

HERITAGE INFORMATION SERIES

HOW TO UNDERTAKE A HERITAGE MAIN STREET STUDY



Heritage Branch, Office of Environment and Heritage
Department of Premier and Cabinet
Locked Bag 5020
Parramatta NSW 2124
Ph: (02) 9873 8500
Fax: (02) 9873 8599
www.heritage.nsw.gov.au

© State of New South Wales through the Heritage Branch, Office of Environment and Heritage, Department of Premier and Cabinet, 2011. You may copy, distribute, display, download and otherwise freely deal with this work for any purpose, provided that you attribute the Heritage Branch, Office of Environment and Heritage, Department of Premier and Cabinet, as the owner. However, you must obtain permission if you wish to: (1) charge others for access to the work (other than at cost); (2) include the work in advertising or a product for sale; or (3) modify the work.

Originally published 1995, revised 1999, April 2007, February 2010, July 2011

ISBN 978 -1-921121-24-1

HB11/03

DISCLAIMER

Any representation, statement, opinion or advice, expressed or implied in this publication is made in good faith but on the basis that the State of New South Wales, its agents and employees are not liable (whether by reason of negligence, lack of care or otherwise) to any person for any damage or loss whatsoever which has occurred or may occur in relation to that person taking or not taking (as the case may be) action in respect of any representation, statement, or advice referred to above.

CONTENTS

Introduction	1
What is a main street program?	1
What is a heritage main street study?	1
Who can apply for funding for a heritage main street study?	1
How much will a study cost?	2
What funding is available for a study?	2
How is a funding application for a study assessed?	2
How do I apply for heritage grant funding?	2
What heritage funding is available to implement the study recommendations?	2
How do I prepare a brief for a heritage main street study?	3
How do I select a heritage consultant to undertake a study?	3
Further information	4
Appendix A	Model Heritage Main Street Study Brief
Appendix B	Model Inventory Sheets
Appendix C	Suggested Letter Package to Owners/Tenants

HERITAGE MAIN STREET STUDIES

Introduction

The Heritage Branch provides funding to assist the preparation of heritage main street studies and main street restoration projects under the NSW Heritage Grants Local government heritage management program. This guideline provides information on how to apply for funding, how to write a study brief, how to select a consultant and how to encourage private owners to undertake restoration projects.

What is a main street program?

Country and suburban main street programs usually begin with the formation of a main street committee which is encouraged to adopt a four point approach:

- ORGANISATION of diverse groups, local government and community representatives with the objective of promoting positive change;
- implementation of DESIGN and HERITAGE CONSERVATION proposals to enhance the physical appearance of all the elements which convey the centre's image;
- implementation of a BUSINESS DEVELOPMENT plan aimed at strengthening existing businesses and creating new opportunities for growth;
- PROMOTION of the centre through special events and other means to emphasise the centre's identity and services.

What is a heritage main street study?

Heritage main street studies provide very specific advice on heritage and urban design issues for the main street concerned to enable private owners and councils to carry out appropriate conservation and enhancement work for their properties and public areas.

Who can apply for funding for a study?

The preference is for councils to lodge applications because they have:

- the resources to run a main street study;
- the implementation role in terms of approving or encouraging appropriate changes to be made to heritage buildings;
- a large stake in the physical implementation of the program as they own all of the public spaces including the roads, footpaths and street furniture;

- they can appoint heritage advisors to assist the implementation of the findings of main street studies;
- they can establish local heritage funds to encourage physical improvements to the main street.

How much will a study cost?

This will depend on the size of the main street, the complexity of the work, the distance to be travelled by the consultant, what other work has been carried out already and what information the local council, the local historical society and other community groups and individuals can supply to the consultant. Studies can be as modest as \$10,000 and as much as \$30,000 or more.

What funding is available for a study?

The Heritage Branch has some funding available to assist Councils to undertake these studies.

Councils are also apply for funding to appoint a heritage advisor and to run a local heritage fund. Please refer to the funding information provided on the Heritage website at www.heritage.nsw.gov.au/funding

The Heritage Branch has also prepared guidelines for how to establish a heritage advisors and a local heritage fund. These guidelines can be downloaded from the Heritage website [local government heritage management page](#) (Ctrl and click on hotlinks).

Funding is targeted towards projects that demonstrate:

- the main street must be clearly of heritage significance. The town centre may be listed in an urban conservation area or may simply have a predominance of heritage items;
- there must be local community interest or the potential to generate interest in this project and a main street committee will be formed to guide the project formulation and implementation;
- following on from the above, there must be confidence that the recommendations of the report will be implemented.

