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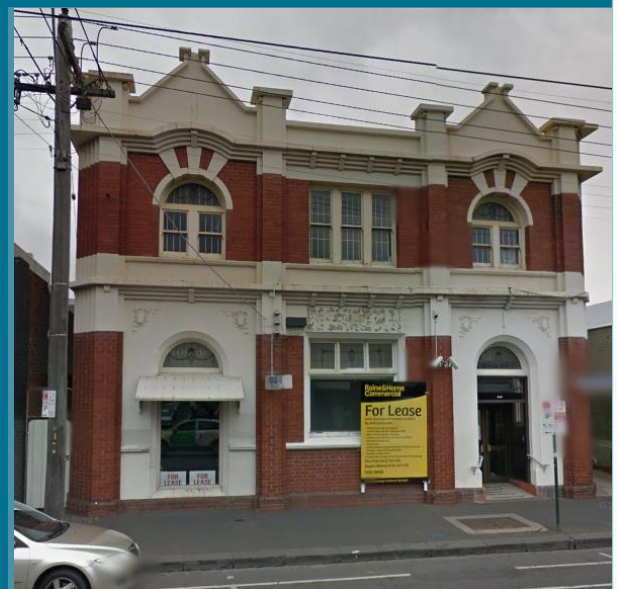
CONTEXT

MORELAND HERITAGE GAP STUDY 2019

VOLUME 3: NON-RESIDENTIAL PLACE CITATIONS

11 September 2019

Prepared for
City of Moreland



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PRIMITIVE METHODIST HALL (FORMER), 170 ALBERT STREET, BRUNSWICK

Prepared by: Context Pty Ltd

Hermes number: 56125	Survey Date: March 2017
Name: Primitive Methodist Mission Hall	Designer: Unknown
Place Type: Church	Builder: Unknown
Grading: Significant	Construction Date: 1898-99
Extent of Overlay: To title boundaries	
Architectural Style: Victorian Period (1851-1901), Carpenter Gothic	



History

Locality history

The suburb of Brunswick is part of the traditional land of the Wurundjeri who occupied this area, which they named *Iramoo*, for many thousands of years. The area achieved local governance as the newly formed Borough of Brunswick in 1857; the municipality was elevated to the Town of Brunswick in 1888 and to the City of Brunswick in 1908. Brunswick is now part of a larger municipal area, the City of Moreland, which was formed in 1994 through an amalgamation of the former City of Fitzroy, the former City of Coburg, and a small area of the former City of Fitzroy.

Brunswick, located a few miles north of central Melbourne, was first surveyed in 1839 to provide 16 farming allotments ranging in size from 100 to 300 acres. The early allotments each had a frontage to either the Moonee Ponds or Merri Creeks and to a rough north–south track that soon became known as the Sydney Road. The allotments were quickly sold over three auctions, mostly to private speculators, and re-subdivision began almost immediately. On the west side of Sydney Road James Simpson subdivided his allotment, creating Albert (then Carmarthen) and Victoria (then Llandillo) streets. When Thomas Wilkinson purchased the allotment on the opposite side of Sydney Road he extended Victoria and Albert streets. This pattern was repeated many times, and each time the land was divided into smaller and smaller allotments (Context 1990:10). In the 1840s the early settlement at the southern end of Brunswick on the west side of Sydney Road was known as Phillipstown.

The Colony of Victoria expanded rapidly during the 1850s with the gold rushes and in the twenty years between 1846 and 1865 Brunswick's population grew from 146 to 3000, creating a strong demand for housing. People were drawn by the considerable local industry, including stone quarries, brick-works and potteries, and steel works. The sequence of subdivision generally followed transport and access routes. The opening of the railway to Coburg in 1884 and the cable tram along Sydney Road in 1887, providing direct access to the centre of the city of Melbourne, encouraged the subdivision and development of land along these routes. Sydney Road became a busy hub of commercial development, with the strip characterised by double-storey Victorian-era shopfronts, with many highly decorative ‘boom style’ examples.

Brunswick developed as a self-contained and close-knit community that was home to rich and poor. Whilst the vast bulk of its housing was built for the working and artisan classes, there was also a sprinkling of more salubrious residences occupied by the middle-class factory owners, merchants and professionals, notable in Park Street and Brunswick Road. These were generally brick with some early bluestone examples. A large number of double-storey brick terraces in south Brunswick were erected in the period of the 1870s to 1890. Mansions were rare, with Michael Dawson’s ‘Dawsonhurst’ built in the 1850s on his Phoenix Park estate (demolished 1880s) being a notable exception.

The process of subdivision of the larger estates for house blocks accelerated rapidly during the economic boom of the 1880s and was accompanied by an escalation in land prices; in the twenty years from 1865 to the 1880s the population of Brunswick more than tripled to 14,000. Many of the houses built during the boom were small cottages, particularly in the form of terrace housing, which were built to accommodate the growing number of workers employed in the expanding local industries. A large proportion of workers’ housing was erected as rental accommodation. Typically, it was the members of the local middle class and the aspiring working class, who were engaged in speculative housing development, became the landlords for many local workers’ rental accommodation. These small tenements were either weatherboard, often block-fronted, or built from locally made bricks and often using decorative bi-chromatic treatments. A network of laneways served rear outside toilets on the narrow allotments. Although they were small dwellings with only a pocket handkerchief front garden, the workers’ cottages of Brunswick, like others across inner suburban Melbourne, were usually plumbed for cooking and washing purposes and ‘offered living space and a level of material comfort well beyond the reach of the urban poor in other countries’ (Dingle 1984: 173).

The push for thrift, sobriety, self-improvement and industriousness among the poorer classes, keenly advocated by the Protestant churches, had its ultimate goal in home ownership (Davison 1978: 177). Building societies, which required members to make regular contributions, played an important role in enabling working men to acquire their own homes. Victoria's first building society had been established in 1858 to help house the booming population on Bendigo's goldfields. This was followed by a string of others, including the Fourth Victoria Permanent Building Society in 1867, which was responsible for constructing many Melburnian homes, including several throughout Brunswick and its surrounds (Victorian Building Societies Association 1981:11-12). Building societies mushroomed during Melbourne's property boom of the 1880s and their widespread operations made a significant contribution to speculative property development.

Following the bank crash of 1891 and the extended depression of the 1890s, development ground to a halt. Many newly built houses in Brunswick were left vacant and many of the new estates offered for sale toward the end of the boom remained undeveloped until the early twentieth century (Historica 2010:59-62). There was considerable unemployment and financial distress amongst residents. Many were unable to keep up with the instalments on their new homes and faced foreclosure by the buildings societies.

Development recommenced during the early-twentieth century when houses began to be built on the vacant nineteenth-century subdivisions. As such, many of the new dwellings were constrained by small narrow blocks. Also, perhaps due to the overall retarding effect of the depression, a relatively high proportion of new houses built in the early 1900s fit with the so-called 'Victorian Survival' style (c.1895–1914) (Johnston and Oliver 1994). Renewed local prosperity in the early 1900s was fuelled by a boom in industrial development in Brunswick, which benefited from the introduction of import duties after Federation.

There was another burst of prosperity in the period following World War I and by 1930 there were 300 factories in Brunswick, employing over 6000 workers (Historica 2010:32). These were predominantly in the clothing, textiles and footwear industries, which employed a significant number of women workers. During this time, many of the nineteenth-century subdivisions were re-offered for sale whilst the remaining areas of farming land and large estates in the east and west of Brunswick were carved up to meet the unprecedented demand for housing. By the end of the 1930s the suburban development of Brunswick was almost complete (Context 1990:12).

In 1905 the population had reached 24,000 and by 1928 it had more than doubled to 55,799 (Barnes 1987:64). The rapid growth of Brunswick during the early twentieth century was once again driven by the expansion of employment opportunities and improvements to public transport. The crash of 1929 and the ensuing Great Depression hit Brunswick hard, with thousands of men and women out of work and facing financial distress.

The large population was served by a large number of churches. The major Christian denominations had a strong presence in Brunswick and there was also a relatively strong representation of less common, minor sects. Hotels and picture theatres were also an important part of social life. Public buildings were well built and were centred around the corner of Sydney Road and Dawson Street. The City of Brunswick opened Victoria Park in 1908 and opened the avant garde Brunswick Baths (HO61) in 1913, which was a notably early municipal swimming pool. Brunswick was not well endowed with areas for public recreation, which was compensated to some extent by the suburb's close proximity to the extensive Royal Park. Some of its public parks, such as Gilpin Park and Clifton Park, were developed in more recent times on abandoned industrial land.

After World War II, cheap housing in Brunswick attracted a growing migrant population, of predominantly European immigrants who had left war-torn Europe. Many migrants found employment in local factories, such as Craig and

Seeley, Holeproof Hosiery, Lincoln Mills, Millers Ropeworks and Gordon Brothers. The influx of Europeans to the suburb saw many existing nineteenth century and early twentieth century dwellings modified, and modernised, and suburban flower gardens transformed into productive fruit and vegetable gardens. Through the post-war decades, social and cultural life became richly diverse in terms of language, food and music, and Sydney Road developed a distinctive Mediterranean character. Commercial development was reinvigorated along Sydney Road, with many shop premises taken over by migrants, who opened businesses such as licensed delicatessens, restaurants and cafes, barber shops, green grocers and ‘continental’ butchers. Other shops and several picture theatres were demolished to make way for large supermarkets.

Since the mid-nineteenth century, the character of the suburb of Brunswick has been strongly shaped by its early industrial development, left-wing politics and social diversity. In the early 1900s it became a strong bastion of the labour movement and in the 1930s was a stronghold of the Communist Party. In the latter decades of the twentieth century, Brunswick became known for its progressive environmental politics, reflected in its extensive use of Eucalypts and Melaleucas as street tree plantings. The many layers of history in Brunswick — from the 1840s and up until the post-war period, when it became the ‘most ethnically diverse’ suburb in Melbourne (McConville 1989: 127) — remain evident in the physical fabric of the suburb.

Historical context

Places of worship were among the earliest community buildings to be erected in Brunswick and Coburg. They started as very humble chapels but were soon replaced by substantial, architecturally designed churches that were major investments of capital and commitment by their congregations and prominent expressions of their faith (Historica 2010:120).

Most of Moreland’s nineteenth-century churches were built as prominent landmarks on Sydney Road, their handsome architecture contributing to the civic qualities of this increasingly important thoroughfare. Additionally, some smaller churches were built away from Sydney Road, such as the former Independent church of 1888 at 103A Blyth Street, Brunswick, and the former Wesleyan Methodist church of c.1877 at 53 Nicholson Street, Brunswick East (Historica 2010:123).

As the suburbs now comprising the Moreland municipality developed into the twentieth century, their expanding communities built more churches, peaking with larger, more elaborate complexes in the post-war years and then declining (Historica 2010:123). Moreland’s places of worship have experienced change since the mid-twentieth century due to shifts in its demographic and religious affiliations.

English Methodists had been in Melbourne since its foundation and had settled in Brunswick by 1840. Methodists built the first church in Brunswick. These were self-improving and service-oriented people who had a strong conscience for fairness and for actively bringing reform to the social world. Methodism had a considerable input into British working-class culture, and its values transplanted easily to the increasingly urban, working-class communities of Brunswick and Coburg. Wesleyan chapels were soon built, followed by churches, schools and assembly halls. Methodism was particularly influential in Brunswick, its members initiating the Brunswick Mechanics Institute, which established a school of design for training apprentice workers, eventually leading to the Brunswick Technical School. Their working-class ideal of bringing positive reform to their social world filtered through to various other local initiatives that benefited the public – innovative educational programs in schools, provision of welfare services, and council as well as industry-sponsored endeavours (Historica 2010:23).

The Primitive Methodists established their first church in Union Street, Brunswick, in 1860 and commenced Sunday School classes in 1866. A group from the parent church in Union Street established a new branch at Albert Street, Brunswick, in 1888, where they purchased land and a building (Fowles 1902: 8-9). Unlike the mainstream Wesleyan Methodists, who by the 1860s were erecting large and ornate churches in Victoria (many designed by Crouch and Wilson), the Primitive Methodist eschewed ornamentation, extravagance and expense in their church buildings, and upheld an honesty and simplicity in building form as being integral to communication with God.

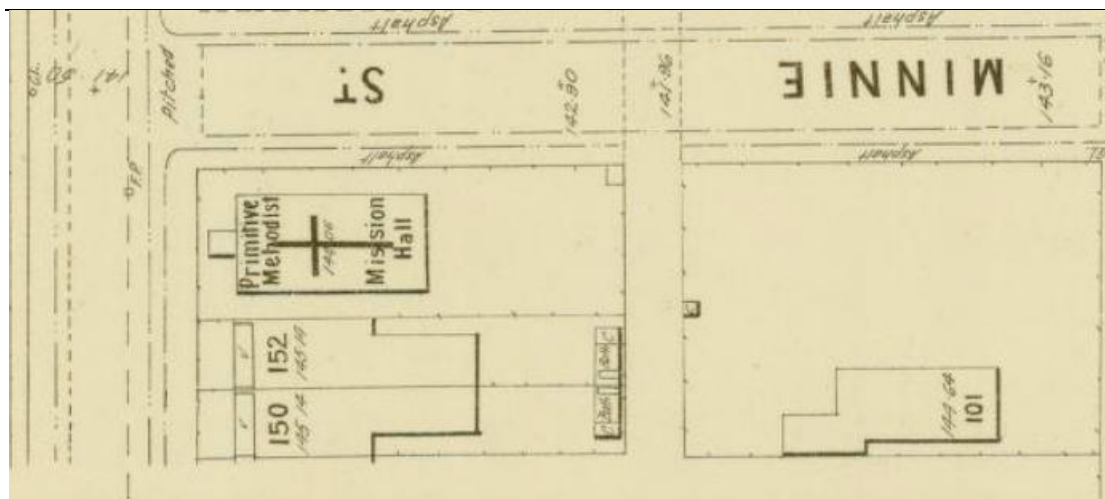
Place history

The Primitive Methodist Mission Hall at 170 Albert Street, Brunswick, was built in c.1889. The church appears in the *Sands & McDougall* directories from 1889 (SM 1888, 1889). An article in the *Age* also confirms that approval was granted by the Central Board of Health in 1889 for the building of a Primitive Methodist mission hall in East Brunswick (*Age*, 6 April 1889:11). The church would have been used for Sunday School classes, as well as for regular church meetings (*Coburg Leader*, 15 December 1894:2; 9 November 1892:3; 7 December 1892:2). The building in Albert Street was only listed in the municipal rate books from 1899 (RB 1898, 1899). Possibly the Council elected to waive the rates on the property because it was a religious building and providing welfare to the poor.

Primitive Methodism was a Protestant Non-Conformist denomination that had its origins in Britain during the Industrial Revolution in the early nineteenth century. The denomination flourished on the Victorian goldfields in the 1850s, where it practised its proud tradition of open-air meetings. As in Britain, adherents of Primitive Methodism in Victoria were largely working-class, they upheld the values of temperance, thrift, industriousness and self-improvement amidst a keen spiritual vigour. The Primitive Methodist Church was absorbed by the Methodist Church of Australasia in 1902 and in 1977 the Methodist Church joined with other Protestant denominations to form the Uniting Church in Australia.

The church hall in Albert Street is a relatively primitive and unpretentious religious building. It is a simple gabled linear form with a skillion enclosed front entrance porch that sits flush with the footpath. There is only a slight hint of ecclesiastical detail to the two front windows and side windows through the slight shaping of the timber window frames. It is significantly unadorned in accordance with Primitive Methodism's 'original' ideals for church buildings, which is in contrast to the ornamental excesses of Wesleyan Methodist buildings in Victoria which by the 1860s had become extravagant and highly decorative. The small, unassuming building was in keeping with the scale of workers' housing in the neighbourhood.

The church was built on allotment 24 and was rated as having a 30-foot frontage (RB 1917, 1918). From the mid-1920s, the frontage was rated as 31 feet and 6 inches (RB 1925). A *Melbourne & Metropolitan Board of Works* plan dated 1904 shows the Primitive Methodist Mission Hall was located on the corner of Albert and Minnie Streets at this time (MMBW 1904).



MMBW Detail Plan No. 1880, dated 1904 (source: State Library of Victoria)

The Primitive Methodist Church in East Brunswick supported a small but active congregation through the 1890s. Various social events were held by the members in the 1890s, including picnics and social evenings (*Coburg Leader*, 9 November 1892:3; 15 July 1893:2; 13 April 1895:1). A well-attended ‘anniversary service’ for the Primitive Methodist Sunday School in Albert Street was held in December 1894 (*Coburg Leader*, 1 December 1894:1). Assuming that the building was erected in c.1889, the year 1894 would have marked its 5th anniversary. The Primitive Methodist Mission Hall in East Brunswick played an important role in the local community, particularly during the 1890s depression when it provided social welfare. A soup kitchen was started by the church in 1893 and they also asked for donations of money, food and clothing for those in distress living in Brunswick (*Age*, 17 July 1893:7).

Due to declining numbers in the congregation, the Albert Street Methodist Church was closed in 1915 and remaining members were transferred to the Brunswick Methodist Church. Many local men from the church had enlisted for service in the First World War (Barnes 1987:46; Glew 1994:178). The building was thereafter used as a factory (Barnes 1987:46).

Robert Coldstream took over ownership of the church hall in 1917 and it remained in his name until his death (RB 1917). According to an advertisement in the *Age*, Coldstream ran a shirt factory in the building (*Age*, 28 November 1918:5). From the late 1930s, however, Coldstream leased the property. During the 1950s, Stanley and Sophie Linger purchased the church hall and between the publication of the 1958/59 Rate Book and the 1971/72 Valuation Register, I. Shannos purchased the property (RB).

As the street numbers changed in Albert Street, the Primitive Methodist Church was allocated numbers 154, 102 and finally 170 by 1958 (RB 1958/59).

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Description

The former Primitive Methodist mission hall, now used for a Martial Arts Academy at 170 Albert Street, Brunswick, is situated on a small corner site and located toward the front of the site. Externally, the mission hall is a simple variation on the theme of churches and church halls that adopt a vernacular Gothic Revival style, suited to either brick or timber construction. The features of the style include steeply pitched roofs, small, regularly-spaced windows (often with pointed arches) to each side. Often there are projecting porches as is the case with this mission hall.

This Primitive Methodist mission hall conforms to that pattern with the projecting front porch, which in this case is located close to the front boundary of the small site. The timber-framed fixed windows are detailed with minimal embellishment, including an arch-headed top sash. Small square louvres provide ventilation to the roof space and it is likely that the plain fascia boards have been replaced. The porch is internally lined with timber boarding and the interior retains its one main space and has timber lining boards. A series of skillion roofed additions are at the rear. The weatherboards and galvanised iron roof are in a deteriorating condition.

Comparative analysis

Brunswick has a relatively large number and variety of small Non-Conformist churches and halls that demonstrate the important local influence of these denominations on community life. The examples below date from the different periods of development and represent a range of Protestant denominations. The former Merlynston Salvation Army Hall & Officers Quarters, built c.1925, is historically significant as a place that provides tangible evidence of the early development of the Merlynston community during the 1920s and represents the important role that the Salvation Army played in local community life. The Maran-atha Gospel Hall in Brunswick East is a modest timber structure not unlike the Primitive Methodist Mission hall. The Wesleyan Methodist church at 53 Nicholson Street, Brunswick East, is a more substantial brick church built for the main Methodist congregation in Brunswick East.



4 Mathieson Street, Coburg North – Merlynston Salvation Army Hall & Officers' Quarters (former), (HO398)



Wesleyan Methodist Church (former), 53 Nicholson Street, East Brunswick, (HO128)



Maran-atha Gospel Hall, 127A Stewart Street, Brunswick East (HO229, part of Stewart Street Precinct)



Gospel Hall, 235 Victoria Street, Brunswick, assessed as part of Moreland Gap Study and recommended for HO

The Primitive Methodist Mission Hall at 170 Albert Street, Brunswick, is like other small vernacular mission hall buildings in Brunswick that demonstrate the many different forms of worship practised in Moreland. Its vernacular design is quite like the Gospel Halls built for the Maran-atha and Bethany congregations and that used by the Salvation Army at Merlynston. Overall, 170 Albert Street, Brunswick, is a representative example of a simple vernacular Gothic Revival mission hall of a type more common in rural areas than the inner suburbs.

Like other minor Protestant sects, the Primitive Methodist Mission Hall in Brunswick is notably simple and unadorned, reflecting the ideology of the denomination.

Statement of significance

What is significant?

The Primitive Methodist mission hall at 170 Albert Street, Brunswick, built in 1898-99 for the small Primitive Methodist congregation, is significant.

How is it significant?

The Primitive Methodist mission hall at 170 Albert Street, Brunswick, is of local historical and aesthetic significance to the City of Moreland.

Why is it significant?

The Primitive Methodist mission hall at 170 Albert Street, Brunswick, built in 1898-99 for the Primitive Methodist congregation of Brunswick is historically significant as tangible evidence of the role of Non-conformist denominations that flourished in working-class Brunswick from the mid-nineteenth century. The Primitive Methodists, a small breakaway denomination had its beginnings in Britain during the Industrial Revolution with an aim to return to the teachings of the Methodist founder John Wesley. The Primitive Methodist mission hall is historically significant for its association with the Primitive Methodists from 1899 until 1915 when the small congregation joined the Wesleyan Methodists at Brunswick East. (Criterion A)

The Primitive Methodist mission hall at 170 Albert Street, Brunswick, is historically significant for its simple, unpretentious and unadorned form which directly reflects the ideology of the denomination, which upheld an honesty and simplicity in building form as being integral to communication with God (Criterion A)

The Primitive Methodist mission hall at 170 Albert Street, Brunswick, is aesthetically significant for its intact vernacular Gothic Revival elements, including the steeply pitched roof, projecting porch and windows with restrained timber decoration. (Criterion E)

Recommendations

Moreland Planning Scheme

Recommended for inclusion in the Heritage Overlay of the Moreland Planning Scheme as an individual place.

Recommendations for the HO Schedule:

External Paint Colours	No
Is a permit required to paint an already painted surface?	
Internal Alteration Controls	No

Is a permit required for internal alterations?	
Tree Controls Is a permit required to remove a tree?	No
Victorian Heritage Register Is the place included on the Victorian Heritage Register?	No
Incorporated Plan Does an Incorporated Plan apply to the site?	No
Outbuildings and fences exemptions Are there outbuildings and fences, which are not exempt from notice and review?	No
Prohibited uses may be permitted? Can a permit be granted to use the place for a use, which would otherwise be prohibited?	No
Aboriginal Heritage Place Is the place an Aboriginal heritage place, which is subject to the requirements of the Aboriginal Heritage Act 2006?	No

Other recommendations

None specified.

FLEMING PARK, 47-51 ALBERT STREET, BRUNSWICK EAST

Prepared by: Context Pty Ltd

Hermes number: 56660	Survey Date: October-November 2017
Name: Fleming Park	Designer: Unknown
Place Type: Public park	Builder: Unknown
Grading: Significant	Construction Date: 1914-1917
Extent of Overlay: To title boundaries	
Architectural Style: Federation/Edwardian Period (1902-c.1918), Interwar Period (c.1919-c.1940)	



View of Fleming Park from Victoria Street with the grandstand in the far distance.

History

Historical context

Fleming Park is one of several parks in Moreland created during the early part of the twentieth century following pressure from residents' associations for the provision of open space. At their first Annual General Meeting in 1905

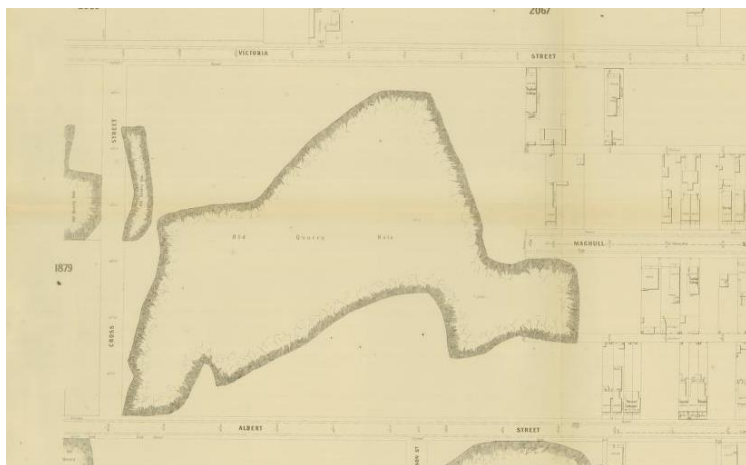
the Brunswick Town Association expressed the opinion that the formation of playgrounds and garden plots in various parts of the town and the planting of trees in the streets ought to be taken up with enthusiasm (*Brunswick Green* 2005).

The first park to be formed was Brunswick Park following the identification of a 13-acre site in West Brunswick in 1905. Brunswick Park was officially opened on 5 October 1907. In East Brunswick, the East Brunswick Progressive Association (formed in 1906) touched upon the urgent necessity for a recreation reserve. As reported in *The Brunswick Medium* (24 November 1906), the Association noted, ‘...every dry paddock in the east as well as the west was being cut up for building purposes, so that there was no time to be lost...’

Two park areas resulted from this early pressure, Methven Park, once the Jarvie Street tip, and Fleming Park where, in August 1907, Brunswick Council agreed to purchase five acres of land between Albert and Victoria Streets. A short history of Fleming Park is given below.

Place history

Fleming Park, facing Albert Street in East Brunswick, had previously been privately owned land, and was acquired by the Brunswick City Council in c.1913. It was used as the Council’s stone-crushing works and was subsequently used as a local tip. The reserve was named after former Brunswick City Councillor John Wood Fleming, who served on the Council’s public works committee and resigned in 1902 (*Brunswick Green* 2005). The park layout was designed in 1914 by Council surveyor Mr Smith. Local efforts were made to secure funds for the realisation of the plan, and laying down of the various sports areas, including tennis court, bowling green and croquet lawn (ref 1914).



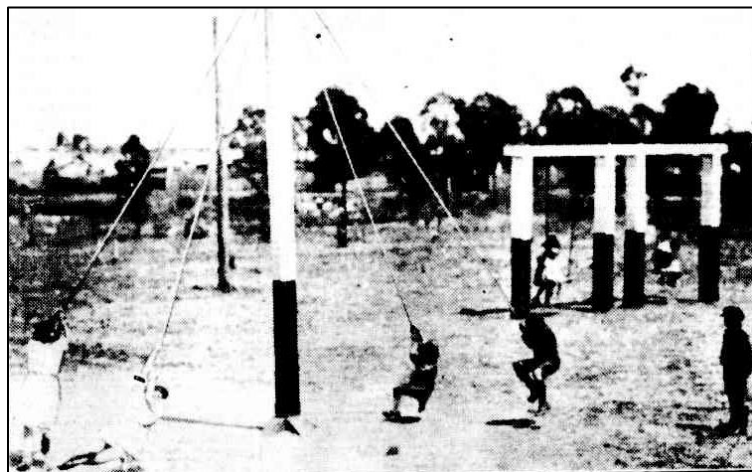
The MMBW Detail Plan No. 1878, dated 1905, shows the large quarry hole extending across the area that would become Fleming Park (source: SLV).

The site was developed from around 1917, with two additional men put to work at the site that year. By 1918 the former quarry area had been filled in and resurfaced and sown with grass. A photograph taken in May 1918 shows a group of well-dressed men, presumably the councillors and staff of the Brunswick City Council, inspecting the site (see below). The Bowling Club was established in 1917, and by 1918 the site for the club had been enclosed with a cyclone wire fence and a rose tree hedge had been planted along the front. Fleming Park was officially opened to the public in 1919. The new Bowling Club was also officially opened that year (*Australasian*, 1 February 1919: 23).



Inspecting the new ground, Fleming Park, 28 May 1918 (source: Moreland City Libraries local history collection)

Fleming Park was developed as a local recreation reserve with a number of sporting facilities, including an oval for football, cricket and cycling; a tennis court; and a bowling green, as well as passive recreational facilities including walking paths and gardens. A proposal to erect a band rotunda was agreed by the Council in 1921; this was to be a memorial to the local men from East Brunswick who had died serving in the Great War (*Age*, 19 September 1921: 7). A children's playground was opened in 1924, with swings, slides and 'giant strides' (*Argus*, 4 November 1923: 9). Public conveniences had been erected but the ground remained unsewered in 1926, which was a cause for public complaint (*Age*, 14 January 1926: 13).



A children's playground was opened at Fleming Park in 1924 (source: Argus, 4 November 1924: 9)

A grandstand was erected in 1937 and opened by the mayor (*Age*, 29 June 1937:18) and a community centre was erected in c.1930s-40s. The local council also ran a nursery at the ground. (*Brunswick Green* 2005)



An aerial photograph of 1945 reveals the original layout of Fleming Park, with serpentine paths laid out adjacent to the sports oval. The tennis court is in the top north-east corner, the bowling club in the north-west corner. The grandstand sits in the south-east corner (source: Melbourne 1945 website)

Since 1945 there have been changes to the layout of the park as well as more recent additions to the park's facilities. The sporting oval has been increased in size expanding westwards and, in the process, removing part of the early path layout and associated tree planting. The council plant nursery has gone along with the band rotunda and early playground equipment, and the croquet lawn has been replaced with bocce courts (the Brunswick East Bocce Association). The bowling club facilities have developed considerably, and additional phases of tree planting have occurred throughout the park area, most notably in the north-east corner on the site of the former tennis courts. A new play area, recently constructed, occupies the south-east corner of the site.

References

- Age*, 19 September 1921, p. 7.
- Age*, 14 January 1926: 13.
- Age*, 29 June 1937, p. 18.
- Argus*, 4 November 1923, p. 9.
- Australasian*, 1 February 1919, p. 23.
- Brunswick and Coburg Leader*, 21 August 1914, p. 1.
- Brunswick and Coburg Leader*, 20 September 1918: 2.
- Brunswick Community History Group 2005. *Brunswick Green: historic parks in Moreland*.
- Melbourne 1945: <http://1945.melbourne/>
- MMBW Detail Plan No. 1878, dated 1905, State Library of Victoria.
- Historica 2010. 'City of Moreland Thematic History', prepared for the City of Moreland.
- Weekly Times*, 21 January 1922: 11.

Description

Fleming Park is located on the north side of Albert Street in East Brunswick and is a well-used, mixed use local park of 2.8 hectares. It has frontages to three streets, Albert, Victoria and Cross streets, and is surrounded on three sides by residential housing and on the west side by low rise commercial properties on Cross Street.

A sporting oval is a central feature of the park. It is delineated by a single metal railing and pedestrian footpath. Two lightweight coaching shelters are located inside the railing on the southern side close to the spectator stand. Known as the Sir Vivian Adams Pavilion, the spectator stand is a timber structure, clad in fibreboard sheeting with a skillion roof supported on steel posts. Tiered wooden seating sits above rooms beneath and an older style wooden name plate hangs at the centre of the stand's roof eave. Some of the physical fabric may date from the grandstand built at Fleming Park in this location in 1937, and other elements are subsequent accretions reflecting the stand's repair and modifications over time. Currently the amenity of the spectator stand is compromised, being fenced off and in poor physical condition.

Behind the spectator stand in the south-east corner, is a new play and BBQ area (under construction at the time of this site survey).

Located at the Albert and Cross street corner of the park is the Clarrie Wohlers Senior Citizens Centre; a single-storey cream brick building with low pitched metal-clad roof. The Senior Citizens Centre may have replaced or incorporated an earlier building with a slightly smaller footprint that was in this location by 1945.

The northern part of the park along the Victoria Street boundary contains buildings and greens for specific organised recreation activities. The Brunswick Bowling Club (BBC) occupies the north-eastern section of the park on Victoria Street. It has two bowling greens surrounded by fencing and seating with a mid-twentieth century cream brick club house on the southern side of the greens. This cream brick club house has been extended on both sides and more recently at the rear, which houses a number of club rooms.

The area to the south of the BBC was until recently used as a council plant nursery and is now a large hard standing area used for car parking.

Directly east of the BBC, on Victoria Street, is the single-storey face brick and tile gable roofed Fleming Park Community Hall, dating from c.1919. It has timber Arts and Crafts-style detailing, and a symmetrical, rendered masonry façade and parapet addresses the Victoria Street frontage. The west facing verandah, contained beneath the roof plane, forms the boundary of the main bowling green. An east facing verandah overlooks the Brunswick East Bocce Association courts. The c.1919 Community Hall appears to have been extended at the southern (park) end of the building.

East of the BBC is the Brunswick East Bocce Association club house and green. The club house, set behind the green, is a weatherboard structure with terracotta tile hip roof. A verandah on the north façade is a more recent addition.

To the east of the Bocce Association was the original tennis court. The tennis court has been replaced by an area for passive recreation, which consists of an expanse of lawn shaded by mainly native tree specimen planting dating from the 1970-80s. The main species include Lemon-Scented Gum, Spotted Gum, Ironbark and Paperbark.

Older trees planted through the twentieth century extend the length of the southern boundary zone. This planting is dominated by Elms, but also includes a Bhutan Cypress and an impressive Sugar Gum. Elsewhere in the Park, mature

plantings include a Canary Island Date Palm, a London Plane and several conifers. Later planting includes individual conifers scattered through the park

Intactness and integrity

There have been a number of changes to the layout of the park since its inception. The oval area has been extended westwards resulting in the removal of a former path and associated tree planting. As previously stated, the removal of the tennis courts has led to the development of a more formal area with specimen plantings of predominantly native trees. The former plant nursery has closed, although this was a later addition to the park, and the bowling club has continued to develop with built additions and an extended bowling green on the Cross Street boundary. This extension resulted in removal of a number of early boundary trees as shown on the 1945 aerial photograph. The Bocce Association courts now occupy a third bowling green which replaced the original croquet lawn.

Despite the changes Fleming Park still retains the main characteristics of the original layout with surviving tree planting and continuing recreational uses first established in the early twentieth century. The more open green and treed character of the park to the Albert Street frontage and part of the Cross Street frontage and concentration of buildings and built features along the north (Victoria Street) boundary are a consistent characteristic of the park.



The senior citizens centre building at the corner of Albert and Cross Streets.



Entrance to the park framed by mature Elm trees.



Original Elm tree planting on the Albert Road boundary with old style Brunswick City Council (BCC) park seat.



The site of the former plant nursery with part of the Bowling Club complex (modern section) visible in the background.



Entrance to the Fleming Park Community Hall on Victoria Street.



The main bowling green with the Community Hall in the background.



Native tree planting on the site of the former tennis courts.



The wide expanse of the football and cricket oval.



The Sir Vivian Adams Pavilion.



The stand is currently fenced off due to its poor condition.



Original planting along Albert Street



Mature Elm trees shading the play area.

Comparative analysis

There are other public parks in Brunswick included in the Heritage Overlay that provide evidence of similar themes associated with the creation of public parks in Brunswick during the early twentieth century, as Fleming Park. The most closely comparable are Brunswick Park (HO184) and nearby Methven Park (part of HO113). All three parks were set aside for public recreation early in the twentieth century, from c.1905 and into the 1910s, and contribute significantly to the heritage character and amenity of their local neighbourhoods.

Brunswick Park (HO184) is a suburban reserve in West Brunswick consisting of a passive recreational park, and structured sporting areas. Established in 1907 the park included a playing field for football with a grandstand, as well as a croquet lawn and formal park area and later a bandstand (c1920) and bowling green (1926). The main structural plantings include English Elm (*Ulmus procera*), Desert Ash (*Fraxinus oxycarpa*), English Oak (*Quercus robur*) and Canary Island Date Palm (*Phoenix canariensis*).

Statement of Significance

Brunswick Park is of local interest as the first park in the Brunswick area created to meet the leisure needs of the community. Other parks were the result of landfill operations and were essentially by-products of quarrying activities. The park also has long associations with a number of local sporting groups, forming part of the cultural heritage of the local community.

Fleming Park shares a number of attributes with Brunswick Park and in many ways, represents the equivalent, early park reserve for sporting and passive recreational use in the eastern part of Brunswick. Although built over different land uses, common features include their early establishment through public pressure and council support; the survival of a sporting oval and spectator stand; formal recreational facilities including the bowling greens' and play areas, as well as areas set aside for informal passive recreation. The two parks also share a similar pattern of early tree planting including the original English Elms (*Ulmus procera*) along the pathways and boundaries.

Methven Park (part of) HO113, is a rectangular park surrounded by housing to the south, east and west and light industry to the north. The area was originally a quarry, then a tip before being filled in to form the park in the early part of the twentieth century as part of the residential subdivision of the area. The park contains a number of mature avenue trees (*Ulmus procera*) and specimen trees (*Phoenix canariensis* & *Platanus x acerifolia*) set in lawn. Methven Park does not include areas for active recreation.

Statement of Significance

Methven Park is of local significance as one of the earliest public parks in the Brunswick area. It retains much of its original character, with only minor modern accretions. It is linked to the original surrounding subdivision and contributes significantly to the heritage character and amenity of the local neighbourhood.

Fleming Park was created in a similar fashion to Methven Park being established during the same period on a former quarry and council tip. Other shared attributes include the planting of mature English Elm (*Ulmus procera*) and other specimen trees such as London Plane (*Platanus x acerifolia*) and Canary Island Date Palm (*Phoenix canariensis*) and the simple gravel path network.

Statement of significance

What is significant?

Fleming Park at 47-51 Albert Street, Brunswick East, is significant.

The following aspects of Fleming Park are significant:

- Use of the park for a range of active and passive recreational purposes
- The boundary alignment of the park, layout of the oval and surviving paths.
- The stone wall along the southern boundary on Albert Street, the low rock edging along the Cross Street boundary, and stone walling of mixed heights along the Victoria Street boundary.
- The mature trees along the southern, Albert Street boundary and in the southern part of the park including 18 English Elm (*Ulmus procera*), one Sugar Gum (*Eucalyptus cladocalyx*), one Bhutan Cypress (*Cupressus torulosa*), and one Canary Island Date Palm (*Phoenix canariensis*) on northern side of the oval.
- Fleming Park Community Hall, c.1919.
- The original section of the Brunswick East Bocce Association club house.
- The Brunswick Bowling Club building, core structure (not subsequent additions, including the Moreland Lacrosse Club building at the rear).
- The original bowling green to the west of the Community Hall as shown on the 1945 aerial photograph.
- The Sir Vivian Adams Pavilion, dating from 1937.
- The older style Brunswick City Council park seats.

Recent buildings, and additions and alterations to the early- to mid-twentieth century buildings, are not significant.

How is it significant?

Fleming Park is of local historic, representative and aesthetic significance to the City of Moreland. It also has potential social significance for the local City of Moreland community.

Why is it significant?

Fleming Park is historically significant as one of the earliest parks created in Brunswick during the early part of the twentieth century following pressure from residents' associations for public open space. The earliest park to be set aside was Brunswick Park, in West Brunswick, in 1905. Community pressure for similar provision of open space in East Brunswick contributed to a decision by Council in 1907 on the purchase of land that would become Fleming and Methven parks. Land for Fleming Park was acquired in 1913, development commenced in 1917, and Fleming Park (and the Bowling Club) officially opened in 1919. (Criterion A)

Fleming Park, like Methven Park and other parks in Brunswick, exemplifies a pattern of park-making in Brunswick on land with layers of previous uses; for farming, then quarrying, then a tip (land fill) before being transformed into open space in the early part of the twentieth century. (Criterion A)

With long associations with local sporting groups and local communities who use the park in many ways, Fleming Park forms part of the cultural heritage of the local community and contributes significantly to the heritage character and amenity of the local neighbourhood. (Criterion A)

Fleming Park remains as important evidence of the proactive lead of early local resident associations and the town council in the drive to create public open space for Brunswick. (Criterion A)

Fleming Park is significant as a representative example of the planning and layout of early parks in Brunswick in the early twentieth century for a mix of active and passive recreational uses. With other significant parks created in Brunswick during the same period, including Brunswick Park and Methven Park, Fleming Park retains the signature features of these early parks – playing field, space for sporting clubs, garden areas, and elm planting. (Criterion D)

Aesthetically, the mature trees that define the boundary of the park and help enclose the open recreation areas are integral features of the park's historic landscape character, which is enhanced by later phases of planting of introduced deciduous and evergreen trees and native Australian trees. Important mature trees include the large English Elms, London Plane, Sugar Gum and Canary Island Date Palm. (Criterion E)

As a well-used local community park for a range of long-standing and continuing active and passive recreational purposes, Fleming Park has potential to be significant for social and/or cultural reasons. (Criterion G)

Recommendations

Moreland Planning Scheme

Recommended for inclusion in the Heritage Overlay of the Moreland Planning Scheme as an individual place.

Recommendations for the HO Schedule:

External Paint Colours Is a permit required to paint an already painted surface?	No
Internal Alteration Controls Is a permit required for internal alterations?	No
Tree Controls Is a permit required to remove a tree?	No
Victorian Heritage Register Is the place included on the Victorian Heritage Register?	No
Incorporated Plan Does an Incorporated Plan apply to the site?	No
Outbuildings and fences exemptions Are there outbuildings and fences, which are not exempt from notice and review?	No
Prohibited uses may be permitted? Can a permit be granted to use the place for a use, which would otherwise be prohibited?	No
Aboriginal Heritage Place	No

Is the place an Aboriginal heritage place, which is subject to the requirements of the Aboriginal Heritage Act 2006?	
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Draft Recommendations

- Future masterplan or management plans should seek to enhance the heritage character of the area through appropriate detailing of hard landscape features and policies for the management of plants.
- Maintain the present layout and proportion of formal play areas to informal open space.
- Retain the original boundary alignments and significant stone boundary walls.
- Retain the exotic and deciduous composition of trees that define the early development of Fleming Park.
- Prepare guidelines for the maintenance of trees and appropriate replacement strategies. When required replant with 'like for like' where practicable, or replant with alternative species with a similar shape, form and character. These guidelines would include contingencies for Elm tree management or replacement if Dutch Elm disease becomes established in Australia.
- Seek opportunities for interpreting the history and significance of the park when considering introducing new facilities into the park.
- Maintain the significance of the Sir Vivian Adams spectator stand through appropriate restoration, upgrade and maintenance and reinstatement of use.

Identified By

Context Pty Ltd

SHOP (FORMER) & RESIDENCE, 103 ALBION STREET, BRUNSWICK

Name	CORNER SHOP (FORMER) and RESIDENCE		
Address	103 ALBION STREET, BRUNSWICK	Significance Level	Local
Place Type	Residence,Shop		
Citation Date	2017		



Shop - 103 Albion Street

Recommended VHR - HI - PS Yes
Heritage Protection

Architectural Style Victorian Period (1851-1901)

History

Thematic context

This place is associated with the following theme/s identified by the *City of Moreland Thematic History* (2010):

Theme Nine: Shopping and retailing in Moreland

Shopping is a necessary part of the daily life of a community and shops give their customers a sense of continuity and tradition. They are a very visible attribute of Moreland's streetscapes, particularly the major thoroughfares of Sydney Road and Lygon Street. The municipality has a proud and colourful retail heritage that spans from the earliest days of settlement - from small stores to specialist shops, banks, markets, emporiums, and shopping malls and plazas. All of these retail outlets have grown to meet and create shoppers' needs and are a significant part of Moreland's history and heritage, lending character and distinctiveness to its streets (Historica 2010:97).

