

3.17 Planning Area No.17 – Eumundi

3.17.1 Location & Role

Eumundi is a small rural town located in the north of the Shire, adjacent to the North Coast rail line. The town is situated at the eastern base of ‘Eumundi Hill’ in the North Maroochy River valley.

The principal role of Eumundi is as a small rural service centre providing residents of the town and surrounding rural residential and rural farming communities with a broad range of lower order goods and services.

Other important functions of this Planning Area include:-

- accommodating a small residential population within the township; and
- supporting a rural-based tourism industry.

3.17.2 Vision Statement

(1) It is intended that:

Eumundi will be a place where an interactive, cohesive and socially diverse community is safe and secure. Eumundi will provide a future for its youth and generate local employment by controlled, steady economic growth. The town will remain small and peaceful, retaining the identity and character it derives from its rich cultural heritage and setting within a green backdrop.

(2) This means that:

- (a) Eumundi will remain a small country town set in an attractive rural landscape of rolling hills and coastal plains.
- (b) Tree-lined streets, and the natural bushland and rural land surrounding the town, will continue to provide a lush green country atmosphere and backdrop.
- (c) The rural identity and character of Eumundi will continue to make it a small, peaceful and desirable place to live.
- (d) The town will maintain well-defined boundaries within which urban development will be consolidated.
- (e) Opportunities to include the town’s youth in the development of Eumundi will be actively pursued, including recreation opportunities and local employment options.
- (f) Rural-based tourism will continue to be a major focus for the town’s activities although this focus will not be developed at the expense of the local community’s lifestyle. Any new tourism ventures occurring within or near the town will complement the existing rural town character and will be of a compatible scale and nature.

- (g) Local business opportunities will be supported by local employment and business incubator strategies.
- (h) Memorial Drive will remain as the commercial focus of the town and will continue to provide lower-order and tourist-orientated goods and services.
- (i) Development along Memorial Drive will continue to reflect the architectural heritage of the town with a strong emphasis on Queensland vernacular design principles and retention of buildings that contribute to the traditional character of the town.
- (j) A careful balance of the roles of Eumundi as a residential area, lower order service centre and a tourism node will ensure that the town continues to be a prosperous and interesting place to live and visit.

3.17.3 Key Character Elements

(1) Location of Uses and Activities

- (a) Memorial Drive will remain as the commercial focus of the town continuing to provide for a range of lower order goods and services. No extension of the existing commercial area is envisaged during the life of this Planning Scheme.
- (b) Memorial Drive will also remain the focus for a number of tourist related activities which draw upon and complement the charm and character of this country town main street.
- (c) The provision of new residential land within the town will occur in an orderly and sustainable manner. The layout of new development areas will be compatible with and connected to the established developed areas in the locality and provide for coherent road, bicycle and open space linkages. New housing development will occur in an orderly sequence, as demand arises, in keeping with the efficient provision of infrastructure.
- (d) Small-scale tourist accommodation facilities such as “bed and breakfasts” will be encouraged to establish in appropriate locations within the town area.
- (e) The future growth of Eumundi is constrained by the existing sewage treatment works. New residential development will necessitate the upgrading of the treatment works.

(2) Design Intent

- (a) The traditional Queensland “country town” character of Eumundi will be retained and enhanced by controlling the demolition, removal and development of places of local cultural heritage and townscape significance.

(b) The important characteristics of Memorial Drive will be retained, including:

- the memorial camphor laurel street trees;
- the green buffer on the east side of the main street, comprising the Eumundi Town Square and Parklands;
- the current road layout at both the northern and southern ends of the main street;
- a wide, open main street;
- small-scale commercial buildings built to the street alignment;
- predominance of street parapets of various shapes, together with post-supported awnings;
- buildings generally with narrow frontages;
- buildings which close the vista at the northern end of the main street;
- a dispersion of community facilities along the street to reinforce halls, the museum, pubs and post office.

(c) Signage in the main street will be minimal and low key so that it does not detract from the desired aesthetic qualities of the streetscape.

(d) The quality of street furniture and paving in the main street will continue to be improved.

(e) The existing road pattern for entering and leaving the main street will be retained, especially the curved northern end of Memorial Drive.

(f) The wide, open main street will be maintained as part of Eumundi's "country town" character.

(g) The scale, height and density of new development in the main street will be controlled so that it is consistent with nearby buildings.

