Afternoon Session with Winchelsea community December 2018

Estimated participants **Area 1 Princes Highway North Green dots Red dots** Officer and consultant notes and observations **Comments from post it notes** Land bounded by Harding St, Willis St & Barwon Tce (as Noted, unfortunately this is outside the scope of indicated on map): This entire area to have an overlay the project but this comment will be included in reserving it for retail - if the current owners agree to leave the report to Council with a suggestion it be General comments by 2030 there will be zero rates for each owner. If they do considered in future projects not agree rates as usual. Support single storey but second storey ok if hidden. Noted 1 storey to retain the areas character and ensure that the 2 surrounding trees can be seen above the buildings and contribute to the green skyline. However the width of the Building Height road and other buildings in the area may allow for a taller façade of up to 6m and 2nd storey where it is hidden in roof form and not generally visible from the highway Clad in weatherboard or steel to conform to the existing 5 1 **External Building Materia** Timber painted in cream, light ochre palette. Steel painted/anodised in pastel or muted shade to conform to the existing character. **Building Colour** Details such as door, verandas and window frames may be painted in a contrasting colour to reflect the existing character 5 Signage and advertising to not extend above the skyline and should only be located on verandas, parapets or gable walls Signage and advertising to ensure it doesn't dominate the village centre or detract from the architecture The roof can be any form but the street presentation must 2 Roof form and colour be a parapet or a gable. Grey, neutral or red in colour Façade to incorporate a veranda along the entire length of Open to any proposals which retain character and provide Noted, for this reason the guidelines are designed attractive streetscape - prospective developers may have to be performance based. This means if the the building frontage other wonderful ideas and interpretations. character standards can be demonstrated to be met by another design solution then that will be considered Important architectural elements Most of the façade at ground level to be occupied by The South west corner of this precinct has significant Agreed, we intend to prepare a different set of cultural/social charm and any development must enhance guidelines for development in this area to windows or doors to reflect the areas commercial character and detail the social amenity of this area which extends around to recognise its distinctive character the pool. Install planting bed for vine at veranda posts Frontage articulation to reflect existing varied frontage width and break up the mass of larger footprint buildings 1 11 Buildings should front directly to the edge of the street with Lots near Barwon Terrace stay set back and retain the Agreed, we intend to prepare a different set of landscape guidelines for development in this area no setback and occupy the entire frontage of the property to retain and reinforce the small town rural character Setbacks from boundaries Currently buses - hundreds of them stop at the toilet - this Noted, unfortunately this is outside the scope of the project but this comment will be included in is likely to continue for some time. Needs to be better traffic management and parking that allows & promotes the report to Council foot traffic along the strip to the Rabbit café and back.

Area 2 Princes Highway South		Green dots	Red dots	Comments from post it notes	Officer and consultant notes and observations
Building Height	Predominantly 1 storey to retain the areas character and ensure that the surrounding trees can be seen above the buildings and contribute to the green skyline. However the width of the road and other buildings in the area may allow for a taller façade of up to 6m with a second storey setback behind the façade to minimise its impact on the streetscape	12	1	Double storey would help solve commercial area shortage in town.	Agreed
External Building Material	Clad in weatherboard, bluestone, brick or rendered to conform to the existing character	10	1		
Building Colour	Timber painted in cream, light ochre palette. Render also cream, light ochre. Brick and bluestone natural colour	6			
	Details such as door, verandas and window frames may be painted in a contrasting colour to reflect the existing character				
Signage and advertising	No signage and advertising to extend above the skyline and should only be located on verandas, parapets or gable walls to ensure it doesn't dominate the village centre or detract from the architecture	5	1		
Roof form and colour	The roof presentation the highway should be either parapet or hipped. Grey, neutral or red in colour	3			
	Façade to incorporate a veranda along the entire length of the building frontage Approximately half façade facing highway occupied by windows or doors. Windows other than large, shop display windows to be vertical in orientation to reflect the areas small town commercial character Install planting bed for vine at veranda posts	13	1	Modern build in area 2 with front full glass.	
	Frontage articulation to reflect existing varied frontage width and break up the mass of larger footprint buildings				
Setbacks from boundaries	Buildings should front directly to the edge of the street (no setback) and occupy the entire frontage of the property to retain and reinforce the small town rural character	8	4	Building to edge of street in line with current other buildings.	Agreed, this concern should be addressed when this area will be covered by two different guideline areas to ensure new buildings are consistent with those nearby

