



CASSOWARY
COAST

ART DECO STRATEGY

2019



ABOUT THE STRATEGY

Council has identified economic activation as one of its Corporate Plan pillars for ensuring the community forges ahead on a path of growth and prosperity. Activating Art Deco in the region not only has the potential to assist growth but can also provide an opportunity for tourism development, create jobs, encourage community cohesion, build capacity and provide a sense of identity.

The Cassowary Coast Art Deco Strategy aims to reinvigorate and celebrate the currently dormant Art Deco attraction in the Cassowary Coast region. The strategy details a number of goals and actions which are considered to be essential in activating Art Deco in the Cassowary Coast.





VALUE OF THE STRATEGY

The preservation of heritage provides communities with the opportunity to understand and form meaningful connections with the past. Heritage also has the potential to generate tourism and economic development opportunities.

The Cassowary Coast Art Deco Strategy will act as a guide for Local Government, industry, tourism organisations, and the community for the protection and promotion of our region's Art Deco heritage. The actions from the strategy will guide future decision making for tourism destination management, town planning and design, and community development.

The Strategy also acts as a public declaration of Council's commitment to reinvigorating the Cassowary Coast region's Art Deco attraction.



OUR VISION

The Cassowary Coast treasures and celebrates its Art Deco heritage and history.

The Cassowary Coast's collection of well preserved Art Deco buildings are protected from detrimental change and enhanced over time.

The unique character of the region will create a memorable visitor experience which will add to the value of architectural tourism.

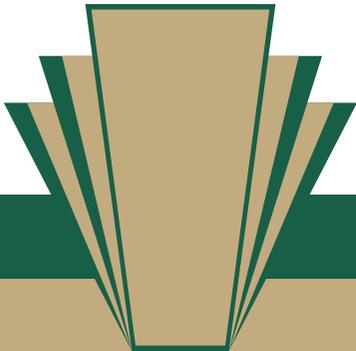




HISTORY

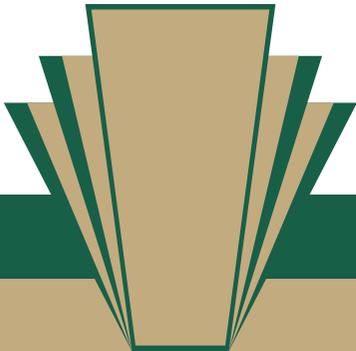
The origin of Art Deco in the Cassowary Coast is the result of the devastating cyclone of 1918 which destroyed much of the area. Many of the timber buildings in the district were completely demolished, leaving only buildings constructed of reinforced concrete. This led to the rebuilding of the business districts in this material due to its durability.

These buildings were built in the Art Deco style which was globally popular at the time and represented the future, modernism and the coming machine age. Many of the buildings deviate from traditional Art Deco in that they have pitched roofs; a local adaptation to the tropical climate of the region.



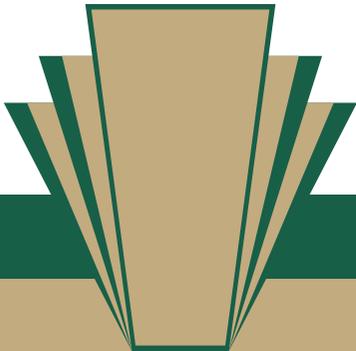
STRENGTHS & OPPORTUNITIES

- The region has a rich history (e.g. Black Hand Gang, 1918 cyclone) which can be explored and promoted to enhance the visitor experience and increase the community's connection with the past.
- The Innisfail and Tully CBDs have highly concentrated collections of Art Deco buildings that are in good condition.
- Council has an existing local heritage register and 'Innisfail Heritage Precinct' recognised in planning scheme.
- The planning scheme contains the 'Heritage Overlay Code' which ensures the protection of all heritage buildings.



STRENGTHS & OPPORTUNITIES

- The region is rich in natural assets, positioned where the Great Barrier Reef and World Heritage Rainforest meet. With this in mind, the region is in a strong position to attract people to the destination by creating the ultimate multi-layered experience.
- Cultural and architectural tourism is being fast recognised as an emerging product.
- Surrounding towns have similar Art Deco architecture which can allow a multi-town experience.
- The region has a number of passionate community members that are enthusiastic about promoting Art Deco.





