



No.760-764



No. 730-734

Heidelberg Road Heritage Review (Stage 2) 2019

Stage 2 Report (recommendations & citations for proposed heritage overlays)

City of Yarra

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TABLE OF CONTENTS

| | | |
|-------------------|---|----|
| 1 | Introduction | |
| 1.1 | Overview | 1 |
| 1.2 | Location | 1 |
| 1.3 | Background | 2 |
| 1.4 | Acknowledgements | 2 |
| 2 | Methodology | |
| 2.1 | Introduction | 3 |
| 2.2 | Research | 3 |
| 2.3 | Citations | 3 |
| 2.4 | Assessment of Significance | 4 |
| 2.5 | Applying the Heritage Overlay | 4 |
| 3 | Study Area – Overview of Development | |
| 3.1 | Introduction | 6 |
| 3.2 | Historical Overview | 6 |
| 4 | Stage One - Preliminary Review and Built Form Guidelines | |
| 4.1 | Components | 15 |
| 4.2 | HO71 | 15 |
| 4.3 | Places of Potential Heritage Value | 15 |
| 4.4 | 2 Killop Street, Alphington | 16 |
| 4.5 | Built Form Guidelines | 16 |
| 5 | Stage Two – Citations for Proposed Heritage Overlays | |
| 5.1 | Recommendations | 17 |
| 5.2 | Locations | 17 |
| Appendix A | | |
| | Citations | 19 |

1 INTRODUCTION

1.1 Overview

This report, the *Heidelberg Road Heritage Review 2019*, has been prepared by RBA Architects + Conservation Consultants for the City of Yarra.

It provides recommendations and citations for the following three proposed heritage overlays within the Commercial 1 and Commercial 2 Zones along (the south side of) Heidelberg Road between the Merri and Darebin creeks.

- No. 358 – House (*Valeema*) & Service Centre
- No. 730-734 – Group of 3 shops
- No. 760-764 – A. Cooper Knitting Factory (Former)

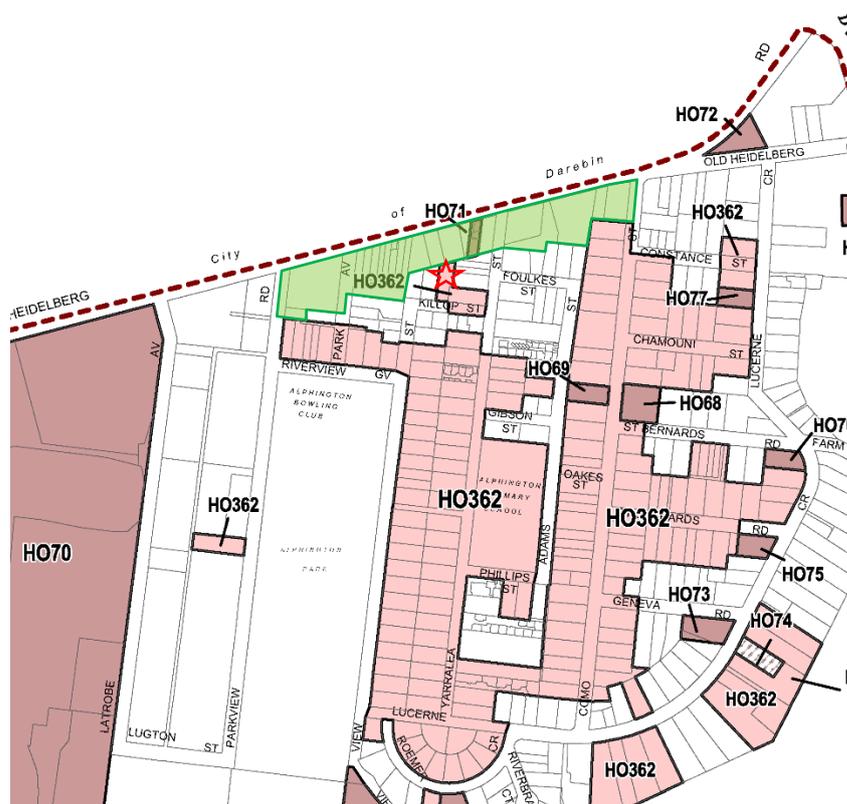
In addition, an overview of the development along Heidelberg Road has been prepared to assist with the preparation of the citations and the attribution of significance.

1.2 Location

The study area primarily relates to the commercial zones along the south side of Heidelberg Road and extends across parts of the suburbs of Fairfield (western part) and Alphington (eastern part).



Map No. 3HO
Existing HO421 (Porta)
Western part of study area (Commercial 1 and 2 Zones) shown in green



Map No. 4HO showing existing HO71 and 2 Killop Street, Alphington (identified with a star, part of HO362)
Eastern part of study area (Commercial 1 and 2 Zones) is shown in green

1.3 Background

Previous Heritage Studies

- City of Yarra, Review of Heritage Overlay Areas 2007, Appendix 8, prepared by Graeme Butler and Associated, revised May 2017
- City of Yarra Heritage Review, Thematic History Volume 1, prepared by Allom Lovell & Associates, July 1998
- City of Northcote Urban Conservation Study prepared by Graeme Butler, revised February 1983

Existing Listings

There are three sites in the study area listed in the Schedule to the Heritage Overlay:

- HO421 – Porta factory, Heidelberg Road, 224 Heidelberg Road.
- HO70 – Australian Paper Mills Boiler House, 626 Heidelberg Road.
- HO71 – Shops, 756-758 Heidelberg Road – basalt building constructed circa 1860. Existing citation was reviewed in Stage 1.

1.4 Acknowledgements

The authors are grateful for the assistance provided by the City of Yarra officers.

2 METHODOLOGY

2.1 Introduction

The methodology adopted in undertaking this phase of Heidelberg Road Heritage Review (stage 2) was in accordance with the processes and criteria outlined in the *Australia ICOMOS Charter for the Conservation of Places of Cultural Significance*, known as the *Burra Charter* (Australia ICOMOS, 2013). The key tasks included:

- Site inspections - largely limited to a visual assessment of each property from the perimeter.
- Historical research and analysis of the extant fabric in relation to documentary evidence.
- Preparation of a physical description.
- Assessment of the significance of each site based on the research and the extant fabric.
- Preparation of citations (statement of significance, history and description) for those places warranting heritage protection, with reference to the relevant HERCON criteria.

