

KEMPSEY SHIRE COUNCIL



**DEVELOPMENT CONTROL PLAN  
NO 35  
GLADSTONE CONSERVATION  
AREA**



Adopted 11 December 2001

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*Old Lodge Pottery (formerly the Masonic Temple) was relocated from the Uniting Church site opposite in 1921 and is an excellent example of adaptive reuse.*



## 1.0 INTRODUCTION

Gladstone (formerly Darkwater) was surveyed as a village in 1864 and became one of three major shipping centres on the Macleay River. At its peak in the late 19<sup>th</sup> Century and early 20<sup>th</sup> Century, Gladstone boasted three general stores, a chemist, a dentist, two doctors, a saddler, two blacksmiths, a bakery, two hotels, a butchery, school, a post office, bank, churches, shipping office, insurance agencies, three builders, a barber, tobacconist, confectioner, auctioneer and stock and station agent. The township has retained many of the buildings from this era that create a distinct character which this plan seeks to retain.

A photographic record of the remaining buildings together with a brief description of their prior uses and ownership is held in the offices of Kempsey Shire Council. A photocopy extract of that record is available for viewing at Council. This record may be useful as a reference point for determining the degree of restoration/alteration of a particular building and to assist Council staff and applicants to identify the character elements of a particular building.

## 1.1 CITATION

This plan may be referred to as *Development Control Plan No.35 – Gladstone Conservation Area*.

## 1.2 SCOPE OF THIS PLAN

This plan applies to land within the township of Gladstone designated as a Conservation Area under the provisions of the North Coast Regional Environmental Plan (Amendment No.3). The boundaries of the Conservation Area are indicated on Figure 1.

## 1.3 AIMS AND OBJECTIVES

The aim of the plan is to provide statutory support and design guidelines for development within Gladstone Conservation Area. The objectives of the plan are:

- a) To ensure the conservation and enhancement of the significant heritage characteristics of the Gladstone Conservation Area.
- b) To encourage sympathetic restoration, renovation, maintenance and repair of places which contribute to the special heritage character of Gladstone Village.
- c) To ensure new buildings and works are sympathetic with and respectful to the special characteristics of the Gladstone Conservation Area.
- d) To provide incentives to encourage the productive use of buildings within the Gladstone Conservation Area may.

## 1.4 TERMS USED

*Conservation Plan* means a document prepared in accordance with the NSW Heritage Manual to establish the heritage significance of a building, structure, work, relic, tree or place and to identify conservation policies and management mechanisms that are appropriate to enable that significance to be retained.

*Demolish* means wholly or partly pull down or dismantle the building, structure, work, relic, tree or place.

*Development* means the use of land, the subdivision of land, the erection of a building; the carrying out of a work; the demolition of a building or work; the placement of any advertisement; the removal, topping or lopping of any tree; and renovations that affect either the external appearance of a building or its structural integrity.

*Heritage Significance* means historic, scientific, cultural, social, archaeological, architectural, natural or aesthetic significance in relation to the Gladstone Conservation Area.

*Item* means any building, structure, work, relic, tree or place within the Gladstone Conservation Area.

*KLEP 1987* refers to Kempsey Local Environmental Plan 1987 (as amended).

*NCREP* refers to the North Coast Regional Environmental Plan 1988 (as amended).

*the precinct* means the Gladstone Conservation Area as determined by the North Coast REP (Amendment No. 3).

## **1.5 RELATIONSHIP WITH OTHER ENVIRONMENTAL PLANNING INSTRUMENTS**

This plan shall prevail except where there is any inconsistency with Kempsey Local Environmental Plan 1987, North Coast REP 1988 or any State Environmental Planning Policy, applying before or after the date of commencement of this plan.

This plan shall prevail over any other Development Control Plan or Council policy in so far as they relate to development affected by this plan.

## **1.6 COMMENCEMENT OF THIS PLAN**

This plan was adopted by Council on 11 December, 2001 and shall become effective from Tuesday 18<sup>th</sup> December 2001.

# **2.0 STATUTORY PROVISIONS**

## **2.1 DEVELOPMENT CONSENT REQUIRED**

- a) Except as provided for under this plan, development consent is required for all development within the Gladstone Conservation Area. In determining an application for development consent, Council will take into consideration:
- i) the heritage significance of the subject item;
  - ii) the extent to which the proposed development would affect the heritage significance of the site and the Gladstone Conservation Area;
  - iii) whether the characteristics of the subject item should be retained, referred to or reflected in the proposed development;
  - iv) whether there is a danger to the users or occupants of the item;  
and
  - v) measures proposed to conserve the heritage characteristics of the site or the Gladstone Conservation Area, including any relevant Conservation Plan.

b) Development Consent is not required where work is in accordance with any Conservation Plan of Management for the building or place, adopted by Council.

c) Internal alterations to buildings within the Gladstone Conservation Area will not normally require development consent, except where the internal components of the premises are specifically listed as an Item of Environmental Heritage under the NCREP or KLEP 1987 or are listed on the NSW State Heritage Register or where such works are likely to affect the structural integrity of the building.

## **2.2 DEMOLITION OR REMOVAL**

- a) The demolition or removal of any item situated within the Gladstone Conservation Area requires the consent of Council. In determining an application under this clause, the applicant will need to satisfy Council that the item:
- i) does not contain any heritage qualities or contribute to the character of the Gladstone Conservation Area; or
  - ii) constitutes a danger to the users or occupiers of that item or to the public.

