

**Report to the Future Melbourne (Planning) Committee**

**Agenda item 6.1**

**Melbourne Planning Scheme Amendments C276 and C280 – Southbank and Fishermans Bend Heritage**

**21 February 2017**

**Presenter:** Emma Appleton, Manager Urban Strategy

**Purpose and background**

1. Council Plan Actions 2.6.2 and 2.6.5 seek to review the heritage significance and heritage protection of places in Southbank and Fishermans Bend. This report provides an update on the initial stage of the *Southbank and Fishermans Bend Heritage Review* (the Review), and recommends the Future Melbourne Committee ask the Minister for Planning to authorise the exhibition of permanent planning controls for four heritage places in Southbank (Amendment C280) and to approve, without exhibition, interim planning controls for two of the four places (Amendment C276).
2. The Review is being undertaken by heritage consultants (Biosis) to identify culturally significant heritage places within Southbank, Docklands, Port Melbourne and South Wharf (see Attachment 2). This will provide the required heritage assessments and evidence enabling Council to identify all significant heritage places, where appropriate within the study area. This will provide certainty to land owners, developers and the community regarding heritage controls that apply within the study area.
3. Four places that were previously identified in the South Melbourne Conservation Study (1997) as worthy of heritage protection are not currently protected under the Planning Scheme. These places (located as per Attachment 3) were prioritised for assessment in the Review. The Review confirms that these four places all have heritage significance (see Attachment 4) and recommends that they be protected in the Planning Scheme. The places are: the Former Castlemaine Brewery site (three buildings at 107-117, 129-131 and 133 Queens Bridge Street), the former PMG Postal Workshops Garage and Stores (45-99 Sturt Street, a small part of which is within HO389 as shown on Attachment 5), the former Crown Chemical Co warehouse (63-65 City Road) and the former G P Motors site (35-41 City Road).

**Key issues**

4. Of these four places, two have recently been considered as part of a planning process. A permit application for 63-65 City Road was lodged in December 2015 for demolition of the existing building and construction of a 31 storey mixed use development (TP-2015-1210). A permit application for 35-41 City Road was lodged in July 2016 for demolition of the existing building and construction of a 23 storey mixed use building (TP-2016-557). Both applicants were encouraged to retain the existing heritage buildings. However, as these buildings are not currently protected under the Planning Scheme, Council was unable to refuse demolition on heritage grounds.
5. In February 2017, a permit was issued for 63-65 City Road. The applicants for 35-41 City Road have lodged an appeal with the Victorian Civil and Administrative Tribunal.
6. A planning permit (TP-2016-665) was issued on 16 December 2016 in relation to the part of 45-99 Sturt Street affected by HO389, permitting demolition and partial demolition of buildings (see Attachment 5). The heritage impact was included in the planning assessment and it was considered that the proposal was appropriate from a heritage perspective.
7. On this basis, it is deemed procedurally unreasonable to introduce interim controls on sites currently within an active planning permit process (or with a permit issued), as applicants have proceeded in line with current controls. Therefore, Amendment C276 proposes to introduce heritage overlays on an interim basis for the former Castlemaine Brewery Site and part of 45-99 Sturt Street (see Attachment 5). Amendment C280 seeks to introduce permanent protection for all four of the places identified above, retaining the opportunity to protect the places currently within the planning application process should any permits issued not be acted upon.
8. Following the finalisation of the Review, heritage controls will be sought for all places of heritage significance across the broader study area. This will be reported to the Committee in mid-2017.

**Recommendation from management**

9. That the Future Melbourne Committee:
  - 9.1. notes the progress of the Southbank and Fishermans Bend Heritage Review
  - 9.2. requests the Minister for Planning prepare Planning Scheme Amendment C276 pursuant to section 20(4) of the *Planning and Environment Act 1987* and approve that Amendment to introduce interim heritage controls to the former Castlemaine Brewery Site (107-117, 129-131 and 133 Queens Bridge Street) and part of 45-99 Sturt Street
  - 9.3. seeks authorisation from the Minister for Planning to prepare and exhibit Planning Scheme Amendment C280, which seeks to introduce permanent heritage controls to the heritage places identified in Southbank, including the former Castlemaine Brewery Site (107-117, 129-131 and 133 Queens Bridge Street), 45-99 Sturt Street, 63-65 City Road and 35-41 City Road.

**Attachments:**

1. Supporting Attachment (page 3 of 109)
2. Study area for the Southbank and Fishermans Bend Heritage Review (page 4 of 109)
3. Location of significant sites without heritage protection (page 5 of 109)
4. Heritage citations for the sites identified (draft) (page 6 of 109)
5. Demolition and partial demolition of buildings at 45-99 Sturt Street (page 61 of 109)
6. Amendment C276 Documentation (interim controls) (page 62 of 109)
7. Amendment C280 Documentation (permanent controls) (page 83 of 109)

## Supporting Attachment

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### Legal

1. Divisions 1 and 2 of Part 3 of the *Planning and Environment Act 1987* (the Act) deal with planning scheme amendments.
2. Section 8(1)(b) of the Act provides that the Minister may prepare amendments to any provision of a planning scheme. Section 20(4) of the Act provides that the Minister may exempt himself or herself from the requirements of the Act which govern the normal statutory process for amending a planning scheme:

*if the Minister considers that compliance with any of those requirements is not warranted or that the interests of Victoria or any part of Victoria make such as exemption appropriate.*

### Finance

3. The costs for preparing and processing Planning Scheme Amendment C276 and the broader Southbank and Fishermans Bend Heritage Review are provided for within the Urban Strategy 2016-17 budget.

### Conflict of interest

4. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a direct or indirect interest in relation to the matter of the report.

### Stakeholder consultation

5. Given the immediate need for protection of the subject sites, the temporary nature of the controls sought and the sites' previous recorded heritage value, a Ministerial Amendment is sought, exempting the need for public exhibition for Amendment C276 which will provide interim heritage protection for these sites.
6. It is envisaged that the subsequent amendment seeking permanent controls would go through the normal planning scheme amendment process, including exhibition of the Amendment and the opportunity for the community and other stakeholders to make a submission and be heard by an independent planning panel.
7. The study area for the Review partly overlaps with the Fishermans Bend Urban Renewal Area (attachment 2). Consultation has been undertaken with the Fishermans Bend Taskforce (a taskforce comprising representatives from a range of local and state government agencies) to ensure that the Review is consistent with, and contributory to planning for the Fishermans Bend Urban Renewal Area. Such consultation has included sharing of briefs for the Review and provision of progress updates. The Review will contribute to work being undertaken for the Fishermans Bend Urban Renewal Area, providing important information regarding heritage places in the area.

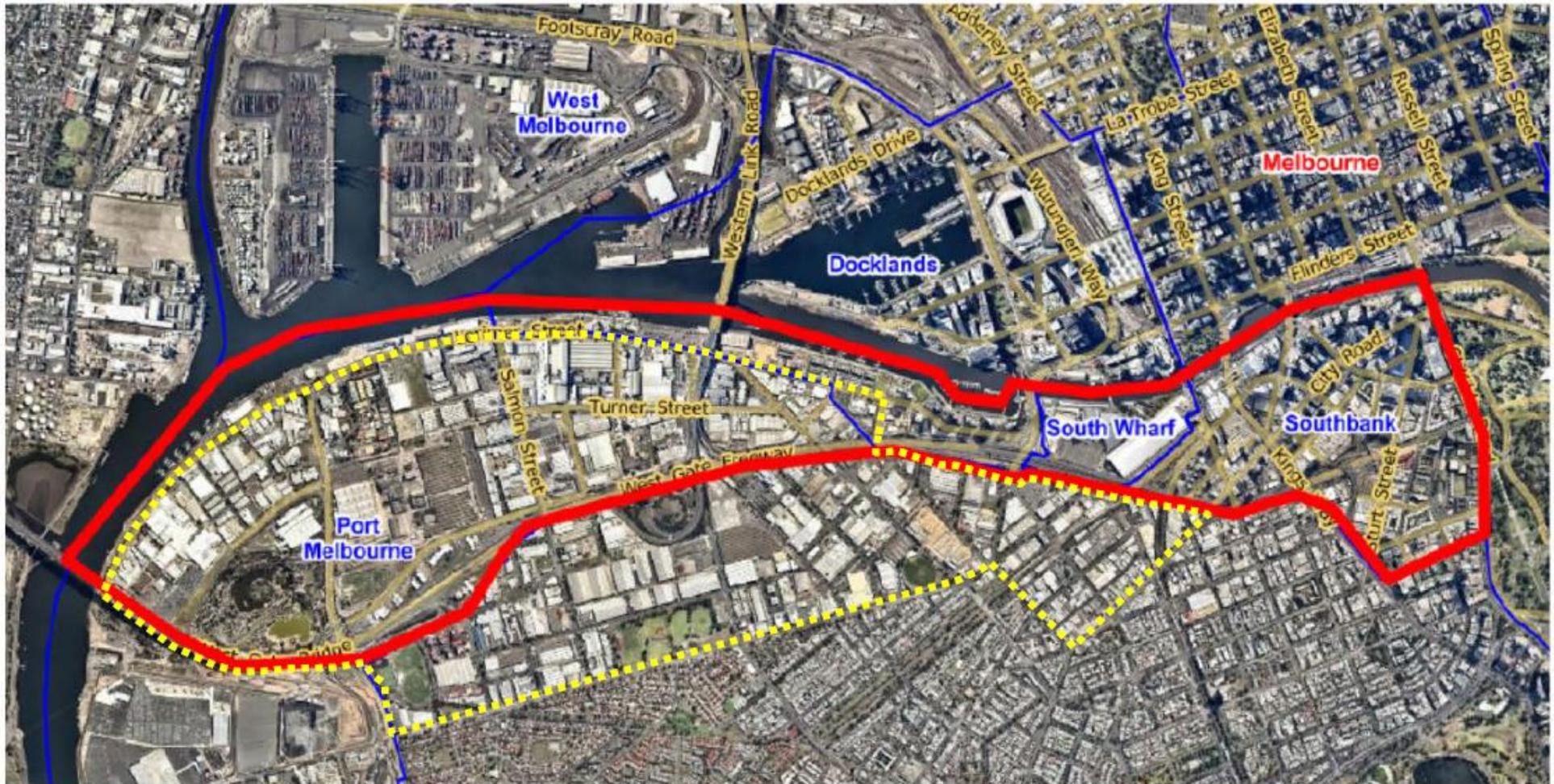
### Relation to Council policy

8. The content of the controls are consistent with the broader Heritage Policies Review that is underway. The draft citations included in this report (attachment 4) include an assessment both under the existing grading system and the proposed grading system, however the Planning Scheme Amendment documentation utilises the proposed gradings system and terminology in line with the broader Heritage Policies Review.
9. The proposed Amendment C276 aligns with Council policy seeking to conserve and protect places of identified heritage significance, including Clauses 21.06 of the Municipal Strategic Statement and Clause 22.04 of the Local Planning Policy Framework.

### Environmental sustainability

10. The retention and reuse of buildings is consistent with managing resources in a sustainable manner.

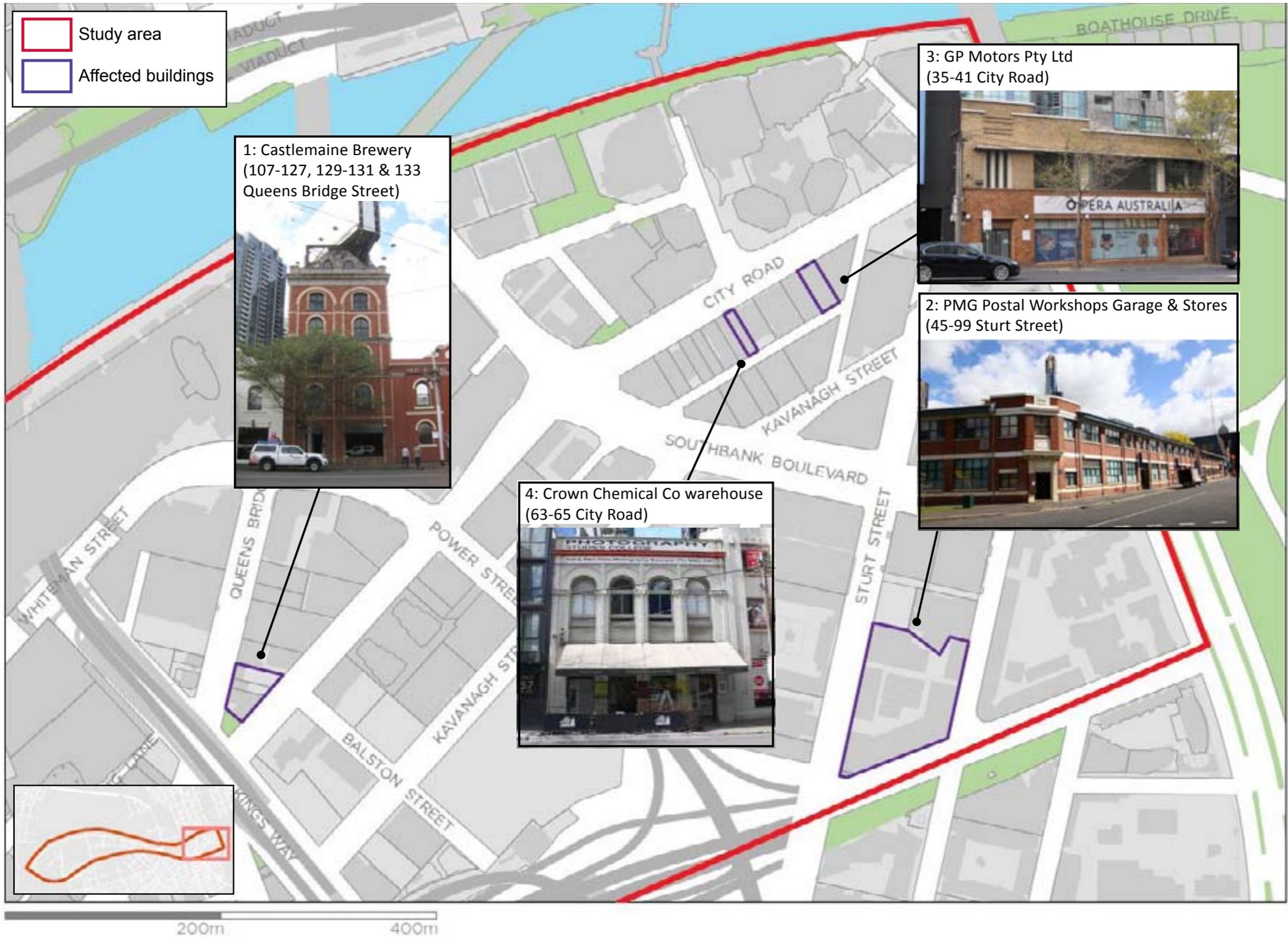
Attachment 2: Study area for the Southbank and Fishermans Bend Heritage Review



— Southbank and Fishermans Bend Heritage Review boundary

- - - Fishermans Bend Urban Renewal Area boundary

Attachment 3: Location of significant heritage sites without protection



**Attachment 4:**

**Southbank and Fishermans Bend Heritage Review**

**Heritage citations for sites identified (draft)**

**Draft Citation: 107-127, 129-131 and 133 Queens Bridge Street, Southbank**

Place Name: Castlemaine Brewery Other names:		Citation No: <b>001</b>
		Heritage Overlay: <b>HO1200</b>
		
Address:	107-127, 129-131 and 133 Queens Bridge Street, Southbank 3006	MCC property reference: 540041 (and others)
Category:	Industrial	Heritage Precinct Overlay: None
Style:	Period 1876-99 - Early Victorian-era	Heritage Overlay(s): Proposed
Constructed:	By 1888	Proposed grading: Significant
Designer:	R. B. Whitaker	Victorian Heritage Register: No
Builder:		Existing grading: A
First owner:		Proposed Grading: A
Integrity:	Good	Existing Streetscape Level: I
Condition:	Good	Proposed Streetscape Level: I
Significance:	Aesthetic, Historic	Amendment:
Comment:		Hermes
Thematic Context:	Victoria's framework of historical themes City of Melbourne thematic environmental history	5.5 Building a manufacturing industry. 5.3 Developing a large, city based economy 5. Building a commercial city

## History

The south side of the Yarra River was only partially developed in the mid-19<sup>th</sup> century, with a series of shipping-related industries including wharves, warehouses, and engineering works along the river bank. The Sandridge Road ran up to the Falls Bridge and St Kilda Road, where the first private bridge was erected in 1844-5 (Balbirnies' Bridge), followed by Lennox's Princes Bridge in 1851, and the Falls Bridge in 1860. Queens Bridge replaced the Falls Bridge in 1889, and eventually gave its name to Queens Bridge Street, formerly Moray Street North (and also referred to as Queensbridge Street - see MMBW plan below).



*Part of MMBW 1 inch to 400 feet Plan No 25, c1897 showing buildings in Southbank and the subject site (red outline)*

Along with St Kilda Road, the route between Melbourne and the bayside piers at Sandridge became one of the principal thoroughfares south of the river. The proximity of the first industries near the wharves also influenced the character of the area, which was a notable for the absence of any residential buildings north of City Road.

Brewing was one the first industries in Melbourne with brewers and maltsters (people who work with malt) located around the fringe of the Central Business District. Thomas Capel was selling locally brewed beer from the Britannia Brewery near the Yarra Wharves by 1838 (Garryowen). Later in the year, John Moss began to manufacture ale at his Ship Inn Hotel in Flinders Lane, and by 1839 a third brewery was established. The industry continued to expand, and by 1850, there were seven breweries in Melbourne, mostly concentrated in the central business district. By the mid-1850s, breweries were established in Victoria Parade, Carlton, Fitzroy, Collingwood, Richmond, West Melbourne and South Melbourne. These included Thomas Graham's brewery (later the Shamrock Brewery) in Victoria Street, Abbotsford (c.1852), Thomas Aitken's 'fire' brewery (later the Victoria Brewery) in Victoria Parade, East Melbourne (1854) and John Wood's Yorkshire Brewery in Wellington Street, Collingwood (1861) (Allom Lovell 2001).

Lack of cold storage and the demand for fresh beer ensured that breweries were located close to areas of consumption. By 1871, there were 125 breweries in Victoria, with 80% being located outside Melbourne.

### **Castlemaine Brewery**

One of these Victorian breweries was Fitzgerald's Brewery Bond Store, Castlemaine-Maldon Road, in Castlemaine, which was established in by Nicholas Fitzgerald and his brother Edward (the sons of an Irish brewer) soon after they arrived in the colony in 1857. The business expanded, and by 1872, it had locations in Melbourne, New South Wales and Queensland. In 1871 (under the name 'Castlemaine Brewery Company'), they commenced operations on the west side of Queens Bridge Street (then called Moray Street North) with J.B. Perrins as managing director, erecting a separate Malthouse three years later (Butler 1982 p.46). The newspaper, *The Argus* recorded that : "*Tenders are invited for the erection of a Malt House, plans available at Castlemaine Brewery, Moray St., South Melbourne*", presumably referring to the premises on the west side of the street (24 December 1874, p. 2).

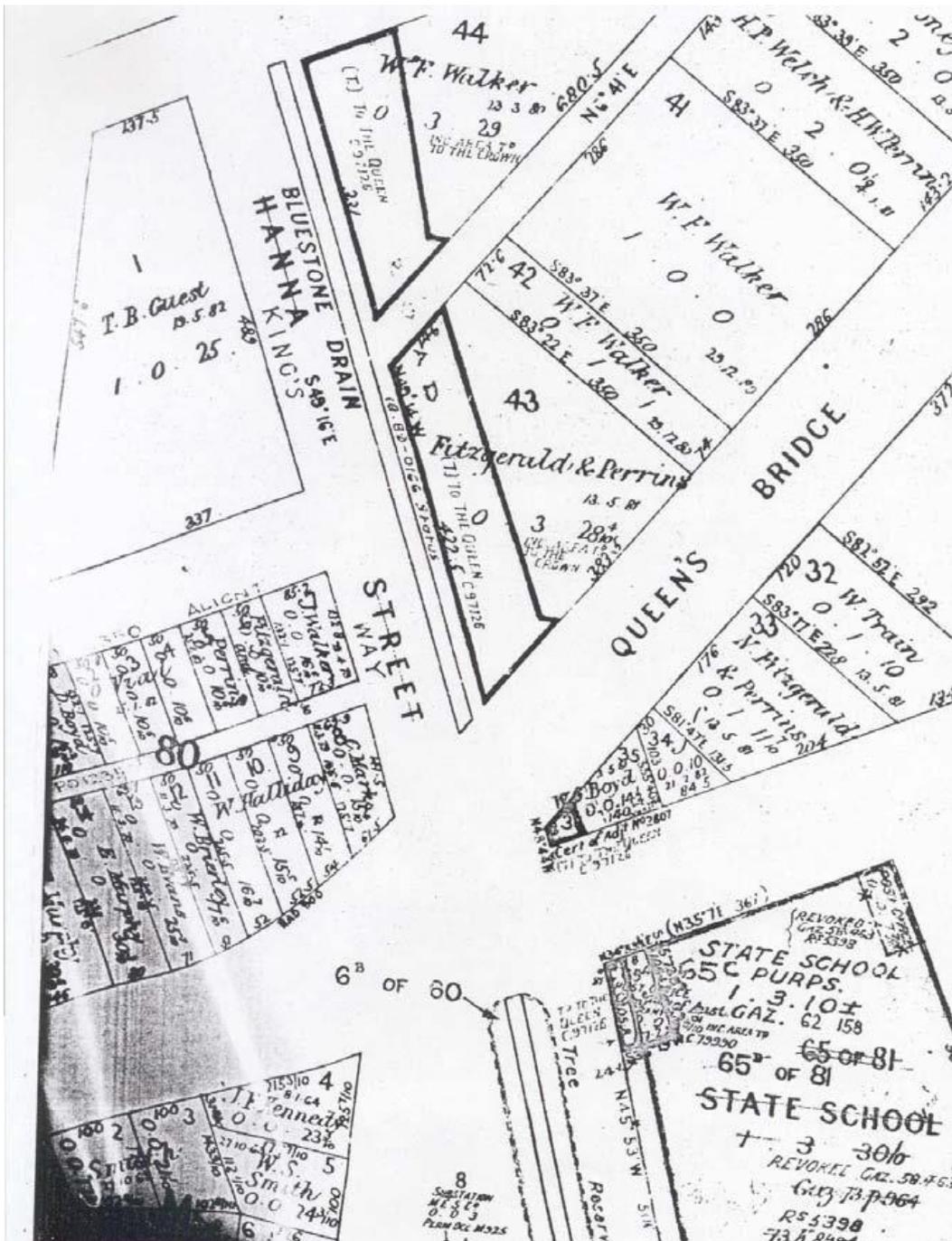
In 1887, Nicholas Fitzgerald and Perrins turned their interest to the current site on the east side of Queens Bridge Street, where they were recorded as occupying the property at 115-133 Queens Bridge Street for the Castlemaine Brewery Co, which was valued at £1500 (Rate Books). The value of the site jumped sharply in the following year to a Net Annual Value (N.A.V) of £4606, reflecting the construction of buildings on site.

During the 1870s, brewing technology developed new gravity-fed manufacturing processes requiring multistorey brewing tower buildings with improved ventilation to assist with cooling. These structures, often four to six stories in height, were erected at many Victorian breweries during the 1870s, including the Yorkshire Brewery in Abbotsford, McCracken's City Brewery in Collins Street, the Ballarat Brewery in Ballarat and the Carlton Brewery in Bouverie Street. This technology was also utilised in the Castlemaine Brewery buildings, reflected in the height of the brewing tower.

In 1885, 'Fitzgerald & Co, Brewers', were recorded as the owners and occupiers of a brick and iron store on land on the site now occupied by the buildings at 129-133 Queensbridge Street. This store replaced the original stables for the brewery, although it was apparently a smaller structure than now exists there. In the same year, Fitzgerald was recorded as owner, and John Clark was recorded as licensee of a hotel on the triangular allotment adjacent to the site, on the corner of City Road. This was known as the Castlemaine Hotel, and stood until it was demolished in the 1960s to make way for the Kings Way overpass.

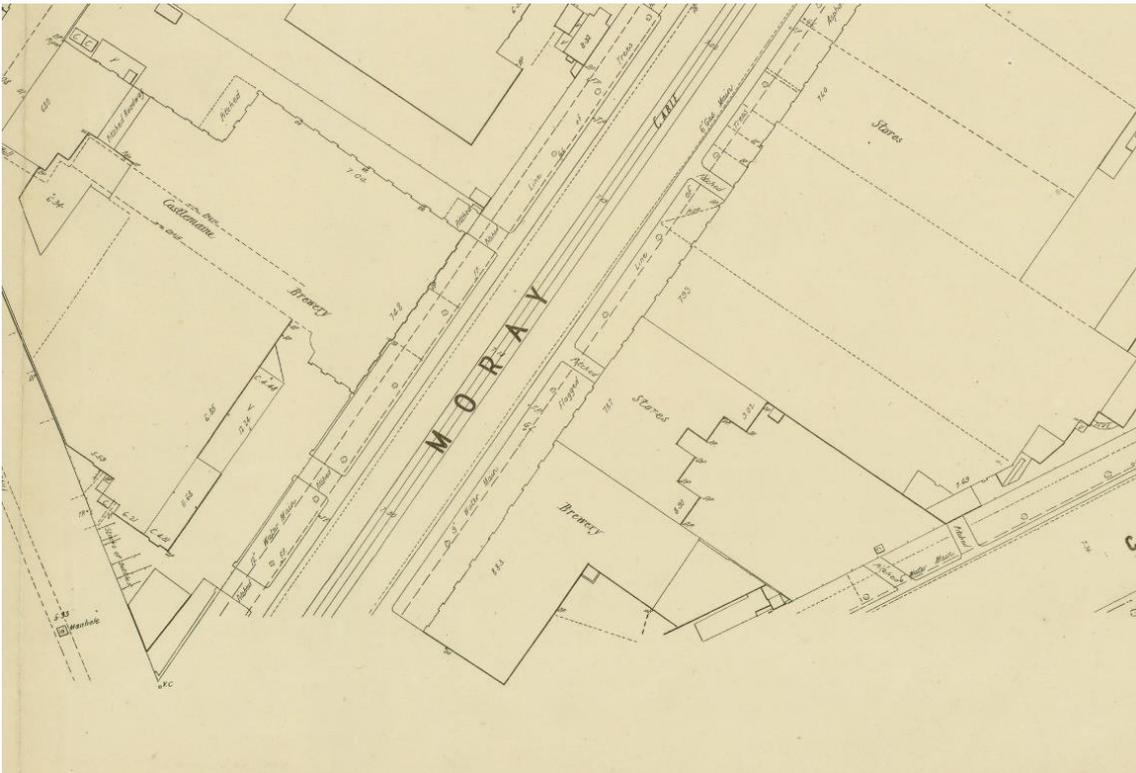
Although the brewery was originally built as a standby in case of fire in the main brewery, by 1890, it was portrayed as the 'new brewery' and bottling stores, and was fully utilised at the time. The location of the Castlemaine Brewery buildings to the east and west of Queens Bridge Street is illustrated on the 1895 MMBW plans.

The buildings to the east and west of 125-31 Queensbridge were the bottling stores of the complex (127 and 133 Queensbridge Street).

