

2. REPORTS

2.1. Bluestone Cottage Relocation Feasibility Study - 375 Barwon Heads Road

Source: City Planning & Economy
Director: Gareth Smith

Purpose

1. To report the outcomes of the feasibility study into the relocation of McAteer's Bluestone Cottage, 375 Barwon Heads Road, as requested in the council resolution of 22 June 2021, and determine how to proceed.

Background

2. McAteer's Bluestone Cottage was of local heritage significance in (i) demonstrating the location of the Marshalltown, an estate of farms, industrial sites, and worker housing now all but lost, and (ii) demonstrating the unusual application of bluestone in a detached workers house.
3. Duplication of the Barwon Heads Road has necessitated removal of the cottage, which was recorded, dismantled, and stored by Major Road Projects Victoria (MRPV).
4. In response to the removal of the cottage, the Marshall Bluestone Cottage Community Group (MBCCG) formed and put forward a proposal to relocate the cottage to the JF Field Memorial Park opposite its original location, where the City would maintain it as a community-run 'History House.'
5. Council resolved on 21 June 2021, that the Chief Executive Officer seek MRPV's support to dismantle and store the cottage and consider options by which the cottage may be restored for public use within the Marshall and Charlemont areas.
6. Consultants were engaged to prepare a feasibility study in consultation with the MBCCG.

Key Matters

7. The Feasibility Study (**Attachment 1**) examines five options including proposals from the community group (MBCCG) and MRPV, along with three options that had the potential to provide for enhanced access and community use, greater sustainability, and cost effectiveness.
8. The community group's proposal ranked lower due to construction costs and siting issues, but the study emphasises that with some compromise to use flexibility and rebuild costs, usage, and siting limitations, that the proposal could score more highly.
9. The highest scoring option (3) is a variation of the community's proposal located on a more suitable site and with a more flexible layout.

10. Based on the study findings, more detailed investigations on the design and operation of option 3 are recommended along with seeking State Government funding support if option 3 was to be implemented.

ORIGINAL RECOMMENDATION

That Council:

1. **Note the findings of the independent Bluestone Cottage Relocation Feasibility Study – 375 Barwon Heads Road;**
2. **Support further work on option 3 to detail design, use and costings in preparation for planning approval; and**
3. **Request the Chief Executive Officer to seek full funding for all costs from the State Government to deliver option 3.**

MOTION:

Cr Mason moved, Cr Harwood seconded -

That Council defer consideration of the report entitled Bluestone Cottage Relocation Feasibility Study – 375 Barwon Heads Road.

Carried

Financial Sustainability

11. The relocation and reconstruction of the Bluestone Cottage is not aligned with Council's 10-Year Financial Plan.
12. Capital: The indicative construction costs for the five options (excl. GST) are as follows:
 - 12.1. Option 1 - \$848,000
 - 12.2. Option 2 - \$128,000
 - 12.3. Option 3 - \$688,000
 - 12.4. Option 4 - \$599,000
 - 12.5. Option 5 - \$599,000
13. Recurrent: ongoing operational and maintenance costs are additional and from the analysis these have the potential to be partially offset by future community use, dependent on the nature of use and charge model imposed by the City.
14. Should Council decide to proceed with further investigating option 3, the costs for all works to prepare for a planning permit will be \$25,000, which can be obtained within the existing 2022-23 budget.
15. Should Council decide to proceed to construction following planning approval, the preliminary cost for associated works will be in the order of \$60,000, which would require a business case in the 2023-24 budget.
16. Should Council proceed to construction, funding of \$700,000 to \$1,000,000 will be required, which would be subject to a business case in the 2024-25 budget if the Council was to fund works.
17. Given the need to relocate the Bluestone Cottage has arisen because of the Barwon Heads Road duplication works, it is recommended that Council requests the Chief Executive Officer to seek full funding from the State Government.

Community Engagement

18. The Feasibility Study has been prepared with detailed input from the MBCCG, MRPV and various City departments.
19. The Feasibility Study was presented to delegates of the MBCCG in June 2021 and they have made a detailed submission in response – refer **Attachment 2**.
20. MRPV was provided an early draft of the study and invited to comment but has not yet responded.
21. To date, the wider community has not been consulted or engaged on this matter and may or may not support the MBCCG's preferred option, or one of the alternate options considered in the feasibility study.

Social Equity and Sustainability

22. Relocation and rebuilding of the cottage close to its original location (options 1 & 3) will retain the cottage as a symbolic landmark of the hamlet of Marshalltown.
23. Relocation and rebuilding of the cottage will provide the opportunity for a limited use community facility in an area where there are few presently.

24. Relocation and rebuilding of the cottage will require a substantial outlay totalling \$700,000-\$1,000,000 in the 2024 and 2025 budgets (depending on the option approved) for a modest heritage and community facility outcome.
25. The community group perceives this cost as justifiable for the benefit of the local Marshall community, but given the heritage and facility needs across the region, the wider community may not share that perception. It is therefore recommended the City seek funding from the State Government.
26. Relocation and rebuilding of the cottage, nor the provision of additional community facilities in the JF Field Reserve or immediate area, are not included in Council's Social Infrastructure Plan or the Community Plan. If the City was to fund these works other priorities in these plans would need to be amended by Council.

Relevant Law/Policy/Legal Implications

27. Any rebuilding of the cottage will trigger the need for compliance with the building code and equal access legislation. This will necessitate minor changes to the original design including such things as ramped/on-grade access, increased doorway widths, exit signs, etc.

Alignment to Community Plan and Vision

28. This report aligns with Our Community Plan 2021-2025 strategic priority:
Healthy, caring, and inclusive community.
Sustainable growth and environment.
29. This report aligns with the Community led 30-year Vision, "Greater Geelong: A Clever and Creative Future" community aspiration:
An inclusive, diverse, healthy, and socially connected community.

Conflict of Interest

30. No officer involved in the preparation of this report declared a general or material conflict of interest.

Risk Assessment

31. Option 1: MBCCG proposal and their preferred option.
Heritage-wise, this is a good outcome with high visibility and proximity to the original location, noting the replication of the building is not necessarily a superior outcome to Options 3-5; there is added complexity and is the highest cost; use and accessibility is more limited than the other options. Modest heritage/use outcome.
32. Option 2: MRPV interpretive footprint.
This option has the most limited heritage outcome providing the interpretation and limited recycling of stone. There's integration within the park but limited enhancement of its use, it has the cheapest implementation cost and potential funding by MRPV who previously committed to spending \$200,000 on this option, but as yet has not committed funding towards the relocation of the cottage. Minor heritage/use outcome.

33. Option 3: Relocation to reserve adjoining park and potential community garden.
The community garden is not critical to assessment outcomes for option 3. It should be considered an additional potential benefit due to the available land at this site, which is not possible for the other four options. Heritage-wise, this is a good outcome with high visibility and proximity to the original location; it has the greatest future community use options; potential to integrate additional aspects of option 1; has the second highest cost; is the only option other than option 1 that MBCCG have indicated any willingness to support, subject to qualifications that will compromise use and cost. Highest heritage/use outcome.
34. Option 4. Marshall Station Reserve.
Heritage-wise, this retains the building but at a distance from the original context; it has good community use options and joint lowest cost but cannot guarantee this outcome as the land is owned by VicTrack who may not support including the cottage in the proposed reserve. Modest heritage/use outcome compromised by land ownership uncertainty.
35. Option 5. Cobbin Farm with St Cuthberts.
Heritage-wise this option retains the building alongside St Cuthberts Church (previously relocated from Marshall Reserve) and has particularly good community use options and joint lowest cost. Modest heritage/use outcome. This option emerged during the feasibility study and was considered worth investigating given its relationship with the current site of the Bluestone Cottage, however, it is outside the area specified in the Council resolution.
36. The cost of construction projects within the current economic climate is highly variable, with contingencies upwards of 40 per cent being indicated as necessary by Victorian Local Government Areas (LGAs).
37. Given the uncertainty associated with the capacity of community groups to manage such facilities on an ongoing basis, there is a risk that the City will have to undertake this role and the costs involved.

Environmental Sustainability

38. Relocation and rebuilding of the cottage has the benefit of recycling of some material (bluestone), but as a total rebuild it will consume more energy than the repair and adaptation of an existing building, like any new build.
39. Any rebuild of the cottage can incorporate several unseen environmental enhancements such as ceiling and floor insulation, double glazing, energy efficient lights, etc.

Attachments

1. Bluestone Cottage Relocation Feasibility Study [2.1.1 - 30 pages]
2. MBCCG Response [2.1.2 - 17 pages]

Bluestone Cottage Relocation Feasibility Study

Final Draft Report For
City of Greater Geelong
July 2022



Consultant Team:



theo.cd.com.au

SBP Advisory

WT PARTNERSHIP

Acknowledgment of Country

WE ACKNOWLEDGE THE WADAWURRUNG PEOPLE AS THE TRADITIONAL OWNERS OF THE LAND, WATERWAYS AND SKIES. WE PAY OUR RESPECTS TO THEIR ELDERS, PAST AND PRESENT. WE ACKNOWLEDGE ALL ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLE WHO ARE PART OF OUR GREATER GEELONG COMMUNITY TODAY.

Contents

Draft for review.

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Prepared for:



Consultant Team:



THE OCD

theocd.com.au
Level 1, 323 Clarendon Street
South Melbourne 3205
Victoria, Australia.



SBP Advisory

www.sbpadvisory.com.au

Unit 3, 456 High Street,
Prahran VIC 3181



WT Partnership

3/240 Pakington Street,
Geelong VIC 3218
Australia

Disclaimer:

The information and concepts contained within this report are exploration concepts and intended for informative and illustrative purposes only. Further development of the preferred concepts would be required to confirm the overall feasibility and scope of any options moving forward.



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02 Executive Summary

01.01 Summary overview

City of Greater Geelong engaged the OCD, SBP Advisory and WT Partnership in late 2021 to undertake a high level feasibility analysis of Bluestone Cottage.

The purpose of this feasibility report is to explore future options and opportunities to reconstruct the now dismantled Bluestone Cottage, formerly located at 375 Barwon Heads Road Charlemont, Geelong.

The team were requested to explore the community proposal to accurately reconstruct the cottage and locate it on public land at Marshall Reserve, also known as JF Field Memorial Park, as a history house and tourist information centre.

In addition, the team developed 4 alternative options for comparison and discussion as outline in 01.02.

01.02 Reconstruction concepts.

Four alternative options for the reconstruction and adaptive re-use of Bluestone Cottage have been developed in conjunction with the City.

The concept options are presented in section 6 of this report and are not listed in any order of preference. However the concept options do vary in reconstruction complexity and associated costs.

It is noted that concept 1 has been provided by MBCCG and concept 2 provided by MRPV. The remaining concepts are developed by The OCD/SBP with input from the City.

The options listed below are not exhaustive or the "only possible solutions" and are not listed in any order of priority. They have been developed as potential variations or alternatives to the MBCCG concept.

The concept options are:

- 1. MBCCG - Marshall Town History House.**
(The building to be used as a tourist information centre, history house or for community purpose.)
- 2. MRPV Interpretation footprint.**
(Interpretation concept provided by RBA Architects.)
- 3. Mixed Use & Community Garden.**
(A hybrid community purpose option derived from MBCCG concept and developed by The OCD/SBP.)
- 4. Marshall Station Precinct.** (Alternative site relocation and reconstruction option for community purpose to the Marshall Train Station Precinct.)
- 5. Cobbin Chapel & Homestead, Grovedale.**
(Relocation and adaptive re-use for a City operated venue for hire. Co-located with St Cuthberts Church)

01.03 Evaluation criteria

In order to fairly and evenly assess the different options we have developed a series of criteria in conjunction with the City.

Each option has been evaluated against the criteria to give an overall score. The criteria allowed the team to make a fair assessment between all the options.

The scoring was conducted by 3 contractors from the OCD and SBP independently and then averaged out.

The criteria are:

1. Community benefit
2. Fit for purpose design and flexibility of usage options.
3. Retention and reinstatement of original design.
4. Impact on open space.
5. Impact on proposed option to site and surrounds.
6. Impact on public amenity.
7. Industry standards and Council Policy alignment (Sustainability, CPTED, Accessibility & universal design, COGG design objectives and guidelines).
8. Traffic (proximity to road, access to building, parking availability, DDA parking, impact on existing parking) considerations of proposal.
9. Indicative/estimated construction costs.
10. Project establishment, delivery risk and associated timeframes risk.

01.04 Evaluation results

The detailed scoring of the options can be found in section 7, page 26.

The scoring results are as follows:

- **Option 1: 15.9**
- **Option 2: 18.0**
- **Option 3: 25.5**
- **Option 4: 18.7**
- **Option 5: 22.7**

Given that the demonstrable heritage value of the cottage previously lay in it being a landmark than a period home; ie the significance was derived primarily from its visible external envelope and ability to demonstrate size, architectural style and materials, rather than interior aspects, there is negligible difference in the heritage conservation benefits of options 1, 3, 4 & 5.

The evaluation results show that concept options 3 (mixed use & community garden) and 5 (relocation to Cobbin Chapel & Homestead) would likely deliver both better value for money and a higher level and diversity of community patronage.

Option 5 has the added benefit of complementary relocation to an existing heritage precinct and the adjacency of St Cuthberts, formerly located within Marshall Reserve. It is noted that both buildings were historically located within approximately 120 metres of each other.

The preferred option of the MBCCG, (Marshalltown history house) scored lower due to its higher implementation costs and reduced community benefit/flexibility.

Whilst all options can be value managed and improved, we suggest that options 3 and 5 merit further investigation if COGG decide to progress with a more detailed concept design and functional operating model.

02 Introduction

02.01 Introduction to this report



File image of Bluestone Cottage

Information for this report has been sourced from multiple organisations and the key stakeholders outlined below. We recognise the following sources and provide a general acknowledgment for the content within this report.

1. City of Greater Geelong.
2. Marshall Bluestone Cottage Community Group.
3. Major Roads Projects Victoria
4. Schramms Cottage, Doncaster.
5. Original cottage site location. (MBCCG)
6. Marshall Reserve. (MBCCG)
7. Retained materials storage site. (MRPV)

02 Introduction**02.02 Background**

The Bluestone Cottage at 375 Barwon Heads Road was removed in 2021 due to the duplication of the Barwon Heads Road. Works are currently being undertaken by State agency Major Road Projects Victoria (MRPV). MRPV have also facilitated the deconstruction and storage of the retained building materials.

The Cottage possessed historical values associated with the development of farming and tanning in the Marshalltown area during the 19th Century, and aesthetic value through its bluestone and slate roofed construction.

The preference of local community groups is for the Cottage to be relocated to the Marshall Reserve and operated as a community facility.

Cr Murrin moved, Cr Asher seconded –

That Council request the Chief Executive Officer to:

1. Write to Major Roads Project Victoria to seek agreement to appropriately dismantle and store the cottage, and consider options that facilitate the cottage to be restored for use within the local area; and

2. Investigate sustainable options for the cottage to be restored for public purposes in the Marshall and Charlemont areas and report to Council by December 2021.

