



Fishermans Bend additional heritage place assessments.

Prepared for the City of Port Phillip

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Biosis offices

AUSTRALIAN CAPITAL TERRITORY

Canberra

Floor 1, Unit 3, 38 Essington Street
Mitchell ACT 2911

Phone: (02) 6241 2333

Fax: (03) 9646 9242

Email: canberra@biosis.com.au

NEW SOUTH WALES

Sydney

Unit 14, 17-27 Power Avenue
Alexandria NSW 2015

Phone: (02) 9690 2777

Fax: (02) 9690 2577

Email: sydney@biosis.com.au

Wollongong

8 Tate Street
Wollongong NSW 2500

Phone: (02) 4229 5222

Fax: (02) 4229 5500

Email: wollongong@biosis.com.au

QUEENSLAND

Brisbane

Suite 4 First Floor, 72 Wickham Street
Fortitude Valley QLD 4006

Phone: (07) 3831 7400

Fax: (07) 3831 7411

Email: brisbane@biosis.com.au

VICTORIA

Ballarat

506 Macarthur Street
Ballarat VIC 3350

Phone: (03) 5331 7000

Fax: (03) 5331 7033

Email: ballarat@biosis.com.au

Melbourne (Head Office)

38 Bertie Street
Port Melbourne VIC 3207

Phone: (03) 9646 9499

Fax: (03) 9646 9242

Email: melbourne@biosis.com.au

Wangaratta

16 Templeton Street
Wangaratta VIC 3677

Phone: (03) 5721 9453

Fax: (03) 5721 9454

Email: wangaratta@biosis.com.au

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Prepared by:	Gary Vines
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Kay Rowan	Historian

Cover image – President of Vietnam, Mr Ngo Dinh Diem and delegation inspecting Rootes factory 1957 (National Archives of Australia A1672:VNP5/19)

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Summary

City of Port Phillip has engaged Biosis Pty Ltd to undertake a heritage assessment of several places in the Fishermans Bend Urban Renewal Area (initially identified by Biosis Pty Ltd, in work prepared for Places Victoria in 2013), primarily to determine whether the places identified warrant further recognition and protection under the VHR or the City of Port Phillip planning scheme and if so, to prepare citations that would support the introduction of planning provisions.

The Fishermans Bend Urban Renewal Area (FBURA) is located in the City of Melbourne and City of Port Phillip, extending from the foot of Emerald Hill to Todd Road and from Williamstown Road and the Westgate Freeway. It includes parts of Port Melbourne known as Fishermen's Bend, and other regions such as Montague and the old South Bank industrial area in the former cities of Port Melbourne and South Melbourne.

The Fishermans Bend Heritage Study, which was undertaken for Places Victoria, identified a number of places for which further historical and comparative assessment was considered warranted. The study identified three places for potential inclusion on the Victorian Heritage Register and nine places for consideration for inclusion on the Port Phillip Planning Scheme Heritage Overlay.

The potential VHR places identified were:

- Dunlop factory, 227 Normanby Road, South Melbourne
- Laconia Blanket Mills, 181 Normanby Road. Southbank
- Johns & Waygood, 400 - 430 City Road, Southbank

The potential Heritage Overlay places include:

- Holvex Pty Ltd, 144 Ferrars Street cnr. Thistlethwaite Street South Melbourne (No recommendation has been made to include this site in a HO),
- Shop & residences, 125-127 Ferrars Street, Southbank (This site is already in precinct heritage overlay HO4)
- Post war factory, 185 Ferrars Street Southbank (previously listed as Meaden Street) (This site is already in precinct heritage overlay HO4)

Places recommended for further investigation with a view to inclusion on the Heritage Overlay

- Electricity substation, cnr. Munro & Johnston Streets, South Melbourne
- Horse trough, Ingles Street, cnr. Williamstown Road, Port Melbourne
- Rootes/ Chrysler factory, 19 Salmon Street, 291 & 299 Williamstown Road, 7-9 & 21 Smith Street and 332 Plummer Street, Port Melbourne
- Two storey shops, 496-498 City Road, South Melbourne
- House, 506 City Road, South Melbourne
- Shops, 157-163 Montague Street, South Melbourne

(Note that 125-127, 144 and 185 Ferrars Street are within the Heritage Precinct covered by HO4. These, however, may warrant individual citations and heritage overlays. Similarly, Johns & Waygood is within the HO4 precinct overlay, but may warrant separate citations and overlays, whether or not it is added to the VHR)

Further investigations were carried out in 2015 in order to develop citations for two of the places, namely:

- Johns & Waygood (400-430 City Road) – This site was determined to encompass three parcels of land, for which individual citations were prepared for each.
- Rootes/Chrysler factory (19 Salmon Street, 291 & 299 Williamstown Road, 7-9 & 21 Smith Street and 332 Plummer Street Port Melbourne) – A separate citation was prepared for this site.

Summary of Recommendations

The study identified significance values for the nominated sites as follows:

In order to conserve and enhance the heritage character of the Fishermans Bend Urban Renewal Area, future development must be respectful of the built form, streetscapes and urban design as well as the intangible values of the former natural landscape and potential buried Aboriginal cultural heritage, which demonstrate the significant heritage and history of the area. Therefore in preparing future planning and policy frameworks, strategic designs and proposals for new buildings and works, a number of matters should be addressed as follows:

Table 1: Summary of recommendations

Place and address	Significance level	Proposed protection
Dunlop Factory 227 Normanby Road, South Melbourne	State	Victorian Heritage Register
Laconia Blanket Mills 181 Normanby Road. South Melbourne.	State	Amend Individual place Heritage Overlay
Johns & Waygood, 400-430 City Road	State	New individual place Heritage Overlay & Victorian Heritage Register
Electricity Substation, cnr. Munro & Johnson Streets	Local	Individual place Heritage Overlay
Horse Trough, Ingles Street, cnr. Williamstown Rd.	Local	Individual place Heritage Overlay
Rootes/ Chrysler factory, 19 Salmon Street, 291 & 299 Williamstown Road, 7-9 & 21 Smith Street and 332 Plummer Street Port Melbourne	Local	Individual place Heritage Overlay
Two storey shops, 496-498 City Road South Melbourne	Local	New precinct Heritage Overlay
House, 506 City Road South Melbourne	Local	New precinct Heritage Overlay
Shops, 157-163 Montague Street South Melbourne	Local	New precinct Heritage Overlay
Holvex Pty Ltd, 144 Ferrars Street cnr. Thistlethwaite Street South Melbourne	Local interest	No action

Place and address	Significance level	Proposed protection
Shop & Residences, 125-127 Ferrars Street South Melbourne	Contributory local place	Amend HO4 citation include as 'Contributory'
Post war factory, 185 Ferrars Street (previously Meaden Street) South Melbourne	Contributory local place	Amend HO4 citation to include as 'Contributory'

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1 Background and Purpose

City of Port Phillip has engaged Biosis Pty Ltd to undertake heritage assessment of several places in the Fishermans Bend Urban Renewal Area (FBURA).

1.1 Assessment Objectives

A number of places were identified in the Fishermans Bend Urban Renewal Area Heritage Study (Vines 2013) as deserving further historical and comparative assessment with a view to upgrading their level of significance and recommending statutory protection. The objectives of the present study are to undertake a detailed investigation of places identified in the FBURA which were nominated for further heritage protection; to identify the cultural significance values of these places, document their history and physical condition, and prepare citations where necessary for inclusion in future nominations to the relevant statutory registers.

The study identified three places for potential inclusion on the Victorian Heritage Register and nine places for consideration for inclusion on the Port Phillip Planning Scheme Heritage Overlay.

The potential VHR places are:

- Dunlop Factory, 66 Montague Street & 223-229 Normanby Road, South Melbourne
- Laconia Blanket Mills, 179-185 Normanby Road, Southbank, Plan CP163199
- Johns & Waygood:
 - 400-406 City Road Southbank, Lot 2 PS421775
 - 408-410 City Road Southbank, Lot 4 LP81733
 - 412-430 City Road Southbank, Lot 2 LP80418

The potential Heritage Overlay places include:

- Electricity Substation cnr. Munro & Johnston Streets (98 Johnson Street), South Melbourne
- Horse Trough, Ingles Street road reserve, near corner Williamstown Road, Port Melbourne
- Rootes / Chrysler Factory, 1/11 Salmon Street, 19 Salmon Street, 23-31 Salmon Street, 332 Plummer Street, 21 Smith Street, Port Melbourne
- Two storey shops, 496-498 City Road, South Melbourne, Lots 1 and 2 PS408183
- House, 506 City Road, South Melbourne, Lot 1 TP319840
- Shops, 157-163 Montague Street, South Melbourne Lots 6, 7, 8 & 9 LP8265
- Holvex Pty Ltd, 144-148 Ferrars Street (cnr. Thistlethwaite Street), South Melbourne (note this site is not in HO4)
- Shops and Residences, 125-127 Ferrars Street, Southbank
- Post War Factory, 185 Ferrars Street (previously listed as Meaden Street), Southbank, Lot 1 PS431184

(Note the last two places are already within the Heritage Precinct covered by HO4. These, however, warrant individual citations and heritage overlays. Similarly, Johns & Waygood is within the HO4 precinct overlay, but warrants a separate citation and overlay, whether or not it is added to the VHR)

1.2 Study Area

The FBURA is located in the City of Melbourne (20%) and City of Port Phillip (80%), extending from the foot of Emerald Hill to Todd Road and from Williamstown Road and the Westgate Freeway. It includes parts of Port Melbourne known as Fishermen's Bend, and other regions such as Montague and the old South bank industrial area in the former cities of Port Melbourne and South Melbourne. The Fishermans Bend Urban Renewal Area consists of 240 hectares and has been divided into four precincts; Lorimer Precinct (in the City of Melbourne) and Montague, Sandridge, and Wirraway in the City of Port Phillip.

The sites being assessed are generally concentrated in the Montague Precinct, with some in the Sandridge precinct and the Rootes Group factory in Fishermans Bend proper. The location of places assessed in the study area shown in Figure 1.

Figure 1: Location of places assessed in the study

Fisherman's Bend Urban Renewal Map



1.3 Previous studies

The City of Port Phillip, was formed by the amalgamation of the Cities of Port Melbourne, South Melbourne and St. Kilda in 1994, and inherited several urban conservation studies at that time. These had been prepared commencing in 1975 and using different criteria for the evaluation of the significance of places. Changes in municipal boundaries also resulted in discontinuities in the identified urban conservation areas, or heritage precincts. The studies were:

- Yuncken Freeman Ashton Wilson: South Melbourne Conservation Study (1975)
- Jacobs Lewis Vines: Port Melbourne Conservation Study (1979)
- Allom Lovell Sanderson Pty. Ltd.: South Melbourne Conservation Study (1987)
- Nigel Lewis and Associates: St. Kilda Conservation Study Area 1 (1982)
- David Bick: St. Kilda Conservation Study Area 2 (1985)
- Robert Peck von Hartel Trethowan with Henshall Hansen Associates: City of St. Kilda Twentieth Century Architectural Study (1992)
- Allom Lovell and Associates: Port Melbourne Conservation Study Review (1995)

Additional assessments of heritage places and areas of heritage significance were also undertaken since the gazettal of the original Port Phillip Heritage Review in 2000 with further heritage studies were commissioned comprising:

- Graeme Butler and Associates: Swallow Street (2004)
- Heritage Alliance: East St Kilda Heritage Study (2004)
- **Heritage Alliance: City Road Industrial Precinct (2005)**
- Heritage Alliance: Elwood Heritage Review (2005)
- Heritage Alliance: Nightingale Street Heritage Study (2008)

Of these, only the City Road Industrial Precinct (2005) review is of relevance to places considered in the present study.

A review of cultural heritage in the City of Port Phillip was commissioned in October, 1996, and undertaken by Andrew Ward, and Francine Gilfedder. This resulted in a series of versions of the Port Phillip Heritage Review, with the most recent, 'Version 16', completed in 2013.

The Port Phillip Heritage Review includes citations for places of local and state significance, and heritage precincts. Of relevance to the present study are the citations for the Laconia Knitting Mills, Dunlop Tyre Factory and Johns & Waygood, and the South Melbourne City Road Industrial Area - HO4.

These documents have been reviewed and consideration given to their conclusions in assessing significance of each place.

1.4 Consultation

As this study was limited to assessing historical places only, no consultation with Aboriginal communities or State regulatory bodies has been undertaken. Consultation has been undertaken with local historical societies in order to benefit from research and information they have compiled, in particular:

- Janet Bolitho Port Phillip Historical Society
- Kay Rowan Historian
- Leon Yates City of Port Phillip.

1.5 Methods

The study has been undertaken in reference to the Fisherman's Bend Urban Renewal Area Heritage Study and Port Phillip Heritage Review, including the existing citations for individual places and the HO4 heritage precinct.

The assessment has included the following tasks:

- Background historical research to determine construction dates, occupants, architect or builder, site use and contextual history;
- Site inspection and description to assess integrity, intactness, condition and ability to demonstrate significance;
- Assessment against historical thematic framework for City of Port Phillip (for HO places) or Victoria (for VHR places);
- Comparative assessment of similar places in either Port Phillip or Victoria;
- An assessment of the cultural heritage significance of each place or object against the Victorian Heritage Register Criteria and Threshold Guidelines (2012);
- Preparation of citations in a format compatible with Port Phillip Heritage study, including history, description and statement of significance, appropriate to future potential amendments to the planning scheme or nomination to the Victorian Heritage Register as appropriate; and
- Mapping of extents for VHR or HO using ARC GIS, showing all previous and new heritage places including location and extent of places, and keyed according to place types. Heritage places and features will be plotted as polygons on current cadastral and planning scheme base maps.

The study has also been carried out in the context of the Burra Charter and Heritage Victoria guidelines on establishing criteria and thresholds for heritage significance. The guidelines for Criterion assessed and referenced for each place have been taken from the Victoria Heritage Register Criteria and Threshold Guidelines (Heritage Victoria 2013; see Appendix 1), within particular reference to pages 2 and 3 of this document.

1.6 Limitations

Limitations in undertaking the study included:

- Limited original research, e.g. property titles, rate books and detailed property records could not be consulted
- Property owners were not approached
- Access to some private property was not available

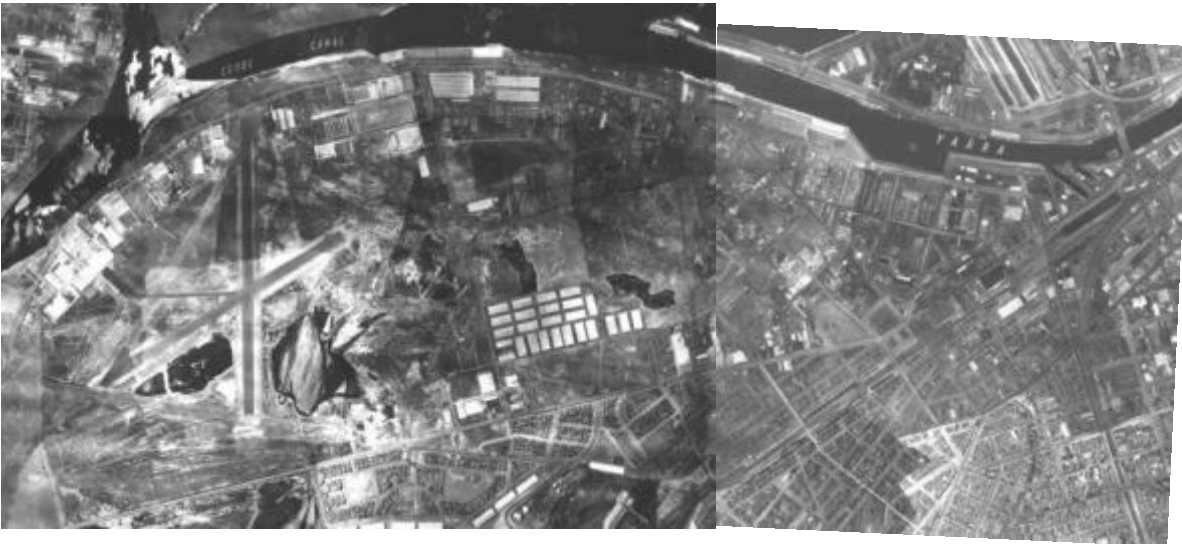


Figure 2: 1945 Aerial Photo Fishermans Bend (Melbourne University Library)

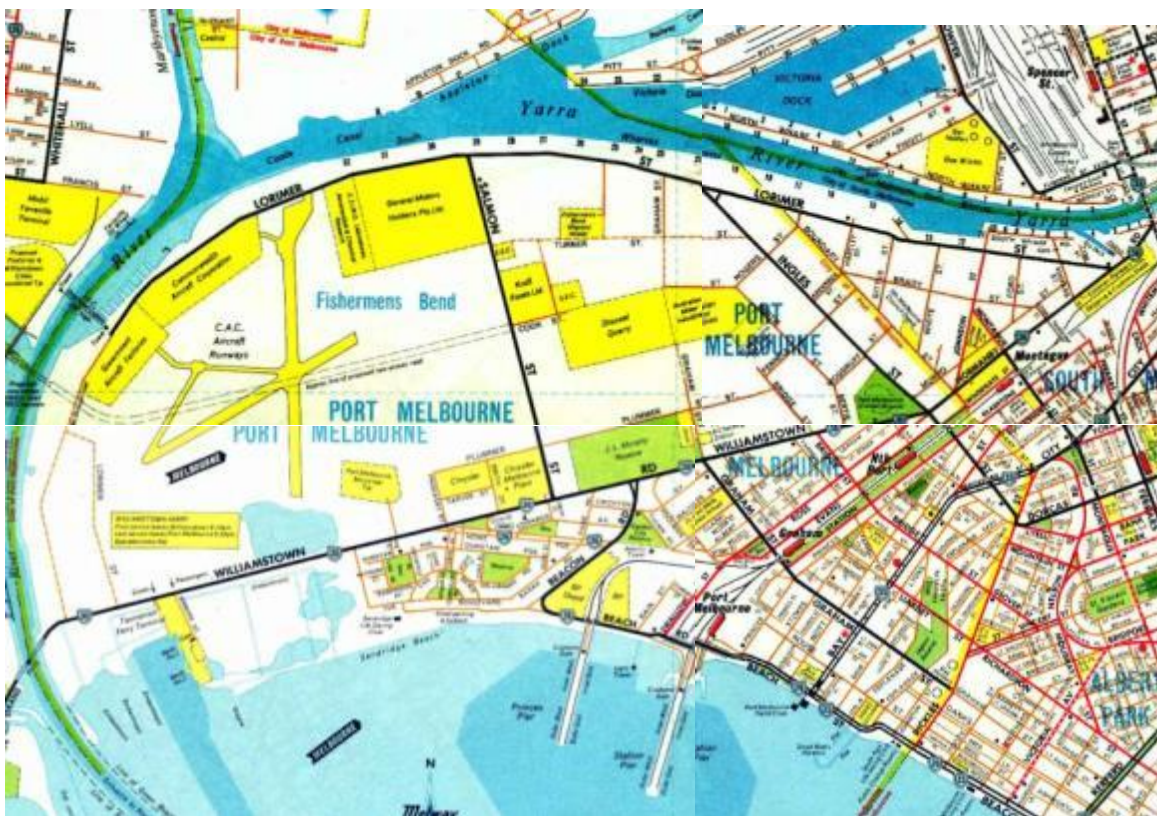


Figure 3: Mosaic of Melway 1966 Street directory showing mostly developed land, the Migrant hostel and large industrial sites (the airfield was still in use but was cleared with the construction of the West Gate Bridge in the 1970s).

2 Places

A survey of heritage places for review has been carried out by compiling data from existing heritage registers, studies and reports, and undertaking a reconnaissance survey of the study area by vehicle and foot. Places were inspected and photographed from public areas.

2.1 Dunlop Pneumatic Tyre Co. Factory

Address - 66 Montague Street & 223-229 Normanby Road, South Melbourne -37.829446, 144.948421

Existing Heritage Overlay - HO218; **Heritage Precinct Overlay** - None; **City of Port Phillip Heritage Review Citation** No: 2134

Summary - Nominate to Victorian Heritage Register (VHR). One of largest surviving industrial buildings in precinct, reflects former dominance of automotive industry. Conserve and reuse – Conservation Management Plan if site to be redeveloped. State Significance.



Figure 4: location of Dunlop Rubber mills, with proposed VHR extent



Significance

What is Significant?

The former mill of the Dunlop Pneumatic Tyre Company at the corner of Normanby Road and Montague Street South Melbourne, was built in 1913, and stands as a four storey brick industrial building with additional levels added in recent decades.

How is it Significant?

The Dunlop Factory is of historical, aesthetic (architectural), social, and scientific (archaeological) significance to the State of Victoria.

How is it Significant?

The Dunlop Factory is historically and aesthetically important. It is historically important (Criterion A) for its capacity to demonstrate an aspect of the former Dunlop complex at this location in South Melbourne, recalling its pre-eminence as the Municipality's largest employer as well as the years during which South Melbourne was a hub of Melbourne's industry. It is the last of more than twenty buildings that made up the industrial complex, and the principal mill, which was given prominence in the company's advertising, letterheads and other promotional material.

The place is also historically significant as physical evidence of the major change from steel wheeled horse drawn vehicles of the 19th century to the rubber tyred motor vehicles of the twentieth century, as well as the rise of the pneumatic tyred bicycle as a significant form of personal transport in the period 1880s to 1930s (Criterion A).

It is also historically significant as an especially rare building type, being one of only two multi storey manufacturing plants in Port Phillip (with the Laconia Woollen mills) and perhaps a dozen such buildings left in Melbourne (Criterion B).

In this respect it also helps interpret a past way of life through the strong link which once existed between residential location and place of employment. It is aesthetically important (Criterion E) as a rare example of multi storeyed industrial architectural form which demonstrates manufacturing practices at a time when industrial processes employed large numbers of workers on cramped sites readily accessible by public transport. It is important from this viewpoint also on account of its prominence which is symbolic of South Melbourne's industrial past.

The place is of Social significance (Criterion G) as it fills in connecting the much changed local community to its historical past. Although the connection between current residents and the old industries is waning as the demographics of Port and South Melbourne changes, social significance remains through the local attachment to the area's history. For example South Melbourne footballer Tommy Lahiff, made the point that : "...you were either a wharfie or you worked in one of the factories. Swallow and Ariell's, Kitchens, Dunlops, Laycocks".¹ The involvement of the Port Melbourne Historical and Preservation Society in documenting and celebrating the industrial history of Port Melbourne, and more recently framing submission to the Fishermans Bend URA process, demonstrates this social significance.

Description

The surviving Dunlop Tyre Factory building consists of four original storeys with two additional levels added set back from the parapets. The internal structure is partly brick load-bearing walls and columns and presumably steel-framed with fire-proofing cover of brick and cement cladding. Original large timber-framed windows are in place, but have been painted over, and heavy mesh screens installed.

There is evidence of former bridges that linked the building with other now demolished elements of the Dunlop complex, in the form of projecting concrete beam ends, blocked up openings, and bolted brackets to the external walls. The tower with surmounting flagpole is an important element; this would have housed the dust extraction equipment, which was a critical component of the noxious and fibrous processes which occurred in the building.

An off-form concrete-walled lift well has been added on the west side, two extra levels, set back from the parapet, have been constructed on the roof, presumably with alterations to the bearing beams and posts.

¹ Tommy Lahiff, quoted in "They can carry me out" Memories of Port Melbourne, (1991), p.57. cited in Ward 2011, Port Phillip Heritage Review Vol 1, p.52

History

The early 20th century saw some dramatic expansion of industry in the South Melbourne and Port Melbourne area, partly as a result of government stimulus programs and then for the war effort itself. Port Melbourne prospered as an industrial location in the mid twentieth century. Amongst the factories established in the 1920's were the works of the engineering company, Malcolm Moore Pty. Ltd. on Williamstown Road from 1927, Kellow-Faulkner had its showrooms on City Road, the Union Can Company, and the Dunlop Pneumatic Tyre Company, which erected a vast factory complex straddling Normanby Road and Montague Street in 1901. The Southbank foundries, carriage builders and engineering works gave rise to local the automotive industry, with various motor car showrooms, Holden and other body builders spreading down City Road. Bicycle makers such as Malvern Star were also focussed in this area. Along with the increasing demand for rubber tyres and the advances in pneumatic tyres, these and more distant manufacturers could be reached by the immediately adjacent railway goods yards.