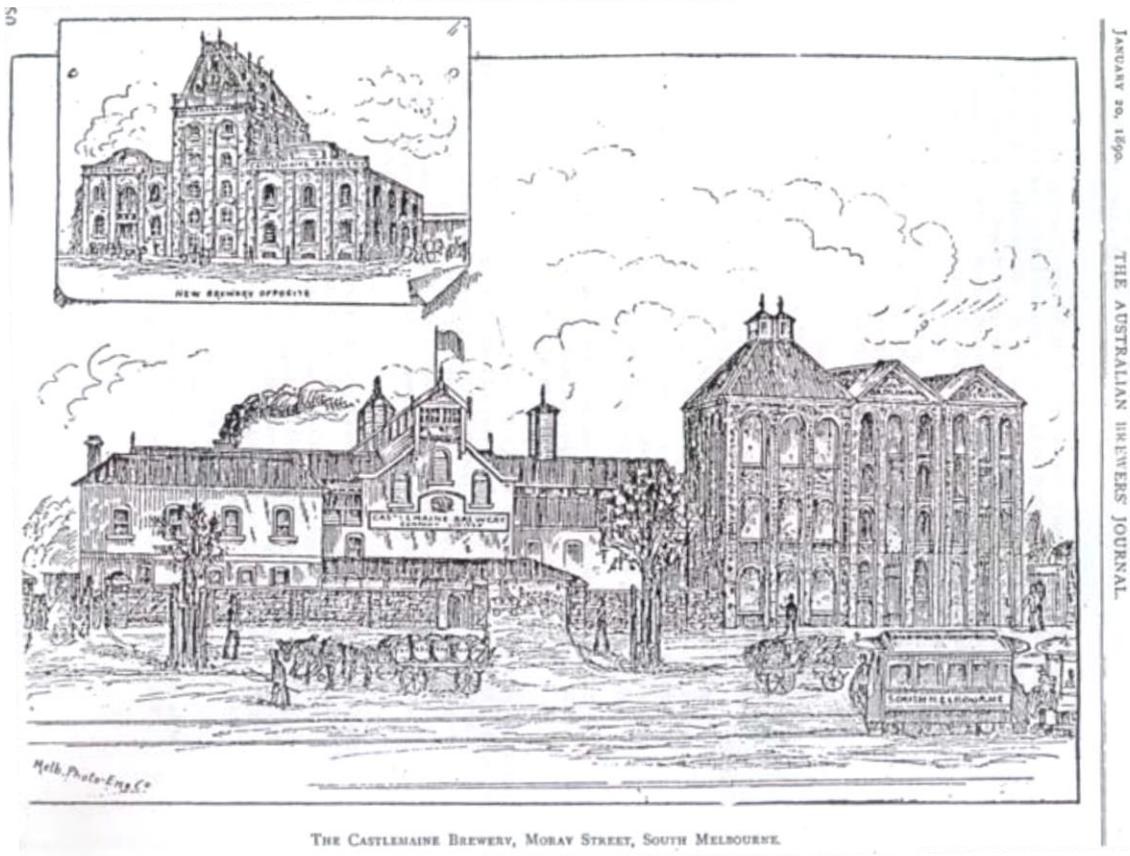


Crown Allotment Plan (Melbourne South) showing Fitzgerald & Perrins Purchases

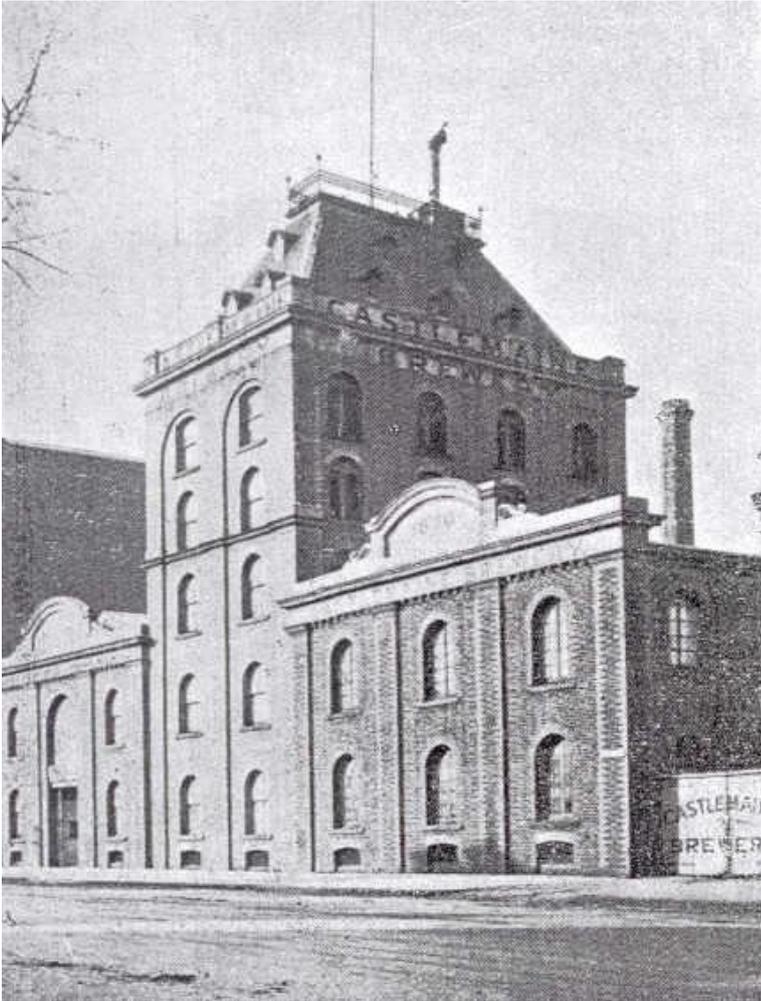
The Castlemaine Brewery expanded in the 1890s thanks to its ability to use the nearby rail system to distribute its products. This is notable, as many other breweries in Melbourne saw a decline at this time, with the number of breweries in Melbourne reducing from 26 to only 13 in just under 20 years from 1871 to 1890. The brewery was described in 1890 as one of the most extensive, most prosperous breweries existing in Australia (Garryowen). In 1892, a new larger malthouse was erected for the Castlemaine Brewing Co, on Sturt Street, South Melbourne.



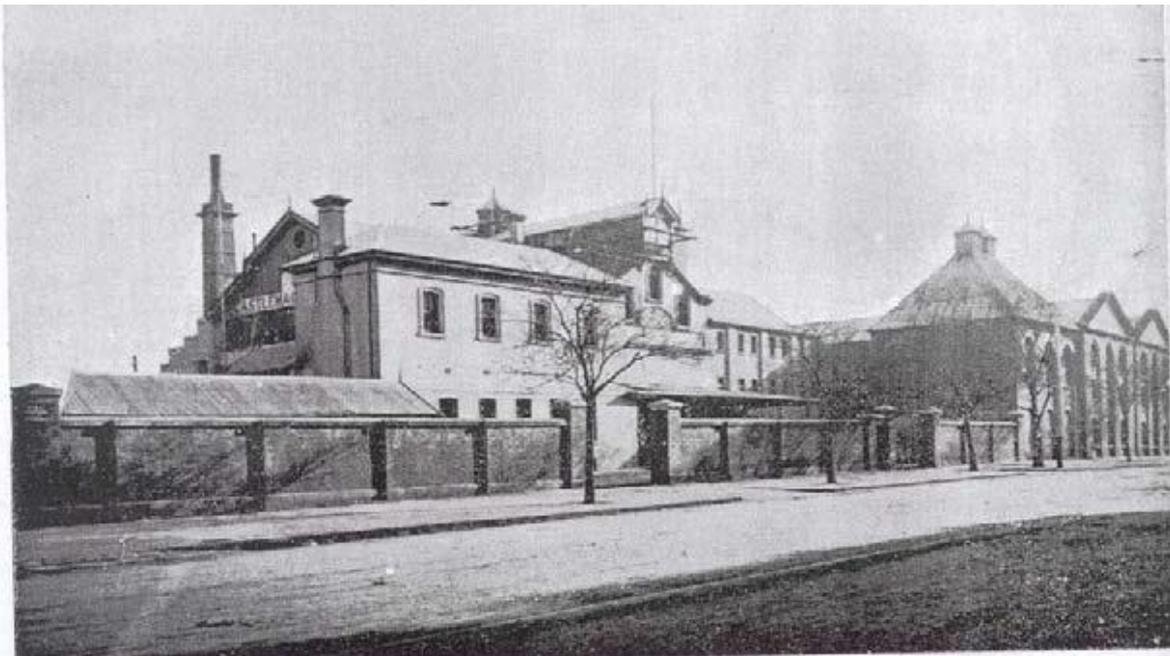
Melbourne and Metropolitan Board of Works detail plan, 501, 506, 507, 508 South Melbourne (1895)



Castlemaine brewery west side (inset south side) Queens Bridge Street



Castlemaine Brewery in 1905 (Jubilee History of South Melbourne)

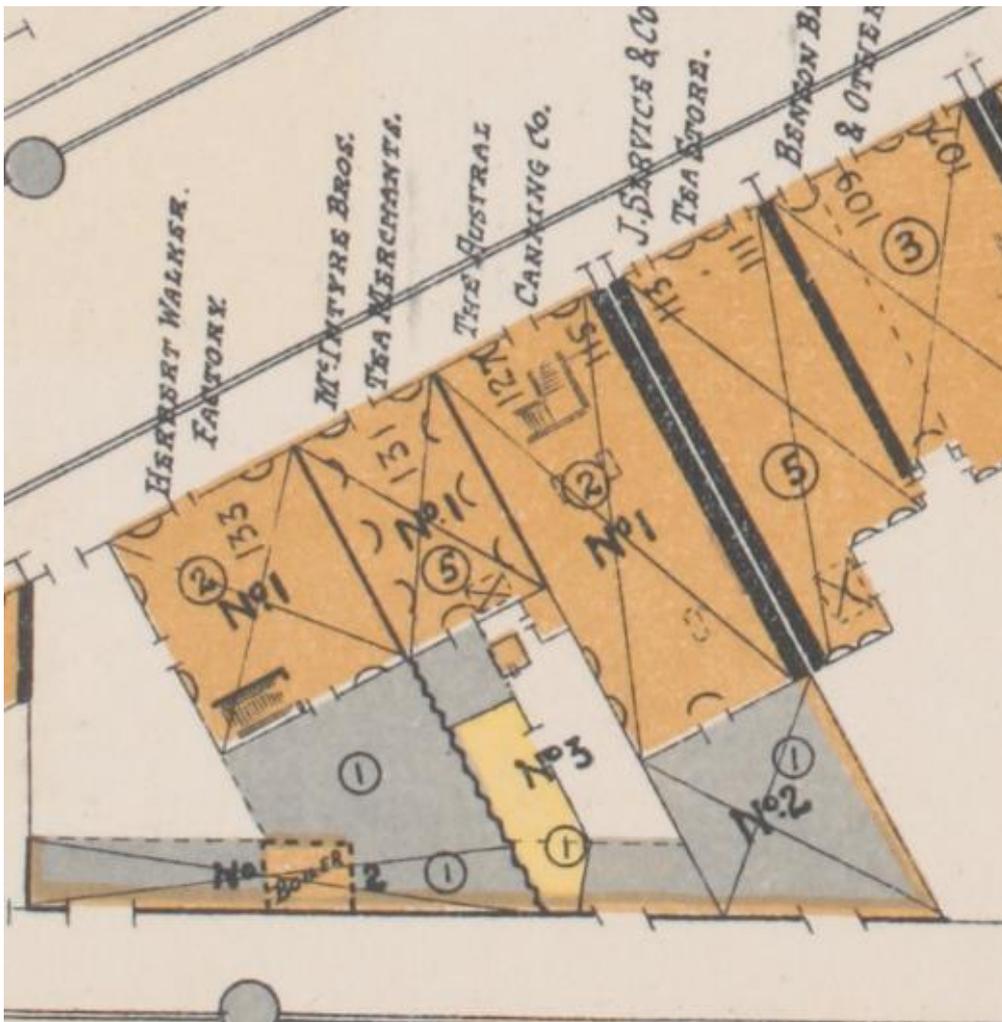


Original Castlemaine Brewery, north side of Queens Bridge Street (Jubilee History of South Melbourne)

The Castlemaine Brewery was a publicly listed company in 1888, with shares worth 75,000 pounds and branches in Adelaide, Brisbane and Newcastle. Fitzgerald was first Chairman of Directors and then Managing Director from 1892 until 1906, at which point the company amalgamated with five other brewers to form a new entity; the Carlton and United Brewing Company (Allom Lovell 2001). This was a period of cartel operations by the brewers, which saw closure of large numbers of smaller brewing companies.

Following this amalgamation, production was centralised north of the Yarra at the Carlton Brewery in Bouverie Street. Other breweries such as those in Queensbridge Street were initially retained for use in emergencies, but were progressively redeveloped or sold off.

A fire occurred in part of the premises in 1907 and gutted a store building. However it is unclear whether the fire affected any of the buildings which exist today (*Bendigo Advertiser* 17 July 1907 p. 5). Another fire occurred again in 1924, when the site was described as 'Scales bond stores, formerly the premises of the Castlemaine Brewery' (*The Adelaide Register* 30 June 1924, p. 13).



South Melbourne detail fire survey compiled by Insurance Planning Association Incorporated, G. Mahlstedt and Son 1920-1929

In the 1920s, the buildings accommodated The Austral Canning Co (115-127 Queensbridge Street), McIntyre Bros. Tea Merchants (131 Queensbridge Street) and Herbert Walker Factory (133 Queensbridge Street), as shown in the 1920s Mahlstedt plans. The property at 115-133 Queens Bridge Street remained within the possession of the Castlemaine Brewery until the 1930s, when the buildings on the east side of Queensbridge Street were sold by Carlton and United Brewing Company. Herbert Walter & Co Pty. Ltd.

was listed as owner of 133 Queensbridge Street with the tenant being the Bacchus Marsh Milk Company (Rate Books 1930).

The 1936-1938 South Melbourne rate books shows that the property had been purchased as three separate lots with Austral Canning Co purchasing the property at 115-127 Queensbridge Street, Loftus Moran Pty Ltd purchasing the property at 129-131 Queensbridge Street, and Thomas McClave purchasing the property at 133 Queensbridge Street the building being described at this time as a factory (Rate Books 1936-8). The Castlemaine Hotel continued to operate at this time and was now owned by Henry Stokes of the Commercial Hotel, Fitzroy.

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## Description

The Castlemaine Brewery complex comprises a five storey brew tower, flanked on either side by identical two storey storage warehouses. Notable features include unpainted decorative bi-chrome brickwork sitting beneath a tiled, mansard roof. The facades are of red brick with quoins, window heads and string courses at each floor level, in contracting cream brick. A decorative arch motif, five stories in height, relieves the front façade. These stores and tower were a coherent group of three buildings, each built in polychrome brickwork.

The mansard roof of the brew tower is punctuated by two rows of dormer windows. The flanking buildings have decorative rendered parapets, however, the original bichrome brickwork has been rendered over, resulting in a loss of coherence over the group. The façade has projecting brick pilasters and arched windows, all originally trimmed in cream brick. Low shallow-arched vents were set below the ground floor windows. The north wing had a wide door at ground level of the central bay, while the south wing contained windows matching those on either side now opened into a new entrance.

The sandblasting of the brickwork of the central tower has been detrimental to its fabric. A large double-sided advertising sign that significantly detracts from its appearance surmounts the building (fig.8).

Internally, the south wing retains the cast iron columns and riveted beams that support the first floor, along with the majority of the original timber-lined ceiling. The walls of the ground floor are face brick, with deep arched recesses aligned with the window openings of the adjacent tower. Granite blocks are built into the north and south walls to support the floor beams which don't sit on the blocks at the north end (the wall of the central tower) but have been packed. The Conservation Management Plan notes that slopes in the floors and packed beam ends suggest the brew tower has sunk on its foundations up to 500-600mm, due to the 'notoriously unstable Coode Island silt that underlies the area during construction'. This suggests that the building probably has substantial piled or timber raft footings, as are known to exist under the Jones Bond Store and Robur Tea house nearby.

The brew tower retains the exposed riveted wrought iron girders supporting timber floors, with evidence of former openings, such as framing for the sack hoist trap doors near the rear wall. The top floor under the mansard roof is timber lined with significant interior elements demonstrating the need to dust and vermin proofing of what was originally the malt and hop storing areas.

The ground floor, was 450mm lower than the present floor level comprising brick laid over a concrete base. A layer of cork with a 50mm thick layer of concrete above, indicates that part of the area was used for cool storage. The first floor of the bottle store at 133 Queens Bridge Street is of timber and slopes notably. A brick wall enclosing a rear yard forms the City Road boundary where a former brick structure once abutted this wall, probably comprising lean-to type sheds or stables (1895 MMBW plan). This can be confirmed by the directories which list brewery's stables at the site at 115-133 Queens Bridge Street until c1881, when they are listed as stores (Sands & McDougal Melbourne Directories).

To the south was the rear wall and yard of the former Castlemaine Hotel. Gates, visible in a photograph of 1905 provided access to the yard. The wall originally extended for the full length of the City Road boundary of the property but the sections at the rear of 129 and 131 Queensbridge have been demolished.

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## Comparative Analysis

Victoria's extensive brewing industry of the nineteenth century is represented today by a number of buildings of varying degrees of intactness. Those most relevant to the Castlemaine Brewery include the former Victoria Brewery in East Melbourne, the former Yorkshire Brewery in Abbotsford, and the former Carlton & United Brewery in Carlton.

*Former Yorkshire Brewery, 8 Wellington Street, Collingwood.*

Established in 1858 by John Wood, the Yorkshire Brewery became a major Melbourne brewing enterprise and remains probably the most significant brewing complex in Victoria. The most prominent feature of the complex, the six storey brew tower, was completed in 1877 to the design of John Wood's architect son James. The tower is of polychromatic brick with a slate-clad mansard roof. More elaborate than the tower of the Castlemaine brewery, it has full height bays to all elevations defined by pilasters with cream brick quoining with arched windows surmounted by a parapet. The mansard roof has a round-arched dormer vents and is capped by a wrought-iron balustrade 'widow's walk'. Other buildings have also survived, providing a notable example of a nineteenth century brewing complex.

*Former Victoria Brewery, 416-442 Victoria Parade and Powlett Street, East Melbourne*

Founded in 1854, the former Victoria Brewery is the oldest surviving brewing complex in the state. It is an extensive complex and, although recently redeveloped, retains many of the original structures from different periods. One of the earliest buildings on the site is the Old Brew Tower, originally of four stories constructed in 1858 with an additional floor added in 1879. At the same time the tower was refaced in polychrome brickwork. The Old Brew Tower is not only visible from within the development. A number of buildings on the site, including the distinctive 1895 Lager Bier Cellar building on the corner of Victoria and Powlett Streets were designed by notable architect William Pitt. Pitt's pilastered and castellated design was continued in later buildings extending along both Victoria and Powlett Streets, giving the complex its distinctive character.

*Former Carlton and United Brewery, Bouverie and Swanston Streets, Carlton.*

Replacing an earlier brewery business established on the site in 1858, the Carlton Brewery began operation on the site in 1864 and, under various owners developed rapidly through the 1870s and 1880s until by 1897, it was the second largest brewery in Melbourne. In 1905 the company brought Victoria Brewery and in 1907 amalgamated with McCracken's City Brewery, Foster's Brewery, the Shamrock Brewery and the Castlemaine Brewery to form Carlton and United Breweries. Most of the buildings on the have been demolished, with the exception of the bluestone buildings along Bouverie Street which date from 1883 to 1925, and the 1904 malthouse in Swanston Street. The mansard-roofed brew tower on Bouverie Street has been demolished.

*Other surviving brewery buildings*

- A single storey building is all that remains of McCracken's City Brewery of Collins Street, Melbourne
- Two buildings of the Foster Lager Brewing Company in Rokeby Street, Collingwood remain on the site - a four-storey building and a detached single storey building
- A malt tower and one other building survive from Burton's Brewery in Stanly Street, West Melbourne

- The former Volum brewery in Geelong is largely demolished and only three walls of a bluestone store remaining
- The Carlton & United Breweries operation at Abbotsford is very extensive, but a mostly modern complex
- Much of the former Ballarat Brewery has been demolished; however a brewing tower and chimney stack remain.

Like the brew towers of the Yorkshire Brewery and the Victoria Brewery, the tower at Castlemaine Brewery and its flanking wings were built of polychromatic brick with vertical bays defined by pilasters surmounted by a cornice and parapet. However, the Castlemaine Brewery is more restrained in design with a relatively plain cornice and parapet. The use of mansard roof was a popular element at the time, also appearing on the brew towers of the Carlton Brewery (1872?), McCracken Brewery (1870s) and the Victoria Brewery (1879) giving what was arguable a Lombardic Romanesque style, with overtones of French Second Empire style.

It has not been possible to establish an architect for the buildings although architects known to have completed similar projects include George Wharton (1822-1891) who redesigned the brew tower of Victoria Brewery (1879) and James Wood (1854-1897) the architect for Yorkshire Brewery buildings of 1876. The notable architect William Pitt (1855-1918) completed several projects from about 1895 onwards.

#### *Conclusion*

The surviving buildings of the Castlemaine Brewery, despite the façade being altered, still substantially retain their original form. Whilst significant for this reason, architecturally the complex is of lesser significance than the Yorkshire Brewery and the Victoria Brewery. They are however, significant as surviving examples of the boom in breweries Melbourne in the late nineteenth century and unlike many, still substantially retain their original form. The 2-storey building at 133 Queensbridge Street, the former bottling stores of the Castlemaine Brewery, is significant as part of the complex.

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## **Assessment of Significant Areas and Elements**

### *What is Significant?*

The Castlemaine Brewery complex (bottling stores and brewing tower at 115-127, 129-131 and 133 Queens Bridge Street) is a group of three buildings constructed in 1888 for the Castlemaine Brewery: a central five-storey brew tower and two two-storey bottling store buildings arranged symmetrically around it.

The Castlemaine Brewery Company was established in 1859 by the brothers Edward and Nicholas Fitzgerald. The company's Queens Bridge Road, South Melbourne brewery was commenced on the west side of Queens Bridge Street in 1871, and land opposite was first used for stables. In 1888 the three buildings, assumed to be designed by R. B. Whitaker, were constructed on the site of the former stables, and although intended as a standby in case of fire in the main brewery opposite, the buildings were fully utilized from the beginning. The central building was a traditional brew tower, and the two buildings flanking it were the bottling stores of the complex. In 1890 the brewery was described as 'one of the most extensive as it is also one of the most prosperous breweries at present existing in Australia'. However the company lost money in the early twentieth century when its beer was affected by a bacterial contamination, and the company was in poor financial shape when it became one of the six breweries which amalgamated to form Carlton & United Breweries in 1907. It ceased to operate from that time. The once extensive brewery complex on the west side of the street has been demolished. This former store is now used as offices.

The bottling stores of the former Castlemaine Brewery at 115-127 and 133 Queens Bridge Street are two storey buildings, originally of polychrome brick, with a parapet and a central arched pediment above (now been rendered and painted). The arched windows are divided by brick pilasters. The ground floor openings were altered in the post-World War II period and new arched openings similar to the originals were reinstated in 2003. The former yard at the rear has been built over. Reputedly, the building retains the cast iron columns and riveted beams that support the first floor, as well as the original timber lined ceiling.

The central five-storey brewing tower is constructed of polychrome brickwork surmounted by a Mansard roof with dormer windows and once surmounted by a cast-iron widow's walk balustrade. The timber-lined interior of the top floor is a significant element demonstrating the requirement for dust and vermin proofing of the process areas. The tower's four facades are of red brick with quoins, window heads and string courses, at each floor level, in contrasting cream brick. A decorative arch motif, five stories in height, relieves the front façade. The views to the brew tower are also significant contributory elements, now prominent from Kings Way and in shorter views from Queens Bridge Street. Formerly, the tower was visible from across the Yarra River as a landmark, once facing another major brewing complex, McCracken's in Little Collins Street West, which has since been largely demolished.

Contributory elements include:

Fabric from c 1888-1930 at the bottling stores of the former Castlemaine Brewery at 115-127 and 133 Queens Bridge Street:

- two storey form;
- originally polychrome brick main façade and face red brick side and rear walls;
- a parapet and a central arched pediment above, (now rendered and painted); and
- arched windows divided by brick pilasters.

The ground floor openings were altered in the post-World War II period and new arched openings similar to the originals were reinstated in 2003. The former yard at the rear has been built over. The buildings retain the cast iron columns and riveted beams that support the first floor, as well as the original timber-lined ceiling.

Fabric from c 1888-1930 of the central five-storey brewing tower:

- polychrome brickwork external walls;
- four facades are of red brick with quoins, window heads and string courses, at each floor level, in contrasting cream brick;
- a decorative giant arcade motif, five stories in height, relieves the front façade;
- timber lined top floor interior and exposed riveted wrought iron girders on each floor;
- remnant machinery including line shafting; and
- surmounted by a mansard form roof with dormer windows, which was once surmounted by a cast-iron widow's walk balustrade to the roof;
- internal<sup>1</sup> cast iron columns and riveted wrought iron girders;
- internal<sup>2</sup> exposed brick walls; and
- internal<sup>3</sup> timber floors.

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<sup>1,2,3</sup> Internal controls apply to the uppermost two levels only

This is a coherent group of three buildings, each built in polychrome brickwork. The three buildings remain and the central tower is substantially intact including its mansard roof, however the lower buildings have been rendered over, resulting in some loss of coherency over the group. The sandblasting of the brickwork of the central tower has been detrimental to its fabric.

A nearby associated building to the complex is the former Castlemaine Brewery malt house designed by Richard Buckley Whitaker and built in 1892. It was converted to a theatre complex in 1989 with three main buildings of two and three storeys and was refurbished in 2006.

### *How is it Significant?*

The Castlemaine Brewery complex is significant historically, socially, technically and aesthetically to Southbank and the City of Melbourne.

### *Why is it Significant? (derived from Conservation Management Plan)*

The former Castlemaine Brewery is of significance as a rare, large and substantially intact surviving part of one of South Melbourne's largest industries, and for being an architectural landmark in the area. Despite their altered state, the two storeyed buildings are integral to the significance.

The Castlemaine Brewery complex is significant historically and socially:

- as representative of the boom in Melbourne's brewing history in the late nineteenth century, and in particular as one of South Melbourne's largest industries during a period of substantial growth in the area;
- as acknowledged in 1890 as one of 'the most prosperous breweries at present existing in Australia';
- for its connection with the Fitzgerald Brothers and their managing director J. B. Perrins who, from their earliest establishment in Castlemaine, and then South Melbourne, went on to develop breweries in Newcastle, NSW, and Brisbane – eventually becoming one of Australia's major brewing operations, as Castlemaine Perkins;

And aesthetically:

- as part of a wider brewing group that includes the significant Castlemaine Brewery Malt House (113 Sturt Street, Southbank, designed by Richard Buckley Whitaker and built in 1892), also a rare, large architectural landmark in the area;
- for the multi-storey brewing tower form which represents an innovation in local brewing technology and greatly enhanced the company's prosperity, even though it is not a rare building form for breweries in Victoria;
- as one of three Victorian-era brewing towers in the City of Melbourne (towers associated with the Melbourne Brewery in Stanley Street, West Melbourne and the Victoria Brewery, East Melbourne are not publicly visible); and
- as a well preserved example of a nineteenth century brewing complex, including a brew tower and bottling stores, distinguished by its symmetrical composition and prominence in views across the Yarra River from Melbourne's Central Activities District.

The general approach to the conservation of the building should be to retain its appearance as it stood in around the 1930s, including the removal of later accretions and reinstatement of missing fabric if appropriate (refer to Policy 4.2.1 in Conservation Management Plan).

This place has been assessed in accordance with the processes and guidelines outlined in the Australia ICOMOS *Charter for Places of Cultural Heritage Significance* ('The Burra Charter') 2013, using the HERCON criteria. The relevant criteria are set out below:

Criterion	Description	Application
A:	Importance to the course, or pattern, of our cultural or natural history.	Represents the importance of the brewing industry in the City of Melbourne
B:	Possession of uncommon, rare or endangered aspects of our cultural or natural history.	One of only three relatively intact brew towers in Melbourne
C:	Potential to yield information that will contribute to an understanding of our cultural or natural history	
D:	Importance in demonstrating the principal characteristics of a class of cultural or natural places and objects.	The most intact of a small group of breweries in Melbourne – rare in retaining both brew tower and bottling stores.
E:	Importance in exhibiting particular aesthetic characteristics.	The combination of tall arched bichrome tower with its mansard roof and classically derived flanking wings presents a substantial industrial aesthetic
F:	Importance in demonstrating a high degree of creative or technical achievement at a particular	
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.	Associated with the Fitzgerald brothers – pioneer brewers and industrialists
H:	Special association with the life or works of a person, or group of persons, of importance in our history.	

## Recommendations

Include as an individual significant place in the Heritage Overlay

Revise Heritage Places Inventory

Include Castlemaine Hotel site on Victorian Heritage Inventory

Schedule recommendations

PS Map Ref	Heritage Place	External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
HO	Former Castlemaine Brewery, 107-127, 129-131 and 133 Queens Bridge Street South Melbourne	Yes <sup>4</sup>	Yes <sup>5</sup> - uppermost two floors only of 129-131 Queens Bridge Street (tower)	-	-	-	Yes	-	No

<sup>4</sup> Intact bichrome brickwork

<sup>5</sup> Intact internal construction system of cast iron and timber columns and riveted wrought iron beams

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## References

### Primary heritage study

Bryce Raworth South Melbourne Conservation Study 1997

### Other heritage studies

Southbank Heritage Study 1982, 129-31 Queensbridge St. Graded A; 127,133 Queensbridge St Brewery Co Graded C

### Building Identification Form 1997 (BIF)

#527208 115-117 Queens Bridge Street Graded A/I

#108051 129-131 Queens Bridge Street Graded A/I

#108052 133 Queens Bridge Street Graded A/I

### Other References

Conservation Management Plan, 133 Queensbridge St., Southbank, Part of the Former Castlemaine Brewery, McDonald Coleman Architects Pty Ltd., Architects, 2005.

Allom Lovell & Associates. Conservation Management Plan for the Former Yorkshire Brewery, 88 Wellington Street, Collingwood, 2001.

Allom Lovell & Associates. Conservation Plan Review for the Victoria Brewery, Victoria Parade, East Melbourne, 1997.

Graeme Butler, 'Southbank Architectural and Historical Study.' Vol.1, September 1982, p 46.

'Garryowen' (Edmund Finn), *The Chronicles of Early Melbourne 1835-1852*, p 754.

*Jubilee History of South Melbourne*, 1905.

*The Australian Brewers' Journal*, 20 January 1890, p50

Plan prepared by City of Melbourne dated 27.9.1932 to record changes in street numbering held in Local History Collection at Port Melbourne Library, City of Port Phillip.

### Newspaper Articles and Advertising

[The Argus \(Melbourne, VIC.: 1848-1957\)24 December 1874, page 2](#) Tenders are invited for the erection of a Malt House, plans available at Castlemaine Brewery, Moray St., South Melbourne

"THE CASTLEMAINE BREWERY, SOUTH MELBOURNE." Record (Emerald Hill, Vic. : 1881 - 1954) 22 February 1890: 2. Web. 28 Nov 2016 <<http://nla.gov.au/nla.news-article111968423>>.

[The Age \(Melbourne, VIC.: 1854-1954\) Thursday 27 April 1911, page 8](#)

### CASTLEMAINE BREWERY CO

The half yearly meeting of the shareholders in the Castlemaine Brewery Company, Melbourne. Ltd. was held yesterday at Scott's Hotel; Mr Edward Fanning presiding.

The Chairman stated that the meeting was purely statutory. The six months of the united breweries had been as satisfactory as that of the six months ended 31st December, 1910. This would enable them to make the usual distribution amongst the other breweries, and the direction of the Castlemaine Brewery could thus declare the 6 per cent. dividend for the half year. Mr Fanning announced that the offices of the company were about to be moved to the South-British buildings in Queens Street. The directors had been successful in letting the whole of the old brewery premises at South Melbourne.

Mr F. G. Whitby: To what extent will the land taxes interfere with the profits of the company?

The Chairman: I don't think it will be to any extraordinary extent. I think we will still be able to declare dividends. (Laughter.)