CHALLENGES

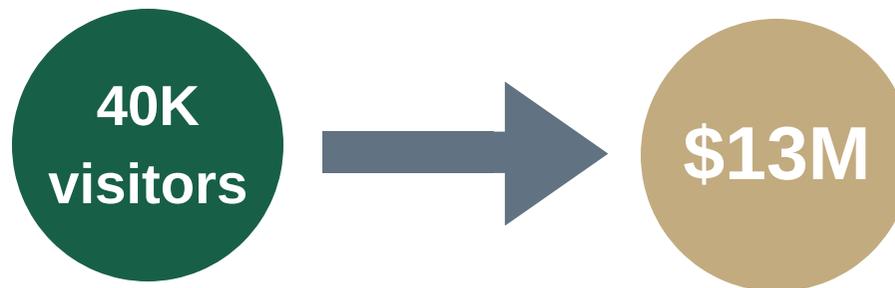
- Generally a limited community appreciation of asset.
- Limits regarding what can be regulated under the Planning Act (e.g. painting of buildings).
- Inadequate/non-existent public signage highlighting the Art Deco town centres.
- The region has a small population and volunteer base.
- There is a fear of restrictions and regulations relating to heritage buildings.
- Business and building owners have limited budgets.
- High maintenance costs for heritage buildings given the tropical climate (e.g. mould prevention).
- Ensuring Art Deco complements existing tourism offerings, rather than competing.
- Limited well-documented history, photos and video footage.
- Challenges associated with communicating the value of our heritage (monetary and non-monetary).
- Lack of resources/staff dedicated to Art Deco promotion.

BEST PRACTICE

Napier, New Zealand has meticulously preserved its Art Deco buildings and has been recognised as a world leader in developing an Art Deco economy as part of its tourism. Napier's large collection of well-preserved Art Deco buildings were built after the 1938 earthquake destroyed the city. Napier's Art Deco festival attracts approximately 40,000 visitors to the region every year, with an economic impact of approximately \$13 million.

In developing an Art Deco Strategy for the region, Cassowary Coast Regional Council sent a delegation of staff and Councillors to Napier to seek best practice principles and meet with the local Council, Art Deco Trust, tourism organisations, building and business owners, as well as the general community.

The ideas and learnings from the Napier delegation have informed the approaches and actions contained in this strategy.

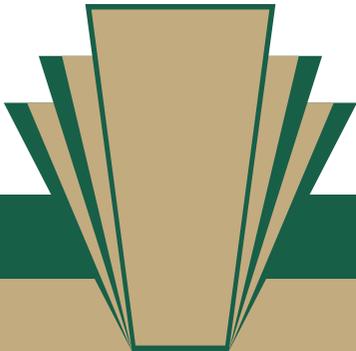


KEY LEARNINGS



A number of key themes were apparent in Napier, which can be utilised in the Cassowary Coast:

- Story telling is key. People love quirky, dramatic, or tragic stories. Use the stories of the cyclone and the Black Hand Gang.
- The community needs to be on board.
- Get businesses to understand that money can be made out of Art Deco tourism.
- Convince building owners that they have something special. Encourage them to peel back coverings to reveal Art Deco gems.
- Establish events that appeal to a wide range of people.



OUR GOALS

- **PROTECTION & RESTORATION:** Ensure that the region's Art Deco buildings are protected from detrimental change and restored over time to their former glory.
- **EMBRACE AN ART DECO THEME:** Ensure that the Innisfail & Tully CBDs embrace an Art Deco character.
- **SPARK COMMUNITY INTEREST:** Boost civic pride and increase community interest in the buildings and the history of the region.
- **INCREASE BUSINESS PARTICIPATION:** Encourage business and building owners to see the value in Art Deco and take up opportunities that benefit from Art Deco.
- **CREATE A POSITIVE & MEMORABLE VISITOR EXPERIENCE:** Establish an annual Queensland Hallmark event and provide experiences all year round.



1. THEME: PROTECTION & RESTORATION

GOAL:

Ensure that the region's Art Deco buildings are protected from detrimental change and restored over time to their former glory.