## **2.3 NEW DEVELOPMENT, ALTERATIONS & ADDITIONS**

- a) Any development or new building work within the Gladstone Conservation area, should:
- i) not detract from the heritage significance of the Gladstone Conservation Area,
  - ii) be designed and constructed in a manner which is sympathetic with and respectful of the character of the Gladstone Conservation Area and of adjoining Heritage buildings or places. New development need not be erected as an exact replica of existing buildings, but rather should incorporate such basic design features, materials and detailing as will give the development an external appearance in the same design idiom as surrounding development of heritage significance;
  - iii) not obscure the appearance or prominence of existing buildings within the Gladstone Conservation Area when viewed from adjoining streets or public areas; and
  - iv) not obscure important vistas of the river, heritage buildings or places.
- b) As part of achieving the above criteria, new development or building work:
- i) must not be sited in front of existing buildings of heritage significance in a manner which would adversely impact on the existing streetscape;

- ii) should be setback an equal or greater distance from the street than existing buildings;
  - iii) should be of a lower or equal height to the majority of existing buildings, with the wall height and roof height, shape and pitch being compatible with existing buildings.
- c) Ancillary buildings and structures (particularly garages and car ports) are to be designed and constructed in a manner which is sympathetic with and respectful of the character of existing buildings of heritage significance. Ancillary buildings or structures should be located at the rear of the site, or at least setback further from the street frontage than the main building.
- d) Fences and Advertising Structures should be designed and constructed so as to be sympathetic with and respectful of the character of the building, place and the Gladstone Conservation Area. *(See Appendix #)*

## 2.4 CONSERVATION INCENTIVES

- a) Nothing in this DCP prevents Council from granting consent to the use for **any** purpose of a building, place or land within the Gladstone Conservation Area, where Council is satisfied that:
- i) the use would have no unacceptable adverse impacts on the amenity of the area; and
  - ii) conservation of the building is likely to be enhanced by Council granting consent for the proposed use.
- b) When considering an application for consent to erect or use a building on land on which there is situated a building of heritage significance or character, Council may:
- i) waive part or all of any S94 Contributions or Water and Sewer Contributions; and
  - ii) for the purpose of determining the floor space ratio and/or determining the number of parking spaces to be provided on the site, exclude from its calculation of the floor space of the existing heritage buildings erected on the site.

## 2.5 ADVERTISING OF DEVELOPMENT

- a) Council may notify adjoining land owners of any Development Application submitted in accordance with Sections 2.1 and 2.3 above, for a minimum of 10 days where Council considers there to be potential for impacts on adjoining residents.
- b) Any proposal involving the demolition of any building must be advertised in accordance with the requirements of the Environmental Planning and

Assessment Act, 1979 is they relate to “designated development”. Partial demolition that Council considers is of a minor nature and which will not adversely affect the heritage significance of the building does not require advertising.

- c) In relation to an application to demolish any building, the comments of the Heritage Office will be sought and taken into consideration prior to determination of the application.

*Hairdresser and Tobacconists shop (c.1890) – Carport an example of a sympathetic addition.*



## 3.0 DESIGN GUIDELINES

### 3.1 OBJECTIVES OF THE DESIGN GUIDELINES

- a) To increase awareness of the historic relevance of Gladstone to the settlement and growth of the Macleay Valley.
- b) To identify the essential heritage characteristics of the Gladstone Conservation Area.
- c) To set out ways in which the character elements of the Gladstone Conservation Area can be protected and where possible enhanced.
- d) To provide information and suggestions to guide owners and developers proposing changes to buildings or places affected by this plan.

## 3.2 CHARACTER ELEMENTS

There are a number of elements which when combined create the character of a place. Gladstone contains a grouping of buildings constructed from the 1860s to early 1900s. Within its riverside setting the grouping is important for its historical associations with the development of river ports in the region and their service to agriculture. Gladstone provides examples of commercial, civic and residential properties during this period.

Key civic buildings (Court House, Police Station and Churches) are of brick construction and somewhat high style in their architecture. The commercial buildings, such as the former CBC bank building, are of timber construction but are more substantial in size, dimensions and ornamentation, than the older residential buildings. The residential buildings are predominantly timber with iron roofing and reflect the Australian Colonial Vernacular and Federation styles.

The buildings are predominantly single storey with the exception of the Court House, former stock & station agents premises and the former Masonic Hall. Set on large allotments with consistent front setbacks, most dwellings have verandahs (skillion or bull nose), a single entry point and the steeply pitched gabled or hip roofs.

Low front fences, or none at all, are significant in setting the openness of the streetscape. Wide road reserves, relatively narrow pavement and lack of kerb and gutter also contribute significantly to the character of the precinct.

The memorial park is a key feature in the townscape, both aesthetically and historically. The park, its large mature trees and the war memorial serve as a reminder of the local impact of WWI.

The following design elements and performance criteria are to be taken into account in the design of any new building, or any alteration or addition to an existing building within the precinct.

### A) VISUAL FRAMEWORK

The local streetscape is influenced by the elements discussed below - height and setbacks, roofs and verandahs, windows and doors, fences and landscaping.

In designing a new building to fit within a heritage precinct such as the Gladstone Conservation Area, there are three fundamental approaches which may be used to develop the basic appearance of a building. These are Replication, Respectful and Interpretive.

The *Replication* approach repeats the various building elements, materials and details as per existing or nearby buildings. The *Respectful* approach seeks to acknowledge the established elements, colours, materials and detail but simplify and modify those element in a related and respectful manner. For example, the major features of nearby heritage buildings may be used in a simplified and adapted form. The *Interpretive* approach, provides a looser reference to existing elements using contemporary materials and details which develop a streetscape link with the neighbouring heritage

buildings. This approach requires the greatest amount of design skill to be successful and should be undertaken with reference to a qualified heritage architect.

The Visual Framework includes consideration of the townscape setting, vistas, focal points, view corridors and landmarks.

- i) In developing a design, consideration needs to be given to the “view” of the development beyond the constraints of a single site. This includes, but is not limited to, the relationship with buildings adjoining, opposite, behind and nearby the proposal as well as the contextual relationship with the whole street, the river front and the setting of existing buildings on the site.
- ii) Development should be designed and located in a manner which does not obscure or detract from significant view corridors or vistas.
- iii) Existing buildings and landscape features which constitute focal points and land marks should be retained and not obscured from view by new developments.

#### **B) HEIGHT AND SETBACKS**

- i) Development is to maintain a single storey height, with a maximum of two storeys only where the existing premises is two storey or the second storey can be successfully incorporated within the roof line. New building eaves height to be within 20% of adjoining buildings.
- ii) Development is to maintain a consistent setback with adjoining buildings. New development will generally not be permitted in front of established adjoining building lines.
- iii) Side boundary setbacks are to reflect the rhythm and spacing of adjoining and neighbouring buildings.