Record (Emerald Hill, VIC.: 1881-1954) Saturday 22 February 1890

### 'THE CASTLEMAINE BREWERY, SOUTH MELBOURNE'

The Castlemaine Brewery is one of the most extensive, as it is also one of the most prosperous breweries at present existing in Australasia, and while being but one of many similar establishments owing to their origin to the parent brewery established at Castlemaine in the year 1856 by Mr Fitzgerald, it is the largest of any trading under that time-honoured name. It was in November of the year 1871 that the Castlemaine-Brewery was started by the Hon. Nicholas Fitzgerald, a member of the Legislative Council of Victoria, and his brother Mr. Edward Fitzgerald, in conjunction with Mr J. B. Perrins. These three gentlemen were the original proprietors, trading as "Fitzgerald and Perrins". The first brewer was Mr. White, and their output for the first year averaged from 30 to 40 hhds for the first few weeks to 100 to 150 hhds for the later part of the year. This will appear to our readers ridiculously small when compared to their present trade, which averages no less than 1,400hhds and from 4,000 to 6,000 dozen bottles ales per week.

So great was the prejudice existing in favour of beers brewed in the Castlemaine district at the time this enterprise was started that it was a matter of difficulty to induce customers to extend their patronage to beers of local brew. As an illustration of this may be mentioned the following, communicated to our reporter by an old hand, who claim the honor of having been connected with this establishment since its foundation. Speaking of the difficulty experienced in introducing their locally-made beer to those who had been accustomed to obtain their supplies from Castlemaine, he said "As an illustration of prejudice, soon after we started a customer of some years' standing with the old brewery, called and asked for a sample of our best brew. I supplied him with a glass of the best in the cellar, which after having critically tasted, he condemned as comparative rubbish, assuring me at the same time that, in his opinion we would never be able to brew anything approaching in quality to the Castlemaine ales, and being a publican of some thirty years' standing he ought to know something about it". Our friend added: "I did not tell him the beer he had just tasted had only arrived that morning from Castlemaine, and was in fact, a sample of the very beer of which he had spoken with so much regard, fearing that any such insinuation of thirty years' experience might prove detrimental to his future patronage". Such was the prejudice that the founders of the Castlemaine Brewery, had to contend with – they have done so with the utmost success our readers will readily see.

Among the various gentlemen who have acted as brewers in this establishment may be mentioned Messrs Kirby, H.B. Godby and E. T. Moulden. This responsible position is at the present time occupied by Mr Edmund Baron, and it has been during this latter gentleman's term of service that the trade has thrown such a remarkable increase.

It was on 1<sup>st</sup> March 1885, that the business was floated into a public company, the proprietors receiving £20,000 as goodwill. The trade done at that time was from 400 to 500 hhds per week. The shares of the company, which were originally 20s, are not valued at from 58s to 60s each, at which figure sales are effected daily, and for the past two years the dividend has been 25 percent on the paid-up capital.

The brewery premises and the Malthouse are situated in Moray-Street South Melbourne, where they cover an area of rather more than two acres – a valuable property; indeed, when we consider that they are

within five minutes' walk of the centre of the city. To give our readers a further evidence of the enviable position commanded by this company at the present time, thanks mainly to the untiring zeal and energy at all times shown by its managing director (Mr. James B. Perrins), and the judgement displayed by the chairman of its director (Mr. Nicholas Fitzgerald), we would quote the following statements which fell from the lips of the latter gentleman at the half-yearly meeting of the shareholders of this company, held at Scott's Hotel on the 19<sup>th</sup> inst: - "The directors felt justified in declaring an interim dividend at the rate of 15 per cent per annum and a bonus of 1s per share, which was equal to a dividend at the rate of 25 per cent per annum. The business continued to be as prosperous as the best wishes for its success could desire, and had grown beyond anything they had reason to expect". It is a matter of congratulations that this brewery is locally owned, and not the property of English capitalists, as is the tendency for all such prosperous concerns to become, and while the business is in the hands of such competent men as its present board and indefatigable managing director, it is quite possible that its present board and indefatigable managing director, it is quite possible that its present results will appear as insignificant in the near future as the results of the previous satisfactory position of to-day.

Ovens and Murray Advertiser (Beechworth, VIC.: 1855-1918) Saturday 30 April 1892, page 2

#### A MAN DROWNED AT SOUTH MELBOURNE

The dead body of a man, apparently of the labouring class, aged about 56, was found in about two feet of water at the rear of the Castlemaine Brewery, South Melbourne, on Saturday afternoon. The corpse was removed to the Morgue by the police, and on the clothing being searched, an out-patient's ticket for the eye and Ear Hospital, bearing the name of William Trow, was found in one of the pockets. A stone weighing about 2lb. was found in another pocket, also a newspaper dated the 18<sup>th</sup> inst., a cake of tobacco, and a sum of one shilling and fourpence. There is a bruise on the dead man's face, which was probably caused by a fall, for there is no suspicion of foul play.

Newcastle Morning Herald and Miners' Advocate (NSW: 1876-1954) Monday 2 August 1897, page 5

#### DROWNED IN BEER

Joseph Hartley, 68 years of age, a night watchman employed at the Castlemaine Brewery, South Melbourne, met his death in a peculiar manner early this morning. At the brewery, a large vat of beer was brewed yesterday, and it was a part of Hartley's work to attend to this during the night and skim the waste off it. At 3 o'clock this morning he was seen by two men employed at the brewery, and about an hour afterwards was missed. As he did not return, and the search of the building for the man was unsuccessful. They went round the different beer vats, in one of which Hartley was found floating, face downwards. The body was removed, and the matter reported to the coroner. The beer was allowed to run into the drain under the supervision of a customs officer. The vat full was valued at £140.

The Argus (Melbourne, VIC.: 1848-1957) Friday 25 October 1929, page 4

#### COMPANY MEETINGS CASTLEMAINE BREWERY CO LEASING THE OLD PREMISES

Following the leasing of the old brewery premises in South Melbourne, profits of the Castlemaine Brewery Co (Melbourne) Ltd. had increased to the figure at which they stood three years ago, said the chairman of directors (Mr. Raynes W. S. Dickson) in moving the adoption of the annual report and balance sheet at the 82<sup>nd</sup> ordinary general meeting of shareholders yesterday. Even with the increased rents, however, the directors felt that it was a pity to allow the frontage to Queen's Bridge street, between the most easterly portion of the brewery premises and that street, to remain idle, and three months ago arrangements were made under which the company agreed to build on the frontage, and on the southern portion of Hanna street, for Austin Distributors Pty. Ltd. That company had taken a lease of the building for five years, and intended to use it as a showroom for motor-cars and as a general repair station. The building, which would consist of only one storey, and would contain 6,600 square feet, would be completed next week.

It had also been decided, the chairman continued to extend the old brewery premises to Hanna street, and a building was being erected on the west side of the premises, which would be occupied by the Austin Distributors Pty Ltd for use as a factory. It would comprise about 6,450 square feet on the ground floor, and about 6,500 square feet on the floors above. it was hoped that a lease on the building would be arranged on satisfactory terms. Profits from other portions of the company's business had remained well up to the average...

### South Melbourne Rate Books

Year	No. on Roll	Occupier	Occupation	Owner	Occupation	Description of Property	Rate Detail (N.A.V.)	Rate Detail (Paid)
1885	14	Castlemaine Brewery Ltd	Brewery			Moray Street North	£1100	£110
1887	11	Castlemaine Brewery Ltd	Brewery			Moray Street North	£1500	£112,10
1888	11	Castlemaine Brewery Ltd	Brewery			Moray Street North	£4600	£345
1889	11	Castlemaine Brewery Ltd	Brewery			Moray Street North	£3000	£225
1898	15	Castlemaine Brewery	Brewery			Yarra Bank 7271 Moray Street	£1100	£96,5
1904		Castlemaine Brewery Ltd	Brewery			110-127 Queensbridge Street	£500	
1905		Castlemaine Brewery	Brewery			Queensbridge Street	£1100	£110
1936-1938		Austral Canning Co	Manufacturers			115-127 Queensbridge Street	£450	£56,5
1936-1938		unoccupied		Loftus Moran Pty Ltd		129-131 Queensbridge Street	£200	£25
1936-1938		Thomas McClave	Merchant			133 Queensbridge Street	£275	£34,70

### Australian Business Records

#### *Castlemaine Brewery Company Ltd, Melbourne (1885-1959?)*

Registered in Victoria in 1885, the company joined with six other brewers in 1907 to form Carlton United Breweries Ltd.

Details: Edward Fitzgerald, from Galway, Ireland, started a brewery in Castlemaine Victoria in 1857; he was joined by his brother Nicholas in 1859. In 1871 the name The Castlemaine Brewery was adopted. The brewery moved to Melbourne to cope with the demand for its product. Castlemaine Brewery Co (Melbourne) Ltd was registered in Melbourne on February 26, 1885.

The brothers went on to establish breweries in Sydney, Brisbane, Newcastle, Daylesford and Newbridge. The various Castlemaine companies split and went their own way. Nicholas formed the South Melbourne Brewery with J. B. Perrins. Fitzgerald and Perrin sold out in 1885 to form a public company, with Perrin as the first managing director.

In August 1903 the society of Melbourne Brewers was formed of which the Castlemaine Brewery Co (Melbourne) Ltd, was a member. The society help fix the price of beer. In April 1906, to make themselves more competitive, it was announced that the members of the Society of Melbourne Brewers: Carlton Brewery Ltd, McCracken's City Brewery Ltd, Castlemaine Brewery Co (Melbourne) Ltd, Shamrock Brewing and Malting Co Ltd, The Foster Brewing Co Pty Ltd and the Victoria Brewery Pty Ltd, would amalgamate into one company.

The new company, Carlton & United Breweries was registered on 8 May 1907 and all the parties signed the agreement on 30 June 1907. Nicholas Fitzgerald, as the representative from Castlemaine Brewery Co (Melbourne) Ltd was one of the directors on the new board.

Castlemaine received 1/8 of the shares distributed for the new company. After the amalgamation Carlton & United was to make the beer, while the other companies were to be brewers in name only: they became holding companies for CUB shares.

Castlemaine Brewery Co (Melbourne) Ltd, continues to be a holding company until March 1973, when in a restructure of the capital structure of the Carlton United Breweries Ltd group, shareholders in Castlemaine were reissued with Carlton United Brewery shares.

(Sources used to compile this history): Original date from D. Teriwiel, S. P. Ville and G. A. Fleming, Australian Business Records: An Archival guide, Canberra: Australia National University, Faculty of Economics and Commerce, Department of Economic History 1998. Subsequent information provided by RMIT, MBIT student, Catherine Nolan)

### **Australian Dictionary of Biography**

Fitzgerald, Nicholas (1829-1908) – by D. J. Dwyer

Published in Australian Dictionary of Biography, Volume 4, (MUP), 1972

Nicholas Fitzgerald (1829-1908), politician, brewer and pastoralist, was born on 7 August 1829 in Galway, Ireland, the eighth son of Francis Fitzgerald, brewer, and his wife Eleanor, nee Joyce: a brother, Sir Gerald Fitzgerald, K.C.M.G., became accountant-general of the Navy in 1885-96. In 1845 Nicholas entered Trinity College, Dublin, studied law in 1848 at the King's Inn and in 1849 won a scholarship to the new Queen's College in Galway. In 1852 he turned to commerce, partly in Ceylon and India, and arrived in Melbourne in 1859. He joined his brother Edward who had just started the Castlemaine brewery. In 1875 they opened a brewery in South Melbourne. In 1885 they converted to a public company, the Castlemaine Brewery Co Melbourne Ltd, selling for £75,000; in 1888 it paid a dividend of 25 per cent. They extended business to Newcastle and Brisbane in 1887 and to Adelaide the next year. Nicholas was managing director from 1892 till 1906 when, in the great amalgamation of breweries, he became a director of Carlton and United.

In 1863 Fitzgerald was appointed a magistrate and in 1864 was elected for North-Western Province to the Legislative Council after a close contest. As a councillor until 1906 he until 1906 he never accepted office though offered the ministry of defence in the Patterson government. According to (Sir) John Davies, Fitzgerald 'preferred to do his duty as a private member rather than join a Government which did not agree with him on the education issue'. He was a brilliant orator with clear ideas on important political issues. He was a member of the National Australasian Convention in Sydney in 1891 and in 1894 represented Victoria at the Colonial Conference in Ottawa, Canada, where he was staunchly imperialistic. In 1903 he became the Legislative Council's chairman of committees.

With large pastoral interests in the 1880s and 1890s in New South Wales and Queensland, Fitzgerald's main station was Fort Bourke on the Darling but drought forced him to sell many of his holdings. In 1887 he helped to found the National Trustees Executors and Agency Co, planned largely to meet the needs of the Irish Catholics; Fitzgerald was managing director and associated with him were William Cain and Walter Madden. He was chairman of the Dunlop Pneumatic Tyre Co in the 1890s and a director of the Manchester Fire Assurance Co and the Bellambi Coal Co

A prominent Catholic layman, Fitzgerald was awarded the papal knighthood of St Gregory by Pope Leo XII. He often spoke at public gathering connected with the Church and was an enthusiastic for completing St Patrick's Cathedral. He presented the laity's address when his friend Archbishop Thomas Carr was welcomed to Melbourne and again at his jubilee. His commonest theme was Catholic education. 'Justice', he said, 'has been put aside for power, but no wrong can be sanctified by success... The sense of that injustice will never be removed until the law is altered'. He was at his best when speaking to his fellow countrymen on subjects appealing to their native sympathies.

In 1863 Fitzgerald married Marianne, the eldest daughter of John O'Shanassy; they had seven sons. He died at this home, Moira, Alma Road, St Kilda, on 17 August 1908, survived by his widow. He left an estate valued at £5318.

## **COMMAPS**

### **115-117 Queens Bridge Street**

Retail/Office/Residential/Carpark

At 117 Queens Bridge a two storey brick office building built in 1888.

### **129-131 Queens Bridge Street**

Offices

Formerly the brew tower of what was the Castlemaine Brewery. A six storey polychromatic brick building built in 1888. Refurbished and converted to offices in 1980. There is a roof top sign.

### **133 Queens Bridge Street**

Retail

Part of the former Castlemaine Brewery. A two storey brick building built in 1888. Refurbished and converted to a retail building. It was extended in 2006. There is a rateable sign on the southern wall of this extension.

The property contains 1 shop and 1 food and drink outlet.

## **WEB References**

Our building history - Disegno™ 129 Queensbridge Street, Southbank [www.disegno.com.au/portfolio-item/our-building/](http://www.disegno.com.au/portfolio-item/our-building/)

# Draft Citation: 45-99 Sturt Street

Place Name: PMG Postal Workshops Garage & Stores Other names: Postal Workshops, Postal Garage, General Post Office workshops & stores, Telecom Workshops.		Citation No: <b>002</b>
		Heritage Overlay: <b>HO1201</b>
		
Address:	45-99 Sturt Street, Southbank 3006	MCC property reference: <b>537125 567774 (&amp; others)</b>
Category:	Industrial	Heritage Precinct Overlay: <b>None</b>
Style:	Interwar	Heritage Overlay(s):
Constructed:	1930, 1937, 1940, 1944	Proposed grading: <b>Significant</b>
Designer:	J S Murdoch, chief architect for the Commonwealth of Australia; H J Mackennal, Works Director, Victoria.	Victorian Heritage Register: <b>No</b>
Builder:		Existing grading:
First owner:		Proposed Grading: <b>C</b>
Integrity:	Fair	Existing Streetscape Level:
Condition:	Good	Proposed Streetscape Level: <b>2</b>
<b>Significance:</b>	Aesthetic, Historic	Amendment:
<b>Comment:</b>		Hermes:
Thematic Context:	Victoria's framework of historical themes City of Melbourne thematic environmental history	<b>3.7 Establishing and maintaining communications</b>

## History

### Context

The Australian Commonwealth government took over responsibility for postal, telegraphic and telephone services from the new states at Federation in 1901. All these services came under the control of the Post Master General, and the need for this centralisation was a major factor in the unification of the states and strategic defence.

Prior to Federation, individual states were responsible for postal, telegraph and telephone services. With the creation of the Postmaster General (a post first held by Hon. J. G. Drake), these became centralised Commonwealth services with a uniform, penny post and Federal postage stamps (both introduced in 1911).

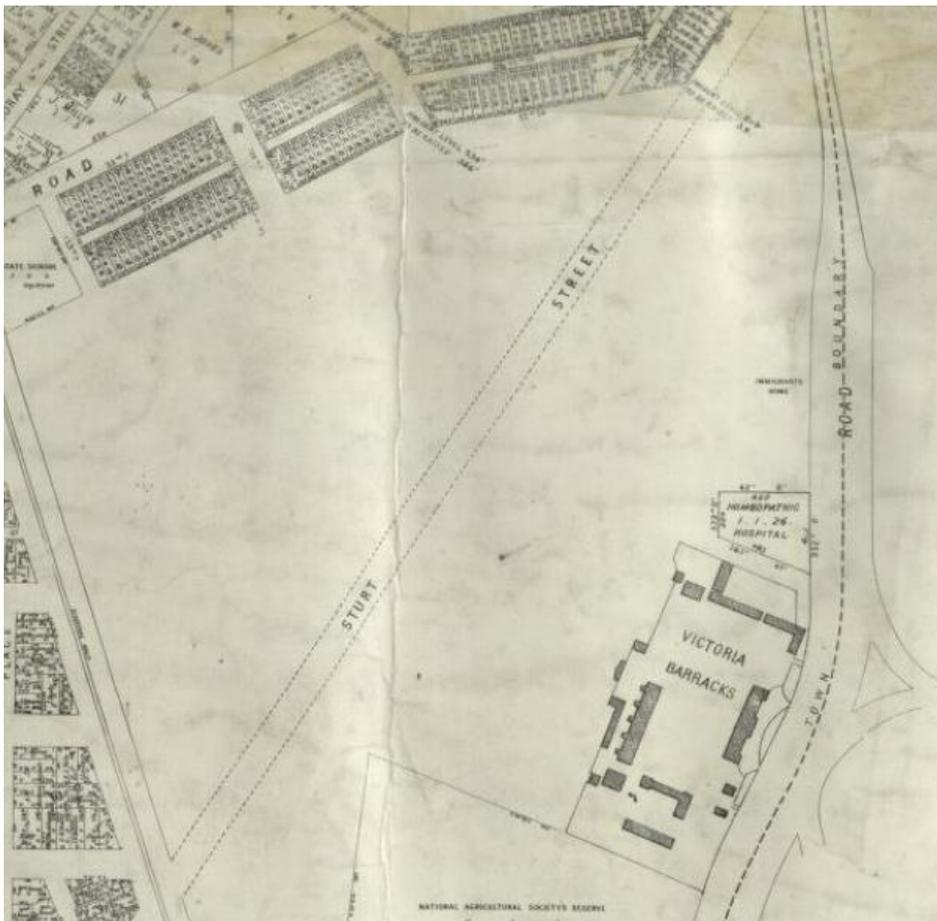
These unified systems replaced the varying colonies' systems which had been in place prior. Employees of the postal telegraph and telephone services automatically became Federal public servants, and the PMG became the largest Commonwealth department with about 10,000 permanent staff and another 6,000 contractors (Lee, 2003).

A trunk line link to Sydney followed in 1907, and Australia's first automatic exchange was opened at Geelong in 1912, enhancing telephone services., Airmail post was a further development; Australia's first overseas call reached London in 1930; and Victoria was linked to Tasmania by submarine cable, in 1935. As the effects of the Depression waned, the Postmaster General's Department commenced an extensive building campaign, for example, providing automatic telephone exchanges at Caulfield (2000 lines), Brunswick (3600 lines) and City West (6000 lines).

Caulfield was the first to be completed (1935), coinciding with the start of the City West Exchange building. After a lull during World War Two, some millions of pounds were spent on a temporarily curtailed capital works programme for communications generally. In 1935, 92 telephones per 1000 population were connected, via 1650 Victorian exchanges. It took nearly 20 years for this figure to double.

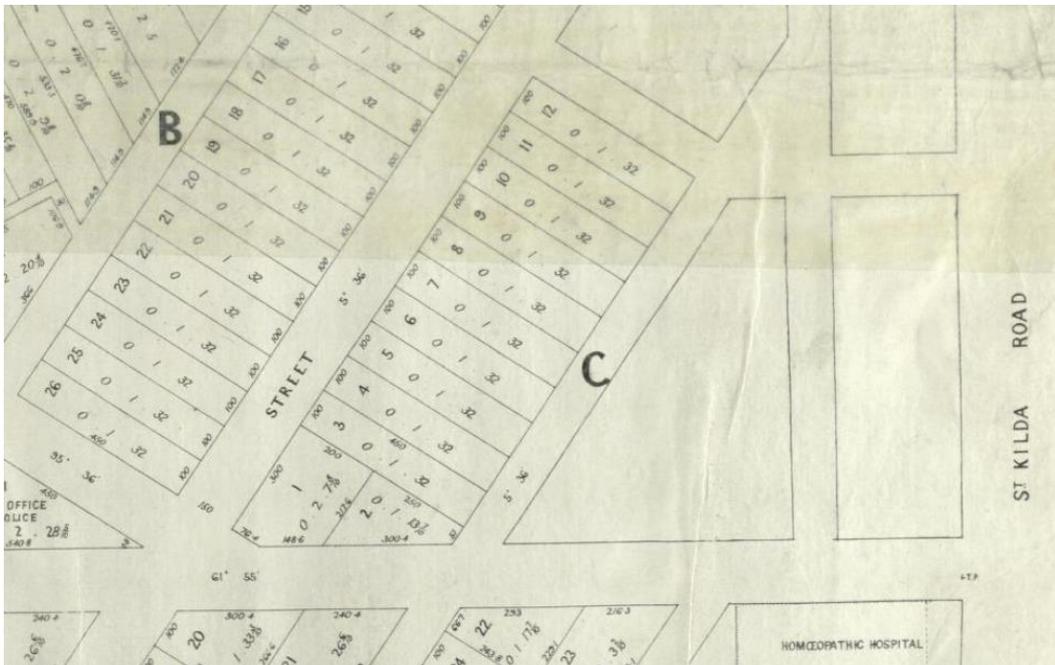
### Site History

Crown Land in South Melbourne near St Kilda Road was reserved from sale for potential future uses until well into the twentieth century. This proved to be beneficial to the establishment of facilities for the new Commonwealth Postal service.



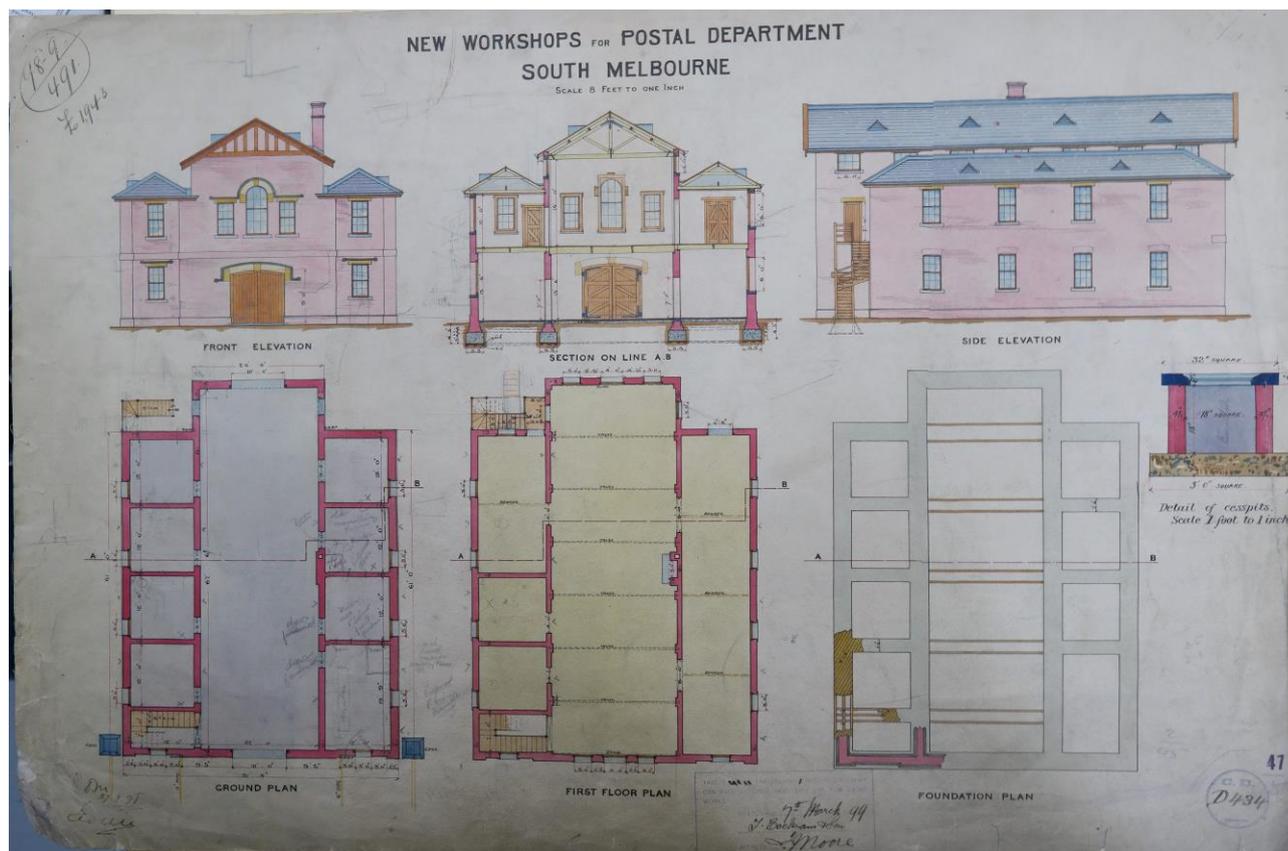
Plan of South Melbourne, n.d. State Library Victoria,  
[http://search.slv.vic.gov.au/MAIN:Everything:SLV\\_VOYAGER2238907](http://search.slv.vic.gov.au/MAIN:Everything:SLV_VOYAGER2238907)

The block bounded by Sturt, Dodds, Grant and Nolan Streets remained crown land (Section C lots 1 & 7-12) until quite late, having been retained as part of a large area for government purposes. Subdivision occurred in 1885 with the block initially divided into 12 allotments, but of these only four properties were created. The land was partly occupied by the Victoria Barracks, and progressively parts were reserved either for government purposes or were gradually sold off. A subdivision by J. H. Reed, Assistant Surveyor was undertaken by 1885, creating about two dozen allotments either side of Sturt Street, of 1 rood 32 perches each (about 0.18 hectares), and some other odd sized lots.



*Special allotments, City of South Melbourne surveyed by J. H. Reed, Assistant Surveyor; photo-lithographed at the Department of Lands and Survey, Melbourne 26. 3. 85.*

In 1895, the middle part of the block contained stone cutting yards, with the Post Office Stables at the north end, spanning between Dodds and Sturt Streets (MMBW Plan). New two storey masonry workshops for the Postal Department were built facing Sturt Street at the northern end of the site in 1899 by Thomas Cockram & Son for £1943 (National Archives Australia). A timber caretaker's cottage was at the south end of the site at that time.



*New Workshops for Postal Department, South Melbourne 1899, PMG drawing CD434 National Archives Australia.*

By the early 20<sup>th</sup> century the block was occupied (from north to south) by Radio Corporation Pty Ltd, (lots 11-12), Alcock Thomson & Taylor Billiard Table Manufacturer (Lots 9-10), C M Kerr & J Train (lots 7-8) and the Commonwealth of Australia (Lot 1 formerly lots 1-6). The Radio Corporation site became the present Recital Centre, Alcocks continued occupation into the 21<sup>st</sup> century, and the Kerr and Train lot at 43-7 Sturt St was occupied by Lucy Secor Dressmaker from around 1936 (at 35 Sturt St) to at least 1957 (*Sands & McDougal Directories*).

The presence of the PMG garage in Sturt Street, South Melbourne dates back to at least 1923, at which point it was recorded in newspapers when a PMG van driver from the Sturt Street garage was involved in a 'street fatality' (*The Ballarat Star* 25 September 1923 p. 7). A new gabled masonry workshop wing was planned for the complex a few years later in 1926 under J S Murdoch's authority as Director General of Works, proposed to be located facing Grant, Moore, Power and Macgowan Streets (this appears to have been demolished).

Extensive damage was caused to the motor garage in 1927, when two Royal Australian Air Force aeroplanes taking part in the aerial welcome to the Duke and Duchess of York collided in mid-air with one crashing into the building "...where it caught fire and destroyed five motor cars..." (*Jerilderie Herald and Urana Advertiser* 28 April 1927, p.3).

