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CITY OF FOOTSCRAY

YARRAVILLE VILLAGE ENHANCEMENT PROJECT

PART ONE .. REPORT

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YARRAVILLE VILLAGE ENHANCEMENT PROJECT

REPORT

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Appendices.

- A. The Brief and Consultant's Submission.
- B. Typical Data Sheets.
- C. Copies of Early Photographs.
- D. Notes to Owner/Occupants.
- E. Outline Costs.
- F. Significant Buildings Worthy of Special Protection Measures.
- G. Copies of Precinct plans and Streetscape Composites.

Further Parts of the Project are as follows.

- Part 2. GUIDELINES for Improvements
- Part 3. DATA SHEETS showing each building in the precinct.
- Part 4. PRECINCT PLANS
- Part 5. STREETSCAPE COMPOSITES.

1.0 INTRODUCTION

This project is a further stage in a series of studies on the Yarraville Village Shopping Centre.

The previous studies are:

- a. The Draft Yarraville Village Shopping Centre Strategy Plan by J Kearney Planning.
- b. The Draft Yarraville Village Townscape Master Plan by the Western Region Commission Landscape Advisory Service.
- c. The Yarraville Traffic Management Study.

The Draft Footscray Urban Conservation Study (Graeme Butler and Associates) also makes recommendations for the precinct.

These earlier studies dealt with broad issues of planning, streetscape and heritage.

This project focuses on the physical detail of the commercial precinct and in particular on the buildings themselves.

Its recommendations are derived from the concept that better presentation of a commercial area as an entity will lead to a more favourable perception of it as a place to shop and hence to better patronage.

As private buildings are the dominant physical feature of the precinct, it follows that their standard of presentation will be a major influence on perceptions of potential customers.

The objectives of this project are therefore to illustrate how each building can be treated to make a positive contribution to the precinct as a whole and thus to better viability of the centre and in turn, its individual business.

1.1 Summary of the Project

- 1.1.1 The brief requires an emphasis on visual presentation and specific detail for each building in relation to facades, shopfronts, verandahs, signage and decoration.

It calls for both data sheets on each building and streetscape composites (strip drawings) to illustrate suggestions for enhancement.

It anticipates that heritage conservation of the precinct and individual buildings will be a relevant factor.

1.1.2 Project policies

The project bases its policies on strengthening the existing character and qualities of the precinct by dealing with individual buildings according to their particular needs, rather than by adopting some blanket design theme to be imposed over the diverse range of building types and styles involved.

It adopts the end of the inter-war period as the mature and presently prevailing dominant character of the precinct and recommends appropriate enhancement of all buildings up to that time. Later buildings considered not in harmony with this period are recommended to be modified to more sympathetic form.

It utilises existing building stock as the primary asset, resource and guide for the improvement of each.

It addresses the issue of restoration of missing components, in particular verandahs (which have an important role in both the appearance and amenity of the precinct) and generally recommends the return to post supported verandahs, where appropriate, for the individual building. It recommends the use of post supported verandahs for all post-war buildings as the most economic and effective method of reinforcing dominant character.

It seeks to recognise economic realities by prioritising works to private buildings to promote incremental achievement of practical and effective improvements over time, accepting that the more radical and expensive works are not likely to take place until confidence grows and better economic conditions prevail.

It provides guidelines for the implementation and recommendations and as far as possible within the overall objectives for the precinct provides options, choice and flexibility in the nature and timing of works.

It provides guidelines for infrastructure improvement in association with the Townscape Study recommendations which generally involve minimum change to the existing format but which require an early commitment on the part of the City of Footscray in order to permit building improvement particularly post verandah construction, to commence.

It outlines a range of incentives which might be employed to encourage and direct improvement as recommended by the project, concentrating mainly on promoting the identity of the precinct and joint actions by council and traders.

It raises a number of further issues which should ideally be addressed as part of a continuing process of revitalising the precinct including the use of upper floors, electricity supply undergrounding, conservation of the railway precinct and retail skills education.

1.2 Form of the Project

The project is presented in a number of parts:

- Part 1 - This report containing the explanations and rationale for the proposals.
- Part 2 - Guidelines for various components illustrating the format and range of options which would be suitable for buildings of various styles.
- Part 3 - Data sheets illustrating concepts and guidelines as they apply to each building.
- Part 4 - Streetscape composites of frontages illustrating the combined effect of individual improvements.
- Part 5 - Precinct Plans describing the existing conditions and indicating relevant features and proposals.

1.3 Recommendations

The primary recommendation is that the Footscray City Council adopt this report as the basis for improvements to the Yarraville Village Shopping Centre.

As a consequence, a number of secondary recommendations arise as follows:

1. That council at the earliest possible date, determine the form and dimensions of the footpaths and carriageways and traffic and parking arrangements within the Centre, so that the construction of post verandahs can proceed (see Cl 8.6).
2. That Council should determine to use its discretion under the Victoria Building Regulations to locate posts of verandahs at the back of kerbs to carriageways within the precinct (see Cl 7.5.6)
3. That Council implement infrastructure works arising from the project as soon as possible in order to demonstrate its commitment to revitalisation of the Centre (see Cl 8.6.)
4. That Council consider the preparation of controls under its planning scheme which will support the recommendations of this study and which will ensure the conservation of the heritage values of the precinct (see Cl 11.7.)
5. That Council consider preparation of a study to make recommendations to encourage the beneficial use of upper floor space within the precinct (see Cl 11.3.)

6. That Council commence the process of planning for the undergrounding of electricity supply within the precinct (see Cl 8.7.9&10 and 11.9.)
7. That Council consider the upgrading of street lighting within the precinct as a deterrent to vandalism and other anti-social activities (see Cl 8.7.10.)
8. That Council take steps to conserve the heritage features of the Yarraville Railway precinct and in particular, the level crossing gates and signal box at Anderson Street (see Cl 11.8.)
9. That Council consider employment of a retail business adviser to encourage better presentation and operation of businesses within the precinct (see Cl 11.5. and 10.1.)
10. That Council consider the range of incentives suggested in the report with a view to providing a balanced programme of positive encouragement to owners and occupants within the precinct to make improvements (see Cl 10.1.)

2.0 THE BRIEF

- 2.1 The study brief (Appendix A) is titled "Yarraville Village Verandah and Facade Study".

This has been modified to "YARRAVILLE VILLAGE ENHANCEMENT PROJECT" for greater simplicity and to suggest the following concepts -

- . that the 'Village' already has valued character which needs only to be enhanced
- . that the project has a broader basis than just facades and verandahs
- . that the study is actually a real project with direct implementation potential rather than merely a discussion of possibilities.

2.2 Conservation issues

The project is to be supervised by a Working Group comprising 3 councillors, 3 trader representatives and 3 community representatives.

From the outset, it has been clear that this group intended that the appropriate form of enhancement of the precinct would develop from its heritage values and the brief is prepared accordingly.

This approach is welcomed by the consultant and forms the basis for much of the rationale of the project.

2.3 Economic viability

The brief emphasises that "the project must be undertaken with a view to enhancing the area as a whole and the viability of the properties. The suggested treatments must allow commercial business to succeed."

These criteria are accepted as fundamental to any such exercise.

2.4 Further Research

The time frame of the project does not permit further research and generally none has been undertaken. It is the consultant's judgement that the relatively low level of architectural significance of various buildings can be respected by generic conservation procedures and because the majority of actions proposed do not involve intervention with existing historic fabric.

Major intervention is only proposed where a building clearly has minimal heritage value.

2.5 Methodology

The brief has been negotiated with the consultant in general terms and all its requirements are responded to although occasionally in slightly different form.

2.6 Structural design

Some aspects of the project involve design of building structures, particularly verandahs. It must be emphasised that the designs shown are indicative only and do not give adequate information for construction. Sizes, spacings and materials for all components must be specifically determined for building permit approval and the consultant takes no responsibility for structural or other defects as a result of any project undertaken without full information and proper supervision of construction. Adherence to recommendations does not in any way imply that either planning or building approvals will automatically be issued or will exempt projects from approvals.

2.7 Extent of Project

The project deals only with the commercial buildings of the shopping centre generally defined as radiating in four directions from the intersection of Anderson and Ballarat Streets. Recommendations for other types of building within the study area are not included.

The project does not address planning or development considerations except where they relate to existing buildings in the study area.

2.8 Streetscape

The brief requires general suggestions for streetscape treatment within the study area and guidelines for street furniture lighting and signage.

2.9 The "Village"

The term 'village' is not one which should normally be applied to an Australian shopping centre and usually is seen as rather artificial.

Unfortunately no term encapsulates this type of place. "The Shops", "down the street", etc are the best we have for conventional strip shopping centres.

Yarraville, however is different and with its special compactness and unusual integration with residential and transport zones and its lack of arterial roads, suggests something more like the idea of a Village.

For this reason and because the term seems to be in common usage for the place, the convention is followed throughout this project. (Fig 1.)

3.0 DESCRIPTION OF THE PRECINCT

3.1 Basic Identity

Yarraville Village as a sense of place unique in suburban Melbourne, being one of few truly local shopping areas. It is characterised by -

- . The unusually narrow intersecting widths of Anderson and Ballarat Streets.
- . The closing of vistas in Ballarat Street North (Fig 2), Anderson Street East (Fig 3) and Birmingham Street along the West side of the railway station (Fig 4).
- . The intersection of a significant railway precinct.
- . The existence of major entertainment buildings.
- . The contrast between the densely built up area of the retail precinct with the open character of the former railway sidings (Fig 5).
- . A predominance of pre-war and inter-war buildings, many of considerable scale and presence.
- . The feeling of activity and vitality provided by its compactness, its role as a local shopping area, its broad ethnic base and the congestion caused by the narrow footpaths and streets and the constant opening and closing of the railway gates.

3.2 Overlays

Impacts of time and changing conditions have modified the basic identity of the Village.

- . The (possibly) excessive use of the motor car to visit the shops has overwhelmed the amenity of the area for pedestrians.
- . Stripping of the railway sidings has left an empty and in parts, badly maintained wasteland not conducive to a sense of vitality (Fig 5).
- . Commercial buildings have gradually been modified, mostly poorly, and character has been eroded. Removal of post verandahs is the most significant loss to both appearance and amenity (Fig 6).
- . Maintenance of many buildings is poor, conveying a suggestion of decay and disinterest on the part of owners (Fig 6).

- . A number of shops are vacant and more are used for non-retail functions suggesting a decline in viability and a loss of patronage.
- . Many shops demonstrate a lack of skills in presentation, particularly at the shop front (Fig 7).
- . The Sun Theatre has closed, leaving the major social focus gloomy and vandalised (Fig 8).
- . Infrastructure maintenance is at a low level but steps are being taken to reverse this by streetscape improvements such as use of common infrastructure colour, reinstatement of an old light fitting and the planting of trees.
- . Those buildings which have been well maintained give a clear indication of the potential of the streetscape and highlight the deficiencies of their neighbours (Fig 9).

3.3 Potential

The strongest impression of the precinct is that it simply has not been looked after and that if clutter is cleared and its qualities are revealed, restoration of a character of which the community can be proud is a relatively simple matter.

4.0 CONSERVATION ISSUES AND POLICIES

4.1 Nature of the policies

The following policies are derived from an informed but not researched overview of the precinct and its various parts.

Judgements on the values of components are made on the basis of observation only and are not reinforced by any documentation apart from the Footscray Urban Conservation Study and the limited photographic evidence available.

The suggestion that further research might be undertaken could not be adopted due to the limited time frame of the project.

4.2 General heritage value

The heritage value of the area lies primarily in its historical, social and economic relevance to the specific community of Yarraville and its relationship with the patterns of settlement of the area.

Its secondary values are to do with its unique format, scale, massing and contextual connections with its surrounding residential area, the railway precinct and the predominance of pre World War 2 buildings, some of which are of special interest.

4.3 Buildings

The heritage values of most buildings in the precinct are not individually high. However, their inter-relationships and contribution to the overall precinct are vital to its general heritage values (Fig 10).

Thus, whilst it would not be necessary to suggest conservation of most buildings to the highest standard, it would equally be inappropriate to disregard their heritage values to the detriment of the area as a whole.

Conversely, the enhancement of individual values will enhance the values of the precinct.

4.4 Historical development and period of maximum significance

Prior to the First World War, the Village had largely been established and had acquired a consistent architectural character (see Figures 11 & 12).

However, a burst of activity in the inter-war period wrought considerable change and numerous buildings were altered or replaced in the new styles, most notably Woods Corner, the Sun Theatre and the present National Australia Bank (Figs 13 & 14). There was apparently also an expansion West of the railway line.

There has been some post-war development and "modernisation", particularly in the fitting of cantilevered verandahs to many older buildings, but this has not overwhelmed the character which had been established by the late 1930's.

4.5 Mature form

The form of the late 1930's which marked the Village's mature period and which still dominates today, has the strongest claim to be the period of maximum significance upon which a conservation policy should be based. Therefore recommendations are based on that period, which included a mixture of pre and inter-war buildings all of which can be assumed to have been reasonably intact at the time (verandah removal for example, was post-war).

It therefore follows that by revealing and enhancing the intrinsic character of each building of the period of mature form, the overall character of the precinct will be restored.

4.6 Post-war Buildings

In this context, post-war buildings can be seen as a dilution of overall character. Therefore, the appropriate policy is to modify them to a form where they are recognisable as modern buildings but do not detract from the dominant theme.

4.7 Conservation Processes

Two basic conservation processes are necessary to enhance overall character.

- . Preservation of and revealing of those authentic/original parts which contribute to the individual building and to the dominant character.
- . Reconstruction of missing parts to return the building as nearly as possible to its mature form.

4.8 Evidence

Comprehensive evidence for reinstatements is not available at this time (although more may come to light in due course) as early photographs are few and of poor quality. Thus authentic reconstruction will generally not be possible.

4.8.1 Verandahs

Reconstruction will generally involve post verandahs.

Early photographs show some specifics but are mostly blurred images. However, some characteristic forms are apparent and the standard City of Melbourne Cast Iron verandah was used in at least two cases (Fig 15).

4.9 Precinct conservation values

In relation to the precinct, individual buildings are classified as follows:

- . SIGNIFICANT
Those buildings of the pre and inter-war periods of exceptional individual design and/or which make a special contribution to the streetscape.
- . CONTRIBUTORY
Pre and inter-war buildings consistent with mature character but which are not individually notable.
- . SYMPATHETIC
Post-war buildings which although not of architectural or heritage value, fit happily into their context.
- . INTRUSIVE
Post-war buildings which, because of their architectural design, are at odds (clash) with the general character of the precinct (Fig 16).

Some buildings, of all periods, are distinguished by highly inappropriate or aggressive signage or decoration. This is considered to be superficial defacement which does not detract from the buildings' intrinsic qualities and which can be easily changed (Figs 7 & 17).

5.0 OPPORTUNITIES AND CONSTRAINTS

5.1 General

The assets and opportunities of the area are described in the previous studies.

The specific physical assets of the retail precinct are supported by a strong local image, proximity to a transport interchange, proximity of ample off-street parking, good pedestrian access to local streets, parking and residential areas and freedom from the impact of through traffic.

5.2 Specific assets and opportunities

- . The existing building stock is of reasonably varied size and rental values. This represents an opportunity which cannot be influenced by the recommendations of this report but which will be met by market forces.
- . The existing building stock is basically in sound condition and needs only superficial repair/maintenance to reach adequate presentation standards. The recommendations outline cost effective measures for achieving better presentation.
- . Relatively few buildings could be described as grossly intrusive. The most offensive aspects of the existing environment relate mainly to decoration and signage which can be easily corrected.
- . The scale of some buildings/groups, notably Woods and Freddy's corners, provide scope for radical new uses. (developments are foreshadowed for both (which could achieve 'anchor' status. Major developments of this nature also provide the opportunity to achieve notable responses to the project objectives which may inspire other owners to follow.
- . Because the precinct is a local shopping centre where customers are familiar with businesses, the need for aggressive promotion by signs is limited. This eases the difficulty of convincing businesses to use environmentally appropriate signage. In fact many businesses presently fail to take advantage of reasonable opportunities which would enhance the streetscape.
- . Because the streets are so narrow and there is little through traffic, vulnerable items such as verandah posts are at low risk of damage as traffic speeds can be kept low.
- . Because of the proximity of adequate off street parking, street layout can be modified to increase pedestrian amenity and provide for adequate post verandahs.

The precinct already has a strong and varied character. Although this has been eroded by later change, the impacts can be easily reversed to reveal anew its qualities. These qualities can be utilised as both the basic asset of its appearance and the resource and theme for directing effective change at minimal cost. These attributes provide an adequate design focus for the area without the need to impose any thematic overlay.

5.3 Constraints

A number of fundamental realities, mostly economic, will limit the scope and more relevantly the speed of implementation of the objectives of the project.

- . The present poor economic climate will limit the capacity of individuals to afford to make improvements.

Hence, the recommendations build incrementally on existing fabric in order to avoid great upheaval and cost.

- . The aspirations/attitudes/capacities of various individuals will differ in many ways and the possibility of a unified response to the objectives is unlikely, even if the proposals were agreed.

For this reason the proposals are tailored to provide the maximum flexibility within the concept of respecting and conserving the overall character of the precinct and to allow works on each building/building group to be independent. Where an occupancy is part of a consistent group, the nature of works must obviously be consistent but programme variations would be acceptable.

- . At present there is no compulsion on individuals to undertake the works as recommended with the effect that inconsistent work could result if individuals choose to disregard the guidelines. The City may wish to achieve a better negotiating position by providing incentives and/or controls.

The recommendations are generally designed to encourage individuals to voluntarily enter the spirit of the project without pressuring them to undertake works which may not suit them by either nature or timing.

- . Most buildings will be leased. Differences in attitude between owners and tenants will inhibit progress of the project.

Hopefully both parties will be convinced by the potential of the project to join forces in achieving improvements.

The recommendations suggest incentives which may encourage normally reluctant landlords to better service their tenants needs.

Economic constraints may not permit the relocation of underground services which conflict with preferred verandah post locations.

Although it would be preferred to slightly widen the narrower footpaths for better amenity, this may not be possible if services cannot be relocated.

6.0 METHODOLOGY

6.1 Design theme

The approach to design for the precinct is foreshadowed in the previous sections.

In dealing with an exercise which involves aesthetic values, it is tempting to impose some comprehensive design theme. However in areas of strong existing character, a theme already exists, albeit one which is complex and which has developed over time but which also has validity through its historic origins and which incorporates variety and subtlety in a way impossible to single process.

The use of a new theme or even a 'unifying' theme is specifically rejected as inappropriate, unlikely to be effective because of the constraints which apply and likely to create more confusion.

The methodology of this project is based on the exploitation of existing resources and character through minimum intervention and incremental implementation (which in reality is the only feasible option).

The proviso to this is that the infrastructure is in the control of one body and has the potential to act as a linking medium in design terms.

Thus the process follows two related strands -

1. Provision of an amenable infrastructure and character into which appropriate works for each building can be integrated.
2. Illustrating suitable works for each building which will fit the overall character and infrastructure.

6.2 Presentation material

The presentation material has three basic functions:

1. To explain a rational and cost effective way of enhancing the Village.
2. To attract owners/occupants to respond to its recommendations by making them aware of shortcomings and potential for improvement.
3. To provide concrete information to enable enhancement to take place.

The rationale and explanations are generally contained in this report and in the guidelines (Part 2).

The data sheets (Part 3) illustrate the potential for individual buildings.

6.3 General approach

The general approach is based on the concept outlined in the conservation policy that each building of the period of mature form contributes independently to the general character. As a result each is dealt with separately.

Intrusive, newer buildings are also treated independently with a view to achieving better harmony with the general character.

6.4 Priorities for change and cost implications

The process attempts to define actions which will have a useful impact and which can be undertaken at minimal cost in spite of present economic constraints through to more radical steps which may only be possible in a more secure economic climate.

It bases this concept on the belief that even small improvements will contribute and that if many individuals take small steps, the effect will be noticeable. This could be exemplified by simple removal of useless signs and other clutter.

6.5 Implementation

The process as much as possible separates each location and individual components to provide maximum flexibility for implementation both in choice of action and timing.

6.6 Choice and flexibility

With the basic concept of achieving enhancement appropriate to the style of the particular building, the recommendations are framed to allow individuals maximum choice to suit their own ideas. For example, colours suggested provide the maximum flexibility in mixing and matching.

6.7 Major issues

The major issues involved in upgrading relate to the following components, in order of degree of difficulty, cost and priority for implementation.

1. Maintenance and general presentation including decoration (painting etc).
2. Signage.
3. Upper level (parapets and facade) improvements.
4. Verandah reinstatements.
5. Shopfront improvements.
6. Modifications to unsympathetic buildings.

Guidelines are provided for each of these components in addition to guidelines for new development.

The guidelines describe the appropriate range of options for each component depending on the building's architectural style of which there are four relevant groupings:

- A. Victorian
- B. Federation
- C. Inter-war
- D. Post-war

For example a range of colour scheme options are provided for each group.

6.8 Individual buildings

Each commercial building in the street is described on a data sheet, highlighting its positive and negative features (Data Sheet 1).

A second sheet (Data Sheet 2) illustrates a range of suitable enhancement measures and gives alternatives where possible.

The alternatives can be found in the guidelines for the relevant building group.

6.9 Streetscape composites

These are basically a presentation and publicity tool devised to illustrate the possible impact of change on the environment as a whole.

7.0 MAJOR COMPONENTS

7.1 General

The rationale for the guidelines for the major components is explained in the following sub-sections.

The problem with most older areas, which were originally developed in periods where a strong and consistent approach to building design and a high level of craftsmanship prevailed, is that in the post-war period their qualities have been devalued by recent design philosophies which have put nothing in their place (Fig 18).

Economic change, particularly the emphasis on one stop shopping and loss of craft skills, have also contributed to the deterioration of older commercial centres.

More recently we have come to appreciate their intrinsic qualities and style, as modern design has become increasingly mundane and as aggression in advertising (Figs 17 & 19) has clearly not responded to any idea of community or environmental responsibility.

We now seek to re-establish the civic qualities and style of our public places and to value the contribution of the earlier building stock which, much better than modern buildings, meets the criteria which make for environments of quality.

Generally, the changes to older buildings are minor (few have been comprehensively modified) and of generally poor design. Because of this, enhancement of buildings and streetscape can be effectively achieved at costs much less than redevelopment.

The nature of change can generally be categorised into a number of clearly definable components and these are used as the basis for the guidelines.

7.2 Maintenance, Presentation and Decoration

7.2.1 General

These matters are interrelated and are relevant to the current form of the building whether or not its design is good, bad or indifferent. Their quality reflects directly on the business housed in the building and will bear on its viability. They will convey a message to potential customers regardless of the range and quality of goods on offer or the quality of service provided.

Where an increase in patronage is desired (or an increase in rental return), new customers must be attracted and the quality of overall presentation will be a critical factor.

7.2.1 Scope

The extent of the building which is involved is the whole of those parts which can be identified as relating to the major business housed within it. For example, a two storey building is associated with the ground floor retail use in the mind of the public, whether or not there is a separate tenant upstairs. Therefore, the retail tenant has an interest in the upper level facade as well as the shopfront (Fig 20).

7.2.2 Maintenance

Maintenance is basically the application of commonsense. Neglected components decay and give rise to wider damage and greater cost in the future. Regular maintenance of all parts not only avoids this but maintains the quality of presentation of the building.

Typical maintenance activities and cyclic repairs which are required for the typical retail premises are:

- . Maintain roof sheeting in good order

This involves inspection and attention to loose fixings, corrosion etc. Replacement of loose nails with screws and brushing and painting of corroded roofing iron will add substantial life to roof.

- . Maintain roof plumbing in good order

Many commercial buildings have box gutters which are vulnerable to accumulation of debris which should be regularly cleaned out to allow free flow of water. Downpipes should be cleaned and checked to ensure that water gets to underground drainage systems rather than below the building where it will cause rot, rising damp and settlement of foundations.

- . Parapets

Rendered parapet cappings and backs are very vulnerable to decay which can permit the entry of moisture to the parapet. This causes damage to decorations and paintwork. Tops of parapets should be checked and re-rendered if necessary on a regular basis. They should be sloped back to the roof. Fixing of metal sheet over parapets is not effective as uneven flow of water onto the facade and staining is usually the result.

. Windows

Upper level windows are very exposed to weather and need regular attention. Because they are not seen close up from the outside, they are often forgotten. Double hung timber windows are especially vulnerable not because their design is poor but because they have always been neglected.

Putty should be checked for intactness, sills for rot and the paint film especially on the horizontal components should be replaced regularly. Where sills or other parts are rotted, the best form of repair is to cut out the affected part and to glue in a new section. This avoids wholesale removal.

Silicone compounds are excellent for plugging up small cracks where water can enter. Larger holes should be filled with the original material.

. Rendered facades

Cement rendered facades suffer damage mainly from ingress of water behind the render and from deposits of reactive material such as bird droppings. They are most vulnerable at the horizontal ledges above cornice windows and sills etc. Re-surfacing of ledges to shed water will add considerable life to rendered facades. Frequently the render becomes detached from the base material and can be identified as "drummy" by tapping. This need not necessarily be of concern unless associated with cracking and distortion of the surface or ingress of water.

. Brick facades

Unpainted brickwork should generally be permanent but where decay of mortar joints or cracking occurs, penetration of water can cause wider damage. Open mortar joints should be pointed up to match the surrounding work.

Open cracks indicate a structural problem and advice should be sought as to the cause which should then be remedied, only after which should the crack be repaired.