(h) Urban edges will be reinforced with extensive street tree plantings.

(3) Environmental Values

(a) Existing mature trees in the main street will be maintained, especially the Memorial camphor laurels, which are listed on the Queensland Heritage Register.

(b) Significant vegetation surrounding the town will be protected so as to maintain the rural setting of Eumundi.

(c) Good quality agricultural land to the north and south of the town will be protected as a land extensive use buffer to maintain the rural setting of Eumundi.

(d) The reuse of the old rail corridor north of the town's business area as public open space and a pedestrian link to the Butter Factory is desired.

(e) A linked system of open space will be established, focussed on the Eumundi Town Square/Parklands and the old rail corridor north of the town's business area running behind the Butter Factory and linked to the Shire-wide open space system.

(f) Significant vegetation on "Eumundi Hill" will be protected to maintain a green backdrop to the town.

(g) Only development that is ecologically and socially sustainable in the long term will be supported in Eumundi.

(4) Access and Movement

(a) The existing road pattern for entering and leaving the main street will be retained, especially the curved northern end of Memorial Drive.

(b) The role of Memorial Drive as a business and community focus will be reinforced by providing an entry statement at the Eumundi/Noosa Road/Memorial Drive intersection which incorporates streetscape improvements and traffic calming devices.

(c) The wide, open main street of Memorial Drive will be maintained as part of Eumundi's "country town" character.

(d) Alternative on-street parking and footpath layouts in the main street will be investigated with the aim of improving vehicle movement, providing opportunities for streetscape enhancement and improving pedestrian safety when crossing the street.

(e) The visual appeal of arriving in town will be reinforced by enhancing street tree planting along Eumundi Memorial Drive and the Eumundi Noosa Road.

(f) Main street improvements and railway station access will be integrated with a planning Eumundi Town Square/Parklands development.

(g) Opportunities to reduce the volume and speed of coastal-generated traffic through the centre of the town will be encouraged.

(h) Intra-regional public transport should be improved to provide access to services and facilities in nearby towns. Opportunities include local rail motor, and improved bus services to Noosa and Tewantin.

(j) The reuse of the old rail corridor north of the business area as public open space and a pedestrian link to the Butter Factory is desired.

(j) Bikeways in Eumundi will be improved and coordinated to provide a legible network, linked to the Shire-wide bikeway system.

(k) Pedestrian links to areas adjacent to the main street will continue to be improved.

(5) Economic Activity

- (a) Sustainable economic activity that benefits the whole of the Eumundi community is desired. In particular, vertically integrated industries (where production, manufacturing, distribution, wholesaling and retailing functions are managed locally and employ local residents) are encouraged to locate at appropriate locations within the town area.
- (b) In considering development applications for new commercial, business or industrial uses, Council will place particular emphasis on whether the activity is of a scale and nature which complements the desired character and amenity of the town. Uses which threaten Eumundi's rural character and identity will not be supported.

(6) Market Activity

- (a) The Eumundi markets, while an important local economic activity, will not physically or economically dominate planning for the town or unduly influence the character of the town.
- (b) Any further market activity will only be located in the Eumundi Town Square/Parklands and/or the Butter Factory.
- (c) A Eumundi Markets Management Strategy is intended to be produced. Any proposals for additional market activity in Eumundi will be required to address the following issues:
 - the economic impact on existing permanent businesses in the town;
 - the influence on the character of the town and the conservation of heritage and townscape values with Eumundi Town Square and Parklands;
 - benefits to the Eumundi community;
 - opportunities to provide local employment;
 - requirement for goods sold to be produced locally;
 - impacts on traffic and parking and proposed measures to address these impacts.

3.17.4 Statements of Desired Precinct Character

(1) Eumundi Village Centre (Precinct Class = Village Centre)

Intent

The Village Centre is focussed on Memorial Drive mainly between the Eumundi - Noosa Road and Pacey Street intersections . It contains the most substantial retail, office, commercial and tourism uses in Eumundi including two Hotels.

This Precinct contains a number of buildings which have cultural or historical significance for the town, particularly along Memorial Drive. Accordingly, Council's Planning Scheme Code for Heritage Conservation, found in Volume 4 of this Planning Scheme) will apply to development in this Precinct.