Area 3 Main St South		Green dots	Red dots	Comments from post it notes	Officer and consultant notes and observations
General comments				Would be lovely if the shopping strip did look like this!	Noted, the illustration was drawn to show what a conforming development would look like
				7 green dots on indicative illustration.	See above
				Biggest question at town level is where will the new shopping centre be?	Noted, unfortunately the scope of this project is limited to the character of the buildings in the
				Access between Hesse St and Palmer St is south end is needed. Provision for much more parking is needed.	town centre so we cannot make reccomendations about new parking areas, the location and boundaries of the commercial area or new roads
				More parking (2 green dots).	boundaries of the commercial area of new roads
				Needs provision of much more parking space (3 green	
				dots). There is not enough parking in the main shopping area (1 green dot).	
				Parking must be a priority - increase safe areas for the elderly, areas for walkers - gofers (2 green dots). Need better current access to parking and truck	
				movement in Hesse Street. This exercise is useful in guiding external design of future buildings. The real need is to re-design the town to suit	Noted, unfortunately the redesign of the centre is outside the scope of the project but this comment
				future increase in size and modern needs ie modern shopping centre (1 green dot).	will be included in the report to Council
Building Height	1 storey to retain the areas character and ensure that the surrounding trees can be seen above the buildings and contribute to the green skyline. However an additional level may be acceptable if setback to minimise impact when	7			
	viewed from the Highway Clad in weatherboard, brick or rendered to conform to the	3		The new shops where the post office is should have been	Agreed that the character of new buildings is
	existing character			built "old style", very unattractive (1 green dot).	important and can have a significant impact on the character of the whole town and that is why we are preparing these guidelines.
External Building Material				Modern building fronts.	Agree that there is already a degree of diversity in the towns character. The guidelines have been prepared to only control those items of building character that are essential to maintain the towns overall character and still allow buildings to
				Heritage style building fronts.	express the needs and tastes of their owners and
				Already plenty of buildings with different architecture eg. New post office, old market (?), new ambulance opening up (1 green dot).	designers as far as possible. The guidelines are intended provide the right mix of enforcability, ease of understanding and flexibility to ensure different styles can be accomodated without detriment to the towns character
	Any colours will contribute to the eclectic and cheerful mix	4	4		
Building Colour	of colours in the area Details such as door, verandas and window frames may be				
	painted in a contrasting colour to reflect the existing character				
Signage and advertising	No signage and advertising to extend above the skyline and should only be located on verandas, parapets walls to ensure it doesn't dominate the traditional village centre or detract from the architecture	11		No advertising in luminous colours.	Agreed, guidelines will be amended to control illuminated signs
Roof form and colour	Parapet facing the highway.	1	2		Noted that those who expressed an opinion were on balance against this guideline
	Roof grey, neutral or red in colour	17	3	Rows of small shops fronting the street are a thing of the	Noted, unfortunately the redesign of the centre is
Important architectural elements and detail	Façade to incorporate a veranda along the entire length of the building frontage	1/	3	past - other than to look nice to people passing through. The future town needs a modern supermarket complex with plenty of parking away from the highway (2 green dots).	outside the scope of the project but this comment will be included in the report to Council. These guidelines are about character, not use so assuming new buildings replace the old ones, whatever use they have they will be required to consider how they impact the character of the town.
	Most of the façade facing highway occupied by windows or doors to reflect the areas small town commercial character			Needs more pavement to have sitting areas.	Noted, unfortunately the design of the streetscape is outside the scope of the project but this comment will be included in the report to Council
	Install planting bed for vines at veranda posts Frontage articulation to reflect the characteristic narrow frontage width of existing lots and break up the mass of larger footprint buildings Buildings should front directly to the edge of the street (no	2	7		Noted that there who appropriately a significant
Setbacks from boundaries	sethack) and occupy the entire frontage of the property to	3	7		Noted that those who expressed an opinion were on balance against this guideline.

