



# Brunswick Street and Smith Street Built Form Review

## Heritage Assessments



*Figure 1. 377-387 Brunswick Street, Fitzroy, photo dated c1900-c1920  
(State Library of Victoria, Image H2004.89/17).*

**25 November 2019**

**Prepared for the City of Yarra**

**GJM Heritage**

a: Level 3, 124 Exhibition Street [GPO Box 2634], Melbourne, VIC 3001

t: 0481 284 130

e: [enquiries@gjmheritage.com](mailto:enquiries@gjmheritage.com)

w: [www.gjmheritage.com](http://www.gjmheritage.com)

© GJM Heritage (2019)  
All Rights Reserved

### Project Team

Jim Gard'ner, Director	GJM Heritage   Registered Architect
Renae Jarman, Director	GJM Heritage   Heritage Planner
Ros Coleman, Associate	GJM Heritage   Architectural Historian
Jessi Briggs, Associate	GJM Heritage   Architectural Historian

### Photographic credits:

All photos were taken by GJM Heritage unless otherwise stated.

### Document versions

Project no.	Version	Issued to	Date issued
2017-004	0.1 Draft	Joerg Langeloh	4 November 2019
	0.2 Final	Joerg Langeloh	25 November 2019

## Table of Contents

<b>Summary of Recommendations</b>	<b>1</b>
<b>1. Introduction</b>	<b>4</b>
<b>2. Statement of Significance Review</b>	<b>6</b>
<b>3. New Statements of Significance</b>	<b>7</b>
<b>4. Assessment for Inclusion in the Heritage Overlay on a Site-Specific Basis</b>	<b>8</b>
4.1 Methodology	8
<b>5. Heritage Grading Review</b>	<b>9</b>
5.1 131 Brunswick Street, Fitzroy (HO311)	9
5.2 Godfrey’s Buildings, 266-274 Brunswick Street, Fitzroy (HO311)	10
5.3 Solway Buildings, 287-297 Brunswick Street & 108-110 Johnston Street, Fitzroy (HO311)	14
5.4 377-387 Brunswick Street, Fitzroy (HO311)	20
5.5 316-322 Smith Street, Collingwood (HO333)	25
5.6 237-241 Napier Street, Fitzroy (HO334)	29
5.7 19 Victoria Street, Fitzroy (HO334)	32
5.8 51-53, 59-61 & 67-69 Smith Street, Fitzroy (HO464)	35
51-53 Smith Street, Fitzroy	35
59-61 Smith Street, Fitzroy	38
67-69 Smith Street, Fitzroy	41
Precinct documentation	43
<b>6. Heritage Overlay Boundary Review</b>	<b>46</b>
6.1 105-107 Johnston Street, Fitzroy (HO311)	46
6.2 88 & 90 Alexandra Parade, Fitzroy (HO311 & HO334)	47
6.3 51 Brunswick Street, Fitzroy (HO311 & HO334)	49
6.4 304 Brunswick Street, Fitzroy (HO311)	51
6.5 244-246, 248 & 250 Smith Street, Collingwood (HO333)	52
<b>7. Creation of New Precincts</b>	<b>54</b>
7.1 Methodology	54
<b>Attachment A – Statement of Significance: Brunswick Street Precinct, Fitzroy</b>	
<b>Attachment B – Statement of Significance: Smith Street Precinct, Fitzroy &amp; Collingwood</b>	
<b>Attachment C – Statement of Significance: South Fitzroy Precinct, Fitzroy</b>	
<b>Attachment D – Statement of Significance: Smith Street South Precinct, Fitzroy &amp; Collingwood</b>	
<b>Attachment E – Statement of Significance: Barcelona Terrace, 25-37 Brunswick Street, Fitzroy</b>	
<b>Attachment F – Heritage Citation: Solway Buildings, 287-297 Brunswick Street, Fitzroy</b>	
<b>Attachment G – Heritage Citation: Stanford Block, 121-129 Smith Street, Fitzroy</b>	
<b>Attachment H – Heritage Citation: Fmr Dental Surgery, 17-19 Brunswick Street, Fitzroy</b>	



**Attachment I – Heritage Citation: Mononia, 21 Brunswick Street, Fitzroy**

**Attachment J – Heritage Citation: Fmr Champion Hotel, Shops & Residences, 50-54 Brunswick Street & 90-100 Gertrude Street, Fitzroy**

**Attachment K – Heritage Citation: Fmr Priest’s Residence & Mission Hall, 434 Gore Street & 170 Leicester Street, Fitzroy**

**Attachment L – Heritage Assessment: Gasometer Hotel, 484 Smith Street, Collingwood**

**Attachment M – Heritage Assessment: Johnston Street West Precinct, Fitzroy**

**Attachment N – Heritage Assessment: Gertrude Street Precinct, Fitzroy**

## Summary of Recommendations

Following is a summary of the findings and recommendations arising from the further heritage assessment and analysis work undertaken.

Note: references to 'Appendix 8' in this report relate to the Incorporated Document 'City of Yarra Review of Heritage Overlay Areas 2007: Appendix 8 (revised May 2018)'.

HO number	Address	Recommendation	Report Reference
<b>Statement of Significance Review</b>			
HO311	Brunswick Street Precinct, Fitzroy	Update statement of significance to identify contributory elements and accord with PPN1	Section 2
HO333	Smith Street Precinct, Fitzroy and Collingwood	Update statement of significance to identify contributory elements and accord with PPN1	Section 2
HO334	South Fitzroy Precinct, Fitzroy	Update statement of significance to identify contributory elements and accord with PPN1	Section 2
HO464	Smith Street South Precinct, Fitzroy and Collingwood	Update statement of significance to identify contributory elements and accord with PPN1	Section 2
<b>Prepare a Statement of Significance</b>			
HO153	Barcelona Terrace, 25-37 Brunswick Street, Fitzroy	Prepare an individual Statement of Significance with supporting documentation to guide decision-making	Section 3
HO311	Solway Buildings, 287-297 Brunswick Street & 108-110 Johnston Street, Fitzroy	Update all properties to individual significance. Prepare an individual Statement of Significance with supporting documentation to guide decision-making	Section 3
HO333	Stanford Block, 121-129 Smith Street, Fitzroy	Prepare an individual Statement of Significance with supporting documentation to guide decision-making	Section 3
HO334	Former Dental Surgery, 17-19 Brunswick Street, Fitzroy	Prepare an individual Statement of Significance with supporting documentation to guide decision-making	Section 3
HO334	Mononia, 21 Brunswick Street, Fitzroy	Prepare an individual Statement of Significance with supporting documentation to guide decision-making	Section 3
HO334	Former Champion Hotel and Shops and Residences, 50-54 Brunswick Street & 90-100 Gertrude Street, Fitzroy	Prepare an individual Statement of Significance with supporting documentation to guide decision-making	Section 3

HO number	Address	Recommendation	Report Reference
HO334	Former Priest's Residence and Mission Hall, 434 Gore Street & 170 Leicester Street, Fitzroy	Prepare an individual Statement of Significance with supporting documentation to guide decision-making	Section 3
<b>Assessment for Inclusion in the Heritage Overlay on a Site-Specific Basis</b>			
TBC	Gasometer Hotel, 484 Smith Street, Collingwood	Prepare an assessment to include this place in the HO on an individual basis	Section 4
<b>Heritage Grading Review</b>			
HO311	131 Brunswick Street, Fitzroy	Re-grade from Not-Contributory to Contributory  Amend Appendix 8 to identify 131 Brunswick Street as 'Contributory' to HO311	Section 5.1
HO311	Godfrey's Buildings, 266-274 Brunswick Street, Fitzroy	Re-grade from Contributory to Individually Significant  Amend Appendix 8 to identify 266-274 Brunswick Street as 'Individually Significant' to HO311	Section 5.2
HO311	Solway Buildings, 287-297 Brunswick Street & 108-110 Johnston Street, Fitzroy	Re-grade all properties to Individually Significant  Amend Appendix 8 to identify 287-297 Brunswick Street as 'Individually Significant' to HO311	Section 5.3
HO311	377-387 Brunswick Street, Fitzroy	Re-grade all properties to Individually Significant  Amend Appendix 8 to identify 377-387 Brunswick Street as 'Individually Significant' to HO311	Section 5.4
HO333	316-322 Smith Street, Collingwood	Re-grade from Contributory to Individually Significant  Amend Appendix 8 to identify 316-322 Smith Street as 'Individually Significant' to HO333	Section 5.5
HO334	237-241 Napier Street, Fitzroy	Re-grade from Not-Contributory to Contributory  Amend Appendix 8 to identify 237-241 Napier Street as 'Contributory' to HO334	Section 5.6
HO334	9-19 Victoria Street, Fitzroy	Re-grade from Not-Contributory to Contributory  Amend Appendix 8 to identify 9-19 Victoria Street as 'Contributory' to HO334	Section 5.7

HO number	Address	Recommendation	Report Reference
HO464	51-53, 59-61 & 67-69 Smith Street, Fitzroy	Re-grade from Individually Significant to Contributory  Amend Appendix 8 to identify 51-53 Smith Street as 'Contributory' to HO464  Remove internal controls	Section 5.8
<b>Heritage Overlay Boundary Review</b>			
HO311	105-107 Johnston Street, Fitzroy	Remove from HO311 and include within proposed Johnston Street West Precinct  Amend Appendix 8 and Planning Map No. 5HO	Section 6.1
HO311 & HO334	88 & 90 Alexandra Parade, Fitzroy	Remove from HO311 and include in HO334  Amend Appendix 8 and Planning Map No. 1HO	Section 6.2
HO311 & HO334	51 Brunswick Street, Fitzroy	Include the full extent of 51 Brunswick Street in HO311  Amend Planning Map No. 5HO	Section 6.3
HO311 & HO334	304 Brunswick Street, Fitzroy	Include the full extent of 304 Brunswick Street in HO311  Amend Planning Map No. 5HO	Section 6.4
HO333	244-246, 248 & 250 Smith Street, Collingwood	Include the full extent of the properties within HO333  Amend Planning Map No. 6HO	Section 6.5
<b>Creation of New Precincts</b>			
Currently part of HO334	Johnston Street West Precinct, Fitzroy	Prepare a mapped extent and statement of significance for a new precinct at the western end of Johnston Street (including Victoria Street).	Section 7
Currently part of HO334	Gertrude Street Precinct, Fitzroy	Prepare a mapped extent and statement of significance for a new precinct on Gertrude Street.	Section 7

# 1. Introduction

In 2017, the City of Yarra engaged GJM Heritage to participate in the *Brunswick Street and Smith Street Built Form Review* (the Built Form Review) with Hansen Partnership. The purpose of the Built Form Review is to determine where and how new development can appropriately occur along and around the Brunswick Street and Smith Street commercial 'High Streets'. Heritage advice has been provided to ensure that the Built Form Review – and the subsequent proposed Design and Development Overlay (DDO) – appropriately responds to the heritage fabric and values of the study area, leading to appropriately balanced decision-making when considering new development opportunities.

A key component of the Built Form Review has been to:

- Review the suitability of the extent of the existing Heritage Overlays within the study area and to identify where gaps or inconsistencies exist (if any); and
- Review the suitability of the existing Statements of Significance for heritage places and precincts against the extant heritage fabric and identify where the statements require updating for the purposes of properly considering built form recommendations; and
- Review the current gradings for heritage places in Appendix 8 and identify where updates are required.

A series of recommendations arose from the above heritage assessment and analysis. These recommendations include:

- Updates to existing Statements of Significance (refer to Section 2)
- Compilation of new Statements of Significance (refer to Section 3)
- Inclusion of one (1) place in site-specific Heritage Overlays in the Yarra Planning Scheme (refer to Section 4)
- Update to heritage gradings in Appendix 8 (refer to Section 5)
- Update to Heritage Overlay boundaries (refer to Section 6)
- Creation of two (2) new heritage precincts that currently form part of existing HO334 (refer to Section 7).

The main report of the Built Form Review includes a summary of the findings and recommendations, arising from the further heritage assessment and analysis work contained in this report.

While it is acknowledged that there is some inconsistency in the application of the 'Individually Significant', 'Contributory' and 'Not-Contributory' grading system applied through the Appendix 8, this project does not seek to comprehensively assess individual buildings with a view to regrading except where obvious anomalies or inconsistencies were identified. For the purposes of this report, the following grading definitions from Clause 22.02 - Development Guidelines for Sites Subject to the Heritage Overlay have been applied:

*Individually significant: The place is a heritage place in its own right. Within a Heritage Overlay applying to an area each individually significant place is also Contributory.*

*Contributory: The place is a contributory element within a larger heritage place. A contributory element could include a building, building groups and works, as well as building or landscape parts such as chimneys, verandahs, wall openings, rooflines and paving.*

*Not contributory: The place is not individually significant and not contributory within the heritage place.*



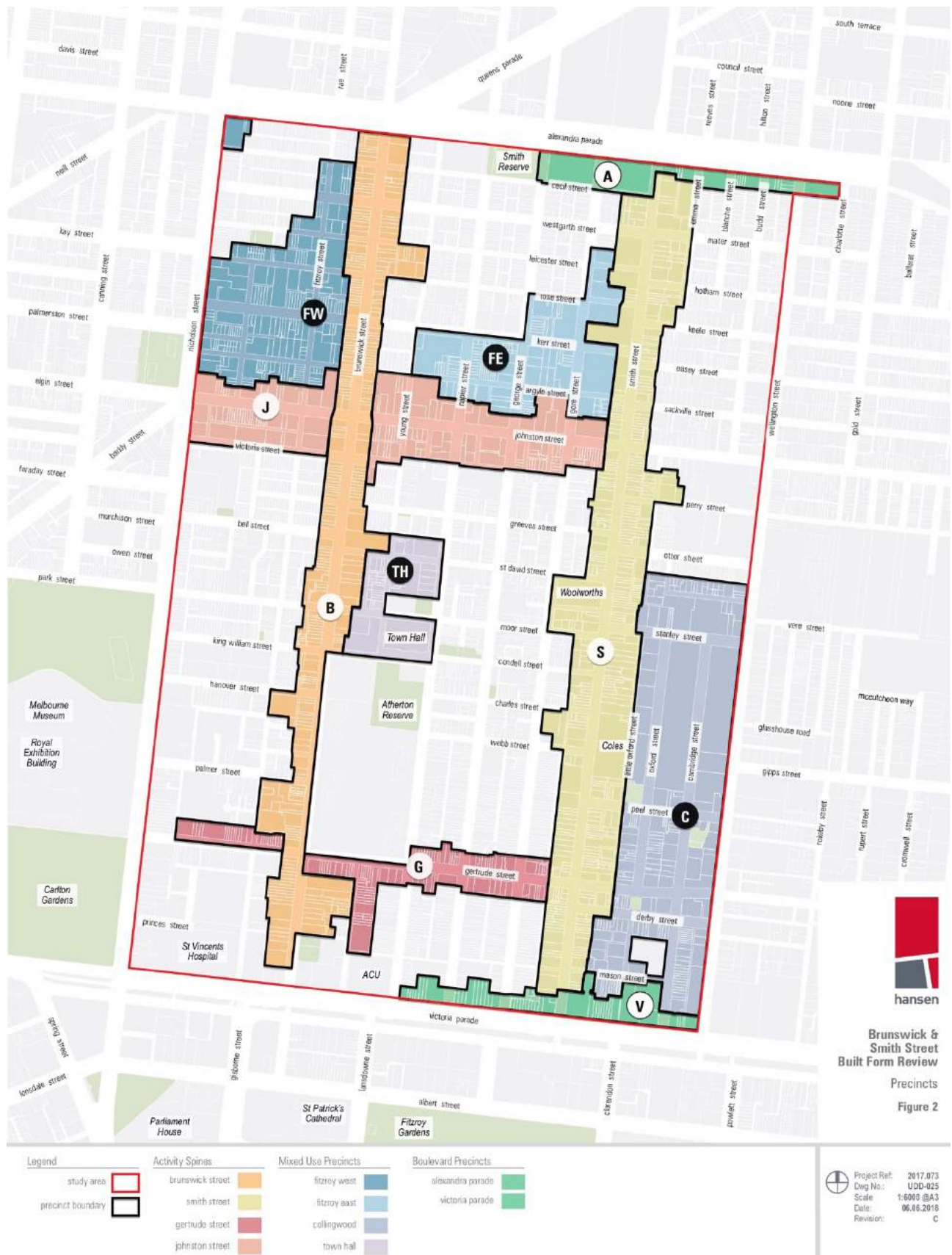


Figure 2. Precinct Map (©Hansen, 6 June 2018)

## 2. Statement of Significance Review

A key part of the Built Form Review has been to analyse the existing Statements of Significance for heritage precincts and individually significant places within the Study Area to ensure that they remained current and useful for managing change within the Study Area.

The review found that existing Statements of Significance for the individual places and heritage precincts within the Study Area were generally sound; however, updates were recommended for the following locally significant precincts:

<b>HO No.</b>	<b>Precinct name</b>	<b>Attachment No.</b>
HO311	Brunswick Street Precinct, Fitzroy	Attachment A
HO333	Smith Street Precinct, Fitzroy and Collingwood	Attachment B
HO334	South Fitzroy Precinct	Attachment C
HO464	Smith Street South Precinct, Fitzroy and Collingwood	Attachment D

It is recommended that this report be referenced as a 'Background Document' in the Table to Clause 72.08 – Background Documents of the Yarra Planning Scheme. The Statements of Significance prepared for a place or precinct within the Study Area are recommended to be incorporated into the Yarra Planning Scheme and specified in the Schedule to the Clause 43.01 - Heritage Overlay.

### 3. New Statements of Significance

One site-specific Heritage Overlay (Barcelona Terrace, HO153) required the preparation of a Statement of Significance consistent with the Department of Environment, Land, Water & Planning's *Planning Practice Note 1: Applying the Heritage Overlay* (August 2018) (PPN1) to appropriately inform future decision-making for the place.

The remaining six 'Individually Significant' graded places listed below are considered to be 'atypical' in the context of their respective Heritage Precincts and it is recommended that Statements of Significance appended to this report are adopted to appropriately guide future decision-making for these properties.

Precinct HO No.	Place name	Address	Attachment No.
HO153	Barcelona Terrace	25-37 Brunswick Street, Fitzroy	Attachment E
HO311	Solway Buildings	287-297 Brunswick Street & 108-110 Johnston Street, Fitzroy	Attachment F
HO333	Stanford Block	121-129 Smith Street, Fitzroy	Attachment G
HO334	Former Dental Surgery	17-19 Brunswick Street, Fitzroy	Attachment H
HO334	Mononia	21 Brunswick Street, Fitzroy	Attachment I
HO334	Former Champion Hotel and Shops and Residences	50-54 Brunswick Street & 90-100 Gertrude Street, Fitzroy	Attachment J
HO334	Former Priest's Residence and Mission Hall	434 Gore Street & 170 Leicester Street, Fitzroy	Attachment K

## 4. Assessment for Inclusion in the Heritage Overlay on a Site-Specific Basis

One place has been assessed and is recommended for inclusion in the Heritage Overlay on a site-specific basis:

Place name	Address	Attachment No.
The Gasometer Hotel	484 Smith Street, Collingwood	Attachment L

It is further recommended that:

- Appendix 8 be updated to reflect the above finding.
- The Statement of Significance for the place be incorporated within the Schedule to the Heritage Overlay.

### 4.1 Methodology

The assessment has been completed having regard to PPN1 and the gradings for heritage places as defined in Council's Heritage Policy at Clause 22.02 of the Yarra Planning Scheme ('Development Guidelines for sites subject to the Heritage Overlay').

The property was visually inspected from the street and historic research was conducted using a variety of sources including historic plans and maps (including Melbourne and Metropolitan Board of Works Plans), contemporary newspaper notices and advertisements, Sands and McDougall Directories, and historic photographs and aerials. Comparative analysis against similar places identified in the Heritage Overlay was undertaken to determine whether the place satisfied the threshold for local heritage significance.

## 5. Heritage Grading Review

Various places within Heritage Precincts HO311, HO333, HO334 and HO464 were considered in terms of the heritage gradings applied through Appendix 8.

The following material provides justification for the regrading of a small number of places in Appendix 8.

### 5.1 131 Brunswick Street, Fitzroy (HO311)



Figure 3. 131 Brunswick Street, Fitzroy (GJM Heritage, Oct 2019)



Figure 4. 131 Brunswick Street within HO311 (VicPlan)

#### Current grading in Appendix 8 (revised May 2018)

Overlay	Address	Property Type	Property No.	Heritage Status	Estimated Date
HO311	131 Brunswick Street, Fitzroy	Shop & residence	252075	Not contributory	Unknown

#### Historical background and description overview

This two-storey building fronting Brunswick Street had been built by 1899, as indicated by the Melbourne and Metropolitan Board of Works (MMBW) Detail Plan (Figure ).

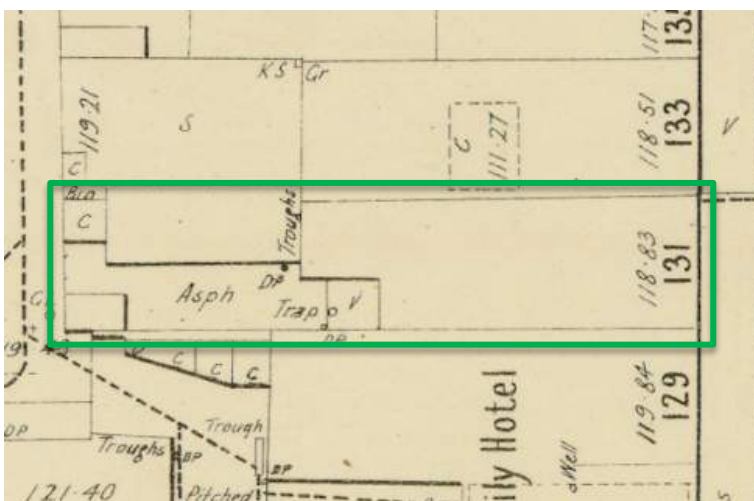


Figure 5. Footprint of the building shown on the 1899 MMBW Detail Plan (No. 1205, dated 1899).

The extant building may date as early as c1860 (not confirmed). No. 131 was formerly addressed as 113 (and later 119) Brunswick Street, which was listed in the Sands & McDougall Directories from c1860 (earlier directories did not list street numbers), occupied by George H Williams, chemist and druggist. Long term occupant (and presumably owner) of the building was chemist T A Ewing, who was the occupant from c1865 (then addressed at 113). Following Thomas Adam Ewing's death in 1879<sup>1</sup>, the business of T A Ewing, chemist, continued to operate at the property until c1900, after which another chemist occupied the building.<sup>2</sup> Thomas A Ewing, JP and Fitzroy Town Councillor (and Mayor 1873-74), was a local figure. A plaque was erected in 1879 at the Fitzroy Free Public Library to commemorate his association with the establishment of the library.<sup>3</sup>

The property is a simple two-storey nineteenth century building with hipped corrugated steel roof concealed behind a plain (possibly modified) parapet. The rendered front façade contains two rectangular upper windows with simple rendered frames (sashes replaced), a cornice dividing the upper and street levels, and an early shopfront form with two side entrances and a central display window.

This simple Victorian building is similar to a number of 'Contributory' buildings of similar intactness within HO311. These include properties at 135-137, 178-182 and 269 Brunswick Street (window openings retained and parapets modified) and 121-131 Brunswick Street (window openings modified and parapet retained). Early shopfront forms have also been retained at 178-182 and 269 Brunswick Street.

### Recommendation

This simple Victorian building is similar to a number of 'Contributory' buildings of similar intactness within HO311, including the nearby property at 135-137 Brunswick Street.

It is recommended that Appendix 8 be amended to identify 131 Brunswick Street as 'Contributory' to HO311.

## 5.2 Godfrey's Buildings, 266-274 Brunswick Street, Fitzroy (HO311)



Figure 6. 266-274 Brunswick Street, Fitzroy (GJM Heritage, October 2018)



Figure 7. 266-274 Brunswick Street indicated in blue, within HO311 (VicPlan)

<sup>1</sup> *The Age*, 18 Sep 1879, p1.

<sup>2</sup> Sands & McDougall directories: 1860, 1865, 1870, 1880, 1890, 1900, 1910.

<sup>3</sup> *The Telegraph, St Kilda, Prahran and South Yarra Guardian*, 6 Dec 1888, p3.

**Current gradings in Appendix 8 (revised May 2018)**

Overlay	Address	Property Type	Property No.	Heritage Status	Estimated Date
HO311	266 Brunswick Street, Fitzroy	Godfrey's, Shop & residence	252570	Contributory	1880-1890
HO311	268 Brunswick Street, Fitzroy	Godfrey's, Shop & residence	252565	Contributory	1880-1890
HO311	270 Brunswick Street, Fitzroy	Godfrey's, Shop & residence	252560	Contributory	1880-1890
HO311	272 Brunswick Street, Fitzroy	Godfrey's, Shop & residence	252555	Contributory	1880-1890
HO311	274 Brunswick Street, Fitzroy	Godfrey's, Shop & residence	252540	Contributory	1880-1890

**Historical background and description overview**

'Godfrey's Buildings' at 266 to 274 Brunswick Street were built in 1887 for owner George Godfrey. According to the 1887 City of Fitzroy rate books (recorded December 1887), Godfrey did not own or occupy any property in this part (on the east side) of Brunswick Street at this date. However, in December 1888, George Godfrey was rated as the owner of the row of five occupied buildings at 266-274 Brunswick Street. The corner building at no. 274 was valued (Net Annual Value) at £200, and nos. 266-272 were rated at £130 each.<sup>4</sup>

In 1887, notices in *The Age* requested a large quantity of sand, and advertised for a 'plasterer and improver', with applicants to apply to 'Godfrey's Buildings, Brunswick Street, Fitzroy'.<sup>5</sup> Early the following year in January 1888 advertisements were placed in *The Age* requesting occupants – specifically booksellers and grocers – to occupy Godfrey's Buildings, the 'grandest buildings in Australia'.<sup>6</sup> George Godfrey was also the rated owner of the row at 267-275 Brunswick Street in 1890.<sup>7</sup>

In 1890, the shops were occupied by a bookshop, auctioneer, haberdasher, boot shop and furniture shop.<sup>8</sup> Ten years later in 1900, occupants comprised a dressmaker, chemist, auctioneer, perambulator makers and a music warehouse.<sup>9</sup> The row of five buildings was shown on the 1897 and 1900 MMBW plans (*Figure & Figure*). The four northern buildings (268-274) were each constructed with a cellar, with all buildings extending to the rear (eastern) boundary. Shopfront verandahs extended across the five Brunswick Street facades. By 1930, the name 'Godfrey's Buildings' was no longer recorded in the Sands & McDougall Directories above the list of addresses and their occupants (the name was still listed in 1920).

<sup>4</sup> Rate Books (RB), City of Fitzroy, West Ward: 1887-1888, page 115; 1888-89, entries 635-639.

<sup>5</sup> *The Age*: 23 May 1887, p8; 23 Aug 1887, p7.

<sup>6</sup> *The Age*: 12 Jan 1888, p3; 23 Jan 1888, p3.

<sup>7</sup> Rate Books, City of Fitzroy, West Ward: 1888-89, entries 635-639; 1890-91, entries 592-96 & 581-585.

<sup>8</sup> Rate Books, City of Fitzroy, West Ward: 1890-91, entries 592-96 & 581-585.

<sup>9</sup> Sands & McDougall Directory: 1900.

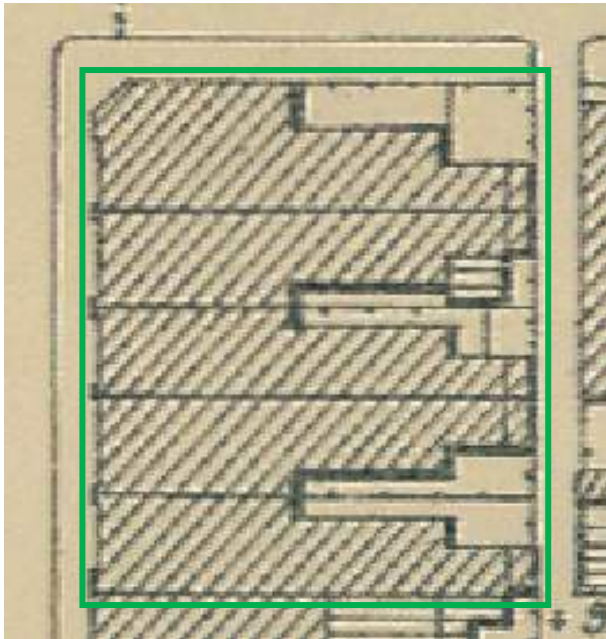


Figure 8. Plan showing the footprints of the buildings in 1897. The diagonal hatching indicates buildings constructed of brick or stone; vertical/horizontal hatching indicates buildings constructed of timber (MMBW Plan No. 28, scale 160ft to 1 inch, dated 1897).

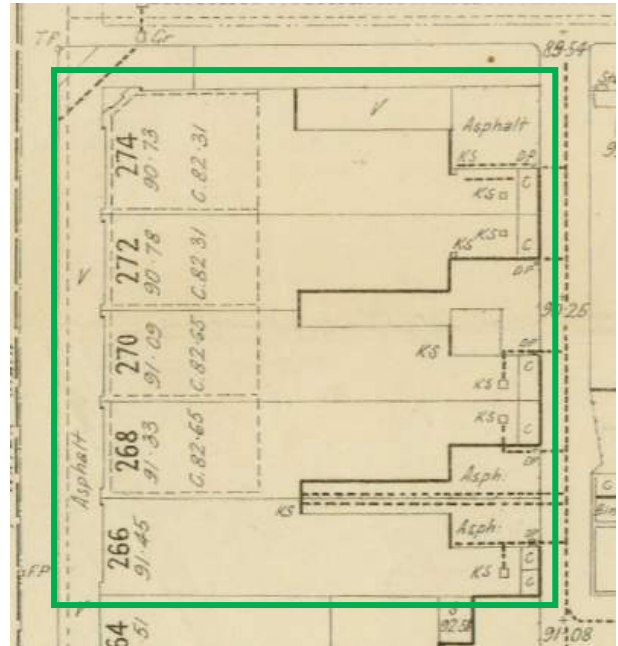


Figure 9. Footprints of the buildings in 1900 (MMBW Detail Plan No. 1193, dated 1900).

Photos dated to the 1970s show the building without the shop verandahs (Figure & Figure ).



Figure 10. Photo dated between 1970 and 1974 (State Library of Victoria, Image CUAFY53/10).



Figure 11. Numbers (left to right) 272, 270 and 268 Brunswick Street, in 1978 (City of Yarra Libraries, image FL1343).

Godfrey's Buildings, 266-274 Brunswick Street, Fitzroy is situated on the east side of Brunswick Street to the south of Johnston Street, on the south corner of Victoria Street. Built in 1887, the building displays characteristics of the High Victorian style.

The building comprises a row of five three-storey shops and residences with two street facades, and splayed corner, of rendered brick (partially overpainted) and a parapet which conceals the roof behind. The south and rear elevations are of exposed brickwork.

The Brunswick Street façade is divided into identical bays, each containing triple arch-headed window openings at the upper level, triple rectangular window openings below and dividing pilaster strips, some with decorative ball finials, at each party wall. The window pattern is repeated with single windows in the splayed



corner and in a single bay in Victoria Street. A heavy cornice runs across these main facades at first floor level and a balustraded parapet runs across the four southernmost facades. The corner building is distinguished by a solid parapet above the splayed corner which contains the nameplate 'Godfrey 1' and an absence of balustrading either side. The elevation to Victoria Street is treated as a secondary façade with simple window openings and moulded panel detailing.

Concave verandahs have been reconstructed at street level. Shop front forms appear to have been generally retained.

The building retains a high degree of integrity to the Victorian period in fabric, form and detail, particularly at the upper two levels. While the building has undergone alterations, including the removal of some ball finials and the reconstruction of street verandahs, these do not diminish the ability to understand and appreciate the place as a fine example of a Victorian commercial building.

The commercial premises at 266-274 Brunswick Street, Fitzroy are of note as a representative and intact example of a shop and residence built in the Victorian 1880s boom period.

Commercial buildings from this period were most commonly two-storeys, with fewer single-storey and three or four-storey premises constructed. They were typically built as rows of attached identical buildings, as pairs or as individual buildings with no side setbacks from adjoining properties and no front setback.

Within the City of Yarra, large numbers of commercial premises built in the Victorian period are included in the Heritage Overlay, both on a site-specific basis and as 'Individually Significant' places within precincts. Comparative examples which broadly display characteristics similar to Godfreys Buildings include commercial premises at:

- 229-231 Brunswick Street, Fitzroy (1870-90), individually significant in HO311, Brunswick Street Precinct
- 341-347 Brunswick Street, Fitzroy (1880-90), individually significant in HO311, Brunswick Street Precinct
- Stanford Block, 119-129 Smith Street (1880-90), individually significant in HO333, Smith Street Precinct.



Figure 12. 229-231 Brunswick Street, Fitzroy (Google)

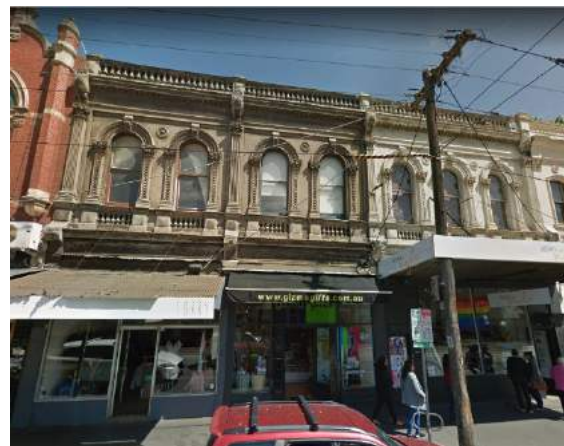


Figure 13. 341-347 Brunswick Street, Fitzroy (Google)



Figure 14. Stanford Block, 119-129 Smith Street, Fitzroy (Google)

Like these places, Godfrey’s Buildings at 266-274 Brunswick Street, Fitzroy displays a range of characteristics which have strong associations with the Victorian period and the building remains highly intact to demonstrate these associations.

### Recommendation

The row of five highly intact, three-storey shops and residences built in 1887 are comparable to places within HO311 and HO333 that are graded ‘Individually Significant’.

It is recommended that Appendix 8 be updated to identify 266-274 Brunswick Street as ‘Individually Significant’ to HO311.

### 5.3 Solway Buildings, 287-297 Brunswick Street & 108-110 Johnston Street, Fitzroy (HO311)



Figure 15. 287-297 Brunswick Street & 108-110 Johnston Street, Fitzroy (left to right) (GJM Heritage, Sep 2018)



Figure 16. 287-297 Brunswick Street & 108-110 Johnston Street indicated in blue, within HO311 (VicPlan)

**Current grading in Appendix 8 (revised May 2018)**

Overlay	Address	Property Type	Property No.	Heritage Status	Estimated Date
HO311	287 Brunswick Street, Fitzroy	AOE House, Shop & residence	252465	Individually Significant	1900-1915
HO311	289 Brunswick Street, Fitzroy	AOE House, Shop & residence	252470	Contributory	1900-1915
HO311	293 Brunswick Street, Fitzroy	AOE House, Shop & residence	252475	Contributory	1900-1915
HO311	295 Brunswick Street, Fitzroy	AOE House, Shop & residence	286445	Contributory	1900-1915

**Historical background and description overview**

The south-west corner of Brunswick and Johnston streets was occupied by the Fitzroy Market in the late nineteenth century, as annotated on the 1900 MMBW Detail Plans (*Figure 17* & *Figure 18*). The block bound by Brunswick, Johnston, Fitzroy and Victoria streets was owned by Henry Hoyt during this period.<sup>10</sup>

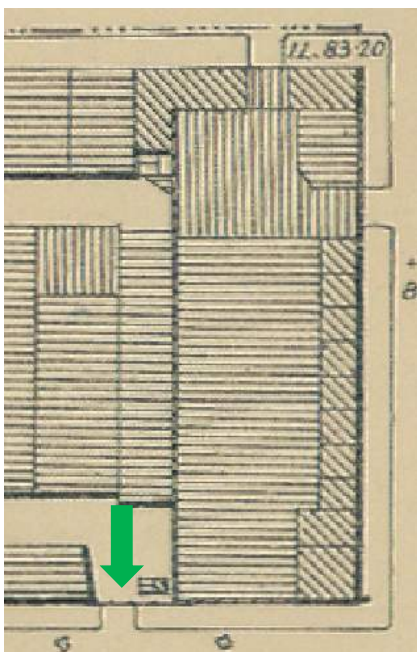


Figure 17. The south-west corner of Brunswick and Johnston streets in 1897 showing earlier buildings occupying the area. The vehicular crossover (indicated by the green arrow) off Victoria Street shows the alignment of the existing lane. The diagonal hatching indicates buildings constructed of brick or stone; vertical/horizontal hatching indicates buildings constructed of timber (MMBW 28, scale 160ft to 1 inch, dated 1897).

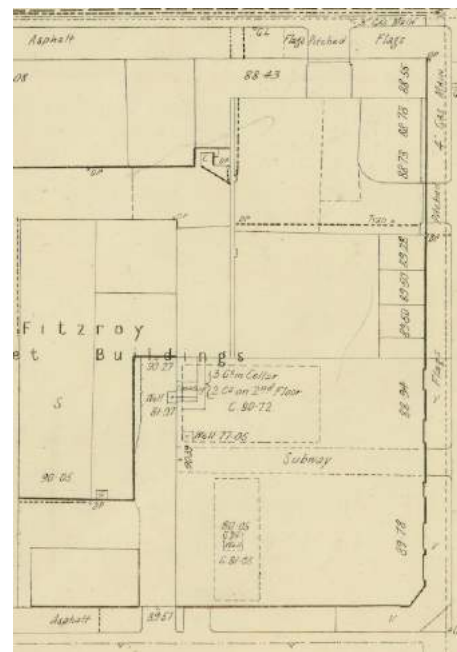


Figure 18. The corner property in 1900, showing earlier buildings occupying the area, annotated 'Fitzroy Market Buildings' (MMBW Detail Plan 1193, dated 1900).

The Herald published an article in May 1911 featuring the new buildings 'on the site of the old bus stables' at the corner of Brunswick and Johnston streets, described as 'a notable improvement in suburban shop

<sup>10</sup> Lewis, Miles, 'The First Suburb' in Fitzroy History Society & Cutten History Committee (2014, 1st edition 1989), Fitzroy : Melbourne's first suburb, South Yarra [Vic.], p28.

architecture'.<sup>11</sup> The site measured 206ft (62.8m) to Johnston Street and 108ft (32.9m) to Brunswick and Fitzroy streets. The Solway Theatre was to be built on the site, fronting Johnston Street (immediately west of the subject site). The article further described the subject site:

*... there are eight shops adjoining the theatre in Brunswick Street, a shop and two furniture arcades in Brunswick street, and mantelpiece showrooms on the corner of Fitzroy street. Mr William Rain is the architect for the whole of these properties. The contractors are – For the theatre, Mr L. Hansen, and for the shops, Messrs Herd and Son. Mr Rain has also in hand other shop buildings in Clifton Hill and Hampton road, Hampton, and a large villa residence at Alphington.<sup>12</sup>*

Illustrations of the Brunswick and Johnston street elevations published in May 1911 show the six bays fronting Brunswick Street and four bays fronting Johnston Street, and the configuration of the shopfronts and arcades (Figure & Figure). The illustrations show the first floor (narrow) openings with a pair of three-paned windows. The corner turret bore the name 'Solway' at parapet level (replaced with 'A.O.F. House' in the 1970s).



Figure 19. Illustration of the new building, published in May 1911 (*The Herald*, 25 May 1911:3).

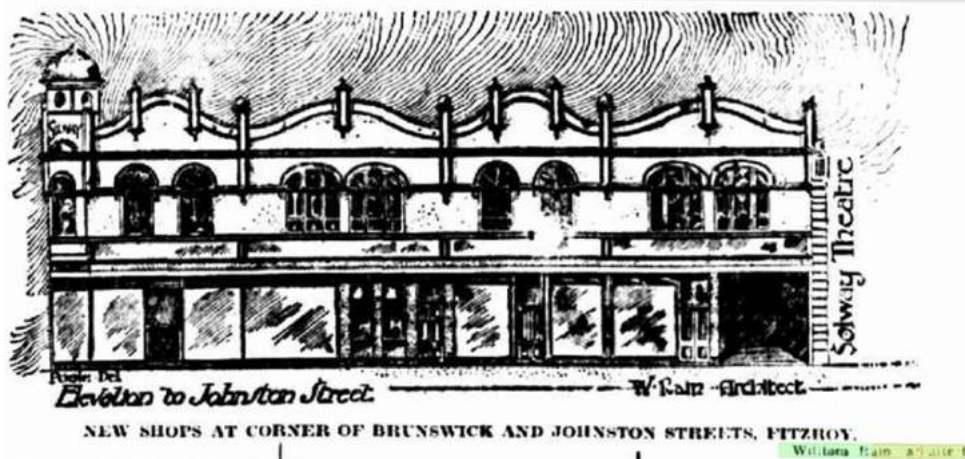


Figure 20. Illustration of the new building, published in May 1911. Architect William Rain was noted in the bottom right corner (*The Herald*, 25 May 1911:3).

The Solway Picture Theatre, and presumably 'Solway Buildings', was built for owners Griffiths and West Pty Ltd (Hoyts Theatres Ltd were confirmed as partner owners in 1928).<sup>13</sup> A plan of the new buildings at 287-293

<sup>11</sup> *The Herald*, 25 May 1911, p3.

<sup>12</sup> *The Herald*, 25 May 1911, p3.