This has the benefit of retaining it within the historical context of 'Marshalltown', however there are a number of consideration to take into account, including the Park's existing values and amenity; short-term capital resourcing, and recurrent resourcing and management consequences in operating the Cottage as an ongoing public facility.

02.03 Scope

The City of Greater Geelong (COGG) is investigating the feasibility of relocating and reconstructing the Cottage on an alternative site as a means to ensuring its survival.

A high level scope of the feasibility analysis is outlined below, as per the COGG brief to the project team.

1. Gather critical and contextual information relating to the site, cottage, history, proposed use and surrounding sites to inform the analysis. Review reports, and relative documentation.
2. Undertake key stakeholder consultations, materials investigation and undertake site investigations.
3. Investigate and analyse potential options for the relocation and reconstruction of the cottage.
4. Provide high level scope costings for the options that include capital costs, site works, fit-outs and historical interpretations.
5. Benchmark facility operational models.
6. Provide a preferred option outcome and summary of recommendation.
7. Provide cost plans by a suitably qualified cost planning consultant.

02.04 Purpose of this feasibility

The purpose of the Feasibility Study is to inform COGG as to the implications of the relocation and future use for public purposes of the Bluestone Cottage from 375 Barwon Heads Road to within Marshall Reserve, consistent with the preference of local community groups.

This Feasibility Study aims to assess and inform COGG of these considerations.

The City wished that a range of alternative options including the interpretation strategy developed by RBA Architects on behalf of MRPV be explored for comparative purposes. .

The authors of this report acknowledge that the options included are by no means exhaustive and are listed as possible solutions.

The scope of the study does not include a detailed heritage assessment, critique of background works or interpretation of heritage planning principles.

This report presents a series of high level options to assist the City in making an informed decision that leads to successful outcomes for the greater community of Geelong. The options are not exhaustive but cover a broad range of physical adaptations and uses for comparative purposes.

Detailed development of any preferred option(s), the preparation of working drawings and specifications and the obtaining of regulatory approvals would need to occur before any relocation can be implemented.

02.05 Glossary of abbreviations

COGG/ the City	City of Greater Geelong
MBCCG	Marshall Bluestone Cottage Community Group
MRPV	Major Roads projects Victoria
PSP	Precinct Structure Plan
CHMP	Cultural Heritage Management Plan
RBA	Roger Beeston Architects
The OCD	The Office for Collective Design
SBP	Sports Business Partnership Advisory
WTP	WT Partnership

01 Introduction

02.06 Methodology

The below outlines the general methodology undertaken for the feasibility. Due to the high level nature of the project and the fact that the cottage was already demolished at the time of the creation of this report, our team were unable to inspect the original building. However, MRPV provided access to the retained materials.

The process undertaken to create the report was:

- Information gathering.
- Stakeholder meetings and consultations.
- Developing base drawings and 3D model.
- Site investigations.
- Document review.
- Schramms cottage site visit.
- Retained materials inspection.
- Develop a detailed plan that represents the community group preferred option, known here as option 1.
- Develop additional feasibility options and agree with key stakeholders.
- Develop initial sketch plans for the options for confirmation and approval from stakeholder groups.
- Develop detailed site plans reflecting proposals.
- Benchmark operating models of comparable community buildings.
- Undertake high level costings of the options. (WSP)
- Review options against an agreed criteria table.
- Develop a draft report for the City and Councilors to review.
- Present a high level series of options to the community for comment.
- Finalise the report and recommendations.

02.07 Project responsibility

To date, MRPV have undertaken all preliminary site investigations, demolished the building and have currently made a commitment to funding the interpretation concept known in this report as option 2.

Given that MRPV had agreed to funding and delivering an interpretation scheme, only the general levels of documentation required to deliver this were completed and also reflected within the deconstruction methodology.

An outstanding issue to resolve will be storage of the retained materials that are currently located in a depot on loan to MRPV in North Geelong. It is understood that this availability is limited to a number of months and ongoing storage of materials while COGG investigates the future of the cottage reconstruction must be considered.

MRPV has not committed or obliged to funding any rebuilding work that would be required for the other options outside of option 2, the interpretation scheme.



Roof structure exposed but not retained during deconstruction.

02.08 Project associated risks of reconstructing the Marshalltown Bluestone Cottage.

Risks associated with the reconstruction and feasibility of the project exist such as:

- General building records and data.
- Inconsistencies between the available building drawing plan data. We assume the RBA plan to be the most accurate.
- Only a portion of the original red brick for internal partitions have been retained.
- General degrading of structural performance and condition of retained building materials.
- Reconstruction of building due to a lack of adequate records can only ever be interpretive.
- Costs of detailed reconstruction.
- Feasibility of the proposed use and function.
- Responsibility for project and associated project costs.
- Costs of associated works dependent on site locations.
- DDA/building code compliance.
- Land ownership outside of council (option 4).



Retained external bluestone blocks ready for storage.

02.09 Consideration given to works undertaken to date.

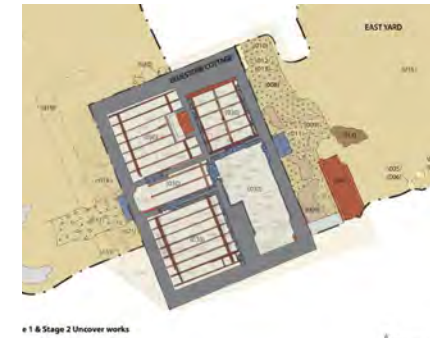
Consideration needs to be given to the works and costs undertaken to date to visually survey, document, dismantle and store materials and preserve examples of detailing of the cottage to date in the works engaged by MRPV.

We also recognise the significant contribution made by MRPV during these stages and understand that MRPV have completed their commitments to the project.

Whilst we are unable to provide the detailed costs of works undertaken by MRPV to date, it is understood to be costs are considerable.

Given the extensive works and process undertaken to date a logical conclusion and outcome would be continuation of the project and to utilise these preliminary stages and the stored stonework.

***We note that at the time of dismantling, an exact reconstruction of the cottage was not being considered and as such, only general existing building information was documented.*



Archaeological survey of footings and floor structure.

03 Bluestone Cottage

03.01 History and Heritage Significance

Francis McAteer first constructed a temporary dwelling on the property at 375 Barwon Heads Road as the Geelong Rate Books listed a Mrs McAteer at Breakwater as owner of a two-roomed weatherboard dwelling and garden in 1865-66. It would appear that McAteer built the existing bluestone cottage in the immediate ensuing years.

The locally unusual bluestone construction of the cottage might have emanated from surplus bluestone from the enlargement of the nearby Brearley Brothers' Australian Tannery in the 1860s.

McAteer and his family continued to reside at the bluestone cottage until his death in 1901. Catherine McAteer was listed in the South Barwon Rate Books as the owner and occupier in 1902-03, and she remained a "life tenant" of the property until her death in 1915. The second son of Francis and Catherine, Edward McAteer, continued to reside and own the bluestone cottage as well as the property directly opposite a 1 Tannery Road until his death.

By 1957, the property was owned by Reno Saccardo, a market gardener. By the late 20th century, the cottage had fallen into disrepair. In 2004, the cottage was restored and a cafe and art gallery operated there until recent years.

Following a heritage assessment by GJM consultants, the building was demolished in 2021 as part of the road alignment project being undertaken by MRPV.

Heritage Significance

The bluestone cottage formerly located at 375 Barwon Heads Road, Charlemont, was architecturally and historically significant at a LOCAL level.

Source: Armstrong Creek Urban Growth Area: Marshall & Western Employment Precincts Heritage Citations 2013-14

 theocd.com.au  SBP Advisory

03.02 Cottage Description

The symmetrical, single level, bluestone, Victorian styled cottage was characterised by a hipped roof form at the front and double hipped roof forms that project at the rear. These roofs were clad in early slate (except from the central inner roof faces not visible to street that were clad in corrugated sheet metal).

Two original face brick chimneys adorn the roofline and assisted to define the symmetry of the dwelling. The symmetry was also accentuated by the original central front doorway with bluestone lintel, and the early timber framed transom and four panelled timber door (the glazing in the upper panels was introduced) and the flanking window openings with introduced timber framed 8 paned double hung windows (these windows replaced the original 12 paned double hung windows shown in the photograph of 1998).

Other original features of the design include the bluestone window sills and the tooled edges to the bluestone on the building corners and door and window openings. The window canopies, vertical panels flanking the front door, and violet over-painting to the door and windows were all introduced.

Source: Armstrong Creek Urban Growth Area: Marshall & Western Employment Precincts Heritage Citations 2013-14



Bluestone Cottage 3D scan

03.03 MRPV Road Alignment Project

The Barwon Heads Road upgrades project extends for 4 kilometres from Settlement Road to Reserve Road and is proposed to be completed in 2023.

As part of the upgrade additional land has been acquired including the site of the cottage. The results of a heritage report undertaken by GJM Heritage, concluded that: *"The bluestone cottage at 375 Barwon Heads Road does not demonstrate any characteristics that elevate it above the large numbers of this class of place that are included on the Heritage Overlay."*

The report also touched on possible options for sale and relocation of the building or an interpretation to be located in nearby Marshall Reserve. MRPV opted to pursue the option of demolishing the cottage and creating an interpretive footprint on the JF Field Park as per Option 2 in this report.

MRPV has supported relocation of several heritage buildings where road duplication is occurring, including a current plan to relocate the Wollert Methodist Church in Whittlesea to the Carome Homestead in Mernda.



MRPV proposed road alignment with cottage outlined in green

03.04 Campaign to Save the Cottage

The demolition of the cottage by MRPV was objected to by a local group of concerned residents who formed a community group to oppose the total demolition of the cottage.

The group set up a website and campaigned for a commitment to save or relocate the cottage.



Campaign poster on site

03 Bluestone Cottage

03.05 Bluestone Cottage Community Group

On 9th December 2020 the Marshall Bluestone Cottage Community Group was formed. The Group has engaged with the community to garner broader support.

The Group's objective is to save, relocate and re-purpose the two heritage buildings as community assets to be open to the public for multiple purposes.

Source: Marshall Bluestone Cottage Community Group
Proposal Concept March 2021

<https://marshallbluestonecottage.org>

After engaging with this group, Major Road Projects Victoria determined it would dismantle rather than demolish the cottage so that relocation options could be pursued.



Marshall Bluestone Cottage Community Group

03.06 Cottage Dismantling and Storage

In early 2021, dismantling and partial demolition of the cottage was undertaken.

The dismantling process retained all external large bluestone face blocks. These have been individually tagged and coded to allow for accurate placement during reconstruction. Samples of timber detailing have been saved.

A portion of the internal brickwork has been retained, approximately 2500 red bricks, as well as a portion of the internal rubble wall.



Demolition and conservation images

03.07 The Community Group Concept

It is proposed that the future location for these buildings is within the J F Field Marshall Park at the same intersection on the diagonally opposite north-west corner.

The J F Field public parkland was gifted to the public, and is now a community precinct with tennis court and playground. There are no public conveniences at the park.

The Park has the space to accommodate these buildings. It is proposed that the Cottage be named Marshall Town History House, and the associated outhouse be re-purposed as a separate convenience block for park and cottage users.

Source: Marshall Bluestone Cottage Community Group
Proposal Concept March 2021

Authors note: The original concept included the outbuilding which was not retained as part of the MRPV conservation works. The detailed community group proposal is included in the attachments of this report.

ig, a courtyard could be created between the outbuilding and the tennis court.



Marshall Bluestone Cottage Community Group concept plan

03.08 Marshall Reserve / JF Field Memorial Park

Marshall Reserve, also known as JF Field Memorial Park, is a community recreation area located on the corner of Barwon Heads Road and Marshall Town Road.

Marshall Reserve is classified as a local level reserve, and primarily services nearby residents within a 400m catchment.

As a local level reserve, it should include seating, a picnic table, access to water and a play space, however is not required to have public toilets, on-site car parking, shelter or lighting.

The reserve is of local heritage importance and the site of several building structures during its history.

The buildings were sighted mainly on Marshall Town Road before the Barwon Heads Road realignment.

In 1987, the last building on the site, St. Cuthberts, was relocated 2.8 Km away to Cobbin Farm in Grovedale and is still operated by COGG as a venue for hire.



Marshall Reserve and location past buildings on site.

03 Bluestone Cottage

03.09 Existing Cottage Drawings

The following illustrations reflect our efforts to reconstruct the design of the cottage based on the available drawings, photographs and information. We note that there may be more accurate documentation of the existing condition of the building that was not readily available at hand during the creation of these drawings.

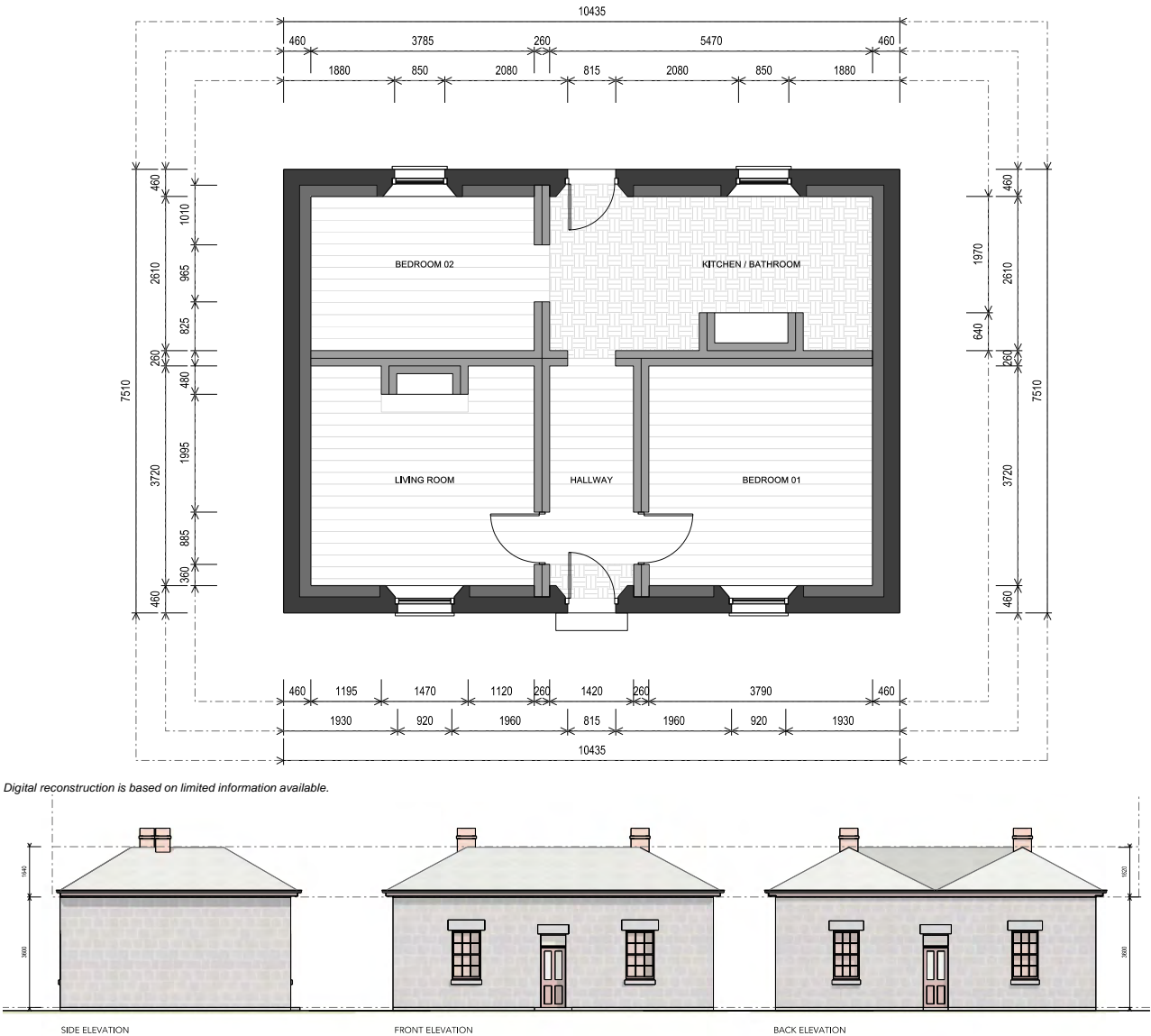
The illustrations are derived from a compilation of the following:

- Archaeological footings documentation.
- MBCCG plans and elevations.
- RBA Architects plans.
- MRPV photographs.
- Deconstruction images.
- Other general images and information.
- 3D scan. (images extracted only)

It is observed that overall there was a general constituency between the documentation however we note an inconsistency in the building width between the existing conditions plan provided by RBA Architects, the handrawn plan from MBCCG and the footings plan provided by the Archaeological dig. For the instances of this report we deferred to the overall dimensions provided by RBA Architects and overlaid the additional information to build up the most accurate representation possible.