As a general rule, natural brickwork should never be painted as this damages character and creates a maintenance problem.

. Painted brickwork

In most cases where brickwork has been painted (usually unnecessarily) it can be removed if desired by chemical methods. (Never sandblast as this damages the surface of the brick and the joints allowing penetration of water.)

However in many cases removal cannot be economically justified and repainting is probably best. However, if bricks are part of the pattern of the facade they should always be contrasted with other materials usually by using a brick colour.

Paint removal where undertaken, eliminates continued re-painting.

. Verandahs

Verandahs need to be maintained according to their particular needs. The most common problems relate to damage from high vehicles, poor water disposal, corrosion of metalwork, particularly roofs and damage caused by fixing of signs at various times.

Generally the cost of continued maintenance or repair of an inappropriate cantilever on a building which should have a post verandah should first be weighed against the cost of replacement with a completely new structure.

. Canvas, plastic and aluminium canopies

These forms of protection are flimsy and have a short life expectancy (Fig 21). At some stage they will become decrepit and this is the time to consider replacement with a more permanent structure which will add to the quality of the street and the building. Permanent structures are more expensive but are better long term investments and are more effective for all requirements.

. Shopfronts

There are few original shopfronts in Yarraville Village (see Section 7.6 and the Guidelines for Shopfronts), therefore replacement with the original form is the preferred method of dealing with radical maintenance needs.

Generally, shopfronts of all periods last well if looked after. The main problems are:

- . Loose glazing bars in metal frames require re-caulking to give solid connection to the glass which actually helps support the bar rather than the other way round.
- . Stalls are damaged by physical impact. Broken tiles and other materials should be replaced but where this is not possible (the tile may no longer be made), complete retiling or change to another recommended material is the best answer.
- . Paint over tiles should be removed.
- . Security devices such as roller shutters or grilles over glass have a negative impact on the street and probably on the patronage of the business and should be removed in favour of less heavy handed security such as alarms and better night lighting.

. Interiors

The maintenance of interiors is important for business success but is not within the brief of this project.

. Floors

Generally older buildings are designed to have timber floors. In such cases timber floors should be retained and repaired. Where slabs have been laid and rising damp has occurred as a consequence, a new damp proof course may be the cheapest solution.

Newer shopfronts often close off ventilation to sub-floor spaces, giving rise to rot. If this is the case, it should be reinstated.

. Damage

When damage occurs, it should be repaired as soon as possible as it may open the structure to access of moisture etc which will cause further trouble.

As most damage should be covered by insurance, there is no reason to delay repair.

It should be noted that an insurance payout for damage may be a useful contribution to replacement for a more suitable component.

- . Replacement

Retention of original parts is important for the integrity of the building and will usually involve the most cost effective form of repair. Replacement should only be contemplated when absolutely necessary and then only in as close as possible to the original form.

- . Cyclic maintenance

This refers to maintenance which is necessary on a regular basis, from daily sweeping to painting every few years. Other maintenance is conducted on an as necessary basis determined by regular checking.

7.2.3 Presentation

A number of aspects contribute to the exterior presentation of a business:

- . Good standard of maintenance
- . Signage (See Section 7.3 and Guidelines for Signs)
- . Window display and shop front.

Shop windows have evolved principally to provide an attractive display of the goods offered within the shop, often on an interior platform.

Their secondary functions are

- . to provide a view into the interior (to further attract the potential customer).
- . to physically encourage (lead) the customer into the shop.
- . to provide a view out for those inside
- . to admit light.

The traditional shopfront

- . provides maximum glass area both width and height
- . usually has an ingoing to lead the customer in and provide weather protection to the entrance and continuity between interior and exterior
- . employed clear glass to maximise the view in and out
- . was designed as a setting for the goods displayed by the quality of its design

- . often had signage but only in places which reinforced its impact.

In contrast, modern shopfronts characteristically

- . are of poor mass produced quality
- . often do not maximise display opportunity
- . often have the impression of a barrier rather than of an opening to the interior
- . have flat fronts which do not emphasise the entrance of give encouragement to enter
- . are often obscured by paste ups (Fig 22) or crudely painted temporary signs (Fig 23) which obscure the interior and add to the impression of a physical barrier. This excessively aggressive signage often has an edge of desperation in it and usually involves blandishments of cheaper prices of specific items which seem to imply that the other merchandise or services are of secondary consequence.

Commercial factors aside, it is difficult to see how this form of presentation would be more effective than an interior display visible from outside, but carrying the invitation to enter along with the specific message.

Pubs also make this mistake in presentation. Their closed exterior presentation more often than not would act as a rebuff to an outsider, who, if he got to open the door would probably be put off by an interior badly lit because power charges do not allow for compensatory artificial light (Fig 24).

The axiom is that if businesses want to achieve better viability via more patronage, they must present themselves as welcoming customers.

7.2.4 Decoration

Decoration of buildings is both a means of presentation and of maintenance.

Paint especially provides interest through colour, particularly when changed but also serves to protect many materials.

Decoration in older buildings however, is achieved by a number of means in addition to colour.

- . Texture and colour of natural materials is often used to highlight buildings and details. This is exemplified by Woods corner, which since it has been painted one colour, has lost much of its character (see Figs 13, 25 and 26).
- . Modelling of both architectural and decorative features expresses levels of quality and impressiveness.
- . Painting was usually used to highlight massing and detail and to replicate more expensive materials eg marbling, wood graining, stone.

Just as building form changed over time, so did the use of embellishment and colour and these characteristics serve to identify and enhance the different styles.

In colour, Victorian buildings for example, deep reds were most common for architectural trim and stone was favoured for render.

During the inter-war period, mid and deep greens with cream were most popular for trim whilst render was often integrally coloured in deep ocre hues in contrast with red brick.

In order to emphasise the distinctions in style and to keep the appearance of the precinct reasonably authentic, the following policies for the use of paint colour are proposed.

1. Colours should be generally authentic to the period of the particular building.
2. All paint colours should be selected from "Heritage" Colour Cards (see list in Guidelines).
3. Building colours should be exterior colours appropriate to the particular component.
4. Corporate colours should be restricted to recommended sign locations.
5. Building groups should be painted in common colours or variations of common colours if any part needs to be identified as a separate occupancy. ie a group of four could be painted in one colour, say stone or each could be painted in variations of stone, either slightly lighter or darker.
6. Colours of signage, provided it is contained within specific panels bounded by the building colours, should be optional.

7.2.5 Colour schemes

The guidelines for colour schemes are grouped into the four dominant periods, Groups A, B, C & D and are arranged according to location on the building.

Generic names for colours are used as many colour cards use their own names but all heritage cards have equivalents for the common colours and all good paint suppliers can make up colours from the ranges of all common brand names.

Providing the colours are used in the nominated locations, any combination of colours will work well together.

7.3 Signage

7.3.1 The need for signage

Two generic forms of signage (outdoor advertising) are usually found in local commercial areas -

- . business identification and advertising
- . promotional advertising of products, the business of which is not based locally.

In many cases, the latter will not be in any way related to the building on which it appears ie the space is merely rented (Fig 27). Elsewhere it will relate in some way to the premises eg beer signs on hotels (Fig 28).

Two categories of business sign exist sometimes together; operator identification and franchise or chain identification (Fig 29). Operators also tend to display promotional signs for products they sell which tend to overwhelm their own identity eg the hotel where the Fosters signage dominates the name of the hotel, the newsagent whose identity or even the form of the business is subordinate to the names of the papers he sells and who are actually using his premises as a circulation battlefield (Fig 7). Interestingly, much promotional advertising is paid for by the product advertiser and traders often only use it because it is free.

In Yarraville the need for signage should be relatively limited because there is no pressure to attract passing trade and because most users of the centre should be familiar with its businesses and their goods and services.

7.3.2 Civic/environmental quality/character

In many cases, desired advertising will be contrary to desired civic quality and character.

In particular, civic quality requires that advertising will not dominate, disrupt or otherwise negatively affect its character. Conversely, a degree of signage is an essential part of civic character and its verbal information and decorative potential can add to a place's vitality and visual interest.

Consequently a balance must be struck between an empty, colourless environment and one which is overburdened by verbal information and the confusion and clutter which results.

Unfortunately experience shows that a free market situation will tend to the latter. Therefore some form of control is necessary.

7.3.3 Control of excessive advertising

In order to achieve equitable, adequate and effective advertising for local businesses which at the same time meets reasonable environmental standards and community aspirations for the area, the following principles are suggested.

- . Each local business should have an equal opportunity to advertise on its own premises its identity and the nature of goods and/or services on offer and that these should have priority over all other forms of advertising.
- . The architecture and character of the centre as a whole is more important than any individual advertising which should be a subordinate contributory component to the centre as a whole and to any individual building on which it is placed.
- . Signage should not contribute to a sense of visual clutter, disorder or stridency.
- . Advertising should be integrated with the design of the building on which it is placed and should not be seen as an architectural defacement i.e. obscure architectural features or dominate the composition but subject to this, should not be limited in size.
- . Product advertising by individual businesses should be secondary to their identification and general activities.

- . Product advertising not relevant to local businesses, should not be permitted ie promotional advertising.
- . Temporary signs limited to those which relate to community activities, sale of properties and the like should be exempt from restrictions.
- . Signage colours should be confined to sign panels and should not be extended over other parts of the building.

7.3.4 Principles of good commercial advertising

Generally, it should express a clear and confident message without appearing strident.

- . A primary sign will strongly state the major verbal message, usually the business name and nature, without resorting to unnecessary repetition (Fig 30).
- . The design of the signage will work in tandem with that of the building so that each reinforces the other. This usually involves using the building as a background which isolates the sign from other confusing images. The sign in turn can add colour and interest to the architecture.
- . Advertising of individual products and secondary information should be limited to secondary locations of subordinate impact to the primary sign.
- . Lettering of signs should be of strong/clear style, with enhancements such as painted shadows and border embellishment if desired.
- . Colours of signs should be in strong but relatively neutral contrasting colours either dark on light backgrounds or dark on light. Highly reflective colours, particularly white, yellow and pure red cause glare in bright sunlight and are difficult to read. They should therefore be avoided.
- . Signs where the layout relies on words rather than images will convey the strongest and clearest message.

The use of logos is only effective where they have very wide currency and familiarity. Most other forms of logo are merely a puzzle (Fig 31).

- . Signage should demonstrate good manners in conforming to environmental design policies and in taking care not to obscure the signage of others.

7.3.5 Chain Store and Franchise Advertising

This type of retail outlet relies on its identification with saturation advertising in the media. Thus its image is usually considered very significant for its business.

Unfortunately the style of presentation of many chain stores and franchises is very inappropriate, tending to the aggressive, garish and intrusive in environmental terms (Fig 32).

There is no reason why such outlets should have advertising dominance over smaller businesses in a controlled environment and every reason why they should not. (Particularly if the objective is to improve the viability of smaller operations.) Therefore, signage for such outlets should conform to the standard required of others.

Franchise and chainstore signage should be just as amenable as any other to the community need for mannerly advertising and the guidelines therefore recommend all signage to be designed to the same standards.

7.3.6 Illuminated signs

Illuminated signs are commonplace in most commercial areas. They are supposed to have additional impact because of their illumination. However their relevance as signage operating when the business is closed is not taken into account.

Frequently they are used because their suppliers find they give the supplier a good profit and because they are convenient, requiring minimum time on the site in contrast to the much cheaper but labour intensive art of signwriting. They are also perceived as a modern solution which therefore must be good.

They have two fundamental disadvantages

- . Because they are expensive they are kept small and their daytime impact is weak.
- . Their lighting system requires deep boxing which is difficult to fit to buildings and obscures their detail whether planted on the face or projecting from it (Fig 33).

Generally, illuminated signs are not in keeping with the character of the environment and their excessive use would be both inappropriate and unnecessary. To

shortcut the problem of case by case decision, the recommendation is that new illuminated signage should not be permitted except where it is below a verandah at right angles to the frontage.

7.3.7 Projecting signs

Projecting signs either illuminated or not are intended to be visible from an oblique angle, particularly from passing cars. They are most commonly associated with strip shopping on arterial roads and with side streets off major shopping areas.

Whilst they can be effective if their use is limited, numerous projecting signs are counterproductive because each tends to obscure those behind it. This is more pronounced when the view is very oblique as applies in Yarraville (Fig 34). Signs which are generally seen projecting beyond the silhouette of the building, particularly against the sky, are exceptionally intrusive and out of character and are out of place in a local shopping area (Fig 35).

Therefore, and because the level of advertising required in Yarraville is low, it is recommended that projecting signs should not be used except below verandahs.

7.3.8 Signage below verandahs

Hanging signs below verandahs whether illuminated or not, are not intrusive and add to the vitality of the shopfronts. No restrictions on their use are suggested apart from the possibility of adopting standard dimensions. Use of common design and lighting is not recommended as it tends to add artificiality and repetitiveness.

7.3.9 Signs and shopfronts

Signs on shopfronts are useful for reinforcing the main message and for secondary information. Overuse has a negative effect (see Presentation 7.2.3).

Guidelines for shopfront signage are given but its use should be a commercial decision by the operator.

7.3.10 Three dimensional lettering

Raised lettering is characteristic of all periods of design but was limited in use to primary information like building name, business name or date of establishment (Fig 36).

Any existing permanent signage of this nature should always be preserved as part of the area's heritage.

New raised lettering of suitable form and materials is an acceptable form. Stick on and painted polystyrene on metal letters can be very effective but iridescent perspex for example would not be suitable.

7.3.11 The role of verandahs

Verandahs were an integral part of the display of signs for early buildings (Fig 12). Not only did they provide interest through decoration but also were used to display signs. Sign panels built into the leading edge and ends of verandahs were commonly used in Yarraville, particularly where upper level facades lacked suitable locations for signs.

This design feature tended to be neglected by later interior builders and many cantilevers do not have sign panels although there were standard forms of panel often used elsewhere.

Modern verandahs are similar but the frequently deep fascias often used lend themselves to the purpose (Fig 37).

7.3.12 Guidelines for signage

The Guidelines illustrate typical signage appropriate to each type and period of building. They cover

- . Sign locations
- . Appropriate content
- . Forms of lettering and embellishment.

7.4 Upper Level Facades

7.4.1 General

Many early buildings relied heavily on the design of building facades to create an impact in the streetscape, as a form of advertising and to establish status for their owners and occupants (Fig 38).

More than anything else, these parts of buildings establish the character of streetscapes. Therefore their conservation and enhancement is a critical part of any streetscape project.

This principle is as equally relevant to the parapets of single storey shops as to the facades of two storey buildings. These parapets had an important role in attracting attention to each shop by decorative motifs and by signs (Fig 40).

7.4.2 Early buildings

The important parts of parapets and facades of early buildings are:

- . features which distinguish each occupancy, such as piers between each, central pediments, windows arranged in groups and separate sign panels (Fig 39)
- . decorative embellishment and modelling
- . border motifs
- . the highlighting of architectural features eg windows, piers and floor levels
- . floor levels
- . openings - windows, etc
- . contrasts between materials
- . sign panels
- . features which identify each occupancy in a group

It is important that these parts of the building should not be defaced or obscured. Modern signage often does this, either by covering over or denying the underlying architectural form (some signs are even extended over windows).

Conversely, most buildings made specific provision for signs a fact often neglected.

7.4.3 Modern buildings

Modern architectural design has rejected decoration. As a result, in contrast to earlier buildings, new ones are often not only simple but bland.

The idea of using a facade or parapet to impress and as a background for signs has been lost and declining awareness of this can be seen in buildings after the Federation period, particularly with respect to integrating signs (Figs 41 & 42).

As a result, modern buildings are frequently at a disadvantage and are often seen as ugly or boring. Their failure to provide confinement for signs often leads to excessive use of signs and colour.

As a result, the recommendations seek to redress the situation by suggesting how modern buildings can be made both more harmonious and more effective in their upper level design.

7.4.4 Guidelines for Upper Level facades and parapets

The guidelines are based on the following policies:

- . Upper level facades and parapets of early buildings should be enhanced to emphasise their architectural qualities.

- . Signage should be located on facades and parapets where appropriate panels are provided but additional signage should not obscure or deface architectural features.
- . Surface treatments and colours should be architecturally appropriate.
- . Inadequate or intrusive upper levels of later periods should be modified to a more harmonious and effective form.

7.5 Verandahs

7.5.1 The present situation

Presently all of the verandahs in the centre are of the cantilever type. Those which exist on inter-war and post-war buildings are basically original. However, those on earlier buildings mostly date from the post-war period when it was the policy of suburban councils to require removal of post supported verandahs. Only one post verandah is known to remain in the area, in Stephen Street (Fig 43).

The range of cantilevered types is considerable but none, including that on the Sun Theatre, is of notable quality. For the most part the replacement cantilevers are awkwardly related to the original building (Fig 44).

7.5.2 Function of verandahs

Street verandahs have a number of functions as follows:

- . To protect the footpath and pedestrians from the weather.
- . To protect the shopfronts from weather and to enable use of maximum glass area.
- . To provide an architectural feature often incorporating decorative elements.
- . To provide a transition between buildings and the street for both massing and interior/exterior space.
- . To provide a public space conducive to social interaction.
- . To provide scope for advertising.

The best verandahs will address all of these issues in their design. Interestingly, it is the earlier post verandahs which are most effective, particularly in forms of protection, architectural interest and signage.

In contrast, cantilevers generally give less protection because of their height, are less interesting and provide less scope for advertising. Of special interest is the frequent use of sunblinds particularly on the South side of Anderson Street. The narrow cantilevers clearly give inadequate protection. The result is many fragile additions which are clumsy and sometimes dangerous to pedestrians (Fig 45).

As a consequence, post types have returned to favour in spite of their other limitations.

It should also be noted that post supported types are invariably the cheaper form.

7.5.3 Historical types in Yarraville

Very little evidence exists of the form of verandahs in Yarraville. However, that which does indicates the normal range of verandahs used at various times.

Turn of the century photographs (Figs 11 & 12) show post verandahs on most shops. Later types (Figs 46 & 47) are shown in more recent photos.

7.5.4 Specific Yarraville characteristics

No unique Yarraville verandah types are evident. However, Yarraville post verandahs are characteristically narrow (because of the narrow pavements) and seemed to fairly consistently use the design where a sign panel is located below the gutter line. This may have been due to the fact that this panel was required to increase protection of the narrow footpath from both sun and rain. The roofs were fairly steeply pitched, generally straight, probably to reach the normal frontage height over the shorter distance.

Whatever the reasons, this type of verandah is recognisably characteristic of the early periods.

The standard City of Melbourne cast iron verandah was also used in at least 2 situations (Figs 48 and 49).

Construction materials are unclear but experience suggests various combinations of timber, steel and cast iron with timber the more common roof structure and cast iron the more common post. [Note that the Stephen Street verandahs are of solely timber construction (Fig 43)].

7.5.5 Value of verandahs in streetscape enhancement

With works to upper facades, verandah improvement makes the most positive contribution to a streetscape by improvement to both amenity and appearance. In particular, reinstatements of post verandahs for inappropriate cantilever types gains by both the removal and the new form.

The use of post verandahs on unsympathetic buildings is also one of the most effective methods of blending them into the streetscape.

7.5.6 Policies for Verandahs

- . Generally the reconstruction of earlier types of verandah appropriate to the particular building should be encouraged, especially where they replace unsympathetic types.
- . Post verandahs should be the form adopted for all new verandahs and post war and infill development.
- . Verandah reinstatements should be constructed according to available evidence but should stop short of conjecture and adopt simplified forms where detail is not clear, rather than try to recreate historic detail.
- . Standard City of Melbourne verandahs, as a type known to have been used in Yarraville, could be used on appropriate buildings where no contrary evidence exists ie Groups A and B.
- . Other known forms could be similarly used.
- . Cantilevered verandahs, original to the building, should remain unless there is a strong functional need to change them. in which case a simplified version of a known contemporary form should be used.
- . Buildings of design unsuitable for verandahs should remain without them.
- . Verandahs used to modify unsympathetic modern buildings should be of the simplest possible form consistent with the known range used in the precinct.

- . Verandahs used on building groups should be of uniform design.
- . Verandah posts should be located as close to the kerb as possible in a common line for each block.
- . As verandah roof areas are small, rainwater disposal need not be via downpipes. Pops (spouts) from below gutters would suffice.

7.6 Shopfronts

7.6.1 General

As the critical interface of the business with its potential customers, shopfronts are an important feature in the design of retail buildings. For the same reasons, as fashions have changed over the years, they are most likely to have changed and in Yarraville very few early shopfronts remain (Figs 50 & 51).

As with most components of retail buildings, the important criteria for good shopfront design tend to have been forgotten and most new shopfronts thus tend to be slap-dash affairs.

7.6.2 Function of shopfronts

The primary function of shopfronts is to give an attractive interface between the interior and exterior, usually involving an inviting display of goods on offer and a tempting view of the interior, whilst giving reasonable weather protection and security.

Glass is thus the primary material.

7.6.3 Traditional shopfronts

Traditional shopfronts were devised to facilitate and encourage custom of the business as follows:

- . They expressed an idea of quality in their design and construction by the use of high class materials and detailing.
- . Their design provided interest to compliment the building and its interior.
- . They had maximum glass area usually increased by an ingoing entry which provided a three dimensional view of the window display.
- . The recessed entry led customers into the shop and provided protection for the doors.

- . Advertising was sometimes provided on the glass but quality and changing window displays were the main attraction to customers. Window dressing was considered an art.

The deck behind the stall provided a specific display area.

7.6.4 Modern Shopfronts

In contrast to traditional shopfronts (Fig 52) many modern shopfronts fail to take advantage of their potential impact.

- . They are made of cheap mass produced sections of no design interest, usually extruded aluminium.
- . Often are with reduced glass area, higher stalls and wider piers.
- . They usually lack a display platform.
- . They are flat fronted with no enhancement of the entrance.
- . Windows are frequently obscured by paste ups.

In Yarraville a number are covered by roller shutters or security grilles at night and weekends. This is the ultimate rebuff to a potential customer who might have been attracted by an attractive display to return to the store in opening time.

7.6.5 Design of Shopfronts

The design of shopfronts was characterised at various periods by the following features.

A. Victorian (Group A buildings) (Fig 50)

- . Fully glazed shopfronts with splayed ingoings at side or centre with tessellated tile floors.
- . Low stalls, either in panelled timber, brick or cement render, usually slightly recessed from piers.
- . Prominent piers separating occupancies, of stone or cement render.
- . Panelled timber doors, upper part glazed usually in pairs.
- . Removable shutters.

B. Federation (Group B buildings) (Fig 48)

- . Generally as Group A but with various innovations including -
- . Sloping stalls
- . Use of glazed tiles on stalls and lower part of piers often with raised patterns.
- . Use of leadlight in upper part of window. Art nouveau designs.
- . Early metal shopfronts of brass and bronze.
- . Use of pressed metal sheets for solid panels.

C. Inter-war (Group C buildings) (Fig 51)

- . Polished metal frames, including nickel and chrome plated, usually very fine in section and simple layout.
- . Upper windows with geometric leadlight designs (art deco).
- . Tiled stalls and bottoms of piers, sometimes on same plane with geometric tile bands and lines.
- . Use of 'vitrolite' glass panels in stalls and piers.
- . Fully glazed doors either timber or metal usually a wide single door.
- . Squared ingoings with tiled floors.

D. Post-war (Group D buildings)

- . Simplified versions of inter-war types.

Recent trends are -

- . Chunky extruded aluminium frames clear or anodised, no decoration.
- . Flat fronts, sometimes recessed or splayed.
- . Glazing sometimes to floor but often with a high stall.
- . Plain and mozaic tile stalls and piers, sometimes split stone, brick or marble.
- . Sliding and automatic doors.
- . Open fronts with air curtains.

. Use of roller shutters and security grilles.

. Use of windows for poster display.

7.6.6 The guidelines

The guidelines show characteristic shopfronts for the first three periods and recommended form for new shopfronts.

7.6.7 Policies for shopfronts

Replacement of a shopfront is a major exercise which may have significant benefits for the business but which may be beyond circumstances.

In streetscape terms shopfronts are subordinate to verandahs and upper facades and within reason, can be accepted as a location where each business will wish to express its particular identity. Whether it is beneficial to the business or not is really the shopkeepers problem.

At the very least, occupants should practice good management and presentation in the upkeep of their existing shopfronts with special attention to necessary repairs, cleaning and removal of clutter.

If and when shopfront replacement is contemplated it should be in a form appropriate to the building type.

This involves considerable simplification to reduce costs if necessary.

This applies particularly to Inter-war shopfronts which require manufactured parts no longer available.

7.7 Unsympathetic and non-contributory later buildings

7.7.1 General

A number of buildings are unsympathetic to the general character of the area. Some by later modification, have ceased to contribute in a positive way.

These are shown on the layout plan and are recommended to be modified.

Others, described as 'sympathetic' are of featureless design which would benefit from some enhancement.

7.7.2 Single storey buildings

Modification of two components will achieve the desired effect.

- . Replacement of existing sun protection with a simple post verandah.
- . Modification of the parapet to provide identity to each unit and sign panels.

These processes will make the building both more harmonious and more effective.

7.7.3 Two storey buildings

These are limited to four sites.

- . 53-55 Anderson Street, the Commonwealth Bank (Fig 53).
- . 69 Anderson Street (Fig 54).
- . 71-75 Anderson Street (Fig 55).
- . 38-40 Ballarat Street

7.7.4 Guidelines

The guidelines for modifications to unsympathetic buildings are generally the same as for infill development (Section 7.8).