<sup>13</sup> *The Argus*, 7 Sep 1911, p10;

Brunswick Street, dated 9 May 1911, confirmed the architect as William Rain (listed as the agent) (Figure 2).<sup>14</sup> Contemporary newspaper articles also attributed the design of the Solway Theatre to William Rain.<sup>15</sup> The Solway Theatre at 84 Johnston Street was demolished in 1928 and replaced with Hoyts Regent Picture Theatre which opened in 1929 (closed in 1959 and demolished 1983) and was designed by prolific theatre architect Charles N Hollinshed.<sup>16</sup>

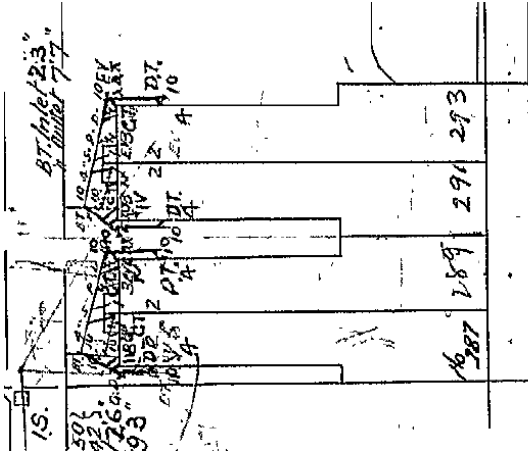


Figure 2. Plan showing footprints of the buildings at 287-293 Brunswick Street in May 1911, annotated with sewerage works. North is up (Property Sewerage Plan No. 78136, 9 May 1911)

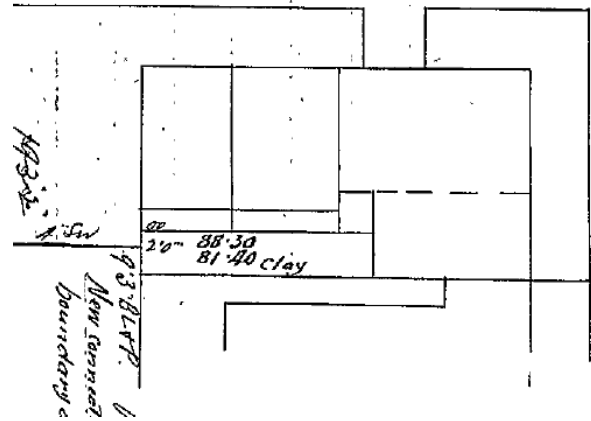


Figure 3. Plan showing footprints of the corner buildings at 295-297 Brunswick Street, and those fronting Johnston Street, dated October 1911. North is up (Property Sewerage Plan No. 78134, 30 October 1911)

In 1915, the shops fronting Brunswick Street were occupied by a draper, 'Solway Shoe Store', a fancy goods depot, tobacconist, tailors and D W Keir's 'The Solway Clothing Co'.<sup>17</sup> Later newspaper articles made reference to 'Solway Buildings' as the premises of the Solway Clothing Company; the company was listed as the occupants of 295-297 Brunswick Street until at least 1970.<sup>18</sup> Solway Clothing also later occupied 294 Brunswick Street<sup>19</sup>; this company is presumably named after the existing building. In March 1922, *The Age* reported on a fire at the 'Solway Buildings', then owned by Daniel W Keir.<sup>20</sup>

A photo dating to c1949 (Figure 4) shows the corner section of the 'Solway Buildings' with the return verandah over the pedestrian footpath. By the 1970s the verandah had been replaced, along with some of the shopfronts (Figure 5 - Figure 7).

The corner building (addressed today as 295-297 Brunswick Street and 108-110 Johnston Street) was purchased by Trustees of the Ancient Order of Foresters in Victoria, Friendly Society, in July 1974, and the Society subsequently listed as the owner from 1989 to 1995.<sup>21</sup> During this period the name 'A.O.F. House' was placed on the parapet of the corner building.

Property Sewerage Plan No. 78136, 28 August 1928.

<sup>14</sup> Property Sewerage Plan No. 78136, 9 May 1911.

<sup>15</sup> *The Argus*, 7 Sep 1911, p10.

<sup>16</sup> Property Sewerage Plan No. 78136, 28 August 1928;

Sands & McDougall Directories;

Allom Lovell & Associates (1998), *City of Yarra Heritage Review: Thematic History*, p98.

<sup>17</sup> Sands & McDougall Directory: 1915.

<sup>18</sup> *The Argus*, 24 Jun 1915, p6;

Sands & McDougall Directories.

<sup>19</sup> State Library of Victoria picture collection, Image CUAFY53/10.

<sup>20</sup> *The Age*, 29 Mar 1922, p10;

Property Sewerage Plan No. 78136, 27 April 1923.

<sup>21</sup> Landata Victoria, Certificate of Title V9013/F794.



Figure 4. Detail of a photo of 'Solway men's wear' on the corner of Brunswick and Johnston streets, c1949 (State Library of Victoria, Image a39997).



Figure 5. The Brunswick Street facade in a photo dated 1970-1974 (State Library of Victoria, Image CUAFY154/6-7).



Figure 6. A detail of the Brunswick Street corner in a photo dated 1970-1974 (State Library of Victoria, Image CUAFY154/6-7).



Figure 7. A detail of the south end of the Brunswick Street facade in a photo dated 1970-1974 (State Library of Victoria, Image CUAFY154/6-7).

The Solway Buildings are located on a large site at the south-west corner of Brunswick and Johnston Streets, Fitzroy. Built in 1911, the building displays characteristics of the Federation Free Style and contrasts with the earlier Victorian-era buildings which are located on the other three corners at this intersection.

The building comprises a row of six two-storey shops and residences fronting Brunswick Street and a row of four two-storey shops and residences fronting Johnston Street. Upper facades are of red brick with render contrasts (partially overpainted) and a parapet conceals a series of gabled and hipped roofs. The corner of the building is splayed with a large projecting oriel window at first floor level and a distinctive round tower, with circular windows and a domed roof, above the parapet. The oriel window comprises a pair of timber framed windows and an infill window head displaying sinuous Art Nouveau-inspired applied decoration.

The two main facades are articulated in a similar manner. Pairs of arch-headed windows line the first-floor façade and bold faceted vertical elements, capped with decorative balls, delineate the individual premises. An exaggerated undulating parapet line, with bold rendered band, is punctuated by both these and additional faceted elements. As indicated in the original drawings, the width of the individual bays across the facades is uneven and this is reflected in minor variations in the window and parapet detailing.

A number of the shopfronts to Brunswick Street retain their early forms however post-supported verandahs have been removed and replaced by cantilevered awnings. The original vehicular opening to the rear of the building, located at the west end of the Johnston Street façade, remains.

The building retains a high degree of integrity to the Federation period in fabric, form and detail. While the building has undergone some alterations, including painting of the face brickwork and alterations to shopfronts, these do not diminish the ability to understand and appreciate the place as a fine example of a commercial building from the Federation period.

Solway Buildings, 287-297 Brunswick Street & 108-110 Johnston Street, Fitzroy is of note as a fine, intact and representative example of a large commercial building constructed in the Federation period of the early twentieth century.

Commercial buildings from this period were most commonly of two-storeys, with fewer single-storey and three or four-storey premises constructed. They were typically built as rows of attached identical buildings, as pairs or as individual buildings with no side setbacks from adjoining properties and no front setback. Occasionally the façade had a central focal point or patterning continued over more than one bay. Corner properties commonly had a splayed or curved corner and addressed both streets.

Solway Buildings is of particular note as a substantial and intact two-storey corner building containing ten shopfronts – six to Brunswick Street and four to Johnston Street. Within the City of Yarra, comparative commercial premises built in the Federation period are included in the Heritage Overlay, both on an individual basis and as 'Individually Significant' places within precincts. Comparative examples which broadly display characteristics similar to Solway Buildings include commercial premises at:

- 285-289 Smith Street, Fitzroy (1900-15), individually significant in HO333, Smith Street Precinct
- Hannaford's Pianos and Organs, 219 Smith Street, Fitzroy (1900-15), individually significant in HO333, Smith Street Precinct
- Shawcross Building, 320 Brunswick Street, Fitzroy (1900-15), individually significant in HO311, Brunswick Street Precinct
- 377-87 Brunswick Street, Fitzroy (1900-15), individually significant in HO311, Brunswick Street Precinct.

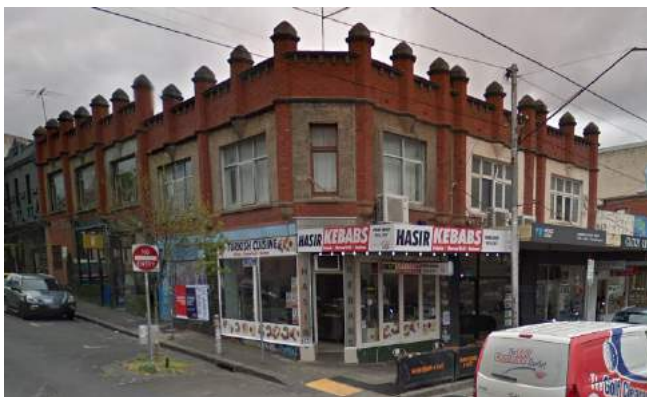


Figure 8. 285-89 Smith Street, Fitzroy (Google)



Figure 9. 377-87 Brunswick Street, Fitzroy (Google)



Figure 10. Shawcross Building, 320 Brunswick Street, Fitzroy (Google)



Figure 30. Hannaford's Pianos and Organs, 219 Smith Street, Fitzroy (Google)

Like these places, the Solway Buildings display a range of characteristics which have strong associations with the Federation period and the building remains highly intact to demonstrate these associations.

### Recommendation

287-297 Brunswick Street and 108-110 Johnston Street were built as a complex on the prominent corner site in 1911. Architect designed, they present a consistent and uniform façade to Brunswick and Johnston streets and therefore warrant a consistent grading to the entire complex.

It is recommended that that Appendix 8 be amended to identify 287-297 Brunswick Street and 108-110 Johnston Street as 'Individually Significant' to HO311.

An individual Statement of Significance has been prepared for this place with an atypical form – see Section 3.

## 5.4 377-387 Brunswick Street, Fitzroy (HO311)



Figure 11. 377-387 Brunswick Street, Fitzroy (GJM Heritage, October 2019)



Figure 12. 377-387 Brunswick Street indicated by blue polygon, within HO311 (VicPlan)



**Current grading in Appendix 8 (revised May 2018)**

Overlay	Address	Property Type	Property No.	Heritage Status	Estimated Date
HO311	377 Brunswick Street, Fitzroy	Shop & residence	308050	Individually Significant	1900-1915
HO311	379 Brunswick Street, Fitzroy	Shop & residence	239280	Contributory	1900-1915
HO311	381 Brunswick Street, Fitzroy	Shop & residence	239285	Contributory	1900-1915
HO311	383 Brunswick Street, Fitzroy	Shop & residence	343640	Contributory	1900-1915
HO311	385 Brunswick Street, Fitzroy	Shop & residence	239295	Contributory	1900-1915
HO311	387 Brunswick Street, Fitzroy	Shop & residence	239300	Contributory	1900-1915

**Historical background and description overview**

In 1900, the north-west corner of Brunswick and Rose streets was occupied by a flour mill (Figure 13), later known as the Union Flour Mills and Bakery.<sup>22</sup> The extant row of six buildings was constructed in 1907 for owner J Macleod and designed by prominent architect Charles D'Ebro.<sup>23</sup> In February 1907, D'Ebro called for tenders for the 'purchase and removal' of the Union Flour Mills on Brunswick Street.<sup>24</sup> A Property Sewerage Plan dated June 1907 confirmed the owner of the row as J MacLeod and the agent as C A D'Ebro of 99 Queen Street, Melbourne. The 1907 plan showed the footprint of the six buildings constructed at 377-387 Brunswick Street, with a building on the rear boundary of 377, addressed as 89 Rose Street (since replaced) (Figure 14).

<sup>22</sup> Sands & McDougall Directories.

<sup>23</sup> Listed as the agent on Property Sewerage Plan No. 31037, dated 17 June 1907.

<sup>24</sup> *The Age*, 2 Feb 1907, p4.

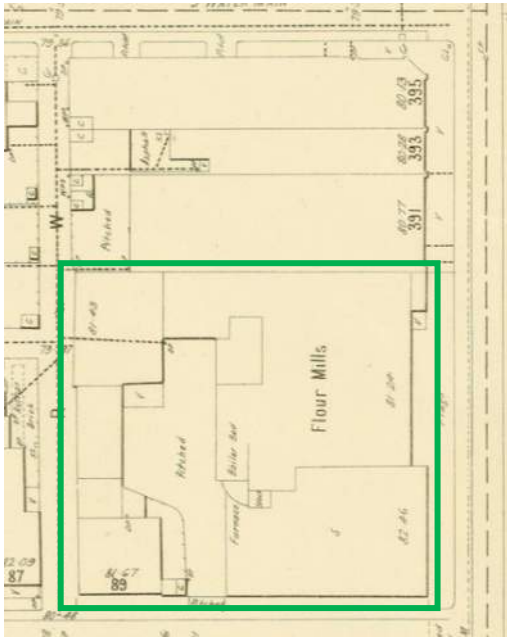


Figure 13. The north-west corner of Brunswick and Rose streets in 1900, showing the area occupied by flour mills (Melbourne and Metropolitan Board of Works Detail Plan 1241, dated 1900).

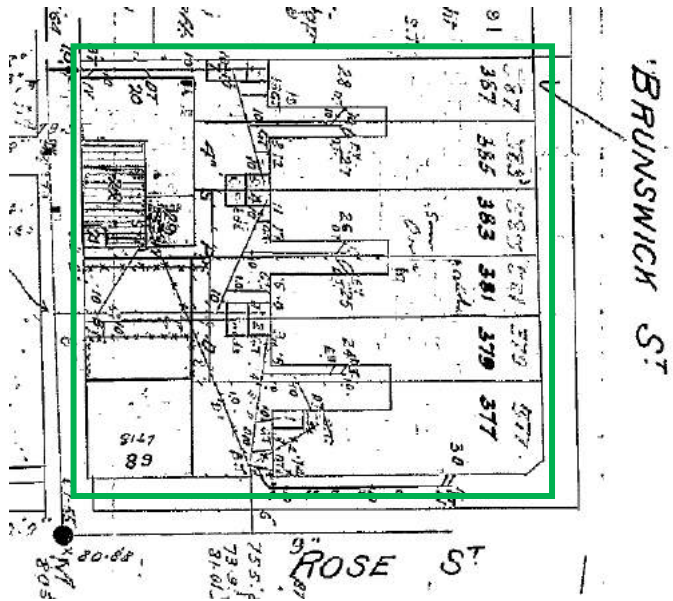


Figure 14. Footprints of the six buildings shown on the PSP plan dated June 1907, annotated with plumbing works (Property Sewerage Plan No. 31037, dated 17 June 1907).

In 1910, the occupants of the row included a chemist, importer of glassware and crockery, tailor, a boot warehouse and pastrycook. Some tenants remained for a number of decades, while at other shops the use remained consistent.<sup>25</sup> The row of six shops was advertised for sale in 1919 as a 'grand shop investment' at the 'centre of retail activity'. The ad described the '6 handsome and substantial brick two-storey shops and dwellings' at 377 to 387 Brunswick Street.<sup>26</sup>



Figure 15. The row in c1900-c1920 with an early verandah to the shopfronts (State Library of Victoria, Image H2004.89/17).

<sup>25</sup> Sands & McDougall Directories.

<sup>26</sup> *The Argus*, 16 Aug 1919, p2.

In 1930 the row was occupied by a chemist, individual, dealer, confectioner and tobacconist, boot warehouse, draper and pastrycook.<sup>27</sup>

The row of shops and residences at 377-387 Brunswick Street, Fitzroy is situated on the west side of Brunswick Street to the north of Johnston Street, on the north corner of Rose Street. Built in 1907, the building displays characteristics of the Federation Free Style.

The building is a row of six two-storey shops and residences with red brick upper facades and a parapet which conceals a longitudinal gabled roof behind. The two street facades of this building, and the splayed corner, are articulated in an identical manner.

The upper facades contain pairs of rectangular double-hung windows with shallow arched heads, applied decorative motifs in between and thick continuous render bands at head and sill levels. These bands continue across the facades and are broken by slim brick pilasters at the party walls which rise to finials at the parapet level. The parapet combines steep pediments and low horizontal sections which alternate across the individual buildings. This results in three pediments facing Brunswick Street, one at the splayed corner and one facing Rose Street. Heavy capping lines the undulating parapet and is repeated as a cornice below.

The pairs of rectangular double-hung windows at 383 and 385 Brunswick Street have been replaced with single sets of triple sliding windows which have been inserted into new horizontal openings. This has interrupted the repetitive patterning across the Brunswick Street façade.

Shopfronts generally retain their early forms however post-supported street verandahs have all be removed and replaced with suspended awnings at 377 - 383 Brunswick Street.

The row of shops and residences, 377-87 Brunswick Street, Fitzroy is of note as a fine, intact and representative example of a large commercial building constructed in the Federation period of the early twentieth century.

Commercial buildings from this period were most commonly of two-storeys, with fewer single-storey and three or four-storey premises constructed. They were typically built as rows of attached identical buildings, as pairs or as individual buildings with no side setbacks from adjoining properties and no front setback. Occasionally the façade had a central focal point or patterning continued over more than one bay. Corner properties commonly had a splayed or curved corner and addressed both streets.

The row of shops and residences, 377-387 Brunswick Street, Fitzroy is of particular note as a substantial and intact two-storey corner building containing six shopfronts facing Brunswick Street. Within the City of Yarra, comparative commercial premises built in the Federation period are included in the Heritage Overlay, both on an individual basis and as 'Individually Significant' places within precincts. Comparative examples which broadly display characteristics similar to the building at 377-87 Brunswick Street, Fitzroy include commercial premises at:

- 285-289 Smith Street, Fitzroy (1900-15), individually significant in HO333, Smith Street Precinct
- Hannaford's Pianos and Organs, 219 Smith Street, Fitzroy (1900-15), individually significant in HO333, Smith Street Precinct
- Shawcross Building, 320 Brunswick Street, Fitzroy (1900-15), individually significant in HO311, Brunswick Street Precinct.

---

<sup>27</sup> Sands & McDougall Directory: 1930.



Figure 16. Shawcross Building, 320 Brunswick Street, Fitzroy (Google)



Figure 17. Hannaford's Pianos and Organs, 219 Smith Street, Fitzroy (Google)



Figure 18. 285-89 Smith Street, Fitzroy (Google)

Like these places, the commercial premises, 377-387 Brunswick Street, Fitzroy displays a range of characteristics which have strong associations with the Federation period and the building remains highly intact to demonstrate these associations.

**Recommendation**

377-387 Brunswick Street were built as a row in 1907, designed by prominent Melbourne architect Charles D'Ebro. The contiguous row presents an intact, uniform façade to Brunswick and Rose streets, despite some alterations, and therefore warrants a consistent grading to the entire row.

It is recommended that that Appendix 8 be amended to identify 377-387 Brunswick Street as 'Individually Significant' to HO311.

## 5.5 316-322 Smith Street, Collingwood (HO333)



Figure 19. 316-322 Smith Street, Collingwood (GJM Heritage, October 2018)



Figure 40. 316-322 Smith Street indicated by blue polygon, within HO333 (VicPlan)

### Current grading in Appendix 8 (revised May 2018)

Overlay	Address	Property Type	Property No.	Heritage Status	Estimated Date
HO333	316 Smith Street, Collingwood	Shop & residence	117475	Contributory	1880-1890
HO333	318 Smith Street, Collingwood	Shop & residence	117480	Contributory	1880-1890
HO333	320 Smith Street, Collingwood	Shop & residence	117480	Contributory	1880-1890
HO333	322 Smith Street, Collingwood	Shop & residence	117485	Contributory	1850-1890

### Historical background and description overview

The row of four shops and residences were built for owner Patrick Coyle, licensed victualler, who owned and ran the Albion Hotel on the corner of Perry Street, immediately south. It appears that the row was built in 1885, with Coyle rated for the four brick shops in November 1885, all of which were tenanted. From construction, no. 316 had a higher Net Annual Value as it also comprised a 'factory'.<sup>28</sup> The row may have replaced two earlier buildings on the site.<sup>29</sup>

<sup>28</sup> Rate Books, City of Collingwood: 1884, entries 1350-1351; 1885, entries 1365-1368; 1886, entries 1374-1377; 1889, entries 5233-5236.

<sup>29</sup> Sands & McDougall Directories.

Coyle was previously the landlord of the Grace Darling Hotel, in the late 1870s.<sup>30</sup> Upon Coyle's death in 1888, his probate records reported that his assets comprised land on Smith Street, holding The Albion Hotel and four shops and premises at 276-282, let to tenants (current 316-322).<sup>31</sup>

In 1890, no. 316 was occupied by George Newtown, draper, 318 by Mark Allan, photographer, 320 by Heggie & Sons, boot dealers, and 322 by I Herman, tobacconist. The shops continued to be occupied by various commercial tenants to present day.<sup>32</sup>

MMBW plans showed the footprint of the four buildings and the timber outbuildings in 1897 and 1900 (Figure 20 & Figure 21). The 1900 plan indicates that a verandah extended along the four shopfronts (since replaced), across the public 'flagged' footpath. A postcard dated c1908 (Figure 22) showed the row; clearly visible are the first floors and parapets with urns (urns since removed/lost).

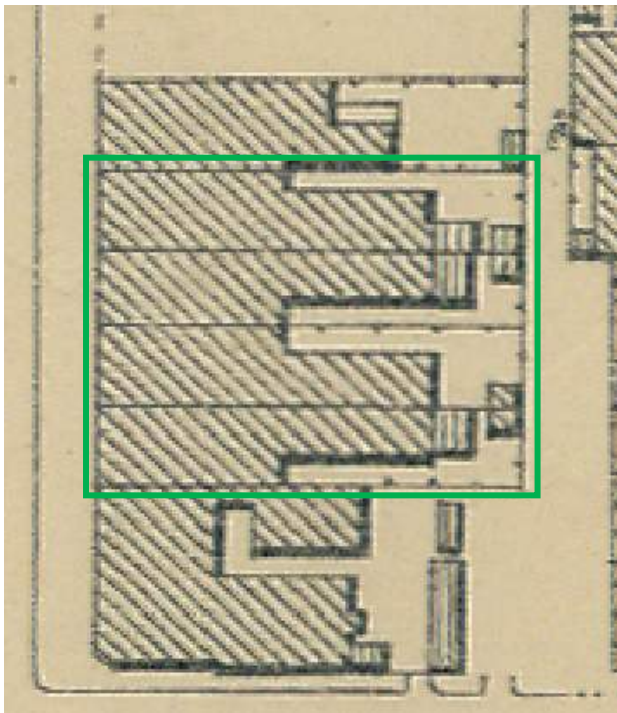


Figure 20. An 1897 plan showing footprints of the row of buildings, and their outbuildings (indicated by green polygon). The diagonal hatching indicates buildings constructed of brick or stone; vertical/horizontal hatching indicates buildings constructed of timber (MMBW Plan 28 (scale 160 ft to 1 inch), dated 1897).

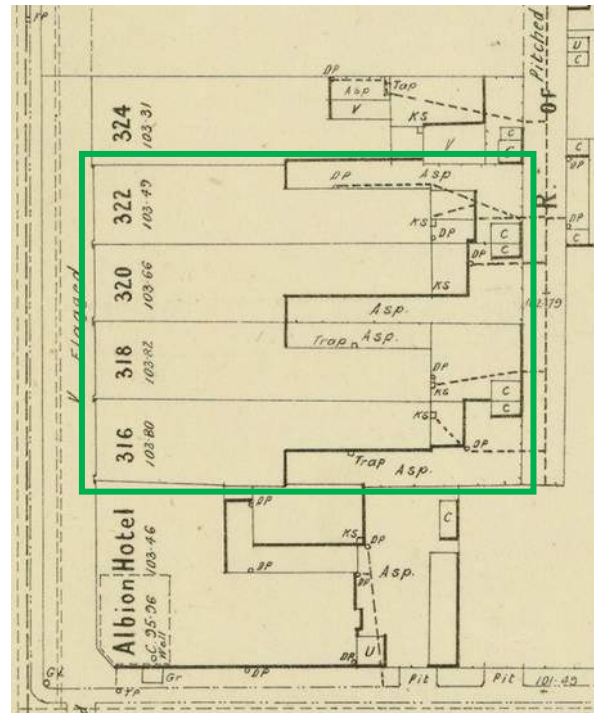


Figure 21. Footprints of the row at 316-322 Smith Street in 1900, indicated by green polygon (MMBW Detail Plan 1196, dated 1900).

<sup>30</sup> *The Age*, 18 Jun 1879, p3.

<sup>31</sup> Patrick Coyle, Probate and Administration Files via Public Records Office Victoria, VPRS 28/P0, unit 488, item 39/645.

<sup>32</sup> Sands & McDougall Directories.

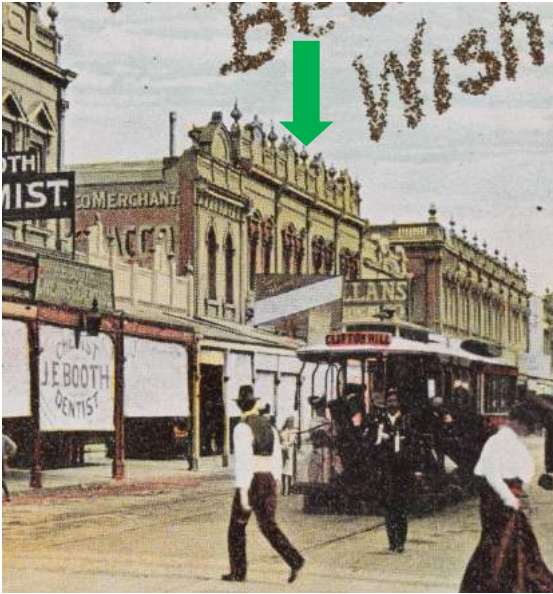


Figure 22 Detail of a c1908 colourised postcard showing the east side of Smith Street, looking south from Johnston Street. The row at 316-322 Smith Street indicated by the green arrow (State Library of Victoria, Image H33677/19).

The row of shops and residences, 316-322 Smith Street, Collingwood is situated on the east side of Smith Street to the south of Johnston Street and to the north of Perry Street. Built in 1885, the building displays characteristics of the High Victorian style of the 1880s.

The building is a row of four two-storey shops and residences with rendered upper facade and a parapet which conceals the roof behind. Pilaster strips divide the upper façade into four identical bays, each containing a pair of windows with segmental hoods supported on elaborately decorated corbels. A heavy corbelled cornice and decorative balustrade, with four repetitive pediments and patera frieze, crown the facade. Decorative corbels and pedestals (all urn finials removed), divide the cornice and balustrade into four identical sections.

Later cantilevered verandahs have replaced earlier post-supported verandahs and modern shopfronts have replaced original shopfronts.

The building retains a high degree of integrity to the Victorian period in fabric, form and detail, particularly at the upper levels. While the building has undergone alterations, including the removal of all urn finials street verandahs and shopfronts, these do not diminish the ability to understand and appreciate the place as a fine example of a Victorian commercial building.

The commercial premises at 316-322 Smith Street, Collingwood are of note as a representative and intact example of a shop and residence built in the Victorian 1880s boom period.

Commercial buildings from this period were most commonly two-storeys, with fewer single-storey and three or four-storey premises constructed. They were typically built as rows of attached identical buildings, as pairs or as individual buildings with no side setbacks from adjoining properties and no front setback.

Within the City of Yarra, large numbers of commercial premises built in the Victorian period are included in the Heritage Overlay, both on an individual basis and as 'Individually Significant' places within precincts. Comparative examples which broadly display characteristics similar to the commercial premises at 316-322 Smith Street, Collingwood include commercial premises at:

- 248-250 Smith Street, Collingwood (1880-90), individually significant in HO333, Smith Street Precinct
- 299-303 Smith Street, Fitzroy (1880-90), individually significant in HO333, Smith Street Precinct
- Stanford Block, 119-129 Smith Street (1880-90), individually significant in HO333, Smith Street Precinct.

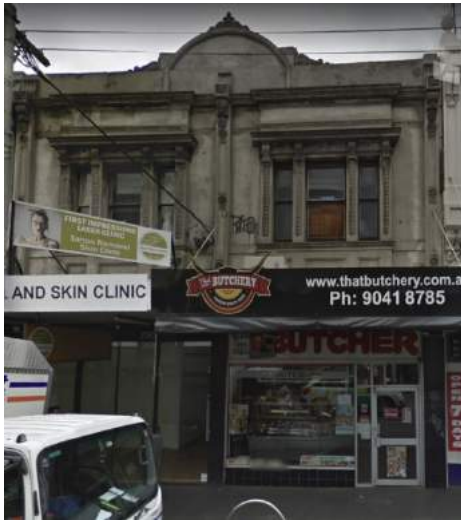


Figure 23. 248-50 Smith Street, Collingwood (Google)



Figure 24. 299-303 Smith Street, Fitzroy (Google)



Figure 25. Stanford Block, 119-29 Smith Street, Fitzroy (GJM Heritage, Sep 2017)

Like these places, the commercial premises at 316-322 Smith Street, Collingwood display a range of characteristics which have strong associations with the Victorian period and the building remains highly intact to demonstrate these associations.

### **Recommendation**

The row of four highly intact, two-storey shops and residences built in 1885 are comparable to places within HO333 that are graded Individually Significant.

It is recommended that Appendix 8 be amended to identify 316-322 Smith Street, Collingwood as 'Individually Significant' to HO333.



## 5.6 237-241 Napier Street, Fitzroy (HO334)



Figure 26. 237-241 Napier Street, Fitzroy. Top: St David Street and Napier Street elevations. Bottom: Napier Street and Exhibition Street elevations (GJM Heritage, Oct 2018)



Figure 27. 237-241 Napier Street within HO334 (VicPlan)

### Current grading in Appendix 8 (revised May 2018)

Overlay	Address	Property Type	Property No.	Heritage Status	Estimated Date
HO334	237 Napier Street, Fitzroy	CF Rojo & Sons Factory/warehouse, later part Thonet	265110	Not contributory	1929-

### Historical background and description overview

In 1925, there were no buildings that fronted the west side of Napier Street, between St David Street and what is now Exhibition Street.<sup>33</sup>

In July 1929, architect Harry J James invited tenders for the construction of 'furniture warehouse, offices and factory' for C F Rojo and Sons Pty Ltd.<sup>34</sup> Contemporary newspapers indicate that James was a local architect, practicing in the area primarily during the interwar period, based at 109 Hoddle Street, Collingwood in the 1930s. The date 1929 and name C. F. Rojo & Sons Pty Ltd remains on the St David Street elevation parapet,

<sup>33</sup> Sands & McDougall Directory: 1925.

<sup>34</sup> *The Age*, 27 Jul 1929, p1.

along with the established date, 1877 (similar lettering since removed from the Napier Street parapet; see *Figure 28*).



*Figure 28. The Napier Street elevation of the C F Rojo and Sons factory in 1948 (City of Yarra Libraries, ID No. FL406).*



*Figure 50. The St David Street elevation in 1970 (State Library of Victoria, Image CUAFY39/9).*

The company, C F Rojo & Sons Pty Ltd, furniture manufacturers, occupied 237-253 Napier Street until 1978. The building was later occupied in part by Thonet furniture. In 2016, the property was redeveloped into a five storey residential apartment building, with some commercial premises to the ground floor (*Figure 26*, *Figure 29* & **Error! Reference source not found.**).



*Figure 29. 237-241 Napier Street, Fitzroy in November 2014, prior to development (Google Street View)*

Although redeveloped, the original scale, form, rhythm of fenestration (although not the openings themselves) and materials of the building remain intact. The building remains as a representative example of a single storey factory constructed in the Interwar period. Within the City of Yarra there are a number of examples of single storey factory buildings dating from the first half of the twentieth century included within the Heritage Overlay which display similar characteristics, many of which have been redeveloped in a similar manner to 237-241 Napier Street, Fitzroy. These include:

- Former Builders' Steel Form Supply Co., 9-11 David Street, Richmond, individually significant (HO250)
- Footwear Manufacturers, 98-100 Roseneath St, Clifton Hill, contributory in HO316, Clifton Hill Eastern Precinct
- Part of the MacRobertson's Confectionary Complex, 420-428 Gore St, Fitzroy, individually significant in HO334, South Fitzroy Precinct
- 205 Gipps Street, Abbotsford, contributory in HO313, Charles Street Precinct.



Figure 52. 9-11 David Street, Richmond (© Bryce Raworth Pty Ltd)



Figure 53. 98-100 Roseneath Street, Clifton Hill (GJM Heritage)



Figure 54. 420-428 Gore Street, Fitzroy (GJM Heritage)



Figure 55. 205 Gipps Street, Abbotsford (GJM Heritage)

### Recommendation

This architect-designed, single-storey complex was built in 1929 with extensive frontages to Napier, St David and Exhibition streets. Despite its recent redevelopment, the building remains legible as the former F. Rojo & Sons furniture warehouse and factory.

It is recommended that Appendix 8 be amended to identify 237-241 Napier Street as 'Contributory' to HO334.

## 5.7 19 Victoria Street, Fitzroy (HO334)



Figure 56. The west end of the complex – 19 Victoria Street is in the foreground (GJM Heritage, Aug 2018)



Figure 57. 19 Victoria Street, Fitzroy within HO334 (VicPlan)



Figure 58. The east end of the complex – 25-37 Victoria Street is in the foreground (GJM Heritage, Aug 2018)

### Current grading in Appendix 8 (revised May 2018)

Overlay	Address	Property Type	Property No.	Heritage Status	Estimated Date
HO334	17-19 Victoria Street, Fitzroy	Apartments	324470	Not contributory	1995-2005
HO334	25-37 (part) Victoria Street, Fitzroy	Acme Shirt Factory	268210 [note correct no. is 392570]	Contributory	1880-1920

### Historical background and description overview

The 1900 MMBW plan (Figure 30) shows the north side of Victoria Street, between Nicholson and Fitzroy streets, occupied by some residences and the Acme Shirt Factory (built c1890; a three-storey building that remains at no. 25). From c1920 the Acme Shirt Factory was addressed to 31-39 Victoria Street in the Sands & McDougall directories.

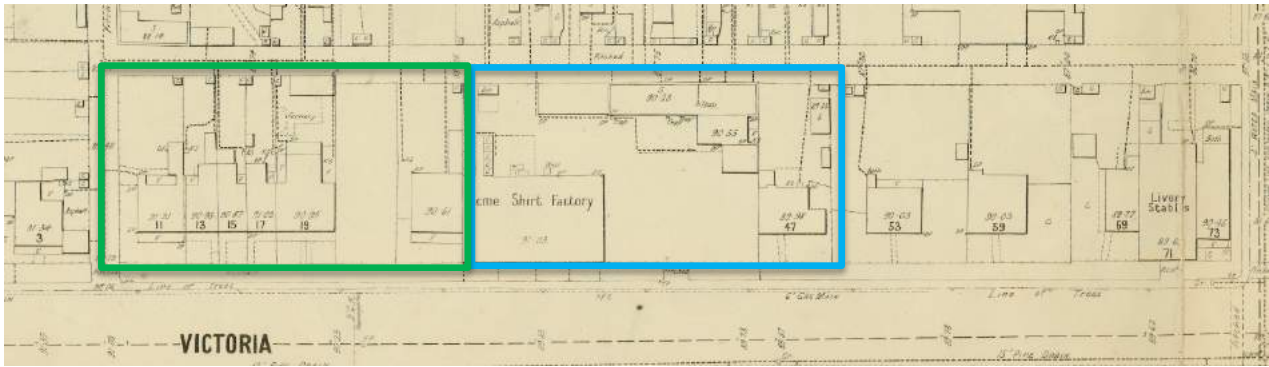


Figure 30. The north side of Victoria Street in 1900. Green polygon indicates the current 19 Victoria Street. Blue polygon indicates the current extent of 25-37 Victoria Street (Melbourne and Metropolitan Board of Works Detail Plan 1193, dated 1900).

La Mode Corsets Pty Ltd, corset manufacturers, acquired the Acme Shirt Factory between 1930 and 1933, with La Mode addressed to 31 Victoria Street in an advertisement in *The Age* published December 1933. In 1935, La Mode Corsets Pty Ltd were addressed to 31-39 Victoria Street, Fitzroy.<sup>35</sup>

The company soon expanded their holdings west along Victoria Street, towards Nicholson Street. By 1937, La Mode Corsets Pty Ltd was addressed to 23-39 Victoria Street and by 1940 the company was listed at 13-39 Victoria Street. By 1950 the company was addressed to 13-43 Victoria Street.<sup>36</sup>



Figure 60. 'La Mode Corset Industries' on Victoria Street; photo taken in 1948. The three-storey building was originally the Acme Shirt Factory (City of Yarra Libraries, ID No. FL464).

<sup>35</sup> Sands & McDougall directories: 1930, 1935; *The Age*, 8 Dec 1933, p5.

<sup>36</sup> *The Age*, 9 Oct 1937, p18; Sands & McDougall directories: 1940, 1950.



Figure 61. The extent of the complex shown in a c1940s oblique aerial; north is top-left (State Library of Victoria, Image H96.163/1).

In the early 1950s, La Mode's main mill was located at the subject site in Victoria Street, with a new dyehouse and store on the south side of Victoria Street, a factory at 190-202 Nicholson Street and mills at Morwell and Traralgon.<sup>37</sup>

It appears that the top portion/parapet of the building at the eastern end of the complex was built post-1948, to match that of the western end.

La Mode remained at 13-43 Victoria Street until c1960. By 1970, Easywear (Aust) Pty Ltd, shoe manufacturers, were located at 13-43 Victoria Street.<sup>38</sup> The complex was later occupied by Universal Theatre and 3RRR radio station. The western end (19 Victoria Street) has more been recently redeveloped into residential apartments.

---

<sup>37</sup> *The Herald*, 5 Nov 1953, p6.

<sup>38</sup> Sands & McDougall Directories: 1960, 1970.



Figure 62. The former Acme shirt factory and La Mode Corset factory on Victoria Street, Fitzroy, in the late twentieth century (Past Port, 'ACME Shirt Factory/La Mode Corset Factory, 31-39 Victoria Street', <<https://pastport.com.au/citizen/record/660/>>, accessed 7 Aug 2019).

**Recommendation**

19 Victoria Street originally formed part of the La Mode Corsets complex (1930s-c1960), encompassing the current 19 and 25-37 Victoria Street. The complex centres on the c1890 three-storey former Acme Shirt Factory, with 19 Victoria Street forming the western wing. Together, 19 and 25-37 Victoria Street form a prominent and reasonably intact streetscape, despite alterations.

It is recommended that Appendix 8 be amended to identify 19 Victoria Street as 'Contributory' to HO334 and reflect the correct construction date.

**5.8 51-53, 59-61 & 67-69 Smith Street, Fitzroy (HO464)**

**51-53 Smith Street, Fitzroy**



Figure 63. 51-53 Smith Street, Fitzroy (GJM Heritage, Oct 2018)



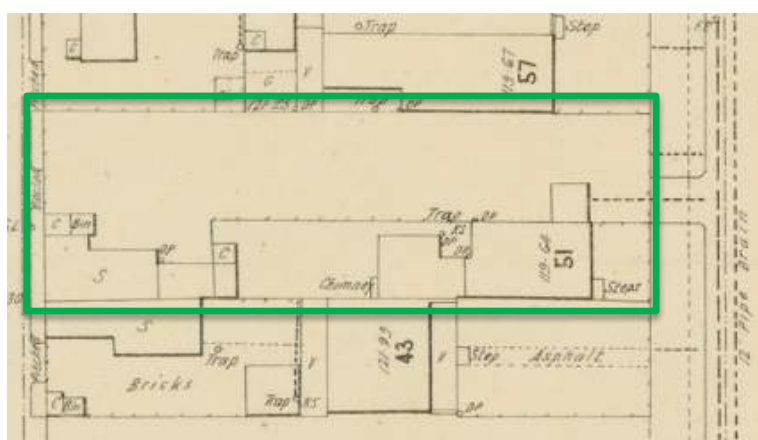
Figure 64. 51-53 Smith Street indicated by blue polygon, within HO464 (VicPlan)

### Current grading in Appendix 8 (revised May 2018)

Overlay	Address	Property Type	Property No.	Heritage Status	Estimated Date
HO464	51 Smith Street, Fitzroy	-	266865	Individually Significant	c.1914
HO464	53 Smith Street, Fitzroy	-	266870	Individually Significant	c.1914

### Historical background and description overview

The 1899 MMBW Detail Plan (*Figure 31*) indicates that an earlier building existed at 51 Smith Street, while 53 Smith Street had no built structures (listed as a slate yard in the 1900 and 1910 Sands & McDougall directories).



*Figure 31. The two properties shown on the 1899 MMBW Detail Plan (No. 1207, dated 1899).*

The 1915 Sands & McDougall Directory recorded that there were '2 shops being built' between nos. 49 and 55 Smith Street (at the subject sites). The 1920 Directory confirmed a resident and commercial occupant at each property; J T Purcell, leather merchant occupied the shop at no. 51A, while the shop at no. 53 was occupied by Miss N Casey, milliner.<sup>39</sup>

The following historical information is extracted from the Smith Street South Precinct citation<sup>40</sup>:

- *In 1915 [No. 53] is listed as Brick 4 rooms with a NAV of £28 and in 1916 it is listed as Brick 5 rooms with a NAV of £80.*
- *In 1916 No. 51 is recorded as a Brick house 5 rooms with a NAV of £40; 51a Brick shop 1 room, which reflects the existing arrangement, and with a NAV of £30. The same year No. 53 remains as Brick 5 rooms with a NAV of £80.*
- *The existing buildings at Nos. 51 – 53, appear to date from c. 1914-1915.*
- *No. 51a retains its original metal-framed shopfront by T. S. Gill.*

The following is extracted from the 'Description & Integrity' section of the Smith Street South Precinct citation [emphasis added]<sup>41</sup>:

*Nos. 51 – 53 Smith Street Proposed grading: Individually significant.*

<sup>39</sup> Sands & McDougall Directory: 1920.

<sup>40</sup> Anthemion (July 2014), *City of Yarra Heritage Gap Study*, citation for 'Smith Street South' precinct, p21, 24.

<sup>41</sup> Anthemion (July 2014), citation for 'Smith Street South' precinct, p24.



A double-storey pair of masonry shops with a transverse gabled roof clad in Marseilles-pattern terracotta tiles, above which a shared brick chimney with a simple cap, and end parapet walls extend. There appears to be a corbelled brick chimney at the rear of No. 53. The upper level of the façade contains what appear to have been open balconies, articulated by pilasters at the end and central party walls and also at the south end of No. 51 above a separate entrance at the ground level. Behind later glazing, the façade appears to be rendered and contains two or three timber-framed, double-hung sash windows, with six lights in the upper sashes and one below. An original timber-framed door with a highlight above the transom is visible on No. 53.

No. 51a retains its original metal-framed shopfront by T. S. Gill and recessed splayed entry which also retains its original bluestone step but has been retiled. The timber-framed, half-glazed doors and framing include non-original elements but are in a style which is a replica in the style of the original. The wrought iron entrance screen is not original. The cantilevered canopy, contiguous with No. 53, retains its pressed metal soffit and with a matching egg and dart cornice to the shopfront. **Internally the shop retains its pressed metal ceiling in a squared pattern, enlivened with flower buds, with an egg and dart cornice, decorative cover strips and pine floor boards.**

No. 53 retains a corniced pressed metal soffit which is contiguous with to the lining of the cantilevered canopy and the bluestone ramped entrance. An egg and dart pressed metal cornice, with acroteria, runs along the top of the shopfront and door. The shopfront appears to be a replica of an original and with original vents in the stallboard. The timber-framed door is not original. The cantilevered canopy, contiguous with No. 51, retains its pressed metal soffit but in a different pattern: a diapered pattern overlaid by a slight Celtic interlace and with “bosses”. **Internally the shop retains a pressed metal ceiling in a squared pattern, enlivened with flower buds, with an egg and dart cornice, decorative cover strips.**

The shops have a high degree of intactness and integrity.