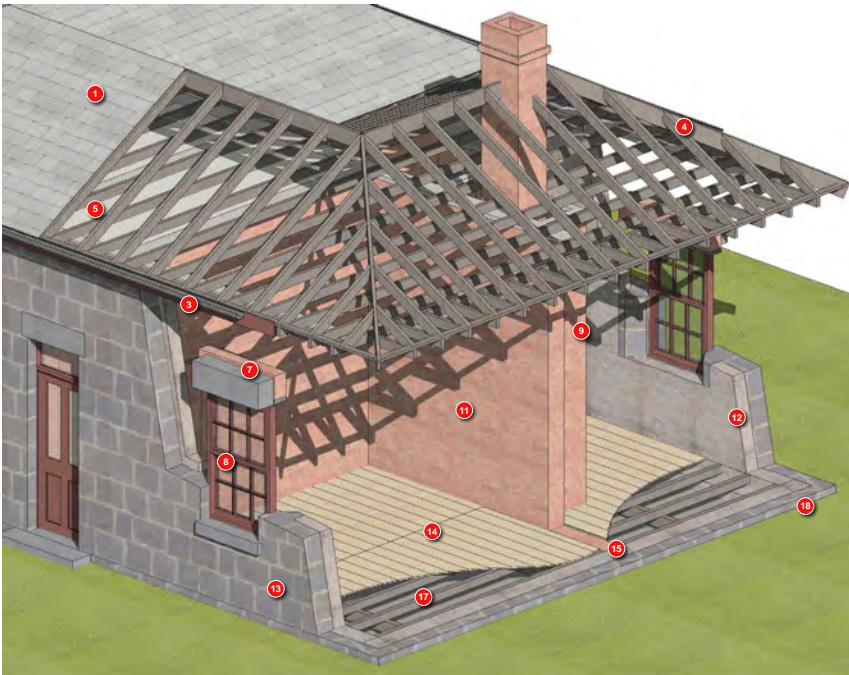
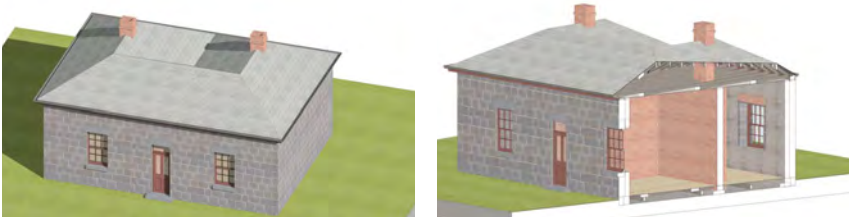
The general detail of the information was high level. Thus we have attempted add to the level of detailed based on the deconstruction images.

The reasoning for developing a detailed set of drawings is that we can provide a higher level of accuracy for costings and understanding the physical impact on the original building design.

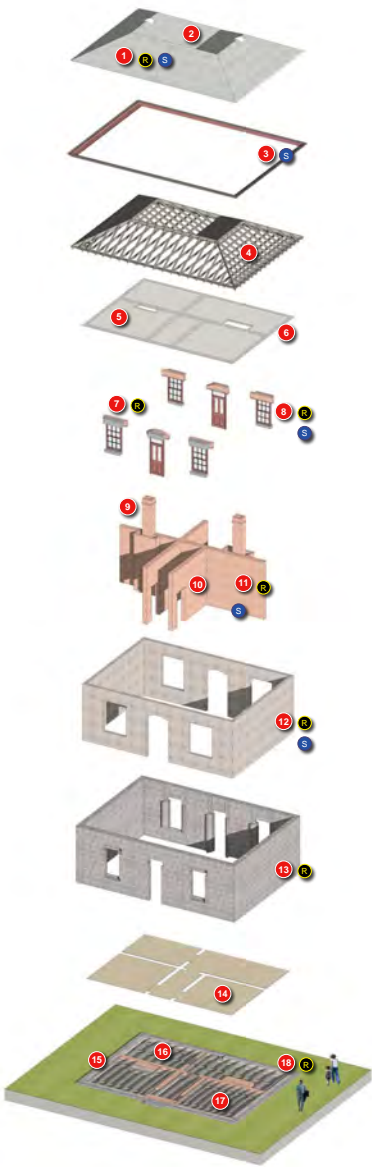


03 Bluestone Cottage

03.10 Digital reconstruction/interpretation of design.



Digital reconstruction is based on limited information available.



- 1 Slate tile roof.
Most tiles have been retained, however are in a poor condition so will require replacement.
- 2 Corrugated steel roof.
- 3 Fascia, eaves and gutter.
Some visual details of structure provided.
- 4 Roof framing.
- 5 Ceilings.
- 6 Wall capping mortar.
- 7 Bluestone/brick lintels.
Bluestone lintels have been retained.
- 8 Timber frame doors and windows.
Windows have been retained however are in a poor condition and therefore cannot be re-used.
- 9 Chimneys.
- 10 Timber door lintels.
- 11 Internal walls.
Approximately 2500 only bricks have been retained due to the poor condition of the internal walls.
Samples of timber detailing have been retained.
- 12 Internal rubble and mortar wall.
Larger rubble has been retained to allow for a sample element of reconstruction.
- 13 External bluestone wall.
These stones have been retained and documented as part of the dismantling works.
- 14 Internal floor boards.
- 15 Rubble/Brickwork footings.
- 16 Timber tree stump footings.
- 17 Timber floor joists and bearers .
- 18 External bluestone base course.
These stones have been retained and documented as part of the dismantling works.

LEGEND
R Denotes retained materials.
S Denotes possible sample retained.

04 Document Review Summary

04.01 Document Review Summary

To better understand the background and inform the report, a number of documents, articles, drawings and images have been reviewed.

It is clear from the available information reviewed that at the time of dismantling, an exact reconstruction of the cottage was not being considered and as such, only general existing building information exists.

There are no documents or drawings that reflect an intent to completely reconstruct the building in its original form.

We note that only a general layout plan created by RBA heritage architects exists as the most accurate plan. No elevations, sections or detailed architectural drawings exist that would be able to be used to inform accurate reconstruction.

04.02 Document Review List

The following documents have been generally reviewed to assist the preparation of this report.

- COGG project brief
- <https://marshallbluestonecottage.org/>
- MRPV alignment plans
- Armstrong Creek Urban Growth Plan: Marshall & Western Employment Precincts, Heritage Assessments, 2014
- GJM Heritage. Strategic Heritage Report: Bluestone Dwelling at 375 Barwon Heads Road, Charlemont 25 February 2020
- Former McAteer Farming Complex, Archival Record. RBA ARCHITECTS + CONSERVATION CONSULTANTS, August 2021
- Draft Activity method Statement for dismantle and recovery.
- CONCEPT PROPOSAL, Marshall Bluestone Cottage Community Group
- The Burra Charter
- 20210219 - BHR Approved CHMP 14866.
- Signed Survey Plan SP24296-SP24343 - WP3
- Draft Heritage Interpretation Schematic Design (November 2020)
- BHR - Matrix Archaeology - Assessment of Marshall Reserve and Bluestone Cottage
- H7721-0539_Consent to Damage application
- H7721-0539_Consent to Uncover application v2
- H7721-0540_Consent to Damage application document v2
- H7721-0540_Consent to Excavate application document_v002
- H7721-0540_Consent to Uncover application document v003
- Marshall Precinct Structure Plan, July 2019
- Armstrong Creek Urban Growth Plan, background report
- Floor plan - RBA via MRPV
- Hand drawn floor plan & elevations - MBCCG

04.03 The Burra Charter

The Burra Charter is a document published by the Australian ICOMOS which defines the basic principles and procedures to be followed in the conservation of Australian heritage places

As part of this project the Burra charter was referred to for guidance given the unique nature of the project.

The relevant guiding articles reviewed are:

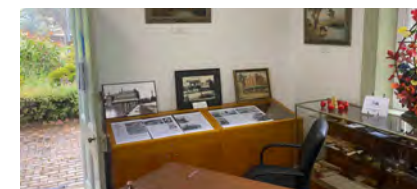
- Article 8. Setting.
- Article 9. Location.
- Article 12. Participation.
- Article 13. Co-existence of cultural values.
- Article 14. Conservation processes.
- Article 15. Change.
- Article 18. Restoration and reconstruction.
- Article 20. Reconstruction.
- Article 22. New work.
- Article 33. Removed fabric.

04.04 Schramms Cottage, Doncaster

Schramms Cottage was put forward by the MBCCG as a preferred benchmark for the proposed community concept. Schramms cottage was dismantled and relocated in 1975 to make way for a road enlargement. The cottage is currently listed on their website as being open Sundays and public holidays 2 pm - 5 pm.

The reconstruction project was started by the local community and finished by Council at a cost of \$50,000 in 1975 which equates to approximately \$400,000 in 2022. It is uncertain if this amount also covers site infrastructure works and other associated costs.

The cottage is an acceptable benchmark for this project however there may still be differences between how the project was undertaken, differences and changes of standards and practices since 1975 as well as the quality and amount of dismantled materials retained for reconstruction.



Schramms Cottage site visit

05 Consultation Summary

05.01 Stakeholder Consultation Overview

SBP Advisory and The OCD conducted a series of site visits and consultation sessions with a range of community group members and key project stakeholders.

The key findings from these sessions are another important data input into the feasibility study.

The specific stakeholder groups consulted include:

- Marshall Bluestone Cottage Community Group;
- National Trust of Australia - Geelong & Region Branch;
- Major Road Projects Victoria, and;
- Council officers from Urban Design and Heritage, Social Planning and Investments, and Social Infrastructure.

05.02 Potential Benefits and Opportunities

As a landmark building facing a major road intersection, the cottage was of sentimental value to the Marshall community and is supported by over 850 community members.

The Cottage could be a heritage tourism gateway or a hub for the area.

Appeals to a specific segment of the community who might not engage with the majority of community facilities/assets.

The cottage has been used as a residence, wellbeing centre and art gallery in the past.

Three separate studies have established the significance of the bluestone cottage:

- **Armstrong Creek Urban Growth Plan: Marshall & Western Employment Precincts, Heritage Assessments, 2014**
- **GJM Heritage. Strategic Heritage Report: Bluestone Dwelling at 375 Barwon Heads Road, Charlemont 25 February 2020**
- **Former McAteer Farming Complex, Archival Record. RBA ARCHITECTS + CONSERVATION CONSULTANTS, August 2021**

Reconstruction could potentially involve local TAFE and community volunteers – as an education and engagement process.

A reconstructed cottage could be re-purposed for various flexible uses: public art, community garden, meeting space, maze, tool or maintenance shed, shelter structure, etc.

05.03 Key Barriers to Overcome

There is no designated funding, or any funding obligations from key stakeholders, for the reconstruction of the Cottage.

The GJM study was commissioned by MRPV; it concluded relocation was not practical or warranted; consequently MRPV explored an interpretive footprint as per option 2.

There is no arrangement in place for the indefinite ongoing storage of the materials from the former cottage so unless long-term storage arrangements can be made, a decision on rebuilding will need to be made within this year.

If the building is to be reconstructed in a different form, Council will be obligated to ensure compliance with relevant building standards.

The City's preference would not be for tenanted use.

If re-purposed as a tourist Information Centre, the cottage may possibly need to be open seven days per week in order to be accessible to visitors. This may require a mixture of paid and volunteer staffing.

Any groundwork needed may potentially require further applications for archaeological consent to uncover or a consent to damage from Heritage Victoria as well as numerous planning and associated permits.

05.04 Additional Considerations

Council's current position is:

- Identify options.
- Develop objective criteria for feasible, desirable use.
- Assess options based on criteria.

Rebuilding the MBCCG option will require original stumps, floorboards, 12-pane windows, chimneys and chimney walls, indication of other original walls, original doors and internal rubble on plaster.

The physical proximity of the place to Marshelltown is part of its cultural significance.

