

3 December 2019

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Dear Amanda

Amendment C231 - 390A Queens Parade Heritage Review in response to Panel Report

As requested, this letter provides my review of the heritage grading of buildings on 390A Queens Parade, North Fitzroy (the subject site), except for the 'substation' building, to determine whether a change in the grading from Non-contributory to Contributory is justified for any of the buildings. This review is in response to a recommendation made by the Amendment C231 Panel.

My report setting out the methodology and findings of the review is attached to this letter. Based on this, my findings in relation to the gradings of the buildings on the subject site other than the 'substation' may be summarised as follows:

- As shown on the aerial plan below, the section of building outlined in green is an original part of the c.1904 'substation' building (outlined in red), which the Amendment C231 Panel has accepted warrants a Contributory grading. For this reason, it also warrants a Contributory grading.



Aerial view of subject site (Source: Nearmap). Red = Amendment C231 Contributory grading, Green = Recommended extension of Contributory grading, Yellow = Not Contributory

- The other buildings on the subject site (outlined in yellow) do not warrant a Contributory grading. I agree with the findings of the GJM Heritage Analysis that they either were not constructed within the historic development period associated with the HO330 precinct ('c'), or have been altered over time to the extent that their heritage values are not well demonstrated ('d', 'e'). The Not contributory grading proposed by Amendment C231 should remain.

Table 1 on pp. 7-10 of the attached report provides further details, which includes recommended changes to the Appendix 8 incorporated document.

I also believe it would be desirable to amend the proposed new HO330 statement of significance (specifically in the 'Description' section under 'What is significant') to include more specific reference to the buildings at the rear of the Queens Parade retail strip. Please see p.7 of the attached report for details.

Please contact me if you have any questions or require further information.

Fond regards



David Helms

Amendment C231 – 390A Queens Parade Heritage Advice

Purpose

This report provides a review of the heritage grading of buildings at 390A Queens Parade, North Fitzroy (the subject site), except for the ‘substation’ building, to determine whether a change in the grading from Non-contributory to Contributory is justified for any of the buildings. This review is being undertaken in response to a recommendation made by the Amendment C231 Panel (see below).

The subject site contains five distinct buildings and for the purposes of this review I have used the plan prepared by Lovell Chen (see list of references below) that identifies the boundaries of each on the site.

The building known as the ‘substation’ is building ‘a’ on this plan. This review therefore considers the buildings identified as ‘b’, ‘c’, ‘d’ and ‘e’.



Aerial photograph showing the five buildings on the subject site. Reproduced from Lovell Chen (May 2019), Original source: Nearmap

Background

Amendment C231, amongst other things, proposes to implement the recommendations of the *Queens Parade Built Form Heritage Analysis & Recommendations* (11 December 2017) prepared by GJM Heritage for the City of Yarra. Amendment C231 proposes to make the following specific changes to the heritage controls for the subject site in accordance with the GJM report:

- Transferring the subject site from HO327 North Fitzroy Precinct to the HO330 Queens Parade Precinct.
- In the Appendix 8 Incorporated Document, applying a Contributory grading to the 'substation' building at 390A Queens Parade (described as '2 storey building in NE corner'). The other buildings at 390A Queens Parade (described as 'all buildings except 2 storey building in NE corner') are separately listed and graded Not contributory.

The submissions to Amendment C231 included some, which believed that other buildings on the subject site warranted a Contributory grading.

The Amendment C231 Panel (p.100) found:

'Contributory' grading of the north-east corner building at 390A Queens Parade and 'not contributory' to other buildings on the subject land within HO330 as exhibited, is appropriate and consistent with PPN01.

However, the Panel also considered (p.100) "... there is merit in Council undertaking further detailed assessment of this entire property and immediate surrounds, to consider whether other built forms or structures warrant a further regrading within this heritage precinct (HO330)" and recommended the City of Yarra:

Undertake further heritage assessment of the existing built form and associated structures located at 390A Queens Parade to establish whether other buildings and associated structures on this property would support or warrant a 'contributory' grading within the context of HO330. (p.104 of the Panel report)

There is also a planning permit application for this site to construct 15 x four storey town houses that proposes demolition of all the buildings on the site. The applicant has appealed to VCAT on failure to determine the application. The VCAT hearing will be held in early 2020.