Modifications should be directed generally towards the concepts as described in that section.

- . Simple post verandahs.
- . Identification of each occupancy.
- . More sympathetic proportions of upper level facades particularly openings.

A range of options for each type is shown in detail on the data sheets and the suggestions for each are generally interchangeable but do not represent every alternative.

Generally the intention is that these buildings should simply be made more sympathetic and should remain recognisable as modern buildings.

Adaption into replicas of any historic type is specifically not recommended. It is suggested that when adaption is contemplated, a designer should be employed and that some individuality should be given to each location.

7.8 Infill development

7.8.1 General

There is scope for further development in the precinct in the form of vacant sites (Fig 56). In addition, redevelopment of some existing buildings might be contemplated.

The rear of commercial sites facing Canterbury Street, West of Ballarat Street, also offer opportunities (Fig 57).

7.8.2 Policies for infill buildings

In all of these cases, buildings should have the following features.

- . Simple post verandahs.
- . Shopfronts and facades built up to the building line or in the case of development of a whole block, up to a common frontage.
- . Clear division of each occupancy above the verandah level.
- . In the case of two storey buildings, windows generally vertical in proportions arranged in groups according to occupancies.
- . Sign panels related to each occupancy on both the verandah and the upper level.

7.8.3 Creative solutions and guidelines

It is not the policy of this project to define precisely how infill or modifications to non-historic buildings should be achieved or to stand in the way of creative design solutions. The guidelines for infill development are merely to illustrate the points of principle which should be followed to achieve designs sympathetic for the more historic structures and the streets overall character.

They are not intended to represent an idealised form of development.

8.0 Infrastructure

8.1 Early form

Early photographs (Figs 11 & 12) show that footpaths and carriageways were then in much the same form and dimensions as presently exist.

Adjacent streets, where early bluestone kerbs remain, demonstrate the same range of dimensions. The construction of early cantilevered verandahs and the location of services confirm that the kerbs have been in their present position since late in the inter-war period at least.

In Figure 12 there is an indication that the verandahs on the South side of Anderson Street were set back from the kerb which would be an unusual practice especially in such a narrow street. Posts were usually located directly on the kerb. (See other instances Figs 11 & 12)

8.2 Modern demands

Generally the demands on the area are unchanged from its early days. The most significant changes are the advent of the motor car and truck and the tendency of shoppers to arrive at the centre by car rather than foot.

As a result, the narrow streets are severely congested and are difficult to negotiate. Presently two lanes of parking and two for mobile traffic are contained within road widths of as little as 8.4 metres.

The sole advantage of this is that vehicular movement is slow and hence pedestrian safety is enhanced.

8.3 Amenity considerations

Improvement of patronage in the precinct will be assisted by a perception of better amenity. The major areas for improvement are -

1. Accessibility both by car and by foot.
2. Parking availability, ease and accessibility.
3. Pedestrian amenity and safety.

The former two are mainly townscape and planning concerns. However, pedestrian amenity is intimately related to the provision of protection to shoppers and shop fronts and the relationship between the design of buildings (primarily verandahs) and pavements.

The role and function of verandahs has been discussed in Section 7.5. Integration with infrastructure is the consequent issue.

8.4 Integration of verandahs

A number of factors must be taken into account:

- . Functional, conservation and cost factors all support the reintroduction of post verandahs where appropriate.
- . It is essential that both posts and cantilevers have a common distance from the building line and it is preferred that this be as close as possible to the kerb line to achieve authentic character.
- . The building regulations (VBR) require posts to be set back 750mm from the kerb but permit councils to agree to any other distance including posts on the kerb.
- . Originally iron posts were simply mounted on or bolted to the kerb stone and timber posts were buried in the ground. Modern rules require a footing or other means to hold verandahs against uplift by wind. This can conflict with underground services.
- . Verandah posts are perceived as vulnerable to impact from cars, particularly when parking, wheel overhang being the major reason. This problem is less with parallel parking. The building regulations do not require any specific measures to deal with this problem.
- . High vehicles, leaning inwards on the road camber, can come in contact with the leading edges of verandahs.
- . Verandah posts along with other streetscape items such as signs, are potential obstructions on the footpath both to pedestrians and to the opening of car doors.
- . Verandahs rely on maximum width for effectiveness and appropriate appearance. Because footpaths will inevitably be narrow, posts need to be as close as possible to the kerb.
- . Narrow footpaths are characteristic of Yarraville and this character ought to be retained, limiting radical widening of footpaths.
- . The relocation of kerbs and underground services will result in considerable cost.
- . Radical roadworks will result in considerable disruption over the period of construction. Although such improvements might be of long term value, they might also cause loss of patronage at a critical period for business viability in the precinct. Staging of works would mitigate this effect.

8.5 Services locations

Available information indicates the following situations of underground services:

- Telecom

Appears to be generally located close to the building line. Thus does not present a general problem.

- Electricity

The supply to the period light fitting is underground but is the only such case.

Transmission poles (with lights) are located at or just behind the present kerbs. Locations are shown on the plans. These potentially conflict with verandahs in only three cases and therefore should not be a dominant factor in determining verandah width. Undergrounding of overhead electricity distribution should be planned as a long term project.

- Gas

Gas supply pipes are located 500mm to 900mm behind the existing kerb lines. This will oblige location of post footings towards the existing kerb location rather than back from it.

- Water

Water supply locations vary but are generally in the road reservation between 300mm to 900mm from the kerb line. This will tend to limit outward extension of kerbs.

- Sewers

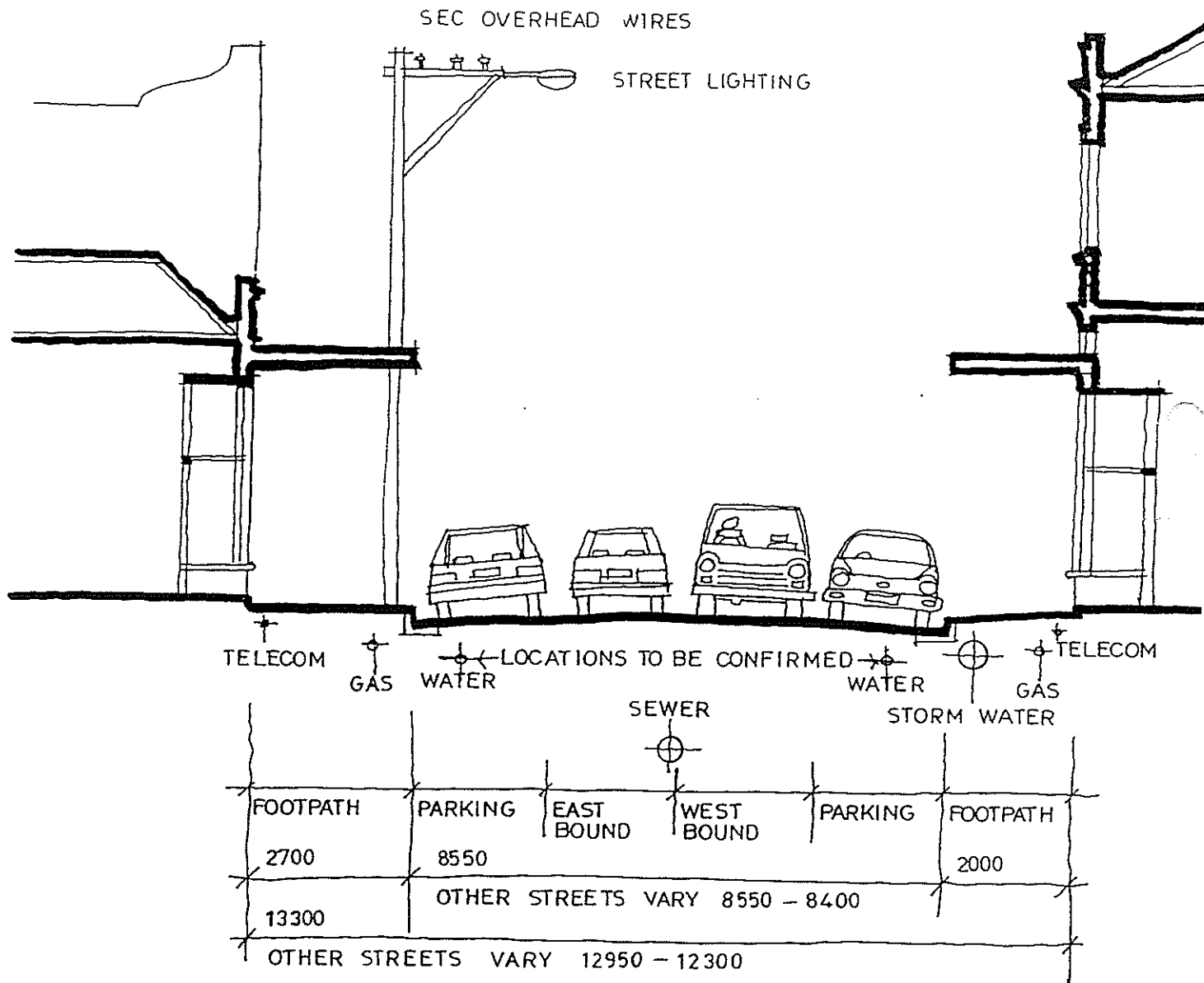
Sewers are located towards the centre of the carriageway and are therefore of no consequence to the footpath design.

- Stormwater drainage

The precise location of stormwater drainage is not recorded and could not be surveyed as part of this project. Its general locations appear to be as shown in the area plans.

Two situations seem to apply. On the South side of Anderson Street, West of Ballarat Street, the drain is behind the kerb ie under the footpath. To the East of Ballarat Street, between Anderson and Canterbury Streets, the drain appears to be just outside the kerb ie below the street channel. There are no other long runs in the area where verandahs may occur.

The Ballarat Street drain will not limit verandah post locations, but the Anderson Street drain will. Widening of the pavement will obviate this.



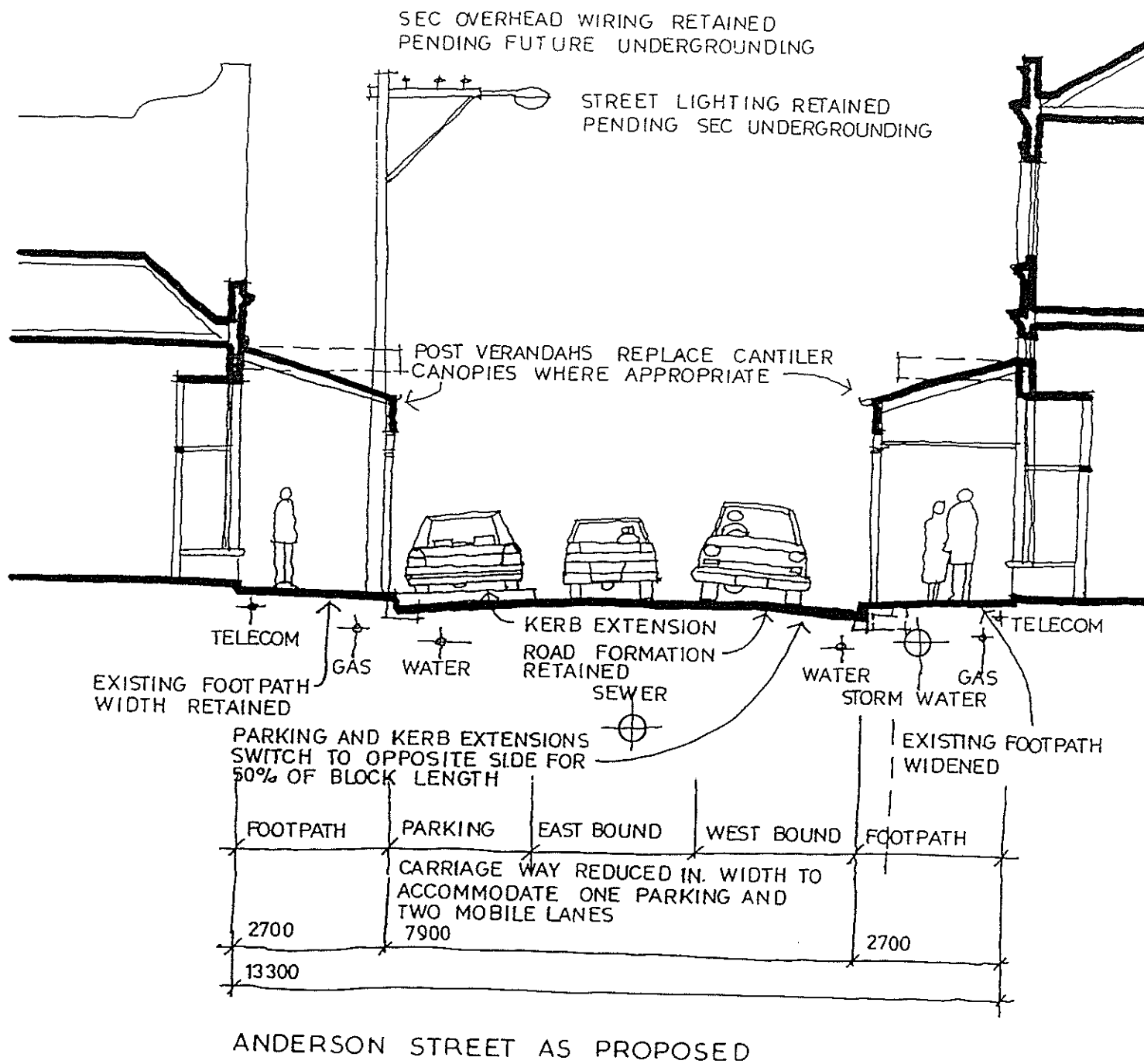
ANDERSON STREET AS EXISTING

STREET CROSS SECTIONS

CITY OF FOOTSCRAY

YARRAVILLE VILLAGE ENHANCEMENT PROJECT

TREVOR WESTMORE DESIGN AND CONSERVATION CONSULTANT NOVEMBER 1990



STREET CROSS SECTIONS

CITY OF FOOTSCRAY

YARRAVILLE VILLAGE ENHANCEMENT PROJECT

TREVOR WESTMORE

DESIGN AND CONSERVATION CONSULTANT

NOVEMBER 1990

The proposal also suggests widening of the footpaths on the West side of Ballarat Street. This will not be affected by any drainage.

8.6 Footpath and road formation

8.6.1 Footpath widths

Existing widths are:

Anderson Street

<u>North side</u>	Railway - Ballarat Street	- 2.7m
	Ballarat-Wills Street	- 2.45m

<u>South side</u>	Railway - Ballarat Street	- 2.0m
	Ballarat-Wills Street	- 2.0m

Ballarat Street

<u>East side</u>	At National Bank	- 1.85m
	Simpson ROW	- 2.3m
	Anderson-Murray Street	- 2.5m

<u>West side</u>	Simpson-Anderson Street	- 1.7m
	Anderson-Murray Street	- 1.7m

Those footpaths in excess of 2 metres wide are probably acceptable in that they could accommodate verandah posts with minimal setbacks from the kerb. However posts in the narrow footpaths would not be desirable (Fig 58).

All blocks with the exception of Ballarat Street, West side, Anderson-Murray Street, have potential post verandahs (see map).

Widenings are therefore indicated on the South side of Anderson Street and the West side of Ballarat Street between Tarrengower and Anderson Streets but not between Anderson and Murray where no post verandahs will occur.

8.6.2 Road Section

The present road section is conventionally formed with a central crown and drains at either side. This camber is partially responsible for damage to leading edges of verandahs caused by the inclination of high vehicles.

This is a perennial problem, the solutions for which are limited in Yarraville because the narrowness of the footpaths does not permit a setback of posts. Three further options are available -

- . Reduce the camber and hence the inclination.
- . Extend the kerb line.
- . Limit parking/loading of high vehicles.

Capacity to make radical changes will be limited by costs. Footpath widenings are suggested for Ballarat Street West side and Anderson Street South side primarily to obtain wider verandahs. A further extension could be considered.

Limiting access by high vehicles would be the preferred option if it is possible.

A modified kerb design would also be an option (see cross sections).

8.6.3 Parking and traffic management

The plans and cross sections illustrate a proposal for parking and traffic management which integrates a number of considerations.

- . Retention of parallel kerbs and verandah fronts.
- . Reduction of road width by elimination of parking on one side of the road whilst relieving congestion by enabling free flow of traffic in both lanes.
- . Consequent increase of footpath widths where they are presently exceptionally narrow.
- . Alternating parking 50/50% to each side of the block to provide parking opportunity for both directions of traffic flow.
- . Change of side of traffic lanes to limit speeds.
- . Kerb projections at corners and in block centres to constrict and slow movement and to provide pedestrian crossings.

On these projections, seats etc could be provided to facilitate social interaction.

8.7 Infrastructure detail and materials

Consistent design of exposed infrastructure elements is suggested as the unifying feature for the precinct as follows.

8.7.1 Road and footpath surfaces

- . The original road surface was redgum blocks, still visible below the asphalt surface. Footpaths were probably asphalt.
- . Asphalt is the recommended finish for both for the following reasons:

- . It is authentic to inter-war character.
- . It is easily maintained, modified etc.
- . It is not an expensive finish.
- . New works can be blended with existing.
- . Existing surfaces can remain.

8.7.2 Kerb and channel

The original design had a bluestone kerb (short split blocks) and a swale channel, probably 5 blocks wide (see Fig 12).

In both Anderson and Ballarat Streets this has been replaced with concrete kerb and channel.

It is recommended that the concrete kerb be replaced with split bluestone but that no channel be provided ie the asphalt should be taken up to the kerb (see cross sections).

8.7.3 Seating

Existing seating is not markedly intrusive and could be maintained. In due course, it could be replaced by seating more appropriate to Inter-war character, precast concrete uprights with timber slats.

8.7.4 Rubbish bins

Rubbish bins were not a feature of early streetscape. The existing bin type is suitable as is the mounting system.

8.7.5 Notice boards could be located in strategic places, at the bus terminal and the intersection of Anderson and Ballarat Streets to focus community activities.

8.7.6 Infrastructure colour

The colour already adopted, Deep Indian Red is suitable. Its consistent use is effective as a unifying feature.

8.7.7 Street signs

The identification signs already in place on Stephen Street and Williamstown Road are effective. However, within the precinct it is suggested that infrastructure clutter be reduced and that street signs be located on plaques on buildings to reduce numbers of separate posts. Elsewhere, signs should be eliminated if irrelevant or reduced in number where possible.

8.7.8 Trees

In densely built-up commercial areas, especially where there is good shading from verandahs, street trees are not compatible.

Such areas depend on the strong expression of their character through buildings, signage etc. Trees tend to dilute this and falling leaves are a maintenance problem, particularly for verandah roofs and gutters.

The two trees planted in Ballarat Street will conflict with a possible verandah on the Railway Hotel but could remain if a verandah was not built.

The tree planting on the boundaries of the precinct is applauded including that at the East end of Anderson Street which will distract attention from the unsympathetic brick veneer house which closes the vista. This could be reinforced with a second tree.

Both types of tree guards used are excellent for their purpose.

8.7.9 Electricity distribution

The overhead electricity distribution probably dates from at least the inter-war period and is thus part of the mature appearance of the precinct.

However, the poor quality of its installation and appearance has no value for the civic qualities of the precinct.

As a non-integral and intrusive element in the streetscape it would not be missed and it is recommended that Council take steps to plan the undergrounding of supply, to be achieved as a long term objective.

8.7.10 Street lighting

- . Code standard street lighting is necessary for carriageways and is incorporated on existing electricity distribution poles. If electricity distribution could be undergrounded, a less intrusive form of pole could be used.
- . The early cast iron standard cannot be confirmed as part of the late inter-war period streetscape but should remain now that it is installed. It may need to be moved if a verandah is fitted to the Railway Hotel, possibly closer to the corner where it originally stood. Installation of additional Victorian standards is an option which could be considered.

The early view west down Anderson Street (Fig 12) shows the corner standard with its hooped extension for an electric light fitting. The hoop of a second fitting can be seen over the carriage coming up the street. This appears to be at about the centre of the block and is confirmed by its presence in a further photograph (Fig 12a).

- . Under verandah lighting is suggested as an additional form, primarily for the purpose of giving greater security to shopfronts and obviating the need for roller shutters and security grilles. Whether the form of such lighting would need to be controlled or whether it is installed as infrastructure would need to be determined. It is suggested that under verandah lighting should not be featured but that it should be of inconspicuous modern and vandalproof design.

8.7.11 Fences

Very few fences are involved. However at least one, at the East end of Anderson Street, is highly inappropriate. Following are general guidelines.

- . Front fences to residences should be 1200 high of picket or woven wire according to the period of the house (see National Trust Bulletin No 8.1 Fences and Gates).
- . Side fences to all sites should be 1800 high of paling or vertical corrugated iron.
- . Fences to railway property should be in railway style pickets (see Townscape study).

9.0 Implementation

9.1 General

Implementation of the recommendations of the project will most likely be controlled by economics rather than any other factor.

However, it is important to recognise that the potential for the economic decline of the precinct is a reality and that failure to act is acquiescence to a downward spiral, as decreasing viability falls further and further behind the increasing costs of improvement.

9.2 Implementation opportunities

A number of action opportunities can be directed towards implementation of improvements.

- . Cleaning and removal of irrelevant tacked on items carries almost no cost.
- . Required maintenance can be enhanced to the status of an improvement, ie. anything which is due for repair or replacement can be modified to a more suitable form in the process. For example repainting in more suitable colours; strip peeling paint from brickwork rather than repaint; fit a better designed verandah fascia in place of a damaged one; construct a verandah instead of replacing a worn out canvas or plastic canopy.
- . Normal cyclic maintenance, particularly painting, can be advanced rather than delayed.
- . Changes to image can be designed to bring about more effective improvement than a change of signs or colour.
- . New businesses can be directed to the guidelines as part of designing their image.

9.3 Cost effectiveness

It is clearly not the time for small businesses to be embarking on major investment. Hence the recommendations enable the building on existing assets and strengths in an incremental fashion allowing owners/occupants to gather confidence as they make each step and as the precinct as a whole improves.

For most premises, a range of measures, some small some large, will be necessary to achieve maximum effect. The policy is based on the theory that if the total environment is the sum of all its parts, any small improvement will benefit the whole and a number of small improvements will have a noticable effect.

If this first step can be achieved, the process of decline is being reversed and the benefits may begin to show and thereby encourage further improvement.

This approach is preferable to one where the commitment is so great that many may be unprepared to make it and hence nothing happens.

The following order of works is suggested in order that the project can be consolidated incrementally to allow confidence to build.

1. Tidy up and remove unnecessary clutter, tacked on things, obsolescent signs. etc.
2. Re-do window displays, reorganise interiors.
3. Restore surface finishes. ie clean and/or paint.
4. Repair obvious deficiencies eg broken gutters, tiling etc.
5. Rationalise signage - simplify and strengthen main signs. Get rid of distracting signage.

This should be done with longer term proposals in mind eg painting signs on removable panels which can be relocated when more radical improvements are made.

6. Structural modification.

These will vary according to the situation but will include new verandahs, new shopfronts and facade alterations.

9.4 Tax deductability

For an established business, all costs associated with the recommendations should be tax deductible. A competent accountant should be able to claim for such improvements as reasonable expenses incurred in the process of attracting custom.

9.5 Building Groups

Some premises are parts of architectural groups of up to four titles all in different ownership.

It would be ideal to have each group implemented as a whole but as a result of different capacities and degrees of interest, this will be unlikely.

Policy should be that if any improvement can be made then it should be as soon as possible, as it will benefit both the street and the individual building and also to act as an incentive to adjacent owners to follow suit.

Such work needs to be designed to permit joining up of adjacent components, for example verandahs and Council needs to establish some process whereby consistency is achieved within groups, particularly in relation to common verandah types.

10.0 Incentives

10.1 General

Three types of methods are used to encourage owners/occupants to respond to the sort of recommendations proposed by the project.

A. Financial incentives

- . Usually in the form of low interest loans from a revolving fund or small encouragement grants. Both require some financial commitment from the applicant.

Both systems involve 'seeding' a wider involvement rather than subsidising the whole process.

- . A loan scheme would seek to achieve about ten projects at an average of \$5,000 each ie an initial outlay of \$50,000 over about one year.
- . An encouragement grant scheme would contribute only \$300-\$500 per property which would be only for limited work such as painting or rationalisation of signs and would seek to achieve a greater number of projects for a total outlay of say \$10,000 ie around 20-30 projects.

Response to the latter is often slow as it involves a greater share from the applicant.

- . Rebates of rates and waiving of fees and other minor incentives can be used separately or in conjunction with the above. Waiving of revaluation following improvements is another mechanism which might be used.
- . Discounts for supply of materials, particularly paint, might be arranged.

B. Planning Scheme Negotiation

- . Planning scheme trade-offs such as waiving requirements for parking or reducing payment in lieu can be employed where a change in use applies but are of no benefit where no negotiation is required.
- . The imposition of controls will manage change when there is pressure for development and the responsible authority has the controlling role. However, in this case, Council seeks to activate change where it is unlikely to occur spontaneously. Control powers are not relevant until change is proposed.

Therefore, although controls will be desirable to manage change if encouragement succeeds, they are secondary in this process. More positive processes like opening up the building stock for a wider range of uses as incentive for investment, may be necessary.

C. Promotion - Council's role

In order to activate change, promotion is necessary. Council has already gone to considerable lengths to achieve this by funding a number of studies to guide change and in commencing work on the ground by treeplanting, infrastructure painting, lamp standard replacement, etc.