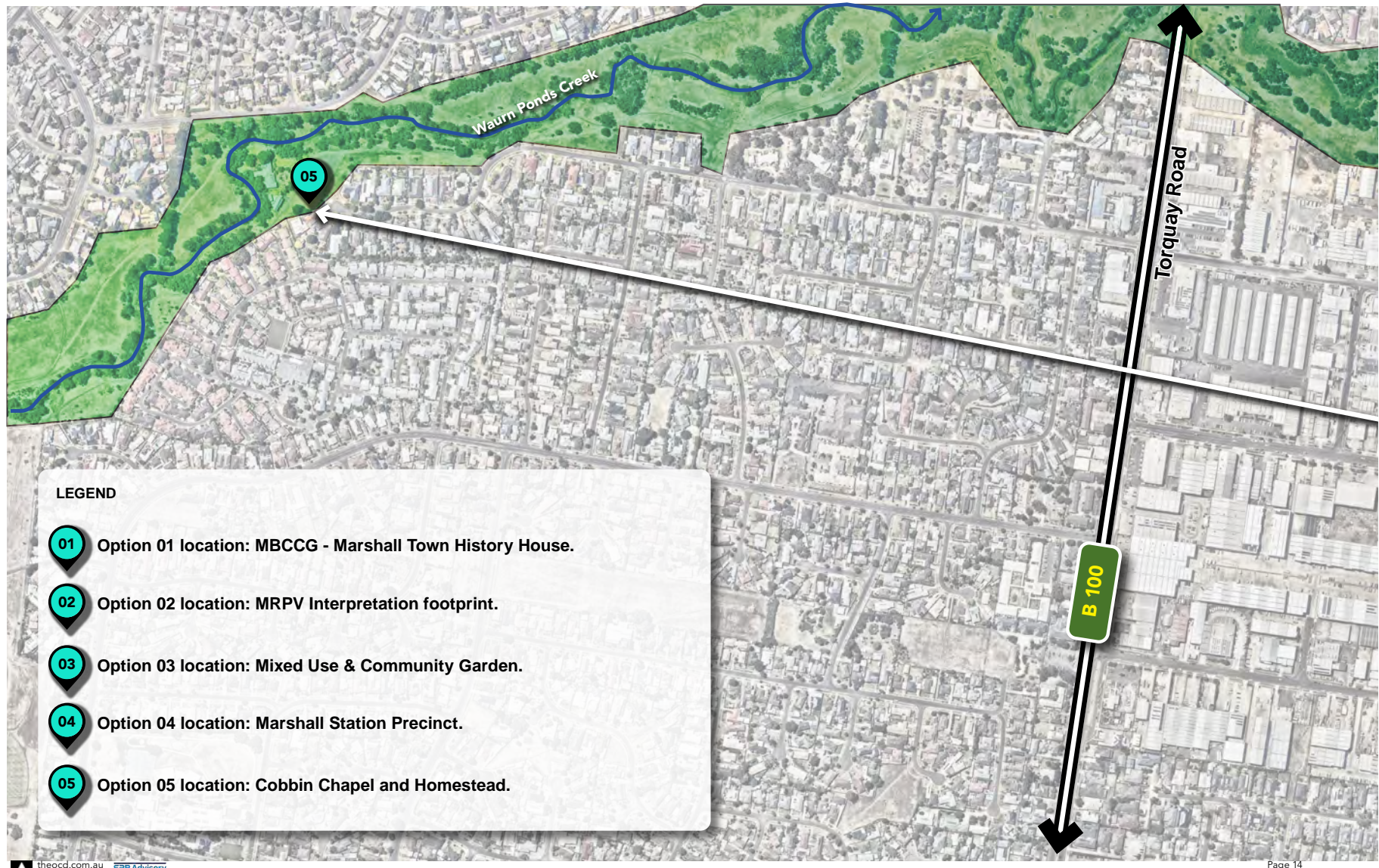
The Marshall Bluestone Cottage Community Group see the Cottage being staffed by a volunteer community management group

Archival reporting and data generated on history of the cottage (3d scanning) is substantial.

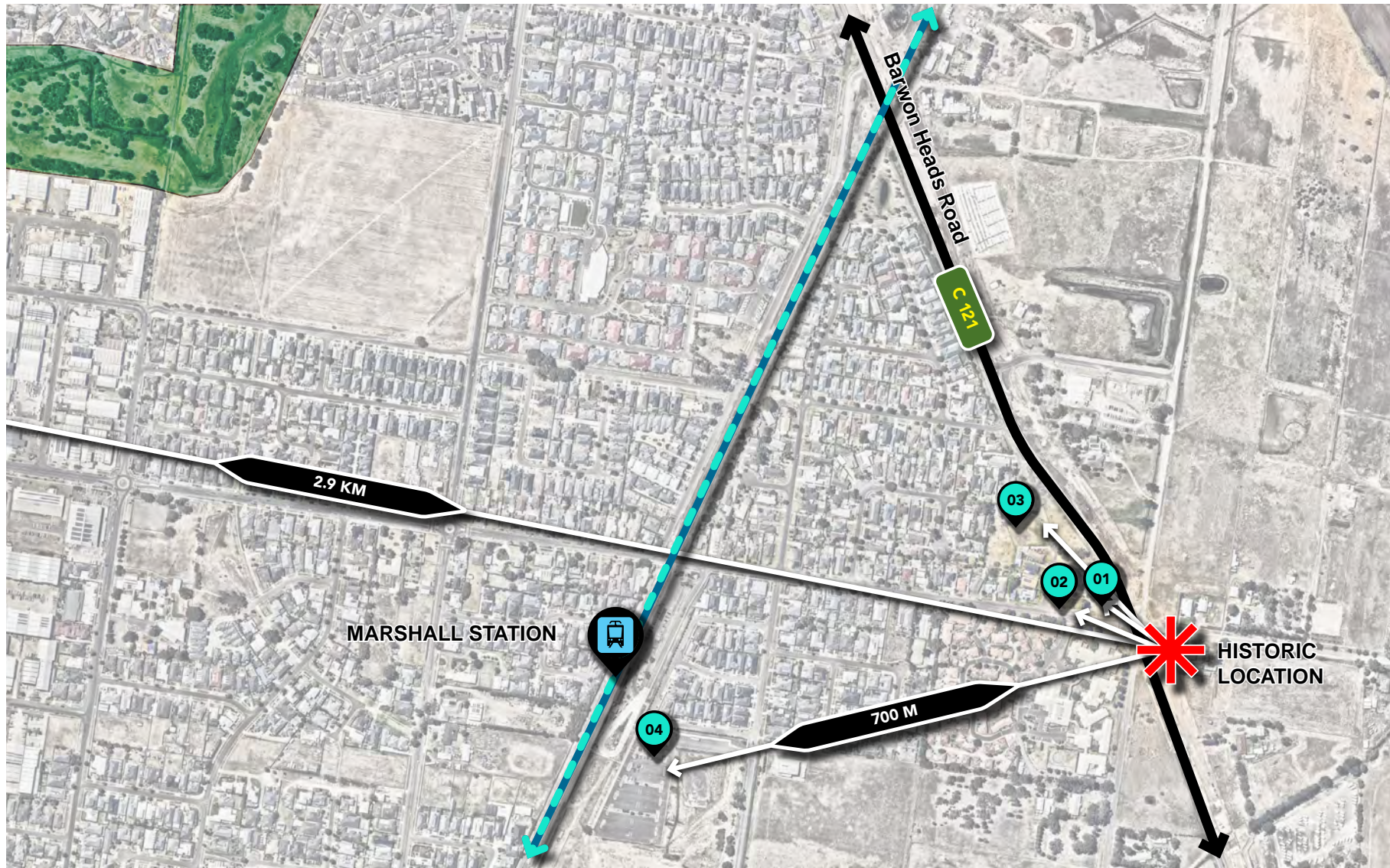
Any reconstruction will need to be tendered out via a formal procurement process subject to the relevant permit, building code and construction industry compliances; it could not be undertaken by volunteers.

Possible relocation sites include future open space reserves, Marshall Station precinct (shown as option 4 in this report) or a City owned heritage site such as Cobbin Homestead which is already the site of the relocated St Cuthberts Church.

06 Feasibility Options Location Plan



06 Feasibility Options Location Plan



06 Feasibility Options

06.01 MBCCG - Marshall Town History House.

The MBCCG concept proposes to almost entirely reconstruct the cottage true to its original form, materials and detailed components. The building would be reconstructed front facing Barwon Heads Road in an 180° orientation from its original alignment.

Patrons are to enter via the front door facing the road. Amenities are provided in an external building constructed in the same orientation and similar to the former outbuilding.

Partial removal of the living room wall allows for a more flexible use of the building and is the only area in plan not to be reconstructed. The building is proposed to be named as the "Marshall Town History House".

The history house is proposed as a history museum, tourist information centre, venue hire space and for informal gatherings. The group proposed 2 management options in their concept proposal.

The detailed proposal can be downloaded from the groups website.

Key Proposal Features

- Dedicated museum history room.
- Separate toilets for use within the reserve.
- Located visually prominent.
- Available for public hire.
- Includes a kitchen.
- Potential for small food service.
- COGG to manage and operate.
- Full reconstruction of the bluestone cottage.
- Provide tourist information.
- Close proximity to original location.

Key Considerations

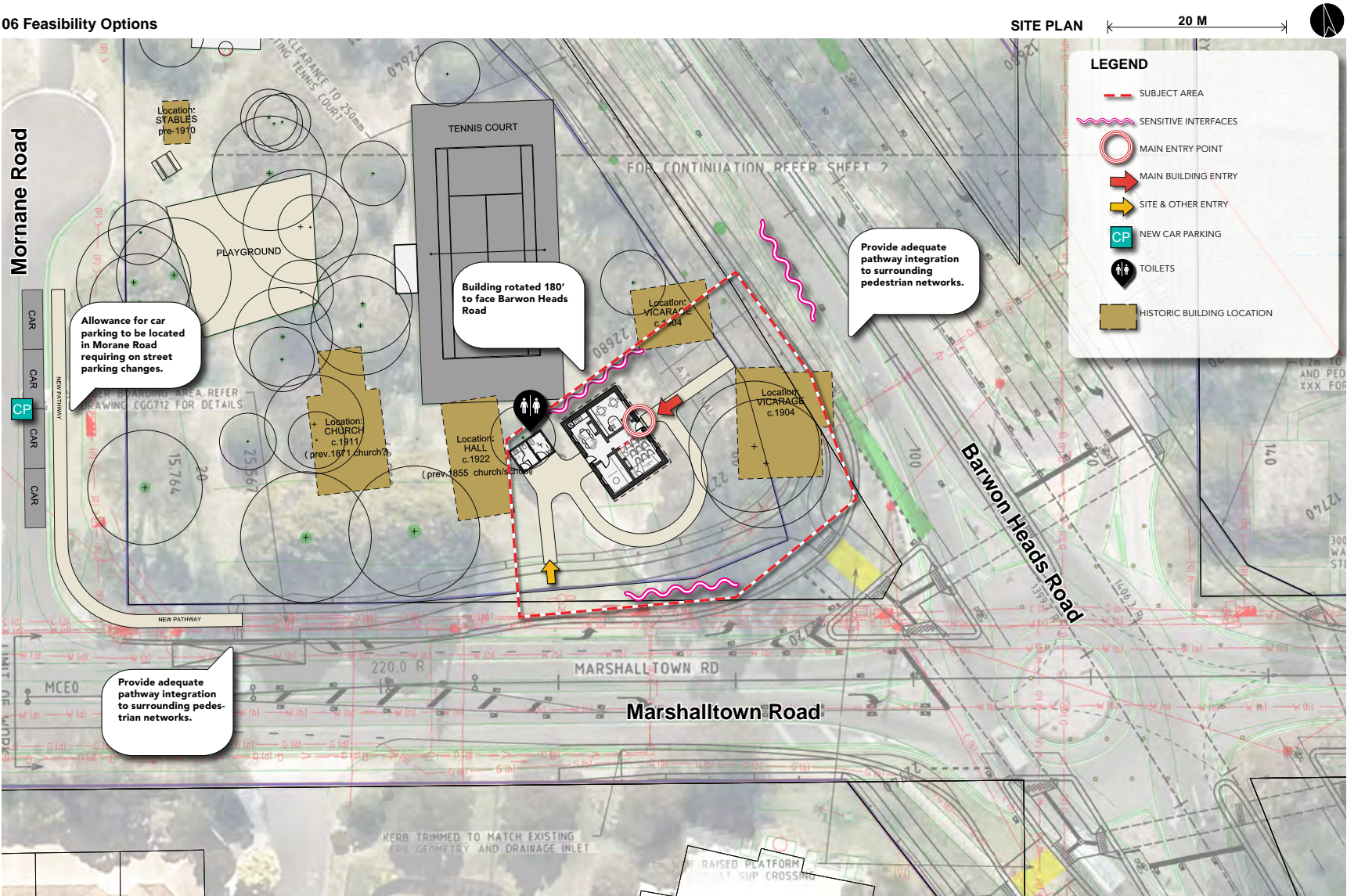
- Impact on local parking.
- DDA parking requirements.
- Distance from available parking.
- Loss and impact on open space.
- Space configuration limitations of building.
- Sensitivity to heritage of the reserve.
- Acoustic impact from Barwon Heads road.
- Functional operating limitations.
- Value for money of complete detailed reconstruction.
- Siting conflicts with existing reserve functions.
- Building security.

OPTION 01

Distance from Historical Location: 95 m



06 Feasibility Options



Proposed road location indicative. Source: MRPV

06 Feasibility Options

06.02 MRPV Interpretation footprint.

RBA Architects were commissioned by MRPV to develop an interpretation scheme. 3 alternative locations for the scheme are proposed across the reserve.

The proposal conceives a reconstruction of the general floor plan of the cottage with some partial walling.

The structure is proposed to be constructed from the recycled bluestone from the original cottage.

In addition, interpretive panels and signage are to be provided outlining the history of the cottage and of the Marshall Reserve site context as well as public art.

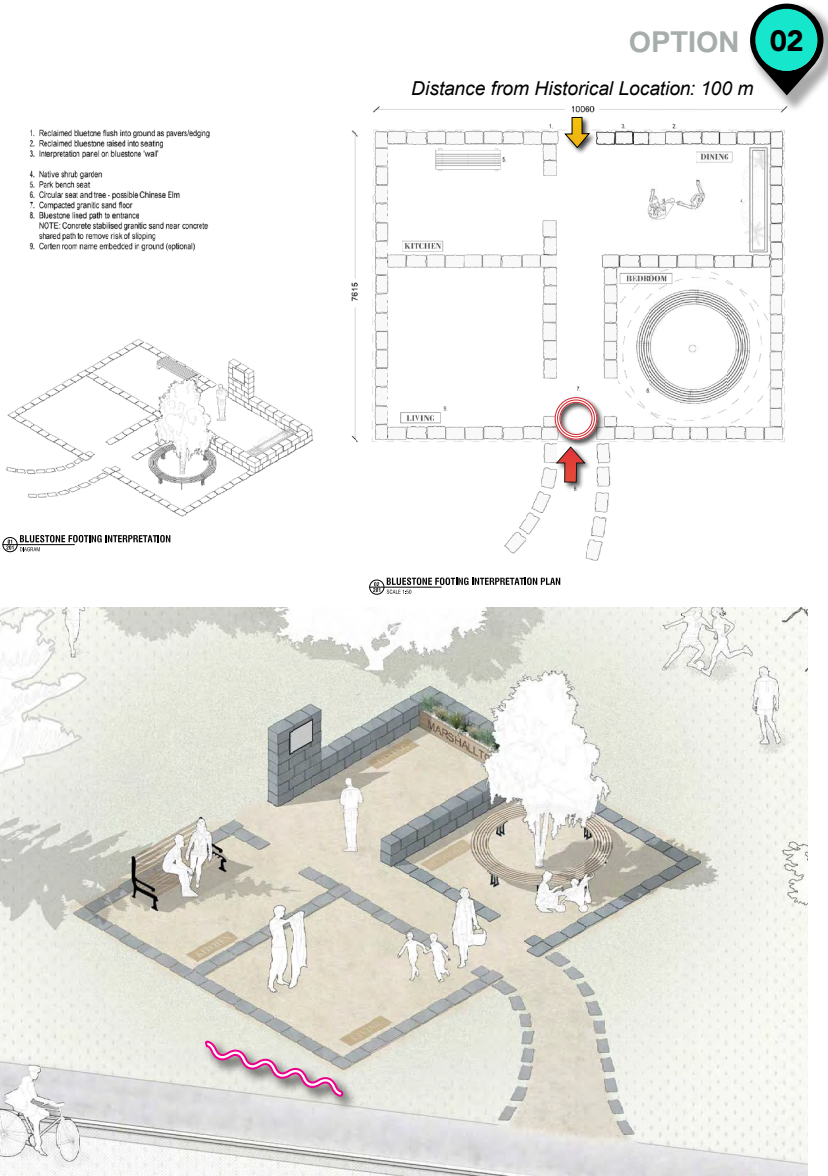
Prior to dismantling of the cottage, MRPV previously advised it had budgeted the order \$180,000-\$200,000 to implement this option, however the current availability of MRPV funds to proceed will need to be confirmed.