The damage to the buildings was described in detail thus:

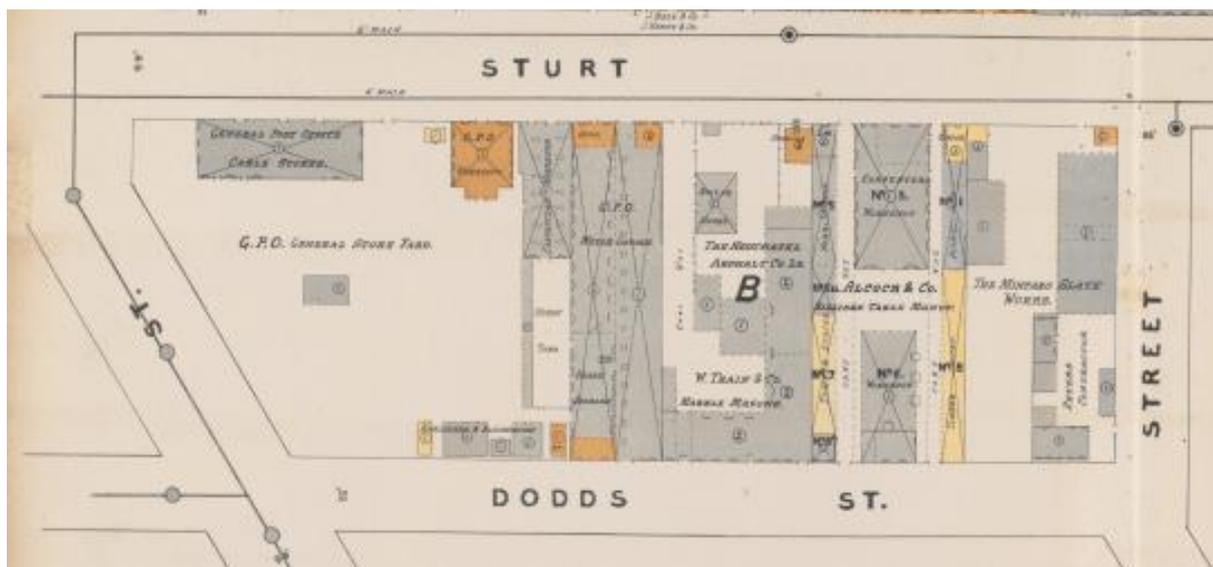
*"... the interior of the garage of the Postmaster-Generals department in Sturt Street had become a raging furnace. Employees of the garage, none of whom, fortunately, was beneath the portion of the roof through which the aeroplane crashed, had found it quite impossible to approach anywhere near the blazing machine. One side of the garage is one story, and the other of two stories, so that the roof rather resembles a large step. It was on this "step" that the aeroplane fell. It tore through the sheets of corrugated iron as if they had been paper, smashed the floor of the upper story of the building, and crashed with a great roar to*

*the stone floor of the garage itself. The upper floor, it is understood, is little used. The aeroplane fell across four large motor-trucks and three motor-wagons, such as are used to collect mail from street pillars. There were many other motor vehicles in close proximity, and much petrol about the place, and but for the prompt action of several postal employees, who drove out as many of the vehicles as they could, much more damage must have been done. Certainly the position would have become exceedingly dangerous owing to the possibility of an explosion..." (The Argus 22 April 1927, p. 16)*

The garage buildings were rebuilt in 1928, with a sumptuous ceremony, perhaps designed to purge the tragic memories of the previous year:

*The new Postal Garage was opened with a dance with the building decorated with bunting while the opening ceremony was presided over by the deputy Director of the Postmaster-Generals Department Mr R N Partington. Among those present were representatives of many business and State organisations, the P.M.G. being represented by the Chief Inspector of Stores and Transport (Mr. P. C. Cameron), the State superintendent (Mr. W. Packer) and Supt. Salmon (of the Motor Branch). Mr. C. K. Bremen (transport officer) acted as the chairman for the evening, and Mr. R. A. Sullivan ns hon, secretary. During the evening a clock was presented to Mr Bromell the case of which was made of wood from the original Princes-bridge. After the ceremony some 350 guests joined in the dancing (The Argus 5 May 1928 p. 32).*

The Mahlstedt plans of the 1920s indicated only the southern half of the block was occupied by the PMG facilities, with mostly single story corrugated iron buildings including the Motor Garage, Cable Store and open store yard, blacksmiths shop, horse yard and stables. A small two storey masonry building on Sturt Street was labelled the 'GPO Workshop'.



*Mahlstedt plan c1920-29*

An inquiry was held by the Commonwealth Parliament, who debated the need for new buildings '... to accommodate the various sections of the telegraph and telephone workshops' in June 1928. It is apparent that the rapid expansion of the still relatively new technology was causing difficulties in meeting demand. Hansard records the committee's results as follows:

*QUESTION POSTAL WORKSHOPS, SOUTH MELBOURNE, Mr HILL : Minister for Works and Railways · Echuca · CP*

*– I move –*

*That, in accordance with the provisions of the Commonwealth Public Works Committee Act 1913-1921, it is expedient to carry out the following proposed work, which was referred to the Parliamentary Standing*

*Committee on Public Works, and on which the committee has duly reported to this House the result of its inquiries: - South Melbourne (Victoria) - Erection of Postal Workshops.*

*This proposal is for the erection at South Melbourne of a building to accommodate the various sections of the telegraph and telephone workshops. The proposed site is Commonwealth property abutting on Sturt, Grant and Dodds streets, South Melbourne. The building has been designed to meet requirements for approximately ten years after the date of erection. The present accommodation is both inadequate and unsuitable. The two main workshops are at present situated in widely separated parts of the city, the telephone workshops being in Spencer-street, adjoining the General Post Office, and the telegraph workshops at Jolimont, over a mile away. This separation of the workshops is an inefficient and uneconomical arrangement. Moreover, the Jolimont workshops must shortly be vacated, when the site will be utilized for recreation purposes. The present accommodation at the Spencer street General Post Office is also required for other purposes. The proposed site in Sturt-street, South Melbourne, is at present used by the Postmaster-General's Department for the storage of cable, and transport and workshop material. It has a frontage of approximately 462 feet to Sturt-street, 347 feet to Grant-street, and 298 feet to Dodds street. The proposed building is a simply-designed concrete structure of two floors providing a working space of approximately 53,000 square feet. It will provide better accommodation than that of the existing workshop buildings, which were not designed for the purposes for which they are now being used. The cost of the building is estimated at £56,500. Sufficient ground space is available to enable an extension of the workshop to be made when needed. The proposed building is designed to permit of extensions. The various sections comprising the workshops are - Telephone, telegraph, carpenters and joiners, painters and polishers, installation staff, motor car, cycle and lorry, and coach building. The number of permanent men employed is approximately 360. An additional 200 men are employed in a temporary capacity. The number of telephone stations in Victoria, which in September, 1927, was 141,535, is rapidly increasing, about 11,400 stations being added yearly. The repair and renovation work will, in consequence, increase in direct ratio to the number maintained. The following statement comparing the cost of erecting workshops on Commonwealth property at Sturt-street, South Melbourne, with the original proposal to erect workshops alongside the General Post Office, Melbourne, will be of interest to honorable members: -*

*The Sturt-street project represents a saving of about £1,910 per annum. The rental of the existing telegraph workshops at Jolimont is £448 per annum. That amount would be saved under either scheme. As the type of fire protection for the building has not yet been decided the estimated cost of it has not been included in the financial statement. The cost of a sprinkler installation would be £3,500, with annual charges estimated at approximately £270, but having regard to the class of work to be done and the comparatively small fire risk which would be incurred, it is considered likely that an automatic thermostat alarm system, costing approximately £450 to install, and approximately £80 in annual charges, will meet requirements. The distance from the workshops to the nearest fire brigade station is 1,880 yards. The protection offered by a thermostat system, if considered adequate, will be much the more economical arrangement.*

*As the Postmaster-General regards this matter as urgent, steps will be taken to carry out the work as early as possible.*

*Question resolved in the affirmative. (Hansard, House of Representatives 14 June 1928 page 6125).*

Construction of the buildings to accommodate growth was announced later in 1928, although economies were sought to reduce costs by staging the works, and only erecting a smaller building than what was originally proposed at the corner of Grant and Dodds Streets:

*POSTAL workshops: SECTION TO BE ERECTED. Tenders Early Next Year, For reasons of economy, the Postmaster General's, department has decided not to complete the new workshops which are to be erected in Sturt street, South Melbourne, in accordance with the original plans. A smaller building will be erected on the site, but, space will be left for extensions. Tenders for the first section will be called early in the new year. The original estimate of cost for a building of two stories covering a site 221ft. by 291ft. was £60,000 ( The Argus 29 December 1928 p.14).*

The designs of the buildings can be attributed to the Commonwealth Chief Architect, John Smith Murdoch, who was resident in Melbourne (at St Kilda West and later in the Central City at the Commercial Travellers Club), for much of the time he was charged with design work for public buildings at the Australian Capital Territory (Electoral rolls 1909-1940). Other local Commonwealth Government designs were carried out under H J Mackennal from the 1930s in typically Moderne style.

There was a delay in awarding contracts as approval took another 13 months.

*POSTAL WORKSHOPS. ERECTION AT SOUTH MELBOURNE. Expenditure of £60,000.*

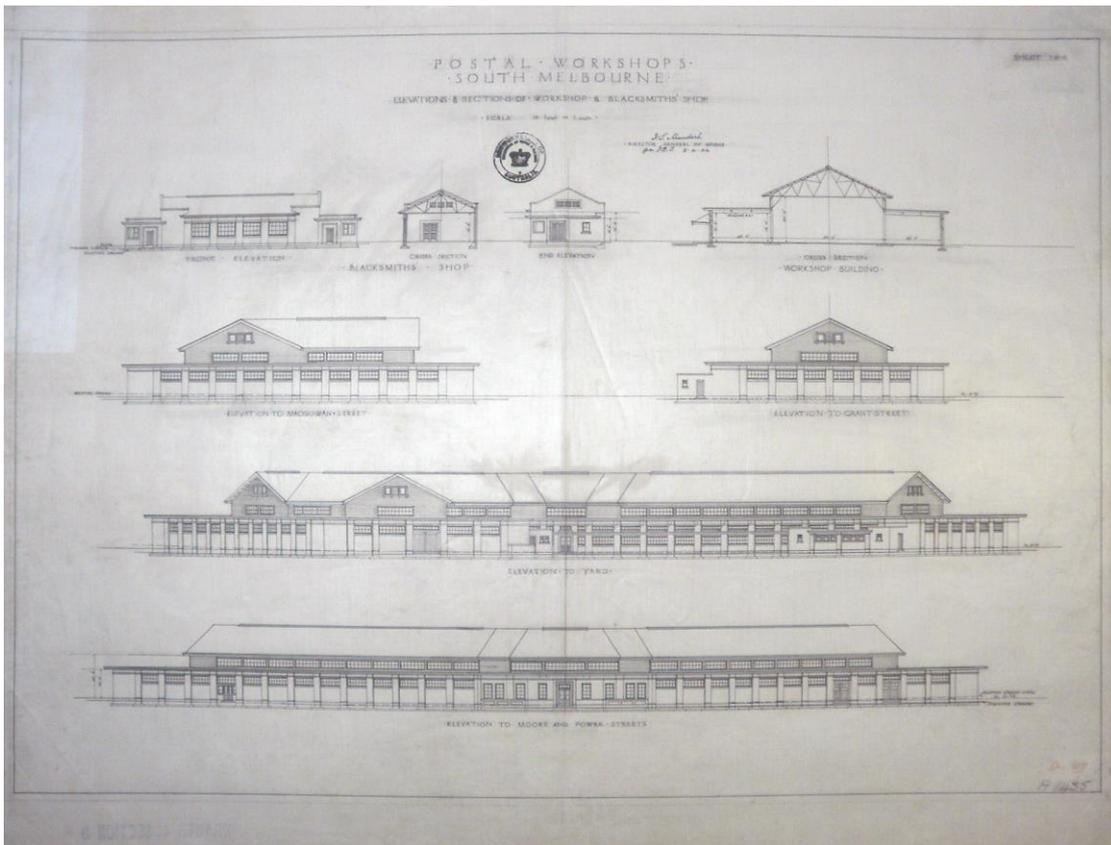
*CANBERRA - Approval of the proposal of the Postmaster General's department to erect telegraph and telephone workshops on land owned by the Commonwealth in Grant, Sturt, and Dodds streets, South Melbourne, at a cost of about £60,000, is contained in a report presented to the House of Representatives by the Public Works Committee. The committee states that economy and efficiency justify the erection of the building, which is expected to provide sufficient space for workshop activities for 10 years. The existing accommodation was said in the report to be unsuitable and inadequate. The two main workshops were at present in widely separated parts of the city. The accommodation occupied at Spencer street by the telephone workshops was required for extensions to the General Post-office and the site of the telegraph works at Jolimont was on park land which must be vacated at the first opportunity.*

*The proposed building would be of two storeys with a frontage of 221ft to Grant street and 201ft to Dodds Street. The skeleton of the building would be of rolled steel construction' (Construction and Local Government Journal 29 Jan 1930 p. 10)*

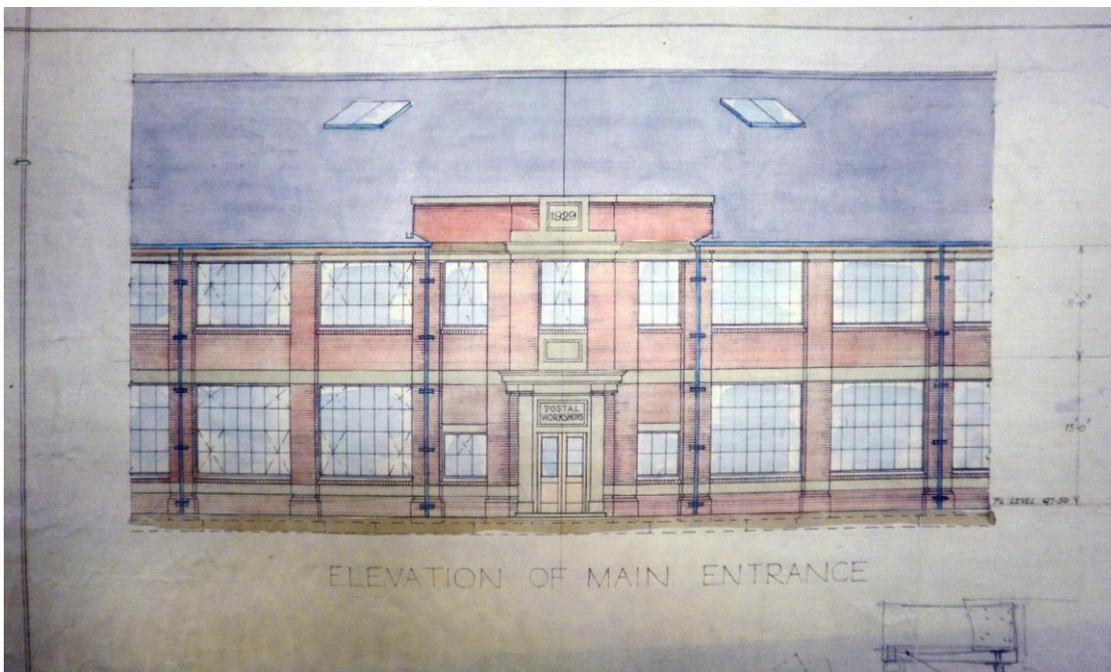
Plans of the new wing were dated 1928 and signed by J S Murdoch, Director General of Works, showing the main entrance at the corner leading to a central timber stair set on the diagonal and flanked by the Engineer's office on the right, and the Clerks' office on the left. The rest was open plan, with one section labelled the Store and Sifting Room, with a hydraulic lift and associated motor room on the north wall. (PROA). Later plans show a locker room, men's lavatory (as on the upper level) and saddlers and coachbuilders room: this configuration was repeated above as a mezzanine. The elevations show shop steel-frame 18-pane glazing between piers, with hopper sashes in the centre bay (since replaced with modern multi-pane glazing). Roller shuttering was proposed for most of the workshop entry points with folding timber panelled doors with catheads over on the upper level facing the internal courtyard. Roof framing was steel trusses, with RSJ columns and 24 inch deep (600mm) joists filled in with timber flooring; ground floor was concrete. A similar wing was shown adjoining on the north in Dodds Street as a 'future extension', as existing. Other 'future extensions' were shown at the west end and across the north end of the block, with the centre as a large open yard.

The second level held partitioning along the street façade, including the workshop supervisor at the top of the stairs, Girls Lunch room and lavatories, and coil winding and repair room adjoining. Next to that was the test room. A nickelling room with adjoining men's lavatories and locker room was on the north-west wall. Roofing was corrugated iron, with sky-lighting in what was a generally un-ceiled space.

Contract plans were signed by Cant & Bennett Builders, dated 1929, and with Mackennal's signature as Works Director added. Cant & Bennet also constructed the 1913 historic Hamilton Uniting Church, as well as a number of Commonwealth contracts in the Interwar period.



Postal Workshops South Melbourne 1929, Plan A1535 National Archives



Postal Workshops South Melbourne Murdoch 1910/1928, detail of main entrance Drawing no 4 National Archives



The PMG buildings now comprise the new Moderne style Postal Motor Garage of 1936 (now in part, at 45 Sturt Street in place of the stables, and later as the Iron Shop), two storey workshops (with brick masonry walls and 'corrugated asbestos cement', or 'fibro cement', or 'fibrolite' roofing over most of the buildings), and timber framed single story workshop covering the central (former) courtyard. The two storey buildings generally have steel columns and beams, concrete ground floor and timber upper floors. The motor garage at the north end of the complex had a combination of timber columns and steel beams, and timber trussed roofs clad in corrugated asbestos cement.

The new garage was announced in 1937, indicating the further expansion of the telecommunication services and the need to upgrade maintenance facilities:

*The Commonwealth Gazette contains a notification of the acceptance of Mr. H. P. - Brady, of Murray street, Richmond, for the erection of a garage for the Postmaster-General's Department in Sturt street, South Melbourne. The tender price 'is £16,161 and the work is to be completed by May 29 (The Deniliquin Independent 18 January 1937 p.6).*

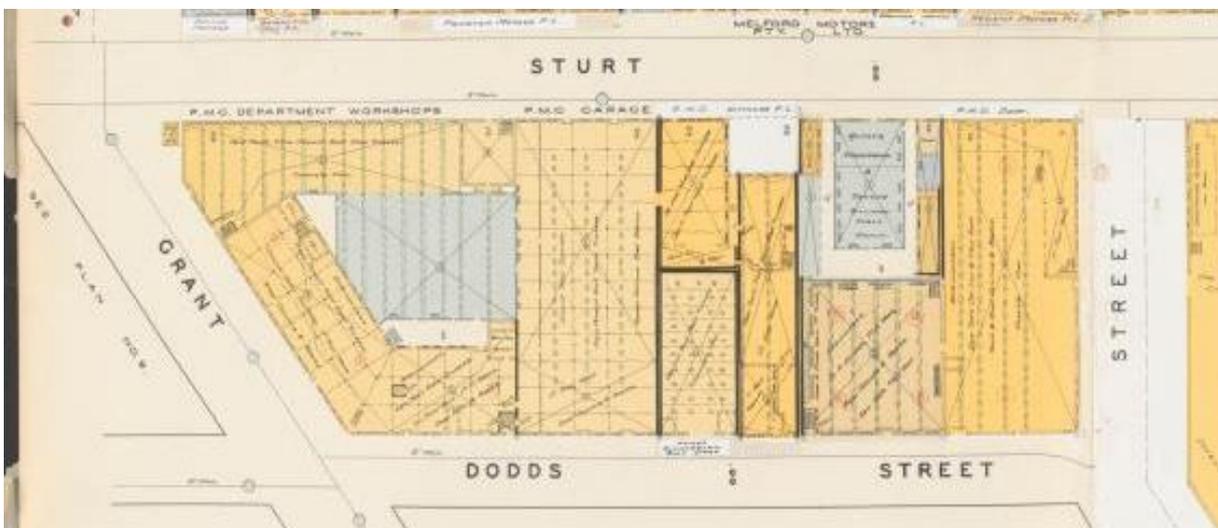
Commonwealth Department of Works plans of 1940, signed by Victorian Works Director HM Rollands, show the completion of the Sturt and Grant Streets elevation, in a parapeted Moderne Style, with saw-tooth profile fibre cement sheet roofing. This was to become the Motor Repair Shop. The workshop offices of 1899 are shown adjoining to the north, however the caretaker's cottage and old PMG garage are to be demolished. Elevations show 20 pane glazing and roller shutters to openings.

By the Second World War, the complex we see today was mostly complete. A freestanding electrical substation, erected by the Melbourne Electric Supply Co. (later MCC electricity supply and SEC, is located at the corner of Grant and Sturt Streets. This was almost certainly installed specifically to cater for the power needs of the PMG workshops. This was in place by 1926 when an approval was given for extension (*Emerald Hill Record*, 25 December 1926 p. 6).

Works for the war-time construction authority, Allied Works Council (Australia, 1942-1945) were carried out in 1943-1944 here, including a new entry to Grant Street and the matching extension to the north end in Dodds Street. The upper level of this wing held a new modern cafeteria added in 1944. Additions to the Machine Shop in 1944 nearly filled in what remained of the courtyard, using the saw-tooth roof form of the adjoining 1940 wing. The open roof for the 1930 wing was sealed with fibrous plaster for better working conditions and concurring with the new adjoining wing.



Victorian Post Offices L-Z photo album - South Melbourne - Postal workshops - Sturt Street frontage, 16 July 1945  
National Archives Image no. B5919, 14/155-8



Mahlstedt Plan c 1950

The PMG took over the Radio Corporation Pty Ltd factory at the north end of the block and Lucy Secor's factory by the late 1950s, but Alcock's Billiards, James Richardson and Witners occupied the small sites in between.

A new amenities block for the PMG workshops was constructed in Sturt Street in the early 1970s, comprising a Modernist styled brick and glass two story structure with bands of windows divided in vertical strips. This replaced the earliest building on the site, the workshop wing of 1899.



*PMG amenities block - South Melbourne, Oct 1973 NAA: B6295, 3475B*

The PMG ultimately vacated the site with the Victorian College of the Arts expanding into the existing buildings at 45-99 Sturt Street, Southbank. The buildings were extensively refurbished in 1993 and 1994 to a design by Forward Viney Wallan. The University of Melbourne Theatre Building facing Dodds Street is a modern three storey concrete building designed by CS & T Pty Ltd and Edmond & Corrigan, and built by Kane Constructions in 2003. There were further refurbishments and additions in 2007 (CoMMap). These modern buildings are not considered part of the current heritage place.

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## Description

The first major workshop wing of this complex, at the corner of Dodds and Grant Streets, was built in 1930 using a form of modern classicism, the favoured style of the then Director of Works and Chief Commonwealth Architect, John Smith Murdoch.

Two façade bays front Dodds Street where this part of the complex has two storeys, with walls of red brick and rendered reinforced concrete continuous lintels over ground and first floor openings. Window sills and parapet panels are also cement rendered. Projecting brick pilasters correspond to structural bays of the steel framing, with brick spandrels and glazing between. A gabled pitched roof form is evident, with projecting eaves and guttering, trimmed by gabled parapet end-walls, and corbelled cement brackets.

Windows are typically steel-framed, multi-pane glazing (some wire framed glazing) with hopper sashes and applied as regular fenestration between piers. Ornamental elements include the stylised Georgian exaggerated cemented keystones set into moulded architraves at one major entry while at the corner of Dodds and Grants Street the main entry is marked by a raised parapet, small corbelled porch and cement panelling. The upper floor is surmounted by a rendered panel proclaiming the construction date '1930'.

The one storey Sturt Street PMG Department Workshop wing is in a simple Moderne style, has a parapeted sawtooth roof form, presumably constructed under Works Director Mackennal in 1937 and 1940 coinciding with the significant drill hall complexes designed in that era under Mackennal. A cemented parapet panel has a cavetto cornice, cement streamlining with lozenge medallion, and soldier-course brickwork to the panel and the parapet capping, but otherwise the elevations share the fenestration and trabeation of the 1930 wing. A cavetto mould is also placed over window openings while elegant sheet metal clad doors are set into a recess. A matching saw-tooth roof internal wing is from 1944, since reclad.

The Sturt Street elevation is broken by the added 1970s Amenities Block infill wing (replacing part of the former Workshop wing), featuring bands of vertical windows and recessed entrance with a small similarly glazed first floor on the north end, however continues as the PMG Garage (45 Dodds Street) at the north end. A new break in the façade also allows entry into the courtyard where a new wing has been added and new visually unrelated internal structure to the former PMG Department Workshop wing. In Dodds Street, openings have been also created to allow courtyard access.

The complex has been modified internally to create a gallery (open 2001) and studio spaces for the Victorian College of the Arts, typically with addition of partitions but retention of the rolled steel joist framing, concrete ground floor, timber upper level flooring, and general plan form.



*Dodds & Grant Street corner entrance*

An Edwardian style brick electricity substation is located at the point of the corner of Sturt and Grant Streets, probably having been built specifically to serve the PMG site. This is a small pavilion style with a gambrel roof and ventilator surmounted by a finial, clad and asbestos cement tiles.



*MCC Substation*

The former General Post Office Garage, Stores & Workshop complex is located opposite the similarly designed former Victoria Police stable and hospital complex and not far from the Victoria barracks, marking a public building precinct.

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## Comparative Analysis

The important government architect, John Smith Murdoch, employed variations on this modern classical style, in his significant High Court Building (modern Georgian), Little Bourke Street (1928, Victorian Heritage Register) and the earlier and grander Melbourne Mail Exchange, 1917 as a seven storey, steel-framed red brick clad building (Victorian Heritage Register). His imposing telephone exchanges in Melbourne (City West Telephone Exchange 1929, 1937) and Sydney (City South Exchange) provided more sophisticated examples.

Local Commonwealth Government designs under Mackenall from the 1930s were typically Moderne in style with significant drill hall complexes included among them A'Beckett St. (Victorian Heritage Register). This complex befits its utilitarian propose with simple but nevertheless stylised elevations. This complex is distinguished as a recognisable Commonwealth of Australia design.

The adjacent Mounted Police stables on Dodds and Grant Streets offers a variation on the red brick and cement bands style that typifies Commonwealth utilitarian architecture of the 1920s-40s. The RAAF Williams Laverton airbase represents a large complex of such buildings where rendered and white painted horizontal bands through red brick walls and steel framed windows, tie together a diverse range of buildings for accommodation barracks, warehouses and aircraft hangars.

A similar effect can be found at Richmond Airbase in NSW. These can be seen as an evolved form of the earlier and first wave of Commonwealth industrial buildings types, primarily of red brick and corrugated iron, found at sites such as the Federal Woollen Mills in Geelong, and the Naval Drill Hall Port Melbourne and the Royal Australia Field Artillery Barracks in Maribyrnong, all designed by Commonwealth chief architect John Smith Murdoch.

The combination of red brick and white rendered bands can be seen as a signature device in Commonwealth buildings, both in plain utilitarian structures or applied to more elaborate public buildings such as the Richmond South Post Office (1905).

The substation compares with a small group of contemporary Edwardian and Interwar substations scattered around the City of Melbourne, such as that on the corner of Munro St. and Johnston St, South Melbourne (Vines 2007).

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## Assessment of Significant Areas and Elements

### *What is Significant?*

The former Postmaster Generals Department (PMG) workshops, garage & stores, comprising mostly 1930-40s one and two storey red brick buildings at 45-99 Sturt Street South Melbourne, bounded by Sturt Street, Dodds Street, Grant Street and the modern Recital Centre to the north.

Contributory elements include:

- fabric from the 1930s-1940s;
- one and two storey form;
- modern classical and Moderne styling marking the staged construction in the lead-up to World War Two;
- parapeted wings and expressed eaves marking the two styles;
- red brick walls with some patterned brickwork;
- cemented panels with streamlining and stylised classical motifs;
- multi-pane metal framed glazing and joinery, some as original and others as empathetic to the original;

- regular trabeation in the form of brick piers and spandrels, and fenestration;
- steel framing and timber flooring;
- pitched and sawtooth roofing; and
- proximity to and visual relationship with the former Victoria Police complex and other government sites, marking a public building precinct.

### How is it Significant?

The former PMG postal workshops are significant historically, and aesthetically to South Melbourne and the City of Melbourne.

### Why is it Significant?

The former PMG postal workshops garage & stores are historically significant as representative of the growth of telecommunications in the lead-up to World War Two and a massive Commonwealth Government building program from the first decade after Federation to create unified communication services across the country. Prior to 1901, postal and telephone services were the responsibility of separate colonial governments but under the Federation of the colonies, the role reverted to the Commonwealth and became a major factor in the unification of the states.

The buildings are of aesthetic significance as well-preserved examples of the application of both the modern classical styles and Moderne style to utilitarian building under the important Commonwealth architects, J S Murdoch and H J Mackenall, respectively, also as complimentary to the similarly styled Victorian Police Mounted Branch.

This place has been assessed in accordance with the processes and guidelines outlined in the Australia ICOMOS *Charter for Places of Cultural Heritage Significance* ('The Burra Charter') 2013, using the HERCON criteria. The relevant criteria are set out below:

Criterion	Description	Application
A:	Importance to the course, or pattern, of our cultural or natural history.	Represents the importance of the postal and telecommunications facilities in unifying the Australian colonies following Federation
B:	Possession of uncommon, rare or endangered aspects of our cultural or natural history.	
C:	Potential to yield information that will contribute to an understanding of our cultural or natural history	
D:	Importance in demonstrating the principal characteristics of a class of cultural or natural places and objects.	
E:	Importance in exhibiting particular aesthetic characteristics.	Characteristic Modern Classical, but utilitarian designs of the period
F:	Importance in demonstrating a high degree of creative or technical achievement at a particular	
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.	
H:	Special association with the life or works of a person, or group of persons, of importance in our history.	

## Recommendations

Revise Melbourne Planning Scheme map to include this building, as mapped, and revise address of HO389 43-45 Sturt Street, South Melbourne (demolished) to `45-99 Sturt Street, Southbank'

Include as an individual significant place in the Heritage Overlay

Revise Heritage Places Inventory

Schedule recommendations

PS Map Ref	Heritage Place	External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
HO	PMG workshops, garage and stores, 45-99 Sturt Street Southbank	Yes <sup>6</sup>	-	-	-	-	Yes	-	No

## References

### Primary heritage study

N/A

### Other heritage studies

N/A

### Building Identification Form 1997 (BIF)

N/A

### Other References

Lee, Robert, 2003, *Australia: Our national stories* Australian Heritage Commission, Chapter 7: Communication by Post, Telephones and Telegraph, 1800-1970

Vines, G. 2007, *Cross Street Electrical Substation*, report to City of Maribyrnong (comparative analysis section)

### Newspaper Articles and Advertising

"STREET FATALITY" The Ballarat Star (Vic. : 1865 - 1924) 25 September 1923: 7. Web. 9 Nov 2016 <http://nla.gov.au/nla.news-article213828042>

"SOUTH MELBOURNE COUNCIL" Record (Emerald Hill, Vic. : 1881 - 1954) 25 December 1926: 6. Web. 26 Nov 2016 <<http://nla.gov.au/nla.news-article164446441>>.