The historic shops built during Moreland's periods of economic prosperity in the late nineteenth century and 1920s and 1930s continue to line the Sydney Road corridor, many with facades still intact. More intact shops stand on street corners tucked away from main thoroughfares, providing clues to former centres of high activity, such as brickyards and other industries that once sustained them. There is also the occasional corner milk bar, a fading phenomenon of the 1950s and earlier, some still with original shop windows, doors and vestiges of original signage (Historica 2010:103)

Suburban development of Brunswick

Brunswick was surveyed in 1839 to provide 16 farming allotments ranging in size from 100 to 300 acres. The allotments each had a frontage to either the Moonee Ponds or Merri Creeks and to a north-south track (now Sydney Road). They were quickly sold in three auctions, mostly to speculators, and re-subdivision began almost immediately. On the west side of Sydney Road James Simpson subdivided his allotment creating Albert (then Carmarthen) and Victoria (then Llandillo) streets. When Thomas Wilkinson purchased the allotment on the opposite side of Sydney Road he extended Albert and Victoria streets. This pattern was repeated many times, and each time the land was divided into smaller and smaller allotments (Context v.1, 1990:10).

The colony of Victoria was expanding rapidly during the 1850s in the wake of the gold rushes and in the twenty years between 1846 and 1865 Brunswick's population grew from 146 to 3000 creating a demand for housing. The sequence of subdivision generally followed transport and access routes. The opening of the railway to Coburg in 1884 and the cable tram along Sydney Road in 1887 providing direct access to the centre of city encouraged the subdivision and development of land along these routes. This process accelerated during the 1880s a time of economic prosperity accompanied by a boom in land prices and in the twenty years from 1865 to the 1880s the population of Brunswick more than tripled to 14,000. Many of the houses built during the boom were cottages and small villas to accommodate the growing number of workers employed in the expanding industries. However, all development was brought to a halt by the economic depression of the 1890s and many of the new estates offered for sale toward the end of the boom remained undeveloped until the early twentieth century (Historica 2010:59-62).

Development recommenced during the early twentieth when houses began to be built on the vacant nineteenth century subdivisions. The development was slow at first, but another boom followed World War I. In 1905 the population had reached 24,000 and by 1928 it had more than doubled to 55,799 (Barnes 1987:64). The rapid growth of Brunswick during the early twentieth century was once again driven by expansion of employment opportunities and improvements to public transport. In the early twentieth century the introduction of duties on imported goods led to a boom in local manufacturing and by 1930 there were 300 factories in Brunswick employing over 6,000 workers (Historica 2010:32).

During this time the nineteenth century subdivisions were re-offered for sale whilst the remaining areas of farming land and large estates in the east and west of Brunswick were carved up to meet the unprecedented demand for housing. By the end of the 1930s the suburban development of Brunswick was almost complete (Context v.1, 1990:12).

Place history

The timber shop and residence at 103 Albion Street was constructed in about 1884 for William Lunn. When it first appeared in the 1884-85 rate book it was described as a 'Wood house and shop' with Net Annual Value of 15 pounds. By the following year, it was described as containing four rooms and had a stables attached. The NAV had increased to 36 pounds (RB). The shop and residence is shown on the Melbourne & Metropolitan Board of Works Detail Plan for this area, prepared in 1908. This shows the building did not have a verandah at that time (MMBW).

Mr Lunn was described first as a 'fruiterer' and later as a grocer. His was one of the first shops established to serve the residential area that developed to the north and south of Albion Street between Sydney Road and Lygon Street in the late nineteenth century. In 1890 the ownership had changed to Stephen Hill and it was described as a general store. By that time a row of three shops and residences had been constructed a few doors along on the east corner of Leithhead Street, one of which was a butcher. In 1895 the new owner was J.D. Ritchie and there was another grocer on the opposite corner (MMBW, SM). By the 1940s Miss M.M. McKie ran a sweet shop here and presumably lived with her mother, Mrs. E. McKie, who is listed in the residence (SM). The building ceased being used as a shop in the post-World War II era. In 2017 it had been converted to a café.

Sources

Barnes, Les (1987) 'Street Names of Brunswick'

Brunswick Rate Books (RB), 1883-84 (No. in rate, 372), 1884-85 (405), 1886 (447), 1887 (503), 1888 (595)

Context Pty Ltd, *Keeping Brunswick's Heritage. A report on the review of the Brunswick Conservation Study*, Volume 1, 1990

Historica, *City of Moreland Thematic History*, 2010

Melbourne & Metropolitan Board of Works (MMBW) Detail Plan No.1925, dated 1908 Sands & McDougall Directories (SM)

Description

Physical Description

This late Victorian former shop and residence is asymmetrical in plan and has a typical hipped iron roof and weatherboard walls. The former shop is contained within the projecting bay built to the street corner and retains the original timber framed shop window with timber stallboards and a recessed, stepped entry at one side lined with beaded horizontal timber boards (the door has been replaced). Other original details include one bi-chrome brick chimney and paired eaves brackets.

The timber post verandah is not original (MMBW plans show the building did not have a verandah in the early 1900s), but is reasonably sympathetic in its form and detailing. Other changes a new horizontal window in the west side wall, the replacement of the front window and alterations and additions to the verandah of the former residence section, as well as additions and new openings on the east side.

Comparative Analysis

In the late nineteenth century and well into the twentieth shops selling fresh produce had to be located within walking distance of residents due to the lack of home refrigeration and private transportation. Consequently, in addition to the large retail centres such as Sydney Road, small retail centres and corner shops proliferated throughout suburban areas to meet the daily shopping needs of residents. Several factors contributed to the demise of these small retailers; the introduction of home refrigerators, which became increasingly affordable and were almost universal by the post-war era, and increasing competition from larger retailers, particularly supermarkets, which emerged in the 1960s. The growth in private motor transport also meant that people could travel further and do a weekly shop, rather than having to do so on a daily basis. Changes to trading hours in the 1980s, which allowed supermarkets and major retailers to trade on Saturday afternoons and on Sundays also had a major impact.

Consequently in the post-war period, many of the early small retailers such as bakers, butchers, fishmongers and the like were closed and in most areas several shops were replaced by a single general purpose store or milk

bar stocking a range of essential items. In more recent times, however, increasing competition from convenience stores and supermarkets has further impacted upon the viability of these often family-run businesses and only a small number still survive. However, some have survived (and indeed thrived) by transforming into combined 'food stores' and cafes.

Examples of these early corner stores, dating from the late nineteenth to mid-twentieth century, are dotted throughout Moreland. Of the surviving late nineteenth century examples, most are constructed of brick. Very few timber examples are known to survive and this is one of only five identified examples. The others are:

- 258 Albert Street, Brunswick. Individually significant HO254. Single timber shop (surviving one of three), constructed 1886, with original timber shopfront, recessed entry and timber parapet.
- 145 Albion Street, Brunswick. Contributory within HO66 precinct. This simple gabled fronted shop dates from c.1900. The timber shop windows may be original
- 145 Union Street, Brunswick. Individually significant HO231. This simple gable-fronted timber shop is thought to date from 1883 and is attached to a residence that may date from the 1860s. Both are significantly altered. The shop retains its form and original cladding, but the shopfront has been completely changed
- 480 Victoria Street, Brunswick West. Contributory within HO56 precinct. It is thought to date from c.1895 and retains what appears to be an original timber shopfront and door framed by Classical style pilasters. It is single fronted, with the residence concealed behind the shop.

This example was constructed by 1884, which makes it one of the oldest known surviving corner stores (brick or timber) in Moreland. Whilst the former residence component has been altered, the original timber shopfront remains, along with the traditional asymmetrical hipped roof form and original details including one brick chimney and paired eaves brackets. The timber post verandah is not original (MMBW plans show there was no verandah in the early 1900s), but is relatively sympathetic in terms of its proportions and details. Accordingly, its intactness and integrity is comparable to 258 Albert Street, 480 Victoria Street, and much better than 145 Union Street.

Statement of Significance

What is significant?

The former shop and residence, constructed in 1884 for William Lunn, at 103 Albion Street, Brunswick is significant. This late Victorian former shop and residence is asymmetrical in plan and has a typical hipped iron roof and weatherboard walls. The former shop is contained within the projecting bay built to the street corner and retains the original timber framed shop window with timber stallboards and a recessed, stepped entry at one side lined with beaded horizontal timber boards (the door has been replaced). Other original details include one bi-chrome brick chimney and paired eaves brackets. The timber post verandah is not original, but is reasonably sympathetic in its form and detailing.

Other non-original alterations and additions are not significant.

How is it significant?

The former shop and residence at 103 Albion Street, Brunswick is of local historic and aesthetic significance to the City of Moreland.

Why is it significant?

It is significant as a representative example of the local shops that were established to serve the local needs of residents in Brunswick at a time of major suburban growth in the nineteenth century. Constructed by 1884,

it is one of the oldest surviving corner shops in Brunswick. (Criterion A)

It is significant as a rare example of a late Victorian timber shop and residence, which retains an original shop window. It is also significant as a distinctive early building within this area. (Criteria B, D & E)

Assessment Against Criteria

This has been assessed in accordance with the *Australia ICOMOS Charter for Places of Cultural Significance* (the *Burra Charter*) and the guidelines in the VPP Practice Note *Applying the Heritage Overlay* using the Hercon criteria.

Recommendations

External Paint Controls

Internal Alteration Controls

Tree Controls

Fences & Outbuildings

Prohibited Uses May Be Permitted

Incorporated Plan

Aboriginal Heritage Place

-
-
-
-
-
-
-

Other Recommendations

Recommended for inclusion in the Heritage Overlay as an individual place. No specific HO controls are required

FAIMAN & SONS WAREHOUSE (FORMER), 443 ALBION STREET, BRUNSWICK WEST

Prepared by: Context Pty Ltd

Hermes number: 56150	Survey Date: April 2017
Name: Faiman & Sons Warehouse	Designer: Unknown
Place Type: Industrial Warehouse	Builder: Unknown
Grading: Significant	Construction Date: 1924
Extent of Overlay: To title boundaries	
Architectural Style: Interwar Period (c.1919-c.1940)	



History

Locality History

The suburb of West Brunswick forms the western section of the former City of Brunswick. It is bounded on the north by Moreland Road, on the east by Grantham Street and Pearson Street, and on the west by the Moonee Ponds Creek (now the Tullamarine Freeway), which formed the western limit of the former City of Brunswick. The incline formed by the valley of the Moonee Ponds Creek provides this area of West Brunswick with dramatic relief from an otherwise relatively flat landscape.

Settlement was more scattered in the western part of Brunswick, with farming properties and, later, industrial sites occupying large areas. A rare surviving villa from the early 1850s is 'Whitby House' at 28 Whitby Street (VHR H0546). Parts of West Brunswick, such as the Melville Manor estate, were subdivided for speculative housing in the 1880s, but not as extensively as in Brunswick proper. Likewise, many new house blocks were left vacant when economic depression hit in 1891.

One response by the Victorian Government to the 1890s depression was to provide working folk with greater opportunities to settle and establish a livelihood. In West Brunswick, the *Brunswick Land Purchase Act 1900* enabled the purchase of the Hopetoun Estate (later known as the Brunswick Estate) of 91 acres (37.5 hectares) under the 'Closer Settlement Scheme'. The land was subdivided into fifty-six allotments of between one and two acres, which were made available to 'working men' on a lease purchase arrangement. The Brunswick Estate was the first Closer Settlement scheme in metropolitan Melbourne (Historica 2010:72-3).

By the early 1900s, as the local economy recovered, residential development was encouraged in the area and many streets are lined with the Edwardian and Federation homes from this period. There was extensive housing development in West Brunswick after the First World War, with large areas taken up with timber Californian Bungalows and other interwar house styles. Three state schools opened in West Brunswick in the 1920s to accommodate the growing population. The electric tram from the city to Coburg, which travelled along Melville Road, commenced in 1925 and this greatly encouraged this suburban development. A post office had opened in West Brunswick in 1913, and there was commercial development along Grantham Street and Melville Street. Local industries also prospered in the area, including textiles and light manufacturing.

Much of the interwar housing, which was predominantly made up of Californian Bungalows, was financed by the State Savings Bank of Victoria, which provided a generous credit scheme for those building their own homes. Another economical and novel method of construction in the 1920s was the use of reinforced concrete, and several examples of concrete houses survive in West Brunswick. During the 1930s, builders also started erecting homes in brick veneer, and the Spanish Mission style became popular along elevated allotments in Brunswick Road, Brunswick West (Historica 2010:75-76). The area continued to be attractive to those looking for an affordable suburban home, with the later subdivisions of the interwar period providing larger house blocks than those in Brunswick proper. In the early 1940s, the Housing Commission of Victoria erected a group of detached housing in West Brunswick for low-income earners. Parts of the former Closer Settlement area were developed at Moonee Vale in the post-war period.

Historical context

Brunswick West remained sparsely settled with small farms and dairies until the inter-war years when many homes financed by War Service, State Bank and Crédit Foncier schemes were constructed (Summerton 2010:17).

During the early twentieth century, the introduction of duties on imported goods had led to a boom in local manufacturing, and by 1930 there were 300 factories in Brunswick employing over 6,000 workers (Summerton 2010:32). In the latter half of the 1920s, thousands of local residents worked in textile manufacturing. Textile

industries were not new in the suburb. Firms such as the Henderson Shirt Factory in Brunswick Road, the Lattner Hat Factory at 20 Dawson Street (now occupied by the Victoria Police Road Safety Task Force), Stephens & Co. clothing factory in Grey Street and Hodgson Street, H.H. Mann (Peerless) Silk Mills in Manallack Street, the Lane Shirt Factory in Union Street, and the Olsen Clothing Factory in Victoria Street were just some of the businesses operating from the late nineteenth century and early years of the twentieth century.

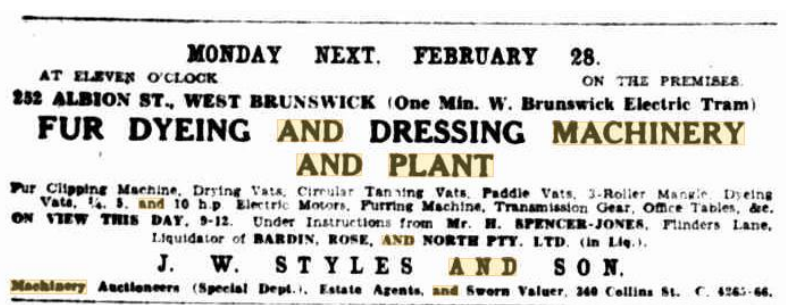
According to the *Northern Suburbs Factory Study*, there were 63 clothing and textile factories in Brunswick in 1930 (Vines & Churchward 1992:72). In 1930 in total, there were approximately 300 factories employing 6000 workers in Brunswick (Trioli, 1994:127). The 1933 Census indicated that 6772 of a total 26011 males were employed in the manufacturing industry in Brunswick. By comparison, there were 4495 females employed in the manufacturing industry, of a total of 28337 (Census of the Commonwealth of Australia, 1933:220-221 & 226-227).

Place history

The double-storey brick factory located at 443 Albion Street, Brunswick West, was built in c.1925-26 for Samuel Faiman (1872-1952), a fur dyer and dresser (RB 1925; SM 1930). The factory was built on allotment number 5, which had a frontage of 43 feet and was originally numbered 252 Albion Street. Samuel Faiman (previously known as Szulem Fajman) and his wife Sarah (née Krycer) were Polish Jews, who immigrated to Australia in 1921. In early 1940, following the outbreak of the Second World War, Samuel was naturalised as an Australian (Index to Certificates of Naturalisation, NAA).

In 1924 Samuel Faiman was listed as a tanner but at another address (Ancestry). He had applied to the Brunswick City Council in 1925 for permission to build a factory in John Street, East Brunswick, for the purpose of fur skin dressing and dyeing, but presumably this application did not go ahead (*Argus*, 22 July 1925: 15). In 1926 the Melbourne post office directory had no listing for 252 Albion Street, but noted that between numbers 236 and 256 Albion Street there were '3 houses being built' (SM 1926). By 1927, he was listed as a furrier in Albion Street, suggesting that the factory was built in the previous year, 1926 (SM 1927). In 1931, S. Faiman & Sons Pty Ltd was listed a company in Victoria with a capital value of £5000; the directors were Desire Bardin, S. Faiman and I. Faiman (*Daily Commercial News and Shipping List*, 29 July 1931: 2). Samuel and Sarah had six sons, including Alfred, Jack, Sigmund and David who worked in the family business as furriers and dressers. The director I. Faiman was most likely Faiman's eldest son, Isaac Faiman (ER 1930-1940; Victorian BDM).

Bardin, Rose & North, also dyers and dressers, purchased the factory from Faiman in the late 1930s. The name Bardin probably refers to Faiman & Sons previous company director, Desire Bardin. Within a short time, the business of Bardin, Rose & North was liquidated, and their plant and equipment were sold at auction in February 1938 (RB 1935; Age, 26 February 1938:2; *Argus*, 2 March 1938:14; *Argus* 4 December 1937:17). The premises was also sold.



Auction notice for plant and machinery at Faiman & Sons factory, 1938 (Argus, 26 February 1938, p. 18)

T.E. Rose & Sons Pty. Ltd., furriers, purchased the factory in c.1940 (SM 1944/45, 1950; RB 1940, 1950). A.G. Healing Ltd, electrical and bicycle manufactures, owned the factory from the early 1950s (RB 1958/59; SM 1955-1964; *Advertiser*, 4 April 1951:7). The building was allocated number 443 in 1958 (RB 1958/59). Melville Timber & Hardware Co. Pty Ltd had taken over ownership by the early 1970s (RB 1971/72, 1978/79).

Brunswick was the heartland of the finishing trades (McConville 1989: 127), but the fur dying, and dressing industry was particularly unusual in such a predominantly residential area (Vines & Churchward 1992).

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Description

The commercial premises at 443 Albion Street are located within a small cluster of shops near the corner of Melville Road and Albion Street. The large site runs through to a bluestone paved lane at the rear. There are several parts to the large building which occupies the whole site with zero setbacks to the rear laneway and to Albion Street. 443 Albion Street is two storeys in height to the front and single storey at the rear.

The façade to Albion Street has a plain face brick façade with parapet and a rendered panel for signage with vertical render features to each side. Three sash windows are located on the upper floor, whilst the lower floor has a central large opening with roller door, plus a single door entry and boarded window. There are the remains of

some business signage on the brickwork above the roller door, probably relating to the period of use as an electrical manufacturing business. The lower level has been overpainted whilst at the rear of the site a single storey red brick and rendered wall has two doorways. A simply shaped parapet hides the low-pitched roof.

Intactness and integrity

Although some minor changes have taken place to the exterior (painting, boarding up a window and a mobile phone structure fixed to the roof); 443 Albion Street is relatively intact and demonstrates its commercial origins with a relatively high degree of integrity.

Comparative analysis

Industrial complexes in Brunswick are an important land use type in Moreland. Whilst many manufacturing industries are no longer operating, many buildings stand as reminders of these past uses. The change of industrial buildings to apartments and other uses has transformed many sites. Following the lifting of import duties on imported manufactured goods in the 1920s and 1930s this economic change further stimulated the boom in the development of local manufacturing and created employment. Several smaller scale industrial buildings in Brunswick are similar to 443 Albion Street in their historic connections with manufacturing as a land use, and their Interwar industrial aesthetic.



City of Brunswick Electricity Supply Building, 119 Brunswick Road Brunswick, 1936 (HO278)

The Brunswick Electricity Supply Company substation intact and functioning part of the infrastructure supplying Brunswick with electricity since 1936, prior to the eventual take-over by the SEC. Aesthetically this building uses a similar architectural language of contrasting red brick and clinker brick with render panels containing signage.



F J Wolfe Cordage Manufacturer complex, 399-401 Albion Street, Brunswick West, c.1925 (HO261)

One of the few (if only) surviving small-scale cordage manufacturers in Brunswick, which had a number of well-known larger cordage manufacturers including Down & Sons in Tinning Street and James Miller & Co off Dawson Street. A typical Interwar industrial building for the Brunswick area.



Albion Clothing Co. 29-31 Weston Street, Brunswick, HO73 (within Edward Street Precinct)

Of local significance as a well-preserved example of the typical small brick factories of the early 20th century, used for the clothing trade in Brunswick. The building was occupied for a long period by the Albion Clothing Company. It has now been adapted for commercial use.

When compared with the above examples 443 Albion Street compares well in terms of integrity and authenticity. The clothing industry was an important one for Brunswick and little remains that has not been significantly adapted or demolished. The facade to Albion Street represents typical but evocative Interwar industrial architecture which is also evident in the above examples.

Statement of significance

What is significant?

443 Albion Street, Brunswick West, built in 1924 for fur dyer and dresser Samuel Faiman, is significant.

How is it significant?

443 Albion Street is of local historic, representative and aesthetic significance to the City of Moreland.

Why is it significant?

443 Albion Street is historically significant as part of the important textile and clothing industry in Brunswick's Interwar period. 443 Albion Street was built and operating as premises for the small niche market of fur dying and dressing between 1924 to the early 1950s. Historically 443 Albion Street is associated with three fur dying and dressing firms including Samuel Faiman (1924 - c.1935), Bardin, Rose & North (c.1935-1938) and T.E. Rose & Sons (c.1940 – c.1950). It is historically significant through its demonstration of the integration and multifaceted clothing industry in Brunswick during the Interwar period. (Criterion A)

443 Albion Street is significant for its demonstration of small scale commercial land use and belongs to a declining class of places; that of the clothing manufacturing industry in Moreland. Its principal characteristics are its building typology occupying the whole site with zero setbacks, its two-storey form and relatively plain brick façade. (Criterion D)

443 Albion Street is aesthetically significant for its contribution to the group of commercial premises at the corner of Albion Street and Melville Road. Its value lies in its relative authenticity with a highly intact upper floor featuring three windows and simple render detailing including a panel for business signage. Although some changes to the ground floor including boarding one window, painting of the brickwork and a steel roller door have reduced its integrity in part; it is still able to demonstrate a simple industrial aesthetic. The remains of business signage, probably relating to the 1950s adds to its aesthetic quality. (Criterion E)

Recommendations

Moreland Planning Scheme

Recommended for inclusion in the Heritage Overlay of the Moreland Planning Scheme as an individual place.

Recommendations for the HO Schedule:

External Paint Colours Is a permit required to paint an already painted surface?	No
Internal Alteration Controls Is a permit required for internal alterations?	No
Tree Controls Is a permit required to remove a tree?	No
Victorian Heritage Register Is the place included on the Victorian Heritage Register?	No
Incorporated Plan Does an Incorporated Plan apply to the site?	No
Outbuildings and fences exemptions Are there outbuildings and fences, which are not exempt from notice and review?	No
Prohibited uses may be permitted? Can a permit be granted to use the place for a use, which would otherwise be prohibited?	No
Aboriginal Heritage Place Is the place an Aboriginal heritage place, which is subject to the requirements of the Aboriginal Heritage Act 2006?	No

Other recommendations

None specified.

PRESTIGE MILL COMPLEX (FORMER), 159-165 DONALD STREET, BRUNSWICK EAST

Prepared by: Context Pty Ltd

Hermes number:	Survey Date: April 2017
Name: former Prestige Mill complex	Designer: Unknown
Place Type: Industrial Complex	Builder: Unknown
Grading: Significant	Construction Date: c.1922
Extent of Overlay: Refer to Map	
Architectural Style: Interwar Period (c.1919-c.1940), Stripped Classical	



History

Locality History

The suburb of East Brunswick formed part of the former City of Brunswick. It is bounded on the north by Moreland Road, on the east by Lygon Street and on the west by the Merri Creek, which formed the eastern limit of the former City of Brunswick. The creek attracted settlers who took up farming. Quarrying was an early industry in the area, with Wales' bluestone quarry (City of Moreland HO2) established near the Merri Creek in the 1860s. Other quarries followed, and clay pits were also established.

Following the pattern of development in Brunswick proper, there was extensive subdivision of land in East Brunswick for residential development in the 1880s. There was a larger proportion of detached housing in East Brunswick than Brunswick proper, particularly from the Edwardian period, reflecting a major period of development in the suburb. With suburban growth came the demand for the provision of public space and Fleming Park was developed on an abandoned quarry site in 1917–18. The electric tram along Lygon Street commenced in 1916 to service workers in the growing area. The textile industry thrived in East Brunswick, with Prestige Hosiery established in 1922.

Settled slightly later than Brunswick proper, some large estates survived longer into the twentieth century. The Sumner property, 'Stony Park' (built c.1860s) on the west bank of the Merri Creek, was subdivided in 1924 and was developed as an extensive interwar housing estate (Sumner Estate, HO238). A large number of war service homes were also built in several streets off Stewart Street, East Brunswick, in the early 1920s (Historica 2010)

Historical context

During the early twentieth century, the introduction of duties on imported goods had led to a boom in local manufacturing, and by 1930 there were 300 factories in Brunswick employing over 6000 workers (Historica 2010:32). In the latter half of the 1920s, thousands of local residents worked in textile manufacturing. Textile industries were not new in the suburb. Firms such as the Henderson Shirt Factory in Brunswick Road, the Lattner Hat Factory at 20 Dawson Street (now occupied by the Victoria Police Road Safety Task Force), Stephens & Co. clothing factory in Grey Street and Hodgson Street, H.H. Mann (Peerless) Silk Mills in Manallak Street, the Lane Shirt Factory in Union Street, and the Olsen Clothing Factory in Victoria Street were just some of the businesses operating from the late nineteenth century and early years of the twentieth century (p. 104). The two largest textile mills were Prestige and Holeproof. By the end of the 1930s, Brunswick and Coburg had become the centre of the Australian hosiery industry and the district maintained this position for over thirty years (Historica 2010:105).

According to the *Northern Suburbs Factory Study*, there were 63 clothing and textile factories in Brunswick in 1930 (Vines & Churchward 1992:72). In 1930 in total, there were approximately 300 factories employing 6000 workers in Brunswick (Trioli 1994:127). The 1933 Census indicated that 6772 out of a total 26,011 male workers were employed in the manufacturing industry in Brunswick. By comparison, there were 4495 females employed in the manufacturing industry out of a total of 28,337 (Census of the Commonwealth of Australia, 1933:220-221 & 226-227).

Place history

In April 1921, Atlas Knitting and Spinning Mills began producing hosiery from premises at 153 Weston Street, Brunswick (Foletta 1975:85). The business soon outgrew the factory and consequently, a new factory at Donald Street was built (Foletta 1975:99). The brick factory complex at 159-165 Donald Street, Brunswick East, was built in c.1922 for Prestige Limited on 6 acres of land purchased in December 1921 for £1070 (Foletta 1975:99; RB 1922, 1923). The land, close to the Merri Creek and sloping down towards Moreland Road, had previously been used as a quarry (RB 1920, 1922).

Prestige Limited was the public company of Atlas Knitting and Spinning Mills which established in Brunswick in 1920 (Foletta 1975:75 & 85; Trioli 1994:127). Both Atlas and Prestige Limited are listed as owners of the Donald Street property between 1922 and 1925 (RB). George Foletta and Andrew Gray Staley were instrumental in establishing the Prestige textile mills. Staley, however, left the company in 1929 and started a competitive business, Holeproof Industries (Trioli 1994:128). Prestige's hosiery business boomed during the 1920s (Barnes, 1987:51). By 1927 they had secured their place in the Australian market and were exporting to New Zealand (Foletta 1975:141).

Johnson Bros. Pty. Ltd were silk throwers (known as 'throwsters') owned by Prestige Limited and their business started in 1925 when Prestige built them a mill on their land in Donald Street (*Age*, 2 October 1950:5; Foletta 1975:135). From 1930, both Prestige Ltd. and Johnson Bros. Pty. Ltd. were listed at the Donald Street address (S&Mc 1930; RB 1935-37, 1940 & 1950; Vines & Churchward, 1992:33).

The silk throwing industry employed local people in the industry where silk products were previously imported from overseas (*Age*, 17 September 1932:19). Johnson Bros. enabled Prestige to achieve leadership with circular hosiery (Foletta 1975:135).

By the 1930s, Prestige employed 1200 workers, most of whom were women (Historica 2010:105; Trioli 1994:129 & 130). Many of these workers were from Brunswick and the surrounding suburbs (Sansom, 1994:148). Prestige and their competitor, Holeproof provided many women with employment during the Depression. Both companies also introduced a variety of social activities for their staff providing them with both companionship and security (Trioli 1994: 130-131).

In 1937 the *Shepparton Advertiser* reported that Prestige had been leaders in the Commonwealth's hosiery manufacturing industry for 15 years. The company then employed over 1700 people (*Shepparton Advertiser*, 10 September 1937:9). As well as establishing mills in Shepparton, and as part of the Commonwealth Government's 'decentralisation policy Prestige Limited purchased a factory in Horsham in 1946 and another one in Ararat. Their aim for these endeavours was to help 'build up country towns' (*Age*, 27 September 1946:7).

The establishment of Prestige in Brunswick marked the beginning of textile works in the district and Prestige was one of the largest of the mills (Barnes 1987:51; Historica 2010:105). 'Prestige limited was the first company in Australia to enter the fine weaving industry' and they proved to be hard competition for overseas imports, due to the outstanding quality of their products (Foletta 1975:141; *Shepparton Advertiser*, 10 September 1937:9). Both Atlas and Prestige were managed, staffed and fully financed by Australians (Foletta 1975:75). By 1956 Prestige was one of Australia's leading textile companies, due to their acquisition of many subsidiaries (Foletta, 1975; 139). In the 1960s, Prestige took over Holeproof Industries Ltd and in 1968 Dunlop Australia Ltd. purchased Prestige Limited for 15 million pounds (Worrall, 1996; Foletta 1975:143). Dunlop discontinued the Prestige brand in 1978 (Worrall 1996).

The 1978/79 Valuation Register lists the owner rated at 159-165 Donald Street, Brunswick East as the Brunswick Development Pty. Ltd. They were also rated for numbers 149-151, 153 and 155-157 (RB).

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Description and Integrity

The former Prestige textile mill is located on land reclaimed from a former quarry between Donald Street to the south, Moreland Road to the north, Clara Street to the east and Lincoln street to the west. Several other industrial buildings are in this vicinity.

159 Donald Street is the largest of the buildings, occupying approximately three quarters of the large site with industrial saw tooth roof structures. Approximately half of the building has been converted for an alternative manufacturing use and the roof has been rebuilt as a shallow gable, removing the south facing clerestorey windows. The remaining part of the building leading down to Moreland Road retains its sawtooth roof however the glazing has been removed or concealed and some new openings have been made in the side wall.

The façade is an example of austere Classicism with rendered masonry wall with a projecting porch and a row of domestically scaled windows. Rendered features include pilasters that project above the former parapet level to both the porch and the main building. The new roof is visible above the parapet level and appears to have been extended over a laneway. Side walls which once would have been red brick have been painted. The other side of the driveway to the west of 159 has another large factory complex at brick factory 155 Donald Street that is concealed behind a newly constructed frontage.

161 Donald Street would have had a similar façade to that of 159 however it has been altered by the addition of a first floor and changes to the window openings and glazing so is the least intact of the three buildings that make up the complex. 165 has a similar façade treatment to the other two buildings and has window glazing changes however the entrance doorway appears to be intact. It is separated by a driveway from 161 where the original red brick is visible and has a form of saw tooth roof construction with south facing skylights.

Comparative Analysis

The importance of the textile industry in Moreland is demonstrated by several large industrial sites, many of which have been converted to other uses. The Lincoln Mills in Gaffney Street Coburg are largely demolished but some of the wall visible to the right of the photo is part of a large hardware chain store. The former Holeproof mills in Dods Street Brunswick (no HO) have been converted to an apartment complex. The former Spicers Paper Mills in

Moreland Road have been converted although much of the pattern of windows remains. The Union Knitting Mills in Munro Street Coburg have retained the front building and converted the remainder of the site into multi-level apartments as is also the current condition of the John Welch factory in Miller Street East Brunswick.



Lincoln Mills, 82-92 Gaffney Street, Coburg, HO79.



Spicers Paper Mills, 1 Moreland Road, Coburg, HO117



Union Knitting Mills (former), 37-43 Munro Street, Coburg, HO121(significant within Brickworks and Barry Street Precinct)



John Welsh Factory, 12-20 Miller Street, East Brunswick. HO114

The former Prestige mills complex comprising the three buildings at 159–165 Donald Street represent a major industrial site like several other complexes on the HO. Whilst there have been alterations to the buildings and adaptation for new uses, these are no more than other complexes such as the Union Mills or the Lincoln Mills (of which a fraction remains). The simple facades of the three buildings are consistent in detail and the remainder of the site contains more industrial fabric than the examples shown.

Statement of significance

What is significant?

The former Prestige Limited textile mill at 159–165 Donald Street, Brunswick East, built between 1922 and 1925 and comprising a subsidiary company, Johnson Bros silk hosiery manufacturers, is significant.

Non-original alterations and additions to the buildings are not significant.

How is it significant?

The former Prestige Limited textile mill complex 159–165 Donald Street, Brunswick East, is of local historical, representative and aesthetic significance to the City of Moreland.

Why is it significant?

It is historically significant as one of the first, and certainly one of the largest textile mills in the City of Moreland, where hosiery and clothing manufacturing was a major land use during the interwar period. Brunswick and Coburg were the centre of the Australian hosiery industry with Prestige and Holeproof providing the largest component of this for over thirty years. With the aid of Government incentives, Prestige expanded operation, opening a further three factories in Victorian country towns. Prestige Limited was known as a major employer (especially for women) through the Depression years, and for the high quality of their products, their export trade and enterprising approach up until their takeover by Dunlop Australia in 1968 and the discontinuation of the brand in 1978. This complex provides a tangible reminder of Prestige Limited and the important role it played in the textile industry in the City of Moreland. (Criterion A)

Prestige and Johnston Bros. Pty. Ltd, hosiery and silk hosiery manufacturers combined operations at the Donald Street mill between 1922 and 1925 and are historically significant as a major employer (especially of women) through the Depression years. It is a representative example of a large interwar industrial complex, built in stages, that still retains large areas of the factory under saw tooth roofs with characteristic side elevations showing the roof and wall profiles to achieve clerestory glazing. (Criterion D)

It is aesthetically significant for its consistent rendered façade with simple austere interwar classicism detailing across the three buildings and for the views down two driveways of the vast expanse of sawtooth roofed building form bordered by masonry walls, either in their original unpainted state or painted. (Criterion E)

Recommendations

Moreland Planning Scheme

Recommended for inclusion in the Heritage Overlay of the Moreland Planning Scheme as an individual place.

Recommendations for the HO Schedule:

External Paint Colours Is a permit required to paint an already painted surface?	No
Internal Alteration Controls Is a permit required for internal alterations?	No
Tree Controls Is a permit required to remove a tree?	No
Victorian Heritage Register Is the place included on the Victorian Heritage Register?	No
Incorporated Plan Does an Incorporated Plan apply to the site?	No
Outbuildings and fences exemptions Are there outbuildings and fences, which are not exempt from notice and review?	No
Prohibited uses may be permitted? Can a permit be granted to use the place for a use, which would otherwise be prohibited?	Yes
Aboriginal Heritage Place Is the place an Aboriginal heritage place, which is subject to the requirements of the Aboriginal Heritage Act 2006?	No

Other recommendations

None specified.

SHOP (FORMER) AND RESIDENCE, 209 BARKLY STREET, BRUNSWICK

Name	CORNER SHOP (FORMER) and RESIDENCE		
Address	209 BARKLY STREET, BRUNSWICK	Significance Level	Local
Place Type	Shop, Residence		
Citation Date	2017		



Shop - 209 Barkly Street

Recommended Heritage Protection **VHR - HI - PS Yes**

Architectural Style Victorian Period (1851-1901)
Free Classical

History

Thematic context

This place is associated with the following theme/s identified by the *City of Moreland Thematic History* (2010):

Theme Nine: Shopping and retailing in Moreland

Shopping is a necessary part of the daily life of a community and shops give their customers a sense of continuity and tradition. They are a very visible attribute of Moreland's streetscapes, particularly the major thoroughfares of Sydney Road and Lygon Street. The municipality has a proud and colourful retail heritage that spans from the earliest days of settlement - from small stores to specialist shops, banks, markets, emporiums, and shopping malls and plazas. All of these retail outlets have grown to meet and create shoppers' needs and are a significant part of Moreland's history and

heritage, lending character and distinctiveness to its streets (Historica 2010:97).

The historic shops built during Moreland's periods of economic prosperity in the late nineteenth century and 1920s and 1930s continue to line the Sydney Road corridor, many with facades still intact. More intact shops stand on street corners tucked away from main thoroughfares, providing clues to former centres of high activity, such as brickyards and other industries that once sustained them. There is also the occasional corner milk bar, a fading phenomenon of the 1950s and earlier, some still with original shop windows, doors and vestiges of original signage (Historica 2010:103)

Suburban development of Brunswick

Brunswick was surveyed in 1839 to provide 16 farming allotments ranging in size from 100 to 300 acres. The allotments each had a frontage to either the Moonee Ponds or Merri Creeks and to a north-south track (now Sydney Road). They were quickly sold in three auctions, mostly to speculators, and re-subdivision began almost immediately. On the west side of Sydney Road James Simpson subdivided his allotment creating Albert (then Carmarthen) and Victoria (then Llandillo) streets. When Thomas Wilkinson purchased the allotment on the opposite side of Sydney Road he extended Albert and Victoria streets. This pattern was repeated many times, and each time the land was divided into smaller and smaller allotments (Context v.1, 1990:10).

The colony of Victoria was expanding rapidly during the 1850s in the wake of the gold rushes and in the twenty years between 1846 and 1865 Brunswick's population grew from 146 to 3000 creating a demand for housing. The sequence of subdivision generally followed transport and access routes. The opening of the railway to Coburg in 1884 and the cable tram along Sydney Road in 1887 providing direct access to the centre of city encouraged the subdivision and development of land along these routes. This process accelerated during the 1880s a time of economic prosperity accompanied by a boom in land prices and in the twenty years from 1865 to the 1880s the population of Brunswick more than tripled to 14,000. Many of the houses built during the boom were cottages and small villas to accommodate the growing number of workers employed in the expanding industries. However, all development was brought to a halt by the economic depression of the 1890s and many of the new estates offered for sale toward the end of the boom remained undeveloped until the early twentieth century (Historica 2010:59-62).

Development recommenced during the early twentieth when houses began to be built on the vacant nineteenth century subdivisions. The development was slow at first, but another boom followed World War I. In 1905 the population had reached 24,000 and by 1928 it had more than doubled to 55,799 (Barnes 1987:64). The rapid growth of Brunswick during the early twentieth century was once again driven by expansion of employment opportunities and improvements to public transport. In the early twentieth century the introduction of duties on imported goods led to a boom in local manufacturing and by 1930 there were 300 factories in Brunswick employing over 6,000 workers (Historica 2010:32).

During this time the nineteenth century subdivisions were re-offered for sale whilst the remaining areas of farming land and large estates in the east and west of Brunswick were carved up to meet the unprecedented demand for housing. By the end of the 1930s the suburban development of Brunswick was almost complete (Context v.1, 1990:12).

Place history

The brick shop and residence at 209 Barkly Street was constructed in about 1889-90 for Henry Tempany, a publican, on land he had owned for several years. When it first appeared in the 1891 rate book (when it was numbered as 141) it was described as a brick shop and dwelling containing five rooms with a Net Annual Value of 45 pounds. The tenant was a Mrs. Glover (?), who was a grocer (RB).

This was one of the shops established to serve the residential area that developed to the north and south of

Barkly Street between Sydney Road and Lygon Street in the late nineteenth century. However, it appears the onset of the economic depression of the early 1890s impacted upon the viability of the business; by the following year the building was vacant and remained so for most the 1890s. By 1900, as the economy recovered, the building was occupied again, this time by F. Hagger, a grocer (MMBW, RB, SM).

The site of this building formed part of a larger holding of land owned by Henry Tempany since the mid-1880s and prior to that by Robert Hillard. Part of the land contained a house constructed prior to 1883 (possibly, the house now at no.211). At around the same time that this shop and residence was constructed, Mr Tempany also had built the terrace of four houses at nos. 213-19 (RB). Lewis A. Lamon, an architect, is also listed in the rate books as the 'person rated' for the land and the buildings owned by Mr Tempany and so it is possible that he was the designer of the houses and possibly this shop and residence.

This building is shown on the Melbourne & Metropolitan Board of Works Detail Plan for this area, which was prepared in 1904. At that time it appears to have had a verandah (MMBW). It was still used a grocery shop in the 1940s. The use as a shop ceased some time after World War II and the building is now used as a residence (SM).

Sources

Barnes, Les (1987) 'Street Names of Brunswick'
 Brunswick Rate Books (RB), 1883-84 (No. in rate, 327, 328), 1884-85 (348, 350), 1886 (369, 370), 1887 (380, 381), 1888 (409, 410), 1888-89 (469, 470), 1889-90 (439-441), 1891 (465)
 Context Pty Ltd, *Keeping Brunswick's Heritage. A report on the review of the Brunswick Conservation Study*, Volume 1, 1990
 Historica, *City of Moreland Thematic History*, 2010
 Melbourne & Metropolitan Board of Works (MMBW) Detail Plan No. 1871, dated 1904 Sands & McDougall Directories (SM)

Description

Physical Description

This is a double and single storey late Victorian former corner shop and residence of typical parapetted form, built to both street boundaries with a splayed corner. The ruled render walls are rendered with a bluestone base and there is a low plain parapet above a deep cornice and string course, whilst another cornice and string course divides the two floors (consoles with masks are positioned midway on the cornices on the long side elevation). At the corner dwarf piers flanked by scrolls frame an arched pediment with the year of construction. The double hung windows (and one blind corner window) to the first floor and to the ground floor of the rear residence have Classical style entablatures with cornices and brackets and shallow sills with brackets, whilst the windows to the corner shop are tall and narrow. The corner entrance has a top light, whilst the residential entrance at the side is arched with a label mould, and has a arched fanlight with coloured glass, sidelights and the original panelled door with bolection mouldings and a bluestone threshold. All of the openings have reveals with an ovolo profile terminating in a stop chamfer.

Overall, the building has high intactness. The visible changes include the presumed removal of the street verandah, overpainting of the rendered walls (removal of this thick paint, which is already peeling off, would greatly improve the appearance of the building), and replacement of the tall shop windows and covering over of the corner entry door.

The building forms part of a group of late Victorian buildings extending west from the Ewing Street corner, which includes the two storey house at no. 211 and the single storey terrace of four houses at nos. 213-219, all built around the same time and for the same owner, Henry Tempamy.

Comparative Analysis

In the late nineteenth century and well into the twentieth shops selling fresh produce had to be located within walking distance of residents due to the lack of home refrigeration and private transportation. Consequently, in addition to the large retail centres such as Sydney Road, small retail centres and corner shops proliferated throughout suburban areas to meet the daily shopping needs of residents. Several factors contributed to the demise of these small retailers; the introduction of home refrigerators, which became increasingly affordable and were almost universal by the post-war, and increasing competition from larger retailers, particularly supermarkets, which emerged in the 1960s. The growth in private motor transport also meant that people could travel further and do a weekly shop, rather than having to do so on a daily basis. Changes to trading hours in the 1980s, which allowed supermarkets and major retailers to trade on Saturday afternoons and on Sundays also had a major impact.

Consequently in the post-war period, many of the early small retailers such as bakers, butchers, fishmongers and the like were closed and in most areas several shops were replaced by a single general purpose store or milk bar stocking a range of essential items. In more recent times, however, increasing competition from convenience stores and supermarkets has further impacted upon the viability of these often family-run businesses and only a small number still survive. However, some have survived (and indeed thrived) by transforming into combined 'food stores' and cafes.