Located parallel to Memorial Drive is an area of open space, both in public and private ownership, which includes Caplic Park. It is intended that this area be further enhanced to provide a greater range of recreational opportunity for the district. Within this open space corridor markets are conducted. These markets are an important economic activity for the town but should not physically or economically dominate planning for the town or unduly influence the town's rural character - particularly with regard to conserving the landscape and heritage values of the Eumundi Town Square and Parklands.

It is intended that Memorial Drive remain as Eumundi's commercial focus and continue to provide lower order and tourist orientated goods and services that draw upon and complement the charm and character of this country town main street.

The existing wide and open character of Memorial Drive will be maintained. Opportunities for alternative on street parking and footpath layouts along Memorial Drive should be investigated with the aim of improving vehicle movement, providing opportunities for streetscape enhancement and improving pedestrian safety when crossing Memorial Drive.

Preferred and Acceptable Uses

Preferred uses within this Precinct are those referred to in the Table of Development Assessment (refer Vol 1) for the Village Centre Precinct Class.

Landscape and Built Form

The important characteristics of Memorial Drive that should be retained and enhanced include:

- the memorial camphor laurel trees,
- the green buffer on the east side of Memorial Drive, comprising the Eumundi Town Square and Parklands,
- a wide open main street,
- small scale commercial buildings built to the street alignment,
- predominance of street parapets of various shapes, together with post supported awnings, and
- buildings generally with narrow frontages.

The historically significant buildings fronting Memorial Drive contribute to the cultural heritage and townscape character of Eumundi. It is desirable that these buildings be conserved (where structurally sound), or if

redeveloped, that new premises incorporate key characteristics of the existing building. Infill development along Memorial Drive should be sympathetic to the existing character in terms of scale and form of the street, and should incorporate existing buildings where possible.

Development in this Precinct, and particularly along Memorial Drive, should be of a scale and form appropriate to existing surrounding premises.

A linked open space system should be established, connecting the sports grounds and showgrounds, the town square and using the old rail corridor to the north of the commercial area and linking to the Butter Factory. This would contribute to creating a connected open space system for Eumundi. Improved pedestrian and bicycle access should be provided as part of this open space system. The showgrounds and associated facilities at the southern end of Memorial Drive are important community facilities. If this land and facilities are affected by the proposed Eumundi Bypass, another area close to the town centre should be identified for future sporting and recreational requirements of a district level.

Significant stands of vegetation along the eastern side of Memorial Drive, particularly the mature Camphor Laurels, are important landscape features of the town and should be maintained.

The appearance and amenity of Memorial Drive should be maintained and enhanced through appropriate design of building frontages including landscaping and street furniture where appropriate. Specific consideration should be given to creating an appropriately designed gateway or entry statement to the main commercial node of Memorial Drive at the southern entry point. The intersection of Eumundi/Noosa Road and Memorial Drive marks a significant gateway and entry point to the main commercial Precinct. The configuration of the sharp curve of the road into Memorial Drive from Eumundi Noosa Drive is extremely important in defining the main street and heightening the sense of arrival in the town centre. Opportunity exists at the Memorial Drive and Arundell Street intersection for an entry statement/gateway to be developed.

The quality of public spaces should continue to be improved to make them more attractive and comfortable, while continuing to express the traditional character of the town. This will involve maintaining convenient access to premises, controlling signage, developing and implementing an identifiable “theme” for street plantings, furniture and paving, and creating distinctive entry/exit statements.

The Eumundi markets are conducted on land fronting the Main Street (Memorial Drive) are an important local economic and tourist activity.

It is intended that a Eumundi Markets Management Strategy be produced. Until such time, any further

proposals for additional market activity in Eumundi will be required to address the following issues:

- the economic impact on existing permanent businesses in the town;
- the influence on the character of the town and the conservation of heritage and townscape values;
- benefits to the Eumundi community;
- opportunities to provide local employment;
- requirement for goods sold to be produced locally; and
- impacts on traffic and parking and proposed measures to address these impacts.

Preferred Maximum Density for multi-unit residential or mixed use premises

Site area (m ²)	Maximum plot ratio	Site area per dwelling for calculating the DUF ¹
All sites	0.5	200

¹DUF = Dwelling Unit Factor (as defined in section 3.2 of this planning scheme)

Maximum building height

- 3 storeys (but not more than 12 metres).