Hansard House of Representatives 14 June 1928 10th Parliament · 1st Session page 6125 [https://historichansard.net/hofreps/1928/19280614\\_reps\\_10\\_119/#subdebate-38-0](https://historichansard.net/hofreps/1928/19280614_reps_10_119/#subdebate-38-0)

'TERRIBLE FLYING TRAGEDY FOUR AIRMEN KILLED MACHINES COLLIDE AND FALL ONE CRASHES THROUGH GARAGE ROOF THOUSANDS WITNESS ACCIDENT' The Argus (Melbourne, Vic.: 1848-1957) Friday 22 April 1927, Page 16

<sup>6</sup> Significant unpainted brick and white painted render

"POSTAL WORKSHOPS." *The Argus* 29 December 1928: 14. Web. 9 Nov 2016 <<http://nla.gov.au/nla.news-article3978113>>

"REPLIES TO READERS." *The Age* 13 March 1936: 2 Web. 9 Nov 2016 <<http://nla.gov.au/nla.news-article205255342>>

"£16161 P.M.G. GARAGE FOR SOUTH MELBOURNE." *The Independent* (Deniliquin, NSW : 1901 - 1946) 18 January 1937: 6. Web. 9 Nov 2016 <http://nla.gov.au/nla.news-article130217704>

### South Melbourne Rate Books

Rate book entries for the Sturt Street block are incomplete, partly due to the probably exemption of commonwealth properties from the requirement of paying council rates.

Year	No. on Roll	Occupier	Occupation	Owner	Occupation	Description of Property	Rate Detail (N.A.V.)	Rate Detail (Paid)
1936-1938		Fletcher, May	Café Proprietor	Sargood Gardiner Pty Ltd		40-78 Sturt Street – Front Shop	£600	£15
1936-1938		Sargood Gardiner Pty Ltd				40-78 Sturt Street – Back Factory	£13	£3,15
1936-1938		Wilkin & Cain Pty Ltd	Motor Engineers			80-84 Sturt Street Factory	£240	£40
1936-1938		Leslie Jay & Oswald A. Bevan	Motor Engineers	Wilkin & Cain Pty Ltd		86-92 Sturt Street Factory	£375	£46,17
1936-1938		Leonard Dogmore & George Buchannan	Pattern Makers	Commonwealth Barbwire & Nails		94-100 Sturt Street – Front Works	£20	£2,10
1936-1938		Commonwealth Barbwire & Nails		Commonwealth Barbwire & Nails		94-100 Sturt Street – Back Factory	£300	£37,10

### Sands and McDougall Directory of Victoria

1930

69 G.P.O. Motor Workshops

65 Flynn, Con.

Grant St

1935

49-83 G.P.O. garage, store and workshop

85 Page, Geo.

Grant St

1942  
45-83 G.P.O. garage, store and workshop  
67 Isherwood, A., tea rooms  
67 Sturt St

### **Maps**

MMBW map series. 40 feet to 1 inch. 1892. State Library Vic.

Mahlstedt Fire Insurance Plans, South Melbourne, c1920, c1930, c1950, State Library Vic.

### **COMMAPS**

Victorian College of The Arts 45-99 Sturt Street, Southbank

Mostly former Telstra workshops. Built in the Moderne style in 1930. Now an educational complex of one, two and three storey brick buildings. Extensively refurbished in 1993 and 1994 to a design by Forward Viney Wallan. The University of Melbourne Theatre Building facing Dodds Street is a three storey concrete building designed by CS & T Pty Ltd and Edmond & Corrigan and built by Kane Constructions in 2003. There were further refurbishments and additions in 2007.

### **WEB**

Australia Post – our past, (web resource) <http://auspost.com.au/education/ourpost/students/our-post/timeline.html>

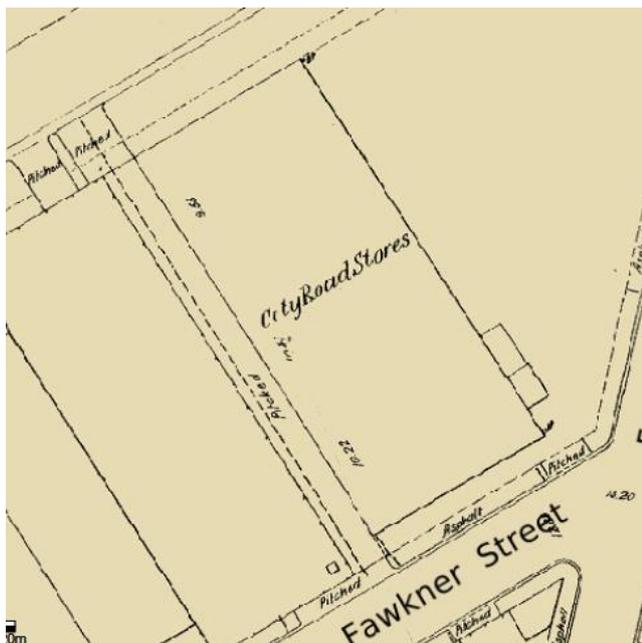
# Draft citation: 35-41 City Road, Southbank

Place Name: G.P. Motors, Pty Ltd Other names: Dunlop Australia, Opera Australia		Citation No: <b>003</b>
		Heritage Overlay: <b>HO1202</b>
		
<b>Address:</b>	35-41 City Road Southbank 3006	MCC property reference: <b>I10351</b>
<b>Category:</b>	Industrial	Heritage Precinct Overlay: <b>None</b>
<b>Style:</b>	Moderne, Interwar 1918-1936	Heritage Overlay(s): <b>Proposed</b>
<b>Constructed:</b>	1938 (i.Heritage – 1935)	Proposed grading: <b>Significant</b>
<b>Designer:</b>	Possibly John Wright	Victorian Heritage Register: <b>No</b>
<b>Builder</b>		Existing Grading: <b>C</b>
<b>First owner:</b>		Proposed Grading: <b>C</b>
<b>Integrity:</b>	Good	Existing Streetscape Level: <b>2</b>
<b>Condition:</b>	Good	Proposed Streetscape Level: <b>2</b>
<b>Significance:</b>	Aesthetic, Historic	Amendment:
<b>Comment:</b>		Hermes:
<b>Thematic Context:</b>	Victoria's framework of historical themes	3. Developing local, regional and national economies: 3.12 Developing an Australian manufacturing capacity.
	City of Melbourne thematic environmental history	5.5 Building a manufacturing industry

## History

H Hughes purchased lots 50-53 Section 86, Parish of Melbourne South (land which is now 35-41 City Road) at auction in 1879 (Parish of Melbourne South). Prior to this the block appears to have been alienated Crown Land.

By the 1880s Numbers 35, 37 and 39 City Road were listed as private houses (Sands & McDougall directories). The property is shown on the 1895 MMBW detail plan as 'City Road Stores', with pitched lane on west side and vacant land on east to Fanning Street. The outline of a building on the plan stops short of Fawcner Street.



MMBW Plan 1895 showing the location of the site

In the 1920s, Beith Scheiss and Felstead, a clothing manufacturer (which was established in Sackville Street Collingwood by 1883), occupied a single storey brick bulk store on City Road, between timber merchant, J Wright's timber stacks (Mahlstedt Plan). The structure which they occupied in City Road is shown in the 1920s Mahlstedt plan. This structure appears to predate the current building on site, as it is only single storey, has a slightly different form (with the rear wall stopping short of Fawkner Street) and has a short iron extension.

Beith Scheiss & Co. had previously operated from a five storey factory in Russell Street, Melbourne in 1895. However, the business was liquidated in 1933, presumably selling the premises in City Road at this time. In 1934-5, W & J Wright are listed in rate books as owner of the site, which is occupied by Henry Reid, Motor Body Builders, with Draffin Bros Pty Ltd, Merchants located adjacent. G.P. Motors is first listed at the site in 1938-9 when the Net Annual Value (NAV) rises sharply from £360 to £904, indicating that the current building was completed at this time, resulting in higher land values.

Although G. P. Motors was listed in South Bank in the 1930s, the business was established in the 1920s in South Melbourne, originally selling galvanized products. A branch of the business was established in Bairnsdale in the 1930s where it became a car dealership and automotive repairer. The Bairnsdale firm was owned by the Anketell family up to 2000, and in 2008 was acquired by long term employees (<http://www.gp-motors.com.au/about-us.html>). The Bairnsdale building was designed by John W Wright (1892-1962), and built by Owen & Hams in the Moderne style in 1939, indicating a possible architect for the City Road Building (*Spirit of Progress* 2008).

G. P. Motors is noted in the directories at the City Road location in 1935 as '35-39 G.P. Mtr, workshop' (*Sands & McDougall Directory of Victoria* 1935). Newspaper advertisements referring to second hand cars being sold by G.P. Motors, appear regularly from 1937 (*The Argus* 24 March 1937). An auction of their previous workshop at 57-71 City Road was held in August 1940, with the auction notice indicating that the sale was 'Owing to the removal of their Motor Repair Workshop to New and Larger Premises at 35 City Road' (*The Argus* 31 Aug 1940, p.12). In 1942 the business is listed as '35-39 G.P. Motors, Pty Ltd motor car agents' (*Sands & McDougall Directory*).



The 1950s Mahlstedt plan has a new label attached indicating the premises were occupied by Dunlop Australia Ltd, but G.P. Motors were still advertising cars for sale from the address in 1955 (*The Argus* 4 March 1955), so it might be presumed that Dunlop were there some time after that.

In 1989, the Melbourne Spoleto Writers Festival had its office in the building, and it was most recently occupied by Opera Australia for several years, having been extensively refurbished (INCITE 7 August 1989 p.17).

The City of Melbourne CoMMap identifies the site as '2 storey brick building with gnd floor offices. Built 1938. Refurbished 1998'.

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## Description

The main facade to City Road is in a Streamlined Moderne styling with a parapeted two storey form, built to the street alignment with pitched roof behind. The ground floor is finished with terracotta faïence tiles, with faceted door reveals to the main pedestrian entry on the east. The former vehicle entry to the east has been closed to match the show windows, with cemented streamlining at parapet and window shade levels and red brick sill below the windows, which are steel framed multi-pane glazing to upper level, and large show windows with upper panes at ground. The stair window has vertical cement ribbing, with four short projecting brick string courses above the upper level window hood. Oyster light fittings are either side of the door and transom lights to the show windows.

Internally, the building has been refitted, within presumed original timber truss roof framing and reinforced concrete upper floor.

The rear elevation has a low brick dwarf wall below similar multi-pane steel framed glazing, reinforced concrete pillars and beams. The former central vehicle entrance has been fitted with modern sliding glass doors, while the western vehicle entrance has been narrowed with a part brick panel and modern steel roller door.

These retail premises represent a good example of the Moderne style in the South Melbourne or Southbank context. The ground floor faïence and the horizontally banded brickwork above are typical of the period. The ground floor fenestration has been modified, but the building retains the original window treatment above.

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## Comparative Analysis

G. P. Motors is an excellent representative example – and one of the last surviving – of the Moderne style automobile garages and showrooms that were once more common in the Southbank area. Other key examples were Brooklands, Sturt Street (1939-41) and Melford Motors Service Centre, 112-118 Sturt Street, designed by Eric C Beedham (both demolished). In the immediate area, Melbourne Towing Service at 167 City Road provides a strong comparison both historically and aesthetically as a Moderne style two storey motor garage. The Mac Robertson Girls High School provides a more substantial comparison, with its similar use of cream brick and horizontal and vertical elements. The demolished Victoria Car Park in Russell Street was a comparable use with similar forms, albeit in bare concrete without the more elaborate surface treatments, while the Relova Redressing Laundry in Hoddle Street marries a stronger cylindrical motive above the entrance, contrasting with the more restrained treatment at G P Motors.

Other later examples utilising the Moderne style exist at 11 Hancock Street (c1940-1955) and 18-24 Moray Street, both more austere and altered in the case of Moray Street. A number of significant Streamlined Moderne examples are in the Central Activities District such as RMIT

Building No.9 designed by the Public Works Department under Chief Architect Percy Everett; McPherson's Building designed by Stuart P. Calder, and Reid and Pearson and built 1935-6; Alkira House, a six storey, reinforced concrete office building, erected 1937; Yule House designed by Oakley & Parkes and built in 1932; and Mitchell House designed by the architect Harry Norris and built 1936-37. The Melford Motors complex on Elizabeth Street, Melbourne is a Streamlined Moderne style building on a prominent corner site bounded by Elizabeth, Queensberry and O'Connell Streets and was designed by Harry Norris in 1936-7. These are good but typically much larger examples as befits their CAD location.

G.P. Motors is a well-preserved and designed Streamlined Moderne style showroom that utilises the terra-cotta faïence associated with the style.

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## Assessment of Significant Areas and Elements

### *What is Significant?*

G.P. Motors, Pty Ltd. is a mid-twentieth century motor garage built for the owners and operated in the 1930s to early 1950s. The building comprises a brick masonry and iron framed structure, formerly with car ramps to the upper level, and an elaborate Streamlined Moderne façade.

Contributory elements include:

- parapeted two storey form, built to the street alignment with pitched roof behind;
- Streamlined Moderne styling, promoting the modern imagery of the firm;
- cream face brick upper level façade cladding set against distinctive terracotta faïence on the ground level;
- cemented streamlining on the façade, at parapet and storey levels;
- multi-pane glazing to upper level;
- counter-posing of vertical and dominant horizontal elements, as seen in the stair window ribbing, set under the upper level window hood;
- oyster light fittings either side of the door;
- faceted terra-cotta door reveals to entry;
- transom lights to show windows; and
- the rear elevation is plain but well-preserved with some changes to openings.

Added panel sign is removable and is not contributory.

### *How is it Significant?*

G.P. Motors, Pty Ltd. is significant historically and aesthetically to Southbank and the City of Melbourne.

### *Why is it Significant?*

G.P. Motors, Pty Ltd. is significant historically as expressive of the continuing industrial expansion in the Southbank area into the Interwar period, with associated motor trade buildings nearby, such as Brooklands (since demolished) and the Melbourne Towing Service. It is a rare survivor of a representative of the motor trade, for which the Southbank area was once highly characteristic. Aesthetically, it is a good example of the Moderne style as applied to retail imagery to promote a modern industry, motor car retailing and service.

This place has been assessed in accordance with the processes and guidelines outlined in the Australia ICOMOS *Charter for Places of Cultural Heritage Significance* ('The Burra Charter') 2013, using the HERCON criteria. The relevant criteria are set out below:

Criterion	Description	Application
A:	Importance to the course, or pattern, of our cultural or natural history.	Represents once ubiquitous motor industry in Southbank Area
B:	Possession of uncommon, rare or endangered aspects of our cultural or natural history.	One of only a handful of surviving examples of Modern motor garages & showrooms in City of Melbourne
C:	Potential to yield information that will contribute to an understanding of our cultural or natural history	
D:	Importance in demonstrating the principal characteristics of a class of cultural or natural places and objects.	
E:	Importance in exhibiting particular aesthetic characteristics.	
F:	Importance in demonstrating a high degree of creative or technical achievement at a particular	
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.	
H:	Special association with the life or works of a person, or group of persons, of importance in our history.	

## Recommendations

Include as an individual significant place in the Heritage Overlay

Revise Heritage Places Inventory

Schedule recommendations

PS Map Ref	Heritage Place	External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
HO	Former G.P. Motors, Pty. Ltd., 35-41 City Road Southbank	Yes <sup>7</sup>	-	-	-	-	Yes	-	No

## References

### Primary heritage study

Bryce Raworth South Melbourne Conservation Study 1997

### Other heritage studies

South Melbourne Conservation Study 1987

Graded as B

### Building Identification Form 1997 (BIF)

Graded as C in level 2 streetscape citing South Melbourne Conservation Study 1987

<sup>7</sup> Significant unpainted faience tile and face brick

**Other References**

General Motors (Australia) Australia builds a motor car. General Motors (Australia), [Melbourne], 1928.

**Newspaper Articles and Advertising**

INCITE 7 August 1989 p.17 <http://www.austlii.edu.au/au/journals/inCiteALIA/1989/189.pdf>

"CHARGE OF SHOPBREAKING." *The Age* 6 December 1928: 7. Web. 15 Nov 2016 <<http://nla.gov.au/nla.news-article204248035>>. Breaking into G P Motors City Road

"SAFEBREAKERS DISAPPOINTED." *The Argus* 4 April 1930: 4. Web. 15 Nov 2016 <<http://nla.gov.au/nla.news-article4079335>>. Breaking into G P Motors City Road

"OBTAINED MOTOR TRUCK BY FALSE PRETENCES" Record (Emerald Hill, Vic. : 1881 - 1954) 29 June 1935: 8. Web. 15 Nov 2016 <<http://nla.gov.au/nla.news-article164482800>>. Theft of truck from G P Motors City Road

"SOUTH MELBOURNE COUNCIL" Record (Emerald Hill, Vic. : 1881 - 1954) 10 August 1946: 4. Web. 15 Nov 2016 <<http://nla.gov.au/nla.news-article165032648>>. Applications to install kerbside petrol pumps

"Advertising" *The Argus* (Melbourne, Vic. : 1848 - 1957) 4 March 1955: 11. Web. 15 Nov 2016 <<http://nla.gov.au/nla.news-article71636753>>. Car sales at G P Motors City Road

**South Melbourne Rate Books**

Year	No. on Roll	Occupier	Occupation	Owner	Occupation	Description of Property	Rate Detail (N.A.V.)	Rate Detail (Paid)
1934-1935	5	Henry Reid	Motor Body Builders	W. & J. Wright		30-39 City Road B. Store	£288	£36
1934-1935	6	Draffin Bros Ltd	Merchants	W. & J. Wright		40/41 City Road Factory	£200	£36
1935-1936	9	Henry H. Reid	Body Builders	W. & J. Wright		35/39 & 57 City Road	£300	£37
1935-1936	9650	Draffin Bros Pty Ltd & Wright Bros	Merchants Merchants	W. & J. Wright		41 City Road Factory Timberyards	£360	£45
1936-1937		Henry H. Reid	Motor Body Builders	W. & J. Wright		35-39 City Road B.Store	£300	£36,10
1937-1938		W. & J. Wright Draffin Bros	Merchants Merchants	W. & J. Wright		39/41 City Road Timber Yard Factory	£225 £360	£28,2 £45
1938-1939	9924	G. P. Motors Pty Ltd		W. & J. Wright		35-39 City Road B.Store	£904	
1939-1940	10032	G. P. Motors Pty Ltd		W. & J. Wright		35-39 City Road B.Store	£904	
1940-1940	9975	G. P. Motors Pty Ltd		W. & J. Wright		35-39 City Road B.Store	£904	
1941-1942	10017	G. P. Motors Pty Ltd		W. & J. Wright		35-39 City Road B.Store	£904	

Year	No. on Roll	Occupier	Occupation	Owner	Occupation	Description of Property	Rate Detail (N.A.V.)	Rate Detail (Paid)
1942-1943	9968	G. P. Motors Pty Ltd		W. & J. Wright		35-39 City Road B.Store	£904	

### Sands and McDougall Directory of Victoria

1935 35-39 G.P. Mtn, workshop

1942 35-39 G.P. Motors, Pty Ltd motor car agents

### Maps

MMBW map series. 40 feet to 1 inch. 1892. State Library Vic.

Mahlstedt Fire Insurance Plans, South Melbourne, c1920, c1930, c1950, State Library Vic.

### COMMAPS

Opera Australia:

2 storey Brick building with gnd. floor offices. Built 1938. Refurbished in 1998. MMBW 1895. Shown as 'City Road Stores' with pitched land on west side, vacant land on east to Fanning Street.

### Web References

<http://www.gp-motors.com.au/about-us.html>

'Established in the 1920's in South Melbourne originally selling galvanized products, GP Motors moved to Bairnsdale in the 1930's where it became a car dealership and automotive repairer. It was owned by the Anketell family right up to the year 2000. In 2008 it changed ownership again and the 4 current directors are all long serving employees of GP Motors with over 100 years combined service in the industry. We have been the local emergency breakdown depot for over 75 years and a VACC member for almost 70 years.'

<http://artdecobuildings.blogspot.com.au/2012/12/abuilding-in-bairnsdale.html>

Re Bairnsdale Art Deco building rob (moderne melbourne) December 23, 2012 at 10:01 AM

'Isn't it a beauty! Dates from 1939, built for G P motors (who also had a branch in South Melbourne) , designed by John Wright and built by Owen & Hams. The tower(40 ft high) originally carried lettering of 'garage'. It was the latest in styling, material used and facilities offered to customers seeking to buy a car or waiting for theirs to be serviced. The section beneath the roundel was originally the entrance for the service department. See Spirit of Progress Autumn 2008 and the Herald 4/10/39'

# Draft citation: 63-65 City Road, Southbank

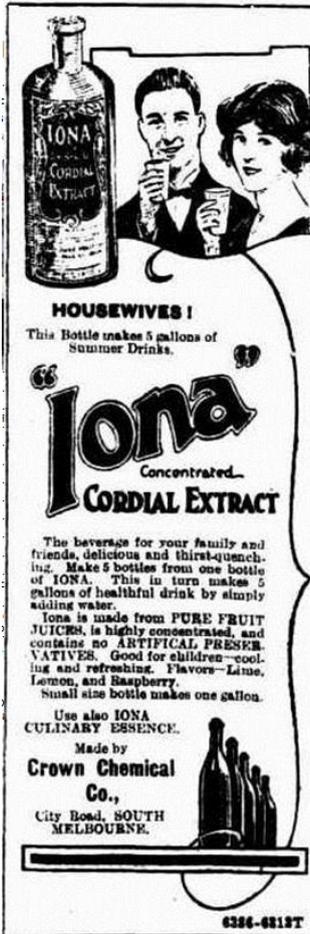
Place Name: Crown Chemical Co warehouse		Citation No:	<b>004</b>
Other names: Anderson & sons; Iona Products; Anderson's Printing and Publishing Co., Pty. Ltd., Photographic Studies College		Heritage Overlay:	<b>HO1203</b>
			
Address:	63-65 City Road Southbank 3006	MCC property reference:	110355
Category:	Industrial	Heritage Precinct Overlay:	
Style:	Period 1901-1918 Edwardian-era	Heritage Overlay(s):	Proposed
Constructed:	By 1915	Proposed grading:	Significant
Designer:	unknown	Victorian Heritage Register:	No
Builder:		Existing Grading:	B
First owner:		Proposed Grading:	C
Integrity:	Fair	Existing Streetscape Level:	2
Condition:	Fair	Proposed Streetscape Level:	2
Significance:	Aesthetic, Historic	Amendment:	
Comment:		Hermes:	135763
Thematic Context:	Victoria's framework of historical themes	5.6 Publishing newspapers and periodicals. 5.3 Developing a large, city based economy.	
	City of Melbourne thematic environmental history	5.5 Building a manufacturing industry	

## History

The property history at 63-65 City Road, Southbank can be traced to a J Walker who purchased lots 41 and 42 Section 86, Parish of Melbourne South at a Crown land auction in 1879 (Parish of Melbourne South). Prior to this, the block appears to have remained crown land. The MMBW plan shows this block to be a vacant site in 1895, although it may have contained some of the ubiquitous timber yards of that period, which then extended along both sides of City Road. In the 1890s, a variety of private residential occupants are listed at 63 City Road including John Casey Tailor in 1900.

'J.L Anderson & Sons, 63 City Rd, near glaciarium', advertised for 'Boys, at once' on 6 September 1909 (*The Age*), indicating that the printing business was operating by this time. It is likely to have been recently commenced, as in the following year, an auction for land in City Road and Kavanagh Street noted that it was located in 'The Centre of Mercantile Activity' referring to Anderson's Printing Works as one of several in the area. The firm also came to the attention of the South Melbourne Council, which recommended the factory should be registered, as it was then employing 11 males, and 6 females (*Emerald Hill Record* 25 July 1909).

The Crown Chemical works was also noted in newspapers at 63 City Road, for the first time in 1909 (*The Argus*, 11 Jan 1909). The Crown Chemical Company was formed by 1891, producing disinfectant and taking advantage of the outbreaks of typhoid in Sydney to market its products there (*Sydney Morning Herald* 22 July 1891 0.4). In 1907, the company was listed at City Road as 'medicinal sundries makers' with one of its popular products being 'Bert's Cinnamon Compound'. Other products were Iona cordial extract, castor oil and white pine ointment. The business was noted as employing 6 males, and 10 females (*Emerald Hill Record* 27 July 1907 p.2).



There was also a Crown Chemical Company in Britain and in the United States, and from the 1920s the Crown Chemical Co., had a branch in O'Riordan Street, Alexandria, Sydney.

The Sands & McDougall Directory of Victoria for 1910 identifies the occupants along the south side of City Road as 'Goldfields Diamond Drilling Co., Ltd., store - Winstone, C. J., mgr.'; 'Wright. J. & Sons, Carron timber yds...'; and '41 Moore, J., & Sons Prop Ltd, tmbr yds'. By 1915, however, No 63 City Road was listed as being occupied by 'Anderson. J. L. & Sons. Prnts & strna', with 'Artaud. M. & Co, mfrs' adjacent.

Ratebooks indicate that W & J Wright Merchants, were owners and occupants of 63 City Road, also referred to as allotment 41, to 1916-17. Subsequent the owners are George Buckley (63 City Road valued at £100 NAV) and Koske Bros Pty Ltd (65/67 City Road £50 NAV). Occupants in 1916-17 were J. L. Anderson & W. G. Anderson printers at 63 City Road, and the adjoining 65-67 City Road was marked as vacant land. Isabella Buckley is listed in the rate books as owner of 63 City Road in 1928-9, and Iona Products Co Pty Ltd, Chemical Manufacturers were listed as

*Iona Crown Chemical Co products*

owners in 1936-7.

The building was partly damaged by a fire in May 1915 at the adjacent Crown Chemical Co. (*Bendigo Advertiser*, 31 May 1915 p.3), and was also the site of a dramatic arrest and foiled burglary when an armed gang blew open the safe (*Sydney Morning Herald* 19 April 1930).

The 1920s Mahlstedt Plan indicates Crown Chemical Co at 63 City Road comprising a masonry-walled two storey building with steel columns and girders. It is flanked by Koske Bros Factory and G.P. Motors (the latter evidently relocating to a new site to the east in the 1930s).



Mahlstedt plans showing the site in the 1920s (left) and amended version (right)

Another firm known as the Paperized Writing Ink Pty, Ltd., was registered at the same address in 1923, evidently representing a subsidiary of Anderson & Sons.

*Paperized Writing Ink Pty, Ltd., - Regd. 14.6.23. Authorised capital: £10,000 in £1 shares. Directors: Spencer Yates, William Alfred Anderson, George Sutton, and Samuel Percy Marks. Regd. Office: 63 City Road, South Melbourne, Daily Commercial News and Shipping List, 4 July 1923: 5.*

Anderson and Sons operated as a printer and publisher from at least 1908, when it printed the Australasian Football Jubilee program (Newby 1908). The firm can be found under the name Anderson's Printing and Publishing Co., Pty. Ltd., in reference to a number of notable local publications in from the 1920s to 1950s, including the 'Adult Deaf & Dumb Society of Victoria's Annual Reports'; 'The Australian Jewish herald, 1935-1968'; 'Some Irrefutable Facts about Money', the 'official souvenir of the 1939 Port Melbourne Centenary Celebrations Committee', and 'The Official Organ of the Honorary Justices' Association of Victoria 1959', where it is usually noted as being located in City Road South Melbourne.

The company was responsible for the petition for liquidation of the Tivoli Theatre in 1931 (*The Age* 16/9/1931), and paid a dividend in 1935 of 7 pence and 3 farthings in the pound (*The Age* 21/6/1934).

Numbering along the street may have changed at some point, or part of this building was sublet, as No 63 is noted in 1930 as being occupied by 'Iona Products Co Pty Ltd, chem manfrs', with No 65 being 'Anderson, J. L., & Sons Pty Ltd, prntrs'. Similar listings occur in 1935, with a slight change in name to 'Anderson's Printing Co Pty Ltd'. In 1936, the Multiplex Publicity Service Pty. Ltd. was registered with capital of £2000 in £1 shares and with its registered office at 63 City Road, suggesting a further diversification of the company. Shareholders were Donald Malcolm McConnell (director); Ernest Charles Anderson (director), and Julia Emma Anderson (*The Age* 12 Dec 1936).

The 1950s Mahlstedt Plan identifies Iona Products as occupying the ground floor (Gr. Fl.), and notes numbers 63 and 565 as part of the same building.



*Mahlstedt Plan showing the site c1950*

## Description

This parapeted two storey building is constructed of red brickwork (overpainted) with ornate giant-order arches, with radiating voussoirs, demonstrating the influence of the North American architects such as H.H. Richardson. The façade is capped with a plain entablature with cement cornice and string mouldings. Parts of the timber-framed windows and doors remain (see rear elevation) with embossed spandrels on the upper level, while ornament at impost level includes Medieval inspired Arts & Crafts cement detailing. The rear elevation is also well-preserved with only the lower level brickwork overpainted, a timber upper level vertical boarded loading door and largely intact timber framed windows.

The design relates to the warehouse at 75 City Road, with the facade being dominated by a series of arches that extend down to ground level with brick piers. While similar to a number of warehouses constructed in the City of Melbourne, particularly in Flinders Lane, the building design is rare in the industrial areas of South Melbourne

## Comparative Analysis

The tall-arched American Romanesque form, while more common in the Central Activities District in areas like Flinders Lane (e.g. 247-257 & 277-279 Flinders Lane and 5-11 Bank Place), was once characteristic of early warehousing areas in Melbourne but is now uncommon in Southbank. The other surviving examples can be found nearby at 71-75 City Road (former Willmott Knitting Mill) and 107-127 Queens Bridge Street. Number 71-75 City Road was graded B2 in 1997 and identified as being comparable to 63-65 City Road but with overpainted brickwork also.