2.2 Research

A combination of primary and secondary sources were consulted as follows.

Primary sources were mainly employed and have included:

- Photographs, including aerial photographs, held by:
 - Landata (aerial),
 - Darebin Archives,
 - National Archives of Australia (NAA),
 - State Library of Victoria (SLV),
 - University of Melbourne (aerial).
- Drainage plans (Yarra Valley Water),
- Melbourne Metropolitan Board of Works (MMBW) Plans, held by the State Library Victoria,
- Sands & McDougall's street directories,
- Plans (SLV, etc),
- Various newspapers (*Age*, *Argus*, *Herald*, etc.).

2.3 Citations

A citation was prepared for 3 individual buildings, or groups of buildings, of potential significance within the study area.

Within the citations the following are provided:

- Name (usually relating to the original owners or purpose),
- Address,
- History – including date of construction and period (Federation, Interwar, Post WWII),
- Description – including assessment of condition and intactness (poor, fair, good),
- Comparative – examples of similar places,
- Relevant HERCON Criteria,
- Recommendation.

2.4 Assessment of Significance

Each statement of significance is provided in the recognised, three part format of:

- What is significant?
- How is it significant?
- Why is it significant?

Burra Charter

For heritage professionals generally in Australia dealing with post-contact cultural heritage, the process outlined in the *Burra Charter* underpins the approach to heritage assessment and conservation adopted by the authors of this report.

The methodology adopted in the assessment of the significance (or heritage values) has been in accordance with the process outlined in the *Burra Charter* (or The Australia ICOMOS Charter for Places of Cultural Significance). As outlined in the *Burra Charter*, the criteria considered include aesthetic (including architectural), historical, scientific (or technical), social and spiritual values. These values have been translated into the HERCON Criteria, discussed below.

2.5 Applying the Heritage Overlay

'Applying the Heritage Overlay' August 2018 (Planning Practice Note 1) provides guidance about the use of the Heritage Overlay, including the following:

- What places should be included in the Heritage Overlay?
- What are recognised heritage criteria?
- Writing statements of significance.

The practice note indicates that the HERCON criteria are to be employed when assessing heritage significance.

HERCON Criteria

These widely used criteria were adopted at the 1998 Conference on Heritage (HERCON) and are based on the earlier, and much used, Australian Heritage Commission (now Australian Heritage Council, AHC) criteria for the Register of the National Estate (RNE).

The HERCON criteria are essentially a rationalised (more user-friendly) version of the AHC Criteria (which included different sub-criteria for cultural or natural heritage). It is also noted in the aforementioned practice note that 'The adoption of the above criteria does not diminish heritage assessment work undertaken before 2012 using older versions of criteria.' Reference to the relevant HERCON criteria is outlined at the end of the data sheets. The definition of these criteria are outlined in the following table.

| Criterion | Definition |
|-----------|---|
| A | Importance to the course, or pattern, of our cultural or natural history (historical significance). |
| B | Possession of uncommon, rare or endangered aspects of our cultural or natural history (rarity). |
| C | Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential) |
| D | Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness) |
| E | Importance in exhibiting particular aesthetic characteristics (aesthetic significance). |
| F | Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance). |
| G | Strong or special association with a particular community or cultural group for social, cultural or |

| Criterion | Definition |
|-----------|---|
| | spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance) |
| H | Special association with the life or works of a person, or group of persons, of importance in our history (associative significance). |

3 STUDY AREA – Overview of Development

3.1 Introduction

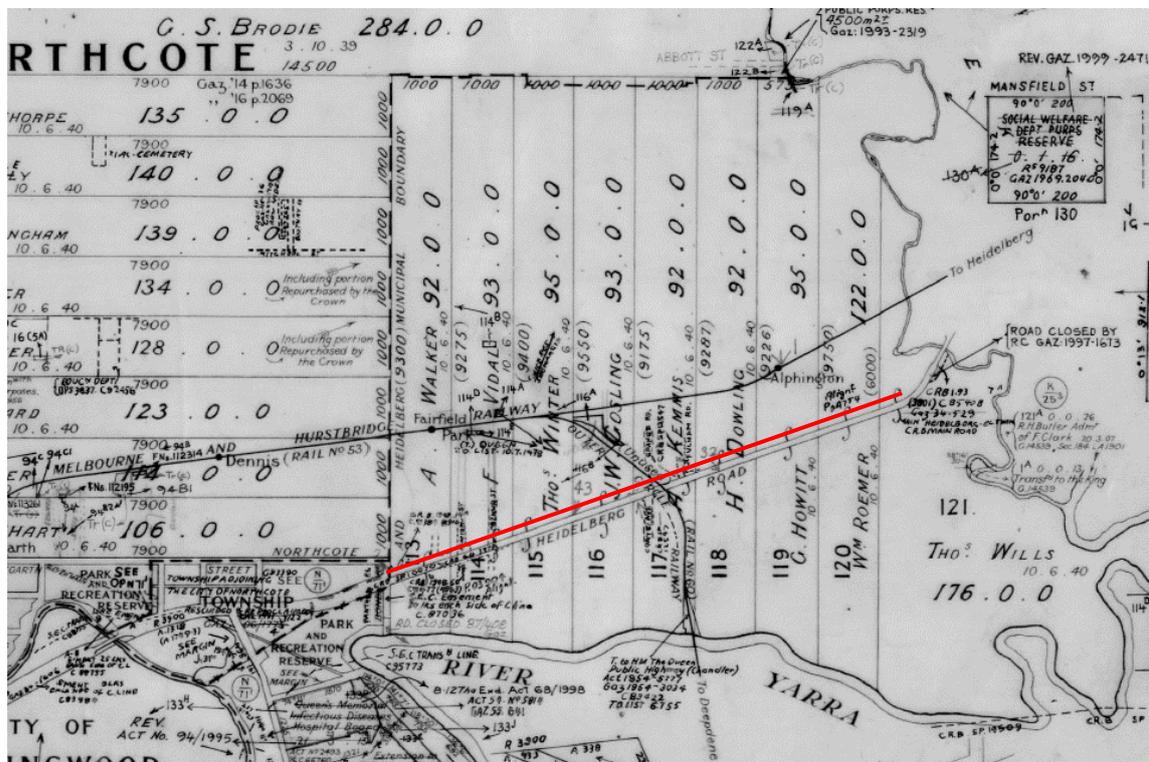
Heidelberg Road has a distinct history as it was established as a major thoroughfare early in Melbourne's history and has accommodated some industrial activity in an otherwise largely residential/suburban part of Melbourne.