Council's commitment now needs to be completed to the point where the private sector works can take over, specifically in undertaking the necessary infrastructure works to permit owners to follow up the recommendations.

This basically means roadworks to permit the construction of post verandahs.

Councils primary activity will be the process of promoting the recommendations of the Townscape Study and this project and of gaining community support and enthusiasm.

Council needs to continue in its role as focus for change and professional skills in publicity, administration, design etc.

Other promotional activities might be

- . Encouragement of local identity and spirit by facilitating community activities such as street fairs.
- . Facilitating competitions encouraging a higher standard of presentation eg for shop window display, for restoration works, etc.
- . Sunday trading.
- . Trader education programmes eg window display, store layout, marketing etc.
- . Setting and publicising targets for improvement via newsletter etc.

American revitalisation programmes have benefited from the use of a professional, experienced in small business, as a consultant. Something of this nature could be done either in conjunction with other areas in the municipality or by employment of a part time development officer.

11.0 Further Considerations

11.1 General

A number of associated issues not within the brief of this project need to be addressed to obtain the maximum impact or effective implementation.

11.2 Landlord/tenant roles

For those buildings not owned by the occupants, two functions must be served

- . To provide accommodation for a business.
- . To return a rental income.

Whether this affects the viability of the business is irrelevant here. The difference is that two parties are involved in the process and differences will occur, often because the landlord is disinterested.

In a time of escalating property values and high demand, the condition of a property was less relevant but with the current combination of a depressed property market and low business activity, long term vacancies are a serious risk for less desirable (ie less well maintained) premises, with the consequent loss of income and capital value for the owner.

In a project such as this, the co-operation of absentee landlords is vital and Council must take specific measures to inform and involve them.

11.3 Upper floor use

No specific attention has been paid in this project to the use of upper floors but it is characteristic of local shopping centres that their level of use and hence their contribution to the viability of the building is low.

Specific measures are necessary to get under-used upper floors into beneficial use to contribute to the viability and vitality of the precinct.

Conversely, non-retail/commercial uses of shop premises should be actively discouraged where they reduce the vitality of the associated pavements.

11.4 The Sun Theatre

Whilst it remains unused, the Sun Theatre will have a negative impact on the ambience of the precinct. This building desperately needs to be enlivened in both use and appearance. It is on the Historic Buildings Council Register and their involvement should be sought to make some external improvements at least.

11.5 Trader education

The nature and quality of goods and services provided within the precinct will be the major factor in its future success. Environmental improvement will assist but if the traders continue to operate with the same attitudes, it will be wasted.

Steps should be taken from some quarter to lift the business performance of traders and their presentation skills in particular.

11.6 The concept of an 'anchor' store

This matter needs to be dealt with cautiously in relation to the impacts it may have on the precinct both positive and negative. In particular, there is no point in waiting for such a facility to arrive before undertaking improvements, as a declining environment is unlikely to encourage any major investment. The redevelopment of 'Freddie's Market' may provide a more effective and less threatening boost than the conventional 'anchor' store. Similar imaginative use of existing resources will integrate the precinct better than a new focus out of the centre itself.

11.7 Planning controls

The objectives and recommendations of the project raise a number of issues which suggest that the imposition of some controls over the precinct (as an "Area of Special Significance") would be useful.

Of particular concern would be the protection of the heritage values of the area and the obtaining of consistency between parts of building groups. eg Without controls, individual owners within a group would not be obliged to conform to say a consistent design of verandah.

It is emphasised that controls will not encourage change but may be a valuable tool to manage it, particularly with respect to signage. Adoption of a range of policies or guidelines may be an adequate method.

11.8 The Railway Precinct

The commercial centre is intimately integrated with a railway precinct which has its own strong values. This project does not deal with the railway precinct but expert advice is that it is of some significance and that its relationship with the commercial centre and its present state of integrity make it unique. The following aspects are relevant.

- . The form of the railway precinct provides characteristic barriers and architectural features.

- . The openness of the precinct provides a separate and complementary set of views and vistas to those of the commercial area.
- . The railway and its detail has high value for the architectural, social and technological heritage of Yarraville.
- . Whilst much of the hardware represents obsolete recent technology, it provides a sympathetic centerpoint to the mature character of the commercial area.
- . The double sets of gates, one interlocking and one hand operated, are thought to be unique in Melbourne at least and nowhere is such a feature associated so directly with a commercial area.
- . Vic Rail's policies for operational upgrading involve the removal of timber swing gates, signal boxes, semaphore signals and virtually all of the features which identify any early period of rail technology. They make no provision for the conservation values of rail installations and are being applied quite ruthlessly.

It is suggested that the remaining components of the railway precinct form an essential part of the character of Yarraville Village, in particular (after the station itself), the signal box, the gates and the underpass.

Council should resolve to encourage conservation of the railway precinct in combination with the centre. Its inclusion within an Area of Special Significance or Urban Conservation Area would give Council some negotiating power.

11.9 Street lighting and electricity distribution

This is addressed in Clauses 8.7.9 and 10.

Undergrounding of electricity distribution is a long term objective but also requires long term planning. A decision in principle needs to be made at an early date.

11.10 Security

Security is clearly perceived as a problem by some occupants, hence roller shutters.

These are not appropriate to modern shopping centres.

- . They "kill" the value of the individual shopfront's out of hours contribution to the streetscape.
- . They imply an atmosphere of suspicion and suggest a place where anti-social behaviour occurs.
- . They create 'dead' spots which do not encourage window shopping and other beneficial social activity.

Security might be better handled by a range of other measures such as security patrols, better lighting, alarm systems. . .

Council should consider the idea of banning roller shutters over shopfronts.

11.11 Buildings worthy of further protection measures

Both the Sun Theatre and the State Bank in Ballarat Street are protected by Registration under the Historic Buildings Act.

Appendix F lists further buildings which are critical to the character of the precinct and for which individual protection should be sought under the City of Footscray Planning Scheme if the area as a whole is not adopted as an area of special significance or Urban Conservation Area.

These buildings, in addition to their streetscape role, also demonstrate architectural distinction.

Preparation of a citation for each would be a necessary part of this process.



1. YARRAVILLE VILLAGE DIRECTION SIGN.



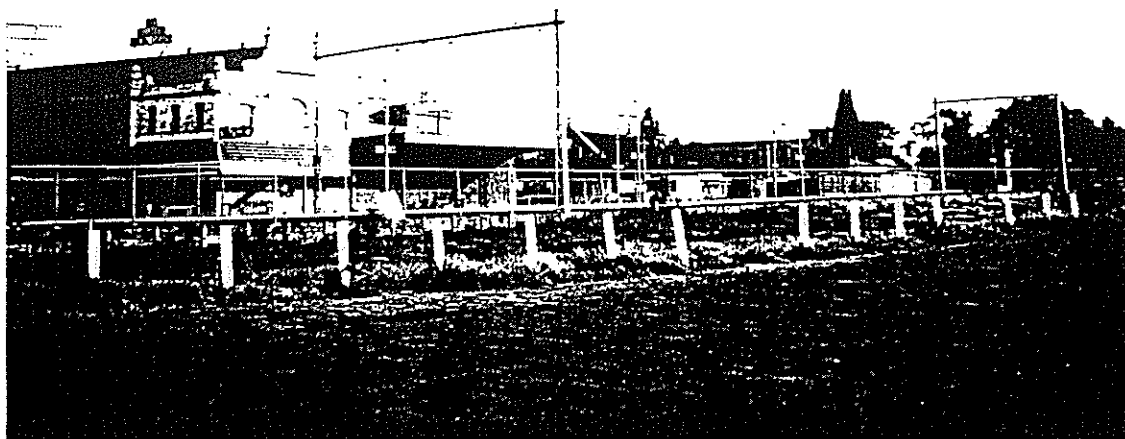
2. BALLARAT STREET VISTA.



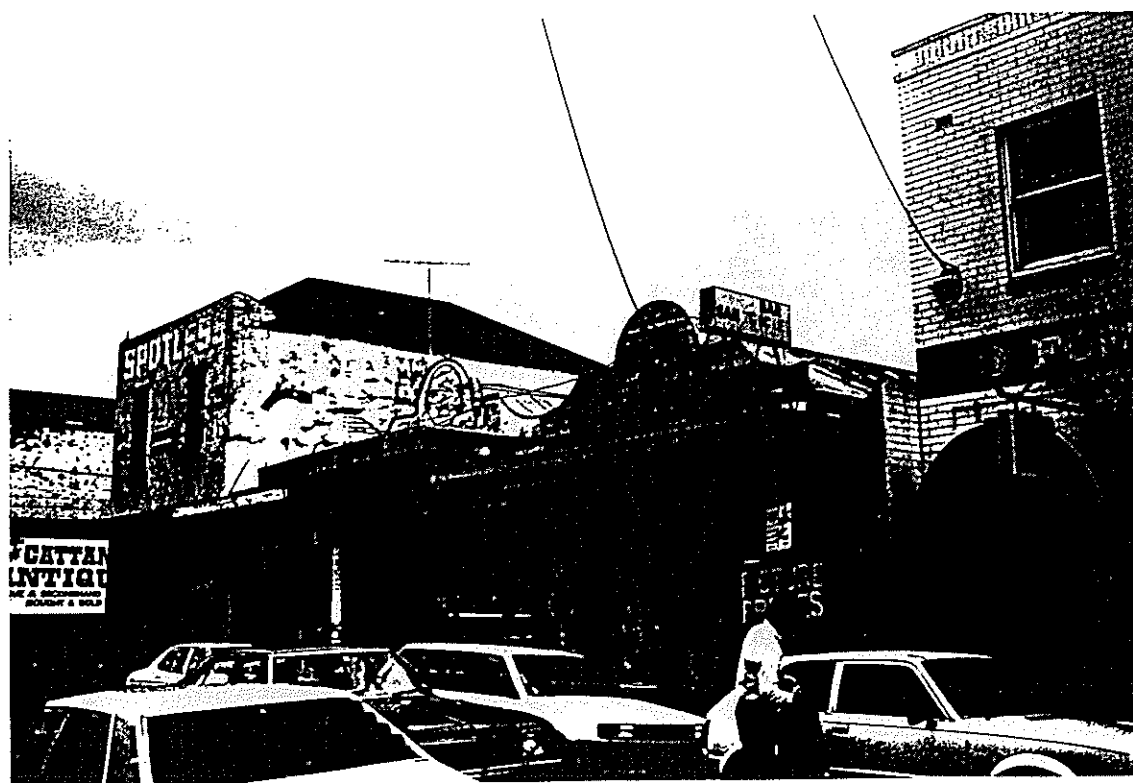
3. ANDERSON STREET VISTA FACING EAST.



4. BIRMINGHAM STREET VISTA.



5. VIEW ACROSS RAILWAY RESERVE FROM CANTERBURY STREET.



6. POORLY MODIFIED BUILDINGS.



7. POOR SHOPFRONT PRESENTATION BY EXCESSIVE SIGNAGE.



8. ENTRY TO THE UN-USED SUN THEATRE.



9. WELL MAINTAINED BUILDING SHOWING UP DEFICIENCIES
IN NEIGHBOUR.



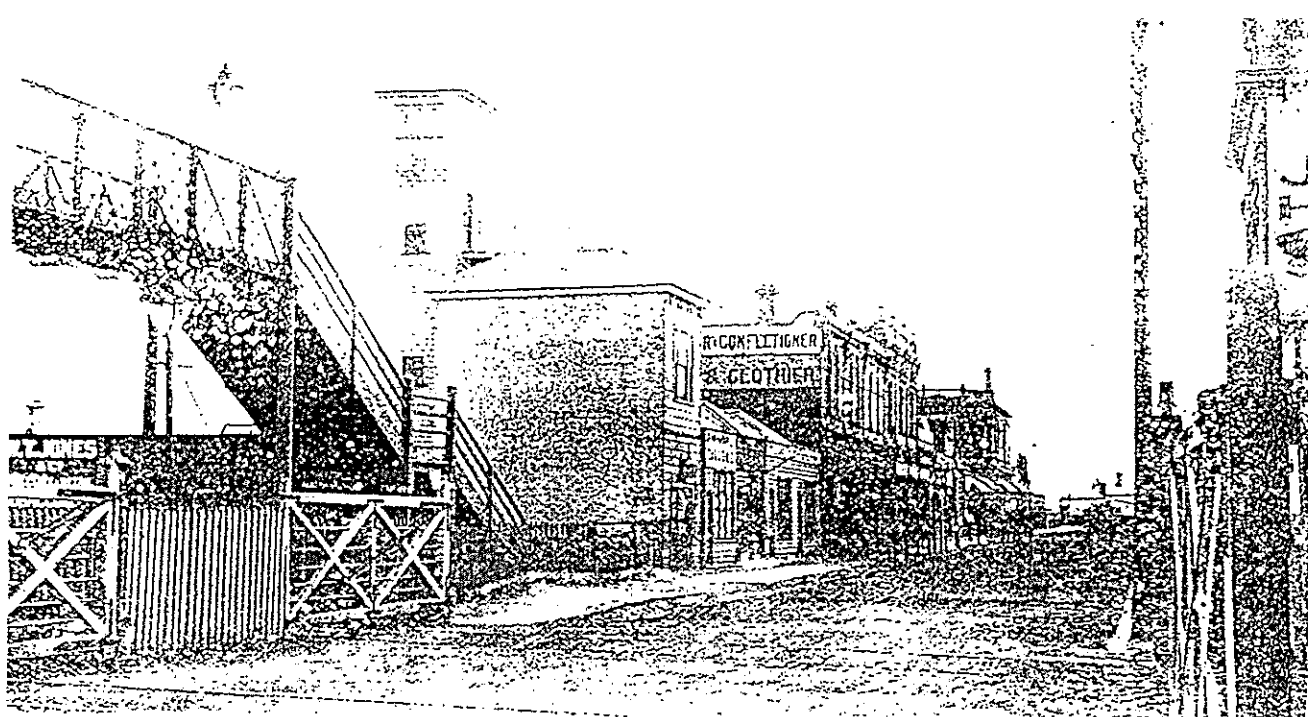
10. GROUPS OF CONTRIBUTORY BUILDINGS.



11. C.1900 STREETSCAPE, BALLARAT STREET TOWARDS MURRAY STREET.

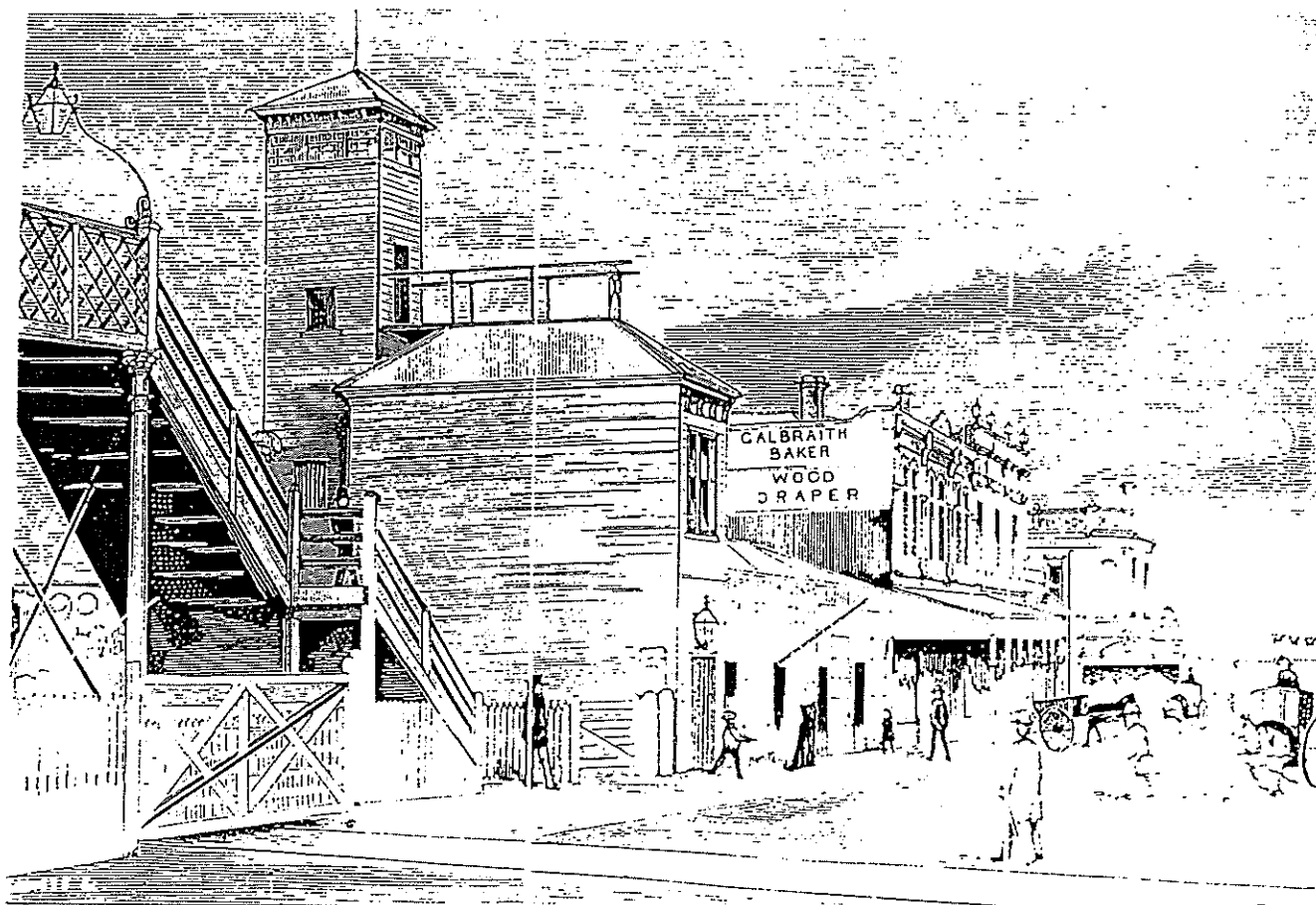


12. C.1900 STREETSCAPE, ANDERSON STREET TOWARDS RAILWAY.



12a. PHOTOGRAPH OF ANDERSON STREET LOOKING EAST FROM THE RAILWAY, c.1900.

LOVETT'S WOODCUT OF THE SAME SCENE (BELOW) MAY HAVE BEEN COPIED FROM THE PHOTOGRAPH.

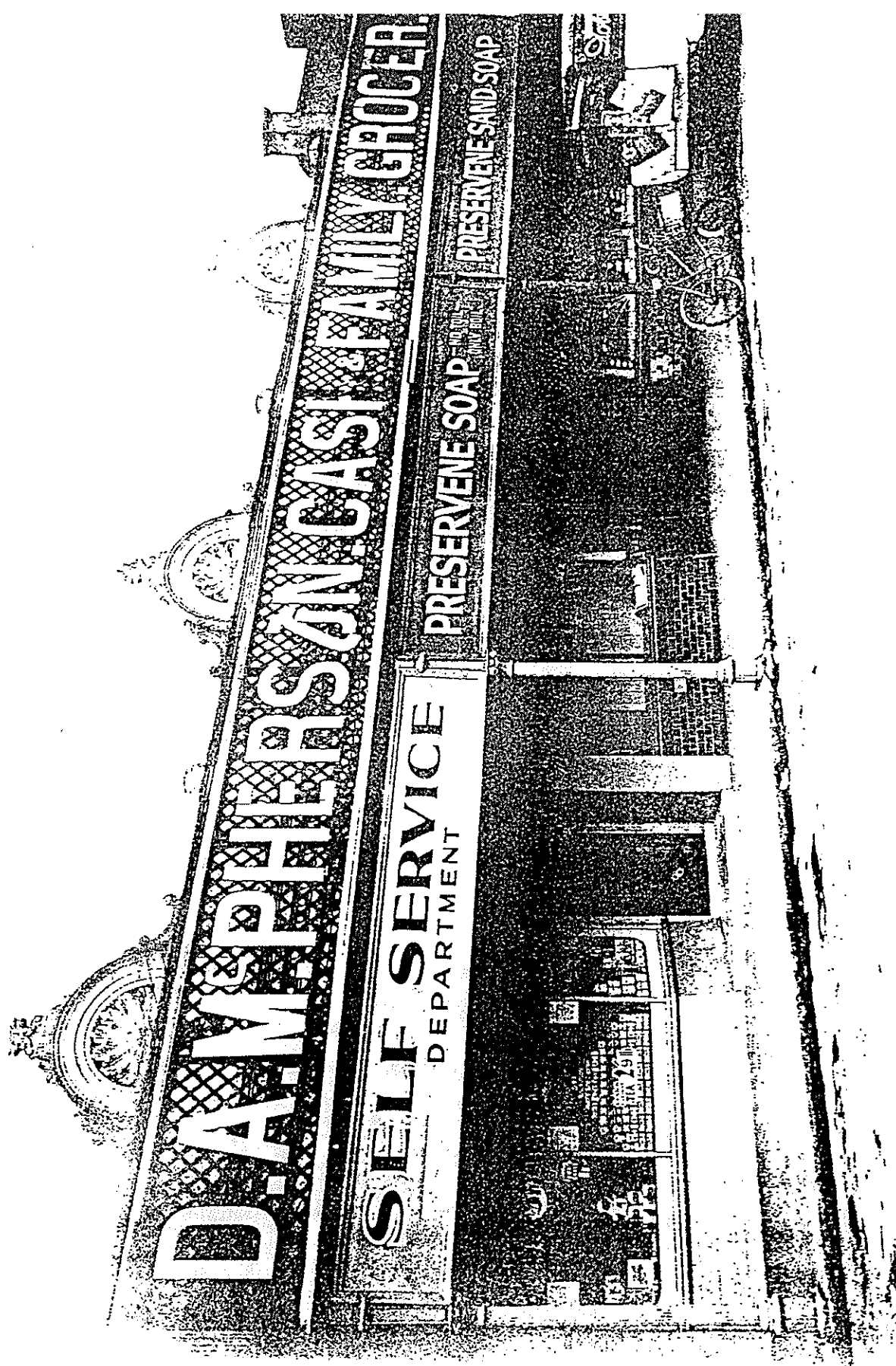




13. SIGNIFICANT INTERWAR DEVELOPMENT, WOODS CORNER.



14. SIGNIFICANT INTERWAR DEVELOPMENT, NATIONAL AUSTRALIA BANK.



15. A CITY OF MELBOURNE STANDARD CAST IRON VERANDAH USED ON SHOPS AT 17-21 ANDERSON STREET. THE SIGNBOARDS BELOW THE GUTTER LINE OBSCURE THE CAST IRON FRIEZE AND SPANDREL BRACKETS.



16. INTRUSIVE POST WAR DESIGN, THE COMMONWEALTH BANK.
ANDERSON STREET.



17. SUPERFICIAL FACADE DEFACEMENT.



18. CONTRAST BETWEEN EARLY AND POST WAR DESIGN



19. AGRESSIVE SIGNAGE.



20. POOR PRESENTATION OF UPPER LEVEL FACADE REFLECTS
ON GROUND FLOOR BUSINESS.



21. FLIMSY CANOPIES WORSE FOR WEAR.



22. WINDOW OBSCURED BY PASTE-UPS.



23. CRUDE SIGNAGE ON GLASS.



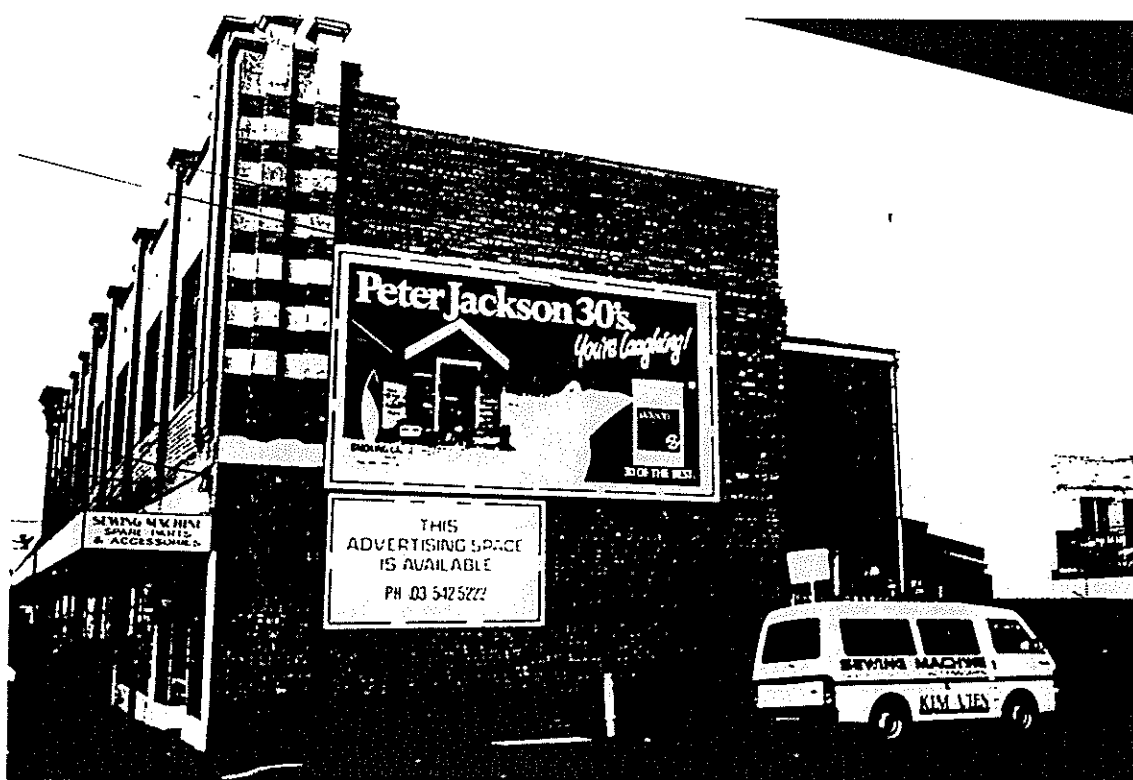
24. POOR PRESENTATION THROUGH EXCESSIVE AND DISORGANISED SIGNS.