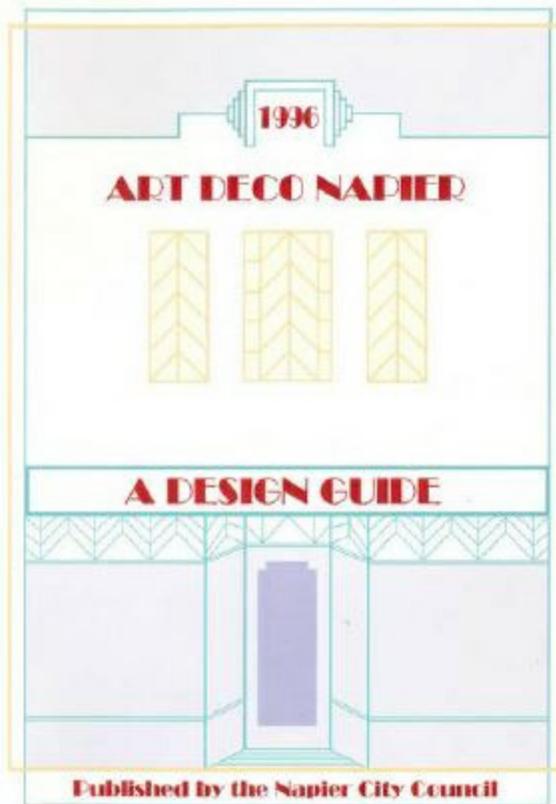
ACTIONS:

- Develop an Art Deco Design Guide.
- Incorporate the Art Deco Design Guideline into the planning scheme as a mandatory requirement for development on or adjoining heritage buildings
- Amend the Strategic Framework of the planning scheme to ensure that the importance of protecting Art Deco buildings is highlighted and their value to the region is emphasised.
- Encourage building owners to restore and maintain Art Deco features through incentives, Specifically encourage owners of buildings that have coverings over Art Deco facades.
- Provide free pre-lodgement meetings to buildings owners to discuss external and internal refurbishment possibilities.

ART DECO DESIGN GUIDE

- An Art Deco Design Guide will encourage the preservation of Art Deco buildings and provides buildings owners with a ready reference to the key principles of Art Deco design.
- The guide can be used as a source of ideas of redevelopment – so existing buildings can recapture their original style and will detail information on ‘what to look for’ when undertaking restorations. Art deco features are often hidden by later “modernisations”.
- It also informs building owners of appropriate colours, awnings, entrances, windows, doors, and signage which are consistent with the Art Deco style.
- The guideline will also provide recommendations for other architectural styles that are found in the region (e.g. inter-war classical).

ART DECO DESIGN GUIDE: EXAMPLE



VERANDAHS

Verandahs are a requirement in most of the CBD and can help to make a new building more compatible with its surroundings by emphasising the horizontal aspect and providing a consistent line for the eye to follow. However, where the appearance of an existing building may be adversely affected by the addition of a verandah, dispensation may be given. Consult the Napier City Council Planning Department for further information.

In general simple horizontal verandahs are the most appropriate. Verandahs in verandah height - for instance to accentuate a building entrance or to accommodate changes in ground level - should be achieved by steps rather than curves, base vaults or gables. Verandahs of sloping glass are not considered suitable.

ROOFS

Except in the Spanish Mission style, roofs were invisible, concealed behind parapets. They were usually hipped and of corrugated iron, tiled where future floors were planned for when they were set concrete, covered with bitumen. Roof design is considered to be almost unimportant, except where visible from other buildings or from the hill.

ENTRANCES

The entrance, which was almost always in the centre of the facade, was often given special design treatment. A popular style was a double height opening with ornate balconies above the doors of first floor level. Decoration was also used to emphasise entrances, usually with a band of ornament around the doorway or on the lintel, or by a high, stepped parapet above.

SUMMARY

The main form and scale features of Napier's Art Deco buildings are:

- Emphasis on the horizontal rather than the vertical achieved by such elements as building height, verandahs, decorative bands.
- Consistent skyline - buildings are typically one or two storeys.
- Opposite shape, level of parapets, doorways, entrances and in applied decoration.
- Simple forms with applied decoration.



Reserve verandah above building facade. Sliding and curved glass in parapets.



Clifton Hotel. Simple horizontal verandah, stepped of changes in level at entrances.



Old Argyle Street given entrance to new Argyle Street and entrance to building.

Colours

EXTERIORS

Deconstruction buildings in Napier were built of concrete, with plaster used to colour the plastered finish - buff, coffee, pink, brown, and dark-ivory green, and cold-blast. Most were later painted to lighten their appearance or to conceal surface cracking. The colonnade on the Marine Parade is one surviving example, which although coated retains its original appearance.

Paint was originally used only on windows, doors, verandah facades, and shopfronts, often in stronger colours - bright green, orange, yellow and blue.

Later the downtown used has been limited by the use of colours which take advantage of today's wide selection of tints, using light colours to show the shadow effects of strong sunlight on the masonry, while retaining a contrast in the range of colour used.