## Assessment of Significance

### *What is Significant?*

Crown Chemical Company warehouse built for George Buckley by c1915 and occupied over a long period by Anderson's Printing and Publishing Co., Pty., Ltd.

Contributory elements include:

- parapeted two-storey form, with pitched roof behind;
- face brick and cemented detailing to façade (painted over);
- tall-arched façade fenestration;
- Romanesque revival styling typical of Edwardian-era warehouses.

### *How is it Significant?*

Anderson's Printing and Publishing Co., Pty., Ltd. is significant historically and aesthetically to Southbank and the City of Melbourne.

### *Why is it Significant?*

Anderson's Printing and Publishing Co., Pty., Ltd. warehouse is significant historically as representative of the major industrial development that occurred along the south bank of the Yarra River from the Victorian-era through to the Interwar periods. Aesthetically, it is significant for the tall-arched fenestration of the façade that exhibits the interest in medieval architectural sources and Arts & Crafts detailing in the Edwardian-era warehouse design.

This place has been assessed in accordance with the processes and guidelines outlined in the Australia ICOMOS *Charter for Places of Cultural Heritage Significance* ('The Burra Charter') 2013, using the HERCON criteria. The relevant criteria are set out below:

Criterion	Description	Application
A:	Importance to the course, or pattern, of our cultural or natural history.	Representative of late Victorian/Edwardian warehouse district
B:	Possession of uncommon, rare or endangered aspects of our cultural or natural history.	Rare example of surviving industrial building type in the area
C:	Potential to yield information that will contribute to an understanding of our cultural or natural history	
D:	Importance in demonstrating the principal characteristics of a class of cultural or natural places and objects.	
E:	Importance in exhibiting particular aesthetic characteristics.	façade exhibits interest in medieval Romanesque architectural sources and Arts & Crafts detailing in Edwardian-era warehouse design.
F:	Importance in demonstrating a high degree of creative or technical achievement at a particular	
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.	
H:	Special association with the life or works of a person, or group of persons, of importance in our history.	

## Recommendations

Include as an individual significant place in the Heritage Overlay

Revise Heritage Places Inventory.

### Schedule recommendations

PS Map Ref	Heritage Place	External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
HO	Former Anderson & sons printing works 63 City Road South Melbourne	-	-	-	-	-	Yes	-	No

## References

### Primary heritage study

Bryce Raworth South Melbourne Conservation Study 1997

### Other heritage studies

South Melbourne Conservation Study 1987 (Graded as B)

### Building Identification Form 1997 (BIF)

Graded as B in level 2 streetscape citing South Melbourne Conservation Study 1987

### Other References

Adult Deaf & Dumb Society of Victoria's *Annual Reports* printed by Anderson & Sons, (<https://victoriancollections.net.au/media/collectors/5423a8ba2162f1155cc09d2a/items/559a389f2162f11ee024ff2a/559a390e2162f11ee0251f3d/original.pdf>)'

Newby, H.D., *A Profusely Illustrated Souvenir and Programme of the Australasian Football Jubilee Carnival*, 1908, J.L. Anderson & Sons, (Melbourne), 1908.

J.W. Springthorpe, *'War's Awakenings Wise and Otherwise. A Tragedy in a Prologue, Three Acts and an Epilogue by "A Digger" Published by J.L. Anderson & Sons Pty. Ltd., South Melbourne 1932.*

*The Australasian Journal of Pharmacy*. Jan. 1912, [https://archive.org/stream/n313australasianjour27asso/n313australasianjour27asso\\_djvu.txt](https://archive.org/stream/n313australasianjour27asso/n313australasianjour27asso_djvu.txt)

Myra Dickman Orth (1975) "The Influence of the 'American Romanesque' in Australia", *Journal of the Society of Architectural Historians* Vol 34 No 1, March 1975, pp.2-18.

John W. East, *Australian Romanesque, A History of Romanesque-Inspired Architecture in Australia*, 2016 [https://espace.library.uq.edu.au/view/UQ:390729/UQ390729\\_OA.pdf](https://espace.library.uq.edu.au/view/UQ:390729/UQ390729_OA.pdf)

## Newspaper Articles and Advertising

"SOUTH MELBOURNE CITY COUNCIL" *Record* (Emerald Hill, Vic. : 1881 - 1954) 27 July 1907: 2. Web. 16 Nov 2016 <<http://nla.gov.au/nla.news-article162599543>>.

"MIDNIGHT INCIDENT." *The Argus* (Melbourne, Vic. : 1848 - 1957) 11 January 1909: 9. Web. 16 Nov 2016 <<http://nla.gov.au/nla.news-article10688049>>.

"SOUTH MELBOURNE CITY COUNCIL" *Record* (Emerald Hill) 24 July 1909: 2. Web. 16 Nov 2016 <<http://nla.gov.au/nla.news-article162600768>>.

'Advertising' *The Age* 6 September 1909: 3. Web. 8 Nov 2016 <<http://nla.gov.au/nla.news-article198470684>>.

"FIRE AT SOUTH MELBOURNE." *Bendigo Advertiser* 31 May 1915: 3. Web. 16 Nov 2016 <<http://nla.gov.au/nla.news-article89966641>>.

'FIRE AT SOUTH MELBOURNE', *The Age* Tue 1 Jun 1915 Page 10

'Companies Registered' Daily Commercial News and Shipping List (Sydney, NSW: 1891-1954) Wednesday 4 July 1923: 5. Web 11 Nov 2016 <<http://trove.nla.gov.au/newspaper/article/159919355>>.

"BIG CITY FIRE." *The Age* 19 February 1926: 11. Web. 16 Nov 2016 <<http://nla.gov.au/nla.news-article155776936>>.

"DRAMATIC ARRESTS." *The Sydney Morning Herald* 19 April 1930: 11. Web. 16 Nov 2016 <<http://nla.gov.au/nla.news-article16682899>>.

*Dashing at high speed in response to a wireless message,' which stated that thieves were in the office of the printing works of J. L. Anderson and Sons Pty., Ltd., City-road. South Melbourne, the police patrol car, which was cruising in Richmond, travelled to South Melbourne in three minutes, and the police were in the building four minutes after receiving the message...*

'Winding-up Order' *The Sun* 16 September 1931: 11 (LAST RACE EDITION). Web. 8 Nov 2016 <<http://nla.gov.au/nla.news-article223668913>>.

'Advertising' *The Age* 21 June 1934: 3. Web. 8 Nov 2016 <<http://nla.gov.au/nla.news-article204811060>>.

"TRADE AND FINANCE" *The Age* 12 December 1936: 20. Web. 16 Nov 2016 <<http://nla.gov.au/nla.news-article205953458>>.

The Age (Melbourne, VIC 1854-1954) Saturday 22 May 1939, page 8

*CENTRE of MERCANTILE ACTIVITY Surrounding are the business premises of Messrs T. J. Connelly and Son, Messrs J. L. Anderson and Sons printers: Messrs. Brooks. Robinson's stores: Messrs. James Moor and Son, timber merchants, in the City-Road: and Messrs. S. Cooks and Co. Proprietary. Messrs. Webster Brothers, and J. H. Craven, Esq., machinery merchant. The latter occupying the land in Kavanagh-street as a yard....*

The Age (Melbourne, VIC 1854-1954) Saturday 22 May 1939, page 8

*Country Stationary Traveller. We have a valuable book (Information Victoria), easily sold: good profits. By letter only, to Anderson Printing and Publishing Co., 63 City-rd., S.Melb*

The Age (Melbourne, VIC 1854-1954) Friday 2 May 1941, page 11

*ANDERSONS'S PRINTING and PUBLISHING CO. 63 City Road, S. Melbourne S.C.4 BOYS 16 to 17 years for branch of engineering trade 20/ to 26/ to start. No Saturday work. Turret Lathes, Drilling and Assembling*

'The Library Table' Southern Cross (Adelaide) Friday 10 August 1945: 3. Web 11 Nov 2016  
<<http://nla.gov.au/nla/news-article167785403>>.

### South Melbourne Rate Books

Year	No. on Roll	Occupier	Occupation	Owner	Occupation	Description of Property	Rate Detail (N.A.V.)	Rate Detail (Paid)
1916	3	W. & J. Wright	Merchants	W. & J. Wright	Merchants		£75	£7,10
1916-1917	9	John Anderson and William Anderson	Printers (T)	George Buckley		63 City Road, no property details given	£100	£10
1916-1917	9210	VL		William Jay		Allotment 41	£50	£5
1922-1923	8	J.L. Anderson & W. G. Anderson	Printers (T)	George Buckley		63 City Road	£134	16,15£
1922-1923	9	V.L		Kosky Bros Ltd Pty		65/67 City Road Allotment 41	£91	£11,9,6
1923-1924		J.L. Anderson & W. G. Anderson	Printers (T)	George Buckley		63 City Road	£185	£23,7,6
1923-1924				Kosky Bros Ltd Pty		65/67 City Road	£400	£50
1928-1929		J.L. Anderson & Sons Ltd	Printers (T)	Buckley, Isabella		63 City Road	£192	£24
1928-1929		Kosky Bros Pty Ltd				65/67 City Road	£700	£87,10
1929-1930		J.L. Anderson & Sons Ltd	Printers (T)	Buckley, Isabella		63 City Road	£192	£192
1929-1930		Kosky Bros Pty Ltd				65/67 City Road	£200	£87,10

Year	No. on Roll	Occupier	Occupation	Owner	Occupation	Description of Property	Rate Detail (N.A.V.)	Rate Detail (Paid)
1936-1937	34	Andersons Printing	Printer	Iona Products Co. Pty Ltd	Chemical Manufactures	No. 63 City Road B. factory	£150	£18,5

### Sands and McDougall Directory of Victoria

- 1910 Goldfields Diamond Drilling Co., Ltd., store – Winstone, C.J., Mgr.  
Wright, J. & Sons, Carron timber yards  
41 Moore, J., & Sons Prop Ltd, timber yards
- 1915 63 Anderson, J.L., & Sons Pty Ltd, pntrs
- 1930 63 Iona Product Co Pty Ltd, chem manufactures  
65 Anderson, J.L., & Sons Pty Ltd, pntrs
- 1935 63 Iona Products Co Pty Ltd, chem manufacturs  
65 Andersons Printing Co Pty Ltd

### COMMAP

Building Details: 2 storey warehouse/factory. Built 1900.

MMBW 1895 shown as vacant site

-  PMG Postal Workshops Garage and Stores (recommended to be included in Heritage Overlay)
-  Buildings to be demolished: TP-2016-665
-  Buildings to be modified but heritage facades to be retained
-  Existing Heritage Overlay (HO389)



Attachment 6: Amendment C276 Documentation (interim controls)

Planning and Environment Act 1987

**MELBOURNE PLANNING SCHEME**

**AMENDMENT C276**

**INSTRUCTION SHEET**

The planning authority for this amendment is the Minister for Planning.

The Melbourne Planning Scheme is amended as follows:

**Planning Scheme Maps**

The Planning Scheme Maps are amended by a total of two (2) attached map sheets.

***Overlay Maps***

1. Amend Planning Scheme Map Nos 8HO and 8HO2 in the manner shown on the two (2) attached maps marked "Melbourne Planning Scheme, Amendment C276".

**Planning Scheme Ordinance**

The Planning Scheme Ordinance is amended as follows:

2. In Overlays – Clause 43.01 replace Schedule with a new Schedule in the form of the attached document.
3. In Incorporated Documents – Clause 81.01, replace the Schedule with a new Schedule in the form of the attached document.

End of document

## MELBOURNE PLANNING SCHEME

### AMENDMENT C276

#### EXPLANATORY REPORT

#### Who is the planning authority?

This Amendment has been prepared by the Minister for Planning, who is the planning authority for this Amendment.

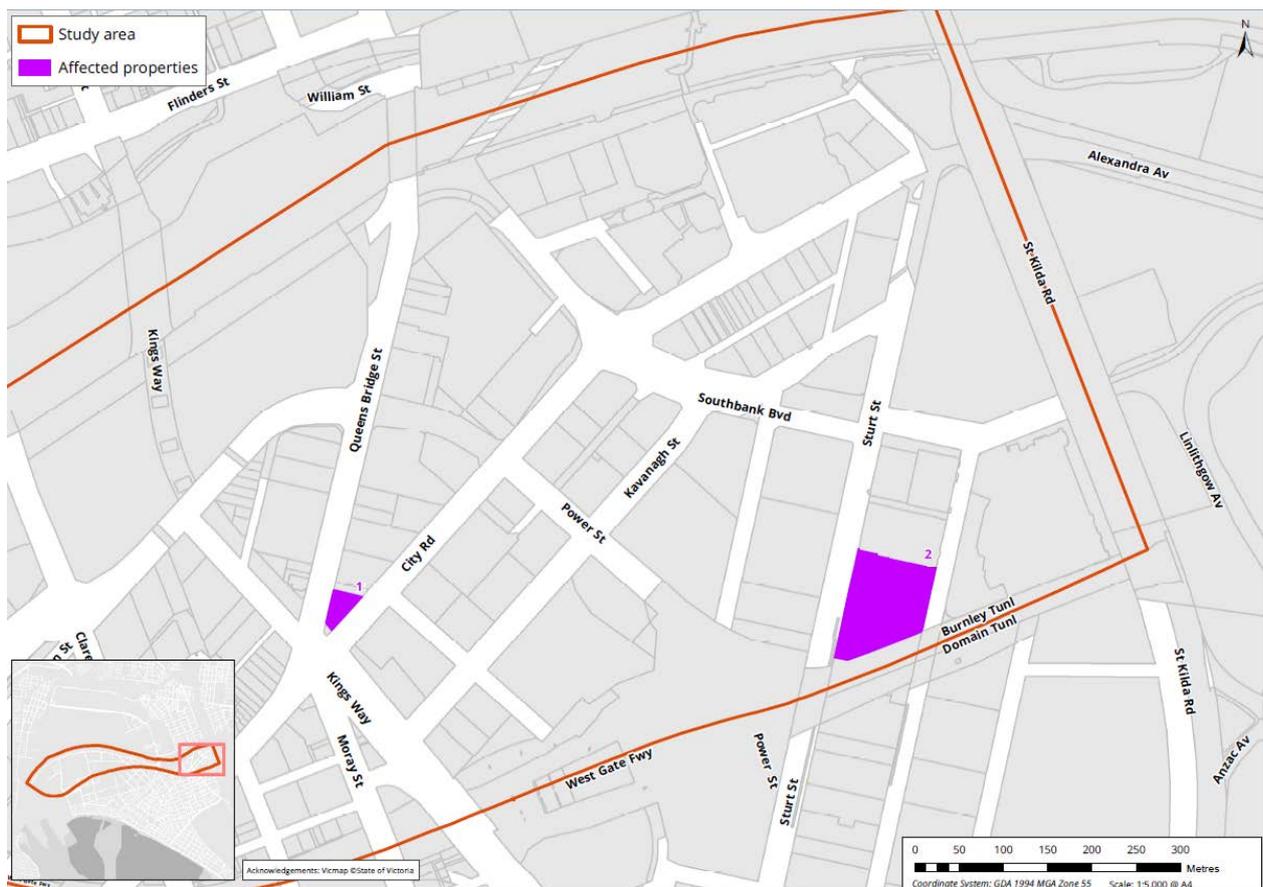
The Amendment has been made at the request of Melbourne City Council.

#### Land affected by the Amendment

The Amendment applies to two (2) sites in Southbank, as follows (refer Figure 1):

- 107-127, 129-131, and 133 Queens Bridge Street, Southbank (Site 1 in Figure 1 below); and
- 45-99 Sturt Street, Southbank (Site 2).

Figure 1 – Land affected by the Amendment



#### What the amendment does

The Amendment introduces individual heritage overlays to two (2) sites in Southbank on an interim basis until 31 January 2019.

The Amendment amends the Schedule to Clause 43.01 (Heritage Overlay) and the relevant Heritage Overlay maps, introduces the *Southbank and Fishermans Bend: Statements of*

*Significance, January 2017* Incorporated Document and introduces the *Southbank and Fishermans Bend Heritage Inventory, January 2017* Incorporated Document.

Specifically, the Amendment makes the following changes to the Melbourne Planning Scheme:

1. Update Maps 8HO and 8HO2 and the Schedule to Clause 41.03 – Heritage Overlay to:
  - Apply individual HO1200 on an interim basis to the Former Castlemaine Brewery, 107-127, 129-131, and 133 Queens Bridge Street, Southbank (Site 1 in Figure 1); and
  - Apply individual HO1201 on an interim basis to the PMG workshops, garage and stores, 45-99 Sturt Street, Southbank (Site 2).
2. Amend the Schedule to Clause 81.01 to insert reference to the *Southbank Heritage Review: Statements of Significance, January 2017* Incorporated Document and to the *Southbank and Fishermans Bend Heritage Inventory, January 2017*.

## **Strategic assessment of the Amendment**

### **Why is the Amendment required?**

The Amendment is required to provide interim heritage protection for the two sites in Southbank to ensure that their heritage values are retained.

The sites which were graded in a previous study were prioritised in the Southbank and Fishermans Bend Heritage Review as they are unprotected. They have been assessed as part of the broader Southbank and Fishermans Bend Heritage Review, January 2017, which is currently being undertaken. The Review recommends that these two sites, as well two sites at 63-65 and 35-41 City Road, Southbank should be protected with a Heritage Overlay and designated as individually significant sites.

The sites at 35-41 City Road and 63-65 City Road have been the subject of planning applications and were therefore excluded from this Amendment. This Amendment seeks to apply interim heritage controls to ensure that the heritage values of 107-127, 129-131, and 133 Queens Bridge Street and part of 45-99 Sturt Street are protected while Amendment C280 to introduce permanent controls is processed.

### **How does the Amendment implement the objectives of planning in Victoria?**

By including buildings of heritage significance in the Heritage Overlay, the Amendment implements the following objectives under Section 4 of the *Planning and Environment Act 1987*:

- 4(1)(d) - *to conserve and enhance those buildings, areas or other places which are of scientific, aesthetic, architectural or historical interest, or otherwise of special cultural value*
- 4(1)(g) - *to balance the present and future interests of all Victorians.*

### **How does the Amendment address any environmental, social and economic effects?**

The Amendment will not have detrimental impacts on the environment. The retention of heritage places reduces building waste and conserves embodied energy in existing buildings.

#### *Social*

The Amendment will have positive social effects through enabling the fabric of buildings and places that have been identified as contributing to an understanding of Melbourne's history, particularly in terms of local social, architectural and economic history, to be protected.

### **Does the Amendment address relevant bushfire risk?**

The Amendment will not result in any increased bushfire risk.

### **Does the Amendment comply with the requirements of any Minister's Direction applicable to the amendment?**

The Amendment is consistent with the Ministerial Direction on the Form and Content of Planning Schemes pursuant to section 7(5) of the Act.

The Amendment is consistent with Minister's Direction No. 9 – Metropolitan Strategy (as amended on 30 May 2014) pursuant to Section 12 of the Act that requires planning authorities to have regard to the Metropolitan Planning Strategy, *Plan Melbourne* in preparing an amendment. Specifically, the Amendment is supported by the following policy direction of *Plan Melbourne*:

- Direction 4.7 - Respect our heritage as we build for the future

The Amendment complies with Ministerial Direction No.11 - Strategic Assessment of Amendments. This explanatory report meets the requirements of Ministerial Direction No.11.

### **How does the Amendment support or implement the State Planning Policy Framework and any adopted State policy?**

The Amendment implements the objective of Clause 15.03 of the State Planning Policy Framework to assist the conservation of places that have historical significance. By including the identified places in the Heritage Overlay, Council will be fulfilling the objective of identifying, conserving and protecting places of natural or cultural value.

### **How does the Amendment support or implement the Local Planning Policy Framework, and specifically the Municipal Strategic Statement?**

The Amendment is consistent with the objectives, strategies, and policies outlined in the Local Planning Policy Framework of the Melbourne Planning Scheme. In particular, the Amendment supports the following provisions:

- Clause 21.06-2 (Heritage) which specifies the objective to conserve and enhance places and precincts of identified cultural heritage significance.
- Clause 22.04 (Heritage Places within the Capital City Zone) in particular the objective to conserve and enhance all heritage places, and ensure that any alterations or extensions to them are undertaken in accordance with accepted conservation standards.

### **Does the Amendment make proper use of the Victoria Planning Provisions?**

The Amendment makes proper use of the Victoria Planning Provisions. The Schedule to the Heritage Overlay is the proper Victorian Planning Provision tool for the introduction of heritage controls over a place identified to be of heritage significance.

The Amendment also addresses the requirements of the Planning Practice Note "Applying the Heritage Overlay, September 2012". This Practice Note specifies that places identified in local heritage studies should be included in the Heritage Overlay if the significance of the place can be established.

### **How does the Amendment address the views of any relevant agency?**

The views of any relevant agencies have not been sought. Council will engage with relevant agencies, affected property owners and relevant principal community groups during the public exhibition phase for Amendment C280 which will propose to apply permanent heritage controls.

### **Does the Amendment address relevant requirements of the Transport Integration Act 2010?**

The Amendment is unlikely to have an impact on the transport system as defined under Section 3 of the *Transport Integration Act 2010*.

## Resource and administrative costs

- **What impact will the new planning provisions have on the resource and administrative costs of the responsible authority?**

The Amendment will marginally increase the number of properties affected by the Heritage Overlay and may increase the number of permits triggered under the Heritage Overlay provision. The Responsible Authority has the resources to manage this.

08/12/2016  
 C277  
 Proposed  
 C276

## SCHEDULE TO THE HERITAGE OVERLAY

The requirements of this overlay apply to both the heritage place and its associated land.

PS Map Ref	Heritage Place	External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01-3	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
<b>PRECINCTS OUTSIDE THE CAPITAL CITY ZONE</b>									
HO1120	Former Ramsay Surgical Precinct 182-210 Berkeley Street, Carlton	Yes	No	No	No	No	No	-	No
HO1121	Little Pelham Street Precinct 183 195 Bouverie Street, (Alternate addresses 168-180 Leicester Street & 150-170 Pelham Street, Carlton)	Yes	No	No	No	No	No	-	No
HO1	<i>Carlton Precinct</i>	Yes	No	No	No	No	No	-	No
HO2	<i>East Melbourne &amp; Jolimont Precinct</i>	Yes	No	No	No	No	No	-	No
HO1124	<i>Elizabeth Street North (Boulevard) Precinct</i>  <i>518-708 and 527-651 Elizabeth Street, 60 O'Connell Street, 309-317 Queensberry Street and 222-238 Victoria Street</i>	Yes	No	No	No	No	No	-	No
HO9	<i>Kensington Precinct</i>	Yes	No	No	No	No	No	-	No

PS Map Ref	Heritage Place	External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01-3	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
HO650	<i>Missions to Seamen, 717 Flinders Street, Docklands</i>	-	-	-	-	Yes Ref No H1496	Yes	-	No
HO918	<i>Berth No. 5, North Wharf, 731-739 Flinders Street, Docklands</i>	-	-	-	-	Yes Ref No H1798			
HO916	<i>Queens Warehouse, 749-755 Collins Street, Docklands</i>	-	-	-	-	Yes Ref No H1211	Yes	-	No
HO651	<i>Retaining Wall, 614-666 Flinders Street, Docklands</i>	-	-	-	-	Yes Ref No H932	No	-	No
HO380	<i>46-48 Haig Street, Sth Melbourne</i>	Yes	No	No	No	No	No	-	No
HO381	<i>93 Kavanagh Street, Sth Melbourne</i>	Yes	No	No	No	No	No	-	No
HO384	<i>40-46 Kavanagh Street, Sth Melbourne</i>	Yes	No	No	No	No	No	-	No
HO934	<i>Former Commonwealth Aircraft Corporation Hangar, 344-370 Lorimer Street and 231-249 Todd Road, Port Melbourne</i>	-	-	-	-	Yes Ref No H94	Yes	-	No
<a href="#">HO1200*</a> <a href="#">Expiry date: 31 January 2019</a>	<a href="#">Former Castlemaine Brewery, 107-127, 129-131, and 133 Queens Bridge Street, Southbank</a>	<a href="#">Yes</a>	<a href="#">Yes – uppermost two floors only of 129-131 Queens Bridge Street (tower)</a>	<a href="#">No</a>	<a href="#">No</a>	<a href="#">No</a>	<a href="#">No</a>	<a href="#">-</a>	<a href="#">No</a>

PS Map Ref	Heritage Place	External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01-3	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
HO899	<i>Tram Shelter, Cnr St. Kilda Road &amp; Dorcas Street, Sth Melbourne</i>	-	-	-	-	Yes Ref No H1869	Yes	-	No
HO760	<i>Victorian Arts Centre, 2-128 St. Kilda Road, 1-9 Sturt St &amp; 93-115 Southbank Rd, Southbank</i>	-	-	-	-	Yes Ref No H1500 and part Ref No H1447	Yes	-	No
HO792	<i>National Gallery of Victoria, 130-200 St. Kilda Road &amp; 93-115 Southbank Road, Southbank</i>	-	-	-	-	Yes Ref No H1499	Yes	-	No
HO910	<i>Former Victoria Police Depot, 234 St. Kilda Rd, 1-39 Dodds St &amp; 148-170 Southbank Blvd, Southbank</i>	-	-	-	-	Yes Ref No H1541	Yes	-	No
HO387	<i>234-254 St. Kilda Road, Sth Melbourne</i>	Yes	No	No	No	No	No	-	No
HO498	<i>Former Victorian Railway Headquarters, 33-67 Spencer Street, Docklands</i>	-	-	-	-	Yes Ref No H699	Yes	-	No
HO388	<i>23-31 Sturt Street, Sth Melbourne</i>	Yes	No	No	No	No	No	-	No
HO389	<i>43-45 Sturt Street, Sth Melbourne</i>	Yes	No	No	No	No	No	-	No
<a href="#">HO1201*</a>	<a href="#">PMG workshops, garage and stores, 45-99 Sturt Street Southbank</a>	<a href="#">Yes</a>	<a href="#">No</a>	<a href="#">No</a>	<a href="#">No</a>	<a href="#">No</a>	<a href="#">No</a>	<a href="#">-</a>	<a href="#">No</a>
	<a href="#">Expiry date: 31 January 2019</a>								
HO390	<i>113-115 Sturt Street, Sth Melbourne</i>	Yes	No	No	No	No	No	-	No
HO391	<i>102-118 Sturt Street, Sth Melbourne</i>	Yes	No	No	No	No	No	-	No

14/11/2016  
GC50  
Proposed  
C276

**SCHEDULE TO CLAUSE 81.01**

<b>Name of document</b>	<b>Introduced by:</b>
271 Spring Street, Melbourne, Transitional Arrangements, May 2016	<b>C287</b>
346-376 Queen Street, 334-346 La Trobe Street and 142-171 A'Beckett Street Open Lot Car Park, Melbourne	<b>NPS1</b>
447 Collins Street, Melbourne, Transitional Arrangements, May 2016	<b>C289</b>
70 Southbank Blvd, June 2014	<b>C239</b>
80 Collins Street Melbourne Development, May 2013	<b>C219</b>
ABC Melbourne New Office and Studio Accommodation Project (Southbank), December 2013	<b>C226</b>
Advertising Signs - Mercedes-Benz, 135-149 Kings Way, Southbank	<b>C103</b>
Arden Macaulay Heritage Review 2012: Statements of Significance June 2016	<b>C207</b>
Big Day Out Music Festival, January 2006	<b>C112</b>
Building Envelope Plan – Replacement Plan No.1, DDO 20 Area 45	<b>NPS1</b>
Carlton Brewery Comprehensive Development Plan October 2007	<b>C126</b>
Central City (Hoddle Grid) Heritage Review: Statements of Significance June 2013	<b>C186(Part 1)</b>
Charles Grimes Bridge Underpass, December 2011	<b>C191</b>
City North Heritage Review 2013: Statements of Significance (Revised June 2015)	<b>C198</b>
Cliveden Hill Private Hospital, 29 Simpson Street, East Melbourne, July 1999	<b>C6</b>
Cranbourne Pakenham Rail Corridor Project Incorporated Document, September 2014	<b>GC15</b>
Crown Casino Third Hotel, September 2007	<b>C136</b>
David Jones Melbourne City Store Redevelopment, May 2008	<b>C139</b>
Dynon Port Rail Link Project	<b>C113</b>
Emporium Melbourne Development, July 2009	<b>C148</b>
Federation Arch and Sports and Entertainment Precinct Signs, April 2002	<b>C66</b>
Fishermans Bend Strategic Framework Plan, July 2014 (amended September 2016)	<b>GC50</b>
Flinders Gate car park, Melbourne, July 1999	<b>C6</b>
Former Fishmarket Site, Flinders Street Melbourne, September 2002	<b>C68</b>
Former Herald and Weekly Times building, 46-74 Flinders Street, Melbourne, August 2002	<b>C69</b>
Former Olympic Swimming Stadium, Collingwood Football Club signage, April 2004	<b>C91</b>
Former Queen Victoria Hospital Site - Open Lot Car Park, Melbourne	<b>NPS1</b>
Former Southern Cross Hotel site, Melbourne, March 2002	<b>C64</b>
Former Victoria Brewery site, East Melbourne – 'Tribeca' Redevelopment October 2003	<b>C86</b>
Freshwater Place, Southbank, August 2001 (Amended 2012)	<b>C193</b>
Hamer Hall Redevelopment July 2010	<b>C166</b>

