, symmetrical façade consists of 2 major gables with smaller central projecting gable entry. Slate clad roof with terracotta ridge capping, brick chimneys with rendered capping. Timber vents & pressed cement cross & slender tourelles to gable ends. Pointed arched windows with timber sash openings & leadlight highlight, modern door to early opening, Truncated tower element remains to roof.</p>		<p>C North part also covered by HO1078</p>	<p>Retain as indiv. Sig. to new Myers Street precinct.</p>
<p>Former 'Ravenhurst'</p>	<p>Victorian/ 1873</p>	<p>Former 'Ravenhurst': Late Victorian house with Interwar period additions to rear as part of conversion to flats 'Wallachia' (larger windows, including bays), in 2 parts linked by concrete bridge.</p> <p>Original house is bi-chrome brick with basalt plinth, gable roof clad in slate, bi-chrome brick chimneys, gabled bays to Myers & Fenwick streets with stone surrounds (now painted) & timber sash windows. Later hipped verandah with early tiles to deck, paired timber posts and exposed rafter ends. 4 panelled timber door with glass replaced to highlight & sidelights.</p>			

Name/Address	Date/Period	Description/Notable Features	Photograph	Current Grading	Rec. Grading
Former house 28 Myers Street	Late Victorian/ circa 1888	<p>Late Victorian/early Federation period house, originally <i>Kinleith</i>, with Interwar alterations.</p> <p>Original elements include channelled boards to façade, gable roof clad in slate (recently replaced), rendered chimneys, timber framed cast iron to gable ends, timber valance, brackets & panels to eaves, 4 panelled timber door with leadlight highlight & sidelights, verandah with paired timber posts & brackets.</p> <p>Interwar elements: hipped bay to front, timber windows with leadlight to upper sashes (boxed frame to verandah and side). Verandah roof form has been altered.</p>		D	Contrib. Include in new Myers Street precinct. Remove from HO1639
Geneva House (former Presbyterian manse) 32 Myers Street	Late Victorian 1889	<p>Largely intact, 2 storey, brick with rendered quoining, hipped roof clad in corrugated metal sheeting, brick chimneys with rendered mouldings, string moulding beneath eaves. 2 storey return verandah with cast iron frieze (ground level) & balustrade (upper level), fluted columns with capitals, timber dentillated bands & now with concrete deck (ground level). Large timber sash windows with rendered architraves, later door to original opening.</p>		B (HO1079)	Retain as indiv. Sign. to new Myers Street precinct
Commercial building 34 Myers Street	Late 20 th century, circa 1970	Brick. Cuboid form with hipped roof to verandah, aluminium openings.		-	Non-contrib. Include in new Myers Street precinct Remove from HO1639

Name/Address	Date/Period	Description/Notable Features	Photograph	Current Grading	Rec. Grading
<p>Paired houses 38-40 Myers Street</p>	<p>Late Victorian</p>	<p>Partly intact, mirrored plan, semi-detached houses. Brick (now painted, possibly bi-chrome) with basalt plinth, hipped roof clad in slate, rendered chimneys (1 terracotta pot remains), modern flashing to party wall. Altered verandahs (no.40 altered mid-20th century, no.38 recently altered). Timber sash windows, including tripartite to projecting bay (hood to no.38), door to no.38 obscured, recent door to no 40, both with highlights (glass replaced).</p>		<p>D</p>	<p>Contrib. Include in new Myers Street precinct Remove from HO1639</p>


City South Heritage Area

Name/Address	Date/Period	Description/Notable Features	Photograph	Current Grading	Rec. Grading
House 31 Fenwick Street	Victorian	Mostly intact, symmetrical façade with beaded weatherboards, hipped roof clad in corrugated metal sheeting, bi-chrome brick chimneys, timber brackets to eaves. Verandah altered, concave roof, concrete deck, recent metal brackets. Original timber sash windows, highlight and sidelights to door.		D	Contrib. to HO1641 Remove from HO1639
Former house 33 Fenwick Street	Victorian	Partly obscured but seems to be fairly intact, weatherboard, hipped roof clad in corrugated metal sheeting, brick chimneys (now painted). Altered verandah (partly infilled, concrete deck) with some sections of cast iron frieze, 4 panelled timber door with highlight, non-original French doors to front.		D	Contrib. to HO1641 Remove from HO1639
House 35 Fenwick Street	Victorian	Largely intact, symmetrical façade with beaded weatherboards, hipped roof clad in corrugated metal sheeting, bi-chrome brick chimneys (capping missing to north), timber brackets and panels to eaves. Hipped verandah with cast iron frieze, gabled portico, capitals to rear posts and later concrete deck. Timber sash windows, 4 panelled timber door with highlight & sidelights.		D	Contrib. to HO1641 Remove from HO1639
House 37 Fenwick Street	Federation Pre-1914	Mostly intact with enclosed bullnose verandah (return). Weatherboard, hipped and gable roof clad in corrugated metal sheeting, brick chimney, brackets and panels to eaves, roughcast sheeting & timber battens to gable end. Paired timber sash window with hood to projecting part, panelled timber door with leadlight highlight and sidelight.		D	Contrib. to HO1641 Remove from HO1639




Name/Address	Date/Period	Description/Notable Features	Photograph	Current Grading	Rec. Grading
<p>'Ercildoune' House 39 Fenwick Street</p>	<p>Fed. Pre-1914</p>	<p>Largely intact with altered openings to rear part. Weatherboard, hipped roof clad in original corrugated metal sheeting (short sections) with early gutter (partly missing to front), brick chimney with terracotta pot (now painted). Broken back, return verandah with turned timber posts & timber frieze, now has concrete deck. Full height timber sash windows to front, side entry with highlight & sidelight.</p>		<p>D</p>	<p>Contrib. to HO1641 Remove from HO1639</p>
<p>Former House 94 Gheringhap Street</p>	<p>Victorian</p>	<p>Symmetrical façade with Interwar period additions – a verandah that has been enclosed (obscuring the façade). Weatherboard, hipped roof clad in corrugated metal sheeting, retains 1 rendered chimney, timber brackets to eaves (many removed). Verandah has brick walls and piers (now painted), square columns & later roof and windows. Part of similar group of 3 (nos 94-98).</p>		<p>-</p>	<p>Contrib. to HO1641 Remove from HO1639</p>
<p>Former House 96 Gheringhap Street</p>	<p>Victorian</p>	<p>Symmetrical Victorian house with recent addition to front obscuring the original façade. Original house is weatherboard, hipped roof clad in corrugated metal sheeting, rendered chimney, timber brackets to eaves. Part of similar group of 3 (nos 94-98) – 1926 aerial (SLV, C Pratt, H91.160/806).</p>		<p>-</p>	<p>Contrib. to HO1641 Remove from HO1639</p>


Name/Address	Date/Period	Description/Notable Features	Photograph	Current Grading	Rec. Grading
House 98 Gheringhap Street	Victorian	Fairly intact, symmetrical, weatherboard, hipped roof clad in corrugated metal sheeting, rendered chimneys, string moulding beneath eaves. Refurbished bullnose verandah with turned timber posts & frieze (probably had been cast iron - 1926 aerial - SLV, C Pratt, H91.160/806). Timber sash windows, panelled timber door with highlight & sidelights. Part of similar group of 3 (nos 94-98).		-	Contrib. to HO1641 Remove from HO1639
'Glendalough' Former house 100-102 Gheringhap Street	Federation	Largely intact, asymmetrical original part with prominent additions to side. Weatherboard, hipped & gable roof clad in corrugated metal sheeting, red brick chimney with terracotta pots. Shingle boards, vertical metal sheeting & timber brackets to gable end, return bullnose verandah with turned timber posts, timber balustrade & timber frieze. Panelled timber door with leadlight to upper part & plain highlight (glass likely replaced), paired timber sash windows.		-	Contrib. to HO1641 Remove from HO1639
Former house 104 Gheringhap Street	Early Federation	Mostly intact, symmetrical façade with beaded weatherboards, hipped roof clad in corrugated metal sheeting, brick chimney (1 retains terra cotta pots), plain timber brackets to eaves. Altered verandah with convex roof, with chamfered timber beams (with dogtooth moulding) & posts (probably had a cast iron frieze; 1926 aerial - SLV, C Pratt, H91.160/806). 4 panelled timber door with highlight and sidelights, timber sash windows with Queen Anne sill.		-	Contrib. to HO1641 Remove from HO1639

Name/Address	Date/Period	Description/Notable Features	Photograph	Current Grading	Rec. Grading
Paired houses 14, 16 Little Myers Street	Circa 1900	Partly obscured, appear mostly intact though described as much altered in 1991 study. Semi-detached houses separated by rendered party wall. Weatherboard gable roof clad in corrugated metal sheeting, brick chimneys (now painted, no. 16 truncated), bays to front with paired timber sash windows, highlights to doors.		-	Contrib. to HO1641 Remove from HO1639
House 18 Little Myers Street	Late Victorian	Largely intact, weatherboard, hipped roof clad in corrugated metal sheeting, rendered chimneys, timber brackets & panels to eaves, convex verandah with recent brackets (replacing cast iron frieze), retains turned timber posts with band. 4 panelled timber door with etched highlight & sidelights, timber sash windows.		D	Contrib. to HO1641 Remove from HO1639
'Ellison' House 17 Little Myers Street	Circa 1900	Mostly intact, weatherboard, hipped roof clad in corrugated metal sheeting, brick chimney with rendered capping. Return verandah in same location as original (earlier verandah appears to have been bullnose with a frieze), timber sash windows (1 with hood), side entry with highlight.		D	Contrib. to HO1641 Remove from HO1639
Semi-detached house 19 Little Myers Street	Victorian	Largely intact, symmetrical bi-chrome brick facade, hipped roof clad in slate, brick chimneys. Concave verandah with new tiled deck, plain columns with capitals & timber framed cast iron frieze. Segmental arched timber sash windows, 4 panelled timber door with leadlight highlight.		D	Contrib. to HO1641 Remove from HO1639