Examples of these early corner stores, dating from the late nineteenth to mid-twentieth century, are dotted throughout Moreland. Of the surviving late nineteenth century examples, most are constructed of brick and the majority are single storey. This is one of several two-storey examples, all of which having typical parapeted form, built to both street boundaries with a splayed corner. Some (e.g. 219 Glenlyon Road, 97 Albion Street) have low integrity. Examples with comparable integrity are:

- 'Clifton House', 106 Edward Street, Brunswick. Constructed in 1889-90, this is an individually significant place within HO75. The walls are rendered with a bluestone base along the Ewing Street side and there is a low parapet above a cornice and string course. At the corner there is a pediment flanked by scrolls with an arched panel surmounted by acroterion and with the name and date of construction in raised letters. The windows at first floor level are double hung timber sash with keystones above and ledged sills below, with a 'blind' window in the corner splay. At ground level, the building retains what appear to be the original timber shopfront windows and corner entry door, and one other timber sash window with keystone and bluestone sill. Overall, the building has high intactness. Major visible changes include the presumed removal of the street verandah, loss of some parapet decoration and replacement of one window. Some faded painted signage is evident.
- Shop (former) and residence, 80 Union Street, Brunswick. Constructed in 1888, this example has polychromatic brick walls, which at both levels are divided in two by a rendered string course that frames the tops of the windows and doors in the manner of an extended label mould. Below the string course are dark bricks, with pressed reds above, whilst cream bricks are used in banding below the string course and as contrasts around the openings. The simple unpainted render parapet is panelled and sits above a cornice terminated by consoles at the wall ends and with a string course below.

Windows to the first floor and at the north end of the ground floor are double hung timber sash with compressed arch heads while the corner entrance to the former shop and the shop windows have arched heads. The shop window facing Union Street is quite large and extends almost to the ground, while the window facing Barrow Street is a more regular size and has a bluestone sill. There are glazed tiles to dado height around the larger window and on either side of the corner entry. There is some early painted signage including a partially exposed sign for 'The Age' (c.1940s or earlier) at the first floor, a 'Tarax' (c.1950s/60s) soft drink ad beside the front door, and on the tiled dado on either side of the corner entry.

This example, constructed in 1889-90, has comparable intactness to the above examples. It is notable for the fine detailing such as the Classical style entablatures to the windows, and the ovolo profiles to the door and window reveals.

Statement of Significance

What is significant?

The former shop and residence, constructed in 1889-90 for Henry Tempany, at 209 Barkly Street, Brunswick is significant. This is a double and single storey late Victorian former corner shop and residence of typical parapetted form, built to both street boundaries with a splayed corner. The ruled render walls are rendered with a bluestone base and there is a low plain parapet above a deep cornice and string course, whilst another cornice and string course divides the two floors (consoles with masks are positioned midway on the cornices on the long side elevation). At the corner dwarf piers flanked by scrolls frame an arched pediment with the year of construction. The double hung windows (and one blind corner window) to the first floor and to the ground floor of the rear residence have Classical style entablatures with cornices and brackets and shallow sills with brackets, whilst the windows to the corner shop are tall and narrow. The corner entrance has a top light, whilst the residential entrance at the side is arched with a label mould, and has a arched fanlight with coloured glass, sidelights and the original panelled door with bolection mouldings and a bluestone threshold. All of the openings have reveals with an ovolo profile terminating in a stop chamfer.

Non-original alterations and additions are not significant.

How is it significant?

The former shop and residence at 209 Barkly Street, Brunswick is of local historic and aesthetic significance to the City of Moreland.

Why is it significant?

It is significant as a representative example of the local shops that were established to serve the local needs of residents in Brunswick at a time of major suburban growth in the nineteenth century. (Criterion A)

It is significant as a fine, well-detailed and intact example of a late Victorian shop and residence, which is notable for the elegant Classical style detailing to the windows. (Criterion D & E)

Assessment Against Criteria

This has been assessed in accordance with the <!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01//EN""http://www.w3.org/TR/html4/strict.dtd"> *Australia ICOMOS Charter for Places of Cultural Significance* (the *Burra Charter*) and the guidelines in the VPP Practice Note *Applying the Heritage Overlay* using the Hercon criteria.

Recommendations

External Paint Controls

Yes

Internal Alteration Controls

-

Tree Controls

-

Fences & Outbuildings

-

Prohibited Uses May Be Permitted

-

Incorporated Plan

-

Aboriginal Heritage Place

-

Other Recommendations

Recommended for inclusion in the Heritage Overlay as an individual place. Apply External Paint controls in addition to the general HO controls to encourage removal of the current inappropriate paint scheme.

MILLERS ROPE WORKS (FORMER, NOW RMIT UNIVERSITY), 29 DAWSON STREET, BRUNSWICK

Prepared by: Context Pty Ltd

Hermes number: 56282	Survey Date: March 2017
Name: Former Millers Rope Works, now RMIT University	Designer: Sale & Keage (1930)
Place Type: Industrial Complex	Builder: Unknown
Grading: Significant	Construction Date: c.1909, 1930
Extent of Overlay: To title boundaries	
Architectural Style: Interwar Period (c.1919-c.1940)	



History

Locality History

The suburb of Brunswick is part of the traditional land of the Wurundjeri who occupied this area, which they named *Iramoo*, for many thousands of years. The area achieved local governance as the newly formed Borough of Brunswick in 1857; the municipality was elevated to the Town of Brunswick in 1888 and to the City of Brunswick in 1908. Brunswick is now part of a larger municipal area, the City of Moreland, which was formed in 1994 through an amalgamation of the former City of Fitzroy, the former City of Coburg, and a small area of the former City of Fitzroy.

Brunswick, located a few miles north of central Melbourne, was first surveyed in 1839 to provide 16 farming allotments ranging in size from 100 to 300 acres. The early allotments each had a frontage to either the Moonee Ponds or Merri Creeks and to a rough north–south track that soon became known as the Sydney Road. The allotments were quickly sold over three auctions, mostly to private speculators, and re-subdivision began almost immediately. On the west side of Sydney Road James Simpson subdivided his allotment, creating Albert (then Carmarthen) and Victoria (then Llandillo) streets. When Thomas Wilkinson purchased the allotment on the opposite side of Sydney Road he extended Victoria and Albert streets. This pattern was repeated many times, and each time the land was divided into smaller and smaller allotments (Context 1990:10). In the 1840s the early settlement at the southern end of Brunswick on the west side of Sydney Road was known as Phillipstown.

The Colony of Victoria expanded rapidly during the 1850s with the gold rushes and in the twenty years between 1846 and 1865 Brunswick's population grew from 146 to 3000, creating a strong demand for housing. People were drawn by the considerable local industry, including stone quarries, brick-works and potteries, and steel works. The sequence of subdivision generally followed transport and access routes. The opening of the railway to Coburg in 1884 and the cable tram along Sydney Road in 1887, providing direct access to the centre of the city of Melbourne, encouraged the subdivision and development of land along these routes. Sydney Road became a busy hub of commercial development, with the strip characterised by double-storey Victorian-era shopfronts, with many highly decorative ‘boom style’ examples.

Brunswick developed as a self-contained and close-knit community that was home to rich and poor. Whilst the vast bulk of its housing was built for the working and artisan classes, there was also a sprinkling of more salubrious residences occupied by the middle-class factory owners, merchants and professionals, notable in Park Street and Brunswick Road. These were generally brick with some early bluestone examples. A large number of double-storey brick terraces in south Brunswick were erected in the period of the 1870s to 1890. Mansions were rare, with Michael Dawson’s ‘Dawsonhurst’ built in the 1850s on his Phoenix Park estate (demolished 1880s) being a notable exception.

The process of subdivision of the larger estates for house blocks accelerated rapidly during the economic boom of the 1880s and was accompanied by an escalation in land prices; in the twenty years from 1865 to the 1880s the population of Brunswick more than tripled to 14,000. Many of the houses built during the boom were small cottages, particularly in the form of terrace housing, which were built to accommodate the growing number of workers employed in the expanding local industries. A large proportion of workers’ housing was erected a rental accommodation. Typically, it was the members of the local middle class and the aspiring working class, who were engaged in speculative housing development, became the landlords for many local workers’ rental accommodation. These small tenements were either weatherboard, often block-fronted, or built from locally made bricks and often using decorative bi-chromatic treatments. A network of laneways served rear outside toilets on the narrow allotments. Although they were small dwellings with only a pocket handkerchief front garden, the workers’ cottages of Brunswick, like others across inner suburban Melbourne, were usually plumbed for cooking

and washing purposes and ‘offered living space and a level of material comfort well beyond the reach of the urban poor in other countries’ (Dingle 1984: 173).

The push for thrift, sobriety, self-improvement and industriousness among the poorer classes, keenly advocated by the Protestant churches, had its ultimate goal in home ownership (Davison 1978: 177). Building societies, which required members to make regular contributions, played an important role in enabling working men to acquire their own homes. Victoria’s first building society had been established in 1858 to help house the booming population on Bendigo’s goldfields. This was followed by a string of others, including the Fourth Victoria Permanent Building Society in 1867, which was responsible for constructing many Melburnian homes, including several throughout Brunswick and its surrounds (Victorian Building Societies Association 1981:11-12). Building societies mushroomed during Melbourne’s property boom of the 1880s and their widespread operations made a significant contribution to speculative property development.

Following the bank crash of 1891 and the extended depression of the 1890s, development ground to a halt. Many newly built houses in Brunswick were left vacant and many of the new estates offered for sale toward the end of the boom remained undeveloped until the early twentieth century (Historica 2010:59-62). There was considerable unemployment and financial distress amongst residents. Many were unable to keep up with the instalments on their new homes and faced foreclosure by the buildings societies.

Development recommenced during the early-twentieth century when houses began to be built on the vacant nineteenth-century subdivisions. As such, many of the new dwellings were constrained by small narrow blocks. Also, perhaps due to the overall retarding effect of the depression, a relatively high proportion of new houses built in the early 1900s fit with the so-called ‘Victorian Survival’ style (c.1895–1914) (Johnston and Oliver 1994). Renewed local prosperity in the early 1900s was fuelled by a boom in industrial development in Brunswick, which benefited from the introduction of import duties after Federation.

There was another burst of prosperity in the period following World War I and by 1930 there were 300 factories in Brunswick, employing over 6000 workers (Historica 2010:32). These were predominantly in the clothing, textiles and footwear industries, which employed a significant number of women workers. During this time, many of the nineteenth-century subdivisions were re-offered for sale whilst the remaining areas of farming land and large estates in the east and west of Brunswick were carved up to meet the unprecedented demand for housing. By the end of the 1930s the suburban development of Brunswick was almost complete (Context 1990:12).

In 1905 the population had reached 24,000 and by 1928 it had more than doubled to 55,799 (Barnes 1987:64). The rapid growth of Brunswick during the early twentieth century was once again driven by the expansion of employment opportunities and improvements to public transport. The crash of 1929 and the ensuing Great Depression hit Brunswick hard, with thousands of men and women out of work and facing financial distress.

The large population was served by a large number of churches. The major Christian denominations had a strong presence in Brunswick and there was also a relatively strong representation of less common, minor sects. Hotels and picture theatres were also an important part of social life. Public buildings were well built and were centred around the corner of Sydney Road and Dawson Street. The City of Brunswick opened Victoria Park in 1908 and opened the avant garde Brunswick Baths (HO61) in 1913, which was a notably early municipal swimming pool. Brunswick was not well endowed with areas for public recreation, which was compensated to some extent by the suburb’s close proximity to the extensive Royal Park. Some of its public parks, such as Gilpin Park and Clifton Park, were developed in more recent times on abandoned industrial land.

Historical context

Moreland's natural landform and the way it was mapped and organised for subdivision set a pattern for how its roads and transport routes would emerge and develop in the municipality. Brunswick's parish land was divided into relatively narrow strips on either side of Sydney Road. Many of its thoroughfares subsequently evolved from lanes that ran along the boundaries of larger allotments, giving Brunswick the tight grid of streets that characterise its urban setting today. The north-south road that became Sydney Road was the one public road that surveyor Robert Hoddle reserved when he surveyed the northern part of the parish (Summerton 2010:34).

During the early twentieth century, the introduction of duties on imported goods had led to a boom in local manufacturing, and by 1930 there were 300 factories in Brunswick employing over 6,000 workers (Historica 2010:32). In the latter half of the 1920s, thousands of local residents worked in textile and rope manufacturing. Textile industries were not new in the suburb. Firms such as the Henderson Shirt Factory in Brunswick Road, the Lattner Hat Factory at 20 Dawson Street (now occupied by the Victoria Police Road Safety Task Force), Stephens & Co. clothing factory in Grey Street and Hodgson Street, H.H. Mann (Peerless) Silk Mills in Manallak Street, the Lane Shirt Factory in Union Street, and the Olsen Clothing Factory in Victoria Street were just some of the businesses operating from the late nineteenth century and early years of the twentieth century. The two largest textile mills were Prestige and Holeproof. By the end of the 1930s Brunswick and Coburg had become the centre of the Australian hosiery industry and the district maintained this position for over thirty years (Historica 2010:104-05).

Place history

A large brick factory was built on the site of 29 Dawson Street, Brunswick, in c.1909 for James Miller (RB 1908, 1909; Vines & Churchward 1992a:71). Miller also owned a 16¾ acre block alongside (RB 1909). In December 1910, the property is described in the Rate Books as a 'brick factory' and 'rope works' and the owner is listed as James Miller & Co. (RB 1911, 1912).

The Miller & Co. rope works underwent substantial renovations in c.1930, designed by architects Sale & Keage (*Construction and Local Government Journal*, 26 February 1930:15). The net annual value of the property more than doubled after the extensions, from £700 to £1500 (RB 1929 & 1930). The *Record* newspaper confirms that the extensions cost £80,000 (*Record*, 12 April 1930:4). By November 1958, the net annual value of the property was £9000 (RB 1958/59).

Miller's was one of the largest rope manufacturers in Victoria (Trioli 1994:132). They were known for their Anchor brand twine, rope and cordage (*Weekly Times*, 4 October 1930:11; *Countryman*, 18 October 1929:6). Miller opened his first factory in Emerald Hill (now South Melbourne) in 1862. The works were then transferred to Yarraville in 1890. The partnership between James Miller and Alexander Gray was formed into a private company on 7 September 1898, with the aforementioned men as directors, in addition to Thomas Hogg (James Miller & Co. & Heintz, 1962).

By the late nineteenth century, Brunswick was one of the only suburbs close to central Melbourne where there was enough space to establish rope making factories (Vines & Churchward 1992a:70; Trioli 1994:131). Brunswick was also home to a large labour force, particularly female employees, who were hard to employ at their Yarraville factory (Trioli 1994:131; James Miller & Co. & Heintz 1962; Trioli 1994:131)

The acid fumes from nearby factories in Yarraville apparently prompted the move to Brunswick, as the roof of this factor as well as the products themselves were deteriorating (James Miller & Co. & Heintz 1962; Trioli 1994:131). Miller & Co. purchased the land in Dawson street in 1908 for 300 pounds per acre, and by 1909 the factory was in production. Newspapers published articles marvelling at the new factory; the modern equipment and facilities (*Examiner*, 17 April 1930:6, *Advocate*, 24 September 1930:9; Vines & Churchward 1992b:26). In 1916 James Miller retired as managing director and chairman (James Miller & Co. & Heintz 1962).

In 1929 all production was located at the Brunswick factory and the Yarraville factory was sold the following year. By the mid-1930s the Brunswick factory was employing approximately 500 workers (Trioli 1944:132). Miller's head office was transferred from central Melbourne to Brunswick in 1942. The government asked Miller's to expand their production of linen thread and flax yarn, due to the enormous amount of flax growing through Australia. Consequently, Miller's established a linen thread mill in Warragul in 1945. In 1955 Miller & Co. became a public company and at their centenary anniversary, they were 'Australia's largest manufacturer of rope, cordage and associated products (James Miller & Co. & Heintz 1962).

Miller's rope works closed during the 1970s (RB 1971/72 & 1978/79; *Government Gazette of the State of New South Wales*, 19 January 1919: 306). The buildings were acquired by the Education Department and are currently being used by RMIT University as part of their textile school. (Barnes 1987:39).

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Description

The building at 29 Dawson Street, Brunswick, formerly part of a large industrial complex of James Miller and Co. Rope Works, is the last remaining building of this important local industry. 29 Dawson Street now forms part of the Brunswick campus of RMIT University where it used by the School of Textiles. The interior has been adapted for use as studios and has been extended with a row of offices facing the inner garden of RMIT. The north and east facades are clearly identifiable as part of the former rope works, but the west and south elevations have been modified with new and adapted parts of buildings.

The building is located close to and is highly visible from the Upfield railway line where the façade is of red brick and render with the James Miller and Son Pty Ltd sign in applied lettering. Modifications have taken place to the facade including the addition of several roller doors and new rain heads and downpipes. The roof form is of an industrial sawtooth design set behind a parapet and there are a series of clerestory windows that light the interior. 29 Dawson Street is likely to have been part of the extensions to James Miller & Co. in 1930 as evidenced by the plain brickwork and restrained render details.

Comparative analysis

Brunswick had a good reputation for ropeworks and cordage manufacture, due to its proximity to the city and the availability of large, flat vacant land. Ropemaking required a large flat area of land to accommodate the necessarily long ‘ropewalks’ where the rope was drawn out during twisting.

Ropeworks once operating in Brunswick included:

- Moreland Rope Works, 1871, established by Robert Bugg
- Brunswick Rope Works, Albion Street, Jack & Maclean, 1888-1898
- George Jones' Rope and Twine Makers, De Carle Street, 1897 (demolished)
- McNally's Rope Factory, John Street
- F.J. Wolfe Cordage Manufacturers, 399-401 Albion Street on the site of the former Brunswick Rope Works, (HO261)
- Down & Sons, established Sydney Road in 1888, then Tinning Street from 1892, renamed Samson Cordage Works (HO177)
- James Miller & Co, Dawson Street, 1909, expanded in 1930, closed in 1970s.



7-9 Cassells Road, Brunswick, part of Downs & Sons rope and cordage works, HO177



F.J. Wolfe Cordage Manufacturer, 399-401 Albion Street, Brunswick (HO261)

Another rope works has all but disappeared, the former Donaghy's at 95 Pakington Street, Geelong West (HO741), was incorporated into a shopping complex c.2000. A rope walk (removed 2017) was constructed of timber and corrugated iron and was originally approximately 500 metres in length.

The former Downs & Sons, although now converted to apartments, is the most intact rope works in Brunswick and the best surviving in Melbourne. 29 Dawson Street is the only surviving building of the largest rope works in Brunswick and has been incorporated into RMIT's Brunswick campus. Its current use is as the weaving studio for the School of Textiles.

Statement of significance

What is significant?

The brick building at 29 Dawson Street, Brunswick, as part of the former James Miller & Co. rope works, established in Brunswick in 1909 and extended in 1930, is significant.

How is it significant?

29 Dawson Street, Brunswick, is of local historical significance to the City of Moreland. It is also significant for its rarity value as the only remaining part of large complex that formed the largest and oldest rope manufacturing business in Melbourne.

Why is it significant?

The former factory building at 29 Dawson Street, Brunswick, is historically significant as part of the former James Miller and Co. rope works, initially established in South Melbourne in 1862, later moving to Yarraville in 1890 before establishing in Brunswick in 1909 and consolidating the whole business there in 1929. It is a rare surviving building associated with this once important local industry. Rope and cordage manufacturing is historically a highly significant industry in Brunswick with several manufacturers including Moreland Rope Works operating from 1871, Downs & Sons (later Samson Cordage Works) from 1888, amongst several others. Miller's are historically significant as manufacturers of Anchor brand rope, twine and cordage and later, linen thread and flax yarn. Their business was the largest such industry in Brunswick, employing 500 people at the height of production after 1930. 29 Dawson Street survives with a compatible use as part of the School of Textiles and as a weaving studio for RMIT. (Criterion A)

29 Dawson Street, is significant as the last surviving part of the largest rope works in Brunswick and a relic of this important industry within the municipality. Together with F.J. Wolfe in Albion Street and Downs & Sons in Tinning Street, these sites represent evidence of the manufacturing of rope and other products in Brunswick. Although 29 Dawson Street is less intact than Downs & Co. it is rare evidence of the rope making industry in Brunswick, and, like F.J. Wolfe, is enhanced by highly visible signage in a panel at parapet level.
(Criterion A & B)

Recommendations

Moreland Planning Scheme

Recommended for inclusion in the Heritage Overlay of the Moreland Planning Scheme as an individual place.

Recommendations for the HO Schedule:

External Paint Colours Is a permit required to paint an already painted surface?	No
Internal Alteration Controls Is a permit required for internal alterations?	No
Tree Controls Is a permit required to remove a tree?	No
Victorian Heritage Register Is the place included on the Victorian Heritage Register?	No
Incorporated Plan Does an Incorporated Plan apply to the site?	No
Outbuildings and fences exemptions Are there outbuildings and fences, which are not exempt from notice and review?	No
Prohibited uses may be permitted? Can a permit be granted to use the place for a use, which would otherwise be prohibited?	No
Aboriginal Heritage Place Is the place an Aboriginal heritage place, which is subject to the requirements of the Aboriginal Heritage Act 2006?	No

Other recommendations

None specified.

W.T. RAWLEIGH & CO. FACTORY AND WAREHOUSE (FORMER), 60 DAWSON STREET, BRUNSWICK

Prepared by: Context Pty Ltd

Hermes number:	Survey Date: March 2017
Name: Former W.T. Rawleigh and Co. factory and warehouse	Designer: Marcus Barlow
Place Type: Industrial Complex	Builder: Unknown
Grading: Significant	Construction Date: c.1935
Extent of Overlay: Please refer to Map	
Architectural Style: Interwar Period (c.1919-c.1940), Moderne	



History

Locality history

The suburb of Brunswick is part of the traditional land of the Wurundjeri who occupied this area, which they named *Iramoo*, for many thousands of years. The area achieved local governance as the newly formed Borough of Brunswick in 1857; the municipality was elevated to the Town of Brunswick in 1888 and to the City of Brunswick in 1908. Brunswick is now part of a larger municipal area, the City of Moreland, which was formed in 1994 through an amalgamation of the former City of Fitzroy, the former City of Coburg, and a small area of the former City of Fitzroy.

Brunswick, located a few miles north of central Melbourne, was first surveyed in 1839 to provide 16 farming allotments ranging in size from 100 to 300 acres. The early allotments each had a frontage to either the Moonee Ponds or Merri Creeks and to a rough north–south track that soon became known as the Sydney Road. The allotments were quickly sold over three auctions, mostly to private speculators, and re-subdivision began almost immediately. On the west side of Sydney Road James Simpson subdivided his allotment, creating Albert (then Carmarthen) and Victoria (then Llandillo) streets. When Thomas Wilkinson purchased the allotment on the opposite side of Sydney Road he extended Victoria and Albert streets. This pattern was repeated many times, and each time the land was divided into smaller and smaller allotments (Context 1990:10). In the 1840s the early settlement at the southern end of Brunswick on the west side of Sydney Road was known as Phillipstown.

The Colony of Victoria expanded rapidly during the 1850s with the gold rushes and in the twenty years between 1846 and 1865 Brunswick's population grew from 146 to 3000, creating a strong demand for housing. People were drawn by the considerable local industry, including stone quarries, brick-works and potteries, and steel works. The sequence of subdivision generally followed transport and access routes. The opening of the railway to Coburg in 1884 and the cable tram along Sydney Road in 1887, providing direct access to the centre of the city of Melbourne, encouraged the subdivision and development of land along these routes. Sydney Road became a busy hub of commercial development, with the strip characterised by double-storey Victorian-era shopfronts, with many highly decorative ‘boom style’ examples.

Brunswick developed as a self-contained and close-knit community that was home to rich and poor. Whilst the vast bulk of its housing was built for the working and artisan classes, there was also a sprinkling of more salubrious residences occupied by the middle-class factory owners, merchants and professionals, notable in Park Street and Brunswick Road. These were generally brick with some early bluestone examples. A large number of double-storey brick terraces in south Brunswick were erected in the period of the 1870s to 1890. Mansions were rare, with Michael Dawson’s ‘Dawsonhurst’ built in the 1850s on his Phoenix Park estate (demolished 1880s) being a notable exception.

The process of subdivision of the larger estates for house blocks accelerated rapidly during the economic boom of the 1880s and was accompanied by an escalation in land prices; in the twenty years from 1865 to the 1880s the population of Brunswick more than tripled to 14,000. Many of the houses built during the boom were small cottages, particularly in the form of terrace housing, which were built to accommodate the growing number of workers employed in the expanding local industries. A large proportion of workers’ housing was erected a rental accommodation. Typically, it was the members of the local middle class and the aspiring working class, who were engaged in speculative housing development, became the landlords for many local workers’ rental accommodation. These small tenements were either weatherboard, often block-fronted, or built from locally made bricks and often using decorative bi-chromatic treatments. A network of laneways served rear outside toilets on the narrow allotments. Although they were small dwellings with only a pocket handkerchief front garden, the workers’ cottages of Brunswick, like others across inner suburban Melbourne, were usually plumbed for cooking

and washing purposes and ‘offered living space and a level of material comfort well beyond the reach of the urban poor in other countries’ (Dingle 1984: 173).

The push for thrift, sobriety, self-improvement and industriousness among the poorer classes, keenly advocated by the Protestant churches, had its ultimate goal in home ownership (Davison 1978: 177). Building societies, which required members to make regular contributions, played an important role in enabling working men to acquire their own homes. Victoria’s first building society had been established in 1858 to help house the booming population on Bendigo’s goldfields. This was followed by a string of others, including the Fourth Victoria Permanent Building Society in 1867, which was responsible for constructing many Melburnian homes, including several throughout Brunswick and its surrounds (Victorian Building Societies Association 1981:11-12). Building societies mushroomed during Melbourne’s property boom of the 1880s and their widespread operations made a significant contribution to speculative property development.

Following the bank crash of 1891 and the extended depression of the 1890s, development ground to a halt. Many newly built houses in Brunswick were left vacant and many of the new estates offered for sale toward the end of the boom remained undeveloped until the early twentieth century (Historica 2010:59-62). There was considerable unemployment and financial distress amongst residents. Many were unable to keep up with the instalments on their new homes and faced foreclosure by the buildings societies.

Development recommenced during the early-twentieth century when houses began to be built on the vacant nineteenth-century subdivisions. As such, many of the new dwellings were constrained by small narrow blocks. Also, perhaps due to the overall retarding effect of the depression, a relatively high proportion of new houses built in the early 1900s fit with the so-called ‘Victorian Survival’ style (c.1895–1914) (Johnston and Oliver 1994). Renewed local prosperity in the early 1900s was fuelled by a boom in industrial development in Brunswick, which benefited from the introduction of import duties after Federation.

There was another burst of prosperity in the period following World War I and by 1930 there were 300 factories in Brunswick, employing over 6000 workers (Historica 2010:32). These were predominantly in the clothing, textiles and footwear industries, which employed a significant number of women workers. During this time, many of the nineteenth-century subdivisions were re-offered for sale whilst the remaining areas of farming land and large estates in the east and west of Brunswick were carved up to meet the unprecedented demand for housing. By the end of the 1930s the suburban development of Brunswick was almost complete (Context 1990:12).

In 1905 the population had reached 24,000 and by 1928 it had more than doubled to 55,799 (Barnes 1987:64). The rapid growth of Brunswick during the early twentieth century was once again driven by the expansion of employment opportunities and improvements to public transport. The crash of 1929 and the ensuing Great Depression hit Brunswick hard, with thousands of men and women out of work and facing financial distress.

The large population was served by a large number of churches. The major Christian denominations had a strong presence in Brunswick and there was also a relatively strong representation of less common, minor sects. Hotels and picture theatres were also an important part of social life. Public buildings were well built and were centred around the corner of Sydney Road and Dawson Street. The City of Brunswick opened Victoria Park in 1908 and opened the avant garde Brunswick Baths (HO61) in 1913, which was a notably early municipal swimming pool. Brunswick was not well endowed with areas for public recreation, which was compensated to some extent by the suburb’s close proximity to the extensive Royal Park. Some of its public parks, such as Gilpin Park and Clifton Park, were developed in more recent times on abandoned industrial land.

After World War II, cheap housing in Brunswick attracted a growing migrant population, of predominantly European immigrants who had left war-torn Europe. Many migrants found employment in local factories, such as Craig and Seeley, Holeproof Hosiery, Lincoln Mills, Millers Ropeworks and Gordon Brothers. The influx of Europeans to the suburb saw many existing nineteenth century and early twentieth century dwellings modified, and modernised, and suburban flower gardens transformed into productive fruit and vegetable gardens. Through the post-war decades, social and cultural life became richly diverse in terms of language, food and music, and Sydney Road developed a distinctive Mediterranean character. Commercial development was reinvigorated along Sydney Road, with many shop premises taken over by migrants, who opened businesses such as licensed delicatessens, restaurants and cafes, barber shops, green grocers and ‘continental’ butchers. Other shops and several picture theatres were demolished to make way for large supermarkets.

Since the mid-nineteenth century, the character of the suburb of Brunswick has been strongly shaped by its early industrial development, left-wing politics and social diversity. In the early 1900s it became a strong bastion of the labour movement and in the 1930s was a stronghold of the Communist Party. In the latter decades of the twentieth century, Brunswick became known for its progressive environmental politics, reflected in its extensive use of Eucalypts and Melaleucas as street tree plantings. The many layers of history in Brunswick — from the 1840s and up until the post-war period, when it became the ‘most ethnically diverse’ suburb in Melbourne (McConville 1989: 127) — remain evident in the physical fabric of the suburb.

Historical context

The natural deposits of compressed clays laid down some 400 million years ago became the resource for Brunswick’s famous brickmaking and pottery industries. Brickmaking in Brunswick commenced in the 1840s, attracting concentrations of industry and working-class settlement. Great clay pits were dug over a broad area between Lygon Street to the east, Pearson Street to the west, Tinning and Blyth Streets to the north and Brunswick Road to the south (Historica 2010:16).

Cornishman, Thomas Manallack, is said to have made the first bricks from a site in Phillipstown near Union Street. John Glew had opened a yard in Phillipstown’s Hodgson Street in June 1849, and intensively worked the clay pit until it was exhausted in 1857. He moved to another site in Barkly Street east and erected a row of imported prefabricated iron houses in Brunswick Road for his employees (Historica 2010:96).

During the 1920s and 1930s, Brunswick commenced a series of municipal improvements that included electric light extension, quarry extension, drainage, purchase of land for a technical school, construction of swimming baths, purchase of a stream roller (for roadmaking) and erection of a new town hall and office accommodation. The new public hall, the adjacent baths and other improvements reflected a considerable commitment by the Council and the importance it placed on providing community facilities.

Place history

A brick factory, designed by prominent architect Marcus R. Barlow of Collins Street, Melbourne, was built on the land at 60 Dawson Street, Brunswick, in c.1935 for W.T. Rawleigh Pty. Ltd (RB 1935–1939; SM 1930–1940). On construction, the factory had a net annual value of £1200 and was described as a brick factory (RB 1939). W.T. Rawleigh owned the property until the mid-1970s, with F. & J. Dimech Nominees rated in the 1978/79 Valuation Register.

Prior to owning the Dawson Street property, W.T. Rawleigh & Co. manufactured various household products in a factory in Collins Place, Melbourne, between 1930 and 1935. The W.T. Rawleigh Company was an American company started by William Rawleigh in 1889. The company expanded to both Canada and Australia. W. T. Rawleigh & Co. specialised in medicines, remedies, food additives, cleaning products and toiletries.

Due to increased demand, Rawleigh's required a larger factory and thus built the factory in Dawson Street. By 1950 the factory had been extended to include 98,000 square feet of floor space. The Brunswick factory ceased production in the late 1970s and manufacturing was moved to New South Wales (Vines & Churchward 1992:28).

During the peak of production, more than 200 people were employed in the Brunswick factory and several independent sale representatives sold the products door-to-door throughout the country (Museums Victoria Collections 2017). The 'Rawleigh's man' was a regular door-to-door salesman of interwar and post-war suburban Melbourne. Rawleigh's is still in production today (Rawleigh's Healthcare, 2017).

Marcus Barlow, architect

Marcus Reginald Barlow (1890–1954) was amongst Melbourne's most prolific architects of the interwar period. He entered partnerships with John Graniger between 1914–1917 and with John Little (1917–1922), before forming a practice with F.G.B. Hawkins (1922–24). From 1924–1927, the practice was just Barlow and Barlow's work was heavily influenced by domestic and commercial architecture in the United States. Barlow promoted the bungalow as a modern style before turning his attention to city architecture including Temple Court, Collins Street (1925) and the celebrated Manchester Unity Building, on the corner of Collins and Swanston Street (1932). Barlow's streamlined Moderne buildings included the Century Building (1938–1940) and the Manchester Unity Oddfellows Building (1941), both in Swanston Street (Goad & Willis 2012:66).

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Description

The industrial building, formerly a warehouse for W.T. Rawleigh and Company at 60 Dawson Street, Brunswick, occupies a large site that stretches between Phoenix Street and Dawson Street. The current building comprises two parts both of five stories high, with the building fronting Dawson Street being the earlier construction. The former Rawleigh and Co. warehouse comprises a five-storey red brick and banded render building with steel framed industrial windows.

The stairwell entrance is highlighted on the exterior through the vertical brick decorative feature that extends throughout the whole five floors. A second entry and stair is located on the side elevation and a large cantilevered porch provides weather protection to the doorway. There is a variation in the rhythm of the industrial windows at this point and the vertical brick feature detailing contrasts with the horizontality of the remainder of the building. The front entrance leads to a terrazzo lined stairwell with original stair and balustrade. Most of the interior has been refitted with storage lockers and is highly modified.

The original signage has been painted out and new signs fixed across the top of the building. Over the top of the rendered bands a metal sheet has been fixed and the ground floor has been overpainted. The original brick fence survives but has been overpainted and a metal palisade has been added to the top of the fence.

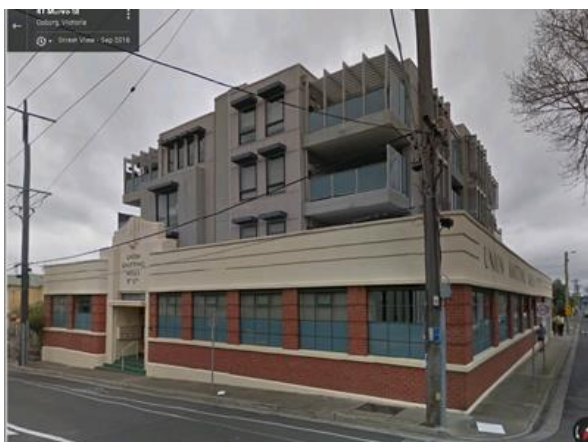
The building at the rear is of similar scale and form but less interesting architecturally due to its rendered finish and lack of brick ornamentation.



W.T. Rawleigh Company Ltd., Health Products, 60 Dawson Street, Brunswick, 1949 (source: Harold Paynting Collection, State Library of Victoria, H83.416/16)

Comparative analysis

Industrial complexes in Brunswick and to a lesser extent are Coburg are an important land use type in Moreland. Whilst many manufacturing industries are no longer operating, many buildings stand as reminders of these past uses. The change of industrial buildings to apartments and other uses has transformed many sites. Following the lifting of import duties on imported manufactured goods in the 1920s and 1930s this economic change further stimulated the boom in the development of local manufacturing and created employment. The requirements for the relatively new building typology of the modern factory often meant that form followed function in a streamlined Moderne manner.



Union Knitting Mills (former), 37-43 Munro Street, Coburg, 1936, (HO121). The Union Knitting Mills building is an intact example of the Moderne idiom, and an indication of industrial expansion in Melbourne's northern suburbs in the post-Depression years.



Hutchinson's Flour Mill (former), 1-7 Marlborough Street Glenroy, HO310
Constructed c.1930-49 in Glenroy, this flour mill and its red brick tower is a local landmark.



Former Tip Top Bakery complex, 162-182 Edward Street and 185-189 Weston Street Brunswick East, c.1940 (HO208). The administration building is now converted to apartments and the remainder of the site has been redeveloped. The administration building is a large and sophisticated example of the Moderne style.



Charles Steele & Co.9-27 Michael Street, Brunswick, 1936 (HO386)

The former Charles Steele & Co. Factory at 21 Michael Street, Brunswick, is a fine example of an industrial/commercial complex in the Streamlined Moderne style, characterised by a strong horizontal emphasis in both composition and decorative detailing.

Amongst these examples, 60 Dawson Street is a very similar building stylistically, employing the horizontal emphasis in banding across the façade, steel framed industrial windows and vertical features around the entrances.

It is relatively intact externally when compared with the Tip Top administration building and the Union Knitting Mills, both of which have been comprehensively redeveloped. There are similarities in terms of scale and landmark qualities with the Hutchinson flour mills in Glenroy.

Statement of significance

What is significant?

The former W.T. Rawleigh warehouse, front fence and factory at 60 Dawson Street, Brunswick is significant. The iron palisade which has been added to the fence is not significant, nor are the modern gates.

How is it significant?

The warehouse, fence and factory 60 Dawson Street, Brunswick, is of local historical, representative and aesthetic significance to the City of Moreland.

Why is it significant?

The former W.T. Rawleigh factory and warehouse at 60 Dawson Street, Brunswick, is historically significant as part of the strong growth in industry and manufacturing in Moreland during the interwar period. Brunswick and Coburg were key areas in Moreland where industry was located. The site is historically significant as the greatly expanded place where the Australian subsidiary of the American company W.T. Rawleigh & Co. manufactured household products, medicines, remedies, food additives, cleaning products and toiletries for distribution through the novel method of door to door sales representatives. (Criterion A)

The former factory building at 60 Dawson Street, Brunswick, is significant as a representative example of an industrial building in the Moderne style, and is demonstrative of the Interwar industrial development in Moreland. The Moderne style was especially suited for the new building typology of 'modern' factories and expressed progress and economic advancement. Many manufacturing companies adapted this style for their own use, though many sites now converted to other uses or redeveloped entirely. 60 Dawson Street is an unusually large and externally intact example that compares favourably with the Hutchinson's flour mill of 1939-40 at 1-7 Marlborough Street Glenroy (HO310). 60 Dawson Street is significant as an example of the commercial work of celebrated and prolific architect Marcus Barlow (1890-1954) whose commercial work spanned the 1920s-1940s. (Criterion A & D)

The former factory building at 60 Dawson Street, Brunswick, is aesthetically significant for its simplified Moderne styling consisting of plain red brick walls with horizontal bands of render (some of which have been clad with metal). The factory and warehouse is a landmark in the local area with its five-storey height and large scale. Other features that are part of its aesthetic importance are the steel framed industrial windows and the vertical brick features to the entrances. The large extension to the rear is not significant. The front fence appears to be contemporary with the building and is significant to the extent of the brick component, but not the metal palisades. Alterations including the painting to the ground floor and signage panels that conceal original signage are not significant. (Criterion E)

Recommendations

Moreland Planning Scheme

Recommended for inclusion in the Heritage Overlay of the Moreland Planning Scheme as an individual place.

Recommendations for the HO Schedule:

External Paint Colours Is a permit required to paint an already painted surface?	No
Internal Alteration Controls Is a permit required for internal alterations?	No
Tree Controls Is a permit required to remove a tree?	No
Victorian Heritage Register Is the place included on the Victorian Heritage Register?	No
Incorporated Plan Does an Incorporated Plan apply to the site?	No
Outbuildings and fences exemptions Are there outbuildings and fences, which are not exempt from notice and review?	Yes, front fence
Prohibited uses may be permitted? Can a permit be granted to use the place for a use, which would otherwise be prohibited?	No
Aboriginal Heritage Place Is the place an Aboriginal heritage place, which is subject to the requirements of the Aboriginal Heritage Act 2006?	No

Other recommendations

None specified.

UFS DISPENSARY (FORMER), 228 MELVILLE ROAD, BRUNSWICK WEST

Name	BRUNSWICK and COBURG UFS DISPENSARY (FORMER)		
Address	228 MELVILLE ROAD, BRUNSWICK WEST	Significance Level	Local
Place Type	Dispensary		
Citation Date	2017		

Recommended Heritage Protection

VHR - HI - PS Yes

Designer / Architect Thompson, H **Architectural Style** Interwar Period (c.1919-c.1940)

History

Thematic context

This place is associated with the following theme/s identified by the *City of Moreland Thematic History* (2010):

Theme Ten: Sustaining Moreland's community and cultural life

10.3 Caring for Moreland's community

Contextual history

In the nineteenth century, Australian men could become members of a wide range of orders, lodges and friendly societies which covered an equally wide range of political, religious, nationalistic and occupational bents. The second half of the nineteenth century saw the formation of such groups as the Australian Natives Association (ANA), the Independent Order of Rechabites (IOR), the Independent Order of Odd Fellows (IOOF), the United Ancient Order of Druids (UAOD), the Irish National Foresters, and the Order of the Sons of Temperance. These groups sought, among other things, to provide co-operative benefits to their members, which included low-cost medical treatments and medicines. To this effect, many of the groups employed their own doctors, and established their own dispensaries. These dispensaries did not manufacture their own products; rather, they were imported or obtained locally and sold on a co-operative basis, exclusively to members of the various societies (Hermes 56896, *Historica* 2010:113).

The first friendly society dispensary in Australia was established by the IOOF in Sydney in 1847. At first, the various groups were fiercely independent, but it was soon realised that joint dispensaries offered an even greater benefit. This led to the emergence of dispensaries operated under the auspices of the United Friendly Societies (UFS). The first UFS dispensary in Victoria was established in Emerald Hill (South Melbourne) in 1869, followed by branches in the city (1870), Collingwood (1871) and Bendigo (1872) (Hermes 56896).

The Brunswick & Coburg UFS Dispensary, opened in 1884, was the first to be established in Moreland. Originally located in a building in Brunswick on the north side of Victoria Street, west of the railway line, new premises were erected at 307 Victoria Street in 1903, and they remained there until at least the 1970s. As the population of Coburg grew during the early twentieth century a separate Dispensary was opened in 1913 at 559 Sydney Road (Hermes 56896 & 58968).

As Brunswick grew during the inter-War period, a number of other UFS Dispensaries were erected to serve the growing

population: the Brunswick East Dispensary at 1 Nicholson Street (c.1927), the Brunswick West Dispensary at 228 Melville Road (1930), and a second Brunswick East Dispensary at 469 Lygon Street (1936, since demolished). Also in 1936 the Melbourne branch of the UFS established another Dispensary in Brunswick East at the corner of Blyth and Nicholson streets (demolished c.2015). All of these remained in operation until at least the 1970s; only Brunswick West still operates as a pharmacy today (SM).

Place history

Some parts of Brunswick West were subdivided into housing allotments during the nineteenth century, but most of the area was too remote from transport and services and little development occurred until the early twentieth century. The catalyst for the suburban development of Brunswick West was the opening of the electric tram from the City to West Coburg via Grantham Street, Dawson Street and Melville Road. The first section, which terminated at Albion Street, opened by October 1925 and the line was extended to the terminus at Bell Street by 1927.

As suburban development progressed along Melville Road a small shopping centre developed around the intersection of Moreland Road to serve the local needs of residents and by 1930 this contained three shops on the east side just south of Irving Crescent (a fruit shop, grocer and butcher) and a further five on the west side including a baker, confectioner, and another butcher and grocer (SM).

The Brunswick West Branch of the UFS Dispensary was opened on 1 September 1930 and 2271 prescriptions had been issued by the time the annual report was presented in January 1931 (*Advocate*, 28 August 1930, p.28; *The Age*, 22 January 1931, p.5). The building, which was on the north side of Irving Crescent and Melville Road, was designed by architects H.M. Thompson and R.A. Terry who called tenders in April, 1930 (*Construction and Local Government Journal*, 9 April 1930, p.17).

In 2017 the building was known as the Brunswick West Pharmacy.