Name of document	Introduced by:
Heritage Places Inventory June 2016	<b>C207</b>
High wall signs - 766 Elizabeth Street, Carlton	<b>NPS1</b>
Hilton on the Park Complex Redevelopment, December 2004	<b>C101</b>
Hobsons Road Precinct Incorporated Plan, March 2008	<b>C124</b>
Hotham Estate	<b>C134</b>
Incorporated Plan Overlay No. 1 – 236-254 St Kilda Road	<b>NPS1</b>
Judy Lazarus Transition Centre, March 2005	<b>C102</b>
Kensington Heritage Review Statements of Significance October 2014	<b>C215</b>
M1 Redevelopment Project, October 2006	<b>C120</b>
Major Promotion Signs, December 2008	<b>C147</b>
Melbourne Aquarium Signs, July 2001	<b>C11</b>
Melbourne Central redevelopment, March 2002	<b>C62</b>
Melbourne City Link Project – Advertising Sign Locations, November 2003	<b>VC20</b>
Melbourne Convention Centre Development, Southbank and North Wharf redevelopment, Docklands, April 2006	<b>C116</b>
Melbourne Girls Grammar – Merton Hall Campus Master Plan, June 2002	<b>C22</b>
Melbourne Grammar School Master Plan - Volume One, Senior School South Yarra Campus, Issue Date 14 October 2003.	<b>C90</b>
Melbourne Park Redevelopment February 2014	<b>C229</b>
Melbourne Planning Scheme Incorporated Plan, June 2016, Melbourne Water Permit Exemptions to the Schedule to Clause 43.01 for the Moonee Ponds Creek (HO1092)	<b>C207</b>
Melbourne Recital Hall and MTC Theatre project , August 2005	<b>C111</b>
Mirvac, Residential Towers, 236-254 St. Kilda Road, Southbank	<b>NPS1</b>
Moonee Ponds Creek Concept Plan	<b>C134</b>
Myer Melbourne Bourke Street store redevelopment, Melbourne, October 2007	<b>C137</b>
North Melbourne Recreation Reserve Signage, 2012	<b>C172</b>
North West Corner of Mark and Melrose Street, North Melbourne	<b>C134</b>
Port Capacity Project, Webb Dock Precinct, Incorporated Document, October 2012 (Amended August 2016)	<b>GC54</b>
Promotional Panel sign, Crown Allotment 21D, Power Street, Southbank, July 1999	<b>C6</b>
Rectangular Pitch Stadium Project: Olympic Park and Gosch's Paddock, Melbourne, August 2007	<b>C130</b>
Regional Rail Link Project Section 1 Incorporated Document, March 2015	<b>GC26</b>
Rialto South Tower Communications Facility Melbourne, November 2002	<b>C57</b>
Royal Melbourne Showgrounds Redevelopment Master Plan – December 2004	<b>C100</b>
Royal Melbourne Showgrounds Redevelopment Project – December 2004	<b>C100</b>
Scots Church Site Redevelopment, Melbourne, May 2013	<b>C202</b>

Name of document	Introduced by:
Shadow Controls, 555 Collins Street, Melbourne, February 2013	<b>C216</b>
Shrine of Remembrance Vista Control April 2014	<b>C220</b>
Simplot Australia head office, Kensington, October 2001	<b>C52</b>
Sky sign - 42 Clarendon Street, South Melbourne	<b>NPS1</b>
<a href="#">Southbank and Fishermans Bend Heritage Inventory, January 2017</a>	<b>C276</b>
<a href="#">Southbank and Fishermans Bend: Statements of Significance, January 2017</a>	<b>C276</b>
Spencer Street Station redevelopment, June 2013	<b>C218</b>
Sports and Entertainment Precinct, Melbourne, August 2007	<b>C130</b>
State Coronial Services Centre Redevelopment Project, August 2007	<b>C130</b>
State Netball and Hockey Centre, Brens Drive Royal Park, Parkville, May 2000	<b>C26</b>
The Games Village Project, Parkville, September 2006	<b>C115</b>
The New Royal Children's Hospital Project, Parkville, October 2007	<b>C128</b>
Tram Route 109 Disability Discrimination Act compliant Platform Tram Stops, August 2007	<b>C130</b>
University of Melbourne Bio 21 Project Parkville, July 2015	<b>C261</b>
University of Melbourne, University Square Campus, Carlton, November 1999	<b>C17</b>
Visy Park Signage, 2012	<b>C172</b>
Yarra Park Master Plan Implementation September 2010	<b>C158</b>
Young and Jackson's Hotel, Promotional Panel Sky sign, Melbourne, July 1999	<b>C6</b>



# Melbourne Planning Scheme

## Incorporated Document

### Southbank and Fishermans Bend Heritage Inventory 2017

<b>Street</b>	<b>Number</b>	<b>Building Grading</b>	<b>Streetscape Level</b>
107-127, 129-131 and 133	Queens Bridge Street, Southbank	Significant	Yes
45-99	Sturt Street, Southbank	Significant	-

# MELBOURNE PLANNING SCHEME

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## Incorporated Document

*Southbank Heritage Review: Statements of Significance, January 2017*

This document is an incorporated document in the Melbourne planning Scheme pursuant to section 6(2)(j) of the Planning and Environment Act 1987.

<b>Place Name: Castlemaine Brewery</b> Other names:		Citation No: <b>001</b> Heritage Overlay:: <b>HO1200</b>
		
<b>Address:</b>	107-127, 129-131 and 133 Queens Bridge Street, Southbank 3006	MCC property reference: 540041 (and others)
<b>Category:</b>	Industrial	Heritage Precinct Overlay: None
<b>Style:</b>	Period 1876-99 - Early Victorian-era	Heritage Overlay(s): Proposed
<b>Constructed:</b>	By 1888	Proposed grading: Significant
<b>Designer:</b>	R. B. Whitaker	Victorian Heritage Register: No
<b>Builder</b>		Existing grading: A
<b>First owner:</b>		Proposed Grading: A
<b>Integrity</b>	Good	Existing Streetscape Level: 1
<b>Condition</b>	Good	Proposed Streetscape Level: 1
<b>Significance</b>	Aesthetic, Historic	Amendment:
<b>Comment</b>		Hermes
<b>Thematic Context:</b>	Victoria's framework of historical themes	5.5 Building a manufacturing industry. 5.3 Developing a large, city based economy
	City of Melbourne thematic environmental history	5. Building a commercial city

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## Assessment of Significant Areas and Elements

### *What is Significant?*

The Castlemaine Brewery complex (bottling stores and brewing tower at 115-127, 129-131 and 133 Queens Bridge Street) is a group of three buildings constructed in 1888 for the Castlemaine Brewery: a central five-storey brew tower and two two-storey bottling store buildings arranged symmetrically around it.

The Castlemaine Brewery Company was established in 1859 by the brothers Edward and Nicholas Fitzgerald. The company's Queens Bridge Road, South Melbourne brewery was commenced on the west side of Queens Bridge Street in 1871, and land opposite was first used for stables. In 1888 the three buildings, assumed to be designed by R. B. Whitaker, were constructed on the site of the former stables, and although intended as a standby in case of fire in the main brewery opposite, the buildings were fully utilized from the beginning. The central building was a traditional brew tower, and the two buildings flanking it were the bottling stores of the complex. In 1890 the brewery was described as 'one of the most extensive as it is also one of the most prosperous breweries at present existing in Australia'. However the company lost money in the early twentieth century when its beer was affected by a bacterial contamination, and the company was in poor financial shape when it became one of the six breweries which amalgamated to form Carlton & United Breweries in 1907. It ceased to operate from that time. The once extensive brewery complex on the west side of the street has been demolished. This former store is now used as offices.

The bottling stores of the former Castlemaine Brewery at 115-127 and 133 Queens Bridge Street are two storey buildings, originally of polychrome brick, with a parapet and a central arched pediment above (now been rendered and painted). The arched windows are divided by brick pilasters. The ground floor openings were altered in the post-World War II period and new arched openings similar to the originals were reinstated in 2003. The former yard at the rear has been built over. Reputedly, the building retains the cast iron columns and riveted beams that support the first floor, as well as the original timber lined ceiling.

The central five-storey brewing tower is constructed of polychrome brickwork surmounted by a Mansard roof with dormer windows and once surmounted by a cast-iron widow's walk balustrade. The timber-lined interior of the top floor is a significant element demonstrating the requirement for dust and vermin proofing of the process areas. The tower's four facades are of red brick with quoins, window heads and string courses, at each floor level, in contrasting cream brick. A decorative arch motif, five stories in height, relieves the front façade. The views to the brew tower are also significant contributory elements, now prominent from Kings Way and in shorter views from Queens Bridge Street. Formerly, the tower was visible from across the Yarra River as a landmark, once facing another major brewing complex, McCracken's in Little Collins Street West, which has since been largely demolished.

Contributory elements include:

Fabric from c1888-1930 at the bottling stores of the former Castlemaine Brewery at 115-127 and 133 Queens Bridge Street:

- two storey form;
- originally polychrome brick main façade and face red brick side and rear walls;
- a parapet and a central arched pediment above, (now rendered and painted); and
- arched windows divided by brick pilasters.

The ground floor openings were altered in the post-World War II period and new arched openings similar to the originals were reinstated in 2003. The former yard at the rear has been built over. The buildings retain the cast iron columns and riveted beams that support the first floor, as well as the original timber-lined ceiling.

Fabric from c1888-1930 of the central five-storey brewing tower:

- polychrome brickwork external walls;
- four facades are of red brick with quoins, window heads and string courses, at each floor level, in contrasting cream brick;
- a decorative giant arcade motif, five stories in height, relieves the front façade;
- timber lined top floor interior and exposed riveted wrought iron girders on each floor;
- remnant machinery including line shafting; and
- surmounted by a mansard form roof with dormer windows, which was once surmounted by a cast-iron widow's walk balustrade to the roof;
- internal<sup>1</sup> cast iron columns and riveted wrought iron girders;
- internal<sup>2</sup> exposed brick walls; and
- internal<sup>3</sup> timber floors.

This is a coherent group of three buildings, each built in polychrome brickwork. The three buildings remain and the central tower is substantially intact including its mansard roof, however the lower buildings have been rendered over, resulting in some loss of coherency over the group. The sandblasting of the brickwork of the central tower has been detrimental to its fabric.

A nearby associated building to the complex is the former Castlemaine Brewery malt house designed by Richard Buckley Whitaker and built in 1892. It was converted to a theatre complex in 1989 with three main buildings of two and three storeys and was refurbished in 2006.

### *How is it Significant?*

The Castlemaine Brewery complex is significant historically, socially, technically and aesthetically to Southbank and the City of Melbourne.

### *Why is it Significant? (derived from Conservation Management Plan)*

The former Castlemaine Brewery is of significance as a rare, large and substantially intact surviving part of one of South Melbourne's largest industries, and for being an architectural landmark in the area. Despite their altered state, the two storeyed buildings are integral to the significance.

The Castlemaine Brewery complex is significant historically and socially:

- as representative of the boom in Melbourne's brewing history in the late nineteenth century, and in particular as one of South Melbourne's largest industries during a period of substantial growth in the area;
- as acknowledged in 1890 as one of 'the most prosperous breweries at present existing in Australia';

<sup>1,2,3</sup> Internal controls apply to the uppermost two levels only

- for its connection with the Fitzgerald Brothers and their managing director J. B. Perrins who, from their earliest establishment in Castlemaine, and then South Melbourne, went on to develop breweries in Newcastle, NSW, and Brisbane – eventually becoming one of Australia's major brewing operations, as Castlemaine Perkins;

And aesthetically:

- as part of a wider brewing group that includes the significant Castlemaine Brewery Malt House (113 Sturt Street, Southbank, designed by Richard Buckley Whitaker and built in 1892), also a rare, large architectural landmark in the area;
- for the multi-storey brewing tower form which represents an innovation in local brewing technology and greatly enhanced the company's prosperity, even though it is not a rare building form for breweries in Victoria;
- as one of three Victorian-era brewing towers in the City of Melbourne (towers associated with the Melbourne Brewery in Stanley Street, West Melbourne and the Victoria Brewery, East Melbourne are not publicly visible); and
- as a well preserved example of a nineteenth century brewing complex, including a brew tower and bottling stores, distinguished by its symmetrical composition and prominence in views across the Yarra River from Melbourne's Central Activities District.

The general approach to the conservation of the building should be to retain its appearance as it stood in around the 1930s, including the removal of later accretions and reinstatement of missing fabric if appropriate (refer to Policy 4.2.1 in Conservation Management Plan).

This place has been assessed in accordance with the processes and guidelines outlined in the Australia ICOMOS *Charter for Places of Cultural Heritage Significance* ('The Burra Charter') 2013, using the HERCON criteria.

<b>Place Name: PMG Postal Workshops Garage &amp; Stores</b> Other names: <b>Postal Workshops, Postal Garage, General Post Office workshops &amp; stores, Telecom Workshops.</b>		Citation No: <b>002</b> Heritage Overlay: <b>HO1201</b>	
			
<b>Address:</b>	45-99 Sturt Street, Southbank 3006	MCC property reference:	537125 567774 (& others)
<b>Category:</b>	Industrial	Heritage Precinct Overlay:	None
<b>Style:</b>	Interwar	Heritage Overlay(s):	
<b>Constructed:</b>	1930, 1937, 1940, 1944	Proposed grading:	Significant
<b>Designer:</b>	J S Murdoch, chief architect for the Commonwealth of Australia; H J Mackennal, Works Director, Victoria.	Victorian Heritage Register:	No
<b>Builder:</b>		Existing grading:	
<b>First owner:</b>		Proposed Grading:	C
<b>Integrity:</b>	Fair	Existing Streetscape Level:	
<b>Condition:</b>	Good	Proposed Streetscape Level:	2
<b>Significance:</b>	Aesthetic, Historic	Amendment:	
<b>Comment:</b>		Hermes:	
<b>Thematic Context:</b>	Victoria's framework of historical themes	3.7 Establishing and maintaining communications	
	City of Melbourne thematic environmental history		

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## Assessment of Significant Areas and Elements

### *What is Significant?*

The former Postmaster Generals Department (PMG) workshops, garage & stores, comprising mostly 1930-40s one and two storey red brick buildings at 45-99 Sturt Street South Melbourne, bounded by Sturt Street, Dodds Street, Grant Street and the modern Recital Centre to the north.

Contributory elements include fabric from the 1930s-1940s:

- one and two storey form;
- modern classical and Moderne styling marking the staged construction in the lead-up to World War Two;
- parapeted wings and expressed eaves marking the two styles;
- red brick walls with some patterned brickwork;
- cemented panels with streamlining and stylised classical motifs;
- multi-pane metal framed glazing and joinery some as original and others as empathetic to the original;
- regular trabeation in the form of brick piers and spandrels, and fenestration;
- steel framing and timber flooring;
- pitched and sawtooth roofing; and
- proximity to and visual relationship with the former Victoria Police complex and other government sites, marking a public building precinct.

### *How is it Significant?*

The former PMG postal workshops are significant historically and aesthetically to South Melbourne and the City of Melbourne.

### *Why is it Significant?*

The former PMG postal workshops garage & stores are historically significant as representative of the growth of telecommunications in the lead-up to World War Two and a massive Commonwealth Government building program from the first decade after Federation to create unified communication services across the country. Prior to 1901, postal and telephone services were the responsibility of separate colonial governments but under the Federation of the colonies, the role reverted to the Commonwealth and became a major factor in the unification of the states.

The buildings are of aesthetic significance as well-preserved examples of the application of both the modern classical styles and Moderne style to utilitarian building under the important Commonwealth architects, J S Murdoch and H J Mackennal, respectively, also as complimentary to the similarly styled Victorian Police Mounted Branch.

This place has been assessed in accordance with the processes and guidelines outlined in the Australia ICOMOS *Charter for Places of Cultural Heritage Significance* ('The Burra Charter') 2013, using the HERCON criteria.

Attachment 7: Amendment C280 Documentation (permanent controls)

*Planning and Environment Act 1987*

**MELBOURNE PLANNING SCHEME**

**AMENDMENT C280**

**INSTRUCTION SHEET**

The planning authority for this amendment is the Minister for Planning.

The Melbourne Planning Scheme is amended as follows:

**Planning Scheme Maps**

The Planning Scheme Maps are amended by a total of two (2) attached map sheets.

***Overlay Maps***

1. Amend Planning Scheme Map Nos 8HO and 8HO2 in the manner shown on the two (2) attached maps marked "Melbourne Planning Scheme, Amendment C280".

**Planning Scheme Ordinance**

The Planning Scheme Ordinance is amended as follows:

2. In Overlays – Clause 43.01 replace Schedule with a new Schedule in the form of the attached document.
3. In Incorporated Documents – Clause 81.01, replace the Schedule with a new Schedule in the form of the attached document.

End of document

## MELBOURNE PLANNING SCHEME

### AMENDMENT C280

#### EXPLANATORY REPORT

#### Who is the planning authority?

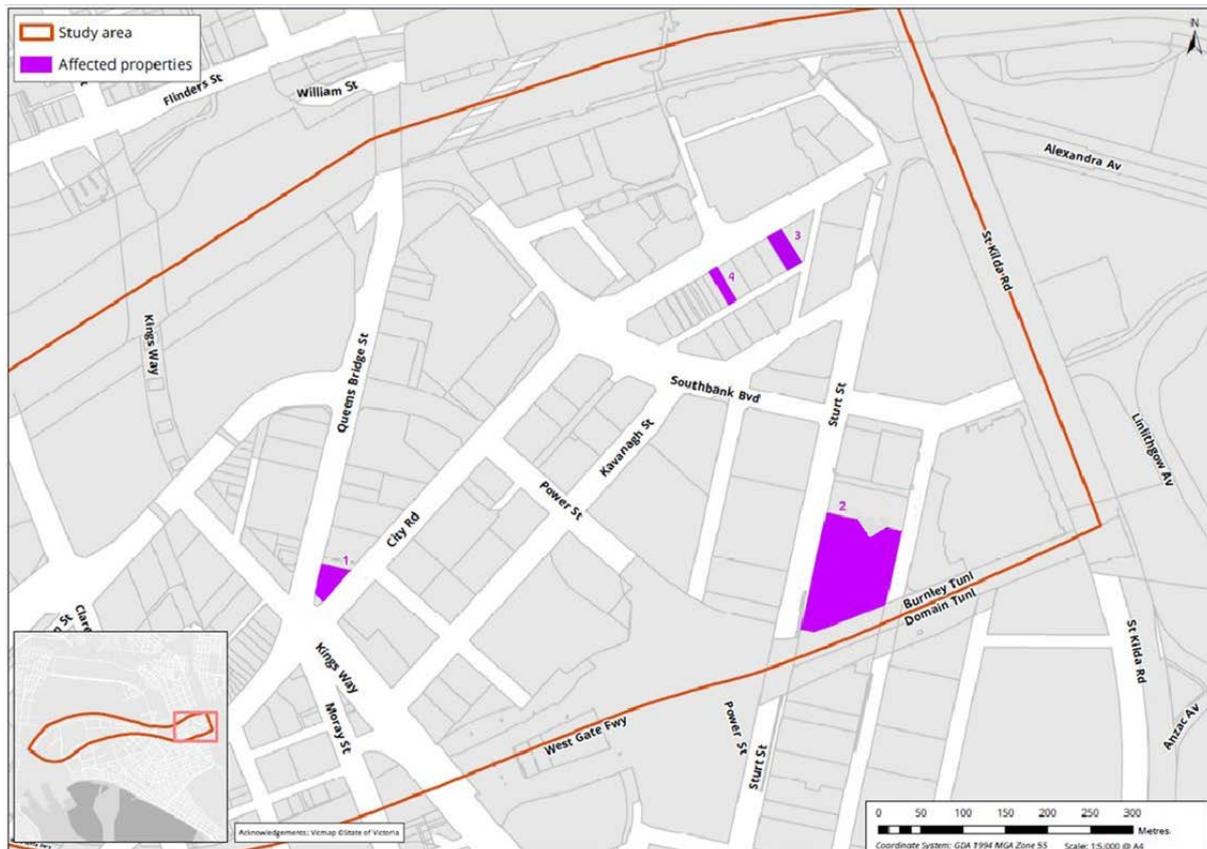
This amendment has been prepared by the Melbourne City Council, which is the planning authority for this amendment.

#### Land affected by the Amendment

The Amendment applies to four (4) sites in Southbank, as follows (refer Figure 1):

- 107-127, 129-131, and 133 Queens Bridge Street, Southbank (Site 1 in Figure 1 below);
- 45-99 Sturt Street, Southbank (Site 2);
- 35-41 City Road, Southbank (Site 3); and
- 63-65 City Road, Southbank (Site 4).

Figure 1 – Land affected by the Amendment



#### What the amendment does

The Amendment introduces individual heritage overlays to four (4) sites in Southbank.

The Amendment amends the Schedule to Clause 43.01 (Heritage Overlay) and the relevant Heritage Overlay maps, introduces the *Southbank and Fishermans Bend: Statements of*

*Significance, January 2017*, Incorporated Document and introduces the *Southbank and Fishermans Bend Heritage Inventory, January 2017* Incorporated Document.

Specifically, the Amendment makes the following changes to the Melbourne Planning Scheme:

1. Update Maps 8HO and 8HO2 and the Schedule to Clause 41.03 – Heritage Overlay to:
  - Apply individual HO1200 to the Former Castlemaine Brewery, 107-127, 129-131, and 133 Queens Bridge Street, Southbank (Site 1 in Figure 1);
  - Apply individual HO1201 to the PMG workshops, garage and stores, 45-99 Sturt Street, Southbank (Site 2); Part of the site is already subject to HO389, and this is to be removed. HO1201 will include all of the land currently covered by HO389, with the exception of the Performing Arts theatre (part of the northern edge of the site) which is a new building.
  - Apply individual HO1202 to the Former G.P. Motors, Pty. Ltd., 35-41 City Road, Southbank (Site 3); and
  - Apply individual HO1203 the Former Crown Chemical Co warehouse, 63-65 City Road, Southbank (Site 4)
2. Amend Clause 81.01 – Incorporated documents to include:
  - ‘*Southbank and Fishermans Bend Heritage Inventory, January 2017*
  - ‘*Southbank and Fishermans Bend: Statements of Significance, January 2017* Incorporated Document’.

## **Strategic assessment of the Amendment**

### **Why is the Amendment required?**

The Amendment is required to provide heritage protection for the four identified sites in Southbank to ensure that their heritage values are protected.

The sites have been assessed as part of the broader Southbank and Fishermans Bend Heritage Review, which is currently being undertaken.

The sites which were graded in a previous study were prioritised in the Southbank and Fishermans Bend Heritage Review as they are unprotected. The findings from the Review identify the sites as having individual heritage significance.

Southbank is an existing urban renewal area experiencing high levels of growth. There is therefore an immediate need to introduce planning controls to protect these sites to ensure that their heritage values are not lost.

### **How does the Amendment implement the objectives of planning in Victoria?**

By including buildings of heritage significance in the Heritage Overlay, the Amendment implements the following objectives under Section 4 of the *Planning and Environment Act 1987*:

- *4(1)(d) - to conserve and enhance those buildings, areas or other places which are of scientific, aesthetic, architectural or historical interest, or otherwise of special cultural value*
- *4(1)(g) - to balance the present and future interests of all Victorians.*

### **How does the Amendment address any environmental, social and economic effects?**

The Amendment will not have detrimental impacts on the environment. The retention of heritage places reduces building waste and conserves embodied energy in existing buildings.

The Amendment will have positive social effects through enabling the fabric of buildings and places that have been identified as contributing to an understanding of Melbourne's history, particularly in terms of local social, architectural and economic history, to be protected..

### **Does the Amendment address relevant bushfire risk?**

The Amendment will not result in any increased bushfire risk.

### **Does the Amendment comply with the requirements of any Minister's Direction applicable to the amendment?**

The Amendment is consistent with the Ministerial Direction on the Form and Content of Planning Schemes pursuant to section 7(5) of the Act.

The Amendment is consistent with Minister's Direction No. 9 – Metropolitan Strategy (as amended on 30 May 2014) pursuant to Section 12 of the Act that requires planning authorities to have regard to the Metropolitan Planning Strategy, *Plan Melbourne* in preparing an amendment. Specifically, the Amendment is supported by the following policy directions of *Plan Melbourne*:

- Direction 4.7 - Respect our heritage as we build for the future

The Amendment complies with Ministerial Direction No.11 - Strategic Assessment of Amendments. This explanatory report meets the requirements of Ministerial Direction No.11.

### **How does the Amendment support or implement the State Planning Policy Framework and any adopted State policy?**

The Amendment implements the objective of Clause 15.03 of the State Planning Policy Framework to assist the conservation of places that have historical significance. By including the identified places in the Heritage Overlay, Council will be fulfilling the State objective of identifying, conserving and protecting places of natural or cultural value.

### **How does the Amendment support or implement the Local Planning Policy Framework, and specifically the Municipal Strategic Statement?**

The Amendment is consistent with the objectives, strategies, and policies outlined in the Local Planning Policy Framework of the Melbourne Planning Scheme. In particular, the Amendment supports the following provisions:

- Clause 21.06-2 (Heritage) which specifies the objective to conserve and enhance places and precincts of identified cultural heritage significance.
- Clause 22.04 (Heritage Places within the Capital City Zone) in particular the objective to conserve and enhance all heritage places, and ensure that any alterations or extensions to them are undertaken in accordance with accepted conservation standards.

### **Does the Amendment make proper use of the Victoria Planning Provisions?**

The Amendment makes proper use of the Victoria Planning Provisions. The Schedule to the Heritage Overlay is the proper Victorian Planning Provision tool for the introduction of heritage controls over a place identified to be of heritage significance.

The Amendment also addresses the requirements of the Planning Practice Note "Applying the Heritage Overlay, September 2012". This Practice Note specifies that places identified in local heritage studies should be included in the Heritage Overlay if the significance of the place can be established.

### **How does the Amendment address the views of any relevant agency?**

All relevant agencies will be notified as part of the planning scheme amendment process

### **Does the Amendment address relevant requirements of the Transport Integration Act 2010?**

The Amendment is unlikely to have an impact on the transport system as defined under Section 3 of the *Transport Integration Act 2010*.

### Resource and administrative costs

- **What impact will the new planning provisions have on the resource and administrative costs of the responsible authority?**

The Amendment will marginally increase the number of properties affected by the Heritage Overlay and may increase the number of permits triggered under the Heritage Overlay provision. The Responsible Authority has the resources to manage this.

### Where you may inspect this Amendment

The Amendment is available for public inspection, free of charge, during office hours at the following places:

City of Melbourne

Planning and Building Reception Counter

Level 3, 240 Little Collins Street

MELBOURNE VIC 3000

The Amendment may also be viewed online at the City of Melbourne website:

<http://www.melbourne.vic.gov.au/building-and-development/urban-planning/melbourne-planning-scheme/planning-scheme-amendments/Pages/planning-scheme-amendments.aspx>

The Amendment can also be inspected free of charge at the Department of Environment, Land, Water and Planning website at: [www.delwp.vic.gov.au/public-inspection](http://www.delwp.vic.gov.au/public-inspection).

### Submissions

Any person who may be affected by the Amendment [and/or planning permit] may make a submission to the planning authority. Submissions about the Amendment [and/or planning permit] must be received by **[insert submissions due date]**.

A submission must be sent to:

City of Melbourne

GPO Box 1603

Melbourne 3001

### Panel hearing dates

In accordance with clause 4(2) of Ministerial Direction No.15 the following panel hearing dates have been set for this amendment:

- directions hearing: **[insert directions hearing date]**
- panel hearing: **[insert panel hearing date]**

08/12/2016  
 G277  
 Proposed  
 C280

## SCHEDULE TO THE HERITAGE OVERLAY

The requirements of this overlay apply to both the heritage place and its associated land.

