

DEVELOPMENT GUIDELINES (2022)

WINFIELD STREET HERITAGE AREA

MORAWA

Winfield Street

(West side between White & Davis streets Inclusive)



42	House (corner White Ave)
43	Jones Greengrocers (former)
44	Sampson Buildings (former)
45	2 Shops
46	SITE Tilley's General Motors Service Centre
47	Morawa Drapery Store (SITE of Ross bros Garage)
48	Chemist shop (former)
49	Rural & Industries Bank (former)
50	Morawa Post Office & Telephone Exchange
51	Morawa Merkanooka & Districts Farmers Co-Op Ltd (former) & Garage
52	Bank of New South Wales (former)
53	1970s building
54	Community Stall
55	Tilly's Shop (former)
56	Torrents Store (former)
57	Canberra Dining Rooms (former)
58	Shop
59	Chemist shop
60	Garage (1950s - former)

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Introduction

Morawa's Winfield Street Heritage Area is a place that has special qualities and it is important to retain and enhance those qualities as the town develops through time. Morawa retains a significant legacy of buildings of historic and architectural value.

These guidelines identify the important qualities of the Winfield Street Heritage Area and are intended to assist property owners and the Shire of Morawa to achieve good development outcomes in an important heritage context.

The Statement of Significance of the Winfield Street Heritage Area states as follows:

Winfield Street Heritage Area is of considerable significance as the commercial centre of the town of Morawa. The significant places that represent early development of the town from the 1920s and 1930s, and the post World War Two development that informs of the optimism and prosperity of that period form a significant historical group that captures the historic development of the town of Morawa.

Winfield Street Heritage Area comprising single-storey predominately commercial buildings along the west side of Winfield Street between White Street (north) and Davis Street (south), forms a continuum of places of varying degrees of significance that has cultural significance for the following reasons:

it physically reflects broad social and economic changes from the development of the town after the railway in 1914, and has the potential to contribute significantly to an understanding of the development of Morawa;

the cumulative effect of the scale, massing, texture, materials, colour and detail of individual buildings and their sites provide aesthetic characteristics which have formed in distinctive periods from the early town establishment to the latter decades, clearly demonstrating the aesthetics of those periods;

the continuity of commercial functions that operate without detracting from the overall integrity of the Heritage Area, contribute to the character of the area; and,

the contribution to the Morawa community's sense of place through its social, retail and commercial associations with generations of the community.

Objectives of the Development Guidelines

Winfield Street Heritage Area is regarded as a special cultural environment that informs of a history of Morawa. Winfield Street's individual buildings within a continuity of commercial and retail functions contribute substantially to the significant heritage character of Morawa.

The Development Guidelines will

- Encourage the conservation and protection of the cultural heritage significance of the Winfield Street Heritage Area;
- Ensure that that new buildings, alterations and additions can be accommodated within the Heritage Area without adversely affecting the Heritage Area's significance;
- Encourage the retention of original form, fabric and functions of the heritage places; and,
- Provide improved guidance to landowners and the community about the expectations and planning processes for development within the Heritage Area.

The Development Guidelines should be implemented to the satisfaction of the Shire of Morawa.

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Places that are valued for their historic character convey a sense of continuity with the past. All built environments have their own special character and the Winfield Street Heritage Area is defined by the consistent scale, form and fabric of the commercial, retail and residential buildings dating from c.1914.

Historic character can be devalued and compromised by unsympathetic or non-responsive new development, including additions to existing buildings. Placing new buildings and additions in an historic context requires careful analysis to identify the important elements of the overall heritage character that must be respected.

Character is influenced by a number of contributing factors including:

- date and style of buildings
- scale and form of buildings
- building setbacks
- materials, building techniques and details
- the use mix and activities

Developments that usually appear most out of character share similar design attributes. This includes buildings that are too large in scale, both height and mass, or lack sufficient surface articulation, and/or are presented in strong and/or garish colours that are incongruous with their surroundings. It is these characteristics that should be discouraged in future developments.