Name/Address	Date/Period	Description/Notable Features	Photograph	Current Grading	Rec. Grading
'Scarboro' Semi-detached house 21 Little Myers Street	Late Victorian	Partly intact with alterations to front, possibly had been a pair with no. 19. Brick with basalt plinth (now painted), hipped roof clad in slate, brick chimney (now partly rendered), later skillion verandah (original verandah was same height & profile as no. 19), partly filled in. Segmental arched timber sash window, 4 panelled door with leadlight highlight.		D	Contrib. to HO1641 Remove from HO1639
Paired house 23 & 25 Little Myers Street	Early Fed.	Largely intact, Transitional style semi-detached houses. Bi-chrome brick (cream brick to no. 25 now painted), hipped roof clad in corrugated metal sheeting, red brick chimneys with rendered mouldings and terracotta pots, rendered party wall, rendered string course & panels with swags to projecting part. Verandahs with turned timber posts, timber frieze & concrete deck. Segmental arched timber sash windows doors with highlight, panelled timber doors with glass to upper part & highlight.		D	Sig. to HO1641 Remove from HO1639
Former house 27 Little Myers Street	Victorian, possibly early	Largely intact, symmetrical façade with beaded weatherboards, hipped roof clad in corrugated metal sheeting (appears to have originally been slate on 1926 aerial), bi-chrome brick chimneys (west truncated), timber valance, brackets & panels to eaves. Concave verandah with turned timber posts, timber frieze & now with concrete deck. Timber sash windows with margin panes, Federation period panelled timber door with leadlight to upper part & original pilaster architraves & highlight with margin panes.		D	Contrib. to HO1641 Remove from HO1639



Name/Address	Date/Period	Description/Notable Features	Photograph	Current Grading	Rec. Grading
House 3 Mckillop Street	Victorian	Largely intact albeit neglected, asymmetrical, weatherboard with basalt plinth, hipped roof clad in slate, rendered chimneys. Return verandah with timber framed, cast iron frieze & unusual iron balustrades, chamfered timber posts, timber deck & basalt stair with tiled risers. Timber sash windows, 4 panelled timber door with leadlight sidelights & highlight.		C	Sig. to HO1641 Remove from HO1639
House 5 Mckillop Street	Interwar	Largely intact, red brick bungalow, hipped roof with slate tiling (unusual for the period) and terracotta ridge tiles, brick chimneys with soldier course, gabled verandah with shingles to gable end, brick piers & low brick wall. Paired boxed framed windows with leadlight to upper sash & brick corbels beneath, later glass door. Original brick fence with metal gates, garage addition to side.		D	Contrib. to HO1641 Remove from HO1639
Former house 7 Mckillop Street	Circa 1900	Largely intact, Transitional style, with later, smaller verandah. Asymmetrical, red brick with basalt plinth, hipped roof clad in corrugated metal sheeting, red brick chimney with rendered mouldings & terracotta pot, frieze to eaves (timber brackets, painted panels, string moulding). Paired timber sash windows with basalt sills & decorative glass to highlights, panelled timber door with highlight & sidelights (glass replaced).		D	Contrib. to HO1641 Remove from HO1639
House 11 Mckillop Street	Fed.	Largely intact, asymmetrical, weatherboard, hipped roof now clad in tile shaped sheeting, exposed rafter ends, red brick chimneys, battened sheeting to gable end. Hipped verandah with timber frieze & deck, paired timber sash windows, altered windows to side, sidelight to door. Probably initially a pair with no. 13.		D	Contrib. to HO1641 Remove from HO1639




Name/Address	Date/Period	Description/Notable Features	Photograph	Current Grading	Rec. Grading
House 13 Mckillop Street	Fed.	Mostly intact, weatherboard, hipped & gable roof clad in corrugated metal sheeting, exposed rafter ends, brackets to side of projecting bay, vertical battens & corrugated metal sheeting to gable end. Refurbished bullnose verandah, with timber frieze & balustrade, paired timber sash windows (hood to projecting part), 4 panelled timber door with leadlight to sidelight & highlight. Probably initially a pair with no. 11.		-	Contrib. to HO1641 Remove from HO1639
'Como' House 15 Mckillop Street	Fed.	Largely intact, weatherboard with brick plinth, hipped & gable roof clad in corrugated metal sheeting, red brick chimneys with rendered mouldings & terracotta pots, timber brackets & circular panels to eaves. Bullnose verandah with tiled deck, basalt surround & stair, cast iron frieze & round timber posts. Timber sash windows, distinctive pair with leadlight arched highlight to projecting bay, 4 panelled timber door with leadlight to highlight & sidelights.		D	Contrib. to HO1641 Remove from HO1639
House 17 Mckillop Street	Fed.	Mostly intact. Weatherboard, hipped & gable roof clad in corrugated metal sheeting, brick chimney with terracotta pot, shingle boards & timber brackets to gable end. Refurbished corner verandah with timber frieze, timber balustrade & timber deck. Tripartite timber sash window with hood, panelled timber door with leadlight to upper part & plain glass highlight.		D	Contrib. to HO1641 Remove from HO1639

Name/Address	Date/Period	Description/Notable Features	Photograph	Current Grading	Rec. Grading
Former house 19 Mckillop Street	Victorian	Largely intact rendered villa, possibly built in stages, with restrained classicising detailing. Wide, panelled parapet conceals hipped roof clad in slate, rendered chimneys. Canted bay to façade, recessed entry with arched opening flanked by pilasters. 4 panelled door with leadlight highlight (possibly replaced) & sidelights, timber sash windows.		D	Contrib. to HO1641 Remove from HO1639


Geelong Commercial Heritage Area

Name/Address	Date/Period	Description/Notable Features	Photograph	Current Grading	Rec. Grading
Flats 16 Fenwick Street Shop 35a Ryrie Street	Early 1950s	<p>Largely intact Moderne style flats and shop.</p> <p>Flats: 3 storey, salmon brick with red brick plinth and banding, flat roof, cantilevered concrete balcony and terrazzo stairs with metal balustrade. Timber sash windows, including corner type, timber door with porthole window and sidelight, concrete awning supported on metal pole, original metal railings to fence.</p> <p>Shop: salmon coloured brick (now painted), skillion roof mostly concealed behind parapet, early cantilevered awning with battened sheeting, large timber windows (including corner), early timber framed glass door.</p>		-	Contrib. to HO1637 Remove from HO1639
Factory/warehouse 3 Fenwick Street, 36, 40-44 Ryrie Street	Mid-20 th century	<p>Mostly intact, concrete streamlined Moderne façade with curved corner to street intersection, concrete hood & asymmetrical positioned 2 storey entry with stepped parapet. Mix of original steel framed windows with wire reinforced glass (north & east sides) and later timber and aluminium openings. 2 barrel-vaulted form roofs (prob. Quonset huts) clad in corrugated metal sheeting with timber framed dormer windows. Retains original terrazzo stair to front.</p>		Outside precinct	Contrib. to HO1637 Rec. Indiv. HO Remove from HO1639
Warehouse 1 Hays Place	Interwar	<p>Mostly intact, red brick (front and rear now painted) with stepped gabled parapets to Hays Place & Cummings Place. There are terracotta vents to each elevation, including 4 arranged in a diamond motif to each gable end.</p> <p>The opening to the façade has been altered & is now an aluminium widow/door unit. There is a metal roller door to the rear (east) with concrete lintel. Early openings to the side have been boarded up.</p>		-	Contrib. to HO1637 Remove from HO1639

Name/Address	Date/Period	Description/Notable Features	Photograph	Current Grading	Rec. Grading
Warehouse 3 Hays Place	Early Interwar	<p>Mostly intact, 2 brick buildings with stepped parapets concealing gable roofs clad in corrugated metal sheeting. Each building has a large opening to Hays place with early Wormald metal fire doors, & decorative brick (including soldier course) & render surround. The opening to the south buildings appears to have been widened and both openings have been reduced in height. Both buildings have large rainwater heads with recessed downpipes.</p> <p>The north building extends between Hays Place & Cummings Place & has a roller door to the rear (east).</p> <p>The south building extends about half the depth of the site and has a gabled parapet to the rear.</p>		-	Contrib. to HO1637 Remove from HO1639
W. G. Hearne and Coy. Ltd Warehouse 5 Little Ryrie Street	Interwar/ Late 1920s	<p>Largely intact symmetrical red brick, with some classicising detailing to the upper part of the façade - rendered cornice & parapet, rusticated brick pilasters. Gable roof clad in corrugated metal sheeting, paired timber sash windows to side, later windows to front in original openings with bullnose sills, now has metal roller door to central entry with basalt threshold.</p>		D	Contrib. to HO1637 Remove from HO1639

Name/Address	Date/Period	Description/Notable Features	Photograph	Current Grading	Rec. Grading
Former Hearne's Building 16-18 Ryrie Street		<p>Altered in circa 1920 to designs of Frederick C. Purnell.</p> <p>Part 3 storey, brick (now painted, lower part of façade rendered), mansard roof clad in corrugated metal sheeting, stepped parapet. Metal (copper alloy) shopfront windows, 3 oriel windows to second level and curved balcony with timber framed fanlight door to upper level, openings to side are a mix of timber sash & casements. Eclectic design featuring some classicising details (rustication, string mouldings), tourelles, onion domes, Gothic arches to balcony. The lower part of the western wall is constructed of basalt.</p>		B (HO188)	Retain as indiv. HO Sig. to HO1637 Remove from HO1639
Carp park 20-22 Ryrie Street		Some basalt sections to Ryrie Street retaining wall.		- Mapped as part of HO1109	Non-contrib. to HO1637 Remove from HO1639
Shops 24 Ryrie Street	1874, altered late 1890s	<p>2 storey Victorian shop altered in Federation period. Original part is brick (now painted) with basalt thresholds, 1 bi-chrome brick chimney remains.</p> <p>Federation period alterations include the parapet to the façade with curved central section flanked by narrow bays with pilasters & circle motifs. Ground floor timber shopfront windows with textured glass highlights, timber pilasters & panelled stall boards, panelled timber entry door with highlight window (now sheeted over), leadlight highlight to smaller door. The red brick chimney with terracotta pots also dates from this time.</p> <p>A 2 storey timber verandah has been reconstructed & has a simple timber frieze & balustrade.</p>		C (HO1109)	Retain as indiv. HO Sig. to HO1637 Remove from HO1639