Methodology

The written material provided to me includes heritage reports and advice prepared by GJM for the City of Yarra, and by Lovell Chen for the owner/developer of the subject site, as well as submissions by local residents to the Amendment C231. This material contains adequate historical information about the development of the subject site and for this reason no further research has been required. The key tasks associated with this review have been:

- A detailed review of this material, which includes:
 - Amendment C231 Panel report.
 - *Queens Parade Built Form Heritage Analysis & Recommendations* (11 December 2017) and *Memorandum of Advice: Queens Parade Built Form Review Amendment C231 – Response to submissions* (16 April 2019), both prepared by GJM Heritage for the City of Yarra.
 - *Heritage impact statement, 390A Queens Parade, Fitzroy North, VIC 3068* (May 2019) prepared by Lovell Chen for Plenty & Dundas PL.

- Two Amendment C231 submissions (nos. 95 & 298) in relation to the subject site made by local residents (includes the updated submissions presented to the Amendment C231 panel).
- An inspection of the site (to confirm the integrity and intactness of the buildings and their visual/physical relationship to the adjoining buildings within the HO330 precinct) and,
- An analysis having regard the historic and physical evidence, as to whether the buildings other than the 'substation' contribute to the significance of the HO330 precinct having regard to the new statement of significance prepared by GJM.

GJM Heritage Analysis findings

The GJM Heritage Analysis included the review of heritage gradings and HO boundaries and the subject site is one of two groups of properties at the rear of Queens Parade that are currently contained in the adjoining HO327 – North Fitzroy Precinct. In relation to the HO boundary, the GJM Heritage Analysis (Appendix G, p.23) concluded:

Historically it appears that all of the buildings at the rear of Queens Parade serviced properties fronting Queens Parade. It is therefore considered appropriate that they be removed from HO327 – North Fitzroy Precinct and included within HO330 – Queens Parade Precinct.

The following specific comments were made about the subject site (Appendix G, p.24):

390A Queens Parade is a large parcel of land containing four discreet structures. Based on an analysis of the built fabric on the site and the historical plans and aerial, it is considered that the only largely intact building remaining is the two-storey substation in the northeast corner of the site. The brickwork indicates the building dates from the late nineteenth century, and although some original openings have been closed, the original form and fenestration pattern remain. This building is considered to contribute to the significance of the precinct. The other buildings on the property are of more recent construction or have been substantially altered over time. They are not considered to contribute to the significance of the precinct.

The other buildings at the rear of the Queens Parade retail strip reviewed by the GJM Heritage Analysis are at the rear of 304, 312 & 316 Queens Parade. Of these, the GJM Heritage Analysis only identified the building at 312 Queens Parade as 'Contributory', as it:

... retains the same footprint as shown in the 1904 MMBW plan and comprises a two-storey brick and weatherboard structure and associated yard from the late nineteenth century. While the building is in very poor condition, it retains its historic fabric and is considered to contribute to the significance of the precinct. (Appendix G, p.23).

The other buildings were assessed as not having heritage value (Appendix G, p.23):

- The building at the rear of 304 Queens Parade "is a simple utilitarian structure that can no longer be understood as dating from a particular period and is not considered to have heritage value".
- The building at the rear of 316 Queens Parade "is a utilitarian cream brick garage that appears to date from the c1950s/60s".

Gradings review and analysis

Amendment C231 proposes to introduce a new statement of significance for the HO330 Queens Parade Precinct prepared by GJM Heritage. A copy is attached.

In accordance with this statement of significance, the buildings assessed as Contributory by the GJM Heritage Analysis at 312 (rear) and 390A Queens Parade each contribute to the historic significance (Criterion A) of the HO330 Precinct having regard to the following statement under 'Why is it significant':

It contains 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, as well as a group of detached Edwardian residences at the north-eastern end. Together these buildings demonstrate the development of this 'High Street', particularly from the 1870s to c1920 when substantial growth along the boulevard occurred, and are illustrative of the enduring role the street has played in the economic and social life of North Fitzroy and Clifton Hill since the establishment of the suburbs.