How do I apply for heritage grant funding?

Main street studies are funded through the Heritage Branch NSW Heritage Grants, local government heritage management program. Copies of this Heritage Branch guideline can be downloaded from the Heritage website www.heritage.nsw.gov.au/publications

For further information, contact Victoria Throp at the Heritage Branch by emailing victoria.throp@heritage.nsw.gov.au or phone (02) 9873 8577.

What heritage funding is available to implement the study recommendations?

Funding is available to undertake a heritage main street study through the NSW Heritage Grants Local Government Heritage Management Program. Information about this funding is available on the Heritage website at www.heritage.nsw.gov.au/funding

Funding is available for the appointment of a heritage advisor to assist councils to implement the study recommendations. The heritage advisor can also assist council to manage all of the heritage items in the council area. A separate guideline, *How to Establish a Heritage Advisor Service*, can be downloaded from the Heritage website, www.heritage.nsw.gov.au/publications

Funding is also available to assist councils to establish local heritage funds to provide small grants to local heritage owners in main street and other areas. A separate guideline, *How to Establish a Local Heritage Fund*, can be downloaded from the Heritage website, www.heritage.nsw.gov.au/publications

Funding may also be available to implement conservation work proposal for larger projects through the NSW Heritage Grants Works program. Council and building owners can apply for grants for local government and community projects. Information about this funding is available on the Heritage website at www.heritage.nsw.gov.au/funding

How do I prepare a brief for a heritage main street study?

The Heritage Branch has prepared a model consultant's brief (included in Appendix A) for you to use for your project.

How do I select a heritage consultant to undertake a study?

The Heritage Branch maintains a [heritage consultant's directory](#) on its website. Using this list, you could prepare a short list of five or six consultant to invite to tender on your project.

Further information

For further information check the heritage website www.heritage.nsw.gov.au/funding or contact Victoria Throp at the Heritage Branch by emailing victoria.throp@heritage.nsw.gov.au or phone (02) 9873 8577.

APPENDIX A

MODEL HERITAGE MAIN STREET STUDY BRIEF

BACKGROUND

(This should fully inform the consultant. The following is an example for the mythical town of Brownstown)

Like many small rural service towns Brownstown has experienced financial decay in its business centre.

Although many heritage buildings remain, the majority have fallen into disrepair and unsympathetic infill development has also occurred.

The preparation of a Main Street Study will serve to rekindle the interest and pride of local owners for their buildings; both commercial and private and bring together diverse groups, local government and community representatives with the objective of making positive change happen in the town.

Due to the unique location of Brownstown it is anticipated that a successful Main Street Study will encourage tourism and play an important part in rekindling the town spirit and commercial centre.

It is anticipated that community and economic improvements will flow from the Main Street Study to enhance the physical appearance of all elements of the commercial centre and provide a strategy for Brownstown Shire Council for the improvement to the approaches to the town and its urban design as well as encouraging adaptive reuse and good infill..

Finally, it is anticipated that the Main Street Study will serve as a catalyst to the community generally to revalue and upgrade many of the heritage items within the community and to foster civic and community pride.

Brownstown is a recognised urban conservation area. It is classified by the National Trust and is on the Register of the National Estate.

STUDY AREA

(This should clearly define the area e.g. it may include side streets. Add any other comments you wish to make.)

The study area is outlined on the attached map. The area contains ... buildings of which ... could be described as heritage buildings.

OUTCOMES FOR THE MAIN STREET STUDY

(You need to be very clear about your requirements. Add to the following any matters you consider to be necessary)

A heritage main street study should provide council and property owners and tenants with an overall strategy and detailed recommendations for the following outcomes:

- Encourage and promote the positive and proactive management, conservation and presentation of heritage main street buildings and surrounding areas
- Provide detailed recommendations for property owners and tenants
- Enable positive social and economic benefits for owners/tenants that supports the wider community

The study will address the following:

1. provide a strategy and recommendations to the local council to enable it to take measures to conserve and enhance the identified heritage character and heritage items of the area and encourage appropriate adaptive reuse and infill of heritage buildings; and
2. provide recommendations, information and guidance to building owners and the Council to enable appropriate restoration, painting, infill and urban design including streetscape, street furniture, paving and tree planting.