A general guideline to exterior colour schemes is as follows:

- Past colours on large areas, stronger accent colours on door/window frames or decoration.
- Avoid using colours which contrast strongly with each other or the needs to reduce the three-dimensional effect of the plaster decoration.
- In the 1930s, paint was often applied in graduated tones of the same, or similar colours to give a variation in tone rather than in colour.
- Dark colours will tend to last less well as timber work exposed to the sun, but can disguise full stone or metal, clearly in keeping with the location.
- Paint colours should terminate at internal corners to strengthen the 'sovereign' effect that was sought by the architects of Art Deco buildings. Hiding out the 'base' on a building in different colours, or in different shades of a colour, is a simple way of emphasising the Art Deco look of a facade.
- On pre-war houses, buildings, particularly those built before 1930 which have today conventional, a richer selection of colour may be appropriate to emphasise that the building belongs to the Suburban era.
- On Spanish Mission style buildings, walls should be clean or earthy in colour to suggest the original lime-wash finish. Appropriate accent colours are dark blue, dark green or orange/brown.



From 1930s Daily Telegraph Research revealed the original colours in which the scheme was built.



Business building. Blending the paint showed the first plaster finish to which the later colour were carefully matched. This scheme shows the art deco colour combinations that were frequently used.



Courtyards built. In very successful colour scheme has not attempted to reproduce original colour.



Municipal Chambers. Colour has been used to emphasise the stepped effect of the facade.

SIGNAGE GUIDELINES: EXAMPLE



Fonts and colours

A wide variety of lettering styles (fonts) are used on Napier's heritage buildings. Generally the letters are upper case and traditional in style. A selection of suggested styles is illustrated below, but many others are appropriate.

Most of the fonts shown can be downloaded for free. To do this, enter the font name into your internet search engine and select either a Mac or Windows version.

Your building may still have the owner's or building name visible. Look for photos in the Art Deco Trust or museum archives. Check with your signwriter or design consultant for a font which is suitable for internet use and printing so you can create a streamlined look for your business.

Recommended fonts include:

BABY TEETH

SANDWICH

BETTY NOIR

BROADWAY

CASADY

SF DIEGO SANS

LEMON CHICKEN

NADALL

Parisian

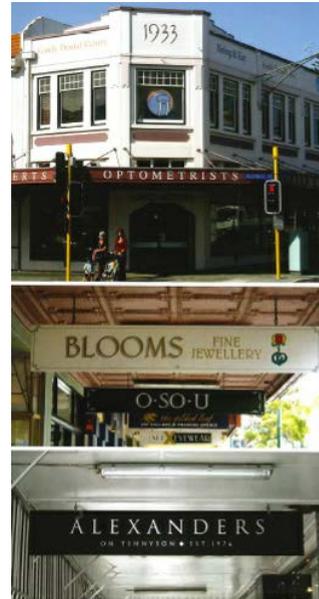
PEIGNOT

A.D. MONO

NITECLUB

City

TALL DECO



LEFT: Signs on façade, window and fascia, plus date of construction.

MIDDLE AND BOTTOM: Signs under verandahs.



Signs under verandahs

- ▶ One sign per business or one sign per building entrance
- ▶ 2.5m minimum from footpath to underside of sign
- ▶ Maximum area 1.5m²
- ▶ The sign must not extend beyond the verandah at right angles to the footpath

Signs on a verandah roof

- ▶ One verandah roof sign is permitted, if no façade sign is present
- ▶ Perpendicular to façade, at front edge of verandah roof
- ▶ Area 1.2m², maximum height 700mm including support structure
- ▶ Thickness of sign 50mm maximum
- ▶ Verandah roof signs often obscure building features and should be avoided

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PLANNING SCHEME AMENDMENTS

- Amend the Strategic Framework of the planning scheme to further emphasise the value and importance of our Art Deco heritage for the region's character, sense of place, tourism and economic growth.
- Amend the Innisfail, Tully and Villages Local Plan Codes and the Heritage Overlay Code to ensure that development on or adjoining heritage buildings incorporate the style recommendations of the Art Deco Design Guide.
- Update the Local Heritage Register (including up-to-date photos) and ensure that all significant buildings are appropriately protected. Make sure that all Art Deco buildings are clearly identified.
- Ensure that all available historical information is outlined in the Local Heritage Register. Endeavour to unearth more history including historical photos that community members may have.