The approximate construction dates of each of the buildings on the subject site have been established in the reports mentioned above using sources such as the MMBW plan of 1904, Sands & McDougall Directories, rate books, probate records and aerial photos.

Figure 1 is a c.1925-1940 aerial photo reproduced in both the GJM and Lovell Chen reports that provides a useful snapshot of the subject site during the interwar period.

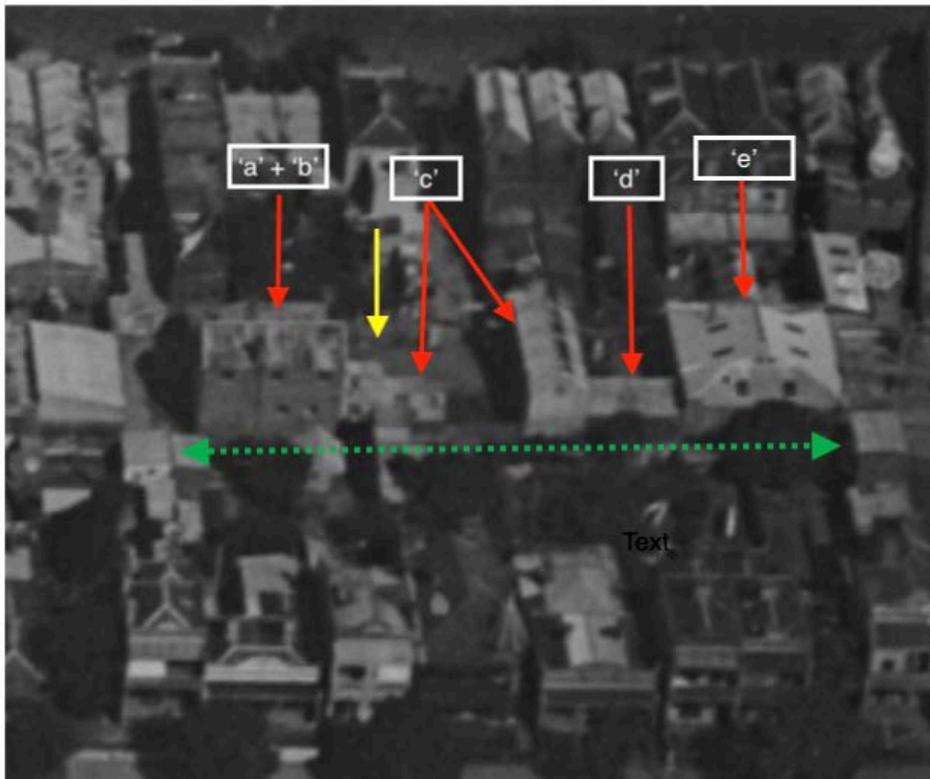


Figure 1: Aerial dating to c.1925-40. Source: GJM Heritage Analysis, Appendix G, p.23. The red arrows show the location of the present buildings including 'a', 'b' and 'e', which were extant at the time. The yellow arrow indicates the vacant land now occupied by an extension to building 'b'.

Based on this information and my inspections of the buildings Table 1 provides a summary of my findings.

In addition to this, while I believe the contributory significance of these buildings at the rear of the retail strip in the Queens Parade precinct is appropriately reflected in the SoS under 'Why', they are not explicitly identified in the Description section under 'What', which focuses upon the buildings facing directly to Queens Parade. It would be desirable to include a brief reference to these buildings constructed at the rear of shops, perhaps at the end of the first paragraph under 'Description'. For example, as shown underlined below:

Description

The main development period of the Queens Parade Precinct is from the 1870s to c1920 and the streetscape largely dates to this period. A small number of buildings from both earlier and later periods make a contribution to the precinct. A number of individually significant buildings are contained within the precinct, dating predominantly from the 1870s-1920 period.

Buildings are predominantly attached Victorian and Edwardian shops and residences. They are predominantly two-storey with some single-storey shops interspersed. At the rear of some are buildings such as stables and small factories that serviced the shops facing Queens Parade. Towards the north-eastern end of the precinct are a row of detached single and two-storey residences, predominantly from the Edwardian period.