Sources

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Description

Physical Description

This is a single storey interwar commercial building occupying a prominent corner site within a small interwar shopping centre at the intersection of Melville Road and Moreland Road. It is constructed from red brick, with rendered bands at sill height and the base of the low simple parapet surmounted by a rendered cornice that partially conceals a hip roof. Pilasters that project slightly above the parapet mark the corners of the building (the and frame the central section of the long south facade, which contains three arched multi-paned timber sash windows (one since converted to a doorway) which are slightly inset below the original render panel sign with 'Brunswick & Coburg UFS Dispensary' in raised letters. The sign panel is shaped with incised ends and a pointed top, which echoes the low triangular pediment above. The bay to the left contains a tall rectangular multi-paned timber sash window, while there is a smaller window in the bay to the right. The narrow Melville Road facade contains a small arched timber multi-paned sash window to the right, a large arched central window with a multi-paned highlight and a large fixed pane below, and an arched doorway with multi-paned highlight to the left. All openings are slightly inset. Above is a cantilevered canopy. The building is in excellent condition and has a

relatively high degree of external integrity and intactness. The key visible change has been the conversion of one window in the side wall to create an accessible entrance, and the addition of signage to the wall corner. This has been done in a sensitive manner and has not adversely impacted upon the building. The front door to Melville Road is not original and a roller security screen has been added.

Comparative Analysis

This is one of three surviving UFS Dispensaries in Moreland. The others at 559 Sydney Road, Coburg and 307 Victoria Street, Brunswick are both two storey Federation era buildings and so are not directly comparable to this building. Like the other buildings, however, this former Dispensary has a relatively high degree of integrity and intactness and the former use and association is clearly demonstrated by the original integral signage on the south elevation. Notably, it is the only example still used as a pharmacy, continuing its historic use.

It is also a good and substantially intact example of an interwar commercial building. Unlike many other interwar commercial buildings, its ground floor has not been disfigured by the installation of modern shopfronts and it retains the distinctive original unpainted face brickwork.

Statement of Significance

What is significant?

The former Brunswick & Coburg United Friendly Society Dispensary, now the Brunswick West Pharmacy, designed by

H.M. Thompson and R.A. Terry and constructed in 1930 at 228 Melville Road, Brunswick West, is significant. This is a single storey interwar commercial building occupying a prominent corner site within a small interwar shopping centre at the intersection of Melville Road and Moreland Road. It is constructed from red brick, with rendered bands at sill height and the base of the low simple parapet surmounted by a rendered cornice that partially conceals a hip roof. Pilasters that project slightly above the parapet mark the corners of the building (the and frame the central section of the long south facade, which contains three arched multi-paned timber sash windows (one since converted to a doorway) which are slightly inset below the original render panel sign with 'Brunswick & Coburg UFS Dispensary' in raised letters. The sign panel is shaped with incised ends and a pointed top, which echoes the low triangular pediment above. The bay to the left contains a tall rectangular multi-paned timber sash window, while there is a smaller window in the bay to the right. The narrow Melville Road facade contains a small arched timber multi-paned sash window to the right, a large arched central window with a multi-paned highlight and a large fixed pane below, and an arched doorway with multi-paned highlight to the left. All openings are slightly inset. Above is a cantilevered canopy.

Non-original alterations and additions including the signage are not significant.

How is it significant?

The former Brunswick & Coburg United Friendly Society Dispensary, at 228 Melville Road, Brunswick West is of local historic and aesthetic significance to the City of Moreland.

Why is it significant?

It is significant for its association with the co-operative system of pharmaceutical supply to members of friendly societies, which developed in the late nineteenth century and flourished until well into the twentieth century. This branch, erected in 1930, demonstrates the expansion of UFS facilities during the interwar period and is associated with the suburban development of Brunswick West at that time. It is of note as the only surviving UFS still used for its original purpose. (Criteria A & H)

Aesthetically, it is a fine and well-detailed example of an interwar commercial building, which is notable for its relatively

high degree of intactness including original fenestration and signage. Occupying a prominent corner site, it is a distinctive element within the streetscape in Melville Road. (Criterion D & E)

Recommendations

External Paint Controls

-

Internal Alteration

-

Controls Tree Controls

-

Fences & Outbuildings

-

Prohibited Uses May Be

-

Permitted Incorporated Plan

-

Aboriginal Heritage Place

-

Other Recommendations

Recommended for inclusion in the Heritage Overlay as an individual place. No specific HO controls are required.

MORELAND BAPTIST CHURCH COMPLEX, 384 MORELAND ROAD, BRUNSWICK WEST

Prepared by: Context Pty Ltd

Hermes number:	Survey Date: April 2017
Name: Moreland Baptist Church complex	Designer: Unknown
Place Type: Church	Builder: Unknown
Grading: Significant	Construction Date: 1922, 1924, 1931, 1952 and 1963
Extent of Overlay: To title boundaries	
Architectural Style: Interwar Period (c.1919-c.1940), Carpenter Gothic	



History

Locality History

The suburb of West Brunswick forms the western section of the former City of Brunswick. It is bounded on the north by Moreland Road, on the east by Grantham Street and Pearson Street, and on the west by the Moonee Ponds Creek (now the Tullamarine Freeway), which formed the western limit of the former City of Brunswick. The incline formed by the valley of the Moonee Ponds Creek provides this area of West Brunswick with dramatic relief from an otherwise relatively flat landscape.

Settlement was more scattered in the western part of Brunswick, with farming properties and, later, industrial sites occupying large areas. A rare surviving villa from the early 1850s is ‘Whitby House’ at 28 Whitby Street (VHR H0546). Parts of West Brunswick, such as the Melville Manor estate, were subdivided for speculative housing in the 1880s, but not as extensively as in Brunswick proper. Likewise, many new house blocks were left vacant when economic depression hit in 1891.

One response by the Victorian Government to the 1890s depression was to provide working folk with greater opportunities to settle and establish a livelihood. In West Brunswick, the *Brunswick Land Purchase Act 1900* enabled the purchase of the Hopetoun Estate (later known as the Brunswick Estate) of 91 acres (37.5 hectares) under the ‘Closer Settlement Scheme’. The land was subdivided into fifty-six allotments of between one and two acres, which were made available to ‘working men’ on a lease purchase arrangement. The Brunswick Estate was the first Closer Settlement scheme in metropolitan Melbourne (Historica 2010:72-3).

By the early 1900s, as the local economy recovered, residential development was encouraged in the area and many streets are lined with the Edwardian and Federation homes from this period. There was extensive housing development in West Brunswick after the First World War, with large areas taken up with timber Californian Bungalows and other interwar house styles. Three state schools opened in West Brunswick in the 1920s to accommodate the growing population. The electric tram from the city to Coburg, which travelled along Melville Road, commenced in 1925 and this greatly encouraged this suburban development. A post office had opened in West Brunswick in 1913, and there was commercial development along Grantham Street and Melville Street. Local industries also prospered in the area, including textiles and light manufacturing.

Much of the interwar housing, which was predominantly made up of Californian Bungalows, was financed by the State Savings Bank of Victoria, which provided a generous credit scheme for those building their own homes. Another economical and novel method of construction in the 1920s was the use of reinforced concrete, and several examples of concrete houses survive in West Brunswick. During the 1930s, builders also started erecting homes in brick veneer, and the Spanish Mission style became popular along elevated allotments in Brunswick Road, Brunswick West (Historica 2010:75-76). The area continued to be attractive to those looking for an affordable suburban home, with the later subdivisions of the interwar period providing larger house blocks than those in Brunswick proper. In the early 1940s, the Housing Commission of Victoria erected a group of detached housing in West Brunswick for low-income earners. Parts of the former Closer Settlement area were developed at Moonee Vale in the post-war period.

Historical context

Brunswick West remained sparsely settled with small farms and dairies until the inter-war years when many homes financed by War Service, State Bank and Crédit Foncier schemes were constructed (Summerton 2010:17). As the suburbs now comprising the Moreland municipality developed into the twentieth century their expanding communities built more churches, peaking with larger, more elaborate complexes in the post-war years and then

declining (Summerton 2010:123). Moreland's places of worship have experienced change since the mid-twentieth century due to shifts in its demographic and religious affiliations.

Baptists had a presence on Sydney Road since 1859. In that year local residents George Burton and John Wallis left the Sydney Road Methodist Church and commenced Baptist prayer meetings at Burton's house in Albert Street West. The growing congregation soon arranged for meetings to be held in the courthouse on Sydney Road, and then in 1861 Burton donated land for a church at 491 Sydney Road opposite Blyth Street (see citation for this address). A small church opened on the site in June 1862 incorporating 25,000 bricks donated by Burton (Summerton 2010:123).

Place history

The former West Moreland Baptist Church (also known as Moreland Baptist Church), located at 384 Moreland Road, Brunswick West, was built on allotments 10 and 11 in c.1922 (RB 1921 & 1922). It was officially opened on 28 January 1922 (*Argus*, 31 January 1922:8; PB 573). The church was built for the Victorian Baptist Home Mission Society. The Baptist Church, a Non-Conformist Protestant denomination, first established a church in Brunswick in the early 1860s (*Coburg Leader*, 1 July 1891: 4). Significant suburban expansion into West Brunswick in the 1920s led to demands from many denominations, including the Baptist Church, for new church buildings in the area.

The original building was simply made up of a large gabled hall with a porch, and with a timber platform inside the hall. Plans were submitted in 1923 to add rooms for a kindergarten and vestry to the back of the building. These renovations, which added an area of 40 feet by 30 feet, were completed in c.1924. In 1929, the kindergarten room of the church was further extended, and the official opening was held on Saturday, 24 August (PB 573). In the 1930s, the Sunday school at West Moreland Baptist Church had a large attendance of 400 students, making it the largest Baptist Sunday school in suburban Melbourne. Additional land was purchased in the 1930s and a tennis court constructed. (Wilkin 1938: 155, 174).

In 1931 an application was submitted to make alterations to the front of the building. The original porch was removed, with a new entryway added, as well as two additional rooms. The additions, with steep pitched gables faced with timber strapping, borrows loosely from the (Old) English Revival style, which was popular in Melbourne in the interwar period. In either 1939 or 1940 another room was added to the back of the church, in addition to a small kitchen. Tennis courts were also added to the east of property around this time (PB 573).

From the time of its construction in the 1920s, the Moreland Baptist Church was well known for its Sunday School and youth work programs. The church also facilitated many sporting clubs and social activities. West Moreland Baptist Church had an active congregation, who fielded teams in cricket and tennis in local church competitions.

In 1952 the interior of the building was damaged due to a fire in the roof, which resulted in the church being closed until the following year (PB 573; *Age*, 6 September 1952:8; *Age*, 19 September 1953:18). In 1952 denominational architect Lawrence Warner redesigned the building 'on modern lines', with building work carried out voluntarily by the local men from the church community (*Age*, 19 September 1953: 18). The remodelled building was designed as a 'youth hall', with film projection facilities, and a new church to be built nearby (*Age*, 6 September 1952: 8; 19 September 1953:18).

In 1959 or 1960, builder R.L. Wylie demolished the existing toilets and built a new toilet block and store room. Three years later, architect J. Armstrong was contracted to draw up plans for a new 'youth hall', as well as meeting rooms and a friendship room. The old 'institute' was to be removed and the kitchen moved and possibly rebuilt. The new 'youth hall' was officially opened on 20 October 1963 (PB 573; PB 11891). The Victorian Baptist Home Mission Society continued to own the building up until the late 1970s (RB 1978-79; SM 1964). Despite never gaining a huge membership, the Moreland Baptist Church is still used by the community (Moreland Baptist Church, 2017)

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Description

The former Moreland Baptist Church complex occupies a large site and comprises several buildings of different eras, a large carpark and garden. Fronting Moreland Road is the 1922 church built in an Interwar domestic style. Essentially built as a simple rectangular gabled roof hall, the frontage is enlivened in 1931 by the addition of a pair of projecting rooms with smaller gabled roofs flanking a central flat roofed porch.

Built with a timber frame, the cladding of weatherboard cladding below window sill level and cement sheet with timber strapping above, provides a common combination of materials commonly used in residential properties of the Interwar period. Decorative timber strapping highlighted in contrasting paint trim colour provide a highly decorative feature to the façade. Windows are designed in sets of three with simple triangular heads, or in the porch as a set of three windows with cross motif. The large high-level window with flat gothic arch form has some additional carved timber tracery inset into each of its three panels. The side windows to the church have been replaced with modern sashless glazing. Elsewhere the original design of windows is evident.

An extension at the rear follows the same footprint as the church and is designed with the same building form and cladding materials, although lower in height. It forms highly sympathetic additions to the church undertaken in 1924 and 1929. At the rear of the site are two further buildings built in 1952 and 1963. One of these is set behind a narrow and long garden whilst the Youth Hall is set behind a large carpark. It has a series of clerestorey windows,

flat roof construction and is of cream brick, which was a popular material in this period. The church complex is still used for the Moreland Baptist Church and related activities, including the Merri Community Health services who run programs.

Comparative analysis

Interwar churches in Coburg North, Fawkner, Glenroy, Pascoe Vale and Merlynston were built as part of the developing suburbs and communities and several have been included on the Heritage Overlay.



Holy Trinity Church, designed by noted Interwar church architect Louis Williams and constructed in 1941 (HO351) at 29 Pleasant Street, Pascoe Vale. Holy Trinity Anglican church is significant as a representative example of an intact inter-war Arts and Crafts derived church, which is notable for its distinctive spire above the bell tower and unusual detailing to the buttresses.



The Merlynston Uniting Church at 22 Orvieto Street, Coburg North, 1928 (HO345) is of historic and aesthetic significance to the City of Moreland. Of historic significance, for its associations with the development and growth of the suburb of Merlynston between the wars and of aesthetic significance as an example of an early 20th century weatherboard church.



4 Mathieson Street, Coburg North – Merlynston Salvation Army Hall & Officers' Quarters (former), 1925, (HO398)

The former Merlynston Salvation Army Hall & Officers Quarters, built c.1925 is historically significant as a place that provides tangible evidence of the formation of the Merlynston community during the 1920s and represents the important role that the Salvation Army played in community life.



St Linus Church, corner. Delta Avenue and Glyndon Street Merlynston was built in 1932 and designed by. Coburg architect Charles Heath (1867–1948). It is the only known example of Heath's church architecture, although he carried out considerable work at the nearby Fawkner Cemetery. (Summerton, 2010:124) St Linus appears to have had a large modern window added. It is not on the HO.

West Moreland Baptist Church represents an earlier church development than the more sophisticated examples of Holy Trinity and St Linus, which are built at a time when their respective communities were more established. West Moreland Baptist Church compares well in stylistic terms with Merlynston Uniting and is a finer and more intact example than the Salvation Army Hall Coburg North. Furthermore, Moreland Baptist Church illustrates well the evolution of the site and its multiple uses.

Statement of significance

What is significant?

Moreland Baptist Church complex at 384 Moreland Road built in 1922 with kindergarten extensions in 1924 and 1929 and additions to the front in 1931, is significant. Post-war buildings including the toilet block of 1959 and the youth hall of 1962 are contributory to the site.

How is it significant?

Moreland Baptist Church complex is of local historic, representative and aesthetic significance to the City of Moreland.

Why is it significant?

Moreland Baptist Church complex, formerly West Moreland Baptist Church, formed during the 1920s is historically significant as it reflects the outward growth of Brunswick and Coburg immediately after World War One when the north-west region of Melbourne was expanding rapidly. Whilst nineteenth century churches were located along the Sydney Road spine, the Interwar period is noted for the growth of smaller suburban churches that reflected the needs of their communities and were located within residential areas. Moreland Baptist Church complex, originally built in 1922 and subsequently added to in 1924, 1931, 1952 and 1963 is significant as a reflection of the needs of the community through the provision of church, kindergarten and Sunday School facilities, a youth hall and associated kitchen and other meeting rooms. These are all present on the site. (Criterion A)

Moreland Baptist Church is significant as part of a group of Interwar suburban church complexes. It is a relatively early and representative example following the move away from Sydney Road to the developing suburbs. Later examples of churches from the 1930s and 1940s show evidence of the work of established architects, however Moreland Baptist is a good example of a timber church based on a simple rectangular hall and built to a style and with materials commonly used at the time. Whilst quite conservative in its design for the period in which it was built, the 1922 church, 1924 kindergarten with extensions in 1929, and the 1931 porch and front additions represent an excellent and quite intact example of an Interwar church complex. (Criterion D)

Moreland Baptist Church is aesthetically significant for its lively frontage to Moreland Road, created from the 1931 addition of a pair of gables with timber strapping that reflect the gable end detail of the original church. This is also enhanced by the added porch with three distinctive cross motif windows. The triple light windows to the frontage are an important part of the front elevation. Aesthetically the combination of weatherboard below window sill level and cement sheet cladding above, combined with vertical timber strapping adds additional detail and interest to the building. The extension to the main church is aesthetically very close to the original building, forming a seamless composition. The later Post-war buildings including the 1959 toilets and 1962 youth hall make a lesser contribution to aesthetic significance and are representative buildings of their time. (Criterion E)

Recommendations

Moreland Planning Scheme

Recommended for inclusion in the Heritage Overlay of the Moreland Planning Scheme as an individual place.

Recommendations for the HO Schedule:

External Paint Colours Is a permit required to paint an already painted surface?	No
Internal Alteration Controls Is a permit required for internal alterations?	No
Tree Controls Is a permit required to remove a tree?	No
Victorian Heritage Register Is the place included on the Victorian Heritage Register?	No
Incorporated Plan Does an Incorporated Plan apply to the site?	No
Outbuildings and fences exemptions Are there outbuildings and fences, which are not exempt from notice and review?	No
Prohibited uses may be permitted? Can a permit be granted to use the place for a use, which would otherwise be prohibited?	No
Aboriginal Heritage Place Is the place an Aboriginal heritage place, which is subject to the requirements of the Aboriginal Heritage Act 2006?	No

Other recommendations

None specified.

DAIRY & MILK BAR (FORMER), 136A NICHOLSON STREET, BRUNSWICK EAST



Dairy and Milk Bar, 136 Nicholson Street

**Recommended
Heritage
Protection**

VHR - HI - PS Yes

Architectural Style

Interwar Period (c.1919-c.1940)
Moderne

History

Thematic context

This place is associated with the following theme/s identified by the *City of Moreland Thematic History* (2010):

Theme Nine: Shopping and retailing in Moreland

Shopping is a necessary part of the daily life of a community and shops give their customers a sense of continuity and tradition. They are a very visible attribute of Moreland's streetscapes, particularly the major thoroughfares of Sydney Road and Lygon Street. The municipality has a proud and colourful retail heritage that spans from the earliest days of settlement - from small stores to specialist shops, banks, markets, emporiums, and shopping malls and plazas. All of these retail outlets have grown to meet and create shoppers' needs and are a significant part of Moreland's history and

heritage, lending character and distinctiveness to its streets (Historica 2010:97).

The historic shops built during Moreland's periods of economic prosperity in the late nineteenth century and 1920s and 1930s continue to line the Sydney Road corridor, many with facades still intact. More intact shops stand on street corners tucked away from main thoroughfares, providing clues to former centres of high activity, such as brickyards and other industries that once sustained them. There is also the occasional corner milk bar, a fading phenomenon of the 1950s and earlier, some still with original shop windows, doors and vestiges of original signage (Historica 2010:103)

Suburban development of Brunswick

Brunswick was surveyed in 1839 to provide 16 farming allotments ranging in size from 100 to 300 acres. The allotments each had a frontage to either the Moonee Ponds or Merri Creeks and to a north-south track (now Sydney Road). They were quickly sold in three auctions, mostly to speculators, and re-subdivision began almost immediately. On the west side of Sydney Road James Simpson subdivided his allotment creating Albert (then Carmarthen) and Victoria (then Llandillo) streets. When Thomas Wilkinson purchased the allotment on the opposite side of Sydney Road he extended Albert and Victoria streets. This pattern was repeated many times, and each time the land was divided into smaller and smaller allotments (Context v.1, 1990:10).

The colony of Victoria was expanding rapidly during the 1850s in the wake of the gold rushes and in the twenty years between 1846 and 1865 Brunswick's population grew from 146 to 3000 creating a demand for housing. The sequence of subdivision generally followed transport and access routes. The opening of the railway to Coburg in 1884 and the cable tram along Sydney Road in 1887 providing direct access to the centre of city encouraged the subdivision and development of land along these routes. This process accelerated during the 1880s a time of economic prosperity accompanied by a boom in land prices and in the twenty years from 1865 to the 1880s the population of Brunswick more than tripled to 14,000. Many of the houses built during the boom were cottages and small villas to accommodate the growing number of workers employed in the expanding industries. However, all development was brought to a halt by the economic depression of the 1890s and many of the new estates offered for sale toward the end of the boom remained undeveloped until the early twentieth century (Historica 2010:59-62).

Development recommenced during the early twentieth when houses began to be built on the vacant nineteenth century subdivisions. The development was slow at first, but another boom followed World War I. In 1905 the population had reached 24,000 and by 1928 it had more than doubled to 55,799 (Barnes 1987:64). The rapid growth of Brunswick during the early twentieth century was once again driven by expansion of employment opportunities and improvements to public transport. In the early twentieth century the introduction of duties on imported goods led to a boom in local manufacturing and by 1930 there were 300 factories in Brunswick employing over 6,000 workers (Historica 2010:32).

During this time the nineteenth century subdivisions were re-offered for sale whilst the remaining areas of farming land and large estates in the east and west of Brunswick were carved up to meet the unprecedented demand for housing. By the end of the 1930s the suburban development of Brunswick was almost complete (Context v.1, 1990:12).

Suburban dairies in Melbourne

The following is an edited extract of the contextual history of dairies contained in Context & Alves (2008).

Providing Melbourne's fresh milk supplies

Milk, being a perishable commodity, was sourced as close to the consumer as possible before the advent of refrigerated transport, so most of Melbourne's fresh milk supplies in the nineteenth and early twentieth centuries came from farms close to the metropolis - areas that now form Melbourne's middle and outer suburbs

As metropolitan Melbourne expanded, swallowing up urban farms, milk was increasingly sourced from further afield. By 1944 over half of Melbourne's daily milk was sent from South Gippsland by train. However, farming persisted on Melbourne's northern outskirts. An area that included the Shires of Whittlesea and Eltham still provided 20.15% of Melbourne's daily milk, and was the second largest supplier. A further 5.33% was provided by 108 farms still operating in the metropolitan area.

Establishing distribution dairies

Early in the twentieth century the supply of pure milk was a public health issue. Suppliers of town milk were required to be registered cow-keepers under the *Milk and Dairy Supervision Act 1905*, and their farms had to be correctly run. By 1911 some of the larger dairies around Melbourne were installing refrigeration plants. Some farmers on the urban fringe distributed their milk directly to customers, while others sent their milk to distribution dairies. The *Milk Supply Act 1922* required Melbourne dairymen to cool their milk, and most dairies used brine cooling plants, which were more effective in keeping milk fresh than the water coolers used on farms.

Dairies delivered milk in bulk to customers residing in the surrounding neighbourhoods. The milk was carried in a large can in a horse-drawn cart, and was ladled into customers' billy cans at the front gate. This was the main system for suburban delivery before pasteurisation and bottling were fully implemented in the 1950s. The perishable nature of milk and the slowness of delivery meant that milk rounds were quite small, probably only a few streets in the vicinity of the dairy, as most dairies had only one or two carts. This meant that small dairies proliferated through Melbourne suburbs.

It seems that some suburban distribution dairies were initially extensions of the activities of dairy farms situated close to the metropolis. Woodmason's Dairy in Malvern was an extension of the farming enterprises of the Woodmason family, who were early settlers in the Malvern district. They still farmed in East Malvern until the mid twentieth century, and presumably supplied milk to their own distribution plant. Dairies such as Woodmason's were known in the trade as producer retailers.

Prior to the 1930s each dairy acted independently, with no regulation of prices or areas of distribution. This apparently disadvantaged farmers, who were at the mercy of retail dairymen. The Milk Board, established in 1932, regulated metropolitan milk supplies and defined areas of milk rounds for each dairy. The Board subsequently cancelled many dairy licences, reducing the number of dairies by about half.

Pasteurisation was introduced to Melbourne in the late 1930s. The *Milk Pasteurizing Act 1943* required milk sold in any defined pasteurization area to be obtained from the pasteurisation depot allotted to such area, however, the *Act* was never fully implemented. In 1944 the Milk Pasteurization Committee inquired into the situation and recommended a scheme that involved the setting up of a few large regional pasteurisation depots to operate as wholesale distributors of bottled milk. This scheme was opposed by the Melbourne and Metropolitan Milk Distributors Association, which supported the existing system of small dairies, whereby dairymen relied on direct contact with local farms for the quality their supplies. The Association did support

the pasteurisation and bottling of all milk supplies, believing this could be done by the small local dairies. However, probably due to the war, it was another decade before any major change was made to the system.

In 1944 Melbourne still had 29 producer retailers, but they were very much in a minority. About half of Melbourne's milk was sourced by the dairies direct from farmers, under Milk Board contracts, the rest came from large country milk depots, most of which were in South Gippsland. The only depot in the vicinity of Melbourne's northern suburbs was at Sunbury. In 1951 the Milk Board broke the nexus between farmer and dairyman, and began purchasing milk from the farmers for resale to the dairies, making dairies, in effect agents of the Milk Board.

In 1944 about 50% of Melbourne's milk was bottled and increasingly was sold direct from milk shops or 'milk bars'. As pasteurization districts were declared across Melbourne the proportion of bottled milk sold gradually increased leading to the closure of most of the small distribution dairies in Melbourne. By the 1970s almost all had gone as milk in bottles and, later, in cartons was sold from milk bars (some of them former dairies) and supermarkets.

Place history

Suburban development in the north east of Brunswick commenced during the 'Land Boom' of the late nineteenth century. Following the cessation of development due to the Depression of the 1890s a second wave of building began in the early 1900s, which was followed by another development boom after World War I. The MMBW plans of the early 1900s show the limited development of the area. At that time, there were only four houses in Nicholson Street between Blyth Street and Stewart Street, and very few houses in nearby streets such as Hickford Street. Most of these vacant lots would be built upon in the development booms of the Edwardian and interwar periods and by the early 1930s most of the streets to the west of Nicholson Street were filled with houses (MMBW, SM).

A dairy was established on this site by 1930. The owner was Mrs C. Lazarus, who lived in the adjoining residence with John E. Lazarus, presumably her husband. This was a retail or 'house trade' dairy, where milk that had been processed and bottled elsewhere was available for purchase directly from the owner. As such it was a precursor to the 'milk bars' that would eventually replace all delivery dairies by the post-war period (GG, SM).

A member of the Lazarus still managed the dairy in 1955. However, the dairy use ceased sometime afterward and by 1970 it was the 'Carol Ann Child Minding Centre' (SM).

Sources

Barnes, Les (1987) 'Street Names of Brunswick' Brunswick Rate Books (RB), 1930
 Context & Lesley Alves, 'Heritage assessment. House and dairy (former) 71 Queen Street Reservoir ', 2008
 Context Pty Ltd, *Keeping Brunswick's Heritage. A report on the review of the Brunswick Conservation Study*, Volume 1, 1990
 Historica, *City of Moreland Thematic History*, 2010
 Melbourne & Metropolitan Board of Works (MMBW) Detail Plan No.1893, dated 1905 Sands & McDougall Directories (SM)
 Victorian Government Gazette (VGG) No.153, Thursday August 13, 1936

Description

Physical Description

This is a small interwar building of cubic form with a parapet that conceals the hipped roof. The building is very austere and decoration is limited to the incised bands that wrap around the wall corners and the incised panels at the front that contain 'Dairy & Milk Bar' in stylised Art Deco style lettering. There is also a soldier course of thin bricks above the front window and door that wraps around the south side elevation, and a stepped reveal to the front door.

Visible alterations include overpainting of the face brickwork, the replacement of the front window and door, the construction of a front fence.

Comparative Analysis

Due to increasing regulation in the twentieth century the design and form of dairies evolved from quite simple structures to more substantial (and sometimes, architect-designed) buildings, particularly after the establishment of the Milk Board in 1932 when many dairy licences were cancelled and the number of dairies was reduced by half. Many new 'model' dairies were built in the 1930s as a consequence. This process of rationalization and modernization of premises was not unlike the changes to liquor licensing that resulted in the closure or rebuilding/replacement of hotels at around the same time. Like hotels, the new 'model' dairies often were in the Moderne style, which was viewed as smart and progressive.

Whilst a dairy was established on this site by 1930 the design of the current building suggests that it dates from the mid or later 1930s, as the taut rectilinear form and lack of applied decoration (apart from the signage) all indicate the influence of the Streamlined Moderne style. Although this emerged in the early 1930s, it did not gain widespread application in Melbourne until later in the 1930s (and it would be very surprising if a humble dairy in Brunswick East would be at the vanguard of the emergence of this style in Melbourne). In this building the only concessions to decoration are the incised horizontal bands (a typical element of the style) and the integral signage in distinctive Art Deco style lettering, while the stepped doorway reveal is also characteristic of the style. Surviving signs of this type are rare - this is the only known example in Brunswick. Examples elsewhere include the lettering on the Army Medical Corps Drill Hall in A'Beckett Street, Melbourne, the Sun Theatre in Yarraville, and the former Melbourne Butter Supply Co. at 176-188 Bank Street, South Melbourne.

This is the only known dairy/milk bar in the Streamlined Moderne style in Brunswick. There is a former corner shop in the Moderne style at 25 Daly Street, Brunswick West (Contributory within HO56 Daly Street precinct). The decorative brickwork to the parapet of this shop demonstrates the influence of Jazz Moderne style, which is far more decorative and characterised by highly stylised geometric details such as zig zags and fountains.

Other comparisons within Brunswick of other types of buildings in the Streamlined Moderne or International style include the Brunswick Fire Station & Flats, 24 Blyth Street (HO26, VHR H0916), the Baby Health Centre at 320 Lygon Street (Individual HO106), and the 'Robin Lodge' flats at 126 Moreland Road (HO331).

Dairies or milk bars as a place type are also very rare in Moreland. Only two examples, both in Coburg, are currently included within the Heritage Overlay. One at 20 O'Hea Street (HO343) is described as a '1920s dairy', but the Hermes record contains no images and the building is not visible from the street. Aerial photographs suggest it is a simple gabled building. The other example at 1 Audley Street (HO115) is an interwar rendered brick building with a parapet, built to the footpath. It retains what appears to be one original shop window, but

has otherwise been stripped of most of its original details.

Statement of Significance

What is significant?

The former Dairy & Milk Bar, constructed c.1935 for Mrs. C. Lazarus, at 136A Nicholson Street, Brunswick East is significant. This is a small interwar building of cubic form with a parapet that conceals the hipped roof. The building is very austere and decoration is limited to the incised bands that wrap around the wall corners and the panels at the front that contain 'Dairy & Milk Bar' in stylised Art Deco style lettering. There is also a soldier course of thin bricks above the front window and door that wraps around the south side elevation, and a stepped reveal to the front door.

Non-original alterations and additions are not significant.

How is it significant?

The former Dairy & Milk Bar at 136A Nicholson Street, Brunswick East is of local historic and aesthetic significance to the City of Moreland.

Why is it significant?

It is significant as a representative example of the modern dairies/milk bars that emerged in the 1930s after the establishment of the Milk Board in 1932 when many dairy licences were cancelled and the number of dairies was reduced by half and demonstrates the transition from traditional distribution dairies to retail dairies or milk bars. (Criteria A & D)

It has aesthetic significance as a fine example of a late 1930s commercial building in the Streamlined Moderne style. The taut rectilinear form, incised horizontal bands and stepped doorway opening are all typical of this style and the building is especially notable for the fine example of integrated original signage in the Art Deco style. (Criterion E)

Assessment Against Criteria

This has been assessed in accordance with the <!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01//EN""http://www.w3.org/TR/html4/strict.dtd"> *Australia ICOMOS Charter for Places of Cultural Significance* (the *Burra Charter*) and the guidelines in the VPP Practice Note *Applying the Heritage Overlay* using the Hercon criteria.

Recommendations

External Paint Controls

Internal Alteration Controls

Tree Controls

Fences & Outbuildings

Prohibited Uses May Be Permitted

Incorporated Plan

Aboriginal Heritage Place

Yes
-
-
-
-
-
-
-

Other Recommendations

Recommended for inclusion in the HO as an individual place. Apply External Paint controls.

STATE SAVINGS BANK OF VICTORIA (FORMER), 840 SYDNEY ROAD, BRUNSWICK

Prepared by: Context Pty Ltd

Hermes number: 56607	Survey Date: April 2017
Name: State Savings Bank of Victoria	Architect: Godfrey & Spowers
Place Type: Commercial, Bank	Builder: Unknown
Grading: Significant	Construction Date: 1913
Extent of Overlay: To title boundaries	
Architectural Style: Federation/Edwardian Period (1902-c.1918), Art Nouveau/Romanesque	



History

Locality history

The suburb of Brunswick is part of the traditional land of the Wurundjeri who occupied this area, which they named *Iramoo*, for many thousands of years. The area achieved local governance as the newly formed Borough of Brunswick in 1857; the municipality was elevated to the Town of Brunswick in 1888 and to the City of Brunswick in 1908. Brunswick is now part of a larger municipal area, the City of Moreland, which was formed in 1994 through an amalgamation of the former City of Fitzroy, the former City of Coburg, and a small area of the former City of Fitzroy.

Brunswick, located a few miles north of central Melbourne, was first surveyed in 1839 to provide 16 farming allotments ranging in size from 100 to 300 acres. The early allotments each had a frontage to either the Moonee Ponds or Merri Creeks and to a rough north–south track that soon became known as the Sydney Road. The allotments were quickly sold over three auctions, mostly to private speculators, and re-subdivision began almost immediately. On the west side of Sydney Road James Simpson subdivided his allotment, creating Albert (then Carmarthen) and Victoria (then Llandillo) streets. When Thomas Wilkinson purchased the allotment on the opposite side of Sydney Road he extended Victoria and Albert streets. This pattern was repeated many times, and each time the land was divided into smaller and smaller allotments (Context 1990:10). In the 1840s the early settlement at the southern end of Brunswick on the west side of Sydney Road was known as Phillipstown.

The Colony of Victoria expanded rapidly during the 1850s with the gold rushes and in the twenty years between 1846 and 1865 Brunswick's population grew from 146 to 3000, creating a strong demand for housing. People were drawn by the considerable local industry, including stone quarries, brick-works and potteries, and steel works. The sequence of subdivision generally followed transport and access routes. The opening of the railway to Coburg in 1884 and the cable tram along Sydney Road in 1887, providing direct access to the centre of the city of Melbourne, encouraged the subdivision and development of land along these routes. Sydney Road became a busy hub of commercial development, with the strip characterised by double-storey Victorian-era shopfronts, with many highly decorative ‘boom style’ examples.

Brunswick developed as a self-contained and close-knit community that was home to rich and poor. Whilst the vast bulk of its housing was built for the working and artisan classes, there was also a sprinkling of more salubrious residences occupied by the middle-class factory owners, merchants and professionals, notable in Park Street and Brunswick Road. These were generally brick with some early bluestone examples. A large number of double-storey brick terraces in south Brunswick were erected in the period of the 1870s to 1890. Mansions were rare, with Michael Dawson’s ‘Dawsonhurst’ built in the 1850s on his Phoenix Park estate (demolished 1880s) being a notable exception.

The process of subdivision of the larger estates for house blocks accelerated rapidly during the economic boom of the 1880s, and was accompanied by an escalation in land prices; in the twenty years from 1865 to the 1880s the population of Brunswick more than tripled to 14,000. Many of the houses built during the boom were small cottages, particularly in the form of terrace housing, which were built to accommodate the growing number of workers employed in the expanding local industries. A large proportion of workers’ housing was erected a rental accommodation. Typically, it was the members of the local middle class and the aspiring working class, who were engaged in speculative housing development, became the landlords for many local workers’ rental accommodation (Dingle 1984: 173).

The push for thrift, sobriety, self-improvement and industriousness among the poorer classes, keenly advocated by the Protestant churches, had its ultimate goal in home ownership (Davison 1978: 177). Building societies, which required members to make regular contributions, played an important role in enabling working men to acquire

their own homes. Victoria's first building society had been established in 1858 to help house the booming population on Bendigo's goldfields. This was followed by a string of others, including the Fourth Victoria Permanent Building Society in 1867, which was responsible for constructing many Melburnian homes, including several throughout Brunswick and its surrounds (Victorian Building Societies Association 1981:11-12). Building societies mushroomed during Melbourne's property boom of the 1880s and their widespread operations made a significant contribution to speculative property development.

Following the bank crash of 1891 and the extended depression of the 1890s, development ground to a halt. Many newly built houses in Brunswick were left vacant and many of the new estates offered for sale toward the end of the boom remained undeveloped until the early twentieth century (Historica 2010:59-62). There was considerable unemployment and financial distress amongst residents. Many were unable to keep up with the instalments on their new homes and faced foreclosure by the buildings societies.

Development recommenced during the early-twentieth century when houses began to be built on the vacant nineteenth-century subdivisions. As such, many of the new dwellings were constrained by small narrow blocks. Renewed local prosperity in the early 1900s was fuelled by a boom in industrial development in Brunswick, which benefited from the introduction of import duties after Federation.

There was another burst of prosperity in the period following World War I and by 1930 there were 300 factories in Brunswick, employing over 6000 workers (Historica 2010:32). These were predominantly in the clothing, textiles and footwear industries, which employed a significant number of women workers. During this time, many of the nineteenth-century subdivisions were re-offered for sale whilst the remaining areas of farming land and large estates in the east and west of Brunswick were carved up to meet the unprecedented demand for housing. By the end of the 1930s the suburban development of Brunswick was almost complete (Context 1990:12).

In 1905 the population had reached 24,000 and by 1928 it had more than doubled to 55,799 (Barnes 1987:64). The rapid growth of Brunswick during the early twentieth century was once again driven by the expansion of employment opportunities and improvements to public transport. The crash of 1929 and the ensuing Great Depression hit Brunswick hard, with thousands of men and women out of work and facing financial distress.

Historical context

The State Bank of Victoria was established by 1912 when the Savings Banks Act (No.2365) provided for all Banks then operating under the Savings Banks Acts to be collectively named The State Savings Bank of Victoria. Between the time of its formation and 1939 the Bank undertook a 'remarkable building programme' erecting over 70 branches throughout Victoria, the most by any single bank during that period (Trethowan 1976:7).

Services offered by the Bank included savings bank facilities, special loans to discharged soldiers (from 1917), building homes for people of small means (from 1920s), including the Garden City estate at Fisherman's Bend and credit foncier facilities including mortgage loans and sale of debentures. The credit foncier scheme was one of the first of many introduced in Australia over the first decades of the twentieth century and became known colloquially as the 'cheap money' scheme. By the 1920s the success of the credit foncier scheme led to the Bank adding other loans on special conditions for lower income workers and returned servicemen (Murray & White, 1992:207-17).

Place history

The State Savings Bank of Victoria (SSBV) at 840 Sydney Road, Brunswick was opened in 1913. It was known as the Moreland branch of the State Savings Bank of Victoria, to distinguish it from the Brunswick branch that was built at the corner of Albert Street and Sydney Road in 1921. Typical of the banks of the period, the building included the banking chamber on the ground floor and the manager's residence on the first floor (RB 1917–1930, SM 1930–1964). On 1 January 1991, the State Savings Bank of Victoria officially merged with the Commonwealth Bank of Australia (Tout-Smith 2004).

Godfrey & Spowers were the architects of the bank building (Trethowan 1976:70).

Godfrey and Spowers

William Godfrey (1872–1953) commenced articles with Reed, Henderson & Smart in 1889 and entered a partnership with Henry Spowers (c1873–1933). Godfrey and Spowers completed many houses, warehouses, institutional buildings including numerous banks. The firm was awarded the RVIA Street Architecture Medal for the Bank of NSW in Collins Street in 1936. The firm continued with William's son (also named William) before he left to start his own practice. This practice started by William (jnr) took on other partners, eventually becoming the well known commercial practice of Godfrey & Spowers Pty Ltd. (Goad & Willis 2012:278–79).

Godfrey & Spowers was one of the most prolific designers of State Savings Banks - the firm designed about 19 banks between 1905 (Euroa) and 1930 (Birchip) at a time when the Bank was undergoing a major period of expansion. Many of their designs were in country towns. In the metropolitan area, they designed the branches at Malvern (1910), Moreland (1913), Preston (1921), Ringwood (1923), Tooronga (1923), Auburn South and Auburn (both 1924), and Balwyn (1926). They also designed several branches for the Bank of New South Wales in the 1930s, including the head office in 1933.

Other architects who designed multiple branches for the SSBV during the period of expansion in the early twentieth century included Sydney Smith & Ogg (later Smith, Ogg & Serpell), Billing, Son & Peck (later Billing, Peck & Kempter, and Peck & Kempter) and Stephenson & Meldrum. From 1934 onwards, after the completion of the head office designed by Stephenson & Meldrum, new State Savings Bank branches were designed in-house.

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Description

The former State Savings Bank at 840 Sydney Road, Brunswick, is a two-storey red brick and render building that is designed in the Art Nouveau/Romanesque style. The Romanesque style echoed the flamboyance of the style at the turn of the century in Europe and the United States. 840 Sydney Road features red brick walls with stucco decoration, mouldings and semi-circular arch-headed windows which are characteristics of the style.

840 Sydney Road is a symmetrical composition of this style and features square headed windows in the central part of the facade and arch headed windows flanking these. Wide panels of plain render surround the ground floor windows, both of which have been altered to either remove a door on the one hand or extend the area of glass to floor level on the other. Although moderately altered at ground floor the building retains decorative leaded glass to most windows.

The upper floor is more intact with a tri-partite sash window centrally located and a pair of arch-headed windows with banded voussoirs forming a highly decorative touch. The string course at the upper level is finely detailed with corbels echoing the arch of the windows. The pair of parapet gables have flat square cappings, a characteristic detail of the style. The façade is articulated with pilasters, and the brickwork is detailed at the corners where a series of brick fins create a finely fluted effect.

The former State Savings Bank, now a restaurant, is located with narrow access to the rear on both sides and a car park at the rear of the site. Built to house both the ground floor bank and the upper floor residence, the building now has a large contemporary extension at the rear. The interior has been adapted for use as a restaurant.

Comparative analysis

This former SSBV branch fits within the Art Nouveau/Romanesque style of bank building. According to Trethowan (1976:71):

Australian Romanesque/Art Nouveau banks are characterised by exposed red brick parapet walls with thin vertical ribs, contrasting stucco mouldings and wide semi-circular arched windows. The thin vertical ribs would pierce through the cornice and were often crowned by thin flat plates (a typical Art Nouveau motif) or garlands of foliage. Often the ribs were suspended from the parapet and terminated half-way down the façade. Other popular decorative motifs were contrasting banded brickwork and stuccowork, first floor bay windows and sculptured stucco and ceramic panels, iron railings, and flagpole brackets all in the Art Nouveau style.

Australian architecture at the turn of the century was deeply entrenched in historicism. The Romanesque Art Nouveau style marks the beginning of a very slow progression away from historicism towards modern architecture ...

The firm of Sydney Smith & Ogg created the most distinctive set of banks in this style. However, Godfrey & Spowers designed 'very distinctive' branches in Flinders Street, Melbourne (for the Bank of NSW), and for the SSBV here in Sydney Road and at Yarrowonga (Trethowan 1976:71). The two SSBV banks are very similar and Trethowan notes the 'clusters of ribs at the corners of the buildings and the elaborate parapets and cornices are quite distinctive' (Trethowan 1976:72).