Area 4 Riverside		Green dots	Red dots	Comments from post it notes	Officer and consultant notes and observations	
General Comments				12 red dots covering land subject to innundation, 10 red dots covering balance of the land.	The strength of feeling about this area is noted, existing planning provisions would not normally allow development within the land subject to inundation. The scope of the project does not allow us to make reccomendations about land use but we hope the guidelines can ensure that whatever development is permitted (meets with all the other planning requirements) can be designed to be sympathetic to the riverside.	
				Please don't turn everything into individual shops before identifying future shopping area.	Noted, unfortunately the scope of this project is limited to the character of the buildings in the	
				Where exactly is this retail / riverside area going? Private property? (green dot).	town centre so we cannot make reccomendations about new parking areas, the location and boundaries of the commercial area or new roads.	
				Shopping precinct should not be here.	However the guidelines will ensure new	
				Solution urgently needed for traffic going down Hesse Street South.	development is sympathetic to the riverside and complements the charactrer of the rest of the town	
				Area too small for shopping centre for the future. Shopping precinct should be more a tourist stop, cafes, bespoke cafes etc rather than bank, supermarket etc take advantage of the river as tourist attraction.		
	1 storey adjacent to Highway			One storey only x 2 (2 green dots).		
Building Height	1 or 2 storey between the highway and the river.			Stay with one storey near the river (1 green dot). Single storey profile.	Understand the desire to minimise intrusion of buildings along the riverside. However with good design to ensure the buildings do not dominate this intrusion may be minimised. Allowing two storey	
	In either case an additional level may be acceptable if hidden in the roof form and not visible from the Highway	4	12	Single storey for no in Winchelsea.	Meaning unclear, however the strength of feeling suggests building height is an important matter.	
	Timber, brick, steel or render	2	1			
External Building Material	Verandas and balconies constructed predominantly of timber	2	1			
	Grey, white, grey-green light ochre or neutral and muted tones to minimise intrusion on surrounding green skyline adjacent to riverside	2	1	The colour of shops is up to shop keepers.	Shopkeepers have also been consulted on this matter to ensure they are happy with these proposals	
Signage and advertising	Signage and advertising to not extend above the skyline and should only be located on verandas, parapets walls to ensure it doesn't dominate the traditional village centre feel	4	1			
Roof form and colour	Pitched, hipped or gable acceptable	2	1			
Important architectural elements	Buildings adjoining riverside to front to proposed riverside access way			No buildings arount the river, should be all parkland (5 green dots).	Noted, unfortunately the scope of this project is limited to the character of the buildings in the town centre so we cannot make reccomendations about new parks, new parking areas, the location and boundaries of the commercial area or new roads. However the guidelines will ensure new development in this area is sympathetic to the	
	Verandas and or balconies to present to most or all of the façade to street and river			No buildings at all around riverside (agree!).	riverside, the adjoining open space and complements the charactrer of the rest of the town	
	Most windows (other than display type windows) with vertical orientation to reflect the areas traditional small town commercial character.			This area should be reserved for future retail precinct - limited residential, no high rise.	Noted, these aspirations are reflected the guidelines	
	Frontage articulation (change in height, setback or treatment) every 10m or less to break up the mass of larger footprint buildings	6	4			
Setbacks from boundaries	Setbacks to incorporate landscaping that will mature to provide a green canopy and understorey	3	1			

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Ces Rooms need to be preserved and used by community and statistical ten (1 green dot). International ten (1 green dot).	General Comments				Redesign windowshape - less austere.	Ageed these need reconsideration
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