Name/Address	Date/Period	Description/Notable Features	Photograph	Current Grading	Rec. Grading
<p>Shops Purnell's Chambers building Architect: Frederick Purnell 26, 26a, 28, 28a, 30,30a Ryrie Street</p>	<p>1923</p>	<p>Row of 6 largely intact Interwar shops. The rendered parapet with capping to each shop is separated by a banded red brick pilaster projecting above the parapet. Possibly original cantilevered awnings. Shops are paired with recessed entries having decorative metal screens above, pressed metal to ceilings, tiled floor (modern type to nos 28, 28a) & a mixture of timber doors. Metal framed shopfronts with original tiles to stallboard (painted to nos 26, 26a, 28) & textured glass to highlights (except for nos 26a, 30).</p>		<p>C Only 28 & 28a mapped as HO1110</p>	<p>Include all in HO1110 Sig. to HO1637 Remove from HO1639</p>
<p>Commercial building 32-34 Ryrie Street</p>	<p>Mid-Victorian 1866-67</p>	<p>Mostly intact with some early 20th century alterations including tiled shopfront (now rendered), oriel window with textured highlight to ground level (matching adjacent shops) & 'Purnells Buildings' sign to Fenwick Street. Retains original Victorian form including hipped roof clad in slate, chamfered corner entry (with highlight, rendered keystone [probably original] & dentillated band [non-original], recent door). Timber sash windows to upper level with decorative timber hood, arched doorway to Ryrie Street, a rendered string moulding separating the 2 levels. Later cantilevered awning. Earlier return verandah had a chamfered corner with curved roof and painted signage to the fascia. 1920s tiling to shopfront recently obscured.</p>		<p>C (HO1111)</p>	<p>Retain as indiv. HO Sig. to HO1637 Remove from HO1639</p>

Name/Address	Date/Period	Description/Notable Features	Photograph	Current Grading	Rec. Grading
Shop 25, 29 Ryrie Street	Mid-20 th century	Mostly intact shop with distinctive canted shopfront. Steel framed shopfront with stone 'crazy paving' to front & part of the stall boards (west now painted eastern now sheeting). Skillion roof with later signage to front, sheet lining to eaves, rendered party wall with tooled lines.		-	Contrib. to HO1637 Remove from HO1639
Workshop 31-33 Ryrie Street	Victorian, base/rear (probably), with Interwar shopfront & addition to west.	Pink brick with continuous concrete lintel. Original part (east) has a rock-faced basalt plinth, hipped roof clad in corrugated metal sheeting. Large timber windows (replaced arched) & timber framed glass doors with letter slot. Highlights with ribbed glass. Addition (west) has a steel framed window & timber door (vertical boards).		-	Contrib. to HO1637 Remove from HO1639
Former Temperance Hall 35 Ryrie Street	Victorian 1878 with Interwar/late 1930s addition to front	Polychromatic Victorian hall with bi-chromatic Interwar facade. Original hall (set back) has gable roof, cream brick additions to gabled parapet (original gable section is now painted), & round gable vent. There are multi-paned, arched timber windows to the rear. Frontage has a plain parapet, arched multi-paned windows with basalt sills. Rendered keystones (now removed above recessed entry), framed timber door (vertical boards) with textured glass highlight, stone plaque above recessed entry with 'A.D. 1878, Loyalty, Purity, Fidelity'.	 	-	Contrib. to HO1637 Remove from HO1639
Warehouse 2 Wesley Place	Interwar 1930s	Red brick (now painted), low pitch hipped roof clad in corrugated metal sheeting, chamfered corners to Wesley Place with large roller door openings, canted highlight windows (timber, multi-paned) with bullnose brick sills. Was used as skating rink (1933 Sands).		-	Contrib. to HO1637 Remove from HO1639

APPENDIX G – West Area Policy

Clause 22.70 - HOXXXX: Myers Street Heritage Area

This policy applies to land included in the Myers Street Heritage Area.

Policy Basis

The Myers Street Heritage Area is historically significant as a formerly prestigious residential area in central Geelong but whose former dwellings are being employed for commercial purposes. As the population has increased it has become an enclave for professional suites for medical and legal businesses. The precinct was primarily developed during the Victorian period though it includes some buildings dating from the early 20th century (Federation and Interwar periods). Unusually the development within the precinct has conformed to the original pattern of Crown allotments and the location on the high ground proved attractive for substantial houses, some of which were constructed for, or occupied by, notable residents of Geelong.

Myers Street Heritage Area is of aesthetic significance for the high standard of design/construction. It is characterised by distinctive buildings, primarily residences, from the Victorian period as well as some from the Federation and Interwar periods, several of which were designed by local architects.

The significant and contributory buildings in the precinct are relatively intact examples of their type. Their general quality, and so the desirability of the location, on the high ground close to the centre of the city, is attested by the predominant use of masonry to the walls and slate or tiled roofs (some removed). Many retain a complementary garden setting.

Objectives

- To maintain the heritage values of the Myers Street Heritage Area.
- To retain the prominence of the architecturally significant buildings.
- To maintain intact streetscape of original building stock, that is the significant or contributory examples from the Victorian, Federation and Interwar periods.
- To maintain the established character of the area which is generally defined by wide, sizeable allotments (reflecting the original subdivision pattern) and residential buildings, generally single storey with consistent setbacks to the front and side boundaries as well as garden settings.
- 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 primarily from the Victorian, but also Federation and Interwar 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 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 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.
 - Hipped and/or gable roofs with a pitch between 20 and 35 degrees.
 - Traditional roof materials: mostly slate and tiles, though some corrugated sheet metal.
 - Projecting eaves.
 - Traditional wall materials: predominantly masonry (face brick and/or rendered) with limited use of timber cladding.
 - Verandahs or porches.
 - Timber-framed windows, generally rectangular and vertically orientated.
- 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 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).

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

City Fringe Heritage Area Review, prepared by RBA Architects + Conservation Consultants for the City of Greater Geelong (2016).

Clause 22.32 (Revised) - HO1641: City South Heritage Area

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

Policy Basis

This Heritage Area is dominated by Victorian and Edwardian period residential development ~~and with a few commercial and associated public~~ institutional buildings. It is ~~representative of~~ an early phase of the historical development and expansion of Geelong, primarily within the early town boundary but also extends into the adjacent eastern and western extensions. The area is characterised by single storey ~~decorative~~ timber houses, many with original decorative features, dating from the 1850s to the 1920s and includes typical ~~examples of~~ the Victorian, Edwardian periods and, to a lesser extent, from the Interwar period (especially the Californian Bungalow style)s. Single and double-fronted detached houses are found in relatively intact groups. Major roads in the area typically have double-fronted houses with generous street setbacks and separation, while in the narrower streets, houses are generally single fronted, with minimal boundary setbacks and separation and smaller allotments. The area is enhanced by the garden settings, street planting, and wide nature strips. ~~The retention of streetscape features as the setting for the buildings is significant. It is historically significant as a representative embodiment of family life during the Victorian and Edwardian periods.~~

Objectives

- To retain the wide nature strips, street planting, generous building setbacks and garden settings.
- To maintain the distinctive patterns of form and siting determined by street width, where major roads have double fronted houses with generous setbacks and separation, and narrower streets have single fronted houses with smaller setbacks, subdivisions and less separation.
- To protect the intact groups of typical examples of Victorian, Edwardian and, to a lesser extent, Californian Bungalow styles predominantly single storey, detached houses.
- To encourage the contemporary interpretation of traditional building design and use of materials within the area.
- ~~To encourage the use of traditional construction materials in the area.~~
- To encourage the use of appropriate fence types, 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:
 - Detached, single storey buildings.
 - Single fronted, narrow facades or double fronted large facades.
 - Hipped and/or gable roofs with a pitch between 20-35 degrees.
 - Verandahs (some recessed).
 - Vertical rectangular timber windows (that are vertically orientated singularly, or as a horizontal bank if grouped).
 - Horizontal timber weatherboard wall cladding (an alternative to horizontal weatherboard cladding is a smooth render over masonry).
 - Timber framed windows.

- Non-zincalume corrugated sheet metal roofing.
- Encourage the existing allotment configuration to be retained.
- Discourage buildings that are constructed boundary to boundary.
- 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 existing and 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 single storey building, whereby 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.
 - 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 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.
- Buildings, works and fences should 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, prepared by RBA Architects + Conservation Consultants for the City of Greater Geelong \(2016\).](#)

Clause 22.28 (Revised) - HO1637: Geelong Commercial Heritage Area

This policy applies to all land included in the Geelong Commercial Heritage Area.

Policy Basis

Geelong's commercial centre contains a diverse and fine range of nineteenth and twentieth century buildings representing the major periods of Geelong's growth from the 1850s to the post war era. It includes notable examples of architectural styles of commercial buildings, as well as public buildings and a few former residences and public buildings.

The scale of the Geelong's commercial centre and its close relationship with key infrastructure – the wharves and port, as well as the railway station – reflect its importance as a regional commercial centre. In addition, the supporting role of warehouses and the like in the backstreets provides another layer of interest.

~~The orientation and siting of Geelong's commercial centre in relation to the wharves and port, the railway and Barwon River are important. They reflect Geelong's growth and importance as a regional commercial centre.~~

The development of Geelong's commercial centre from its historical heart, the former Market Square in Malop Street, dictated the spread of commercial activity down Ryrie, Moorabool, Gheringhap and Yarra Streets, as did the introduction in 1912 of the electric trams. The area also contains some very early examples of Victorian residential architecture in Yarra Street.

Individually and collectively the buildings in this area demonstrate the development of the City's public and commercial life, and includes work by some of Geelong's prominent architects and builders. The relationship between nineteenth and twentieth century architecture is expressed by the corner towers at the intersection of Ryrie with Gheringhap and Moorabool Streets.

The area is characterised by a variety of street widths with little or no separation between buildings, minimal setbacks and buildings with a diverse range of construction materials and of indiscriminate varying scale, size and height. It is also distinguished by the use of the local Barrabool sandstone to the facades of several early buildings. Verandahs are generally associated with pre- 1930s commercial architecture.