This was also an area of working class housing, particularly the Montague area, which was to become a slum in hard times, and the more established Sandridge and Emerald Hill districts, ensuring an available local workforce. Streets and housing were confined to an area south of City Road in 1866. The area to the north was low lying and swampy and was not developed at the time. Subsequent, draining and filling enabled development of the area to begin in the 1870's.²

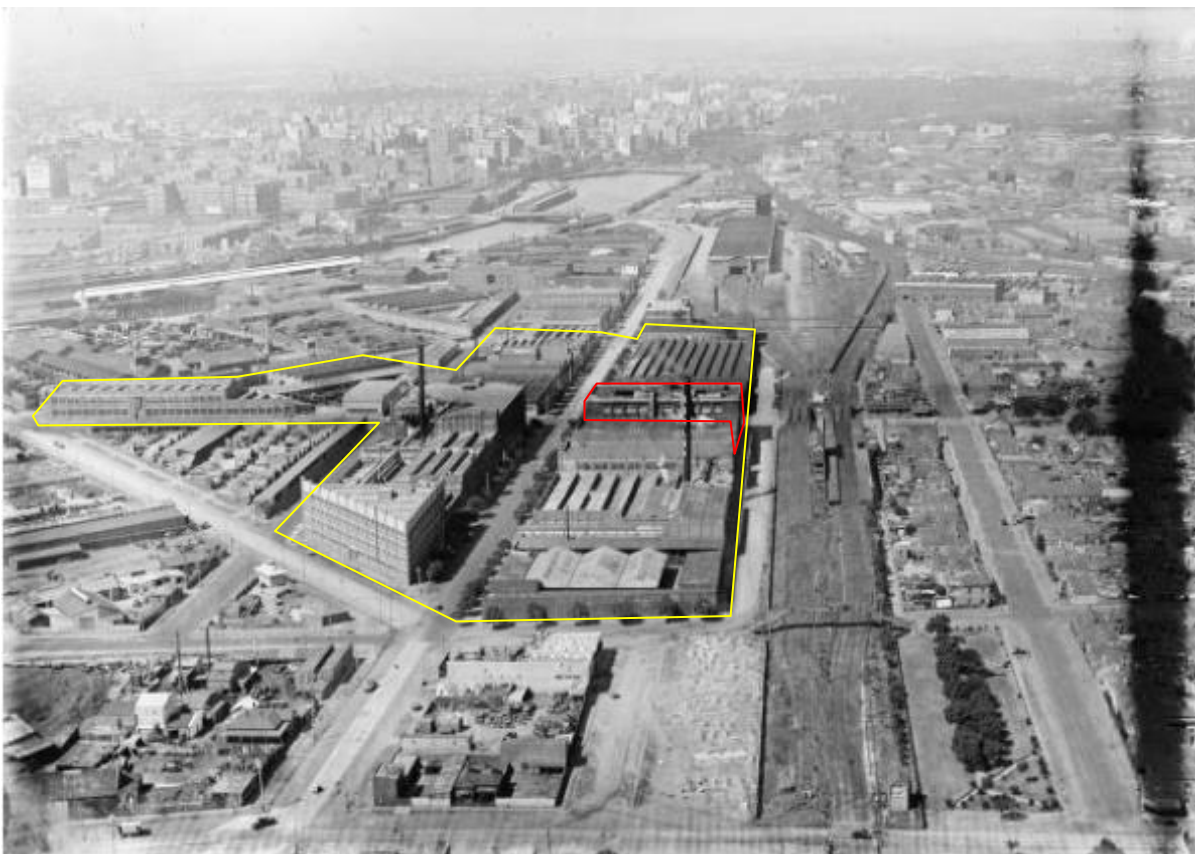


Figure 5: Dunlop factory from the air looking east along Normanby Road, original extent of factory in yellow, subject building in red

John Boyde Dunlop patented the pneumatic tyre, initially for bicycles in 1888, and contracted to the first factory for its manufacture in 1889. By 1902 it had its own manufacturing subsidiary, Dunlop Rubber Co. Ltd, in Birmingham. Dunlop and his partner William Harvey du Cros, (businessman and president of the Irish Cyclist's Association) formed the Pneumatic Tyre and Booth's Cycle Agency in 1889 and then the Dunlop Pneumatic Tyre Co. Ltd in Dublin to acquire and

² Parish Plan South Melbourne, Sheet 2. PMHS.; Cox, "Hobson Bay and River Yarra", 1866. SLV, Map Section.

commercialise Dunlop's patent for pneumatic tyres. Commercial production began in late 1890 in Belfast, and rapidly grew to meet demand. Dunlop assigned his patent to Du Cros in return for 1500 shares in the new company. Dunlop Tyre opened divisions in Europe and North America in the 1890s, and a branch office and factory in Melbourne, Australia in 1893. The English subsidiary was established in 1896. Despite sales success, financial difficulties, led to the selloff of its overseas operations including the Australian division during 1899 to a Canadian consortium, which incorporated it as the Dunlop Pneumatic Tyre Company of Australasia Ltd.³

Place History

Dunlop had its first premises in Tattersall's Lane in the city and quickly expanded interstate in 1896 and by 1899 was independent of its British parent company. Also in 1899 Dunlop Rubber acquired a bluestone and iron building on the corner of Normanby Road and Montague Street, which it converted to a rubber mill.⁴ The company was attracted to the flat land convenient for transport to the city, acquiring a site that was filled swamp land on the western outskirts of the riverside industries at the time, allowing plenty of room for expansion. In 1901, the Dunlop Pneumatic Tyre Company was established, commencing production of motor tyres in the following year. In 1905, Dunlop had taken over one of its main rivals, Barnett Glass Rubber, which had a substantial factory in Footscray.⁵ From 1906, the business operated under the name Dunlop Rubber Company of Australasia.

In 1913, a new mill was built on the opposite corner and was linked by a bridge over Normanby Road and around this time, Dunlop became South Melbourne's largest employer, employing both men and women. South Melbourne was Dunlop's largest Australian factory site.⁶ The mill produced all manner of tyres as well as items ranging from rubber seals, machinery belting, various types of hose and tennis balls. Automotive tyres and sandshoes were major products during the 1920s.⁷

British Dunlop again became involved in 1927, and by 1929 the Australian companies Dunlop (Melbourne) and Perdriau (Sydney), merged with competitors as the Dunlop Perdriau Rubber Co. Ltd which, during World War II, provided synthetic rubber products to the defence forces.

The factory expanded along Normanby Road on both sides between Montague and Boundary Streets. In 1951, the Company operated as Dunlop Rubber Australia Ltd⁸ and continued at its Normanby Road sites until the late 1980s.⁹

The company expanded so that its activities spread along Normanby Road on both sides between Montague and Boundary Streets. The high smokestack with black billowing smoke became a land mark. The major part of the factory was housed in timber and iron sheds, however, limited space for further expansion saw several multi storey factory buildings erected in the early 20th century, (the surviving building was the first of these). The works continued this expansion into the 1950s with additional land to the west acquired for new plant described at the time as follows:

Dunlop buys a site in Port Melb. A Site, with an area of more than an acre, adjoining its Port Melbourne works, was bought yesterday by Dunlop Rubber Ltd. for £61,500. The property comprises a box factory, with machinery and plant valued at £2,700, on land 222 by 224'ft, fronting Normanby road, Woodgate st, and Boundary street. It was offered with vacant possession by G D Langridge and Son

³ Oldbike blog, <http://www.oldbike.eu/museum/tyres/pneumatic-tyres/the-pneumatic-tyre/> (accessed 1.9.15)

⁴ MMBW litho plan no.19, c.1894.

⁵ eMelbourne Encyclopaedia, Dunlop Pneumatic Tyre Co. <http://www.emelbourne.net.au/biogs/EM00493b.htm> (accessed 1.9.15)

⁶ Susan Priestly, *South Melbourne A History*, Melbourne University Press, Carlton, 1995, pp.260-62.

⁷ Port Phillip Heritage Review, Version 6, 2006 p.26 Prepared for the City of Port Phillip by Andrew Ward, Architectural Historian; Ambrose Pratt (ed.), "The National Handbook of Australia's Industries, Specialty Press, Melbourne", 1934, Pp.286-290.

⁸ Sands and McDougall Directory: 1951.

⁹ City of Port Phillip Heritage Review citation 2134

and I A Watts and Co and was passed in at auction at £ 58 000 .The sale was completed privately. Dunlop Rubber Ltd announced this week that it was abandoning plans it had to build new factories on the large area of land it owns at Beaumaris.¹⁰

Additional three, four and five storey buildings were erected in the 1930s and post World War II, on both sides of Normanby road and Montague Street, often requiring the demolition of earlier buildings. During the late 1960s Dunlop made footwear, clothing and textiles, and surgical rubber goods, but after tariff reductions during the 1970s, moved manufacture offshore. Amalgamation with the Olympic Tyre Co. in 1980 introduced cable, fibre optics, additional sporting goods and innovative automotive batteries to the conglomerate's inventory. Severing ties with the failed UK Dunlop Co. in 1985 and renaming itself Pacific Dunlop, the enterprise moved into food-processing and by the early 1990s employed 28 000 people in Australia, and 20 000 in 13 countries overseas.¹¹

The building is now used for storage purposes – one of the first self-storage facilities in Melbourne established in 1985, the building was extended with two stories of offices/ apartments, built in 1997.¹²

Dunlop eventually moved its plant to Bayswater, and following a number of mergers, its rubber processing division was absorbed in the Dunlop – Olympic conglomerate.



Figure 6: Interior of Dunlop tyre plant

¹⁰ "Dunlop buys a site in Port Melb." *The Argus* (Melbourne, Vic. : 1848 - 1957) 5 Oct 1950: 12. Web. 18 Feb 2014 <<http://nla.gov.au/nla.news-article23031327>>. (accessed 1.9.15)>.

¹¹ eMelbourne Encyclopaedia

¹² Port Phillip Heritage Review, Version 4, 2005, Prepared for the City of Port Phillip by Andrew Ward, Architectural Historian p.22



The Australian National University hdl:1885/48352

Figure 7: Workers at Dunlop Rubber's Montague factory, Melbourne circa 1920s ¹³



The Australian National University hdl:1885/47

Figure 8: Workers at Dunlop Rubber's Montague factory, Melbourne 1920s. ¹⁴

¹³ ANU Archives <http://digitalcollections.anu.edu.au/handle/1885/48352> (accessed 1.9.15)

¹⁴ ANU Archives <http://digitalcollections.anu.edu.au/handle/1885/48352> (accessed 1.9.15)



The Australian National University hdl:1885/46

Figure 9: Dunlop Rubber (Australia) Limited » Advertisement for Dunlop Rubber Company: quality and service 1915, Note the caption the: 'Largest [mill] in Southern Hemisphere - Area 5 3/4 acres'.¹⁵

¹⁵ ANU Archives <http://digitalcollections.anu.edu.au/handle/1885/463712345>

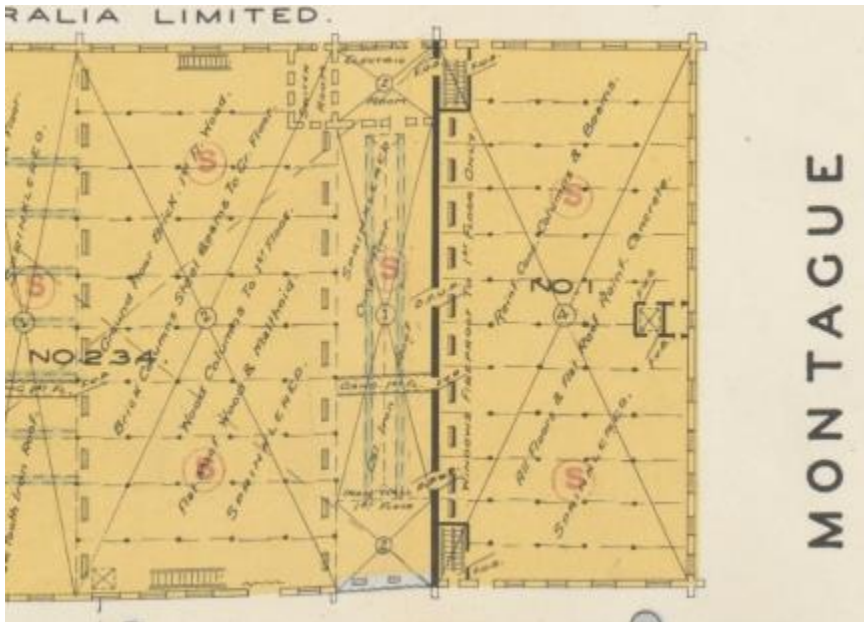


Figure 10: Extract from Mahlstedt's Plan 'City of South Melbourne and section of Port Melbourne detail-fire-survey', Mahlstedt's (Vic.) Pty. Ltd. 1950

Comparative Assessment

The Dunlop rubber mill is a distinctive type of manufacturing building, developed in the late nineteenth century and prominent in the first half of the twentieth century, known as a 'daylight factory', characterized by exposed rectangular frames usually of reinforced concrete, but sometimes brick, with glass mostly replacing solid exterior wall materials.¹⁶ While the multistorey textile mills of northern England provided the genesis, it was the US Automotive industry which perfected the type, with Albert Kahn's Highland Park Ford plant (1908-10) in Detroit considered the type site.¹⁷

In Victoria, large multistorey factories were rare, the IXL Jam Factory in South Yarra, Bryant & May and Rosella in Richmond, several of the boot and shoe factories in Collingwood, and some of the later textile mills were built in this form, with three or four floors. However, these still did not have the very large glazed areas which characterise the daylight factories. The British United Shoe Machinery Co in Fitzroy, is perhaps the closest to the daylight factory model, and most comparable to Dunlop, (apart perhaps from the Geelong Ford Factory (almost certainly and off-the shelf Albert Kahn design), but is somewhat later – built in 1938.

¹⁶ Kowsky, Francis R. *Daylight Factory Style: An International Style Substyle*, <http://www.buffaloah.com/a/archsty/daylight/index.html>

¹⁷ Archive For ALBERT KAHN, Vertical Urban Factory, <http://www.mascontext.com/tag/albert-kahn/>



Figure 11: British United Shoe Machinery Company, 1948, Alexandra Parade, Fitzroy. Fitzroy Library ID: 15232

The Dunlop Factory and Laconia Mill, are therefore among the earliest multistorey 'daylight factories' in Melbourne.

Thematic Context

3. Developing local, regional and national economies.

3.12 Developing an Australian manufacturing capacity.

Recommendations

Nomination to Victorian Heritage Register

2.2 Laycock & Sons, Laconia Woollen Mills

Formerly Laycock Son and Company (woollen mills)

Address - 179-185 Normanby Road, Southbank, Plan CP163199- 37.827997, 144.950593

Heritage Overlay(s) - HO217; **Heritage Precinct Overlay** - None; **City of Port Phillip Heritage Review Citation No:** 45 Local significance

Summary- Rare surviving multi storey industrial building reflects the significance of the furniture industry. Conserve and reuse – Conservation Management Plan if site to be redeveloped. Extent of HO and description should be amended to yellow boundary in Figure 12



Figure 12: Location of Laconia mills, with proposed HO extent



Significance

What is Significant?

The former Laconia Woollen Mill of Frederick Laycock & son, is located at the corner of Normanby Road and the former Doran Street South Melbourne. It was built in c1930 to the design of architects Peck & Kempster, and stands as a five storey brick, steel and concrete industrial building with some alterations to windows and interior fit-out in recent decades. The significant component is confined to main 5 storey building only as the single storey building to the south is not of significance.

How is it Significant?

The Laconia Woollen Mill is of historical, social, technical and aesthetic (architectural) significance to the City of Port Phillip

How is it Significant?

Laycock and Son's Laconia Woollen Mill is historically significant as a large and influential textile mill of the early 20th century (Criterion A). The building recalls South Melbourne's former role as the cradle of the furniture trades and as a supplier to the upholstery and furniture industry, along with the first retail outlets for Maples, Tyes and Anderson's furniture having their origins within the municipality. It is important also as the home of the brand name "Laconia" that gained widespread acceptance in Victorian and Australian households throughout the inter-war period and during the early post war years. It is significant as an example of the industrial work of architect firm Peck & Kempster.

The building is also historically significant at the local level as an exceptionally rare and one of the most intact and representative multi-story mills, reflecting changes in manufacturing industry and increasing density of development in inner suburbs, which forced manufacturers to build up due to the limits on expansion caused by rising property values (Criterion B). The mill is therefore a precursor to a further shift in manufacture which saw factories moved out of the inner suburbs, to more distant fringe industrial areas, particularly in response to the introduction of metropolitan planning and separate industrial zoning from the 1950s.¹⁸

The place is of architectural significance as a rare surviving example of early twentieth century textile mill, (Criterion B) representing the peak of the industry and sophisticated design of the period. While single storey weaving sheds of the late nineteenth century are represented in various Geelong woollen mills, the space-saving multi-storeyed factories were rare in Melbourne, some such as Collingwood boot factories were forced upward by the need for more production in confined areas near densely populated workers suburbs and urban transportation (Criterion A).

The place is of aesthetic significance for its landmark quality, and representative of the state of industrial architecture and design in the early 20th century (Criterion E). The use of sky-signs, both in the former neon and surviving raised cement letters reflects the growing impact of advertising and the prominence of the iconic building as an expression of the brand.

Further investigation may establish technical significance in respect of early fire proof building design (Criterion F).

The place is of Social significance (Criterion G) for the place it fills in connecting the much changed local community to its historical past. Although the connection between current residents and the old industries is waning as the demographics of Port and South Melbourne changes, social significance remains though the local attachment to the area's history.

Description

The former woollen mills of Laycock and Son and Co. were built at the corner of Normanby Road and Doran Street, South Melbourne, in about 1930 to a design of Peck & Kempster. The building is five storeys, initially intended for weaving machinery, and so has high capacity load bearing concrete floors, supported on load-bearing external walls with brick pilasters and rendered spandrels to the facade featuring rendered parapets, raised in the centre with the "Laconia Woollen Mills" and Laycock Son & Co in cast cement. Prominent down spouts with large rectangular rainheads flanking the parapet, frame the building, running down the sides until recessed in the last 2 metres above the pavement.

¹⁸ See for example MMBW, 1954, Melbourne Metropolitan Planning Scheme Report.

A cursive script animated neon sign depicting "Laconia" once crowned the building, facing towards the city and was visible from Princes Bridge.

Internal structure has a grid of riveted steel (or possibly wrought iron) columns and beams, with jack arch cinder concrete floors. The windows have been replaced and a fire stair in similar brown brick with banded concrete floors expressed externally has been constructed in the south west corner while a larger , service core in the same style has been built against the west side wall. The present canopied entry is new, with the original entry having been on the east side facing the former Doran Street – now a car park.



Figure 13: Recent view from auction poster

History

Victoria's textile industry developed in the 1860s and 70s in response to post gold rush capitalisation, industrialisation and expanding rural production.¹⁹ A series of generally single-storey, sawtooth-roofed spinning and weaving sheds were built in Melbourne's western suburbs and Geelong. Space was not a limitation; however, these mills tended to serve export markets, and so were located for transport connections to the rural hinterland and docks, whereas the domestic furniture trade required proximity to the city to reach suppliers and buyers. Such inner city factories therefore 'grew upwards' from the turn of the century, when space was at a premium. The Laconia Woollen Mill is the epitome of this process.

Frederick Laycock (1839-1909) and his son Burdett Laycock (1861-1941), were wool traders and blanket and textile manufacturers, from Harden Beck near Bradford, Yorkshire, England. Frederick was second son of Joshua Laycock, wool and waste dealer. Burdett learnt the woollen trade with his grandfather in Bradford and at Thomas Baines's Cottingley mill. Frederick tried his luck (unsuccessfully) on the Victorian goldfields in the 1850s, and returned to Melbourne in February 1879 where he entered a partnership with William Hudson, a Brunswick rag merchant, and then with his son Burdett and F. & F. Pearson running a cloth waste and flockmaking venture until its dissolution in March 1884. The Laycocks then were joined by distant relative Samuel Nettleton in the firm of Laycock, Son & Nettleton, struggling at first and then gradually diversifying into bedding manufacture and the importation of kapok,

¹⁹ See - Linge, G.J.R. *Industrial Awakening, the Geography of Manufacturing in Australia*, Melbourne University Publishing

timber and upholsterers' supplies. Commencing wool-scouring around this time, it was also one of the first Australian companies to begin wool-carbonising in 1896.²⁰

By 1890 the company employed 81 people in Melbourne alone and had a capital investment of £30,000, with a branch in Sydney, and in 1893 began selling wool on its own account in Bradford, England. In 1897 the company partnered with Alfred J. Littledike, a Brisbane bedding manufacturer, to expand into the Queensland market.

Burnett Laycock gave evidence at the Tariff Commission in 1905, in a controversy over the identity of certain flannels and whether they were imported or locally made.²¹ In 1906, the Laycocks were described as bedding and wire mattress makers. They were suppliers to the local furniture industry including Maples and Andersons, which both had their origins in South Melbourne. The company acquired a New Zealand wool-buying agency in 1906, and further expanded into wool tops-making around 1907, exporting to America and Europe as well as spinning and combing in the 1930s. The company profited from government contracts during the World War I, re-entered the Sydney market and established a short-lived buying operation in South Africa during the 1920s.²²

Frederick Laycock died of cerebral haemorrhage in 1909, leaving an estate valued for probate in Victoria and New South Wales at £55,858. After his father's death and dissolution of the partnership with Samuel Nettleton in 1910, Burdett reorganized the firm as Laycock, Son & Co. and with his sons, Frederick Cornelius and Edwin Burdett joining as full partners in 1915. Burdett was active in the Victorian Chamber of Manufactures from 1911 to 1936, a member of the Central Wool Committee during World War I and chairman of the Australian Woollen Manufacturers' Association.

Place History

Laycock, Son and Nettleton had a mill in Yarraville from March 1884, and around the same time operated a South Melbourne works as the cornerstone of their commercial and manufacturing empire, eventually exporting to overseas and interstate markets. South Melbourne had not previously been a centre of textile industry, which had been concentrated in the nineteenth century at Geelong, Footscray and Williamstown, and to a lesser extent Richmond and Abbotsford in the early twentieth century.

The company moved to South Melbourne from York Street Yarraville after their flock mill was burnt out in about 1884, the third time the mill caught fire.²³ They opened new flock mills in about 1886 on the south side of Normanby Road using the insurance payout from their Yarraville mill.²⁴ A construction date of 1904 for a new mill is credited to the publication *The House of Laycock*.²⁵ It would appear that this source is in error, and the new material from the ANU archive provides evidence of a c1930 construction date for the new building to a design of Peck & Kempster.

²⁰ Graeme Cope, 'Laycock, Frederick (1839–1909)', *Australian Dictionary of Biography*, National Centre of Biography, Australian National University, <http://adb.anu.edu.au/biography/laycock-frederick-7126/text12295>

²¹ "TARIFF COMMISSION." *The Argus* (Melbourne, Vic. : 1848 - 1957) 20 Apr 1905: 7. Web. 7 Mar 2014 <<http://nla.gov.au/nla.news-article9894453>>.

²² N. J. Holt, *The House of Laycock, 1879-1959* (Melb, priv print, 1959); *Age* (Melbourne), 5 Apr 1909; *Argus* (Melbourne), 5, 7 Apr 1909; T. G. Parsons, *Some Aspects of the Development of Manufacturing in Melbourne 1870 to 1890* (Ph.D. thesis, Monash University, 1970); Laycock, Son & Co. Pty Ltd papers (Australian National University Archives).

²³ "Footscray Borough Council." *Williamstown Chronicle* (Vic. : 1856 - 1954) 6 Jun 1885: 2. Web. 7 Mar 2014 <<http://nla.gov.au/nla.news-article68597011>>.

²⁴ Graeme Cope, 'Laycock, Frederick (1839–1909)', *Australian Dictionary of Biography*, National Centre of Biography, Australian National University, <http://adb.anu.edu.au/biography/laycock-frederick-7126/text12295>, accessed 11 June 2013; "Footscray Borough Council." *Williamstown Chronicle* (Vic. : 1856 - 1954) 6 Jun 1885: 2. Web. 7 Mar 2014 <<http://nla.gov.au/nla.news-article68597011>>.

²⁵ Holt, Nellie Judson & Laycock family 1959, *The house of Laycock, 1879-1959 : a record of family achievement through five generations*, Privately Printed for Laycock, Son & Co. Pty. Ltd, Melbourne

However, given a substantial three story building on the site from 1889, and records of progressive change, including rebuilding after fire, then potential exists for earlier fabric to have been incorporated in the 1930 reconstruction.