Table 1 – Review of gradings

Building	Assessment	Recommendation
'b'	<p>Part of this building was constructed c.1904 as a bakery for Mr Willmott to supply his adjacent shop at 392 Queens Parade (Lovell Chen & Submission 298). The two-storey building now known as the 'substation' forms the other section of the original c.1904 bakery.</p> <p>Sometime after c.1945 the building was extended westward along the laneway – see the yellow arrow in Figure 1, which shows this land was vacant at that time. The images below indicate the approximate division between the two phases of building: black is c.1904 and red is c.1940.</p> <p>The c.1904 section is constructed of red brick (with the same brick bond as the 'substation' building) with a skillion roof and retains at least one original window and doorway. While altered, it can clearly be understood as being part of the original 'substation' building, which the Amendment C231 Panel has accepted warrants a Contributory grading.</p> <p>For this reason the c.1904 section also warrants a Contributory grading.</p> <p>The post-c.1940 section is not significant.</p>	<p>The Contributory classification should be extended to include the c.1904 section of the single storey building. The c.1945 section should remain as Not contributory (see plan in the covering letter to this report)</p> <p>In the Appendix 8 Incorporated Document listings for 390A Queens Parade:</p> <ol style="list-style-type: none"> In listing 1 replace '2 storey building in NE corner' with: 'Former Willmott bakery (now part substation) constructed c.1904 at north-east end'. In listing 2 replace 'all buildings except 2 storey building in NE corner' with: 'All buildings except former Willmott bakery (now part substation) constructed c.1904 at north-east end' <p>Create a Hermes record (or update the existing) for 390A Queens Parade to identify the Contributory and Not contributory buildings.</p>

Building	Assessment	Recommendation
 <p data-bbox="264 936 754 1025"><i>Showing connection between double and single storey sections of the c.1904 building</i></p>	 <p data-bbox="799 734 1401 831"><i>Showing the approximate division between the c.1940 addition (painted red) to the c.1904 building (painted black)</i></p>	
<p data-bbox="264 1043 347 1077">'c'</p>	<p data-bbox="411 1043 938 1263">Single storey L-shaped building dating from post-1945. Constructed of bricks with a skillion roof. The wall along north side is comprised of mixed bricks including what appear to be early bricks that may have come from the previous buildings on the site shown in Figure 1.</p> <p data-bbox="411 1272 938 1395">This building was not constructed within the historic development period associated with the HO330 precinct and is not considered to have heritage value.</p>	<p data-bbox="975 1043 1401 1167">Does not warrant a Contributory grading. Retain Not contributory grading as proposed by Amendment C231.</p>
 <p data-bbox="264 1899 491 1928"><i>The south elevation</i></p>	 <p data-bbox="799 1863 1401 1924"><i>Section of the north wall showing the variety of new and old bricks used in construction.</i></p>	

Building	Assessment	Recommendation
<p>'d'</p>	<p>The north wall of this building may include part of the original wall of the early stables building shown in Figure 1. However, this is all that remains and the building has been significantly altered.</p> <p>Comparable to 304 Queens Parade as a simple utilitarian structure that can no longer be understood as dating from a particular period and is not considered to have heritage value.</p>	<p>Does not warrant a Contributory grading. Retain Not contributory grading as proposed by Amendment C231.</p>
<div style="display: flex; justify-content: space-around;">   </div> <p data-bbox="264 992 770 1122"><i>The remnant north wall of the building. Note how upper section of wall is partially out of alignment (i.e., leaning toward the lane) and use of different bricks in the upper section</i></p> <p data-bbox="799 1346 1382 1379"><i>Detail of north wall showing remnants of corbelling</i></p>		
<p>'e'</p>	<p>While this building dates to c.1930, it is a plain brick building, which has no distinguishing features apart from the half-gabled roof. Part of the south elevation is obscured and the visible west elevation has been significantly altered.</p> <p>It is comparable to 304 Queens Parade as a simple utilitarian structure that can no longer be understood as dating from a particular period and is not considered to have heritage value.</p>	<p>Does not warrant a Contributory grading. Retain Not contributory grading as proposed by Amendment C231.</p>

Building	Assessment	Recommendation
	 <p data-bbox="264 651 758 745"><i>The south wall of the building (at right) is partly obscured by later additions (garage directly ahead)</i></p>	 <p data-bbox="798 725 1396 757"><i>The altered west elevation, showing the roof.</i></p>

Attachment – Proposed H0330 Queens Parade Precinct statement of significance

Source: GJM Heritage Analysis, Appendix H.

