

# Afternoon Session with Winchelsea community December 2018

Estimated participants

20

| Area 1 Princes Highway North                |   | Green dots | Red dots | Comments from post it notes  | Officer and consultant notes and observations  |
|---|---|------------|----------|--|--|
| General comments                            |   |            |          | Land bounded by Harding St, Willis St & Barwon Tce (as indicated on map): This entire area to have an overlay reserving it for retail - if the current owners agree to leave by 2030 there will be zero rates for each owner. If they do not agree rates as usual. | <b>Noted, unfortunately this is outside the scope of the project but this comment will be included in the report to Council with a suggestion it be considered in future projects</b>                          |
| 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 the width of the road and other buildings in the area may allow for a taller façade of up to 6m and 2 <sup>nd</sup> storey where it is hidden in roof form and not generally visible from the highway | 6          | 2        | Support single storey but second storey ok if hidden.  | <b>Noted</b>   |
| External Building Material                  | Clad in weatherboard or steel to conform to the existing character  | 5          | 1        |  |  |
| Building Colour                             | Timber painted in cream, light ochre palette. Steel painted/anodised in pastel or muted shade to conform to the existing character.   | 6          |          |  |  |
|   | Details such as door, verandas and window frames may be painted in a contrasting colour to reflect the existing character   |            |          |  |  |
| Signage and advertising                     | Signage and advertising to not 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          |          |  |  |
| Roof form and colour                        | The roof can be any form but the street presentation must be a parapet or a gable.<br>Grey, neutral or red in colour  | 2          |          |  |  |
| Important architectural elements and detail | Façade to incorporate a veranda along the entire length of the building frontage  | 7          | 4        | Open to any proposals which retain character and provide attractive streetscape - prospective developers may have other wonderful ideas and interpretations.   | <b>Noted, for this reason the guidelines are designed to be performance based. This means if the character standards can be demonstrated to be met by another design solution then that will be considered</b> |
|   | Most of the façade at ground level to be occupied by windows or doors to reflect the areas commercial character   |            |          | The South west corner of this precinct has significant cultural/social charm and any development must enhance the social amenity of this area which extends around to the pool.  | <b>Agreed, we intend to prepare a different set of guidelines for development in this area to recognise its distinctive character</b>  |
|   | 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   |            |          |  |  |
| Setbacks from boundaries                    | Buildings should front directly to the edge of the street with no setback and occupy the entire frontage of the property to retain and reinforce the small town rural character   | 1          | 11       | Lots near Barwon Terrace stay set back and retain the landscape  | <b>Agreed, we intend to prepare a different set of guidelines for development in this area</b>   |
|   |   |            |          | Currently buses - hundreds of them stop at the toilet - this is likely to continue for some time. Needs to be better traffic management and parking that allows & promotes foot traffic along the strip to the Rabbit café and back.                               | <b>Noted, unfortunately this is outside the scope of the project but this comment will be included in the report to Council</b>  |