Fire was a constant danger at the works with several reports of breakouts, and some of the minor buildings being damaged or destroyed.²⁶ As a consequence, mill design evolved to meet the fire risk with protected steel frames and masonry walls, as well as a variety of fire-proof flooring systems in concrete, brick and cinder.²⁷

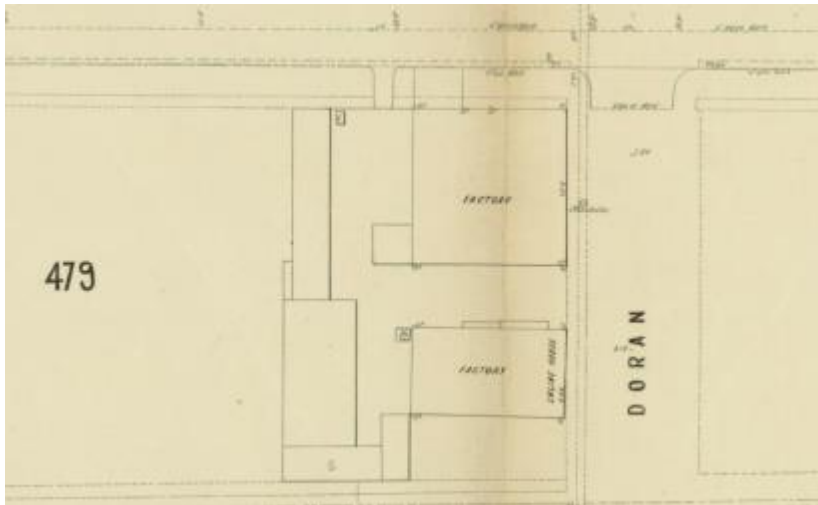


Figure 14: MMBW Plan showing early Laycock Factory c 1897²⁸

A store yard was located on the opposite side of Doran Street in 1910.²⁹ By 1916, the business operated as Laycock and Son and Co. and by then they had a second building nearer Montague Street at number 229 for bulk storage. In the next twenty years, the entire block between Doran and Montague streets was acquired for Laycock's milling business. The buildings were generally described as woollen mills, a description that continued to 1974.³⁰ The archives of the firm are at ANU Archives.³¹

The single storey buildings were progressively demolished in the second half of the 20th century, but the main mill was refurbished in 1989-90 for Invensys Rail Systems Australia (Westinghouse) who leased the building for the next 28 years, under the name Westinghouse Australia Signals in the later years. A two-level extension was constructed on the north in the mid-1980s with additional office space and undercover car-parking. It was sold in 2008, and again in 2011, when it was described as "tired".³²

²⁶ "FIRE AT FLOCK MILLS." Port Melbourne Standard (Vic. : 1914 - 1918) 12 Feb 1916: 4. Web. 7 Mar 2014

<<http://nla.gov.au/nla.news-article91164014>>.

²⁷ See Miles Lewis, Australian Building, 7.03 Fireproof Construction, <http://mileslewis.net/australian-building/pdf/07-cement-concrete/7.03-fireproof.pdf>

²⁸ MMBW detail plan, 477, 479 & 490, South Melbourne, 40Ft : inch, c 1897

²⁹ "An Enterprising Firm." *Warragul Guardian and Buln Buln and Narracan Shire Advocate* (Warragul, Vic. : 1879 - 1894) 11 Nov

1892: 2 Edition: BI-WEEKLY., Supplement: Supplement to the Warragul Guardian. Web. 11 Jun 2013

<<http://nla.gov.au/nla.news-article68729587>>.; Sands and McDougall Directories: 1885-1900, 1906, 1916, 1937, 1974.; MMBW litho plan no.19, c.1894.; Parish Plan South Melbourne, Sheet 2. PMHS.; Cox, "Hobson Bay and River Yarra", 1866. SLV, Map Section.; Susan Priestly, "South Melbourne A History", Melbourne University Press, Carlton, 1995, pp. 267.

³⁰ City of Port Phillip Heritage Review citation 45

³¹ Laycock, Son and Company Proprietary Limited, Australian National University Archives, Deposit AU NBAC 79

³² Colliers International, October 18, 2011, http://darwin.colliers.com.au/sitecore/content/Colliers_Corporate/News/News-details.aspx?NewsId=%7B842A18D0-0756-404C-AD42-0F89F6987AD7%7D

The following photographs by Wolfgang Sievers, held in the State Library, are purported to be of the interiors of the Laconia Blanket Mills, but are captioned 'Richmond' this is likely to be a mistake, as there is no indication of the company having another factory in Richmond. The images give some insight into the arrangement of the interiors, with heavy weaving and finishing machinery.



Figure 15: Laconia Blanket Mills, Richmond (sic), Vic. Sievers, Wolfgang, 1956. State Library of Victoria H2003.100/112

Comparative Assessment

Like the Dunlop Factory, the very large glassed areas of the Laconia Mill is unusual and demonstrates the transition from the single-storey sawtooth roof sheds and poorly-lit multi-storey buildings, to the modern early twentieth century concrete, brick and glass 'daylight factory'.

The later 1920s Australian Knitting Mill in Richmond, probably comes closest in form and design to Laconia Woollen Mills, although the massive brick wall sections reduce the impact of the large glazed areas. Laconia is, at five stories, the tallest of these multi storey factories.

Thematic Context

3. Developing local, regional and national economies.

3.12 Developing an Australian manufacturing capacity.

Recommendations

Nomination to Victorian Heritage Register

2.3 Johns & Waygood

Address - 400-406 City Road Southbank, Lot 2 PS421775
 408-410 City Road Southbank, Lot 4 LP81733
 412-430 City Road Southbank, Lot 2 LP80418 (corner Cecil Street) -37.829658, 144.955019

Formerly Johns Perry Industries

National Trust classified File Number B6084 Level of Significance Regional Classified: 24/07/1989 Revised: October, 1989,

Heritage Overlay(s) – none; **Heritage Precinct Overlay** – HO4; **City of Port Phillip Heritage Review Citation No:** (City road Precinct) State significance

Summary- Nominate to Victorian Heritage Register. Important early engineering company and industrial building complex related to early lift manufacture. Conserve and reuse – Conservation Management Plan if site to be redeveloped. State Significance.



Figure 16: Location of Johns & Waygood, with proposed VHR extent



Figure 17: Elevation along Cecil Street looking north

Significance

What is Significant?

The former Johns & Waygood premises at 400-430 City Road, Southbank, is a large complex occupying most of a triangular-shaped site bounded by City Road, Cecil Street and Whiteman Street. Commencing from a single workshop from c 1890, constructed by James Wright of Armadale in 1909 and used for offices, workshops and stores, and extended from 1909, this became the headquarters and main manufacturing works of one of Australia's oldest and most important engineering firms. The place includes a large single-storey, multi-bay, red brick structure, two three-storeyed brick buildings on Cecil Street, and a four-storey glass curtain walled post-war office block at the City Road corner.

How is it Significant?

The complex is of historical, aesthetic (architectural) and technical significance at the state level.

Why is it Significant?

Johns & Waygood is of historical significance as a remarkably complete collection of single and multi-storey industrial buildings in a range of styles reflecting the range of functions and scale of this important engineering form. The complex is chiefly notable as the headquarters for Johns and Waygood between 1910 and 1982. This is one of Victoria's oldest extant engineering establishments, and one of the most important structural and general engineering establishments to have operated in South Melbourne (Criterion A). It was a major supplier of lifts and steel work for general building constructions in Melbourne in the 1990s. The complex is the oldest extant of any belonging to the larger engineering establishments which operated in Melbourne before 1945. The role of Johns & Waygood in pioneering the development of passenger lifts, contributed to the change to the face of modern Australian cities, in enabling multi-storeyed office buildings to be erected, where previously 4-5 stories were the limit of rentable space. The passenger lift eliminated stair climbing as a constraint on building height.

Derived from the iron fabrication business of Peter Johns in 1856, the firm expanded to play a significant role in the history of building construction in Australia, being pioneers in the provision of structural steel framing, passenger lifts and metal-framed windows. The drawing office, established at City Road in 1909, was also influential for much of the twentieth century, with many important architects and engineers working or undertaking their early training there. The corner glass curtain-walled office tower (1960), provides evidence of the further expansion of the firm in the post-war period.

The place is of architectural and aesthetic significance for its extensive array of distinctively designed structures and a prominent visual element along City Road (Criterion F). The more earlier portion at the western end, and on Cecil Street, are fine examples of the utilitarian commercial architecture of the early twentieth century, while the less intact portions still contribute to the overwhelming pre-War industrial streetscape. The corner glass curtain-walled tower is a prominent element in its own right, of architectural significance (Criterion E) as an intact example of the work of noted mid-century commercial architects Bates, Smart & McCutcheon, whose more prominent office blocks in City Road (for APM and Mobil) have been demolished. Some individual elements such as the rose bosses on exposed steel girders above the doorways reflect the concern for high levels of design and craftsmanship.

Description

The complex comprises a series of multi-story buildings along Cecil Street with single-storey sawtooth-roofed warehouse bays behind. The City Road/Cecil Street corner is occupied by the Bates Smart & McCutcheon four-storey, curtain-walled, office building, with aluminum-framed windows and enameled steel spandrels. This has recently been refurbished with the spandrels and framing painted black. Originally, the framing was unpainted and polished, while the spandrels were a dark colour according to the Black & White Sievers photographs. Floors and internal columns are of reinforced concrete, while the ground floor, originally of brick, has been opened out to be continuous plate glass.

The eastern half of the site (400 City Rd and Cecil Street) has two three-storeyed red brick buildings on Cecil Street. The older (No 48) has rendered friezes, dentillated cornices and rectangular windows with projecting sills and timber-framed double-hung sashes. Its ground floor has been altered with a tiled entry surround, and new windows with metal-framed fixed sashes. Internally it employs steel framing and timber joist floors, with a south-facing sawtooth roof hidden behind the brick parapet. The adjacent building (c.1920s) is of a simpler finish, with unadorned face-brick façade, wide bays of double-hung sash windows. Ground floor openings have been enlarged and replaced with aluminium frames.



Figure 18: 1960s office from corner of Cecil St.



Figure 19: C1910 general store and c1920 machine shop along Cecil St.

Interiors

The interiors of the office building components have been stripped and refurbished, although some original details remain, such as the partially floating stairs.



Figure 20: 1960s office interior showing stairs.



Figure 21: 1960s office ground floor, with recent refurbishments

The factory spaces behind the office facades are steel framed saw-tooth roof structures with RSJ columns. Relatively large spans are achieved through warren truss members spanning the roof-lights. Roof cladding is corrugated galvanised iron and some modern steel deck. Floors are reinforced concrete slabs.



Figure 22: Main erection shop looking towards Cecil Street.

The buildings at 408 City Road comprise two brick gable ended bays extending through to Whiteman Street, constructed with large steel and timber columns and queen-post truss roofs supporting large ridge lanterns. Former crane rails are evident from the travelling cranes which once ran the length of the building. A large diagonally timber truss supports the upper story at the front of the east bay.



Figure 23: Interior roof truss detail



Figure 24: Braced support to front



Figure 25: Interior timber work showing roof trusses, posts and later brick party wall on west side



Figure 26: North elevation on Whiteman Street. C1910

The section at 412-430 City Road comprises five brick gable ended bays along City Road extending through to Whiteman Street, constructed with timber columns and queen-post truss roofs supporting large ridge lanterns. Former crane rails are evident from the travelling cranes which once ran the length of the building. The red brick City Road façade has plain piers, dentillated cornices, timber bargeboards and turned finials with bullnosed sills and timber-framed window sashes. Floors are concrete slab and the Whiteman Street façade is timber framed and clad in corrugated galvanised iron. The roofs are also clad in CGI, with the end trusses at Whiteman Street cut at an acute angle.



Figure 27: Detail of vehicle entry on City Road with rose bosses to steel girder lintel

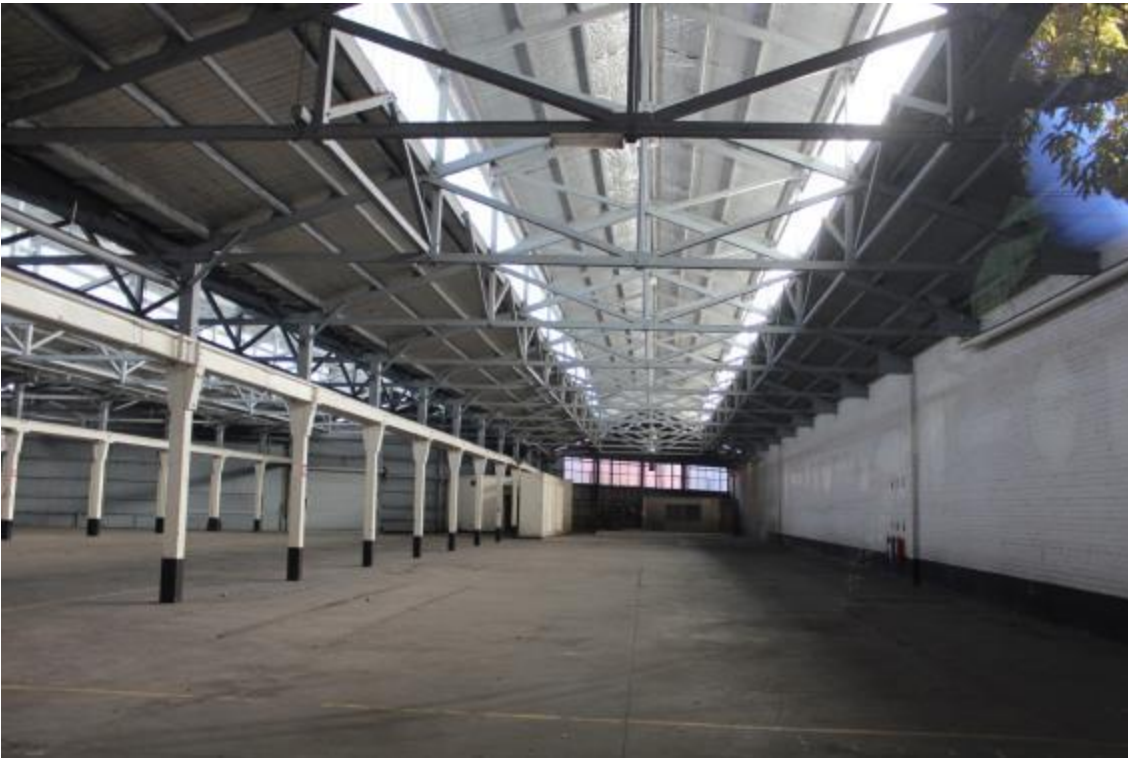


Figure 28: Interior of easternmost bay looking north from the City Road end



Figure 29: Whiteman Street elevation



Figure 30: Bluestone cobbled vehicle entry and crossover at Whiteman Street



Figure 31: Plan of site showing approximate construction dates of various parts

History

Elevators in Australia

Miles Lewis traces the origin of passenger lifts in Australia to c1887-8 when both Austral Otis and Johns & Waygood (or their precursor companies) pioneered the installation of lifts in major Australian Cities.³³ The English firm of Richard Waygood & Co in Europe and the Otis Company in the United States were the main rivals in lift manufacture, responsible for a number of installations at this time, including: two 'specially constructed' hydraulic lifts of the Courier Building in Brisbane of 1885-7; the Federal Coffee Palace in Melbourne in 1887; Hoffnung & Co's building in Sydney; and D & W Murray's in Adelaide.³⁴ Waygood installed passenger lifts to the dome of the Exhibition Buildings at the 1888 Exhibition in Melbourne.³⁵

In November 1888 they formed a local company, the Australian Waygood Elevator Company, supplying lifts for the Australian Building, at the corner of Elizabeth Street and Flinders Lane, which planned to be of fifteen storeys, though reduced to twelve, was still at 45 metres high, taller than any European office building, and comparable with the new American skyscrapers. It remained for a very long time Australia's tallest building.³⁶ One twelfth of the total building cost was spent on what were considered the safest lifts known to modern engineering.

The Waygood Company over-invested in manufacturing plant and was badly hit by the recession of 1891. After long negotiations it was sold to the Johns Hydraulic Co., which in February 1892 became Johns & Waygood. By 1892 about 70% of the lifts on the Melbourne system were made by either Waygood's or John's, and when the two amalgamated the Austral Otis Company fell back to a very minor position in the trade. By the 1930s the Standard Waygood Company of Sydney had branches in all states except Victoria, and claimed to have been formed in 1888 - presumably meaning that it claimed succession to the Australian Waygood Company. Its apparatus was said to be of entirely Australian design.³⁷

Peter Johns

Peter Johns (1830-1899), was an engineer and businessman, who migrated to Melbourne in June 1856, having worked on the re-erection of London's Crystal Palace. He commenced in Melbourne as an iron house builder assembling imported prefabricated-iron houses, and then went on to build iron roofs, stores and verandahs. By 1862 he had workshops in Flinders Lane and about 1870 engaged engineer Thomas Pearce, expanding to a new engineering shop making machines which bent, guillotined and corrugated sheet iron and also manufactured hydraulic lifts, increasingly being employed in wool stores and tall city buildings in the 1880s.³⁸

³³ Austral Otis records, MU Archives; Australian Hardware Journal, June 1887, p 146.

³⁴ Miles Lewis, Australian Building, <http://www.mileslewis.net/australian-building/pdf/09-services/9.09-mechanical.pdf> citing, Australasian Builder & Contractor's News, 3 September 1887, p 275, OR 10 September 1887, p284; Australasian Builder & Contractor's News, 20 December 1889; Cannon, Land Boom and Bust, p 69. Australasian Builder & Contractor's News, 3 September 1887, p 275, OR 10 September 1887,p 284

³⁵ Miles Lewis citing *Australasian Ironmonger*, 1 October 1886, advertisement p x.

³⁶ Australasian Builder & Contractor's News, 20 December 1889

³⁷ G. Blainey (ed), One Hundred Years: Johns & Waygood Limited, 1856-1956 (Melb, 1956);

³⁸ Geoffrey Blainey, 'Johns, Peter (1830-1899)', Australian Dictionary of Biography, National Centre of Biography, Australian National University, <http://adb.anu.edu.au/biography/johns-peter-3860/text6141>, published first in hardcopy 1972, accessed online 21 May 2015.



Figure 32: Pre-fabricated Iron House, 1956. This is presumed to be imported by Peter Johns, Johns & Waygood Limited (1856-1956) John Young Collection <http://www.victorianplaces.com.au/node/64315>

Richard Waygood

Richard Waygood (1806-) founded a proprietorship in the village of Beaminster in England in 1833 in general engineering, including manufacture of stoves and hot water apparatus. In 1842, he established a foundry in London then expanded to a new factory in the 1860s which became the Newington Iron Works. The company began producing hydraulic lifts in 1868, with the first sold to Hobbs, Hart & Co.³⁹

Richard Waygood withdraw from active management in 1872 and formed a partnership of himself and his employees, J.M Day, W.R. Green and Henry C. Walker, known as R. Waygood and Co. producing hydraulic and screw presses, a famous rock drill and an air brake for trains, cranes, hoists and lifts, which were hand-operated for warehouses, hospitals or large flats, and driven by steam and gas engines for larger, higher lifts. The General Power Co. was formed to provide reticulated pressurised water to drive the hydraulic lifts. This company soon opened branches in Manchester, Newcastle-n-Tyne, and later in Sydney in Australia, providing a stimulus for hydraulic elevators and hydraulic cranes at the docks.⁴⁰

³⁹ Waygood & Co Timeline , http://www.hevac-heritage.org/items_of_interest/lifts/Waygood_&_Co_Timeline.pdf

⁴⁰ Elevator Companies Contributing to Technological Advance in the 19th & 18th Centuries, Henry C. Walker, December, 1934 <http://www.theelevatormuseum.org/ind2.php>

Johns & Waygood

Peter Johns floated his business as a public company, "Johns' Hydraulic & General Engineering Co.", in 1888 and moved to Sturt Street, South Melbourne. He took over the Australian business of English elevator manufacturer, Richard Waygood & Co. forming Johns & Waygood as a public company in 1892.⁴¹ By this time the firm had expanded into the manufacture of steel girders, gas plants and passenger lifts. The last were particularly lucrative, with the firm obtaining exclusive rights to build and sell the Waygood patent lift, altering its name to Johns & Waygood in 1892.



Figure 33: Beginnings of Johns & Waygood works in Sturt St South Melbourne c1890, (State Library Victoria)

A number of prominent Melbourne entrepreneurs and politicians formed the bulk of the shareholders and the formation of the company was announced in the Melbourne press as follows:

REGISTERED September 14, 1893. The capital of the company is £66,000, divided into 66,000 shares of £1 each. Of these, 3750 have been taken up by the following subscribers (760 each):—Thomas Bent, Brighton, Speaker; Peter Johns, Hawthorn, engineer; George Swinburne, Melbourne, engineers; Thomas Pearce, St. James' Park, managing director, and Charles Lawson, Parkeville, managing director.

The number of directors shall not be less than three nor more than seven, the first being the Hon. Thomas Bent, John Coates, Peter Johns, W. H. Felstead, George Swinburne, Thomas Pearce and Charles Lawson, the two last-named being the first managing directors. The objects for which the company is established are:—To acquire and continue to carry on the business carried on by Johns and Waygood, Limited, in South Melbourne} to let out engines and machinery on

⁴¹ Geoffrey Blainey, 'Johns, Peter (1830–1899)', Australian Dictionary of Biography, National Centre of Biography, Australian National University, <http://adb.anu.edu.au/biography/johns-peter-3860/text6141>, published in hardcopy 1972, accessed online 18 February 2014.

*hire, and generally to carry on the business of engineers, general contractors, importers, manufacturers and merchants.*⁴²

After Johns' death in 1899, his company moved into design engineering, maintaining a substantial drafting office where many noted architects and engineers, such as Esmond Dorney, David Chancellor and Len Stevens, gained experience over the years.⁴³

The structural steel part of the works was notable, particularly in the mid-20th century, when it was responsible for steel work for many new city buildings, and large industrial complexes such as the new Ford Motor Co. plant in Geelong. The steelwork for the new King Street Bridge was also fabricated by Johns & Waygood, employing welding techniques new to Australia at the time.⁴⁴ The company celebrated its centenary in 1956 and nine years later, merged with the Perry Engineering Company, sometimes referred to as "Johns and Waygood Perry" changing to Johns Perry Ltd. in 1974 and going by the trading name of Johns Perry Lifts. Johns & Waygood went on to fabricate steelwork for many Australian landmarks including Sydney's Centrepont Tower. The company was sold to Boral Limited in 1986. After further takeovers the company became known as Advanced Building Technologies Group Pty. Ltd. and was still operating under that name in 2006.⁴⁵

Examples of Johns & Waygood Lift installations

There are numerous examples of elevators manufactured and installed by John's & Waygood, many of which are still operational. Among them are the following:

Johns & Waygood

History House, Sydney
398 Chapel Road, Bankstown, Sydney
Domain House, Sydney
Centrepont Shopping Complex (now Westfield), Sydney
Civic Arcade, Parramatta, Sydney
UDAYA (formerly Spotlight Liverpool), Liverpool, Sydney
The Block Arcade, Melbourne
Somerset Hotel, Melbourne
Midtown Plaza, Melbourne
117 Barrack Street, Perth

Johns Perry Lifts

Queen Victoria Building, Sydney, Australia (mid-1980s)
Bankstown Public Library, Sydney, Australia

⁴² "JOHNS AND WAYGOOD, LIMITED." *Table Talk* (Melbourne, Vic.: 1885 - 1939) 29 Sep 1893: 11. Web. 19 May 2015 <<http://nla.gov.au/nla.news-article145858345>>.

⁴³ G. Blainey (ed), *One Hundred Years: Johns & Waygood Limited, 1856-1956* (Melb, 1956)

⁴⁴ "VICTORIAN INDUSTRIES." *The Argus* (Melbourne, Vic.: 1848 - 1957) 9 Sep 1926: 26 Supplement: AN HISTORIC SOUVENIR. Web. 21 May 2015 <<http://nla.gov.au/nla.news-article3807811>>.