#### **C) ROOFS AND VERANDAHS**

- i) A pitched roof of 35° or greater is preferred, with a minimum 25° pitch. Roof styles in the precinct are a mixture and there is no predominate roof and verandah style. The combinations tend to be one of the following:
  - ❖ steep pitched hip roof and skillion verandah;
  - ❖ hip roof and bullnose verandah;
  - ❖ dutch gable;
  - ❖ double & triple gable with bull nose verandah;
  - ❖ steep pitched gable with skillion verandah;
  - ❖ hipped roof and skillion verandah.
- ii) Verandahs should be open and address the street. In this precinct, the verandahs are supported by square timber posts with a consistent rhythm of spacing/spans between posts. This spacing contributes to the overall streetscape and the manner in which the buildings address the street. Any extensions or new buildings should also address this element in their design.

#### **D) WINDOWS AND DOORS**

- i) The rhythm of spacing between windows and doors, consistency of the head and sill heights and matching of the existing materials (including any window hoods) are important considerations when altering or adding to an existing building. The overall size, proportion and arrangement of windows is particularly important. Window type and materials are of lesser importance when the other elements are properly addressed.
- ii) Many of the buildings in the precinct have Colonial Sash and Double Hung Sash windows with 9 and 6 panes in the fixed top half. Other buildings have replaced these panes with larger sheets of glass. Reference to old photographs of the township may provide more information as to the original window configurations. Council holds a photographic record of remaining heritage buildings, including brief descriptions of their prior ownership and use that may be useful in this regard.
- iii) Traditionally, the older residences have a single front entry door addressing the street. The civic and commercial buildings (eg. Courthouse, former bank building, stock and station agency, Post Office and former Hairdresser/Tobacconist/Confectioner building) have more than one entry point presumably demarcating the different uses/purposes within the buildings.

#### **E) MATERIALS AND DETAILING**

- i) The predominate wall material used is horizontal timber planks/boards. Some vertical tallowwood planking is found on the older residential dwellings. As mentioned above, brick was only used for the more substantial commercial and civic buildings, such as the churches, the school, the courthouse/police station and the police residence and is generally unsuitable for residential constructions.
- ii) Alterations or additions to an existing building should apply consistent treatments to the new building work both in wall material and roofing materials.
- iii) Roof materials are mostly corrugated iron. Some shingle roofs have been replaced with corrugated iron. Photographic records may be able to help determine with buildings originally had a shingle roof. Similarly detail regarding verandah railings, windows and decorative features may be obtained from consulting historic records, long term locals and the like.
- iv) The use of modern materials should compliment the existing in terms of reflectivity, colour and texture. Retention of painted timber surfaces (versus cladding with brick veneer or other modern material) is an essential character element in this precinct.

- v) The original colour scheme for a building may be able to be determined by way of paint scrape. If this does not yield sufficient information, consultation with a heritage expert or the local historical society to determine the most likely colour scheme given the age and architecture of the particular building, is recommended.
- vi) Council is likely to require submission of a Schedule of Finishes in conjunction with any approval.

#### **F) FENCING**

- i) Fencing in the precinct should maintain the openness of the existing streetscape and be consistent in height, materials and design to fences associated with the particular building's era. In some cases, no fencing can be the appropriate design response.
- ii) New fences are to be not more than 1.2 metres high. Material should be primarily painted timber pickets or palings, with good spacing between pickets/palings to achieve an open attractive entrance to the building.
- iii) Galvanised welded mesh, solid metal panels, tall, closely butted palings and solid concrete block or brick walls are not appropriate.

#### **G) GARAGING**

- i) Provision for off-street car parking should not intrude in the streetscape either by its location or design.
- ii) Garages should be sufficiently setback so as to be secondary in the streetscape. Given the large allotment sizes and distances between the existing buildings it should be possible to locate a garage or car port well behind the building line and in a manner that will not dominate the streetscape.
- iii) The roof style of any car port or garage is to be compatible with the style and pitch of the primary building's roof. Reflection of the primary building's detailing and ornamentation in the design of the carport or garage is desirable. Similarly, the height and width of the carport or garage is to be substantially less than the main building and wherever possible located behind that building.

#### **H) ADVERTISING SIGNAGE**

- i) Materials and colours used in the advertising signage should complement the era of the particular building.
- ii) Placement of advertising signs should avoid obscuring/detracting from important architectural details and ornamentation. The preferred location for signage is on the building façade, awning fascia or below the awning. Signs which project beyond the building roof, parapet and walls should be avoided.

- iii) One or two well placed attractive smaller signs are more appropriate in the precinct, than multiple signs or large advertising signage. The openness of the streetscape means that simple discrete signage can communicate just as effectively as large, bold or modern style signage.
- iv) Use of letter styles, colours and borders which reflect of the original building's era is encouraged. Given the Australian vernacular expressed in the architecture of many of the buildings in the precinct, the use of "Olde English" and "American Showboat" type fonts is probably inappropriate. A study of old photographs may show the location and style of advertising used on premises of a similar age/era. Examples of lettering and signage styles are provided in **Section 3.3** below.

#### **I) LANDSCAPING**

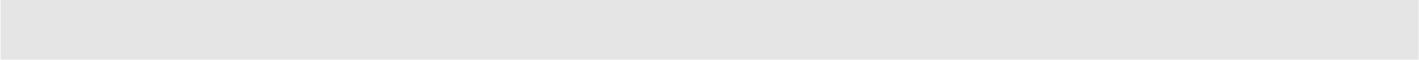
- i) Existing landscape treatments in the precinct are characterized by:
  - ❖ wide grassy road verges;
  - ❖ expanses of lawn leading up to buildings on private properties, some without front fences;
  - ❖ well spaced street trees with a mix of relatively young native species and long standing mature trees;
  - ❖ road verges tend to be an extension of the private garden in some cases with the gentle transition between public and private areas reinforced by lack of kerb and gutter and in some parts, no pedestrian footpath or front fence;
  - ❖ the Riverside Memorial Park provides a focal point in the landscape, linking the township with the river. The attractive stand of mature trees in the north of the park provides a significant contribution to the streetscape.
- ii) Dense planting of Australian natives and large areas of informal plantings are not usually associated with buildings of the mid 1850s to early 1900s. Traditionally, landscaping around older dwellings comprised formal garden layouts with flowering shrubs, exotic trees and border plants. Bushing native screening species were not generally used at the front of the dwelling and it remained open and visible from the street.