This preliminary overview of development of the relevant part of Heidelberg Road has been prepared given the lack of specific detail regarding it in the Thematic History (Allom Lovell & Associates, *City of Yarra Heritage Review*, vol. 1, 1998). This is partly due to the study area being located on the periphery of the municipality, and over the last 150 years of European development, Heidelberg Road has typically formed the barrier between municipalities, such that its history has been traditionally fragmented by this artificial division.

3.2 Historical Overview

The study area along Heidelberg Road is located in what was the Parish of Jika Jika. During the 1840s the land was initially divided into a series of large but generally narrow (about 90-100 acres) Crown allotments with frontages to the Yarra River or Darebin Creek. The rich soil, topography of the land, and close proximity to the Yarra River was considered desirable.¹ The area includes sections of what is now Fairfield, Alphington and Northcote.

Heidelberg Road was developed along the line of an earlier track leading to Heidelberg via a crossing point on the Darebin Creek (now Alphington). The Heidelberg area attracted wealthy settlers from the late 1830s. Despite the road being well used by those travelling to and from Heidelberg, development along the road (in today's Alphington and Fairfield region) was initially slow.²



Part of Parish of Jika Jika J16(5)
 Section of Heidelberg Road within study area (red line) (Source: Landata)

1 City of Darebin
 2 Andrew Lemon, *The Northcote Side of the River*, 1983, p35-36

Alphington Village was established by William Montagu Manning (Solicitor General of Sydney) who acquired Charles William Roemer's original Crown Allotment 120 in 1852 and, seeing potential for a resting place on the way to Heidelberg, subdivided the land into 130 lots of varying sizes, including provision for shops on both sides of Heidelberg Road.³ The allotments were distributed around a north-south access road called Yarra Street (now Yarralea Street) which extended towards the Darebin Creek.⁴

From 1853, lots from the 'Alphington Estate' were offered for sale.⁵ The land was slow to sell however, with only 16 sales by the end of 1856.⁶ Amongst the earliest buildings in Alphington were a general store with post office, a bakery, and at least two hotels.⁷ The former butcher shop at 756-8 Heidelberg Road was built circa 1860 and is the oldest surviving commercial building of the original Alphington Village. The Wesleyan Chapel constructed circa 1859 on the north side of Heidelberg Road also remains. (City of Darebin)



'Melbourne and its suburbs' (compiled by James Kearney, 1855).

Map dated 1855 showing a section of Heidelberg Road in Fairfield and Alphington with only a few buildings recorded (indicated). (Source: State Library of Victoria)

While the Fairfield-Alphington area remained sparsely settled it was not unproductive and local farms were able to provide local produce to travellers passing through the area.⁸ 'Fulham Grange' was an early farm and nursery located halfway between Fairfield and Alphington and along the Yarra River. Established in 1849 by Richard Perry, the portion of land consisted of 75 acres on the north side of Heidelberg Road and 25 acres of land on the south side of the Heidelberg Road, which was bound by the Yarra River.⁹ Fulham Grange was captured by painter Eugene von Guerard in 1855 and depicted the untamed bush and 'real Australian trees... with a degree of care and accuracy of scientific value.'¹⁰ A farmhouse, vegetable garden, vineyard, carriage and birdhouse are evident in von Guerard's painting '...a pocket of cultivation nestled cosily in the bush.'¹¹

³ A Lemon, *The Northcote Side of the River*, p48

⁴ Graeme Butler, *City of Northcote Urban Conservation Study*, revised February 1983, p5

⁵ The Alphington Estate was named after Alphington (near Exeter) in Devonshire, England, the birthplace of William Montagu Manning. *The Argus*, 5 April 1854, p9.

⁶ A Lemon, *The Northcote Side of the River*, p48

⁷ A Lemon, *The Northcote Side of the River*, p48

⁸ A Lemon, *The Northcote Side of the River*, p48

⁹ *Leader*, 24 December 1875, p9

¹⁰ A Lemon, *The Northcote Side of the River*, p48

¹¹ A Lemon, *The Northcote Side of the River*, p48

The nursery expanded in 1869 to include a jam factory with fruit cultivated in the extensive gardens, supplying various fruit preserves, bottled fruits and the like.¹²



1855 The farm of Mr Perry on the Yarra. Painted by Eugene von Guerard
(Source: www.bonhams.com/auctions/21362/lot/17/)

The land boom of the 1880s saw prominent land speculators Charles Henry James and Percy Dobson acquire large sections of land along Heidelberg Road, and large housing estates were established in the Fairfield-Alphington area. Many of the estates were created from early farms lining the Yarra River such as Fulham Grange.

James and Dobson were responsible for housing estates such as Fulham Grange Estate, Fairfield Park and St James Park. 95 allotments in the Fulham Grange Estate were auctioned as early as March 1883 at a 'most successful sale' held by Gemmell, Tuckett and Co.¹³

In April of that year, further allotments in the Fulham Grange Estate with frontages to the Yarra River were advertised and catered to affluent buyers.

'To Gentlemen Seeking Suitable Land for the Erection of Villa Residences, Speculators, Builders, and Others.
Fulham Grange Estate. Heidelberg Road. Perry's Nurseries.
... All that valuable block of land, situated on the Heidelberg-road, and known as the
Fulham Grange Estate,
being that portion of the estate having frontages to the
River Yarra'

'Subdivided into 75 full sized building allotments... being only about four miles from the City of Melbourne, commanding most charming and lovely views as far as the eye can reach.'

'The whole of this land had been in a high state of cultivation for a great many years. Sections of land sold at £100 per acre were planted with ornamental trees and shrubs as well as fruit trees of every description... within a very short distance of the Clifton-hill omnibuses and equal distance from the Alphington and Fairfield park railway stations.'

