



YEA HIGH STREET HERITAGE GUIDELINES

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The front cover shows (main picture) Yea High Street, c.1908 (Source: Shirley Jones Collection of Victorian Postcards, State Library of Victoria, Image No. a00560) and a more recent view of the same side of the street (Source: Context, 2008).

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Report Register

This report register documents the development and issue of the report entitled Yea High Street Heritage Guidelines undertaken by Context Pty Ltd in accordance with our internal quality management system.

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1151	1	Yea High Street Heritage Guidelines, draft	6 October, 2008	Karen Girvan, Melissa Crane
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Yea Shire Hall
Source: Context, 2008



Former Purcell's Commercial Store
Source: Context, 2008



Country Club Hotel
Source: Context, 2008



Former Commercial Bank of Australasia
Source: Context, 2008

1 Introduction

These heritage policy guidelines have been prepared for the High Street heritage precinct in Yea, which is included in the Heritage Overlay (HO9) of the Murrindindi Planning Scheme. The purpose of the guidelines is to assist applicants and the community to understand how a proposal will be considered and what will influence decision making.

Included are policy guidelines for conserving significance, new development, signage and advertising, demolition, subdivision and trees. They provide information requirements and decision guidelines. They may be adapted in the future to form an incorporated plan suitable for inclusion in the Murrindindi Planning Scheme.

2 Methodology

The guidelines have been prepared in accordance with the *Burra Charter: The Australia ICOMOS Charter for Places of Cultural Significance*.

There is no citation or statement of significance for the Yea High Street heritage precinct, however, the thematic environmental history prepared as part of Stage 1 of the *Murrindindi Shire Heritage Study* provides an overview of its historic development and further information about the development of Yea has been gathered through the research undertaken for two other precincts in Yea, one in Station Street (just to the south of the High Street precinct) and the other in The Parade, to the south-west. The precinct was inspected separately by David Helms and Natica Schmeder and the findings of these inspections are summarised in section 3 Precinct Overview. Information about management issues in the High Street precinct was provided by Murrindindi Shire Council.

Buildings that are considered to contribute to the precinct have been identified and are listed in the Table in section 6. The building known as 'Marmalades' (former Yea General Store, Purcell's Commercial Store) is of individual significance as it is included on the Victorian Heritage Register (H740). Places of potential individual significance (as indicated by their individual listing in the HO) are Yea Shire Hall (HO6), Yea Post Office (HO8), and the former Commercial Bank of Australasia (HO11).

The research carried out as noted and above and the fieldwork has enabled the consultants to gain an understanding of the reasons for the significance of the precinct and this together with the information about management issues has provided the basis for the preparation of these guidelines.

2 Scope

These guidelines apply to the Yea High Street heritage precinct, which is included in the Heritage Overlay as HO9. It also applies to the places within the precinct that are individually listed in the HO as noted above, with the exception of Marmalades, which is on the VHR and therefore subject to the *Heritage Act 1995*.

3 Precinct overview

The area covered by the Yea High Street heritage precinct can be divided into a number of diverse 'sub-precincts' which differ in their use and built form, but the whole precinct is unified by High Street itself, which is very broad and features a wide treed median in the middle. This distinctive street creates a relaxed 'country town' feeling in Yea's central commercial district. Early 20th-century photos (e.g., 'Main Street Yea', c1906, at State Library of Victoria) show the median fenced in with a timber post and rail fence (turned balls at the top of the posts) and planted with mature conifers. The fence and most of the conifers were gone by the 1950s (see 'High Street, from the shire hall, Yea', on the State Library of Victoria website). Currently the road reserve is planted with semi-mature trees (eucalypts, ash and plane trees) from Hood to Gifford Street, which have amenity value. Much of the median is now taken up with car parking.

The sub-precincts can be broadly defined as the central commercial area facing a civic/public-use realm, with residential development at the edges.

The north side of High Street, between Hood and Gifford streets, is solidly commercial. Buildings have no setback (with the exception of the old and new Police Stations at the east end) and many have verandahs over the footpath. The majority of the shops are single-storey with front parapets, interspersed with landmark two-storey hotels and banks.

The south side of the precinct starts at the east end with residential development, followed by some commercial buildings (most of them recent) and some early houses with attached shops at the front. The central section on the south side of the precinct has a number of civic and public use buildings and structures, beginning with the former Yea Shire Hall. There is a public reserve with a 19th-century fountain and Hume & Hovell Monument adjacent to The Crescent, and the 19th-century Post Office in The Semicircle. These early public buildings have no set back from the footpath. More recent public use facilities in this area include the bowls club (which has been on its site since at least the turn of the century, as shown in early photos, though the present building is new), the Community House and swimming pool. The proposed extension to the precinct (see section 8) is in this area with public use/civic elements – the War Memorial and trees, and the former Yea State School No. 699 – as well as a house (5 The Semicircle) and an early shop (7 The Crescent).