### **3.3 ADDITIONAL INFORMATION**

Information relating to a particular building might be sourced through photographic and other historical records. Local historians, long term residents and the historical society may be able to point building owners/renovators in the right direction in researching about their building, its prior uses, and original detailing.

Some generic information relating to garaging, verandah enclosures, windows, building materials, landscaping, fencing and signage, is provided at the end of this document.





# ADDITIONAL INFORMATION

*EXTRACTS FROM*

*GUIDELINES FOR SYMPATHETIC RESIDENTIAL  
DEVELOPMENT IN HERITAGE AREAS*

*&*

*GUIDELINES ON SIGNAGE & GRAPHICS  
WITHIN HERITAGE AREAS*

*SOURCE: IPSWICH CITY COUNCIL &*

*BRUCE BUCHANAN ARCHITECTS*

3.6 Roof Style & Lines

Objective 3

To encourage roof styles which are consistent with and contribute to the character of the Heritage Area.

Performance Criteria

- (a) any addition to an existing building should reflect the roof style and lines of the existing building unless the existing situation is not in sympathy with the historic character and era of the area;
- (b) roof styles and roof lines of new buildings should be consistent with those found in the heritage area.

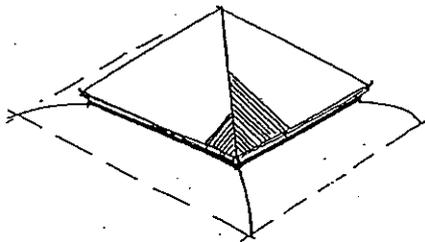
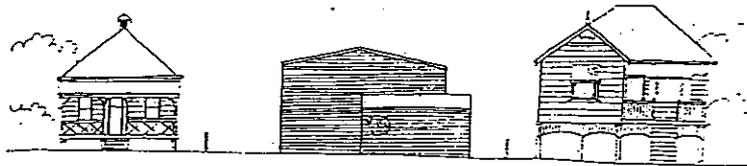
Solution 8

(a) Compatible Roof Types

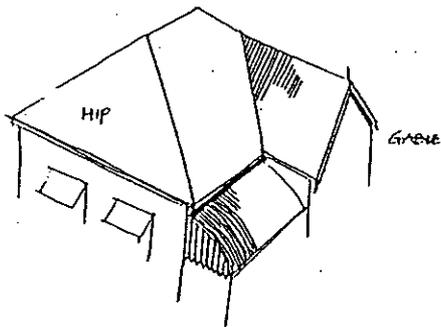
- Roof pitch of greater than 35 degrees should be provided for all new buildings;
- Roof styles should be consistent with those of significant adjoining buildings in the Heritage Area as illustrated in diagrams 1 - 5 respectively;
- Gables should address the street.

(b) Incompatible Roof Types

- pitch too flat;
- gables do not address the street;
- hip roofs:



• PYRAMID ROOF



• HIP AND GABLE ROOF WITH CURVED IRON ROOF TO VERANDAH

### Solution 12

Verandah enclosures should occur on side verandahs only and not detract from the streetscape.

#### (a) Appropriate solution

- front verandah remains open;
- side verandah enclosed to no closer than 1.0 metre of corner

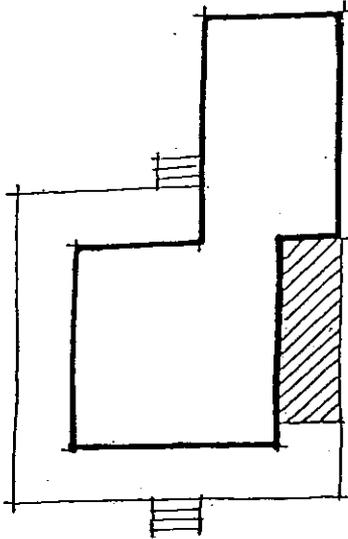
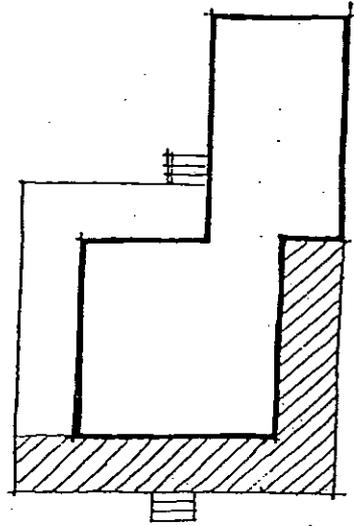


DIAGRAM 26

#### (c) Inappropriate solution:

- streetscape altered through removal of verandah addressing the street;



#### (b) Adequate but not preferred solution:

- front verandah partially enclosed

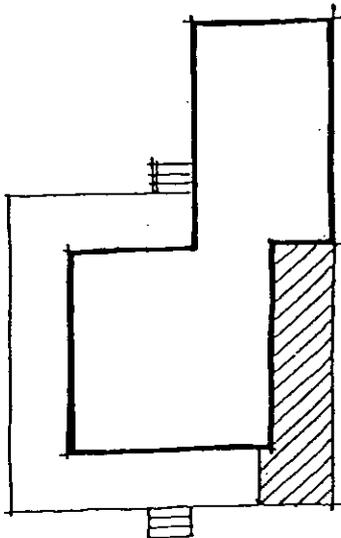


DIAGRAM 27

Windows

(a) Preferred solutions

- window openings and window styles should be consistent especially for additions to existing buildings;
- traditional window detail;
- sill and head heights constant;
- timber and glass;
- window hoods.