(2) Eumundi Village Residential
(Precinct Class = Neighbourhood Residential)

Intent

This Precinct is intended to continue as mainly a residential area having traditional townscape qualities that are worthy of preservation and supporting the facilities in the Village Centre. A number of buildings within this Precinct, particularly along Cook Street have historic or cultural significance to the town. Accordingly, Council’s Planning Scheme Code for Heritage Conservation, found in Volume 4 of this Planning Scheme will apply to development in this Precinct.

While traditional detached housing is expected to remain the dominant built form, a greater variety of residential forms may be acceptable including low density tourism accommodation such as guest houses and Bed and Breakfast type accommodation and mixed use premises where non-residential uses are small scale and unlikely to compromise the amenity of adjacent residential uses.

It is preferred that any new tourism uses be located within the town centre and focussed on Memorial Drive. These uses should complement the existing rural town character and be of a compatible scale and nature.

It is intended that the old Eumundi Butter Factory be preserved as this building has local historical value for

the Eumundi community. The old Butter Factory provides opportunities for tourism uses, including the existing weekend markets.

Preferred and Acceptable Uses

Preferred uses within this Precinct are those referred to in the Table of Development Assessment (refer Vol 1) for the Neighbourhood Residential Precinct Class.

The following uses may also be considered consistent with the intent and desired character of this Precinct where appropriately sited and designed:

- Art and Craft Centre
- Bed and Breakfast
- Restaurant (in an existing building).

Landscape and Built Form

New premises should be of a low density and contribute to a high standard of residential amenity. Development should be sited, designed and carried out to avoid or minimise loss of significant vegetation, erosion and extensive earthworks.

Dwellings should be set back from Memorial Drive and should be sited, designed and landscaped to provide buffering from the traffic on Memorial Drive.

A linked open space system should be established, connecting the sports grounds (show grounds), the town square and using the old rail corridor to the north of the commercial area and linking to the Butter Factory, creating a connected open space system for Eumundi. Pedestrian and bicycle access should be provided as part of this open space system.

The Eumundi markets, including the Butter Factory markets, while an important local economic activity should not physically or economically dominate planning for Eumundi or unduly influence the character of the town. Any further market activity will only be located in the Eumundi towns Square/parklands and/or the Butter Factory.

It is intended that a Eumundi Markets Management Strategy be produced. Until such time any further proposals for additional market activity in Eumundi will be required to address the following issues:

- the economic impact on existing permanent businesses in the town;
- the influence on the character of the town and the conservation of heritage and townscape values;
- benefits to the Eumundi community;
- opportunities to provide local employment;
- requirement for goods sold to be produced locally; and
- impacts on traffic and parking and proposed measures to address these impacts.

The historically significant buildings in this Precinct contribute to the cultural heritage and townscape character of Eumundi. It is desirable that these building be conserved (where structurally sound), or if redeveloped, that the new premises incorporate key characteristics of the existing buildings.

(3) Eumundi North (Precinct Class = Neighbourhood Residential)

Intent

This Precinct comprises land which mainly fronts Ward Street and is relatively steep from that road upwards towards the Precinct boundary in the north. It is bounded by the North Maroochy River to the north and the old railway alignment to the south west.

This Precinct consists mainly of low density residential premises with some undeveloped parcels of land. Pockets of mature vegetation remain and the more elevated lands in the northern end of this Precinct enjoy good views across the town and to Eumundi Hill.

Having regard to the topography of the land, suitable future residential premises would be in the form of hillslope housing. Such lots allow for more environmentally responsive building forms and access arrangements.

Future development is intended to be predominantly for low density residential purposes. Development should occur in a way which respects the land form, conserves existing mature vegetation, maintains natural drainage patterns where possible and allows for dwellings to take advantage of views and climatic conditions.

It is intended that the old railway area behind the Butter Factory form part of an open space system for Eumundi, linking this area with the town square, sporting grounds and surrounding open space.

Preferable and Acceptable Uses

Preferred uses within this Precinct are those referred to in the Table of Development Assessment (refer Vol 1) for the Neighbourhood Residential Precinct Class.

Landscape and Built Form

New premises should be of a low density and contribute to a high standard of residential amenity. Development should be sited and designed to avoid or minimise loss of mature vegetation, erosion and extensive earthworks. Development on steeper slopes should be stepped and responsive to the terrain, available views and climate.