25. WOODS CORNER SHOWING MONOCHROME PAINTING AND ORIGINAL FINISHES IN CANTERBURY STREET UNPAINTED.



26. WOOD'S CORNER. EARLY PHOTOGRAPH.



27. PROMOTIONAL ADVERTISING SIGN UNRELATED TO BUILDING USE.



28. PROMOTIONAL / PRODUCT ADVERTISING RELATED TO BUILDING USE BUT OVERWHELMING BUSINESS NAME.

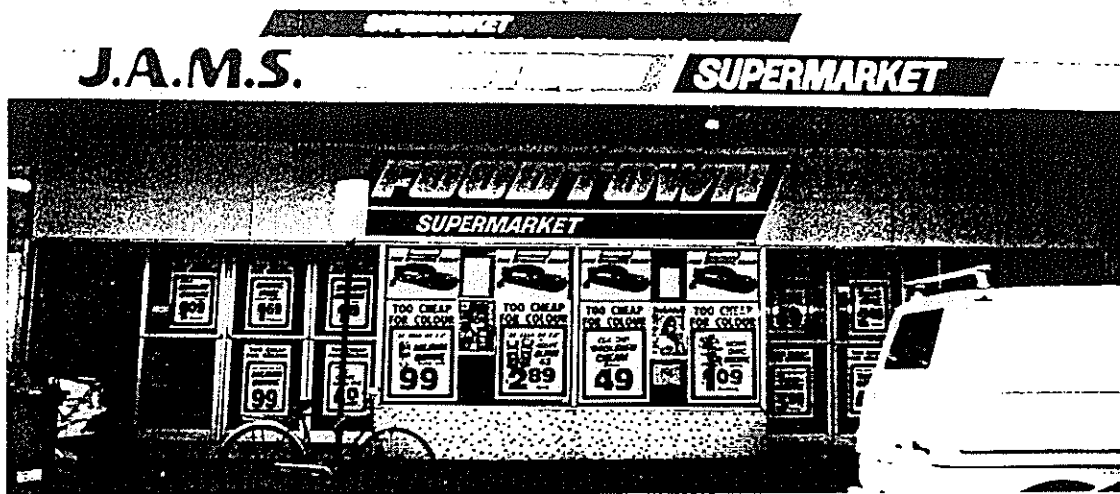


29. FRANCHISE AND OPERATOR IDENTIFICATION.



30. WELL EXECUTED EARLY SIGNAGE WITH STRONG PRIMARY MESSAGE.

31. AN UNFAMILIAR, THEREFORE USELESS LOGO.



32. ENVIRONMENTALLY INTRUSIVE FRANCHISE SIGNAGE
DOMINATES OPERATOR IDENTIFICATION.



33. PROJECTING SIGN OBSCURES VIEW OF BUILDING.



34. EXCESSIVE PROJECTING SIGNS, SIX ON ONE BUILDING, SOME OBSCURING OTHERS.



35. A SKY SIGN EXEMPLIFYING INTRUSIVE FORM AND CONSTRUCTION.

36. A SIGN USING RAISED LETTERING ON BUILDING FACE.



37. DEEP MODERN CANOPY FASCIA AS AN EFFECTIVE GROUND FOR SIGNAGE.



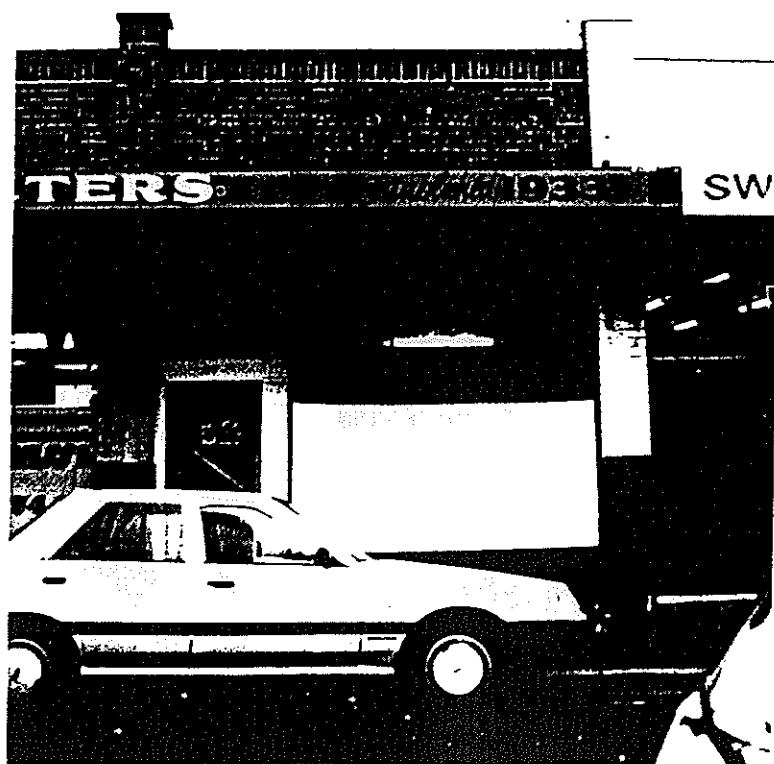
38. A BUILDING FACADE WHICH COMPLEMENTS THE STATUS AND PRESTIGE OF THE OCCUPANT.



39. DETAIL OF BUILDING FACADES DEFINES SEPARATE OCCUPANCIES.



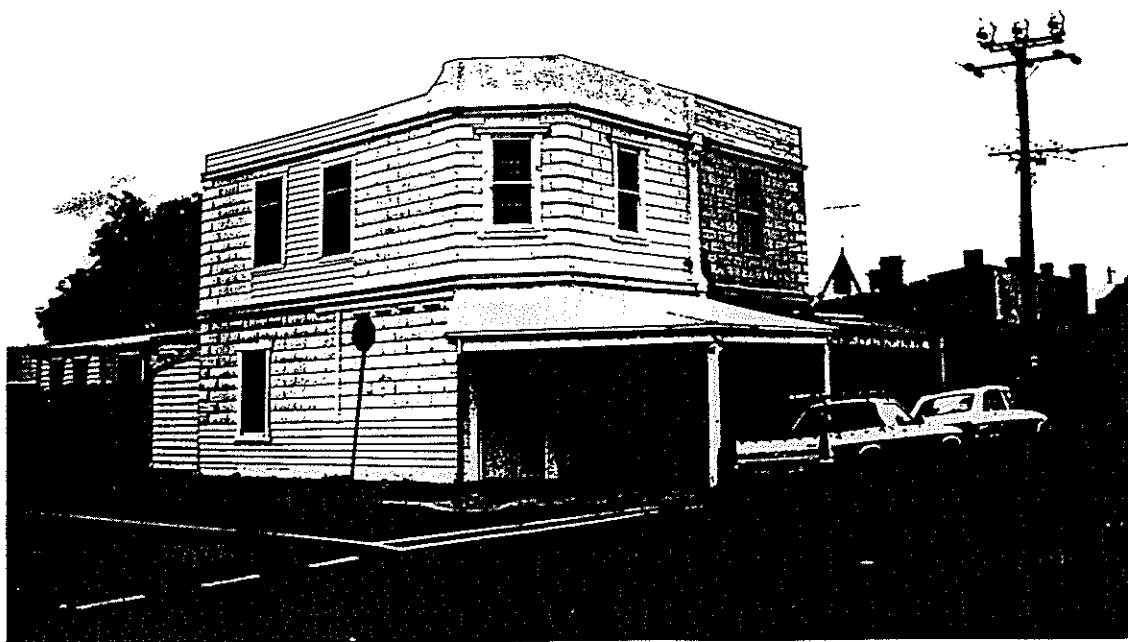
40. SINGLE STOREY PARAPETS DEFINE OCCUPANCIES.



41. INTERWAR PARAPET ILLUSTRATING SIMPLIFICATION AND LESS CONCERN WITH PROVISION OF SIGNAGE.



42. MODERN PARAPET SHOWING DETERIORATION OF FUNCTION PARTICULARLY FAILURE TO PROVIDE FOR SIGNS AND EXPRESSION OF INDIVIDUAL OCCUPANCIES.



43. REMAINING ORIGINAL POST VERANDAH IN STEPHEN STREET.



44. LATER CANTILEVERS BADLY FITTED TO EXISTING EARLY BUILDINGS.



45. SUNBLINDS ILLUSTRATING PROBLEMS WITH MAINTENANCE AND HAZARD TO PEDESTRIANS.



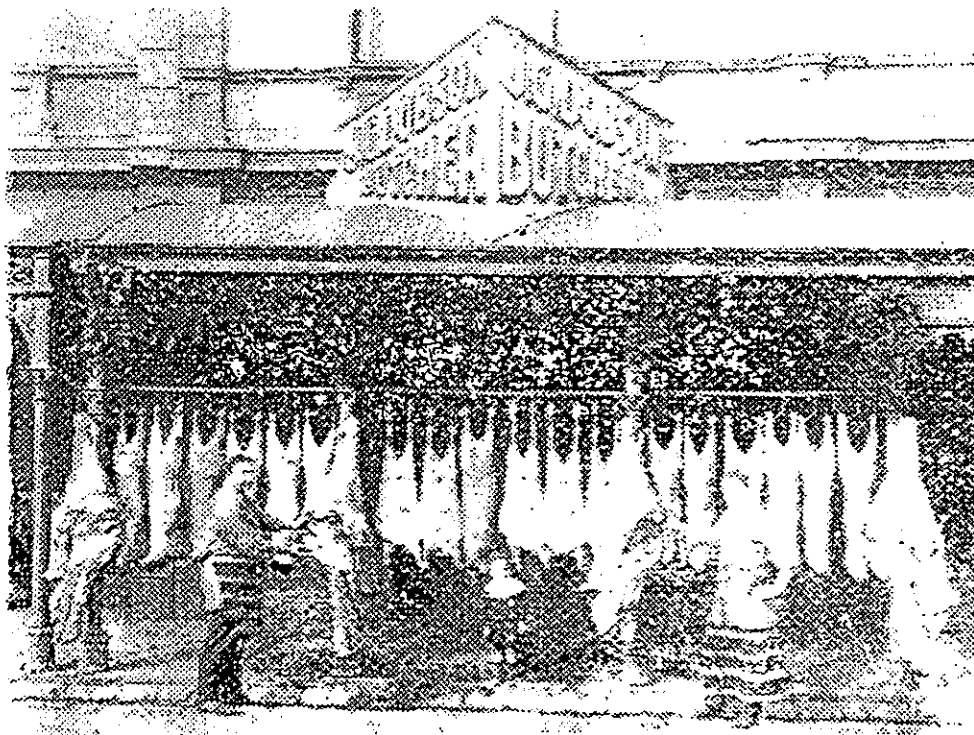
46. INTERWAR CANOPY COMBINING CANTILEVER AND SUSPENSION RODS.
WOOD'S BUILDING, CORNER ANDERSON AND BALLARAT STREETS.



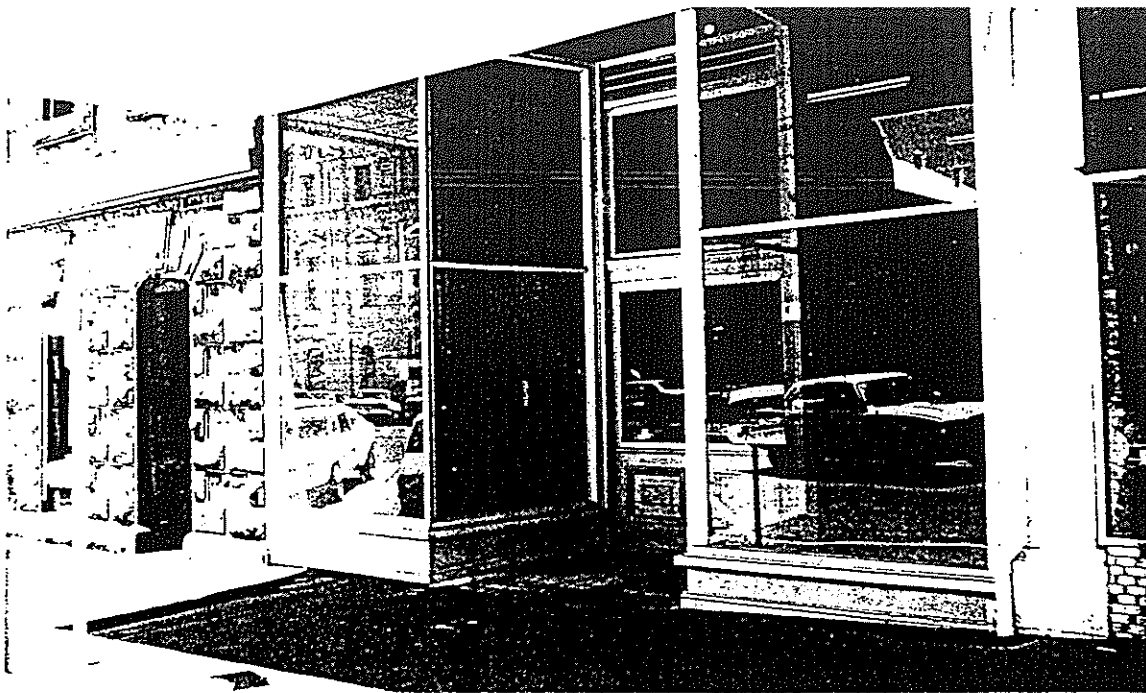
47. STEEL BRACKET CANOPY WITH SUSPENSION RODS OF FEDERATION
PERIOD, FORMERLY AT 2-4 ANDERSON STREET.



48. STANDARD CITY OF MELBOURNE CAST IRON VERANDAH,
FORMERLY AT 17-21 ANDERSON STREET.

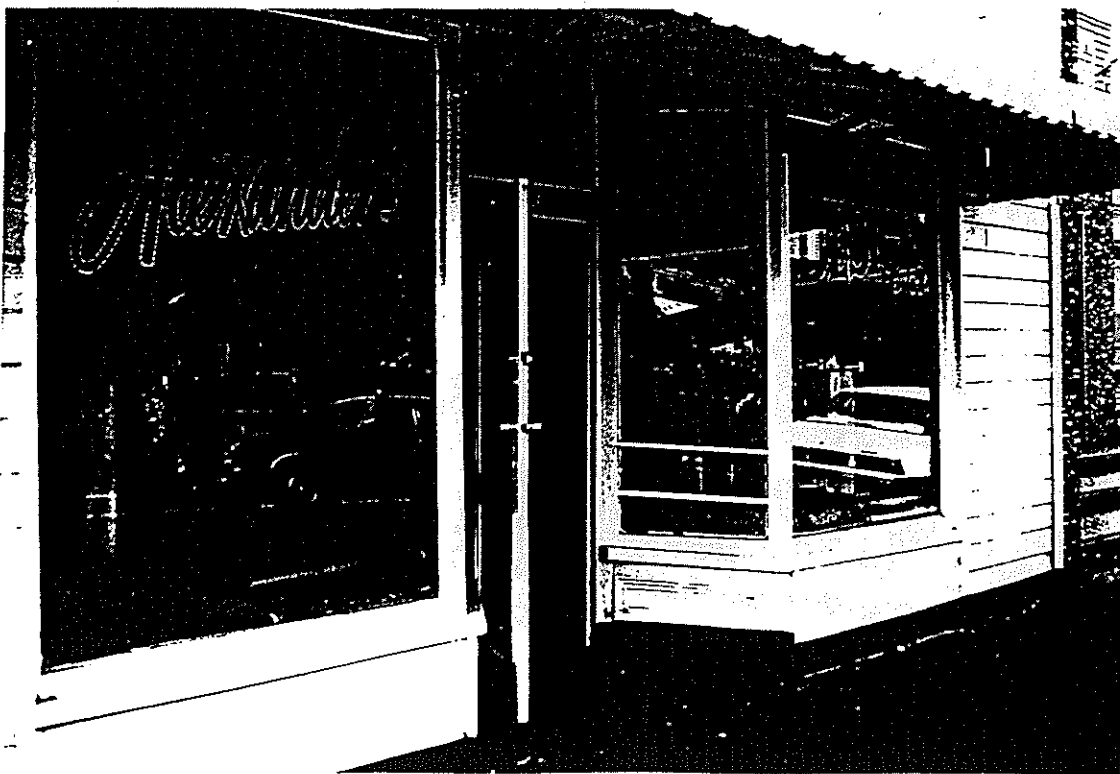


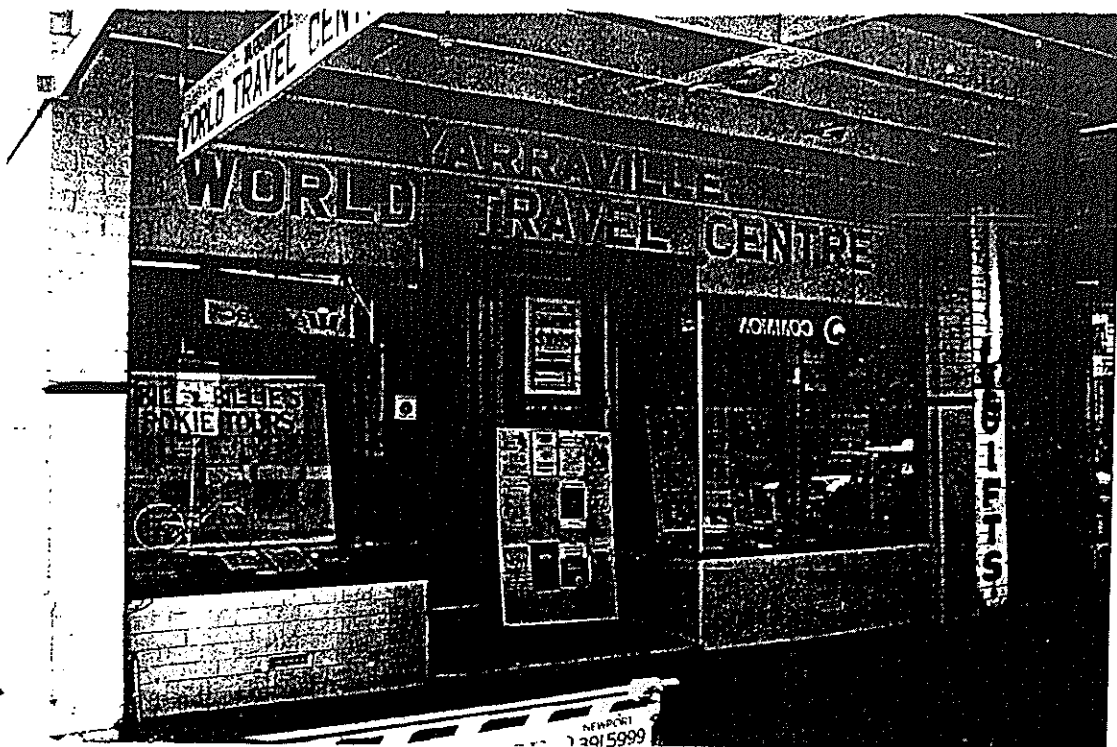
49. IN THIS EARLY PHOTOGRAPH OF DOBSON'S BUTCHER SHOP AT
19 BALLARAT STREET, THE END OF A STANDARD CITY OF
MELBOURNE CAST IRON VERANDAH CAN BE SEEN FITTED TO
NO. 17 BALLARAT STREET.



50. TYPICAL EARLY VICTORIAN SHOPFRONT (RECONSTRUCTION.)

BELOW IS THE SHOPFRONT TO 66 ANDERSON STREET WHICH HAS SOME VICTORIAN CHARACTERISTICS.





51. INTERWAR SHOPFRONT, 50-52 ANDERSON STREET.



52. MODERN SHOPFRONT, 57 ANDERSON STREET.



53. NON CONTRIBUTORY BUILDING, 53-55 ANDERSON STREET.
THE COMMONWEALTH BANK.



54. 69 ANDERSON STREET, NON-CONTRIBUTORY BUILDING.



55. 71-75 ANDERSON STREET, NON-CONTRIBUTORY DEVELOPMENT.



56. VACANT SITE WITH DEVELOPMENT POTENTIAL IN BALLARAT STREET.



57. REAR OF ANDERSON STREET SITES FACING CANTERBURY STREET WITH DEVELOPMENT POTENTIAL DUE TO PROXIMITY OF PROPOSED CARPARKING.



58. BALLARAT STREET FOOTPATH ILLUSTRATION POTENTIAL FOR OBSTRUCTION BY POSTS IF NOT WIDENED.

APPENDIX A.

THE BRIEF AND CONSULTANTS SUBMISSION.

DRAFT BRIEF

FOR

VERANDAH & FACADE IMPROVEMENT

YARRAVILLE VILLAGE

SHOPPING CENTRE

1. PURPOSE

To provide information and ideas on appropriate treatment to the facades and verandahs in the Yarraville Village Shopping Centre.

2. STUDY AREA

See appendix No. 1.

3. INFORMATION AVAILABLE

- Draft Footscray Urban Conservation Study (G Butler).
- Draft Yarraville Village Shopping Centre Strategy Plan (Kearney Planning).
- Draft Yarraville Village Townscape Master Plan (Western Region Commission).

4. PROJECT

To develop, for each individual building a suggested facade and verandah treatment that is suited to the building style and will enhance the overall streetscape.

The project must be undertaken with a view to enhancing the area as a whole and the viability of the properties. The suggested treatments must allow modern commercial business to succeed.

Further detail regarding the significance of individual buildings may be necessary to fill in gaps in the existing Conservation Study.

5. FORM OF REPORT

The report will comprise a mixture of photographic, drawn and written elements and should include a coloured photo matrix of the major streetscape.

The final report should be in a form suitable for photo-copying.

A presentation of the concepts would be required for public and Councillor benefit at the completion of the project.

The work is to commence immediately and to be completed within a period of four weeks.

6. WORKING GROUP

Council has set up a Working Group to oversee and assist in the preparation of this Study, Yarraville Village Shopping Centre Strategy Plan and Townscape Master Plan.

This Working Group consists of -

- 3 Councillors
- 3 Trader Representatives
- 3 Community Representatives

The successful consultant will work with this Group in the preparation of the Study.

7. PROPOSED CONSULTANT WORKS PROGRAMME

Stage 1

- 1.1 Photograph all facades in
 - Anderson Street both sides
 - Ballarat Street both sides
- 1.2 Identify and record using photographs etc. Historic Signage that exists within the Study Area.
- 1.3 Prepare photo-panoramas of the above facades, mount onto formboard for presentation/display.
- 1.4 Prepare scaled, line drawings of facades, as individual buildings or groups and as streetscapes.
- 1.5 Classify each facade according to architectural style or design.
- 1.6 Identify objectives to be met in the design and construction of new or replacement verandahs and shopfronts, including preferred locations and sizes of signage, preferred colour schemes, etc.
- 1.7 Report to the Working Group and obtain confirmation of work completed so far and agreement to proceed to the next stage.

Stage 2

- 2.1 Prepare sketches of range of acceptable verandah and shop-front types to suit each class/style of facade as identified in task 1.4, including new/proposed buildings.

Designs need to take into account possible vehicle damage to verandah posts and therefore must be capable of being self supporting without posts. Consultant to examine any measures available to alleviate potential conflict between vehicles and verandah posts.

Designs need to take into account possible damage to existing buildings.

This assumes no additional detail regarding the heritage or conservation significance of individual buildings is necessary to be collected. If such detail is required, the time involved would be paid at an agreed hourly rate (Consultant to indicate hourly rate in submission).

- 2.2 For each building (assumed total?) prepare a "Facade and Verandah Improvement Sheet" which would include:
 - photograph of existing facade
 - line drawing of recommended elevational treatment
 - reference to acceptable alternative facade (verandah and shop front treatment)
 - preferred signage locations and sizes
 - preferred colours for facades, signs, etc.
 - advice to assist in reconstruction criteria
 - general comments on signage for centre.
- 2.3 The consultant to examine and suggest ways to implement physical works, ie types of incentives, success of other than Council funding, etc.

8. FINAL DOCUMENTS

As the Output of the work, and to enable Council to proceed with negotiations with property owners and tenants, the final documentation will include:

1. Report on recommended alternative treatments for:
 - replacement verandahs,
 - replacement shop fronts,
 - colour schemes, and
 - signage

covering the range of architectural styles existing in the study area and for typical new/infill buildings.
2. Folio of "Facade and Verandah Improvement Sheets" for all existing premises.
3. Display panels featuring existing facades (as photo-panoramas) and recommended treatments (as line drawings) for all streetscapes.
4. One set of rendered drawings (to be laminated) and other information to be used for Public Display Purposes.
5. All original documents and plans to become the property of Council.

9. PRESENTATION TO COUNCIL AND THE PUBLIC

The consultant will be required to make a formal presentation to Council's Resources and Policy Committee upon finalisation of the draft.

The consultant will also be required to make a presentation to an Information Night of Residents and Traders, etc.

10. TIMETABLE FOR THE STUDY

Council is anxious that this Study be completed as soon as possible.