What is significant?

Queens Parade, North Fitzroy from south-west of Delbridge Street to Brennand Street (nos. 264-492); Queens Parade, Clifton Hill from Wellington Street to Turnbull Street (nos. 61-197), Queens Parade Road Reserve from St John the Baptist Church Presbytery to the railway overpass, and Raines Reserve. NOTE: 12 and 14 Brennand Street (not contributory) are included in H0330 in Appendix 8 but mapped in H0327.

History

First established as a track linking Melbourne and Heidelberg in the late 1830s, Queens Parade was one of Melbourne's first major roads. Originally extending from the top of Bourke Street, the route followed an irregular course to the north-east and continued across Merri Creek. The road was surveyed by Hoddle as a substantial three chain (60 metre) wide boulevard, reserved in 1853, and known as Heidelberg Road at the south-west end and Plenty Road further to the north-east and crossing Merri Creek. This thoroughfare to Northcote and Heidelberg formed part of the boundary between Clifton Hill and North Fitzroy and was renamed Queens Parade in the early twentieth century.

Allotments were sold in Queens Parade from 1853, on the northern side, south of Merri Creek as part of the Northcote township reserve. The Scotch Thistle Hotel, the present Terminus Hotel, had been built as part of this township by 1854 and some early bluestone terrace houses remain nearby at the corner of Rushall Crescent. Allotments fronting both sides of Queens Parade sold from 1864, however the street remained largely undeveloped until the construction of buildings such as the Daintons Family Hotel at the corner of Gold Street in 1875 and St John's Roman Catholic Church (now St John the Baptist Church), in 1876.

This thoroughfare between Melbourne and the northern districts experienced a development boom in the 1880s, with commercial functions serving local residents as well as those travelling through, and much of the present building stock in the precinct was constructed at this time. Development on the North Fitzroy (northern) side was predominantly two-storeys, including shops with residences above, such as the building at the corner of Michael Street (336-338 Queens Parade, 1870-1890) and banks, including the National Bank of Australasia (1886) and the three-storey landmark building, the former London Chartered Bank (later the ANZ Bank, 1889). The Clifton Hill (southern) side of the street developed with some shops, large commercial enterprises and some public buildings, including the Post and Telegraph Office (1893), a row of seven shops and residences known as Campi's Buildings (1880s), the State Savings Bank (1889), and the Clifton Hill Hotel (1884) on the south-east corner of Wellington Street.

Public transport was established in the area during the Boom years of the 1880s. A cable tram service was provided along the developing Queens Parade commercial strip in 1887, terminating at the Merri Creek and this was extended to Northcote in 1889. Increasing demand for public transport resulted in the opening of the Royal Park to Clifton Hill railway in 1888.

Development in Queens Parade decreased during the depression years of the 1890s, however a 1904 Melbourne and Metropolitan Board of Works detail plan indicates it was

a tree lined commercial street with verandahs over the footpaths on both sides of Queens Parade by that time. Commercial development re-commenced in the early twentieth century, adding an Edwardian presence to the existing Victorian character of the precinct. Edwardian buildings include the Clifton Hill & Northcote United Friendly Societies Dispensary (1914), the Clifton Hill Post Office (c1915-20) and the former doctor's surgery and residence (c1915). Additionally, a substantial group of detached Edwardian houses were built on the North Fitzroy side of Queens Parade, at the north-east end.