Character is also shaped by the relationship between the proportion of solid to void in walls, or the amount of window contained by a wall, together with the play of light, shadows, and the proportion of openings in walls.

The following headings discuss the design criteria that make up character.

The five principle design criteria are:

- Scale or Size
- Form
- Siting
- Materials and colours
- Detailing

All new development should reinforce existing historical character where a particular character can be readily established and is clearly of a desirable form.

Some important general principles guide development and the aim of these guidelines is to protect the town's important features and ensure that change and development is managed in a way that enhances and reinforces its historic character.

Winfield Street Heritage Area reflects the image of a traditional country town, with its main street of commercial and retail buildings surrounded by mainly residential uses. Buildings within Winfield Street Heritage Area are set squarely on their lots with zero front setbacks.

The Australia ICOMOS *Burra Charter* outlines a number of principles including:

Conservation requires the retention of an appropriate visual setting and other relationships that contribute to the cultural significance of the place. New construction, demolition, intrusions, or other changes which would adversely affect the setting or relationships are not appropriate.

Most of the buildings within the Heritage Area make a positive contribution to the town's character, even though individually many do not have high intrinsic value. Some of the buildings have been altered and adapted in a

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variety of ways, but contribute by their relation to the existing pattern, scale and form. Most buildings experience some change over time, and that change may also be relevant to the history of a place and the story it has to tell.

Demolition

Many of the buildings in the Heritage Area are capable of restoration and adaptation. Demolition should only be considered as the last resort with respect to any heritage place.

Demolition of a local heritage place should be avoided wherever possible, although there will be circumstances where demolition is justified. The onus rests with the applicant to provide a clear justification for it.

Demolition approval should not be expected simply because redevelopment is a more attractive economic proposition, or because a building has been neglected. Consideration of a demolition proposal should be based upon the significance of the building or place; the feasibility of restoring or adapting it or incorporating it into new development; the extent to which the community would benefit from the proposed redevelopment; as well as the planning policies relating to the demolition of heritage places in Winfield Street Heritage Area.

The loss of each heritage building impacts on the significance and character of the town as a whole in a negative way.

Additions/alterations

Most heritage places in Winfield Street Heritage Area are capable of additions and development at the rear, without having a negative impact on the street-front character. The guiding principle for additions is to ensure that they do not visually intrude on the existing building or the street context and that they respond appropriately the heritage character of the existing property. Additions should be distinguishable from the original building, and the distinction may be subtle if desired.

New Buildings

New buildings have the capacity to contribute to the streetscape and to complement the existing heritage context. Any new buildings in the Heritage Area should respect their historic context, and respond to the existing character, scale, form, siting, material and colours.

New buildings should not be direct copies of heritage buildings and should be visually distinguishable from them. It is important to distinguish between heritage and new places so that heritage values are not diminished by replication but should respect their scale, form and proportions. New builds should not dominate the streetscape. The distinction may be either subtle, or could be a marked contrast.

The subtle distinction method uses the patterns and proportions of the original building and either uses more modern materials, a distinction in detailing or creates a neutral space, such as a link building.

The marked distinction method involves using contemporary design and respecting the existing building qualities, proportions, and scale.

Development in the Winfield Street Heritage Area has traditionally been located on the front property line, resulting in an almost continuous built façade along the footpath. This is an important and distinctive characteristic of the Heritage Area that should be protected.

Scale

The scale of a building is its size in relation to its context. The resulting development proposal should look as if it belongs to the area in terms of scale. Scale is one of the prime determinants of an area's character, and if scale is not correctly determined, there is little prospect of ameliorating the negative impact of developments that are out of scale.

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All new development – both new buildings and additions to existing buildings – should respect the predominant scale (height, bulk, density and general pattern) that is characteristic of the context and should not have an adverse visual impact on it.

New buildings that need to be larger than the buildings in their surroundings can be reduced in scale by breaking up long walls into bays, by the arrangement of openings and fragmenting roof forms, as appropriate.

Siting

Another critical factor that influences character is building siting in relation to boundaries, particularly front boundaries. Maintaining the dominant zero setbacks in the streetscape will readily reinforce siting aspects of character in that streetscape.