The consultant is required to submit the following details:-

- How soon after formal notification can work commence
- Timetable of stages to completion of the Draft.

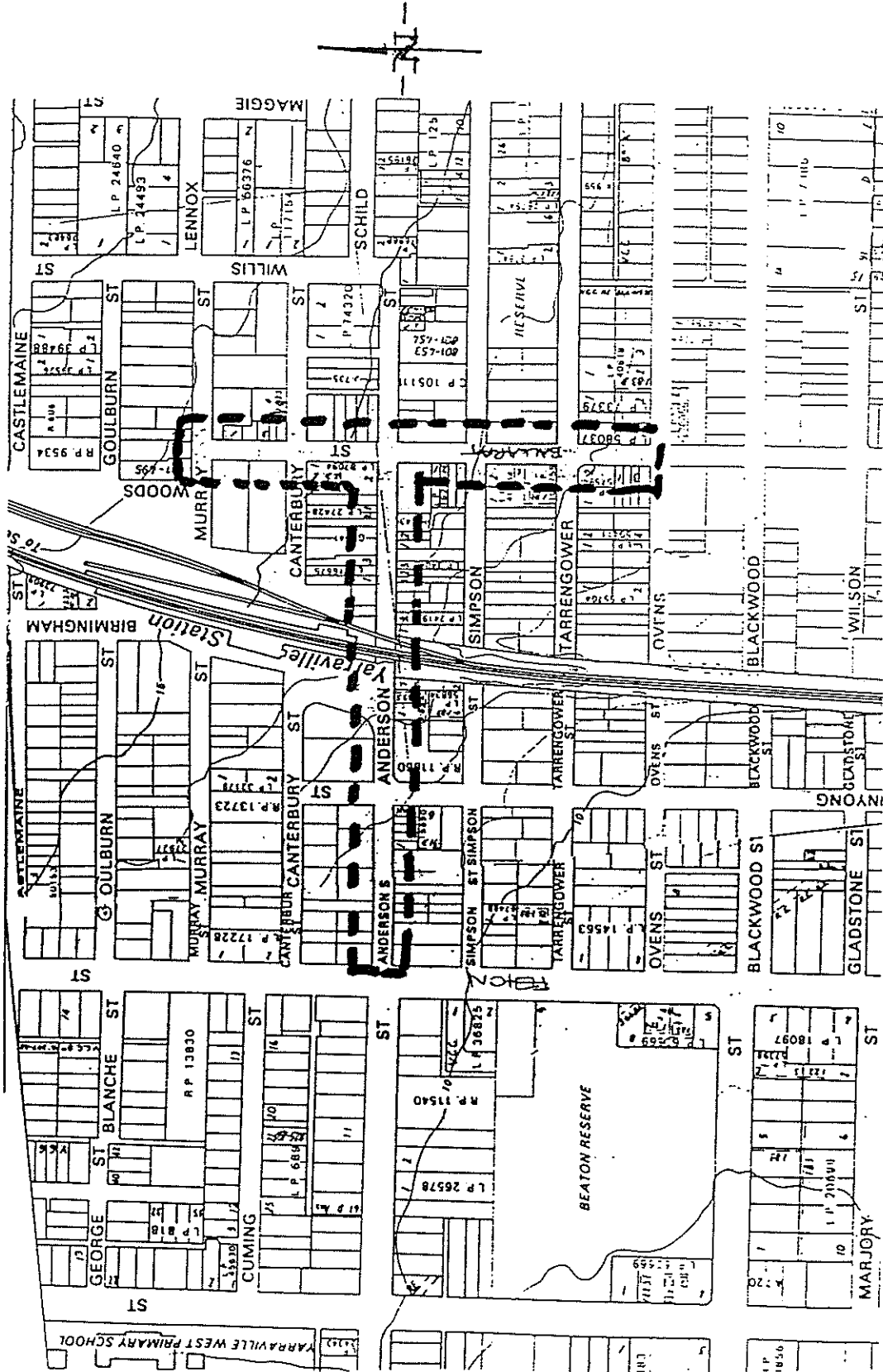
11. BUDGET

An allowance of \$10,000 has been made for this Study.

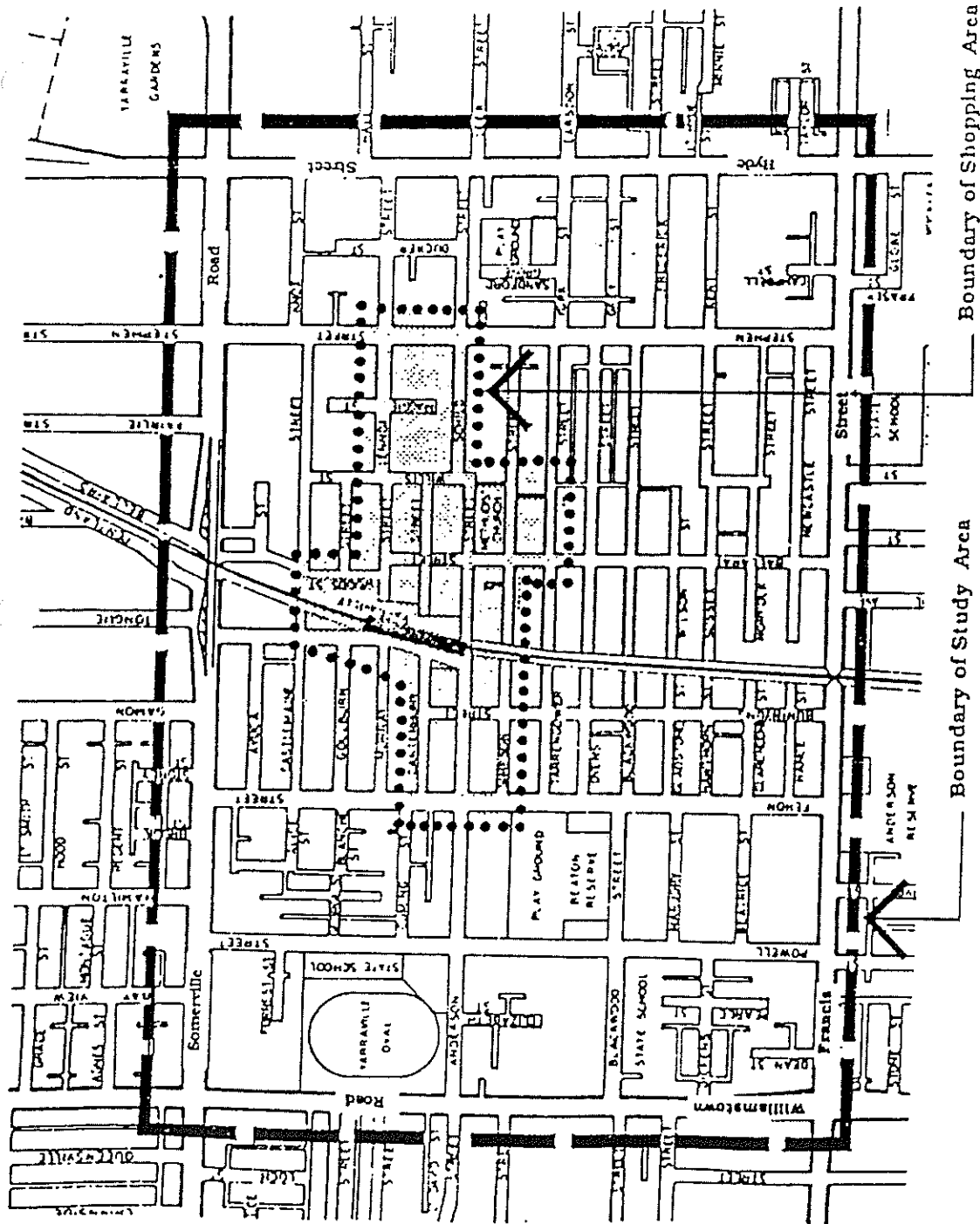
The consultant is required to indicate what the cost he or she has submitted to carry out the Study in accordance with the price.

The consultant to submit an hourly rate in accordance with Section 7 (2.2) of the Brief.

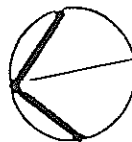
VERANDA STUDY



STUDY AREA.



Yarraville townscape study STUDY AREA



Scale : Not To Scale
Date : May 1990

landscape advisory service
WESTERN REGION COMMISSION

MAP NO: 2

yarraville townscape study STUDY AREA

TREVOR WESTMORE
Design and
Conservation Consultant

Baxter Street
Maldon 3463
(054) 75 2850



YARRAVILLE VILLAGE VERANDAH AND SHOP FACADE STUDY

SUBMISSION TO
WORKING GROUP

4 JULY 1990

Trevor Westmore B. Arch. ARAIA Registered Architect

TREVOR WESTMORE
Design and
Conservation Consultant

Baxter Street
Maldon 3463
(054) 75 2850

2 July 1990

YARRAVILLE VILLAGE VERANDAH AND SHOP FACADE STUDY
SUBMISSION TO WORKING GROUP FOR SELECTION OF CONSULTANT

1.0 Introduction

I have made two visits to the 'village' and have scanned the supporting information referred to in the brief. As a result and from my previous experience, I am able to indicate to the Working Group, the direction in which as consultant, I would take the study. The following notes explain the rationale I would apply to the project.

2.0 Heritage and Conservation

From my reading of the brief and from Council's interest in employing an "architectural historian" rather than a designer, I register that the intent is to have a strong emphasis on heritage conservation.

- 2.1 This coincides with my own views on the appropriate approach to the exercise. However, I note a tendency in the supporting information to envisage the imposition of some form of dominant theme.
- 2.2 At the outset, it is important to recognise that the village is of mixed style and periods of construction, in common with most local shopping areas of Melbourne and that neither the Pre-war or the Inter-war period prevails in numbers or visual impact.
- 2.3 Whilst most buildings are of low individual significance and some flexibility in dealing with them would be reasonable, it is the significance of the 'Village' as a whole which is important. Its uniqueness means that those parts which contribute to it also acquire increased importance.
- 2.4 Therefore in conservation terms, neither excessive modification nor "enhancement" of the whole would be desirable. The appropriate response would be to deal with buildings or building groups individually in relation to their significance within the overall streetscape and to permit each to contribute accordingly.

- 2.5 Scope for reinforcement of aspects of the streetscape lies in the manner of treatment of new development, of recent buildings which are obtrusive in style and of those which are of poor quality, whilst retaining the the variety and interest of the existing building stock.
- 3.0 Character and Identity
The character and special identity of the Village is derived from the way in which it forms a core to the surrounding residential areas, separate from major traffic routes; its layout and the relationship of its significant parts, notably the intersecting streets, the railway and the Sun Theatre but most particularly to the unique compactness and the narrowness of the streets.
- 3.1 These qualities will not be fundamentally altered by superficial treatments although it would be easy to exaggerate them further at the expense of the architectural character. For example, a common verandah type would overwhelm the identity of each building.
- 3.2 The detailed character was established over time by many individual acts which related to the then prevailing styles. The place's unity is provided by its broad format, scale and massing.
- 3.3 My approach would be to embrace, conserve and enhance the variety which presently exists by encouraging responses which are consistent with each situation, rather than to assert any concept of conformity over the whole. In such a way, heritage is conserved, valid character is reinforced and implementation is made flexible.
- 3.4 Generally I would suggest scope for individual expression (or at least choice) within guidelines describing a range of options for each building type. For example a range of colour choices would be provided for each building period rather than an individual scheme for each.
- 3.5 New development would be given maximum freedom of expression providing that it conformed to guidelines for the streetscape as a whole and did not become obtrusive. Thus there would be opportunity to continue the tradition of change and to make new contributions to the streetscape.
- 3.6 Whilst I feel it is inappropriate to apply any unifying theme to the architectural elements, it would be reasonable to develop some linking threads for the area as a whole, such as consistent graphics for common signage, street furniture, infrastructure colours. etc.

4.0 Traffic and Parking

My information is that a one way traffic system is contemplated but is unlikely for some time and that approximately a 50% reduction in parking spaces is acceptable in Anderson Street (and presumably Ballarat Street).

- 4.1 If meaningful verandahs and footpaths are to be provided, that is, those which have sufficient width to provide functional amenity and appropriate architectural proportions, then there is room for a maximum of three car widths in the carriageways of both streets. These could be arranged as two parking and one mobile lane or as two mobile and one parking.

When the one way system is in place the former would be possible. In the interim, the latter is probably necessary and should form the basis for street dimensions.

- 4.2 There is a further heritage/aesthetic constraint arising from verandahs, which is that they should be of consistent width and should ideally maintain a constant relationship with the kerb line, usually at or just behind it. In other places, perceived conflicts with the now heavier and larger motorised vehicles (from opening doors, wheel overhang and inclination of high vehicles on the camber) has resulted in a tendency to set posts well back from the kerb giving rise to the emasculation of verandah proportions and interference of posts in the footpath. The other option is to widen footpaths.

The problem is exacerbated in Yarraville by the extremely narrow streets.

- 4.3 I would seek to deal with this by combining minor adjustments to all characteristics, i.e. verandah width, kerb position and road camber.
- 4.4 In accord with policies now being applied elsewhere, I do not believe that it is necessary or desirable to design verandahs with structurally redundant posts. The force and regularity of likely impacts in a situation where traffic movement is necessarily slow, need not be a consideration. If post verandahs are to be permitted, then modification to traffic management is the appropriate means of minimising impacts.

Such cantilevered structures would have the additional limitations of appearing falsely designed and being of considerably greater cost. At the same time it should be noted that cantilevers will be the appropriate form for many buildings.

4.5 I would suggest that in order to maintain the proper character of the streets, verandahs and pavements should generally have consistent width and that both parking and traffic movement should take place between parallel kerbs with only limited extensions. Provision for parking for both traffic directions in each block could be achieved by halving the length of each and parking 50/50 either side, with the areas defined by only short kerb extensions/crossing points at the centre. The alternating two by two option would be both expensive and visually over-complex.

5.0 Implementation & Costs

In the current economic climate, implementation of a "grand plan" would be difficult for the local authority but would probably be an unacceptable burden on building owners and occupants who have no legal obligation to undertake their contributory works. The success of such a scheme requires wide and early compliance and many tenants and absentee landlords are unlikely to be interested or capable.

5.1 A looser, more flexible arrangement where improvements are encouraged incrementally on an "as possible" basis is more appropriate to both the economic and physical criteria of the situation, than a plan which relies on some widely imposed format.

5.2 Whilst saying this, it is important to note that the local authority controls the major parts of the common infrastructure. It can lead the private sector by making a serious and evident commitment to these aspects, as well as in co-ordinating and encouraging the overall process. Therefore, while Council will probably need to spread its costs over a number of years, it will be desirable to identify and implement those works which have the maximum impact in demonstrating its commitment and which free up the possibility for other works to proceed. The most obvious example of the latter would be the rationalisation of traffic movement and parking to permit the construction of verandahs. Similarly, early planning and negotiation needs to take place to enable the eventual removal of SEC overhead wiring.

5.3 At a more subtle level, Council needs to present and follow up the messages that its works are with the intent of improving commercial viability and that owners and traders can benefit additionally if they also contribute.

5.4 The study will present the recommendations as an effective, low-cost means of environmental enhancement, designed to increase amenity and hence commercial activity. Part of this concept would be to prioritise suggestions in relation to desirability, effectiveness, ease of implementation, investment protection and enhancement and cost, so that owners/occupants will have a programme for their works and some simple, effective means of making a start.

5.5 Generally therefore I would see the exercise as a process of:

1. Identifying valued and valid characteristics to be retained and enhanced.
2. Identifying opportunities for improvement and development.
3. Determining an infrastructure framework in which improvements can be managed.
4. Providing guidelines for improvements/changes to occur which respect and enhance the overall nature and significance of the place. These would be used as a tool by both building owners/occupants and the local authority when planning provisions come into force.
5. Providing specific ideas for each location to demonstrate the opportunities available and the means of responding to the guidelines.
6. Encouraging relevant authorities to implement infrastructure modifications which will improve the functional and visual character of the area.
7. Establishing the critical steps needed to achieve the general objectives.

6.0 Planning Scheme Provisions

It is noted that although the area is signed as an urban conservation zone, it is not yet protected under the planning scheme as such. In fact at this stage, both demolition and development controls are still lacking.

6.1 The study, as a positive approach to conservation in contrast to the more negative planning controls, should ideally be supported by planning provisions which ensure appropriate development and protect significant components and hence reinforce the objectives for the area.

6.2 It should be understood that while planning provisions cannot force changes, they can be crucial in directing proposed changes to meet policy objectives. At present there is no statutory requirement for proposed change in Yarraville Village to respond to the recommendations of the study. A logical extension of the study would be to develop planning scheme provisions which secure the agreed recommendations.

- 6.3 The positive side to this discussion is that if the recommendations and guidelines of the study are seen to be reasonable and effective in improving amenity and viability, then the path of any statutory provisions which enforce them will be considerably eased.

7.0 The Brief

The brief is well prepared, being relevant and comprehensive for the exercise proposed. Generally I would conform to it but would suggest the following.

- 7.1 That it be extended to include guidelines for street furniture, lighting, signage, etc so that the streetscape design can be concluded in one process.
- 7.2 That it be extended to include the East end of Anderson Street and any other commercial locations contiguous with the main area. The East of Anderson Street cannot reasonably be excluded as it is connected in every way with the proposed area.
- 7.3 That the compulsory reference to verandahs being self supporting without posts be deleted in favour of a requirement to recommend on the structural sufficiency of post supported designs.
- 7.4 That the requirement for photo panoramas be deleted in favour of a requirement for an equivalent presentation.

A photo panorama in this case would only be possible by using highly specialised lenses which would correct the distortion caused by the close view point and steep inclination required by the narrowness of the street. Photos from a normal wide angle lens could not be joined in a reasonable presentation.

- 7.5 The staging seems reasonable in principle but the content may need to be varied to most effectively use the very short time allowed for the study.

8.0 Proposal

8.1 Timing.

I could start work proper on August 1st, but would be available for briefing at an earlier date. To complete by the end of September will be touch and go and will depend on my being able to re-schedule other activities. I should be able to give an answer by the interview date.

8.2 Meetings/Presentations.

I have allowed for one initial briefing, one progress meeting, the formal presentation and the information night. Any further time specifically requested by the Working Group or Council Officers may need to be charged at the hourly rate which will apply to all time involved including travel.

8.3 Hourly Rate.

The hourly rate applicable would be \$50.00. I would not envisage the necessity for any further heritage research and I would not be prepared to undertake it in the time available. However I will provide a clear indication of the architectural significance of each building as far as it pertains to the study.

8.4 Documents.

The general form of the documents to be prepared would be as follows:

1. Policy document, including rationale and objectives.
2. Guidelines for
 - verandahs
 - shopfronts
 - upper level facades
 - new buildings
 - signage
 - colours
3. Data sheets for each building detailing
 - description/classification
 - significance
 - value of existing features
 - suggested improvements described and drawn
 - suggested priorities
4. Explanation sheet for issue to owners/occupants summarising objectives, policies, guidelines.
5. Map of area identifying relevant features, zones, opportunities etc which may be relevant.
6. Strip presentation of all frontages including photographs (existing conditions) and coloured line drawings showing overall impression of improvements.
7. Streetscape elements
Suggestions for relevant items.
8. Infrastructure layout, suggestions for parking, seating, etc.

9. Notes on incentives, financing and implementation.

8.5 Copies

The original copies of all documents to Council.

One bound photocopy of all A4 documents to be provided to me at Council expense.

8.6 Fee

I would be prepared to undertake the study as described above for Council's budget figure of \$10,000.00.

APPENDIX B.

TYPICAL DATA SHEETS.

Following are examples of the two data sheets prepared for each of ninety-nine buildings in the precinct.

YARRAVILLE VILLAGE ENHANCEMENT PROJECT

BUILDING NAME / ADDRESS: WESTPAC BANK
57 ANDERSON STREET end - S side.

ARCHITECTURAL STYLE: VICTORIAN

GROUP: A

STREETSCAPE VALUE: SIGNIFICANT

FACADE INTACTNESS: GOOD

FACADE CONDITION: GOOD

STREETSCAPE ROLE: MAJOR CONTRIBUTORY BUILDING

VALUE OF EXISTING FEATURES.

Positive; (vvv), (vv) or (v)

Negative; (xxx), (xx) or (x)

General form, (vvv)

Materials, (vvv)



← upper level design (vvv)

← colour (vv)

← windows (vvv)

← detail (vvv)

← canopy (xxx)

← sign (x)

← shopfront (xx)

GENERAL COMMENTS: HIGH QUALITY BUILDING WELL PRESENTED AT UPPER LEVEL BUT WITH INAPPROPRIATE MODERN SHOPFRONT.

SUGGESTED ALTERATIONS FOR ENHANCEMENT: (see Data Sheet No.2 - FACADE ENHANCEMENT.)

1. RECONSTRUCT POST VERANDAH
2. FIT NEW TIMBER SHOPFRONT

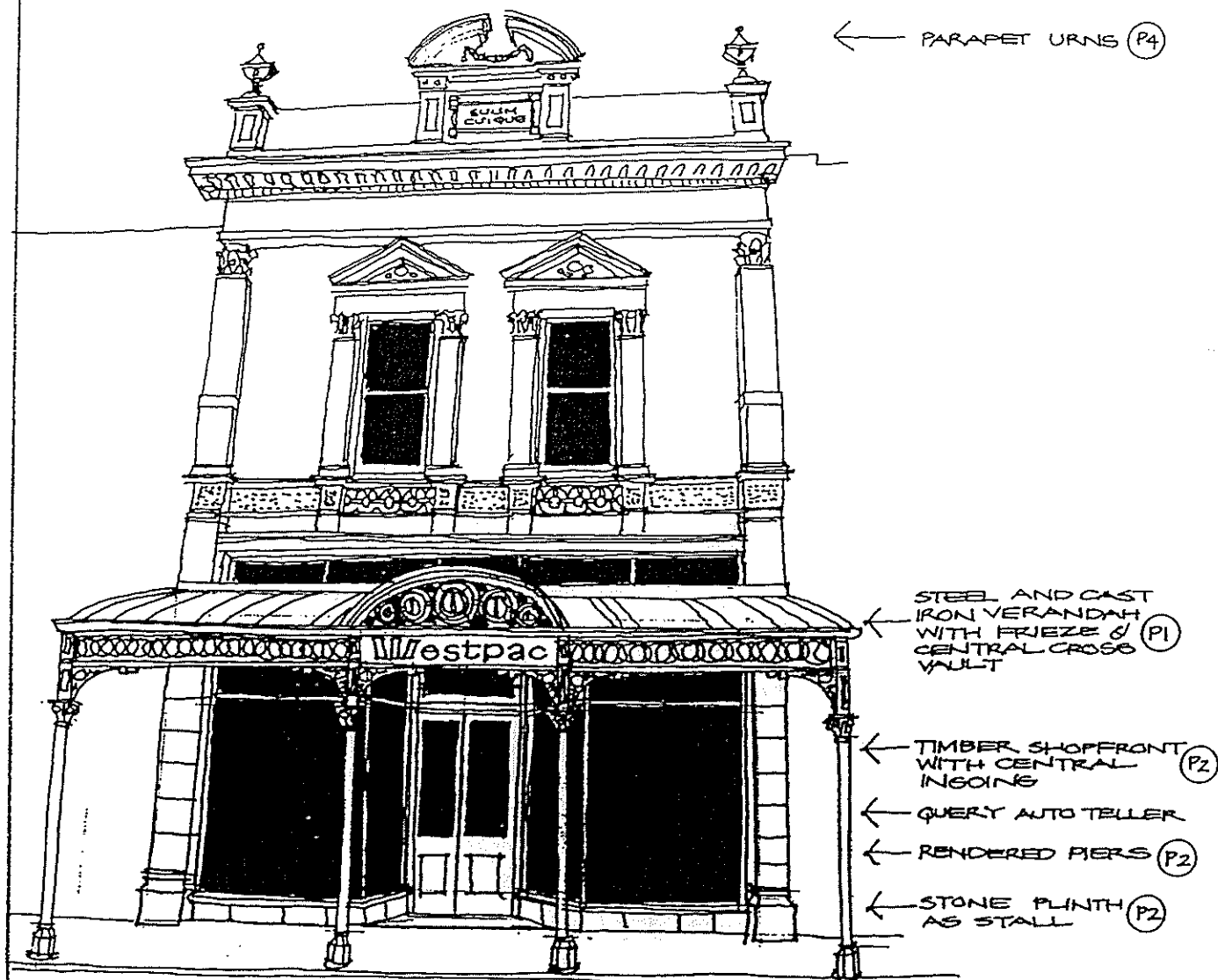
For further information, consult the Project Guidelines, Colour Schemes and the Standard Verandah Construction Drawings held at the City of Footscray offices.

TREVOR WESTMORE, DESIGN AND CONSERVATION CONSULTANT. September 1990.

YARRAVILLE VILLAGE ENHANCEMENT PROJECT

BUILDING NAME / ADDRESS: WESTPAC BANK - 57 ANDERSON ST S side.

GROUP: A



This sheet illustrates only one set of ideas for enhancement of the building. Suitable alternatives as follows are described in the Project Guidelines.

1. VERANDAH TYPE: Select from Group A verandahs. Preferred types are _ _ _.
2. COLOUR SCHEMES: Select colours from Group A colour card.
3. SIGN LOCATIONS: Any or all of the sign locations shown can be used. As an interim measure, signs should be located as per the Guidelines for signs on facades for Group A buildings and for verandahs on Group C buildings.
4. LETTERING STYLE: Select from Group A lettering styles.
5. PRIORITY OF WORKS: Priorities are based on increasing cost, i.e., the cheapest works first and are shown (P1), (P2), (P3), etc.