Residential areas include the north side of High Street from Gifford to Nolans Street, and on the south side – Whatton Place to 11 High Street, a few on The Crescent and The Semicircle and then on High Street from Melbourne Road to the west end of the precinct. These are single-family homes set back from the footpath behind modest front gardens. All but a handful are constructed of timber, and only one is two-storey. A number of the houses have mature significant trees in the front or back yard.

4 Key management issues

Murrindindi Shire Council have advised that the key management issues are:

- Signage
- Alterations and additions to Significant and Contributory buildings
- New development
- Subdivision

Specific guidelines have been provided for each of these issues.

5 Objectives

- To conserve heritage places that contribute to the distinctive historic identity of Yea High Street precinct.
- To ensure that the cultural significance of Significant or Contributory heritage places is not diminished by:
 - The loss or modification of any fabric, which contributes to the significance of the heritage place or precinct.
 - Inappropriate new development.
- To promote the conservation of heritage places in accordance with the principles and procedures recommended by the *Burra Charter*
- To encourage a 'best practice' and more consistent approach to the conservation of heritage places that is based upon a clear understanding of the reasons for their significance.
- To ensure that new development is of good quality contemporary design that becomes a valued addition to the precinct.

6 General conservation guidelines

This section provides the conservation guidelines that apply to all Significant and Contributory places within the precinct. Separate guidelines are also provided for significant trees.

6.1 Conserving significance

In order to conserve the heritage significance of this precinct, it is policy to, as appropriate:

- Conserve the fabric of the features (building, structure, tree, fence, etc.) that contribute to the significance of the precinct and in particular to:
 - Conserve significant features on places shown as Significant or Contributory on the precinct map.
 - Encourage the accurate restoration or reconstruction of missing or modified features on the basis of available evidence.
 - Encourage the removal of non-significant or intrusive elements, particularly where this would assist in revealing or interpreting the significance of the place.
- Conserve or reveal the visual relationship between the significant features in the precinct in order to demonstrate the historic use and/or development of the precinct.
- Conserve significant trees or other plantings (see below), and maintain a visual relationship between the plantings and other significant features within the precinct.
- Conserve or reveal views that contribute to the significance of the precinct.

6.2 New development

It is policy to:

- Encourage a contextual approach to new development that is complementary in form, scale and materials to the significant features, but is clearly contemporary in design.
- Ensure that new development does not become a visually dominant element as a result of its scale, form or siting; i.e., it should appear as a secondary element when compared to the Significant or Contributory building/s.

6.3 Signage and advertising

General

It is policy to:

- Discourage signage and other advertising schemes that would visually dominate a Significant or Contributory building.
- Avoid signs that would obscure or detract from a feature of the building (e.g., blocking a window, obscuring a decorative parapet). Placement of signage *behind* shop windows to limit their visual impact on the building is encouraged. Guidelines for acceptable and unacceptable types of signs and their placement are illustrated in the diagrams below.
- Encourage the placement of signs in traditional positions on buildings (e.g., within parapets) as shown on Diagram 1 and Diagram 2.
- Ensure that new signs are fixed in a manner that does not damage the fabric of a Significant/Contributory building, and enables them to be easily removed, if required.
- Limit the extent of advertising coverage of buildings to a level consistent with traditional coverage. This includes painting buildings in corporate colour schemes, which should be limited to the parapet and entry.
- Avoid painting of signs on previously unpainted masonry surfaces.
- Discourage large freestanding signs and billboards.
- Encourage respectful but clearly modern design for new signage. Reproduction of historic advertising styles is not necessary for new signs.
- Avoid above-verandah signs that are internally illuminated. Below verandah signage may be internally illuminated, or floodlit if the following requirements are met:
 - The light source should be located so that light is directed onto the sign as much as possible to minimise glare.
 - Light spillage from the light source is controlled by the use of baffles, shields or reflectors.
 - Automatic time switches are provided to turn off the illumination during early morning hours.