PROGRAM OF WORK FOR THE CONSULTANT

(Add to the following all tasks you consider to be necessary for the project)

The consultant will be required to complete the following tasks:

1. undertake public meetings with shop owners, lessees, members of the main street committee, council and other interested parties to ensure a clear understanding of the community views on the project and also to create further public interest and to assist a common understanding of the project;
2. undertake research of all material relating to the study area including documentary evidence of the history and development of the area, particularly in the form of photographs;
3. undertake a comprehensive external building and item survey of the study area and produce an inventory of the material;
4. provide guidelines for infill development and, where considered necessary, recommendations on how existing unsympathetic buildings can be made more acceptable;

5. provide sketch designs with recommendations for the restoration of facades to main street buildings based on research and on a close inspection of the buildings concerned;
6. provide a suggested colour scheme for each heritage building. In addition to this, the final report should include standard colour schemes. To assist the consultant good standard information is contained in the Lithgow Main Street Study. This study showed 3-4 different colour schemes for Late Victorian, Edwardian and Twenties and Thirties buildings. The purpose of this inclusion is to give owners an option; the consultant is **only** required to indicate to which period each main street building would belong;
7. provide advice and recommendations on urban design issues including the streetscape, street furniture, paving and lighting on the clear understanding that these must complement the heritage character of the centre and not compete with it. The consultant is specifically required to research street furniture elements previously used in the town and have regard for this in making final recommendations;
8. provide advice and recommendations on appropriate signage and placement of signage. Good readily available information is available on the Heritage website www.heritage.nsw.gov.au. Do a google site search to find: *Streetsmart* (NSW Heritage Office 1998), the NSW Department of Urban Affairs and Planning brochures *Outdoor Advertising: An Urban Design Approach* (1995) and *Controls on Outdoor Advertising: Best Practice Guidelines* (1995); the Lithgow Main Street Study.
9. produce a final report which is capable of easy adaptation or incorporation into a development control plan;
10. indicate to the council amendments that should be made to its local environmental plan to adequately implement the recommendations of the study and, in particular, to protect and manage identified heritage items e.g. by the addition of items to the LEP heritage schedule;
11. assist the council to produce an action package for all owners and tenants based on the recommendations of the study included in Appendix C.

ASSISTANCE TO BE PROVIDED TO THE CONSULTANT BY THE MAIN STREET COMMITTEE/COUNCIL

(This is important. It clarifies the assistance Council will provide to the consultant. It will also help to keep down the cost of the project. You should advise here what administrative backing will be provided. Will there be temporary office space and telephone? Will you be supplying any mapping facilities etc? A contact person for the council and the committee must be nominated.)

INFORMATION SOURCES

(If you know about available information sources include this here. The more advice provided at the outset, the better the study will be. There may be an excellent local history or a good set of early photographs or council records. The local historical society, museum or newspaper may hold excellent material. You may be in a better position to organise these than the consultant. Historic photographs are very important.

REPORT FORMAT

(The format of the report is fundamental to its success. It must present understandable recommendations to the council and all building owners in the main street.)

Suitable for display on council's website: The report, including all graphic materials should be presented to Council in an electronic format suitable for display on its website.

Graphic presentation of the whole study area: Good graphic presentation is critical to the success of this project. There needs to be some representation of the streetscape as a whole, and for individual buildings. This is normally achieved by sketch drawings based on photographs. This will particularly help the council to understand recommendations which it needs to implement in relation to each building and urban design issues including streetscape, footpaths, trees, seating, lighting, traffic management etc.

Graphic presentation of individual buildings: The consultant will prepare minimum two page inventory sheets of every building in a manner similar to the model included in Appendix B.

It is suggested that where there are several shops of the same design, that these be treated as one building. The material can be neatly handwritten and the instructions of work to be undertaken to buildings can also be handwritten in the margin and arrowed across the photograph to the item in question. Importantly, the whole purpose of this advice is to assist the owner to carry out appropriate restoration work.

PUBLIC CONSULTATION

The committee/council considers that public support for this project is of paramount importance and only consultants with a demonstrated success in this area will be considered for the project.

(Request that the consultant provide a proposed consultation process for the study to show how they will approach this section of the study). Council should also include here any intended public exhibition process and anticipated timing and consultant involvement (if any) with this process.

PROJECT MANAGEMENT AND TIMING

(Request the consultant to provide a project outline with stages and a proposed timeframe. Where the conditions of a grant require conformity to a specific time schedule these should be written into the brief. The study must be completed within 12 months of engagement to comply with the funding timeframes set out in the Heritage Branch funding approval.)

PAYMENT

(This section should record how much is to be paid for the project and how and when payments are to be made. It is suggested that Council make progress payments against work completed as follows; 50% on submission and acceptance of a progress report and 50% on submission and acceptance of a final report suitable for public exhibition by Council.)