Importantly, retail buildings in the Winfield Street Heritage Area are oriented to the street frontage; in other words the principal elevation of the building, including the entrance, faces the street. New buildings should be oriented in the same manner as those in the context.

Form

The pattern of arrangement and size of buildings in the Heritage Area is an important part of its character.

The street layout and subdivision pattern provide a strong influence in scale by street and block widths. New buildings shall, in each instance, be appropriate to the immediate surroundings.

The traditional pattern and rhythm of development consisting of horizontal strips of development, broken into a vertical rhythm by the compartmentation of shops and fenestration to individual shops, and which reflects the original subdivision pattern, should be maintained.

Traditional retail buildings are simple and rectangular with pitched roofs usually concealed behind parapet walls, and a simple awning or veranda over the public footpath. Pediments form a distinctive pattern. New buildings shall follow these established forms and patterns.

Windows and doors in new buildings should not be copies of traditional styles. Where windows are visible from the street they should be simple timber-framed or commercial quality box aluminium framed windows with proportions reflecting traditional openings.

Design

New development should be architectural statements of their own time, should reflect their function, and at the same time be fitting places which relate to the Winfield Street Heritage Area in a positive manner and reinforce its sense of place.

Rooflines are frequently a significant part of streetscape character. New buildings and additions should respond to and reinforce existing characteristics such as plate / wall height, roof form, ridge lines and parapet lines and roof pitches.

Façade

The treatment of the façade in terms of the proportions, materials, number of openings, ratio of window to wall will also affect how a new building relates to its neighbours, and how an addition relates to an existing building.

Large frontages must be treated in modules that are in keeping with the rhythm of the majority of shopfronts, and shall have the effect of a small frontage character. It is particularly important to retain this kind of rhythm in redevelopment where larger, single use developments covering several lots may be proposed.

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Monolithic buildings with blank street frontages are not acceptable. Large-scale panel systems and sheet metal cladding will not generally achieve the scale and character required to fit in with the context of traditional Winfield Street Heritage Area.

Unless exceptional circumstances can be demonstrated, a new retail development should have an over-pavement awning/veranda to provide effective weather protection for pedestrians. The awning should be simple in design, and should line through with any existing awnings/verandas on adjacent buildings. Awning/verandas supported by posts are encouraged.

For existing buildings, the reinstatement of verandas with veranda posts on the public footpath is encouraged, provided it can be demonstrated that such a veranda would be consistent with the original form and design of the building, and its heritage integrity.

Shop fronts

New shop fronts should take the form of dado below glazing, with a central or side recessed entry, which may or may not be set in a truncated recess.

Shopfront window sills should be in the range of 450mm to 600mm from footpath level, but may be lower where frontages are to be open to the street.

Where new development is to be located adjacent to a heritage building of significance, the new shopfront should pay due regard to the style, scale and colouring of the adjacent building façade.

Windows onto the street should not be tinted, reflective, painted out or rendered opaque by advertising signage. It is important that two-way views into shops and out onto the street are maximised, to increase visual interest, as well as provide greater security through casual surveillance.

Vacant shops should be encouraged to install historic displays or historical photographic murals relevant to the place or the Heritage Area.

Materials

Winfield Street Heritage Area has a range of materials related to the main historic phases of development of the town. These materials, their textures, colours and decorative treatments are important elements of character and significance.

The main materials are associated with the walls of buildings and their window treatments. Roofs tend to play a less significant role as they are generally concealed or partially concealed by parapets. New developments and additions should use characteristic materials, textures and colours that are in use locally and in adjacent heritage buildings. The materials may be re-interpreted in new buildings and additions. It is not necessary, nor desirable, to copy the existing patterns in every detail. However, using existing proportions, sizes and shapes of elements assists with developing harmony.

Materials and colours of the surrounding buildings may be used in new buildings, or used as a point of reference for new buildings. Modern materials are not precluded, providing their proportions and textures and details are sympathetic with the surrounding context and are not in sharp contrast.