Creative signs

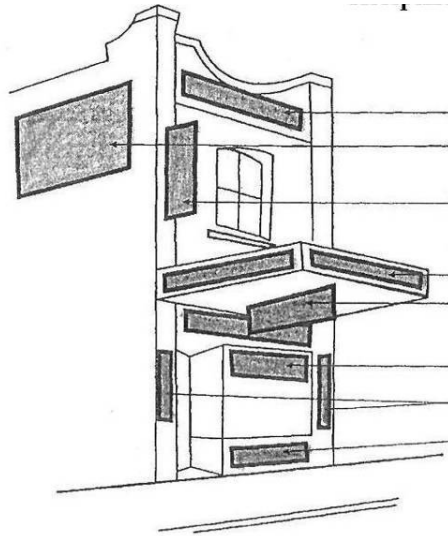
Signage which does not comply with any of the other requirements of this policy may be considered if in the opinion of the responsible authority it is considered to have particular creative or artistic merit and will make a significant positive contribution to the streetscape and character of the locality. Creative signs may include signage which:

- Is related to historical, cultural or architectural themes found in the locality.
- Is designed by local artists.
- Recreates a known earlier historic sign.
- Helps to reinforce or establish a theme or character of a particular neighbourhood or locality.

Sign location and numbers

Signs should be located in one of the positions shown in Diagram 1 or Diagram 2. Generally, no more than two above-verandah signs should be permitted. Signs should not be located in any of the positions in Diagram 3.

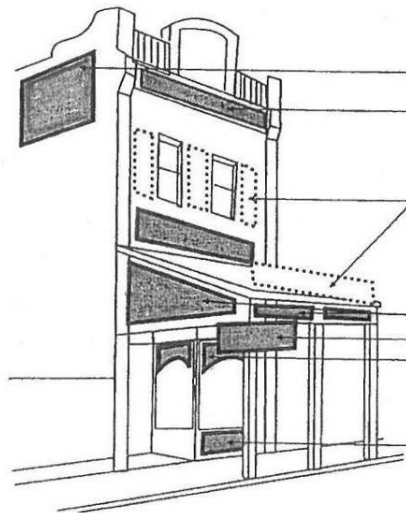
Figure 1



**Acceptable sign locations
(cantilever awning)**

- Parapet sign*
- Wall sign related to form and proportion of building*
- Off wall vertical format*
- Mounted within fascia (Must not project above)*
- Below awning*
- On shop windows*
- On piers beside windows*
- Below windows*

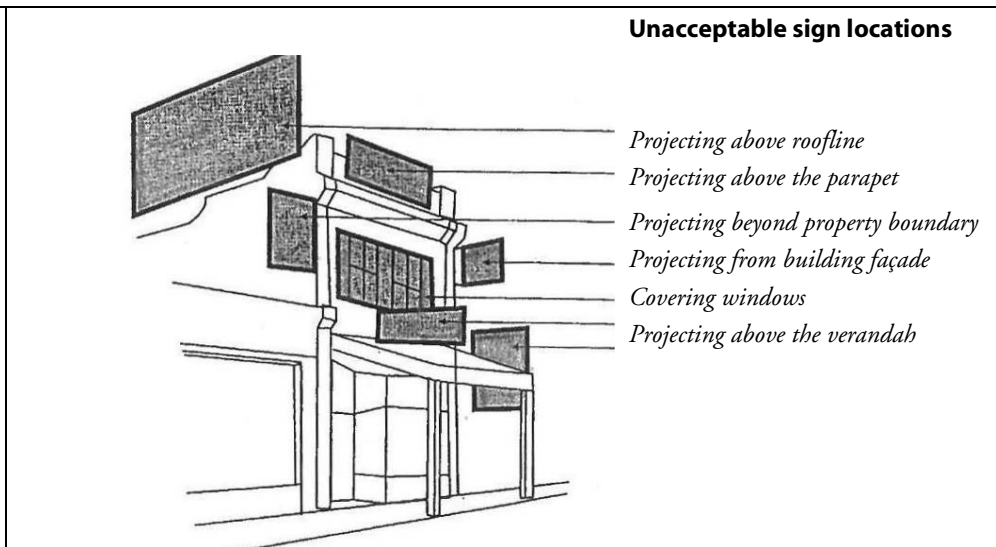
Figure 2



**Acceptable sign locations
(Traditional post verandah)**

- Wall sign related to form and proportions of building*
- Narrow sign within parapet*
- Secondary locations only if preferred locations are not available*
- Mounted within the fascia*
- Below verandahs*
- On or behind shop windows*
- Below windows on stallboards*

Figure 3.



6.4 Demolition

It is policy to discourage the demolition of Significant or Contributory buildings or features such as fences noted as significant except where it can be demonstrated that:

- The building or feature is structurally unsound and cannot feasibly be repaired without undertaking significant alterations that would diminish the integrity of the building, and
- The proposed replacement building is complementary in form, scale and materials to the buildings that are significant features, but is clearly contemporary in design.