2. THEME: EMBRACE THE ART DECO THEME

GOAL: Ensure that the Innisfail & Tully CBDs embrace an Art Deco character.

ACTIONS:

- Reference Art Deco Design in street furniture and infrastructure (e.g. bins, seating, street lights etc.) in the Innisfail and Tully CBD areas.
- Install street signs with an Art Deco font on Rankin Street, Edith Street, Owen Street, Fitzgerald Esplanade, and McGowan Drive in Innisfail, and Butler Street, Still Street, Bryant Street, and Morris Street in Tully.
- Install story/information boards in the Innisfail and Tully CBD detailing the history of Art Deco movement in each town.
- Install wayfinding signage directing vehicular and pedestrian traffic to the 'Art Deco Town Centre'.
- Engage artists to create Art Deco themed street art.
- Encourage business owners to embrace the Art Deco theme.

EXAMPLES: STREET SIGNS AND STORY BOARDS



EXAMPLES: STREET ART



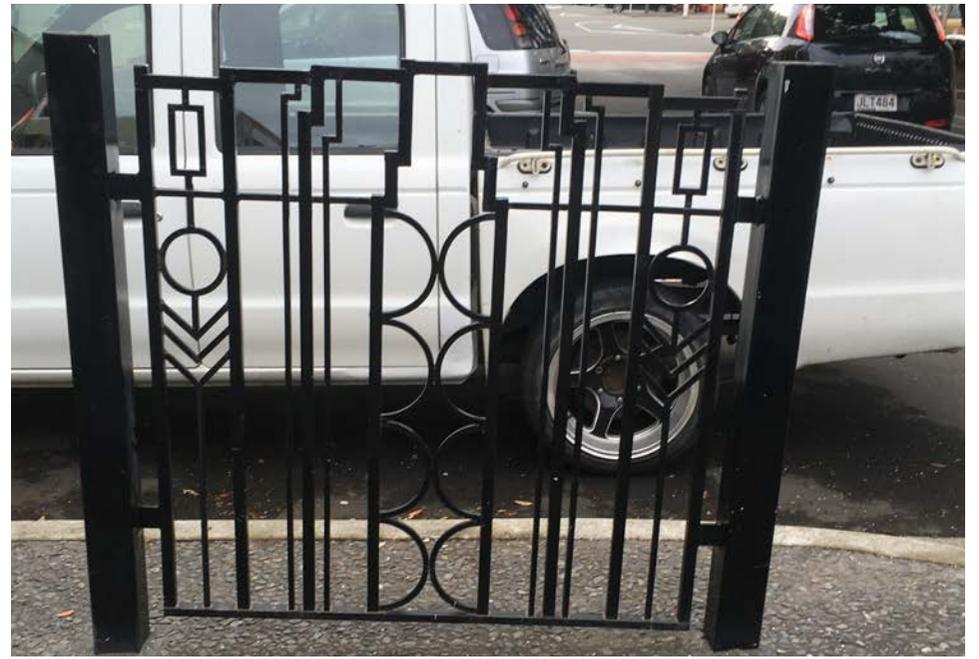
EXAMPLES: STREET ART



EXAMPLES: STREET FURNITURE & INFRASTRUCTURE

Infrastructure such as manhole covers, stormwater grates, utility boxes, bollards, street lights, and rubbish bins can incorporate Art Deco designs to add to the character of the central business precincts.





3. THEME: SPARK COMMUNITY INTEREST

GOAL: Boost civic pride and increase community interest in the buildings and the history of the region.

ACTIONS:

- Engage the community to help promote awareness, education and preservation of the Art Deco attributes of the region.
- Play on emotive drivers such as historical pride and 'love where you live'. Tell stories about why we have these buildings.
- Create a short film about our region's history and how Art Deco evolved.
- Offer Art Deco guided walks and film viewing to schools and locals to encourage civic pride and awareness.
- Find an official ambassador and volunteer story tellers.

4.THEME: INCREASE BUSINESS PARTICIPATION

GOAL:

Encourage business and building owners to see the value in Art Deco and take up opportunities that benefit from Art Deco.

ACTIONS:

- Show business owners and community members that money can be made from Art Deco, whether directly or indirectly.
- Outline the numerous business opportunities: Fashion, guided tours, accommodation, hospitality, retail.
- Create relationships with building owners and encourage them to 'peel away coverings to reveal Art Deco gems'.
- Engage business owners in the Art Deco Strategic process i.e. reference group, organising committee, trust, volunteer groups.
- Encourage businesses to embrace the Art Deco theme in their stores.