Figure 32. Interior of 51 Smith Street (Oct 2019)



Figure 33. Interior of 53 Smith Street (Oct 2018)

## 59-61 Smith Street, Fitzroy



Figure 34. 59-61 Smith Street (GJM Heritage, Oct 2018)



Figure 70. 59-61 Smith Street indicated by blue polygon, within HO464 (VicPlan)



Figure 35. The row at 55-61 Smith Street; 59 & 61 Smith Street are the two buildings on the right (Google Street view, photo dated Aug 2017)

### Current grading in Appendix 8 (revised May 2018)

Overlay	Address	Property Type	Property No.	Heritage Status	Estimated Date
HO464	59 Smith Street, Fitzroy	-	364280	Individually Significant	1883-1914
HO464	61 Smith Street, Fitzroy	-	364290	Individually Significant	1883-1914

### Historical background and description overview

The 1899 MMBW Detail Plan (Figure ) indicates that a row of buildings existed on this part of Smith Street at this date, with a deeper setback than the extant buildings.

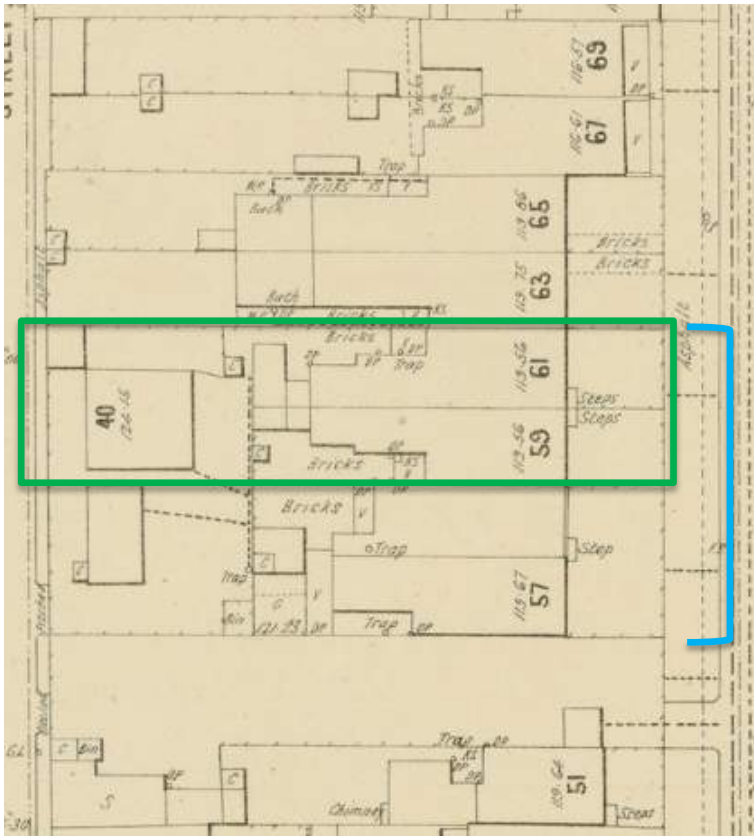


Figure 70. Footprints of the buildings at 59-61 Smith Street in 1899, indicated in green. The current 55-61 Smith Street is indicated in blue; north is top (MMBW Detail Plan 1207, dated 1899).

The following historical information is extracted from the Smith Street South Precinct citation [emphasis added]<sup>42</sup>:

- In 1898 [No. 57] was listed as a **brick house** with 6 rooms owned by Edward Miller. Nos. 59 and 61 also owned by Miller were **brick houses** with four rooms and all had the same listing at least 1883/84 - **1909**. There appears to have been a separate property at the rear fronting Little Smith Street (No. 40). All had deep setbacks from Smith Street.
- The site is now occupied by four double-storey **brick shops**.
- A Plan of Drainage (MMBW Plan No. 1207, Drainage Plan No. 33462) for the site has an application date of 1/5/03 [1903], and shows Miller as the owner and Robert Jameson as the agent. The deep front setback and general plan form of the dwellings is the same as the MMBW plan.
- A second Plan [of Drainage] has an application date **2/5/1914** which is consistent with the style of the façades. It appears that the earlier dwellings were incorporated in new work fronting Smith Street as the front setback is not shown and presumably built over and the plan form at the rear is almost identical with the previous plan but with some minor corrections. A third plan dated "30/6/19" also shows the same plan and plus works abutting the rear boundary to Little Smith Street.
- Part of the original metal shopfront by "Duff" remains at No. 59.
- No. 61 has an original shopfront by "Duff".

Analysis of the Anthemion history above and current aerial photographs suggest that the two-storey buildings fronting Smith Street were constructed after 1909. The 1914 Plan of Drainage probably indicates sewerage works to the new buildings. Part of the earlier single-storey buildings may have been retained to the rear.

<sup>42</sup> Anthemion (July 2014), *City of Yarra Heritage Gap Study*, citation for 'Smith Street South' precinct, pp 21-22, 24-25.

The following is extracted from the 'Description & Integrity' section of the Smith Street South Precinct citation [emphasis added]<sup>43</sup>:

*No. 55 - 61 Smith Street*

*Proposed grading: Nos. 55-57: Contributory; Nos. 59-61: Individually significant.*

*A group of four, double-storey, brick shops each divided by half-octagonal pilasters having a faceted base below a simple moulding and rising through the cornice to project above the parapet and terminating in a ball. The cornice beneath the parapet is moulded as is the top of the curved (wavy) parapet. Two windows, at Nos. 55 and 57, are original in size and contain a timber-framed, double-hung sash windows, that at No. 57 also including a highlight. No. 55 has a brick voussoir while No. 57 has a pedimented panel attached to the voussoir. The window openings to Nos. 59 – 61 have been slightly infilled at the top, below retained brick voussoirs, and widened. Beneath the moulded sills are flat curved rendered labels. There is also a pair of terracotta waffle vents in each façade above and beside the window heads.*

*Roofs are hipped.*

*The shopfronts at Nos. 55 and 57, other than for stallboards, are not original however the original marble door sills have been retained and re-used. The soffit of the suspended canopy is metal traydeck or standing seam.*

*Part of the original metal shopfront by "Duff" remains at No. 59 and with a tiled (non-original) stallboard below. The shopfront has been slightly cut back to relocate the door to the same plane as the shopfront but **the original splayed entrance (floor and soffit) remains within the shop and the original floor tiles may remain beneath the flexible floor covering. Internally, the shop also retains its pressed metal ceiling with a central panel the same as at No. 69 Smith Street, edge border the same as at No. 61 Smith Street, egg and dart border moulding, diapered strapwork cornice and Classical mouldings to the covers trips and decorative vent covers.** The soffit of the suspended canopy is in pressed metal.*

*No. 61 has an original shopfront by "Duff" and with highlight windows above. The timber-framed two-leaf door which has a highlight and is half-glazed and with (bolection) moulded panels below appears original. The shopfront tiles are overpainted but original terracotta vents, presumed glazed, remain in the stallboard. The splayed tessellated entrance tiles are in a pattern of cross-shaped elements in white, brown and terracotta on a buff background and with a diapered border between brown and cream/buff lines. The original white marble edge sill and timber door step are extant. The pressed metalwork soffit of **the original entrance, now within the shopfront, also has a deep ribbed cornice with Classical moulded coverstrips to the corners. The pressed metal ceiling of the shop is set out in square panels and with a square nailhead motif in each corner and a textured floriated border set out in tin squares and an edge moulding and cornice within the shop.** The soffit of the suspended canopy is in pressed metal.*

*The shops have a high degree of intactness and integrity.*

The first-floor windows to nos. 59 and 61 have been replaced (they are wider than the original sills).

---

<sup>43</sup> Anthemion (July 2014), *City of Yarra Heritage Gap Study*, citation for 'Smith Street South' precinct, p24.



Figure 71. Interior of 59 Smith Street (Oct 2019)



Figure 72. Interior of 61 Smith Street (Oct 2018)

**67-69 Smith Street, Fitzroy**



Figure 36. 67-69 Smith Street, Fitzroy (GJM Heritage, Oct 2018)



Figure 37. 67-69 Smith Street indicated by blue polygon, within HO464 (VicPlan)

**Current grading in Appendix 8 (revised May 2018)**

Overlay	Address	Property Type	Property No.	Heritage Status	Estimated Date
HO464	67 Smith Street, Fitzroy	-	266900	Individually Significant (internal alteration controls apply)	1883-1913
HO464	69 Smith Street, Fitzroy	-	266905	Individually Significant (internal alteration controls apply)	1883-1913

**Historical background and description overview**

The 1899 MMBW Detail Plan (Figure 38) indicates that a pair of earlier buildings existed on the properties at this date, with a deeper setback than the extant buildings.

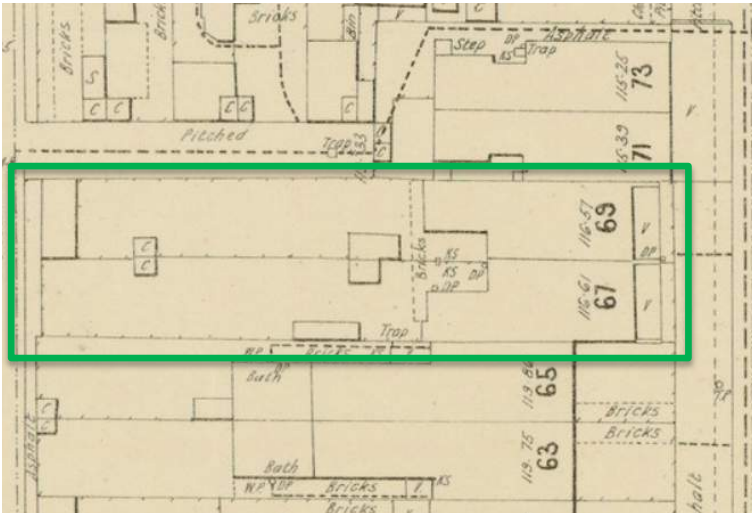


Figure 38. The two properties shown on the 1899 MMBW Detail Plan (No. 1207, dated 1899).

The Sands & McDougall directories list residents at 67 and 69 Smith Street in 1915 and 1920 and from c.1925 commercial occupants are listed<sup>44</sup>.

The following historical information is extracted from the Smith Street South Precinct citation [emphasis added]<sup>45</sup>:

- The site is now occupied by two double-storey brick shops **constructed c.1920s** which are probably the second structures on the site.
- A Plan of Drainage (MMBW Plan No. 1207, Drainage Plan No.35419) lists Robert Boyle Davies as the owner and Leonard Bros., Middle Brighton as Agents. The legible dates on the plan range from 19 Jun 1903 to 28/10/13 and the building footprint is consistent with that shown on the MMBW plan. This correlates with the style of the façade and either the existing built form all dates from this era or works occurred at the front incorporating the earlier structure. An additional date **of 4/8/20 or 29** appears to relate only to minor plumbing at the rear. [it is likely that the 1920 plan relates to the extant buildings].

The following is extracted from the 'Description & Integrity' section of the Smith Street South Precinct citation [emphasis added]<sup>46</sup>:

*Nos. 67 – 69 Smith Street Proposed grading: Individually significant.*

*A pair of red, face brick, double storey shops, probably dating from c.1920s, each of which has a pair of window openings containing timber-framed, double-hung sash windows in the façade beneath brick voussiors. Above and beside the windows is a terracotta waffle vent cover at each outer edge. The external and dividing walls of each shop are brick pilasters which project above the curved parapet and which terminate in a simple moulded cap similarly to Nos. 63 - 65. The parapets are curved, generally similarly to Nos. 63 – 65, and with a simple moulded cap. Beneath the parapet, the cornice comprises a double row of moulded (ogee) bricks. The façade is otherwise plain and appears to have been washed in red oxide.*

*Roofs are hipped and with the party wall parapet rising above the roof.*

<sup>44</sup> Sands & McDougall Directories: 1915, 1920, 1925, 1930.

<sup>45</sup> Anthemion (July 2014), *City of Yarra Heritage Gap Study*, citation for 'Smith Street South' precinct, p22.

<sup>46</sup> Anthemion (July 2014), citation for 'Smith Street South' precinct, pp25-26.

*At the lower level, the end wall of each shop and the central dividing party wall are tiled with brown glazed butt jointed tiles with matching rounded tiles to the salient corners, all of which are original. The vents are also glazed to match the tiles.*

*No. 67 has an original shopfront with highlight windows above containing 50% original glazing. The stallboard contains terracotta vents glazed in blue. The two-leaf timber door has glazing of the period and may be original while the wrought iron screen is an addition. The splayed entrance contains a diapered chequerboard panel in black and white, surrounded by a double black and white border with running zigzag between plain white tiles and black lines and with the street edge and shop step being in white marble. Internally the shop contains its pressed metal ceiling with square panels edged with a moulded and egg and dart border and with a diapered border to the deep cornice embellished with Art Nouveau style floriation. The original pine boards remain on the floor. The shop area is split level with a higher section towards the rear, possibly due to the slope of the land.*

*The shopfront to No. 69 is not original however the splayed entrance tiling is original and is the same as No. 67. Internally the shop contains its pressed metal ceiling in an Art Nouveau style interwoven circular pattern enlivened with floriation and with a cornice of repetitive peas and pods, possibly Sturt's Desert Pea. The timber (pine) boarded floor also remains. The shop area is split level with a higher section towards the rear, possibly due to the slope of the land.*

*The contiguous, suspended canopy has no soffit lining to No. 67 Smith Street but has ripple iron to No. 69 Smith Street.*

*The shops have a high degree of intactness and integrity.*



Figure 39. Interior of 67 Smith Street (Oct 2019)



Figure 40. Interior of 69 Smith Street (Oct 2018)

## Precinct documentation

The following is extracted from the 'Comparative Analysis' section of the Smith Street South Precinct citation [emphasis added]<sup>47</sup>:

*In addition, several have retained their original metal-framed and tiled shopfronts; splayed entries with original tiling and stone (bluestone, marble) and timber sills/steps; **pressed metal ceilings within the shops**; pressed metal soffit linings and cornices to the street canopies. While there are a number of early twentieth century shopfronts and entry tiles in various states of intactness in the north part of Smith Street, **it appears that Patersons Emporium is the only one with an original decorative (plaster) ceiling within the shop**, a large tiled entry (now within the shop) and a pressed metal soffit to the canopy. **The shops in the south part of Smith Street (west side) are an important demonstration of***

<sup>47</sup> Anthemion (July 2014), *City of Yarra Heritage Gap Study*, citation for 'Smith Street South' precinct, p28.

***the decorative nature of shop design and fitting of the Edwardian and inter-War era which have mostly disappeared.***

The following are relevant extractions from the Statement of Significance for the Smith Street South Precinct citation [emphasis added]<sup>48</sup>:

*What is Significant?*

*... Nos. 51 – 53, appear to date from the 1920s and are probably the first substantial structures on the site which form a pair of double-storey masonry shops with a transverse gabled roof clad in Marseilles-pattern terracotta tiles. No. 51a retains its original metal-framed shopfront and recessed splayed entry which also retains its original bluestone step. No. 53 retains a corniced pressed metal entry and awning soffit and the bluestone ramped entrance. The shopfront appears to be a replica of an original and with original vents in the stallboard. **Internally this shop retains a pressed metal ceiling and cornice.***

*... Nos. 55 - 61 appear to have originally been Victorian brick houses to which a new front section was added in 1914. The group of four, double-storey, brick shops are delineated by architectural detailing. The shopfronts at Nos. 55 and 57, other than for stallboards, are not original however the original marble door sills have been retained. Part of the original metal shopfront remains at No. 59 and with a tiled (non-original) stallboard below. **The original splayed entrance (floor and soffit) remains within the shop and the original floor tiles may remain also. Internally, the shop retains its pressed metal ceiling.** The canopy soffit is also in pressed metal. No. 61 has an original shopfront including façade tiles, splayed tessellated entrance tiles and original step and marble sill. The pressed metal soffit and cornice to the entrance and canopy remain as does the **pressed metal ceiling within the shop.***

*... Nos. 67 – 69 Smith Street is a pair of double-storey brick shops, most probably incorporating additions, constructed c.1920s and which are probably the second structures on the site. No. 67 has an original shopfront including a two-leaf glazed timber door. The splayed entrance contains original tiling and marble step and sill. Internally the shop contains its pressed metal ceiling. The shopfront to No. 69 is not original however the splayed entrance tiling is original and is the same as No. 67. **Internally the shop contains its pressed metal ceiling.***

*How is it significant?*

*The shops at Nos. 6 Smith Street, Collingwood and Nos. 21 - 23, 33 – 35, 51 – 53, 55 – 61, 63 – 65, 67 – 69, 71 – 73, and 75 - 77 Smith Street, Fitzroy are of local historical and aesthetic/architectural significance.*

*Why is it Significant?*

*... Each of the sub-groups of buildings has a high degree of integrity to their eras, demonstrating aesthetic and architectural characteristics of the Victorian, Edwardian and inter-War eras, often in a less exuberant style as befitting their periods. The latter two eras are generally not well-represented in Yarra. The concentration of original architectural elements including shopfronts, entrances, tiling, detailing and **pressed metal ceilings** and soffits are demonstrative of shop design and shopfitting of the era of which examples are now **rare in Smith Street, certainly as compositions, and generally in other contemporary shopping strips.***

## **Recommendation**

'Internal Alteration' controls have been applied to the entire interiors of six places – 51-53, 59-61 and 67-69 Smith Street, Fitzroy. The precinct Statement of Significance defines the significant internal elements as the pressed metal ceilings and cornices to the shop interiors and identifies the pressed metal ceilings an uncommon, remaining internal element.

---

<sup>48</sup> Anthemion (July 2014), citation for 'Smith Street South' precinct, p30-31.



PPN1 provides guidance on the appropriate application of internal alteration controls:

*This provision should be applied sparingly and on a selective basis to special interiors of high significance. The statement of significance for the heritage place should explain what is significant about the interior and why it is important.*

The threshold for including internal alteration controls established by PPN1 is high and it is considered that the presence of pressed metal ceilings alone does not meet the requirements within the practice note.

It is recommended that Appendix 8 be amended to identify 51-53, 59-61 and 67-69 Smith Street as 'Contributory' to HO464, and reflect the correct construction dates. It is recommended that the Internal Alteration Controls to all six places be removed.

## 6. Heritage Overlay Boundary Review

During the course of the Built Form Review it was determined that corrections or alterations to existing Heritage Overlay curtilages (boundaries) are required. These are addressed below.

### 6.1 105-107 Johnston Street, Fitzroy (HO311)



Figure 41. 105-107 Johnston Street, Fitzroy (GJM Heritage, Oct 2019)



Figure 42. 105-107 Johnston Street indicated by dashed blue outline, currently within HO311 (VicPlan)

#### Current grading in Appendix 8 (revised May 2018)

Overlay	Address	Property Type	Property No.	Heritage Status	Estimated Date
HO311	103-107 Johnston Street, Fitzroy	Shops & residences, former	120800	Individually Significant	1880-1890

#### Historical background and description overview

The 1900 MMBW Detail Plan shows the footprints of the buildings at 105 and 107 Johnston Street, and what appears to be an accessway at the west end (Figure 80). The two-storey brick shop and residences present three bays to Johnston Street, with Classical detailing. Today the buildings appear to form part of the Provincial Hotel (former Liverpool Arms Hotel) with a rooftop area extending from the hotel across to 105-107, yet they remain on a separate title.

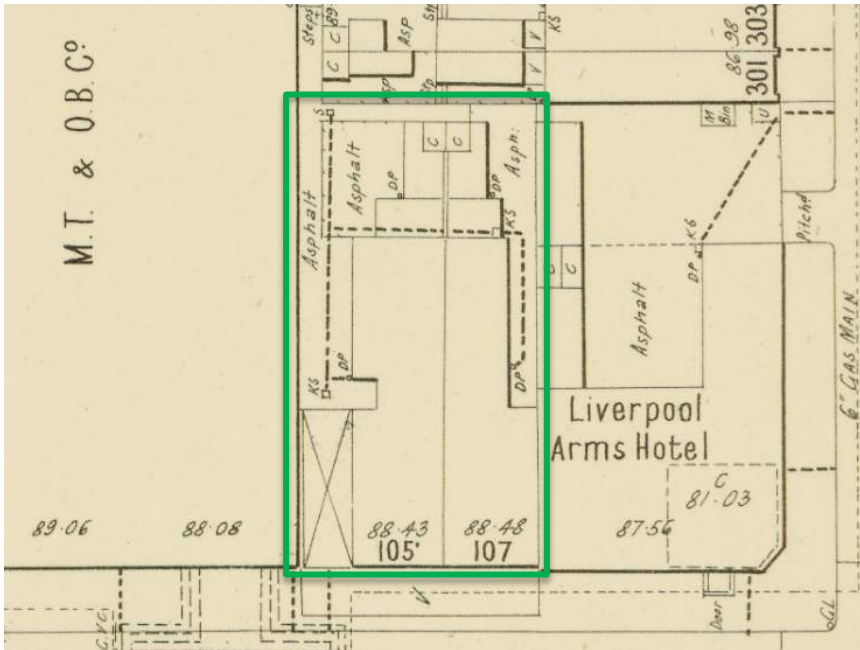


Figure 80. 105-107 Johnston Street shown on the 1900 MMBW Detail Plan (No. 1241, dated 1900).

**Recommendation**

The application of the heritage precinct boundary for the Brunswick Street Precinct (HO311) consistently includes buildings that front Brunswick Street (with exception of corner buildings with two main elevations). To provide consistency, it is appropriate to remove 105-107 Johnston Street (erroneously listed in Appendix 8 as 103-107 Johnston Street) from HO311 and include it within the proposed Johnston Street West Precinct. The building very clearly addresses Johnston Street and contributes to the Johnston Street streetscape. It has no physical relationship with Brunswick Street.

It is recommended that Appendix 8 and Planning Map No. 5HO be updated to reflect this. The numbering of 103-107 Johnston Street should also be corrected in Appendix 8 to read 105-107 Johnston Street.

**6.2 88 & 90 Alexandra Parade, Fitzroy (HO311 & HO334)**



Figure 81. Nos. 88 and 90 Alexandra Parade, Fitzroy (GJM Heritage, Oct 2019)



Figure 82. 88 & 90 Alexandra Parade indicated by blue the polygon, currently within HO311. The area shaded green should form part of HO334 (VicPlan)

### Current grading in Appendix 8 (revised May 2018)

Overlay	Address	Property Type	Property No.	Heritage Status	Estimated Date
HO311	88 Alexandra Parade, Fitzroy	-	237540	Contributory	1870-1890
HO311	90 Alexandra Parade, Fitzroy	-	237545	Contributory	1870-1890

### Historical background and description overview

The 1900 MMBW Detail Plan shows footprints of the buildings at 88 and 90 Alexandra Parade, confirming that the pair was constructed during the Victorian period (*Figure 43*). 88 and 90 Alexandra Parade are a pair of two-storey Victorian residences, fronting the south side of Alexandra Parade.

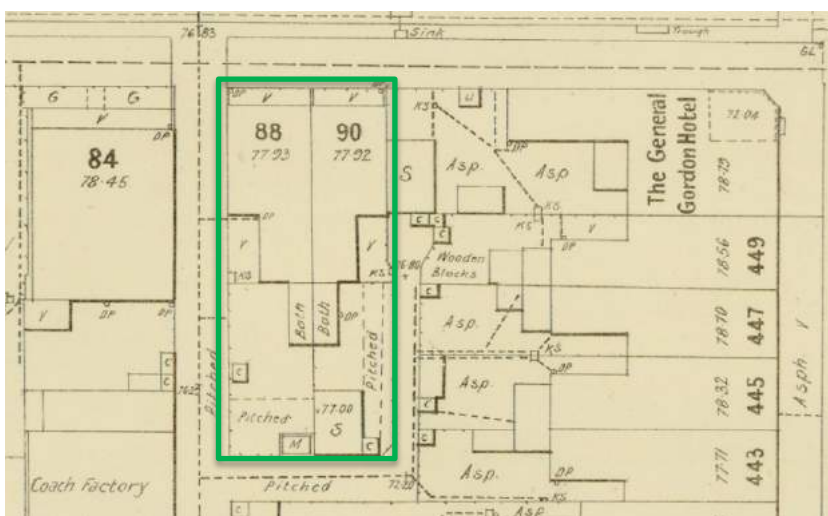


Figure 43. Site plan of the extant buildings at 88 and 90 Alexandra Parade in 1900 (MMBW Detail Plan 1211, dated 1900).

The Brunswick Street Precinct (HO311) is of significance for the following reasons (extracted from the Statement of Significance; emphasis added):

#### What is significant?

- Main significant period - The Brunswick Street Heritage Overlay Area, Fitzroy is a predominantly 19th and early 20th century **commercial strip** and includes the following key characteristics.
- Contributory elements include (but not exclusively) typically one, two-storey, and some three-storey Victorian and Edwardian-era **shops and residences**.

#### Why is it significant?

- As an important **commercial precinct** in Fitzroy particularly expressive of the late 19th and early 20th centuries when its influence extended throughout Melbourne.

### Recommendation

88 and 90 Alexandra Parade are a pair of two-storey Victorian terrace houses, currently included within the Brunswick Street Precinct (HO311), which is significant as a predominantly commercial precinct, as defined by the Statement of Significance. It is considered more appropriate that the two residences be included within the South Fitzroy Precinct (HO334), which is significant for its contributory elements that include 'mainly detached and attached Victorian-era and Edwardian-era houses' as defined by the Statement of Significance.

It is recommended that 88 and 90 Alexandra Parade, Fitzroy, are removed from HO311 and included within HO334, and that Appendix 8 and Planning Map No. 1HO be updated to reflect this.

### 6.3 51 Brunswick Street, Fitzroy (HO311 & HO334)



Figure 44. The Gertrude Street and Brunswick Street facades of 51 Brunswick Street, Fitzroy (GJM Heritage Oct 2019)



Figure 45. 51 Brunswick Street, currently within HO311 and HO334. The area shaded green (the rear of 51 Brunswick Street) should form part of HO311. The recommended southern boundary of HO311 is indicated by the dashed green line (VicPlan)

#### Current grading in Appendix 8 (revised May 2018)

Overlay	Address	Property Type	Property No.	Heritage Status	Estimated Date
HO311	51 Brunswick Street, Fitzroy	Rob Roy Hotel	251955	Individually Significant	1850-1870

#### Historical background and description overview

The Rob Roy Hotel was built in 1859, designed by architect Patrick Scanlan.<sup>49</sup> In 1871, architect James Gall called for tenders to build '10 large 2-storey brick shops and dwellings, outbuildings and fencing and extensive additions to the Rob Roy Hotel, cnr Gertrude and Brunswick sts, Fitzroy'.<sup>50</sup> It is suggested that the Rob Roy Hotel was also re-faced by Gall at this date.<sup>51</sup> The 1899 MMBW Detail Plan shows a footprint of the corner building, addressing both Gertrude and Brunswick streets, and the surrounding shops and residences (Figure 86). The parapet bears the date '1929' indicating works at this date.

Analysis of the Classical architectural detail of the two-storey hotel and surrounding two-storey shops and residences confirms that the Rob Roy Hotel formed part of a Victorian-era development that comprised the current 51-63 Brunswick Street and 75-83 Gertrude Street (shown on the 1899 plan as 75-89 Gertrude Street and 51-63 Brunswick Street).

<sup>49</sup> Lewis, Miles, Australian Architectural Index, record nos. 16958, 16824.

<sup>50</sup> *The Argus*, 5 Sep 1871, p3, cited in Lewis, Miles, Australian Architectural Index, record nos. 16973.

<sup>51</sup> Louise Elliot, 'Brunswick Street Heritage Walk', supplied by City of Yarra.

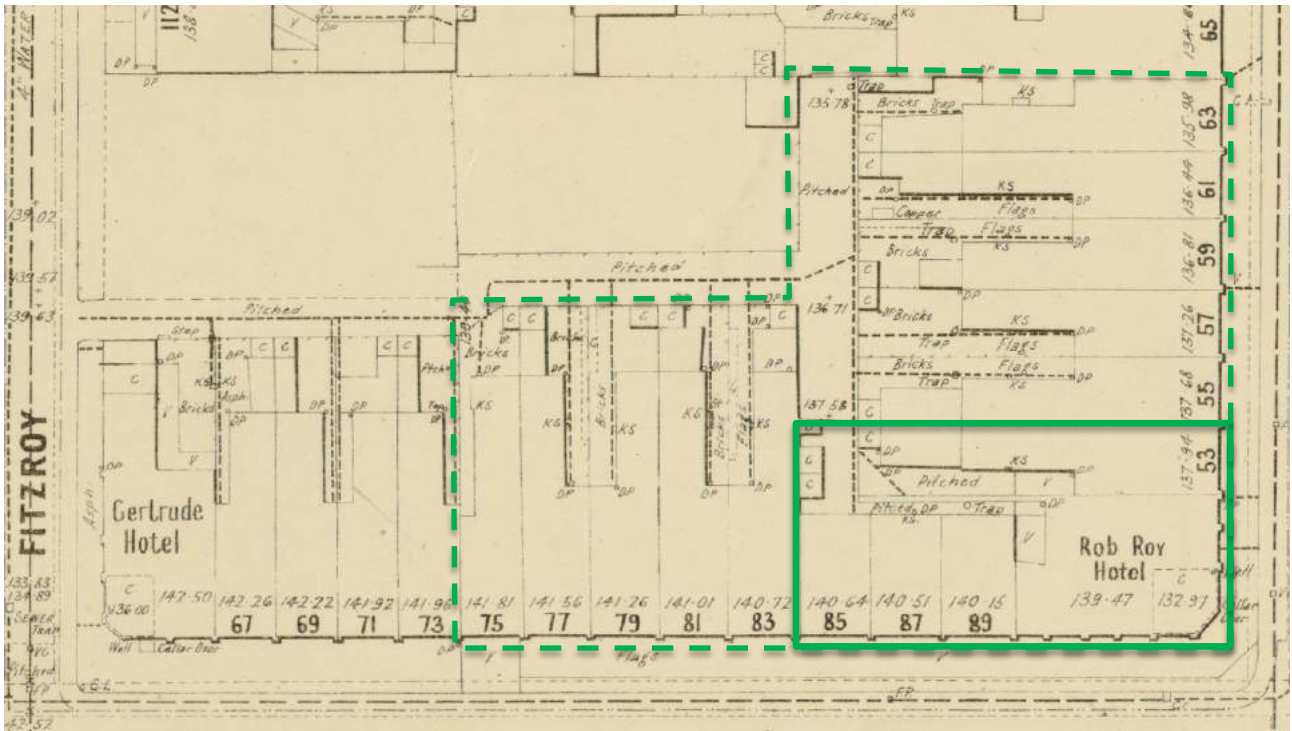


Figure 46. The current extent of 51 Brunswick Street is indicated by the bold green line. The dashed green line indicates the extent of buildings with similar architectural detail (MMBW Detail Plan 1205, dated 1899).

### Recommendation

The Rob Roy Hotel, on the north-west corner of Gertrude and Brunswick streets, appears to have formed part of a larger development (constructed in stages during the Victorian period) that comprised the current 75-83 Gertrude Street and 51-63 Brunswick Street.

The application of the heritage precinct boundary for the Brunswick Street Precinct (HO311) consistently includes the full extent of buildings that front Brunswick Street and – where a corner building has two main elevations – the full extent of both elevations.

To provide consistency, it is appropriate to include the full extent of 51 Brunswick Street within the Brunswick Street Precinct (HO311). It is recommended that the southern boundary of HO311 be amended as per Figure 85 (this boundary recommendation aligns with the proposed Gertrude Street Precinct boundary). It is recommended that Planning Map No. 5HO be updated to reflect these changes.

It is appropriate for 75-83 Gertrude Street, which are individual properties fronting Gertrude Street, to be included within the proposed Gertrude Street Precinct.

### 6.4 304 Brunswick Street, Fitzroy (HO311)

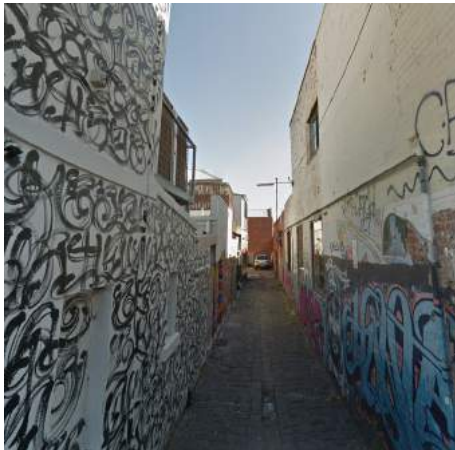


Figure 47. The laneway to the rear of 298-302 Brunswick Street (Google street view, photo dated Nov 2017)



Figure 48. 304 Brunswick Street indicated in blue, currently within HO311 and HO334. The area shaded green (the rear of 304 Brunswick Street) should form part of HO311 (VicPlan)

#### Current grading in Appendix 8 (revised May 2018)

Overlay	Address	Property Type	Property No.	Heritage Status	Estimated Date
HO311	304 Brunswick Street, Fitzroy	Sydenham, Shop & residences	239465	Contributory	1915

#### Historical background and description overview

The right of way was evident on the 1900 MMBW Detail Plan, extending behind 298-304 Brunswick Street (Figure 89). Confirming this historical alignment, the bluestone paving to the right of way currently extends to the rear of 304 Brunswick Street.

However, VicPlan indicates that the public laneway only extends to the rear of 302 Brunswick Street. This indicates a consolidation of part of the laneway with 304 Brunswick Street.

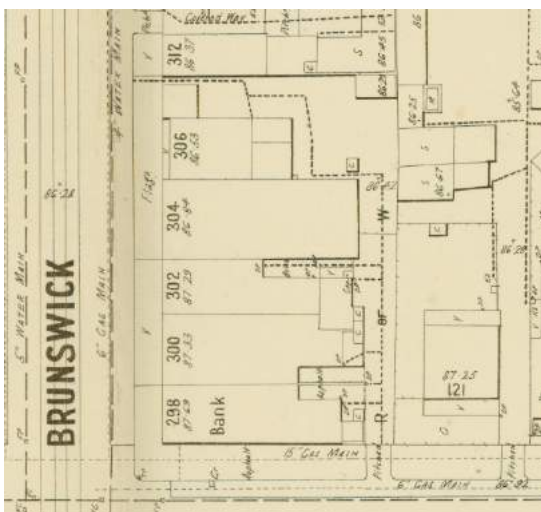


Figure 49. The right of way historically extending to the rear of 304 Brunswick Street (MMBW Detail Plan 1241, dated 1900).

## Recommendation

The application of heritage precinct boundaries in the City of Yarra consistently includes the full extent of properties that contribute to the significance of a precinct. This is the case for the Brunswick Street Precinct (HO311).

To accord with this previous application of heritage precincts, it is appropriate to include the full extent of 304 Brunswick Street within HO311. It is recommended that Planning Map No. 5HO be updated to reflect these changes.

## 6.5 244-246, 248 & 250 Smith Street, Collingwood (HO333)



Figure 90. The rear of 244-246 Smith Street, fronting Rendle (also called Montalto) Place (Google Street View, photo dated Aug 2017)



Figure 91. The area shaded green should form part of HO333 (VicPlan)

### Current grading in Appendix 8 (revised May 2018)

Overlay	Address	Property Type	Property No.	Heritage Status	Estimated Date
HO333	244 Smith Street, Collingwood	Shop & residence	117305	Contributory	1880-1890
HO333	248 Smith Street, Collingwood	-	117310	Individually Significant	1880-1890
HO333	250 Smith Street, Collingwood	-	117315	Individually Significant	1880-1890

### Historical background and description overview

The 1900 MMBW Detail Plan showed footprints of the buildings at 244-250 Smith Street (Figure ). The plan shows that the building that currently remains at 244-246 Smith Street, which is built to all four boundaries, existed in 1900 (addressed as 242A and 244).



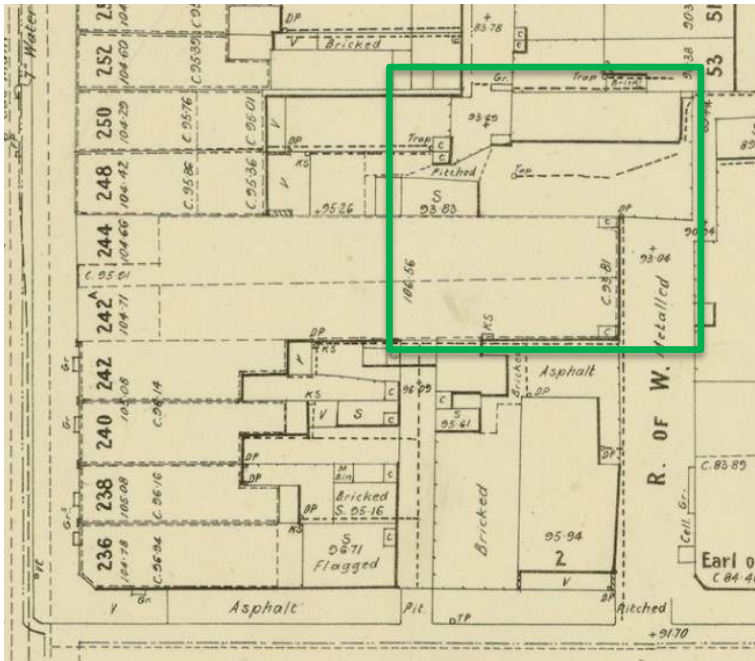


Figure 92. Footprints of extant buildings in 1900. The green polygon indicates the area excluded from HO333 (MMBW Detail Plan 1196, dated 1900).

244-246 Smith Street is currently occupied by a two-storey Victorian building that is built to all four title boundaries. 248 and 250 Smith Street comprise a pair of two-storey Victorian shop and residences that occupy the front portion of the properties; the rear of the properties are vacant.

**Recommendation**

The application of heritage precinct boundaries in the City of Yarra consistently includes the full extent of properties that contribute to the significance of a precinct. This is the case for the Smith Street Precinct (HO333).

To accord with the previous application of heritage precincts within Yarra, it is recommended that the boundary of Smith Street Precinct (HO333) is realigned to include the full extents of 244-246, 248 and 250 Smith Street, Collingwood, and Planning Map No. 6HO updated to reflect this.

## 7. Creation of New Precincts

The South Fitzroy Precinct (HO334) encompasses large residential areas and excludes the key commercial precincts of Brunswick Street (HO311) and Smith Street (HO333). However, the existing Statement of Significance for HO334 does not adequately describe the heritage values of the Johnston Street and Gertrude Street commercial streets, which have distinct histories and characters.

Two new heritage precincts are proposed as follows to aid the future management of these commercial areas:

Place name	Address	Attachment No.
Johnston Street West Precinct, Fitzroy	15-129, 239-247A, 14-104 & 120-264 Johnston Street, 9-105 Victoria Street, 110-112 Argyle Street, 1A Elliott Street, 344 Fitzroy Street, 369 Gore Street, 236 Nicholson Street & 270 Young Street	Attachment M
Gertrude Street Precinct, Fitzroy	65-83, 153-179, 187-247 & 90-248 Gertrude Street, 50-54 Brunswick Street, 74-78 Gore Street, 44 Little Napier Street & 70-74 Napier Street, Fitzroy	Attachment N

It is further recommended that:

- Appendix 8 be updated to reflect the assessments for the above precincts.
- The Statements of Significance for the precincts be incorporated within the Schedule to the Heritage Overlay.

### 7.1 Methodology

The assessment has been completed having regard to PPN1 and the gradings for heritage places as defined in Council's Heritage Policy at Clause 22.02 of the Yarra Planning Scheme ('Development Guidelines for sites subject to the Heritage Overlay').

The precincts were visually inspected from the street and historic research was conducted using a variety of sources including historic plans and maps (including MMBW Plans), contemporary newspaper notices and advertisements, Sands and McDougall Directories, and historic photographs and aerials. Comparative analysis against similar precincts identified in the Heritage Overlay was undertaken to determine whether the place satisfied the threshold for local heritage significance.

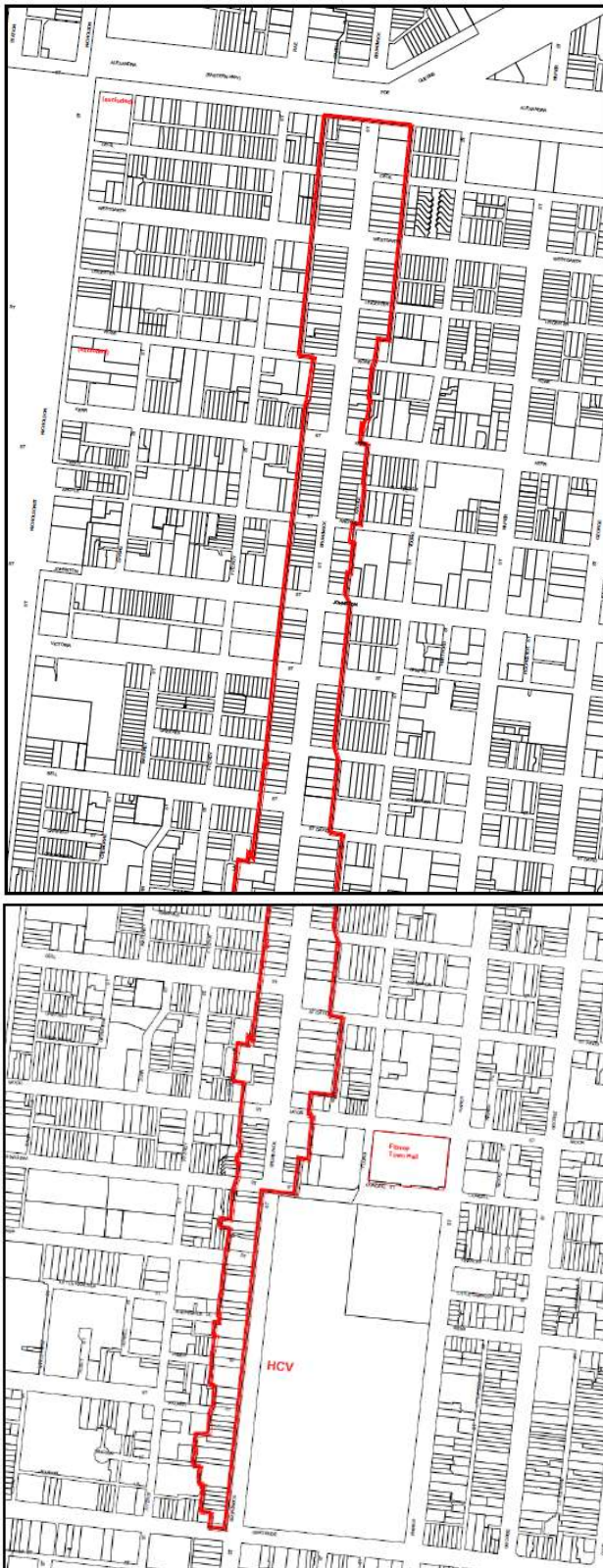
In preparing the precinct assessment, individual property gradings were reviewed. The recommended grading are included in the assessments at the relevant attachment to this report.

**Attachment A – Statement of Significance: Brunswick Street Precinct,  
Fitzroy**

# Brunswick Street Precinct, Fitzroy Statement of Significance

Heritage Place: Brunswick Street Precinct, Fitzroy

PS ref no: HO311



Source: Graeme Butler and Associates (2007), *City of Yarra Review of Heritage Overlay Areas*

## What is significant?

---

Properties within the following areas contribute to the significance of the Brunswick Street Precinct:

- West side of Brunswick Street, Fitzroy from Gertrude Street to Alexandra Parade
- East side of Brunswick Street, Fitzroy from King William Street to Alexandra Parade
- Johnston Street.