Key Proposal Features

- Bluestone cottage footprint interpretive plan.
- Interpretation panels.
- Interactive St Cuthberts Pillar.
- Public art.
- Seating.
- Landscaping.

Key Considerations

- Maintenance and vandalism.
- Negative community feedback on concept.
- Limited potential community use options.
- Impact on public open space.
- Limited usefulness.
- Wastage of retained materials.
- Orientation and location.



06 Feasibility Options



06 Feasibility Options

OPTION 03

Distance from Historical Location: 220 m

06.03 Mixed Use & Potential Community Garden.

Option 3 proposes a hybrid concept plan that delivers elements of the community groups proposal whilst aiming to deliver greater and more flexible community purpose.

The proposed relocation site is north-west of Marshall Reserve, located within council owned land and accessed via Field Court.

The concept is sited here to reduce the impact on the open space, set back from the road to improve acoustic amenity, reduce impact on heritage and archeology of the reserve, surrounding trees as well as providing closer access to car parking.

There is sufficient available area to provide a community garden and additional landscaping for the cottage.

The floor plan design increases community space and flexible use within the building whilst maintaining the dedicated museum room.

While the exterior of the building would be historically accurate, the interior and structural elements would be constructed to a standard value-managed manner to reduce cost and specialist trades.

Alternatively, the interior could be configured as a large single hall to provide greater flexibility for the wider community.

Key Proposal Features

- Dedicated museum history room.
- Separate toilets for use within the reserve.
- Aligned with historic road location.
- Available for public hire.
- Includes a kitchen.
- Community Garden potential 3,000m².
- COGG to manage and operate.
- External reconstruction of the cottage.
- Close to parking/DDA access.
- Open floor plan.
- Available area for sufficient landscape treatment.
- Setback from Barwon Heads Road.

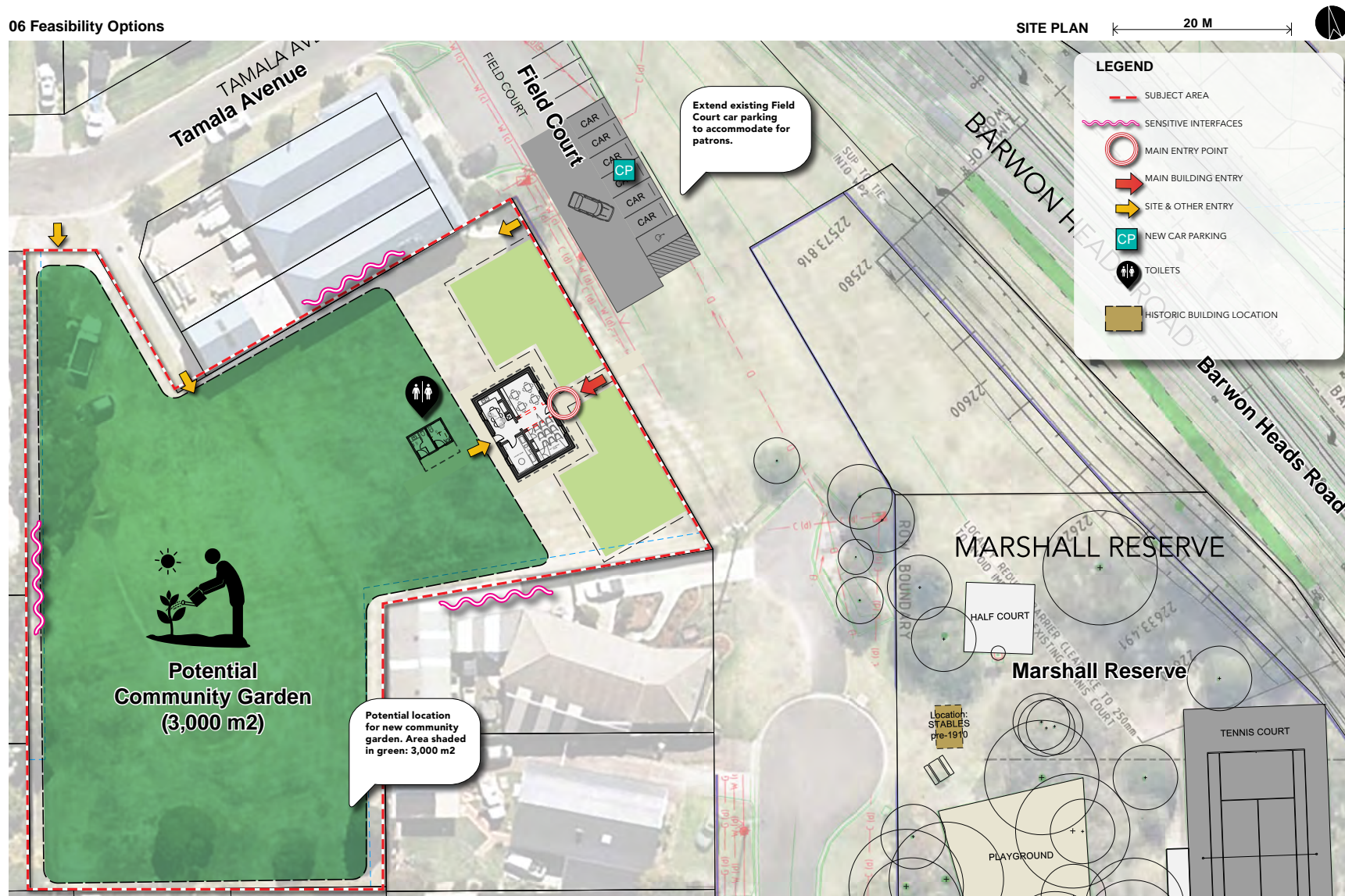
Key Considerations

- Impact on local parking.
- Adjacent commercial business.
- Requires flexible operation shared with community garden.
- Increase in scope and use.
- Space configuration limitations of building.
- No dedicated reception room.

CONCEPT PLAN



06 Feasibility Options



Proposed road location indicative. Source: MRPV

06 Feasibility Options

OPTION **04**

Distance from Historical Location: 700 m

06.04 Marshall Station Precinct.

This option proposes relocation of the cottage to a precinct or site where the cottage can be adapted and re-used for flexible community purposes.

The materials would be stored until an appropriate site is found.

The level of reconstruction detail would focus on the external building envelope while the internal layout is to be open plan and flexible for greater use opportunities.



The building can be configured as open plan and may require a kitchenette, storage and amenities as part of its reconstruction.

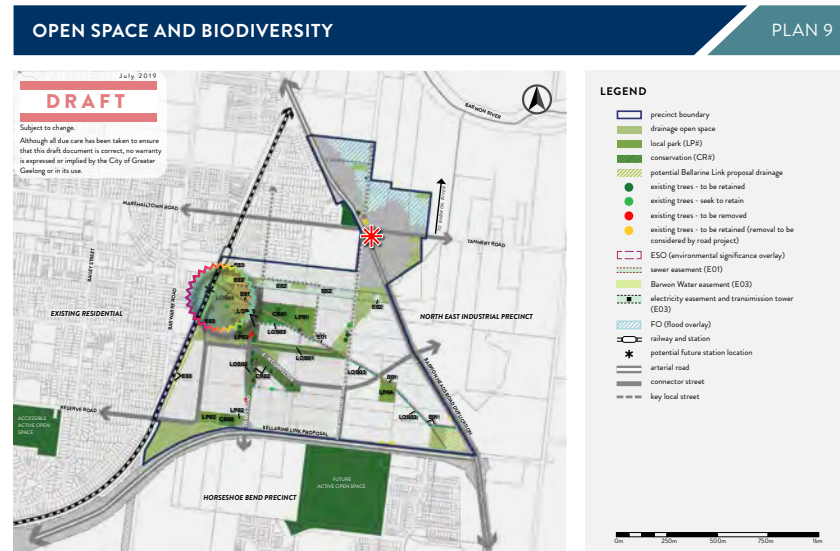
Logical locations currently available include proposed open space and reserve areas within the Marshall PSP with the station precinct suggested as being the most sensible and appropriate location.

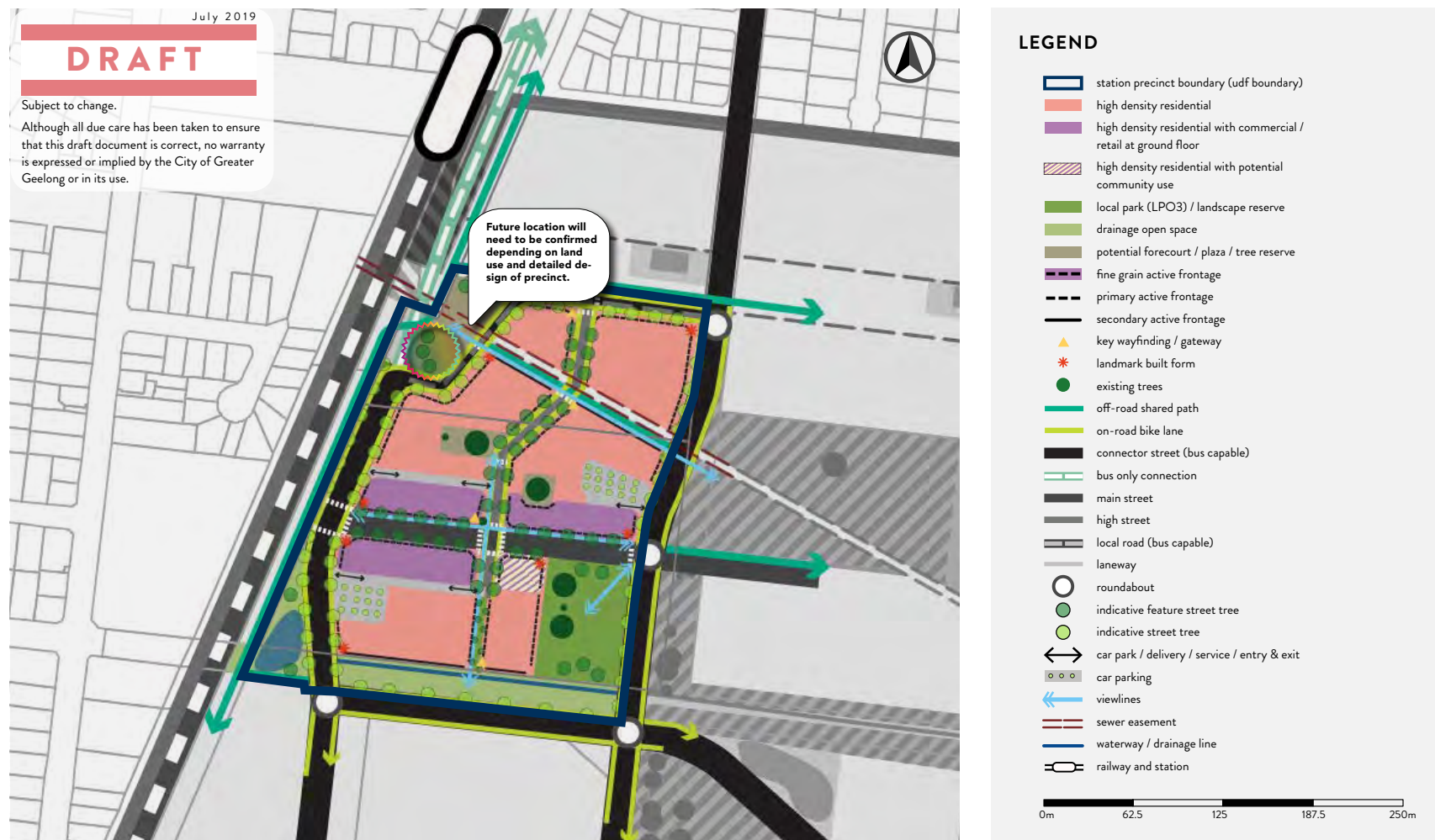
Key Proposal Features

- Flexible open plan for multiple users.
- Venue for hire options.
- History room/interpretation potential.
- Value for money design approach.
- Amenities.
- Kitchenette.
- Storage.

Key Considerations

- Land ownership.
- Delay of reconstruction.
- Storage of materials.
- Locating an appropriate site.
- Future needs and requirements.
- Escalated costs.
- Limited detail for siting location.
- Delays to project completion.





06 Feasibility Options**OPTION 05***Distance from Historical Location: 2.9 km***06.05 Relocated to Cobbin Chapel & Homestead**

Option 5 proposes to relocate the building to the Cobbin Chapel & homestead, currently under management by the City and is also the location of St Cuthberts Church, originally located at Marshall reserve.

The chapel was relocated to its current home in 1987 after being used as a community facility by the City of South Barwon between 1983-1987.

Cobbin Chapel & Homestead is currently operated as a community venue for hire with the chapel being popular for weddings. The cottage could potentially provide a smaller more intimate venue for hire.

Relocation of the Bluestone Cottage to the site may provide beneficial outcomes to the greater community through flexible use opportunities and the incorporation of the building into a City owned asset.

Relocating the cottage to the site would also have the benefit of a meaningful co-location with the chapel, formally located approximately 120 metres away from the cottages historic location within Marshall Reserve.