Restoration

When restoring or repairing heritage places, replacement materials should match like-with-like. Thus in conservation projects they should have timber doors and windows, like they would have had when built. Materials that were not intended to be painted, such as brick, should not be

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painted. Rendering or painting existing face brick or damaged brickwork in older buildings will cause the brickwork to further deteriorate.

The style of a replacement veranda roof, posts and decoration should be appropriate to the style of the building. In the absence of any documentary evidence regarding the original veranda, a simple replacement veranda without elaborate decoration should be used.

Replacement doors & windows should follow similar patterns to the existing context and doors should be central to the façade or offset to one side, facing directly onto the street. Where a door or window needs replacing it is preferable to use a copy of the original. It is important to retain the original door or window opening.

Colours

Generally colours should respond to the original colours or a contemporary interpretation of those colours. Sympathetic modern colours may also be acceptable. The use of bright or garish colours in large areas visible from the street is not encouraged. Feature brickwork and original unpainted face brickwork should not be painted over.

Lighting

Lighting from the underside of awnings and verandas is acceptable. Low key lighting to facades from verandas and canopies is also generally acceptable.

Signage

In heritage areas such as Winfield Street Heritage Area, architectural and overall heritage characteristics should dominate.

It is generally understood that signage shall be attached to buildings and that signs shall be visually subservient to the building to which they are attached. The buildings and general streetscape must be the dominant element and signage must play a minor role.

The community is also becoming increasingly aware of the value of heritage in the streetscape. Older signs are rare assets that can be capitalised upon by businesses to raise their commercial profile in a unique and highly visible manner.

Considerations of signage needs to:

- permit adequate identification and business advertising
- recognise that advertising signs can help to express the character of the heritage precinct, creating an attractive daytime and evening atmosphere
- limit the number, scale and positioning of advertising signs, and to ensure that signs do not crowd the advertiser's message
- ensure that advertising signs are in keeping with the scale and character of the building upon which they will be attached, and do not detract from the architecture of the building
- ensure that signage is designed and located in a manner that responds to and enhances the heritage place with which it is associated.

Generally, signs on individual buildings within the Heritage Area shall be discreet and should complement the building and area. The architectural characteristics of a building should always dominate.

Advertising should be placed in locations on the building that would traditionally have been used as advertising areas.

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It is not necessary to attempt to create an “historic” character in the advertising, but modern standardised corporate advertising will not usually be appropriate in a heritage area, as it can diminish the integrity and individuality of the area’s historic character.

Careful consideration should be given to the placement of any advertisements so as not to detract from the design form of historic townscapes.

The following signs should not be erected in Winfield Street Heritage Area:

- signs on any building where the structural stability is likely to be impacted by the sign
- pylon signs
- roof signs or signs that break an historic parapet or roof line
- the painting of whole building facades or parapets in bright colours – corporate or other
- fluorescent and iridescent paint colours

Signs that detract from the architectural character of the Heritage Area should be removed.

The Shire of Morawa should consider the following when assessing applications for new advertising signage

- the aggregate number of signs on the building
- consideration of existing signs
- the dimensions and location of the sign(s)
- the content and style of the sign(s)
- the historic cultural values of the building or place the subject of the application

Signage Specific

Signage is to include all or some of the following and shall be incorporated into either (i) a single sign of not more than 600mm x 400mm in size, or (ii), a minimal number of signs located on awnings, fascias, doors, windows or walls, or slung under verandas.

- historic signs may be repainted or conserved
- respects and doesn’t cover important architectural detail on historic buildings
- the maximum size of a street front sign be limited to 10% of principal frontage
- painted signs are kept to a simple design with simple graphics
- painted signage on historic buildings is not permitted
- the siting and form of advertising on new buildings should be considered an integral part of the building design process

Historic Signs

In situations where the Shire considers that an existing sign is of an historic nature and contributes to the character of the streetscape, the owners will be invited to discuss with the Shire options for the retention and conservation of the sign.

In summary, the application of these guidelines is intended to assist property owners and the Shire of Morawa to achieve good development outcomes in the important heritage context of the Heritage Area.

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