

22.2928/01/2010
C129(Part 1)**HO1638: WOOLSTORES INDUSTRIAL HERITAGE AREA**

This policy applies to all land included in the Woolstores Industrial Heritage Area.

Policy Basis

The Woolstores Industrial Heritage Area is significant as a distinctive part of Geelong with a number of key nineteenth and twentieth century commercial and industrial buildings, including surviving warehouses and stores. Historically, it is distinguished as the industrial heart of the commercial district of inner Geelong and its port. The Heritage Area demonstrates the importance of the wool trade to Geelong's development and reflects the economic fortunes of the City. The proximity, vista and orientation of the Heritage Area to the City's traditional entrance by road and rail, the commercial centre and the waterfront reflect its industrial heritage.

The area is dominated by warehouses and contains many individually significant buildings dating from the late 1850s to the late 1920s. Its character is derived from the scale, cohesion and integrity of the architecturally significant Victorian, masonry warehouses. The Woolstores are constructed from stone and brick, use massive construction, rise between three and four storeys, have varying street setbacks and minimal separation.

Objectives

- To maintain the views to and from the Woolstores Industrial Heritage Area.
- To retain the streetscape qualities of the area which is dominated by three and four storey Victorian warehouses with varying street setbacks and minimal separation between buildings.
- To retain the special character of the area which includes a number of key nineteenth and early twentieth century commercial and industrial buildings.
- To retain the cohesion and integrity of this architecturally significant area.
- To encourage the use of traditional construction materials in the area.
- To encourage the contemporary interpretation of traditional building design within the area.

Policy

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

- Promote buildings that incorporate the following design characteristics:
 - Traditional construction techniques.
 - Pressed, evenly coloured bricks.
 - Non-zincalume corrugated sheet metal roofing.
 - Masonry construction with limited, regular spaced openings and clear glazing.
- Encourage the front setback to be equivalent to the setback of neighbouring buildings or if these are different, the setback may be between the setbacks of neighbouring buildings.
- Encourage buildings to have minimal separation from adjacent buildings.
- Encourage the highest point of the roof to be no greater than that of the highest adjacent building, unless it is not visible from the street.

- Ensure that buildings and works for commercial and civic buildings comply with the ‘Geelong City Urban Conservation Study Volume One – Restoration and Infill Guidelines: Commercial and Civic Buildings’ which is an Incorporated Document.
- Ensure that buildings and works for non-commercial buildings, and fences types, design and locations should comply with the City of Greater Geelong Heritage and Design Guidelines 1997, which is an Incorporated Document.

References

Geelong City Urban Conservation Study, Volume 1, prepared by Graeme Butler for the City of Geelong, (1993).

Geelong City Urban Conservation Study, Volumes 2-5, prepared by Graeme Butler for the City of Geelong, (1991).

Geelong City Urban Conservation Study, Volume 4(a), prepared by Helen Lardner for the City of Greater Geelong, (1995).

Geelong Region Historic Buildings and Objects Study Volume 2, prepared by Allan Willingham for the Geelong Regional Commission, (1986).

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