Appendix B

MODEL INVENTORY SHEETS

Brownstown Main Street Heritage Study 2013

Inventory Item No.:

Date of Inspection:

A serious attempt must be made to locate a historic photograph and date

Historic Photograph

Use this photograph to give advice eg. the removal/relocation of unsympathetic infill, advertising signs, air conditioners, air ducts, television aerials and paint on brickwork and the reinstatement of detail such as parapets, verandahs, etc. Arrow the item and record the advice in the margin.

Photograph at time of inspection

Address:

Present Building Title/Business Name/s:

Former Names:

Period of construction:

- | | |
|---|--|
| <input type="checkbox"/> Colonial 1820-1840 | <input type="checkbox"/> Edwardian 1900-1920 |
| <input type="checkbox"/> Early Victorian
1840-1860 | <input type="checkbox"/> 1920s |
| <input type="checkbox"/> Mid Victorian
1860-1880 | <input type="checkbox"/> Art Deco |
| <input type="checkbox"/> Late Victorian
1880-1900 | <input type="checkbox"/> 1930/1940 |
| <input type="checkbox"/> 1880-1901 | <input type="checkbox"/> 1950s |
| | <input type="checkbox"/> 1960s/1970s |
| | <input type="checkbox"/> 1980s + |
| | <input type="checkbox"/> Other |

Building Description:

- Shop/office only
- Shop with _____ levels over
- Residential only, _____ levels
- Face Brick
- Pebbledash, render details
- Rendered & painted walls
- Modelling & mouldings, highly detailed / moderate / low
- Verandah, _____ levels/ enclosed/ unenclosed
- Balconies/bays, enclosed/unenclosed
- Expressed Roof, TC Tiles, Gal. Iron/Slate/other
- Parapet, solid/balustrade
- Comments

Architectural Quality:

- Very high
- High
- Moderate
- Low

Streetscape Impact:

- Critically important
- Important
- Contributes
- Detracts

Restoration/Colour Advice:

- Good as it is - continue basic maintenance
- Urgent maintenance required/ Timber / Iron / Walls / Other
- Repaint, to period guidelines given in this main street report or one-off scheme below
- Retain face brickwork
- Re-open, or change enclosure of Balconies/Bays/Verandahs
- Remove above-awning sign
- Tolerate as typical of its period
- Instate more appropriate garden/forecourt pavement & detail
- Plant trees to obscure building
- Other specific advice

Appendix C

SUGGESTED LETTER PACKAGE FOR ALL OWNERS/TENANTS AT THE COMPLETION OF THE MAIN STREET STUDY

Reason for this package

The main reason for this package to communicate clearly and positively with owners and tenants about the benefits for them, their business and the community and to seek their enthusiastic agreement and involved in carrying out the main street study recommendations.

The main street study will set out recommendations about desirable physical changes to both private property and public property (eg. footpaths). In the case of private property, nothing will happen unless the owner/tenant has a clear idea of what work is expected of them, why, how much, how to go about it doing the works and possible funding opportunities.

This is why it is important to have a package of understandable information going out at the end of the study.

Don't assume that owners or tenants know what is expected of them because a public meeting has been held - there is a need for the following package of advice.

What should the package contain?

1. A letter from the main street committee advising:

- what the main street project was about and how this will benefit them, their business and property and improvements to the look and feel town overall;
- what the consultants have been engage to do;
- what work and paint scheme are desirable for the building in question - include specific inventory sheet for the building (stress the voluntary nature of the request);
- where paint and other materials can be obtained from and any discounts which might have been arranged;
- what work, including painting, can be carried out without the consent of the council and also what work requires consent, e.g. new signs;
- where the owner/tenant can obtain further advice, e.g. the Heritage Branch, a heritage advisor or a nominated person at council.
- other potential funding opportunities that may be available to assist owners, either individually through local heritage funds, or collectively through larger funding grants from the Heritage Branch NSW Heritage Grants Works program.

- tell heritage owners and managers about the benefits of heritage listing publication; *Heritage Listing explained: What it means for you* – this can be downloaded from the Heritage website publications page.
2. The summary sheet from the study for the building showing work and paint scheme recommendations.
 3. Summary sheet giving general advice on appropriate conservation, eg. The value of keeping unpainted face brickwork intact, using breathable paint on masonry walls, etc.
 4. Very simple illustrated signage control leaflet - this should both show which signs are acceptable and which signs are not and why.