Elements that contribute to the significance of the precinct include (but are not limited to):

- The consistent Victorian and Edwardian commercial character of the precinct, which includes:
  - A consistent two-storey scale with some single, and three storey buildings
  - A variety of simple and highly decorative facade parapets, with pitched roofs behind
  - No front or side setbacks
  - Face red brick (including polychrome) or rendered walls
  - Rendered window frames, sills and hoods to upper stories
  - Rendered ornament to upper stories
  - Brickwork with corbelled capping courses
  - Strong horizontal lines formed by parapets, cornices, string courses
  - Repetitive upper floor fenestration patterns
  - Less than 40% of the upper street façade comprises openings such as windows
  - Corrugated iron and slate roof cladding
  - Original post-supported street verandahs
  - Shop fronts with display windows, timber or tiled plinths, and entry recesses
  - Some red brick storage or stable buildings at the rear or side lane frontage
  - Corner buildings with secondary façades to side streets or lanes
  - Splayed corners to buildings at intersections
- Bluestone pitched road paving, crossings, stone kerbs and channels and asphalt paved footpaths.
- Examples of intact inter-war buildings
- Views afforded to St Patrick's Cathedral beyond the precinct.

Features that do not contribute to the significance of the precinct include more recent alterations and additions to buildings within the precinct, including highly altered shopfronts.

## How is it significant?

---

The Brunswick Street Precinct is of local historical, architectural and aesthetic significance to the City of Yarra.

## Why is it significant?

---

The Brunswick Street Precinct is a major 'High Street' in the City of Yarra and has functioned continuously as one of Fitzroy's key commercial centres since the mid-nineteenth century. It retains a substantial collection of intact commercial buildings, predominantly from the Victorian and Edwardian periods, including shops and associated residences, hotels and other commercial and civic buildings. Together these buildings demonstrate the development of this major 'High Street', particularly from the 1860s to c1920 when substantial growth in the street occurred, and are illustrative of the enduring role the street has played in the economic and social life of Fitzroy since the establishment of the suburb [Criterion A].

The highly intact streetscape of the Brunswick Street Precinct clearly demonstrates the principal characteristics of a major Victorian and Edwardian 'High Street' in the City of Yarra. Typical characteristics – including a predominantly two-storey Victorian and Edwardian street wall height, parapeted rendered or red brick facades, repetitive upper floor fenestration, and ground floor shopfronts – are displayed in the original forms, fabric and detailing of the majority of the buildings.

The streetscapes on the west side of Brunswick Street from Gertrude Street to 63 Brunswick Street and from 211 to 419 Brunswick Street, and the east side from 240 Brunswick Street to Victoria Street and from 296 to 346 Brunswick Street, are particularly intact and consistent in their architectural form and expression [Criterion D].

The Brunswick Street Precinct contains a number of landmark and individually significant buildings which are well-considered and carefully detailed examples of commercial and civic buildings. These include, among others, the Fitzroy Post Office (296 Brunswick Street); retail buildings such as the Moran & Cato Merchants building (277-285 Brunswick Street), the Shawcross Building (320-22 Brunswick Street) and extensive shop rows (such as at 236-52 Brunswick Street and 55-67 Brunswick Street); and hotels such as the Ballarat Hotel (175 Brunswick Street) and Perseverance Hotel (196 Brunswick Street). Variations in façade detailing throughout the precinct, including parapet ornamentation, balustrading and pediments, applied decoration and polychromatic brickwork, make an aesthetic contribution to the overall character of the precinct [Criterion E].

### **Primary source**

---

Butler and Associates (2007), *City of Yarra Review of Heritage Overlay Areas*

Updated by GJM Heritage (2019), *Brunswick Street and Smith Street Built Form Review Heritage Assessments*

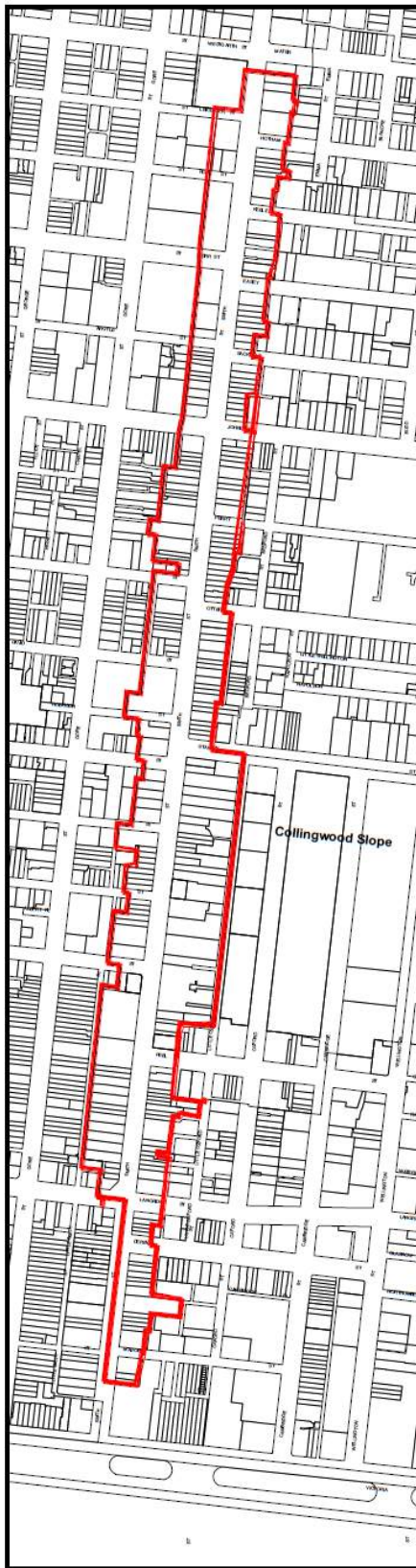
For individual place gradings refer to *City of Yarra: Review of Heritage Overlay Areas 2007 – Appendix 8* (as amended)

**Attachment B – Statement of Significance: Smith Street Precinct, Fitzroy  
& Collingwood**

# Smith Street Precinct, Fitzroy/Collingwood Statement of Significance

Heritage Place: Smith Street Precinct,  
Fitzroy/Collingwood

PS ref no: HO333



Source: Graeme Butler and Associates (2007), *City of Yarra Review of Heritage Overlay Areas*



## What is significant?

---

Properties within the following areas contribute to the significance of the Smith Street Precinct:

- West side of Smith Street, Fitzroy from Gertrude Street to Westgarth Street
- East side of Smith Street, Collingwood from Langridge Street to Mater Street
- South side of Johnston Street, Collingwood, east of Smith Street
- Leicester Street, south side, west of Smith Street (no. 180) rear of 421 Smith Street
- Little Oxford Street, west side between Peel Street and Stanley Street
- Rose Street
- St David Street, north side, west of Smith Street to Hargreaves Street.

Elements that contribute to the significance of the precinct include (but are not limited to):

- The consistent Victorian and Edwardian commercial character of the precinct, which includes:
  - A consistent two-storey scale, with some single, three and four storey buildings
  - A variety of simple and highly decorative facade parapets, with pitched roofs behind
  - No front or side setbacks
  - Face red brick (including polychrome) or rendered walls
  - Rendered window frames, sills and hoods to upper storeys
  - Rendered ornament to upper storeys
  - Brickwork with corbelled capping courses
  - Strong horizontal lines formed by parapets, cornices, string courses
  - Repetitive upper floor fenestration patterns
  - Less than 40% of the upper street façade comprises openings such as windows
  - Corrugated iron roof cladding
  - Original post-supported street verandahs
  - Shop fronts with display windows, timber or tiled plinths, and entry recesses
  - Some red brick storage or stable buildings at the rear or side lane frontage
  - Corner buildings with secondary façades to side streets or lanes
  - Splayed corners to buildings at intersections
- Bluestone pitched road paving, crossings, stone kerbs and channels and asphalt paved footpaths
- The early twentieth century industrial character at the northern end, which includes:
  - A consistent two-storey scale with some single and three storey buildings
  - Simple façade parapets with pitched roofs behind
  - No front or side setbacks
  - Face red brick walls
  - Brickwork with corbelled capping courses
  - Strong horizontal lines formed by parapets, spandrels and string courses and strong vertical lines formed by piers
  - Repetitive fenestration patterns at ground and first floor level
  - Corrugated iron roof cladding
- Examples of intact inter-war buildings.

Features that do not contribute to the significance of the precinct include more recent alterations and additions to buildings within the precinct, including highly altered shopfronts.

## How is it significant?

---

The Smith Street Precinct is of local historical, architectural and aesthetic significance to the City of Yarra.

## Why is it significant?

---

The Smith Street Precinct is a major 'High Street' in the City of Yarra and has functioned continuously as one of Fitzroy and Collingwood's key commercial centres since the 1860s. It retains a substantial collection of intact commercial buildings, predominantly from the Victorian and Edwardian periods, including shops and associated residences, hotels and other commercial and civic buildings. Together these buildings demonstrate the development of this major 'High Street', particularly from the 1860s to the 1920s when substantial growth in the street occurred, and are illustrative of the enduring role the street has played in the economic and social life of Fitzroy and Collingwood since the establishment of these suburbs [Criterion A].

The highly intact streetscape of the Smith Street Precinct clearly demonstrates the principal characteristics of a major turn of the century 'High Street' in the City of Yarra. Typical characteristics – including a predominantly two-storey Victorian and Edwardian street wall height, parapeted rendered or red brick facades with repetitive upper floor fenestration, and ground floor shopfronts – are displayed in the original forms, fabric and detailing of the majority of the buildings. The streetscapes on the west side of Smith Street from 101 to 207 Smith Street and 231 to 363 Smith Street; and on the east side from 54 to 106 Smith Street, 230 to 266 Smith Street, and 292 to 338 Smith Street, are particularly intact and consistent in their architectural form and expression. A group of industrial buildings at the northern end of the precinct are intact and consistent in their early twentieth century character and form [Criterion D].

The Smith Street Precinct contains a number of landmark and individually significant buildings which are well-considered and carefully detailed examples of commercial and civic buildings. These include, among others, the former Union Bank of Australia (165-167 Smith Street, VHR H0187), the National Bank of Australasia (169-171 Smith Street), retail buildings such as the Stanford Block (119-129 Smith Street), Victoria Buildings (193-207 Smith Street), Hannaford's Pianos and Organs (219 Smith Street) and the commercial row at 298-312 Smith Street, as well as large retail stores such as the Foy & Gibson Store (145-163 Smith Street) and Patersons Pty Home Furnishings (173-181 Smith Street). The former Collingwood Post Office (174 Smith Street, VHR H0973), with elaborate façade and steep mansard roof, is of particular prominence and landmark quality within the precinct. Variations in façade detailing throughout the precinct, including parapet ornament, balustrading and pediments, applied decoration and polychromatic brickwork, make an aesthetic contribution to the overall character of the precinct [Criterion E].

### Primary source

---

Butler and Associates (2007), *City of Yarra Review of Heritage Overlay Areas*

Updated by GJM Heritage (2019), *Brunswick Street and Smith Street Built Form Review Heritage Assessments*

For individual place gradings refer to *City of Yarra: Review of Heritage Overlay Areas 2007 – Appendix 8* (as amended)

**Attachment C – Statement of Significance: South Fitzroy Precinct, Fitzroy**

# South Fitzroy Precinct Statement of Significance

Heritage Place: South Fitzroy Precinct	PS ref no: HO334
--	------------------

[Insert updated HO Map]

## What is significant?

---

The properties on all streets contained within the boundaries of South Fitzroy, now known as the suburb of Fitzroy, excluding a number of places with individual or other precinct Heritage Overlays.

Elements that contribute to the significance of the precinct include (but are not limited to):

- The consistent Victorian and Edwardian residential character of the precinct, which includes:
  - A highly consistent one and two-storey scale
  - Pitched gabled or hipped roofs
  - A variety of simple and highly decorative parapets, with pitched roofs behind
  - Face brick (red, dechrome and polychrome) and rendered masonry dwellings, with some weatherboard dwellings
  - Corrugated iron and slate, with some Marseilles pattern terracotta tile, roof cladding
  - Face brick and rendered chimneys with corbelled or moulded capping
  - Post-supported verandahs facing the street with cast iron detailing and/or timber detailing, and some arcaded masonry verandahs
  - Small front gardens with timber or cast iron picket fences of c1 metre in height, or no boundary setback
- Examples of intact Interwar buildings
- Examples of former light industrial buildings
- Bluestone pitched road paving, crossings, stone kerbs and channels and asphalt paved footpaths
- Corner residences and/or shop/residences with display windows and no boundary setbacks
- Mature street tree plantings
- Rear and side lanes with substantial boundary walls and brick stable structures
- Views afforded to significant buildings beyond the precinct (Royal Exhibition Building)

## How is it significant?

---

The South Fitzroy Precinct is of local historical, architectural and aesthetic significance to the City of Yarra.

## Why is it significant?

---

The South Fitzroy Precinct is the earliest area outside the Melbourne City Grid to be settled in the broader Melbourne municipality and a large number of early Victorian buildings from the mid-nineteenth century remain to demonstrate this. It retains a substantial collection of buildings, predominantly from the Victorian and Edwardian periods, including residential, commercial, retail and industrial buildings, which together demonstrate the development of this urban area, particularly from the 1860s to the 1920s when substantial growth occurred. The predominance of solid masonry construction reflects the application of the *Melbourne Building Act 1849* in the City of Melbourne, including Fitzroy, enforcing fireproof construction (Criterion A).

The highly intact South Fitzroy Precinct clearly demonstrates the principal characteristics of a major early suburb. It includes predominantly residential buildings, with groups of industrial, retail and commercial buildings. Typical characteristics of the residential buildings include a consistent one and two-storey scale,

solid masonry construction and a predominance of Victorian and Edwardian styles. These characteristics are displayed in the original forms, fabric and detailing of many of the dwellings. The streetscapes throughout the precinct are particularly intact and consistent in their architectural form and expression and include many residential streets, groups of industrial masonry buildings and substantial retail and commercial buildings (Criterion D).

The South Fitzroy Precinct contains a number of landmark and individually significant buildings which are well considered and carefully detailed examples of their type from the late nineteenth century and early twentieth century. These include, among others, the Standard Hotel (293 Fitzroy Street); Catherine Terrace (150-60 Nicholson Street) and large factory complexes such as that of the MacRobertson confectionary company (Gore, Kerr and Rose Streets). Façade detailing throughout the precinct, including ornate and exuberant detail and polychromatic brickwork, particularly from the late nineteenth century, make an aesthetic contribution to the overall character of the precinct (Criterion E).

### **Primary source**

---

Butler and Associates (2007), *City of Yarra Review of Heritage Overlay Areas*

Updated by GJM Heritage (2019), *Brunswick Street and Smith Street Built Form Review Heritage Assessments*

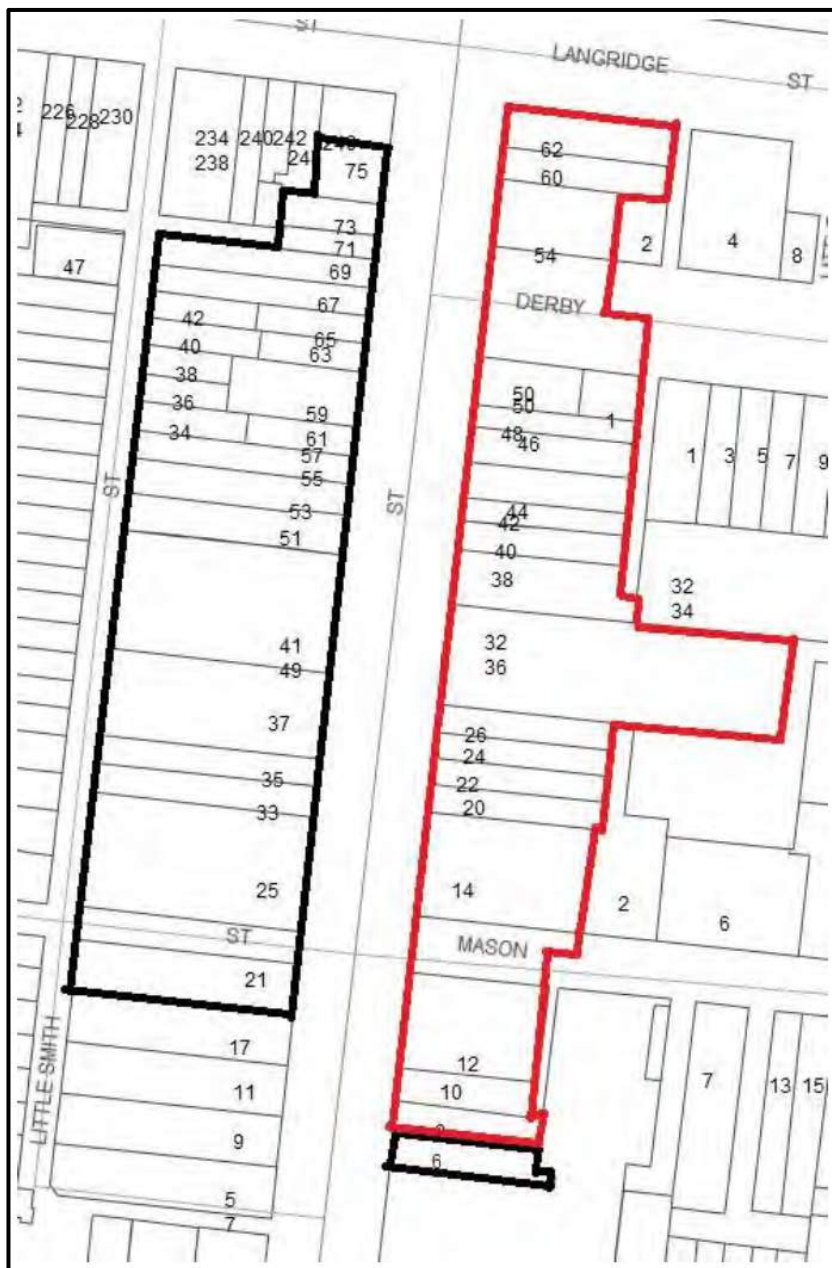
For individual place gradings refer to *City of Yarra: Review of Heritage Overlay Areas 2007 – Appendix 8* (as amended)

**Attachment D – Statement of Significance: Smith Street South Precinct,  
Fitzroy & Collingwood**

## Smith Street South Precinct, Fitzroy and Collingwood

Heritage Place: Smith Street South Precinct, Fitzroy and Collingwood

PS ref no: HO464



All places in black and red polygons. Source: Anthemion (2014), *City of Yarra Heritage Gaps Study*

### What is significant?

Properties within the following areas contribute to the significance of the Smith Street South Precinct:

- West side of Smith Street, Fitzroy from north of Victoria Parade to Gertrude Street
- East side of Smith Street, Collingwood from north of Victoria Parade to Langridge Street
- East side of Little Smith Street, south of Gertrude Street.

Elements that contribute to the significance of the place include (but are not limited to):

- The consistent Victorian and Edwardian commercial character of the precinct which includes:
  - A consistent two-storey scale with some single storey buildings

- A variety of façade parapets, with pitched roofs behind
  - No front or side setbacks
  - Face red brick or rendered walls
  - Rendered window frames, sills and hoods to upper stories
  - Rendered ornament to upper stories
  - Brickwork with corbelled capping courses
  - Strong horizontal lines formed by parapets, cornices, string courses
  - Repetitive upper floor fenestration
  - Less than 40% of the upper street façade comprises openings such as windows
  - Corrugated iron roof cladding
  - Shop fronts with display windows, timber or tiled plinths, and entry recesses
  - Some red brick storage or stable buildings at the rear or side lane frontage
  - Corner buildings with secondary facades to side streets or lanes
  - Splayed corners to buildings at intersections
- Bluestone pitched road paving, crossings, stone kerbs and channels and asphalt paved footpaths.

Features that do not contribute to the significance of the precinct include more recent alterations and additions to buildings within the precinct, including highly altered shopfronts.

### **How is it significant?**

---

The Smith Street South Precinct is of local historical, architectural and aesthetic significance to the City of Yarra.

### **Why is it significant?**

---

The Smith Street South Precinct is part of a major 'High Street' in the City of Yarra which has functioned continuously as one of Fitzroy and Collingwood's key commercial centres since the 1860s. It retains a small collection of intact commercial buildings, predominantly from the Victorian and Edwardian periods, including shops and associated residences and hotels. Together these buildings demonstrate the development of this major 'High Street', particularly from the 1880s to the 1920s when substantial growth at this end of the street occurred, and are illustrative of the enduring role the street has played in the economic and social life of Fitzroy and Collingwood since the establishment of these suburbs [Criterion A].

The streetscape of the Smith Street South Precinct clearly demonstrates the principal characteristics of a major turn of the century 'High Street' in the City of Yarra. Typical characteristics – including predominantly two-storey Victorian and Edwardian street wall heights, parapeted rendered or red brick facades, repetitive upper floor fenestration, and ground floor shopfronts – are displayed in the original form, fabric and detailing of many of the buildings [Criterion D].

The Smith Street South Precinct contains a small number of individually significant buildings which are well-considered and carefully detailed examples of retail and commercial buildings, including the pair of two-storey shops and residences at 71-73 Smith Street and the Former British Crown Hotel (14 Smith Street). Variation in façade detailing throughout the precinct, including parapet ornament and pediments and applied decoration, make an aesthetic contribution to the overall character of the precinct [Criterion E].

### **Primary source**

---

Anthemion (2014), *City of Yarra Heritage Gaps Study*

Updated by GJM Heritage (2019), *Brunswick Street and Smith Street Built Form Review Heritage Assessments*

For individual place gradings refer to *City of Yarra: Review of Heritage Overlay Areas 2007 – Appendix 8* (as amended)



**Attachment E – Statement of Significance: Barcelona Terrace, 25-37  
Brunswick Street, Fitzroy**



## Heritage Citation

### BARCELONA TERRACE

**Address:** 25-37 Brunswick Street, Fitzroy

**Prepared by:** GJM Heritage

**Date:** August 2019

<b>Place type:</b> Residences	<b>Architect:</b> Not known
<b>Grading:</b> HO153	<b>Builder:</b> Thomas Cockram
<b>Integrity:</b> High	<b>Construction Date:</b> 1881



**Figure 1.** 50-54 Brunswick Street, Fitzroy (GJM Heritage, October 2018)



## Statement of Significance

### *What is significant?*

Barcelona Terrace, 25-37 Brunswick Street, Fitzroy built in 1881.

Elements that contribute to the significance of the place include (but are not limited to):

- The original external form, materials and detailing of the terrace row
- The high level of integrity to its original design
- The original front fences and gates.

Later alterations and additions to the rear of the terraces are not significant.

### *How is it significant?*

Barcelona Terrace, 25-37 Brunswick Street, Fitzroy is of local architectural and aesthetic significance to the City of Yarra.

### *Why is it significant?*

Barcelona Terrace at 25-37 Brunswick Street, Fitzroy is a fine and representative example of terrace housing from the Victorian period. It displays typical features of the Victorian Italianate architectural style popular in the 1880s boom period in Fitzroy and across Melbourne more broadly, including a two-storey form with front verandahs and balconies, rendered brickwork, decorative cast iron, rendered decorative elements including balustrading and cast iron palisade fencing (Criterion D).

Barcelona Terrace at 25-37 Brunswick Street, Fitzroy is a well-considered and carefully detailed example of Victorian Italianate terrace housing. The row of terraces, with repetitive decorative elements across the facades, presents a picturesque composition of this architectural style (Criterion E).

## Historical Themes

The place illustrates the following themes as outlined in the *City of Yarra Thematic History* (1998):

- 3.0 Mansions, Villas and Sustenance Housing: the Division between Rich and Poor
  - 3.1 A Home to Call One's Own

## Place History

The row of seven terrace houses known as 'Barcelona Terrace' was constructed in 1881 (as noted on the nameplate of the building). The 1881 rate books recorded Philip, John and Stephen Parer as the owners of the seven ten-room brick houses, each with a Net Annual Value of 65 pounds (RB). The row was constructed by builder Thomas Cockram (NTAV), who also built the 1883 Hotel Windsor on the corner of Bourke and Springs streets, Melbourne.

In February 1882, a newspaper reported that the 'Messrs Parer have just built, out of the profits of their business, a grand terrace of houses in Brunswick-street, Fitzroy.' The article noted that the 'Parers are from Catalonia, in Spain, and they have very properly called the buildings Barcelona Terrace' (*Mount Alexander Mail*, 4 Feb 1882:2). The Parers Bros. are known to have also built Madrid Terrace in Princes Street (presumably in Fitzroy) (Allom Lovell 1992:4.55), and owned the Crystal Cafe, Bourke Street from 1886 (since demolished) (*Argus*, 14 Oct 1885:6; *Traralgon Record*, 21 Jan 1892:3).

The 1898 Melbourne and Metropolitan Board of Works (MMBW) Detail Plan (Figure 2) shows the footprints of the seven terrace houses, each with a grassed area and central path to the rear of the house and water closets on the rear boundary. Each house had a circular plan to the landscaping behind the front boundary and cast iron palisade fence.

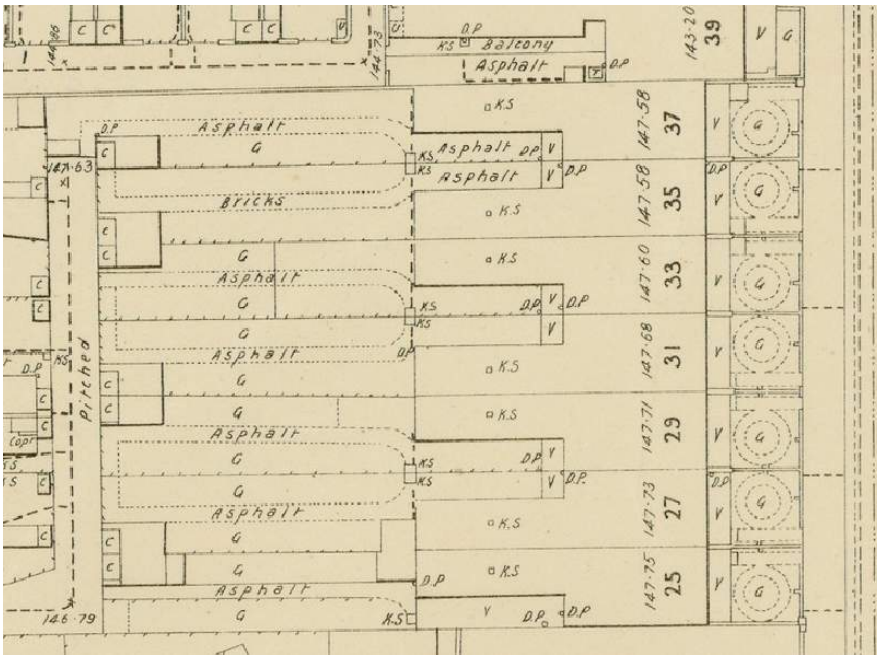


Figure 2. Footprints of the terrace row and landscaping in 1898 (MMBW DP 1206, 1898).



Figure 3. Barcelona Terrace in 1958 (University of Melbourne digital resources).

**Physical Description**

‘Barcelona Terrace’ at 25-37 Brunswick Street, Fitzroy, was built in 1881 in the Victorian Italianate style. Located on the west side of Brunswick Street, between Victoria Parade and Gertrude Street, the terrace row comprises seven dwellings, each with a small landscaped setback from the street.

The two-storey terrace row has a continuous gabled roof clad with corrugated iron and each dwelling retains a chimney. Extending to the west of the main terrace form are two-storey hipped-roof wings, some of which retain original chimneys. The roof form of the terrace is concealed by a balustraded parapet to Brunswick Street, with urns atop piers (some missing). The central dwelling has a taller parapet with a nameplate bearing the words ‘A. D. 1881 BARCELONA TERRACE’ below a semi-circular pediment. The rendered terraces (all overpainted) have a rinceaux frieze panel below a dentilled cornice. Two-storey party walls are decorated with slender, patterned colonettes with capitals and ornate bases (probably serve as downpipes), surmounted by an urn above the first floor verandah.



The two-storey verandahs are supported by slender iron columns with Corinthian capitals. Both floors incorporate a decorative iron frieze and brackets, with the first floor also incorporating a swagbellied iron balustrade. All fenestration to Brunswick Street is arch-headed with arched label moulds that continue to formed slender engaged columns or pilasters that frame the opening. Each dwelling has two tall openings to the first floor with one-over-one sash windows. Each ground floor has a large entrance with a four-paneled door (some behind modern security doors), with arched highlights and sidelights, adjacent to a paired window. The ground floor verandah floors have tessellated tiles and bluestone edging.

Each dwelling originally had a circular landscape plan to the front garden with a tessellated tile entrance path. These elements have been retained (except for no. 35 which has lost its circular landscape plan) (Figure 2). A cast iron palisade fence with a bluestone plinth and pedestrian gates to each house extends along the boundary of the terrace. The fence finishes at the north and south ends with large rendered piers.

Later additions and outbuildings are located to the rear (west) of most of the dwellings (dates not confirmed, some may be early outbuildings on the rear boundary).

### **Integrity**

The building retains a high degree of integrity to the Victorian period in fabric, form and detail, including the front fence and landscaping plan to the front yard. While the terrace row has undergone minor alterations, these do not diminish the ability to understand and appreciate the place as a fine example of a Victorian residential building.

### **Assessment Against Criteria**

Following is an assessment of the place against the recognised heritage criteria set out in *Planning Practice Note 1: Applying the Heritage Overlay* (August 2018).

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

Barcelona Terrace at 25-37 Brunswick Street, Fitzroy is a fine and representative example of terrace housing from the Victorian period. It displays typical features of the Victorian Italianate architectural style popular in the 1880s boom period in Fitzroy and across Melbourne more broadly, including a two-storey form with front verandahs and balconies, rendered brickwork, decorative cast iron, rendered decorative elements including balustrading and cast iron palisade fencing.

**Criterion E:** *Importance in exhibiting particular aesthetic characteristics (aesthetic significance)*

Barcelona Terrace at 25-37 Brunswick Street, Fitzroy is a well-considered and carefully detailed example of Victorian Italianate terrace housing. The row of terraces, with repetitive decorative elements across the facades, presents a picturesque composition of this architectural style.

### **References:**

Allom Lovell & Associates (1992), *Fitzroy Urban Conservation Study Review*.

Allom Lovell & Associates (1998), *City of Yarra Heritage Review*, Vol 4 Landscape Citations.

City of Fitzroy Rate Books (RB): 1880-81, entries 200-205.

Jacobs Lewis Vines, Architects & Miles Lewis & Fitzroy (Vic.) Council Urban Planning Office & Historic Buildings Preservation Council (1979), *South Fitzroy Conservation Study*.

Melbourne and Metropolitan Board of Works Detail Plan, as cited.

*Mount Alexander Mail* [Vic.]



National Trust Australia, Victoria (NTAV) citation for 'Barcelona Terrace & Gardens, 25-37 Brunswick Street, Fitzroy', accessed via Victorian Heritage Database <<http://vhd.heritagecouncil.vic.gov.au/>>, 5 October 2017.

Sands & McDougall Directories (S&Mc).

*The Argus*.

*Traralgon Record* [Vic.].

University of Melbourne digital collection: Item [1965.0004.00306], "Barcelona Terrace, Brunswick Street, Fitzroy, Melbourne."

**Attachment F – Heritage Citation: Solway Buildings, 287-297 Brunswick Street & 108-110 Johnston Street, Fitzroy**

## Heritage Citation

### SOLWAY BUILDINGS

**Other Names:** A.O.F. House

**Address:** 287-297 Brunswick Street & 108-110 Johnston Street, Fitzroy

**Prepared by:** GJM Heritage

**Date:** August 2019

<b>Place type:</b> Shops, residences	<b>Architect:</b> William Rain
<b>Grading:</b> Individually Significant within HO311	<b>Builder:</b> Herd and Son
<b>Integrity:</b> High	<b>Construction Date:</b> 1911



Figure 1. 287-297 Brunswick Street & 108-110 Johnston Street, Fitzroy (GJM Heritage, Sep 2018)



## Statement of Significance

### *What is significant?*

The Solway Buildings, 287-297 Brunswick Street & 108-110 Johnston Street, Fitzroy built in 1911 and designed by architect William Rain.

Elements that contribute to the significance of the place include (but are not limited to):

- The original external form, materials and detailing of the building
- The high level of integrity to its original design
- Façade parapet
- No front setbacks
- Face red brick walls (part overpainted)
- Rendered façade detailing including window architraves and keystones, cornice, parapet capping, faceted vertical elements and applied decorative motif
- Horizontal lines formed by cornice, parapet and bands of windows
- Vertical lines of the upper façade formed by bold faceted elements
- Repetitive upper floor fenestration patterns
- Splayed, curved and prominent corner tower at intersection.

Later alterations and additions – particularly to ground floor shopfronts – are not significant.

### *How is it significant?*

The Solway Buildings, 287-297 Brunswick Street & 108-110 Johnston Street, Fitzroy are of local historical, architectural and aesthetic significance to the City of Yarra.

### *Why is it significant?*

The Solway Buildings, 287-297 Brunswick Street & 108-110 Johnston Street, Fitzroy are illustrative of the historical development that occurred along a major, early commercial thoroughfare in the City of Yarra, in the early twentieth century [Criterion A].

The Solway Buildings, 287-297 Brunswick Street & 108-110 Johnston Street, Fitzroy are a fine and intact representative example of a substantial row of Federation shops and residences. They display typical features of the Federation Free Style popular in the early twentieth century in Fitzroy and across Melbourne more broadly, including a parapeted façade with repetitive upper floor fenestration, red brick facades with render contrasts and ground floor shopfronts [Criterion D].

The Solway Buildings, 287-297 Brunswick Street & 108-110 Johnston Street, Fitzroy are a well-considered and carefully detailed example of a row of Federation Free Style commercial buildings. Set on a prominent site at the junction of two major roads, the corner building - with round domed tower, Art Nouveau-inspired detailing and large oriel window - is both distinctive and prominent and presents a picturesque composition of this architectural style [Criterion E].

## Historical Themes

The place illustrates the following themes as outlined in the *City of Yarra Thematic History* (1998):

4 Developing Local Economies

- 4.4 Smaller Retailers: Strip Shopping

## Place History

The south-west corner of Brunswick and Johnston streets was occupied by the Fitzroy Market in the late nineteenth century, as annotated on the 1900 Melbourne and Metropolitan Board of Works (MMBW)



Detail Plans (Figures 2-3). The block bound by Brunswick, Johnston, Fitzroy and Victoria streets was owned by Henry Hoyt during this period (Lewis 1898:28).

*The Herald* published an article in May 1911 (25 May 1911:3) featuring the new buildings ‘on the site of the old bus stables’ at the corner of Brunswick and Johnston streets, described as ‘a notable improvement in suburban shop architecture’. The site measured 206ft (62.8m) to Johnston Street and 108ft (32.9m) to Brunswick and Fitzroy streets. The Solway Theatre was to be built on the site, fronting Johnston Street (immediately west of the subject site). The article described the subject site:

*... there are eight shops adjoining the theatre in Brunswick Street, a shop and two furniture arcades in Brunswick street, and mantelpiece showrooms on the corner of Fitzroy street. Mr William Rain is the architect for the whole of these properties. The contractors are – For the theatre, Mr L. Hansen, and for the shops, Messrs Herd and Son. Mr Rain has also in hand other shop buildings in Clifton Hill and Hampton road, Hampton, and a large villa residence at Alphington.*

Illustrations of the Brunswick and Johnston street elevations showed the six bays fronting Brunswick Street and four bays fronting Johnston Street, and the configuration of the shopfronts and arcades (Figures 4 & 5). The illustrations show the first floor (narrow) openings with a pair of three-paned windows. The corner turret bore the name ‘Solway’ at parapet level (replaced with ‘A.O.F. House’ in the 1970s).

The Solway Picture Theatre, and presumably ‘Solway Buildings’, was built for owners Griffiths and West Pty Ltd (Hoyts Theatres Ltd were confirmed as partner owners in 1928) (*Argus*, 7 Sep 1911:10; PSP, 1928). A plan of the new buildings at 287-293 Brunswick Street, dated 9 May 1911, confirmed the architect as William Rain (listed as the agent) (PSP, 1911; Figure 6). Contemporary newspaper articles also attributed the design of the Solway Theatre to William Rain (*Argus*, 7 Sep 1911:10). The Solway Theatre at 84 Johnston Street was demolished in 1928 and replaced with Hoyts Regent Picture Theatre which opened in 1929 (closed in 1959 and demolished 1983) and was designed by prolific theatre architect Charles N Hollinshed (PSP, 1928; S&Mc; Lovell & Associates 1998:98).

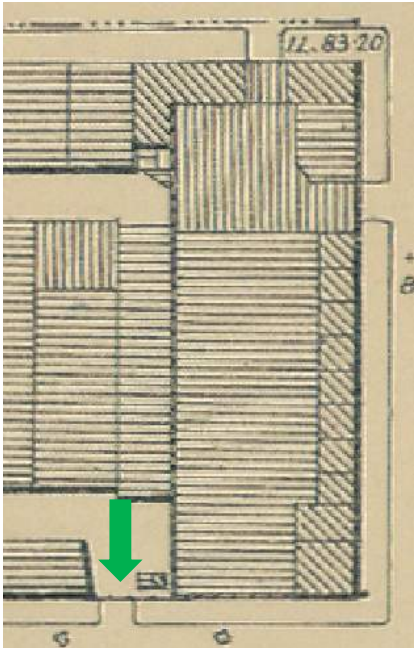
In 1915 the shops fronting Brunswick Street were occupied by a draper, ‘Solway Shoe Store’, a fancy goods depot, tobacconist, tailors and D W Keir’s ‘The Solway Clothing Co’ (S&Mc). Later newspaper articles made reference to ‘Solway Buildings’ as the premises of the Solway Clothing Company; the company was listed as the occupants of 295-297 Brunswick Street until at least 1970 (*Argus*, 24 Jun 1915:6; S&Mc). Solway Clothing also later occupied 294 Brunswick Street (SLV, Image CUAFY53/10); this company is presumably named after the existing building. In March 1922, *The Age* reported on a fire at the ‘Solway Buildings’, then owned by Daniel W Keir (*Age*, 29 Mar 1922:10; PSP).

A photo dating to c1949 (Figure 8) shows the corner section of the ‘Solway Buildings’ with the return verandah over the pedestrian footpath. By the 1970s the verandah had been replaced, along with some of the shopfronts (Figures 9-11).

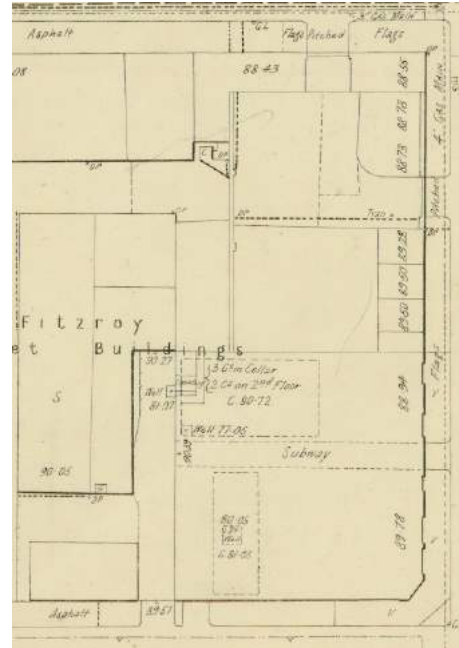
The corner building (addressed today as 295-297 Brunswick Street and 108-110 Johnston Street) was purchased by Trustees of the Ancient Order of Foresters in Victoria, Friendly Society, in July 1974, and the Society subsequently listed as the owner from 1989 to 1995 (LV:\V9013/F794). During this period the name ‘A.O.F. House’ was placed on the parapet of the corner building.

### **William Rain, architect**

William Rain (1855-1916) was a local architect and Collingwood citizen, who served as a Councillor and Mayor (1904-05) of the City of Collingwood, was a member of the Dandenong Shire Council and held numerous other public offices (*The Age*, 15 Mar 1916:9; *South Bourke and Mornington Journal*, 8 May 1913:5). Practicing as an architect, Rain designed a number of local commercial, industrial and residential buildings, as noted in contemporary newspapers. He is known to have designed the Chilwell Salvation Army Barracks (1889) at 18 Marshall Street, Newtown (SLV, Image H2012.90/100) and the Solway Buildings on the south-west corner of Brunswick and Johnston streets, Fitzroy (1911).



**Figure 2.** The south-west corner of Brunswick and Johnston streets in 1897 showing earlier buildings occupying the area. The vehicular crossover (indicated by the green arrow) off Victoria Street shows the alignment of the existing lane. The diagonal hatching indicates buildings constructed of brick or stone; vertical/horizontal hatching indicates buildings constructed of timber (MMBW 28, scale 160ft to 1 inch, dated 1897).



**Figure 3.** The corner property in 1900, showing earlier buildings occupying the area, annotated 'Fitzroy Market Buildings' (MMBW DP 1193, dated 1900).



**Figure 4.** Illustration of the new building, published in May 1911 (*The Herald*, 25 May 1911:3).

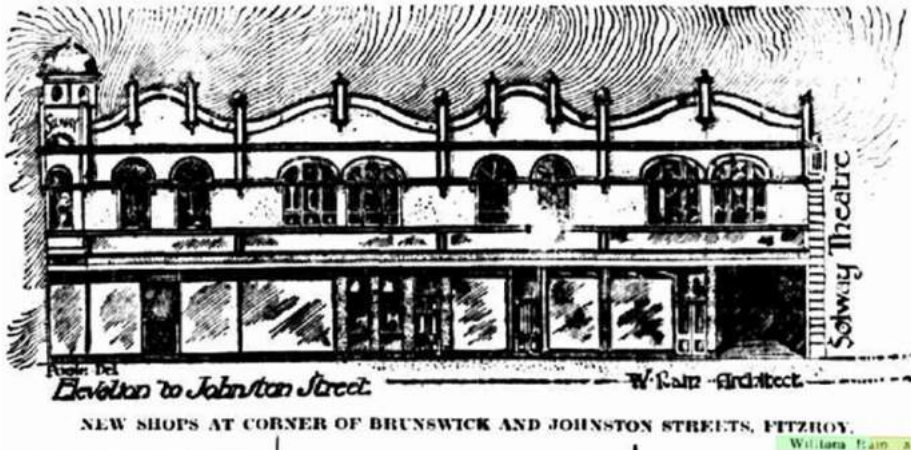


Figure 5. Illustration of the new building, published in May 1911. Architect William Rain was noted in the bottom right corner (*The Herald*, 25 May 1911:3).

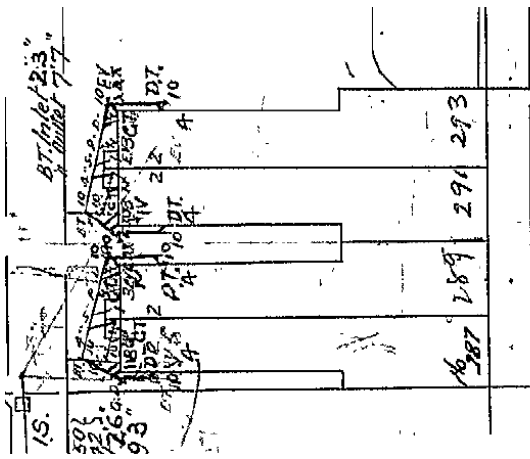


Figure 6. Plan showing footprints of the buildings at 287-293 Brunswick Street in May 1911, annotated with sewerage works (PSP).