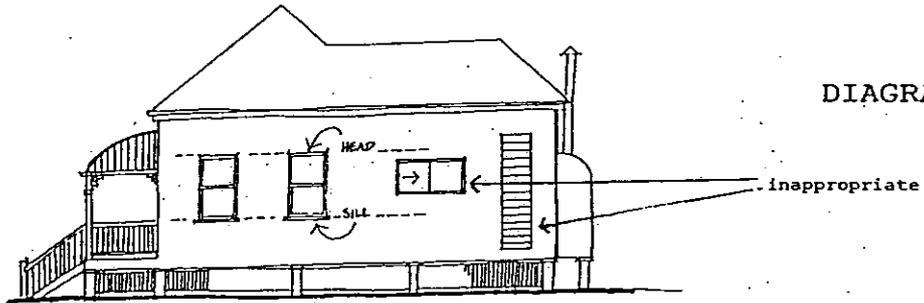


DIAGRAM 29

Doors

(a) Preferred Solutions

- four panels either with or without glass fanlight over;
- french doors;
- rear doors;
- rear doors with vertical tongue and groove or "v" jointed, framed ledged and braced.

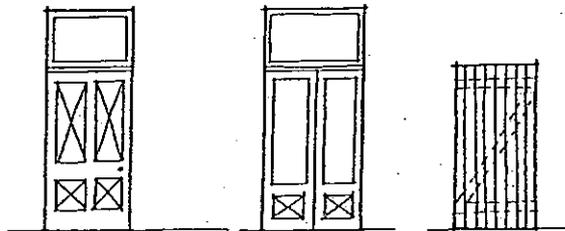
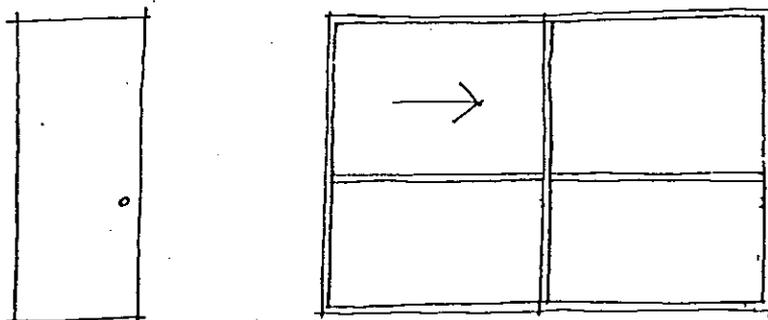


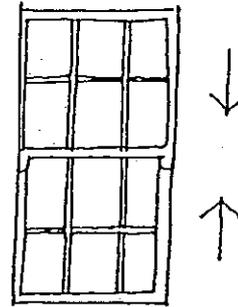
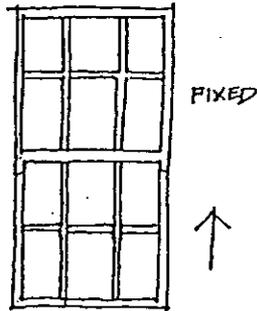
DIAGRAM 30

(b) Inappropriate Solutions

- Flush door;
- Siding glass/aluminium door



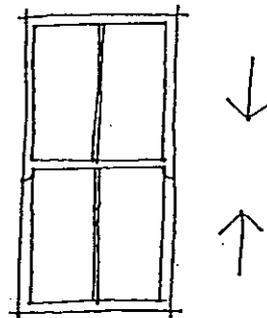
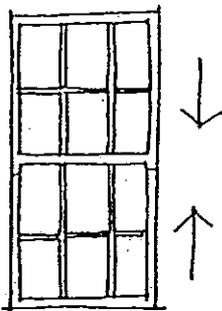
# WINDOW TYPES



- COLONIAL SASH  
TOP HALF FIXED  
BOTTOM HALF SLIDING  
SMALL SIX-PANED  
HALF SASHES

- DOUBLE HUNG SASH  
TOP AND BOTTOM  
HALVES BOTH SLIDE  
SMALL SIX-PANED  
HALF SASHES

1850 - 1880

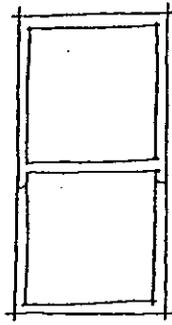


- DOUBLE HUNG SASHES  
FEWER ASTRAGALS (SASH BARS)  
AS LARGER PANES OF GLASS  
BECAME AVAILABLE.

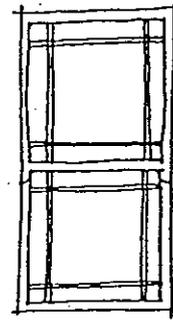
1880 - 1900

# WINDOW TYPES

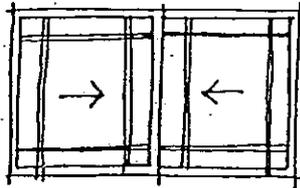
Page 2



- LARGE PANE DOUBLE HUNG SASH WINDOWS



- DECORATIVE CONFIGURATION OF ASTRAGALS WITH INTRODUCTION OF COLOURED GLASS AND FIGURED GLASS

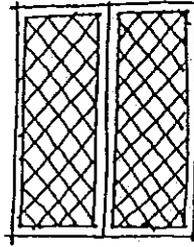
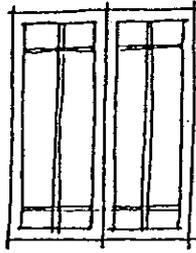


- HORIZONTAL SLIDING GLASS SASHES WITH COLOURED AND FIGURED GLASS PARTICULARLY TO ENCLOSE REAR VERANDAHS.

1900 - 1920

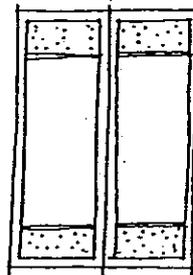
# WINDOW TYPES

Page 3



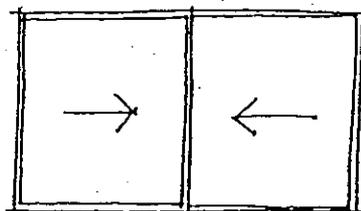
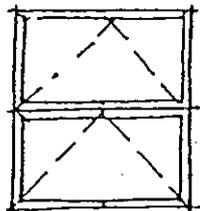
- CASEMENT WINDOWS WITH CLEAR GLASS ALSO INTRODUCTION OF LEADLIGHT WINDOWS

1920 - 1935



- CLEAR AND OBSCURE GLASS LOUVRE WINDOWS

- CLEAR AND OBSCURE GLASS CASEMENT WINDOWS.