Objectives

- To retain and enhance the diverse range of existing architectural styles of commercial buildings, former residences and public buildings which form the heart of Geelong's commercial precinct and represent the major periods of Geelong's growth.
- To protect the relationship between nineteenth and twentieth century architecture expressed by the corner towers at the intersection of Ryrie Street with Gheringhap and Moorabool Streets as an architectural expression of major periods of Geelong's growth.
- To retain the character of the area with little or no separation between buildings, minimal street setbacks and indiscriminate building scale, size and height.
- To encourage the contemporary interpretation of traditional building design and use of traditional material within the area.
- To retain the special character of the area which includes a number of notable buildings by significant Geelong architects and builders.
- To protect examples of early residential development within Geelong including Yarra Street.
- ~~To encourage the use of traditional construction materials in the area.~~

Policy

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

- Promote buildings that incorporate the following design characteristics:
 - Pressed evenly coloured bricks.
 - Smooth rendered masonry, stone, timber, steel and glass walls.
 - Slate and non-zincalume corrugated sheet metal roofing.
- 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 the reinstatement of the original verandah forms to commercial buildings where they formerly existed.
- Encourage buildings to have little or no separation from adjacent buildings.
- Encourage building heights not to exceed the height of the tallest neighbouring building located within the associated block.
- 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.

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 One – Restoration and Infill Guidelines, 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 Fringe Heritage Area Review, prepared by RBA Architects + Conservation Consultants for the City of Greater Geelong \(2016\).](#)

APPENDIX H – North Area Citations

Western Beach Road Heritage Area, Geelong

Address	Western Beach Road
Significance	Local
Significant Dates	Circa 1850s – circa mid-1960s
Period/s	Victorian, Federation, Interwar & Post-War
Building Types	Residential
Previous Assessment	Urban Conservation Area 1.1 (north of Ginn Street) and Amenity Area 1.2 (south of Ginn Street). (G Butler, Geelong Conservation Study, 3-3)



Fernshaw, 4 Western Beach Road



36, 38 and 40 Western Beach Road



Llanberis, 30 Western Beach Road



2 and 2a Western Beach Road

Statement of Significance

What is Significant?

The Western Beach Heritage Area, extending between The Esplanade (to the north) and near Malone Street (to the south), includes residences dating from the Victorian, Federation, Interwar and Post-War periods which overlook Corio Bay. The area, includes many substantial houses that were erected for prominent citizens close to the town centre on premier bayside allotments and/or designed by prominent Geelong-based architects.

The character of the precinct is defined generally by wide allotments and high quality residential buildings, either single or two storey. Typically houses have open gardens to the street to maximise views across Corio Bay, some Post-War places also incorporating original landscape elements such as brick planter beds. Also contributing to the significance of the precinct are original front fences, including cast iron palisade fences to Victorian residences and low brick fences to Post-War houses.

The significant and contributory buildings in the precinct are largely constructed of masonry. 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. This includes the symmetrical *Fernshaw* (no. 4) and *Glenburnie* (no. 52-54) as well as the asymmetric house at no. 36, and *Warrain* (no. 56). A few Victorian residences also retain cast iron palisade fences. There are fewer examples from the Federation and Interwar, though these generally have more complex or steeply pitched roofs. Residences from the Post-War period reflect Modernist influences with larger windows and low-pitched roofs, and generally have cream brickwork.

How is it Significant?

The Western Beach Heritage Area is of local historic and aesthetic significance to the City of Greater Geelong.

Why is it Significant?

Historically, the Western Beach 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. This includes the notable residence at no.2 which was erected on part land that had previously been part of the holdings of *Fernshaw* (no. 4). 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. (Criterion A)

The Western Beach 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. Indicative of this quality is the fact that the houses are typically masonry and many have tiled roofs. They are generally good examples of their type and are mostly intact with open garden settings. Several were designed by eminent local architects, such as Davidson & Henderson. (Criterion E)

Gradings

Street		Significant	Contributory	Non-contributory
Western Beach Road	Evens	4, 30, 36, 38, 40, 52-54, 56	2, 2a, 12, 12a, 14a, 20, 24, 26, 28, 32, 42, 58	6-8, 12b, 14, 22, 34, 46-48, 50
	Odds		1, 1a	

History

Allotments in the precinct were largely sold in three stages: the four immediately to the north of the Ginn Street in May 1852, those between Ginn Street and Malone Street (then known as George Street) four months later in September 1852, and the remainder (in the north) in May 1853. This excluded allotment 1 on the corner of Western Beach Road (then known as Victoria Terrace) and Latrobe Terrace which was set aside as a reserve. This allotment was sold 15 years later in 1868.¹



'Plan of the Subdivision of Sections nos XLI, XLII, XLIII & XLIV' G19(3), 1856. Land in the precinct was sold in 3 stages (indicated). (Source: Landata webpage)



'Geelong, County of Grant, Victoria', J H Taylor (1853-54). The building at no. 12 is indicated. (Source: State Library of Victoria)

By 1854, several buildings had been erected in Western Beach Road including a residence at no. 12, likely to be the extant building but which was converted to two dwellings during the late 19th century.² By this time, a steam saw mill had been erected at both the north and south ends of the precinct (in about the location of 4 and 58 Western Beach Road).

In 1876, the substantial residence *Fernshaw* (no.4) was erected for prominent local businessman and wool broker Hugh Murray Strachan. The two storey house, with coach and stables building was designed by noted local architects Davidson & Henderson.³ By this time, a large house (now demolished) had been erected on the corner of Ginn Street and Western Beach Road and was used as an 'educational establishment for young ladies'. Known as *Bella Vista*, the school was described as being '... most pleasantly and healthily situated on the Western Beach, facing the bay, a few minutes' walk from the Bathing Houses [and having] a large recreation ground attached to the house'.⁴

¹ Parish Plan, G29 (10) and Schedule 5311-3. By 1926, this lot appears to have become part of *Fernshaw* (H91.160/833)

² Geelong, County of Grant, J H Taylor, Surveyor Generals Office, 1853-54, State Library of Victoria. Victorian Heritage Database, citation for 12 Western Beach Road, accessed 1 May 2017

³ Victorian Heritage Database, entry for 'Fernshaw 4 Western Beach Road, Geelong', accessed 1 May 2017

⁴ *Geelong Advertiser*, 8 June 1876, p1. *Geelong Advertiser*, 22 February 1896, p2



'View of Corio Bay, from St. Paul's Tower, Geelong' (Fred Kruger, circa 1882)

The two residences on opposite corners of Ginn Street and Western Beach Road are indicated
(Source: State Library of Victoria, H39614/18)

By 1883, about nine residences had been erected on Western Beach Road.⁵ The single storey residence on the opposite corner of Ginn Street (no. 30 which now has an additional storey) had been constructed by this time (refer to photograph below). Also dating to this period is the single storey residence *Glenburnie* (formerly *Highgate*)⁶ at no. 54, which was constructed in 1880 for W W Bradley to the designs of Alexander Davidson & Co.⁷ Bradley was president of the Gordon Technical College and was also on the advisory board for The Ballarat Trustees, Executors & Agency Company.⁸

Several other residences were also erected in the precinct during the late 19th century so that by the turn of the century most vacant allotments had been built on. Other houses constructed during this period include those at nos 36 and 56 both of which were completed by 1888 and were constructed for Andrew Drew and James Martin (timber merchant) respectively.⁹ That at no. 56 was designed by Geelong architect G S Jackson.¹⁰ By 1890, the paired houses at 38-40 Western Beach Road had been erected for William Olive. The location of these houses, known as *Windermere* and *Silvermere*, was advertised as being 'one of the best in Geelong, commanding a view of the whole bay, close to the baths and railway station'.¹¹

During the early 20th century, a few more dwellings were erected in the precinct, including the circa 1915 residence at no. 28 which was located on the site of the former school *Bella Vista* and the Federation bungalow at no. 22. Whilst by 1926 much of the street had been built on there were still a few large estates which had substantial gardens (refer to image below). These included *Fernshaw* at no.4 whose garden extended north to the corner of Latrobe Terrace, a single storey residence at no. 14 (now demolished) which had a large garden to the south, no. 20 which also had a garden to the south, and *Llanberris* at no. 30 which had a substantial garden with mature trees to the south.

⁵ Maning & Bishop's Geelong and Western District Directory, 1882-83. Properties listed under Victoria Terrace

⁶ *Geelong Advertiser*, 12 March 1920, p1

⁷ Victorian Heritage Database, entry for 'Glenburnie 54 Western Beach Road, Geelong', accessed 1 May 2017,

⁸ *Geelong Advertiser*, 16 February 1917, p1. *Geelong Advertiser*, 26 August 1921, p1

⁹ City of Geelong Urban Conservation Study, 'C' Citations, Volume 4 (a), entries for 36 and 56 Western Beach Road

¹⁰ Victorian Heritage Database, entry for 56 Western Beach Road, accessed 1 May 2017

¹¹ *Ibid*, entry for 38-40 Western Beach Road. *Geelong Advertiser*, 17 September 1880, p3



'Geelong and harbour area' (C D Pratt, circa 1926)
Ginn Street is located in the centre. Gardens at nos 14, 20 and 30 (left to right) are indicated.
(Source: State Library of Victoria, H91.160/693)

By 1938, it appears that 20 Western Beach Road had been subdivided and a single storey house erected (since demolished) at what is now no. 22. The bungalow at no. 58 had also been erected by this time, replacing an earlier house.