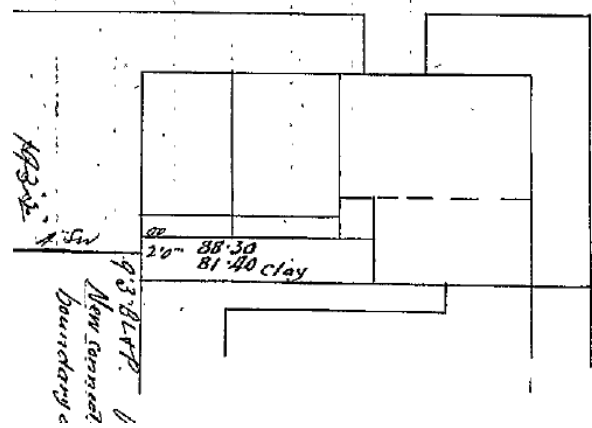


Figure 7. Plan showing footprints of the corner buildings at 295-297 Brunswick Street, and those fronting Johnston Street, dated October 1911 (PSP).



Figure 8. Detail of a photo of 'Solway men's wear' on the corner of Brunswick and Johnston streets, c1949 (SLV, Image a39997).



**Figure 9.** The Brunswick Street facade in a photo dated 1970-1974 (SLV, Image CUAFY154/6-7).



**Figure 10.** A detail of the Brunswick Street corner in a photo dated 1970-1974 (SLV, Image CUAFY154/6-7).



**Figure 11.** A detail of the south end of the Brunswick Street facade in a photo dated 1970-1974 (SLV, Image CUAFY154/6-7).

### Physical Description

The Solway Buildings are located on a large site at the south-west corner of Brunswick and Johnston Streets, Fitzroy. Built in 1911, the building displays characteristics of the Federation Free Style and contrasts with the earlier Victorian-era buildings which are located on the other three corners at this intersection.

The building comprises a row of six two-storey shops and residences fronting Brunswick Street and a row of four two-storey shops and residences fronting Johnston Street. Upper facades are of red brick with render contrasts (partially overpainted) and a parapet conceals a series of gabled and hipped roofs. The corner of the building is played with a large projecting oriel window at first floor level and a distinctive round tower, with circular windows and a domed roof, above the parapet. The oriel window comprises a pair of timber framed windows and an infill window head displaying sinuous Art Nouveau-inspired applied decoration.

The two main facades are articulated in a similar manner. Pairs of arch-headed windows line the first-floor façade and bold faceted vertical elements, capped with decorative balls, delineate the individual premises. An exaggerated undulating parapet line, with bold rendered band, is punctuated by both these and additional faceted elements. As indicated in the original drawings (Figures 4 & 5) the width of the individual bays across the facades is uneven and this is reflected in minor variations in the window and parapet detailing.



A number of the shopfronts to Brunswick Street retain their early forms however post-supported verandahs have been removed and replaced by cantilevered awnings. The original vehicular opening to the rear of the building, located at the west end of the Johnston Street façade, remains.

### **Integrity**

The building retains a high degree of integrity to the Federation period in fabric, form and detail. While the building has undergone some alterations, including painting of the face brickwork and alterations to shopfronts, these do not diminish the ability to understand and appreciate the place as a fine example of a commercial building from the Federation period.

### **Assessment Against Criteria**

Following is an assessment of the place against the recognised heritage criteria set out in *Planning Practice Note 1: Applying the Heritage Overlay* (August 2018).

**Criterion A:** *Importance to the course or pattern of our cultural or natural history (historical significance).*

The Solway Buildings, 287-297 Brunswick Street & 108-110 Johnston Street, Fitzroy are illustrative of the historical development that occurred along a major, early commercial thoroughfare in the City of Yarra, in the early twentieth century.

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

The Solway Buildings, 287-297 Brunswick Street & 108-110 Johnston Street, Fitzroy are a fine, intact and representative example of a substantial row of Federation shops and residences. They display typical features of the Federation Free Style popular in the early twentieth century in Fitzroy and across Melbourne more broadly, including a parapeted façade with repetitive upper floor fenestration, red brick facades with render contrasts and ground floor shopfronts.

**Criterion E:** *Importance in exhibiting particular aesthetic characteristics (aesthetic significance).*

The Solway Buildings, 287-297 Brunswick Street & 108-110 Johnston Street, Fitzroy are a well-considered and carefully detailed example of a row of Federation Free Style commercial buildings. Set on a prominent site at the junction of two major roads, the corner building - with round domed tower, Art Nouveau-inspired detailing and large oriel window - is both distinctive and prominent and presents a picturesque composition of this architectural style.

### **References:**

Allom Lovell & Associates (1998), *City of Yarra Heritage Review: Thematic History*.

Lewis, Miles, 'The First Suburb' in Fitzroy History Society & Cutten History Committee (2014, 1st edition 1989), *Fitzroy : Melbourne's first suburb*, South Yarra [Vic.].

Melbourne and Metropolitan Board of Works (MMBW) Plans: Detail Plan No. 1193, dated 1900; No. 28, scale 160ft to 1 inch, dated 1897.

Property Sewerage Plans (PSP): No. 78136 9 May 1911, 28 August 1928; No. 78134 30 October 1911.

Sands & McDougall (S&Mc) Directories.

*South Bourke and Mornington Journal* [Richmond, Vic.]

State Library of Victoria (SLV), picture collection, images as cited.

*The Age*.

*The Argus*.



*The Herald* [Melbourne, Vic.].

**Attachment G – Heritage Citation: Stanford Block, 121-129 Smith Street,  
Fitzroy**





## Heritage Citation

### STANFORD BLOCK

Address: 119-129 Smith Street, Fitzroy

Prepared by: GJM Heritage

Date: August 2019

<b>Place type:</b> Shops	<b>Architect:</b> William Pitt
<b>Grading:</b> Individually Significant within HO333	<b>Builder:</b> R. S. Ekins
<b>Integrity:</b> High	<b>Construction Date:</b> 1883



Figure 1. 119-129 Smith Street, Fitzroy (GJM Heritage, October 2018).



## Statement of Significance

### *What is significant?*

The two and three-storey building known as Stanford Block, at 119-129 Smith Street, Fitzroy, built in 1883 to designs by William Pitt.

Elements that contribute to the significance of the place include (but are not limited to):

- The original external form, materials and detailing of the building
- The high level of integrity to its original design
- Facade parapet, with pitched roof behind
- No front setbacks
- Rendered walls
- Rendered window frames, sills and hoods to upper stories
- Rendered detailing and ornament such as pilasters with Corinthian capitals, rows of dentils, consoles, keystones, roundels and balustrading
- Horizontal lines formed by parapets, cornices and string courses/sill line
- Repetitive upper floor fenestration patterns

### *How is it significant?*

Stanford Block, at 119-129 Smith Street, Fitzroy is of local historical and architectural significance to the City of Yarra.

### *Why is it significant?*

Stanford Block, 119-129 Smith Street, Fitzroy is illustrative of the historical development that occurred along major, early commercial thoroughfares in the City of Yarra, particularly in the 'boom' period of the 1880s (Criterion A).

Stanford Block, 119-129 Smith Street, Fitzroy is illustrative of a fine, intact and representative example of a large commercial building constructed in the 1880s 'boom' period. It displays typical features of the Victorian style popular in the 1880s in Fitzroy and across Melbourne more broadly, including a parapeted façade with repetitive upper floor fenestration, rendered facade with classical detailing and ground floor shopfronts (Criterion D).

Stanford Block, 119-29 Smith Street, Fitzroy is a well-considered and carefully detailed example of a row of substantial commercial buildings in the elaborate style of the Victorian boom period. Set on a prominent site in Smith Street, the unusually composed building – with third-storey placed above the central section – is both distinctive and prominent and presents a picturesque composition of this architectural style (Criterion E).

## Historical Themes

The place illustrates the following themes as outlined in the *City of Yarra Thematic History* (1998):

4.0 Developing local economy

- 4.4 Smaller Retailers: Strip Shopping

## Place History

'Stanford Block' at 119-129 Smith Street, was built in 1883 for owner Thomas Welton Stanford, who at this date was a merchant of Bourke Street, East Melbourne (LV:V1308/F437; V1366/F117). The building was designed by architect William Pitt of Collins Street, Melbourne, and constructed by builder R. S. Ekins, of Wienberg, Hawthorn (*Mercury and Weekly Courier*, 20 Oct 1883:3).



Stanford Block was opened in October 1883 (*Fitzroy City Press*, 6 Oct 1883:3). A column in the *Mercury and Weekly Courier* in October 1883 (20 Oct 1883:3), titled 'New Buildings in Fitzroy', featured 'The Stanford Block':

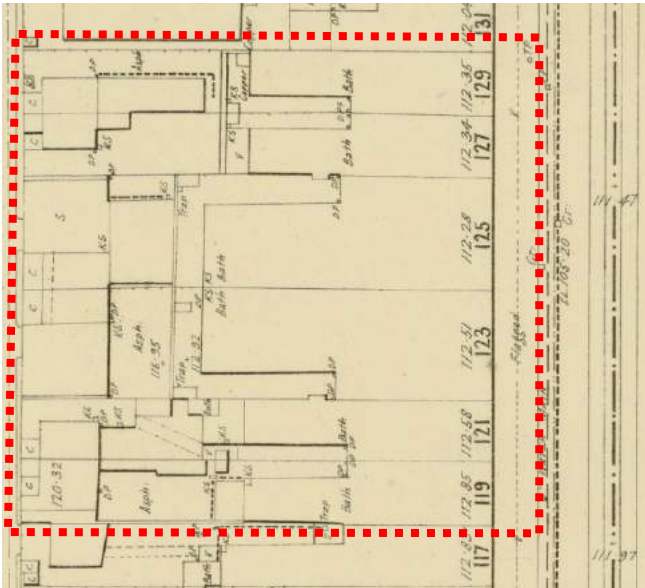
*This really magnificent block of buildings is situated on the west side of Smith-street ... it has a frontage of 132 feet to the street, and divided into six shops, the two central shops being intended for large businesses, each occupying 21 feet frontage. These are three stories in height ... The remainder of the frontage is taken up with smaller shops ... this portion of the building is two stories high...*

*All the shops have ample dwelling house accommodation and outbuildings for storage. The front elevation has a very imposing appearance, the material used being brick finished in cement stucco. The style of the architecture is Italian, the first floor having pilasters and entablature of the Corinthian order. There is a massive cornice enriched with cantelevers [sic], and surmounted with parapet, ornamented with vases and ball ornaments, &c. The windows of this floor are coupled, and have pilasters and brackets carrying neatly-moulded label-heads. The third floor of the two larger central divisions mentioned above, containing the rooms intended for store of work rooms, give a fine effect to the whole by relieving the skyline. It is worked in the form of an attic which in turn is surmounted with an entablature and parapet. The parapet is ornamented with bullasters [sic], vases, &c., and again broken up to relieve the skyline with a richly ornamented pediment. The height of this pediment is 60 feet from the ground. There is a handsome iron verandah of latest design in front of the building.*

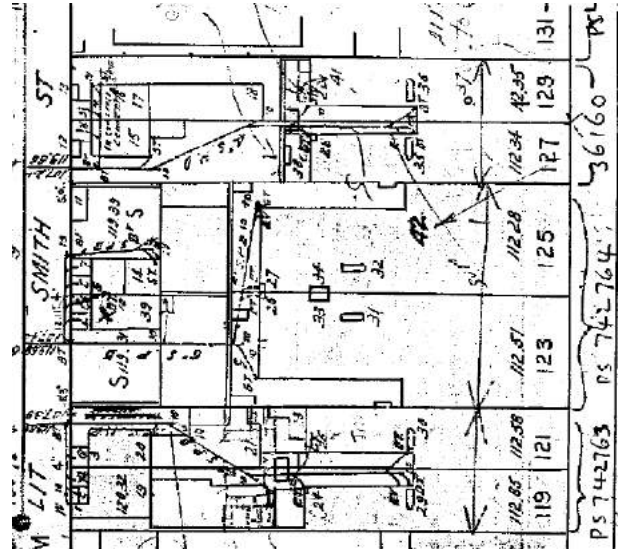
The 1883 article reported that the cost of the development was approximately 10,000 pounds (including the land), and that it was 'an ornament to the City, and a great credit to the spirited proprietor'. Four of the shops were occupied by 1883, with one of the larger shops occupied by the 'Furniture Arcade' of H. Ackman and Co., the 'well-known furniture dealer of Smith-street'. The article described in detail the view from the third storey and the scores of objects 'that can be contemplated with pleasure from the top windows of the Stanford Block' (*Mercury and Weekly Courier*, 20 Oct 1883:3).

The 1899 Melbourne and Metropolitan Board of Works (MMBW) Detail Plan (Figure 2) shows footprints of the six buildings forming Stanford Block, and their outbuildings including stables; some of these outbuildings appear to remain in 2019, along with later constructions. A Property Sewerage Plan dating to 1903 records Thomas W. Stanford as the owner (and W. J. Crook as the agent). The 1903 plan also shows footprints of the buildings and their outbuildings (Figure 3).

In December 1910, Foy & Gibson Pty Ltd of Smith Street, Collingwood, purchased no. 123 of Stanford Block; the company purchased the other properties of Stanford Block soon after this date or in the subsequent years, as the 1934 title records Foy & Gibson as the owner of the entire building (nos. 119-129), with a 40 metre frontage to Smith Street. Foy & Gibson on-sold three of the buildings in 1935, 1936 and 1940 (LV:V1366/F117; 5933/F509).



**Figure 2.** Footprint of the Stanford Block building and outbuildings, at 119-129 Smith Street, in 1899. The 'V' to the footpath denotes a verandah to the shopfronts (MMBW DP 1202, 1899).



**Figure 3.** Footprint of the Stanford Block building and outbuildings in 1903, annotated with sewerage works dating to this period and later (PSP).



**Figure 4.** Stanford Block in 1970 (SLV, Image No. CUAFY48/1-3).

### William Pitt, architect

William Pitt (1855-1918) was one of Melbourne's most important architects of the 19<sup>th</sup> century, designing buildings that were exemplars of the 1880's 'boom' period in Melbourne. Melbourne-born Pitt was educated in St Kilda and Carlton and articled to architect George Browne before commencing practice in 1879. Pitt won a number of design competitions early in his practice, immediately winning a competition for Melbourne's first purpose-built coffee palace (temperance hotel) in Bourke Street, which was one of Melbourne's tallest buildings at the time, standing five storeys tall. His commissions comprised mercantile, commercial, civic and residential projects. Key works included the Princess Theatre on Spring Street (1886), town halls for St Kilda (1887) and Brunswick (c1889), the Rialto Building on Collins Street (1890-91), and Foy and Gibson's complex of warehouses (1883-87), showrooms (1890) and factories (1895) in Collingwood. Suffering from debt during Melbourne's 1890s Depression, Pitt continued to practice taking on various types of commissions and later, predominantly theatre projects. Pitt was also active in local and state politics (Goad, 2012:542-43; VHD).

## Thomas W. Stanford

Thomas Welton Stanford (1832-1918) was a businessman, spiritualist and philanthropist, born in Albany, New York State, USA. All six Stanford brothers went to the Californian goldfields in the early 1850s and by 1858, they ran the largest of the western oil companies. Leland Stanford became a Californian millionaire who established Stanford University in memory of his son who died in France (*Leader*, 31 Aug 1918:39; Potts, 1990). In 1859, Thomas W. Stanford and his brother De Witt came to Australia with an interest in the Colony's demand for kerosene. Stanford acquired exclusive marketing rights for the Singer sewing machine in Australia until the 1880s. Following De Witt's death in 1862, Thomas Stanford married (his wife died within a year) and moved to Clarendon Street, East Melbourne. In 1870 he founded the Victorian Association of Progressive Spiritualists with W. H. Terry and J. B. Motherwell, as a result of which he became known as the 'father of spiritualism in Australia'. Stanford was a member of Stanford University's board of trustees and donated his books on Australia and his art collection to be housed in the Thomas Welton Stanford Library. He served intermittently as honorary vice consul-general in Melbourne between 1890 and 1902 (Potts, 1990). His death was reported widely throughout Australian newspapers with fond remembrances.

Thomas Stanford developed various properties in the area, letting the buildings to tenants. He is known to have also constructed the row of shops and residences at 371-377 Victoria Street, Abbotsford (c1890), and terraces along east side of Fairchild Street, Abbotsford (1887-88) (Lovell, 1998, Vol 2: 373-4; Vol 3: 73).

## Physical Description

Stanford Block, at 119-129 Smith Street, Fitzroy was built in 1883, designed by prominent Melbourne architect William Pitt in the Victorian Academic Classical style. The building is sited on the west side of Smith Street, just north of the intersection with Gertrude Street.

The substantial two and three-storey brick building was constructed to the front title boundary and comprises six shopfronts (four single and two central, double shopfronts) to Smith Street. Behind the symmetrical façade the building is formed of various sections with hipped, gabled and skillion-profile roof forms clad in corrugated iron, with some original chimneys remaining. The two central (double) shops have a third storey with a dentilled cornice below a balustraded parapet and central pediment surmounted by an acroterion, with pilasters and a nameplate bearing the words 'STANFORD BLOCK'. A row of single segmental arch-headed windows with keystones have double-hung sash windows. Roundels are positioned between the keystones of each window.

The first floor has a long form emphasised by a bold cornice with paired consoles, and a solid parapet either side of the third-floor section. Pilasters with Corinthian capitals divide the ends of the second storey into bays. Paired windows in aedicule form have bold triangular pediments and double-hung sash windows, below a row of roundels. The ground floor repeats the dentilled cornice of the third storey. Most ground floor shopfronts have been altered at various dates, some retaining the recessed entrance such as no 129. All shopfronts except no. 129 have a later cantilevered verandah over the footpath (the original verandah to all shopfronts removed by 1970, see Figures 3 & 4).

To the rear (west) of the original buildings are additions and outbuildings of various dates. Some outbuildings on the rear boundary (along Little Smith Street) may be early in date (e.g. nos. 123-125) but this has not been confirmed.

## Integrity

The building retains a high degree of integrity to the Victorian period in fabric, form and detail. While the building has undergone alterations to the ground floor shopfronts, these do not diminish the ability to understand and appreciate the place as a fine example of a substantial Victorian commercial building.



## Assessment Against Criteria

Following is an assessment of the place against the recognised heritage criteria set out in *Planning Practice Note 1: Applying the Heritage Overlay* (August 2018).

**Criterion A:** *Importance to the course or pattern of our cultural or natural history (historical significance).*

Stanford Block, 119-29 Smith Street, Fitzroy is illustrative of historical development that occurred along a major, early commercial thoroughfare in the City of Yarra, particularly in the ‘boom’ period of the 1880s.

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

Stanford Block, 119-29 Smith Street, Fitzroy is illustrative of a fine, intact and representative example of a large commercial building constructed in the Victorian 1880s boom period. It displays typical features of the Victorian style popular in the 1880s in Fitzroy and across Melbourne more broadly, including a parapeted façade with repetitive upper floor fenestration, rendered facade with classical detailing and ground floor shopfronts.

Stanford Block, 119-29 Smith Street, Fitzroy is a well-considered and carefully detailed example of a row of substantial commercial buildings in the elaborate style of the Victorian boom period. Set on a prominent site in Smith Street, the unusually composed building – with third-storey placed above the central section – is both distinctive and prominent and presents a picturesque composition of this architectural style.

## References:

Allom Lovell & Associates (1998), *City of Yarra Heritage Review*.

*Fitzroy City Press* [Vic.]

Goad, Philip, ‘William Pitt’ in Philip Goad & Julie Willis’ (Eds.) *The Encyclopedia of Australian Architecture* (2012), Cambridge, pp542-544.

Land Victoria (LV), Certificates of Title as cited above.

*Leader* [Melb., Vic.]

Melbourne and Metropolitan Board of Works Detail Plan No. 1202, 1899.

*Mercury and Weekly Courier* [Vic.]

Property Sewerage Plan (PSP), Application No. 36160.

Potts, E. Daniel (1990), ‘Stanford, Thomas Welton (1832–1918)’ in *Australian Dictionary of Biography*, <<http://adb.anu.edu.au/>>, accessed 6 October 2017.

State Library of Victoria (SLV), images as cited.

Victorian Heritage Database (VHD), records for places as listed.

**Attachment H – Heritage Citation: Fmr Dental Surgery, 17-19 Brunswick Street, Fitzroy**



## Heritage Citation

### DENTAL SURGERY AND RESIDENCE (FORMER)

**Other names:** Light Car Club Australia, The Austrian Club, The Aegean Restaurant (current)

**Address:** 17-19 Brunswick Street, Fitzroy

**Prepared by:** GJM Heritage

**Date:** August 2019

<b>Place type:</b> Dental Surgery, Residence	<b>Architect:</b> Not known
<b>Grading:</b> Individually Significant within HO334	<b>Builder:</b> Not known
<b>Integrity:</b> High	<b>Construction Date:</b> 1911



Figure 1. 17-19 Brunswick Street, Fitzroy (GJM Heritage, October 2019)



## Statement of Significance

### *What is significant?*

The Dental Surgery and Residence (former) at 17-19 Brunswick Street, Fitzroy built in 1911.

Elements that contribute to the significance of the place include (but are not limited to):

- The original external form, materials and detailing of the building
- The high level of integrity to its original design.

Later alterations and additions to the south and west are not significant.

### *How is it significant?*

The Dental Surgery and Residence (former) at 17-19 Brunswick Street, Fitzroy is of local historical and architectural significance to the City of Yarra.

### *Why is it significant?*

The Dental Surgery and Residence (former) at 17-19 Brunswick Street, Fitzroy is illustrative of development that occurred along a major, early commercial thoroughfare in the City of Yarra, from the 'boom' period of the 1880s through to the early years of the twentieth century (Criterion A).

The Dental Surgery and Residence (former) at 17-19 Brunswick Street, Fitzroy is a fine, intact and representative example of a dentist's surgery with a residence above, constructed in the Federation period. It displays typical characteristics of the Federation Free Style popular in the early twentieth century in Fitzroy and across Melbourne more broadly, including an eclectic combination of elements and details drawn from a variety of sources (Criterion D).

## Historical Themes

The place illustrates the following themes as outlined in the *Victoria's framework of historical themes* (2009):

- 8.0 Building community life
  - 8.3 Providing health and welfare services.

## Place History

The property was owned by Hugh Short, hotel broker, from 1858 to 1885. An earlier building occupied the site from the 1850s, which became a hotel c1872 (Jacobs et al, 1979:37). The 1898 Melbourne and Metropolitan Board of Works (Figure 2) plan shows the earlier building, the 'Westminster Club Hotel', occupying the current 17-19 Brunswick Street (a new Westminster Club Hotel was built at 15 Brunswick Street in 1903) (*Fitzroy City Press*, 24 Jul 1903:3).

Robert R. Barnes, dentist 'of 78 Gertrude Street, Fitzroy', purchased lot 3 (current 19) in September 1910 and lot 4 (current 17) in March 1911 (LV:V3490/F811; *Fitzroy City Press*, 11 Aug 1911:1). Barnes constructed a new building on lot 3 (the present building at 19 Brunswick Street) to serve as a dental surgery (Elliot, 2019; *Fitzroy City Press*, 27 Oct 1911:2). A notice published in *The Age* in July 1911 reported that R. & A. E. Barnes had moved to 'their new up to date dental rooms, 17-19 Brunswick Street' (*Age*, 20 Jul 1911:4). From 1918 it appears a resident also occupied the property (S&Mc).

In July 1920, Barnes sold the property to Margaret Taylor. Barnes continued to run his surgery from the building until c1923, after which various dentists occupied the building until c1930 (LV:V3490/F811; S&Mc). Margaret Taylor left the property to Thomas Taylor, gentleman of Sorrento, upon her death in 1934 (LV:V3490/F811).

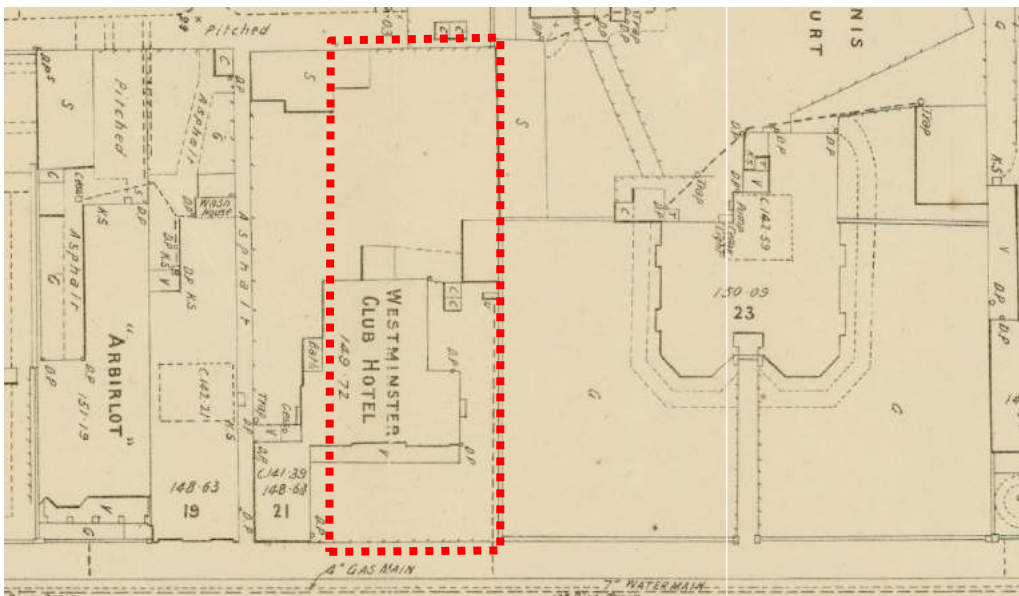
The Light Car Club of Australia occupied the building from the early 1930s (S&Mc). The club completed some renovations to the building (details not known) before opening the clubrooms in 1932. The southern



half of the property served as a carpark during this period (Elliot, 2019). The Club officially purchased the property in January 1939 (LV:V3490/F811).

The building was occupied by the Australian army for the duration of World War II, from 1939 to 1946 (Elliot, 2019). In 1955, the Light Car Club converted rear rooms into a kitchen and dining room, before vacating the building in 1961. In the 1960s and '70s the building was occupied by various tenants, including the Austrian Club Melbourne (Figure 3) (Elliot, 2019; Jacobs et al, 1979:37; SLV, Image H2010.105/763c).

In 1986 the property sold to Parkit Pty Ltd of 8-12 Brunswick Street, Fitzroy (LV:V3490/F811). From this date the building served as The Aegean Greek restaurant (continues to 2019). The building on the southern portion of the property (17 Brunswick Street) was constructed during this period (Elliot, 2019). Additions and outbuildings were constructed to the rear during various periods, covering the whole property.



**Figure 2.** The property in 1898 occupied by an earlier building. Approximate boundary of the current 17-19 Brunswick Street indicated in red (MMBW DP 1206, 1898).



**Figure 3.** The subject site in 1970 when it was occupied by the Austrian Club Melbourne (SLV, Image H2010.105/763c).

## Physical Description

The Dental Surgery and Residence (former) at 17-19 Brunswick Street, Fitzroy is located on the west side of Brunswick Street between Victoria Parade and Gertrude Street. Constructed in 1911 it is an example of the Federation Free Style. Like the commercial and residential buildings adjacent to the south, the hotel was constructed to the front title boundary.

The hipped roof is clad with slate, with a transverse gable to the front section, which is concealed by a three-gabled parapet facing Brunswick Street, with dentil frieze and urns to the peaks (missing from the central gable peak). Three simple red brick chimneys with rendered caps remain. The two-storey red brick building (overpainted in part) has a bluestone plinth (overpainted). The symmetrical façade comprises a central arched entrance, above which is an arched label mould that extends over the arch-headed windows either side. The recessed entrance is reached by bluestone steps (behind a modern grille screen). The leadlight windows either side the entrance have sidelights and arched highlights. The arcuation is repeated at the first floor recessed balcony, where three arches sit above three projecting semi-circular balconies. The balustraded balconies are supported by single large consoles which extend to form a keystone for the arches at ground level. In the balcony are four tall arch-headed openings. Next to the row of balconies are a pair of exaggerated decorative consoles.

Later additions and outbuildings are located around the two-storey building, to the south and west, covering the whole property. They appear to date to various periods.



**Figure 4.** The east and north elevations (GJM Heritage, October 2018)

## Integrity

The building retains a high degree of integrity to the Federation period in fabric, form and detail. While the building has undergone minor alterations, these do not diminish the ability to understand and appreciate the place as a fine example of a Federation commercial building.

## Assessment Against Criteria

Following is an assessment of the place against the recognised heritage criteria set out in *Planning Practice Note 1: Applying the Heritage Overlay* (August 2018).

**Criterion A:** *Importance to the course or pattern of our cultural or natural history (historical significance).*

The Dental Surgery and Residence (former) at 17-19 Brunswick Street, Fitzroy is illustrative of development that occurred along a major, early commercial thoroughfare in the City of Yarra, from the 'boom' period of the 1880s through to the early years of the twentieth century.



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

The Dental Surgery and Residence (former) at 17-19 Brunswick Street, Fitzroy is a fine, intact and representative example of a dentist's surgery with a residence above, constructed in the Federation period. It displays typical characteristics of the Federation Free Style popular in the early twentieth century in Fitzroy and across Melbourne more broadly, including an eclectic combination of elements and details drawn from a variety of sources

**References:**

Elliot, Louise (2019), *Brunswick Street Heritage Walk*, supplied by City of Yarra.

*Fitzroy City Press* [Vic.]

Jacobs Lewis Vines, Architects & Miles Lewis & Fitzroy (Vic.) Council Urban Planning Office & Historic Buildings Preservation Council (1979), *South Fitzroy Conservation Study*.

Melbourne and Metropolitan Board of Works Detail Plan, as cited.

Sands and McDougall Directories (S&Mc).

State Library of Victoria (SLV), images as cited.

*The Age*.

*The Argus*.

**Attachment I – Heritage Citation: Mononia, 21 Brunswick Street, Fitzroy**

## Heritage Citation

**MONONIA**

**Other names:** Blakemount

**Address:** 21 Brunswick Street, Fitzroy

**Prepared by:** GJM Heritage

**Date:** August 2019

<b>Place Type:</b> House	<b>Architect:</b> Charles Laing
<b>Grading:</b> Individually Significant within HO334	<b>Builder:</b> Brown and Ramsden
<b>Integrity:</b> High	<b>Construction Date:</b> 1851



**Figure 1.** 21 Brunswick Street, Fitzroy (GJM Heritage, October 2018)



## Statement of Significance

### *What is significant?*

Mononia, 21 Brunswick Street, Fitzroy, an early Victorian house built in 1851 for John Mickle and designed by architect Charles Laing.

Elements that contribute to the significance of the place include (but are not limited to):

- The original external form, materials and detailing of the house
- The high level of integrity to its original design
- The substantial setback of the house from the street line
- Single-storey parapeted form
- Symmetrical front façade with dominant polygonal bays
- Rendered masonry walls with minimal detailing
- Rectangular window openings
- Iron palisade fence on a bluestone plinth.

Later alterations and additions to the rear and south side of the house are not significant. This includes the garage to the south of the property and the associated asphalt forecourt.

### *How is it significant?*

Mononia, 21 Brunswick Street, Fitzroy is of local historical, architectural and aesthetic significance to the City of Yarra.

### *Why is it significant?*

Mononia, 21 Brunswick Street, Fitzroy demonstrates the early, pre-gold rush development by prominent and wealthy Melbourne individuals who were amongst the first to populate the inner northern suburbs of Melbourne [Criterion A].

Mononia, 21 Brunswick Street, Fitzroy is a fine and representative example of a substantial house from the early Victorian period. It displays some typical features of the early Victorian Italianate architectural style popular in the 1850s period in what is now Fitzroy and across Melbourne more broadly, including a simple free-standing form with prominent polygonal bays and austere detailing [Criterion D].

Mononia, 21 Brunswick Street, Fitzroy is a well-considered and carefully detailed example of an early Victorian Italianate house. Set well back on a large allotment, the distinctive double-bay house presents a picturesque composition of this architectural style [Criterion E].

## Historical Themes

The place illustrates the following themes as outlined in the *City of Yarra Thematic History* (1998):

3.0 Mansions, Villas and Sustenance Housing: the Division between Rich and Poor

- 3.1 A Home to Call One's Own

## Place History

'Mononia' was constructed in 1851 for owner and squatter John Mickle. The residence was designed by architect Charles Laing and constructed by Melbourne builders Brown and Ramsden who were well known in the 1850s. The building is one of the earliest known surviving examples of a pre-gold rush mansion in Fitzroy (Jacobs Lewis Vines, 1979:105).

Mickle was 'an early squatting gentleman' who owned considerable property in the Westernport district. The 1851 rate book described Mickle's property on Brunswick Street (in what was then called Collingwood) as comprising a three roomed brick house with two pantries, a kitchen, an unfinished room off the cellar, a



garden and woolshed (with a Net Annual Value of 90 pounds). The house was the highest valued house in Brunswick Street in the 1850s and 1860s (Jacobs Lewis Vines, 1979:105-106).

In 1854 the property was advertised for sale, describing 'the excellent residence late in the occupation of Mr John Mickle, and an acre, more or less, of ground, having frontages of 132 feet [40.2m] both to Great Brunswick and Little Brunswick streets, with garden securely walled in' (*Argus*, 10 May 1854:3). However, Mickle reportedly continued to occupy the house until 1858, and retained ownership until 1865 (Jacobs Lewis Vines, 1979:105-6). Subsequent owners included American merchant and developer T. W. Stanford, followed by Dr James MacInerney, physician and surgeon, from 1882 (Elliot 2019:3; S&Mc).

A photograph of the house dated c1861 shows the early details of the facade and original timber fence (Figure 2). The timber fence was replaced with the existing cast iron and bluestone plinth fence at an early date. The gateposts are labeled 'J. Laughton & Co., Hotham Foundry, 73 & 75 Elizabeth Street North Melbourne'.

The 1897 and 1898 Melbourne and Metropolitan Board of Works (MMBW) Detail Plans (Figures 3 & 4) show a footprint of the house (addressed as no. 23), set back from Brunswick Street with a central path leading to the entrance, and a number of small outbuildings to the rear of the house including a stable. The property extended to Fitzroy Street to the west. The 1898 MMBW plan shows a new tennis court laid to the rear of the house (Figure 4).

A notice published in October 1908 upon MacInerney's death reported his residence as 'Blakemount' of Brunswick Street (*Argus*, 14 Oct 1908:5). An auction notice for 'Blakemount' at 23 Brunswick Street, Fitzroy was published in May 1912 by executors, which described the 'brick villa, containing in all 9 rooms, bathroom, detached laboratory and outbuildings' on land measuring 96 feet by 156 feet (29.3m x 47.5m; matching the current extent of the property, indicating the rear portion had been subdivided by this date). The auction notice reported that it was the late residence of Dr MacInerney who had occupied the residence for many years, along with Dr John Nelly more recently, and that it was 'well suited for a medical gentleman's residence' (*Age*, 7 May 1912:2; S&Mc).

Harold Solomon, Smith Street tailor, purchased the property in September 1912, followed by John Rowan, gentleman, in June 1914 and Catherine Slattery in December 1915 (LV:V3636/F184). The first known reference to the name 'Mononia' was in titles dated 1926, under the ownership of the Slattery family (LV:V3636/F184). An aerial photograph dated c1931 (Figure 6) shows the property and the outbuildings to the rear at this date.

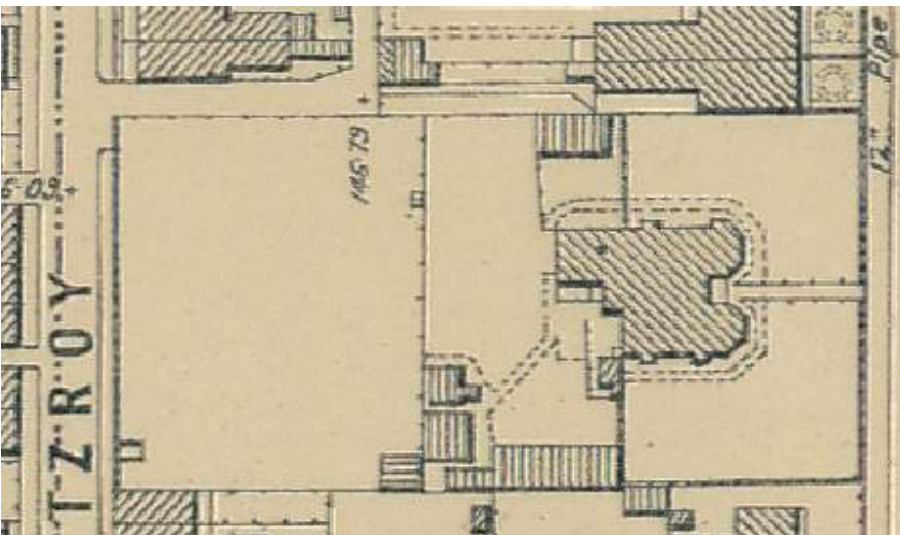
Alterations to the house (pre-1970; see Figure 7) included the replacement of the slate roof with iron and the alteration of details of the facade, including new window surrounds, the addition of dentilation to the cornice, lowering of the entrance lintel to insert the name of the house, and replacement of glazing (Jacobs Lewis Vines, 1979:105).

In 1957 the property was transferred to the Roman Catholic Church, then to the Trustees of The Sisters of Charity in 1992 (LV: V3636/F184; V8139/F160). A modern building was constructed to the rear (west) and south of the house. The property serves as St Vincent's Convent in 2019 (Elliot 2019:3).





**Figure 2.** 'Mononia' on Brunswick Street, Fitzroy, in c1861-1862 (SLV, image no. H688).



**Figure 3.** A plan of the property dated 1897 showing footprints of the buildings at that date. The diagonal hatching indicates buildings constructed of brick or stone; vertical/horizontal hatching indicates buildings constructed of timber. The property extended to Fitzroy Street to the west (MMBW 28, scale 160ft to 1 inch, dated 1897).

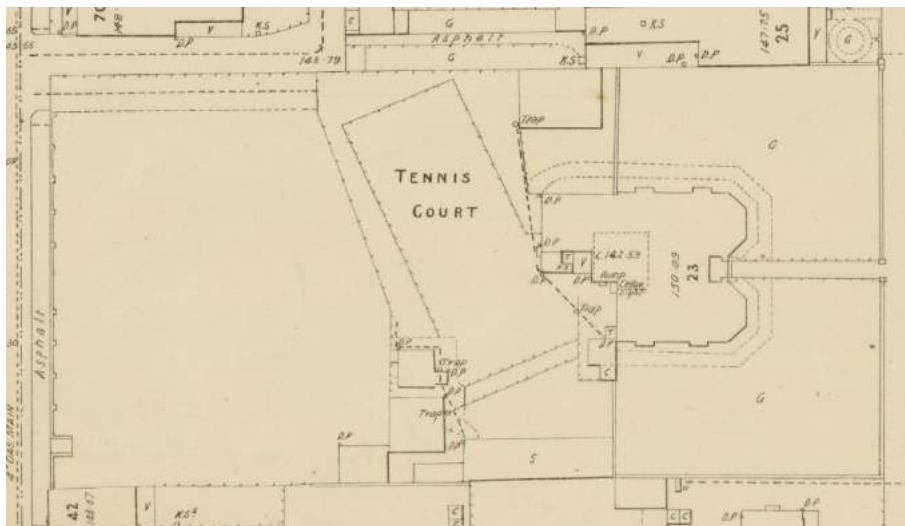


Figure 4. The property in 1898, addressed as 23 Brunswick Street, with a tennis court (MMBW DP 1206, dated 1898).

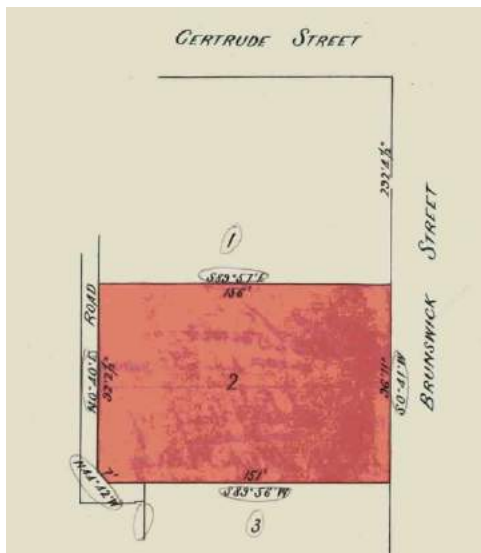


Figure 5. The reduced extent of the property in 1912; which matches the boundary in 2019 (LV:V3636/F184).



Figure 6. An oblique aerial view of the property looking south, dated c1931 (SLV, image no. H2014.1008/2).



Figure 7. 'Mononia' in 1970 (SLV, image no. H2010.105/475c).

### Charles Laing, architect

Born in England, Charles Laing (1809-1857) practiced architecture in Manchester, England from c1832 before migrating to Melbourne c1840-41 and establishing a practice as an architect and town planner. He was one of the first architects to work in Melbourne.

He ceased practicing for a short period as a result of the 1842 economic crisis and a bankruptcy in 1844, however he recommenced with the winning design of Prince's Bridge in 1844 (design later altered by David Lennox). Laing was appointed Melbourne's city surveyor between 1845 and 1849, while simultaneously working privately on residential, commercial and ecclesiastical projects. From 1849 Laing continued in private practice, designing at least 130 projects encompassing churches, many houses, shops and warehouses (Tibbits & Goad, 2012:395).

Laing's residential work is known to have included the former residence at 300 Queen Street, Melbourne (1848), 'Lunan House' at 24 Lunan Avenue, Drumcondra (1849), 'Coiryule Homestead', McDermott Road, Curlewis (1849), 'Osborne House' at 40 Nicholson Street, Fitzroy (1850), 'Mononia' at 21 Brunswick Street, Fitzroy (1851), the terrace row at 39-49 Brunswick Street, Fitzroy (1856), 'Glenfern' at 417 Inkerman Road, St Kilda East (1857) and 'Merrow' at 316 St Kilda Street, Brighton (pre-1865) (VHD).

### Physical Description

Mononia is a single-storey rendered masonry (overpainted) house sited on a large allotment at the southern end of Brunswick Street, Fitzroy. It is set well back on the allotment and is flanked by two-storey red brick Federation-era buildings set close to the street frontage. The main section of the house is square in plan, with a rear hipped wing to the north. It presents a symmetrical front façade to Brunswick Street, with a recessed entrance porch flanked by two large polygonal bays. A parapet, with raised central section, conceals two longitudinal hipped roofs and a transverse front hip, all clad in corrugated steel. Pairs of chimneys are situated on both sides of the main house, indicating the original internal arrangement of four main rooms.