- HOPPER WINDOWS

- HORIZONTAL SLIDING ALUMINIUM WINDOWS.

1935 - 1965.

## Building Materials

### (a) Appropriate Solution

- use of consistent material;
- consistent treatment of material ie painted;
- consistent roofing materials.

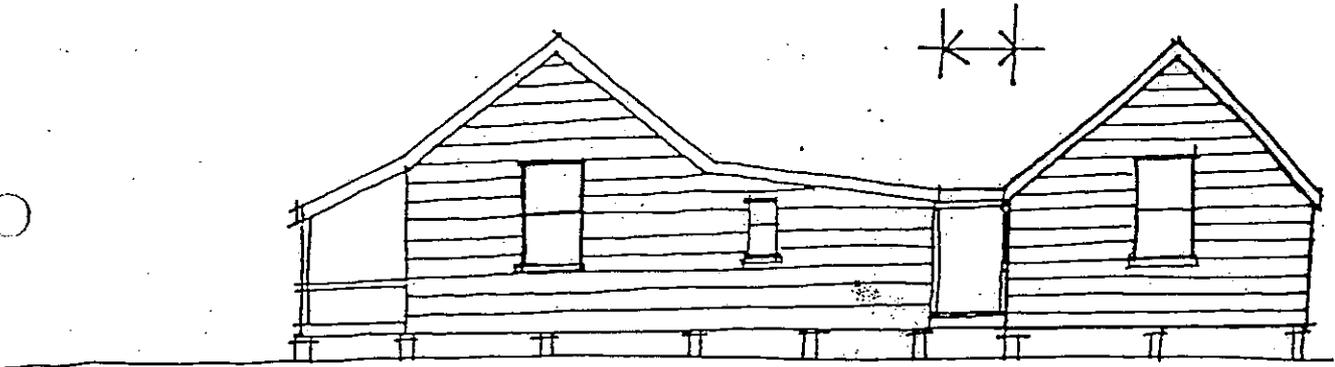
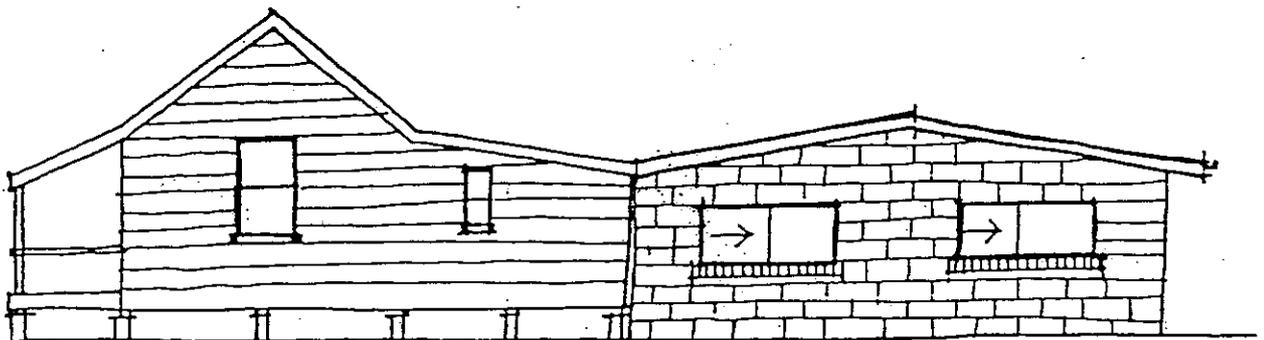


DIAGRAM 31

### (b) Inappropriate Solution

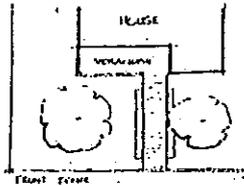
- use of brick/block on predominantly timber building;
- brick left unpainted
- roofing material probably inconsistent.



*Landscaping*

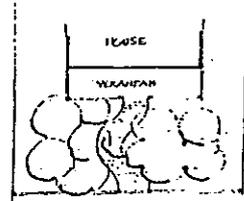
(a) Appropriate solution

- landscaping leaves the house visible from the street;
- plant types are usually exotic and include palm trees, flowering shrubs and border plants in formal layouts;



(b) Inappropriate Solution:

- view of house obscured;
- dense plantings of Australian natives; informal planting.



*Fencing*

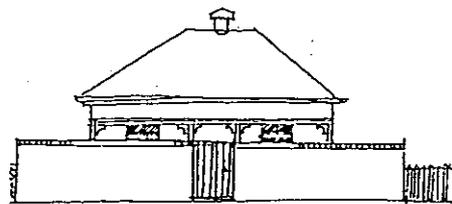
(a) Appropriate solution:

- new fences should be sympathetic with and respectful of heritage areas;
- fencing are open and generally not more than 1.2 metres high;
- fence construction material primarily painted timber;
- no fence is acceptable.



(c) Inappropriate solution:

- high solid fences in front of the front alignment of the house;
- view of house is obscured.



(b) Appropriate solution:

- paling fence;
- picket fence;
- picket types.



(d) Inappropriate solutions:

- galvanised welded mesh;



**Solution 11**

Provision for off-street car parking does not intrude in the streetscape either by its location or design.

**(a) Preferred solution**

- vehicle accommodation is not in streetscape area;
- structure reflects character of dwelling.