A further 47 allotments in the Fulham Grange Estate Extension No. 3 were auctioned in September 1884.¹⁴ 30 of those allotments were located along the newly named Grange Road and Fulham Road. In September 1885 'valuable village sites' fronting Heidelberg Road were advertised.¹⁵

¹² www.bonhams.com/auctions/21362/lot/17/ accessed 5 September 2019; 'Messrs. Perry Brothers' Jam Factory,' *Cornwall Chronicle*, 15 May 1869, p2

¹³ Real Estate, *Herald*, 5 March 1883, p3. It is likely the 1883 auction included allotments with Heidelberg frontages, however due to poor image quality this could not be verified.

¹⁴ Land Sale at Fulham Grange, *Age*, 1 September 1884, p6

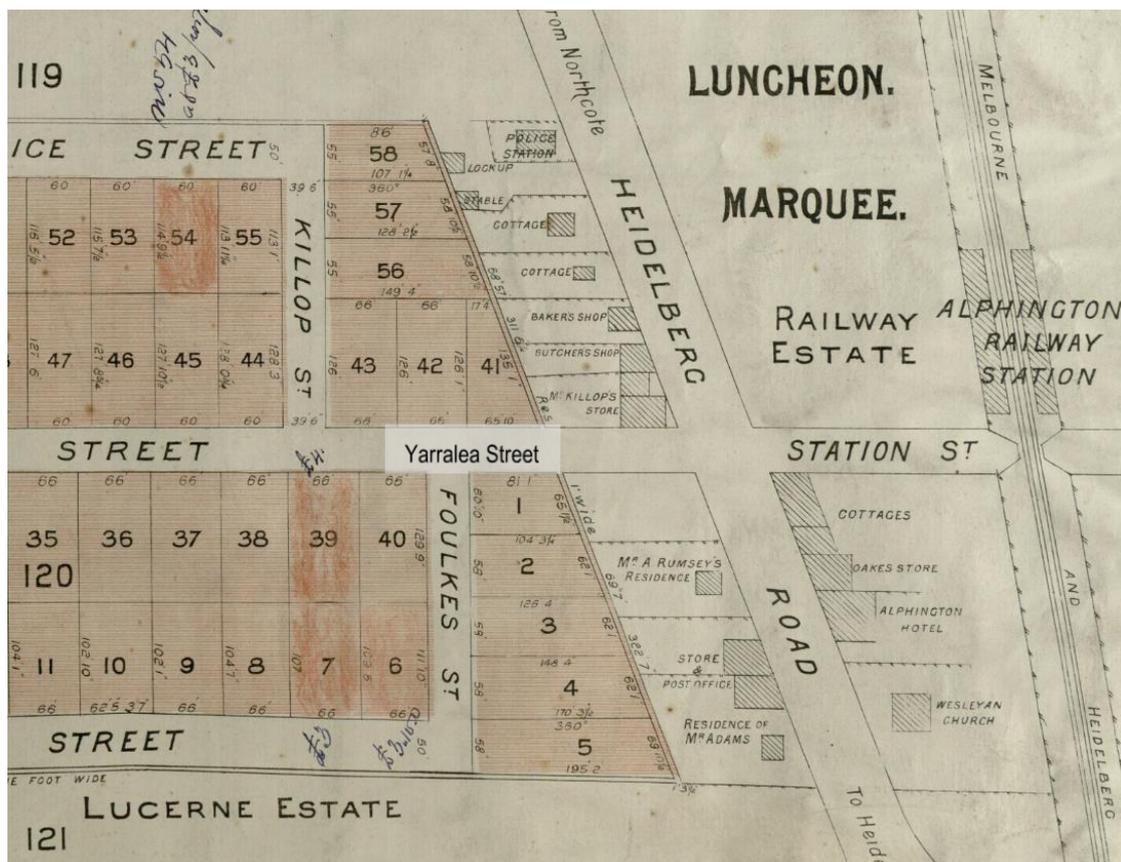
¹⁵ Sales by Auction, *Argus*, 2 May 1883, p6

‘Valuable villa sites’ situate in Fulham Grange Estate on the south side of the Heidelberg Road, Alphington and being the pick of the land in Perry’s Nursery.
 Having frontages to the Heidelberg Road, Fulham Road, Grange Road.
 Each allotment having good frontages and noble depths.’

Many of the housing estates in the Fairfield-Alphington area were viewed as being largely remote. Despite auction notices advertising the convenience of the nearby Alphington and Fairfield park railway stations along Heidelberg Road, the stations were not officially opened until 1888.¹⁶ The opening of the Fulham Grange Railway Station in March 1891, near the intersection of Grange Road and Heidelberg Road, was a failed attempt to improve public transport in the area as the route was closed two years later.¹⁷ Despite the establishment of street facing allotments along Heidelberg Road, many of those allotments about Grange Road, remained undeveloped and vacant.¹⁸

In 1885 a large section of the Lucerne Estate, east of Alphington Village, was sold at auction. The estate formed part of Crown portion 121 purchased by Thomas Wills in 1840 who had erected a bluestone mansion called ‘Lucerne’ (demolished in 1962).¹⁹

In 1887 ‘58 splendid villa sites’ were advertised in the auction notice for Knockando Estate, south of the Alphington Village. At that stage the village was well established, catering to travellers as well as local residents. The village consisted of several small shops including a baker, butcher, Mr. Killop’s store, Oakes store, small cottages and residences. There was also a police station, post office, Alphington Hotel and the Wesleyan Church.