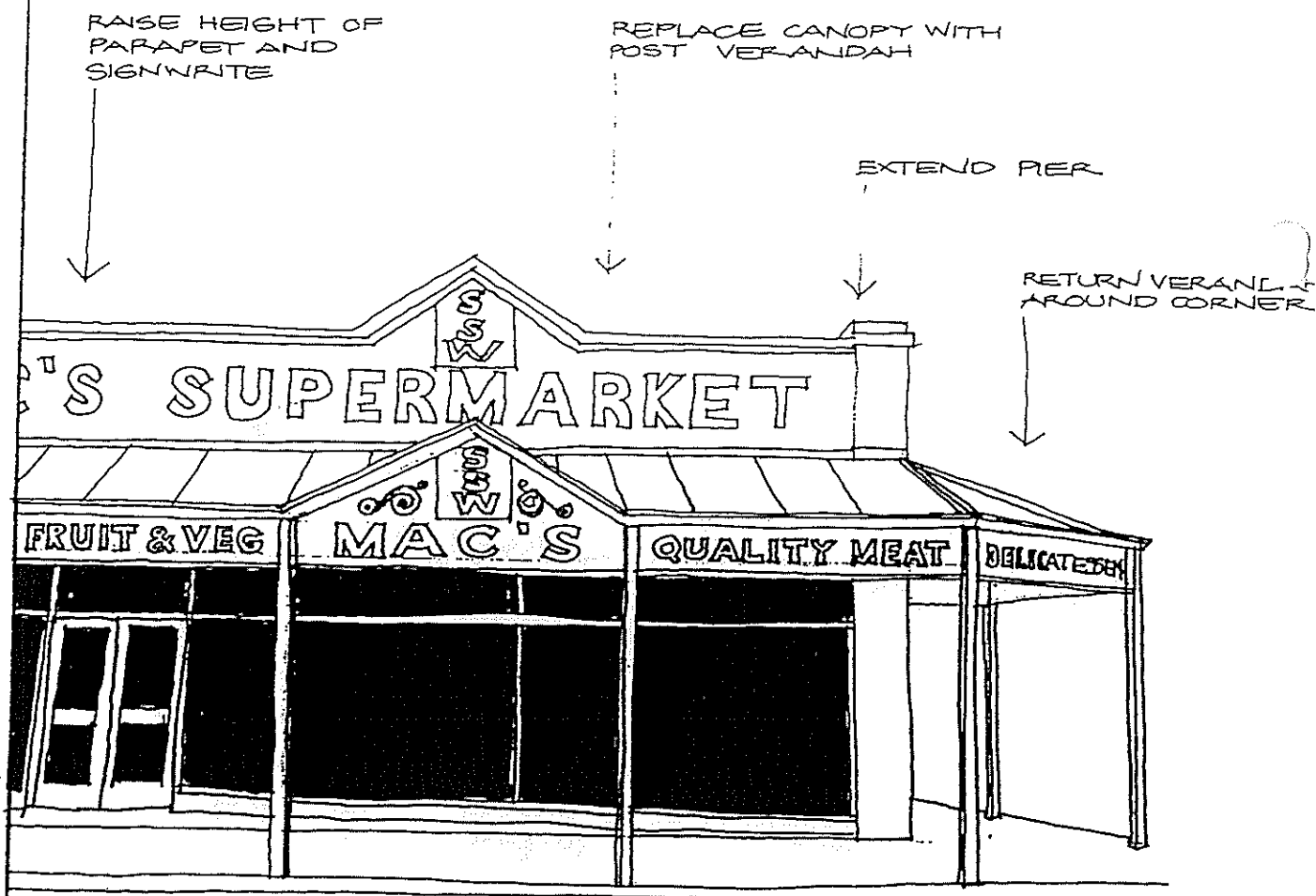
TREVOR WESTMORE, DESIGN AND CONSERVATION CONSULTANT. September, 1990.

YARRAVILLE VILLAGE ENHANCEMENT PROJECT

BUILDING NAME ADDRESS: 6 ANDERSON STREET

N side.

Grp D



This sheet illustrates only one set of ideas for enhancement of the building. Suitable alternatives as follows are described in the Project Guidelines.

1. VERANDAH TYPE: Select from Group D verandahs. Preferred types are _ _ _
2. COLOUR SCHEMES: Select colours from Group D colour card.
3. SIGN LOCATIONS: Any or all of the sign locations shown can be used. As an interim measure, signs should be located as per the Guidelines for signs on facades for Group D buildings and for verandahs on Group D buildings.
4. LETTERING STYLE: Select from Group D lettering styles.
5. PRIORITY OF WORKS: Priorities are based on increasing cost, i.e., the cheapest works first and are shown (P1), (P2), (P3), etc.

YARRAVILLE VILLAGE ENHANCEMENT PROJECT

BUILDING NAME / ADDRESS: 6 ANDERSON STREET end - Nside.

ARCHITECTURAL STYLE: POSTWAR

GROUP: D

STREETSCAPE VALUE: INTRUSIVE

FACADE INTACTNESS: N/A

FACADE CONDITION: GOOD

STREETSCAPE ROLE: TERMINATION OF STREETSCAPE FRONTAGES

VALUE OF EXISTING FEATURES.

Positive; (✓✓), (✓) or (✓)

Negative; (xxx), (xx) or (x)

General form, (x)

Materials, (xx)



GENERAL COMMENTS: CHARACTERLESS BUILDING OVERLOADED WITH SIGNAGE PROVIDES POOR TERMINATION TO STREETSCAPE & INTERFACE WITH CARPARK.

SUGGESTED ALTERATIONS FOR ENHANCEMENT: (see Data Sheet No. 2 - FACADE ENHANCEMENT.)

1. RAISE PARAPET & SIGNWRITE
2. REPLACE CANOPY WITH POST VERANDAH;
CONSIDER RETURN OF VERANDAH FOR PART OF
CAR PARK SIDE TO FORM NEW CORNER FEATURE
SAY 2 CAR SPACES BACK

For further information, consult the Project Guidelines, Colour Schemes and the Standard Verandah Construction Drawings held at the City of Footscray offices.

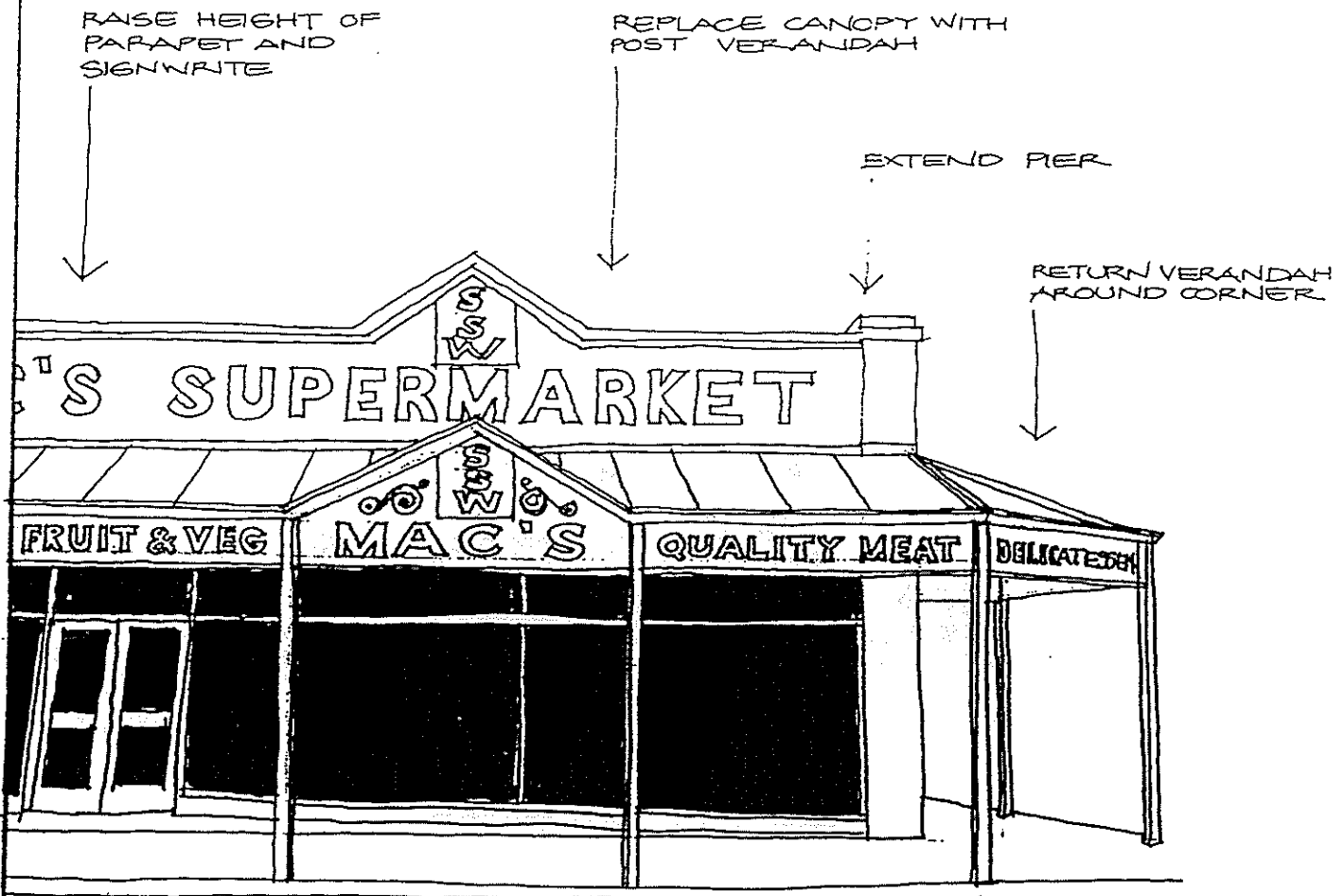
TREVOR WESTMORE, DESIGN AND CONSERVATION CONSULTANT. September 1990.

YARRAVILLE VILLAGE ENHANCEMENT PROJECT

BUILDING NAME, ADDRESS: 6 ANDERSON STREET

N side.

GROUP: D



This sheet illustrates only one set of ideas for enhancement of the building. Suitable alternatives as follows are described in the Project Guidelines.

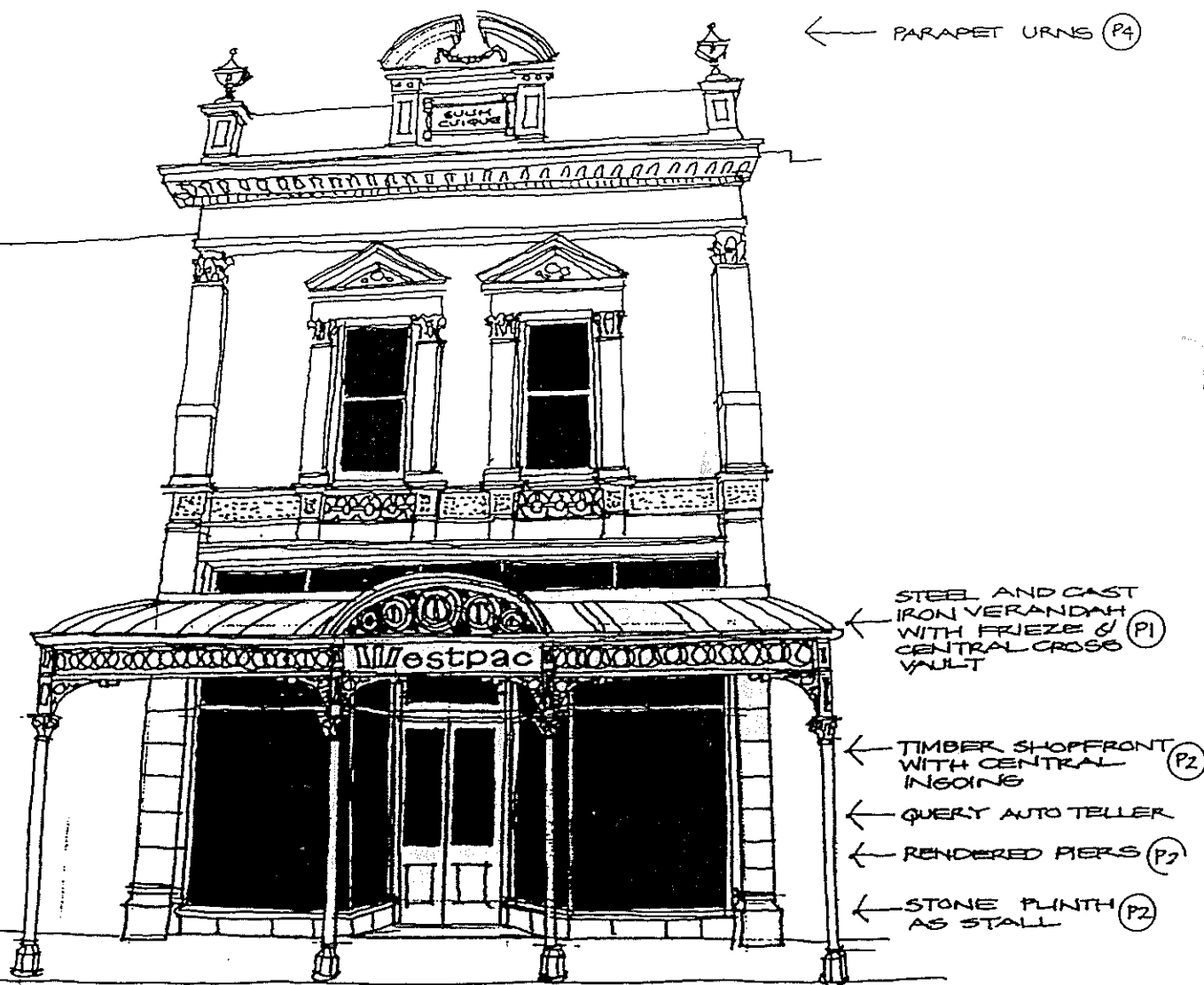
1. VERANDAH TYPE: Select from Group D verandahs. Preferred types are _ _ _ _.
2. COLOUR SCHEMES: Select colours from Group D colour card.
3. SIGN LOCATIONS: Any or all of the sign locations shown can be used. As an interim measure, signs should be located as per the Guidelines for signs on facades for Group D buildings and for verandahs on Group D buildings.
4. LETTERING STYLE: Select from Group D lettering styles.
5. PRIORITY OF WORKS: Priorities are based on increasing cost, i.e., the cheapest works first and are shown (P1), (P2), (P3), etc.

YARRAVILLE VILLAGE ENHANCEMENT PROJECT

BUILDING NAME : ADDRESS: WESTPAC BANK - 57 ANDERSON ST

S side.

GROUP: A



This sheet illustrates only one set of ideas for enhancement of the building. Suitable alternatives as follows are described in the Project Guidelines.

1. VERANDAH TYPE: Select from Group A verandahs. Preferred types are _ _ _.
2. COLOUR SCHEMES: Select colours from Group A colour card.
3. SIGN LOCATIONS: Any or all of the sign locations shown can be used. As an interim measure, signs should be located as per the Guidelines for signs on facades for Group A buildings and for verandahs on Group C buildings.
4. LETTERING STYLE: Select from Group A lettering styles.
5. PRIORITY OF WORKS: Priorities are based on increasing cost, i.e., the cheapest works first and are shown (P1), (P2), (P3), etc.

APPENDIX B.

TYPICAL DATA SHEETS.

Following are examples of the two data sheets prepared for each of ninety-nine buildings in the precinct.

YARRAVILLE VILLAGE ENHANCEMENT PROJECT

BUILDING NAME / ADDRESS: 24 ANDERSON STREET end - N side.

ARCHITECTURAL STYLE:

GROUP: D

STREETSCAPE VALUE: SYMPATHETIC

FACADE INTACTNESS: POOR

FACADE CONDITION: POOR

STREETSCAPE ROLE: BREAK SINGLE STOREY BUILDING BETWEEN TWO LARGE ERCS

VALUE OF EXISTING FEATURES.

Positive; (✓✓), (✓) or (✓)

Negative; (xxx), (xx) or (x)

General form, (x)

Materials, (x)



← gap at upper level (xx)

← parapet in poor condition (xx)

← intrusive sign on canopy (xxx)

← later canopy (?) xx

← flat shopfront (xx)

GENERAL COMMENTS: BUILDING NEEDS REINFORCING AT PARAPET LEVEL OR REDEVELOPMENT IN 2 STOREYS.

SUGGESTED ALTERATIONS FOR ENHANCEMENT: (see Data Sheet No.2 - FACADE ENHANCEMENT.)

1. BUILD HIGHER PARAPET WITH SIGN PANELS OR SECOND FLOOR
2. REMOVE CANOPY FOR POST VERANDAH

For further information, consult the Project Guidelines, Colour Schemes and the Standard Verandah Construction Drawings held at the City of Footscray offices.

TREVOR WESTMORE, DESIGN AND CONSERVATION CONSULTANT. September 1990.

YARRAVILLE VILLAGE ENHANCEMENT PROJECT

BUILDING NAME ADDRESS: 24 ANDERSON STREET

N SIDE.

GROUP: D

INTERIMREMOVE SIGNBOARD
FROM FRONT OF
CANOPYREPAINT SIGNS ON
CANOPY FASCIAREPAIR & RAISE HEIGHT
OF EXISTING PARAPET
PROVIDING SIGN PANELCONSTRUCT POST
VERANDAH IN LIEU
OF CANTILEVER

This sheet illustrates only one set of ideas for enhancement of the building. Suitable alternatives as follows are described in the Project Guidelines.

1. VERANDAH TYPE: Select from Group D verandahs. Preferred types are _ _ _.
2. COLOUR SCHEMES: Select colours from Group D colour card.
3. SIGN LOCATIONS: Any or all of the sign locations shown can be used. As an interim measure, signs should be located as per the Guidelines for signs on facades for Group D buildings and for verandahs on Group C buildings.
4. LETTERING STYLE: Select from Group D lettering styles.
5. PRIORITY OF WORKS: Priorities are based on increasing cost, i.e., the cheapest works first and are shown (P1), (P2), (P3), etc.

YARRAVILLE VILLAGE ENHANCEMENT PROJECT

BUILDING NAME / ADDRESS: 24 ANDERSON STREET

N side.

GROUP: D

INTERIMREMOVE SIGNBOARD
FROM FRONT OF
CANOPYREPAINT SIGNS ON
CANOPY FASCIAREPAIR & RAISE HEIGHT
OF EXISTING PARAPET
PROVIDING SIGN PANELSCONSTRUCT POST
VERANDAH IN LIEU
OF CANTILEVER

This sheet illustrates only one set of ideas for enhancement of the building. Suitable alternatives as follows are described in the Project Guidelines.

1. VERANDAH TYPE: Select from Group D verandahs. Preferred types are _ _ _.
2. COLOUR SCHEMES: Select colours from Group D colour card.
3. SIGN LOCATIONS: Any or all of the sign locations shown can be used. As an interim measure, signs should be located as per the Guidelines for signs on facades for Group D buildings and for verandahs on Group C buildings.
4. LETTERING STYLE: Select from Group D lettering styles.
5. PRIORITY OF WORKS: Priorities are based on increasing cost, i.e., the cheapest works first and are shown (P1), (P2), (P3), etc.

APPENDIX C.

COPIES OF EARLY PHOTOGRAPHS USED IN THE PROJECT.

CITY OF FOOTSCRAY

DO YOU HAVE ANY OLD PHOTOGRAPHS
OF YARRAVILLE SHOPPING CENTRE?

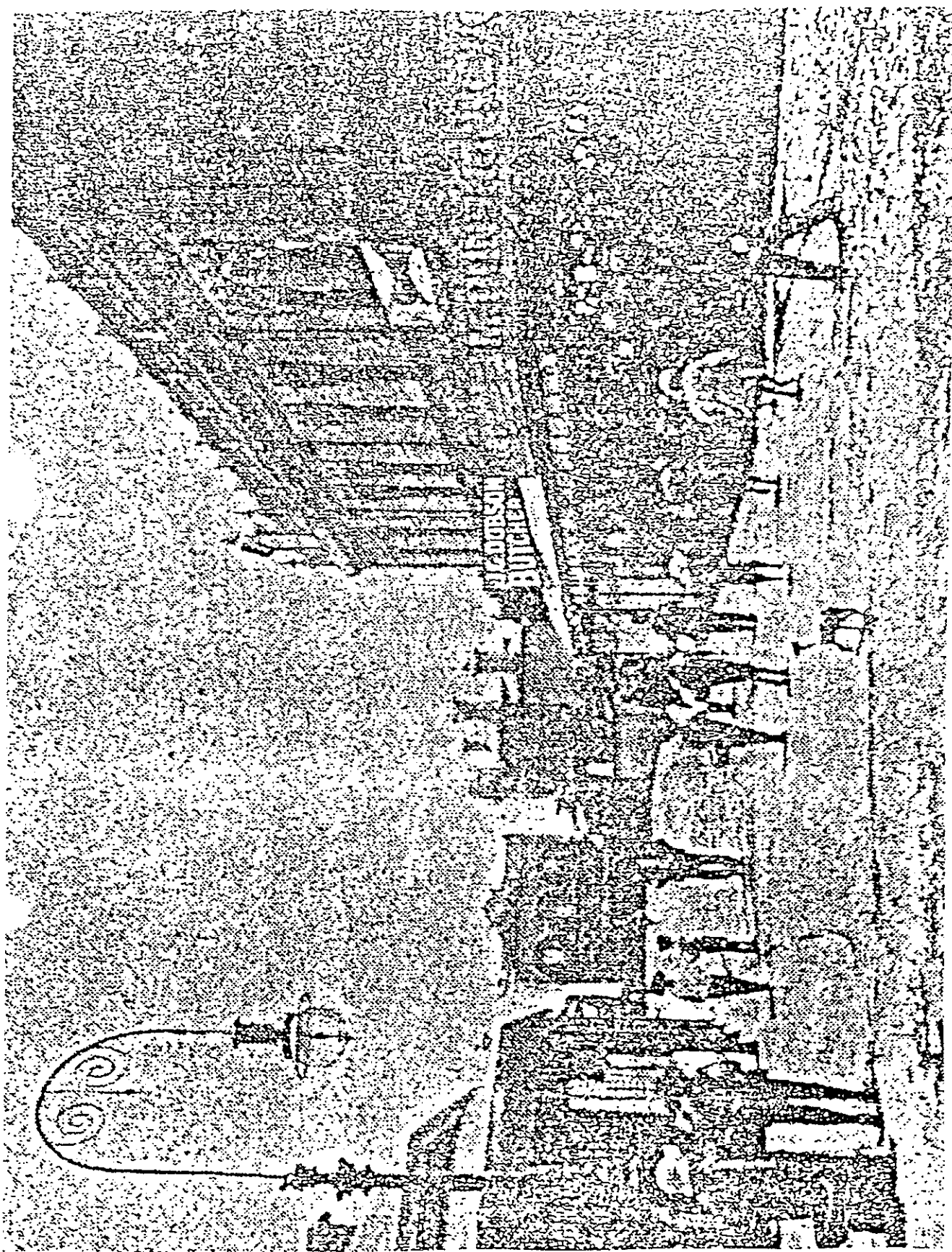


We want to revitalise the appearance
of Yarraville shopping centre by
using its early form as a guide.

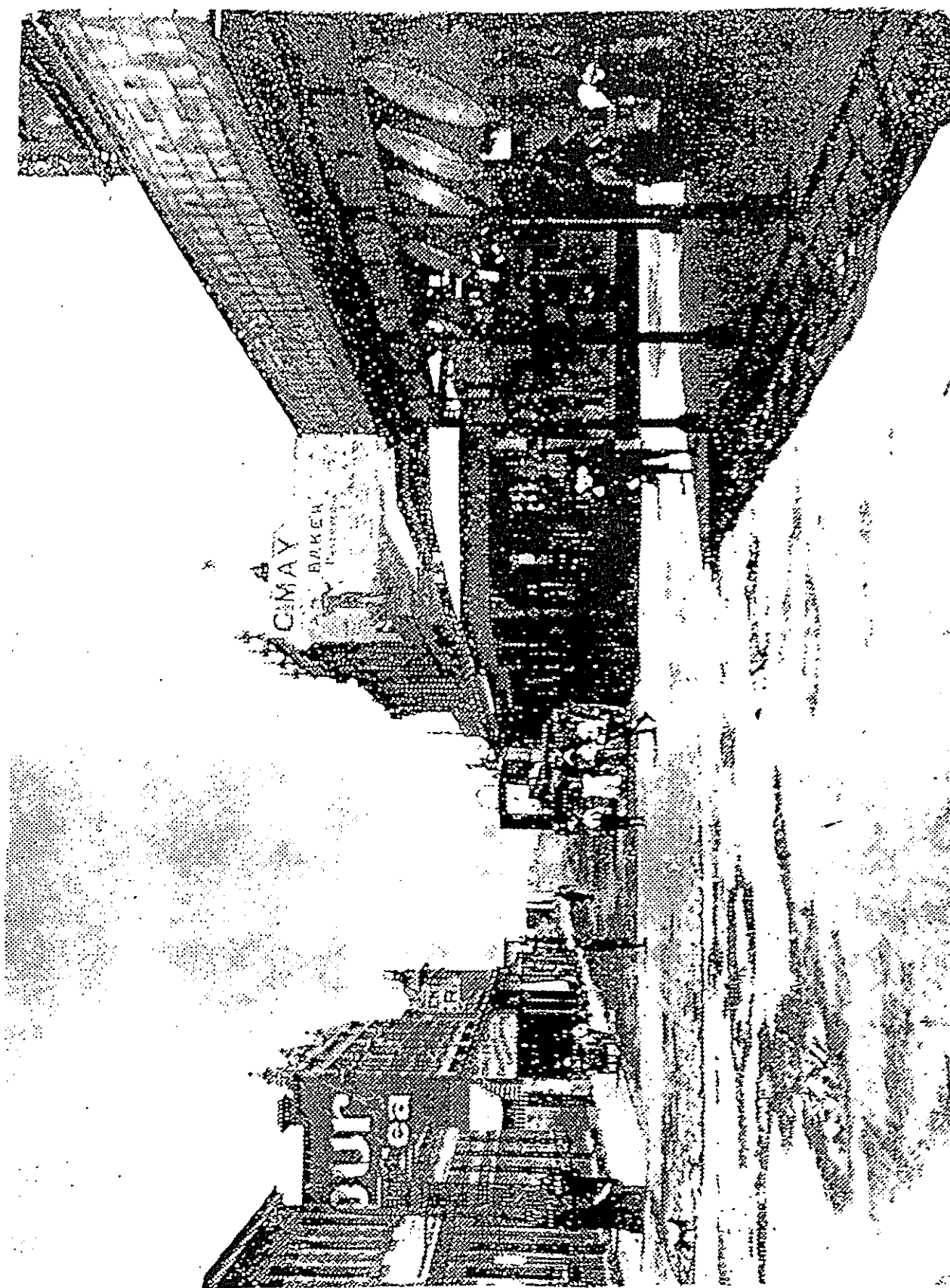
If you have any old photographs which
might help, could you please leave
them at the Library or with Reg Browne
at Handi-Hardware, in Anderson Street.