⁴⁵ Milner, P. (Peter) *Johns and Waygood* / P. Milner. University of Melbourne, Dept. of Mechanical and Manufacturing Engineering, 1991; Milner, P. (Peter) *Johns and Waygood site in City Road, South Melbourne : a report to the Industrial History Committee, National Trust of Australia (Victoria) / P. Milner.* [Parkville, Vic.] : University of Melbourne, Dept. of Mechanical and Manufacturing Engineering, 1992; R A Skelton & Company. *Structural Steel: Handbook No 14.* London: The Menpes Printing Company, 1910. [This copy presented to John Coates & Company, engineers, of 115 Victoria Street, London; also bears the office stamp of Johns & Waygood Ltd of City Road, South Melbourne]; Johns & Waygood Ltd papers (Australian National University Archives)

Kentbridge House (491 Kent Street), Sydney, Australia
Domain House, Sydney, Australia
AON Building (Maritime Trade Tower), Sydney, Australia
55 Market Street, Sydney, Australia
155 George St Office Tenants, Sydney, Australia
Park Royal Hotel, Parramatta, Sydney, Australia
Myer Tea Tree Plaza Modbury, South Adelaide, Australia
81 St. Georges Terrace, Perth, Australia
Fairfield Chase Commercial Tower, Fairfield, Sydney
Rendezvous Grand Hotel, Auckland, New Zealand⁴⁶

Place history

Lot 17 of Section 55, Parish of South Melbourne comprising a little over 2 acres, was purchased by Sali Cleve on 9 June 1882. A small lot 6 north of Haig Street was bought by L Taylor & H B Moore around the same time. This land was just outside the original Emerald Hill subdivision, and so developed somewhat later. Haig Street originally cut across the north of Lot 17 separating it from Lot 6. This was later acquired by Johns & Waygood in 1910.⁴⁷

Sali Cleve was a German migrant, who arrived in Australia on 8 November 1852, applied for naturalization as a British citizen in 1854,⁴⁸ and went on to play a prominent role as a merchant and commercial agent, and in civic life (such as his position as "Acting Consul for Hamburg, Bremen, and Hanover") and donations to the improvement of the St Kilda Gardens⁴⁹ He died in 1919 aged 88.⁵⁰ Cleve was able to make substantial transactions, including sale of £300,000 or more of ironwork on several occasions, so it is possible that his ownership of the City Road site may have already seen it in use as an engineering establishment.⁵¹

⁴⁶ http://www.boral.com/history/Ch5_10.html Johns & Waygood history in Boral's official website(retrieved 9.6. 2015)

⁴⁷ Land Title

⁴⁸ Cleve, Sali; Cleve,- Naturalisation 1854 - 1854 Barco1811201 Series number:A712Control symbol:J1854/12481

⁴⁹ <http://www.auspostalhistory.com/articles/1924.php>

⁵⁰ Victoria Australia Death Index, 1836 - 1985. Record count: 2,492,521. Archives.org.
https://archive.org/details/AustraliaVictoriaBmdHistoricalIndex_104. (retrieved 9.6. 2015)

⁵¹ <http://www.auspostalhistory.com/articles/1924.php> (retrieved 9.6. 2015)



Figure 34: Parish Plan City of South Melbourne M333, PROV

The South Melbourne Land Company purchased Lot 7 in January 1885, evidently as a speculative venture, although there was soon an engineering works operating on the site under a leasehold.⁵²

In 1894⁵³ there were only two small factory buildings on the block in City Road (then called Sandridge Road) according to the MMBW plans. In 1908, Johns & Waygood acquired a 3½ acre site in City Road for £4,900, then occupied by a boxing stadium and factory.

⁵² Certificate of Title Volume 1649 folio 329746. Land Title Office

⁵³ Melbourne and Metropolitan Board of Works plan, scale 400 feet to 1 inch. [no.21], Plan of Port Melbourne & South Melbourne 1894, <http://handle.slv.vic.gov.au/10381/143123> (retrieved 9.6. 2015)

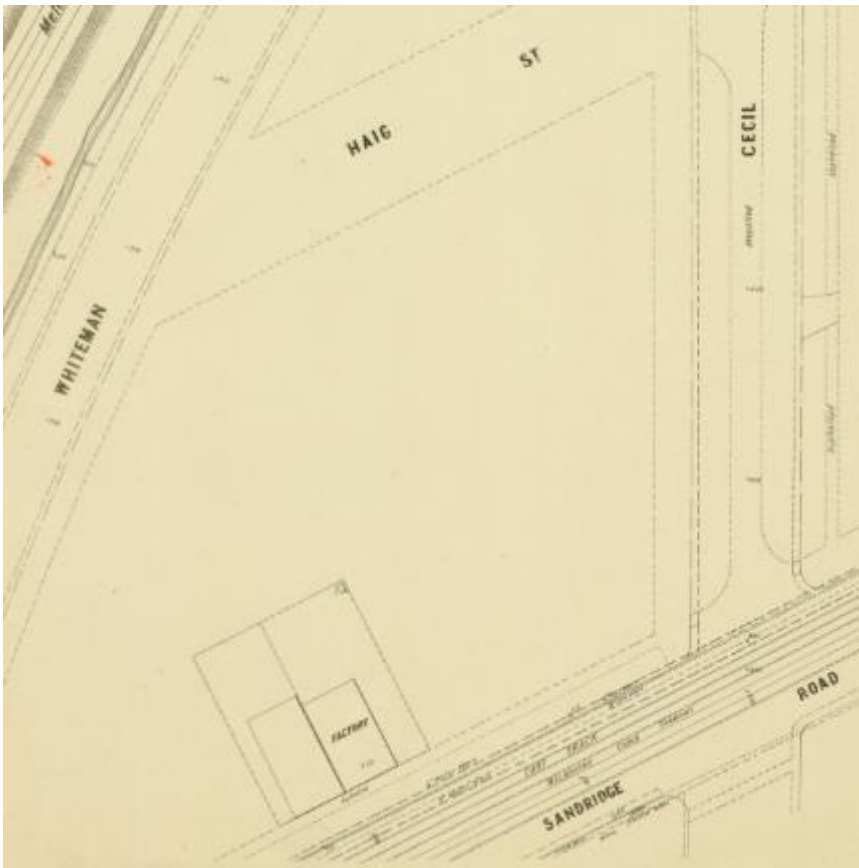


Figure 35: MMBW Sewerage Plan, South Melbourne, c1895, showing earlier factory.

In 1904, the City Road frontage was occupied by Hoarding AA Co, evidently an advertising hoarding. The blacksmith, Frederick Egers was at 412 City Road and William Cox, 'Calfeena' calves' food factory was at 416. In 1905 No 412 was occupied by Henry Bourne blacksmith, and 416 by the Atlas Oil Works, Store room. In 1906 Bourne was still present but No 416 was vacant and in 1907 they had both been replaced by M.L., Ward, machinery store and John T Good, rabbit trap importer. Ward was still there in 1908, but Good was replaced by S, Prince, furniture manufacturer.

In 1909 the listing is comprehensive with "Johns and Waygood Ltd Engineers, brassfounders, & c, hydraulic and electric lifts, steel girders; agents Carnegie Steel Co. Structural material City Rd South Melbourne" identified as the sole occupant of the block between Cecil St and Whiteman St. this continued to 1924, when the listing was replaced with "Johns and Waygood Ltd Structural and general engineers. Steelwork for buildings, hydraulic and electric lifts and wool presses".⁵⁴

The first part of the new complex was built during 1909 by James Wright (1866-1947) of Armadale, and included offices, stock stores, blacksmith's shop, structural shop, fitting and machine shop, power house, stables, store sheds and a caretaker's cottage.⁵⁵ New plant for the manufacture of structural steel was installed.⁵⁶

⁵⁴ Sands & McDougal Melbourne & Suburban Directories, 1904-1968.

⁵⁵ National Trust Register B6084 Fmr Johns & Waygood; 'The Builder: J.S.G. Wright', Prahran Mechanics' Institute Victorian and Local History Library, Newsletter No. 38 April 2005, <http://www.pmi.net.au/wp-content/uploads/Newsletter%20Archive/38NewsletterApr05.pdf>

⁵⁶ Pratt, A., The National Handbook of Australia's Industries, The Specialty Press Pty. Ltd., (1934)pp. 257-58.

Between 1909 and 1911 a number of mortgages and caveats were lodged on the title, with George Swinburne the main party, suggesting that he was one of the main financiers of the venture.⁵⁷ Swinburne was an engineer, politician and philanthropist. He founded the institution which later became Swinburne University of Technology.⁵⁸

A series of timber framed single story structures were built along City Road, evidently from east to west with later saw-tooth roof buildings filling the space between these and the Cecil Street buildings. The Parish Plan shows that Johns & Waygood acquired title to the former Haig St Roadway between Lot 6 of 88 and 17 of 55 on 23 July 1910, so it might be assumed that they had the whole island site between City Road, Cecil Street and Whiteman Street by this time.



Figure 36: Large riveted and welded truss in course of fabrication in Johns & Waygood's shop, 1935, Stephenson & Meldrum Architects. H92.374/71, Sennitt's Premises Sth. Melb.

⁵⁷ Certificate of Title Volume 1649 Folia 746. Land Title Office Certificate of Title Volume 8105 Folia 779. Land Title Office Certificate of Title Volume 8737 Folia 019. Land Title Office

⁵⁸ Alison Patrick, 'Swinburne, George (1861-1928)', *Australian Dictionary of Biography*, Vol. 12, MUP, 1990, pp 150-152. Retrieved 2010-04-10



Figure 37: Main office from <http://www.victorianplaces.com.au/taxonomy/term/4295>



Figure 38: Mahlstedt Plan 8 South Melbourne c1950 (State Library Victoria)

Wartime expansion

A further separate works was constructed on the corner of Gladstone and Kerr streets to manufacture mortar bomb cases in 1938-39 as a part of the war effort. This was built and operated under the Munitions Supply Board Annexe scheme, which provided capital to private companies to erect and fit out factories for specific war material production⁵⁹ The *Gladstone St factory was transferred to use as a steel store after the war, and was subsequently demolished in the 1980s.*



Figure 39: Johns & Waygood, Munitions annex and steel store, South Melbourne, 1956 – interior and exterior
<http://www.victorianplaces.com.au/node/64321> (accessed 1.9.15)

⁵⁹ National Trust citation, 10/1989.



Figure 40: Johns & Waygood mortar bomb factory Gladstone & Kerr St NT Classified: 04/12/1989, <http://vhd.heritagecouncil.vic.gov.au/places/66588> (accessed 1.9.15)

In the 1950s the company developed a much larger works in Sandringham, with structural steel fabrication and other engineering works. The works was completed and operating by at least 1956.⁶⁰

By the 1950s, the City Road site had passed to other users, with Wool Waste Australia Kirkham & Co occupying the western end of the complex, Atlas Plastics occupying the central section and Roy Burton & Co Pty Ltd Engineers in the eastern part, while it would appear that Johns & Waygood had vacated the site by this time.

The office buildings, however, appear to have remained in use by the company, and provided administrative space and the drawing office, as depicted in the image below.⁶¹

⁶⁰ Johns & Waygood, Structural Shop and Galvanizing Plant, Sandringham, 1956, John Young Collection <http://www.victorianplaces.com.au/node/64319>

⁶¹ G. Blainey (ed), One Hundred Years: Johns & Waygood Limited, 1856-1956 (Melb, 1956)



Figure 41: Johns & Waygood, drawing office, South Melbourne, 1956 <http://www.victorianplaces.com.au/taxonomy/term/4295> (accessed 1.9.15)

Additions carried out in 1954 by noted commercial architects Bates, Smart & McCutcheon culminated, in 1960, with the complete rebuilding of the main office, on the corner on Cecil Street and City Road, as a four-storey curtain-walled building. At that time, the western portion was used for structural fabrication and a plate yard, and the buildings on Cecil Street as a general store, machine shop and fitting shop. Towards the end of that decade, the firm sold off the western half for private development.

As with a number of prominent industries and modern new buildings, the factory was photographed by Wolfgang Sievers, who presented it as a bold and imposing venture.



National Library of Australia nla.pic-vn3312669-v

Figure 42: Johns & Waygood head office, 1965, South Melbourne, Victoria, Wolfgang Sievers photo National Library nla.pic-vn3312669



Figure 43: Johns and Waygood head office, South Melbourne, Victoria, 1 [picture] Sievers, Wolfgang 1965. State Library of Victoria H2003.100/704



Figure 44: Johns and Waygood head office, South Melbourne, Victoria, 2 [picture] / Wolfgang Sievers. 1965.
<http://nla.gov.au/nla.pic-vn4558750> (accessed 1.9.15)

Johns & Waygood sold off parts of the site in the 1970s, initially to Clifton Development, with other companies such as car sales firm Cheney Melbourne Pty Lt taking over part in 1972, commencing a long period of use by the motor industry.⁶² In recent years, the corner site was occupied by Barry Jupp Motor Auctions, with a number of other motor auction companies including Midtown Auto Auctions and National Motor Auctions, using the large warehouse buildings.

A development proposal was put forward for a tall commercial building on the site by Mumbai-based developer DEC. However, in 2013, this proposal was shelved.⁶³ The church group 'Planetshakers' has recently leased the Cecil Street buildings, while the adjoining No 408 City road is occupied by 'World of Style' showrooms. The western end of the complex is currently (May 2015) vacant.

⁶² Certificate of Title Volume 8737 Folio 019. Land Title Office

⁶³ Simon Johanson 'DEC development plans bowled over for 3 years', *Sydney Morning Herald*, February 20, 2013
<http://www.smh.com.au/business/dec-development-plans-bowled-over-for-3-years-20130219-2epdf.html> (accessed 1.9.15)

Comparative Analysis

(Taken from Port Phillip Heritage Review Volume 3 (C-E) (Version 16 2013)) Peter Milner notes that, from 1858 to 1940, there were 560 firms in South Melbourne engaged in various fields of engineering, including factories, foundries and warehouses as well as engineering offices. Of the latter, many buildings have since vanished, while those that survive (eg Hart & Company, 21-27 Meaden Street, 1936) tend to be more recent, less architecturally distinguished and, particularly, less historically resonant than the Johns & Waygood site in City Road. Historically, the prominent engineering firm of Dorman, Long & Company (later Australian Iron & Steel Ltd) is comparable, but their extensive property at 147-203 Grant Street, South Melbourne (c.1903 onwards) was obliterated by the construction of the West Gate Freeway. The Austral Otis works of 1888, at the corner of Kavanagh Street & Kingsway, Southbank, still retains its office façade, although the manufacturing part of the site has long been demolished.

The office tower on the corner of Cecil Street (1960) remains as a rare surviving example of the multi-storey commercial work of important architects Bates Smart & McCutcheon in the Southbank area. That same year, they also designed two much-publicised high-rise office buildings for APM and Mobil at the other end of City Road, but both of these have since been demolished.

The Factory spaces were typical construction forms of their times – timber queen-post trusses on timber posts and load-bearing brick walls in the early 20th century, and reinforced concrete and steel girder sawtooth roof structures in the mid-20th century. However, examples of the earlier form are increasingly rare, particularly in the former South Melbourne industrial area. The massive timber posts and overhead crane rails give an indication of the former industrial uses which are not evident in other buildings in the municipality.



Figure 45: Austral Otis South Melbourne (National Trust)

Thematic Context

- 3. Developing local, regional and national economies.
- 3.12 Developing an Australian manufacturing capacity.

Recommendations

Nominate to Victorian Heritage Register

Apply individual heritage overlays (removing the sites from HO4)

2.4 Electricity Substation

Address - cnr. Munro & Johnston Streets (98 Johnson Street), South Melbourne, -37.829811, 144.945781

Heritage Overlay(s) – none; **Heritage Precinct Overlay** – none; **City of Port Phillip Heritage Review Citation No:** none

Summary- Include on Port Phillip Heritage Overlay. Edwardian brick rendered with ornate finial on cowl Local significance. Evidence of early electricity network and industrial expansion, architectural values. Local Significance.



Figure 46: location of Johnston St substation, with proposed HO extent



Figure 47: Electricity Substation from Johnston Street looking south west

Significance

What is Significant?

The Johnston Street Substation is a small municipal electricity substation built in brick and erected around 1900-1910.

How is it Significant?

The complex is of historical and aesthetic (architectural) significance at the local level.

Why is it Significant?

The Johnston Street Substation is of historical significance as a rare early example of municipal electricity substation predating the State Electricity Commission (SEC) and reflecting the expansion of the electricity reticulation system to the growing South Melbourne industrial area (Criterion A).

The place is of architectural and aesthetic significance for its expression of the prevailing Edwardian architectural treatment to an otherwise utilitarian building, given some character through the use of wide eaves, complex roof line, surface treatments and the distinctive angled ogee roofed lantern (Criterion E).

Description

This is a small rectangular, freestanding pavilion form building with rendered brick walls and gambrel roof, featuring a 45 degree angled lantern. The east side has an off-centre pedestrian door and large full-height machinery service door. The wide eaves and ogee shaped lantern roof, along with timber moldings on the fascia and lantern, give a slightly oriental feel. Functional elements include a crane rail over the service door and lightening conductors. Roof framing is timber and terracotta vents are positioned low on all walls.

The frieze atop the parapet wall has been reduced to a double cement rendered course with a deeply recessed horizontal line. The other is a somewhat different design originally in an Arts and Craft or Edwardian style.

History

Provision of Melbourne's reticulated electricity supply can be traced back to 1880-81, with the Melbourne Electricity Co. and Victorian Electric Light Company constructing their generators in Melbourne and Richmond. Melbourne was only the third city in the world to construct a public electricity supply system. Substations to step down the high voltage from the distribution network to the consumer lines were required in strategic locations. One of the first, constructed in 1882 below ground in Russell Place in the CBD for the Victorian Electric Co., still survives.⁶⁴

The inefficiencies and inadequate coverage of competing private electricity companies, led to the development of municipal electricity suppliers, and ultimately nationalisation under the State Electricity Commission. Electricity generation in Victoria had started out with a wide array of private companies moving into the emerging market of electric light and power. To regulate these companies in 1896 the first Electric Light and Power Act was introduced, determining which suppliers could operate and establishing Municipal Electricity Undertakings.⁶⁵

The City of Melbourne commenced its own electricity supply in 1897, with a power station on Spencer Street.⁶⁶

Place History

The development of industry in the South and Port Melbourne Areas saw an extension of public utilities in the late nineteenth century, sewerage, water supply, gas and electricity all reached City Road by 1900.⁶⁷ The site chosen for a new substation was convenient to a number of large users, Dunlop on Normanby Road, Kitchen Bros., on Ingles Street, and various road depots.

⁶⁴ Melbourne Open House, Russell Place Substation

⁶⁵ <http://wongm.com/2011/07/melbourne-municipal-electricity-undertakings/> (accessed 1.9.15)

⁶⁶ City Power, Electricity in Early Victoria.

<https://www.powercor.com.au/docs/pdf/Community%20and%20Environment/Fact%20Sheet%20-%20Electricity%20in%20early%20Victoria%20and%20through%20the%20years.pdf> (accessed 1.9.15)

⁶⁷ MMBW Sewerage Plan 23 400ft to 1 inch, Melbourne and South Melbourne, 1897

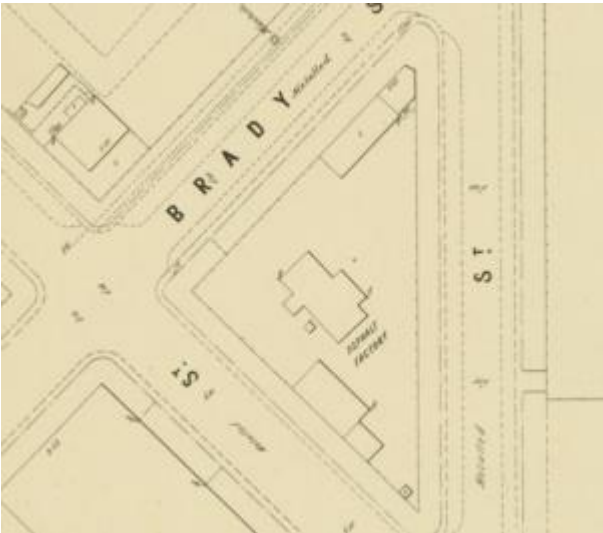


Figure 48: MMBW Plan showing Asphalt Factory and shed on Johnston/Brady St corner.⁶⁸

Comparison

Electrical substations around Melbourne show a variety of architectural treatments, generally reflecting the civic and urban design concerns of the municipal based electricity supply departments, rather than the earlier commercial electric companies or the role of the SEC.⁶⁹

The City of Melbourne in particular has some fine pavilion style substations, located in or adjacent to parkland, such as Fitzroy Gardens and Royal Park, and others from a similar period, designed by the Melbourne City Council City Architect in South Yarra, Parkville and East Melbourne.⁷⁰



Figure 49: MCC pavilion substations: Clarendon Street, Fitzroy Gardens; Substation 10, Opposite 50 Jolimont Street, Jolimont 1938; Royal Park at corner of Royal Parade and the Avenue, Parkville.

⁶⁸ Melbourne and Metropolitan Board of Works detail plan, 476, 477, 478 & 479, South Melbourne 1895

⁶⁹ Vines, G. Cross Street Electrical Substation. Footscray Report for City of Maribyrnong July 2007

⁷⁰ East Melbourne Conservation Study - Meredith Gould, 1985, City of Melbourne



Figure 50: Substation, Substation, 70 to 74 Therry Street Melbourne, c.1928, a somewhat different Melbourne example with simple exposed brickwork, heavy moulded cornice above false arch opening.

The pavilion types are perhaps atypical because of their parkland settings. Other contemporary substations in urban streetscapes tend to more austere modernism, such as an example in Nottingham Street, Kensington, built around the 1920s, which displays all over red brick, but with details such as a projecting cornice and string courses and soldier courses over the doorways and vents.



Figure 51: MCC substation Nottingham Street, south of Racecourse Road, Flemington.

The more common substations of the period are more likely to be quite plain red brick structures with gabled or hipped roofs rarely with decorative treatments. Some examples are illustrated below.

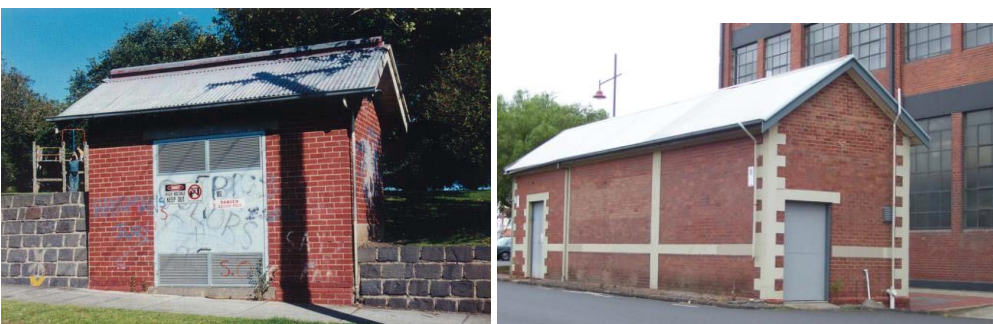


Figure 52: Substation in Reynard Street, Coburg and Bradmill substation, Parker Street Footscray.

In some earlier examples, while still unadorned, the substations may still be quite interesting in their scaling and proportions. A number of them feature elaborate roof vents which are functional, but distinguish the buildings from their usually industrial surrounds. The hipped and gambrel rooflines with projecting eaves also distinguish the buildings.



Figure 53: Substation Hyde Street Yarraville designed by Joseph Plottel, with simple pavilion design.⁷¹

Thematic Context

- 3. Developing local, regional and national economies.
- 3.12 Developing an Australian manufacturing capacity.
- 5. Building Victoria's industries and workforce
- 5.2 Developing a manufacturing capacity

Recommendations

Include in Port Phillip Planning Scheme with site specific heritage overlay

⁷¹ Building Plans in possession of City of Maribyrnong (pers. com, Kerryn O'Keeffe, 23/6/08).

2.5 Horse Trough

Address - Ingles Street road reserve, near corner Williamstown Road Port Melbourne -37.830984, 144.943823

Heritage Overlay(s) - none; **Heritage Precinct Overlay** – none; **City of Port Phillip Heritage Review Citation No:** none

Summary - Include on Port Phillip Heritage Overlay. Stone horse trough reflecting former transportation, probably constructed by municipality in 1943, unique reference to horse drawn transport era. Relocated and reconstructed in 2008 about 10m north. Retain and conserve. Local Significance.



Figure 54: location of horse trough, with proposed HO extent



Significance

What is Significant?

The Ingles Street horse trough is a small concrete and stone horse trough constructed by the local council in 1943, designed by City Engineer, Red Crook, outside the Port Melbourne football ground near the corner of Williamstown Road.

How is it Significant?

The Ingles Street horse trough is of historical and aesthetic significance at the local level.

Why is it Significant?

The Ingles Street horse trough is of historical significance as a rare surviving example (Criterion B) of a once ubiquitous municipal water trough, which provided an essential service to private and commercial horses used for transport. The location of the trough demonstrates the importance of the former Williamstown Short Road as a major goods transport thoroughfare, and the connection between the south Melbourne industrial areas, the river and bay wharves, and the city. It may also be associated with patrons of sporting events at the football ground (Criterion A).

The horse trough has aesthetic value as a now obsolete rustic structure in natural materials which visually conveys a bygone era (Criterion E).

Description

The horse trough is constructed with a reinforced concrete semi-cylindrical trough set in a random rubble stone base, tapering out at the bottom. It has a curved hood protecting the ballcock valve at one end.

It is located on the grassed verge on Ingles street about 50 metres north of Williamstown road in front of the Port Melbourne Football Ground.

History

Horse troughs were provided initially by private individuals, hotels, stables and carriage companies, the roads Boards and then municipal councils also contributed to what was an essential economic service.