'Geelong waterfront including Cunningham Pier and Western Beach' (C D Pratt, November 1938)
The bungalows at 20 (red) and 58 (yellow) Western Beach Road are indicated
(Source: State Library of Victoria, H91.160/630)

It was not until the late Interwar and Post-War periods that the three larger allotments at nos 4, 14 and 30 were subdivided. In 1936, the substantial estate *Llanberis* (no. 30) was advertised for sale when it was promoted as an opportunity for speculators and noted for its 'magnificent views over Corio Bay'. In the advertisement, the estate was said to 'lend itself for subdivision into flats' noting that 'Geelong wants flats in this locality'.¹² By the early 1940s, at least one parcel of land had been subdivided from the *Llanberis* estate with a Modernist brick residence (since demolished) constructed at 34 Western Beach Road for Mercer Street hotel keepers Elsie and Frances Davison.¹³

¹² *Argus*, 19 September 1936, p3

¹³ City of Geelong Urban Conservation Study, 'C' Citations, Volume 4 (a), entry for 34 Western Beach Road

Within the precinct, there was a shift towards flats or multi-residential buildings during the Post-War period. In addition to the conversion of *Llanberis* to flats, a substantial two storey Victorian residence at no. 50 had also been converted to flats by 1948.¹⁴ Further, in the 1951 advertisement for the sale of *Fernshaw*, the site was said to offer 'a splendid opportunity for conversion and erection of flats as it contains the only vacant land in this part of Geelong'. The locality was promoted for its views over Corio Bay and for being within a few minutes walk of the centre of the city with a tram line passing the door'.¹⁵ The house had been converted to flats by 1960 when the property was known as *Maritana Flats*.¹⁶

By 1957, houses had been constructed at both 2 and 2a Western Beach Road (refer to image below) on land that had previously been part of the holdings of *Fernshaw*. Morris Jacobs, presumably the Mayor of Geelong in the early 1950s, is listed as the occupant of one of these houses in the 1960 Sands and McDougall's Directory.¹⁷



'Unidentified brick residence, Geelong' (Wolfgang Sievers, 1957)
Showing 2 (front) and 2a (rear) Western Beach Road
(Source: State Library Victoria, H98.30/167)

Other residences erected during the 1950s include the brick dwellings at nos 14a and 32 as well as the two storey flats at no. 52. The attached houses at 1 and 1a Western Beach Road had been erected by 1967 on the final parcel of land in the precinct to be developed (refer to plan below).¹⁸

¹⁴ *The Age*, 18 November 1948, p5

¹⁵ *Camperdown Chronicle*, 2 February 1951, p8

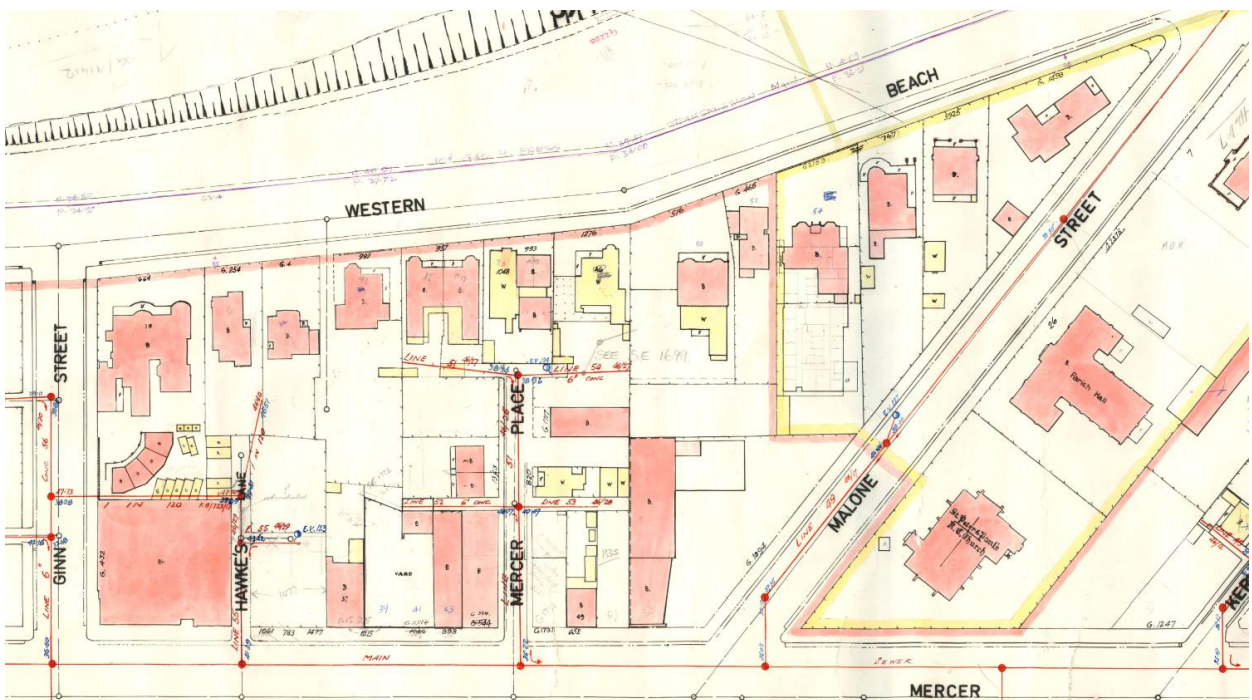
¹⁶ Sands and McDougall's Directory of Victoria, 1960

¹⁷ Jacobs is listed at no. 2a, though no. 2a is listed as being closer to Latrobe Terrace than no. 2. *The Argus*, 30 January 1953, p14

¹⁸ Sands and McDougall's Directory of Victoria, 1955 and 1960



Geelong Waterworks & Sewerage Trust detail plan no. 38 (May 1959 with later updates)
 Key: weatherboard (yellow) and brick (orange)
 (Source: City of Geelong)



Geelong Waterworks & Sewerage Trust detail plan no. 36 (revised October 1912, May 1914 Nov. 1965)
 Key: weatherboard (yellow) and brick (orange)
 (Source: City of Geelong)

Description

The Western Beach Heritage Area is a residential precinct located on the high ground to Western Beach overlooking Corio Bay. The precinct includes residences which front Western Beach Road between The Esplanade in the north, extending almost as far south as Malone Street. The precinct includes a relatively high proportion of substantial houses, many of which are architect designed and/or are good examples of their type.

Many of the significant and contributory buildings in the precinct date to the Victorian and Post-War periods, with a similar number for each. There are fewer examples from the Federation and Interwar periods. Buildings in the precinct are either one or two storeys with a few dating from the Post-War period having an attic level (single storey plus attic level). All houses are constructed of masonry, either face brick or rendered, except for the three timber houses located immediately to the north of Ginn Street. Of the masonry houses, the majority are face brick though a few are now painted.

Houses to Western Beach Road are oriented parallel with the side boundaries (except for nos 1 and 1a) such that those at the north and south ends of the precinct are located at an angle to the street which curves to follow the shoreline of Corio Bay. Most houses in the precinct are detached though there are three attached pairs: the Victorian pair at nos 38 and 40, an early Victorian residence converted to a pair at nos 12 and 12a, and a Post-War pair at nos 1 and 1a. In addition, there is a mid-20th century block of flats (no. 42) as well as the Victorian residence *Ilanberis* (no. 30) which has been converted to flats. All houses are set back from the street and most have open gardens to the front, maximising views of Corio Bay.

All significant and contributory houses have a verandah/porch to the front with Victorian places having either a large verandah, often returning around one side, or a small recessed entry porch. All Federation and Interwar residences have a verandah to the front whilst those from the Post-War period have a small porch to the lower level or a balcony to the upper level. Original windows from all periods are timber framed. There are sash types to all houses except those from the Post-War period which have windows and doors arranged in a large unit. Earlier houses have a regular fenestration pattern with high solid to void ratio typical of buildings from these periods.

Victorian period houses mostly have a pitched roof clad in slate, except for no. 26 and the paired houses at nos 38-40 which are clad in corrugated metal sheeting. Most roofs are visible, though a few are concealed behind a parapet. Several of the Victorian houses in the precinct have faceted bays to the façade. Notable Victorian residences *Fernshaw* (no. 4) and *Glenburnie* (no. 52-54) have two bays either side of a central recessed porch, a noted design feature of the prolific Geelong architects Davidson & Henderson. A few Victorian residences at the southern end of the precinct retain cast iron palisade fences with basalt plinths.

Federation and Interwar period residences also have pitched roofs, with those from the former often being more complex, that is consisting of hipped and gable sections. The Federation period houses are usually non-masonry (that is, clad in weatherboards). Houses from these periods, along with most of those from the Victorian period, retain original chimneys.

Places dating from the Post-War period reflect Modernist influences with an emphasis placed on simplified, more cubic forms and horizontal articulation. All have low pitched (including skillion) or flat roofs and often incorporate some lightweight cladding in combination with face brick, usually cream, to the walls. Most houses from this period also retain original landscaping elements, including brick planter beds and/or front fences.

Comparative Analysis

The Western Beach Heritage Area is one of several heritage areas in the Greater Geelong municipality with high quality, substantial housing which was developed from the mid-19th century. The area is distinguished from many of these other precincts by the relatively high percentage of substantial Post-War houses that were erected as land was subdivided from earlier holdings.

Another area which demonstrates a similar pattern of development is Eastern Beach Road located in the City East Heritage Area. This residential street includes many substantial houses that also overlook Corio Bay, though these are typically larger than those to Western Beach Road. Like allotments to Western Beach Road, a few of the large early holdings to Eastern Beach Road were not subdivided until the Post-War period, when other quality buildings (flats and residences) were erected on the subdivided allotments.

The Esplanade Heritage Area, also located on the waterfront overlooking Corio Bay, is similarly characterised by substantial houses with many notable examples designed by local architects. This area was however largely developed within a much shorter timeframe than Western Beach Road, with houses mostly constructed during the Federation and Interwar periods.

Thematic Context

Victorian Historical Themes

Theme 6.7 Making homes for Victorians: Homes for the wealthy, middle class homes.