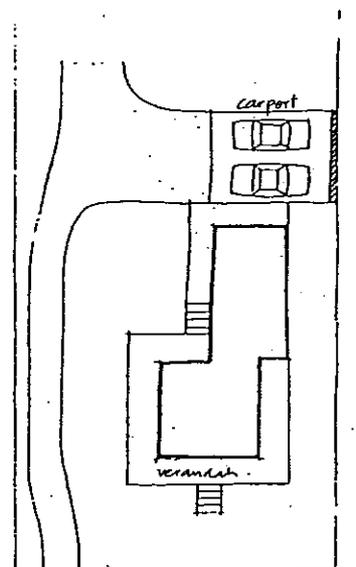


DIAGRAM 21

**(d) Acceptable solution:**

- vehicle accommodation behind front building line;

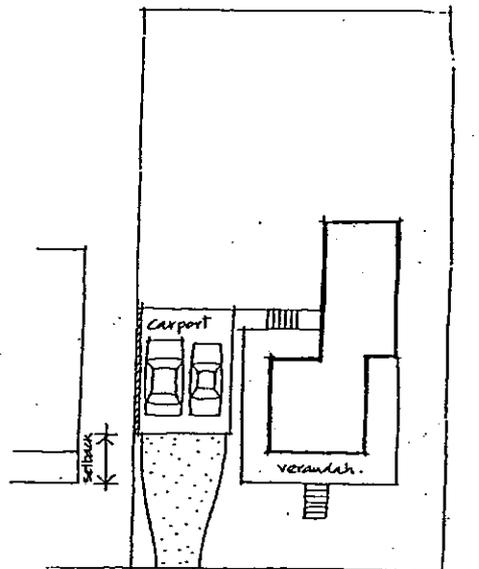


DIAGRAM 24

**(b) Preferred solution:**

- carport roof style compatible with style & pitch of dwelling's roof and enhance the streetscape;
- garages do not dominate the streetscape;
- car accommodation may be under the house if it does not cause interference with the height of the house and it is set behind the second line of stumps.



DIAGRAM 22

**(e) Adequate but not preferred solutions:**

- vehicle accommodation on same alignment as dwelling and therefore will be obvious in streetscape;

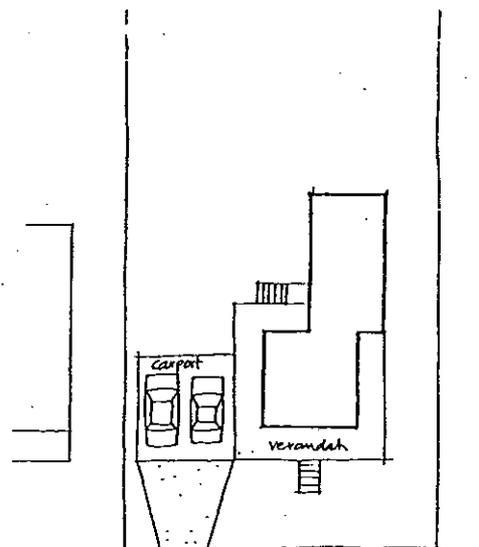


DIAGRAM 25

**(c) Preferred Solution**

- garages integrated into buildings;

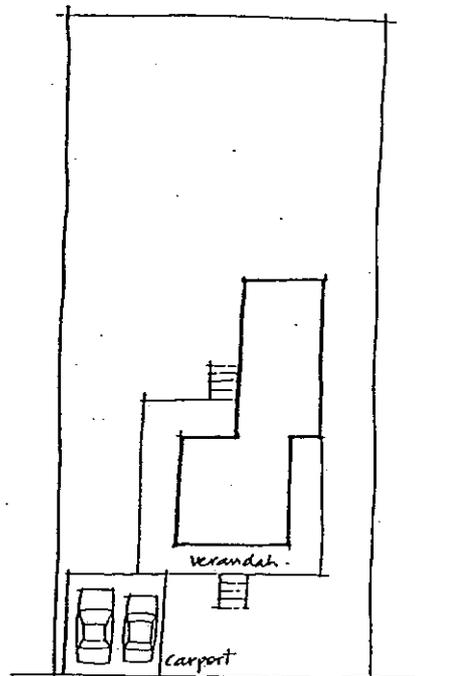


DIAGRAM 23

### Solution 11 (Continued)

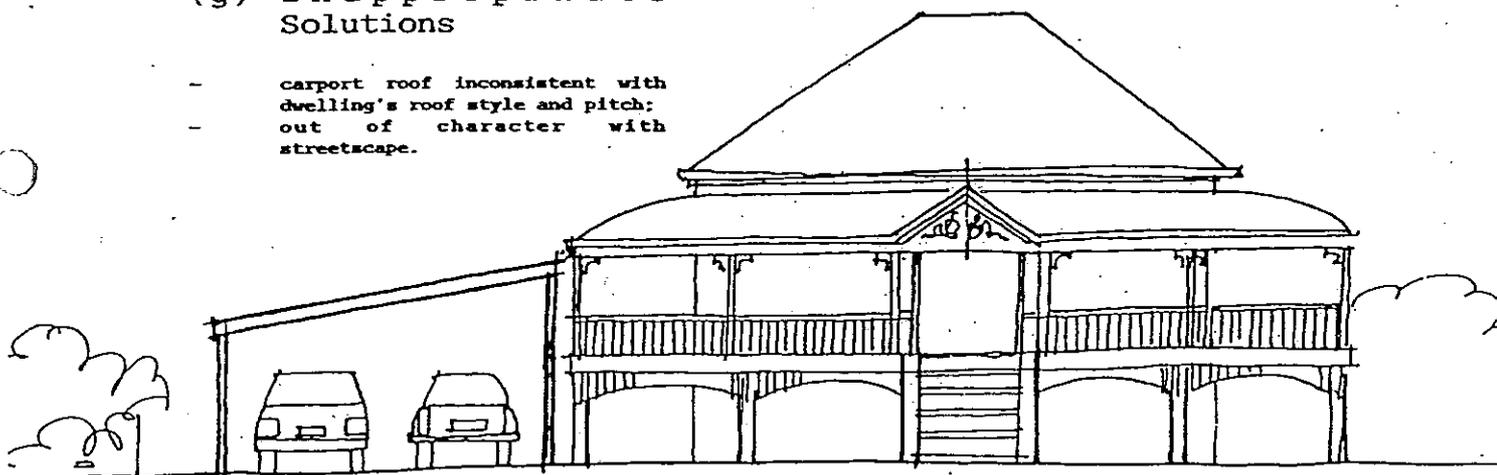
#### (f) Inappropriate solutions:

- vehicle accommodation in front setback, dominating the streetscape



#### (g) Inappropriate Solutions

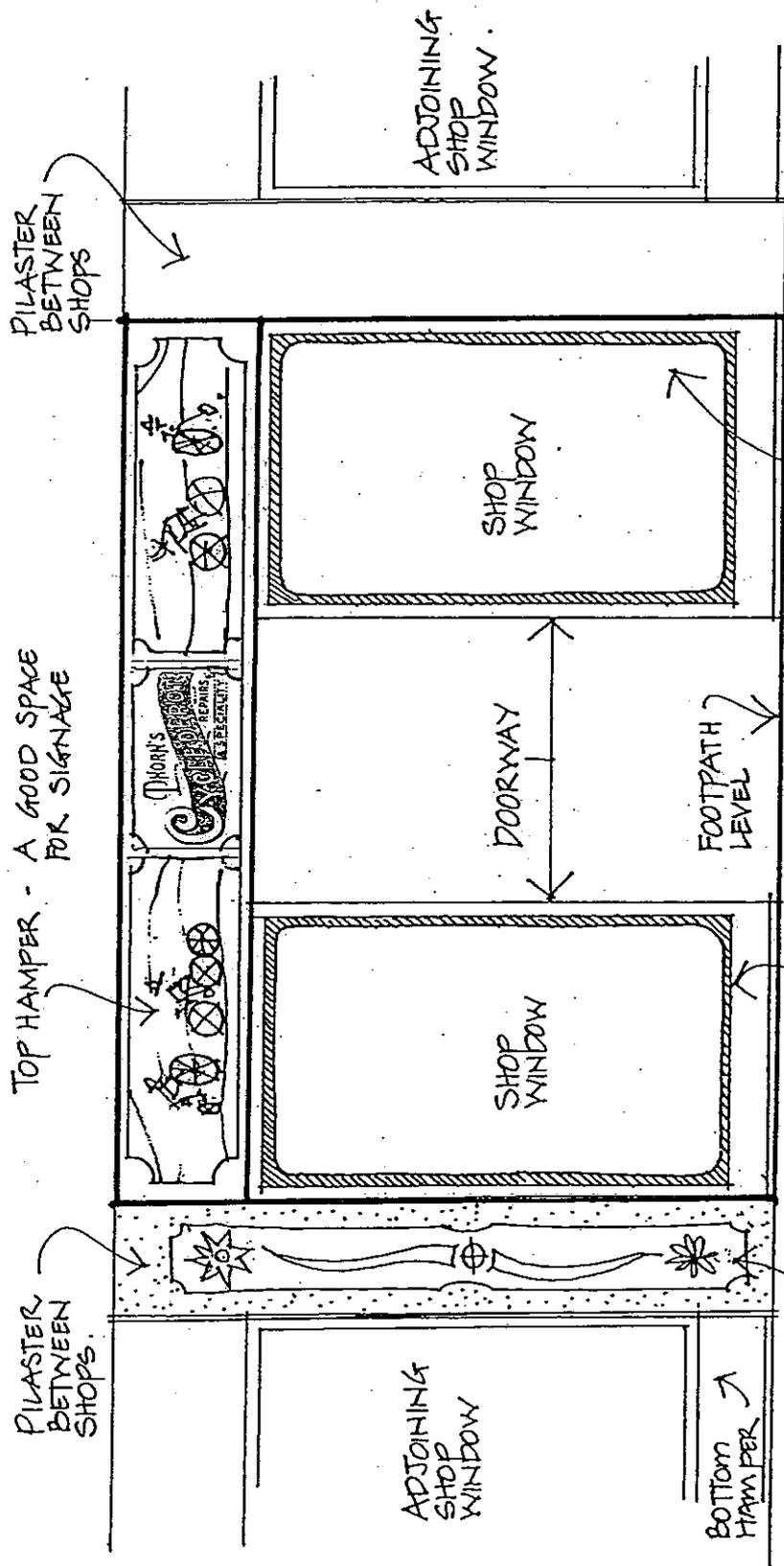
- carport roof inconsistent with dwelling's roof style and pitch;
- out of character with streetscape.



#### (h) Inappropriate Solutions

- avoid allowing garages and carports to dominate the street frontage as it spoils character, reduces surveillance and deters pedestrian activity.





SHOP WINDOWS CAN BE "FRAMED" WITH COLOURED BORDERS TO ENHANCE THE WINDOW DISPLAY. THIS ALSO "SOFTENS" ALUMINIUM FRAMES "SUNKEN" & GILDED LETTERING CAN BE PAINTED ON THE GLASS. SEE PAGE 15.

PILASTER SHOULD BE LEFT BLANK OR SIMPLY DECORATED TO PROVIDE CLEAR SEPARATION BETWEEN ADJOINING SHOPS.

# TYPICAL SHOPFRONT

SOME THINGS TO AVOID

**DON'T** paint signs on face brick walls

It is not possible to remove paint from facebrickwork without damaging the bricks beneath. This will ultimately reduce your property's value.

**DON'T** erect signs above the line of the roof parapet. This despoils the streetscape and leads to the visual clutter shown in figure 1 of these guidelines.

**DON'T** erect signs which obliterate the intrinsic design character of the building or cover over important architectural details. This tends to deface the building and spoils your presentation to the street.

Back-lit plastic signs are generally out of period for buildings constructed before 1950 and should be restricted to inconspicuous positions under the street awnings.

"Neon" tube signs have become a trend with 'some owners' of historic buildings. Generally such signage is out of period with buildings constructed before 1930. Its use should be considered with caution and designed by professionals.

**DON'T** erect signs which are **TOO BIG**. Potential customers are reading the sign from street and at close quarters. Creative and well presented signage is generally in scale with the building, and often the most exclusive shops have the smallest signs.

**DON'T** use letter styles which were never used in historic Ipswich and are therefore out of character. Examples to avoid include "Olde English", "American Showboat", and or "American Wild West" unless you have a sound business image reason to do so.

T U V W X Y Z

a b c d e f g h i j k l m n o

OLD ENGLISH - GENERALLY OUT OF CHARACTER.

WILD WEST

WILD WEST - GENERALLY OUT OF CHARACTER