State Savings Bank at Yarrowonga (source: Trethowan 1976:70)

This is the only example of this style of bank within Moreland, although the former SSBV branch at 81 & 81A Lygon Street (Contributory within HO493 precinct), which is thought to be one of the many banks designed by Godfrey & Spowers for the SSBV from 1920 and 1931, shows some influence of the style and is distinguished by its asymmetrical composition. The entrance is highlighted by the upper floor parapet extending beyond eaves level and comprising a faceted bow window that is complemented by the recessed entrance in heavily rusticated render finish below. The ground floor windows have been enlarged/altered, however the upper floor, roof and chimneys are intact. The other former SSBV bank at 382 Sydney Road (Contributory within HO149 precinct), designed by Billing, Peck & Kemter and constructed in 1921, is in what Trethowan (1976:62) describes as the ‘Heavy Banded Classicism’ style.



State Savings Bank of Victoria (former), 81-81A Lygon Street Brunswick East (Contributory within HO439 Precinct)

Other early twentieth century commercial buildings that are comparable include Hooper's Store 463-475 Sydney Road Brunswick, c1908, HO161 is a particularly notable landmark in Sydney Road. Its colonnade of brickwork

and large arch-headed windows is complemented by the elaborate parapet design and heavy mouldings. The upper floor is highly intact externally however the cantilevered verandah is a later addition.



Hooper's Store, 463-475 Sydney Road, Brunswick, HO161 (c.1908 shop with American style steel frame)

840 Sydney Road compares well with the above examples, demonstrating a richness of design and detail that is evident in Hooper's Buildings and at 81 Lygon Street. Both these buildings also have undergone ground floor alterations but have more intact upper floor facades. 840 Sydney Road has a higher level of architectural design and detail than Robert's buildings and its dramatic use of red brick and stucco mouldings is a fine example of the Art Nouveau/Romanesque style also evident in Hooper's buildings.

Statement of Significance

What is significant?

The former Moreland branch of the State Savings Bank of Victoria at 840 Sydney Road, Brunswick, designed by Godfrey and Spowers and built in 1913, is significant. The rear extension and other non-original alterations and additions are not significant.

How is it significant?

The former State Savings Bank of Victoria at 840 Sydney Road, Brunswick is of local historic, architectural and aesthetic significance to the City of Moreland.

Why is it significant?

It is historically significant as the first branch of the State Savings Bank in Sydney Road, one of two, with the other being built at a later date at the corner of Albert Street and Sydney Road in 1931. It demonstrates the common practice of banks accommodating ground floor commercial premises and accommodation for bank managers at the first-floor level. It is one of a large cohort of banks built by Godfrey & Spowers, renowned architects for the State Savings Bank between c.1900 and 1934. Historically, the former State Savings Bank is significant as a demonstration of this important organisation in Victoria's history prior to its merger with the Commonwealth Bank of Australia in 1991. (Criterion A)

It is significant as a fine example of the Romanesque style as practised in Australia between c.1890 and 1920. It features red brick walls with stucco decoration, mouldings and semi-circular arch-headed windows,

which are characteristics of the style. It is a good example of a suite of State Savings Banks designed by Godfrey & Spowers for metropolitan and regional locations. Architecturally it compares well with the former bank at 81-81A Lygon Street and in the Sydney Road shopping strip, with the (much larger) Hooper's Store at 463-475 Sydney Road. (Criterion D)

Aesthetically, it is significant for the fine quality detailing evident in the symmetrical composition and intact upper floor featuring arch-headed windows with banded voussoirs, flat square cappings to the pilasters and a heavy decorative string course, finely detailed pilasters and brick fins creating a finely fluted effect to the building's corners. Aesthetically, derives its significance from the combination of Romanesque semi-circular windows, the combination of red brick and stucco decoration, the decorative parapet and the high degree of brick masonry detail. (Criterion E)

Recommendations

Moreland Planning Scheme

Recommended for inclusion in the Heritage Overlay of the Moreland Planning Scheme as an individual place.

Recommendations for the HO Schedule:

External Paint Colours Is a permit required to paint an already painted surface?	No
Internal Alteration Controls Is a permit required for internal alterations?	No
Tree Controls Is a permit required to remove a tree?	No
Victorian Heritage Register Is the place included on the Victorian Heritage Register?	No
Incorporated Plan Does an Incorporated Plan apply to the site?	No
Outbuildings and fences exemptions Are there outbuildings and fences, which are not exempt from notice and review?	No
Prohibited uses may be permitted Can a permit be granted to use the place for a use, which would otherwise be prohibited?	No
Aboriginal Heritage Place Is the place an Aboriginal heritage place, which is subject to the requirements of the Aboriginal Heritage Act 2006?	No

SHOP (FORMER) AND RESIDENCE, 80 UNION STREET, BRUNSWICK

Name	CORNER SHOP (FORMER) and RESIDENCE		
Address	80 UNION STREET, BRUNSWICK	Significance Level	Local
Place Type	Shop,Residence		
Citation Date	2017		



Smith Shop - 80-82 Union Street

Recommended Heritage Protection **VHR - HI - PS** Yes

Architectural Style Victorian Period (1851-1901)

History

Thematic context

This place is associated with the following theme/s identified by the *City of Moreland Thematic History* (2010):

Theme Nine: Shopping and retailing in Moreland

Shopping is a necessary part of the daily life of a community and shops give their customers a sense of continuity and tradition. They are a very visible attribute of Moreland's streetscapes, particularly the major thoroughfares of Sydney Road and Lygon Street. The municipality has a proud and colourful retail heritage that spans from the earliest days of settlement - from small stores to specialist shops, banks, markets, emporiums, and shopping malls and plazas. All of these retail outlets have grown to meet and create shoppers' needs and are a significant part of Moreland's history and heritage, lending character and distinctiveness to its streets (Historica 2010:97).

The historic shops built during Moreland's periods of economic prosperity in the late nineteenth century and 1920s and 1930s continue to line the Sydney Road corridor, many with facades still intact. More intact shops stand on street corners tucked away from main thoroughfares, providing clues to former centres of high activity, such as brickyards and other industries that once sustained them. There is also the occasional corner milk bar, a fading phenomenon of the 1950s and earlier, some still with original shop windows, doors and vestiges of original signage (Historica 2010:103)

Suburban development of Brunswick

Brunswick was surveyed in 1839 to provide 16 farming allotments ranging in size from 100 to 300 acres. The allotments each had a frontage to either the Moonee Ponds or Merri Creeks and to a north-south track (now Sydney Road). They were quickly sold in three auctions, mostly to speculators, and re-subdivision began almost immediately. On the west side of Sydney Road James Simpson subdivided his allotment creating Albert (then Carmarthen) and Victoria (then Llandillo) streets. When Thomas Wilkinson purchased the allotment on the opposite side of Sydney Road he extended Albert and Victoria streets. This pattern was repeated many times, and each time the land was divided into smaller and smaller allotments (Context v.1, 1990:10).

The colony of Victoria was expanding rapidly during the 1850s in the wake of the gold rushes and in the twenty years between 1846 and 1865 Brunswick's population grew from 146 to 3000 creating a demand for housing. The sequence of subdivision generally followed transport and access routes. The opening of the railway to Coburg in 1884 and the cable tram along Sydney Road in 1887 providing direct access to the centre of city encouraged the subdivision and development of land along these routes. This process accelerated during the 1880s a time of economic prosperity accompanied by a boom in land prices and in the twenty years from 1865 to the 1880s the population of Brunswick more than tripled to 14,000. Many of the houses built during the boom were cottages and small villas to accommodate the growing number of workers employed in the expanding industries. However, all development was brought to a halt by the economic depression of the 1890s and many of the new estates offered for sale toward the end of the boom remained undeveloped until the early twentieth century (Historica 2010:59-62).

Development recommenced during the early twentieth when houses began to be built on the vacant nineteenth century subdivisions. The development was slow at first, but another boom followed World War I. In 1905 the population had reached 24,000 and by 1928 it had more than doubled to 55,799 (Barnes 1987:64). The rapid growth of Brunswick during the early twentieth century was once again driven by expansion of employment opportunities and improvements to public transport. In the early twentieth century the introduction of duties on imported goods led to a boom in local manufacturing and by 1930 there were 300 factories in Brunswick employing over 6,000 workers (Historica 2010:32).

During this time the nineteenth century subdivisions were re-offered for sale whilst the remaining areas of farming land and large estates in the east and west of Brunswick were carved up to meet the unprecedented demand for housing. By the end of the 1930s the suburban development of Brunswick was almost complete (Context v.1, 1990:12).

Place history

The two storey brick shop and residence at 80-82 Union Street was constructed in about 1888 for David Smith, a grocer. When it first appeared in the 1888-89 rate book it was described as a brick shop and dwelling of four rooms with a Net Annual Value of 48 pounds. By the following year, the number of rooms had increased by one, while the NAV remained the same. It is possible that the shop was constructed by one Moses Smith, a builder, who was the owner of the land in 1887 (and presumably related to David) (RB).

This was one of the first shops established to serve the residential area that developed to the north and south of Union Street in the eastern section close to the railway line and Sydney Road in the late nineteenth century. Mr Smith remained the proprietor of this shop for over thirty years, and he was succeeded by R.D. Smith who was listed from 1925 onwards (MMBW, SM).

The building remained a corner store with attached residence until well into the post-World War II era. In 2017 it was being used as a residence only.

Sources

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Historica, *City of Moreland Thematic History*, 2010

Melbourne & Metropolitan Board of Works (MMBW) Detail Plan No.1893, dated 1905 Sands & McDougall Directories (SM)

Description

Physical Description

This is a double and single storey late Victorian former corner shop and residence of typical parapetted form, built on a bluestone base to both street boundaries with a splayed corner. The polychromatic brick walls at both levels are divided in two by a rendered string course that frames the tops of the windows and doors in the manner of an extended label mould. Below the string course are dark bricks, with pressed reds above, whilst cream bricks are used in banding below the string course and as contrasts around the openings. The simple unpainted render parapet is panelled and sits above a cornice terminated by consoles at the wall ends and with a string course below. Windows to the first floor and at the north end of the ground floor are double hung timber sash with compressed arch heads while the corner entrance to the former shop and the shop windows have arched heads. The shop window facing Union Street is quite large and extends almost to the ground, while the window facing Barrow Street is a more regular size and has a bluestone sill. There are glazed tiles to dado height around the larger window and on either side of the corner entry. There is some early painted signage including a partially exposed sign for 'The Age' (c.1940s or earlier) at the first floor, a 'Tarax' (c.1950s/60s) soft drink ad beside the front door, and on the tiled dado on either side of the corner entry.

Overall, the building has high intactness. The visible changes include partial overpainting of the walls, and replacement or modification of the shop window frames and corner entry door, and alterations and additions to the original single storey wing at the rear.

Comparative Analysis

In the late nineteenth century and well into the twentieth shops selling fresh produce had to be located within walking distance of residents due to the lack of home refrigeration and private transportation. Consequently, in addition to the large retail centres such as Sydney Road, small retail centres and corner shops proliferated throughout suburban areas to meet the daily shopping needs of residents. Several factors contributed to the demise of these small retailers; the introduction of home refrigerators, which became increasingly affordable and were almost universal by the post-war era, and increasing competition from larger retailers, particularly supermarkets, which emerged in the 1960s. The growth in private motor transport also meant that people could travel further and do a weekly shop, rather than having to do so on a

daily basis. Changes to trading hours in the 1980s, which allowed supermarkets and major retailers to trade on Saturday afternoons and on Sundays also had a major impact.

Consequently, in the post-war period, many of the early small retailers such as bakers, butchers, fishmongers and the like were closed and in most areas several shops were replaced by a single general purpose store or milk bar stocking a range of essential items. In more recent times, however, increasing competition from convenience stores and supermarkets has further impacted upon the viability of these often family-run businesses and only a small number still survive. However, some have survived (and indeed thrived) by transforming into combined 'food stores' and cafes.

Examples of these early corner stores, dating from the late nineteenth to mid-twentieth century, are dotted throughout Moreland. Of the surviving late nineteenth century examples, most are constructed of brick and the majority are single storey. This is one of several two-storey examples, all of which having typical parapeted form, built to both street boundaries with a splayed corner. Some (e.g. 219 Glenlyon Road, 97 Albion Street) have low integrity. Examples with comparable integrity are:

- Shop (former) & residence, 209 Barkly Street, Brunswick. Constructed in 1890, this is recommended for inclusion in the HO by this study. The ruled render walls are rendered with a bluestone base and there is a low plain parapet above a deep cornice and string course, whilst another cornice and string course divides the two floors (consoles with masks are positioned midway on the cornices on the long side elevation). At the corner dwarf piers flanked by scrolls frame an arched pediment with the year of construction. The double hung windows (and one blind corner window) to the first floor and to the ground floor of the rear residence have Classical style entablatures with cornices and brackets and shallow sills with brackets, whilst the windows to the corner shop are tall and narrow. The corner entrance has a top light, whilst the residential entrance at the side is arched with a label mould, and has a arched fanlight with coloured glass, sidelights and the original panelled door with bolection mouldings and a bluestone threshold. All of the openings have reveals with an ovolo-profile terminating in stop chamfer. Overall, the building has high intactness. The visible changes include the presumed removal of the street verandah, overpainting of the rendered walls, and replacement of the tall shop windows and covering over of the corner entry door.
- 'Clifton House', 106 Edward Street, Brunswick. Constructed in 1889-90, this is an individually significant place within HO75. The walls are rendered with a bluestone base along the Ewing Street side and there is a low parapet above a cornice and string course. At the corner there is a pediment flanked by scrolls with an arched panel surmounted by acroterion and with the name and date of construction in raised letters. The windows at first floor level are double hung timber sash with keystones above and ledged sills below, with a 'blind' window in the corner splay. At ground level, the building retains what appear to be the original timber shopfront windows and corner entry door, and one other timber sash window with keystone and bluestone sill. Overall, the building has high intactness. Major visible changes include the presumed removal of the street verandah, loss of some parapet decoration and replacement of one window. Some faded painted signage is evident.

This example, constructed by 1888, has comparable intactness to the above examples. It is notable for the use of polychromatic brickwork for decorative effect and for the unusual arched shop windows. The survival of some rare examples of early painted advertising signs is also notable.

Statement of Significance

What is significant?

The former shop and residence, constructed in 1888 for David Smith, at 80 Union Street, Brunswick is

significant. This is a double and single storey late Victorian former corner shop and residence of typical parapetted form, built on a bluestone base to both street boundaries with a splayed corner. The polychromatic brick walls at both levels are divided in two by a rendered string course that frames the tops of the windows and doors in the manner of an extended label mould. Below the string course are dark bricks, with pressed reds above, whilst cream bricks are used in banding below the string course and as contrasts around the openings. The simple unpainted render parapet is panelled and sits above a cornice terminated by consoles at the wall ends and with a string course below. Windows to the first floor and at the north end of the ground floor are double hung timber sash with compressed arch heads while the corner entrance to the former shop and the shop windows have arched heads. The shop window facing Union Street is quite large and extends almost to the ground, while the window facing Barrow Street is a more regular size and has a bluestone sill. There are glazed tiles to dado height around the larger window and on either side of the corner entry. There is some early painted signage including a partially exposed sign for 'The Age' (c.1940s or earlier) at the first floor, a 'Tarax' (c.1950s/60s) soft drink ad beside the front door, and on the tiled dado on either side of the corner entry.

Non-original alterations and additions are not significant.

How is it significant?

The former shop and residence at 80 Union Street, Brunswick is of local historic and aesthetic significance to the City of Moreland.

Why is it significant?

It is significant as a representative example of the local shops that were established to serve the local needs of residents in Brunswick at a time of major suburban growth in the nineteenth century and as one of the oldest surviving examples in Brunswick. The early painted signage contributes to the significance of the place as rare examples of this type of ephemeral advertising, which also demonstrate the original use of the building. (Criterion A & B)

It is significant as a fine, well-detailed and intact example of a late Victorian shop and residence. Architecturally, it is notable for the unusual arched shop window. Aesthetically, it is significant for the decorative use of polychrome brickwork. (Criterion D & E).

Assessment Against Criteria

This has been assessed in accordance with the <!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01//EN""http://www.w3.org/TR/html4/strict.dtd"> *Australia ICOMOS Charter for Places of Cultural Significance* (the *Burra Charter*) and the guidelines in the VPP Practice Note *Applying the Heritage Overlay* using the Hercon criteria.

Recommendations

External Paint Controls	Yes
Internal Alteration Controls	-
Tree Controls	-
Fences & Outbuildings	-
Prohibited Uses May Be Permitted	-
Incorporated Plan	-
Aboriginal Heritage Place	-

Other Recommendations

Recommended for inclusion in the Heritage Overlay as an individual place. Apply External Paint controls in addition to the general HO controls to encourage conservation of the original painted signage.

BETHANY GOSPEL HALL (FORMER), 235 VICTORIA STREET, BRUNSWICK

Prepared by: Context Pty Ltd

Hermes number:	Survey Date: March 2017
Name: Monte Lauro Social Club	Designer: Unknown
Place Type: Church	Builder: R.L Garrett (1930 extension)
Grading: Significant	Construction Date: 1924, 1930
Extent of Overlay: To title boundaries	
Architectural Style: Interwar Period (c.1919-c.1940)	





History

Locality History

The suburb of Brunswick is part of the traditional land of the Wurundjeri who occupied this area, which they named *Iramoo*, for many thousands of years. The area achieved local governance as the newly formed Borough of Brunswick in 1857; the municipality was elevated to the Town of Brunswick in 1888 and to the City of Brunswick in 1908. Brunswick is now part of a larger municipal area, the City of Moreland, which was formed in 1994 through an amalgamation of the former City of Fitzroy, the former City of Coburg, and a small area of the former City of Fitzroy.

Brunswick, located a few miles north of central Melbourne, was first surveyed in 1839 to provide 16 farming allotments ranging in size from 100 to 300 acres. The early allotments each had a frontage to either the Moonee Ponds or Merri Creeks and to a rough north–south track that soon became known as the Sydney Road. The allotments were quickly sold over three auctions, mostly to private speculators, and re-subdivision began almost immediately. On the west side of Sydney Road James Simpson subdivided his allotment, creating Albert (then Carmarthen) and Victoria (then Llandillo) streets. When Thomas Wilkinson purchased the allotment on the opposite side of Sydney Road he extended Victoria and Albert streets. This pattern was repeated many times, and each time the land was divided into smaller and smaller allotments (Context 1990:10). In the 1840s the early settlement at the southern end of Brunswick on the west side of Sydney Road was known as Phillipstown.

The Colony of Victoria expanded rapidly during the 1850s with the gold rushes and in the twenty years between 1846 and 1865 Brunswick's population grew from 146 to 3000, creating a strong demand for housing. People were drawn by the considerable local industry, including stone quarries, brick-works and potteries, and steel works. The sequence of subdivision generally followed transport and access routes. The opening of the railway to Coburg in 1884 and the cable tram along Sydney Road in 1887, providing direct access to the centre of the city of Melbourne, encouraged the subdivision and development of land along these routes. Sydney Road became a busy hub of commercial development, with the strip characterised by double-storey Victorian-era shopfronts, with many highly decorative ‘boom style’ examples.

Brunswick developed as a self-contained and close-knit community that was home to rich and poor. Whilst the vast bulk of its housing was built for the working and artisan classes, there was also a sprinkling of more salubrious residences occupied by the middle-class factory owners, merchants and professionals, notable in Park Street and Brunswick Road. These were generally brick with some early bluestone examples. A large number of double-storey brick terraces in south Brunswick were erected in the period of the 1870s to 1890. Mansions were rare, with Michael Dawson's 'Dawsonhurst' built in the 1850s on his Phoenix Park estate (demolished 1880s) being a notable exception.

The process of subdivision of the larger estates for house blocks accelerated rapidly during the economic boom of the 1880s and was accompanied by an escalation in land prices; in the twenty years from 1865 to the 1880s the population of Brunswick more than tripled to 14,000. Many of the houses built during the boom were small cottages, particularly in the form of terrace housing, which were built to accommodate the growing number of workers employed in the expanding local industries. A large proportion of workers' housing was erected a rental accommodation. Typically, it was the members of the local middle class and the aspiring working class, who were engaged in speculative housing development, became the landlords for many local workers' rental accommodation. These small tenements were either weatherboard, often block-fronted, or built from locally made bricks and often using decorative bi-chromatic treatments. A network of laneways served rear outside toilets on the narrow allotments. Although they were small dwellings with only a pocket handkerchief front garden, the workers' cottages of Brunswick, like others across inner suburban Melbourne, were usually plumbed for cooking and washing purposes and 'offered living space and a level of material comfort well beyond the reach of the urban poor in other countries' (Dingle 1984: 173).

The push for thrift, sobriety, self-improvement and industriousness among the poorer classes, keenly advocated by the Protestant churches, had its ultimate goal in home ownership (Davison 1978: 177). Building societies, which required members to make regular contributions, played an important role in enabling working men to acquire their own homes. Victoria's first building society had been established in 1858 to help house the booming population on Bendigo's goldfields. This was followed by a string of others, including the Fourth Victoria Permanent Building Society in 1867, which was responsible for constructing many Melburnian homes, including several throughout Brunswick and its surrounds (Victorian Building Societies Association 1981:11-12). Building societies mushroomed during Melbourne's property boom of the 1880s and their widespread operations made a significant contribution to speculative property development.

Following the bank crash of 1891 and the extended depression of the 1890s, development ground to a halt. Many newly built houses in Brunswick were left vacant and many of the new estates offered for sale toward the end of the boom remained undeveloped until the early twentieth century (Historica 2010:59-62). There was considerable unemployment and financial distress amongst residents. Many were unable to keep up with the instalments on their new homes and faced foreclosure by the buildings societies.

Development recommenced during the early-twentieth century when houses began to be built on the vacant nineteenth-century subdivisions. As such, many of the new dwellings were constrained by small narrow blocks. Also, perhaps due to the overall retarding effect of the depression, a relatively high proportion of new houses built in the early 1900s fit with the so-called 'Victorian Survival' style (c.1895–1914) (Johnston and Oliver 1994). Renewed local prosperity in the early 1900s was fuelled by a boom in industrial development in Brunswick, which benefited from the introduction of import duties after Federation.

There was another burst of prosperity in the period following World War I and by 1930 there were 300 factories in Brunswick, employing over 6000 workers (Historica 2010:32). These were predominantly in the clothing, textiles and footwear industries, which employed a significant number of women workers. During this time, many of the nineteenth-century subdivisions were re-offered for sale whilst the remaining areas of farming land and large estates in the east and west of Brunswick were carved up to meet the unprecedented demand for housing. By the end of the 1930s the suburban development of Brunswick was almost complete (Context 1990:12).

In 1905 the population had reached 24,000 and by 1928 it had more than doubled to 55,799 (Barnes 1987:64). The rapid growth of Brunswick during the early twentieth century was once again driven by the expansion of employment opportunities and improvements to public transport. The crash of 1929 and the ensuing Great Depression hit Brunswick hard, with thousands of men and women out of work and facing financial distress.

The large population was served by a large number of churches. The major Christian denominations had a strong presence in Brunswick and there was also a relatively strong representation of less common, minor sects. Hotels and picture theatres were also an important part of social life. Public buildings were well built and were centred around the corner of Sydney Road and Dawson Street. The City of Brunswick opened Victoria Park in 1908 and opened the avant garde Brunswick Baths (HO61) in 1913, which was a notably early municipal swimming pool. Brunswick was not well endowed with areas for public recreation, which was compensated to some extent by the suburb's close proximity to the extensive Royal Park. Some of its public parks, such as Gilpin Park and Clifton Park, were developed in more recent times on abandoned industrial land.

After World War II, cheap housing in Brunswick attracted a growing migrant population, of predominantly European immigrants who had left war-torn Europe. Many migrants found employment in local factories, such as Craig and Seeley, Holeproof Hosiery, Lincoln Mills, Millers Ropeworks and Gordon Brothers. The influx of Europeans to the suburb saw many existing nineteenth century and early twentieth century dwellings modified, and modernised, and suburban flower gardens transformed into productive fruit and vegetable gardens. Through the post-war decades, social and cultural life became richly diverse in terms of language, food and music, and Sydney Road developed a distinctive Mediterranean character. Commercial development was reinvigorated along Sydney Road, with many shop premises taken over by migrants, who opened businesses such as licensed delicatessens, restaurants and cafes, barber shops, green grocers and 'continental' butchers. Other shops and several picture theatres were demolished to make way for large supermarkets.

Since the mid-nineteenth century, the character of the suburb of Brunswick has been strongly shaped by its early industrial development, left-wing politics and social diversity. In the early 1900s it became a strong bastion of the labour movement and in the 1930s was a stronghold of the Communist Party. In the latter decades of the twentieth century, Brunswick became known for its progressive environmental politics, reflected in its extensive use of Eucalypts and Melaleucas as street tree plantings. The many layers of history in Brunswick — from the 1840s and up until the post-war period, when it became the 'most ethnically diverse' suburb in

The Brethren

The Open Brethren are a group of Protestant Evangelical Christian churches, originating in Ireland during the 1820s and part of the Assembly Movement. The name 'Open' Brethren distinguished the assemblies from the Exclusive Brethren, with whom they share historical roots, namely the Plymouth Brethren. The division of the Plymouth Brethren into the Open and Exclusive Brethren took place in the 1840s (Dickson 2000:2). The Christian Brethren Trust was established in the early 1900s, as a trust to hold land and buildings in Victoria for the Open Brethren (CCCVAT).

The meeting places of the Open Brethren are usually called a ‘Gospel Chapel’, a ‘Gospel Hall’ an ‘Assembly Hall’ or a ‘Conference Hall’, deliberately avoiding the word ‘church’. At the Conference Halls, regular conferences and meetings for the Brethren were held. Conferences are a strong tradition among the Open Brethren Movement, often inviting guest speakers. The most prominent function of the conferences was to inculcate doctrine, but they also helped establish a sufficient uniformity of teaching and provided an opportunity for social gathering (Dickson 2000:181).

In the early days of the Brethren movement, they often inherited buildings previously constructed for other religious communities or gathered in people’s homes. However, wherever they built their own meeting places, they applied their ecclesiastical principles. The purpose-built buildings were often spacious halls. They contained benches rather than pews, and had no elevated pulpit for preaching, instead providing a reading desk. There was an early tradition among the Brethren fellowship to make the circumstances of worship as un-ecclesiastical as possible, which was reflected in the relatively plain buildings (Dickson 2000:125).

Place history

The Bethany Gospel Hall was built on the corner of Victoria and Burchett streets, Brunswick, in c.1924 for the Trustees of Society of Brethren (RB 1923, 1924). Prior to that, the block was vacant (MMBW 1906). The Brethren is a Nonconformist Protestant denomination founded in Germany in the early 1700s. It expounded the values of simplicity and humility, which influenced the restrained design of its church buildings.

The brick church hall was built on an allotment with a 44-foot frontage. The original gabled hall faced Burchett Street and included a kitchen and bathroom facilities. The original building plans suggest that the main hall, facing Victoria Street, was always intended to be built (PB 7371).

In 1930 plans to extend the hall were approved by the Victorian Commission of Public Health. These extensions included a new main hall, as well as a lobby and two additional rooms, which faced onto Victoria Street. I R. L. Garrett, a builder from Brunswick, completed the extensions in the same year. Thermolater gas heaters were installed in 1940 (PB 7371).

The long-running Sunday School at Bethany Hall operated from at least the 1930s (Trove 1935) until 1971, when the last of the Brethren passed away (Barnes 1987:51). The hall is currently being used as the Monte Lauro Social Club.

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Description

The former Bethany Gospel Hall at 235 Victoria Street, Brunswick, is located at the corner of Burchett Street with the small laneway of Harris Street at the rear of the site. It comprises a public hall in two parts, constructed over two different periods. At the rear is a small hall of 1924 located facing Burchett street and with a central timber door and windows. Its symmetrical composition with pair of sash windows and rendered lintels is identified with faded lettering reading 'Gospel Hall'. Towards the rear of the site is a contemporary skillion roofed extension.

The larger hall fronting Victoria Street was built in 1930. It has a pitched roof of terra-cotta tile and plain red brick walls, engaged piers with corbelled detailing to the eaves. The front of the building comprises a recessed entrance porch with flat roof and rooms either side of the central hallway. Decorative features include rendered panels set between red brick piers and a clinker brick parapet detail. There have been alterations to the entrance doors and sidelights have been replaced. The front of the site is bordered by a brick fence with contemporary metal railing whilst the side and rear have a tall cyclone fence enclosure.

Comparative analysis

Brunswick has a relatively large number and variety of small Non-Conformist churches and halls that demonstrate the important local influence of these denominations on community life. The examples below date from the different periods of development and represent a wide range of religious groups. The design of Salvation Army Citadel from 1884 derives from conformist sources of the Gothic Revival but adds its own character with the parapet and entrance and lack of arch-headed windows. The former Rechabite Hall and the Brunswick Masonic Temple at 265 Brunswick Road are more Classical in their character. The temple form of Charles Heath's Davies Street Masonic Temple is a studied essay in the style, whilst Maran-atha Gospel Hall is a modest timber structure.



256 Albert Street, Brunswick – Salvation Army hall, HO253



Rechabite Hall (former), 253 Albert Street, Brunswick HO149 (Edwardian, included in Sydney Road Precinct)



2 -6 Davies Street, Brunswick - Masonic Temple, HO57



265 Brunswick Road, Brunswick – Former Masonic Temple, HO280 (now used by Jehovah's Witnesses)



Maran-atha Gospel Hall, 127A Stewart Street, Brunswick East, HO229 (Part of Stewart Street Precinct)

In comparison with the above examples the Bethany Gospel Hall is a simple essay in Interwar architecture, reflecting the ideals of the Brethren movement. It does have a similar prominence and streetscape presence to the Rechabite Hall, Salvation Army Citadel and 265 Brunswick Road, but is less architecturally accomplished than the Davies Street Masonic Temple. In form and architectural expression, it is a better example than the Maran-atha Gospel Hall

Statement of significance

What is significant?

The Bethany Gospel Hall at 235 Victoria Street, Brunswick, built in two stages (1924 and 1930) for the Trustees of the Society of Brethren, is significant.

How is it significant?

The Bethany Gospel hall at 235 Victoria Street, Brunswick, is of local historical and aesthetic significance to the City of Moreland. It is also significant as a representative example of a public hall from the interwar period.

Why is it significant?

The Bethany Gospel Hall at 235 Victoria Street, Brunswick, is historically significant for its demonstration of the many Non-Conformist religious groups operating in Moreland between the wars. The Society of Brethren who were part of the Protestant Evangelical Christian Church were one of many religious groups who established places for meeting and worship in Moreland. These places are particularly well represented in Brunswick. The two parts of the Gospel Hall built in 1924 and 1930 demonstrate the growth of the Brethren, who generally worshipped in Gospel, Assembly or Conference Halls. These places demonstrate a simplicity of approach where reading and speaking were carried out in a non- hierarchical manner.

(Criterion A)

The Bethany Gospel Hall at 235 Victoria Street, Brunswick, built in 1924, is a representative example of a public hall from the interwar period. It features the relatively plain and unadorned architecture for which the Brethren is known. When compared with the examples of other 'like' halls it is less accomplished stylistically. (Criterion D)

The Bethany Gospel Hall at 235 Victoria Street, Brunswick, is aesthetically significant for its evocation of its former use through the rendered panel with 'Gospel Hall' signwriting. The plain brick 1924 hall is significant for its elevation to Burchett Street. The 1930 hall is aesthetically significant for its form and materials of red brick and terracotta tiles, and its façade treatment of rendered panels and contrasting clinker brick. (Criterion E)

Recommendations

Moreland Planning Scheme

Recommended for inclusion in the Heritage Overlay of the Moreland Planning Scheme as an individual place.

Recommendations for the HO Schedule:

External Paint Colours Is a permit required to paint an already painted surface?	No
Internal Alteration Controls Is a permit required for internal alterations?	No
Tree Controls Is a permit required to remove a tree?	No
Victorian Heritage Register Is the place included on the Victorian Heritage Register?	No
Incorporated Plan Does an Incorporated Plan apply to the site?	No
Outbuildings and fences exemptions Are there outbuildings and fences, which are not exempt from notice and review?	No
Prohibited uses may be permitted? Can a permit be granted to use the place for a use, which would otherwise be prohibited?	No
Aboriginal Heritage Place Is the place an Aboriginal heritage place, which is subject to the requirements of the Aboriginal Heritage Act 2006?	No

Other recommendations

None specified.

FIRST CITY OF BRUNSWICK SCOUT HALL (FORMER, LATER TOSCANA SOCIAL CLUB), 273 VICTORIA STREET, BRUNSWICK

Prepared by: Context Pty Ltd

Hermes number: 56243	Survey Date: August 2017
Name: First City of Brunswick Scout Hall (former), later Brunswick Cinema, Toscana Social Club	Designer: Unknown
Place Type: Community: Scout Hall, Social Club	Builder: Unknown
Grading: Significant	Construction Date: 1926
Extent of Overlay: To title boundaries	
Architectural Style: Interwar Period (c.1919-c.1940)	



History

Locality history

The suburb of Brunswick is part of the traditional land of the Wurundjeri who occupied this area, which they named *Iramoo*, for many thousands of years. The area achieved local governance as the newly formed Borough of Brunswick in 1857; the municipality was elevated to the Town of Brunswick in 1888 and to the City of Brunswick

in 1908. Brunswick is now part of a larger municipal area, the City of Moreland, which was formed in 1994 through an amalgamation of the former City of Fitzroy, the former City of Coburg, and a small area of the former City of Fitzroy.

Brunswick, located a few miles north of central Melbourne, was first surveyed in 1839 to provide 16 farming allotments ranging in size from 100 to 300 acres. The early allotments each had a frontage to either the Moonee Ponds or Merri Creeks and to a rough north–south track that soon became known as the Sydney Road. The allotments were quickly sold over three auctions, mostly to private speculators, and re-subdivision began almost immediately. On the west side of Sydney Road James Simpson subdivided his allotment, creating Albert (then Carmarthen) and Victoria (then Llandillo) streets. When Thomas Wilkinson purchased the allotment on the opposite side of Sydney Road he extended Victoria and Albert streets. This pattern was repeated many times, and each time the land was divided into smaller and smaller allotments (Context 1990:10). In the 1840s the early settlement at the southern end of Brunswick on the west side of Sydney Road was known as Phillipstown.

The Colony of Victoria expanded rapidly during the 1850s with the gold rushes and in the twenty years between 1846 and 1865 Brunswick's population grew from 146 to 3000, creating a strong demand for housing. People were drawn by the considerable local industry, including stone quarries, brick-works and potteries, and steel works. The sequence of subdivision generally followed transport and access routes. The opening of the railway to Coburg in 1884 and the cable tram along Sydney Road in 1887, providing direct access to the centre of the city of Melbourne, encouraged the subdivision and development of land along these routes. Sydney Road became a busy hub of commercial development, with the strip characterised by double-storey Victorian-era shopfronts, with many highly decorative 'boom style' examples.

Brunswick developed as a self-contained and close-knit community that was home to rich and poor. Whilst the vast bulk of its housing was built for the working and artisan classes, there was also a sprinkling of more salubrious residences occupied by the middle-class factory owners, merchants and professionals, notable in Park Street and Brunswick Road. These were generally brick with some early bluestone examples. A large number of double-storey brick terraces in south Brunswick were erected in the period of the 1870s to 1890. Mansions were rare, with Michael Dawson's 'Dawsonhurst' built in the 1850s on his Phoenix Park estate (demolished 1880s) being a notable exception.

The process of subdivision of the larger estates for house blocks accelerated rapidly during the economic boom of the 1880s and was accompanied by an escalation in land prices; in the twenty years from 1865 to the 1880s the population of Brunswick more than tripled to 14,000.

Following the bank crash of 1891 and the extended depression of the 1890s, development ground to a halt. Many newly built houses in Brunswick were left vacant and many of the new estates offered for sale toward the end of the boom remained undeveloped until the early twentieth century (Historica 2010:59-62). There was considerable unemployment and financial distress amongst residents. Many were unable to keep up with the instalments on their new homes and faced foreclosure by the buildings societies.

Development recommenced during the early-twentieth century when houses began to be built on the vacant nineteenth-century subdivisions and there was another burst of prosperity in the period following World War I and by 1930 there were 300 factories in Brunswick, employing over 6000 workers (Historica 2010:32). These were predominantly in the clothing, textiles and footwear industries, which employed a significant number of women workers. During this time, many of the nineteenth-century subdivisions were re-offered for sale whilst the

remaining areas of farming land and large estates in the east and west of Brunswick were carved up to meet the unprecedented demand for housing. By the end of the 1930s the suburban development of Brunswick was almost complete (Context 1990:12).

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Contextual history

Scouting in Victoria

This contextual history of the origins of the Scouting movement was prepared by Heritage Victoria:

In 1910 Robert S.S. Baden-Powell retired from the British Army as Lieutenant General and popular hero for his defence of Mafeking in the war with the Boers. Baden-Powell had trained his troops in the art of woodcraft and had in his military activities made use of observation balloons. His book Aids to Scouting (1899), which he had written to cover aspects of his military experience and techniques came to be used widely to teach boys woodcraft. This became such a widespread practice that in 1907 he conducted a trial camp with 20 select boys at Brownsea Island off Poole in Dorset. Here he wrote a manifesto for the proposed Boy Scout movement. So successful was the Brownsea Island experience that in 1908 he issued his second book Scouting for Boys as a series of six fortnightly publications available from bookstalls.

This book was intended as a guide for the individual boy to teach self-reliance however it quickly became the guiding text for scout troops which had by now started to spring up all over England. Baden-Powell's intention had been to base the principles of the scout movement within existing youth organisations, rather than set a new body but it soon became obvious that a new movement had come into being. This rivaled the Boys Brigade, a movement which had been in existence since the early 1880s. The Brigade had a Christian base and a somewhat militaristic approach to discipline rather than the self-reliance Baden-Powell was seeking. With his retirement from the army in 1910, Baden-Powell set about dedicating himself to the Boy Scout movement. Already Boy Scout groups were starting to appear all over the Commonwealth and countries as disparate as Sweden and Mexico.

Baden-Powell's idea was that boys should be organised into subgroups of six or seven under a patrol leader. Boys would be trained in outdoor activities particularly those associated with camping and survival in the outdoors. Skills such as reconnaissance, map reading, tracking, signaling, knotting and first aid were rewarded with badges of merit. As well as this there were oaths, scout law and loyalty pledges to the Country. Symbols of the Scouts include a Fleur-de-lis badge, a left-handed handshake and the motto 'Be prepared'.

The scouting movement Baden Powell founded also sponsored similar desires in young women and in 1910, Baden-Powell's sister Agnes, herself a balloonist and aviatrix, helped set up the Girl Guides. In 1912 the Girl Guides were formed in the USA.

In 1920 the Boy Scouts held their first world Jamboree in London. Now doubt this provided an opportunity to count heads as the full extent of the movement had not officially been gauged. It was at this meeting that Baden-Powell was declared Chief Scout of the World. In 1922 Baden-Powell was made a baronette and then a baron in 1929. Baden-Powell 1st Baron of Gilwell, died in Kenya in 1941, after moving there for health reasons. He was survived by his wife who died in 1977.

In Australia, the Boy Scout movement was equally as quick to catch on as elsewhere. Here the movement was brought about through a personal connection between Mr T.H. Roydhouse editor of Sydney's Sunday Times and

Baden-Powell. Copies of Scouting for Boys were sent to Roydhouse and in late March 1908 the first meeting of a Scout troop was held in Waverley. New troops sprang up rapidly thereafter and by the close of 1908 the NSW membership stood at 1,200.

The start of Scouting came in Victoria through a personal contact. Roy McIndoe, a pupil of Toroonga Rd State School, was in correspondence with one of the boys who had been on the Brownsea Island camp. Some pamphlets and other items were passed on to him and this inspired the creation of the 1st Caulfield Scout Troop. This was followed by Malvern, Hawksburn, Brighton, Carlton, YMCA, Melbourne, Ivanhoe, Toorak, and so on until even country troops were being formed. In this period substantiating the formation date of each troop became difficult. Groups of boys would form and then seek out a willing adult to act as their Scout Master.

Scouting in Moreland

The Boy Scout movement was introduced to what is now the City of Moreland in 1909 when District No.5, comprising Brunswick, Moreland and Coburg, was formed. In 1910, 1st, 2nd, 3rd, 4th, and 5th Brunswick Groups commenced. In the years before and immediately after World War I the wide expanse of open land beyond Melville Road, the Merri and Moonee Ponds creeks and the Royal Park were ideal areas for outdoor activities (Penrose 1994:166).

Scouting thrived during the interwar period and as the population grew rapidly several new troops were established. In 1925, following a meeting held at the Brunswick Town Hall, it was decided to form an association to 'further the interests of Boy Scouts in Brunswick and Coburg' (*Argus*, 26 June 1925, p.12) and a large contingent of local scouts attended the Frankston Jamboree in 1935 with Lord Baden-Powell in attendance (Penrose 1994:166).

Over the years, Brunswick District has produced many King and Queen Scouts, the highest award for youth members in Scouting. Neill Weatherill, who earned his King Scout Award in 1953 at 9th Brunswick Group, later become Branch Commissioner Operations at Victorian Branch Scout Headquarters (Penrose 1994:166).

The 9th Brunswick Troop is also famous as the birthplace of the Melbourne Gang Show. In 1951 the troop staged a musical comedy called 'We'll live forever' and the Group Leader of 9th Brunswick, who had seen the London Gang Show, tried to get Victorian headquarters to start a Gang Show. After initially showing no interest in 1952 Headquarters decided to back a second season of 'We'll live forever' and this led to the establishment of the first Gang Show in 1953. The Gang Show became an annual tradition that continues today (MGS website).

However, membership of the Scouts began to decline from the 1970s onwards and several troops folded due to lack of numbers. According to Scouts Victoria, there are now four troops still active in the City of Moreland: 4th, 5th and 9th Brunswick and 1st Coburg (Scouts Victoria website).

Creating a multicultural Moreland

The City of Moreland's Irish community became less of a minority group as migrants from other cultures arrived throughout the twentieth century from Southern and Eastern Europe, the Middle East and Africa, many with a rural or small-village background and not acquainted with urban living. These new communities with distinctive identities have made their mark on the City of Moreland with new businesses, restaurants, schools and other facilities (Historica 2012:25).

Between 1921 and 1933, the local Italian community doubled with immigrants fleeing fascist Italy, but they still made up less than 1 per cent of the local population. Frank Tibaldi and Charles Noscenzo migrated to Australia during this period, and in 1934 established their Tibaldi Smallgoods salami business from a single room in Coburg. Initially their business catered almost exclusively to fellow Italians. The postwar boom in Italian migration greatly expanded the market for their goods and the broader community also acquired a taste for food from Italian delicatessens (Historica 2012:25).

In the post-World War II years, Brunswick and Coburg became the centre of life for a growing population of Italian factory workers. Some opened businesses such as licensed delicatessens, cafes, barber shops, butcher shops, fruit shops, and shops that sold bomboniere and clothing (Historica 2012:25).

New social venues began to appear where they could maintain their Italian networks, and in 1957 Brunswick's Empire Theatre was revived and used for showing Italian films, and a few blocks away the well-known Padua Theatre reopened in 1968 and continued as an Italian cinema until 1980. Nowadays, the Italian presence throughout the municipality is everywhere; in cafes and pizzerias, clubs, reception centres, shops and factories, and in houses and gardens, many displaying distinctive Mediterranean characteristics (Historica 2012:25).