Recommendations

Statutory protection

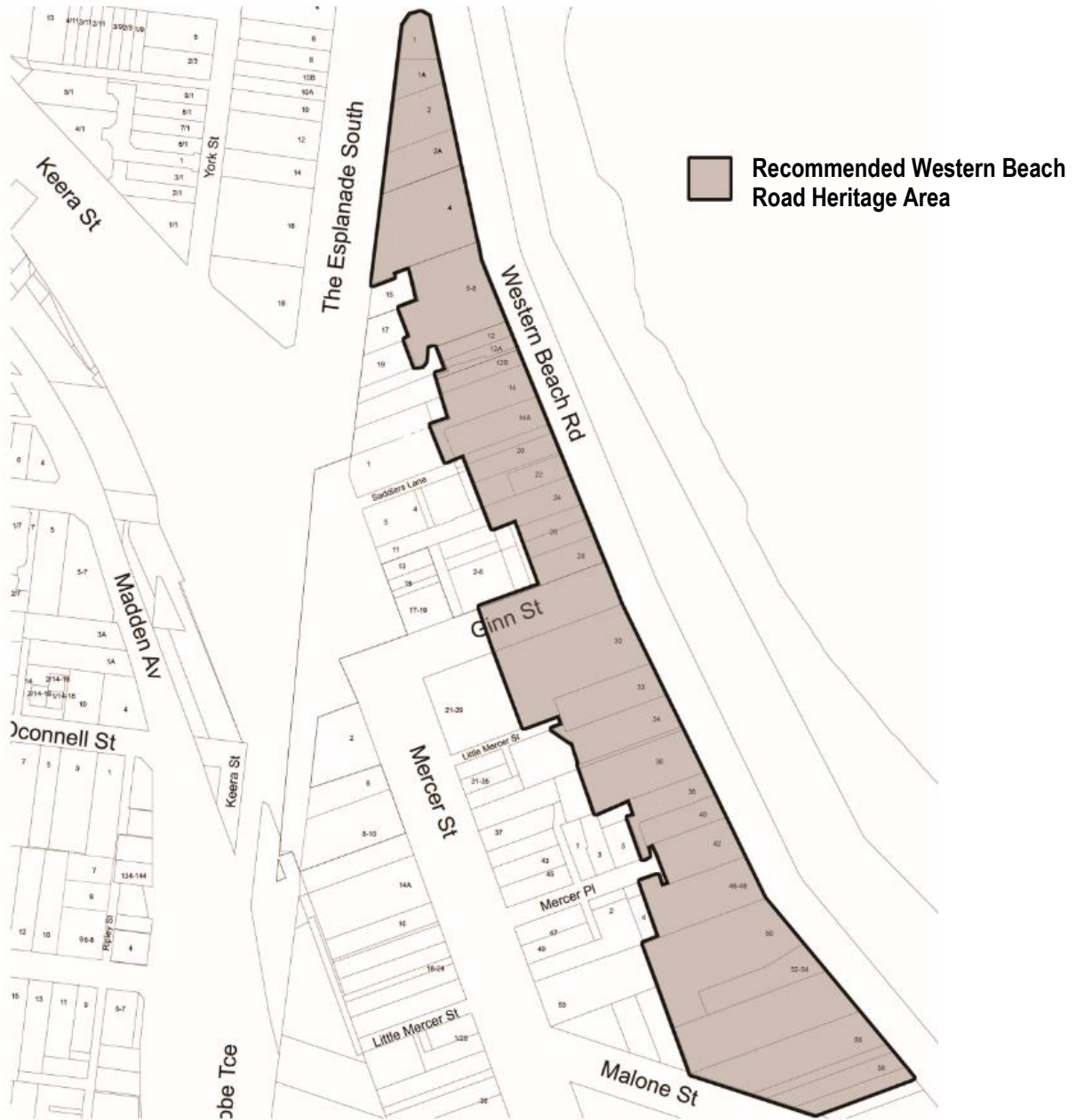
It is recommended that the Western Beach Heritage Area, as outlined on the map below, be removed from the existing City East Heritage Area (HO1639) and included in the Schedule to the Heritage Overlay in the Greater Geelong Planning Scheme as a separate heritage overlay.

Management objectives

Refer to the relevant local heritage policy at Clause 22.09 Cultural Heritage as well as the specific heritage policy for the Austin Park and Environs Heritage Area of the Greater Geelong Planning Scheme.

Heritage Overlay Schedule Controls

External Paint Controls	No
Internal Alteration Controls	No
Tree Controls	No
Outbuildings and/or Fences	No



Shop & Residence - 11 Mercer Street, Geelong

Address	11 Mercer Street, Geelong
Significance	Local
Construction Dates	Circa late 1850s
Period & Building Type	Victorian, mixed commercial and residential
Designer	Unknown
Previous Grading	'Not Significant' Attributed a 'C' grading in the <i>Geelong City Urban Conservation Study</i> (G Butler, 1991)



Statement of Significance

What is Significant?

The two storey Victorian period building located at the front part of 11 Mercer Street, Geelong.

How is it Significant?

The building at 11 Mercer Street, Geelong is of local historic and aesthetic significance to the City of Greater Geelong.

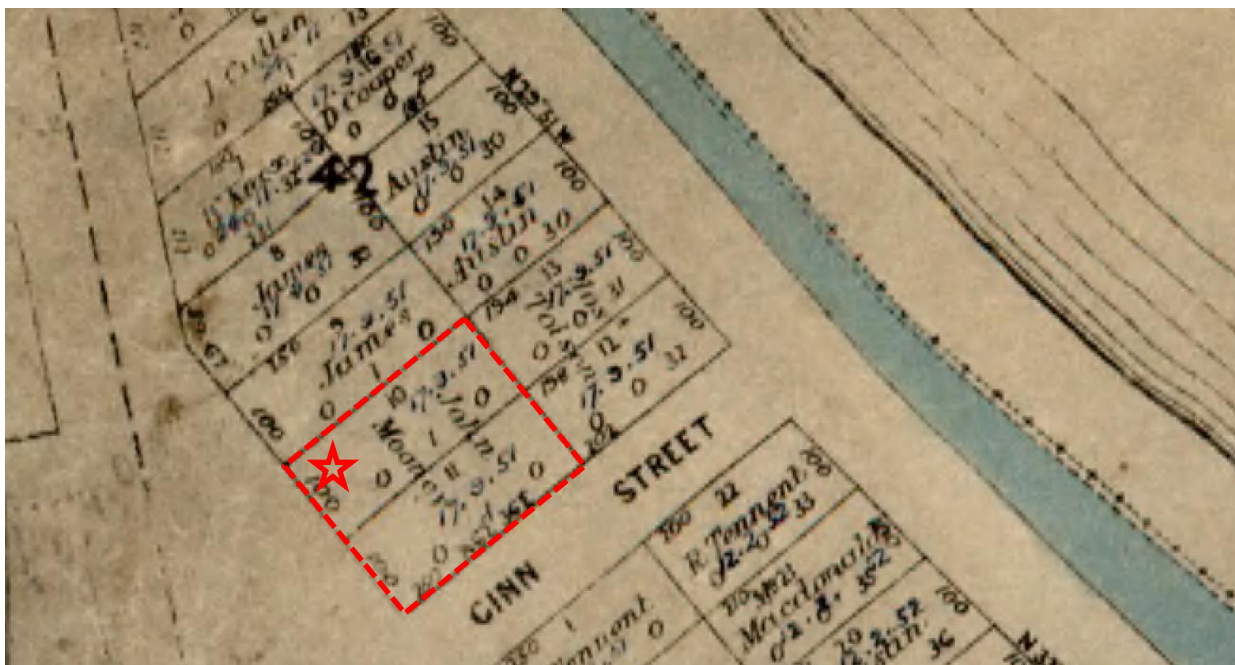
Why is it Significant?

Historically the building at 11 Mercer Street is one of five early Victorian buildings which remain to this part of Mercer Street. It is representative of a key early development phase which occurred in this area on one of the main roads to the town of Geelong. Many substantial commercial premises were erected on both Mercer Street and Latrobe Terrace from the early 1850s as the population of Geelong was rapidly increasing. (Criterion A)

The two storey building at 11 Mercer Street is of aesthetic significance for being a largely intact (above the awning) early Victorian building consisting of commercial premises to the lower level and a residence above. The restrained classical design of the building, incorporating quoining, a simple cornice and plain parapet, as well as the rendered architraves and keystones to the openings, are all indicative of an early Victorian building. Other early detailing which remains includes the hipped slate roof, face brick chimneys with pots, and windows to the rear. (Criterion E)

History

11 Mercer Street was part of allotment 10 of Section 42, Parish of Corio which was first purchased, along with the adjoining allotment to the south (no. 11), by J Mooney on 15 May 1852.¹ The following year, Mooney sold his land to Martin Treacey for £7,500 who subsequently sold allotment 10 to William Weire for £2,700.²



Parish Plan, G29 (10). Allotments 10 and 11 are indicated (red line) as is the location of the subject building (red star)
(Source: Landata webpage)

During the mid-1850s, the adjacent parts of Mercer Street began to develop as a commercial area as Geelong's population was rapidly increasing due to the discovery of gold in the goldfields to the north around Ballarat.³ At this time, Mercer Street was a main thoroughfare between the port town, the main road to Melbourne and other suburbs to the north and west.⁴ By 1854, two buildings had been erected on allotments 10 and 11: Brown Brothers British and Foreign Warehouse on the corner of Ginn Street and a building at 15 Mercer Street. Three hotels had also been erected nearby including one on the north-west corner of Latrobe Terrace and Mercer Street and another opposite the end of Ginn Street. The subject site remained vacant at this time.⁵

In August 1854, the north-west portion of allotment 10, having a frontage of 25 feet (7.6 metres) and extending to a lane at the rear, was purchased by James McEwan and John Houston,⁶ who used the site as an iron yard.⁷ The following year, in April 1855, McEwan bought Houston's share in the land and several months later disposed of his iron merchant business in Geelong to Mr George Cunningham.⁸

On 18 September 1857, the site was registered to James Spark M.D. and the following year, Spark acquired the adjoining allotment to the rear (including the current workshop site).⁹ Spark appears to have practiced from Mercer Street as early as 1855, when he is listed as the public vaccinator for the districts of 'Ashby, Kildare, & c'.¹⁰ It is likely that the subject building was erected not long after Spark acquired the site. Following Sparks death in 1883, a description of the property was included in his probate.

¹ Parish Plan, G29 (10), Parish Plan Schedule 5311-3.

² Application File 077973X, Department of Environment, Land, Water and Planning, General Law Library

³ Norman Houghton, *Geelong: A Short History*, Geelong 2003 [2005], p8

⁴ *Ballarat Star*, 8 June 1916, p4. *Geelong Advertiser and Intelligencer*, 27 June 1853, p2. *Argus*, 15 February 1855, p5.