By the close of the Edwardian period (c1918) the streetscape, that continues today to mark the entrance to Melbourne's northern suburbs, had largely been established. Notable Interwar buildings were added to the streetscape in the 1930s including a pair of landmark Moderne buildings at the north-east end - the former United Kingdom Hotel (1937-38), located on the prominent intersection of Queens Parade and Heidelberg Road, and the nearby Clifton Motors Garage (1938 façade). Extensive beautification took place in the inter-war period in the form of landscaping and further street tree plantings. Grassed median strips were planted with plane and elm trees at the western end and a triangular garden (Raines Reserve, originally Rain's Reserve) was created at the junction with Heidelberg Road.

Description

The main development period of the Queens Parade Precinct is from the 1870s to c1920 and the streetscape largely dates to this period. A small number of buildings from both earlier and later periods make a contribution to the precinct. A number of individually significant buildings are contained within the precinct, dating predominantly from the 1870s-1920 period. Buildings are predominantly attached Victorian and Edwardian shops and residences. They are predominantly two-storey with some single-storey shops interspersed. Towards the north-eastern end of the precinct are a row of detached single and two-storey residences, predominantly from the Edwardian period.

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

- The wide, open boulevard character with associated landscaping (including Raines Reserve, the planted medians, bluestone pitched road paving, crossings, stone kerbs and channels, and asphalt paved footpaths).
- Views afforded to significant buildings in and beyond the precinct (St John the Baptist Church, former ANZ Bank building, and former United Kingdom Hotel)
- 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 simple and some highly decorative 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 patterns
 - Corrugated iron, slate and terracotta tiled roof cladding
 - Decorative chimneys (some with pots)
 - Original post-supported street verandahs
 - Shop fronts with display windows, timber or tiled plinths, and entry recesses.
- The predominantly Edwardian residential character at the north-eastern end, which includes:
 - Steeply pitched gabled or hipped roofs, predominantly with terracotta tiles and terracotta ridge capping and/or finials
 - Prominent, often highly decorative brick chimneys
 - Prominent gable ends
 - Predominantly red brick construction
 - Front gardens

How is it significant?

Queens Parade, North Fitzroy/Clifton Hill is of local historical, architectural and aesthetic significance to the City of Yarra.

Why is it significant?

The Queens Parade Precinct is located on a major thoroughfare that has linked Melbourne to the northern suburbs since the 1830s. It is centred on one of Melbourne's early reserved boulevards, having been surveyed by Hoddle and reserved in 1853. The wide boulevard retains distinctive median strip landscaping from the twentieth century, including Raines Reserve. The Queens Parade Precinct is an intact turn of the century 'High Street' that has functioned continuously as a key commercial centre since the 1870s. It contains 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, as well as a group of detached Edwardian residences at the north-eastern end. Together these buildings demonstrate the development of this 'High Street', particularly from the 1870s to c1920 when substantial growth along the boulevard occurred, and are illustrative of the enduring role the street has played in the economic and social life of North Fitzroy and Clifton Hill since the establishment of the suburbs [Criterion A].

The highly intact streetscape of the Queens Parade 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 wall heights, 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 many of the buildings. The streetscapes on the northern side of Queens Parade from Delbridge Street to 410 Queens Parade and on the southern side of Queens Parade from Wellington Street to 169 Queens Parade are particularly intact and are highly consistent in their architectural form and expression, forming a cohesive and significant streetscape. A

group of detached houses at the north-eastern end of the precinct are intact and consistent in their Edwardian character and form [Criterion D].

The Queens Parade 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 prominent three-storey Former London Chartered Bank of Australia Ltd (later ANZ Bank building), 370-374 Queens Parade, the former Daintons Family Hotel (139 Queens Parade, built 1875), the former Melbourne Savings Bank (97-99 Queens Parade, built 1889), former National Bank of Australasia (270 Queens Parade, built 1886), Ryans Building (314 Queens Parade, built 1884), Campi's Buildings (149-167 Queens Parade, built c1880-c1890) and the corner shop at 336-338 Queens Parade, North Fitzroy (c1870-c1890). Key views to the local landmarks of the St John the Baptist Church complex and the Former United Kingdom Hotel, 199 Queens Parade, which bookend the precinct are afforded from within the precinct [Criterion E].