The Melbourne City Council (MCC) standardised horse-trough design, requiring posts to be of red gum and troughs to be of standard pattern. By the 1890s many private troughs were made in a wide variety of styles. Most were installed outside hotels, such as in Bourke, King, Flinders and Spencer streets. The Victorian Society for the Prevention of Cruelty to Animals (VSPCA), (founded 1871) supported the provision of troughs for the welfare of the over-burdened and maltreated working horse, although councils often issued notices to remove obstructive or dilapidated troughs. In 1908 an outbreak of equine influenza forced the troughs to be kept empty.⁷²

The Purple Cross Society erected 47 horse troughs in Melbourne suburbs, and distributed fodder and waterproof cloths among cab drivers. George Bills, who had been active in the VSPCA, and made Life Governor in 1924, left a bequest for the erection of horse troughs, and 300 had been erected across Victoria by 1935.⁷³

Initially the troughs were individually designed and constructed, but by the early 1930s, J.B. Phillips, a relative of the Bills, produced standard pre-cast concrete troughs in Auburn Road in Hawthorn. Manufacture was later handled by Rocla.⁷⁴

Original drawings by Port Melbourne City Engineer, Fred Cook from 1942 show the style of horse trough constructed by the council in 1943, of which two other examples are known in the former Port Melbourne Area. It can therefore be assumed that the Ingles Street trough was constructed at the same time as these others.⁷⁵

With the rise of motorised transport, demand for the troughs declined and production had ceased by the end of World War II.

The City of Port Phillip relocated the trough in 2008 a distance of 10m to the north.

⁷² 'Horses' eMelbourne encyclopaedia, <http://www.emelbourne.net.au/biogs/EM00723b.htm> (accessed 1.9.15)

⁷³ eMelbourne online encyclopedia

⁷⁴ Bills water troughs <http://billswatertroughs.wordpress.com/> (accessed 1.9.15)

⁷⁵ Port Phillip Library collection – drawings, <http://catalogue.portphillip.vic.gov.au/cgi-bin/spydus.exe/FULL/HERDB/BIBENQ/761938/11992400,6>

Comparison

Municipal horse troughs survive in Melbourne and some inner suburbs. These tend to be cast iron and steel on bluestone blocks, with enclosed ball-cock valve. A range of types can be found, reflecting their date of construction and the authority behind them. Two other horse troughs of the same design are known in the former Port Melbourne areas, one on Bridge Street (south side between Evans Street and the light rail) and the other on Raglan Street (south side, within the triangular reserve between Bay and Crockford Streets).



Figure 55: Similar horse trough on Bridge St near Evans St.



Figure 56: 1940s horse trough near the corner of Evans and Bridge Street.⁷⁶

⁷⁶ Review of Heritage Overlay 1 (Port Melbourne) Lovell Chen 2011 Precinct Citation (HO1 Port Melbourne Railway Reserves Sub-precinct)



Figure 57: The Purple Cross memorial, Melbourne Shrine of Remembrance, commemorates horses and members of the Light Horse Brigade and recognises the services and suffering of animals in war.⁷⁷



Figure 58: Memorial horse trough in Balcombe Road Mentone, dedicating to Violet Murrell who died attempting save her horse in a stable fire in 1933.⁷⁸

Thematic Context

3. Developing local, regional and national economies.

3.4 Linking Victorians by road in the 20th century

Recommendations

Include in Port Phillip Planning Scheme with site specific heritage overlay

⁷⁷ Conservation Management Plan, Allom Lovell & Associates with John Patrick, 2001 <http://www.shrine.org.au/The-Shrine-Story/Features-and-Memorials/Shrine-Reserve#sthash.lyRvMlJp.dpuf> (accessed 1.9.15)

⁷⁸ [http://monumentaaustralia.org.au/themes/people/sport/display/32561-violet-murrell-\(garryowen-horse-trough\)](http://monumentaaustralia.org.au/themes/people/sport/display/32561-violet-murrell-(garryowen-horse-trough)) (accessed 1.9.15)

2.6 Rootes/ Chrysler factory

Address - 19 Salmon Street, 291 & 299 Williamstown Road, 7-9 & 21 Smith Street and 332 Plummer Street, Port Melbourne -37.833565, 144.92413

Heritage Overlay(s) - none; **Heritage Precinct Overlay** – none; **City of Port Phillip Heritage Review Citation No:** none

Summary - Include on Port Phillip Heritage Overlay. Large Automotive assembly factory commenced 1945-6. Architectural values – Art Deco style. This was the first of a number of automotive works in the area, attracted to the availability of large manufacturing sites close to rail and sea transport. Local Significance.



Figure 59: location of Rootes factory, with proposed HO extent



Figure 60: Tower feature at south end of main office building.

Significance

What is Significant?

The Rootes factory is a large complex of steel and timber framed, and fibre cement and corrugated iron clad factory buildings located on Plummer Smith and Salmon Streets in Fishermans Bend. It features a two story administration and amenities wing with art deco elements and large single level sawtooth roof production line buildings. The first parts of the buildings complex were constructed initially in 1941 (probably comprising the Salmon Street office wing and about 50 metres of the seven bays of sawtooth roof behind) as an armored vehicle factory for the war effort, and expanded in 1946 to accommodate manufacturing capacity for Rootes Group cars (Hillman, Humber, Singer, Sunbeam, Talbot, Karrier, Commer). It was substantially enlarged in the mid 1950s, and later used for manufacture of Chrysler vehicles.

How is it Significant?

The Rootes factory is of historical and aesthetic significance at the local level.

Why is it Significant?

The site is significant for its association with the top secret Commonwealth Department of Munitions manufacturing programme during the Second World War as the experimental tank depot from 1941 and then the Department of Aircraft Production Maintenance Division from 1943 to 1946. The complex demonstrates the role of wartime manufacturing and the aviation industry which were important in Fishermans Bend in the mid-20th century.

The complex is notable as the first place in Australia where British-designed vehicles were manufactured, as a direct consequence of government sponsorship and the self-sufficient and protective economic policies of the post-war period. It is also significant for the scale and form of the buildings, reflecting both the post war austerity in their design, and the vast spaces needed for vehicle manufacture on production line systems.

Together with the port, the motor industry sustained the area's working class population residing to the south of the Williamstown Road at Garden City, Port Melbourne, Montague and further afield.⁷⁹

The place is of aesthetic and architectural significance for the Modernism of its Salmon Street office buildings in an international style with some Moderne elements (sometimes referred to as Art Deco)

The place therefore meets the HERCON heritage criteria as follows:

- Criterion A: Importance to the course, or pattern, of our cultural or natural history – as an important post-war industrial development
- Criterion E: Importance in exhibiting particular aesthetic characteristics – for the Art Deco elements of the main office building

Levels of significance

Primary significance – Buildings constructed up to 1946 including the Salmon Street office block and original sawtooth factory section extending 50m to the east of this block; foundry and 3 bays of original sawtooth factory east of Smith St & south of Tarver Street..

Secondary significance – Post 1947 additions including eastern part of Salmon Street block; factory blocks west of Smith St. and extension towards Williamstown Road.

⁷⁹ Ward 2011.

No or limited significance – post 1960s additions and internal alterations, window shades, external alterations such as recladding (but not original structural framing).

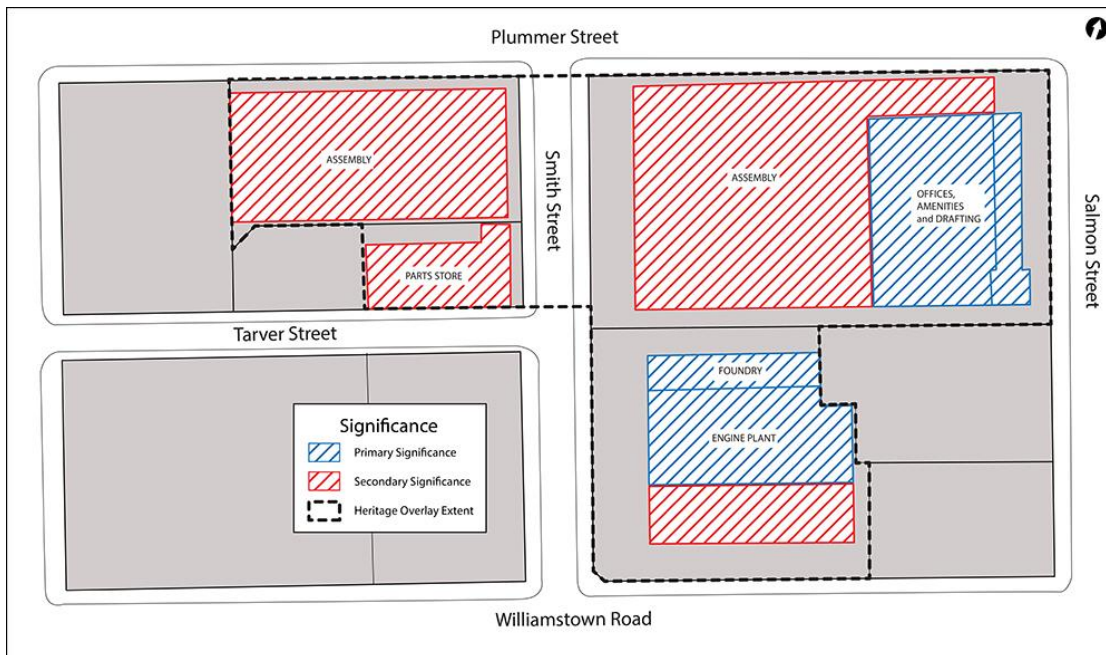


Figure 61: Plan showing proposed Levels of significance

Description

Large factory complex of single level sawtooth roofed assembly buildings and two storey administrative block in modernist style on Salmon Street. Separate sawtooth roof buildings for the engine plan and vehicle assembly are arranged either side of Smith Street, and on Tarver Street which becomes an internal factory road on the eastern part of the site. The buildings have south-facing welded and bolted steel truss framed and sawtooth-roofed with timber purlins and wall joists, timber steel and some reinforced concrete posts, clad primarily in corrugated asbestos cement sheets. Brick lower walls for impact resistance, support hopper-sash steel-framed windows in continuous bands around most external walls. The interior space is mostly uncluttered by partitions and has reinforced concrete floors throughout.

The two storey office and amenities wing on Salmon Street has a hipped roof of corrugated asbestos sheet and a feature main entrance tower of rendered brick on the south end. This has elaborate brickwork around the main entrance doors and plinth along the lower walls, and vertical window strips above a projecting concrete porch, surmounted by a stylised clock, as well as rusticated quoins to the main bays. Around the corner, the vertical window strips are repeated to double storey height with a finned flagpole above. Matching geometric pattern iron gates on tall brick posts once complemented the building, but have been removed in recent years. Lettering from the former company name 'ROOTES AUSTRALIA LTD' can just be discerned, painted on the roof.



Figure 62: Rootes Main office buildings on Salmon St.



Figure 63: East elevation of office block with flagpole



Figure 64: Main entrance, south elevation. Note clock above first floor windows



Figure 65: Main entrance with former gates (removed)⁸⁰

⁸⁰ David Thompson, via Art Deco Society, <http://www.flickr.com/photos/dct66/5455360888/> (accessed 1.9.15)



Figure 66: North elevation of main Salmon St block



Figure 67: Former foundry and engine works, with re clad walls and roof.



Figure 68: Assembly buildings west of Smith Street looking north west



Figure 69: Plummer Street elevation



Figure 70: Rooflights of western assembly building (west of Smith St)



Figure 71: Roof trusses of main assembly buildings



Figure 72: Interior of main assembly building looking west

Background History

Experimental Tank works

Early in World War Two, the Australian government commenced a program to establish an armoured division and provide locally made tanks. British artillery officer, Colonel W D Watson, advised the Defence Department from December 1940 and by February 1941, the Australian Cruiser Mark 1, tank was designed to a mock-up stage. An experimental tank depot was constructed around July 1941 on a 9½ acre site at Fishermen's Bend.⁸¹ However, production was very slow and only a few tanks were built before the local tank manufacturing programme was ultimately stopped in July 1943 in favour of imported tanks from America.

The Department of Aircraft Production (DAP) then took over the factory for expansion of the existing aircraft production in the area at the Commonwealth Aircraft Corporation (CAC) works on Lorimer Street, which commenced in 1937, and the Beaufort bomber factory was built on Lorimer Street in 1940. The Salmon St factory became DAP Maintenance Division and then the Maintenance & Disposals Division in August 1945. At the end of the war it was re-named the DAP Supply & Disposals Branch (and, later still, the Disposals Branch), from where surplus materials were sold off.⁸²

Car Manufacture in Australia

Australia's automotive industry evolved from carriage builders and engineers of the 19th century, who manufactured and maintained transport vehicles and small engines. The concentrations of these works were around Southbank, where early foundries and engineers served maritime industry from the 1850s,⁸³ and North Melbourne, where

⁸¹ Simon Reeves (2015), Rootes Ltd Factory [former] 19-25 Salmon Street, Port Melbourne for Art Deco & Modernism Society, Inc. And National Trust of Australia (Victoria) 20 July 2015

⁸² Reeves (2015), Rootes Ltd Factory

⁸³ Milner P. Melbourne University technical publication – Southbank industrial seedbed.

connections with the horse markets provided the local impetus.⁸⁴ While auto showrooms spread along Elizabeth Street, the importers and manufacturers such as Kellow Fawkner and Holden ran down City Road through South Melbourne. Other related manufacturers such as BALM Paints (later Dulux) were also located in the area.

The prospect of full Australian car manufacture was first raised by Prime Minister Bruce in 1927 and in 1930, the Scullin government introduced tariffs on imported motor vehicle mechanical parts, such as gears, axles, bearings and motor parts, encouraging local assembly of cars so that by 1937 vehicles assembled in Australia comprised up to 40 per cent local content.

A company called Eclipse Motors was established in the 1920s as an importer and distribution company. In the 1930s, it erected a plant at the southern end of Salmon Street, Fishermans Bend, with the assistance of Standard-Triumph and the Victorian Government.

Five proposals for the manufacture of complete cars were received, from Ford (US), General Motors (US), The Nuffield Group (BMC), Standard-Triumph and Chrysler-Dodge (US). With government support, it was hoped that 45,000 vehicles would be manufactured in Australia each year to supply an estimated market of 75,000. The Cabinet decided to support

Only the Holden and Ford proposals were supported, but the three unsuccessful proposals all went ahead with both vehicle assembly and full manufacture. BMC built a factory for its Austin, Morris, Wolseley and MG cars at Zetland, Sydney from 1950; Chrysler acquired the South Australian motor body builder TJ Richards at Keswick, Adelaide; Standard-Triumph) built a new plant at Port Melbourne.⁸⁵

Following the establishment of GMH in the 1930s, and Standard Motors/ AMI a little later, Rootes was the third large car manufacturer in Fishermans Bend.

In 1937, the State government and American motor manufacturers were negotiating regarding the establishment of a major automobile factory in Port Melbourne. Three of the four US majors, including both Ford and Chrysler, were considering this option⁸⁶ although Chrysler emphatically denied rumors that it was negotiating to start Australian Manufacture.⁸⁷

Import tariffs on vehicles encouraged the growth of the Australian vehicle body building industry from the early 1920s. The tax concessions varied with the degree of local content. Changes within the industry saw the consolidation of the principal manufacturers and the demise of the smaller body builders. The Port Melbourne assembly plants, of both the Rootes group and Standard Motors were among many new facilities set up to meet the post war demand for new vehicles and avoid the import tariffs.⁸⁸ The post-war labor governments of Curtin and Chifflery pursued a program of economic centralism and industry protection, seeking out or encouraging manufacturers to set up local plants with offers of assistance with land and other subsidies.⁸⁹

In 1941, the Australian Prime Minister Robert Menzies, travelled to Britain to consider collaborative wartime vehicle

⁸⁴ Vines, G. & Churchward, M. Northern Suburbs Factory Study, 1990.

⁸⁵ <http://australiaforeveryone.com.au/motoring-1950s.htm> (accessed 1.9.15)

⁸⁶ "£1,000,000 FOR MOTOR WORKS?." *The Courier-Mail* 22 Jan 1937: 15. Web. 15 Apr 2015 <<http://nla.gov.au/nla.news-article36871723>>.

⁸⁷ "MOTOR FACTORY PROJECT." *The Sydney Morning Herald*, 23 Jan 1937: 17. Web. 1 Jun 2015 <<http://nla.gov.au/nla.news-article17302839>>.

⁸⁸ Stubbs, Peter C. (1972). *The Australian motor industry: a study in protection and growth*. Cheshire for the Institute of Applied Economic and Social Research, University of Melbourne.

⁸⁹ Department of Post-War Reconstruction, Central Office, National Archives of Australia, CA 49: <http://www.naa.gov.au/collection/fact-sheets/fs244.aspx> (retrieved 1 June 2015)

production. He spent a considerable time with Billy Roote, head of the Rootes Manufacturing Group.⁹⁰ In January 1946, the Minister for Post War Reconstruction Mr. John Dedman (who succeeded Ben Chifley) announced the establishment of two new industries, one the Bruck silk mills in Wangaratta, and the other the manufacture of cars by the Rootes Ltd in the Fisherman's Bend factory that had previously been used for armored fighting Vehicle production during the war.⁹¹

Initially the Australian division of the British Rootes Group assembled Hillman Minx vehicles at Port Melbourne in 1946. This was the first instance of a British motor manufacturer establishing a production line in Australia.

After the war, Standard-Triumph bought into the Eclipse Motor Company, built a new factory and began assembling cars from imported parts in the new assembly plant in 1952. Standard changed its name to Australian Motor Industries Limited (AMI), adding Rambler and Toyota to its assembly in the 1960s, and constructing new plant on Graham Street Port Melbourne.

In 1950 Chrysler's Australian subsidiary came under the direct control of the US parent company and the number of Dodge, De Soto and Chrysler cars assembled at Adelaide was greatly increased. In 1962, Chrysler made it a three-way contest with Ford and Holden with the introduction of the Valiant range.

Meanwhile, in 1963, Australian Motor Industries Ltd, formed in 1952 from Standard Cars Ltd, the Australian distributor since 1938 of Triumph and Standard cars, arranged to assemble in Melbourne cars for Japan's Toyota company.

In 1966, with the USA acquisition of the British Rootes Group, Chrysler Australia took over the Rootes brands in Australia as well as its interests in the AMI Port Melbourne factory. In 1973, Chrysler Australia sold its interests in the Port Melbourne factory, focusing its Australian production at their Tonsley Park plant in Adelaide.

Rootes in Fishermans Bend

During the war, an extensive plant was erected in Fisherman's Bend for military production. It covered almost an entire block and became the headquarters for manufacture of aircraft (principally the Beaufort bomber) by the Department of Aircraft Production during WWII.⁹² The factory spread over 35,000 square feet covering a whole block.⁹³

The early relationship bore further fruit after the war when new uses were found for the plant, when in 1946:

...The Victorian Premier, John Cain, announced what would be the first British car manufacturing company to establish in Australia ...when the ROOTES automobile factory would be built at Port Melbourne. The State Government would give this highly reputable English firm every co-operation and assistance.

Victoria had been selected after assessing alternative sites from Brisbane to Adelaide. All production operations would be carried out in Victoria, and co-operation of allied trades would be sought in increasing the Australian content of vehicles progressively and economically.

Mr. Cain said he felt sure that the Government's plan to develop on a huge scale the power and fuel resources of Victoria had played no small part in the final decision of ROOTES Ltd to establish in this state. Victoria offered many natural advantages for industrial expansion. The Government would continue its vigorous policy for attracting secondary

⁹⁰ Rootes Manufacturing Group - Wartime Vehicle Productions etc. Photograph Album No 1, Series number A5954 634/1 <http://tardis.dl.ac.uk/ARCC/catalogue.html> (retrieved 1 June 2015)

⁹¹ "TO MAKE CARS AT FISHERMEN'S BEND." *Advocate*, 28 Jan 1946: 5. Web. 1 Jun 2015 <<http://nla.gov.au/nla.news-article68960080>>.

⁹² Port Melbourne Walk booklet produced but the Art Deco & Modernism Society Friday, PMHS Blog, January 10, 2014

⁹³ Rootes Archive Centre Trust Photograph Albums Bob Allan Rootes Archive Centre Trust. April 9, 2012 <http://tardis.dl.ac.uk/ARCC/Albums/albums.pdf> (retrieved 1 June 2015)

industries.⁹⁴

Negotiations were completed between Rootes and the Commonwealth Government and the Victorian Government for the acquisition of the former tank factory at Fishermen's Bend, South Melbourne to produce Humber, Hillman, and Sunbeam-Talbot cars along with Commer and Karrier commercial vehicles.⁹⁵



Figure 73: View of Garden City and Williamstown Road Esquire factory on right distance. (General Motor-Holden's Ltd, Fishermans Bend, 1939 Port Melbourne Centenary Celebrations Committee)

Place history

The first industrial activity in the Salmon Street, Plummer Street and Williamstown Road Block was for works associated with the Eclipse Motor co. It is unclear where exactly this works was located, but it is likely to be the same as that listed for the Australian Ball Bearing Co Pty Ltd, in 1941.⁹⁶

The State Public Works depot occupied an adjacent site. In 1942-3, the Department of Munitions (experimental works) was listed along with the Ball Bearing Co and in 1944-6 Fireproof Tanks Ltd. and the Department of Air Production factory joined them.

'Rootes Ltd (incorporated in England) motor cars', is first listed in 1957, along with the Queens Bridge Motor and Engineering Co. P/L. These two are the only listings for the next decade, when Rootes changes to Chrysler Australia Ltd motor car manufacturers in 1968, continuing as sole occupant of the block until the last issue of the directories 1974,

⁹⁴ "Premier Welcomes New Industry." *The Argus* 25 Apr 1946: 7. Web. 24 Feb 2014 <<http://nla.gov.au/nla.news-article22243073>>.

⁹⁵ "ANOTHER CAR FACTORY." *The Sydney Morning Herald* 24 Apr 1946: 1. Web. 10 Mar 2014 <<http://nla.gov.au/nla.news-article17977354>>.

⁹⁶ Sands & McDougall, Melbourne and Suburban Directory 1941.

when it is simply "no listing".⁹⁷

Most evidence points to commencement of construction works for the new Rootes factory in 1945-46, although one image at the State Library Victoria, suggests a 1935 data. It is presumed this is an error.



Figure 74: Rootes Factory in Salmon St Harold Paynting Collection State Library of Victoria.⁹⁸

The press detailed the arrangements for the new factory:

Big Firm's Project at Fishermen's Bend CANBERRA

ROOTES Ltd. of London are to establish their Australian motorcar factory at Fishermen's Bend, Port Melbourne. There, they will produce Humber, Hillman, and Sunbeam-Talbot motorcars and Commer and Karrier trucks, and they will be the first British motor manufacturers to establish themselves in Australia.

The Victorian Government assisted in the negotiations between the firm and the Commonwealth. The Commonwealth property acquired, when suitably re-constructed by the company will have cost about £300,000. Labour will be recruited from the area. Full use will be made of Australia's existing manufacturing facilities, and the company will co-operate with established engineering and allied industries. Announcing the decision today,

Mr. Dedman, Minister for Postwar Reconstruction, said it was a practical example of the confidence of British

⁹⁷ Sands & McDougall, Melbourne and Suburban Directory 1942-1974.

⁹⁸ Title ' D.A.P. Headquarters. Fishermans Bend. Department of Aircraft Production, 1935' inscribed on negative. Lyle Fowler 1891-1969 photographer. Commercial Photographic Co., Harold Paynting Collection, F series. State Library of Victoria. State Library of Victoria H92.20/2096 <http://www.slv.vic.gov.au/pictoria/gid/slv-pic-aab32556> (retrieved 9.6. 2015)

manufacturers in Australia's industrial development, and it was gratifying that an organisation which had materially assisted Britain's war effort should take the lead. Sir William ROOTES and Mr. R. E. C. ROOTES, deputy chairman of the group, had thanked the Commonwealth and Victoria for their help. The Fishermen's Bend factory would be producing vehicles with a minimum of delay as many materials as possible would be bought from Australian sources, thus benefiting both Commonwealth and British industry and stimulating employment in both countries.⁹⁹

Mr Richard Watney, a former British motor racing driver and managing director of Lagonda Ltd., was appointed general manager of the Fishermans Bend plant, and a director of Rootes Ltd.¹⁰⁰ Watney unfortunately was killed in a car accident three years later.¹⁰¹ G A W Laird returned to Australia in December 1949 to replace Watney. Laird was also a motor racing driver, and had originally moved from America, to supervise aircraft production in Britain during the war and was responsible for establishing the Fishermans Bend Plant.¹⁰²



Figure 75: Rootes Factory shortly after construction c.1946, National Archives A1200, L1849

Further expansion of the works was underway within a few years and by 1955, production capacity had increased to 3800 vehicles per year and the work force had grown to 1500. The builder was E A Watts of Hoddle Street, Richmond. The opening of the new plant by the Victorian Governor was described as follows:

A £1,000,000 extension to the factory was opened by the Governor Sir Dallas Brooks, The new plant including equipment intended to give "...the company the most modern synthetic paint plant in the Southern Hemisphere, accounts for £250,000. The main assembly building has been increased by 117,000 sq. ft., and other additions include a canteen seating 800 a new replacement parts building and a medical centre with modern surgical and X-ray equipment. Service division offices have also been erected, with accommodation for regular technical training schools.¹⁰³

The paint plant may refer to the separate but adjacent Glazebrook Paints & Chemicals Ltd factory which was built the

⁹⁹ "BRITISH CAR FACTORY." *The Argus*, 25 Apr 1946: 7. Web. 24 Feb 2014 <<http://nla.gov.au/nla.news-article22243057>>.