⁵ Geelong, County of Grant, J H Taylor, Surveyor Generals Office, 1853-54, State Library of Victoria

⁶ Parish Plan, G29(10) and Schedule 5311-3

⁷ *Geelong Advertiser and Intelligencer*, 22 May 1854, p8

⁸ *Geelong Advertiser and Intelligencer*, 19 December 1855, p3

⁹ Application File 077973X, Department of Environment, Land, Water and Planning, General Law Library

¹⁰ *Argus*, 14 July 1855, p.5

Two storey brick built dwelling house [...] containing 7 rooms (with slate roof) with wooden kitchen and a scullery at the rear (with metal roof) now let at £42 a year and rated in the Town rates at £40 per annum. Valued at £510.¹¹

By the early 1880s there were several large commercial premises close to the intersection of Latrobe Terrace and Mercer Street, including in the current location of the road over rail overpass.¹²



'View of Corio Bay, from St. Paul's Tower, Geelong' (Fred Kruger, circa 1882)

Looking north along Latrobe Terrace. The subject site is obscured (its approximate location is indicated). (Source: State Library of Victoria, H39614/18)

In July 1888 the building was acquired by William McRowe. Ownership of the site changed another three times over the next 9 years.¹³ By 1890, the site was known as 'Osmond House' and vacancies for two or three gentleman boarders were being advertised.¹⁴ The following year, in 1891, the house, was advertised for sale and was described as:

Very substantial brick and stone residence of two stories, known as Osmond House, Mercer-street, consisting of 7 rooms, kitchen, servants room, bathroom, wash house (including copper, etc.) large fruit garden, and right of way at rear, water and gas laid on.¹⁵

By 1909, the house was occupied by Michael Gissane,¹⁶ Mrs Mary Gissane occupied the residence for the next 20 years until her death in November 1928.¹⁷ In 1912, whilst Mrs Gissane lived there, the site was purchased by Laura Jones of Ginn Street for 300 pounds. Jones owned the site for the next 25 years until her death in 1947.¹⁸ During the early to mid-1940's Mrs Lilly A Birkett occupied the property.¹⁹ It appears that boarders were taken on with two long term tenants, Sydney Kidman and Ormond Campigli, living at the site from the early 1940s to mid-1950s.²⁰

¹¹ Probate file James Spark, Public Record Office Victoria, VPRS 28, P0002, unit 155, item 26/623

¹² Photograph 'View of Corio Bay, from St. Paul's Tower, Geelong, Fred Kruger, circa 1882, State Library of Victoria, H39614/18

¹³ Application File 077973X, Department of Environment, Land, Water and Planning, General Law Library. In 1890, the site was purchased by Francis and Catherine McGill and the following year by John Daniel. In 1907, it was acquired by John Longville Price, John Patrick McCrae Doyle and Davin Fyfe.

¹⁴ *Geelong Advertiser*, 12 February 1890, p3

¹⁵ *Geelong Advertiser*, 23 May 1891, p3

¹⁶ *Geelong Advertiser*, 8 July 1909, p1. The house is noted as 'Ormond House', Mercer Street.

¹⁷ *Geelong Advertiser*, 27 November 1928, p2. It appears that boarders were taken on at the residence other reported as living at no. 11 during this period. e.g. Albert Renwood & J Amderson: *Geelong Advertiser*, 5 February 1927, p9 & 14 June 1920, p3

¹⁸ Application File 077973X, Department of Environment, Land, Water and Planning, General Law Library

¹⁹ Sands and McDougall's Directory of Victoria, 1942 and 1946

²⁰ Victorian Government Gazette, Various editions, 1941-1955.



'Geelong and harbour area' (C D Pratt, circa 1926)
The subject building is indicated.
(Source: State Library of Victoria, H91.160/693)

During the 1920s-30s, the east side of Mercer Street between Latrobe Terrace and Ginn Street was still predominantly lined with two storey commercial premises dating from the Victorian period and built to the street boundary. At this time, the subject building had no verandah and there was a large yard to the rear of the site, with an established garden and smaller outbuildings.²¹



'Mercer Street, Geelong, Vic, row of stores including C Phillips (Hairdresser), Geo. Elias (Draper) and Miss J E Nash (Cash Grocer)' (C Fox, 13 February 1937). 11 Mercer Street is indicated.
(Source: State Library of Victoria, H19371)

Following the death of Laura Jones, the lot, along with some additional land to the rear was purchase by Leopold George Hauser and Lucy Marion Hauser. The following year, in 1959, the site was purchased by Stanley Abe Freeman and Mary Lillian

²¹ Aerial photograph 'Geelong and harbour area', C D Pratt, circa 1926, State Library of Victoria, H91.160/693

Freeman, and Muffler and Tube Bending Service (the extant business) began operating from the site.²² The first part of the single storey workshop located to the rear of the original building was likely erected at this time.

Seven years later, in 1966, the Freemans acquired the adjoining allotment at the rear of the site (now with vehicle inspection pits).²³ The workshop at the rear was enlarged during the mid to late 20th century. The adaptation of the subject building for an automotive business reflects a change in the commercial activities undertaken in the area during the mid-20th century, with several other car related enterprises established in the vicinity during this time.

Description

The two storey rendered Victorian building at 11 Mercer Street was designed in a restrained classical manner, and has a similar format to an early Victorian shop with residence above.

The original building is built to the front and side boundaries. It has a hipped roof clad in slate and retains two face brick chimneys with metal pots. The symmetrical, rendered façade (now painted) is intact to the upper level and has a plain flat parapet separated from a plain frieze by a simple cornice. There is quoining to the façade and three rectangular sash windows which feature rendered architraves, keystones and sills. A small cornice separates the upper and lower levels. Both cornices and the quoining return to the north and south sides.

To Mercer Street is a mid-20th century cantilevered awning and tiled shopfront. Remnants of a plinth (now tiled over) remain at the north and south ends. The shopfront includes a large metal framed window (copper alloy), paired timber framed glazed doors with a letter slot. To the north is a flush timber door with early basalt threshold indicating it is an original openings (that possibly provided access to the upper level).

The north party wall is rendered whilst the walls to the south and rear (east) are brick (now painted). Cracking is evident to the north wall and metal bracing has been installed to the lower part of the south wall. There are three early opening to the rear at first floor level: two multi-paned timber sash windows and another with margin panes.

To the rear, adjoining the Victorian building, is a mid-20th century brick workshop that appears to have been constructed in two stages and extends to the east boundary. This single storey, cream brick building has a flat roof concealed behind a plain flat parapet. A metal roller door provides vehicle access from the rear lane whilst a large timber framed window including double doors provides access to the adjacent yard (to the south). This yard includes two vehicle inspection pits.

Both the Victorian building and the mid-20th century workshops have large signs associated with the extant business painted on the walls. Additional signage includes a substantial rectangular sign with fluorescent lighting mounted above the northern wall of the workshop.

Comparative Analysis

The Victorian building at 11 Mercer Street is one of five early Victorian buildings which remain in this part of Mercer Street and is similar to the nearby commercial building at 15 Mercer Street. The buildings are representative of the mid-19th century commercial development that once lined this part of Mercer Street (between Latrobe Terrace and Ginn Street). Another small group of Victorian commercial building is located further south and includes the early 1850s Steam Coach Hotel at 49 Mercer Street and the Victorian shops with residences above at nos. 26 and 28 (circa 1874 and circa 1890).²⁴

Both 11 and 15 Mercer Street consist of a shop at ground level with residence above and have relatively plain symmetrical rendered facades with flat parapets and simple cornices which are indicative of the early Victorian period. Other buildings of this type remain in the town centre, including the circa 1870 shop and residence at 156 Myers Street. Like many Victorian shops with a residence above, that at no. 156 has separate doors for the commercial premises and the residence (as was likely the case at 11 Mercer Street).²⁵

²² Muffler and Tube Bending Service website. http://www.geelongmufflers.com.au/?page_id=36, accessed 13 April 2017.

²³ Application File 077973X, Department of Environment, Land, Water and Planning, General Law Library

²⁴ *City of Geelong Urban Conservation Study*, Graeme Butler & Associates, Volume 5

²⁵ *Ibid.*

The combination of a plain parapet with simple projecting cornice, plain frieze and quoining that is used at 11 Mercer Street has also been employed in buildings in the town centre, including at 189 & 205-207 Moorabool Street. The building at no. 205-207 however, incorporates additional decorative details including a curved nameplate to the parapet which is flanked by scrolls. During the latter part of the Victorian period, buildings of this format typically had more richly decorated façades (e.g. circa 1880 building at 179-181 Ryrie Street) and often incorporated elements such as balustraded parapets, more elaborate cornices and a decorative frieze.

Thematic Context

Victorian Historical Themes

Theme 6.4 Making Regional Centres

Recommendations

It is recommended that 11 Mercer Street (the land and building) be removed from the City Fringe Heritage Area (HO1639) and be included in the Schedule to the Heritage Overlay on an individual basis.



Heritage Overlay Schedule Controls




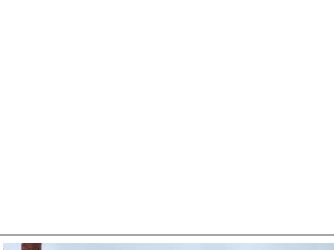
External Paint Controls	No
Internal Alteration Controls	No
Tree Controls	No
Outbuildings and/or Fences	No




APPENDIX I – North Area Schedules




Western Beach Heritage Area Schedule

Name/Address	Date/Period	Description/Notable Features	Photograph	Current Grading	Rec. Grading
Paired houses 1 & 1a Western Beach Road	Mid- 1960s	Largely intact, Modernist, bi-chrome brick (cream with brown plinth), flat roof with broad eaves, cantilevered concrete stair with metal balustrades (stair to 1a now tiled). Large timber framed windows with awning openings, flush doors with sidelights, garage to undercroft of no. 1, early garage to rear of 1a, early cream brick fence with brown tile capping and metal gates to front & sides.		-	Contrib.
House 2 Western Beach Road	Mid- 1950s	Largely intact, Modernist brick (now painted), low pitch transverse gables either side of prominent skillion bay, all clad in corrugated metal sheeting, exposed timber beams to projecting bay, large timber framed windows, brick planter beds to front, stair with later paving, later door with early sidelight and terrazzo threshold. Original garage to rear with face salmon brick.		-	Sig.
House 2a Western Beach Road	Mid- 1950s	Intact, two storey Modernist house, skillion roof with squat chimney and exposed rafters, cream brick with vertical boards to upper part of façade, cantilevered balcony with exposed beams & later metal balustrade (originally solid). Large timber windows with some awning openings & tiled brown sills, canvas blinds to upper level windows, non-original panelled doors. Slate clad stair with flanking brick planters extending across the front. Original cream brick fence with metal gate & garage to rear.		-	Contrib.