Broadly exhibiting Victorian Italianate style characteristics, the house presents an austere classical appearance with unadorned parapet, plain cornice with later dentillation, simple rectangular window openings with hoods above, moulded string course at sill level, substantial timber door surround and later rendered nameplate 'Mononia' above the central entrance. The front fence is an early cast iron palisade fence set on a bluestone plinth, with central gate and substantial cast iron gateposts. A hedge, planted behind the fence, provides a substantial visual screen.



Changes have been made to the surface treatment of the building including the addition of dentillation to the cornice, dentillation and consoles to the window hoods and the lowering of the central lintel and insertion of an integral name panel. Engaged columns which framed the entrance porch have been removed.

Additional buildings have been constructed at the rear and side of the building, including a modern garage with associated asphalt forecourt to the south of the house.

### **Integrity**

Mononia retains a high degree of integrity to the early Victorian period in fabric, form and detail. While the building has undergone some alterations – including surface remodeling – these do not diminish the ability to understand and appreciate the place as a highly intact example of an early Victorian house.

### **Assessment Against Criteria**

Following is an assessment of the place against the recognised heritage criteria set out in *Planning Practice Note 1: Applying the Heritage Overlay* (August 2018).

**Criterion A:** *Importance to the course or pattern of our cultural or natural history (historical significance).*

Mononia, 21 Brunswick Street, Fitzroy demonstrates the early, pre-gold rush development by prominent and wealthy Melbourne individuals who were amongst the first to populate the inner northern suburbs of Melbourne.

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

Mononia, 21 Brunswick Street, Fitzroy is a fine and representative example of a substantial house from the early Victorian period. It displays some typical features of the early Victorian Italianate architectural style popular in the 1850s period in Fitzroy and across Melbourne more broadly, including a simple free-standing form with prominent polygonal bays and austere detailing.

**Criterion E:** *Importance in exhibiting particular aesthetic characteristics (aesthetic significance).*

Mononia, 21 Brunswick Street, Fitzroy is a well-considered and carefully detailed example of an early Victorian Italianate house. Set well back on a large allotment, the distinctive double-bay house presents a picturesque composition of this architectural style.

### **References:**

Elliot, Louise (2019), *Brunswick Street Heritage Walk*, supplied by City of Yarra.

Jacobs Lewis Vines Architects, Miles Lewis and Fitzroy Urban Planning Office (1979), *South Fitzroy Conservation Study*.

Land Victoria (LV), Certificates of Title as cited.

Melbourne and Metropolitan Board of Works (MMBW) plans: Detail Plan No. 1206, dated 1898; No. 28, scale 160ft to 1 inch, dated 1897.

State Library of Victoria (SLV), picture collection, images as cited.

*The Age*.

*The Argus*.

Sands & McDougall Directory

Tibbits, George & Philip Goad (2012), 'Charles Laing' in Philip Goad & Julie Willis (Eds.), *The Encyclopedia of Australian architecture*, Port Melbourne [Vic], 395-396.



Victorian Heritage Database (VHD), various records.

**Attachment J – Heritage Citation: Fmr Champion Hotel, Shops & Residences, 50-54 Brunswick Street & 90-100 Gertrude Street, Fitzroy**



## Heritage Citation

### CHAMPION HOTEL (FORMER) AND SHOPS AND RESIDENCES

**Address:** 50-54 Brunswick Street and 90-100 Gertrude Street, Fitzroy

**Prepared by:** GJM Heritage

**Date:** August 2019

<b>Place type:</b> Hotel, Shops, Residences	<b>Architect:</b> Gerard Wight
<b>Grading:</b> Individually Significant within HO334	<b>Builder:</b> Not known
<b>Integrity:</b> High	<b>Construction Date:</b> 1911



Figure 1. 50-54 Brunswick Street and 90-100 Gertrude Street, Fitzroy (GJM Heritage, October 2019)

## Statement of Significance

### *What is significant?*

The Champion Hotel (former), 50-54 Brunswick Street and 90-92 Gertrude Street, Fitzroy and adjoining shops and residences at 94-100 Gertrude Street, built in 1911 to designs by architect Gerard Wight.

Elements that contribute to the significance of the place include (but are not limited to):

- The original external form, materials and detailing of the building
- The high level of integrity to its original design.

Later alterations and additions are not significant.

### *How is it significant?*

The Champion Hotel (former), together with adjoining shops and residences, is of local historical, architectural and aesthetic significance to the City of Yarra.

### *Why is it significant?*

The Champion Hotel (former), together with adjoining shops and residences, is of significance as a large suburban hotel constructed at a highly prominent corner location in Fitzroy. A hotel of this name operated on this site for about 150 years from 1861 until the early twenty-first century (Criterion A).

The Champion Hotel (former), together with adjoining shops and residences, is a distinctive, intact and representative example of a building constructed in the Federation period. It displays typical characteristics of the Federation Free Style, popular for non-residential buildings in the early twentieth century in Fitzroy and across Melbourne more broadly. The design comprises an asymmetrical composition, informal massing and fenestration, contrasting red brickwork and render, and an eclectic combination of elements and details drawn from a variety of sources, including the Art Nouveau. Despite a change of use, the existing building can be clearly identified as a former corner hotel (Criterion D).

The Champion Hotel (former), together with adjoining shops and residences, is a well-considered and carefully detailed corner hotel building with associated shops. The imposing red brick building, with render contrasts, highly prominent corner tower and elaborate Art Nouveau detailing, presents a highly picturesque composition of the Federation Free Style [Criterion E].

## Historical Themes

The place illustrates the following themes as outlined in the *City of Yarra Thematic History* (1998):

- 7.0 Leisure and Entertainment in the Suburbs
  - 7.1 Licensed Hotels and 'Sly Grog'

## Place History

The original Champion Hotel building was located on the south-east corner of Brunswick and Gertrude streets and was first listed in the Sands & McDougall Directories in 1861, when it was run by publican William Butiment. Jeremiah Boland was a long-serving publican of the hotel from 1862 to the 1890s (S&Mc). The original hotel building was shown on the 1898 Melbourne and Metropolitan Board of Works (MMBW) Detail Plan, annotated 'Champion Hotel' (Figure 2). Both the original and the early twentieth century hotel buildings were addressed to Gertrude Street from 1861 to at least 1942 (S&Mc).

In January 1911, architect Gerard Wight of 423 Chancery Lane invited tenders for the 'rebuilding' of the Champion Hotel and 'erecting shops and dwelling houses, at the corner of Gertrude and Brunswick streets, Fitzroy, for the Victoria General Insurance and Guarantee Company' (*Age*, 21 Jan 1911:3). The hotel, as well as the shops with residences at 94-100 Gertrude Street, was subsequently constructed in 1911 (Jacobs et al, 1979:108). In June 1912, *The Herald* (20 Jun 1912:5) published a photo of the newly built hotel and



adjacent buildings fronting Gertrude Street (Figure 3), reported to have been designed by architect Gerard 'Wright' (note that the article spells the architect's name incorrectly).

Alterations and additions were carried out in 1924, 1959, 1962 and 1977 (Jacobs et al, 1979:108). The hotel was a live music venue in the 1970s and '80s. In the 1990s it was called the Metropol Hotel (Allom Lovell 1992:2.2). The hotel has served (in part) as a post office from c2010, and in 2017, part of the building serves as apartments and shops.

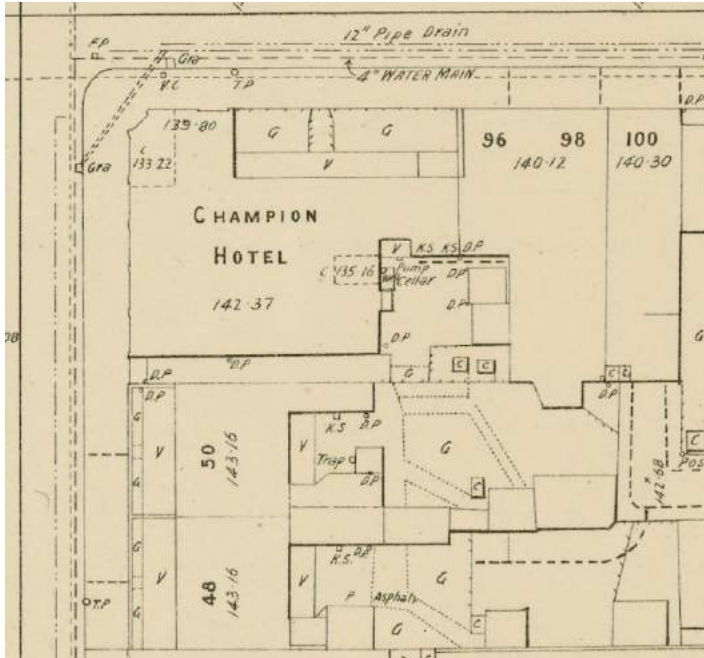


Figure 2. Footprint of the earlier Champion Hotel that occupied the corner site in 1898 (MMBW DP 1206, 1898).



Figure 3. An image of the new corner building, published in June 1912 (*Herald*, 20 Jun 1912:5).



**Figure 4.** The Champion Hotel in 1975 (COYL, identifier no. FL1188).

### **Gerard Wight, architect**

Many sources, including some contemporary newspaper articles, incorrectly spell Wight's surname 'Wright'. The correct spelling is confirmed by his 1914 Will (PROV), his obituary published in the 1915 *Royal Victorian Institute of Architects Journal* (May 1915:87), and contemporary listings in the Sands and McDougall Directories.

Gerard Wight (1860-1915) was born in Victoria and educated in Melbourne, before he was articled to the firm Smith & Johnson. In 1885, he won a competition for the design of a Merri Creek Bridge, which was built to his design. Wight later partnered with William Lucas to form Wight & Lucas (c1885-c1892) (AAI, record nos. 4820, 11085, 24576). Following a tour of Europe in 1891, he resumed practice in 1898, and partnered with William Pestell for a period. Key commissions included the Geelong Church of England Grammar School, for which Wight and architect Phillip B. Hudson were commissioned in collaboration (AAI, record no. 4820; *Geelong Advertiser*, 18 Jul 1911:3). His commercial commissions are known to have included the former Champion Hotel and shops on the south-east corner of Brunswick and Gertrude streets, Fitzroy (1911).

### **Physical Description**

The Champion Hotel (former) at 50-54 Brunswick Street and 90-92 Gertrude Street, Fitzroy, is sited on the prominent south-east corner of Brunswick and Gertrude streets. The building was constructed as a hotel in 1911, designed by architect Gerard Wight in the Federation Free Style, with contrasting materials and textures, including Art Nouveau details.

The two-storey red brick building has two prominent facades and a round corner tower. The first floor retains its face brick finish (the ground floor has been rendered and painted), with elaborately applied rendered coping and dressings (overpainted). The roof form (altered to allow for additions to interior spaces) is largely concealed by a brick parapet with rendered coping and, at the base, a pair of continuous string courses.

The two main facades are similar in form with bays divided at ground level by piers with ornate Art Nouveau capitals below a pair of squat engaged columns. Above this, at first floor level, are faceted piers



that stop with globes above the parapet. The wide bays have entrances to the ground floor with projecting arched pediments supported by long consoles. To the first floor is an arcade of four openings (in-filled with modern glazing) with projecting round balconies patterned with square openings. The two smaller bays feature a wide semi-elliptical-headed arched opening with 'striped' render to the brickwork, below a label mould, panels of Art Nouveau detailing and a triangular pediment. Other windows to the first floor are square-headed one-over-one sashes with large rendered keystones. The floors are separated by a bold cornice, punctuated by square elements with semi-circular pediments.

The prominent corner tower has been rendered at ground level (and openings altered), but retains its circular plan. Above the cornice is face brick, with three square-headed sash windows with Art Nouveau leadlight and prominent rendered keystones. The name 'THE CHAMPION' appears at parapet height, below a decorative panel. The bell-shaped tower roof is supported by turned timber posts with a solid timber frieze, timber lined ceiling and low parapet with a curvilinear detail.

A group of four two-storey shops at 94-100 Gertrude Street adjoin the hotel building and these are detailed in a similar manner to the hotel. Similar piers at ground and first floor divide the façade into separate shops and the shop at the eastern end of the row replicates the detailing of the west end.

Alterations and additions were carried out in 1924, 1959, 1962 and 1977 (Jacobs Lewis Vines, 1979:108). While particular details of these works is not known, it is apparent that the ground floor has been rendered, ground floor openings enlarged, ground floor glazing replaced and first floor openings re-glazed or in-filled with glazing.



Figure 5. The Gertrude Street elevation (GJM Heritage, October 2019)



Figure 6. The Brunswick Street elevation (GJM Heritage, October 2019)

### Integrity

The building retains a high degree of integrity to the Federation period in fabric, form and detail. While the building has undergone some alterations, particularly to the openings, these do not diminish the ability to understand and appreciate the place as a fine example of a Federation commercial building.

### Assessment Against Criteria

Following is an assessment of the place against the recognised heritage criteria set out in *Planning Practice Note 1: Applying the Heritage Overlay* (August 2018).

#### **Criterion A:** *Importance to the course or pattern of our cultural or natural history (historical significance).*

The Champion Hotel (former), together with adjoining shops and residences, is of significance as a large suburban hotel constructed at a highly prominent corner location in Fitzroy. A hotel of this name operated on this site for about 150 years from 1861 until the early twenty-first century.



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

The Champion Hotel (former), together with adjoining shops and residences, is a distinctive, intact and representative example of a building constructed in the Federation period. It displays typical characteristics of the Federation Free Style, popular for non-residential buildings in the early twentieth century in Fitzroy and across Melbourne more broadly, including an asymmetrical composition, informal massing and fenestration, contrasting red brickwork and render, and an eclectic combination of elements and details drawn from a variety of sources, including the Art Nouveau. Despite a change of use, the existing building can be clearly identified as a former corner hotel.

**Criterion E:** *Importance in exhibiting particular aesthetic characteristics (aesthetic significance).*

The Champion Hotel (former), together with adjoining shops and residences, is a well-considered and carefully detailed corner hotel building with associated shops. The imposing red brick building, with render contrasts, highly prominent corner tower and elaborate Art Nouveau detailing, presents a highly picturesque composition of the Federation Free Style.

**References:**

Allom Lovell & Associates (1992), *Fitzroy Urban Conservation Study Review*.

Australian Architectural Index (AAI), copyright Miles Lewis, record nos. as cited.

City of Yarra Library digital collection (COYL), image identifier as cited.

*Geelong Advertiser*.

Jacobs Lewis Vines, Architects & Miles Lewis & Fitzroy (Vic.) Council Urban Planning Office & Historic Buildings Preservation Council (1979), *South Fitzroy Conservation Study*.

Melbourne and Metropolitan Board of Works Detail Plan, as cited.

Public Records Office Victoria (PROV), Will of Gerard Wight: VPRS 7591/P2 unit 529, Item 139/518.

*Royal Victorian Institute of Architects Journal*, May 1915 p 87, cited in AAI, record no. 4820.

Sands & McDougall Directories (S&Mc).

*The Age*.

*The Herald*.

**Attachment K – Heritage Citation: Fmr Priest’s Residence & Mission Hall,  
434 Gore Street & 170 Leicester Street, Fitzroy**



## Heritage Citation

### PRIEST'S RESIDENCE AND MISSION HALL (FORMER)

**Address:** 434 Gore Street & 170 Leicester Street, Fitzroy

**Prepared by:** GJM Heritage

**Date:** September 2019

<b>Place type:</b> Priest's Residence, Mission Hall	<b>Architect:</b> Bruford and Braim
<b>Grading:</b> Individually Significant within HO334	<b>Builder:</b> Not known
<b>Integrity:</b> High	<b>Construction Date:</b> 1891



Figure 1. 434 Gore Street & 170 Leicester Street, Fitzroy (GJM Heritage, October 2019)



## Statement of Significance

### *What is significant?*

The Priest's Residence and Mission Hall (former), 434 Gore Street and 170 Leicester Street, Fitzroy built in 1891.

Elements that contribute to the significance of the place include (but are not limited to):

- The original external form, materials and detailing of the mission hall and residence
- The high level of integrity to the original design of the mission hall and residence.

Later alterations, and addition to the south-west of the residence, are not significant.

### *How is it significant?*

The Priest's Residence and Mission Hall (former), Fitzroy is of local historical and architectural significance to the City of Yarra.

### *Why is it significant?*

The Priest's Residence and Mission Hall (former), Fitzroy demonstrates the provision of community welfare services by the Church of England in inner suburban Melbourne in the late nineteenth and early twentieth centuries (Criterion A).

The Priest's Residence and Mission Hall (former), Fitzroy form an intact and representative group of religious buildings. The Mission Hall displays typical characteristics of the Gothic Revival style popular for religious buildings in the late nineteenth century in Fitzroy and across Melbourne more broadly, including a simple gabled form, pointed arch openings including lancet windows and label moulding (Criterion D).

## Historical Themes

The place illustrates the following themes as outlined in the *City of Yarra Thematic History* (1998):

### 6.0 Developing Urban Institutions

- 6.2 Missions and Asylums

## Place History

The first Mission was established in the area c1889 by the Rev E S Hughes in a shop on Smith Street, 'with the object of dealing with the youthful element of this district, and, as far as possible, rescuing them from the vice and misery by which a number of them are surrounded, and inducing them to become respectable members of society.' The youth received spiritual instruction and were also supplied with food and clothes. Following an increase in attendance, larger premises were required (*Mercury and Weekly Courier*, 3 Sep 1891:3).

St Mark's Mission Hall on the corner of Gore and Leicester streets was designed by architects Bruford and Braim and opened on 27 August 1891 (*Argus*, 28 Aug 1891:6). The corner lot land had been a prior gift of John Matthew Smith Esquire, for the purposes of a Mission (*Mercury and Weekly Courier*, 3 Sep 1891:3). The complex was connected with the Parish of St Mark's (St Mark's church and complex is located to the south at 268 George Street; established from 1853) and was specifically established by the Revs J F Stretch and E S Hughes, to continue to look after the welfare of the district's youth. Young men and women could come to the meeting hall and club rooms and 'spend enjoyable and profitable evenings' with 'occupation and wholesome amusement,' away from the streets and public-houses. The hall was used for amusements during the week and church services on Sundays (*Mount Alexander Mail*, 29 Aug 1891:2).

Contemporary newspaper articles reported that His Excellency the Earl of Hopetoun (Governor of Victoria at the time), mayors and councillors of Fitzroy and Collingwood, the churchwardens of St Mark's, and leading citizens attended the opening of the Mission in August 1891. Gertrude and Smith streets were decorated for



the arrival of the Governor, on the occasion of his first visit to the district for the opening of the 'Mission to the Lads and Girls of Fitzroy and Collingwood' (*Mercury and Weekly Courier*, 3 Sep 1891:3; *Argus*, 28 Aug 1891:6).

An article published in *The Argus* in August 1891 (28 Aug 1891:6) described the new Mission:

*The mission buildings are situated just off the lower part of Smith-street, and comprise a fine hall, capable of holding from 300 to 400 people, a large gymnasium, and a brick two-storied building adjoining, which includes three or four club rooms and residential quarters for the curate in charge of the mission and some of his co-workers* (*Argus*, 28 Aug 1891:6).

Spaces were provided for girls, boys and men (*Mount Alexander Mail*, 29 Aug 1891:2). 'Above the club rooms' was 'a dwelling-house for the directors of the Mission', and adjoining the hall was a building intended for a gymnasium (*Mercury and Weekly Courier*, 3 Sep 1891:3).

The 1895 Sands & McDougall Directory listed Reverend Ernest S Hughes at the Mission Hall, then addressed as 440 Gore Street (S&Mc). The complex of buildings was evident on the 1896 and 1900 Melbourne and Metropolitan Board of Works plans (Figures 2 & 3). The 1900 plan is annotated with 'Priest's Residence', 'Mission Hall Gymnasium' and 'Mission Hall'. At this date, the complex was the northern most development on Gore Street (south of Alexandra Parade, then known as Reilly Street).

An article published in 1899 reported that the subject site served as the headquarters and training home of 'The Church Army', who held religious meetings and lectures in the hall, and used 'a large building' as a Labor Home ('for tramps, criminals, inebriates, and deserving unemployed') (*Weekly Times*, 18 February 1899:14). The mission of the Church Army was 'to help the clergy to deal with the masses, among whom a vast amount of irreligion and distress exist, and to go to the lowest stratum of society and endeavour to reclaim those whom almost no other agency tries to reach' (*Weekly Times*, 18 February 1899:14).

In 1900 the Sands and McDougall Directory confirmed that the 'Church Army Mission Hall' occupied 434 Gore Street; a building was also recorded as 'vacant' (may refer to the two-storey building). The Church Army Mission Hall continued to be listed in the directories until 1903. From 1901 to c1907, the directories also listed Reverend 'William H Hosken (Methodist)' and Miss Agnes Hosken, dressmaker, as occupants of 434 Gore Street (S&Mc).

Between 1904 and c1915 a building at the property served as a 'bulk store' for MacRobertson's (MacRobertson confectionary was established in the area in the late nineteenth century, occupying a number of factories and stores, particularly along Smith and Gore streets) (S&Mc).

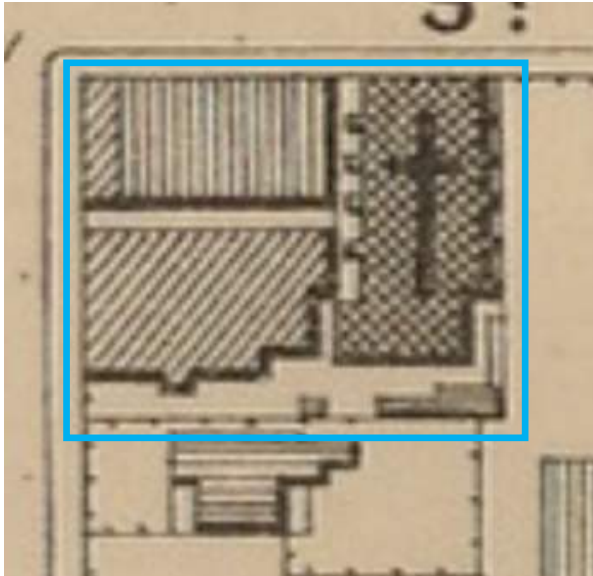
It appears that for a period from c1910 the two-storey residence was occupied by private residents. From 1910, William Southwell was listed at 434, and in c1920, Thomas G Dorman was listed as the sole occupant of 434 Gore Street (S&Mc). By 1930, 434 Gore Street served as a crèche. In 1940, it served as 'Butler House Free Kindergarten' and in 1950 it was listed in the directory as the Church of England Deaconess House. In 1960 the property had a sole private occupant, Miss V Sherrin, and in 1970, 434 Gore Street was occupied by resident Miss I Cuttriss, and was also listed as 'apartments' (S&Mc).

The former priest's residence has a modern addition off the south elevation. It also appears that the south end of the mission hall has been reconstructed with a different footprint. Only a narrow brick portion of the mission hall gymnasium remains in 2019 (the timber section has been demolished), along the west boundary.

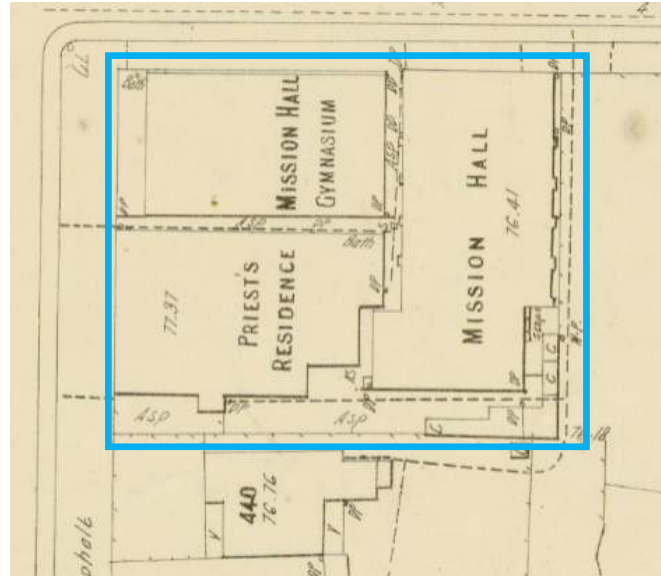
### **Bruford & Braim, architects**

Little is known about architects Bruford and Braim. Contemporary newspapers indicate that they practised as architects, surveyors, engineers and mining agents in the late twentieth century (*Argus*, 12 Aug 1884:6; *Lilydale Express*, 18 Jan 1888:2; *Ovens and Murray Advertiser*, 2 Nov 1895:2). In 1887 they were addressed to 67 Chancery Lane, Melbourne (*Herald*, 29 Aug 1887:4).





**Figure 2.** Footprints of the buildings at the corner site on a plan dated 1896 (subject site indicated by blue polygon). The diagonal hatching indicates buildings constructed of brick or stone; vertical/horizontal hatching indicates buildings constructed of timber. Crosshatching and the cross indicates a church (MMBW 29, dated 1896).



**Figure 3.** Footprints of the buildings in 1900 (subject site indicated by blue polygon) (MMBW DP 1239, dated 1900).

### Physical Description

The Priest's Residence and Mission Hall (former) are located on a site at the south-east corner of Gore and Leicester Streets, to the west of Smith Street and south of Alexandra Parade. Built towards the end of the Victorian 'boom' period of the 1880s and early 1890s, the mission buildings comprise a mission hall to the east of the site fronting Leicester Street and a two-storey building, originally housing residential quarters and club rooms (the Priest's Residence in 1900), to the south-west. A brick portion of the original timber gymnasium building remains at the west boundary and a high brick wall along the remainder of the north boundary encloses the site.

The Mission Hall is a red brick building designed in a Gothic Revival style. It is built to the Leicester Street boundary and is of simple hall form with corrugated steel-clad gabled roof, half-hipped roof at the front and rows of roof gablets along the ridge. A porch, with corrugated steel-clad skillion roof and central entrance gable, spans the entire front façade and contains a pointed-arch central door opening and flanking lancet windows. A triple lancet window is situated above the central entrance in the wall of the main hall and windows line the side walls between buttresses. Decoration of the front façade is limited to rendered label moulding above all openings. A small gable-roofed section is located at the rear (south) of the building.

Built on the Gore Street boundary, the associated two-storey Victorian style building is constructed in brick with rendered façade (overpainted) to Gore Street. It comprises two hipped roofs which run east-west across the site from the Gore Street frontage and a gable-roofed wing to the south side which appears to be a later addition. All roofing is of corrugated steel and two brick chimneys are located at the ridges of the hipped roofs.

The Gore Street elevation has shallow eaves supported on paired consoles, arcaded balcony at first floor level with simple timber balustrading and four rectangular openings at ground floor level which have been filled in. The upper wall at the rear of the balcony is of unpainted red brick and openings appear to contain pairs of French doors. The northern elevation of this building contains a row of rectangular window openings with shutters and external timber stairs at the western end.

The remainder of the Gore Street frontage comprises a long and narrow brick building with corrugated steel-clad skillion roof and large brick dormer with arched opening (in-filled). Shallow eaves have cream brick dentil detailing below and a former arched opening to the north end has a brick voussoir and a protruding sill (possibly bluestone).

A brick wall encloses the remainder of the property along Leicester Street.



**Figure 4.** The former priest's residence fronting Gore Street (GJM Heritage, October 2019)



**Figure 5.** The former mission hall fronting Leicester Street (GJM Heritage, October 2019)



**Figure 6.** The remaining section of the gymnasium building (GJM Heritage, October 2019)

### Integrity

The Priest's Residence and Mission Hall (former) retains a high degree of integrity to the late Victorian 'boom' period in fabric, form and detail. Whilst the timber gymnasium building has been largely demolished (brick western end retained), an addition has been made to the south of the Priest's House, and the latter has undergone some alterations, these do not diminish the ability to understand and appreciate the place as a fine example of a group of religious buildings.

### Assessment Against Criteria

Following is an assessment of the place against the recognised heritage criteria set out in *Planning Practice Note 1: Applying the Heritage Overlay* (August 2018).

**Criterion A:** *Importance to the course or pattern of our cultural or natural history (historical significance).*



The Priest's Residence and Mission Hall (former), Fitzroy demonstrates the provision of community welfare services by the Church of England in inner suburban Melbourne in the late nineteenth and early twentieth centuries.

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

The Priest's Residence and Mission Hall (former), Fitzroy form an intact and representative group of religious buildings. The Mission Hall displays typical characteristics of the Gothic Revival style popular for religious buildings in the late nineteenth century in Fitzroy and across Melbourne more broadly, including a simple gabled form, pointed arch openings including lancet windows and label moulding.

**References:**

Melbourne and Metropolitan Board of Works Detail plans: Plan 29 (scale 160ft to 1 inch), Fitzroy & Collingwood, dated 1896; Detail Plan 1239, dated 1900.

*Mercury and Weekly Courier* [Vic.].

*Mount Alexander Mail* [Vic.].

*Ovens and Murray Advertiser* [Beechworth, Vic.]

Sands & McDougall Directories (S&Mc).

*The Argus*.

*The Herald*.

*The Lilydale Express* [Vic.].

Victorian Heritage Database (VHD), place records.

*Weekly Times* [Melbourne, Vic.]

**Attachment L – Heritage Assessment: Gasometer Hotel, 484 Smith Street, Collingwood**



## Heritage Citation

### GASOMETER HOTEL

**Address:** 484 Smith Street, Collingwood

**Prepared by:** GJM Heritage

**Date:** August 2019

<b>Place type:</b> Hotel	<b>Architect:</b> Not known
<b>Grading:</b> Locally significant	<b>Builder:</b> Not known
<b>Integrity:</b> High	<b>Construction Date:</b> c1859
<b>Recommendation:</b> Include in the Heritage Overlay	<b>Extent of Overlay:</b> To property title boundaries



Figure 1. 484 Smith Street, Collingwood (GJM Heritage, October 2019)



## Statement of Significance

### *What is significant?*

The Gasometer Hotel, 484 Smith Street, Collingwood, built c1859.

Elements that contribute to the significance of the place include (but are not limited to):

- The original external form, materials and detailing of the building
- The high level of integrity to its original design
- Façade parapet, with pitched roofs behind
- No front setbacks
- Rendered walls
- Rendered detailing and ornament including pilasters, quoining and ball finials
- Horizontal lines formed by parapet, cornice, string course and rows of windows
- Repetitive upper floor fenestration patterns
- Splayed corner with entrance, pilasters, quoining and pediment.

Later alterations and additions, including the barrel-vaulted roofed section to the east, are not significant.

### *How is it significant?*

The Gasometer Hotel, 484 Smith Street, Collingwood is of local historical and architectural significance to the City of Yarra.

### *Why is it significant?*

The Gasometer Hotel, 484 Smith Street, Collingwood is of significance as a suburban hotel constructed at a prominent corner location in Collingwood. The hotel has operated on this site since c1859 (Criterion A).

The Gasometer Hotel, 484 Smith Street, Collingwood is an intact and representative example of a Victorian-era hotel. It displays typical characteristics of the early Victorian period in Collingwood and across Melbourne more broadly, including a plain parapeted façade with repetitive upper floor fenestration, rendered facades and a prominent splayed corner entrance with pilasters, quoining and pediment (Criterion D).

## Historical Themes

The place illustrates the following themes as outlined in the *City of Yarra Thematic History* (1998):

- 7.0 Leisure and Entertainment in the Suburbs
  - 7.1 Licensed Hotels and 'Sly Grog'

## Place History

This corner building was not evident on the 1858 Clement Hodgkinson map of Collingwood; the map shows the east side of Smith Street, between what is now Keele Street and Alexandra Parade as vacant land.

The earliest found reference to the hotel was an advertisement published in March 1860 in *The Argus* (20 March 1860:1) entitled 'Gasometer Hotel, Collingwood Gas Works, to Let, on Lease', describing the property as follows:

*erected as a pioneer to the settlement of a populous neighbourhood. The whole paddock adjoining is surveyed, with plans for sale in allotments at a low price, with deferred payments. The new market contiguous is fenced. The great and increasing traffic of Smith-street, with the numerous employees at the gasworks, give assurance for the establishment of a good business within a short period.*

This indicates that the hotel was built c1859-60, while the parapet of the building records the date 1861. The hotel was presumably named after the three large gasometers that were located opposite at the

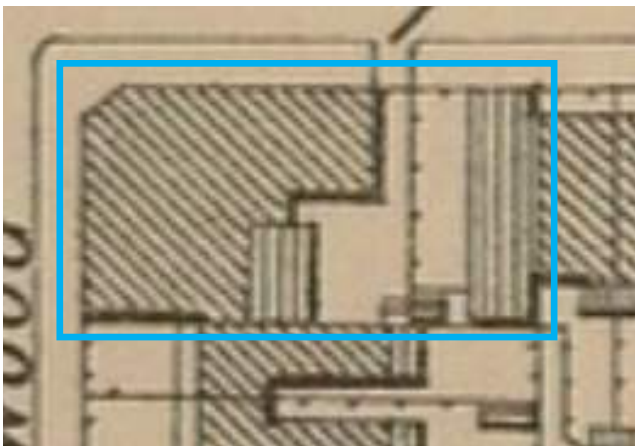
Fitzroy Gasworks (north-west corner of Smith Street and Alexandra Parade, gasometers dismantled 1978) (Lovell, 1998: Vol 1, 71). In 1861, tenders were requested from carpenters for the erection of a stable and verandah, with applicants to apply to the Gasometer Hotel, Smith Street, Collingwood (*Argus*, 19 Nov, 1861:1).

The 1864 rate books record that Charles A. Mater was the owner of the stone hotel on the site, letting to George Pashley, licensed victualler. The 1867 rate books described the 'Gasometer Hotel' as a brick and stone building with twelve rooms, still owned by Mater. By 1874 the hotel was owned by Richard Benham and the following year ownership passed to Johanna Benham, licensed victualler (Ward, 1995:553). Richard and Johanna Benham retained ownership of the hotel for many years, until at least 1906 (*Age*, 19 Feb 1906:9), and by 1916 their son Richard William Benham was the owner (*Argus*, 12 Feb 1916:11; 22 Feb 1916:4).

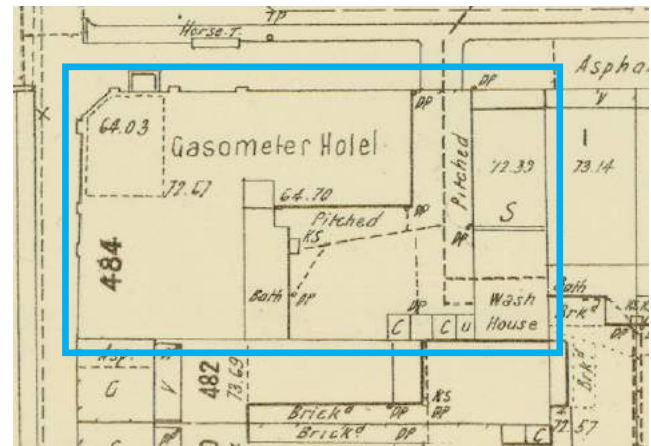
A Melbourne and Metropolitan Board of Works (MMBW) plan (Figure 2) show the extent of the hotel and its outbuildings in 1896. The 1900 MMBW detail plan (Figure 3) showed the corner hotel and outbuildings annotated with their use. The rear of the property had a pitched, open space bordered along the east and south boundaries by stables, a wash house and water closets, with access provided off Alexandra Parade (then called Reilly Street).

Plans of the property dating to 1956 show footprints of the hotel building and outbuildings and records the occupant and owner at this date as S. Moore (Figure 4). The plan appears to show that the accessway off Alexandra Parade and stables, set back from the front title boundary (as in figure 3), remained at this date (PSP). Later additions and structures now occupy the south-east portion of the property; a barrel-vaulted building occupies the site of the original stable, washhouse and accessway.

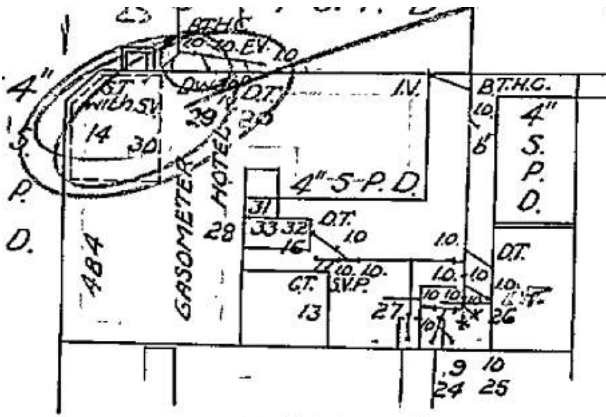
The building continues to serve as the Gasometer Hotel in 2019.



**Figure 2.** A footprint of the corner hotel and its outbuildings in 1896 (subject site indicated by blue polygon). The diagonal hatching indicates buildings constructed of brick or stone; vertical/horizontal hatching indicates buildings constructed of timber (MMBW 29, dated 1896).



**Figure 3.** A footprint of the Gasometer Hotel dated 1900 (subject site indicated by blue polygon) (MMBW Detail Plan 1214, dated 1900).



**Figure 4.** A plan of the site showing footprints of the buildings extant in 1956, annotated with sewerage works (PSP).

### Physical Description

The Gasometer Hotel, 484 Smith Street, Collingwood is prominently located on the south-east corner of Smith Street and Alexandra Parade. Built in the early Victorian period, the building comprises a two-storey element addressing the street corner, an adjoining single-storey wing to the east and additional buildings further to the east along Alexandra Parade.

The two-storey corner hotel is a rendered stone (overpainted) building with two corrugated steel-clad, hipped roofs which run in a north-south direction, and two large rendered chimneys at the southern end. A third broad chimney is situated at the east wall of the two-storey building, behind the Alexandra Parade façade. The building has a splayed corner with ground floor entrance door, window at first floor level and pediment above which contains the description 'Gasometer Hotel' and the date '1861'. The ground floor façades contain a variety of window and door openings and are articulated with plain pilasters, while the corners of the upper façades are quoined. The upper-level fenestration comprises regularly spaced rectangular windows – six in the longer Smith Street façade and two facing Alexandra Parade. Openings are frameless and window sills are supported on plain corbels. A simple cornice forms the parapet of the building and a string course between the ground and upper floor relieves the plain façades.

An adjacent single-storey wing, facing Alexandra Parade, has a simple gable-roof which runs parallel to the front façade and is parapeted at the eastern end. The detailing of the corner building is repeated in this wing, with simple pilasters and frameless rectangular windows. The string course of the adjacent two-storey building continues to form the base of the single storey parapet which contains a row of recessed panels.

A barrel-vaulted roofed section, located further to the east in Alexandra Parade, is set behind a single-storey, parapeted façade. Constructed across an original accessway from Alexandra Parade to an internal courtyard at some stage after 1956, the façade of this later addition appears to repeat some of the earlier detailing of the original building.

### Integrity

The Gasometer Hotel, 484 Smith Street, Collingwood retains a high degree of integrity to the early Victorian period in fabric, form and detail. While the building has undergone some additions to the east, these do not diminish the ability to understand and appreciate the place as a fine example of an early Victorian hotel.

### Comparative Analysis

The Gasometer Hotel, 484 Smith Street, Collingwood is an intact and representative example of an early Victorian corner hotel. There are a substantial number of hotels included in the Heritage Overlay of the



Yarra Planning Scheme as individually significant buildings, including some built in the 1850 to 1870 period. Direct comparison can be made with the following examples:

- Birmingham Hotel, 333 Smith Street, Fitzroy (1853-), 'individually significant' in HO333, Smith Street Precinct
- Former Liverpool Arms Hotel, 299 Brunswick Street, Fitzroy (1860-70), 'individually significant' in HO311, Brunswick Street Precinct.



**Figure 5.** Birmingham Hotel, 333 Smith Street, Fitzroy (VHD)



**Figure 6.** Former Liverpool Arms Hotel, 299 Brunswick Street, Fitzroy (VHD, photo dated 2009)

These comparators are representative of hotel buildings constructed in the early Victorian period and are architecturally significant as intact examples of hotels from this period. Like the places above, the Gasometer Hotel displays a range of early Victorian characteristics including:

- Façade parapet, with pitched roof behind
- No front setbacks
- Rendered walls and detailing
- Horizontal lines formed by parapet, cornice, string course and rows of windows
- Repetitive upper floor fenestration patterns
- Splayed corner with entrance.

The Gasometer Hotel remains highly intact to demonstrate the key characteristics of this early type of hotel development in the City of Yarra.

### Assessment Against Criteria

Following is an assessment of the place against the recognised heritage criteria set out in *Planning Practice Note 1: Applying the Heritage Overlay* (August 2018).

**Criterion A:** *Importance to the course or pattern of our cultural or natural history (historical significance).*

The Gasometer Hotel, 484 Smith Street, Collingwood is of significance as a suburban hotel constructed at a highly prominent corner location in Collingwood. The hotel has operated on this site since c1859.

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

The Gasometer Hotel, 484 Smith Street, Collingwood is an intact and representative example of a Victorian-era Hotel. It displays typical characteristics of the early Victorian period in Collingwood and across Melbourne more broadly, including a plain parapeted façade with repetitive upper floor fenestration, rendered facades and a prominent splayed corner entrance with pilasters, quoining and pediment.

### Grading and Recommendations

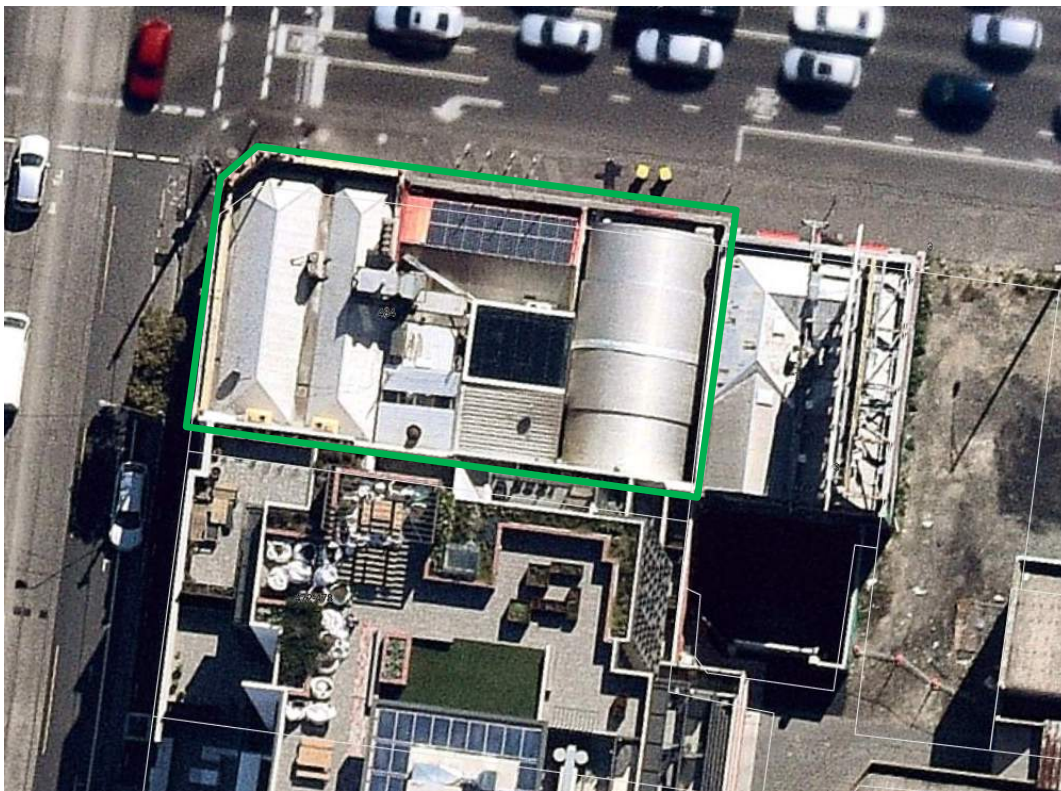
It is recommended that the place be included in a site-specific Heritage Overlay in the Yarra Planning Scheme as an individually significant heritage place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Yarra Planning Scheme:

<b>External Paint Controls?</b>	No
<b>Internal Alteration Controls?</b>	No
<b>Tree Controls?</b>	No
<b>Outbuildings or Fences not exempt under Clause 43.01-3?</b>	No
<b>Prohibited Uses Permitted?</b>	No
<b>Incorporated Plan?</b>	No
<b>Aboriginal Heritage Place?</b>	No

### Extent of the recommended Heritage Overlay

To the property title boundary, as indicated by the green polygon on the aerial below.