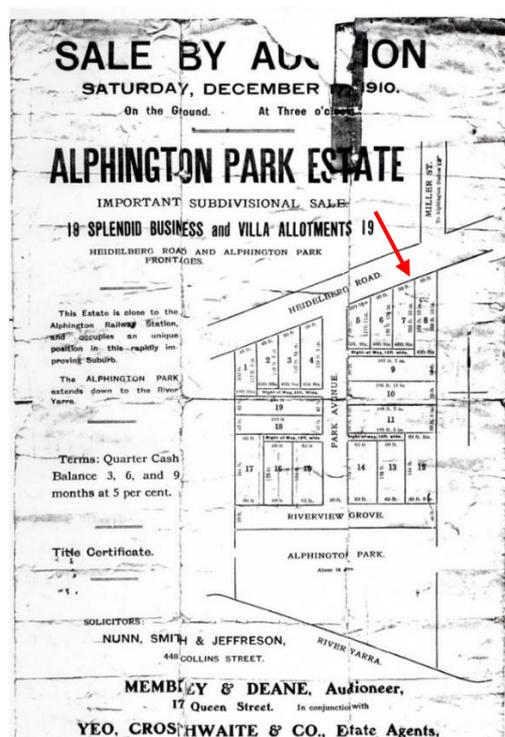
Extract from an auction notice for Knockando Estate in Alphington dated 1887, showing the development existing along Heidelberg Rd at that time. Yarra Street is to the centre of the image and Lucerne Estate is to the bottom of the image. (Source: State Library of Victoria)

¹⁶ Yarra City Council
¹⁷ Yarra City Council
¹⁸ 1910 MMBW Detail Plan 1315
¹⁹ Darebin City Council

The *Alphington East Residential Precinct* (HO362) captures this early phase of residential development and is described as ‘a residential enclave physically contained by the early transport route of Heidelberg Road and the natural barrier of the Yarra River that includes Victorian, Federation and Interwar houses, with garden allotments.’²⁰ A number of notable artists resided in the area during the early 20th century, such as William Frater (56 Lucerne Crescent - now demolished) and William McInnes (54 Lucerne Crescent).

Several institutional buildings were constructed at the west end of Heidelberg Road (Fairfield) during the late 19th century such as the Yarra Bend Asylum Lodge and the Infectious Diseases Hospital. The Grand View Hotel (HO36) at 429 Heidelberg Road was constructed in 1888 and by the turn of the century a modest strip of shops had been erected along Heidelberg Road, between the Merri Creek and Austin Street.²¹ This included several grocers, a laundry, dairy, news agent, bootmaker, fruiterer and wood merchants and saw mills.

In 1910 ‘19 splendid business and villa allotments’ in the Alphington Park Estate on the south side of Heidelberg Road were advertised.²² The subdivision centred around Park Avenue and was bound by Riverview Grove to the south. The subdivision consisted of eight business allotments, each with an approximately 50-foot frontage to Heidelberg Road.



Auction notice for Alphington Park Estate in Alphington dated 1910, showing eight rectangular allotments with frontage to Heidelberg Road.

(Source: State Library of Victoria)

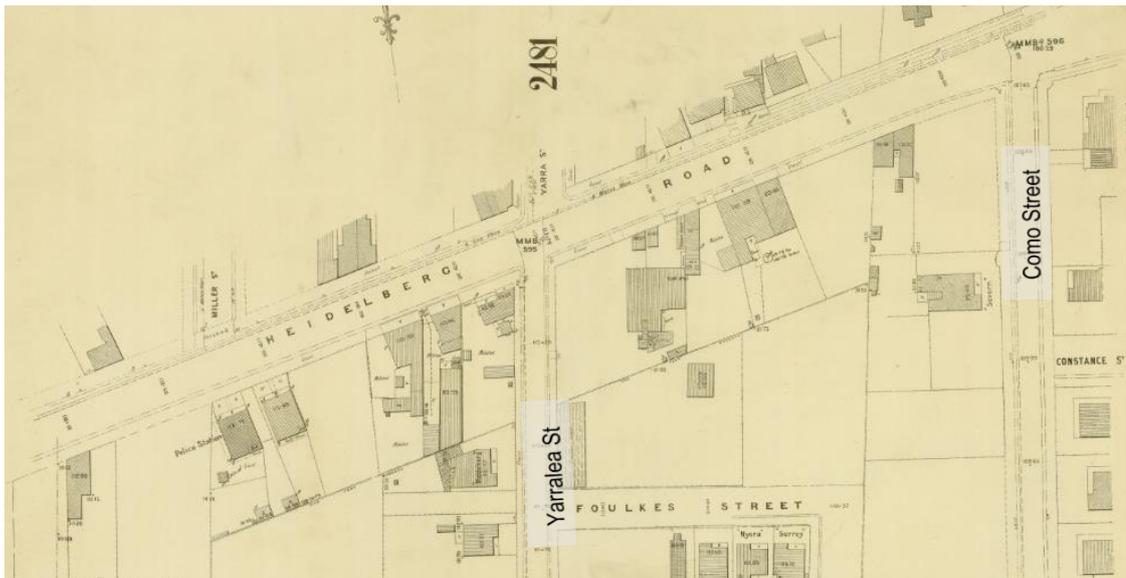
By 1914 several buildings in the original Alphington Village had been demolished and new buildings erected.²³ Some buildings such as the former butcher shop remained although additional structures had been constructed to the rear. Small groups of timber houses had been constructed south of the street facing allotments while some lots remained vacant.

²⁰ Statement of Significance, Alphington East Precinct, VHD.

²¹ Sands & McDougall directory, 1900, p286

²² Auction Notice dated 1910, State Library of Victoria

²³ 1914 MMBW Detail Plan 1318, SLV



1914 MMBW Detail Plan 1318
Showing Alphington Village at the east end of Heidelberg Road - about Yarralea Street, Alphington
(Source: SLV)

Some sections along Heidelberg Road remained largely undeveloped as evident in the following MMBW dated 1914. Allotments directly to the west of the Alphington Village between St Elmo Road (now Latrobe Avenue) and Park Avenue were vacant while some development (four masonry public buildings) had occurred on the north side of Heidelberg Road.²⁴



1914 MMBW Detail Plan 1317
Showing the east end of Heidelberg Road - about Parkview Road, Alphington
(Source: SLV)

²⁴ Trevor Westmore, MMBW Plans – Terms and abbreviations, September 2018

By 1919 the Fairfield-Alphington region had experienced a steady increase in the number of commercial and residential buildings. The north side of Heidelberg Road consisted of primarily residential buildings while the south side consisted of a combination of primarily small commercial premises, including grocers, cycle builders, a confectioner, and a bootmaker, with some residential buildings.²⁵

During the 1920s a number of businesses related to the motor vehicle industry were being established along Heidelberg Road, e.g. garages, engineers, motor body parts were being built.²⁶ In 1921, there was one motor garage, along Heidelberg Road, located between Parkview Road and Park Avenue.²⁷ By 1923 this had been renamed the G H Underwood Alphington Central Motor Garage.²⁸ By 1926 three motor garages were listed on the north side of Heidelberg Road and two were listed on the south side.²⁹

The following MMBW dated 1931, shows the development along the west end of Heidelberg Road, Fairfield between Panther Place and Grange Road. The south side of the road consisted of typically narrow, rectangular allotments with some larger, vacant lots. The west end by Panther Place was considerably developed and consisted of narrow commercial buildings while the east end by Grange Road was sparsely developed and consisted of residential buildings.