Name/Address	Date/Period	Description/Notable Features	Photograph	Current Grading	Rec. Grading
<p>House 'Fernshaw' 4 Western Beach Road</p>	<p>1876</p>	<p>Largely intact, 2 storey symmetrical house with some Gothic elements & single storey stables. Both are brick with basalt plinths, have gable roofs clad in slate tiles with cast iron gutters and decorative timber bargeboards.</p> <p>House: recessed entry porch with cast iron verandah above (now glazed with low rendered wall), decorative timber fascia boards, rendered details including quoining, quatrefoil motifs & banding. Faceted bays to ground level, timber sash windows with basalt sills, leadlight highlight & sidelights to door, elaborate brick chimneys with rendered details & terracotta pots (now painted).</p> <p>Distinctive stables: curved bay at 1 end, contrasting banding, 2 later openings to south wall (whose parapet may have been truncated), arched timber sash windows.</p>		<p>(HO137)</p>	<p>Sig.</p>
<p>House 6-8 Western Beach Road</p>	<p>Late 20th century?</p>	<p>2 storey, rendered with brick plinth, hipped roof clad in slate, dormers with curved and bellcast roofs, timber boards to eaves, corner porch with rendered piers, timber French doors to ground level, timber sash windows to upper level, brick chimney.</p>		<p>-</p>	<p>Non-contrib.</p>
<p>Paired house 12 & 12a Western Beach Road</p>	<p>Circa 1854</p>	<p>Enlarged & converted to 2 dwellings in circa 1895.</p> <p>Altered, 2 storey, rendered (with some tooled lines), hipped roof partly concealed by flat parapet with central gabled section & rendered cornice. 2 storey verandah at least partly altered with cast iron frieze, balustrades & later columns with capitals, altered openings including large windows doors (many aluminium), side entry to no.12.</p> <p>Remnants of early adjacent house to party wall on north side, including quoining & bracketed cornice.</p>		<p>C (HO118 & HO1181)</p>	<p>Sig.</p>

Name/Address	Date/Period	Description/Notable Features	Photograph	Current Grading	Rec. Grading
House 12b Western Beach Road	Late 20 th century	2 storey, rendered, broad gabled parapet, large windows, curved balcony to upper level.		Listed as C under 12 & 12a	Non-contrib.
House 14 Western Beach Road	Late 20 th century	2 storey, rendered, transverse gable roof clad in concrete tiles, aluminium windows, entry portico		-	Non-contrib.
House 14a Western Beach Road	1953	A-frame house, two level (possibly later add.) with dormers (later?) & clad in concrete tiles, horizontal boards to gable end, metal railing to upper level terrace. Brick ground level (cream with red clinker base), aluminium openings, side entry.		-	Contrib.
House 20 Western Beach Road	Victorian	Fairly intact, brick (now painted), hipped roof clad in corrugated metal sheeting (originally appears to have been slate – refer to 1948 aerial), brick chimney with terracotta pot. Decorative timber brackets & string moulding to eaves, concave verandah with later tiled deck & timber brackets, timber sash windows to faceted bay, enlarged opening to verandah, entry door (altered) with sidelights, 2 storey additions to rear		-	Contrib.
House 22 Western Beach Road	Late 20 th century	Render, gable roof clad in concrete tiles, large glazed openings timber to façade.		-	Non-contrib.

Name/Address	Date/Period	Description/Notable Features	Photograph	Current Grading	Rec. Grading
House 24 Western Beach Road	Fed.	<p>Mostly intact with prominent 2nd level addition at ridge.</p> <p>Original part: weatherboard, hipped & gable roof clad in corrugated metal sheeting, projecting bay to front gable, roughcast sheeting with vertical battens to gable end, return verandah with timber valance & deck. Timber windows with original highlights (some with leadlight) but large panes beneath (probably replaced casements), full height sash window to verandah, side entry with highlight & sidelights, red brick chimneys with rendered bands & terracotta pots.</p>		D	Contrib.
House 26 Western Beach Road	Victorian	<p>Largely intact, weatherboard hipped roof clad in corrugated metal sheeting, rendered chimneys with tall decorative pots (now painted), decorative timber brackets to eaves, bullnose verandah with timber framed cast iron frieze & brackets, timber deck & later timber balustrade, timber sash windows, panelled timber door with glazing & sidelights.</p>		D	Contrib.
House 28 Western Beach Road	Fed. Circa 1915	<p>Mostly intact with 2 storey addition to rear & new dormer to front, currently being refurbished (windows removed).</p> <p>Weatherboard, hipped & gable roof now clad in corrugated metal sheeting, decorative timber bargeboards & roughcast sheeting to gable end, return verandah with timber deck, timber frieze, brick plinth & later timber balustrade, rendered chimneys with terracotta pots (now painted). Segmental arched window to side & porthole window to verandah. Previously had timber casement openings to bay windows with highlights.</p>		D	Contrib.

Name/Address	Date/Period	Description/Notable Features	Photograph	Current Grading	Rec. Grading
'Llanberris' flats 30 Western Beach Road	1880 with 1914 additions	<p>Now 2 storey, rendered (smooth with quoining to ground level & roughcast to upper level), hipped roof clad in slate. There are 2, curved bays to the front, the 2 levels are separated by a projecting cornice & there are battened shingles to the gable end.</p> <p>The earlier section was single storey & included part of the rear wings. Windows to the front are timber sash, with those to the original part having margin panes & rendered architraves whilst those to the upper level are grouped in horizontal banks.</p> <p>Chimneys are rendered – those from the Federation period being tapered with terracotta pots whilst an original chimney to the north has a projecting cornice & brackets. To the north is portico with arched openings & pilasters.</p>		Outside HO1639 HO1184 (C)	Sig.
House 32 Western Beach Road	Circa Early 1950s	<p>Intact, clinker brick with hipped roof clad in variegated tiles, slatted eaves & original timber fascia (concealing the gutter). Original timber corner windows (including sash openings) & original door with horizontal glazing bars. The porch retains an original cantilevered canopy (with curved corners) & brick steps with brick planter bed extending across the front. Original brick fence.</p>		Outside HO1639	Contrib.
House 34 Western Beach Road	Late 20 th century	<p>2 storey, rendered, mansard roof clad in slate, 2 storey verandah with flat parapet and rendered columns to front.</p>		Outside HO1639	Non-contrib.

Name/Address	Date/Period	Description/Notable Features	Photograph	Current Grading	Rec. Grading
House 36 Western Beach Road	Late Victorian	Largely intact, polychrome brick with diaper quoining & basalt plinth, hipped roof clad in slate with 2 bi-chrome brick chimneys. Faceted bay to façade, cornice to eaves (brick string course & paired timber brackets) & timber sash windows (tripartite to verandah). Return verandah with turned timber posts, cast iron frieze & dogtooth moulding to the verandah beams. Verandah to north side has been infilled. 4 panelled timber door to front with sidelights & highlight (with margin panes).		Outside HO1639 HO1186 (C)	Sig.
Paired houses 38, 40 Western Beach Road	Late Victorian	Largely intact, attached pair, brick & render (now painted – possibly some stone), hipped roof concealed by balustraded parapet (with cornice), retains original chimneys with projecting capping. Symmetrical façade with quoining & faceted bays at either end, central verandah with concave roofs, cast iron frieze, timber posts & brick party wall (with rendered capping & scroll). Cast iron palisade fence with basalt plinth.		Outside HO1639 HO1187 (C)	Sig.
Flats 42 Western Beach Road	Circa 1950s	Largely intact, 2 storey cream brick & lightweight sheeting & flat roof. Balconies with vertical metal balustrades. Projecting northern bay with recessed bays to the south. Retains some original timber-framed window units, other openings are aluminium (possibly replaced).		Outside HO1639	Contrib.
46-48 Western Beach Road	Late 20 th century	2 storey, concrete block with central gable atrium. Flat parapet conceals 2 hipped roofs clad in slate. Large timber framed windows, some recessed to create balcony/terrace to front.		Outside HO1639	Non-contrib.

Name/Address	Date/Period	Description/Notable Features	Photograph	Current Grading	Rec. Grading
50 Western Beach Road	1970s, recent additions to front	Part single storey with 2 storey section to rear. Rendered with flat roof & large windows.		Outside HO1639	Non-contrib.
House 52-54 Western Beach Road	Circa 1950s	Altered character due to rendered walls, hipped roof clad in variegated tiles. Timber windows with sash openings (including corner type), later ramp to front. Original brick fence with tapestry brick capping and original metal gates.		Outside HO1639	Non-contrib.
'Glenburnie' 52-54 Western Beach Road Alexander Davidson & Co.	1880	Largely intact symmetrical rendered façade with faceted bays & central recessed porch with Romanesque style columns. The arched porch has a lions head to the keystone. Hipped roof clad in slate largely concealed by balustraded parapet. Timber sash windows to bays with rendered architraves & keystones. Arched entry with panelled timber door (appears to be partly altered), sidelights & highlights. Timber addition to south. Early iron palisade fence with basalt plinth.		Outside HO1639 HO150 (B)	Sig.
'Warrain' 56 Western Beach Road Architect G S Jackson	1888	Largely intact, bi-chrome brick (with diaper quoining & tuck pointing), hipped roof clad in slate with elaborate rendered chimneys having curved tops, projecting cornice & brackets. Faceted bay to façade, cornice with rosettes & paired timber brackets. Return bullnose verandah with cast iron frieze & round columns with capitals. Timber sash windows (tripartite to verandah), panelled timber door with sidelights & highlights.		Outside HO1639 HO1188 (C)	Sig.

Name/Address	Date/Period	Description/Notable Features	Photograph	Current Grading	Rec. Grading
58 Western Beach Road	Interwar	<p>Largely intact, symmetrical bungalow with attic level, red brick, transverse gable roof clad in slate (with terracotta capping), brick chimneys with soldier course. Large gable dormer with shingled skirt & timber vent and battened sheeting to gable end. Smaller skillion dormers to either side.</p> <p>Verandah to front with flat roof, timber brackets, brick piers (with clinker brick soldier course) supporting battered rendered columns.</p> <p>Box framed timber sash windows to façade, timber sash windows to dormers, central double doors (timber framed, multi-paned).</p>		Outside HO1639	Contrib.

APPENDIX J – North Area Policy

Clause 22.69 - HOXXXX Western Beach Road Heritage Area

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

Policy Basis

Historically, the Western Beach 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 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).

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

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