(Source: Nearmap, aerial dated Aug 2019)

### Identified by:

Andrew C Ward & Associates (1989), *Collingwood Conservation Study* & (1995) *Collingwood Conservation Study Review* :

*Recommended for Planning Scheme protection.*



*Significance: The "Gasometer" hotel is important as a prominent and early hotel which recalls the existence of the former Metropolitan Gas Co. premises opposite.*

GJM Heritage (2019), *Brunswick Street and Smith Street Built Form Review, Heritage Assessments.*

**References:**

Allom Lovell & Associates (1998), *City of Yarra Heritage Review.*

Andrew Ward & Associate (1995), *Collingwood Conservation Study Review.*

Clement Hodgkinson, 'Plan shewing the streets and buildings in existence in East Collingwood on January 1st 1858' compiled from surveys executed under the direction of Clement Hodgkinson.

Melbourne and Metropolitan Board of Works: Plan 29 (scale 160ft to 1 inch), Fitzroy & Collingwood, dated 1896; Detail Plan 1214, dated 1900.

Property Sewerage Plan (PSP), No. 53022.

*The Age.*

*The Argus.*

Victorian Heritage Database (VHD), place records.

**Attachment M – Heritage Assessment: Johnston Street West Precinct,  
Fitzroy**



## Heritage Citation

### JOHNSTON STREET WEST PRECINCT, FITZROY

**Address:** 15-129, 239-247A, 14-104 & 120-264 Johnston Street, 9-105 Victoria Street, 110-112 Argyle Street, 1A Elliott Street, 344 Fitzroy Street, 369 Gore Street, 236 Nicholson Street & 270 Young Street

**Prepared by:** GJM Heritage

**Date:** October 2019

<b>Place type:</b> Mixed commercial, residential and industrial precinct
<b>Integrity:</b> High
<b>Recommendation:</b> Include in the Heritage Overlay
<b>Extent of Overlay:</b> Refer to plan at Figure 18



**Figure 1.** South side of Johnston Street, west of Brunswick Street (GJM Heritage, October 2019)



## Statement of Significance

### *What is significant?*

Properties within the following areas contribute to the significance of the Johnston Street West Precinct:

- North side of Johnston Street, Fitzroy from Johnston Place to Young Street and Gore Street to Smith Street
- South side of Johnston Street, Fitzroy from Nicholson Street to Smith Street
- North side of Victoria Street
- Argyle Street
- Elliott Street
- Fitzroy Street
- Gore Street
- Nicholson Street
- Young Street.

Elements that contribute to the significance of the precinct include (but are not limited to):

- The consistent Victorian and Edwardian commercial character of the precinct, which includes:
  - A consistent two-storey scale with some single and three-storey buildings interspersed
  - A variety of simple and highly decorative facade parapets, with pitched roofs behind
  - No front or side setbacks
  - Rendered or face red brick walls
  - Rendered window frames, sills and hoods to upper stories
  - Rendered ornament to upper stories
  - Brickwork with corbelled capping courses
  - Strong horizontal lines formed by parapets, cornices, string courses
  - Repetitive upper floor fenestration patterns
  - Less than 40% of the upper street façade comprises openings such as windows
  - Corrugated iron and slate roof cladding
  - Shop fronts with display windows, timber or tiled plinths, and entry recesses
  - Corner buildings with secondary façades to side streets or lanes
  - Splayed corners to buildings at intersections.
- Residential buildings from the Victorian period with typically:
  - Expressed gabled roofs
  - One or two-storey wall heights
  - Front setbacks with post-supported verandahs and fences at the street boundary
  - No side setbacks
  - Face brick (including polychrome) or rendered walls
  - Corrugated iron or slate roofing
  - Prominent cement rendered chimneys
  - Less than 40% of the street wall face comprised with openings such as windows and doors.
- Early twentieth century industrial buildings on the north side of Victoria Street and eastern end of Johnston Street, which includes:
  - Multi-level buildings of varying height
  - Simple façade parapets with pitched roofs behind
  - No front or side setbacks
  - Rendered or face red brick walls
  - Strong horizontal lines formed by parapets, windows, spandrels and string courses
  - Repetitive fenestration patterns at all levels
  - Corrugated iron roof cladding.
- Bluestone pitched road paving, crossings, stone kerbs and channels and asphalt paved footpaths.

Features that do not contribute to the significance of the precinct include more recent alterations and additions to buildings within the precinct, including highly altered shopfronts.

#### *How is it significant?*

The Johnston Street West Precinct is of local historical, architectural and aesthetic significance to the City of Yarra.

#### *Why is it significant?*

The Johnston Street West Precinct has functioned continuously as one of Fitzroy's mixed commercial and residential 'High Streets' since the nineteenth century. It retains a substantial collection of intact commercial and residential buildings, predominantly from the Victorian period, including shops and associated residences, hotels and rows of terrace housing. Together these buildings demonstrate the development of this centre, particularly from the 1870s to c1900 when substantial growth along the street occurred, and are illustrative of the enduring role Johnston Street has played in the economic and social life of Fitzroy since the establishment of the suburb [Criterion A].

The Johnston Street West Precinct has functioned as one of Fitzroy's industrial centres since the twentieth century. It retains a collection of large twentieth century industrial buildings, particularly in Victoria Street in close proximity to the retail area of Johnston Street. Together these buildings demonstrate the development of industry in Fitzroy, particularly in the early twentieth century when substantial industrial growth occurred throughout the suburb [Criterion A].

The intact streetscapes of the Johnston Street West Precinct clearly demonstrate the principal characteristics of a mixed commercial, residential and industrial precinct in the City of Yarra. Typical characteristics of these building types are displayed in the original forms, fabric and detailing of the buildings. This includes commercial buildings with a two-storey Victorian and Edwardian street wall height, parapeted rendered or red brick facades, repetitive upper floor fenestration, and ground floor shopfronts; residential buildings with front setbacks with verandahs, parapeted party walls, rectangular window openings, exposed or low parapeted gable roofs and prominent chimneys; and industrial buildings with multi-storey parapeted brick forms with repetitive rows of rectangular window openings [Criterion D].

The Johnston Street West Precinct contains a number of individually significant places which are well-considered and carefully detailed examples of commercial, residential and industrial buildings. These include, among others, shops and residences at 52-60 and 105-107 Johnston Street, the Melbourne Tramways and Omnibus Company Engine House (95 Johnston Street), Town Hall Hotel (160-166 Johnston Street), Rochester Castle Hotel (202-204 Johnston Street), Tankerville Arms Hotel (230-236 Nicholson Street), Dr Peacock's Surgery and Residence (120 Johnston Street) and Moran & Cato Factory & Warehouse (101-105 Victoria Street). Variations in façade detailing throughout the precinct, including parapet ornamentation and applied decoration, make an aesthetic contribution to the overall character of the precinct [Criterion E].

The Johnston Street West Precinct is an important social centre in Melbourne for the Spanish community. The establishment of a Spanish Club at 57-61 Johnston Street in the late 1960s, and the subsequent establishment of restaurants and an annual Spanish festival within the precinct, have resulted in a long and enduring meeting place for the Spanish community [Criterion G].

### **Historical Themes**

This precinct is associated with the following themes as identified in the *City of Yarra Heritage Review Thematic History* (Lovell 1998):

- 2.0 The suburban extension of Melbourne
- 2.1 Settlement, land sales and subdivision

- 2.2 A street layout emerges
- 4.0 Developing local economies
  - 4.4 Smaller retailers: Strip shopping
- 7.0 Leisure and Entertainment in the Suburbs
  - Clubs, the 'Pictures' and Dancing.

## **Precinct History**

### *Fitzroy established*

Two years after the European settlement of Melbourne in 1835, Crown land immediately to the north and east was subdivided into 88 portions by surveyor Robert Hoddle. These allotments were auctioned in Sydney in 1839 as part of the first land sales outside of the town reserve of Melbourne (Barrett 1971:14-15; Lewis, 2014:7). This land now forms the suburbs of Fitzroy, Collingwood, Richmond and Abbotsford. Crown portions 48 to 88 in the north were unofficially referred to as the 'district of Collingwood', and were administratively divided into two local government areas. The area west of Smith Street, now Fitzroy, was governed by the City of Melbourne until 1858 when the municipality of Fitzroy was established. Fitzroy was first called Newtown, then more commonly Collingwood West, and is attributed as being Melbourne's first suburb. The area east of Smith Street, now Collingwood and Abbotsford, was known as East Collingwood and did not form part of any local government until 1855, when the municipality of East Collingwood was formed (Barrett 1971:14-15). Hoddle's early surveys included the alignments of Nicholson, Smith, Hoddle and Johnston streets.

The development of these localities was influenced by both the status of local governance within the two areas and the topography of the landscape. At the southern extent of what is now Fitzroy, near Victoria Parade, is Eastern Hill. To the east, the hill descends to a slope between Smith Street and Wellington Street (Collingwood Slope), followed by a flat plain that extends to the Yarra River (the Flat). These topographically distinct areas underwent substantially different urban development from 1850 (Barrett 1971:14-15).

### *Nineteenth century*

Early development was concentrated to the south in what was called Newtown, while the land to the north remained largely undeveloped, comprising mainly paddocks and semi-rural sites such as dairies, with housing developing primarily after 1850. Scattered pockets of development could be found near Johnston Street, for example, where groups of migrants settled in the 1840s, as well as some subdivision on the south-west corner of Johnston and Smith streets.

Between Nicholson and Smith streets, Johnston Street was bordered by Crown allotments 82 and 83 to the north and 71 and 72 to the south (Figure 2). The first development in the precinct occurred on the south side of Johnston Street, between Smith and Young streets when part of Crown Allotment 72 was subdivided in 1840-1842 (Barrett 1971:18). Crown Allotments 82 and 83, on the north side of Johnston Street were purchased from the Crown by merchants J T Hughes and J Hosking. The pair were declared insolvent in 1848 and their holdings transferred to the Bank of Australasia until the lots were subdivided in 1850 (Barrett 1971:20). Allotment 83 was subdivided as 'Theresaville' estate (Lewis 1998:23). Crown allotment 71, on the south side of Johnston Street, was also subdivided in 1850-1851 (Barrett 1971:19). The inclusion of Fitzroy (then referred to as Collingwood) within the Municipality of Melbourne boundaries encouraged substantial development, with the population increasing from 600 in 1841 to more than 3,000 in 1851 (Lewis 2014:14-15).



Nicholson Street	84	85	Street	86	87	Street	88				
	83	82		81	80		79				
	71	72	Smith	73	74	Hoddle	75				
	70	69		68	67		66				
	[COLLINGWOOD]				EAST						
NEWTOWN				COLLINGWOOD							
	48	49	50	51	52	53	54	55	56	57	Simp

**Figure 2.** Hoddle's survey of the environs of Melbourne, dated c1840. Johnston Street is indicated by the green arrow (Lewis 2014:9).

The 1849 *Melbourne Building Act* shaped development along Johnston Street. Under the provisions of the Act, which enforced fireproof construction, dwellings and commercial premises constructed in Fitzroy from the 1850s were typically exposed or cement rendered bluestone or brick buildings (Barrett 1971:20-21; Lovell 1998:16). From 1853, residential development comprised fewer detached mansions as the terrace house began to be favoured in Fitzroy (Lewis, 2014:21; Barrett 1971:31), as evident along parts of Johnston Street.

Following the discovery of gold in Victoria in 1851 and the resultant gold immigration, Fitzroy was the fastest growing ward in Melbourne, with development increasing dramatically in the 1850s (Robertson et al, 2008:4). The 1860 Sands & McDougall Directory lists a combination of residential and commercial occupants along Johnston Street (between Nicholson and Smith streets; then called Collingwood). Trades and occupants comprised drapers, saddlers, greengrocers, schools, carpenters, bootmakers, stone masons, bricklayer, a coach builder and several corner hotels.

Reflecting a prospering trade and a growing community, development in Fitzroy continued from the 1860s to the 1880s, with the in-fill of the remaining vacant land, redevelopment of properties with less-substantial structures, and the renovation of existing buildings (Lewis, 2014:26; Lovell 1998:51). Within the precinct there was a slight increase in the number of occupants listed along Johnston Street between 1860 and 1880, which continued to include residential and commercial occupants – grocers, dressmakers, butchers, bootmakers, a dairy, saddler, plumber and gasfitter, tailor, chimney sweep, a saw-sharpener, and hotels amongst others (S&Mc).

Victorian-period development within the precinct took the form of single and two-storey residences interspersed with two-storey shops with residences above, and some corner hotels. Key Victorian development included 105-107 Johnston Street (c1880-90), the Rochester Castle Hotel at 202-204 Johnston Street (c1870-1890), Dr Peacock's Surgery & Residence at 120 Johnston Street (c1880-1900), the two-storey shops with residences at 40-42 Johnston Street (1880s) and Kinnard's Buildings at 52-60 Johnston Street (1891).

The Melbourne Omnibus Company ran its first service from the city to the corner of Johnston and Smith streets in 1869, however the municipality continued to function predominantly as a pedestrian city (Ward 1989:98). Johnston Street was well established as a major east-west thoroughfare through Collingwood by the 1880s when the Melbourne Tramway and Omnibus Company (known as the Melbourne Tramway Company from 1900) established a cable tram service along Johnston Street (the façade of a tramway engine house remains at 95 Johnston Street; Figure 3). This service operated from 1887 until 1939, when the service was replaced by buses (Lovell 1998b:93).

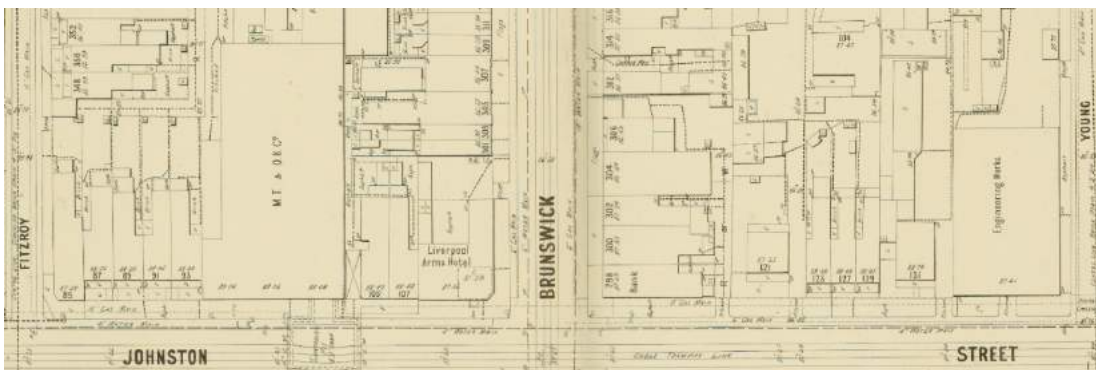
In 1880s Fitzroy, industrial uses were increasing and the shopping streets boomed, at the same time the housing in Fitzroy became less attractive to families, middle-class and white-collar people who turned to a more suburban lifestyle further north, aided by the development of the tramways and railways. Subsequently the proportion of owner-occupiers in the area decreased (Lewis 2014:26).



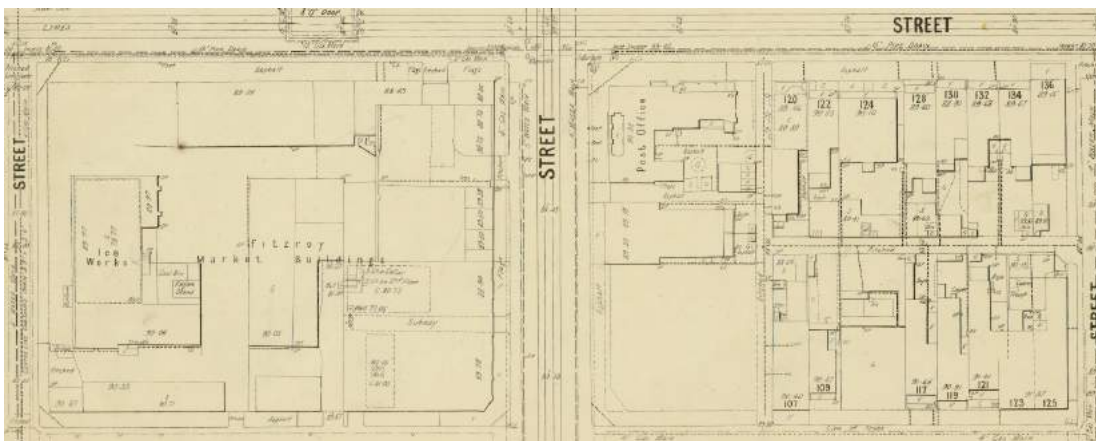
**Figure 3.** The Melbourne Tramway and Omnibus Co. tram engine house at 95 Johnston Street in 1970, prior to conversion to a supermarket (SLV, Image H2010.105/315b).

The prosperous 1880s came to an end with the 1890s depression, which caused construction in Fitzroy, and Melbourne more broadly, to virtually cease. During this period, Fitzroy transitioned into a working-class suburb (Robertson et al, 2008:15-16).

Melbourne and Metropolitan Board of Works (MMBW) Detail Plans dating to 1900 illustrate the dense development along Johnston Street west, comprising residential, commercial and some small industrial premises (**Figure 4 & Figure 5**). Evident on corner lots were the Tankerville Arms Hotel, Liverpool Arms Hotel (current Provincial Hotel), Town Hall Hotel, Rochester Castle Hotel (Figure 7) and Birmingham Hotel, all of which remain. Larger developments included the Fitzroy market buildings on the south-west corner of Brunswick and Johnston streets, the Melbourne Tram and Omnibus Companies' tramway engine house (façade remains at 95 Johnston Street), a Church of Christ (formerly near 62 Johnston Street) and two engineering works (formerly at 49 and 133 Johnston Street).

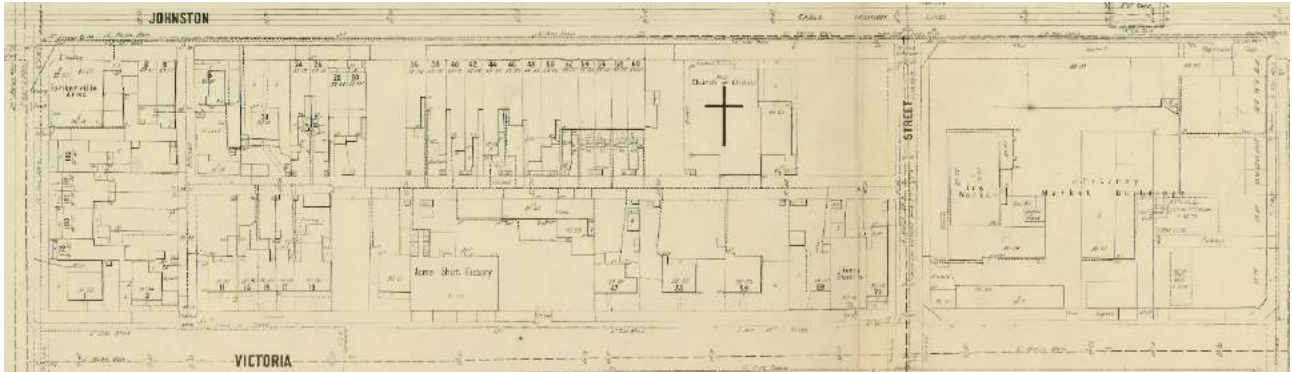


**Figure 4.** Development along the north side of Johnston Street, near the intersection with Brunswick Street, in 1900 (MMBW DP 1241, dated 1900).



**Figure 5.** The south side of the intersection of Johnston and Brunswick streets, and the buildings fronting Victoria Street to the south, in 1900 (MMBW DP 1193, dated 1900).

In 1900, the north side of Victoria Street between Nicholson and Fitzroy streets comprised mainly residential buildings (Figure 6), except for livery stables near Fitzroy Street and the Acme Shirt Factory (c1890; remains at 25-37 Victoria Street). To the east between Fitzroy Street and Brunswick Street, was an ice works, M. C. Butter Co. stables and an earlier Moran & Cato building (near 101-105 Victoria Street; replaced c1900) (S&Mc). Directly east was the Moran & Cato Merchants building on the corner of Brunswick Street (built 1897, est. 1882 as per parapet; remains at 277-285 Brunswick Street).



**Figure 6.** Development along the north side of Victoria Street, between Nicholson and Brunswick Street, in 1900 (MMBW DP 1193, dated 1900).



**Figure 7.** The Rochester Castle Hotel at an early date (photo not dated) (Picture Victoria, ID: 8768).

In 1900, the Sands & McDougall Directory listed residential occupants and an increased number of commercial premises operating along Johnston Street west. Traders included confectioners, a farrier, draper, carpenters, bootmakers, grocers and fruiterers, hairdressers and tobacconists, blacksmith, dressmakers, fishmongers, tailors, bakers, coachbuilders, laundries, upholsterers, monumental mason, furniture makers and warehouses, other manufacturers and an undertaker amongst other traders.

The Fitzroy shopping streets distinguished themselves from other inner suburbs due to the close link between manufacturing and retailing; for example, Fitzroy had a number of clothing, whitegoods and furniture manufacturers which, in many cases, were also the retailers (Lewis 2014:28).



**Figure 8.** A c1907 photo looking west down Johnston Street from Young Street, at the Victorian building stock. On the left nos. 120 (three-storey) and 128 (polychrome brick) Johnston Street remain (SLV, image H36145/38).

### *Twentieth century*

The economic fortunes of Victoria recovered after the turn of the century. During this period there was a small amount of development along Johnston Street west, including two-storey Edwardian shops with residences above. Key developments during this period included the two-storey shops with residences at 122 Johnston Street (c1900-1915), 262-264 Johnston Street (c1900-1915) and 32-34 Johnston Street (c1900-1915).

Following World War I, there was an increased demand for housing for returned servicemen, people moving towards the city for improved job prospects, increasing number of immigrants, and the return of Aboriginal people to the area. With this influx, Fitzroy became a poorer population and because of its proximity to Melbourne, it continued to attract the unemployed and homeless. By the end of the 1920s, Fitzroy was regarded as one of Melbourne's worst slums, with a very high level of unemployment, which continued into the 1930s Depression (Robertson et al, 2008:23).

Investigations into sub-standard housing in Fitzroy had commenced in the late 19<sup>th</sup> century, managed by local councils who would condemn and demolish unsanitary buildings and makeshift housing. Concern and investigations into slum housing increased in the 1930s, when the Housing Commission and Slum Abolition Board were formed in the late 1930s. The Commission turned its focus to Fitzroy, Collingwood and Richmond by the 1950s with its 'slum clearance', or 'housing reclamation', to make way for high-density housing and new developments. In the 1960s and '70s the state government concentrated on the clearance of slums that had developed during the depressions and war years (Barrett 1971:166; Robertson et al, 2008:33).



**Figure 9.** The residences formerly occupying 191-203 Johnston Street, demolished after classified as derelict by the Slum Abolition Board. Photo dated 1948 (Picture Victoria, ID: 8263).

The Housing Commission built tens of thousands of cottages in outer suburbs to house the effected low-income families, which resulted in the movement of population from the inner suburbs following World War II. The vacancies were filled by both the expansion of industry and European migrants, who rehabilitated the building stock and reinvigorated the community (Barrett 1971:164-65).

Some evidence of development along Johnston Street west during the interwar period remains, such as the former factory building at 57 Johnston Street (c1915-1925), the motor garage at 18-22 Johnston Street (c1920-1935) and the two-storey building at 121 Johnston Street (1930s).

It was during the interwar period that the north side of Victoria Street, between Nicholson and Brunswick streets, primarily developed as an industrial area. Key developments included the staged construction of the La Mode Corset Factory (1930s-c1960; remains at 19-37 Victoria Street) which enveloped the former Acme Shirt Factory, and the extension of the Moran & Cato complex, with the construction of the warehouse at 95-99 Victoria Street (c1927; remains) (Figure 10).



**Figure 10.** The Moran and Cato buildings on the north side of Victoria Street in 1948. In the foreground is the warehouse at 95-99 Victoria Street. Adjacent (right) is the warehouse at 101-105 Victoria Street, built c1900 (COYL, ID FL463).

### *Post-War*

Properties were developed and redeveloped along Johnston Street throughout the post-war period and into the twenty-first century.

In 1969, the Fitzroy Residents Association formed in response to the slum clearances and the state government's proposed large-scale demolition in Fitzroy and Fitzroy North. The Association was successful in saving much of Fitzroy's historic building stock. In the late 1970s, the City of Fitzroy recognised the cultural significance of the area and was the first municipality to complete building conservation studies in 1978 and 1979.

From the early 1960s, Government-assisted migration saw the arrival of a number of Spanish residents to Fitzroy. This community formed the 'Spanish Quarter' at the west end of Johnston Street. In the late 1960s, a chaplain to the Spanish community, Padre Eduardo Sanchez, persuaded the Spanish Government to purchase a building for a social centre. By 1970, the former Masonic Hall at 57-61 Johnson Street was transformed into Melbourne's Spanish Club (Hogar Espanol) (O'Brien 1998:245-47). The community grew with the addition of Spanish-speaking South Americans in the 1970s, many of whom resided in the Atherton Estate flats. The Spanish Quarter comprised restaurants, and in 1975, Casa Iberica Deli, a Spanish, Portugese and Latin American deli was established. The first annual Spanish Festival (Hispanic Fiesta) was held in 1978 by the Hispanic-Latin American Festival and Cultural Association, a festival that attracts a huge crowd to the precinct each year. Despite the decline of Spanish-speaking families living in Fitzroy, the western end of Johnston Street remains as Melbourne's Spanish Quarter (O'Brien 1998:245-47).



**Figure 11.** The Johnston Street Hispanic Fiesta in 2017 (Yarra City).

Towards the end of the twentieth century and into the twenty-first century, a number of large-scale commercial and residential developments, and two petrol stations, replaced rows of earlier buildings within the precinct.

### Physical Description

The Johnston Street West Precinct is a linear mixed-use precinct in Fitzroy which comprises parts of Johnston Street from Nicholson Street to Smith Street and part of the north side of Victoria Street from Nicholson Street to Brunswick Street. Exclusions include an extensive row of non-contributory places on the north side of Johnston Street (nos. 131-223) and properties on the north-east corner of Nicholson and Johnston Streets (non-heritage buildings) and Nicholson and Victoria Streets (State significant building, VHR H2315).

The main development period of the Johnston Street West Precinct is from the 1870s to the mid-twentieth century and the streetscapes date largely from this period. The precinct has developed as a mixed-use area and comprises a range of building types. Commercial and residential buildings in Johnston Street, dating largely from the later nineteenth century, and industrial buildings in both Johnston Street and Victoria Street, dating from the twentieth century, contribute to the significance of the precinct.

Commercial buildings are dispersed along Johnston Street and include rows of two-storey shops with residences above which date principally from the Victorian period. These are primarily located on the south side of Johnston Street with particularly intact rows located at nos. 32-46, 52-60 and 246-264. Commercial buildings from the Edwardian period include buildings at nos. 32-34, 122 and 262-264.

The facades of these buildings are predominantly cement rendered and parapeted with repetitive rows of upper level fenestration. Detailing varies from simple unadorned facades (no. 256-260) to elaborately decorated facades (nos. 40-42, Kinnard's Building nos. 52-60, the Melbourne Metropolitan Tramways & Omnibus Company Engine House at no. 95, and the adjacent building at nos. 103-07).

The form and detailing of a small number of shopfronts remains evident in the precinct with display windows, tiled plinths and entry recesses retained.

Three corner hotels contribute to the commercial character of the precinct. Located on the south side of Johnston Street and dating from a range of periods, these hotels are the Victorian-era Rochester Castle Hotel (nos. 202-04), the 1920s Tankerville Arms Hotel (corner of Johnston and Nicholson Streets) and the Victorian-era Town Hall Hotel (no. 166) which was modified in the interwar period.

A small number of residential buildings, constructed in the Victorian period between 1870 and 1890, are dispersed along Johnston Street. These comprise a group of three single-storey houses at the west end of the north side of Johnston Street (nos. 19-23) and three rows on the south side of Johnston Street, all to the east of Brunswick Street, including four two-storey houses (nos. 128-134), four single-storey house (nos. 146-152) and seven single-storey houses (nos. 188-200).

These rows of residential buildings are all set back from the street line with fences at the street boundary. They exhibit common characteristics that include front verandahs, parapeted party walls, rectangular window openings, exposed or low parapeted gable roofs (clad with slate or corrugated steel) and prominent



chimneys. A particularly elaborate residential building, Dr Peacock’s Surgery and Residence is included in the precinct (no. 120). This three-storey terrace, with surgery at ground level, has a double-level front balcony with decorative cast iron, arcaded fenestration at upper levels, highly decorated side corbelling and large mansard roof, clad with scalloped slates.

A small number of buildings from the interwar period are located at the west end of the precinct. These include two buildings at the west end - a Motor Garage (no. 18-22) and a former factory building (no. 57).

A group of large industrial twentieth century buildings are located in the precinct, particularly on the north side of Victoria Street. These include three large brick buildings with rendered or face brick parapeted facades and repetitive rows of rectangular window openings (nos. 19-37, 95-99 and 101-105 Victoria Street). Detailing varies from the highly articulated classical c1900 façade at the east end (Moran & Cato at no. 101-105) to the simply detailed façade of the adjoining c1927 warehouse (Moran & Cato at no. 95-99) and the pedimented façade of the 1930s-c1960 La Mode Corset Factory at no. 19-37.

A number of non-contributory buildings, generally dating from the later twentieth century, are located in the Johnston Street West Precinct. These include buildings at nos. 41-43, 51-55, 62-70, 84-110, 85-91, 136-144, 178-184.



**Figure 12.** South side of Johnston Street, east of Brunswick Street (GJM Heritage, October 2019)



**Figure 13.** South side of Johnston Street, west of Smith Street (GJM Heritage, October 2019)



**Figure 14.** South side of Johnston Street, west of George Street. Rochester Hotel at left (GJM Heritage, October 2019)



**Figure 15.** North side of Johnston Street, west of Brunswick Street. Left is the former Melbourne Tramways and Omnibus Company Engine House at no. 95 (GJM Heritage, October 2019)



**Figure 16.** North side of Victoria Street – 105 Victoria at right (GJM Heritage, October 2019)



**Figure 17.** North side of Victoria Street – left is the La Mode Corset Factory complex at the west end (GJM Heritage, October 2019)

### Integrity

The Johnston Street West Precinct retains a high degree of integrity to the Victorian, Edwardian and Inter-War period in fabric, form and detail. While some alterations have been made to these buildings, particularly the commercial buildings at street level, this does not diminish the ability to understand and appreciate the place as a fine example of a nineteenth and twentieth century mixed-use commercial, residential and industrial precinct.

### Comparative Analysis

Comparison can be made with the adjoining Johnston Street Precinct, Collingwood (HO324) which is included in the Heritage Overlay of the City of Yarra Planning Scheme as a:

*good demonstration of mainly Victorian and Edwardian-era commercial and retail development in Collingwood, including hotels, a former theatre, former shops with residences over, small industrial buildings and some residential development ...*

The Johnston Street West Precinct is a continuation of the existing Johnston Street Precinct (HO324), to the west of Smith Street, and is a mixed-use precinct that demonstrates similar characteristics to HO324. Containing commercial, residential and industrial buildings from the Victorian, Edwardian and Inter-War period, the precinct retains a high degree of integrity to clearly demonstrate the development of the area in the nineteenth and the twentieth century.

Comparison can also be made with the nearby Smith Street Precinct, Fitzroy/Collingwood (HO333) which is a predominantly commercial precinct with a distinct group of substantial and intact industrial buildings at the north end. In a similar manner, the Johnston Street West Precinct is a predominantly commercial precinct with a distinct group of substantial industrial buildings, predominantly found in Victoria Street. In both cases, the principal characteristics of both commercial and industrial development are displayed in the original forms, fabric and detailing of the buildings.

### Assessment Against Criteria

Following is an assessment of the place against the recognised heritage criteria set out in *Planning Practice Note 1: Applying the Heritage Overlay* (August 2018).

**Criterion A:** *Importance to the course or pattern of our cultural or natural history (historical significance).*





The Johnston Street West Precinct has functioned continuously as one of Fitzroy's mixed commercial and residential 'High Streets' since the nineteenth century. It retains a substantial collection of intact commercial and residential buildings, predominantly from the Victorian period, including shops and associated residences, hotels and rows of terrace housing. Together these buildings demonstrate the development of this centre, particularly from the 1870s to c1900 when substantial growth to the street occurred, and are illustrative of the enduring role Johnston Street has played in the economic and social life of Fitzroy since the establishment of the suburb.

The Johnston Street West Precinct has functioned as one of Fitzroy's industrial centres since the twentieth century. It retains a substantial collection of large, intact twentieth century industrial buildings, predominantly in Victoria Street in close proximity to the retail area of Johnston Street. Together these buildings demonstrate the development of industry in Fitzroy, particularly in the early twentieth century when substantial industrial growth occurred throughout the suburb.

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

The intact streetscapes of the Johnston Street West Precinct clearly demonstrate the principal characteristics of a mixed commercial, residential and industrial precinct in the City of Yarra. Typical characteristics of these building types are displayed in the original forms, fabric and detailing of the buildings. This includes commercial buildings of two-storey Victorian and Edwardian street wall height, parapeted rendered or red brick facades, repetitive upper floor fenestration, and ground floor shopfronts; residential buildings with front setbacks with verandahs, parapeted party walls, rectangular window openings, exposed or low parapeted gable roofs and prominent chimneys; and industrial buildings with multi-storey parapeted brick forms with repetitive rows of rectangular window openings.

**Criterion E:** *Importance in exhibiting particular aesthetic characteristics (aesthetic significance).*

The Johnston Street West Precinct contains a number of individually significant places which are well-considered and carefully detailed examples of commercial, residential and industrial buildings. These include, among others, shops and residences at 52-60 and 105-107 Johnston Street, the Melbourne Tramways and Omnibus Company Engine House (no. 95), Town Hall Hotel (no. 160-166), Rochester Castle Hotel (no. 202-204), Tankerville Arms Hotel (230-236 Nicholson Street), Dr Peacock's Surgery and Residence (no. 120) and Moran & Cato Factory & Warehouse (101-105 Victoria Street). Variations in façade detailing throughout the precinct, including parapet and façade ornamentation and applied decoration, make an aesthetic contribution to the overall character of the precinct.

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

The Johnston Street West Precinct is an important social centre in Melbourne for the Spanish community. The establishment of a Spanish Club at 57-61 Johnston Street in the late 1960s, and the subsequent establishment of restaurants and an annual Spanish festival to the precinct, have resulted in a long and enduring meeting place for the Spanish community [Criterion G].



## Grading and Recommendations

It is recommended that the place be included in the Heritage Overlay of the Yarra Planning Scheme as a heritage precinct.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Yarra Planning Scheme:

<b>External Paint Controls?</b>	No
<b>Internal Alteration Controls?</b>	No
<b>Tree Controls?</b>	No
<b>Outbuildings or Fences not exempt under Clause 43.01-3?</b>	No
<b>Prohibited Uses Permitted?</b>	No
<b>Incorporated Plan?</b>	Yes - Incorporated Plan under the provisions of clause 43.01 Heritage Overlay, Planning permit exemptions, July 2014
<b>Aboriginal Heritage Place?</b>	No

## Recommended Schedule of Properties and Gradings

<b>Place address</b>	<b>Grading</b>	
15	Johnston Street, Fitzroy	Contributory
17	Johnston Street, Fitzroy	Contributory
19	Johnston Street, Fitzroy	Contributory
21	Johnston Street, Fitzroy	Contributory
23-25	Johnston Street, Fitzroy	Contributory
41-49	Johnston Street, Fitzroy	Not contributory
51-55	Johnston Street, Fitzroy	Not contributory
57-61	Johnston Street, Fitzroy	Contributory
63	Johnston Street, Fitzroy	Contributory
65	Johnston Street, Fitzroy	Contributory
67	Johnston Street, Fitzroy	Not contributory
83	Johnston Street, Fitzroy	Contributory
85-93	Johnston Street, Fitzroy	Not contributory
95-103	Johnston Street, Fitzroy	Individually Significant
105-107	Johnston Street, Fitzroy	Individually Significant
121-123	Johnston Street, Fitzroy	Contributory
125-129	Johnston Street, Fitzroy	Not contributory
239-247	Johnston Street, Fitzroy	Contributory
247A	Johnston Street, Fitzroy	Contributory
-		
14-16	Johnston Street, Fitzroy	Not contributory
18-22	Johnston Street, Fitzroy	Not contributory
24-26	Johnston Street, Fitzroy	Not contributory
28	Johnston Street, Fitzroy	Not contributory
30	Johnston Street, Fitzroy	Not contributory
32	Johnston Street, Fitzroy	Contributory
34	Johnston Street, Fitzroy	Contributory
36	Johnston Street, Fitzroy	Contributory
38	Johnston Street, Fitzroy	Contributory
40	Johnston Street, Fitzroy	Individually Significant



42	Johnston Street, Fitzroy	Individually Significant
44	Johnston Street, Fitzroy	Contributory
46	Johnston Street, Fitzroy	Contributory
48-50	Johnston Street, Fitzroy	Not contributory
52	Johnston Street, Fitzroy	Individually Significant
54	Johnston Street, Fitzroy	Individually Significant
56	Johnston Street, Fitzroy	Individually Significant
58	Johnston Street, Fitzroy	Individually Significant
60	Johnston Street, Fitzroy	Individually Significant
62-70	Johnston Street, Fitzroy	Not contributory
72	Johnston Street, Fitzroy	Not contributory
74-82	Johnston Street, Fitzroy	Contributory
84-104	Johnston Street, Fitzroy	Not contributory
120	Johnston Street, Fitzroy	Individually Significant
122	Johnston Street, Fitzroy	Contributory
124	Johnston Street, Fitzroy	Not contributory
128	Johnston Street, Fitzroy	Contributory
130	Johnston Street, Fitzroy	Contributory
132	Johnston Street, Fitzroy	Contributory
134	Johnston Street, Fitzroy	Contributory
136	Johnston Street, Fitzroy	Not contributory
142	Johnston Street, Fitzroy	Not contributory
146	Johnston Street, Fitzroy	Contributory
148	Johnston Street, Fitzroy	Contributory
150	Johnston Street, Fitzroy	Contributory
152	Johnston Street, Fitzroy	Contributory
154	Johnston Street, Fitzroy	Contributory
160-166	Johnston Street, Fitzroy	Not contributory
170	Johnston Street, Fitzroy	Individually Significant
176	Johnston Street, Fitzroy	Not contributory
178	Johnston Street, Fitzroy	Contributory
180-184	Johnston Street, Fitzroy	Not contributory
188-200	Johnston Street, Fitzroy	Contributory
202-204	Johnston Street, Fitzroy	Individually Significant
206-208	Johnston Street, Fitzroy	Not contributory
218-224	Johnston Street, Fitzroy	Not contributory
226	Johnston Street, Fitzroy	Contributory
234	Johnston Street, Fitzroy	Contributory
236	Johnston Street, Fitzroy	Contributory
238	Johnston Street, Fitzroy	Contributory
240-242	Johnston Street, Fitzroy	Not contributory
246	Johnston Street, Fitzroy	Contributory
248	Johnston Street, Fitzroy	Contributory
250	Johnston Street, Fitzroy	Contributory
252	Johnston Street, Fitzroy	Contributory
254	Johnston Street, Fitzroy	Contributory
256	Johnston Street, Fitzroy	Contributory
258	Johnston Street, Fitzroy	Contributory
260	Johnston Street, Fitzroy	Contributory
262	Johnston Street, Fitzroy	Contributory
264	Johnston Street, Fitzroy	Contributory
9-19	Victoria Street, Fitzroy	Contributory
25-37	Victoria Street, Fitzroy	Contributory
51	Victoria Street, Fitzroy	Contributory



53-59	Victoria Street, Fitzroy	Not contributory
61	Victoria Street, Fitzroy	Not contributory
67-73	Victoria Street, Fitzroy	Not contributory
95-105	Victoria Street, Fitzroy	Individually Significant
110-112	Argyle Street, Fitzroy	Contributory
1A	Elliott Street, Fitzroy [also known as 218 Johnston Street]	Not contributory
344	Fitzroy Street, Fitzroy [also known as 91 Johnston Street]	Not contributory
369	Gore Street, Fitzroy	Individually Significant
236	Nicholson Street, Fitzroy	Individually Significant
270	Young Street, Fitzroy [also known as 142 Johnston Street]	Not contributory

### Extent of the recommended Heritage Overlay

Properties include: 15-129, 239-247A, 14-104 & 120-264 Johnston Street, 9-105 Victoria Street, 110-112 Argyle Street, 1A Elliott Street, 344 Fitzroy Street, 369 Gore Street, 236 Nicholson Street & 270 Young Street. As indicated by the red polygon on the map below.



**Figure 18.** Recommended Heritage Overlay precinct boundary in red. Pink indicates existing Heritage Overlays. North to top (Basemap source: VicPlan).

### Identified by:

GJM Heritage (October 2019), *Brunswick Street and Smith Street Built Form Review*

### References:

*Allom Lovell & Associates (1998), A City of Yarra Heritage Review: Thematic History.*

*Allom Lovell & Associates (1998b), A City of Yarra Heritage Review: Heritage Overlay Precincts, Johnston Street Precinct citation.*

*Andrew C Ward & Associates (1998), Collingwood Conservation Study.*



*Barrett, Bernard (1971), The Inner Suburbs, The evolution of an industrial area, Carlton [Vic.]*.

City of Yarra Libraries (COYL), online image collection, identifier numbers as cited.

Kiss, Rosemary, 'The Business of Politics' in Fitzroy History Society & Cutten History Committee (2014, 1<sup>st</sup> edition 1989), *Fitzroy : Melbourne's first suburb*, South Yarra [Vic.].