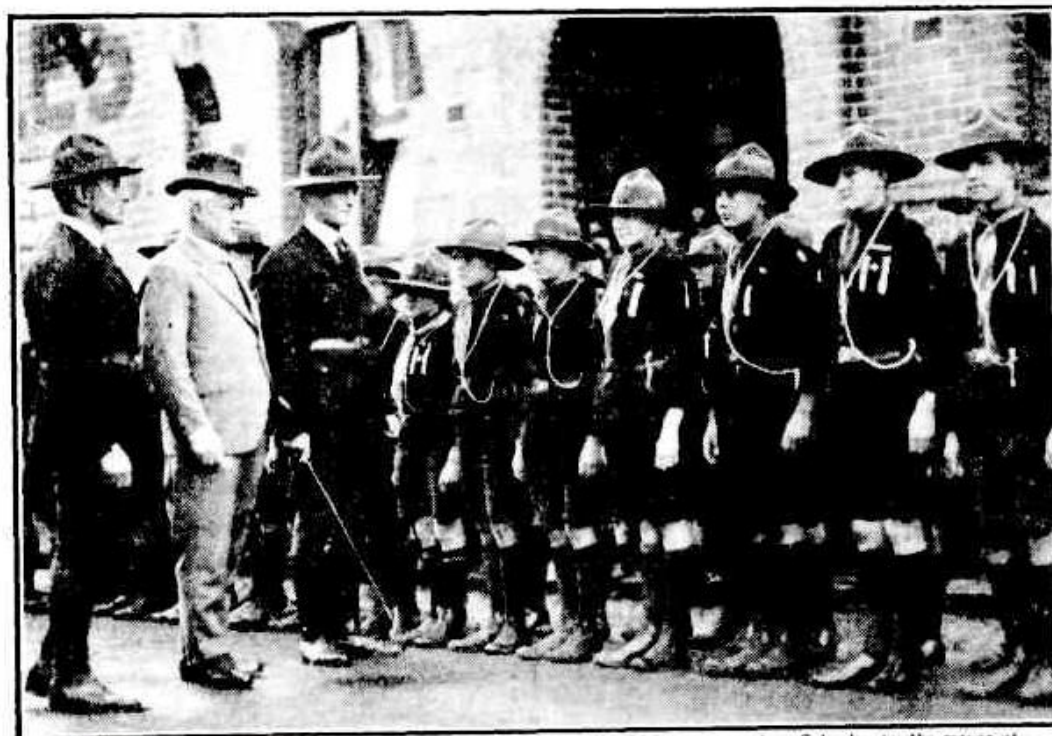
In 1991 Moreland still had the highest number of Italian speakers in any municipal area within Melbourne (Historica 2012:25).

Place history

1st City of Brunswick Scout Hall

As in other areas the scout troops in Brunswick met in various local halls before building their own. The continuing growth in troop numbers during the interwar period made a permanent home necessary and site was acquired in Victoria Street, Brunswick. On April 24, 1926 The Hon. M. Balfe, mayor of Brunswick, laid the foundation for the new 1st City of Brunswick Scout Hall and he returned a few months later for the official opening, which began with a bazaar held on Thursday 22 July, 1926 and concluded the official opening on the following Saturday, which was attended by the Chief Scout Commissioner of Victoria, Mr C.P. Middleton (*The Argus*, 26 July 1926, p.17, *The Age* 23 July 1926, p.11).

SCOUT HALL AT BRUNSWICK OPENED.



Scouts of the first Brunswick troupe are proud of their new hall, which was opened on Saturday by the mayor of Brunswick (Councillor Balfe). The hall is of brick, and cost £2,000. From left to right in the photograph are:— The scoutmaster (Mr. T. M. Cole), the mayor of Brunswick, and the Chief Scout Commissioner for Victoria (Mr. C. P. Middleton).

Source: *Argus*, 26 July 1926, p.17

The hall, erected at cost of £2,000, was a substantial building, built of brick, that comprised an entry flanked by anterooms, which opened to a large hall, 30 feet x 74 feet, with two rooms at the rear, one used as a kitchen (PROV). It was described as one of the largest and most up to date scout halls in Australia (*The Age*, 26 July 1926, p.11).

At the time of opening T.M. Cole was Scout and Cub Master, and he was supported by the Assistant Scoutmaster, J. Conman, and Assist. Cub Master and Q.M., P. Elliot. The committee included G. Davis as Hon. Gen. Secretary, T. Cash as the Hon. Treasurer and three Hon. secretaries including W.E. Wilson (Parents' Committee), J. Barry (Athletic Club), and L. Watson (Old Boys Association) (PROV).

In addition to scouting activities the hall was used as a gymnasium and a 1931 letter to the Public Health Department from the secretary of the Parents' committee in explained that the seating capacity of the hall had been reduced as the 'wrestling mat takes up a fair amount of room'. Consequently, in 1936 the Scouts sought approval for internal alterations to the hall. The two small rooms at the rear were converted into one to become the gymnasium, while the adjoining stage was reduced to become a platform between two new rooms either side, one being the kitchen and the other containing an office. It appears these works took some time and were only fully completed in 1939 (PROV).

In 1954 the troop travelled to Launceston where they were guests at a reception held by the mayor (Ald. R.G. Pitt) at the town hall. They presented a scroll of greeting from Brunswick city council to Launceston City Council (*Age*, 9 January 1954, p.3).

San Tropez and Brunswick Cinema

The use of the hall by Scouts appears to have ceased at some time in the 1960s. In 1972 a Mr. E. Obeid sought approval to use the hall (still owned by Scouting Association) as a cinema and reception venue. Mr. Obeid had previously been screening films at the Liberty Theatre, Brunswick from October 1971 to January 1972, but that lease had been terminated. In a letter to the Public Health Department he advised that he would expect an average attendance for 'Friday night of 18, Saturday 180 and Sunday night 50 persons', and that the hall had recently been used for 'meetings, lectures, dances, film nights and parties' (PROV).

Original plans submitted by Mr Obeid for approval included creating new internal public toilets at the rear of the hall and converting the anterooms at the front to a waiting room and refreshment room. However, it appears these were soon superseded by a new scheme that proposed more significant changes to the building. The most substantial of these was additions at the front to create an additional level above the entry to house the film projection room and a storeroom. This required building up of the original stepped parapet and side walls to a uniform height and also the installation of new windows. Steve Ibrahim of Pascoe Vale South carried out these works, which were mostly completed by late 1973, and the building was approved for opening in January 1974 (PROV).

Initially 16mm films were screened, but by the end of 1974 Mr Obeid sought approval for alterations to allow screening of 35mm films and also to install a raised seating area. In a letter to the Public Health Department Mr Obeid explained that 16mm projector 'is not profitable the picture is not bright, and sound not clear and films availability is a major problem', whilst people sitting in the rear of the cinema 'complained of not being able to see the lower part of the screen, which was obstructed by heads in front of them'. Plans for these additions, prepared by Beauchamp & Huggard consulting engineers of North Carlton, were approved by the Health Department in December 1974. A new seating plan, which increased capacity to 360 persons, was subsequently approved in March 1975 (PROV).

The cinema, which was known as 'San Tropez' and (after the conversion to allow 35mm films) 'Brunswick Cinema', appears to have ceased operation by 1979. In August of that year it was leased to the Turkish community for showing films on Sunday and by early 1980 the building had been sold to the Toscana Social Club, which soon submitted plans to convert the building into a reception centre. In addition to internal changes, the wall on the western side was pushed out to the boundary. Tell J. Grilli, architect of Hawthorn, prepared the plans for the alterations (PROV).

Toscana Social Club

The Toscana Social Club was formed in 1969 to provide an opportunity for Tuscans to meet and socialise and maintain and celebrate their traditions. The Club met first in various locations around Melbourne including the L'italia Hall and San Remo Ballroom. Then, in 1975, it found its first permanent home when Tuscan Priest Luciano Secolari leased a room to the Club at St Ambrose church in Brunswick. This room was used for many club functions and the women of the committee became 'renown for preparing delicious Tuscan food' (Toscana SC website).

The use of the room for functions brought in revenue for the club, which was used to purchase the former cinema and scout hall in Victoria Street, Brunswick. The building was restored and officially reopened as the Toscana Social Club on 23 October 1982. Further renovations were carried out in 1997 and 2006 (Toscana SC website).

According to the club's website:

45 years after its foundation, the Toscana Club is still an important meeting place for the Tuscans of Melbourne, with more than 300 families registered.

The club is also very active in encouraging their youth group called “I Girasoli”, which was founded 15 years ago. This group of young Tuscans organise events which aim to attract new members, families and young Tuscans to the club.

The Toscana Club and I Girasoli are continuing to work together to provide a place where Tuscans and those of Tuscan origin can meet and celebrate their culture together and will continue to do so for many years to come.

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Description

This is an interwar hall building, constructed of brick, of typical layout with a gabled iron roof section containing the hall set behind a front two-storey parapeted section containing the entrance and anterooms. The symmetrical façade has the original central arched opening (with ‘Toscana S.C.’ in raised letters above) leading to a recessed entry, which is flanked by what appear to be the original paired timber sash windows with four-pane upper sash and single pane below. The windows are set within recessed panels formed by pilasters at the corners and a shallow cornice above. There is also a stringcourse at sill height. Below the window to the left is the foundation stone, laid in April 1924. Above the entry is another timber-framed window. The plain parapet is framed by pilasters and contains a stringcourse.

Historic plans held by the Public Records Office and one historic newspaper image provide some clues to the changes that have occurred to the building. Key alterations include:

- The rendering of the façade, which was originally face brick. The recessed wall panels and rounded edge to the pilasters reflect the articulation of the brick structure prior to the rendered finish being applied.
- Additions to the front section to create two levels. This involved building up the original stepped parapet to create the plain horizontal wall that exists today and the installation of the new window above the entrance (note: the original plans show the installation of two new first floor windows above the windows in the ground floor).

- Alterations and additions at the side and rear.

Comparative analysis

Scout halls

The design of scout halls prior to World War II varied from simple halls to more elaborate architect-designed buildings. The earliest known surviving scout hall in Victoria is thought to be the 1st Mordialloc Scout Hall, which was built in 1914 and has been sympathetically extended. The 1914 building is a simple gabled timber building with multi-paned windows. The Ivanhoe Sea Scouts Hall dates from 1917, but it was originally built for a local gun club and has been altered, extended and partially rebuilt following a fire.

A small number of scout halls from the 1920s survive in Victoria. Kariwara District Scout Headquarters (former 1st Footscray), built in 1925 with additions in 1929, is currently the only scout hall included on the Victorian Heritage Register). Other examples include the halls at 1st Canterbury (c.1924, gabled timber hall), 1st Moonee Ponds (1925, gabled timber hall, still a Scout hall), Brunswick (1926, altered, no longer a scout hall), and Wycheproof (c.1925, timber framed hall clad in cement sheet and weatherboards). These early scout halls are all similar in form and detailing to public halls of the period.

The growing popularity of scouting by the 1930s meant that some troops were able to construct more elaborate architect-designed buildings. Known examples included two built in 1931: 1st Alphington, an 'Old English' timber building clad in cement sheet and weatherboards designed by Plaisted & Warner, and 1st Carlton, a brick building designed by Harry James, which has been described as 'Neo-Baroque'. Perhaps the finest scout hall of this (or any period) is the Tudor Revival style 1st Dandenong, erected to a design by architect, Ivan Diment, in 1933 at a cost of 3,000 pounds, which was donated by Ada Armytage who was a great supporter of the scouting movement and benefactress for the Dandenong Troop.

Also built during the 1930s were several scout halls in a distinctive rustic 'log cabin' style, which was adopted for its bush-like, natural appearance that evoked the adventurous spirit of the scouting movement and was particularly suited for country areas where timber could be easily accessed and transported to the site using voluntary labour. 'Log cabin' style scout halls were erected at Woodend (1931), Wangaratta (1933), Pakenham (1937), Moe (1938) and Colac (1940).

Shortages of buildings materials and labour, and restrictions placed upon building, in the years after World War II, limited the ability of community groups such as the scouts to construct their own buildings. The solution was to re-use surplus military or government buildings such as the prefabricated 'Nissen' and 'Quonset' huts that had been erected as troop accommodation and for other purposes throughout Melbourne and Victoria. Several of these were adapted for use as scout halls in the neighbouring City of Moonee Valley including 14th Essendon (1946, since demolished), 8th Essendon (1951, demolished), 15th Essendon (1954), 1st Strathmore (1960), and 5th Keilor (c.1975). The scout hall for the 4th Brunswick Troop, situated in Jacobs Reserve, is reputedly a former World War II shed or store that was moved to this site in 1946. It has been remodeled in the rustic 'log cabin' style with walls clad in a log dado and vertical timber paneling above. It was recently refurbished.

From the 1960s onwards scout troops once again began to build their own halls. The halls dating from the 1960s or 1970s are usually simple brick or cement block buildings with skillion or low pitch gable roofs. The 1st Coburg Hall in Carr Avenue, Coburg North and 9th Brunswick in Allard Park at 174B Donald Street, Brunswick East are examples of these post-war halls.

The former 1st City of Brunswick Scout Hall is one of the earliest scout halls in Victoria and representative of the larger halls that were constructed during a period of growth during the 1920s. Despite its alterations, it remains recognisable as an early twentieth century building and the connection with the scouts is demonstrated by the

surviving foundation stone. Together with the other surviving scout halls in Moreland it illustrates the historic development of the scouting movement in the municipality.

Social Clubs

‘Getting together’ is one of the themes identified in the thematic history prepared for *Victoria’s Post 1940s Migration Heritage*:

When the first boatloads of Displaced Persons were arriving at Station Pier, Australia still clung tightly to its British culture. It sought to perpetuate the assimilationist ideal: ‘The preservation of the homogenous character of our population and the avoidance of the friction which inevitably follows an influx of peoples having different standards of living, traditions, culture and national characteristics.’ New arrivals were encouraged to shed their cultural skin, to blend in and to assimilate. Gathering with other migrants was discouraged and seen as an obstruction to the ultimate aim of becoming Anglo-Australian. As the post-war period progressed, getting together became an accepted and acknowledged right of migrant communities. Leisure and social activity flourished and played an important role in the cultural well-being of migrants in Victoria.

As well as sporting clubs, social clubs were also an important place of gathering. Often conspicuously signposted by a name revealing a regional tie or national allegiance, social clubs were a strong statement of belonging. For example, it was clear to all who passed the Veneto Club in Bulleen that it was an ethno-centric club that celebrated its culture. Region and nationality-based clubs were an overt and positive statement of difference; an expression of the desire to gather as a group defined by ethnicity and place of origin.

Social clubs provided a welcome respite from the drudgery of work and gave people an opportunity to talk, dance, gossip and reminisce. Many migrants had young children and they also created the possibility of future marriages (Context 2011).

With the boom in post-war migration and the growth of the Italian community many social clubs were established in Brunswick including the Reggio Calabria, Federazione Lucana, Monte Lauro, Francofonte, Licodia Eubea, Toscana, Abruzzo and Juventus (Context 2011).

Statement of significance

What is significant?

The former scout hall at 273 Victoria Street, Brunswick, is significant.

How is it significant?

The former Scout Hall at 273 Victoria Street, Brunswick, is of local historical and social significance to the City of Moreland.

Why is it significant?

The former Scout Hall at 273 Victoria Street, Brunswick, built in 1926, is historically significant for its associations with the Boy Scout movement, as the oldest purpose-built scout hall in the City of Moreland and one of the oldest in Victoria. The hall was built for the 1st City of Brunswick Scout Troop as their first permanent hall and it remained in use by the scouts until the 1960s. The scouting movement played an important role in the lives of young boys in the twentieth century, and this hall demonstrates the formative period after World War I when the scouting movement had become established and troops began to create permanent places to meet. While the building has been altered the connection to the scouts is still demonstrated by the original foundation stone. (Criterion A)

The building at 273 Victoria Street, Brunswick, is socially and historically significant as evidence of postwar migration in Brunswick, for its use since 1979 as the home of the Toscana Social Club. Social clubs played an important role in the formation of migrant communities in Victoria and the Toscana Club was one of several established in Brunswick that illustrate the strong regional ties of various migrant groups. Social clubs provided a welcome respite from the drudgery of work and gave people an opportunity to meet, talk, dance, gossip and reminisce. (Criteria A & G)

Recommendations

Moreland Planning Scheme

Recommended for inclusion in the Heritage Overlay of the Moreland Planning Scheme as an individual place.

Recommendations for the HO Schedule:

External Paint Colours Is a permit required to paint an already painted surface?	No
Internal Alteration Controls Is a permit required for internal alterations?	No
Tree Controls Is a permit required to remove a tree?	No
Victorian Heritage Register Is the place included on the Victorian Heritage Register?	No
Incorporated Plan Does an Incorporated Plan apply to the site?	No
Outbuildings and fences exemptions Are there outbuildings and fences, which are not exempt from notice and review?	No
Prohibited uses may be permitted? Can a permit be granted to use the place for a use, which would otherwise be prohibited?	No
Aboriginal Heritage Place Is the place an Aboriginal heritage place, which is subject to the requirements of the Aboriginal Heritage Act 2006?	No

Other recommendations

None specified.

VICTORIA HOTEL, 380 VICTORIA STREET, BRUNSWICK

Prepared by: Context Pty Ltd

Hermes number:	Survey Date: March 2017
Name:	Architect: Joy & McIntyre
Place Type: Commercial Shop	Builder: Unknown
Grading: Significant	Construction Date: c.1870, 1925
Extent of Overlay: To title boundaries	
Architectural Style: Interwar Period (c.1919-c.1940), Stripped Classical	



History

Locality History

The suburb of Brunswick is part of the traditional land of the Wurundjeri who occupied this area, which they named *Iramoo*, for many thousands of years. The area achieved local governance as the newly formed Borough of Brunswick in 1857; the municipality was elevated to the Town of Brunswick in 1888 and to the City of Brunswick in 1908. Brunswick is now part of a larger municipal area, the City of Moreland, which was formed in 1994 through an amalgamation of the former City of Fitzroy, the former City of Coburg, and a small area of the former City of Fitzroy.

Brunswick, located a few miles north of central Melbourne, was first surveyed in 1839 to provide 16 farming allotments ranging in size from 100 to 300 acres. The early allotments each had a frontage to either the Moonee Ponds or Merri Creeks and to a rough north-south track that soon became known as the Sydney Road. The allotments were quickly sold over three auctions, mostly to private speculators, and re-subdivision began almost

immediately. On the west side of Sydney Road James Simpson subdivided his allotment, creating Albert (then Carmarthen) and Victoria (then Llandillo) streets. When Thomas Wilkinson purchased the allotment on the opposite side of Sydney Road he extended Victoria and Albert streets. This pattern was repeated many times, and each time the land was divided into smaller and smaller allotments (Context 1990:10). In the 1840s the early settlement at the southern end of Brunswick on the west side of Sydney Road was known as Phillipstown.

The Colony of Victoria expanded rapidly during the 1850s with the gold rushes and in the twenty years between 1846 and 1865 Brunswick's population grew from 146 to 3000, creating a strong demand for housing. People were drawn by the considerable local industry, including stone quarries, brick-works and potteries, and steel works. The sequence of subdivision generally followed transport and access routes. The opening of the railway to Coburg in 1884 and the cable tram along Sydney Road in 1887, providing direct access to the centre of the city of Melbourne, encouraged the subdivision and development of land along these routes. Sydney Road became a busy hub of commercial development, with the strip characterised by double-storey Victorian-era shopfronts, with many highly decorative 'boom style' examples.

Brunswick developed as a self-contained and close-knit community that was home to rich and poor. Whilst the vast bulk of its housing was built for the working and artisan classes, there was also a sprinkling of more salubrious residences occupied by the middle-class factory owners, merchants and professionals, notable in Park Street and Brunswick Road. These were generally brick with some early bluestone examples. A large number of double-storey brick terraces in south Brunswick were erected in the period of the 1870s to 1890. Mansions were rare, with Michael Dawson's 'Dawsonhurst' built in the 1850s on his Phoenix Park estate (demolished 1880s) being a notable exception.

The process of subdivision of the larger estates for house blocks accelerated rapidly during the economic boom of the 1880s and was accompanied by an escalation in land prices; in the twenty years from 1865 to the 1880s the population of Brunswick more than tripled to 14,000. Many of the houses built during the boom were small cottages, particularly in the form of terrace housing, which were built to accommodate the growing number of workers employed in the expanding local industries. A large proportion of workers' housing was erected a rental accommodation. Typically, it was the members of the local middle class and the aspiring working class, who were engaged in speculative housing development, became the landlords for many local workers' rental accommodation. These small tenements were either weatherboard, often block-fronted, or built from locally made bricks and often using decorative bi-chromatic treatments. A network of laneways served rear outside toilets on the narrow allotments. Although they were small dwellings with only a pocket handkerchief front garden, the workers' cottages of Brunswick, like others across inner suburban Melbourne, were usually plumbed for cooking and washing purposes and 'offered living space and a level of material comfort well beyond the reach of the urban poor in other countries' (Dingle 1984: 173).

The push for thrift, sobriety, self-improvement and industriousness among the poorer classes, keenly advocated by the Protestant churches, had its ultimate goal in home ownership (Davison 1978: 177). Building societies, which required members to make regular contributions, played an important role in enabling working men to acquire their own homes. Victoria's first building society had been established in 1858 to help house the booming population on Bendigo's goldfields. This was followed by a string of others, including the Fourth Victoria Permanent Building Society in 1867, which was responsible for constructing many Melburnian homes, including several throughout Brunswick and its surrounds (Victorian Building Societies Association 1981:11-12). Building societies mushroomed during Melbourne's property boom of the 1880s and their widespread operations made a significant contribution to speculative property development.

Following the bank crash of 1891 and the extended depression of the 1890s, development ground to a halt. Many newly built houses in Brunswick were left vacant and many of the new estates offered for sale toward the end of the boom remained undeveloped until the early twentieth century (Historica 2010:59-62). There was considerable unemployment and financial distress amongst residents. Many were unable to keep up with the instalments on their new homes and faced foreclosure by the buildings societies.

Development recommenced during the early-twentieth century when houses began to be built on the vacant nineteenth-century subdivisions. As such, many of the new dwellings were constrained by small narrow blocks. Also, perhaps due to the overall retarding effect of the depression, a relatively high proportion of new houses built in the early 1900s fit with the so-called 'Victorian Survival' style (c.1895–1914) (Johnston and Oliver 1994). Renewed local prosperity in the early 1900s was fuelled by a boom in industrial development in Brunswick, which benefited from the introduction of import duties after Federation.

There was another burst of prosperity in the period following World War I and by 1930 there were 300 factories in Brunswick, employing over 6000 workers (Historica 2010:32). These were predominantly in the clothing, textiles and footwear industries, which employed a significant number of women workers. During this time, many of the nineteenth-century subdivisions were re-offered for sale whilst the remaining areas of farming land and large estates in the east and west of Brunswick were carved up to meet the unprecedented demand for housing. By the end of the 1930s the suburban development of Brunswick was almost complete (Context 1990:12).

In 1905 the population had reached 24,000 and by 1928 it had more than doubled to 55,799 (Barnes 1987:64). The rapid growth of Brunswick during the early twentieth century was once again driven by the expansion of employment opportunities and improvements to public transport. The crash of 1929 and the ensuing Great Depression hit Brunswick hard, with thousands of men and women out of work and facing financial distress.

The large population was served by a large number of churches. The major Christian denominations had a strong presence in Brunswick and there was also a relatively strong representation of less common, minor sects. Hotels and picture theatres were also an important part of social life. Public buildings were well built and were centred around the corner of Sydney Road and Dawson Street. The City of Brunswick opened Victoria Park in 1908 and opened the avant garde Brunswick Baths (HO61) in 1913, which was a notably early municipal swimming pool. Brunswick was not well endowed with areas for public recreation, which was compensated to some extent by the suburb's close proximity to the extensive Royal Park. Some of its public parks, such as Gilpin Park and Clifton Park, were developed in more recent times on abandoned industrial land.

Historical context

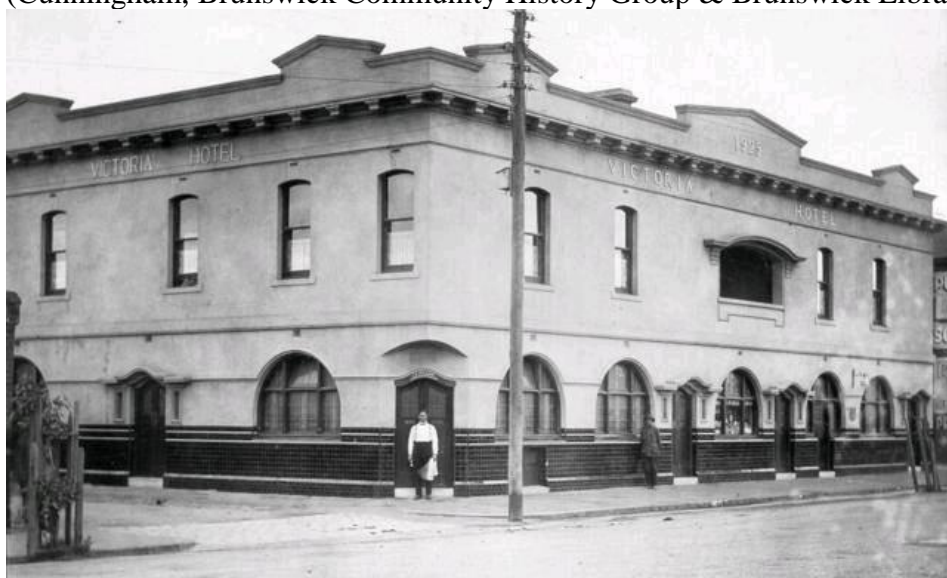
The natural deposits of compressed clays laid down some 400 million years ago became the resource for Brunswick's famous brickmaking and pottery industries. Brickmaking in Brunswick commenced in the 1840s, attracting concentrations of industry and working-class settlement. Great clay pits were dug over a broad area between Lygon Street to the east, Pearson Street to the west, Tinning and Blyth Streets to the north and Brunswick Road to the south (Historica 2010:16).

When the brickmaking and quarrying industries began to expand in the late 1850s and 1860s, local hotels developed as centres for working-class activity, and prior to the erection of trades halls were the major venues for friendly society meetings and trade union organisation, with publicans often keeping a register of unemployed tradesmen.

Many of Moreland's hotels still bear the name of the trade or work theme associated with its drinkers, for example the Quarry Hotel, of 1857, at 101 Lygon Street. Today the hotel continues to provide hospitality although the bluestone quarries and the labourers it served have long since gone. The Phillipstown Hotel (later renamed the Carrington) was established in 1855–56 at 158 Union Street, reflecting the early name of this part of Brunswick. Both it and the nearby Union Hotel, built in 1859 at 109 Union Street, were essentially brickworkers' pubs serving a local community (Historica 2010:134-5).

Place history

The original Victoria Hotel, built in the early 1870s, that preceded the current building, was Brunswick's 16th hotel, and the licensee was W.S. Allister. This building must have occupied a smaller site as in 1873 there were two shops connected on Leslie Street, however they were both demolished in 1925 when the hotel was rebuilt (Cunningham, Brunswick Community History Group & Brunswick Library, 1999:4, 5 & 50).



Victoria Hotel, undated photograph. (Not sourced, Victoria Hotel Facebook page www.facebook.com/pg/VictoriaHotelBrunswick/photos/)

A tender notice for extensive alterations and extensions was advertised in 1925 by Joy & McIntyre consulting engineers and architects for J.B. Miller (*Argus*, 4 April 1925:6). The description indicates that total demolition of the original hotel may not have occurred.

The new Victoria Hotel at 380 Victoria Street, Brunswick, was constructed in 1925 under the ownership of James Miller (Cunningham, Brunswick Community History Group & Brunswick Library, 1999:4, 5 & 50; RB 1924-1927). The net annual value of the property increased dramatically from £100 in December 1925 to £500 at the end of the following year (RB 1925-1927). This increase corresponds with the building of a larger structure.

The hotel was erected 'right in [the] midst of pottery country, the works and residences' (Barnes 1987:23). A horse trough existed at one time in front of the hotel which had been a 'favourite discussion place for local pundits' (Cunningham, Brunswick Community History Group & Brunswick Library, 1999:50). The horse trough has since been removed.

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Victorian Heritage Database: <http://vhd.heritagecouncil.vic.gov.au/>

Description

The Victoria Hotel at 380 Victoria Street, Brunswick, is a substantial Interwar Classical building that occupies a large site between Prentice and Leslie Streets, which may house the carcasse of an earlier hotel. Built to all three street boundaries, the Victoria Hotel is a solid three-dimensional structure in Victoria Street as a result of its location between two side streets. The site on the Prentice Street side is bounded by tall painted brick walls that enclose the rear yard and contain ancillary structures at the rear of the site. These walls could pre-date the current hotel and may relate to the earlier building on the site.

The Victoria Hotel is complemented in the streetscape by a two-storey late Victorian style shop at 384 Victoria Street, both buildings providing a strong urban form in an otherwise (much altered) Victoria Street. The Prentice Street elevation (closest to the railway line) is designed as a subsidiary frontage with all the detail of the front carried around to this side. Leslie Street presents a less formal elevation with simple painted brickwork rather than the smooth render of the remainder of the building. A corner entry is recessed at the Prentice Street /Victoria Street intersection. There is a first-floor deck at the rear of the hotel which is a later alteration. A photograph on the Victoria Hotel Facebook page shows the building prior to the removal of tiles and before the window and door alterations to the ground floor Victoria Street elevation.

The Victoria Hotel is designed in a simple Interwar Classical style and has a formality to the composition of the front elevation. The ground floor has a pattern of large arch-headed windows, although alterations to the ground floor have changed two openings and inserted recessed floor to ceiling glazing. This has involved some structural change to the front wall. The first floor has a cornice with corbelled brackets and a parapet that notes the date of the building in applied lettering. The name is similarly applied to the frontage. A central recessed balcony forms a feature of the upper floor, set between four Victorian-style sash windows.

Comparative analysis

There are several Interwar hotels built in either small commercial areas away from the main, or in residential streets. These generally are located on corners and have frontages to two or more streets. Several have been converted to apartments.

The Carrington Hotel, 158-161 Union Street, Brunswick, built in 1928 (HO181), is a fine example of the Interwar Classical style with symmetrical composition and a central projecting balcony (now glazed). Its corner location is a landmark in the predominantly residential street. It has now been adapted as apartments.



Carrington Hotel, 158-162 Union Street, Brunswick, HO181

The Union Hotel, 109 Union Street, Brunswick (HO139), appears to be an Interwar remodelling of an earlier hotel as it still retains some of its Victorian architectural detailing and chimneys. It has however been simplified at the parapet level to resemble a more modern building. It retains its hotel use.



Union Hotel, 109 Union Street, Brunswick, HO139 (significant within the Phillipstown precinct)

The Caledonian Hotel is an Interwar Classical style hotel that has been adapted for apartments. Its façade however is relatively intact and features a central upper level recessed balcony and ground floor porch with square columns. It was assessed for this Study but not recommended for an HO given its major alterations.



Caledonian Hotel, 153 Weston Street, Brunswick East, no HO.

When compared with the above examples the site of the Victoria Hotel has a higher level of integrity that either the Carrington or the Caledonian hotels, having retained its original use as a hotel since 1873. As a result of retaining use, its integrity as an Interwar hotel is higher than the other examples and its design is more representative of the Interwar period in architecture than the remodelled Union Hotel.

Statement of significance

What is significant?

The Victoria Hotel at 380 Victoria Street, Brunswick, including the brick walls enclosing the rear yard, is significant.

How is it significant?

The Victoria Hotel at 380 Victoria Street, Brunswick, is of local historical, representative and aesthetic significance to the City of Moreland.

Why is it significant?

The Victoria Hotel at 380 Victoria Street, Brunswick, is historically significant as a place operating as licensed premises since 1873. Situated near the potteries and brickworks area of Brunswick, the Victoria Hotel, under the ownership of original licence of W.S. Allister, would have provided a welcome place for the many local employees of these industries. The current building is historically significant as a transformation of the original hotel on the same site to a more generous facility in 1925 by Joy & McIntyre, consulting engineers and architects. (Criterion A)

The Victoria Hotel is significant as a representative example of the hotels established in Moreland in the Interwar period. It is one of several hotels in Brunswick including the Union, Carrington and Caledonian that were established off Sydney Road and close to the areas of major employment including the potteries, ropeworks and brickworks. It is a fine example of Interwar Classicism which seems to have been a hallmark architectural style for hotels of the period, and is the only one of the three (Carrington, Caledonian and Victoria) to maintain its use. (Criterion D)

The Victoria Hotel is aesthetically significant for its contribution to the Victoria Street environment. Together with the shop at 384 Victoria Street, the hotel provides a strong presence in the streetscape. An important attribute of

the Victoria Hotel is its three-dimensional form with frontages to Leslie and Prentice Streets. Other attributes include the brick walls on Prentice Street that enclose the rear yard (and may be remnants of the earlier building), the corner entrance and the architectural detailing to the façade. The Victoria Hotel is aesthetically significant for the elements of the façade including the recessed first floor balcony, the parapet and cornice detail, upper floor windows and the large arch-headed windows on the ground floor. The lettering indicating the date of construction and the name contribute to aesthetic value. (Criterion E)

Recommendations

Moreland Planning Scheme

Recommended for inclusion in the Heritage Overlay of the Moreland Planning Scheme as an individual place.

Recommendations for the HO Schedule:

External Paint Colours Is a permit required to paint an already painted surface?	No
Internal Alteration Controls Is a permit required for internal alterations?	No
Tree Controls Is a permit required to remove a tree?	No
Victorian Heritage Register Is the place included on the Victorian Heritage Register?	No
Incorporated Plan Does an Incorporated Plan apply to the site?	No
Outbuildings and fences exemptions Are there outbuildings and fences, which are not exempt from notice and review?	No
Prohibited uses may be permitted? Can a permit be granted to use the place for a use, which would otherwise be prohibited?	No
Aboriginal Heritage Place Is the place an Aboriginal heritage place, which is subject to the requirements of the Aboriginal Heritage Act 2006?	No

Other recommendations

None specified.

COBURG POLICE STATION (FORMER), 160-162 BELL STREET, COBURG

Prepared by: Context Pty Ltd

Hermes number: 160-162 Bell St, Coburg	Survey Date: April 2017
Name: Coburg police station (former)	Architect: E, Evan Smith
Place Type: Police Station	Builder: P. E. Rawlinson
Grading: Significant	Construction Date: 1929-30
Extent of Overlay: To title boundaries	
Architectural Style: Interwar Period (c.1919-c.1940)	



History

Historical context

Local Pentridge residents resisted incorporating with the Brunswick Municipal District in 1857. Some members of the community met the following year in Sydney Road's Golden Fleece Hotel and voted to form their own local government. The First World War and its wake of disruption and renewal brought many changes to the quiet northern suburb of Coburg. Replacement of the original bluestone chamber and offices and wooden town hall became more important as Coburg's prospect of city status gained momentum. At the council meeting of 12

October 1921, plans drawn by local architect Charles Heath (1867–1948) were adopted for a complex that included new offices, a town hall and memorial hall (Summerton, 2010:86)

Land for police purposes was set aside in the reserve in the north-west end of Drummond Street in 1854. A wooden lockup was brought up from Brunswick and was used until a two-room bluestone station was built in 1857. The station later moved to a more central location on Sydney Road near Munro Street and moved to new premises in Bell Street, along with a new courthouse close by. Both the police station and the courthouse remain at Bell Street (Summerton, 2010:88).

Place history

The former police station at 160-162 Bell Street is at least the third police station to operate in Coburg. Previous police stations were located at Drummond Street and in Sydney Road. The Coburg police station and the courthouse (in Main Street and associated with this site) were first manned and opened in 1933, their planning and construction coinciding with the economic depression (Coburg Historical Society, 1987).

Court activities also operated from the Coburg municipal complex prior to the construction of the Bell Street facility. The Coburg police station was originally intended to be built on the corner of Rodda and Bell Streets. Instead the land was reserved for Coburg High School due to strong objections from the Coburg Council and the High School advisory council (*Age*, 25 August 1926:17).

The Coburg Police Station at 160-162 Bell Street was built in 1929 by builder and contractor P. E. Rawlinson (RB 1928/29, 1929/30 & 1930/31; *Age* 20 July 1928:10; *Argus* 30 July 1928:4). The Department of Public Works accepted Rawlinson's tender for construction in July 1928, at a cost of 3850 pounds (*Age* 20 July 1928:10; *Argus* 30 July 1928:4). The courthouse and undoubtedly the police station were designed under the supervision of the chief architect of the Public Works Department E. Evan Smith. It is highly likely that the complex was designed as a whole. Since 2015, the Police Station has been used as a restaurant called 'The Old Cop Shop'.

E. Evan Smith

Edwin Evan Smith (1870-1965) was born in Dundee, Scotland, later migrating to Queensland in 1889, joining the office of Oakden, Addison and Kemp. From 1897-1898 Smith led the Toowoomba-based practice of Charles McLay before joining the Queensland Public Works Department. In 1912 Smith joined the Commonwealth Department of Works, working with the celebrated Commonwealth architect John Smith Murdoch. In 1922 E. Evan Smith was appointed chief architect with the Victorian Public Works Department where he had an illustrious career designing many major buildings including the Emily McPherson School of Domestic Economy (now part of RMIT), courthouses at South Melbourne (1927-28), and Wonthaggi (1927) (Goad & Willis, 2012:635, HERMES 56772)

References

Age, as cited.

Argus, as cited.

<http://www.theage.com.au/>

Coburg Historical Society, *Newsletter*, No. 10, August 1987.

City of Coburg Municipal Rate Books (RB), as cited.

Goad, P. & Willis, J.(eds.), 2012, *The Encyclopaedia of Australian Architecture*, Cambridge University Press

O'Neill, F., 1990, Historic Buildings Branch, Housing & Construction Victoria, Survey of Police Buildings, 1858- /.

Summerton, M., 2010, *City of Moreland Thematic History*, prepared for the City of Moreland

Description

The Coburg police station is designed in the Interwar domestic style as described in the Survey of Police Buildings (O'Neill, 1990). O'Neill includes a descriptive list of types of police buildings as 'Domestic Style (1859-1950) with a subset of 'Between the Wars' - E. Evan Smith'.

The single storey police station facing Bell Street is a symmetrical composition with a hipped roof clad in terra cotta tile, and a pair of tall and plainly designed chimneys. The dominant feature is the projecting central section comprising a recessed entry porch and a pair of triple light sash windows. The entrance features a decorative arch in slim clinker bricks and applied lettering to a rendered panel; above which is a well detailed parapet of opposing curves with a crown set in a circular motif. The police station comprises an 'L' shaped plan around an open yard with some outbuildings and extensions at the rear. The walls are of plain face red brick punctuated by sash windows with a wide rendered band under the eaves. Externally the building has few alterations apart from a small extension to the rear.

Comparative analysis

Interwar public buildings in Moreland are generally associated with the growth and development of local government and public service utilities. The domestic style applied to public buildings is also exemplified in the Truby King Infant Welfare Centre in Coburg designed by architect R. Mc. Dawson (HO245). Charles Heath, one of Moreland's best architects of the Interwar period designed the Coburg municipal complex, 88-92 Bell Street (HO204). Heath had previously designed the Fawkner Cemetery (1906-1945) (VHR and additions to the Brunswick Town Hall (1926). The Coburg fire station at 725 Sydney Road, designed by Cedric Ballantyne also adopts a domestic style for a public building.



Coburg courthouse, Main Street, Coburg, situated behind the police station. Also, designed by E. Evan Smith, 1929-30 (HO322)



Coburg Electricity Supply Building (former), 23-25 Harding Street, Coburg, HO309



Truby King baby health centre, Elm Grove, Coburg 1926 (HO245, H2042)



Coburg fire station, 725 Sydney Road, 1925 (HO369)

The Coburg police station compares well with the above examples, all of which have HOs or state level heritage protection. As part of the Coburg police and court complex together with the courthouse, the police station is of equivalent heritage value. The police station exemplifies the domestic styling favoured in this period and illustrated by the Coburg fire station and Truby King baby health centre. It is a finer and more intact example than the Coburg electricity supply building.

Statement of significance

What is significant?

The Coburg police station built 1929-30 and designed under the supervision of the chief architect of the Public Works Department, E. Evan Smith is significant. The police station is associated with the courthouse on the adjoining site at 1A Main Street (HO322).

How is it significant?

Coburg police station is of local historic, representative and aesthetic significance to the City of Moreland.

Why is it significant?

Historically, the Coburg police station and courthouse built in 1929-30 and supervised by the chief architect of the Public Works Department E. Evan Smith, is significant for its association with the development of government facilities in Coburg between the wars. This window of opportunity was relatively short lived and represented a concerted effort to provide public facilities after the World War I and before the force of the economic depression affected the construction of public works. Situated a short distance west of the Coburg municipal complex at 88-92 Bell Street, the police station is historically significant for its association with this public precinct, having been relocated from the municipal buildings. The police station is historically significant for its association with the Coburg courthouse (HO322) at 1A Main Street, designed at the same time and by the same architect. (Criterion A)

The Coburg police station is a fine and externally intact example of Interwar domestic architecture as applied to public buildings. Features of the style include the residential scale, use of similar forms and materials including hipped roofs, plain red brick and terra cotta tile. It is also a fine and intact example of the architecture of E. Evan Smith who created a fine body of work through his role as chief architect of the Victorian Public Works Department from 1922-1929. (Criterion D)

The Coburg police station is aesthetically significant for its design features of the centrally located and projecting porch with clinker brick arch and recessed entry. The finely detailed and curved parapet in cement render featuring a crown motif is a particularly fine element in the composition. The police station is aesthetically significant for its formal composition gained through its symmetrical elevation to Bell Street with hipped roof and tall chimneys balanced either side of the central section. (Criterion E)

Recommendations

Moreland Planning Scheme

Recommended for inclusion in the Heritage Overlay of the Moreland Planning Scheme as an individual place.

Recommendations for the HO Schedule:

External Paint Colours Is a permit required to paint an already painted surface?	No
Internal Alteration Controls Is a permit required for internal alterations?	No
Tree Controls Is a permit required to remove a tree?	No
Victorian Heritage Register	No

Is the place included on the Victorian Heritage Register?	
Incorporated Plan Does an Incorporated Plan apply to the site?	No
Outbuildings and fences exemptions Are there outbuildings and fences, which are not exempt from notice and review?	No
Prohibited uses may be permitted? Can a permit be granted to use the place for a use, which would otherwise be prohibited?	No
Aboriginal Heritage Place Is the place an Aboriginal heritage place, which is subject to the requirements of the Aboriginal Heritage Act 2006?	No

Other recommendations

None specified.

Identified By

Context Pty Ltd

BELL STREET BRIDGE, BELL STREET, COBURG

Prepared by: Context Pty Ltd

Hermes number:	Survey Date: April 2017
Name: Bell Street Bridge	Designer: Evander McIver
Place Type: Transport: Road Bridge	Builder: Johnson & Co. ironwork, D Walsh Coburg, abutments
Grading: Significant	Construction Date: 1880
Extent of Overlay: Please refer to Map	
Architectural Style: Victorian Period (1851-1901)	





Wrought iron lattice girder bridge over Merri Creek, Charles Nettleton 1826-1902, photographer. View shows men, horses, and steam engine on a bridge, with three men on the banks beside the river. (Source: SLV, Accession no(s) H85.153/2)

History

Historical context

Moreland's natural landform and the way it was mapped and organised for subdivision also set a pattern for how its roads and transport routes would emerge and develop in the municipality. Moreland's roads and bridges, and its overlay of railway and tramlines have been an essential part of the social and economic structure of municipality and its history. Their construction, use, continuing development as well as preservation of their historic features is central to Moreland's identity (Summerton, 2010:34).