| 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.  | 3          |          |  |   |
|   | Grey, neutral or red in colour   |            |          |  |   |
| Important architectural elements and detail | Façade to incorporate a veranda along the entire length of the building frontage   | 13         | 1        | Modern build in area 2 with front full glass.                    |   |
|   | 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   |            |          |  |   |
|   | 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 town centre so we cannot make recommendations about new parking areas, the location and boundaries of the commercial area or new roads   |
|  |  |            |          | Access between Hesse St and Palmer St is south end is needed. Provision for much more parking is needed.   |   |
|  |  |            |          | More parking (2 green dots).   |   |
|  |  |            |          | 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.  | Noted, unfortunately the redesign of the centre is outside the scope of the project but this comment will be included in the report to Council   |            |          |  |   |
| This exercise is useful in guiding external design of future buildings. The real need is to re-design the town to suit future increase in size and modern needs ie modern shopping centre (1 green dot). |  |            |          |  |   |
| 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 viewed from the Highway | 7          |          |  |   |
| External Building Material   | Clad in weatherboard, brick or rendered to conform to the existing character   | 3          |          | The new shops where the post office is should have been built "old style", very unattractive (1 green dot).  | Agreed that the character of new buildings is important and can have a significant impact on the character of the whole town and that is why we are preparing these guidelines.   |
|  |  |            |          | 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 express the needs and tastes of their owners and 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 |
|  |  |            |          | Heritage style building fronts.  |   |
|  |  |            |          | Already plenty of buildings with different architecture eg. New post office, old market (?), new ambulance opening up (1 green dot).   |   |
| Building Colour  | Any colours will contribute to the eclectic and cheerful mix of colours in the area  | 4          | 4        |  |   |
|  | 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  |            |          |  |   |
| Important architectural elements and detail  | Façade to incorporate a veranda along the entire length of the building frontage   | 17         | 3        | Rows of small shops fronting the street are a thing of the 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). | Noted, unfortunately the redesign of the centre is 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  |            |          |  |   |
| Setbacks from boundaries   | 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 setback) and occupy the entire frontage of the property to retain and reinforce the feel of it being the hub of a small rural town   | 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 inundation, 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 recommendations 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 town centre so we cannot make recommendations about new parking areas, the location and boundaries of the commercial area or new roads. However the guidelines will ensure new development is sympathetic to the riverside and complements the character of the rest of the town   |
|   |  |            |  | Where exactly is this retail / riverside area going? Private property? (green dot).          |   |
|   |  |            |  | Shopping precinct should not be here.  |   |
|   |  |            |  | Solution urgently needed for traffic going down Hesse Street South.                          |   |
|   |  |            |  | 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. |  |   |
| Building Height                             | 1 storey adjacent to Highway   |            |  | One storey only x 2 (2 green dots).  |   |
|   | 1 or 2 storey between the highway and the river.   |            |  | Stay with one storey near the river (1 green dot).<br>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.   |
| External Building Material                  | Timber, brick, steel or render   |            |  |  |   |
|   | Verandas and balconies constructed predominantly of timber   | 2          | 1  |  |   |
| Building Colour                             | 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 and detail | Buildings adjoining riverside to front to proposed riverside access way  |            |  | No buildings around 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 recommendations 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 riverside, the adjoining open space and complements the character of the rest of the town |
|   | Verandas and or balconies to present to most or all of the façade to street and river  |            |  | No buildings at all around riverside (agree!).   |   |
|   | 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. |   |
|   | 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  |  |   |

| Area 5 Main Street North                    |  | Green dots | Red dots | Comments from post it notes  | Officer and consultant notes and observations  |
|---|--|------------|----------|--|--|
| General Comments                            |  |            |          | Redesign windowshape - less austere.   | Agreed these need reconsideration<br><br><b>Noted, however recommendations about preserving individual buildings and their use is not in the scope of the project and so we can make no recommendations on this matter. However but this comment will be included in the report to Council</b> |
|   |  |            |          | 3 red dots on indicative illustration.   |  |
|   |  |            |          | Tea Rooms need to be preserved and used by community a historical icon (1 green dot).  |  |
|   |  |            |          | Leave Tea Rooms as is (1 green dot).<br>Tea Rooms must be retained with public use and historical value retained (2 green dots). |  |
| Building Height                             | Any building on the corner of the Hesse Street and the highway will have a landmark location that would merit greater height to parapet level than other nearby buildings. However building height should not be greater than the bluestone Tea Rooms to retain its prominence and contribution to the streetscape. This will also ensure that the surrounding trees can be seen above the buildings and contribute to the green skyline. This will probably require single storey development although an additional level may be acceptable if largely hidden in the roof form | 7          | 2        | Any building west of the Tea Rooms should not dominate the skyline or detract from the story of the town and its history.        | Agreed this aspect of the guidelines need amendment to address this point  |
| External Building Material                  | Clad in bluestone, muted toned render or other material determined by heritage study to complement existing Tea rooms and café building.   | 5          |          |  |  |
| Building Colour                             | Neutral tones to complement the Winchelsea Tea rooms and café building   | 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 walls to ensure it doesn't dominate the traditional village centre feel or detract from the Winchelsea Tea rooms building  | 6          |          | Advertising signage should not include luminous paint colours.   | Agreed, guidelines will be amended to control illuminated signs  |
| Roof form and colour                        | Parapet facing highway and Hesse Street.   | 2          | 3        |  |  |
|   | Grey, neutral or blue grey in colour   |            |          |  |  |
| Important architectural elements and detail | Less than 50% the façade facing Hesse street occupied by windows or doors. Windows with vertical orientation to reflect the areas small town commercial character.   | 3          | 4        | Too stark - needs to complement Tea House - needs a roof line.   | Agreed guidelines will be amended  |
|   | Install planting bed for vine at veranda posts   |            |          |  |  |
| Setbacks from boundaries                    | Buildings setback from Hesse Street to conform with existing buildings and allow for landscaped gardens fronting Hesse Street and the Highway  | 4          |          | Also allow space for verandahs.  | Noted, will be considered  |