Lewis, Miles, 'The First Suburb' in Fitzroy History Society & Cutten History Committee (2014, 1<sup>st</sup> edition 1989), *Fitzroy : Melbourne's first suburb*, South Yarra [Vic.].

Melbourne and Metropolitan Board of Works (MMBW) Detail Plans, as cited.

O'Brien, Laurie, 'Hispanic Johnston Street', in Fitzroy History Society & Cutten History Committee (2014, 1<sup>st</sup> edition 1989), *Fitzroy : Melbourne's first suburb*, South Yarra [Vic.].

Picture Victoria, images as cited.

*Robertson, Jill, Luke Commadeur & Fitzroy History Society (2008), Gertrude Street Fitzroy, Fitzroy [Vic.], via Fitzroy History Society, <<https://fitzroyhistorysociety.org.au/wp-content/uploads/Gertrude-Street-Booklet.pdf>>, accessed August 2019.*

Sands & McDougall Directories (S&Mc).

Sowerwine, Charles, 'Public Transport and the Fitzroy Identity' in Fitzroy History Society & Cutten History Committee (2014, 1<sup>st</sup> edition 1989), *Fitzroy : Melbourne's first suburb*, South Yarra [Vic.].

*State Library of Victoria (SLV), images as cited.*

Yarra City Council website, 'Johnston Street Fiesta Celebrates 40 Years', <<https://www.yarracity.vic.gov.au/news/2018/10/09/johnston-street-fiesta-celebrates-40-years>>, accessed August 2019.

## **Attachment N – Heritage Assessment: Gertrude Street Precinct, Fitzroy**



## Heritage Citation

### GERTRUDE STREET PRECINCT

**Address:** 65-83, 153-179, 187-247 & 90-248 Gertrude Street, 50-54 Brunswick Street, 74-78 Gore Street, 44 Little Napier Street & 70-74 Napier Street, Fitzroy

**Prepared by:** GJM Heritage

**Date:** October 2019

<b>Place type:</b> Commercial precinct
<b>Integrity:</b> Very High
<b>Recommendation:</b> Include in the Heritage Overlay
<b>Extent of Overlay:</b> Refer to plan at Figure 19



**Figure 1.** South side of Gertrude Street, east of Brunswick Street (GJM Heritage, October 2019)



## Statement of Significance

### *What is significant?*

Properties within the following areas contribute to the significance of the Gertrude Street Precinct:

- North side of Gertrude Street, Fitzroy from Fitzroy Street to Smith Street excluding Atherton Gardens
- South side of Gertrude Street, Fitzroy from Brunswick Street to Smith Street
- Brunswick Street
- Gore Street
- Little Napier Street
- Napier Street.

Elements that contribute to the significance of the precinct include (but are not limited to):

- The consistent Victorian commercial character of the precinct, which includes:
  - A consistent two-storey scale with some taller buildings
  - A variety of simple and highly decorative facade parapets, with pitched roofs behind
  - No front or side setbacks
  - Rendered or face red brick walls
  - Rendered window frames, sills and hoods to upper stories
  - Rendered ornament to upper stories
  - Brickwork with corbelled capping courses
  - Strong horizontal lines formed by parapets, cornices, string courses
  - Repetitive upper floor fenestration patterns
  - Less than 40% of the upper street façade comprises openings such as windows
  - Corrugated iron and slate roof cladding
  - Original post-supported street verandahs
  - Shop fronts with display windows, timber or tiled plinths, and entry recesses
  - Some red brick storage or stable buildings at the rear or side lane frontage
  - Corner buildings with secondary façades to side streets or lanes
  - Splayed corners to buildings at intersections.
- Examples of intact Edwardian buildings.
- Bluestone pitched road paving, crossings, stone kerbs and channels and asphalt paved footpaths.

Features that do not contribute to the significance of the precinct include more recent alterations and additions to buildings within the precinct, including highly altered shopfronts.

### *How is it significant?*

The Gertrude Street Precinct is of local historical, architectural, aesthetic and social significance to the City of Yarra.

### *Why is it significant?*

The Gertrude Street Precinct is an important and early local 'High Street' in the City of Yarra and has functioned continuously as one of Fitzroy's key commercial centres since the mid-nineteenth century. It retains a substantial collection of intact commercial buildings, predominantly from the Victorian period, including shops and associated residences, hotels and a former bank building. Together these buildings demonstrate the development of this High Street, particularly from the 1850s to c1900 when substantial growth in the street occurred, and are illustrative of the enduring role the street has played in the economic and social life of Fitzroy since the establishment of the suburb [Criterion A].

The highly intact streetscape of the Gertrude Street Precinct clearly demonstrates the principal characteristics of a Victorian High Street in the City of Yarra. Typical characteristics – including a predominantly two-storey Victorian street wall height, parapeted rendered or red brick facades, repetitive



upper floor fenestration, and ground floor shopfronts – are displayed in the original forms, fabric and detailing of the majority of the buildings. The streetscape is particularly intact and consistent in architectural form and expression. [Criterion D].

The Gertrude Street Precinct contains a number of individually significant places which are well-considered and carefully detailed examples of commercial buildings. These include, among others, shops and residences at 153-159 and 184-186 Gertrude Street, the Builders Arms Hotel (211-217 Gertrude Street) and the Champion Hotel and associated shops and residences (50-54 Brunswick Street and 94-100 Gertrude Street). Variations in façade detailing throughout the precinct, including parapet ornamentation, balustrading and pediments, and applied decoration, make an aesthetic contribution to the overall character of the precinct [Criterion E].

The Gertrude Street Precinct is an important social and political hub in Melbourne for the Aboriginal community. A number of services were established in buildings in the precinct from the 1960s and it has long been an important meeting place for Aboriginal people [Criterion G].

### Historical Themes

This precinct is associated with the following themes as identified in the *City of Yarra Heritage Review Thematic History* (Lovell 1998):

2.0 The suburban extension of Melbourne

- 2.1 Settlement, land sales and subdivision
- 2.2 A street layout emerges

4.0 Developing local economies

- 4.4 Smaller retailers: Strip shopping

5.0 Local council and council services

- 5.5 Private and public transportation

7.0 Leisure and Entertainment in the Suburbs

- 7.1 Licensed Hotels and 'Sly Grog'.

### Precinct History

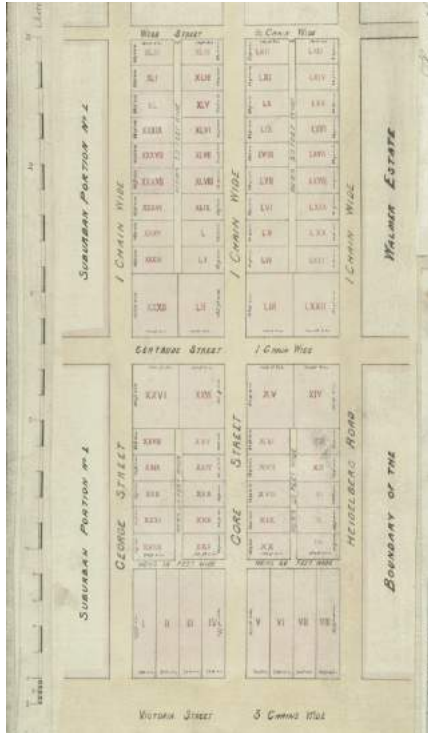
#### *Fitzroy established*

Prior to European settlement, the Wurundjeri-Willum people, a distinct language group of the Woiworrung tribe, occupied Fitzroy. Since European contact, many traditional owners of the land and descendants of the Woiworrung have returned to meet and settle in Fitzroy (Robertson et al, 2008:1).

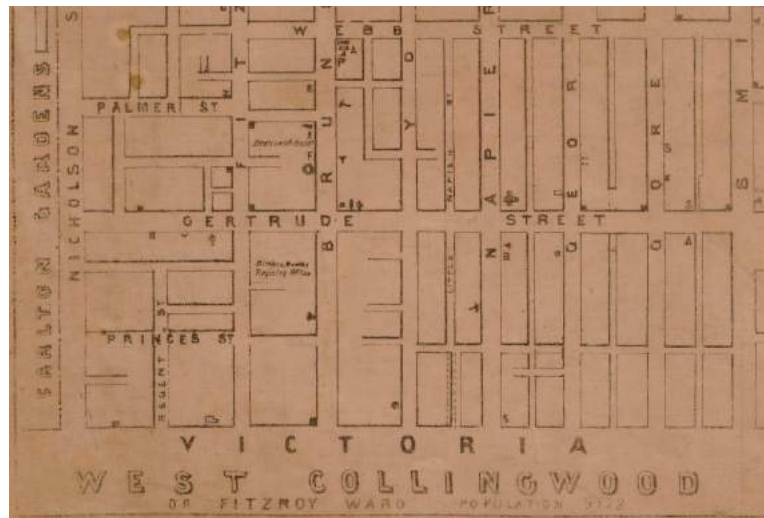
Two years after the European settlement of Melbourne in 1835, Crown land immediately to the north and east was subdivided into 88 portions by surveyor Robert Hoddle. These allotments were auctioned in Sydney in 1839 as part of the first land sales outside of the town reserve of Melbourne (Barrett 1971:14-15; Lewis, 2014:7). This land now forms the suburbs of Fitzroy, Collingwood, Richmond and Abbotsford. Crown portions 48 to 88 in the north were unofficially referred to as the 'district of Collingwood', and were administratively divided into two local government areas. The area west of Smith Street, now Fitzroy, was governed by the City of Melbourne until 1858 when the municipality of Fitzroy was established. Fitzroy was first called Newtown, then more commonly Collingwood West, and is attributed as being Melbourne's first suburb. The area east of Smith Street, now Collingwood and Abbotsford, was known as East Collingwood and did not form part of any local government until 1855, when the municipality of East Collingwood was formed (Barrett 1971:14-15).



The development of these localities was influenced by both the status of local governance within the two areas and the topography of the landscape. At the southern extent of what is now Fitzroy, near Victoria Parade, is Eastern Hill. To the east, the hill descends to a slope between Smith Street and Wellington Street (Collingwood Slope), followed by a flat plain that extends to the Yarra River (the Flat). These topographically distinct areas underwent substantially different urban development from 1850 (Barrett 1971:14-15).



**Figure 2.** The c1850 subdivision plan of Crown Portion 51 which extended Gertrude Street to Smith Street (SLV, no image no.)



**Figure 3.** Proeschel's c1855 map of 'West Collingwood' (current Fitzroy) showing key buildings along Gertrude Street. The map is annotated, 'showing the western part (or Fitzroy ward) as it will be in a very short time according to the Collingwood improvements act'.

### Nineteenth century

The first stage of non-Government development in what is now Fitzroy began in 1839, when pastoralist Benjamin Baxter and then Captain Brunswick Smyth subdivided Portion 49, creating the first sections of Gertrude and Brunswick streets, the intersection upon which Newtown (or New Town) established. Gertrude Street was extended by neighbouring property owners to Nicholson Street in the late 1840s and to Smith Street in 1850, by which date Brunswick Street had extended to Reilly Street (now Alexandra Parade) (Barrett, 1971:17-19; Robertson et al, 2008:2). Brunswick and Gertrude streets were the most important non-Government streets in Fitzroy, mainly due to the fact that their original alignments were continued for a considerable distance by a number of adjacent landowners. This contrasted strongly with the ad hoc pattern of subdivision and street layout which developed in other allotments in Fitzroy (Lovell 1998:14).

The city's wealthy were the first to populate Newtown on Eastern Hill from the early 1840s, with villas constructed along Gertrude Street from 1850. From its first stages of development Gertrude Street was considered a 'noble street', occupied by colonial aristocrats (Robertson et al, 2008:3-4; Lewis 1989:12). During the years of gold immigration in the early 1850s, development increased dramatically in Fitzroy and (East) Collingwood. Contemporary newspapers reported that new residents included gentleman and working men, with tensions developing between the two groups. The working class predominantly resided on the Collingwood Slope to the east, while the gentleman occupied Eastern Hill, where the land was high and dry and the main streets of Gertrude and Brunswick streets were maintained by Melbourne City Council (Barrett 1971:20-21). Fitzroy was the fastest growing ward in Melbourne following the discovery of gold, and it was

during this period that Gertrude Street firmly established itself as a commercial centre – one of the first outside of Melbourne’s city centre (Robertson et al, 2008:4). Trevena's shops at 181-183 Gertrude Street (VHR H866) are illustrative of 1850s development.

The 1849 *Melbourne Building Act* further shaped development on Gertrude Street. Under the provisions of the Act, which enforced fireproof construction, dwellings and commercial premises constructed in Fitzroy from the 1850s were typically exposed or cement rendered bluestone or brick buildings (Barrett 1971:20-21; Lovell 1998:16).

The occupations of Fitzroy residents reflected the social class of the area. Census records from the 1850s indicate that male residents were predominantly government clerks, lawyers, clergymen, physicians, surgeons, dentists, merchants and gentleman (Barrett 1917:31). Serving these residents were the high street businesses. In the 1860s, Gertrude Street, like Brunswick Street, was occupied by a wide range of small businesses, most of which served local needs. The 1860 Sands & McDougall Directory illustrates that Gertrude Street was a developed commercial strip occupied by hotels, dealers, drapers, grocers, fruiteries, bakers, butchers, tailors, dressmakers, upholsterers, bootmakers, watchmakers and booksellers amongst other services, with a cluster of residences west of Brunswick Street. Fourteen hotels were built on Gertrude Street from the 1850s to 1870s (Robertson et al, 2008:10); nine of which remain in 2019.

Reflecting a prospering trade and a growing community, the 1860s to 1880s saw the redevelopment of properties with less-substantial structures, the renovation of existing buildings, completion of terraces and rows, and the in-fill of the remaining land in Fitzroy (Lewis, 2014:26; Lovell 1998:51). Along Gertrude Street, buildings of brick or stone were constructed or renovated, forming predominantly single or two-storey (some taller) buildings, the latter with a shop to the ground floor and residence above. The 1880 Sands & McDougall Directory lists a variety of shops and services consistent with the 1860s occupancies, but in greater number. A majority of the buildings in Gertrude Street reflect this Victorian period of development, illustrating the pre-eminence of the commercial strip in the late nineteenth century (Lovell, 1998:51; Robertson et al, 2008:12). Prominent late-Victorian development included Blackett's shop and residence row at 158-164 Gertrude Street (1888).



**Figure 4.** Looking west down Gertrude Street (from Young Street) towards the Royal Exhibition Buildings, c1890. The buildings on the right were later demolished to make way for the Atherton Gardens development (SLV, Image No. a13938).

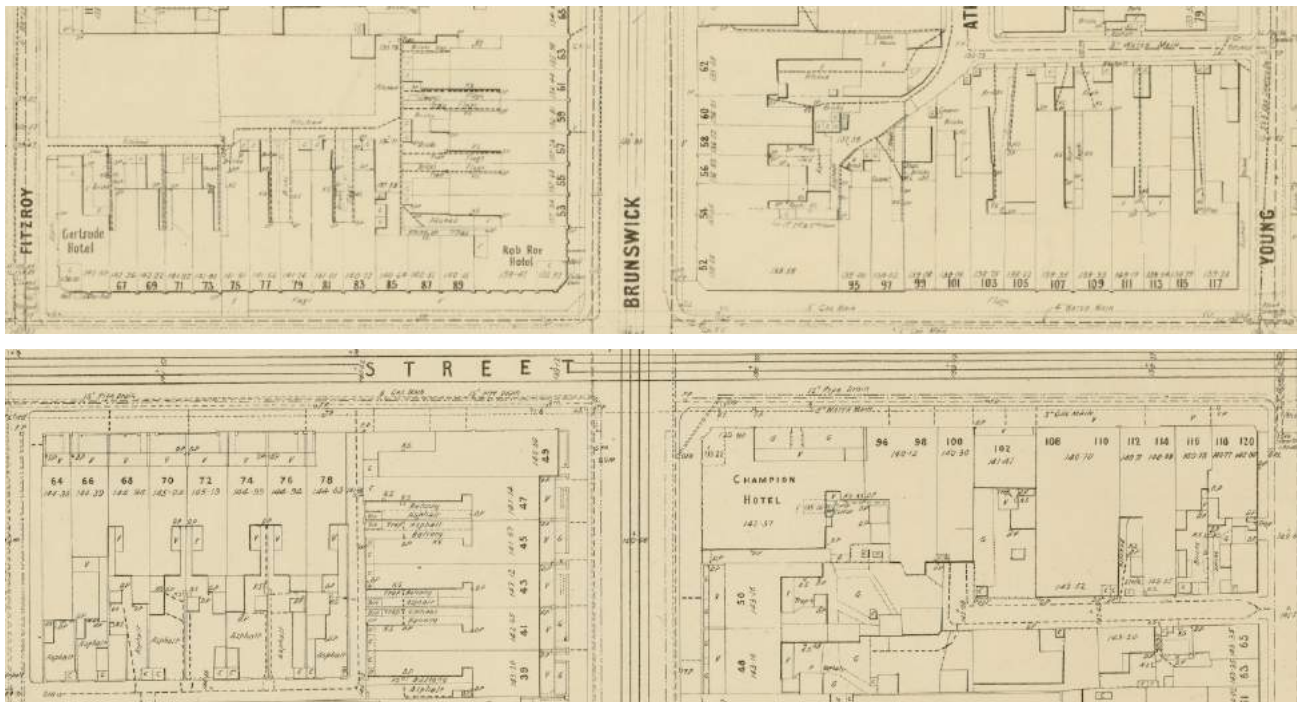
Many Fitzroy residents vehemently opposed the establishment of a horse-drawn cable car route through Fitzroy in the 1860s – an opposition that was continued into the 1880s against cable trams, to no avail. The Gertrude Street cable tram route was established in 1886, and the cable tram engine house built on the corner of Gertrude and Nicholson streets in 1886-87 (VHR H584; west of precinct) (Lovell 1998:64). This new form of transport boosted trade on Gertrude Street but also reduced the number of owner-occupiers in the area, with many seeking a suburban lifestyle that was now accessible with public transport (Lewis, 2014:26).

The prosperous 1880s came to an end with the 1890s depression, which caused construction in Fitzroy, and Melbourne more broadly, to virtually cease. In Gertrude Street, premises became vacant and property prices plummeted, transitioning Fitzroy into a working-class suburb. Along Gertrude Street, many of the grand



houses were turned into boarding houses as demand for housing increased, the unemployed took shelter, and criminals and illegal activities moved in. Gertrude Street became synonymous with trouble, while Brunswick Street became the principal commercial street (Robertson et al, 2008:15-16).

The 1898-99 series of Melbourne and Metropolitan Board of Works (MMBW) Detail Plans illustrate the dense commercial and residential occupation of Gertrude Street at the time. The 1900 Sands & McDougall Directory lists the street's numerous hotels and boardinghouses, and fewer commercial enterprises specialising in more luxury items. However, the practical businesses were sustained – bootmakers, bakers, grocers, butchers, furniture dealers and makers, laundries and bicycle makers.



**Figure 5.** The dense development at the intersection of Gertrude and Brunswick streets in 1898-99 (MMBW DP 1205 & 1206, 1898 & 1899).

### *Twentieth century*

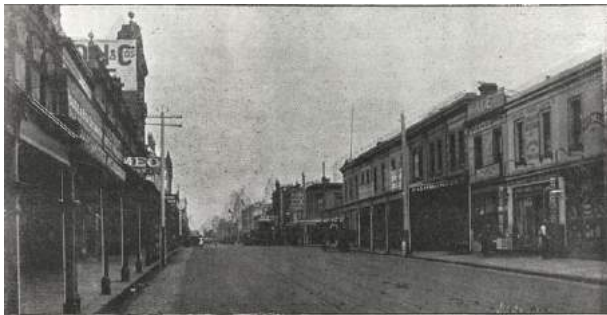
The economic fortunes of Victoria recovered after the turn of the century, and while there was a period of optimism at the beginning of the century accompanied by some new development, Gertrude Street would not regain its aristocratic status of the 1800s. Fitzroy had become a less desirable place to live and the low number of owner-occupiers decreased further as more owners moved out of the working-class suburb, leasing their buildings to tenants. Gertrude Street continued its commercial activities, serving locals and visitors, but was now overshadowed by trade on Smith and Brunswick streets (Robertson et al, 2008:21). Key Edwardian development within the strip at this time included the Champion Hotel at 50-54 Brunswick Street and its associated shops at 94-100 Gertrude Street (1911).



**Figure 6.** Looking east down Gertrude Street in 1905, at the intersection with Brunswick Street (right is Glass Terrace) (COYL Id. FL294).



**Figure 7.** Looking west down Gertrude Street in 1905. On the left is the three-storey buildings at 158-164 Gertrude Street (COYL Id. FL666).



**Figure 8.** Photo of Gertrude Street dating to 1905 (COYL, Id. FL667).



**Figure 9.** Illustration from the 1905 Collingwood and Fitzroy illustrated Directory and Handbook, of the multi-storied Chas. Johnston & Co., Furniture Manufacturers building at 184-186 Gertrude Street. The top two floors were destroyed by fire in 1963 (COYL, Id. FL670).

Following World War I, there was an increased demand for housing for returned servicemen, people moving towards the city for improved job prospects, an increasing number of immigrants, and return of Aboriginal people to the area. With this influx, Fitzroy became a poorer population and – due to its proximity to Melbourne – continued to attract the unemployed and homeless. Along Gertrude Street some buildings were condemned. Criminal activities thrived; the infamous Melbourne criminal Squizzy Taylor is often mentioned in association with the Renown Hotel (former Leviathan) at 146-148 Gertrude Street. By the end of the 1920s Fitzroy was regarded as one of Melbourne's worst slums, with a very high level of unemployment. In an attempt to remedy the situation, the government reduced the number of hotels permitted to operate to seven premises by 1930 (Robertson et al, 2008:23).

Some businesses took advantage of the low property values and vacancies. It was in the 1920s and '30s that Gertrude Street became known for its furniture stores between Napier and Gore streets (Robertson et al, 2008:24). Commercial occupants along the remainder of Gertrude Street in 1930 comprised a range of businesses serving the local community, such as grocers, Chinese laundries, dressmakers, dry cleaners, a plumber, chemist, hardware shop, butchers, clothing dealers, secondhand dealers, pawnbrokers, hairdressers and dressmakers.

During the Depression of the 1930s some Gertrude Street businesses survived while others succumbed to financial hardship. The illegal activities and criminal aspect of the street continued. However, 'against this backdrop of despair and misery developed the fabric of camaraderie, trust and support that characterised Fitzroy' during this period. A pharmacist on Gertrude Street in the 1930s, Duncan Reilly, stated that 'though poor and depressed, there was still a richness of life in Fitzroy' (Robertson et al, 2008:24).

The community of Gertrude Street struggled into the 1940s. During World War II, Gertrude Street experienced further overcrowding and poverty and the terraces that lined the street also housed American servicemen. Buildings fell into disrepair and the rate books recorded an increasing number of condemned buildings (Robertson et al, 2008:25, 31). By the early 1940s the Sands & McDougall Directories listed a lower number of businesses operating, and a higher proportion of residents. European names began to appear as occupants of Gertrude Street, and cafes and social clubs emerged, opened by new immigrants (Robertson et al, 2008:25, 31).



**Figure 10.** The poor condition of some shops in Gertrude Street in 1948 (COYL, Id. FL411).

### *Post-War*

Homelessness, overcrowding of houses and criminality continued into the 1950's, 60's and 70's. Gertrude Street was considered a 'red light' district with gambling at the back of cafes (Rittman & Wilson 2017:41). However, change was starting.

Following World War II, Gertrude Street experienced a wave of post-war immigration. New immigrants, particularly from Mediterranean countries, moved into the vacant buildings and established green grocers, fruit shops, fish and chip shops, cafes and clubs, bringing a new community and vibrancy to the street. By 1972, 12 clubs and coffee lounges had been opened in Gertrude Street by Greek, Macedonian, Turkish, Albanian and Yugoslav community members (Robertson et al, 2008:26). Despite this reinvigoration, Gertrude Street in the 1950s no longer compared to the commercial scale of Brunswick and Smith streets, with its drastically reduced number of businesses (Harding 2008:295).

During the post-war period, an increasing number of Aboriginal people returned from rural locations to their friends and family around Gertrude Street, in part due to the closure of reserves and missions which were subdivided by the government to make way for soldier settlements. Fitzroy, and Gertrude Street in particular, became the social and political hub for the Aboriginal community in Melbourne (Robertson et al, 2008:25, 39). From the 1960's onwards, a number of services for this community were set up on Gertrude Street, focusing on health, legal and housing assistance. The Aboriginal Community Health Centre was located on the corner of Charcoal Lane at 136 Gertrude Street from 1979 (previously at no. 229 from 1973). The Koori Club, a social club, opened in 1969 (no. 41), Fitzroy Stars Aboriginal Community Youth Club Gymnasium in 1977 (no. 184-186) and the Koori Information Centre in 1982 (no. 120). Hotels often became meeting places. The Builders Arms Hotel (no. 211; built c1850-1970) was known as the 'Black Pub of Melbourne' where people knew they would meet friends from Country, and would mix with the old locals and post-war immigrants. In the 1960s and '70s the Builders Arms was the base for Australia's black power movement, led by Bruce McGuinness (Robertson et al, 2008:31-33, 43; Fitzroy Aboriginal Heritage Walking Trail).



**Figure 11.** Land Rights demonstrators march down Gertrude Street in 1973. Pictured are Monica Hoffman, Sue Chilly, Bruce McGuinness and Hillary Saunders (Alick Jackamos Collection, via the Fitzroy Aboriginal Heritage Walking Trail).

Parts of the Gertrude Street streetscape saw drastic changes in the 1960s as a result of ‘slum clearance’, particularly on the north side of the street. Investigations into sub-standard housing in Fitzroy had commenced in the late 19<sup>th</sup> century, managed by local councils who would condemn and demolish unsanitary buildings and makeshift housing. Concern and investigations into slum housing continued to increase into the 1930s, when the Housing Commission and Slum Abolition Board were formed in the late 1930s. The Commission turned its focus to Fitzroy, Collingwood and Richmond by the 1950s with its ‘slum clearance’, or ‘housing reclamation’, to make way for high-density housing and new developments. In the 1960s and ‘70s the state government concentrated on the clearance of slums that had developed since the Depression of the 1890s. In the late 1960s, the entire block of over 60 shops and 120 houses between Gertrude, Brunswick and Napier streets was demolished by the Housing Commission, and replaced with the high-rise development of Atherton Gardens. These high-rise apartments housed locals in need, the Aboriginal community and later waves of immigrants, including those from Africa in the 1980s (Barrett 1971:166; Robertson et al, 2008:33). Atherton Gardens became a popular meeting place for the Aboriginal community, where families would reunite and stories were passed down.

In 1969, the Fitzroy Residents Association formed in response to the slum clearances and the state government’s proposed large-scale demolition in Fitzroy and Fitzroy North. The Association was successful in saving much of Fitzroy’s historic building stock. In the late 1970s, the City of Fitzroy recognised the cultural significance of the area and was the first municipality to complete building conservation studies in 1978 and 1979. In the 1980s, Council and local residents’ groups banded together to prevent further high-rise projects by the Housing Commission, and to thwart St Vincent’s Hospital from demolishing a row of houses on Gertrude Street for expansion of the complex (Kiss, 2014:53).



**Figure 12.** Looking east down Gertrude Street, c1969. Right is the Macedonian Social Club at 218 Gertrude Street, now Rose Chong’s costume shop (SLV Image H2010.105/160e).



**Figure 13.** Houses in poor condition on Gertrude Street, 1983 (COYL, Id. FL180).

Some larger-scale developments occurred in the late-twentieth century, replacing strips of earlier buildings, particularly west of Brunswick Street. In 1980, costume maker Rose Chong (220 Gertrude Street), recalled that at that date Gertrude Street had many boarded-up shopfronts among the social clubs and European cafes. She recalls that the 'scary' atmosphere of the street still lingered into the early 1990s, however, by the end of the 1990s the street was changing again. The Builders Arms changed ownership and attracted a more cosmopolitan crowd, other businesses arrived, the European social clubs relocated and the street transformed as the area gentrified (Robertson et al, 2008:35).

### *Twenty-first century*

Gertrude Street today is known Australia-wide as an important meeting place for Aboriginal people and remains the location of a number of services to assist the community (Robertson et al, 2008:1). Atherton Gardens and areas near the corner of Gertrude and Gore streets are recognised as areas of Aboriginal Cultural Heritage Sensitivity.

In terms of European settlement, Fitzroy was the first Melbourne suburb and remains the most complete repository of buildings fabric of the 1850s and '60s (Lewis, 2014:6). The local community have long safeguarded the area's heritage buildings. Some recent development has occurred, including a large-scale apartment building adjacent to George Street.

In 2019, Gertrude Street – with its dominant Victorian-era building stock – continues to serve the local community and is an independent food, fashion and gallery destination with a strong Traders Association. The street again houses owner-occupiers and is known as an 'exciting and dynamic place to be with a diversity of people and businesses' (Robertson et al, 2008:35-7).



**Figure 14.** Gertrude Street Projection Festival lights up the historic commercial strip (Fitzroyalty, 2010).

### **Physical Description**

The Gertrude Street Precinct is a linear commercial precinct in Fitzroy which comprises Gertrude Street from Smith Street to Brunswick Street and further west to Fitzroy Street on the north side. Abutting the western end of the precinct, on the north side of Gertrude Street, is the World Heritage Environs Area Precinct (HO361). The large section on the north side of Gertrude Street from Brunswick Street to Napier Street, known as Atherton Gardens and occupied by high-rise social housing, is excluded from the precinct.

The main development period of the Gertrude Street Precinct is from the 1850s to the 1890s and the streetscape dates largely from this period. It is a commercial precinct with a dominant streetscape of attached two-storey Victorian shops and residences, with no setback from the street boundary. The facades of these buildings are predominantly cement rendered and parapeted with repetitive rows of upper level fenestration. They vary in both scale and detailing - generally facades from the earlier Victorian period of the 1850s-70s are smaller in scale with little applied decoration, and those from the High Victorian period of the 1880s and 1890s are of greater height with more elaborate detailing. This is evident throughout the precinct including Early Victorian examples (nos. 153-159) and High Victorian examples (nos. 161-167; 184-186; and Blackett's Shop and Residence at nos. 158-164 - an elaborate three-storey red brick row).



Other commercial buildings contribute to the Victorian character of the precinct, including the Former ES&A Bank (nos. 136-138) and corner hotels such as the Builders Arms Hotel (nos. 211-217), the former United Service Club (no. 122) and the former Leviathan Hotel (nos. 146-148).

A small group of Edwardian buildings from the early twentieth century also make a contribution to the precinct. These present as red brick (some overpainted) facades with cement render detailing. The most elaborate, and intact, building from this period is the Champion Hotel at the south-east corner of Brunswick Street and the associated shops and residences to the east in Gertrude Street (nos. 94-100).

The original form and detailing of a small number of shopfronts remains evident in the precinct with display windows, tiled plinths and entry recesses retained.



**Figure 15.** South side of Gertrude Street – east end (GJM Heritage, October 2019)



**Figure 16.** South side of Gertrude Street – eastern end (GJM Heritage, October 2019)



**Figure 17.** North side of Gertrude Street – east of Napier Street (GJM Heritage, October 2019)



**Figure 18.** North side of Gertrude Street – west end (GJM Heritage, October 2019)

### Integrity

The Gertrude Street Precinct retains a very high degree of integrity to the Victorian and Edwardian period in fabric, form and detail. While some alterations have been made to these buildings, particularly at street level, this does not diminish the ability to understand and appreciate the place as a fine example of a Victorian and Edwardian commercial precinct.

### Comparative Analysis

A number of precincts are included in the Heritage Overlay of the City of Yarra as highly intact commercial 'High Streets' which date from the Victorian and Edwardian periods. These include:

- Brunswick Street Precinct, Fitzroy (HO311)

- Smith Street Precinct, Fitzroy/Collingwood (HO333)
- Queens Parade Precinct, North Fitzroy/Clifton Hill (HO330)
- Swan Street Precinct, Richmond (HO335)
- Bridge Road Precinct, Richmond (HO310).

These precincts have been included in the Heritage Overlay as important turn of the century ‘High Streets’ in the City of Yarra. They have operated as key commercial centres in the municipality since the mid-nineteenth century and retain substantial numbers of intact commercial buildings to enable the clear demonstration of the principal characteristics of a Victorian and Edwardian ‘High Street’.

As an important and early ‘High Street’ in Fitzroy, the Gertrude Street Precinct exhibits similar characteristics to these identified High Street precincts. Operating as a commercial centre from the mid-nineteenth century, the precinct retains substantial numbers of buildings, primarily from the Victorian period, to clearly demonstrate the principal characteristics of a major nineteenth century ‘High Street’.

### **Assessment Against Criteria**

Following is an assessment of the place against the recognised heritage criteria set out in *Planning Practice Note 1: Applying the Heritage Overlay* (August 2018).

**Criterion A:** *Importance to the course or pattern of our cultural or natural history (historical significance).*

The Gertrude Street Precinct is an important and early ‘High Street’ in the City of Yarra and has functioned continuously as one of Fitzroy’s key commercial centres since the mid-nineteenth century. It retains a substantial collection of highly intact commercial buildings, predominantly from the Victorian period, including shops and associated residences, hotels and a former bank building. Together these buildings demonstrate the development of this ‘High Street’, particularly from the 1850s to c1900 when substantial growth in the street occurred, and are illustrative of the enduring role the street has played in the economic and social life of Fitzroy since the establishment of the suburb.

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

The highly intact streetscape of the Gertrude Street Precinct clearly demonstrates the principal characteristics of a Victorian ‘High Street’ in the City of Yarra. Typical characteristics – including a predominantly two-storey Victorian street wall height, parapeted rendered or red brick facades, repetitive upper floor fenestration, and ground floor shopfronts – are displayed in the original forms, fabric and detailing of the majority of the buildings. The streetscape is particularly intact and consistent in architectural form and expression.

**Criterion E:** *Importance in exhibiting particular aesthetic characteristics (aesthetic significance).*

The Gertrude Street Precinct contains a number of individually significant places which are well-considered and carefully detailed examples of commercial buildings. These include, among others, shops and residences at 153-159 and 184-186 Gertrude Street, the Builders Arms Hotel (211-117 Gertrude Street) and the Champion Hotel and associated shops and residences (50-54 Brunswick Street and 94-100 Gertrude Street). Variations in façade detailing throughout the precinct, including parapet ornamentation, balustrading and pediments, and applied decoration, make an aesthetic contribution to the overall character of the precinct.

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

The Gertrude Street Precinct is an important social and political hub in Melbourne for the Aboriginal community. A number of services were established in buildings in the precinct from the 1960s and it has since become a long and enduring meeting place for Aboriginal people.



## Grading and Recommendations

It is recommended that the place be included in the Heritage Overlay of the Yarra Planning Scheme as a heritage precinct.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Yarra Planning Scheme:

<b>External Paint Controls?</b>	No
<b>Internal Alteration Controls?</b>	No
<b>Tree Controls?</b>	No
<b>Outbuildings or Fences not exempt under Clause 43.01-3?</b>	No
<b>Prohibited Uses Permitted?</b>	No
<b>Incorporated Plan?</b>	Yes - Incorporated Plan under the provisions of clause 43.01 Heritage Overlay, Planning permit exemptions, July 2014
<b>Aboriginal Heritage Place?</b>	No

## Recommended Schedule of Properties and Gradings

<b>Place address</b>	<b>Grading</b>	
65	Gertrude Street, Fitzroy	Contributory
67	Gertrude Street, Fitzroy	Contributory
69	Gertrude Street, Fitzroy	Contributory
71	Gertrude Street, Fitzroy	Contributory
73	Gertrude Street, Fitzroy	Contributory
75	Gertrude Street, Fitzroy	Contributory
77	Gertrude Street, Fitzroy	Contributory
79	Gertrude Street, Fitzroy	Contributory
81	Gertrude Street, Fitzroy	Contributory
83	Gertrude Street, Fitzroy	Contributory
153	Gertrude Street, Fitzroy	Individually Significant
155	Gertrude Street, Fitzroy	Individually Significant
157	Gertrude Street, Fitzroy	Individually Significant
159	Gertrude Street, Fitzroy	Individually Significant
161	Gertrude Street, Fitzroy	Contributory
163	Gertrude Street, Fitzroy	Contributory
165	Gertrude Street, Fitzroy	Contributory
167	Gertrude Street, Fitzroy	Contributory
169-171	Gertrude Street, Fitzroy	Contributory
173-175	Gertrude Street, Fitzroy	Contributory
177	Gertrude Street, Fitzroy	Contributory
179	Gertrude Street, Fitzroy	Contributory
187	Gertrude Street, Fitzroy	Not contributory
189	Gertrude Street, Fitzroy	Contributory
191	Gertrude Street, Fitzroy	Contributory
193	Gertrude Street, Fitzroy	Contributory
195	Gertrude Street, Fitzroy	Contributory
197	Gertrude Street, Fitzroy	Contributory
199	Gertrude Street, Fitzroy	Contributory
201	Gertrude Street, Fitzroy	Contributory

203-205	Gertrude Street, Fitzroy	Not contributory
207-209	Gertrude Street, Fitzroy	Contributory
211	Gertrude Street, Fitzroy	Individually Significant
219-227	Gertrude Street, Fitzroy	Not contributory
229	Gertrude Street, Fitzroy	Contributory
231	Gertrude Street, Fitzroy	Contributory
233	Gertrude Street, Fitzroy	Contributory
235	Gertrude Street, Fitzroy	Contributory
237	Gertrude Street, Fitzroy	Contributory
243-245	Gertrude Street, Fitzroy	Contributory
247	Gertrude Street, Fitzroy	Contributory
-	Gertrude Street, Fitzroy	
90-92	Gertrude Street, Fitzroy	Individually Significant
94	Gertrude Street, Fitzroy	Individually Significant
96	Gertrude Street, Fitzroy	Individually Significant
98	Gertrude Street, Fitzroy	Individually Significant
100	Gertrude Street, Fitzroy	Individually Significant
102-104	Gertrude Street, Fitzroy	Contributory
108-110	Gertrude Street, Fitzroy	Contributory
112-114	Gertrude Street, Fitzroy	Contributory
116	Gertrude Street, Fitzroy	Contributory
118	Gertrude Street, Fitzroy	Contributory
120	Gertrude Street, Fitzroy	Contributory
122	Gertrude Street, Fitzroy	Contributory
122A	Gertrude Street, Fitzroy	Contributory
124	Gertrude Street, Fitzroy	Contributory
126	Gertrude Street, Fitzroy	Contributory
128	Gertrude Street, Fitzroy	Not contributory
130	Gertrude Street, Fitzroy	Contributory
132-134	Gertrude Street, Fitzroy	Contributory
136	Gertrude Street, Fitzroy	Individually Significant
142-144	Gertrude Street, Fitzroy	Not contributory
148	Gertrude Street, Fitzroy	Contributory
150-156	Gertrude Street, Fitzroy	Contributory
158	Gertrude Street, Fitzroy	Individually Significant
160-162	Gertrude Street, Fitzroy	Individually Significant
164	Gertrude Street, Fitzroy	Individually Significant
166	Gertrude Street, Fitzroy	Not contributory
184-186	Gertrude Street, Fitzroy	Individually Significant
188-196	Gertrude Street, Fitzroy	Contributory
198-200	Gertrude Street, Fitzroy	Contributory
202	Gertrude Street, Fitzroy	Individually Significant
204	Gertrude Street, Fitzroy	Contributory
206-208	Gertrude Street, Fitzroy	Contributory
210-214	Gertrude Street, Fitzroy	Contributory
218-220	Gertrude Street, Fitzroy	Contributory
222-224	Gertrude Street, Fitzroy	Contributory
226	Gertrude Street, Fitzroy	Contributory
228	Gertrude Street, Fitzroy	Not contributory
230-232	Gertrude Street, Fitzroy	Not contributory
234-238	Gertrude Street, Fitzroy	Not contributory
240	Gertrude Street, Fitzroy	Contributory
242	Gertrude Street, Fitzroy	Contributory
244	Gertrude Street, Fitzroy	Contributory



50-54	Brunswick Street, Fitzroy	Individually Significant
74-78	Gore Street, Fitzroy	Not contributory
44	Little Napier Street, Fitzroy	Not contributory
70-74	Napier Street, Fitzroy	Contributory

### Extent of the recommended Heritage Overlay Precinct

Properties include: 65-83, 153-179, 187-247 & 90-248 Gertrude Street, 50-54 Brunswick Street, 74-78 Gore Street, 44 Little Napier Street & 70-74 Napier Street, Fitzroy. As indicated by the red polygon on the map below.



**Figure 19.** Recommended Heritage Overlay precinct boundary in red. Pink indicates existing Heritage Overlays. North to top (Basemap source: VicPlan).

### Identified by:

GJM Heritage (October 2019), *Brunswick Street and Smith Street Built Form Review*

### References:

Allom Lovell & Associates (1998), *A City of Yarra Heritage Review, Thematic History*.

Barrett, Bernard (1971), *The Inner Suburbs, The evolution of an industrial area*, Carlton [Vic.].

City of Yarra Library (COYL), Identification numbers as cited above.

Fitzroy Aboriginal Heritage Walking Trail, accessed via

<<http://aboriginalhistoryofyarra.com.au/FitzroyAboriginalHeritageWalkingTrail.pdf>>, 1 December 2017.

Fitzroyalty, 'at the Gertrude St projection festival', <<https://fitzroyalty.net/2010/07/12/at-the-gertrude-st-projection-festival/>>, accessed 4 December 2017.

Harding, Eleanor, 'Aboriginal Fitzroy' in Fitzroy History Society & Cutten History Committee (2014, 1<sup>st</sup> edition 1989), *Fitzroy : Melbourne's first suburb*, South Yarra [Vic.].

Kiss, Rosemary, 'The Business of Politics' in Fitzroy History Society & Cutten History Committee (2014, 1<sup>st</sup> edition 1989), *Fitzroy : Melbourne's first suburb*, South Yarra [Vic.].

Lewis, Miles, 'The First Suburb' in Fitzroy History Society & Cutten History Committee (2014, 1<sup>st</sup> edition 1989), *Fitzroy : Melbourne's first suburb*, South Yarra [Vic.].

Melbourne and Metropolitan Board of Works (MMBW) Detail Plans, as cited.



Proeschel, F., c1855, 'Map of Collingwood : showing the western part (or Fitzroy ward) as it will be in a very short time according to the Collingwood improvements act [map].

Rittman, Anne & Maz Wilson (2017), *Brunswick Street, Art & Revolution*, Melbourne.

Robertson, Jill, Luke Commadeur & Fitzroy History Society (2008), *Gertrude Street Fitzroy*, Fitzroy [Vic.], via Fitzroy History Society, <<https://fitzroyhistorysociety.org.au/wp-content/uploads/Gertrude-Street-Booklet.pdf>>, accessed August 2019.

Sands & McDougall Directories.

Sowerwine, Charles, 'Public Transport and the Fitzroy Identity' in Fitzroy History Society & Cutten History Committee (2014, 1<sup>st</sup> edition 1989), *Fitzroy : Melbourne's first suburb*, South Yarra [Vic.].

State Library of Victoria (SLV), images as cited.