Demolition of part of a significant building may be considered when it can be demonstrated to the satisfaction of the responsible authority that its demolition or removal will not adversely affect the significance of the place and, as appropriate:

- It will assist in the long term conservation or maintenance of the place, or
- It will support the viability of the existing use of the place or will facilitate a new use that is compatible with the on-going conservation of the building, or
- It will upgrade the building to meet contemporary living standards such as improving energy efficiency.

It is policy to allow the demolition of buildings on places identified as Non-contributory or that are situated on a Significant or Contributory place and are identified as not significant by the statement of significance for the place.

6.5 Subdivision

In the case of subdivision of Significant or Contributory places within the precinct, it is policy to encourage the retention of the significant features on one lot.

6.6 Trees

In order to conserve the heritage significance of significant trees, it policy to:

- Encourage regular maintenance of significant trees including monitoring of condition, pruning, pest and disease.
- Ensure that any future development or changes in immediate environmental conditions, adjacent to the significant trees does not have a detrimental impact upon the integrity and condition of the trees. Investigate ways in which adjacent development could include or coordinate with recovery and improvement of the trees' integrity and condition.
- If the significant trees require replacement, encourage replacement with 'like with like' species.

6.7 Information requirements

General

It is policy that the following information may be required to support an application, as appropriate:

- A report prepared by a suitably qualified heritage consultant, which assesses the impact of the application upon the significance of the heritage place. This report should:
 - As part of the Site Analysis, describe the significant elements of the place and how these have been considered in the preparation of the application.
 - If the application includes demolition, an assessment of whether the fabric is significant and, if so, provides reasons why it is to be removed.
 - On the basis of the above, an assessment of how the application will affect the significance of the heritage place.
- A Conservation Management Plan prepared in accordance with the *Burra Charter* for large or complex sites, or for major alteration or additions to places, or for any other application that the responsible authority considers to raise significant heritage issues.
- A report prepared by a suitably qualified consultant that assesses the structural condition of a heritage place and whether or not any defects can be repaired or mitigated.
- An archaeological survey and assessment prepared by a suitably qualified consultant, which assesses the impact of an application upon potential archaeological deposits on the site.
- A report prepared by a suitably qualified consultant, which assesses the impact of an application upon any significant trees.
- Where the trees or gardens on the site have been identified as significant, a landscaping plan prepared by a suitably qualified consultant, which demonstrates how landscaping on the site will respond to the cultural landscape character and setting of the heritage place.

Signage

The following information should be submitted with any application:

- Three copies of plans (one coloured and at least one of A4 or A3 size) drawn to scale (1:100 or larger) showing:
 - The location of the proposed sign on the premises and the distance from the property boundaries.
 - The elevations above ground level and all relevant dimensions of the sign.
 - Where relevant, the structure of the sign and the method of support.
 - The colour, content and lettering style of the sign.
 - Where relevant, details of the proposed type of illumination, in or of the sign.
 - Where relevant, the location and size of any existing signage on the site including details of the signs to be retained or removed as part of the proposal.

6.8 Decision Guidelines

It is policy that before deciding on an application the responsible authority will consider, as appropriate:

- Whether the proposed buildings or works will adversely affect the cultural significance of the heritage place or precinct.
- Whether the application has responded to the relevant design guidelines in this policy or *The Heritage Overlay: Guidelines for Assessing Planning Permit Applications*.
- Whether the proposed buildings or works will assist in the short or long term conservation of the place by:
 - maintaining, protecting, restoring, repairing or stabilizing significant fabric.
 - supporting the continued original use of the building by enabling it to be upgraded to meet present day requirements and standards, including improved energy efficiency.
 - implementing works in accordance with a Conservation Management Plan that has been prepared to the satisfaction of the responsible authority and any other relevant organization.
 - allowing an alternative use when the original use of the building is no longer viable, or in accordance with a Conservation Management Plan.
- Whether the proposed buildings or works will have an adverse effect upon a significant tree that contributes to the setting of a heritage place or the Yea High Street precinct.

6.9 Undertaking further investigation

While every effort has been made to ensure that the information contained in this policy is accurate, it is possible that more detailed investigation may reveal further information about the significance of the precinct and the places that contribute to it. In the time since the precinct was first inspected it is also possible that the condition of buildings or trees may have changed.

The information contained in this policy should therefore be reviewed at the time that it is proposed to make changes to a Significant or Contributory place. This would likely require a more detailed assessment of any significant or contributory element that is affected by any

proposed buildings or works. Once this more detailed assessment has been made, a review of the significance of the place and the specific conservation policy should be carried out by Council's Heritage Adviser or an appropriately qualified professional.

In particular, it would be desirable to undertake research into the historic development of the Yea High Street heritage precinct and of the specific buildings within it.