The Merri Creek is a cultural landscape for its Traditional Owners, the Woiworung. The whole 50-kilometre length of the Merri Creek provided many food resources, camping places and locations for ceremony in the pre- and post-contact period of settlement (Moreland, 2006, 193) Land adjacent to Merri Creek was used extensively for quarrying and for market gardening, and generally has been heavily modified. Aboriginal sites in the form of stone artefact scatters may exist near the Merri Creek and environs, including the vicinity of the Bell Street bridge (Moreland, 2010:24).

Coburg's Bell Street emerged as an east-west road along a property boundary and can be seen on Ham's map of 1853. The boundary became a road reservation by 1855, as shown on a map of this date published by de Gruchy and was gazetted in 1857. Originally known as the Heidelberg and Pentridge Road, it was five miles from Melbourne and stretched five miles between the village reserves of Heidelberg and Pentridge. Its name derived from Francis Bell, a local pioneer who lived on a property called Bell Manor. The road initially served little transport purpose, particularly at its western end at the Moonee Ponds Creek escarpment, which it was extended to in 1861 after land was donated by landowner James Robertson. However, it had no connection across the creek until 1960 when it was extended to Pascoe Vale Road. Earlier commuters would turn off Bell Street at its intersection with Melville Road and travel down Reynard Street to cross the creek at La Rose Bridge, a timber bridge erected in 1862 North of Coburg's Bell Street, the land remained decidedly rural and astonishingly it wasn't until after 1958 that the majority of unsealed roads in Glenroy, Fawkner, Oak Park and Hadfield were finished, funded by a road scheme initiated by the local council (the former Broadmeadows Council) in 1955 (Summerton, 2010:39).

An early bridge was built over the Merri Creek at Bell Street in 1857, the year that Bell Street was gazetted as a road, and a new iron bridge was constructed in 1880. On the other side of the suburb the Moonee Ponds Creek was crossed in 1862 by two bridges, one known as the La Rose Bridge at Reynard Road and the other at Pascoe Vale, probably on Gaffney Street. A third bridge, known as Loeman's, was built at Moreland Road in about 1874 (Summerton, 2010:40).

Place history

The Bell Street Bridge crosses Merri Creek and connects Preston and Coburg. It was completed in 1880 and was officially opened by the Commissioner of Public Works, Hon. G. D. Langbidge, on the 7th of August (Nettleton c.1880; Coburg Historical Society 1996:46; Picture Victoria 2017; *Argus*, 9 August 1880:7). Negotiations between the Coburg and Jika (now Darebin) Councils over the initial construction of the bridge were quite unsuccessful, with Jika agreeing to contribute only 400 pounds towards the total construction cost of 2731 pounds (Broome 2001:88; *Mercury and Weekly Courier* 12 July 1879:2). The contractor for the bridge's ironwork was Johnson & Co., Tyne Foundry, and the contractor for the approaches was D. Walsh of Coburg (Nettleton c.1880).

Brunswick architect and engineer, Evander McIver (1834-1902) was responsible for the design of the bridge (Nettleton c.1880; Picture Victoria 2017). McIver served for many years as shire secretary and engineer to the Shire of Broadmeadows while he was also consulting engineer to the Brunswick, Essendon, Flemington, Kensington, and North Melbourne councils. (*Argus*, 24 June 1902). He also designed many buildings, including the Presbyterian Church on Sydney Road, Brunswick, the Union Memorial Church in North Melbourne and the Commercial Bank also in Brunswick (*Coburg Leader* 14 November 1896:1; *North Melbourne Advertiser* 23 October 1891:3; *North Melbourne Advertiser* 19 November 1887:3).

The Bell Street Bridge underwent widening and strengthening in 1954 and was further reinforced with concrete on the north side in 1990. Further alterations were made in 1996 (Coburg Historical Society 1996:46; Broome 2001:88). The bridge remains in use today.

References

Argus, as cited.

Broome, R 2001, *Coburg: Between two creeks*, 2nd ed., Coburg Historical Society, Pascoe Vale South. Coburg Historical Society, *Newsletter 1996-1998 with Index*, No. 47, November 1996.

Coburg Leader, as cited.

Mercury and Weekly Courier, as cited.

Terra Culture, 2010, *Moreland Pre-contact Aboriginal Heritage Study*, 2010, prepared for Moreland City Council
 Goulding, M., & Menis, M., 2006, *Moreland Post-Contact Aboriginal Heritage Study*, prepared for Moreland City Council

North Melbourne Advertiser, as cited.

North Melbourne Advertiser, as cited.

Nettleton, Charles c.1880, 'Wrought iron girder bridge over Merri Creek', State Library of Victoria (SLV) photographic collection, accessed online 27 April 2017.

Picture Victoria 2017, Bridge over Merri Creek Bell St, <http://www.pictures.libraries.vic.gov.au/>, accessed online 27 April 2017.

Summerton, M., 2010, *City of Moreland Thematic History*, prepared for the City of Moreland

Description

The Bell Street bridge over the Merri Creek retains six wrought iron lattice girder trusses that were erected in 1880. The approaches on the Darebin and Coburg sides have been replaced with concrete abutments and none of the bluestone abutments remain visible. The widening of the bridge is evident in the additional lanes supported by pre-cast concrete trusses adjacent to the lattice trusses. The deck and all superstructure has been replaced with concrete and modern guardrails. As a bridge crossing dating from 1880 there may be potential for archaeological deposits relating to earlier crossings of the creek or its approaches.

Comparative analysis

There are several iron lattice girder bridges in metropolitan Melbourne and in regional Victoria, though no others in Moreland. The Bell Street bridge belongs to a select group of wrought iron lattice girder bridges originally derived from British engineering with the technology imported to the colonies during the 1860s. Although not the earliest or most intact of this group, the Bell Street Bridge does demonstrate a relatively early instance of this bridge building technology.

A direct comparison is the Chandler Highway Bridge at Alphington, which was added to the VHR in 2016 (H0234), however this is a more intact example than Moreland. Apart from some railway footbridges, the lattice truss bridge form is represented in Victoria by three earlier bridge trusses imported from Britain (the Hawthorn Bridge (1861) (VHR H0050), Mia Mia/Redesdale Bridge (1868) (VHR H1419), and the Bell Street Bridge, Coburg (1880). The design of the Chandler Highway Bridge represents a transitional stage between these earlier lattice truss bridges and the more mathematically derived open web trusses at the turn of the twentieth century.

Other comparisons include:

- Hawthorn Bridge, Bridge Road Richmond, 1861, (H0461). Hawthorn Bridge is of architectural and scientific (technological) significance as the outstanding metal road bridge in Victoria, a rare example of mid-nineteenth century British Colonial engineering. The bridge is noted as the first example of the lattice girder bridge. Others following the Hawthorn example include, Glenmona Bridge (Bung Bong), (H1846) (1871), McMillan's Bridge (H1847) (1889), Cressy Bridge (1880), and the Mia Mia Bridge, Redesdale (H1419) (1868).
- McLennan Bridge, Lord Clyde Road over Bullarook Creek, Clunes, c.1870, (National Trust B7298) McLennan Bridge is of technical significance for the rare and distinctive lattice truss design, which reflects British engineering practice of the mid-nineteenth century and its adaptation to colonial conditions. The design of McLennan bridge almost certainly drew on the slightly earlier Glenmona Bridge, which was the prototype for a

general road-bridge pattern that would evolve as it became widely used in central Victoria and the Western District during the colonial era.

- Angliss stock bridge, near Ballarat Road Footscray, 1941, (HO146). A lattice girder bridge constructed in riveted, fabricated, wrought iron with double span across Maribyrnong River. Paired top and bottom chords are of made-up metal angle riveted and bolted.
- Old Lower Plenty Road bridge, Lower Plenty, 1866-7, (HO106). Old Lower Plenty Road Bridge is of significance at a local level as one of Victoria's earliest surviving examples of an iron riveted lattice truss bridge but is of low integrity.

Statement of significance

What is significant?

The site of the Bell Street bridge and the wrought iron lattice girder trusses of the 1880 bridge designed according to British engineering by Evander McIver, is significant. The bridge superstructure, pre-cast concrete trusses and concrete abutments are not significant

How is it significant?

Bell Street bridge is of local historic, technical and social significance to the City of Moreland. It also has rarity value and the potential to reveal both historic and Aboriginal archaeological aspects of Moreland's history.

Why is it significant?

The Merri Creek, which includes the site of the Bell Street Coburg bridge, is historically significant to the Traditional Owners, the Woiwurung; as part of the Merri Creek cultural landscape.

The Bell Street bridge crossing the Merri Creek at Coburg is historically significant for the evidence it provides of the 1880 bridge designed by engineer and architect Evander McIver. McIver (1834-1902) provided consulting engineering services to Brunswick and Coburg (amongst other municipalities) whilst continuing to serve as secretary and engineer to the Shire of Broadmeadows. The wrought iron lattice girder trusses are historically significant as they demonstrate the original width of Bell Street prior to the widening of its lanes in 1954, as indicated by the adjacent pre-cast concrete trusses. (Criterion A)

The Bell Street bridge provides evidence of a bridge building technology that is considered quite rare in Victoria. Derived from British colonial engineering technology, the bridge design was first used in Victoria in 1861 to cross the Yarra at Bridge Road in Hawthorn. Later instances in several locations in regional Victoria including the State-listed Mia Mia bridge at Redesdale. The Chandler Highway bridge, also State-listed, is a later example than the Bell Street bridge but also less intact. (Criterion B)

The Merri Creek environs including the site of the Bell Street bridge has the potential for Aboriginal sites, as the Merri Creek was an important food resource, camping place and travelling route. Whilst the approaches to the bridge have been rebuilt in the twentieth century, and the ground disturbed, there is still the potential for sites which are most likely to be artefact scatters. The site also has the potential to reveal historic archaeological evidence of the former bluestone abutments, although this may be low given the amount of ground disturbance due to later construction. (Criterion C)

The Bell Street bridge is technically significant as it retains evidence of six wrought iron lattice girder trusses, originally derived from British engineering with the technology imported to the colonies during the 1860s. Whilst

other elements of the Bridge are not intact, it is the trusses that illustrate this bridge building technology. (Criterion F)

The Merri Creek corridor is of local significance for its social value as an important Aboriginal cultural landscape. The Merri Creek was a rich source of food as well as a focus for ceremony and camping (Goulding, 2006, 195) (Criterion G)

Recommendations

Moreland Planning Scheme

Recommended for inclusion in the Heritage Overlay of the Moreland Planning Scheme as an individual place.

Recommendations for the HO Schedule:

External Paint Colours Is a permit required to paint an already painted surface?	No
Internal Alteration Controls Is a permit required for internal alterations?	No
Tree Controls Is a permit required to remove a tree?	No
Victorian Heritage Register Is the place included on the Victorian Heritage Register?	No
Incorporated Plan Does an Incorporated Plan apply to the site?	No
Outbuildings and fences exemptions Are there outbuildings and fences, which are not exempt from notice and review?	No
Prohibited uses may be permitted? Can a permit be granted to use the place for a use, which would otherwise be prohibited?	No
Aboriginal Heritage Place Is the place an Aboriginal heritage place, which is subject to the requirements of the Aboriginal Heritage Act 2006?	No

Other recommendations

None specified.

Identified By

Context Pty Ltd

CORNER SHOP (FORMER) AND RESIDENCE, 105 MUNRO STREET, COBURG

Name	SHOP (FORMER) and RESIDENCE		
Address	105 MUNRO STREET, COBURG	Significance Level	Local
Place Type	Shop,Residence		
Citation Date	2017		



105 Munro St. Coburg

Recommended Heritage Protection **VHR - HI - PS Yes**

Architectural Style Federation/Edwardian Period (1902-c.1918)

History

Thematic context

This place is associated with the following theme/s identified by the *City of Moreland Thematic History* (2010):

Theme Nine: Shopping and retailing in Moreland

Shopping is a necessary part of the daily life of a community and shops give their customers a sense of continuity and tradition. They are a very visible attribute of Moreland's streetscapes, particularly the major thoroughfares of Sydney Road and Lygon Street. The municipality has a proud and colourful retail heritage that spans from the earliest days of settlement - from small stores to specialist shops, banks, markets, emporiums, and shopping malls and plazas. All of these retail outlets have grown to meet and create shoppers' needs and are a significant part of Moreland's history and

heritage, lending character and distinctiveness to its streets (Historica 2010:97).

The historic shops built during Moreland's periods of economic prosperity in the late nineteenth century and 1920s and 1930s continue to line the Sydney Road corridor, many with facades still intact. More intact shops stand on street corners tucked away from main thoroughfares, providing clues to former centres of high activity, such as brickyards and other industries that once sustained them. There is also the occasional corner milk bar, a fading phenomenon of the 1950s and earlier, some still with original shop windows, doors and vestiges of original signage (Historica 2010:103)

Suburban development of Coburg

In the late nineteenth and early twentieth century much of the development in the former Coburg municipality was confined to a narrow corridor adjacent to the railway line and Sydney Road to the south of Bell Street. Outlying areas such as West and North Coburg, Pascoe Vale and Glenroy were characterised by small farms and vacant land well into the twentieth century (Broome, 1987:163).

After the cessation in development caused by the 1890s depression, building in Coburg began to pick up about 1910 (Broome, 1987:179) and accelerated after World War I. As noted by Broome (1987:202).

Suburban development depends on demand for housing, cheap vacant land, local employment, the availability of transport and basic services and the drive of entrepreneurs. By 1920 Coburg was ripe for the process.

In Coburg the demand for housing was created by returned soldiers and encouraged by improvements to transport, which included the re-opening of the railway north to Fawkner by 1914, the electrification of the line to Coburg by 1920 as well as the commencement of private bus routes in the 1920s. Industry was actively encouraged by Council, which designated three industrial areas, and the opening of the Lincoln Knitting Mills on a large site in Gaffney Street in 1919 provided employment for 500 workers, a figure that was doubled in 1920. Further mills followed (Broome, 1987:203-05).

As a result by the mid-1920s new building was at 'fever pitch' (Broome, 1987:207) and the population of Coburg more than doubled in the decade from 1920 to 1930 from 17,000 to 40,000. It was the third-largest suburban rate of increase behind Caulfield and Camberwell and during 1923 and 1924 an average of three houses were built each day in Coburg (Broome, 1987:210).

Place history

The timber shop and residence at 105 Munro Street were constructed in 1912 for Denis Pobjoy, a grocer.

In 1911-12, the site at 105 Munro Street was listed as 'land'. The following year (1912-13) it was listed as Lot 18, a 'WB house and shop'. First listed in the Sands & McDougall Directory in 1913 as a vacant property, in 1914 the occupant was Denis Pobjoy, grocer. In 1916, through to 1943, Pobjoy was joined by Miss E. Pobjoy, grocer, presumably his sister.

Miss E. Pobjoy becomes the sole occupant from 1944-45 through to 1955. The property is again vacant in 1956. Then in 1957 to 1966, the property is occupied by J.R. Holmes (presumably the residence) and the Spotless Dry Cleaning Company Pty Ltd (shop). From 1964 through to 1974 the only entry is for J.R. Holmes.

Sources

Broome, Richard, *Coburg. Between two creeks*,

1987 Coburg Rate Books (RB) 1911-1914

Context Pty Ltd, *Keeping Brunswick's Heritage. A report on the review of the Brunswick Conservation Study*, Volume 1, 1990

Historica, *City of Moreland Thematic History*, 2010

Melbourne & Metropolitan Board of Works (MMBW) 1925,

dated 1908 Sands & McDougall Directories (SM)

Note: in the mid-twenties the number of the shop and house changes from 119 to 105. There are no shop/house numbers given before 1914.

This history incorporates research prepared by Laurie Burchell, 2004.

Description

Physical Description

This is a former shop and residence on a corner site. <!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01//EN" "http://www.w3.org/TR/html4/strict.dtd">

The house is a large double fronted weatherboard Edwradian villa with a deep corrugated iron half-gabled roof and an incorporated verandah. It has two red brick chimneys. The front verandah has been altered in the 1950s and the original verandah posts have been replaced with wrought iron columns. The front door has side and highlights with a large window to the left of the front facade. To the right is the shop, which projects from the house to the properties boundary. Side windows are double hung sashes with corrugated iron roofed awnings with decorative carved timber brackets.

The shop is a small weathboard building with a gabled corrugated iron roof. The gable line has simple carved bargeboards. The shop front has a corrugated iron roofed verandah supported by square section timber posts which project into the sidewalk. The shop windows are original with vertical weatherboard cladding underneath. The front door is a four panel timber door.

Comparative Analysis

In the late nineteenth century and well into the twentieth shops selling fresh produce had to be located within walking distance of residents due to the lack of home refrigeration and private transportation. Consequently, in addition to the large retail centres such as Sydney Road, small retail centres and corner shops proliferated throughout suburban areas to meet the daily shopping needs of residents. Several factors contributed to the demise of these small retailers; the introduction of home refrigerators, which became increasingly affordable and were almost universal by the post-war era, and increasing competition from larger retailers, particularly supermarkets, which emerged in the 1960s. The growth in private motor transport also meant that people could travel further and do a weekly shop, rather than having to do so on a daily basis. Changes to trading hours in the 1980s, which allowed supermarkets and major retailers to trade on Saturday afternoons and on Sundays also had a major impact.

Consequently in the post-war period, many of the early small retailers such as bakers, butchers, fishmongers and the like were closed and in most areas several shops were replaced by a single general purpose store or milk bar stocking a range of essential items. In more recent times, however, increasing competition from convenience stores and supermarkets has further impacted upon the viability of these often family-run businesses and only a

small number still survive. However, some have survived (and indeed thrived) by transforming into combined 'food stores' and cafes.

Examples of these early corner stores, dating from the late nineteenth to mid-twentieth century, are dotted throughout Moreland. Of the surviving early twentieth century examples, most are constructed of brick. Very few timber examples are known to survive and this is the only known example. Earlier comparisons, dating from the nineteenth century include 103 Albion Street, Brunswick (Recommended for individual HO), 145 Union Street, Brunswick (HO231, individual), and 480 Victoria Street, Brunswick West (Significant within HO56 precinct). This example has comparable integrity to the above places. Like 103 Albion Street and 480 Victoria Street it retains the original timber shopfront, which is rare.

Statement of Significance

What is significant?

The former shop and house, constructed in 1912, at 105 Munro Street, Coburg is significant. Situated on a corner site, the house is a large double fronted weatherboard Edwardian villa with a deep corrugated iron half-gabled roof and an incorporated verandah. It has two red brick chimneys. The front door has side and highlights with a large window to the left of the front facade. To the right is the shop, which projects from the house to the properties boundary. Side windows are double hung sashes with corrugated iron roofed awnings with decorative carved timber brackets. The shop is a small weatherboard building with a gabled corrugated iron roof. The gable line has simple carved bargeboards. The shop front has a corrugated iron roofed verandah supported by square section timber posts which project into the sidewalk. The shop windows are original with vertical weatherboard cladding underneath. The front door is a four panel timber door.

Non original alterations and additions including the verandah to the house are not significant.

How is it significant?

The former shop and house at 105 Munro Street, Coburg is of local historic significance to the City of Moreland.

Why is it significant?

It is significant as a good and reasonably intact example of a combined corner shop and residence which were once common in Coburg and surrounds. It demonstrates the retail facilities built in response to the suburban development of Coburg in the early twentieth century. (Criteria A, B & D)

Assessment Against Criteria

This has been assessed in accordance with the <!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01//EN""http://www.w3.org/TR/html4/strict.dtd"> *Australia ICOMOS Charter for Places of Cultural Significance* (the *Burra Charter*) and the guidelines in the VPP Practice Note *Applying the Heritage Overlay* using the Hercon criteria.

Recommendations

External Paint Controls
Internal Alteration Controls
Tree Controls
Fences & Outbuildings
Prohibited Uses May Be Permitted
Incorporated Plan
Aboriginal Heritage Place

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Other Recommendations

Recommended for inclusion in the Heritage Overlay as an individual place. No specific HO controls are required.

H.P.L. MORRIS CHEMIST (FORMER) AND RESIDENCE, 153 REYNARD STREET, COBURG

Name	H.P.L. MORRIS CHEMIST (FORMER) and RESIDENCE	
Address	153 REYNARD STREET, COBURG	Significance Level Local
Place Type	Dispensary	
Citation Date	2017	



Morris Chemist - 153 Reynard Street

Recommended Heritage Protection	VHR - HI - PS Yes	
Designer / Architect	Carleton & Carleton	Architectural Style Interwar Period (c.1919-c.1940), Interwar Period (c.1919-c.1940) Old English

History

Thematic context

This place is associated with the following theme/s identified by the *City of Moreland Thematic History* (2010):

Theme Nine: Shopping and retailing in Moreland

Shopping is a necessary part of the daily life of a community and shops give their customers a sense of continuity and tradition. They are a very visible attribute of Moreland's streetscapes, particularly the major thoroughfares of Sydney Road and Lygon Street. The municipality has a proud and colourful retail heritage that spans from the earliest days of

settlement - from small stores to specialist shops, banks, markets, emporiums, and shopping malls and plazas. All of these retail outlets have grown to meet and create shoppers' needs and are a significant part of Moreland's history and heritage, lending character and distinctiveness to its streets (Historica 2010:97).

The historic shops built during Moreland's periods of economic prosperity in the late nineteenth century and 1920s and 1930s continue to line the Sydney Road corridor, many with facades still intact. More intact shops stand on street corners tucked away from main thoroughfares, providing clues to former centres of high activity, such as brickyards and other industries that once sustained them. There is also the occasional corner milk bar, a fading phenomenon of the 1950s and earlier, some still with original shop windows, doors and vestiges of original signage (Historica 2010:103)

Suburban development of Coburg

In the late nineteenth and early twentieth century much of the development in the former Coburg municipality was confined to a narrow corridor adjacent to the railway line and Sydney Road to the south of Bell Street. Outlying areas such as West and North Coburg, Pascoe Vale and Glenroy were characterised by small farms and vacant land well into the twentieth century (Broome, 1987:163).

After the cessation in development caused by the 1890s depression, building in Coburg began to pick up about 1910 (Broome, 1987:179) and accelerated after World War I. As noted by Broome (1987:202).

Suburban development depends on demand for housing, cheap vacant land, local employment, the availability of transport and basic services and the drive of entrepreneurs. By 1920 Coburg was ripe for the process.

In Coburg the demand for housing was created by returned soldiers and encouraged by improvements to transport, which included the re-opening of the railway north to Fawkner by 1914, the electrification of the line to Coburg by 1920 as well as the commencement of private bus routes in the 1920s. Industry was actively encouraged by Council, which designated three industrial areas, and the opening of the Lincoln Knitting Mills on a large site in Gaffney Street in 1919 provided employment for 500 workers, a figure that was doubled in 1920. Further mills followed (Broome, 1987:203-05).

As a result by the mid-1920s new building was at 'fever pitch' (Broome, 1987:207) and the population of Coburg more than doubled in the decade from 1920 to 1930 from 17,000 to 40,000. It was the third-largest suburban rate of increase behind Caulfield and Camberwell and during 1923 and 1924 an average of three houses were built each day in Coburg (Broome, 1987:210).

Place history

Land at the western end of Reynard Street was subdivided into housing allotments during the nineteenth century, but most of the area was too remote from transport and services and little development occurred until the early twentieth century. For example, Jamieson, Lascelles and Portland streets were all created as part of the 'Lascelles Park Estate', offered for sale in 1888, but few lots were sold and no houses built. The 'Gordon Park Estate', comprising Gordon Street and Bruce/Devon streets, suffered a similar fate. The catalyst for the suburban development of the western parts of Coburg was the opening of the electric tram from the City to West Coburg via Grantham Street, Dawson Street and Melville Road. The first section, which terminated at Albion Street, opened by October 1925 and the line was extended to the terminus at Bell Street by 1927.

Once development commenced it proceeded steadily at first and then accelerated after World War I. By 1917

there were sufficient residents in the Coburg West area to enable the formation of a Progress Association, which by 1923 had erected a hall at the corner of Reynard and Lascelles Streets. In 1927 a cinema was added and the present facade was constructed in 1939. The growth of the area was also marked by the opening in 1917 of the Coburg West School on the south side of Reynard Street. The initial enrolment of 332 increased by 100 by the end of the first year and by 1924 overcrowding at the school led to the use of the Progress Hall until extra classrooms were finally built in 1927. Shops and businesses to serve the local needs of residents soon followed.

This site, almost directly opposite the Progress Hall, remained vacant until the 1930s. It was acquired by Henry P.L. Morris, a chemist, who erected his shop and residence here in 1936. Carleton & Carleton of 483 Collins Street, Melbourne were the architects (PSP). In the rate books it was described as a brick four room shop with a Capital Improved Value of 1200 pounds (RB, SM).

The building remained a chemist for many years and Mr Morris was still listed here in 1950 (SM).

Carleton & Carleton, architects

A.E.H Carleton came to Melbourne from Dublin in 1887 and ten years later commenced practice as a architect in partnership with J.V.T. Ward. He was a foundation member of the Royal Victorian Institute of Architects and he later went to partnership with his son, C.R. Carleton (*The Age*, 21 February 1936, p.11). They were active from the 1920s until the early 1930s and designed several banks for the Commercial Bank of Australia in Victoria and New South Wales, as well as commercial and industrial buildings in Moonee Ponds, Coburg and Melbourne. Following the death of Carleton senior in 1936 his son carried on the practice (AAI).

Sources

Australian Architectural Index (AAI), entries for Carleton & Carleton Broome, Richard, *Coburg. Between two creeks*, 1987
Coburg Rate Books (RB), 1938 (No. in rate, 3888) Historica, *City of Moreland Thematic History*, 2010
Melbourne & Metropolitan Board of Works (MMBW) Detail Plan No.2809, dated 1927 Property Service Plan (PSP) No. 199448
Sands & McDougall Directories (SM)
Timothy Hubbard Pty Ltd, *City of Coburg Heritage Conservation & Streetscape Study*, 1990

Description

Physical Description

This is an interwar single storey shop with attached residence at therear. The shop has a transverse gable tile roof with a central gablet. The roof is enclosed by angled parapet walls that extend to form pilasters with triangular capitals and are supported on rendered brick corbels. The projecting gable has shaped bargeboards and is supported on timber brackets and the eaves have exposed rafters. The facade is of clinker bricks, with intricate patterning to the gable end, which has a globelight suspended on a horizontal metal pole with a decorative bracket. The shopfront, which is completely original, is of exceptional quality and detailing. Two bays are defined by corbelled pillars, one containing the recessed entry with a timber framed door and the other the metal framed shop window (a name plate identifies the manufacturer as Brooks Robinson). The door is flanked by display cases and has metal framed highlight windows above a soldier course of bricks. At the bottom of the door is a mail slot with faded lettering 'Leave Films'. The cantilevered street awning is

original and retains a pressed metal soffit with lighting fixtures and has horizontal banding around the edges and corners of the fascia. The residence to the rear has red brick walls and windows with coloured and diamond-pane leadlight glass.

Comparative Analysis

The former H.P.L. Morris Chemist is notable as a fine and intact example of an architect-designed interwar commercial building. The quality of the shopfront and the decorative brickwork is of especial note. While there are several other examples of interwar shops in Moreland with original shopfronts (e.g., 151A Lygon Street, Brunswick East, 68-74 Sydney Road, Coburg) or decorative brickwork (e.g., 25 Daly Street, Brunswick East), the unique design and detailing of this example sets it apart from the others, which have more standard designs. Of note is the skilful use of decorative brickwork, the unusual shape of the show window with its chamfered corners due to the corbelled brickwork, and the arrangement of the recessed entry with the integral display cases. The quality of the materials, detailing and fitout reflects the involvement of the architects, Carleton & Carleton, and Brooks Robinson, which manufactured the shop windows.

Statement of Significance

What is significant?

The former chemist shop and residence, designed by Carleton & Carleton erected in 1936 for Henry P.L. Morris, at 153 Reynard Street, Coburg is significant. This is an interwar single storey shop with attached residence at the rear. The shop has a transverse gable tile roof with a central gablet. The roof is enclosed by angled parapet walls that extend to form pilasters with triangular capitals and are supported on rendered brick corbels. The projecting gable has shaped bargeboards and is supported on timber brackets and the eaves have exposed rafters. The facade is of clinker bricks, with intricate patterning to the gable end, which has a globe light suspended on a horizontal metal pole with a decorative bracket. The shopfront, which is completely original, is of exceptional quality and detailing. Two bays are defined by corbelled pillars, one containing the recessed entry with a timber framed door and the other the metal framed shop window (a nameplate identifies the manufacturer as Brooks Robinson). The door is flanked by display cases and has metal framed highlight windows above a soldier course of bricks. At the bottom of the door is a mail slot with faded lettering 'Leave Films'. The cantilevered street awning is original and retains a pressed metal soffit with lighting fixtures and has horizontal banding around the edges and at the corners of the fascia. The residence to the rear has red brick walls and windows with coloured and diamond-pane leadlight glass.

Non-original alterations and additions are not significant.

How is it significant?

The former chemist shop and residence at 153 Reynard Street, Coburg is of local aesthetic significance to the City of Moreland.

Why is it significant?

It is significant as a fine example of an interwar shop and residence, which is notable for its high degree of intactness and the exceptional quality of the shopfront detailing. Of note is the skilful use of decorative brickwork, the unusual shape of the shop window with its chamfered corners due to the corbelled brickwork, and the arrangement of the recessed entry with the integral display cases. The quality of the materials, detailing and fitout reflects the involvement of the architects, Carleton & Carleton, and Brooks Robinson, which manufactured the shop windows. The retention of the original cantilevered awning and other features such as

the original light projecting from the parapet also contributes to the significance of the building. (Criteria D & E)

Assessment Against Criteria

This place has been assessed in accordance with the <!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01//EN""http://www.w3.org/TR/html4/strict.dtd"> *Australia ICOMOS Charter for Place of Cultural Significance* (the *Burra Charter*) and the guidelines in the VPP Practice Note *Applying the Heritage Overlay* using the Hercon criteria.

Recommendations

External Paint Controls
Internal Alteration Controls
Tree Controls
Fences & Outbuildings
Prohibited Uses May Be Permitted
Incorporated Plan
Aboriginal Heritage Place

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Other Recommendations

Recommended for inclusion in the Heritage Overlay as an individual place. No specific HO controls are required.

SHOP, 425 SYDNEY ROAD, COBURG

Name	SHOP and RESIDENCE	
Address	425 SYDNEY ROAD, COBURG	Significance Level Local
Place Type	Shop,Residence	
Citation Date	2017	



Shop - 425 Sydney Road

**Recommended
Heritage Protection** VHR - HI - PS Yes

Architectural Style Victorian Period (1851-1901)

History

Thematic context

This place is associated with the following theme/s identified by the *City of Moreland Thematic History* (2010):

Theme Nine: Shopping and retailing in Moreland

9.1 Establishing the first shops, 9.2 Shopping on Sydney Road

Shopping is a necessary part of the daily life of a community and shops give their customers a sense of continuity and tradition. They are a very visible attribute of Moreland's streetscapes, particularly the major thoroughfares of Sydney Road and Lygon Street. The municipality has a proud and colourful retail heritage that spans from the earliest days of settlement - from small stores to specialist shops, banks, markets, emporiums, and shopping malls and plazas. All of these retail outlets have grown to meet and create shoppers' needs and are a significant part of Moreland's history and heritage, lending character and distinctiveness to its streets (Historica 2010:97).

During the early 1840s when Sydney Road was an 'almost impassable' track used mainly by local residents, there was just Mr Blyth's general store and the Retreat Inn near Dawson Street, serving the needs of the small scattered settlement. By the timber Henry Search opened his butcher shop at the south-west corner of Albert Street in 1850, Sydney Road was pointed to change considerably. Developments were occurring that would change the status of the road from a track to a major thoroughfare. That year saw the penal establishment shift to Pentridge and in December prisoners were put to work on constructing the road. The gold rushes commenced in 1851, and local quarrying and brickmaking industries began expanding as the construction industry boomed. All relied on Sydney Road, which from this point on developed as the main north route out of Melbourne and the focus of commercial and community life (Historica 2010:97).

The historic shops built during Moreland's periods of economic prosperity in the late nineteenth century and 1920s and 1930s continue to line the Sydney Road corridor, many with facades still intact. More intact shops stand on street corners tucked away from main thoroughfares, providing clues to former centres of high activity, such as brickyards and other industries that once sustained them. There is also the occasional corner milk bar, a fading phenomenon of the 1950s and earlier, some still with original shop windows, doors and vestiges of original signage (Historica 2010:103)

Suburban development of Coburg

In the late nineteenth and early twentieth century much of the development in the former Coburg municipality was confined to a narrow corridor adjacent to the railway line and Sydney Road to the south of Bell Street. Outlying areas such as West and North Coburg, Pascoe Vale and Glenroy were characterised by small farms and vacant land well into the twentieth century (Broome, 1987:163).

After the cessation in development caused by the 1890s depression, building in Coburg began to pick up about 1910 (Broome, 1987:179) and accelerated after World War I. As noted by Broome (1987:202).

Suburban development depends on demand for housing, cheap vacant land, local employment, the availability of transport and basic services and the drive of entrepreneurs. By 1920 Coburg was ripe for the process.

In Coburg the demand for housing was created by returned soldiers and encouraged by improvements to

transport, which included the re-opening of the railway north to Fawkner by 1914, the electrification of the line to Coburg by 1920 as well as the commencement of private bus routes in the 1920s. Industry was actively encouraged by Council, which designated three industrial areas, and the opening of the Lincoln Knitting Mills on a large site in Gaffney Street in 1919 provided employment for 500 workers, a figure that was doubled in 1920. Further mills followed (Broome, 1987:203-05).

As a result by the mid-1920s new building was at 'fever pitch' (Broome, 1987:207) and the population of Coburg more than doubled in the decade from 1920 to 1930 from 17,000 to 40,000. It was the third-largest suburban rate of increase behind Caulfield and Camberwell and during 1923 and 1924 an average of three houses were built each day in Coburg (Broome, 1987:210).

Place history

Development of Sydney Road in Coburg commenced in the 1850s and gathered pace during the boom years of the 1880s. However, development was not consistent along its length and many gaps remained until well into the twentieth century. Nor did development proceed in an orderly fashion from south to north: the church and village reserve surrounding Pentridge Prison encouraged the development of shops at the northern end of Sydney Road between Munro Street/Harding Street and Bell Street and this block was almost fully developed by the early twentieth century (MMBW, SM).

This shop and residence, situated on the west side of Sydney Road just to the south of Victoria Street, was constructed c.1885. An early tenant was A.J. Odgers, a produce merchant. After the onset of the economic depression of the early 1890s it (along with several other shops in the vicinity) remained vacant for several years. By 1900 it was occupied by Richards Bros, grocers (SM).

The shop is shown on the Melbourne & Metropolitan Board of Works Detail Plan of this area, dated 1913.

Sources

Broome, Richard, *Coburg. Between two creeks*, 1987

Coburg Historical Society (CHS) Newsletter No.22 September

1990 Coburg Rate Books (RB) 1911-1914

Historica, *City of Moreland Thematic History*, 2010

Melbourne & Metropolitan Board of Works (MMBW) 2360,

dated 1919 Sands & McDougall Directories (SM)

Timothy Hubbard Pty Ltd (Hubbard), *City of Coburg Heritage Conservation and Streetscape Study*, 1990

Description

Physical Description

This is a late Victorian two storey commercial building. The upper facade is framed by pilasters and has a solid parapet with an arched pediment flanked by scrolls and surmounted by an acroterion, and orbs at either end. Below is a cornice and string course, and the pair of timber sash windows have moulded architraves and keystones.

The ground floor has been altered, and an addition made on the north side. The post verandah is not original.

The building is within a mixed commercial streetscape of buildings, predominantly from the mid to late twentieth century. Other late nineteenth century buildings in the vicinity include nos. 400-404, 431-433

and 436-442.

Comparative Analysis

Compared with Brunswick, there are fewer nineteenth century commercial buildings in Coburg. Those already included within the Heritage Overlay include:

- Hygienic Buildings, 27-33 Sydney Road, Individual HO362 (Constructed 1891)
- Moreland Park Buildings, 148-164 Sydney Road, Individual HO363 (1888)
- Bates Buildings, 400-404 Sydney Road, Individual HO159 (1888)
- Dunne's Buildings, 436-442 Sydney Road, Individual HO366 (1891)

These are all rows comprising three or more shops in a range of styles including Italianate (HO363), Renaissance Revival (HO159, HO366) and Anglo-Dutch (HO362). Typically, the upper facades remain largely intact, whilst the ground floor shopfronts have been significantly altered and street verandahs removed or replaced.

This shop and residence compares favourably to the above buildings. Whilst the upper facade is slightly less intact, the building remains as recognisably early building within the streetscape and is also of note as one of the earliest known shop buildings in Coburg.

Statement of Significance

What is significant?

The shop & residence, erected c.1885, at 492 Sydney Road, Coburg is significant. This is a late Victorian two storey commercial building. The upper facade is framed by pilasters and has a solid parapet with an arched pediment flanked by scrolls and surmounted by an acroterion, and orbs at either end. Below is a cornice and string course, and the pair of timber sash windows have moulded architraves and keystones. The ground floor has been altered.

Non-original alterations and additions including the ground floor shopfronts, and the street verandah are not significant.

How is it significant?

The shop and residence at 425 Sydney Road, Coburg is of local historic and aesthetic significance to the City of Moreland.

Why is it significant?

It is significant as one of the oldest shop buildings in Coburg and illustrates an early phase of development of Sydney Road into an important commercial centre during the 1880s. (Criterion A)

It is significant as a distinctive nineteenth century building, which stands out amongst the later buildings within this part of Sydney Road. (Criterion E)

Assessment Against Criteria

This has been assessed in accordance with the <!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01//EN" "http://www.w3.org/TR/html4/strict.dtd"> *Australia ICOMOS Charter for Places of Cultural*

Significance (the *Burra Charter*) and the guidelines in the VPP Practice Note *Applying the Heritage Overlay* using the Hercon criteria.

Recommendations

External Paint Controls

Internal Alteration Controls

Tree Controls

Fences & Outbuildings

Prohibited Uses May Be Permitted

Incorporated Plan

Aboriginal Heritage Place

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Other Recommendations

Recommended for inclusion in the Heritage Overlay as an individual place. No specific HO controls are required.

SHOPS, 431-433 SYDNEY ROAD, COBURG

CITATION REPORT

Name	SHOPS and RESIDENCES	
Address	431 & 433 SYDNEY ROAD, COBURG	Significance Level Local
Place Type	Shop	
Citation Date	2017	



Shops - 431-433 Sydney Road

**Recommended
Heritage Protection** VHR - HI - PS Yes

Architectural Style Victorian Period (1851-1901)
Italianate

History

Thematic context

This place is associated with the following theme/s identified by the *City of Moreland Thematic History* (2010):

Theme Nine: Shopping and retailing in Moreland

9.1 Establishing the first shops, 9.2 Shopping on Sydney Road

Shopping is a necessary part of the daily life of a community and shops give their customers a sense of continuity and tradition. They are a very visible attribute of Moreland's streetscapes, particularly the major thoroughfares of Sydney Road and Lygon Street. The municipality has a proud and colourful retail heritage that spans from the earliest days of settlement - from small stores to specialist shops, banks, markets, emporiums, and shopping malls and plazas. All of these retail outlets have grown to meet and create shoppers' needs and are a significant part of Moreland's history and heritage, lending character and distinctiveness to its streets (Historica 2010:97).

During the early 1840s when Sydney Road was an 'almost impassable' track used mainly by local residents, there was just Mr Blyth's general store and the Retreat Inn near Dawson Street, serving the needs of the small scattered settlement. By the timber Henry Search opened his butcher shop at the south-west corner of Albert Street in 1850, Sydney Road was pointed to change considerably. Developments were occurring that would change the status of the road from a track to a major thoroughfare. That year saw the penal establishment shift to Pentridge and in December prisoners were put to work on constructing the road. The gold rushes commenced in 1851, and local quarrying and brickmaking industries began expanding as the construction industry boomed. All relied on Sydney Road, which from this point on developed as the main north route out of Melbourne and the focus of commercial and community life (Historica 2010:97).

The historic shops built during Moreland's periods of economic prosperity in the late nineteenth century and 1920s and 1930s continue to line the Sydney Road corridor, many with facades still intact. More intact shops stand on street corners tucked away from main thoroughfares, providing clues to former centres of high activity, such as brickyards and other industries that once sustained them. There is also the occasional corner milk bar, a fading phenomenon of the 1950s and earlier, some still with original shop windows, doors and vestiges of original signage (Historica 2010:103)

Suburban development of Coburg

In the late nineteenth and early twentieth century much of the development in the former Coburg municipality was confined to a narrow corridor adjacent to the railway line and Sydney Road to the south of Bell Street. Outlying areas such as West and North Coburg, Pascoe Vale and Glenroy were characterised by small farms and vacant land well into the twentieth century (Broome, 1987:163).

After the cessation in development caused by the 1890s depression, building in Coburg began to pick up about 1910 (Broome, 1987:179) and accelerated after World War I. As noted by Broome (1987:202).

Suburban development depends on demand for housing, cheap vacant land, local employment, the availability of transport and basic services and the drive of entrepreneurs. By 1920 Coburg was ripe for the process.

In Coburg the demand for housing was created by returned soldiers and encouraged by improvements to transport, which included the re-opening of the railway north to Fawkner by 1914, the electrification of the line to Coburg by 1920 as well as the commencement of private bus routes in the 1920s. Industry was actively encouraged by Council, which designated three industrial areas, and the opening of the Lincoln Knitting Mills on a large site in Gaffney Street in 1919 provided employment for 500 workers, a figure that was doubled in 1920. Further mills followed (Broome, 1987:203-05).

As a result by the mid-1920s new building was at 'fever pitch' (Broome, 1987:207) and the population of Coburg more than doubled in the decade from 1920 to 1930 from 17,000 to 40,000. It was the third-largest suburban rate of increase behind Caulfield and Camberwell and during 1923 and 1924 an average of three houses were built each day in Coburg (Broome, 1987:210).

Place history

Development of Sydney Road in Coburg commenced in the 1850s and gathered pace during the boom years of the 1880s. However, development was not consistent along its length and many gaps remained until well into the twentieth century. Nor did development proceed in an orderly fashion from south to north: the church and village reserve surrounding Pentridge Prison encouraged the development of shops at the northern end of Sydney Road between Munro Street/Harding Street and Bell Street and this block was almost fully developed by the early twentieth century (MMBW, SM).

This pair of shops and residences, situated on the west side of Sydney Road at the south corner of Victoria Street, was constructed in 1883 for storekeeper M. Moltine. The building was first let to Robert Shackell, a chemist who also promoted himself as a 'tooth extractor and real estate agent' and he seems to have occupied both shops for the first few years. Alterations were made to the building in 1889. After being vacant for a time in the early 1890s, the tenants in 1895 were George Dight, a butcher, and Richards Bros, grocers (CHS, SM).

The shops are shown on the Melbourne & Metropolitan Board of Works Detail Plan for this area, prepared in 1919.

Sources

Broome, Richard, *Coburg. Between two creeks*, 1987
 Coburg Historical Society (CHS)
 Newsletter No.22 September 1990
 Coburg Rate Books (RB) 1911-1914
 Context Pty Ltd, *Keeping Brunswick's Heritage. A report on the review of the Brunswick Conservation Study*, Volume 1, 1990
 Historica, *City of Moreland Thematic History*, 2010
 Melbourne & Metropolitan Board of Works (MMBW) 2360, dated 1919
 Sands & McDougall Directories (SM)

Description

Physical Description

This is a pair of two-storey late Victorian shops and residences on a corner site. The walls are rendered and the balustraded parapet has a pediment flanked by scrolls (this has been partially removed at no.431) that sits above a cornice and string course with frieze containing paired brackets and terminating in a vermiculated console with an elaborate bracket. The first windows are timber sash and have label moulds with scrollwork above. Two rendered chimneys with cornices and string courses sit along the side elevation.