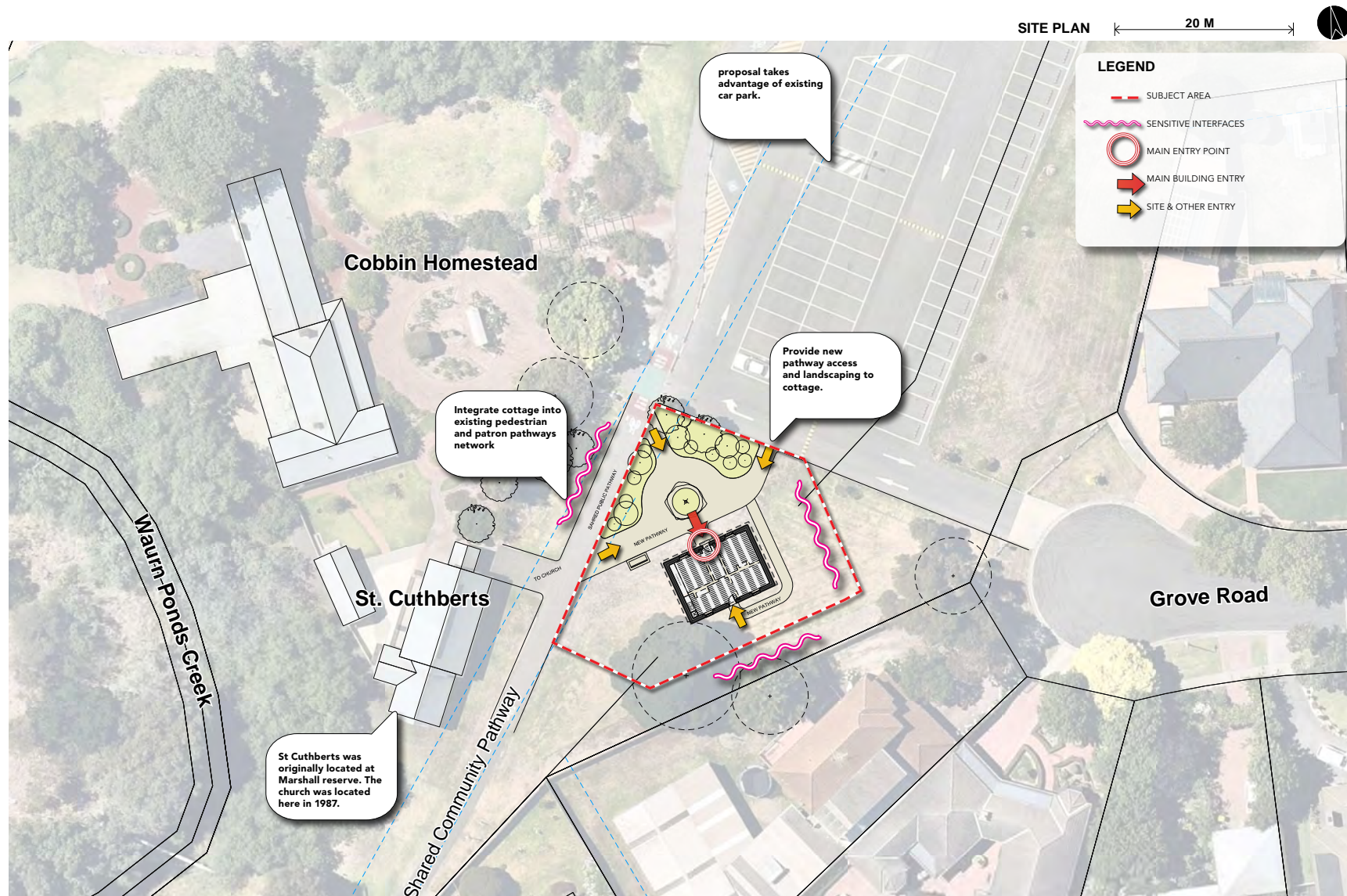
Key Proposal Features

- Flexible open plan for multiple users.
- Venue for hire options.
- History room/interpretation potential.
- Value for money design approach.
- Greater community use potential.
- Co-location with St Cuthberts chapel.

Key Considerations

- Land ownership.
- Impact on public open space.
- Distance from historic location.
- Incorporation with site and accessibility.

CONCEPT PLAN



07 Feasibility Assessment

07.01 Assessment Criteria Table

		Scoring criteria:	Scoring criteria:	Scoring criteria:	Scoring criteria:	Scoring criteria:	
		1= Limited benefits	1= Limited benefits	1= Limited benefits	1= Limited benefits	1= Limited benefits	
		2= Medium benefits	2= Medium benefits	2= Medium benefits	2= Medium benefits	2= Medium benefits	
		3= Higher benefits	3= Higher benefits	3= Higher benefits	3= Higher benefits	3= Higher benefits	
Criteria	Description	Option 01	Option 02	Option 03	Option 04	Option 05	Notes
Community benefit	Does the proposed option deliver a benefit to the broader community? 3= broadly appealing to the community, 2= moderate appeal for the community, 1= narrow appeal for the community	1.5	1.0	2.5	1.5	2.0	Option 2 provides a low level of community appeal and is not seen to have a specific purpose for the community to engage with other than passive recreation.
Fit for purpose design and flexibility of usage options	Is the proposed configuration flexible in both its function and purpose for multiple users? Does the building suit its proposed function and use?	1.5	1.3	2.5	2.5	2.5	Options 1 and 2 provide limited flexibility of use and a relatively narrow scope for activation beyond the intended usage.
Retention and reinstatement of original design	How much of the historic building plan is required to be adapted to suit purpose? 1= significant alterations of original plan, 2= moderate alterations, 3= minimal alterations.	3.0	1.0	2.0	1.7	1.7	Option 1 has the highest retention of the original materials and design.
Impact on open space	Does the proposal impact the open space of the proposed location? 1= reduction in open space and activation potential, 2= maintenance of open space and activation, 3= enhancement of open space and activation	1.5	2.0	3.0	2.0	2.5	Option 3 provides potential for the highest amount of use and activation based on being located on City owned land adjacent to Marshall Reserve with specific and aligned needs for a complementary flexible-use building space.
Impact on proposed option to site and surrounds	Does the proposal have a generally positive or negative impact on the option site? 1= negative impact on amenity, 2= minimal impact on amenity, 3= positive impact on amenity	2.0	2.0	3.0	2.0	3.0	Option 2 provides a complementary passive recreation to the proposed site which is consistent with other current site uses. Options 3 & 5 both provide strengthening to the surrounding purpose and use.
Impact on public amenity	Does the proposal impact the amenity of the intended site or space?	1.7	2.3	3.0	2.0	2.0	Option 2 provides a unique aesthetic point of difference to the proposed site and does not compromise any existing visual elements of the site. Options 1 & 2 do impact on public open space amenity within the reserve.
Industry standards and Council Policy alignment (Sustainability, CPTED, Accessibility & universal design, CoGG design objectives and guidelines)	1= poor alignment, 2= general alignment, 3= adequate alignment	1.2	2.2	2.0	2.0	2.0	Option 1 has the lowest level of alignment with industry standards and Council Policies based on the age of the design and building layout, and the evolution of contemporary standards.
Traffic (proximity to road, access to building, parking availability, DDA parking, impact on existing parking) considerations of proposal	1= negative impact on traffic, 2= moderate impact, 3= compliance with standards and minimal impact on traffic	1.0	1.5	3.0	2.0	2.5	Options 1 will increase traffic to the proposed site which will create additional planning and development considerations. Options 3 & 5 have scope to include adequate parking within their locations with reduced impact to surrounding properties..
Indicative/estimated construction costs & value for money	Proposal construction costs: 1= high costs, 2= value for money, 3= low-cost outcome.	1.0	2.7	2.0	2.0	2.0	Option 1 has a significantly higher cost based on the preservation of design and materials.
Project establishment, delivery risk and associated timeframes risk.	Proposal delivery risk: 1= high risk, 2= standard risk, 3= low risk.	1.5	2.0	2.5	1.0	2.5	Option 1 has a significantly higher cost based on the preservation of design and materials as well as greater levels of detail required during the planning and design process.
TOTAL		15.9	18.0	25.5	18.7	22.7	

07.02 Indicative Reconstruction Costs

The overview of costs, including non-construction costs, i.e. contingency/escalation/fees are:

- Option 1 - \$848,000 (Excl. GST)
- Option 2 - \$128,000 (Excl. GST)
- Option 3 - \$688,000 (Excl. GST)
- Option 4 (excl. design options) - \$599,000 (Excl. GST)
- Option 5 (excl. design options) - \$599,000 (Excl. GST)

Other issues include:

1. The building has been demolished with the only retained materials consisting of the external facade blue stones, a portion of the internal brickwork, window frames and doors, some slate roofing in poor condition, samples of timber detailing and some rubble for the internal lining of the external facade.
2. Whilst the external stone and brickwork appear to be in generally good condition, the remaining materials are in poor condition and therefore replacing these for new would be a sensible approach.
3. No detailed existing conditions drawings and construction documentation of the original building to allow for detailed or accurate reconstruction. We do note that all external stones have been numbered to allow for replacement into original locations.
4. Reconstruction would require a high level of interpretation based on photographs and other available materials.

High level project costings have been undertaken by WT Partnership quantity surveyors and provided to the City as a separate document.

07 Feasibility Assessment

07.03 Benchmark Operating Financials
Marshall Town History House

The following table is included to illustrate the general operating costs and revenues of similar facilities to assist in understanding the probable operation of the cottage as a heritage house museum as per option 1.

The operating financial benchmarks publicly reported by the Historical Societies displayed in the table demonstrate modest turnovers with a strong reliance on donations, memberships, fundraising and grants.

The notable omissions in the reported financials include rent/lease fees, insurances, grounds and building maintenance, and depreciation, which we assume are all paid for by their respective Local Councils.

2018/19 Comparisons	Torquay Museum Without Walls	Torquay and District Historical Society Inc.	Anglesea and District Historical Society Inc.	Winchelsea and District Historical Society Inc.	Schramms Cottage (estimates from consultation)	Schramms Cottage (financial notes)
Revenue						
Donations	\$100	\$840	\$344	\$282	\$1,152	12 visitors is a big day. Assume average of 4 adults (\$5) and 4 kids (\$1) per week (\$24 * 48 weeks)
Membership/Subscription	\$320	\$375	\$1,225	\$210	\$1,800	\$20 single membership, \$30 family membership, \$10 student membership (up to 21 years of age). Currently have approximately 90 members. Assume 90 * \$20
Fundraising revenue	\$0	\$3,748	\$224	\$0	\$900	Hold external functions for nominal hire fees. Assume 6 functions at \$150 per year.
Grants	\$11,761	\$9,000	\$195	\$0	\$0	
Sponsorship	\$0	\$0	\$0	\$0	\$0	
Other Sales and Operating Revenue	\$5,473	\$360	\$5,128	\$161	\$0	
Total Revenue	\$17,654	\$14,323	\$7,116	\$653	\$3,852	
Expenses						
Affiliations	\$75	\$0	\$710	\$0	\$300	Assumption for Museum Accreditation program
Collateral	\$3,846	\$0	\$0	\$0	\$0	
Rent	\$0	\$0	\$0	\$500	\$0	
Events and Exhibitions	\$162	\$0	\$0	\$0	\$1,500	Assumption for catering for member events/functions
Equipment/Capital Expenditure	\$106	\$3,175	\$2,713	\$0	\$0	
Other/General Expenses	\$3,947	\$2,576	\$4,037	\$228	\$1,500	Assumption for utilities, repairs and restorations.
Insurance	\$0	\$0	\$0	\$590	\$0	
Acquisitions	\$0	\$1,025	\$0	\$0	\$0	
Total Expenses	\$8,137	\$6,776	\$7,460	\$1,318	\$3,300	
Income less Expenses	\$9,517	\$7,547	-\$344	-\$665	\$552	

07 Feasibility Assessment**07.04 Mixed Use, Potential Community Garden & Discussion of Models**

As Option 3 scores the highest in the criteria table and expected to have the highest rate of return, we have provided an indicative baseline operating model for this option based on the benchmarks reviewed.

Options 3&5 will likely provide the most flexibility for alternative revenue streams via community events. Returns and operating costs will be comparable and have not been separately assessed.

To create a viable operating model for Bluestone Cottage, the group will need to focus on the core revenue streams of donations, memberships, fundraising and grants, while also identifying alternative and innovative revenue streams.

The benchmark historical societies are recipients of financial support/expense coverage by their respective Councils, however, the strategic objective for this cottage should be to establish a financially sustainable model, or at least continually reduce its reliance on Council support.

The following indicative/conceptual operating model will need to be refined based on preferred design options and functional alignment.

Potential Operating Model	Bluestone Cottage	Financial Notes/Assumptions.
Revenue		
Donations	\$1,000	200 visitors donating \$5 each
Membership/Subscription	\$2,000	100 members paying \$20 each
Fundraising revenue	\$4,000	200 event/exhibition attendees paying \$20
Grants	\$0	
Sponsorship	\$500	Notional figure based on community supporters.
Other Sales and Operating Revenue	\$0	
Total Revenue	\$7,500	
Expenses		
Affiliations	\$500	Allowance for heritage and museum affiliations.
Collateral	\$1,000	Allowance for producing educational and promotional materials.
Rent	\$0	Peppercorn lease arrangement with Council - TBC.
Events and Exhibitions	\$2,000	50% of fundraising revenue to cover event, catering and cleaning costs.
Equipment/Capital Expenditure	\$0	
Other/General Expenses	\$1,000	Assumption for utilities, repairs and restorations.
Insurance	\$500	Notional figure based on benchmarks.
Acquisitions	\$0	
Total Expenses	\$5,000	
Income less Expenses	\$2,500	Critical importance to enable investment into developing new/alternate revenue streams.

07 Feasibility Assessment

07.05 Evaluation results

The detailed scoring of the options can be found in section 7, page 26.

The scoring results are as follows:

- **Option 1: 15.9**
- **Option 2: 18.0**
- **Option 3: 25.5**
- **Option 4: 18.7**
- **Option 5: 22.7**

Given that the demonstrable heritage value of the cottage previously lay in it being a landmark than a period home; ie the significance was derived primarily from its visible external envelope and ability to demonstrate size, architectural style and materials, rather than interior aspects, there is negligible difference in the heritage conservation benefits of options 1, 3, 4 & 5.

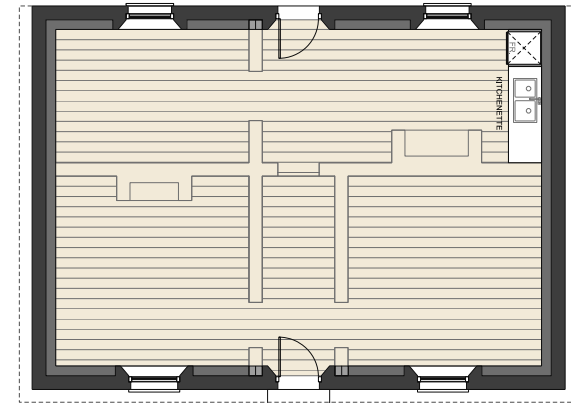
The evaluation results show that concept options 3 (mixed use & community garden) and

5 (relocation to Cobbin Chapel & Homestead) would likely deliver both better value for money and a higher level and diversity of community patronage.

Option 5 has the added benefit of complementary relocation to an existing heritage precinct and the adjacency of St Cuthberts, formerly located within Marshall Reserve. It is noted that both buildings were historically located within approximately 120 metres of each other.

The preferred option of the MBCCG, (Marshalltown history house) scored lower due to its higher implementation costs and reduced community benefit/flexibility.

Whilst all options can be value managed and improved, we suggest that options 3 and 5 merit further investigation if COGG decide to progress with a more detailed concept design and functional operating model.



Illustrative plan indicating open plan configuration for greater flexible use.





▲ theo.cd.com.au

SBP Advisory

WT PARTNERSHIP



TO: City of Greater Geelong Council
FROM: Marshall Bluestone Cottage Community Group
CONTACT: President - XXXXXXXXXX
E: XXXXXXXXXXXX
M: XXXXXXXXXXXX
DATE: 11th July 2022
SUBJECT: Response to two documents:

• *Bluestone Cottage Relocation Feasibility Study
 Final Draft Report for Discussion June 2022*

• *WT Bluestone Cottage Marshall Preliminary Cost Estimate
 No 1 4 February 2022*

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1. Executive Summary

The Challenge

The challenge of the *Feasibility Study* June 2022 was to reply to the City of Greater Geelong resolution of 22nd June 2021, and provide ... *a sustainable option for the cottage to be restored for public purposes in the Marshall and Charlemont areas.*

The mission and objectives of the Marshall Bluestone Cottage Community Group are to conserve and reconstruct a Bluestone Cottage which was built in 1866 by Frank McAteer, a long time pioneer resident of Marshall. The Cottage was located at the intersection of Barwon Heads Road with Tannery and Marshalltown Roads, on land required for the duplication of Barwon Heads Road.