We will copy them and return the originals.

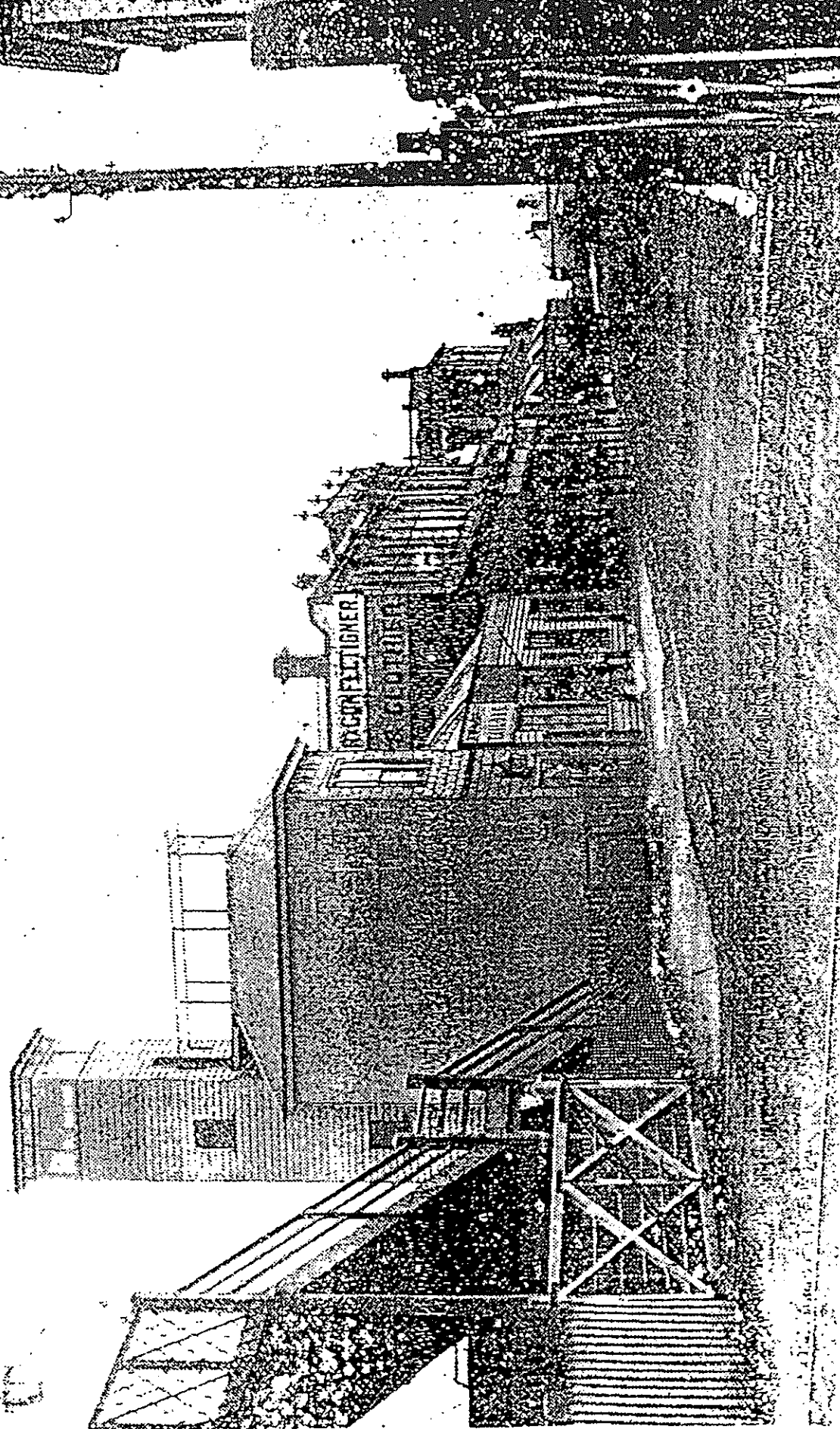
Phone contacts are Reg Browne, 687 2988;
Iain Stuart, 690 5322(w) or 689 8746(h);
or Councillor Jeff King, 688 0214.



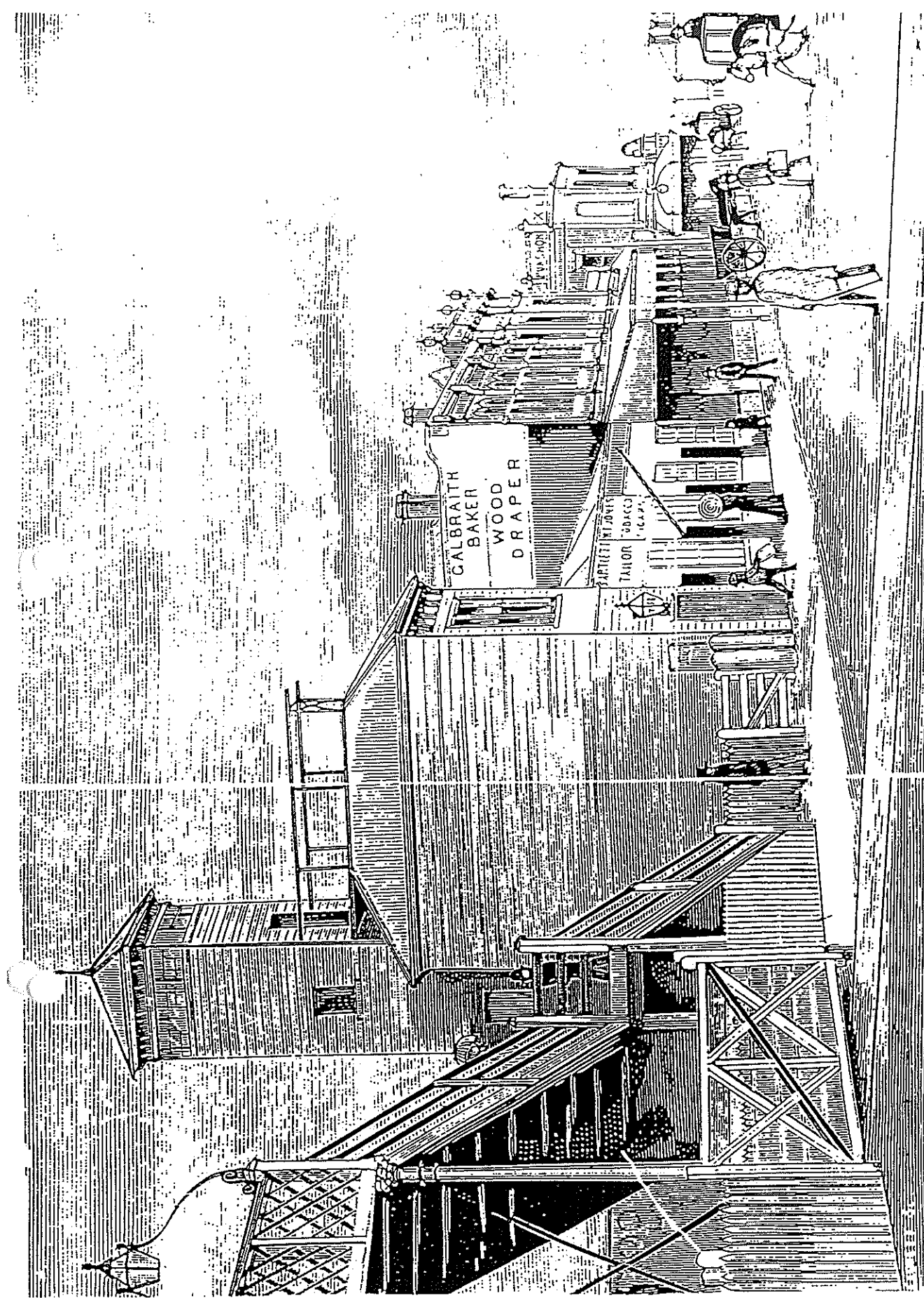
1. VIEW OF BALLARAT STREET TOWARDS MURRAY STREET. C.1900.
SOURCE: FOOTSCRAY HISTORICAL SOCIETY, MAYORAL CHRISTMAS CARD, 1978-9.



2. VIEW OF ANDERSON STREET FACING WEST FROM BALLARAT STREET, C.1900.
SOURCE: FOOTSCRAY'S FIRST FIFTY YEARS, 1859 - 1909.

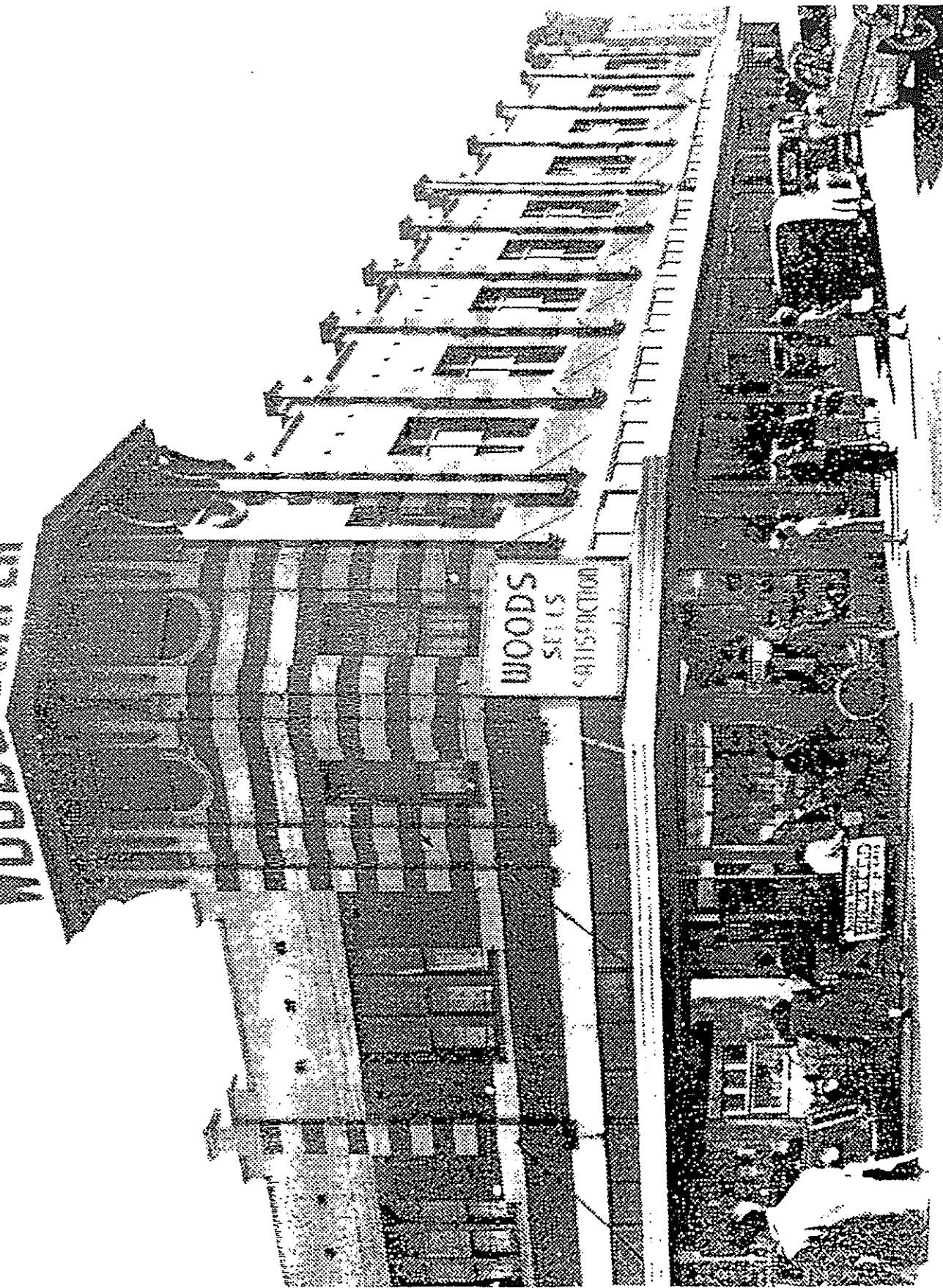


3. VIEW OF ANDERSON STREET FACING EAST FROM THE RAILWAY C.1900.
SOURCE: FOOTSCRAY'S FIRST FIFTY YEARS, 1859-1909.

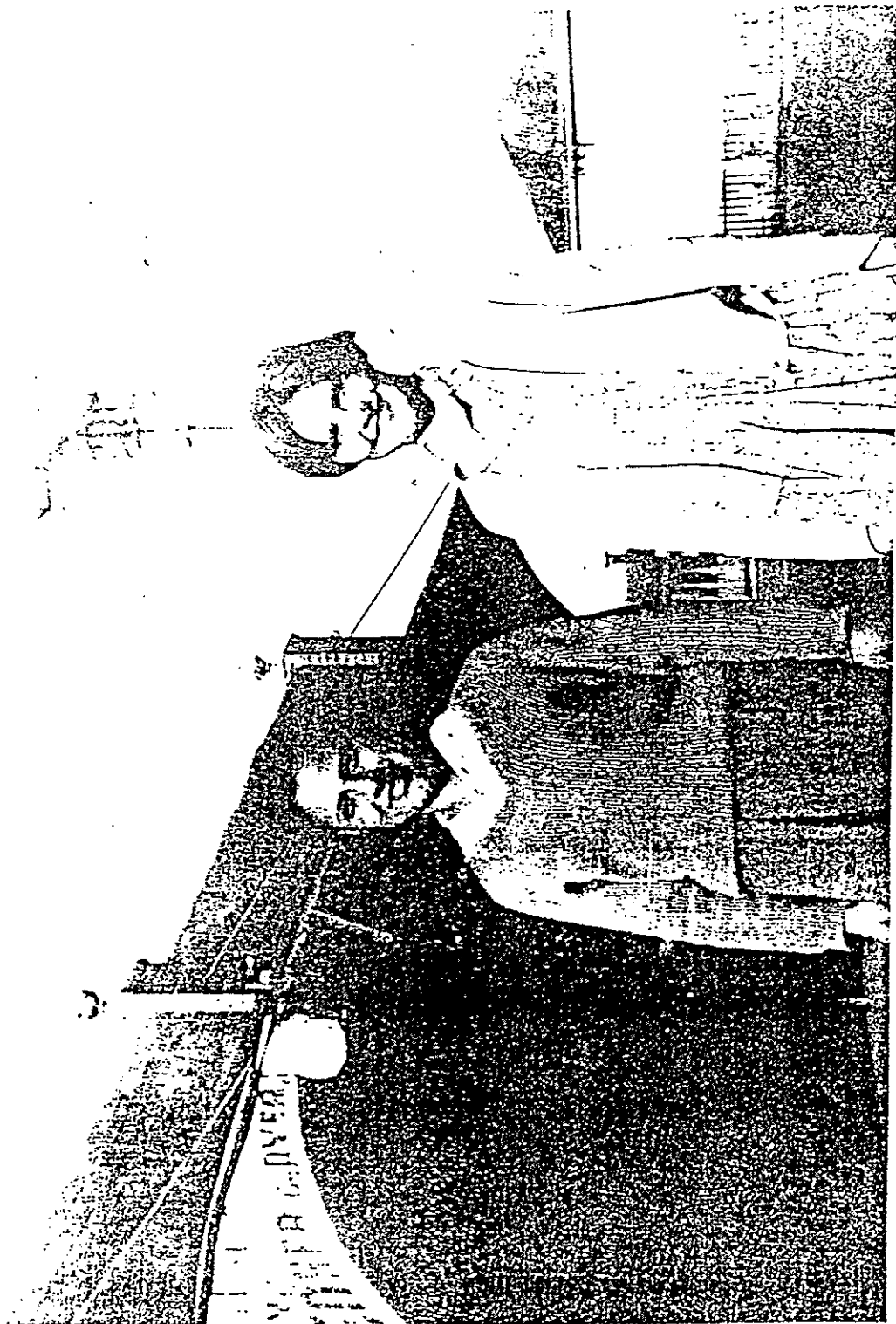


4. CHARLES LOVETT'S WOODCUT SHOWING ANDERSON STREET FROM THE RAILWAY FACING EAST. C.1900.
SOURCE: FOOTSCRAY: A PICTORIAL RECORD OF THE MUNICIPALITY FROM 1895 TO 1988.

WOODS DRAPER



5. WOOD'S DRAPERS SHOP, CORNER ANDERSON AND BALLARAT STREETS, C. 1950-60
SOURCE: FOOTSCRAY'S FIRST HUNDRED YEARS, 1859-1959.



6. SNAPSHOT SHOWING EARLY STEEL SUSPENDED CANOPY IN THE BACKGROUND AT 2-4 ANDERSON STREET
SOURCE: MR. REG. BROWNE.



7. BUILDINGS FORMERLY AT 17-21 ANDERSON STREET. c.1950
SOURCE: MR. REG. BROWNE.

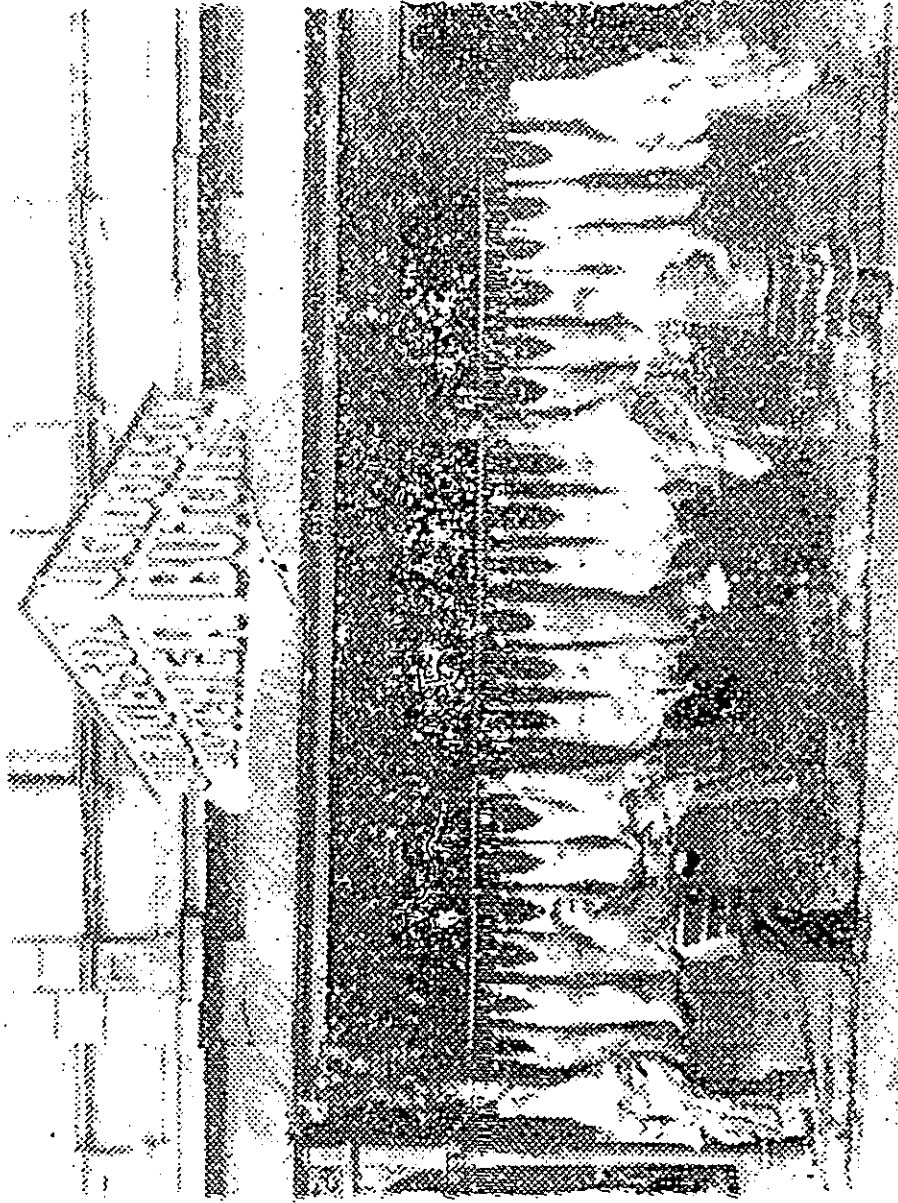
J. DOBSON, Ballarat St., Yarraville.

Next M. Punshon & Co.



Our Meats are invariably
very delicious.
Our Small Goods are
the delight of our cus-
tomers and the envy
of the trade.

Let us Supply Your
Next Order.



8. DOBSON'S BUTCHERS SHOP, 19 BALLARAT STREET, C.1900.
SOURCE: FOOTSCRAY'S FIRST FIFTY YEARS, 1859-1909.

APPENDIX D.

NOTES FOR OWNER/OCCUPANTS.

YARRAVILLE VILLAGE ENHANCEMENT PROJECT.

This project has been developed by the City of Footscray through the Yarraville Village Strategy Plan Working Group as part of a continuing programme of improving the appearance, amenity and business activity of Yarraville Village.

The Enhancement Project concentrates on ways of improving the buildings which comprise the streetscapes of the commercial area.

Its basic theme is to develop the potential of existing buildings which fit into the general character of the Village and to offer ideas for modification of those which do not.

The suggestions range from simple things like better colours and signage to more substantial works like verandah replacements. All of these are intended to add to a more pleasing environment which should attract more trade.

Each of 99 buildings is provided with two data sheets, similar to those which accompany this circular. The first describes the building's present deficiencies, the second suggests a set of ideas for enhancing it.

Because there are obviously other options for each building, a series of guidelines have been prepared to illustrate the range of possibilities. These will be held by the City of Footscray and owners/occupants can consult them under the guidance of officers of the City of Footscray Planning and Building Departments.

Some of the major works suggested may be beyond the financial resources of some owners at present but these should be seen as the last phase in a gradual improvement of the Village, starting with the removal of clutter, better maintenance, repainting and more careful and imaginative presentation of window displays and advertising signs.

Owners and occupants should not be discouraged by the more formidable projects but should set out to achieve what is possible with their present resources. Even with the smallest improvement to each building, there will be a positive impact leading to better patronage which in turn will provide returns to permit gradual further improvement.

Owners and occupants are encouraged to consider their building individually and the Village as a whole from the viewpoint that commercial success can only be fully secured in an environment which is attractive to customers and that each building must play its part in the overall picture.

You are invited to visit the Planning Department at the City of Footscray for further assistance to help both you and the Village as a whole.

APPENDIX F.

SIGNIFICANT BUILDINGS WORTHY OF SPECIAL PROTECTION MEASURES.

Although all "contributory" buildings play a part in giving the Village its special character and therefore should ideally be protected from unsympathetic change or redevelopment, the following buildings because of their streetscape impact and/or architectural quality are critical to the identity of the precinct and should be given priority.

1. The Sun Theatre, Ballarat Street.
 2. 13 Ballarat Street. (The State Bank.)
- The above are already protected by Historic Buildings Council registration.
3. 1-3 Ballarat Street.
 4. 17 Ballarat Street. (Medley's Chemist.)
 5. 19-23 Ballarat Street. (Freddies' Corner.)
 6. 32 Ballarat Street. (Catanach's Antiques.)
 7. The Post Office, Ballarat Street.
 8. Moore's Buildings, 9-15 Ballarat Street
and 18-22 Anderson Street.
 9. 33 Anderson Street, (The National Bank.)
 10. 37-43 Anderson Street.
 11. 57 Anderson Street. (Westpac Bank.)
 12. 59-61 Anderson Street,
 13. 26-30 Anderson Street.
 14. 32-36 Anderson Street.
 15. The Railway Station, Signal Box and crossing gates.
 16. 26-28 Murray Street.