1931 Aerial, Heidelberg Road - west end of study area (between Panther Place and Grange Road)
(Source: Landata, 1931 Nov - Maldon Prison, Proj. No. 1931, Run 15, Frame 2741)

During the mid-1920s/early 1930s a small number of light commercial/manufacturing businesses were constructed along Heidelberg Road. In 1924 knitting manufacturer, F G Stirling was first listed on the south side of Heidelberg Road, close to Bond Street and in 1933 the Elite Knitting Co Pty Ltd was listed in a similar location.³⁰ During the late 1930s there was an increased demand for wool textile manufacturing in a bid to aid in Australia's war effort. In 1935 the Alpha Spinning Mills are listed at 714-716 Heidelberg Road and in 1938 A Cooper, knitting manufacturer is listed at no. 760.

The following aerials dated 1945, show a number of light commercial buildings (a combination of shops and warehouses) had been constructed along parts of Heidelberg Road. Some smaller parcels had been consolidated into larger sites and warehouse buildings constructed.

²⁵ Sands & McDougall directory, 1919, p104
²⁶ Sands & McDougall directory, 1930, p312
²⁷ Sands & McDougall directory, 1921, p92
²⁸ Sands & McDougall directory, 1923, p97
²⁹ Sands & McDougall directory, 1926, various
³⁰ Sands & McDougall directory, 1924, p375, 1933, p313



1945 Aerial, Heidelberg Road, Fairfield - west end of study area (between Panther Place and Austin Street)
(Source: Landata, Melbourne and Metropolitan Area Project, No. 5, Run 27, Frame 59,529)



1945 Aerial, Heidelberg Road, Alphington – east end of study area (between Parkview Road and Lucerne Crescent)
The northern half of Alphington East Precinct (HO362) is evident
(Source: Landata, Melbourne and Metropolitan Area Project, No. 5, Run 27, Frame 59,523)

Some allotments in the former Alphington Village had also been subdivided and narrow buildings constructed while some adjacent sites remained vacant.

By 1956, the concentration of commercial/light industrial sites to the far east and west ends of Heidelberg Road, similar to the current circumstance, had been established. A number of previously vacant sites had been developed with small warehouses, etc.



1956 Aerial, Heidelberg Road – study area
(Source: Landata, Melbourne Outer Suburbs Project, No. 250, Run 13, Frame 146)

A 1978 aerial highlights the large number of light commercial buildings that had been constructed along the south side of Heidelberg Road by that time, including at the Paper Mills site.



1978 Aerial, Heidelberg Road – study area
(Source: Landata, Western Port Foreshores, Project No. 1716, Run 3, Frame 105)

4 STAGE ONE – PRELIMINARY REVIEW AND BUILT FORM GUIDELINES

4.1 Components

The stage one report related to the following:

- HO71 – review of heritage value and citation,
- Preliminary assessment of places of potential heritage value,
- 2 Killop Street, Alphington.
- Built form review

4.2 HO71

It was confirmed that the basalt building at 756-758 Heidelberg Road (HO71) more than adequately meets threshold for local significance. An updated citation was prepared for HO71 that meets the contemporary standard.

4.3 Places of Potential Heritage Value

Datasheets were prepared for five individual places which were considered to be of potential heritage significance. Details of these five sites are outlined in the following table. Of these, three were considered to have strong potential to meet the threshold for local heritage significance (those at nos 358, 730-734, and 760-764), with the other two (nos 460, 774) less so.

On further discussion with Council, only three have been recommended for further work in Stage 2 and were reviewed in regards to built form analysis and recommended controls.

| Address – No. (Heidelberg Rd) | Name | Date/Period | Details |
|----------------------------------|--|---------------------------------------|--|
| 358 | House (<i>Valeema</i>) & Tyre Outlet | Late 1950s/Postwar | House – Modernist influence Unusual combination of house and adjoining service centre |
| 460 | Duncan Rubber Co. Showroom & Warehouse | 1956/Postwar | Sawtooth roof forms Intact facades |
| 730-734 | Group of 3 shops | 1933/Interwar | Single storey buildings with intact shopfronts |
| 760-764 | A. Cooper Knitting Manufacturer | Mid-1930s/Interwar | Single storey building with intact parapet and most original openings |
| 774 | Former Ampol Service station | By 1965/Late 20 th century | Stages of construction not certain Original frame (sign) survives |

Other Sites Considered

Seven other buildings in the study area which were noted for their potential heritage value and were assessed as not having sufficient potential to reach the threshold for local heritage significance at this time: nos 276, 388, 402, 728, 750-754, and 782 Heidelberg Road.

Of this group, the earlier buildings had been altered to varying degrees, whereas the two late 20th century buildings were largely intact but difficult to assess in regards to other similar building stock in the municipality as there are few, if any, from this time that have been assessed as having heritage value.

4.4 2 Killop Street, Alphington

A review of 2 Killop Street, located in the north end of the Alphington East Precinct Heritage Overlay (HO362), was undertaken.

2 Killop Street is located in one of the small peripheral sections of HO362 that also includes 59 Yarralea Street. The latter is a weatherboard-clad bungalow with a distinctive oblong opening to the porch. The late 20th century house at 2 Killop Street was determined to be an anomaly at the edge of the Alphington East Precinct largely characterised by Victorian, Edwardian and Interwar houses with pitched, gabled or hipped roofs. It varies greatly to the graded building stock in the precinct and it was recommended to be removed from the precinct on this basis.

4.5 Built Form Review

Built form guidelines have been developed for the following five sites, two of which are existing heritage overlays (HO71 + HO421) and three proposed heritage places.

- Porta Factory, 224 Heidelberg Road, Fairfield (HO421).
- House (*Valeema*) & Service Centre, 358 Heidelberg Road, Fairfield.
- Group of 3 Shops, 730-734 Heidelberg Road, Alphington.
- Former Butcher Shop, 756-758 Heidelberg Road, Alphington (HO71).
- A. Cooper Knitting Factory (Former), 760-764 Heidelberg Road, Alphington.