PS Map Ref	Heritage Place	External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01-3	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
<b>PRECINCTS OUTSIDE THE CAPITAL CITY ZONE</b>									
HO1120	Former Ramsay Surgical Precinct 182-210 Berkeley Street, Carlton	Yes	No	No	No	No	No	-	No
HO1121	Little Pelham Street Precinct 183 195 Bouverie Street, (Alternate addresses 168-180 Leicester Street & 150-170 Pelham Street, Carlton)	Yes	No	No	No	No	No	-	No
HO1	<i>Carlton Precinct</i>	Yes	No	No	No	No	No	-	No
HO2	<i>East Melbourne &amp; Jolimont Precinct</i>	Yes	No	No	No	No	No	-	No
HO1124	<i>Elizabeth Street North (Boulevard) Precinct</i>  <i>518-708 and 527-651 Elizabeth Street, 60 O'Connell Street, 309-317 Queensberry Street and 222-238 Victoria Street</i>	Yes	No	No	No	No	No	-	No
HO9	<i>Kensington Precinct</i>	Yes	No	No	No	No	No	-	No

PS Map Ref	Heritage Place	External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01-3	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
HO354	<i>Squash Courts, Trinity College, Royal Parade, Parkville</i>	Yes	No	No	No	No	No	-	No
HO355	<i>Systems Garden Tower, Uni of Melbourne</i>	Yes	No	No	No	No	No	-	No
HO357	<i>Trinity Chapel &amp; College, Trinity College, Royal Parade, Parkville</i>	Yes	No	No	No	No	No	-	No
HO360	<i>University House, Uni of Melbourne</i>	Yes	No	No	No	No	No	-	No
HO361	<i>Wilson Hall, The University of Melbourne, 156-292 Grattan Street, Parkville</i>	-	-	-	-	Yes Ref No H1012	Yes	-	No
HO362	<i>Northern Market Reserve Wall, Storey St &amp; Flemington Rd &amp; Park Drive, Parkville</i>	-	-	-	-	Yes Ref No H1920	No	-	No
HO820	<i>Richard Berry Building, Uni of Melbourne</i>	Yes	No	No	No	No	No	-	No
HO821	<i>Vice Chancellor's House, The University of Melbourne, 156-292 Grattan Street, Parkville</i>	-	-	-	-	Yes Ref No H1003	Yes	-	No
HO872	<i>Agriculture and Forestry Building, The University of Melbourne</i>	Yes	No	No	No	No	No	-	No
	<b>SOUTH MELBOURNE / SOUTHBANK / DOCKLANDS/ PORT MELBOURNE</b>								
<a href="#">HO1202</a>	<a href="#">Former G.P. Motors, Pty. Ltd., 35-41 City Road Southbank</a>	<a href="#">Yes</a>	<a href="#">No</a>	<a href="#">No</a>	<a href="#">No</a>	<a href="#">No</a>	<a href="#">No</a>	-	<a href="#">No</a>

PS Map Ref	Heritage Place	External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01-3	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
<a href="#">HO1203</a>	<a href="#">Former Crown Chemical Co warehouse 63-65 City Road Southbank</a>	No	No	No	No	No	No	-	No
HO366	115-141 City Road, Sth Melbourne	Yes	No	No	No	No	No	-	No
HO367	157-165 City Road, Sth Melbourne	Yes	No	No	No	No	No	-	No
HO368	171 City Road, Sth Melbourne	Yes	No	No	No	No	No	-	No
HO369	J H Boyd Girls High School, 207-229 City Road, Southbank	-	-	-	-	Yes Ref No H769	Yes	-	No
HO370	235-237 City Road, Sth Melbourne	Yes	No	No	No	No	No	-	No
HO371	269-271 City Road, Sth Melbourne	Yes	No	No	No	No	No	-	No
HO374	272 City Road, Sth Melbourne	Yes	No	No	No	No	No	-	No
HO375	278- 282 City Road, Sth Melbourne	Yes	No	No	No	No	No	-	No
HO376	300 City Road, Sth Melbourne	Yes	No	No	No	No	No	-	No
HO764	Duke & Orr's Dry Dock, 2A Clarendon Street, South Wharf and Cargo Sheds, 4,5,6,7,8,9, 4-9 South Wharf Road, South Wharf	-	-	-	-	Yes Ref No H1096 & Ref No H891	Yes	-	No
HO377	109-117 Clarendon Street, Sth Melbourne	Yes	No	No	No	No	No	-	No
HO765	Robur Tea Building, 28 Clarendon Street, Southbank	-	-	-	-	Yes Ref No H526	Yes	-	No
HO378	Clarendon St Bridge, Sth Melbourne	Yes	No	No	No	No	No	-	No

PS Map Ref	Heritage Place	External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01-3	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
<a href="#">HO1200</a>	<a href="#">Former Castlemaine Brewery, 107-127, 129-131, and 133 Queens Bridge Street, Southbank</a>	<a href="#">Yes</a>	<a href="#">Yes – uppermost two floors only of 129-131 Queens Bridge Street (tower)</a>	<a href="#">No</a>	<a href="#">No</a>	<a href="#">No</a>	<a href="#">No</a>	-	<a href="#">No</a>
HO763	Jones Bond Store, 1 Riverside Quay, Southbank	-	-	-	-	Yes Ref No H828	Yes	-	No
HO899	Tram Shelter, Cnr St. Kilda Road & Dorcas Street, Sth Melbourne	-	-	-	-	Yes Ref No H1869	Yes	-	No
HO760	Victorian Arts Centre, 2-128 St. Kilda Road, 1-9 Sturt St & 93-115 Southbank Rd, Southbank	-	-	-	-	Yes Ref No H1500 and part Ref No H1447	Yes	-	No
HO792	National Gallery of Victoria, 130-200 St. Kilda Road & 93-115 Southbank Road, Southbank	-	-	-	-	Yes Ref No H1499	Yes	-	No
HO910	Former Victoria Police Depot, 234 St. Kilda Rd, 1-39 Dodds St & 148-170 Southbank Blvd, Southbank	-	-	-	-	Yes Ref No H1541	Yes	-	No
HO387	234-254 St. Kilda Road, Sth Melbourne	Yes	No	No	No	No	No	-	No
HO498	Former Victorian Railway Headquarters, 33-67 Spencer Street, Docklands	-	-	-	-	Yes Ref No H699	Yes	-	No

PS Map Ref	Heritage Place	External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01-3	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
HO388	23-31 Sturt Street, Sth Melbourne	Yes	No	No	No	No	No	-	No
<del>HO389</del>	<del>43-45 Sturt Street, Sth Melbourne</del>	<del>Yes</del>	<del>No</del>	<del>No</del>	<del>No</del>	<del>No</del>	<del>No</del>	<del>-</del>	<del>No</del>
<a href="#">HO1201</a>	<a href="#">PMG workshops, garage and stores, 45-99 Sturt Street Southbank</a>	<a href="#">Yes</a>	<a href="#">No</a>	<a href="#">No</a>	<a href="#">No</a>	<a href="#">No</a>	<a href="#">No</a>	<a href="#">-</a>	<a href="#">No</a>
HO390	113-115 Sturt Street, Sth Melbourne	Yes	No	No	No	No	No	-	No
HO391	102-118 Sturt Street, Sth Melbourne	Yes	No	No	No	No	No	-	No
HO762	Sandridge Railway Line Bridge, Over Yarra River, Southbank and Melbourne	-	-	-	-	Yes Ref No H994	Yes	-	No
HO915	Victoria Dock, Harbour Esplanade, Victoria Harbour Promenade, North Wharf Road, Docklands Drive and Newquay Promenade, Docklands	-	-	-	-	Yes Ref No H1720	Yes	-	No
<b>SOUTH YARRA</b>									
HO832	23-25 Acland Street, Sth Yarra	Yes	No	No	No	No	No	-	No
HO395	Morell Bridge, over Yarra River, Anderson Street, Sth Yarra	-	-	-	-	Yes Ref No H1440	Yes	-	No
HO833	1 Alexandra Avenue, Sth Yarra	Yes	No	No	No	No	No	-	No
HO405	17 Clowes Street, Sth Yarra	Yes	No	No	No	No	No	-	No
HO406	31 Clowes Street, Sth Yarra	Yes	No	No	No	No	No	-	No

14/11/2016  
GC50  
Proposed  
C280

**SCHEDULE TO CLAUSE 81.01**

<b>Name of document</b>	<b>Introduced by:</b>
271 Spring Street, Melbourne, Transitional Arrangements, May 2016	<b>C287</b>
346-376 Queen Street, 334-346 La Trobe Street and 142-171 A'Beckett Street Open Lot Car Park, Melbourne	<b>NPS1</b>
447 Collins Street, Melbourne, Transitional Arrangements, May 2016	<b>C289</b>
70 Southbank Blvd, June 2014	<b>C239</b>
80 Collins Street Melbourne Development, May 2013	<b>C219</b>
ABC Melbourne New Office and Studio Accommodation Project (Southbank), December 2013	<b>C226</b>
Advertising Signs - Mercedes-Benz, 135-149 Kings Way, Southbank	<b>C103</b>
Arden Macaulay Heritage Review 2012: Statements of Significance June 2016	<b>C207</b>
Big Day Out Music Festival, January 2006	<b>C112</b>
Building Envelope Plan – Replacement Plan No.1, DDO 20 Area 45	<b>NPS1</b>
Carlton Brewery Comprehensive Development Plan October 2007	<b>C126</b>
Central City (Hoddle Grid) Heritage Review: Statements of Significance June 2013	<b>C186(Part 1)</b>
Charles Grimes Bridge Underpass, December 2011	<b>C191</b>
City North Heritage Review 2013: Statements of Significance (Revised June 2015)	<b>C198</b>
Cliveden Hill Private Hospital, 29 Simpson Street, East Melbourne, July 1999	<b>C6</b>
Cranbourne Pakenham Rail Corridor Project Incorporated Document, September 2014	<b>GC15</b>
Crown Casino Third Hotel, September 2007	<b>C136</b>
David Jones Melbourne City Store Redevelopment, May 2008	<b>C139</b>
Dynon Port Rail Link Project	<b>C113</b>
Emporium Melbourne Development, July 2009	<b>C148</b>
Federation Arch and Sports and Entertainment Precinct Signs, April 2002	<b>C66</b>
Fishermans Bend Strategic Framework Plan, July 2014 (amended September 2016)	<b>GC50</b>
Flinders Gate car park, Melbourne, July 1999	<b>C6</b>
Former Fishmarket Site, Flinders Street Melbourne, September 2002	<b>C68</b>
Former Herald and Weekly Times building, 46-74 Flinders Street, Melbourne, August 2002	<b>C69</b>
Former Olympic Swimming Stadium, Collingwood Football Club signage, April 2004	<b>C91</b>
Former Queen Victoria Hospital Site - Open Lot Car Park, Melbourne	<b>NPS1</b>
Former Southern Cross Hotel site, Melbourne, March 2002	<b>C64</b>
Former Victoria Brewery site, East Melbourne – 'Tribeca' Redevelopment October 2003	<b>C86</b>
Freshwater Place, Southbank, August 2001 (Amended 2012)	<b>C193</b>
Hamer Hall Redevelopment July 2010	<b>C166</b>

Name of document	Introduced by:
Heritage Places Inventory June 2016	<b>C207</b>
High wall signs - 766 Elizabeth Street, Carlton	<b>NPS1</b>
Hilton on the Park Complex Redevelopment, December 2004	<b>C101</b>
Hobsons Road Precinct Incorporated Plan, March 2008	<b>C124</b>
Hotham Estate	<b>C134</b>
Incorporated Plan Overlay No. 1 – 236-254 St Kilda Road	<b>NPS1</b>
Judy Lazarus Transition Centre, March 2005	<b>C102</b>
Kensington Heritage Review Statements of Significance October 2014	<b>C215</b>
M1 Redevelopment Project, October 2006	<b>C120</b>
Major Promotion Signs, December 2008	<b>C147</b>
Melbourne Aquarium Signs, July 2001	<b>C11</b>
Melbourne Central redevelopment, March 2002	<b>C62</b>
Melbourne City Link Project – Advertising Sign Locations, November 2003	<b>VC20</b>
Melbourne Convention Centre Development, Southbank and North Wharf redevelopment, Docklands, April 2006	<b>C116</b>
Melbourne Girls Grammar – Merton Hall Campus Master Plan, June 2002	<b>C22</b>
Melbourne Grammar School Master Plan - Volume One, Senior School South Yarra Campus, Issue Date 14 October 2003.	<b>C90</b>
Melbourne Park Redevelopment February 2014	<b>C229</b>
Melbourne Planning Scheme Incorporated Plan, June 2016, Melbourne Water Permit Exemptions to the Schedule to Clause 43.01 for the Moonee Ponds Creek (HO1092)	<b>C207</b>
Melbourne Recital Hall and MTC Theatre project , August 2005	<b>C111</b>
Mirvac, Residential Towers, 236-254 St. Kilda Road, Southbank	<b>NPS1</b>
Moonee Ponds Creek Concept Plan	<b>C134</b>
Myer Melbourne Bourke Street store redevelopment, Melbourne, October 2007	<b>C137</b>
North Melbourne Recreation Reserve Signage, 2012	<b>C172</b>
North West Corner of Mark and Melrose Street, North Melbourne	<b>C134</b>
Port Capacity Project, Webb Dock Precinct, Incorporated Document, October 2012 (Amended August 2016)	<b>GC54</b>
Promotional Panel sign, Crown Allotment 21D, Power Street, Southbank, July 1999	<b>C6</b>
Rectangular Pitch Stadium Project: Olympic Park and Gosch's Paddock, Melbourne, August 2007	<b>C130</b>
Regional Rail Link Project Section 1 Incorporated Document, March 2015	<b>GC26</b>
Rialto South Tower Communications Facility Melbourne, November 2002	<b>C57</b>
Royal Melbourne Showgrounds Redevelopment Master Plan – December 2004	<b>C100</b>
Royal Melbourne Showgrounds Redevelopment Project – December 2004	<b>C100</b>
Scots Church Site Redevelopment, Melbourne, May 2013	<b>C202</b>

Name of document	Introduced by:
Shadow Controls, 555 Collins Street, Melbourne, February 2013	<b>C216</b>
Shrine of Remembrance Vista Control April 2014	<b>C220</b>
Simplot Australia head office, Kensington, October 2001	<b>C52</b>
Sky sign - 42 Clarendon Street, South Melbourne	<b>NPS1</b>
<a href="#">Southbank and Fishermans Bend Heritage Inventory, January 2017</a>	<b>C280</b>
<a href="#">Southbank and Fishermans Bend: Statements of Significance, January 2017</a>	<b>C280</b>
Spencer Street Station redevelopment, June 2013	<b>C218</b>
Sports and Entertainment Precinct, Melbourne, August 2007	<b>C130</b>
State Coronial Services Centre Redevelopment Project, August 2007	<b>C130</b>
State Netball and Hockey Centre, Brens Drive Royal Park, Parkville, May 2000	<b>C26</b>
The Games Village Project, Parkville, September 2006	<b>C115</b>
The New Royal Children's Hospital Project, Parkville, October 2007	<b>C128</b>
Tram Route 109 Disability Discrimination Act compliant Platform Tram Stops, August 2007	<b>C130</b>
University of Melbourne Bio 21 Project Parkville, July 2015	<b>C261</b>
University of Melbourne, University Square Campus, Carlton, November 1999	<b>C17</b>
Visy Park Signage, 2012	<b>C172</b>
Yarra Park Master Plan Implementation September 2010	<b>C158</b>
Young and Jackson's Hotel, Promotional Panel Sky sign, Melbourne, July 1999	<b>C6</b>



# Melbourne Planning Scheme

## Incorporated Document

### Southbank and Fishermans Bend Heritage Inventory 2017

<b>Street</b>	<b>Number</b>	<b>Building Grading</b>	<b>Streetscape Level</b>
107-127, 129-131 and 133	Queens Bridge Street, Southbank	Significant	Yes
45-99	Sturt Street, Southbank	Significant	-
35-41	City Road, Southbank	Significant	-
63-65	City Road, Southbank	Significant	-

# MELBOURNE PLANNING SCHEME

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## Incorporated Document

*Southbank Heritage Review: Statements of Significance, January 2017*

This document is an incorporated document in the Melbourne planning Scheme pursuant to section 6(2)(j) of the Planning and Environment Act 1987.

<b>Place Name: Castlemaine Brewery</b> Other names:		Citation No: <b>001</b> Heritage Overlay: <b>HO1200</b>	
			
<b>Address:</b>	107-127, 129-131 and 133 Queens Bridge Street, Southbank 3006	MCC property reference:	540041 (and others)
<b>Category:</b>	Industrial	Heritage Precinct Overlay:	None
<b>Style:</b>	Period 1876-99 - Early Victorian-era	Heritage Overlay(s):	Proposed
<b>Constructed:</b>	By 1888	Proposed grading:	Significant
<b>Designer:</b>	R. B. Whitaker	Victorian Heritage Register:	No
<b>Builder</b>		Existing grading:	A
<b>First owner:</b>		Proposed Grading:	A
<b>Integrity</b>	Good	Existing Streetscape Level:	1
<b>Condition</b>	Good	Proposed Streetscape Level:	1
<b>Significance</b>	Aesthetic, Historic	Amendment:	
<b>Comment</b>		Hermes	
<b>Thematic Context:</b>	Victoria's framework of historical themes	5.5 Building a manufacturing industry. 5.3 Developing a large, city based economy	
	City of Melbourne thematic environmental history	5. Building a commercial city	

## Assessment of Significant Areas and Elements

*What is Significant?*

The Castlemaine Brewery complex (bottling stores and brewing tower at 115-127, 129-131 and 133 Queens Bridge Street) is a group of three buildings constructed in 1888 for the Castlemaine Brewery: a central five-storey brew tower and two two-storey bottling store buildings arranged symmetrically around it.

The Castlemaine Brewery Company was established in 1859 by the brothers Edward and Nicholas Fitzgerald. The company's Queens Bridge Road, South Melbourne brewery was commenced on the west side of Queens Bridge Street in 1871, and land opposite was first used for stables. In 1888 the three buildings, assumed to be designed by R. B. Whitaker, were constructed on the site of the former stables, and although intended as a standby in case of fire in the main brewery opposite, the buildings were fully utilized from the beginning. The central building was a traditional brew tower, and the two buildings flanking it were the bottling stores of the complex. In 1890 the brewery was described as 'one of the most extensive as it is also one of the most prosperous breweries at present existing in Australia'. However the company lost money in the early twentieth century when its beer was affected by a bacterial contamination, and the company was in poor financial shape when it became one of the six breweries which amalgamated to form Carlton & United Breweries in 1907. It ceased to operate from that time. The once extensive brewery complex on the west side of the street has been demolished. This former store is now used as offices.

The bottling stores of the former Castlemaine Brewery at 115-127 and 133 Queens Bridge Street are two storey buildings, originally of polychrome brick, with a parapet and a central arched pediment above (now been rendered and painted). The arched windows are divided by brick pilasters. The ground floor openings were altered in the post-World War II period and new arched openings similar to the originals were reinstated in 2003. The former yard at the rear has been built over. Reputedly, the building retains the cast iron columns and riveted beams that support the first floor, as well as the original timber lined ceiling.

The central five-storey brewing tower is constructed of polychrome brickwork surmounted by a Mansard roof with dormer windows and once surmounted by a cast-iron widow's walk balustrade. The timber-lined interior of the top floor is a significant element demonstrating the requirement for dust and vermin proofing of the process areas. The tower's four facades are of red brick with quoins, window heads and string courses, at each floor level, in contrasting cream brick. A decorative arch motif, five stories in height, relieves the front façade. The views to the brew tower are also significant contributory elements, now prominent from Kings Way and in shorter views from Queens Bridge Street. Formerly, the tower was visible from across the Yarra River as a landmark, once facing another major brewing complex, McCracken's in Little Collins Street West, which has since been largely demolished.

Contributory elements include:

Fabric from c1888-1930 at the bottling stores of the former Castlemaine Brewery at 115-127 and 133 Queens Bridge Street:

- two storey form;
- originally polychrome brick main façade and face red brick side and rear walls;
- a parapet and a central arched pediment above, (now rendered and painted); and
- arched windows divided by brick pilasters.

The ground floor openings were altered in the post-World War II period and new arched openings similar to the originals were reinstated in 2003. The former yard at the rear has been built over. The buildings retain the cast iron columns and riveted beams that support the first floor, as well as the original timber-lined ceiling.

Fabric from c1888-1930 of the central five-storey brewing tower:

- polychrome brickwork external walls;
- four facades are of red brick with quoins, window heads and string courses, at each floor level, in contrasting cream brick;
- a decorative giant arcade motif, five stories in height, relieves the front façade;
- timber lined top floor interior and exposed riveted wrought iron girders on each floor;
- remnant machinery including line shafting; and
- surmounted by a mansard form roof with dormer windows, which was once surmounted by a cast-iron widow's walk balustrade to the roof;
- internal<sup>1</sup> cast iron columns and riveted wrought iron girders;
- internal<sup>2</sup> exposed brick walls; and
- internal<sup>3</sup> timber floors.

This is a coherent group of three buildings, each built in polychrome brickwork. The three buildings remain and the central tower is substantially intact including its mansard roof, however the lower buildings have been rendered over, resulting in some loss of coherency over the group. The sandblasting of the brickwork of the central tower has been detrimental to its fabric.

A nearby associated building to the complex is the former Castlemaine Brewery malt house designed by Richard Buckley Whitaker and built in 1892. It was converted to a theatre complex in 1989 with three main buildings of two and three storeys and was refurbished in 2006.

### *How is it Significant?*

The Castlemaine Brewery complex is significant historically, socially, technically and aesthetically to Southbank and the City of Melbourne.

### *Why is it Significant? (derived from Conservation Management Plan)*

The former Castlemaine Brewery is of significance as a rare, large and substantially intact surviving part of one of South Melbourne's largest industries, and for being an architectural landmark in the area. Despite their altered state, the two storeyed buildings are integral to the significance.

The Castlemaine Brewery complex is significant historically and socially:

- as representative of the boom in Melbourne's brewing history in the late nineteenth century, and in particular as one of South Melbourne's largest industries during a period of substantial growth in the area;
- as acknowledged in 1890 as one of 'the most prosperous breweries at present existing in Australia';
- for its connection with the Fitzgerald Brothers and their managing director J. B. Perrins who, from their earliest establishment in Castlemaine, and then South Melbourne, went on to develop breweries in Newcastle, NSW, and Brisbane – eventually becoming one of Australia's major brewing operations, as Castlemaine Perkins;

<sup>1,2,3</sup> Internal controls apply to the uppermost two levels only

And aesthetically:

- as part of a wider brewing group that includes the significant Castlemaine Brewery Malt House (113 Sturt Street, Southbank, designed by Richard Buckley Whitaker and built in 1892), also a rare, large architectural landmark in the area;
- for the multi-storey brewing tower form which represents an innovation in local brewing technology and greatly enhanced the company's prosperity, even though it is not a rare building form for breweries in Victoria;
- as one of three Victorian-era brewing towers in the City of Melbourne (towers associated with the Melbourne Brewery in Stanley Street, West Melbourne and the Victoria Brewery, East Melbourne are not publicly visible); and
- as a well preserved example of a nineteenth century brewing complex, including a brew tower and bottling stores, distinguished by its symmetrical composition and prominence in views across the Yarra River from Melbourne's Central Activities District.

The general approach to the conservation of the building should be to retain its appearance as it stood in around the 1930s, including the removal of later accretions and reinstatement of missing fabric if appropriate (refer to Policy 4.2.1 in Conservation Management Plan).

This place has been assessed in accordance with the processes and guidelines outlined in the Australia ICOMOS *Charter for Places of Cultural Heritage Significance* ('The Burra Charter') 2013, using the HERCON criteria.

<b>Place Name: PMG Postal Workshops Garage &amp; Stores</b> <b>Other names: Postal Workshops, Postal Garage, General Post Office workshops &amp; stores, Telecom Workshops.</b>		Citation No: <b>002</b> Heritage Overlay: <b>HO1201</b>
		
<b>Address:</b>	45-99 Sturt Street, Southbank 3006	MCC property reference: 537125 567774 (& others)
<b>Category:</b>	Industrial	Heritage Precinct Overlay: None
<b>Style:</b>	Interwar	Heritage Overlay(s):
<b>Constructed:</b>	1930, 1937, 1940, 1944	Proposed grading: Significant
<b>Designer:</b>	J S Murdoch, chief architect for the Commonwealth of Australia; H J Mackennal, Works Director, Victoria.	Victorian Heritage Register: No
<b>Builder:</b>		Existing grading:
<b>First owner:</b>		Proposed Grading: C
<b>Integrity:</b>	Fair	Existing Streetscape Level:
<b>Condition:</b>	Good	Proposed Streetscape Level: 2
<b>Significance:</b>	Aesthetic, Historic	Amendment:
<b>Comment:</b>		Hermes:
<b>Thematic Context:</b>	Victoria's framework of historical themes	3.7 Establishing and maintaining communications
	City of Melbourne thematic environmental history	

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## Assessment of Significant Areas and Elements

### *What is Significant?*

The former Postmaster Generals Department (PMG) workshops, garage & stores, comprising mostly 1930-40s one and two storey red brick buildings at 45-99 Sturt Street South Melbourne, bounded by Sturt Street, Dodds Street, Grant Street and the modern Recital Centre to the north.

Contributory elements include fabric from the 1930s-1940s:

- one and two storey form;
- modern classical and Moderne styling marking the staged construction in the lead-up to World War Two;
- parapeted wings and expressed eaves marking the two styles;
- red brick walls with some patterned brickwork;
- cemented panels with streamlining and stylised classical motifs;
- multi-pane metal framed glazing and joinery some as original and others as empathetic to the original;
- regular trabeation in the form of brick piers and spandrels, and fenestration;
- steel framing and timber flooring;
- pitched and sawtooth roofing; and
- proximity to and visual relationship with the former Victoria Police complex and other government sites, marking a public building precinct.

### *How is it Significant?*

The former PMG postal workshops are significant historically and aesthetically to South Melbourne and the City of Melbourne.

### *Why is it Significant?*

The former PMG postal workshops garage & stores are historically significant as representative of the growth of telecommunications in the lead-up to World War Two and a massive Commonwealth Government building program from the first decade after Federation to create unified communication services across the country. Prior to 1901, postal and telephone services were the responsibility of separate colonial governments but under the Federation of the colonies, the role reverted to the Commonwealth and became a major factor in the unification of the states.

The buildings are of aesthetic significance as well-preserved examples of the application of both the modern classical styles and Moderne style to utilitarian building under the important Commonwealth architects, J S Murdoch and H J Mackennal, respectively, also as complimentary to the similarly styled Victorian Police Mounted Branch.

This place has been assessed in accordance with the processes and guidelines outlined in the Australia ICOMOS *Charter for Places of Cultural Heritage Significance* ('The Burra Charter') 2013, using the HERCON criteria.

<b>Place Name:</b> G.P. Motors, Pty Ltd <b>Other names:</b> Dunlop Australia, Opera Australia		Citation No: 003 Heritage Overlay: HO1202	
			
<b>Address:</b>	35-41 City Road Southbank 3006	MCC property reference:	I 10351
<b>Category:</b>	Industrial	Heritage Precinct Overlay:	None
<b>Style:</b>	Moderne, Interwar 1918-1936	Heritage Overlay(s):	Proposed
<b>Constructed:</b>	1938 (i.Heritage – 1935)	Proposed grading:	Significant
<b>Designer:</b>	Possibly John Wright	Victorian Heritage Register:	No
<b>Builder</b>		Existing Grading:	C
<b>First owner:</b>		Proposed Grading:	C
<b>Integrity:</b>	Good	Existing Streetscape Level:	2
<b>Condition:</b>	Good	Proposed Streetscape Level:	2
<b>Significance:</b>	Aesthetic, Historic	Amendment:	
<b>Comment:</b>		Hermes:	
<b>Thematic Context:</b>	Victoria's framework of historical themes	3. Developing local, regional and national economies: 3.12 Developing an Australian manufacturing capacity.	
	City of Melbourne thematic environmental history	5.5 Building a manufacturing industry	

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## Assessment of Significant Areas and Elements

### *What is Significant?*

G.P. Motors, Pty Ltd. is a mid-twentieth century motor garage built for the owners and operated in the 1930s to early 1950s. The building comprises a brick masonry and iron framed structure, formerly with car ramps to the upper level, and an elaborate Streamlined Moderne façade.

Contributory elements include:

- parapeted two storey form, built to the street alignment with pitched roof behind;
- Streamlined Moderne styling, promoting the modern imagery of the firm;
- cream face brick upper level façade cladding set against distinctive terracotta faïence on the ground level;
- cemented streamlining on the façade, at parapet and storey levels;
- multi-pane glazing to upper level;
- counter-posing of vertical and dominant horizontal elements, as seen in the stair window ribbing, set under the upper level window hood;
- oyster light fittings either side of the door;
- faceted terra-cotta door reveals to entry;
- transom lights to show windows; and
- the rear elevation is plain but well-preserved with some changes to openings.

Added panel sign is removable and is not contributory.

### *How is it Significant?*

G.P. Motors, Pty Ltd. is significant historically and aesthetically to Southbank and the City of Melbourne.

### *Why is it Significant?*

G.P. Motors, Pty Ltd. is significant historically as expressive of the continuing industrial expansion in the Southbank area into the Interwar period, with associated motor trade buildings nearby, such as Brooklands (since demolished) and the Melbourne Towing Service. It is a rare survivor of a representative of the motor trade, for which the Southbank area was once highly characteristic. Aesthetically, it is a good example of the Moderne style as applied to retail imagery to promote a modern industry, motor car retailing and service.

This place has been assessed in accordance with the processes and guidelines outlined in the Australia ICOMOS *Charter for Places of Cultural Heritage Significance* ('The Burra Charter') 2013, using the HERCON criteria.

<b>Place Name: Crown Chemical Co warehouse</b>		Citation No:	<b>004</b>
<b>Other names: Anderson &amp; sons; Iona Products; Anderson's Printing and Publishing Co., Pty. Ltd., Photographic Studies College</b>		Heritage Overlay:	<b>HO1203</b>
			
<b>Address:</b>	63-65 City Road Southbank 3006	MCC property reference:	110355
<b>Category:</b>	Industrial	Heritage Precinct Overlay:	
<b>Style:</b>	Period 1901-1918 Edwardian-era	Heritage Overlay(s):	Proposed
<b>Constructed:</b>	By 1915	Proposed grading:	Significant
<b>Designer:</b>	unknown	Victorian Heritage Register:	No
<b>Builder</b>		Existing Grading:	B
<b>First owner:</b>		Proposed Grading:	C
<b>Integrity:</b>	Fair	Existing Streetscape Level:	2
<b>Condition:</b>	Fair	Proposed Streetscape Level:	2
<b>Significance:</b>	Aesthetic, Historic	Amendment:	
<b>Comment:</b>		Hermes:	135763
<b>Thematic Context:</b>	Victoria's framework of historical themes	5.6 Publishing newspapers and periodicals. 5.3 Developing a large, city based economy.	
	City of Melbourne thematic environmental history	5.5 Building a manufacturing industry	

## Assessment of Significance

### *What is Significant?*

Crown Chemical Company warehouse built for George Buckley by c1915 and occupied over a long period by Anderson's Printing and Publishing Co., Pty., Ltd.

Contributory elements include:

- parapeted two-storey form, with pitched roof behind;
- face brick and cemented detailing to façade (painted over);
- tall-arched façade fenestration;
- Romanesque revival styling typical of Edwardian-era warehouses.

*How is it Significant?*

Anderson's Printing and Publishing Co., Pty., Ltd. is significant historically and aesthetically to Southbank and the City of Melbourne.

*Why is it Significant?*

Anderson's Printing and Publishing Co., Pty., Ltd. warehouse is significant historically as representative of the major industrial development that occurred along the south bank of the Yarra River from the Victorian-era through to the Interwar periods. Aesthetically, it is significant for the tall-arched fenestration of the façade that exhibits the interest in medieval architectural sources and Arts & Crafts detailing in the Edwardian-era warehouse design.

This place has been assessed in accordance with the processes and guidelines outlined in the Australia ICOMOS *Charter for Places of Cultural Heritage Significance* ('The Burra Charter') 2013, using the HERCON criteria.