5. THEME: CREATE A POSITIVE & MEMORABLE VISITOR EXPERIENCE

GOAL:

Establish an annual Queensland Hallmark event and provide memorable visitor experiences all year round.

ACTIONS:

- Establish an annual hallmark event that attracts intrastate and interstate visitors (e.g. Art Deco Festival).
- The hallmark event should be a collection of smaller events.
- Categorise signature events to appeal to different people with each event having a focus i.e. fashion, cars and music.
- Ensure that an 'Art Deco Experience' is provided all year round, rather than just having the buildings.

EVENT OPPORTUNITIES

- Vintage fashion parade
- High tea
- Great Gatsby picnic
- Art Deco ball
- 20s/30s film showing
- Antiques fair
- Deco dog parade
- Prohibition party
- Casino night
- Vintage car rally
- Jazz night
- Walking tours/vintage car tours
- Vintage dance lessons/showcase
- Masquerade ball
- Soap box derby

ALL YEAR ROUND VISITOR EXPERIENCES

- Continue to update and promote the Cassowary Coast Art Deco & Historical Self-Guided Walk app.
- Provide weekly guided walking tours (increase frequency as demand grows).
- Ensure self-guided walk brochures are available in all Council offices and Visitor Information Centres.
- Encourage vintage car owners to offer vintage car tours of the Art Deco town centres.
- Inspire locals and businesses to speak positively and promote the Art Deco towns when interacting with visitors.
- Ensure that the buildings remain in good condition (e.g. mould-free).

CRITICAL SUCCESS FACTORS

- Ensure there are persons dedicated to the ongoing activation of the region's Art Deco asset.
- Ensure that Art Deco continues as a priority for Council for future tourism growth in the region.
- Keep the community interested with Art Deco events held every year.
- Revive interest in the history of the town and spark civic pride.
- Ensure the buildings are protected, restored and maintained.
- Ensure that businesses and building owners see the value in Art Deco.



APPENDIX



LIST OF ART DECO BUILDINGS: INNISFAIL CBD

- Blue Bird Cafe - 38-40 Rankin Street, Innisfail
- Duffin House/Arcidiacono House - 41-47 Rankin Street, Innisfail
- Former National Bank of Australasia Building - 56 Rankin Street, Innisfail
- Former Queensland National Bank Building - 39 Rankin Street, Innisfail
- Former Spanos House - 11-17 Rankin Street, Innisfail
- Innisfail Memorial School of Arts Building - 9-13 Edith Street, Innisfail
- National Bank/Commercial Banking Company Building - 17 Edith Street, Innisfail
- Queens Hotel - 74-78 Rankin Street, Innisfail
- Regent Arcade - 2-32 Edith Street, Innisfail
- Rigano Building - 51-53 Edith Street, Innisfail
- Roberston Bros Building - 42-44 Rankin Street, Innisfail



LIST OF ART DECO BUILDINGS: INNISFAIL CBD

- Shop - 16-18 Edith Street, Innisfail
- Shop - 14 Edith Street, Innisfail
- Shop - 50 & 60 Edith Street, Innisfail
- Shop - 25 Edith Street, Innisfail
- Shops - 17 Owen Street, Innisfail
- Shops - 34-40 Edith Street, Innisfail
- Shop - 46-48 Edith Street, Innisfail
- Shops - 64 Edith Street, Innisfail
- Shops - 19-25 Rankin Street, Innisfail
- Shop - 46 Rankin Street, Innisfail
- Shop - 21-23 Edith Street, Innisfail
- Shop - 72-74 Edith Street, Innisfail
- Shops - 66-70 Edith Street Innisfail
- Shops - 77 Edith Street, Innisfail
- Masonic Temple - 52 Fitzgerald Esplanade, Innisfail



LIST OF ART DECO BUILDINGS: TULLY CBD

- Shop - 6 Butler Street, Tully
- Shop - 8-10 Butler Street, Tully
- Castrisos Building - 30 Butler Street, Tully
- Former Plaza Theatre - 72 Butler Street, Tully
- Hotel Tully: Mullins Bros Building - 5 Butler Street, Tully
- Mangan Sadlier Building - 20-22 Butler Street, Tully
- Mount Tyson Hotel - 21-25 Butler Street, Tully
- Mullins Bros Building - 13-19 Butler Street, Tully
- Nolan's Building - 32 Butler Street, Tully
- Williams (A. Dibella) Building - Crn Butler & Still Streets, Tully