5 STAGE TWO – CITATIONS FOR PROPOSED HERITAGE OVERLAYS

5.1 Recommendations

Further research and analysis undertaken during 2019 has confirmed that the three proposed heritage overlays warranted recommendation for inclusion in the Schedule to the Heritage Overlay in the Yarra Planning Scheme. The proposed citations for these places are included in the Appendix A.

| Address – No. (Heidelberg Rd) | Name | Date/Period | Details |
|----------------------------------|---|---|---|
| 358 | House (<i>Valeema</i>) & Service Centre | House – 1955 (east wing), c.1980 (west wing) Service centre – 1955 Postwar | House – Modernist influence Unusual combination of house and adjoining service centre |
| 730-734 | Group of 3 shops | c.1922 Interwar | Single storey buildings with intact shopfronts |
| 760-764 | A. Cooper Knitting Factory (Former) | 1922 Interwar | Single storey buiding with intact parapet and mostly original openings |

5.2 Locations

The three proposed heritage overlays are indicated in the maps below-

- 358 Heidelberg Road – House (*Valeema*) & Service Centre



358 Heidelberg Road is located to the west end of the subject area at the intersection of Heidelberg Road and Panther Place
(Source: Nearnap 2019)

- 730-734 Heidelberg Road – Group of 3 shops
- 760 Heidelberg Road – A. Cooper Knitting Factory (Former)



730-734 Heidelberg Road and 760 Heidelberg Road (at the intersection of Yarralea Street) are located to the east end of the subject area.
(Source: Nearmap 2019)

APPENDIX – Citations

| | Address – No. (Heidelberg Rd) | Name |
|---|----------------------------------|---|
| 1 | 358 | House (<i>Valeema</i>) & Service Centre |
| 2 | 730-734 | Group of 3 shops |
| 3 | 760-764 | A. Cooper Knitting Factory (Former) |

HOUSE (*VALEEMA*) & SERVICE CENTRE

| | |
|---------------------------|---|
| Address | 358 Heidelberg Road, Fairfield |
| Significance | Local |
| Construction Dates | House (<i>Valeema</i>) 1955 (east wing) and c.1980 (west wing); Service centre 1955 |
| Period | Postwar |
| Date Inspected | Early 2019 |



Statement of Significance

What is Significant?

The two storey house (*Valeema*) constructed in 1955 (main part/east wing) and circa 1980 (addition/west wing), and the single storey service centre constructed also in 1955, at 358 Heidelberg Road, Fairfield.

Significant aspects of the two storey house include the form of the building, gable roofs (including original glazed tiles), brick walls, steel-framed windows and minimal window to wall ratio. The 'Valeema' name plate and light fittings on the entry porch are contributory elements.

As the brick walls of the building have a bagged/painted finish, it is appropriate to have paint controls so that future colour schemes and finishes are complementary.

Significant aspects of the single storey service centre building include the original parapet, brick walls including the small projection at the north-east corner (with the original street number '358'), original openings, including concrete lintel to the north

elevation, glazed timber door and steel-framed windows on the west elevation, and roof-mounted 'Bridgestone' and 'tires' signage. The bowser platforms to the front of the site are contributory elements. The lightweight canopy to the west side is not significant.

How is it Significant?

The House (*Valeema*) and Service Centre at 358 Heidelberg Road, Fairfield are of local historical and aesthetic significance to the City of Yarra.

Why is it Significant?

The House (*Valeema*) and Service Centre at 358 Heidelberg Road, Fairfield are of historical significance to the City of Yarra as a long-standing combined commercial and residential site from the late 19th century onwards, that represents a key phase of development during the Post-WWII period. The combined function of house and tyre service centre was established on the site in 1953, operating from two Victorian period buildings on the northern part of the site. During 1955, the whole site was extensively redeveloped whilst retaining the dual function of house and service centre though in two distinct buildings. (Criterion A)

The House (*Valeema*) and Service Centre are aesthetically significant as an unusual and intact combination of house and service centre that are expressed as two distinct entities and designed in the Postwar period. The design of the house and service centre reflect the Modernist aesthetic and consist of bold yet restrained forms that are enhanced by the prominent corner site. The low-pitched gable roof of the house is indicative of the Melbourne Regional Modernist style, which is uncommon in the municipality. (Criterion E)

Description

The site at 358 Heidelberg Road has three street frontages – Heidelberg Road (north), Panther Place (west) and Park Crescent (south). The house is located at the southern end of the site and the service centre at the north. A high brick fence, painted and with a timber gate, separates the two parts of the site. The prominent corner site overlooks Yarra Bend Park.

The two storey L-shaped house was designed in the Postwar period. It is a substantial house that was built in two stages and consists of the likely architect designed main rectangular, eastern section constructed in 1955, and the subsequent west wing and entry porch constructed circa 1980. The two parts are intact and well integrated as they have been designed in a similar mode but the junction between the two parts is evident to the south elevation.

The entrance to the house fronts Park Crescent, though the building is most visible from Panther Place to the west. A high timber fence has been erected along the south boundary and part way along the west boundary of the site. The south (front) yard and west (side) yard are grassed.

The main part of the house has a bold rectangular form and the west wing is a smaller version of it, both with prominent gabled ends that address the street. The low-pitched gable roofs of the extant house are clad in glazed tiles with minimal eaves overhang. The brick walls have been painted a neutral white colour with a bagged finish, enhancing the bold yet restrained aesthetic of the building.



House - façade, south elevation



House – south elevation, window openings and portico. The junction between the original eastern section and later west wing is evident.

The strong volumetric expression of the building is evident from Park Crescent and Panther Place. The south facing elevation is articulated by a series of rectangular openings (original as well as later additions) that maintain a minimal window to wall ratio pattern across the facades. The windows are typically steel-framed casement windows with a horizontal mullion to the upper section and brick sills. At ground floor is a brick entry porch addition constructed circa 1980 that mirrors the low-pitched slope of the main gable and the bagged finish of the brick walls. The porch features a steel entry grille and light fittings to either side. Above the door is a name plate that reads 'Valeema.'