The Group formed to advocate for the Cottage to be carefully dismantled and relocated as close as possible in its original location, and to be reconstructed in its original form, as a connection to Marshall's history.

The Marshall Bluestone Cottage Community Group has a web site and Facebook page, and membership of 870 supporters who regularly receive update emails.

The Process

This submission responds to two documents, a City of Greater Geelong Consultant's *Bluestone Cottage Relocation Feasibility Study* June 2022, giving details of five Options for the future of the Bluestone Cottage, and a part of that *Feasibility Study*, the *WT Preliminary Cost Estimate* February 2022, which gives details for four Options.

The *Feasibility Study* attributes a score to each of the five Options according to ten Criteria. These scores are somewhat perplexing. The lowest score was given to the Marshall Bluestone Cottage Community Group Concept Proposal.

Marshall Bluestone Cottage Community Group submit that the *Feasibility Study* ten Criteria do not include assessment of other factors which are held dearly by local people to be important considerations. MBCCG suggest five additional Criteria should be added and assessed to reach a score on the merits of the Options.

MBCCG submit that three Options, 2, 4 and 5, are not suitable because they do not comply with Council's resolution 22nd June 2021.

Another Option, No 3 proposes a new build with a modern interior, rather than an authentic best practice reconstruction according to Burra Charter guidelines.

This submission considers Option 1 and Option 3

The Solution

The following submission gives detailed reasons why the Marshall Bluestone Cottage Community Group Option 1 is the best solution to fulfil Council's Resolution to find a ... "sustainable option for the cottage to be restored for public purposes in the Marshall and Charlemont areas".

The Rationale

Until recently, those travelling to Barwon Heads from Geelong were reminded of the history of Marshall because the Bluestone Cottage was within their view in its original location. This structure prompted consideration of and reflection on the nature of everyday life in Marshall in the days of “horse and cart”.

The continued role of the Bluestone Cottage as a connection to that history is the Mission of the Marshall Bluestone Cottage Community Group. This “connection with history” is the heritage value of the Bluestone Cottage. This “value” confers a sense of identity and belonging as a member of the Marshall Community, i.e., “we live in Marshall, and this is where we came from”.

Despite the immense heritage value of the Bluestone Cottage, this attribute was not included in the criteria used to evaluate the five options for relocation and rebuilding of the now dismantled Bluestone Cottage. This aspect of the Report was very disappointing.

MBCCG was further dismayed by the suggestion that the Bluestone cottage would be rebuilt with a “renovated” and modernised interior. When locals and visitors enter the Bluestone Cottage, it is an opportunity to reflect on our increasingly distant past and consider the change that the passage of time has brought about.

To rebuild the Bluestone Cottage with “Gyprock” walls and plastic flooring will rip the heart out of the structure and diminish its meaning as a “History House” of great relevance to the local community.

For these reasons, MBCCG are firm on our preference for Option 1 as a site for rebuilding the Bluestone Cottage. As a site, Option 3 would be considered as a second preference only if good reason can be provided as to why the Option 1 site is not suitable, and only if the reconstruction was carried out in the way described for Option 1.

The site/outcome options suggested in Report Options 2, 4, and 5, are wholly rejected.

The idea that the Bluestone Cottage be rebuilt with a modern interior is in total contradiction with the concept of its function as a “History House”. MBCCG reject any suggestion that reconstruction be undertaken to any other standard than that indicated by the Burra Charter.

It is the intent and hope that Council and the people of Geelong will share MBCCG’s Mission to again allow the Bluestone Cottage to be a “signpost” to the past for those travelling through the town of Marshall.

2. The reasons why it was important to save, dismantle and store the Marshall bluestone cottage, and now relocate, reconstruct and reuse the Cottage as

MARSHALL TOWN HISTORY HOUSE.

Marshall Bluestone Cottage Community Group Mission: Bluestone Cottage as a *History House*

As time moves on, our recollection of history tends to dilute to those events of significance and broad, far-reaching effect. Local history is the casualty of this phenomenon.

Those factors that defined and formed a local community centuries ago are increasingly lost to us. How we sourced food, clothes, constructed homes, and engaged the economy, were very much centred in our immediate locality.

Our connection with this rich and significant history is limited to remaining “signposts” of how communities flourished (or not) in the distant past. Unfortunately, these signposts are becoming fewer in number and recognition.

Our capacity to reshape the landscape to suit our immediate needs is now defining our communities, - at the expense of our history. The real estate development extending from Grovedale towards Barwon Heads is a stunning example of the power that we have to reshape our environment. The Barwon Heads Road will be a multi-lane highway immune to flooding. New estates are perfectly flat with no hint of their historical agricultural utility.

An understanding of where we have come from is an important part of where we are going if we are to have a genuine perspective of progress at the community level. Hence the value of Heritage!

The Bluestone Cottage is an important connection with our past. It is an example of how we constructed a dwelling; how we cooked food; how we stayed warm; and how we secured ourselves in a time when we were very much subject to all the variables in our immediate environment. Despite its modest size and compact spaces, the Bluestone Cottage was home to a family of seven at the time of its construction.

As such, the Bluestone Cottage can serve as a significant part of the community’s understanding of “Where we have come from; Where we are now; and Where we are going”.

When the Bluestone Cottage is re-constructed, this should be considered its primary and most important function; to connect us with our past. Visitors to the Cottage should gain a sense of what it was like to be part of a family and a community at that time in history. It is an opportunity to accurately depict the history of the Marshall community as a defined “Town”.

For this reason, the undertaking to rebuild the Bluestone Cottage should be historically accurate and its value as a “History House” given prominence.

3. Background

Attempts have been made to save the Marshall bluestone cottage for twenty-five years.

3.1. 1998 - 2000 **City of Greater Geelong Outer Areas Heritage Study Stage 2 by Authentic Heritage Services Pty Ltd, David Rowe & Lorraine Huddle**

Statement of Significance:

*... the cottage at 375 Barwon Heads Road is **aesthetically significant** at a local level ... it demonstrates original design qualities of the Victorian style ... including hipped slate roof, course bluestone wall construction, timber framed twelve pane double hung windows with tooled bluestone surrounds including the lintels and sills, central four panelled timber door with highlight and tooled bluestone lintel, narrow eaves and the placement and construction of the unpainted brick chimneys ...*

*... the cottage at 375 Barwon Heads Road is **historically significant** at a local level ... it is associated with the development of farming and tanning in Marshall in the 19th century*

Recommendation: Heritage Overlay City of Greater Geelong
(Unfortunately this recommendation was not implemented)

3.2 2019 July **City of Greater Geelong MARSHALL Precinct Structure Plan Page 30** Character Heritage and Housing, Heritage Requirements, Heritage Guidelines

- *The Bluestone cottage (CHA01) to be preserved and included where possible in any future development.*
-

3.3 2020 August **Consultation with Major Road Projects Victoria**

Representatives from Mount Duneed History Group and Geelong and Region Branch National Trust were invited to meet Major Road Projects Victoria, for consultation about Marshall heritage places impacted by Barwon Heads Road duplication

3.4 2020 December **Marshall Bluestone Cottage Community Group was formed** (herein abbreviated as MBCCG)

4. Recent Consultation

Marshall Bluestone Cottage Community Group (MBCCG) wish to thank Council for their involvement in the project to relocate and reconstruct the Marshall Blue Stone Cottage.

In particular the commissioning of Consultants to provide the feasibility report which has looked at five options for the site location and possible modifications to the original cottage for future community uses. MBCCG also thanks Council for the opportunity to be briefed on the Feasibility Study and be able to lodge a response.

Marshall Bluestone Cottage Community Group (MBCCG) five member committee, received a briefing from Matt Drysdale Office of Collective Design (OCD), representing the Consultant Team ODC, SBP Advisory and WT Partnership, on 21st June 2022. We were asked to provide a response within three weeks.

The briefing was about the five Options and the conclusions of the *Bluestone Cottage Relocation Feasibility Study Final Draft Report for Discussion* June 2022.

This MBCCG committee was representing a database of 870 people supporting a **Concept Proposal** for the Cottage to be relocated and rebuilt on the J F Field Park, as Marshall Town History House, for tourist information, public use by community groups and a collection repository for Marshall history.

From February 2021 to June 2022 the MBCCG web page has had 7,899 views, see web page at: <https://marshallbluestonecottage.org>

Marshall Cottage Facebook page has 752 followers: <https://www.facebook.com/marshallcottage>

This MBCCG **Concept Proposal** is described as Option 1. In the *Bluestone Cottage Relocation Feasibility Study Final Draft Report for Discussion* June 2022 (herein referred to as *Feasibility Study*).

5. Reasons for MBCCG seeking genuine reconstruction

The dismantling of the Cottage revealed in detail the construction methods used by working class rural people to build a modest sized, strong, well proportioned and enduring family home 160 years ago.

A genuine reconstruction using the original materials, or like for like materials, and referencing the video recording and any other records including photographs, taken by *Abode Restorations*, their subcontracting *Archaeologists*, and their subcontracting dismantling firm *Norris Group* and their subcontractors, and *Major Road Projects Victoria*, will be a rare opportunity to create a place of lasting architectural interest.

The knowledge of the building materials, and construction methods and techniques of early pioneer buildings, concerned with domestic and functional rather than public or monumental buildings, is a chance to learn about early Geelong region vernacular architecture.

6. Response to the proposed locations, or outcomes, of the five options

The MBCCG Option 1 location was suggested based on the resolution carried by Council on 22nd June 2021.

22nd June 2021 City of Greater Geelong Council meeting

Cr Murrihy moved, Cr Asher seconded -

That Council request the Chief Executive Officer to:

- 1. Write to Major Roads Project Victoria to seek agreement to appropriately dismantle and store the cottage, and consider options that facilitate the cottage to be restored for use within the local area; and**
- 2. Investigate sustainable options for the cottage to be restored for public purposes in the Marshall and Charlemont areas and report to Council by December 2021.**

Carried.

MBCCG does not accept that the location / outcomes of three of the five Options are suitable. We suggest that the following three Options should not be considered because they do not fulfil the intent of the City of Greater Geelong Council resolution 22nd June 2021.

Option 2 Major Road Projects Victoria Interpretation footprint

This Option proposes three alternative locations in J F Field Reserve. Although this does fulfil the intent of the Council Resolution as far as the requirement to be in the Marshall Charlemont area goes, the concept of an "Interpretation Footprint" using some recycled bluestone does not investigate the cottage being 'restored for public purposes', as per the 22nd June 2021 resolution

Option 4 Marshall Station Precinct

This Option is too distant from the original site and is complicated by the land not being Council owned, and therefore the building use may not be available for 'public purposes', as per the 22nd June 2021 resolution

Option 5 Cobbin Chapel and Homestead Grovedale

This option is in Grovedale, not in the 'Marshall and Charlemont areas', as per the 22nd June 2021 resolution

The intent and spirit of Council's 22nd June 2021 resolution is to retain the Cottage within the historical context of Marshall.

Therefore this submission will consider only Options 1 and 3 because the other three locations or outcomes proposed for Option 2, Option 4 and Option 5, do not comply with Council's 22nd June 2021 resolution.

OPTION 1 does comply with the 22nd June 2021 resolution

Option 1 provides for sustainable future uses for public purposes, and for genuine restoration. The location in J F Field Park, is on a highly visible site of the Marshall area. It has the added advantage of provision of public conveniences, and proposed car parking, for users of the adjacent tennis court and playground.

OPTION 3 does comply with some aspects of the 22nd June 2021 resolution

The Option 3 location is in an area off Field Court north-west of Marshall Reserve, which is set well back from Barwon Heads Road and is not clearly visible to passers by. This location does not enable the Cottage to be a 'landmark'. Although Option 3 provides for public use purposes, it does not provide for authentic restoration of the Cottage, but proposes a heritage façade only rebuild.

7. Assessment criteria table (*Feasibility Study 07.01*), five more Criteria

The ten evaluation criteria in the *Feasibility Study* on page 26, are broad and justifiable from the standpoint of Council probity and trying to achieve value for money for the community, however the heritage value of the Cottage was not considered in these ten Criteria.

The scoring based on these Criteria is baffling, for example Option 2, which is described as "*having limited community use options, wastage of retained materials, and negative community feedback*", scores higher than Option 1.

In addition to the ten Criteria listed on page 26 of the *Feasibility Study*, there are more specific aspects of this project that are also important from a local community viewpoint.

The MCCGG believe that the most beneficial outcome for the community would be for the cottage to be rebuilt in as close as possible location to the original cottage, and to be authentically reconstructed in order to give the community a direct link to the historical past of this particular Marshall area.

Also to gain the greatest advantage from the careful dismantling, retention and storage of the original fabric, by Major Road Projects Victoria, and now the City of Greater Geelong commitment to a best practice outcome for this undertaking, we suggest the Criteria need augmenting.

To this end MBCCG suggest that five additional evaluation criteria, A, B, C, D and E are added to the ten in the Assessment Criteria Table (07.01 page 26).

A. Retention of sense of place of the cottage in accordance with Burra Charter principles, in particular Article 8**Article 8. Setting**

Conservation requires the retention of an appropriate *setting*. This includes retention of the visual and sensory setting, as well as the retention of spiritual and other cultural 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

Article 1. Definitions

1.2 *Cultural significance* means aesthetic, historic, scientific, social or spiritual value for past, present or future generations.

Cultural significance is embodied in the *place* itself, its *fabric*, *setting*, *use*, *associations*, *meanings*, *records*, *related places* and *related objects*.

Places may have a range of values for different individuals or groups.

Article 9. Location

9.1 The physical location of a *place* is part of its *cultural significance*. A building, work or other element of a place should remain in its historical location. Relocation is generally unacceptable unless this is the sole practical means of ensuring its survival.

9.3 If any building, work or other element is moved, it should be moved to an appropriate location and given an appropriate *use*. Such action should not be to the detriment of any *place* of *cultural significance*.

B. Authentic reconstruction in accordance with Burra Charter principles

Article 1. Definitions

1.7 *Restoration* means returning a *place* to a known earlier state by removing accretions or by reassembling existing elements without the introduction of new material.

1.8 *Reconstruction* means returning a *place* to a known earlier state and is distinguished from *restoration* by the introduction of new material.

Article 3. Cautious approach

3.1 *Conservation* is based on a respect for the existing *fabric*, *use*, *associations* and *meanings*. It requires a cautious approach of changing as much as necessary but as little as possible.

3.2 Changes to a *place* should not distort the physical or other evidence it provides, nor be based on conjecture.

Article 4. Knowledge, skills and techniques

4.1 *Conservation* should make use of all the knowledge, skills and disciplines which can contribute to the study and care of the *place*.

C. Landmark presence to signify the Marshall environment

A landmark is defined as an object or feature of a landscape or town that is easily seen and recognised from a distance, especially one that enables someone to establish their location.

The Cottage on its original site at the intersection south-east corner was a well known Marshall landmark.