¹⁰⁰ "Manager For Rootes Group Melbourne Plant." *The Argus*, 14 Jun 1946: 8. Web. 1 Jun 2015 <<http://nla.gov.au/nla.news-article22250142>>.

¹⁰¹ "MOTOR EXECUTIVE KILLED IN BARWOOD COLLISION." *The Argus*, 10 Aug 1949: 5. Web. 1 Jun 2015 <<http://nla.gov.au/nla.news-article22770739>>.

¹⁰² "ROOTES CHIEF HERE." *The Argus*, 7 Dec 1949: 8. Web. 1 Jun 2015 <<http://nla.gov.au/nla.news-article22796703>>.

¹⁰³ ROOTES AUSTRALIA. (1955, August 12). *The Argus* (Melbourne, Vic. : 1848 - 1957), p. 25. Retrieved April 9, 2014, from <http://nla.gov.au/nla.news-article71673256>

corner of Williamstown Road west of Smith Street, in 1945 at a cost of £18,933.¹⁰⁴

The factory became one of the major motor assembly works in Australia, possibly coming third after Holden and Ford in the 1950s. It was visited by a number of dignitaries, both as part of the post war skills training programs to get ex-servicemen back into the work-force, and for diplomatic purposes, developing ties with allies for both defence and economic co-operations. The following images from the National Archives show some of these activities.



Figure 76: Training ex-servicemen for car assembly work at one of the Rootes Group factories Fishermens Bend 1945 National Archives
Image no. : A1200, L1647 L1655 L1654, L1653

¹⁰⁴ Miles Lewis Architectural Index. Record No. 68272. & No. 63985, cited in Raworth, B. Expert Witness Statement 7-9 Smith Street & 219 Williamstown Road.



Figure 77: President of Vietnam, Mr Ngo Dinh Diem views the Rootes automotive factory, Victoria, Australia, 1957 National Archives Image no. : A1672, VNP5/21

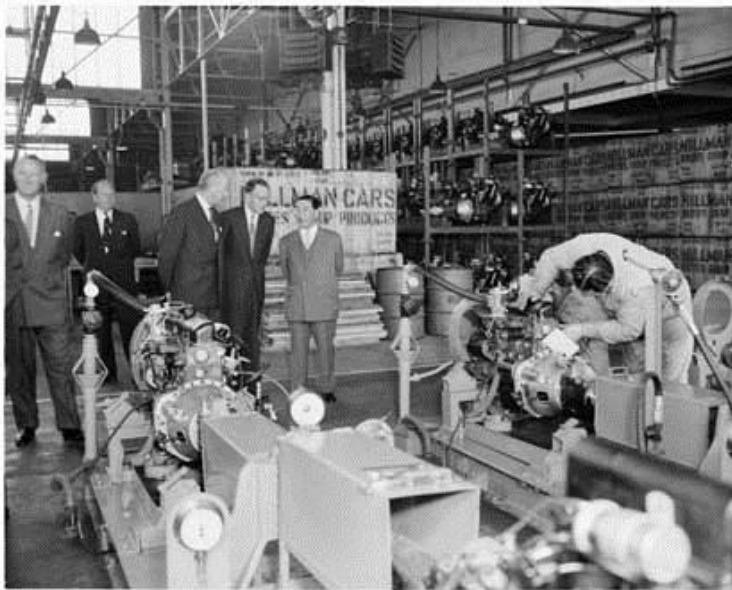


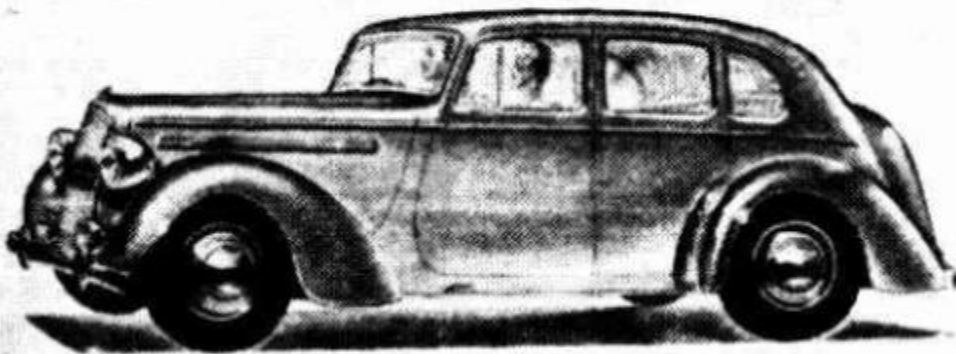
Figure 78: President of Vietnam, Mr. Ngo Dinh Diem views the Rootes automotive factory, Victoria, Australia, 1957 National Archives Image no. : A1672, VNP5/21

In December 1965, Rootes Australia Ltd. merged with Chrysler Australia and assembly was gradually moved from Port Melbourne to the latter's existing facilities in Adelaide, South Australia. In 1955 Chrysler had erected the Tonsley Park factory in South Australia, which eventually covered 170 acres. This was subsequently taken over by Mitsubishi and became their main manufacturing works in Australia¹⁰⁵ until they ceased building cars in Australia in 2000. Chrysler Australia ceased production of Hillmans in 1973.

¹⁰⁵ "BIG EXPANSION." *Western Herald* 24 Jun 1955: 12. Web. 15 Apr 2015 <<http://nla.gov.au/nla.news-article103936595>>.

Humber Super Snipe Claims 70 mph Cruising

Claimed to cruise easily and safely at 70 mph, the new 27-horse power Humber Super Snipe will be assembled at Fishermen's Bend for distribution throughout Australia.



The Super Snipe has been introduced by Rootes Ltd, an all-British manufacturing group, which recently acquired a large factory near Melbourne for the assembly and production of Humber, Hillman, and Sunbeam-Talbot cars and Commer and Karrier commercial vehicles. Independent front suspension and

a special sway eliminator neutralise all road shocks encountered by the Super Snipe. There is no rolling, pitching, or bouncing however bad the surface of the road. The powerful six-cylinder, full-cushioned engine develops 100-horse power, giving the car a remarkable road performance.

Figure 79: Example of Rootes Advertising shortly after opening the Fishermans Bend factory¹⁰⁶

In 2006 the site was underutilised, but subsequently self-storage, paintball and several other businesses moved into the various buildings and cosmetic renovations have been carried out.¹⁰⁷

¹⁰⁶ "Humber Super Snipe Claims 70 mph Cruising." The Argus (Melbourne, Vic. : 1848 - 1957) 11 Feb 1947: 8. Web. 1 Jun 2015 <<http://nla.gov.au/nla.news-article22407884>>.

¹⁰⁷ Hillman club, <http://sa.hillman.org.au/RootesFactory2.htm> (retrieved 9.6. 2015)



Figure 80: Rootes Factory looking west, Williamstown Road on the left ¹⁰⁸ and south west. ¹⁰⁹

Comparison

Australian Motor Industries (AMI) was established in 1954 as the successor to the Standard Motor Company, a Melbourne based vehicle assembler for "Rambler" cars and the British "Triumph". This took over the former Felton Grimwade building in Ingles Street around this time and was still there in 1973.¹¹⁰ It also carried out some finishing operations on "Mercedes Benz" cars and was the first to make a connection with a Japanese manufacturer with a view to assembling Japanese vehicles. The Japanese partner was Toyota, which was ultimately to absorb AMI and continues to occupy the Ingles Street offices and manufacturing plant.¹¹¹

The GMH Fishermans Bend Plant and Ford Geelong, present the car factory as US import, Ford almost certainly being an off-the-shelf design by Albert Kahn. The scale of fibre cement sheeted Art Deco has probably not been matched in any surviving factory building. James Hardy in Brooklyn had a comparable plant including a showroom featuring the whole range of shapes and forms of their product in its design, but has been entirely demolished.

Thematic Context

3. Developing local, regional and national economies.

3.12 Developing an Australian manufacturing capacity.

5.2 Developing a manufacturing capacity

Recommendations

Include in Port Phillip Planning Scheme with site specific Heritage Overlay to the extent indicated in

Figure 59

Include a citation in the Port Phillip Heritage Review and 'significant' grading, the citation to identify the hierarchy of significance and to provide specific guidance for redevelopment.

¹⁰⁸ Sunbeam owners blog http://www.sunbeam.org.au/?page_id=1119 (retrieved 9.6. 2015)

¹⁰⁹ National Archives, <http://recordsearch.naa.gov.au/SearchNRRetrieve/Interface/ListingReports/ItemsListing.aspx> (retrieved 9.6. 2015)

¹¹⁰ Sands & McDougall Directory

¹¹¹ Historic Toyota Port Melbourne Plant Ends Operations (AU) – photos <http://www.worldcarfans.com/10606056939/historic-toyota-port-melbourne-plant-ends-operations-au/lowphotos#1> (retrieved 9.6. 2015)

2.7 Shops 157-63 Montague Street

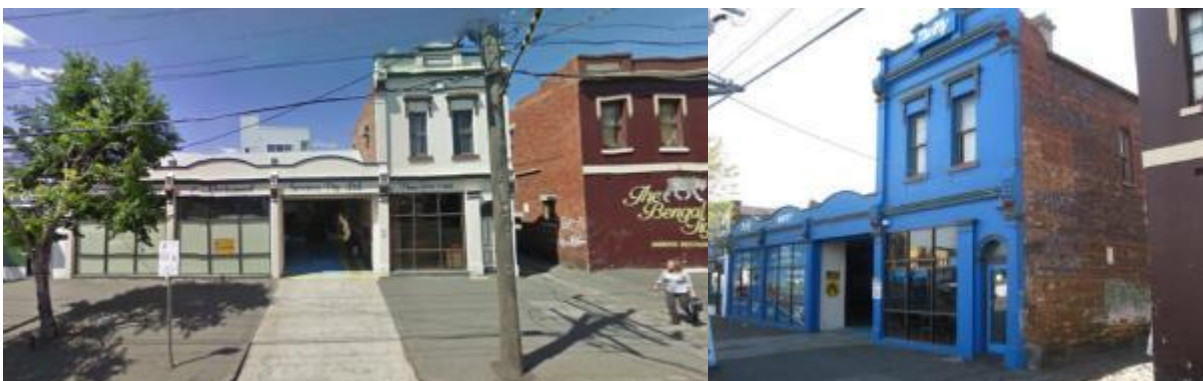
Address - 157-163 Montague Street, South Melbourne, Lots 6, 7, 8 & 9 LP8265, -37.832251,144.951907

Heritage Overlay(s) –none; **Heritage Precinct Overlay** – none; **City of Port Phillip Heritage Review Citation No:** none

Summary - Include on Port Phillip Heritage Overlay. C1900 shops – part of renewal of commercial frontage following first subdivision in 1870s. Part of City Road/Montague streetscape. Local Significance.



Figure 81: location of 157-63 Montague Street, with proposed HO extent



Significance

What is significant?

The shops at 157-63 Montague Street comprise three single storey and one two storey building with corrugated iron roof, in part opened out into a workshop.

How is it significant?

The place is of historical, technical, social and aesthetic significance at the local level.

Why is it significant?

The two shops and residences are of historical significance as rare surviving examples of residential properties in the former Montague slum neighbourhood, which otherwise had been almost entirely demolished and replaced with

commercial and industrial buildings in the period 1930-1960. As such they reflect a now disappeared aspect of South Melbourne's history (Criterion A).

The place is of aesthetic significance as a representative example of early 20th century domestic architecture at a pared back form demonstrating the economies of design applied to the cheaper parts of Melbourne, and as part of a relatively intact streetscape around the City road and Montague corner which also features the Nelson Hotel and several other early 20th century commercial premises in the existing HO442 (Criterion E and F)

The buildings are also of social significance (Criterion G) as providing a tangible link to the former Montague slums, which are still recalled in the local area.

Joint Assessment

157-63 Montague Street, 496-498 City Road and 506 City Road comprise the largest relatively intact group of former Montague neighbourhood commercial and residential buildings outside the present heritage overlays. The buildings are notable surviving elements of the commercial periphery of the notorious former Montague slum, the fabric of which has been entirely eradicated through slum clearance from the 1930s.

Description

This group includes three single storey and one two storey brick buildings with corrugated iron roof, in part opened out into a workshop. The three single storey buildings have a curved pediment disguising the pitched roof behind, with the two northern buildings having modern plate glass shop front windows and the remaining facade having a full width roller door. The two storey building has a modern plate glass shop front, and original timber panelled door. Hood mouldings, frieze, brackets, and panelled parapet survive, although probably urn and scroll ornaments have been removed.

History

The Montague area, bounded by City Road, Boundary Road, and the Port Melbourne and St Kilda Railway lines, was a notorious slum, established in the 1880s as land was subdivided and sold. William Buckhurst had bought many allotments at the original land sales, and while he also promoted beautification of the gardens and development of nearby Albert Park, his own subdivided allotments became the locations of many inferior dwellings.¹¹²

The 1880s were a period of rapid growth in Emerald Hill with a population of 25,000 by 1880, rising to 43,000 at the end of the decade Port Melbourne saw a similar growth, but from a smaller starting point. A number of the municipal councilors were prominent real estate developers and financiers including Matthias Larkin, James Page, J.R. Buxton and W. Thistlethwaite, or were land speculators such as Buckhurst. As a result subdivision and street construction (although rudimentary) went ahead rapidly.¹¹³

The Montague area was promoted as an area for 'persons of the artisan class', and this was reflected in the advertisements for houses for sale such as "neat two roomed cottage and land, plastered £110, Stoke Street, off Gladstone Place. By 1875, there were 560 households and by 1900, there were 1,000 in the district, with 200 in the lanes and little streets. Many of the people attracted to the low cost housing were labourers, fisherman, boilermakers, mariners and shipwrights, probably drawn to the area because of its proximity to the docks and metal works along the river, and the noxious trades on the Sandridge flats. Owner occupation was approximately 33 per cent and most of the houses in the smaller streets were made of timber and had two or three bedrooms. Almost no houses had a bathroom or washroom. By the 1920's, much of the housing stock was falling into disrepair due to regular flooding, inundation and little maintenance, particularly among the rental properties. However, Montague was renowned for its close knit

¹¹² Ward 2011 p.54

¹¹³ Ward 2011 p.35

community. The self-contained suburb had its own, school, church, police station, kindergarten, football team, hotels, post office, bank and shops.

A contributor to the *Argus* in 1881 described the Montague area, known colloquially as "Salt Lake City", as a poorly drained sector with a terrible stench in which typhoid was rife.

*[It is] "wonderful how people can live there; yet new houses are going up there daily in thick clusters, evidently intended for persons of the artisan class. Children are being reared...in great numbers. Their chief amusement here is to play in the horrible liquid surrounding their homes."*¹¹⁴

Floods exacerbated the problems with one description of the 1880 flood noting:

*Pedestrians could proceed along the footpath in Flinders-street to a point a short distance beyond William-street, where the flood barred all further progress. The houses from this point to the corner of Spencer-street were flooded on the ground floors and cellars. The water could be seen stretching from a short distance below the Falls Bridge to Sandridge Bend on the one hand, and from Emerald Hill to Footscray on the other.*¹¹⁵

The first inquiry into the condition of housing in Victoria was conducted in 1913 by a Select Committee of the Legislative Assembly. This first slum commission paid special note to the Montague district, noting the area between Ferrars Street and Boundary Street, and from City Road to the Port Melbourne railway, "...was very flat and the drainage bad, ... with very few exceptions the houses are all built of wood and iron...' where most did not have baths, and were small and in poor repair."¹¹⁶

The Montague area was subsequently earmarked in the 1930s for demolition by the Slum Abolition Board. In 1936 the establishment of a Housing Investigation Board considered housing conditions in Victoria. The Board's found numerous slum pockets and narrow residential streets with poor houses, at times subject to flooding in South Melbourne. The resulting Slum Reclamation and Housing Act in 1938, facilitated the clearance of the majority of the houses were cleared and the relocation of the residents, many of whom eventually moved to new housing at Garden City.¹¹⁷

By the 1960s most of the small houses were gone and the area taken over by small factories, warehouses and show rooms. A few of the 19th century commercial premises on the periphery, particularly in City Road, Montague St and Boundary road, remained, as these were better quality buildings with viable businesses. The house at 506 Montague Street seems to have been overlooked in the slum clearance, as it was uncharacteristic in being located between shops on the periphery.

Place history

163 Montague Street was a pawn shop run by Harry Rabinov, in 1915, when stolen goods were recovered following a theft of blouses from a nearby back yard.¹¹⁸ In 1922, it was the Montague Stores of Zmood & Co (A.I.F) General

¹¹⁴ *The Argus*, 16.8.1884 in Priestley, p.121.

¹¹⁵ THE FLOODS IN VICTORIA. (1880, September 18). *South Australian Register* (Adelaide, SA : 1839 - 1900), p. 6. Retrieved June 4, 2013, from <http://nla.gov.au/nla.news-article43149401>

¹¹⁶ 'Suburban slums, Evidence of Police, Hovels and Shelter Sheds' *The Age* - Nov 20, 1913 p.6.

¹¹⁷ Allom Lovell Sanderson Pty Ltd, Port Melbourne Conservation Study Review p.4/20

¹¹⁸ "BACK-YARD THIEF." Port Melbourne Standard (Vic. : 1914 - 1918) 24 Apr 1915: 1. Web. 9 Mar 2014 <<http://nla.gov.au/nla.news-article91168374>>.

Drapers, Manufacturers and Importers, described as "THE HOUSE OF QUALITY AND CHEAPNESS, Where you Buy for Less." 119



Figure 82: MMBW Sewerage Plan Extract showing buildings at corner of City Road and Montague Street.

Thematic Context

3. Developing local, regional and national economies.

3.12 Developing an Australian manufacturing capacity.

5.3 Marketing and retailing

6.7 Making homes for Victorians

Recommendations

Include in Port Phillip Planning Scheme as part of new precinct heritage overlay.

119 "Advertising." The Catholic Press (Sydney, NSW : 1895 - 1942) 20 Jul 1922: 5. Web. 9 Mar 2014 <<http://nla.gov.au/nla.news-article107965879>>.

2.8 Two storey shops 496-498 City Road

Address – 496-498 City Road, South Melbourne, Lots 1 and 2 PS408183, -37.832041,144.952599

Heritage Overlay(s) – none; **Heritage Precinct Overlay** – none; **City of Port Phillip Heritage Review Citation No:** none

Summary - Include on Port Phillip Heritage Overlay. Part of rejuvenation of precinct as commercial strip in early 20th century. Contributory to historic commercial City Road streetscape. Local Significance.



Figure 83: location of 496-498 City Road South Melbourne, with proposed HO extent



Significance

What is Significant?

The buildings at 496-498 City Road South Melbourne are two brick two-storey shops and residences constructed in about 1900.

How is it Significant?

The place is of historical, social, technical and aesthetic significance at the local level.

Why is it Significant?

The two shops and residences are of historical significance as rare surviving examples of residential properties in the former Montague slum neighbourhood, which otherwise had been almost entirely demolished and replaced with commercial and industrial buildings in the period 1930-1960. As such they reflect a now disappeared aspect of South Melbourne's history (Criterion A)

The place is of aesthetic significance as a representative example of early 20th century domestic architecture at a pared back form demonstrating the economies of design applied to the cheaper parts of Melbourne (Criterion E and F).

The buildings are also of social significance (Criterion G) as providing a tangible link to the former Montague slums, which are still recalled in the local area.

History

(see previous history description for 159-63 Montague St, Section 2.7)

Place History

The pair of two storey shops and residences at 498 and 500 City Road, South Melbourne were constructed around 1900. Number 500 was occupied by Edmund McCracken up to 1904, when he noted the funeral of his mother Anne leaving the premises.¹²⁰

In 1904, newspapers around the country also recorded 500 City Road as the correspondence address of an advertiser of Scotts Emulsion, a cold cure, presumably meaning the building housed the manufacturer, distributor, or perhaps just the advertiser of this product.¹²¹

In 1916, Jackson's High-Grade Boot Warehouse was operating at 498 City Road, although the company may have already been foundering as its stock was offered at unreserved auction sale by Arthur Tuckett and Sons in their Collins Street auction rooms.¹²²

The business must have folded as two years later the building was occupied by Miss C Brown, Costumiere and Ladies' Tailor, who was offering "ladies tailor made costumes made to order [in] perfect fit and stylish cut" with a particular line in "buttons any size and style for ladies tailor made costumes and gowns, made on the premises".¹²³

Street numbering may have changed here, as what appears to be the subject properties were sold in July 1917 at auction by Messrs. R J Mills and Sons, estate agents, but identified as "500 and 502 City road, two shops and dwellings" for about £400 each.¹²⁴

Thematic Context

3. Developing local, regional and national economies.

5.3 Marketing and retailing

6.7 Making homes for Victorians

Recommendations

Include in Port Phillip Planning Scheme as part of new precinct heritage overlay.

¹²⁰ "Family Notices." The Argus (Melbourne, Vic. : 1848 - 1957) 11 Jan 1904: 1. Web. 9 Mar 2014 <<http://nla.gov.au/nla.news-article10592045>>.

¹²¹ For example *Kalgoorlie Miner* (WA : 1895 - 1950) Tuesday 4 October 1904 p 8 Advertising, and *Morning Bulletin* (Rockhampton, Qld. : 1878 - 1954) Monday 26 September 1904 p 3 Advertising.

¹²² "Classified Advertising." The Argus (Melbourne, Vic. : 1848 - 1957) 2 May 1916: 2. Web. 9 Mar 2014 <<http://nla.gov.au/nla.news-article2098405>>.

¹²³ "Advertising." Port Melbourne Standard (Vic. : 1914 - 1918) 24 Aug 1918: 1. Web. 9 Mar 2014 <<http://nla.gov.au/nla.news-article88366564>>.

¹²⁴ "PROPERTY SALES." The Argus (Melbourne, Vic. : 1848 - 1957) 1 Aug 1917: 7. Web. 9 Mar 2014 <<http://nla.gov.au/nla.news-article1639954>>.

2.9 House, 506 City Road

Address - 506 City Road South Melbourne, Lot 1 TP319840- -37.832177, 144.952428

Heritage Overlay(s) – none; **Heritage Precinct Overlay** – none; **City of Port Phillip Heritage Review Citation No:** none

Summary- Include on Port Phillip Heritage Overlay. One of few surviving houses in Montague Precinct, indicating former land uses. Rare remnant c1900 residence. Local Significance.



Figure 84: location of 159-63 Montague Street, with proposed HO extent



Significance

What is Significant?

The house at 506 City Road is a single storey brick residence with elaborate Edwardian or Queen Anne facade, constructed in about 1900.

How is it Significant?

The place is of historical, technical and aesthetic significance at the local level.

Why is it Significant?

The residence is of historical significance as rare surviving examples of residential properties in the former Montague slum neighbourhood, which otherwise had been almost entirely demolished and replaced with commercial and industrial buildings in the period 1030-1960. As such they reflect a now disappeared aspect of South Melbourne's history (Criterion A). Despite its uncharacteristically more prosperous occupants it provides a link to this now expunged part of South Melbourne's history.

The place is of aesthetic significance as a representative example of early 20th century domestic architecture at a pared back form demonstrating the economies of design applied to the cheaper parts of Melbourne (Criterion E and F).

History

(See history for 159-63 Montague Street)

Place history

The house at 506 City Road was occupied by the Cogan Family for many years. "Mary Alice Cogan (widow of the late David Cogan), and mother of Martha, Robert, and David died on the 9th July 1928 at her residence 506 City road, South Melbourne."¹²⁵ A David Cogan sold several blocks of land in City Road near the Montague Street corner in 1875 comprising two shops and a dwelling.¹²⁶ This may be the "late David Cogan" referred to in the 1928 article.

David and Mary's Daughter Martha MacKenzie was a piano teacher, giving lessons from the house in the 1920s, and examining students for the Royal College of Music certificates.¹²⁷ When Martha Cogan died in 1941 she was described as a "spinster of Ferntree Gully" and her sister-in-law Emily was apparently occupying the house at this time.¹²⁸ Martha may have left the house to her brothers Robert Hennessy Cogan and David James Cogan, who were listed as executors in her will, while Emily was probably Robert or David's wife.¹²⁹

Thematic Context

6.3 Shaping the suburbs

6.7 Making homes for Victorians

Recommendations

Include in Port Phillip Planning Scheme as part of new precinct heritage overlay.

¹²⁵ "Family Notices." The Argus (Melbourne, Vic. : 1848 - 1957) 14 Jul 1928: 17. Web. 6 Mar 2014 <<http://nla.gov.au/nla.news-article3943608>>.