New street trees and landscaping should complement the waterway corridor vegetation, and should assist re-forestation of the hillsides and soften the visual impact of urban development, particularly when viewed from the Village Centre and the town's main approach roads.

(4) Eumundi West (*Precinct Class = Neighbourhood Residential*)

Intent

This Precinct comprises all the land in the west of the Eumundi Planning Area, with its western boundary being the Bruce Highway. This Precinct is intended for long term future development. Much of the land in this Precinct is hilly and would therefore only be suitable for very low density residential purposes.

It is intended that land in this Precinct either not develop until adequate infrastructure (water and sewerage) is made available or appropriate low residential densities be determined on the basis of suitability of the land for on-site effluent treatment and disposal.

This Eumundi Caravan Park is also situated in this Precinct along the southern side of Memorial Drive.

Preferred and Acceptable Uses

Preferred uses within this Precinct are those referred to in the Table of Development Assessment (refer Vol 1) for the Neighbourhood Residential Precinct Class.

Low density residential development is preferred in this Precinct.

The following uses may also be considered consistent with the intent and desired character for this Precinct where appropriately sited and designed:

- Bed and breakfast
- Garden Centre
- Forestry
- Stables.

Landscape and Built Form

Appropriate buffering will be required for development of premises along the western boundary of this Precinct where the Precinct abuts the Bruce Highway.

Premises should be sited and designed to avoid or minimise loss of significant vegetation, erosion and extensive earthworks. Buildings on steeper slopes in the eastern portion of this Precinct should be in the form of low density hillslope housing and should be stepped and responsive to the terrain, available views and climate.

The northern access to and from the Bruce Highway along Memorial Drive is an important transport corridor. Any new residential premises along Memorial Drive should be appropriately setback from the road to avoid impacts from traffic along Memorial Drive.

Opportunity exists at the southern and northern access points to Eumundi for formalisation of entry or gateways statements.

(5) Eumundi East (*Precinct Class = Neighbourhood Residential*)

Intent

This Precinct is situated on the eastern boundary of the Eumundi Planning Area and is bounded to the west by the Eumundi School and to the east by the Railway line.

It is intended that land in this Precinct will not develop until there is a demonstrable need for additional urban lots and adequate development infrastructure can be made available.

The north Maroochy River runs just outside the eastern boundary of this Precinct.

The potential for this Precinct for urban development is constrained by low lying flood prone land. It is intended that development generally avoid the flood prone lands and provide open space corridors along drainage lines.

Development in this Precinct may also be constrained by the proposed town bypass which is intended to follow the alignment of the rail corridor.

A significant portion of land off Napier Street in this Precinct is owned by the State government. This land is currently used for carparking on market days and may be affected by the proposed town bypass.

Preferred and Acceptable Uses

Preferred uses within this Precinct are those referred to in the Table of Development Assessment (refer Vol 1) for the Neighbourhood Residential Precinct Class (when infrastructure services are available).

Otherwise, rural uses which appropriately address the issue of flooding and do not impact on the environmental values of the land or nearby North Maroochy River are considered acceptable.

Landscape and Built Form

When occurring, new development for residential purposes in this Precinct should be particularly responsive to the varied environmental characteristics of the area by addressing the issues of flooding.

New premises should be sited, designed and landscaped to provide appropriate buffering from the Railway and possibly the proposed town Bypass.

(6) Crescent Road East
(Precinct Class = Mixed Housing)

Intent

This Precinct is intended to continue as a mainly residential area. This Precinct slopes significantly up from Memorial Drive.

While traditional detached housing is expected to remain the dominant built form, a greater variety of residential forms may be acceptable including low density multiple dwelling units, guesthouses and similar tourism accommodation, and mixed used premises (where non-residential uses are small scale and unlikely to compromise the amenity of adjacent residential uses). However it is preferred that any new tourism or commercial uses be situated in the Eumundi Village Centre Precinct, with a street frontage to Memorial Drive and should not extend up the western hillside into the Crescent Road East Precinct where residential areas are established.

The existing commercial/tourism node of Memorial Drive is intended to be maintained.

Preferred and Acceptable Uses

Preferred uses within this Precinct are those referred to in the Table of Development Assessment (refer Vol 1) for the Mixed Housing Precinct Class.

The following uses may also be considered consistent with the intent and desired character of this Precinct where appropriately sited and designed:

- Bed and breakfast
- Cottage houses
- Courtyard houses
- Group housing.