From the MBCCG Concept Proposal:

- the Cottage was a well known local landmark with high visibility and relocation at the same intersection is appropriate

Option 1 - rebuilding the Cottage on the south-west corner of the same intersection, enables the Cottage to be easily seen when approaching from four directions when approaching the intersection. From Barwon Heads Road, looking north and looking south, from Tannery Road looking west and from Marshalltown Road looking east.

D. Complementing existing community infrastructure

J F Field Park Marshall Reserve already serves community leisure and family purposes with the tennis court and playground facilities. The provision of public toilets and off-street parking will enhance this existing infrastructure. The area proposed in Option 1 for the Cottage is not open space that is used for any outdoor activity.

E. Transforming 'heritage value' into a measurable asset ¹

Whether a heritage place should be conserved, or how it should be conserved, is often decided according to the financial cost.

Cost underlies the choice between what is proposed in Option 3, which is an external heritage facade with a cheaper modern interior, compared to Option 1, which is a genuine reconstruction, externally and internally.

The value of heritage needs to be translated into a quantifiable value to compete with the other costs that are easily estimated in dollar terms. The extra cost of a proper best practice conservation reconstruction of the Cottage is worthwhile because of the intangible heritage value.

The term 'heritage value' refers to **the meanings and values that individuals or groups of people bestow on heritage** (including collections, buildings, archaeological sites, landscapes and intangible expressions of culture, such as traditions).

The heritage value of a site, building or object lies in its **cultural significance**, which is a combination of historical, symbolic, spiritual, aesthetic and social values.

From an economic point of view, the value of a cultural heritage asset lies in the benefits that can be derived from its direct and indirect use.

There are several ways in which cultural heritage can directly and indirectly contribute to society and economy. This can be contributions to commercial activities and citizens' cultural participation. The contribution can be to other cultural areas, the tourism and leisure sector. More specifically, contributions for instance include:

- Cultural tourism, tangible cultural heritage as tourist attractor (experiential value)
- Regional regeneration, conservation and (adaptive) re-use of historic buildings

¹ Environmental Economics Research Hub ANU, *Measuring the Economic and Cultural Values of Historic Heritage Places* David Throsby, Vinita Deodhar, Bronwyn Hanna Bronwyn Jewell, Zena O'Connor, Anita Zednik November 2010

- Education
 - Citizen cultural participation, museum/site visits, cultural learning, volunteering
 - Soft location factors, quality of life, historical depth, cultural identity, sense of belonging.
- The contribution of the educational function of heritage places is included under citizens' cultural participation. Particularly highlighted should be the contribution cultural heritage makes to soft location factors such as cultural identity, quality of life and sense of belonging. While museums and sites will rarely be a determining factor in locational decisions of businesses and individuals, their presence can still be an important secondary factor.

But contributions may not be realised just by the existence of cultural heritage, especially if it sits in a museum storage or archive. Even if it is present in the public sphere, it may contribute to a lesser degree than it could. Therefore, the emphasis is on the communication of cultural heritage content and experiences through innovative approaches, products and services.

The five criteria above, are based on local knowledge, and community input about the values that local people attribute to the Cottage. These values have been acquired by local people interacting with their surroundings – people, landscape, culture etc. It is the knowledge that the local people have and people who live elsewhere do not.

When these five criteria are added, **Option 1** is significantly elevated against the other options. A possible scoring for these five Criteria might be:

	Option 1	Option 2	Option 3	Option 4	Option 5
<i>Feasibility Study scores</i>	15.9	18.0	25.5	18.7	22.7
Criteria A: Retention of sense of place of the cottage in accordance with Burra Charter principles	3	0	1	1	1
Criteria B: Authentic reconstruction in accordance with Burra Charter	3	0	1	1	1
Criteria C: Landmark presence to signify the Marshall environment	3	0	0	0	0
Criteria D: Complementing existing community infrastructure	3	0	0	0	0
Criteria E: Translation of 'heritage value' into a measurable asset	3	0	1	1	1
REVISED TOTAL	30.9	18.0	28.5	21.7	25.7

MBCCG believe that **Option 1** fulfils the objectives of retaining an historic building in the most adjacent available site to the original site, and also gives current residents a direct link to the immediate past. This retains a sense of place, reconstructs according to Burra Charter best practice, provides community benefits, and demonstrates the practical measurable value of a heritage place such as social community use, and a venue for cultural activities.

8. Option 3 - mixed use and community garden

MBCCG agree that Option 3 has some merit when taking into consideration the criteria developed by Council and the consultant, which are different to the criteria being suggested by MBCCG, under which it is the second best viable option.

Option 3 is a renovation, not a reconstruction of the Cottage. It proposes a façade only end result. Facadism is often employed as an easy option to deal with heritage places, it ignores authenticity and adaptive reuse. The result is a hollow imitation of the character and value of a heritage place.

Option 3 Location

Whilst MBCCG supports some aspects of Option 3, the location of Option 3 is unsuitable in comparison to Option 1.

The location is visible only from Barwon Heads Road, it is set back too far from the road and obscured by car parking.

This obscurity is liable to lead to vandalism.

Option 3 location has no advantage regarding zoning because it is zoned PPRZ Public Parks and Recreation the same zoning as the location of Option 1

Option 3 Rebuild

The *Feasibility Study* says on page 20 that Option 3 proposes that only the exterior of the building will be reconstructed, not the interior. Internally the Cottage will be “constructed to a standard value-managed manner to reduce cost and specialist trades”.

Indicative Reconstruction Costs *Feasibility Study* page 26, 07.02 and WT Partnership Bluestone Cottage Marshall Preliminary Cost Estimate No 1, 4th February 2022

The *WT Partnership Bluestone Cottage Marshall Preliminary Cost Estimate No 1, 4th February 2022*, pages 3 and 5, calls Option 3 a ... *new build with internal modern construction and finishes.*

Page 3 *OPTION 3 – NEW BUILD OF BLUESTONE COTTAGE*

Page 5 ... *The façade will match the previous design however the internal construction and finishes will be more modern.*

In the same document cost estimates for Options 1 and 3 are detailed and provide a reasonable interpretation of rebuilding works, with “like for like” for Option 1.

However option 3, which is the Consultant’s preferred option, contains building elements which are inconsistent with authentic reconstruction.

These include:

- A concrete slab on ground with timber finish
 - not timber stumps as in original
 - notes at the end of the estimate assume a vinyl floor
- internal walls to be timber framed with plasterboard finish
 - original internal brick walls were brick
- roof to be engineered meaning trusses
 - roofing to be sheet metal
 - original roof was slate
- chimneys have been allowed for but the extent is unclear
 - there was discussion at the briefing about building *faux* (fake) chimneys with just the top of the chimney appearing above the roof but no actual internal working chimney and fireplace
 - the two chimneys and fireplaces in the original Cottage were complete and in working order

MBCCG does not accept the construction methodology for Option 3 outlined in *Bluestone Cottage, Marshall - Preliminary Cost Estimate no 1*, 4th February 2022 by WT Partnership because it is not consistent with a genuine reconstruction of the original Cottage.

9. Option 1 Reconstruction - per the Burra Charter

The *Feasibility Study* investigates in great detail the fabric of the building and the possible methodology of reconstruction. This will be extremely beneficial in the process going forward and the consultants are to be commended for their work.

The MBCCG committee members who have contributed to this response, have experience and knowledge of other conservation projects and would be happy to assist in the areas of technical engineering, building and architecture, research, heritage property management, graphic art design, retailing and tourism.

Detailed knowledge of various aspects of the building is available.

9.1 Option 1 Reconstruction of the built fabric of the Cottage.

Specialised **heritage engineers and builders with heritage building experience** are required to be involved in the reconstruction of the building.

Not all of the salvaged materials may be suitable for the reconstruction of the cottage. MBCCG suggest that the following items be considered in the reconstruction.

9.2 Option 1 Reconstruction goals

The building be reconstructed in as close as possible form, to the original, including timber floors, complete fireplaces and chimneys, rubble wall construction of interior skin of external walls - required if bluestone is not evenly dimensioned in depth.

Any walls removed should still give evidence of the existence of the wall, by reconstructing nib walls and parts of walls over the proposed openings. Retaining evidence of the hallway would be desired.

Establish a subfloor space of minimum 600mm, in order to re-establish a timber framed floor. Boards to be same timber and dimension as original.

Stumps should be dressed round, not square sawn, but circular sawn through small tree trunks, as in the original building, and seen in the filming taken by Major Roads during dismantling.

Provide foundations to the underside of bluestone walls in order to start bluestone at ground level. All internal walls (excluding the inner skin of the external walls) should be solid brick. Internal skin of external wall to be constructed in the same manner as original, utilising a bluestone rubble.

Unpainted fireplaces and chimneys should be reconstructed in accordance with proven design to provide working fireplaces. Exposed chimneys should utilise the salvaged bricks from the original chimneys.

Roofing slate tiles should be the same size as original. If some of the existing slates are deemed to have reached their useful life, then new Spanish or Welsh slate could be considered.

Appropriate curtilage being designated around the cottage to provide a context of "residence". Evidence found in the MRPV Archaeology Report would contribute to this.

Historical information regarding the Marshall area Indigenous people, and the development of European settlement in the Marshall area, be curated by Council, and available in the Cottage historical collection.

10. Option 1 - Future sustainable use, community benefit and public purposes

The priority is to provide a sustainable use in Marshall Town History House that gives the local community and visitors a sense of the history of Marshall.

MBCCG believe there are many community users who would be happy to utilise the spaces a reconstructed cottage in its original form would offer.

For long term viability the Cottage original room sizes should be retained for small group use, as it's not easy for Council to fulfil the need to accommodate small groups.

These groups might be:

Gardening groups
Children's play groups
Local history groups,
Art groups
Disability groups
Hobby groups

Fitness groups
Morning coffee groups
Other uses include:
• booked school excursions
• booked visitor bus groups

10.1 Option 1 - Tourism information

Genuine reconstruction of the Cottage adds to Greater Geelong's stable of tourist attractions. Providing a Tourist / Visitor information Centre is a public benefit and is also another example of a sustainable use.

Locating the Cottage at the intersection of Barwon Heads Road with Tannery and Marshalltown Roads makes an ideal walk-up tourist information centre for visitors arriving from the south of Geelong. There is no other information centre on the south of the city for tourists coming via the Queenscliff ferry or via Barwon Heads. This centre could provide an online internet search facility. Different accreditation requirements vary the hours the centre has to be open.

The white **i** Tourist Information Centre does not need to open every day.

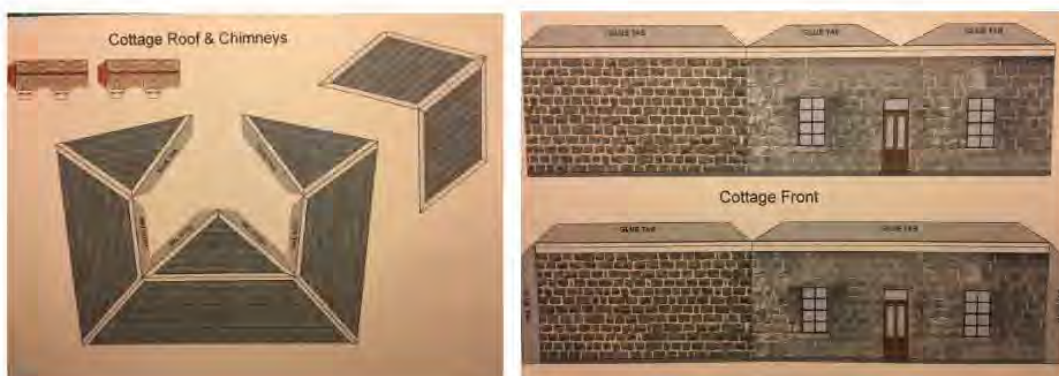


The Cottage could be part of the new strategy of *Pause Stop*, launched recently by Victoria Tourism Industry Council (VTIC), or any other new tourism promotion possibilities. With the increase in self-drive holidays across the State, VTIC announced an extension of their popular *Pause Stop* program throughout Victoria to encourage motorists to plan their road trips ahead and take a regular break at one of the information centres on their route.

10.2 Option 1 - specialised local artisan gifts, souvenirs and information

MBCCG foresees a range of goods being available for sale at **Marshall History House** relating to the wool industry history of the Marshall area, and the heritage of the Cottage. Some examples produced by MBCCG members shown below.

- cottage model



- postcards



Other suggestions:

- soap (related to early local industries)
- spreads (made from local ingredients)

10.3 Option 1 - Car parking

The highlighted pink outline on the image below indicates an approximate curtilage of the Option 1 proposal. Within this curtilage there is sufficient area to cater for several car parking spaces and access driveways.



Car parks are suggested within this curtilage with the requirement that there would be very little impact on usable open space, or damage to any significant trees.

This would create off-street car parking so that there is no interference to or lessening of local car parking.

MBCCG suggest appropriate arrangements are made in relation to car parking to ensure the safety of children using the adjacent play ground.

Additionally there are seven car parks proposed in Field Court approximately 80 metres away, that could be utilised to link to for Option 1 with facilitated footpaths.

11. City of Greater Geelong visionary and aspirational strategic plans

The Bluestone Cottage *Feasibility Study* on page 13 refers to consultation with ... *Council Officers from Urban Design and Heritage, Social Planning and Investments, and Social Infrastructure.*

The *Feasibility Study* has omitted to measure and consider important values and priorities of the City of Greater Geelong, outlined in strategic planning documents such as "Our Community Plan 2021-25".

"Healthy, Caring And Inclusive Community" is a pillar central to everything council does and requires broader input and perspectives by stakeholder City of Greater Geelong departments: Tourism, Marketing, Art and Culture, Events, Health and Wellbeing, and Community Life.

The MBCCG proposal identifies the rich architectural history and industrial heritage of the local area and recognises that supporting economic growth by leveraging tourism, staging and marketing events and creating intergenerational and intercultural opportunities for social connection fulfils community aspirations of the City of Greater Geelong Council.

Another strategic plan, *Greater Geelong 'Clever and Creative Future*, written in 2017 after input from 16,000 local people, says that one of Greater Geelong's community values is preserving our heritage, and that one of the measures of success is increasing the percentage of the community actively participating in arts and cultural activities

The MBCCG Option 1 proposal enables the possibility of achieving these aspirations.

12. Support from local businesses and / or corporate sponsors

In accordance with City of Greater Geelong policy of sponsorship, MBCCG members are confident it would be possible to acquire contributions and donations of materials or other support, from businesses or corporations, for the reconstruction and future ongoing operations of the Cottage.

13. Conclusion

The heritage value of the Bluestone Cottage is central to the Mission of the Marshall Bluestone Cottage Community Group (MBCCG). The overarching goal of the Group is to give the Marshall Community a tangible sense of connection with its past.

Despite this, the assessment criteria used to evaluate the various options did not include the heritage value of the Bluestone Cottage. This aspect of the Report is considered as a fundamental failing due to omission.

The Report proposed 5 site options. Again, proper regard of the heritage value of the Bluestone Cottage demands that genuine reconstruction take place on a site as close as possible to the original site. For this reason, only Option 1 is considered in keeping with the Mission of the MBCCG because it has the closest location to the original site, and an accurate reconstruction methodology.