¹²⁶ "Advertising." The Argus (Melbourne, Vic. : 1848 - 1957) 8 Dec 1875: 2. Web. 6 Mar 2014 <<http://nla.gov.au/nla.news-article7426733>>.

¹²⁷ "Classified Advertising." The Argus (Melbourne, Vic. : 1848 - 1957) 22 Dec 1920: 16. Web. 6 Mar 2014 <<http://nla.gov.au/nla.news-article4564615>>.

¹²⁸ "... application will be made to the Supreme Court of Victoria that PROBATE of the WILL dated 6th February 1934 of MARTHA MACKENZIE COGAN late of 506 City road, spinster..." "Family Notices." The Argus (Melbourne, Vic. : 1848 - 1957) 29 Dec 1941: 2. Web. 6 Mar 2014 <<http://nla.gov.au/nla.news-article8224901>>.

¹²⁹ "Advertising." The Argus (Melbourne, Vic. : 1848 - 1957) 19 Jan 1942: 2. Web. 6 Mar 2014 <<http://nla.gov.au/nla.news-article8228374>>.

2.10 Holvex Pty Ltd

Address - 144-148 Ferrars Street (cnr. Thistlethwaite Street) South Melbourne, -37.830374, 144.953466

Heritage Overlay(s) – none; **Heritage Precinct Overlay** – none; **City of Port Phillip Heritage Review Citation No:** none

Summary – Not recommended for further listing. Unusual survivor famous steel architectural products firm Later industrial site, part of firm which manufactured Southern Cross station roof, and iconic steel office furniture. Local interest.



Figure 85: Location of identified place



Significance

What is Significant?

The Holvex building is a brick single-storey corner office and former warehouse constructed in about 1960.

How is it Significant?

The place is of local historical interest only.

Why is it Significant?

The Holvex building is of local interest only since, while the products of the company and in particular the steel deck roofing which was employed on several notable building projects, and commercial steel office furniture, have played an

important role in building design, technology and aesthetics in the latter twentieth century, this building would appear to have played only a minor role in that story and has been subsequently compromised by considerable alterations.



Figure 86: Holvex Pty. Ltd., 144 Ferrars St., South Melbourne, corner Thistlethwaite St. Fowler, Lyle [Apr. 2, 1964] State Library Victoria : H92.20/7579

Description

While the materials and form of the building survive, it has been altered by the blocking of the corner entrance and cutting of window openings to floor level. The original steel hopper sash windows have been replaced by aluminum framed plate glass, and the exterior brickwork has been rendered and painted.

History

In the 19th century, Thistlethwaite Street was one of the notorious slum streets in Montague. The corner of Ferrars Street, number 144, was a typical timber four room residence, unremarkable apart from being home to a witness in a city brawl in which the resident's friend died¹³⁰. One of the more recent manufacturers to move into the Montague area was Holvex Pty Ltd, "an old and highly reputable roofing and sheet metal firm" which was acquired by Steeldeck Industries P/L in the 1970s, to become Holvex Barden Roofing, later forming Barden Steeldeck Industries, with the Holvex name continuing for the sheet metal workshop and manufacture of architectural waste bins and ashtrays that Holvex were synonymous with for many years.¹³¹ Related Tasmanian subsidiaries, Holvex Installations Pty Ltd, and Holvex Pty Ltd, were registered on 01 Jan 1953, and continued operations up to 1989.¹³²

Thematic Context

3.12 Developing an Australian manufacturing capacity.

Recommendations

No recommendation for this place

¹³⁰ "A REMARKABLE CASE." Bendigo Advertiser (Vic. : 1855 - 1918) 28 Jan 1891: 3. Web. 9 Mar 2014 <<http://nla.gov.au/nla.news-article88957331>>.

¹³¹ Barden-Steeldeck Industries, web site <http://www.bardensteeldeck.com.au/>, (accessed 13/5/13)

¹³² Tasmanian Archives: companies registered under the Tasmanian Companies Acts Company Number 2202 -SC331/2/287

2.11 Shop & Residence 125-127 Ferrars Street

Address – 125-127 Ferrars Street, Southbank, -37.828921 144.95334

Heritage Overlay(s) – none; **Heritage Precinct Overlay** – HO4; **City of Port Phillip Heritage Review Citation No:** none

Summary- Amend citation for Port Phillip Heritage Overlay HO4, to identify the place as a contributory element. Unusual survivor of former residential area. Within HO4 – modify statement of significance to accommodate remnant residential buildings. Local significance (contributory).



Figure 87: Location of 125-127 Ferrars St, and proposed contributory place



Significance

What is Significant?

The buildings at 125-127 Ferrars Street are two brick two-storey shops and residences constructed in about 1900.

How is it Significant?

The place is of historical, technical and aesthetic significance at the local level.

Why is it Significant?

The two shops and residences are of historical significance as rare surviving examples of residential properties in the former Montague slum neighbourhood, which otherwise had been almost entirely demolished and replaced with commercial and industrial buildings in the period 1930-1960. As such they reflect a now disappeared aspect of South Melbourne's history (Criterion A).

The place is of aesthetic significance as a representative example of early 20th century domestic architecture at a pared back form demonstrating the economies of design applied to the cheaper parts of Melbourne (Criterion E and F).

Description

Two, two-storey shops and residences, constructed in face brick, with pitched timber-framed, corrugated iron-clad roofs, behind cement-rendered brick pediments. Modified front timber verandahs and various rear alterations and extensions. The ground floor verandah of no 127 on the corner has been infilled.

History

Better quality terrace houses were built on main roads in the Montague area, and some survived the slum clearance. The north east corner of Ferrars and Douglas Street was vacant in 1895,¹³³ and this end of Ferrars Street appears to have undergone renumbering, as the lot to the south was number 60 at the time.

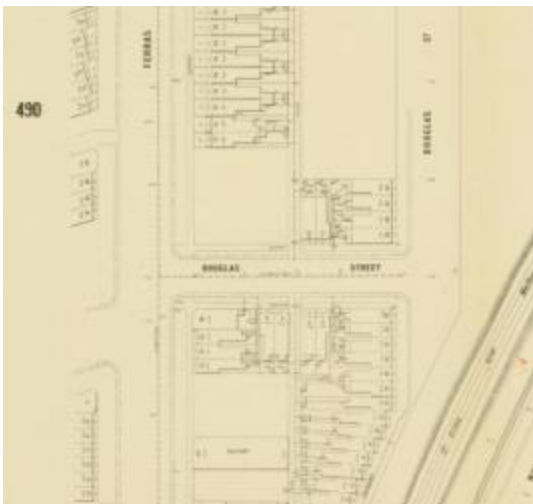


Figure 88: MMBW plan 489, 1895.note subject buildings not shown

These two buildings were evidently erected in about 1900, but were absorbed in the Union Can Company site by the 1950s, possibly as offices. To the north and east surrounding the buildings was saw tooth roof factory.



Figure 89: Extract from Mahlstedt's Plan 'City of South Melbourne and section of Port Melbourne detail-fire-survey' 1950

¹³³ Melbourne and Metropolitan Board of Works detail plan, 475 & 489, South Melbourne, Melbourne and Metropolitan Board of Works Melbourne 1895

Thematic Context

3. Developing local, regional and national economies.

3.12 Developing an Australian manufacturing capacity.

5.3 Marketing and retailing

6.7 Making homes for Victorians

Recommendations

Amend citation for Port Phillip Heritage Overlay HO4, to identify the place as a significant element.

2.12 Post-war factory, 185 Ferrars Street

Address - 185 Ferrars Street (previously listed as Meaden Street) Southbank, Lot 1 PS431184 -37.830373,144.953967,

Heritage Overlay(s) - none; **Heritage Precinct Overlay** – HO4; **City of Port Phillip Heritage Review Citation No:** none

Summary- Currently included within Port Phillip Heritage Overlay HO4. Early industrial conversion. Within HO4 – modify statement of significance to accommodate remnant residential buildings. Local significance (contributory).



Figure 90: MMBW Plan and Geovis, cadastre plan comparing lots – subject property marked in orange



(N.B. This place was listed as Meaden St in the Fishermans Bend Urban Renewal Area heritage study in error. The actual address is 185 Ferrars Street.)

Significance

What is Significant?

The building at 185 Ferrars Street is a brick fronted single-storey factory/warehouse constructed in about 1945.

How is it Significant?

The place is of historical and aesthetic significance at the local level.

Why is it Significant?

The former Interstate Rubber Company building is of local historical significance as one of the early examples of the conversion of the former Montague residential district into a commercial and industrial zoned area through official slum clearance policy (Criterion A). It is also aesthetically of interest for the treatment of the façade, which, while being reserved, indicates the characteristic elements of mid-century modernism on a very modest scale (Criterion E).

Description

185 Ferrars Street is a simple brick single storey industrial building with steel framed corrugated iron roof. The facade is embellished with a stepped parapet, large boxed rainheads, cement panels over the continuous lintel spanning the vehicle door, a painted name panel above, and an oculus window above the pedestrian door. Remnants of a painted dado are also evident. A modern coloured paneled tilt vehicle door is installed.

History

A number of small industrial buildings were erected in the Montague area in the early to mid-20th century as this former swamp and slum was rehabilitated as an industrial zone. The Union Can Company Pty. Ltd. grew from a small manufactory in 1908 to occupy a three acre site in Ferrars Street and expanded to cover most of the block between Ferrars and Meaden Streets by 1938. W. H. Johnsons Jams was also in Meaden Street, next door was a paint manufacturer Brolite Pty Ltd., which had a spectacular explosion destroy much of the factory in 1947, but it continued to operate at least into the late 1950s.

Place History

The allotment at 185 Ferrars St. was originally listed as number 10 in the 1890s when a timber and iron building was located here.¹³⁴ This was occupied by a small manufacturing business of W. S. Falconer around 1902.¹³⁵

The Interstate Rubber Co. Pty Ltd was registered in New South Wales in 1933,¹³⁶ in Queensland on 21/05/1945,¹³⁷ Victoria, and probably other states, around the same time. The Melbourne branch was advertising for staff at their Ferrars St works in May 1948, where the company was engaged in supplying ready-cut soles and other components to the shoe manufacturing and repair trade.¹³⁸ The company was still listed in 1974,¹³⁹ with one of their trademarked

¹³⁴ MMBW Sewerage Plan 1895, Sands & McDougal Directories.

¹³⁵ "RECENT PATENTS." West Gippsland Gazette (Warragul, Vic. : 1898 - 1930) 27 May 1902: 8 Edition: MORNING.. Web. 11 Mar 2014 <<http://nla.gov.au/nla.news-article68719471>>.

¹³⁶ NSW State Records " Interstate Rubber Co. Pty Ltd " 18/12/1933 to 08/10/1975
<http://search.records.nsw.gov.au/items/913673>

¹³⁷ Queensland Archives, Register of companies,
Index.http://www.archives.qld.gov.au/Researchers/CollectionsDownloads/Documents/Companies-I_K.pdf (retrieved 9.6. 2015)

¹³⁸ "Advertising." The Argus (Melbourne, Vic. : 1848 - 1957) 22 May 1948: 16. Web. 11 Mar 2014 <http://nla.gov.au/nla.news-article22539946>; *The Michaelis, Hallenstein story, 1864-1964 one hundred years in leather*, Image Australia Pty. Ltd. 1965

¹³⁹ Victorian Government Gazette, <http://gazette.slv.vic.gov.au/images/1974/V/general/15.pdf> (retrieved 9.6. 2015)

products being FERRABOND. In 1955 the company was taken over by leather manufacturer, Michaelis, Hallenstein & Co. with the business relocating to Moreland Street Footscray.¹⁴⁰

Thematic Context

3. Developing local, regional and national economies.

3.12 Developing an Australian manufacturing capacity.

Recommendations

Within HO4 – modify statement of significance to accommodate remnant residential buildings.

¹⁴⁰ Transport Workers (Mixed Industries) Award 2002 AP813166 - http://www.fwc.gov.au/consolidated_awards/ap/ap813166/asframe.html

3 Conclusion

3.1 Recommendations

General recommendations

The study has identified significance values for the nominated review sites as follows:

Table 2: Summary of recommendations

Place and address	Significance level	Proposed protection
Dunlop Factory 227 Normanby Road, South Melbourne	State	Victorian Heritage Register
Laconia Blanket Mills 181 Normanby Road. South Melbourne.	State	Amend Individual place Heritage Overlay
Johns & Waygood, 400-430 City Road	State	New individual place Heritage Overlay & Victorian Heritage Register
Electricity Substation, cnr. Munro & Johnson Streets	Local	Individual place Heritage Overlay
Horse Trough, Ingles Street, cnr. Williamstown Rd.	Local	Individual place Heritage Overlay
Rootes/ Chrysler factory, 1/11 Salmon Street, 19 Salmon Street, 23-31 Salmon Street, 332 Plummer Street, 21 Smith Street, Port Melbourne	Local	Individual place Heritage Overlay
Two storey shops, 496-498 City Road South Melbourne	Local	New precinct Heritage Overlay
House, 506 City Road South Melbourne	Local	New precinct Heritage Overlay
Shops, 157-163 Montague Street South Melbourne	Local	New precinct Heritage Overlay
Holvex Pty Ltd, 144 Ferrars Street cnr. Thistlethwaite Street South Melbourne	Local interest	No action
Shop & Residences, 125-127 Ferrars Street South Melbourne	Contributory local place	Amend HO4 citation include as 'Contributory'
Post war factory, 185 Ferrars Street (previously Meaden Street) South Melbourne	Contributory local place	Amend HO4 citation to include as 'Contributory'

Appendix 1: HO4 South Melbourne City Road Industrial Area, Port Phillip Heritage Review, Version 15, 2011



Heritage ALLIANCE Conservation Architects and Heritage Consultants
41 Cobden Street, North Melbourne, VIC 3061 Phone: 03 9328 5133 Fax: 03 9328 5144 Email: heritage.alliance@bigpond.com
ABN 23 308 903 866

City Road Industrial Precinct

Prepared for
The City of Port Phillip
29 March 2005



Photo: original Johns & Waygood premises, corner Cecil Street & City Road.

Citations for Individual Heritage Places

**These Heritage Assessments have been undertaken in accordance with
the principles of the Burra Charter adopted by ICOMOS Australia
This document has been completed by
Simon Reeves and David Wixted**



© 2005 heritage ALLIANCE

Identifier K L Ballantyne & Company Pty Ltd factory/office
Formerly unknown



Within HO4

Address 39 Ballantyne Street
SOUTHBANK

Category Industrial

Constructed 1945

Designer Cedric H Ballantyne

Significance

What is Significant?

The factory at 39 Ballantyne Street, Southbank, is a double-storey clinker brick building of a decidedly domestic scale and character. It was erected in 1945 for K L Ballantyne Pty Ltd, produce merchants, food canners and wholesale grocers, who continue to occupy the building.

How is it Significant?

The factory is of historical, architectural and aesthetic significance to the City of Port Phillip.

Why is it Significant?

Historically, the factory is significant for its associations with K L Ballantyne Pty Ltd, an important Australian company that developed (and maintains) a prominent international profile. Founded in 1929 as produce merchants, food canners and wholesale grocers, the firm expanded into dairy distribution, and continues today as manufacturers, suppliers and exporters of butter, cheese products and chocolate. Until his death in 1966, founder Keith Ballantyne was a highly significant figure in the Australian dairy industry, representing the country at international trade shows and funding the scholarship that bears his name at the School of Dairy Technology in Werribee.

Architecturally, the factory is significant as one of the last works of distinguished Melbourne architect Cedric Ballantyne, best known for his many picture theatres and fire stations. Designed for the architect's nephew, it demonstrates an interesting personal/professional connection between a prominent manufacturer and a prominent architect. Aesthetically, it is an unusually assured example of a wartime factory, contrasting with the more utilitarian examples of that time. It is distinguished by an atypical domestic character (*viz* its scale, gabled tiled roof and small timber-framed windows) harking back to the architect's earlier work. Occupied by the same firm for 60 years, it is also notable for its high physical integrity, including metal signage. It remains a prominent element in the streetscape, both in Ballantyne Street itself and from City Road.



Description

The K L Ballantyne premises is a double-storey factory/office of face clinker brick construction, with a tripartite composition that comprises a central portion with a longitudinal gabled roof (clad in terracotta tiles) flanked by wings with smaller hipped roofs concealed by parapets. Its elongated street façade is balanced but not quite symmetrical, articulated by groups of rectangular windows with steep sloping sills, soldier brick lintels, and either multi-paned steel-framed sashes (to the ground floor) or timber-framed double-hung sashes (to the first floor). A partial half-basement level, to the west side, has a row of smaller square windows with steel-framed sashes. The central main entrance has a glazed fanlight bearing the name of the company in gilt lettering, and there are also two large vehicular entrances with steel roller shutters. The façade is otherwise enlivened by a flagpole to the east wing, and by original metal signage that spells out the full name of the company, the initials of its founder, and the words PRODUCE MERCHANTS & EXPORTERS, FOOD CANNERS & DISTRIBUTORS and WHOLESALE GROCERS.

History

This factory was designed in 1945 as the office and factory of K L Ballantyne Pty Ltd, manufacturers of dairy products and food ingredients, an important Australian firm founded in 1929 by Keith Lindsay Ballantyne (1900-66). Initially styled as produce merchants, food canners and wholesale grocers, the business expanded into dairy distribution and Ballantyne became a leading figure in Australia's dairy industry, representing the country at international trade fairs like the Far East Trade Mission (1958) and the National Export Convention (1960). Ballantyne further promoted the local dairy industry when, in 1964, he funded a scholarship (bearing his name) at the School of Dairy Technology in Werribee. At the time of Ballantyne's death in 1966, his firm was one of the largest of its type in Australia, distributing products nationally as well as exporting to over sixty outlets in Asia, the Middle East and the Americas.

The new factory was designed by Keith's uncle, prominent Melbourne architect Cedric Heise Ballantyne (1876-1957), best known as a pioneer of the Arts & Crafts style in domestic design in the 1910s, and, later, as a prolific designer of fire stations and cinemas such as the Regent in Collins Street (1929). From the early 1930s, Ballantyne was in semi-retirement, working in various partnerships before closing his office in 1951 and retiring to Merimbula. He was in his late 60s when engaged by his nephew, Keith, and probably designed the new factory in an honorary capacity. Originally known as No 295-299 Grant Street, the factory's address was changed when the part of Grant Street from Clarendon Street to City Road was re-named after this important local company in the 1990s. The building remains occupied by Ballantynes, still thriving as manufacturers and exporters, of particular note as the world's largest producer of canned butter, Australia's largest producer of cheese powders, and as manufacturers of chocolate.

Comparative Analysis

Modestly-scaled brick factories such as these proliferated in South Melbourne during the inter-war period. Those built in the 1930s typically show the influence of progressive architectural styles such as Moderne and Art Deco, while those built during the War tended to be simpler and more utilitarian in their articulation and detailing. The K L Ballantyne factory, with its interesting façade composition and window detailing, is far more architecturally assured than contemporaneous factories identified in the *City of Port Phillip Heritage Review* such as the Neal & Meighan factory at 79 Thistlethwaite Street, South Melbourne (1944) and the Kynoch printing works at 5-7 Balston Street, East St Kilda (1940), both of which have stark red brick facades, unadorned door and window openings with rendered lintels, and utilitarian steel-framed sashes or roller shutters.

Recommendations

recommended inclusions:

Schedule to the Heritage Overlay Table in the City of Port Phillip Planning Scheme

References

Cedric H Ballantyne, 'K L Ballantyne Pty Ltd, Stores and Offices', drawings dated January 1945.

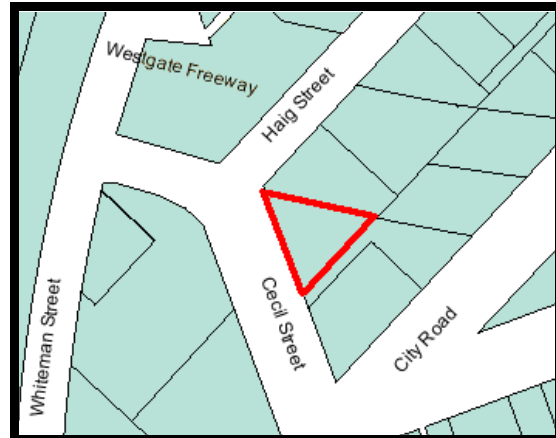
Building Records Department, City of Port Phillip

'Leading butter merchant dies'; 'Funeral of dairy chief', *Herald*, 15 and 16 December 1966, pp 7.

Frank von Staten, 'Cedric H Ballantyne: Palaces to Order', *Cinemarecord*, Issue 40, No 2 (2003).

www.ballantyne.com.au

Identifier City South Holden (service department)
Formerly Ballarat Brewing Company premises



Within HO4

Address 25-29 Cecil Street
SOUTHBANK

Category Industrial

Constructed c.1910-11

Designer unknown

Significance

What is Significant?

The building at 25-29 Cecil Street, Southbank, is a modestly-scaled single-storey rendered brick Victorian-style warehouse that was erected c.1910-11 as the Melbourne premises of the Ballarat Brewery Company, which was founded in 1895 and remained in operation until it was taken over by Carlton & United Breweries in 1958.

How is it Significant?

The former brewery building is of historical and aesthetic significance to the City of Port Phillip.

Why is it Significant?

Historically, the former Ballarat Brewery Company premises is significant for its association with an important regional brewing company, founded in 1895 as a merger of three local beer makers dating back to the 1850s. The company, famous for the production of "Ballarat Bertie" beer, remained in operation until it was taken over by Carlton & United Breweries in 1958. More broadly, this building is demonstrative of pre-War industry in South Melbourne, prior to the more intensive inter-war industrial boom. It is also historically significant as one of a small number of surviving buildings associated with the brewing companies that formerly proliferated in the inner suburbs in the late nineteenth and early twentieth centuries, prior to the formation of Carlton & United Breweries in 1907 and its subsequent acquisition, over the next six decades, of most of its competitors.

Aesthetically, the building is significant as a representative and largely intact example of an early twentieth century factory, in a style that harks back to the Victorian era in its modest scale, form, detailing and finishes. It remains a distinctive element in a streetscape that is otherwise dominated by industrial and commercial buildings of the inter-war period and later twentieth century.



Description

The building at 25-29 Cecil Street is a single-storey rendered brick Victorian-style factory with an unusual trapezoidal footprint, on account of being built along one edge of a triangular site. It has a pair of gambrel roofs, clad in corrugated galvanized steel, which are concealed along the two exposed facades by a parapet that rises up at the Cecil Street/Blakeney Place corner to form a pediment-like element. The corner itself is splayed, having an arched doorway with bluestone threshold, and a new metal-framed glazed door with an iron-barred half-round fanlight above. These two facades are further delineated by a plain stringcourse at the roofline, and matching parapet coping. Both facades have rectangular windows with timber-framed double-hung sashes and iron bars, and there is a wide vehicle entrance, with steel roller shutter, to Cecil Street.

History

This building was evidently erected c.1910-11, as it first appears in the *Sands & McDougall Directory* for 1912, occupied by the Ballarat Brewing Company. As Weston Bate has noted, breweries flourished in Ballarat in its early years, with no fewer than seven breweries in the main township by 1869, plus two each at nearby Buninyong and Warrenheip. Demand subsequently dropped, however, and only four remained by the late 1880s: the Black Horse Brewery in Ascot Street, the Barley Sheaf Brewery on Creswick Road, Tulloch & McLaren's Royal Standard Brewery in Armstrong Street, and Magill & Coghlan's Phoenix Brewery in Warrenheip. The last three companies merged in 1895 to form Coghlan & Tulloch's Ballarat Brewing Company, under the directorship of Arthur Coghlan, James Coghlan, Charles Tulloch and Alex McVitty.

Coghlan & Tulloch's Ballarat Brewing Company maintained three premises in Ballarat and environs: brewing activity took place at the former Royal Standard and Phoenix Breweries, while the former Barley Sheaf Brewery served as a malthouse. The relatively modest building in Cecil Street, South Melbourne, which was probably used for storage or distribution rather than brewing, was built c.1910 – the same time that the firm underwent restructure, with the names of the two original co-directors being dropped from the title to form the Ballarat Brewing Company Ltd. The firm, most famous for beer with the "Ballarat Bertie" logo, was restructured again in 1936, as a public company. In 1953, it acquired the Volum Brewery in Geelong and, five years later, was itself taken over by Carlton & United Breweries, although public pressure at that time ensured that the "Ballarat Bertie" logo was retained on the new beer bottles produced by CUB. After the takeover, the company's former building in Cecil Street was used by CUB for storage until at least the mid-1970s. It is now forms part of the adjacent South City Holden premises.