Landscape and Built Form

Development in this Precinct should be particularly responsive to the varied environmental characteristics of the area by addressing the issue of land slope in particular.

New development should contribute to a high standard of residential amenity. Where medium density dwellings are proposed, provision of townhouses, small lot housing or dual occupancies is preferred in order to maintain the low-rise small scale character of the town.

Buildings should exhibit a residential character and respect the scale and amenity of adjacent existing premises. Any substantial existing trees or areas of garden considered to be of significance to the character of the Precinct should be retained and incorporated within new premises.

The soft landscaping of the Precinct's streetscapes should be maintained wherever practicable to conserve

mature trees in the street reserves and contribute to the vegetated backdrop to the town. However, footpaths should be provided.

It is desirable that buildings which have culture or heritage significance within this Precinct be conserved (where structurally sound), or if redeveloped, that the new premises incorporate the key elements of the existing buildings. Redevelopment of existing buildings with cultural or heritage significance should be in accordance with Council's Code for Heritage Conservation (found in Volume 4 of this Planning Scheme).

Preferred Maximum Density for multi-unit residential or mixed use premises

Site area (m ²)	Maximum plot ratio	Site area per dwelling for calculating the DUF ¹
All sites	0.5	200

¹DUF = Dwelling Unit Factor (as defined in section 3.2 of this planning scheme)

Maximum building height

- 2 storeys (but not more than 8.5 metres) where on land sloping not more than 15%
- 2 storeys (but not more than 10.0 metres) where on land sloping greater than 15%

(7) Eumundi South (Precinct Class = Neighbourhood Residential)

Intent

This Precinct includes the prominent Eumundi Hill, comprising land which mainly fronts Crescent Road and William Road. This Precinct consists predominantly of relatively steep sloping land that has been developed along the ridge of the hill for low density residential purposes.

This Precinct enjoys good views across the town of Eumundi and surrounding areas. Eumundi Hill is well vegetated and provides an appealing and attractive bushland setting.

This Precinct contains a number of buildings that have historic or cultural significance. It is desirable that the buildings which have culture or heritage significance within this Precinct be conserved (where structurally sound), or if redeveloped that the new premises incorporate the key elements of the existing buildings. Redevelopment of existing buildings with cultural or heritage significance should be in accordance with Council's Planning Scheme Code for Heritage Conservation (found in Volume 4 of this Planning Scheme).

Having regard to the topography and the strategic location of the land as a significant backdrop to the town, suitable future development for residential purposes should be in the form of Hillslope housing. Such lots allow for more environmentally responsive forms of housing and access arrangements.

Future development should maintain significant vegetation as this hill provides a significant backdrop to the town and contributes to its rural setting.

Future development should be for low density housing purposes compatible with the scale and siting of existing housing. Large lots along the elevated slopes of the ridgeline are desired.

Preferred and Acceptable Uses

Preferred uses within this Precinct are those referred to in the Table of Development Assessment (refer Vol 1) for the Neighbourhood Residential Precinct Class.

The following uses may also be considered consistent with the intent and desired character of this Precinct:

- Bed and breakfast
- Homestead houses
- Garden centres.

Landscape and Built Form

New premises should be compatible with the scale and character of existing premises and should be responsive to land slope and terrain. New development should be sited, designed and carried out to avoid destruction of mature vegetation, erosion and extensive earthworks. New premises should also be responsive to the climate and incorporate landscaping which complements remnant bushland and neighbouring properties.

It is intended that highly visible elevated parts of this Precinct continue to be seen as a well vegetated landmark and backdrop to the town. This could be achieved through the retention of existing vegetation and additional landscaping and tree planting in new development.

The southern access to and from the Bruce Highway along Memorial Drive is an important transport corridor. Any new premises along Memorial Drive should be appropriately setback from the road to avoid impacts from traffic along Memorial Drive. Dwellings should be sited, designed and landscaped to provide buffering from traffic on Memorial Drive.

Development for residential purposes should avoid any floodprone land within the Precinct and acceptably flood free access will be required. Open space corridors should be provided or maintained along drainage lines.

Buildings of cultural or historic significance within this Precinct should be retained or conserved (where structurally sound), or if redeveloped, that the new premises incorporate the key elements of the existing buildings.