Alterations including the apparent removal of the balustrade from along the side elevation, the replacement and enlargement of all ground floor shop fronts and the presumed replacement of original post-supported verandahs with cantilevered awnings.

The building is within a mixed commercial streetscape of buildings, predominantly from the mid to late twentieth century. Other late nineteenth century buildings in the vicinity include nos. 400-404, 425 and 436-442.

Comparative Analysis

Compared with Brunswick, there are fewer nineteenth century commercial buildings in Coburg. Those already included within the Heritage Overlay include:

- Hygienic Buildings, 27-33 Sydney Road, Individual HO362 (Constructed 1891)
- Moreland Park Buildings, 148-164 Sydney Road, Individual HO363 (1888)
- Bates Buildings, 400-404 Sydney Road, Individual HO159 (1888)
- Dunne's Buildings, 436-442 Sydney Road, Individual HO366 (1891)

These are all rows comprising three or more shops in a range of styles including Italianate (HO363), Renaissance Revival (HO159, HO366) and Anglo-Dutch (HO362). Typically, the upper facades remain largely intact, whilst the ground floor shopfronts have been significantly altered and street verandahs removed or replaced.

These shops and residences compare favourably to the above buildings. Whilst the upper facades are slightly less intact, they have comparable detailing and the prominent corner location elevates their presence within the streetscape. They are also of note as the earliest known shop buildings in Coburg.

Statement of Significance

What is significant?

The shops & residences, erected c.1883 and altered in 1889, at 431 & 433 Sydney Road, Coburg are significant. This pair of shops has rendered walls. The balustraded parapet has a pediment flanked by scrolls (this has been partially removed at no.431) and sits above a cornice and string course with frieze containing paired brackets and terminating in a vermiculated console with an elaborate bracket. The first windows are timber sash and have label moulds with scrollwork above. Two rendered chimneys with cornices and string courses sit along the side elevation. The ground floors of both shops have been altered.

Non-original alterations and additions are not significant.

How is it significant?

The shops at 431 & 433 Sydney Road, Coburg are of local historic and aesthetic significance to the City of Moreland.

Why is it significant?

It is significant as one of the oldest shop buildings in Coburg and illustrates an early phase of development of Sydney Road into an important commercial centre during the 1880s. (Criterion A)

It is significant as an distinctive nineteenth century building on a prominent corner site, which stands out amongst the later buildings within this part of Sydney Road. Details including the elaborate window mouldings and the pediment to no.433 are of note. (Criterion E)

Assessment Against Criteria

This has been assessed in accordance with the <!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01//EN""http://www.w3.org/TR/html4/strict.dtd"> *Australia ICOMOS Charter for Places of Cultural Significance (the Burra Charter)* and the guidelines in the VPP Practice Note *Applying the Heritage Overlay* using the Hercon criteria.

Recommendations

External Paint Controls
Internal Alteration Controls
Tree Controls
Fences & Outbuildings
Prohibited Uses May Be Permitted
Incorporated Plan
Aboriginal Heritage Place

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Other Recommendations

Recommended for inclusion in the Heritage Overlay as an individual place. No specific HO controls are required.

ROGERS MEMORIAL RESERVE, 109 CUMBERLAND ROAD, PASCOE VALE

Prepared by: Context Pty Ltd

Hermes number:	Survey Date: March 2017
Name: Rogers Memorial Reserve	Designer: Unknown
Place Type:	Builder: Unknown
Grading:	Construction Date: c.1938-c.1960s
Extent of Overlay: To title boundaries	
Architectural Style: Interwar Period (c.1919-c.1940)	

History

The Rogers Memorial Reserve was purchased by Council by c.1928 along with others for public recreation purposes, funded by a 50 000-pound loan to the local council (Argus 13/8/1928:19). The reserve was first known as the Raeburn Reserve, and renamed the Rogers Memorial Reserve c.1938, after Councillor Harry Rogers who served as the Chairman to the Coburg Council Parks and Gardens Committee and was a firm advocate of creating new parks within the municipality (City of Moreland Thematic History 2010:78).

Works on the reserve commenced approximately in 1938 when school children from nearby Pascoe Vale State School planted trees in the reserve for Arbor Day "...under the supervision and to a design by the City Curator..." (Argus 15/6/1939:20). It is not known if any of these trees survive, although the Cherry Plum and Monterey Cypress may date this period.

A swimming baths was constructed in the lower part of Rogers Reserve in 1941, and opened Frank Beaurepair, Lord Mayor of Melbourne and former swimming champion in (City of Moreland, 2010:78). Although the swimming pool fabric and area has been refurbished, changed and extended over time, it has served continuously as a public swimming pool site for over 70 years. Almost no original fabric of the pool, outbuildings or plantings from the mid twentieth century are believed to survive at the site.

A [First World War] Memorial Drinking Fountain (c.1916), originally erected on the south east corner of P Pleasant and Gyles Street, Pascoe Vale was relocated to its current location in Rogers Reserve fronting Cumberland Road in 1948 and was used to commemorate those who had served in the subsequent Second World War also. Memorials to later conflicts were added to the memorial space over time. These include memorials to Korea, Malaya, Borneo, South Vietnam, and United Nations Peace Keeping Forces. An Aleppo Pine (Lone Pine) was planted to the south of the Memorial c.1990-2000. An Olive Tree was planted to the west of the Memorial space in 2012 to honour the Australian and Greek men and women who died during the Battle of Crete.

The Memorial and its setting, including land in Rogers Reserve was added to the Heritage Overlay of the Moreland Planning Scheme (HO291) in 2005.

New paving, garden beds and seats were erected in the reserve, as well as a central path to the swimming pool c.1997 as part of a beautification program.

Rogers Memorial Reserve in its entirety was nominated to the Victorian Heritage Register by community members in 2014 in response to a proposal by Moreland City Council to build a community facility in the Reserve. Heritage Victoria deemed that the place did not meet the threshold State Significance but was likely to be of local significance. The assessment recommended the Memorial Drinking Fountain (HO291) should retain a separate Heritage Overlay as it had alternate values to the Reserve itself.

A community centre was constructed in Rogers Memorial Reserve in 2015 by Moreland City Council. This building is located in the western portion of the Reserve, and immediately east of the Swimming Pool complex.

Description

The Rogers Memorial Reserve is a long irregular shaped reserve of approximately 1.5ha reserve with a 45m frontage on to Cumberland Road. Unusually, parts of area considered as the Reserve (and zoned as such) have been subdivided into housing allotments. These include 5 lots on Prospect Street (between 7 and 9 Prospect Street) and a single lot in Eddie Street (No. 20). These lots are used to either access the Reserve from the surrounding streets or have been planted out (Prospect Street frontage) with native trees and shrubs and appear to form part of the Reserve, although cut off from the main Cumberland Street frontage by built structure.

There is a row of mature Monterey Cypress (*Cupressus Macrocarpa*) on the northern side of the reserve and some other commemorative plantings. A small number of trees dating from c.1928 to 1945 survive in the reserve, including one Cherry Plum and three Monterey Cypress in the central portion of the site, and possibly a row of Monterey Cypress on the northern boundary. A number of Australian natives, dating from c.1970 to 1980 are planted throughout the reserve. These include specimens of Melaleuca, Spotted Gum and Silky Oak. There are a number of immature specimens of Queensland Kauri and Kurrajong that were planted c.2010 to 2014.

The western half of the site is taken up by the large Pascoe Vale Swimming Pool complex, which comprises a number of swimming pools in various sizes, associated built facilities, high fencing and an area of grass with specimen trees dating from the c1975 -2010 period.

A modern community facility is currently being constructed in the central part of the Rogers Memorial Reserve, in the 'dip' to the west of Cumberland Road frontage. The built form now dominates the reserve, effectively separating public open space (traditional parkland/reserve space) into three parts – the lawn associated with the Swimming Pool complex, and the native planting fronting Prospect Street and the area of Reserve between Cumberland Road and the new community centre.

The northern portion on Prospect Street – a grassy space with 1970s native trees – is effectively cut off by the swimming complex security fence. The open space to the west is only accessible through the swimming complex, and therefore not truly part of the free, public reserve.

The Pascoe Vale War Memorial (Memorial Drinking Fountain, HO291) is located in Rogers Memorial Reserve, on a paved area about 10m from Cumberland Street. This memorial is a small granite memorial comprising a stepped base, a lower section with engraved plaques bearing the names of those from the Pascoe Vale community who served in conflict including the First and Second World Wars, Korea, Borneo, Malaya, South Vietnam and UN Peacekeeping missions. It is surmounted by four columns supporting a cupola that shelters a drinking fountain. It is set within a paved area within the reserve and is set back from Cumberland Road on a centrally aligned path. A memorial Lone Pine (descendant of the original Lone Pine of Gallipoli) has been planted to the south of the war memorial and paved area. A memorial Olive Tree commemorating Australians and Greeks those who fought and died in the Battle of Crete has been planted to the west of the war memorial.

Comparative analysis

It is common for war memorials commemorating local service people to be located in public parks and reserves, or even in central road reserves. There are hundreds of examples of war memorials located in public reserves and parks across Victoria, and many parks and reserves have been named as memorial spaces.

There is a total of 16 war related places within the City of Moreland that are included on the Victorian War Heritage Inventory in the HERMES Database (five war memorials, three honour boards /memorial plaques, three avenues of honour /memorial gardens, three memorial stained-glass windows and three memorial/military related buildings).

War memorials in Moreland

HO number & place name	Materials and form	Construction date	Associated conflicts
HO149 Brunswick Boer War Memorial Hooper Reserve, Royal Parade, Brunswick	Granite base with solid statue atop	c.1903	Boer War
HO204 Coburg War Memorial Bell Street, Coburg	Granite cenotaph	c. 1924	WW1 WW2 Korea, Borneo, Malaya, Sth Vietnam, UN Peacekeeping
No HO Glenroy War Memorial 186 Glenroy Road, Glenroy	Traditional granite obelisk mounted atop a square concrete base	Unknown, presumed c.1919	WW1 WW2 Korea, Malaya, Vietnam
HO414 Pascoe Vale Primary School War Memorial	Squat obelisk mounted on a square plinth, with stepped concrete base (two levels). Material	Unknown, presumed c.1919	WW1 WW2

Cnr Gaffney Street and Cumberland Road, Pascoe Vale	appears to be painted concrete block.		
HO291 Pascoe Vale War Memorial Drinking Fountain Rogers Reserve, Pascoe Vale	Bluestone drinking fountain in cenotaph style, base stepped (two levels). Drinking fountain removed	c.1916 relocated to site c.1938	WW1 WW2 Korea, Borneo, Malaya, Sth Vietnam, UN Peacekeeping

The Memorial Drinking Fountain at Rogers Memorial Reserve (HO291) is the only war memorial with an Individual Heritage Overlay in the Moreland Planning Scheme. Other than the Glenroy War Memorial, which has no heritage protection through the HO, all other war memorials within the municipality are part of a larger HO, associated with a heritage precinct or a heritage place.

Three of the five war memorials within the municipality include reference to post WW2 conflicts, including Korea, Borneo, and Malaya, Vietnam and UN Peacekeeping missions.

The memorial at Rogers Reserve HO291 is the only example of a war memorial expressed as a drinking fountain within the municipality. It is the only example which uses carved bluestone on a bluestone stepped base within the municipality.

Other types of memorials or commemorative structures

There are few other non-war related memorial structures to individuals or conflicts included on the Schedule to the HO of the Moreland Planning Scheme, or in the HERMES database (such as the drinking fountain at Rogers Reserve).

There are at least three other comparative examples of commemorative drinking fountains currently included under the HO within the municipality. There is one c.1935 located on Lake Reserve erected by a Mr. Taylor, another erected to commemorate the first Chair of the Brunswick Municipal Council at Hooper Reserve and a third, being Cr. Harry Malcomson Rogers Memorial Drinking Fountain located in Bridges Reserve, Bell Street, Coburg. This structure has an individual HO (HO31), while the others are included in larger area HOs.

The third drinking fountain is described as being constructed of artificial freestone, in an exuberant Art Deco Style. It memorialises Cr. Harry Rogers (after who Rogers Reserve is also named). It is quite different in style and materials to the drinking fountain in Rogers Reserve and memorialises the services of an individual rather than a conflict.

Memorialised RSL Halls, Drill Halls, and Town Halls are not included in this assessment as they are not appropriate comparative examples. They are classed as memorial buildings rather than memorial/commemorative structures.

Memorial reserves, parks, gardens and avenues

There are three memorial landscapes included as such on the Schedule to the HO of the Moreland Planning Scheme. These are generally memorials to those who served in conflict, or to specific individuals¹. They are:

- Rogers Memorial Reserve, 109 Cumberland Road, Pascoe Vale (the war memorial section only) - *HO291*
- Coburg Avenue of Honour, in Coburg Lake Reserve, Coburg – *HO390*
- Coburg Memorial Garden, School Grounds, Bell Street, Coburg – *HO31*

As discussed earlier, Cr. Roger's service to the municipality is already recognised through the fine Art Deco drinking fountain located in Bridges Reserve, Bell Street, Coburg (*HO31*). The Avenue of Honour and Memorial Garden are memorials to those who served in World Wars 1 and 2 and are not directly comparable to Rogers Reserve as they are different types of places with different values.

Other reserves

The Schedule to the HO of the Moreland Planning Scheme includes 11 reserves listed as either individual places or precincts. All 11 are either evolved or designed landscape types. There are likely to be many more reserves within existing heritage precincts which are not specifically listed individually as such in the Schedule.

Rogers Reserve is considered to be less complex than most reserves on the HO, with fewer original intact elements including paths, plantings or original path network or layout. Jacob's Reserve in Brunswick West, Lake Reserve and Bridges Reserve in Coburg and DS Bain Reserve in Coburg North/Merlynston are all considered to be more intact examples. However, Edgars Creek Reserve in Coburg and Hooper Reserve in Brunswick are also both significantly altered.

The place has a clear association with Cr. Harry Rogers, after which it was named, who was instrumental in ensuring adequate parks, reserves and recreational facilities were created for the new suburbs during the interwar period. The work which Cr. Rogers undertook to create recreational spaces has shaped the municipality and the way in which its occupants live. The DS Bain Reserve in Merlynston is another good example of the link between a reserve's name and its philosophy and inception - Bain was the developer and instigator of the 'model' suburb of Merlynston, after whom this reserve is named. While Anderson Reserve in Coburg does not presume historical significance or associations with Anderson, nor does Jacobs Reserve in Brunswick West - although both express other values perhaps better than Rogers Reserve.

Rogers Reserve is not in possession of any uncommon, rare or endangered aspects of the municipality beyond that any other reserve, and in many ways, it is less remarkable than most. There are a number of war memorials located within other parks and reserves across the municipality; and there are at least three other memorial drinking fountains (in Lake Reserve, Bridges Reserve and Hooper Reserve). The open nature of the parkland can be compared to Anderson Reserve and countless other reserves across the municipality which are not included on the HO as they also have nothing in particular to warrant their inclusion on this basis. There are other examples of swimming baths and pools being created in public reserves and parks within the municipality, including

¹ The Fawcner Memorial Park (*HI216*, *VHR H2331*) is not included here, as is a cemetery, rather than a memorial reserve

Edgar Reserve. No other examples of the Aleppo Pine (Lone Pine) descendants are known of within the municipality, which makes the tree unique.

Rogers Reserve has an aesthetic sensibility, as do all of the reserves on the HO. The aesthetic is not highly distinctive and is best compared the Edgars Creek Reserve and the Oak Park Reserve.

Statement of significance

What is significant?

The Rogers Memorial Reserve, located at 109 Cumberland Road, to the extent of all of the land included in the title between the Cumberland Road frontage and the new Pascoe Vale Community Centre. The following elements are considered to be significant:

- The early plantings of Cherry Plum tree (1 specimen) and Monterey Cypress (3 specimens) to the west of the Memorial Drinking Fountain
- The Cumberland Street frontage and views to the memorial and Reserve from Cumberland Street
- The original title boundaries of Rogers Reserve on the north and south sides of the Reserve to the extent of the Heritage Overlay area.

It does not include the Pascoe Vale Swimming Pool Complex, the existing curtilage of the Memorial Drinking Fountain (HO291), nor does it include the following titles associated with Rogers Memorial Reserve: 7 Prospect Street Pascoe Vale or 20 Eddie Street Pascoe Vale.

How is it significant?

The Rogers Memorial Reserve at 109 Cumberland Road, Pascoe Vale is of local historic, social and associative significance to the City of Moreland.

Why is it significant?

Rogers Reserve is historically significant as an example of the Councillor Rogers and more broadly, the Coburg City Council's aspirations to create and facilitate recreational spaces throughout the rapidly expanding residential areas of the municipality in the interwar period, a period of key growth and consolidation in Coburg and Pascoe Vale in particular. Inspired by, but not strictly true to Ebenezer Howard's Garden City Movement, it was led in the Victorian context by Saxil Tuxen and other town planners, surveyors and councillors. While the Swimming Pool is not part of the area of significance, the placement of this public facility within the Reserve demonstrates the continued evolution of this ideal. The reserve retains a sufficient degree of integrity and intactness to demonstrate this phase of local development and philosophy to adequately demonstrate this principle (Criterion A)

Rogers Reserve is considered to be of associative significance for its direct association with Councillor Harry Rogers who made a strong and influential contribution to the course of the municipality's history, through his advocacy while a Councillor of Garden City ideals, especially the provision of public reserves and parks to the growing suburbs of Coburg. The association of the place to the person is evident through its name. There is direct evidence in written and oral history that Rogers had close interaction with the place (it is a symbol of what Roger's advocated for - Parks and Reserves) and is as memorial to the person, and his ideals (Criterion H).

Rogers Reserve is considered to meet be of potential social significance. The location in the reserve of the Pascoe Vale War Memorial and the Pascoe Vale Swimming Pool is of importance to the local community, who have a strong and special relationship with the place. This is evidenced by the regular and long term use of the place while participating in remembrance services, recreational activities such as swimming, and other types of community activities over many years (continuously since the late 1930s). There is evidence of a direct association between Rogers Reserve and the community of Pascoe Vale. (Criterion G)

Recommendations

Moreland Planning Scheme

Recommended for inclusion in the Heritage Overlay of the Moreland Planning Scheme as an individual place.

Recommendations for the HO Schedule:

External Paint Colours Is a permit required to paint an already painted surface?	No
Internal Alteration Controls Is a permit required for internal alterations?	No
Tree Controls Is a permit required to remove a tree?	No
Victorian Heritage Register Is the place included on the Victorian Heritage Register?	No
Incorporated Plan Does an Incorporated Plan apply to the site?	No
Outbuildings and fences exemptions Are there outbuildings and fences, which are not exempt from notice and review?	No
Prohibited uses may be permitted? Can a permit be granted to use the place for a use, which would otherwise be prohibited?	No
Aboriginal Heritage Place Is the place an Aboriginal heritage place, which is subject to the requirements of the Aboriginal Heritage Act 2006?	No

Other recommendations

None specified.

YORKSHIRE TEXTILE MILLS, 2-4 INVERNESS STREET, BRUNSWICK EAST

Prepared by: Context Pty Ltd

Address: 2-4 Inverness Street, Brunswick East	Survey Date: April 2017
Name: former Yorkshire Textile Mills	Architect: Alec S. Eggleston, alterations
Place Type: Industrial Complex	Builder: Unknown
Grading: Significant	Construction Date: Alterations 1926
Extent of Overlay: To title boundaries	
Architectural Style: Interwar Period (c.1919-c.1940)	



History

Locality History

The suburb of East Brunswick formed part of the former City of Brunswick. It is bounded on the north by Moreland Road, on the east by Lygon Street and on the west by the Merri Creek, which formed the eastern limit of the former City of Brunswick. The creek attracted settlers who took up farming. Quarrying was an early industry in

the area, with Wales' bluestone quarry (City of Moreland HO2) established near the Merri Creek in the 1860s. Other quarries followed and clay pits were also established.

Following the pattern of development in Brunswick proper, there was extensive subdivision of land in East Brunswick for residential development in the 1880s. There was a larger proportion of detached housing in East Brunswick than Brunswick proper, particularly from the Edwardian period, reflecting a major period of development in the suburb. With suburban growth came the demand for the provision of public space and Fleming Park was developed on an abandoned quarry site in 1917-18. The electric tram along Lygon Street commenced in 1916 to service workers in the growing area. The textile industry thrived in East Brunswick, with Prestige Hosiery established in 1922.

Settled slightly later than Brunswick proper, some large estates survived longer into the twentieth century. The Sumner property, 'Stony Park' (built c.1860s) on the west bank of the Merri Creek, was subdivided in 1924 and was developed as an extensive interwar housing estate (Sumner Estate, HO238). A large number of war service homes were also built in several streets off Stewart Street, East Brunswick, in the early 1920s (Historica 2010)

Historical Context

In the latter half of the 1920s, thousands of local residents worked in textile manufacturing. Textile industries were not new in the suburb; firms such as the Henderson Shirt Factory in Brunswick Road, the Lattner Hat Factory at 20 Dawson Street (now occupied by the Victoria Police Road Safety Task Force), Stephens & Co. clothing factory in Grey Street and Hodgson Street, H.H. Mann (Peerless) Silk Mills in Manallak Street, the Lane Shirt Factory in Union Street, and the Olsen Clothing Factory in Victoria Street were just some of the businesses operating from the late nineteenth century and early years of the twentieth century (Historica 2010:104). By 1930 there were 300 factories in Brunswick employing over 6000 workers. The two largest textile mills were Prestige and Holeproof. Worth's Hosiery Mills was located off Lygon Street in St Phillip Street, East Brunswick (Historica 2010:105).

According to the *Northern Suburbs Factory Study*, there were 63 clothing and textile factories in Brunswick in 1930 (Vines & Churchward 1992:72). In 1930 in total, there were approximately 300 factories employing 6000 workers in Brunswick (Trioli 1994:127). The 1933 Census indicated that 6772 of a total 26011 males were employed in the manufacturing industry in Brunswick. By comparison, there were 4495 females employed in the manufacturing industry, of a total of 28337 (Census of the Commonwealth of Australia, 1933:220-221 & 226-227).

History

In 1914 a building at 2-4 Inverness Street, Brunswick East, was described as an 'iron motor garage', built for the Melbourne Motor Bus Co. c.1913. It was built on allotment number 76 with a frontage of 58 feet, and a depth of 145 feet. (RB 1914). The Melbourne Motor Bus Co. went into liquidation around 1916 (*Argus*, 23 October 1916:12). The Australian Cellular Manufacturing Co. purchased the property in c.1916 (RB 1917). It is highly likely that the building was extended as the net annual value of the property increased from £45 in 1916 to £115 in 1917 (RB 1917, 1918).

In 1918 Yorkshire Woollen Mills was listed as the new tenant, and by the following year they were rated as the owners of the property (RB 1918, 1919). In the early 1920s, Yorkshire Textile Mills also purchased the allotment next door, as well as property on the opposite side of the street (RB 1920, 1925). In 1926 Denniston & Co. Pty Ltd purchased 2-4 Inverness Street with Yorkshire Woollen Mills remained as tenants (RB 1926, 1950 & 1958/59; S&Mc 1940, 1950, 1960). The *Age* noted that Denniston & Co. Pty Ltd were the proprietors of Yorkshire Textile Mills (*Age* 4 July 1933:10). A tender for the alterations to the Yorkshire Textile Mills was advertised in 1926 with the architect Alec S. Eggleston for Denniston & Co. Pty. Ltd. (*Age*, 18 December 1926:1).

In December 1936, the factory on allotment 76 is described in the Rate Books as a 'brick and gal. iron factory' (RB 1937). In 1936, the *Age* described the late Mr. James Denniston as 'a pioneer of clothing trade in Victoria' (*Age* 19 December 1936:8). Denniston established the Yorkshire Textile Mills in East Brunswick to manufacture cloths for his clothing factory. The Brunswick mills specialised in worsteds and cotton tweeds (*Age* 19 December 1936:8).

In 1958 the Bereszkowski family purchased 2-4 Inverness Street and they owned the property until at least the late 1970s (RB 1958/59, 1971/72 & 1978/79). The owners used the property for storage (S&Mc 1964, 1974).

Alec S. Eggleston

Alec Stanley Eggleston (1883–1955) served his articles with architects Ussher and Kemp in Melbourne between 1900 and 1903. He taught construction at RMIT (then the Working Man's College) between 1904–1906 before working in private practice in Melbourne and Warrnambool, and undertaking a wide range of residential and commercial work. Eggleston worked on Collins House in Melbourne in 1914 with Walter Burley Griffin and formed a partnership with Percy Oakden (Eggleston & Oakley) 1912–1923. He later formed A.S. and R.A. Eggleston & J.D. Overend with his son and J. Douglas Overend. The firm later became the influential modern design practice of Eggleston McDonald and Secomb in 1954. Alec Eggleston served as president of the RVIA in 1937–38 and was author of *The Practising Architect* in 1955 (Goad & Willis, 2012:227).

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Description

The former Yorkshire Textile Mills at the corner of Albion and Inverness Streets in Brunswick East is built to the boundaries of the site, including that of the rear lane. The whole complex is located within a residential area and the buildings are currently vacant. The complex comprises two distinct building forms, including a gable roofed building at 2 Inverness Street and two bays of a sawtooth roofed factory at no.4.

The brick frontage to Inverness Street, although appearing to be built in two sections at different times, is consistent in its use of red face brick and render panels with steel framed industrial windows. This is highly likely to be the 1926 alterations. The corner building comprises a red and clinker brick façade to Inverness Street. This features a band of unpainted render with 'Yorkshire Textile Mills' on a faded sign set in a clinker brick 'frame'. Steel framed windows and metal doors are typical industrial components.

The brick façade to 2 Inverness Street may conceal the structure of the earlier 1913 building operated by the Melbourne Motor Bus Company, however it is unclear how much may remain. At 4 Inverness Street, a further part of the complex also features a red brick façade with wide cement rendered band to the parapet. The roofline features a clerestorey window to allow south light. Steel framed industrial windows are set between brick piers into the factory floor. The roof is of galvanised iron with a series of roof lights. To the Albion Street side the building is clad in a combination of vertical timber and brickwork.

Comparative Analysis

Industrial complexes in Brunswick are an important land use type in Moreland. Whilst many manufacturing industries are no longer operating, many buildings stand as reminders of these past uses. The change of industrial buildings to apartments and other uses has transformed many sites. Following the lifting of import duties on imported manufactured goods in the 1920s and 1930s this economic change further stimulated the boom in the development of local manufacturing, and created employment. Several smaller scale industrial buildings in Brunswick are like the Yorkshire Textile Mills in their historic connections to the textile industry and their Interwar industrial aesthetic.



City of Brunswick Electricity Supply Building, 119 Brunswick Road, Brunswick, 1912 (HO278)

The Brunswick Electricity Supply Company substation intact and functioning part of the infrastructure supplying Brunswick with electricity since c.1912, prior to the eventual take-over by the SEC. Aesthetically this building uses a similar architectural language of contrasting red brick and clinker brick with render panels containing signage.



F J Wolfe Cordage Manufacturer complex, 399-401 Albion Street, Brunswick West, c.1925 (HO261).

One of the few (if only) surviving small-scale cordage manufacturers in Brunswick, which had several well-known larger cordage manufacturers including Down & Sons in Tinning Street and James Miller & Co off Dawson Street. A typical Interwar industrial building for the Brunswick area.

There are other larger scaled factories in Brunswick were associated with the textile and cordage (rope) industry.



Albion Clothing Co. 29-31 Weston Street, Brunswick, HO73 (within Edward Street Precinct).

Of local significance as a well-preserved example of the typical small brick factories of the early 20th century, used for the clothing trade in Brunswick. The building was occupied for a long period by the Albion Clothing Company. It has now been adapted for commercial use.



Downs & Sons Rope and Cordage Works (Sampson Cordage Works), 64-72 Tinning Street and 7-9 Cassells Road, Brunswick (HO177)

The Downs and Sons Rope and Cordage Works is of historical and technological significance. The buildings on the site date from 1907 and later, but the use dates from 1888 or earlier, and as such demonstrates a long continuity of use on the site by a specialised industry. It has been adapted for residential use.

When compared with the above examples the Yorkshire Textile Mills, adapted from a motor garage compares well in terms of integrity and authenticity. The textile industry was an important one for Brunswick and little remains that has not been significantly adapted or demolished. The facades to Inverness Street represent typical but evocative Interwar industrial architecture which is also evident in the above examples.

Statement of Significance

What is Significant?

The former Yorkshire Textile Mills at 2-4 Inverness Street Brunswick East, and constructed as the Melbourne Motor Bus Co. garage in 1913, added to in 1916 and again in 1926, is significant. 2 Inverness Street appears to contain the structure of the

former motor garage which predates the use of the site for textile manufacturing.

How is it significant?

The former Yorkshire Textile Mills at 2-4 Inverness Street Brunswick East, is of local historical, architectural and aesthetic significance to the City of Moreland.

Why is it significant?

Historically the Yorkshire Textile Mills is significant as of one of the many textile manufacturers operating in Brunswick during the interwar period – estimated in the 1930s to number 63 different businesses. The site is historically significant from 1913-1916 as the location for the short-lived Melbourne Motor Bus Co. From 1918 the site is significant as the Yorkshire Textile Mills, a supplier of worsteds and cotton tweeds to the clothing manufacturer and ‘pioneer of the clothing trade’ James Denniston & Co. Pty Ltd. (Criterion A)

The Yorkshire Textile Mills is significant as an Interwar industrial building and belongs to a declining class of places, that of manufacturing industry in Moreland. Its principal characteristics are evident in the two buildings occupying the corner of Albion and Inverness Streets that comprise a gable roofed timber and iron building that may contain part of the structure of the former motor garage; and a brick and iron sawtooth roofed factory. (Criterion D)

The Yorkshire Textile Mills is aesthetically significant for its distinctive facade to Inverness Street comprising render panels, red and clinker brick walls with simple brick detail, steel-framed windows and doors, and featuring distinctive signage of the period. This façade and the building at 4 Inverness Street is significant as an early work of the architect Alec S. Eggleston who later went on to found the highly influential architectural practice of Eggleston McDonald & Secomb in 1954. (Criterion E)

Recommendations

Recommended for inclusion in the Schedule to the Heritage Overlay of the Moreland Planning Scheme as an individually Significant place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Moreland Planning Scheme:

External Paint Colours Is a permit required to paint an already painted surface?	No
Internal Alteration Controls Is a permit required for internal alterations?	No
Tree Controls Is a permit required to remove a tree?	No
Victorian Heritage Register Is the place included on the Victorian Heritage Register?	No
Incorporated Plan Does an Incorporated Plan apply to the site?	No

Outbuildings and fences exemptions Are there outbuildings and fences which are not exempt from notice and review?	No
Prohibited uses may be permitted Can a permit be granted to use the place for a use which would otherwise be prohibited?	Yes
Aboriginal Heritage Place Is the place an Aboriginal heritage place which is subject to the requirements of the Aboriginal Heritage Act 2006?	No

Identified By

[Context Pty Ltd]

SHOP – 151A LYGON STREET, BRUNSWICK EAST

Name	SHOP	
Address	151A LYGON STREET, BRUNSWICK EAST	Significance Level Local
Place Type	Shop	
Citation Date	2017	



151A Lygon Street Brunswick East

Recommended Heritage Protection	VHR - HI - PS Yes	
	Architectural Style	Interwar Period (c.1919-c.1940)

History

Thematic context

This place is associated with the following theme/s identified by the *City of Moreland Thematic History* (2010):

Theme Nine: Shopping and retailing in Moreland

Shopping is a necessary part of the daily life of a community and shops give their customers a sense of continuity and tradition. They are a very visible attribute of Moreland's streetscapes, particularly the major thoroughfares of Sydney Road and Lygon Street. The municipality has a proud and colourful retail heritage that spans from the earliest days of settlement - from small stores to specialist shops, banks, markets, emporiums, and shopping malls and plazas. All of these retail outlets have grown to meet and create shoppers' needs and are a significant part of Moreland's history and heritage, lending character and distinctiveness to its streets (Historica 2010:97).

The historic shops built during Moreland's periods of economic prosperity in the late nineteenth century and 1920s and 1930s continue to line the Sydney Road corridor, many with facades still intact. More intact shops stand on street corners tucked away from main thoroughfares, providing clues to former centres of high activity, such as brickyards and other industries that once sustained them. There is also the occasional corner milk bar, a fading phenomenon of the 1950s and earlier, some still with original shop windows, doors and vestiges of original signage (Historica 2010:103)

Suburban development of Brunswick

Brunswick was surveyed in 1839 to provide 16 farming allotments ranging in size from 100 to 300 acres. The allotments each had a frontage to either the Moonee Ponds or Merri Creeks and to a north-south track (now Sydney Road). They were quickly sold in three auctions, mostly to speculators, and re-subdivision began almost immediately. On the west side of Sydney Road James Simpson subdivided his allotment creating Albert (then Carmarthen) and Victoria (then Llandillo) streets. When Thomas Wilkinson purchased the allotment on the opposite side of Sydney Road he extended Albert and Victoria streets. This pattern was repeated many times, and each time the land was divided into smaller and smaller allotments (Context v.1, 1990:10).

The colony of Victoria was expanding rapidly during the 1850s in the wake of the gold rushes and in the twenty years between 1846 and 1865 Brunswick's population grew from 146 to 3000 creating a demand for housing. The sequence of subdivision generally followed transport and access routes. The opening of the railway to Coburg in 1884 and the cable tram along Sydney Road in 1887 providing direct access to the centre of city encouraged the subdivision and development of land along these routes. This process accelerated during the 1880s a time of economic prosperity accompanied by a boom in land prices and in the twenty years from 1865 to the 1880s the population of Brunswick more than tripled to 14,000. Many of the houses built during the boom were cottages and small villas to accommodate the growing number of workers employed in the expanding industries. However, all development was brought to a halt by the economic depression of the 1890s and many of the new estates offered for sale toward the end of the boom remained undeveloped until the early twentieth century (Historica 2010:59-62).

Development recommenced during the early twentieth when houses began to be built on the vacant nineteenth century subdivisions. The development was slow at first, but another boom followed World War I. In 1905 the population had reached 24,000 and by 1928 it had more than doubled to 55,799 (Barnes 1987:64). The rapid growth of Brunswick during the early twentieth century was once again driven by expansion of employment opportunities and improvements to public transport. In the early twentieth century the introduction of duties on imported goods led to a boom in local manufacturing and by 1930 there were 300 factories in Brunswick employing over 6,000 workers (Historica 2010:32).

During this time the nineteenth century subdivisions were re-offered for sale whilst the remaining areas of farming land and large estates in the east and west of Brunswick were carved up to meet the unprecedented demand for housing. By the end of the 1930s the suburban development of Brunswick was almost complete (Context v.1, 1990:12).

Lygon Street

Lygon Street, originally known as Cameron Street, began as an extension of Weston Street up to Brunswick Road prior to the 1850s. The construction of the street between Brunswick Road and Glenlyon Street paved the way for the emergence of an independent

village of East Brunswick. By 1870 Cameron Street had been renamed Lygon Street by the Melbourne City Council, after Lord Lygon, a renowned British statesman of the nineteenth century (Barnes 1987:74).

Lygon Street had been extended from its modest beginnings in the 1850s to reach all the way to Moreland Road by 1900. Extension of the street, as well as its development in general, occurred incrementally, progressing northwards from Brunswick Road, with most early development concentrated at its southern end. The Quarry Hotel was established prior to 1857 and named presumably for the numerous quarries in the vicinity that provided much of its clientele. By the 1880s, the southern end of Lygon Street between Brunswick Road and Edward Street, was increasingly consolidated by the turn of the century. Alongside small residences were a diverse array of small shops that serviced the needs of local residents, including greengrocers, dressmakers, bootmakers, pastrycooks and manufacturers. A bank, a post office and a register of births and deaths were also there by the early 1900s.

In the meantime, development of the remainder of Lygon Street was localised and sporadic and in 1900 large tracts of land remained vacant north of Edward Streets. Pockets of development, however, echoed the neighbourhood that had emerged at the Brunswick Road end, most notably on the east side, between Edward and Victoria streets. The west side, however, remained largely undeveloped, apart from the shop at the northwest corner of Edward Street (no.119) and an isolated terrace row at the north corner of Ann Street (nos. 313-321).

Further expansion occurred in the early years of the twentieth century prior to the First World War, and saw the establishment of numerous small shopping precincts at various points along the street to serve the growing resident population in the side streets. Small factories began to appear on Lygon Street by the early twentieth century, though much construction remained focussed on the provision of local shops for local needs. Retail and shopping premises were marked by the frequent turnover of occupants, though there tended to be substantial continuity of use.

Electric tram lines, replacing horse-drawn buses, were installed on Lygon Street in 1916, and this encouraged further consolidation of the street. By the 1920s, the vacant blocks of land that remained on Lygon Street began to be taken over by small and large factories, shops and semi-industrial enterprises. Textile and manufacturing factories dominated the previously undeveloped northern end of the street, taking advantage of the large blocks of land that had remained vacant until that time. By the 1930s, Lygon Street was a hive of manufacturing activity, boasting amongst others the Perfection Knitting Mills, J. S. Grey paper bag manufacturing and the Austral Wire Fence and Gate Co., and this led to a demand for housing, which in turn created a need for further retail premises to serve the rapidly growing population. Interestingly, apart from the early residences established at the Brunswick Road end of Lygon Street, it was not until the 1930s that further residential accommodation was built. Several blocks of flats, notably at 299 and 434 Lygon Street were constructed. The continued lack of residential accommodation on the street emphasised its function in the local community as a shopping and manufacturing precinct, where residents of the back and side streets were able to service their needs and socialise with their neighbours. The Lygon Picture Theatre was established in 1922, which, along with the three hotels, numerous coffee palaces and the established local-shopping precincts, consolidated the social role of Lygon Street.

Place history

The block on the west side of Lygon Street between Edward Street and Glenlyon Road was mostly undeveloped in 1900. The exception was the bluestone shop at the northwest corner of Edward Street, which had been constructed in 1887.

This remained the only shop in 1910, however, by 1920 there were about five new premises including a butcher, estate agent and furniture emporium. This block filled out considerably during the boom of the early 1920s and by 1925 there were only two or three vacant lots remaining, including this property. The new shops included a lady's draper, greengrocer, baker, fishmonger, confectioner, and tailor (SM).

Construction of the shop at 151A Lygon Street commenced in 1934 and it was completed by early 1935 (PSP). In the 1935 Directory, it was described as a 'being built' and in the following year it was occupied by one U. Bogdanoff, a fruiterer.

Sources

Barnes, Les (1987) 'Street Names of Brunswick'
Brunswick Rate Books (RB), 1887 (South Ward, No. in rate, 1212), 1888 (1367), 1888-89 (1467), 1889-90 (1742) Context Pty Ltd, *Keeping Brunswick's Heritage. A report on the review of the Brunswick Conservation Study*, Volume 1, 1990
Context Pty Ltd, *Lygon Street Heritage Study Stage One*, City of Moreland, 2008 Historica, *City of Moreland Thematic History*, 2010
Melbourne & Metropolitan Board of Works (MMBW) Detail Plan No.1869, dated 1904
Penrose, Helen (ed.), *Brunswick : one history, many voices*, Victoria Press, South Melbourne, 1994

Property
Service Plan
(PSP) No.
194246 Sands
& McDougall
Directories
(SM)

Description

Physical Description

This is a single-storey shop with finely detailed stepped parapet with geometric patterning in clinker brick and render. It retains an original shopfront with metal-framed windows, blue tiled stallboard, and a recessed entry with tiled floor and a glazed timber door. The cantilevered verandah may be original but has been boxed in. The building is highly intact with no significant visible alterations.

Comparative Analysis

Whilst there are many shops represented in the Heritage Overlay in Moreland, the majority is from the Victorian, Federation and Edwardian periods, and there are fewer examples from the interwar period. Of those that are included in the HO, most have been altered with typical changes including replacement of the shopfront and/or awning, whilst others have had visible additions at the rear. Consequently, there are fewer interwar shops or commercial buildings of individual significance in the HO in Moreland.

This shop is notable for the distinctive stepped profile and geometric patterning of the parapet and pediment, which demonstrate the influence of the Jazz Moderne or Art Deco style. The Art Deco style, which took its name from the Exposition Internationale des Arts Decoratifs held in Paris in 1925, was essentially one of applied decoration. Buildings were richly embellished with hard-edged low-relief designs: geometric or 'zigzag' shapes, including chevrons and ziggurats; and stylized floral and sunrise patterns. Designs which drew on ancient cultures including the Egyptians, Mayans and Aztecs are also hallmarks of the style.

Few examples of this style exist in Moreland. One example is the former corner shop at 25 Daly Street, Brunswick West (Contributory within HO56 precinct). This also has an intact Jazz Moderne style brick parapet, but is not as boldly executed as here. It is also less intact: the main shopfront has been replaced, but there is a smaller original shopfront in the side elevation. The influence of the Art Deco style can also be seen in the original signage at the former Dairy & Milk Bar at 136A Nicholson Street, Brunswick East (Recommended for inclusion in the HO by this Study), although that building is otherwise more typical of the Streamlined Moderne style.

Other examples of interwar shops in Moreland include:

- Former Chemist Shop, 153 Reynard Street, Coburg (Recommended for inclusion in the HO). Designed by architects, Carleton & Carleton, and constructed in 1936, this is perhaps the finest interwar shop in Moreland and is notable for the high quality design, materials and overall intactness. Not directly comparable in terms of its style (which draws on Old English influences).

- Shop, 129 Lygon Street (Contributory with HO438 precinct). This has an original shop front, but the awning has been removed. The parapet is of a more conventional type and has been overpainted.

- Moreland Market, 68 Sydney Road, Coburg (Recommended for future assessment). Constructed in 1931 this is a large interwar commercial building with multiple shops with an intact facade including original shopfronts and parapet with original signage.

Statement of Significance

What is significant?

The shop, constructed by 1935, at 151A Lygon Street, Brunswick East is significant. This is a single-storey shop with finely detailed stepped parapet featuring geometric patterning in clinker brick and render. It retains an original shopfront with metal-framed windows, blue tiled stallboard, and a recessed entry with tiled floor and a glazed timber door. The cantilevered verandah may be original but has been boxed in.

Non original alterations and additions are not significant.

How is it significant?

The shop at 151A Lygon Street, Brunswick East is of local architectural and aesthetic significance to the City of Moreland.

Why is it significant?

It is significant as a representative example of an interwar shop, which is notable for

the high degree of intactness. The parapet, with the distinctive stepped profile and geometric patterning, which demonstrates the influence of the Jazz Moderne or Art Deco style, and retains the original finish is a notable feature, and is complemented by the original shopfront. (Criteria D & E)

Assessment Against Criteria

This has been assessed in accordance with the <!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01//EN""http://www.w3.org/TR/html4/strict.dtd"> *Australia ICOMOS Charter for Places of Cultural Significance* (the *Burra Charter*) and the guidelines in the VPP Practice Note *Applying the Heritage Overlay* using the Hercon criteria.

Recommendations

External Paint Controls
Internal Alteration Controls
Tree Controls
Fences & Outbuildings
Prohibited Uses May Be Permitted
Incorporated Plan
Aboriginal Heritage Place

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Other Recommendations

recommended for inclusion in the Heritage Overlay as an individual place. No specific HO controls are required.