Comparative Analysis

Brewing companies, large and small, proliferated in Melbourne's inner suburbs until the early twentieth century, when many were taken over by newly-formed Carlton & United Breweries and their premises then demolished or left virtually abandoned. Little evidence now remains of even the larger brewing companies that once flourished in areas like South Melbourne, Carlton, Collingwood and Richmond. The Victoria Brewery in Victoria Parade, retains brew towers, chimney, brewing hall and perimeter walls, although the site has recently undergone residential redevelopment. Only a malt store and some bluestone façades survive at the CUB site in Bouverie Street, while other vast complexes, such as McCracken's Brewery in Collins Street (the last remaining brewery in the CBD) have entirely disappeared. The most intact survivors among early brewery infrastructure are the Yorkshire Brewery in Collingwood (brew tower and stables, 1876) and, in the City of Port Phillip, the Castlemaine Brewery at 115 Queensbridge Street (brew tower and cellar buildings, 1888). Although probably not used for actual brewing, the former Ballarat Brewing Company premises in City Road is still comparable as a rare survivor of this once-ubiquitous brewing industry in South Melbourne (and, more broadly, in Melbourne's inner suburbs).

Recommendations

recommended inclusions:

Schedule to the Heritage Overlay Table in the City of Port Phillip Planning Scheme

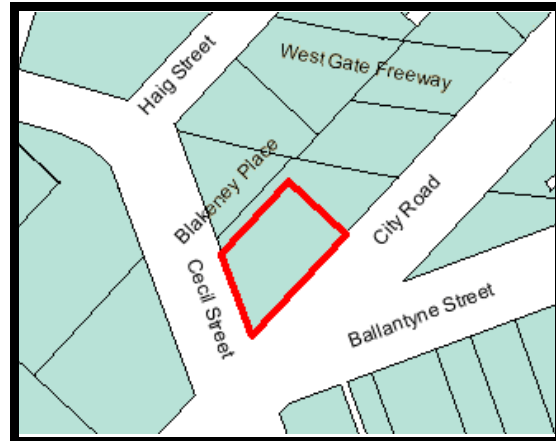
References

W B Withers. *History of Ballarat*. p 295.

Weston Bate. *Lucky City: The First Generation at Ballarat, 1851-1901*. p 129.

Keith Dunstan. *The Amber Nectar: A Celebration of Beer & Brewing in Australia*. p 111.

Identifier City South Holden (showroom)
Formerly Kellow Falkiner Pty Ltd (service centre/showroom)



Within HO4

Address 380-386 City Road
SOUTHBANK

Category Commercial

Constructed 1927

Designer Harry Norris

Significance

What is Significant?

The Kellow Falkiner showroom is a substantial double-storey red brick building in the Free Classical style, which was erected in 1927 as an assembly plant, service centre and showroom for one of Melbourne's earliest and most prestigious car dealerships.

How is it Significant?

The Kellow Falkiner showroom is of historical, aesthetic and architectural significance to the City of Port Phillip.

Why is it Significant?

Historically, the Kellow-Falkiner premises is significant for its long association with the pioneer automotive company founded by Charles Kellow, one of Australia's first motorists. Dating back to 1913, Kellow Falkiner was one of the first car dealerships in Australia, and grew to become one of the largest and most prestigious firms, still continuing (albeit from another address) to this day. The subsequent occupation by Holden demonstrates a significant continuity of use for almost eighty years. The building remains as a notably early and substantially intact example of a purpose-built car showroom, of the type that became ubiquitous from the 1930s onward.

Aesthetically, the building is a representative and intact example of a substantial commercial building in the Free Classical style that was popular during the inter-war period, broadly characterised by symmetry and regularity in composition, and the use of stylised Classical motifs. This prominent double-storey building also makes a significant contribution to the City Road streetscape, principally made up of substantial commercial and industrial buildings dating from the first four decades of the twentieth century. Architecturally, the building is significant as an intact and substantial example of the work of Harry Norris, noted inter-War society architect, who designed at least one other building for Kellow-Falkiner, at 397 St Kilda Road.



Description

The former Kellow Falkiner premises in City Road is an imposing double-storey red brick building on a corner site, designed in a Free Classical style, with a sawtoothed roof concealed along the street frontages by low parapets. These two facades are virtually identical in composition and detailing, each having a series of bays articulated by piers with stylised Classical capitals, with a rendered frieze above and a parapet with projecting panels and a broad triangular pediment. The original signage indicated on the working drawings, stating the name of the firm, has been removed. Each bay retains original multi-paned steel-framed windows to the first floor, and, typically, more recent aluminium-framed fixed sash shopfront windows to the ground floor. Concrete crossovers in the footpath indicate that some of the ground floor openings originally facilitated vehicular access; one of these remains intact on the Cecil Street façade, with a steel roller shutter. The rear elevation, to Blakeney Place, is more utilitarian in style.

History

This building was erected 1927 as a factory/showroom for pioneer Melbourne motor dealers Kellow Falkiner Pty Ltd, founded by Charles Brown Kellow (1872-1943) in 1913. Born in Castlemaine, Kellow worked formed the partnership of Lewis & Kellow, bicycles importers and manufacturers, in 1893. Kellow took over the business after Lewis' death four years later, but soon became interested in the burgeoning automotive industry. He became one of Australia's first car owners in 1903 when he acquired his first automobile, a single-cylinder De Dion. Later that year, he achieved fame when, during a rail strike, he delivered a batch of *Argus* newspapers to Bendigo in an unprecedented six hours. Kellow entered the motor trade in 1907, securing an agency for De Dion Bouton and having locally-made bodies fitted onto imported chassis. Based at 188 Exhibition Street, Kellow's business became the sole agency for Humbers, Talbots, Napiers and Rolls-Royce, and claimed to be the largest garage in Australasia.

In 1913, Kellow entered into partnership with engineer Ralph Falkiner (1877-1946) to form Kellow Falkiner, with a motor garage/office at 218 Russell Street and a showroom at 460 Bourke Street. After Falkiner left in 1915, Kellow continued alone (while retaining the joint name) and the firm subsequently expanded to become one of the most prestigious car dealerships in Australia. In 1927, Kellow engaged noted society architect Harry Norris to design two new buildings: a car showroom at 397 St Kilda Road, and the present building in City Road. Drawings for the latter indicate that it comprised a service area, showroom and car assembly area on the ground floor, with the motor body department above (with zones for blacksmith, panel beaters, woodworkers, painters, trimmers and a 'duco bay' on a turntable). The building remained occupied by Kellow-Falkiner until at least the mid-1970s. They later consolidated their activities at South Yarra, where they still remain, while their former City Road premises was taken over by Holden.

Comparative Analysis

The former Kellow-Falkiner premises in City Road can be compared with various other buildings that were built or occupied by the same firm in the early twentieth century. Of their original premises, the car showroom at 460 Bourke Street has been demolished; the motor garage/office at 218 Russell Street still stands, but was evidently much altered (or entirely rebuilt) by the firm in the 1930s or '40s, and has been altered further since then. The showroom at 397 St Kilda Road, designed by Harry Norris in a particularly ornate Spanish Mission style, remains largely intact and in fine condition. It is somewhat more distinguished than its counterpart in St Kilda Road, and has been added to the *Victorian Heritage Register*.

Recommendations

recommended inclusions:

Schedule to the Heritage Overlay Table in the City of Port Phillip Planning Scheme

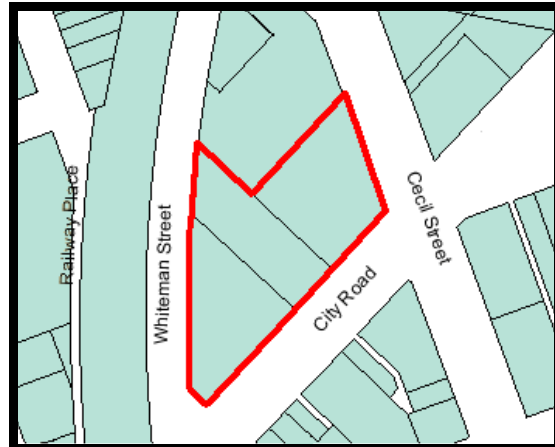
References

Harry Norris. 'Brick and concrete motor premises for Kellow-Falkiner Pty Ltd', working drawings dated June 1927. Building Records Department, City of Port Phillip.

Daniel Catrice & Michele Summerton, 'The Motor Garage & Service Station in Victoria: A Survey', report dated February 1997. pp 81-85.

'Death of Mr C B Kellow', *Argus*, 3 July 1943, p 4.

Identifier Midtown Auto Auctions/National Motor Auctions
Formerly Johns & Waygood Pty Ltd head office



Within HO4

Address 400-430 City Road
SOUTHBANK

Constructed 1909; 1960

Category Industrial

Designer Bates, Smart & McCutcheon (1960)

Significance

What is Significant?

The former Johns & Waygood premises at 400-430 City Road, Southbank, is a sprawling complex occupying most of a triangular-shaped site bounded by City Road, Cecil Street and Whiteman Street. Built from 1909 as the headquarters of one of Australia's oldest and most important engineering firms, it includes a large single-storey red brick structure, two three-storeyed brick buildings on Cecil Street, and a four-storey post-war office block at the corner.

How is it Significant?

The complex is of historical, aesthetic and architectural significance to the City of Port Phillip.

Why is it Significant?

Historically, the complex is significant as the long-time headquarters of Johns & Waygood, the oldest and one of the most important engineering firms in Australia. Derived from the iron fabrication business of Peter Johns in 1856, the firm expanded to play a significant role in the history of building construction in Australia, being pioneers in the provision of structural steel framing, passenger lifts and metal-framed windows. The drawing office, established at City Road in 1909, was also influential for much of the twentieth century, with many important architects and engineers working or undertaking their early training there. The corner office tower (1960), provides evidence of the further expansion of the firm in the post-war period.

Aesthetically, the sprawling complex is a prominent element along City Road. The more intact portion at the western end, and the buildings on Cecil Street, are fine examples of the utilitarian commercial architecture of the early twentieth century, while the less intact portions still contribute to the overwhelming pre-War industrial streetscape. The corner tower is a prominent element in its own right, of architectural significance as an intact example of the work of noted mid-century commercial architects Bates, Smart & McCutcheon, whose more prominent office blocks in City Road (for APM and Mobil) have been demolished.



Description

The former Johns & Waygood complex takes up most of a triangular block bounded by Cecil and Whiteman streets and City Road. A single-storey sawtooth-roofed brick warehouse occupies the western half, having six gabled bays to City Road with plain piers, dentillated cornices, timber bargeboards and turned finials. The westernmost four bays (Nos 412-430) retain unpainted brick and windows with bullnosed sills and timber-framed sashes, while the rest (Nos 408-410) have been altered by second floor additions, remodelled fenestration, and repainting. The eastern half of the site has two three-storeyed red brick buildings on Cecil Street. The older (No 48) has rendered friezes, dentillated cornices and rectangular windows with projecting sills and timber-framed double-hung sashes. Its ground floor has been altered with a tiled entry surround, and new windows with metal-framed fixed sashes. The adjacent building (c.1920s) is more utilitarian, with wide bays of double-hung sash windows. The City Road/Cecil Street corner is occupied by a four-storey curtain-walled office building, with aluminium-framed windows and enamelled steel spandrels.

History

Johns & Waygood, Australia's oldest engineering firm, derived from a company formed in 1856 by Peter Johns (1839-1899), who migrated to Australia after working on the re-erection of London's Crystal Palace, starting here as an iron house builder. By the early 1860s, when he moved his business to Flinders Lane, he had expanded into steel construction, and machinery repair. In 1888, Johns' firm was restructured as a public company, Johns Hydraulic & General Engineering Company, and moved to Sturt Street, South Melbourne, by which time it had expanded into the manufacture of steel girders, gas plants and passenger lifts. The last was particularly lucrative, with the firm obtaining exclusive rights to build and sell the Waygood patent lift, altering its name to Johns & Waygood in 1892. After Johns' death, his company moved into design engineering, maintaining a substantial drafting office where many noted architects and engineers (*viz* Esmond Dorney, David Chancellor and Len Stevens) gained experience over the years. The company celebrated its centenary in 1956; nine years later, it merged with the Perry Engineering Company, and the resulting firm, Johns Perry Ltd, was itself taken over by Boral 20 years later.

In 1908, Johns & Waygood acquired a 3½ acre site in City Road for £4,900, then occupied by a boxing stadium. The present complex, built during 1909 by James Wright of Armadale, included offices, stock stores, blacksmith's shop, structural shop, fitting and machine shop, power house, stables, store sheds and a caretaker's cottage. Additions carried out in 1954 by noted commercial architects Bates, Smart & McCutcheon culminated, in 1960, with the complete rebuilding of the main office, on the corner on Cecil Street and City Road, as a four-storey curtain-walled building. At that time, the western portion was used for structural fabrication and a plate yard, and the buildings on Cecil Street as a general store, machine shop and fitting shop. Towards the end of that decade, the firm sold off the western half for private development.

Comparative Analysis

Peter Milner notes that, from 1858 to 1940, there were 560 firms in South Melbourne engaged in various fields of engineering, including factories, foundries and warehouses as well as engineering offices. Of the latter, many buildings have since vanished, while those that survive (eg Hart & Company, 21-27 Meaden Street, 1936) tend to be more recent, less architecturally distinguished and, particularly, less historically resonant than the Johns & Waygood site in City Road. Historically, the prominent engineering firm of Dorman, Long & Company (later Australian Iron & Steel Ltd) is comparable, but their extensive property at 147-203 Grant Street, South Melbourne (c.1903 onwards) was obliterated by the construction of the West Gate Freeway.

The office tower on the corner of Cecil Street (1960) remains as a rare surviving example of the multi-storey commercial work of important architects Bates Smart & McCutcheon in the Southbank area. That same year, they also designed two much-publicised high-rise office buildings for APM and Mobil at the other end of City Road, but both of these have since been demolished.

Recommendations

recommended inclusions:

Schedule to the Heritage Overlay Table in the City of Port Phillip Planning Scheme

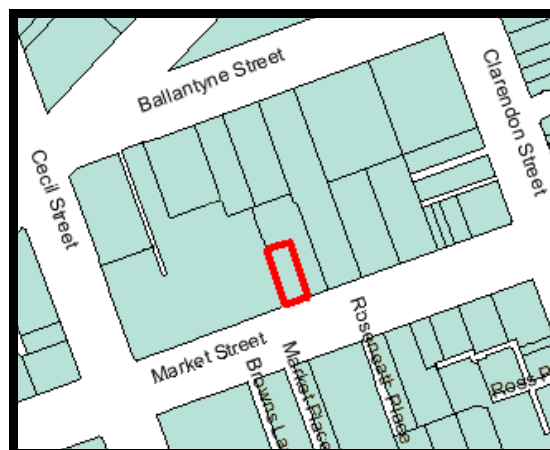
References

Geoffrey Blainey. *One Hundred Years: Johns & Waygood, 1856-1956*.

Peter Milner, 'Historic Engineering Sites in the Southbank Development Area', report, August 1986.

Various drawings (1954-1973) held by Building Record Department, City of Port Phillip.

Identifier Offices
Formerly W H Butler & Company oven factory



Within HO4

Address 96-98 Market Street
SOUTHBANK

Category Industrial

Constructed c.1888-89

Designer unknown

Significance

What is Significant?

The building at 96-98 Market Street is a modestly-scaled bichromatic brick Victorian factory premises, built to the street. Erected c.1888-89 for oven manufacturer W H Butler & Company, and subsequently occupied by a series of dealers and engineers, it has a simple symmetrical façade with a central arched vehicle entrance and rectangular windows, articulated by cream brick quoining and a simple dogtoothed stringcourse.

How is it Significant?

The former oven factory is of historical and aesthetic significance to the City of Port Phillip.

Why is it Significant?

Historically, the former oven factory is significant for its ability to demonstrate a particularly early phase of industrial development in South Melbourne, predating the more intensive industrial boom that followed in the early and mid-twentieth century. Originally built as premises for an oven manufacturer, it provides rare evidence of the relatively small-scaled local industries (such as soap and candle makers, etc) that once proliferated in the area in the late nineteenth century, but of which little evidence now remains. Relatively few small industrial buildings of this type now survive in the City of Port Phillip, most of them now being situated in the Port Melbourne area.

Aesthetically, the former oven factory is a representative and substantially intact example of a small nineteenth century industrial building, displaying a decidedly domestic scale and simple decorative detailing. With its symmetrical façade and bichromatic brickwork, this small building remains as a distinctive element in a streetscape that is otherwise overwhelmed by inter-war factory buildings.



Description

The former oven factory is a double-storey bichromatic brick Victorian factory building, erected right to the property line on Market Street. The street façade is symmetrical, comprising a wide segmental-arched vehicular entrance to the ground floor, flanked by two rectangular windows, with a row of three identical windows at the first floor level. A new doorway had since been formed at the extreme right side of the façade. All original openings have cream brick quoining; the windows have flat-arched heads, bluestone sills, and contain multi-paned timber-framed sash windows that are sympathetic but not original. The gabled roof, clad in corrugated galvanised steel, is concealed by a raked parapet, articulated by a distinctive dogtoothed stringcourse. The building remains in good condition, although the façade brickwork has evidently been sandblasted.

History

This modest building was evidently erected during 1888-89, as it first appeared in the *Sands & McDougall Directory* in 1890. The premises, then designated as 19-21 Market Street, were occupied by W H Butler and Company, styled as 'colonial oven manufacturers and coppersmiths'. Little is known of the proprietor, William H Butler, who resided in nearby Howe Crescent North at that time. His oven-making firm was subsequently listed as Butler & Hardy in 1894-95 and, the following year, under the name of Mrs Mary A Butler, presumably William's wife (or his widow).

The factory was listed as 'vacant' in the late 1890s before being taken over by one F Bear, furniture dealer, who first appears in the 1901 directory. It was then occupied by Nathan Bear, described as a 'marine dealer', until c.1904, by which time it had been re-numbered as 96-98 Market Street. From 1905 until 1916, the factory was occupied by Park Brothers, engineers, and thence by H W Hoarse, motor engineer, until at least the 1950s.

Comparative Analysis

There are now relatively few surviving examples of the smaller industrial buildings that once proliferated in Port Melbourne and South Melbourne in the late nineteenth century. Broadly, the former oven factory can be compared to such buildings as the double-storey former stables at the rear of 50 Derham Street and the former T W Swindley stables at 17 Dow Street, South Melbourne (1885). The single-storey stables at 97 Cruikshank Street, Port Melbourne, erected for Robert Knight Pty Ltd, are comparable in date (c.1889), materials (face brick) and façade detailing (a central arched doorway flanked by conventional windows), if not in scale. More comparable in scale is the former Port Melbourne Coach & Lorry Factory at 25 Crockford Street (c.1880), a double-storey building that is virtually identical to 98 Market Street in its façade articulation, but slightly different in its materials (rendered masonry, rather than bichromatic brickwork) and decorative detailing (moulded cornices and corbels, rather than a dogtoothed stringcourse).

Recommendations

recommended inclusions:

Schedule to the Heritage Overlay Table in the City of Port Phillip Planning Scheme

References

Sands & McDougall Directory, various.

Identifier "Spotlight" store
Formerly Monteath Pipe & Foundry Company factory



Within HO4

Address 100 Market Street
SOUTHBANK

Category Industrial

Constructed Early 1940s?

Designer unknown

Significance

What is Significant?

The former factory at 100 Market Street (sometimes cited as 63-81 Cecil Street) comprises several of tall shed-like structures, clad in corrugated galvanised steel, enveloped along the two street frontages by a double-storey red brick Functionalist-style building, with a rectilinear tower at the corner. It was evidently erected in the early or mid 1940s, for the new Monteath Pipe & Foundry Company, on the site of the iron foundry originally established by Charles Monteath in 1882.

How is it Significant?

The complex is of historical and aesthetic significance to the City of Port Phillip.

Why is it Significant?

Historically, the complex has significant associations with prominent and long-running iron-foundry firm of Charles Monteath & Son (later the Monteath Pipe & Foundry Company). While the present building apparently dates from the 1940s, it nevertheless marks the site of the original foundry that operated from Cecil Street from 1882. Although countless foundries thrived in South Melbourne in the nineteenth and twentieth centuries, only a few (including Monteath's) remained for over fifty years. Little evidence now remains of these long-term foundries (or, indeed, any others), leaving the Monteath factory are rare evidence of this important and once-ubiquitous local industry.

Aesthetically, the former foundry is significant as a particularly prominent industrial landmark in the area. Occupying a large corner site, the substantial complex includes several individually prominent elements, namely the two tall steel-clad structures that dominate the Cecil Street frontage, and the elongated three-storeyed brick building along Market Street that culminates in a prominent tower at the corner. Although slightly altered, the overall form of the building is still readily identifiable as fine and particularly substantial manifestation of the stark and volumetric Functionalist style, typical of the late 1930s and early 1940s.



Description

The former Monteath foundry complex on the corner of Cecil and Market Street comprises a pair of very tall shed-like structures, clad entirely in corrugated galvanised steel, monitor roofs and rows of steel-framed clerestory windows. Set well back from the two street frontages, these two sheds are enveloped on their south and west sides by a double-storey red brick building (apparently sandblasted) in the stark Functionalist style of the late 1930s/early 1940s, accentuated by a tall rectilinear tower at the corner. The two street facades have rows of rectangular or square windows (some extending over two levels) with rendered surrounds and metal-framed casement or fixed sash windows (some with colourback glass spandrels) that appear to date from the 1960s. There is a third floor addition along the Market Street frontage, with a continuous bay of steel-framed casement sash windows. At ground floor, there are four delivery docks, one of which retains its original steel roller shutter and two subsequently infilled with new glazed walls.

History

The large industrial complex on the corner of Market and Cecil streets was evidently built in the early 1940s as the new premises of the Monteath Pipe & Foundry Company, which traced its origins back to a prominent local ironfoundry founded by Charles Monteath in 1882. Born in Falkirk, Scotland, in 1829, Monteath arrived in Australia in 1878 and, four years later, established a foundry in Moray Street, South Melbourne. As his obituary noted: "He had been connected all his life with the iron trade in his native town and in Glasgow. He started the business now known as C Monteath & Sons in Moray Street [and] the expansion of the business necessitated removal to Cecil Street, where the well-known foundry is carried on." This new site, developed from c.1888, can be seen on an MMBW map (c.1900), which shows a large and elongated timber building fronting Market Street (listed in directories as No 112-116), joined at the rear to a smaller timber building fronting Cecil Street (listed as No 63). The remainder of the present site was then occupied by rows of single-fronted brick or stone terraced dwellings.

The firm of Monteath & Sons flourished for decades. A surviving example of the firm's catalogue (c.1890), held by the State Library of Victoria, illustrates the wide range of ornate cast iron friezes, brackets, spandrels, balcony railings, cresting, finials, gateposts and lampposts that would have been available to architects during the prosperous Land Boom period. Monteath's firm also made the distinctive cast iron *pissoirs*, surviving examples of which still dot the streets of central Melbourne. Monteath died in 1902, but his foundry thrived well into the twentieth century. The early deaths of two of his sons in 1940 and 1942 may have prompted the restructure of the family firm (and the redevelopment of the site) after six decades. The company disappeared from directory listings in 1941 and does not re-appear until 1948, under the new name of Monteath Pipe & Foundry Company. But this decision was ill-advised, as the firm ceased that same year, citing shortages of iron, coke and labour making operation unprofitable in recent years. Their relatively new premises were taken over by Colliers Transport Ltd for use as a storage facility.

Comparative Analysis

Peter Milner notes that, from 1858 to 1940, there were 560 engineering firms in South Melbourne, including iron founders. Of these, 60% existed for under a decade, and only 7% for over fifty years. Amongst this minority were eleven ironfounders, including Monteath & Sons along with Cochrane & Scott, 152 Sturt Street (1880-1950), Johnson's Tyne Foundry, Yarra Bank South (1869-1970), Sloss & Sons, 27 Queensbridge Street (1854-1904), Forman's Yarra Boiler Works, 67 Normanby Road (1854-1933) and John Danks & Sons, 28-46 Queensbridge Street (1852-1984). These once-substantial complexes, however, have been virtually obliterated by subsequent twentieth century development. The site of the celebrated Danks foundry, for example, now forms part of the Crown Casino complex. Today, few sites are even identifiable except for the so-called Foundry Site Park on the corner of Park Place and Gardner Place, South Melbourne.

Recommendations

recommended inclusions:

Schedule to the Heritage Overlay Table in the City of Port Phillip Planning Scheme

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Appendix 2: The Victoria Heritage Register Criteria and Threshold Guidelines (Heritage Victoria 2013)

Criterion A: Importance to the course, or pattern, of our cultural or natural history.

Criterion B: Possession of uncommon, rare or endangered aspects of our cultural or natural history.

Criterion C: Potential to yield information that will contribute to an understanding of our cultural or natural history.

Criterion D: Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments.

Criterion E: Importance in exhibiting particular aesthetic characteristics.

Criterion F: Importance in demonstrating a high degree of creative or technical achievement at a particular period.

Criterion G: Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions.

Criterion H: Special association with the life or works of a person, or group of persons, of importance in our history.

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