The west wing presents a blank wall to the street boundary, which heightens the bold form of the building. The addition has been sympathetically designed and maintains the aesthetic evident in the original part of the house.

The upper section of the north facing gable end is visible above the garage from Heidelberg Road and Panther Place. There are vents to the roof space, visible in the upper part of the wall. At each end of the original wing is a narrow slit with a wider vent to the west wing.

Awning blinds have been added to various windows at the north-west corner of the wings.



House – west elevation



Service centre and house beyond – north-west corner from Heidelberg Road. Note 'Bridgestone' signage mounted to parapet.

The single storey service centre building at the front of the site at the intersection of Heidelberg Road and Panther Place was constructed at the end of the Postwar period and its cuboid form also reflects the Modernist aesthetic.

The building has an elongated footprint that is angled to Heidelberg Road but more so than that of the street itself. The front part of the site is paved and there is vehicular access from both roads. There are two concrete platforms, indicating the location of former petrol bowsers, to the front of the site. A brick wall defines the east boundary in front of the garage.

The brick building and parapet have been painted however the original openings and brick detailing is evident beneath. The north elevation has a large garage opening with (rendered) concrete lintel. The upper section of the brick façade features brick courses in a header configuration and a horizontal, shallow recessed panel on the north façade. There are original raised street numbers to the pier at the north-west corner and the small projection at the upper end of the of the service centre building in the north-east corner.

On the west façade of the service centre is an original glazed, timber-framed door and two large multi-paned steel windows. Awning blinds have been added above the openings and a lightweight canopy has been added to the garage opening at the south end.

A large 'Bridgestone' tyres sign has been mounted on the roof of the west side of the building and 'tires' to the east side, the latter being the preferred spelling in the North America. Their date has not been confirmed but the signage may date to the early 1960s as imported Bridgestone tyres were available in Australia from 1961.¹

¹ Age, 20 December 1961, p26. Bridgestone is a leading Japanese tyre manufacturer but an Australian division existed from 1980 to 2007 (<https://en.wikipedia.org/wiki/Bridgestone>, accessed 04.09.19)

Three flagpoles have been mounted on the building and are located on the front section of the roof, the north elevation and west elevation.



Service centre – north-east corner elevation
Note 'tires' signage mounted to parapet and small projection with street number (highlighted)



Service centre – west elevation

The house and service centre are indicative of the Modernist aesthetic which evolved from the late-1920s in Europe. The style was adopted internationally, in Australia primarily after WWII with several regional versions of Modernism evolving in various parts of the country.² Elements of the Modernist style include the use of geometric and bold forms and restrained facades with minimal, if any, ornamentation. Roofs concealed by parapets, contrasting angular forms, an emphasis on the horizontal, and the use of large steel-framed windows are typical of the Modernist style.

The design of the house is indicative of what has been identified as the Melbourne Regional version of Modernism which characteristically integrated a low-pitched roof – a broad gable or skillion - a familiar traditional roof form rather than the flat roofs of the International Modernist style.

History

The subject site formed part of Crown portion 113, Parish of Jika Jika, which was comprised of 92 acres purchased by A Walker in 1840.³ It was one of several similarly narrow allotments with frontages to the nearby creeks and the Yarra River.⁴ The rich soil, topography of the land, and close proximity to the Yarra River was considered desirable.⁵ Heidelberg Road was located to the south of the allotments and was developed along the line of an earlier track leading to Heidelberg. The road served as an early transport route for those travelling to and from Heidelberg and includes sections of what is now Fairfield and Alphington.

The land boom of the 1880s saw prominent land speculators Charles Henry James and Percy Dobson acquire large sections of land along Heidelberg Road. In 1883 a large section of Crown portion 113 that included the subject site, was transferred to James and Dobson and the land to the north of Park Crescent was subdivided.⁶ The allotments facing Heidelberg Road were of varying widths and depths. The subject site was located in the north-west corner of the subdivision.

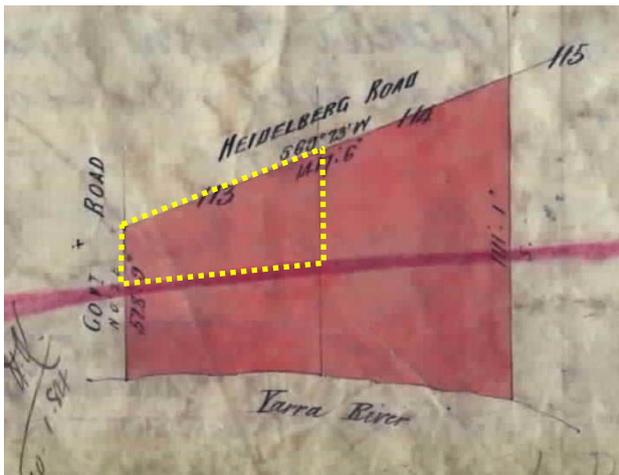
² Apperly, Richard & Reynolds, Peter L & Irving, Robert, 1926- & Mitchell, Solomon (1989). A pictorial guide to identifying Australian architecture : styles and terms from 1788 to the present (3rd ed). Angus & Robertson, Sydney p218

³ Landata, Parish of Jika Jika J16(5)

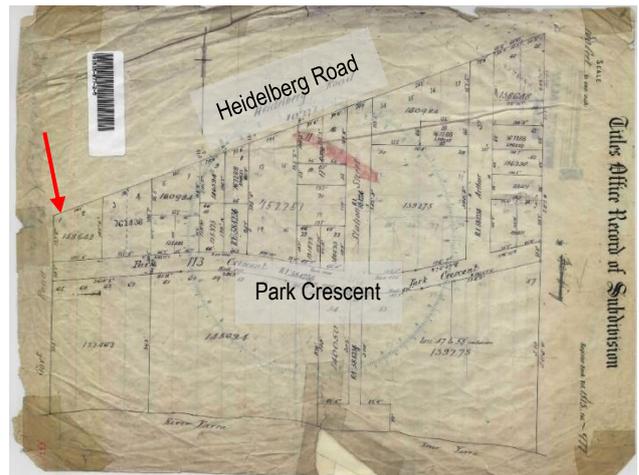
⁴ A Lemon, *The Northcote Side of the River*, p7

⁵ City of Darebin, www.darebin.vic.au

⁶ Certificate of Title, vol.1515/folio 977

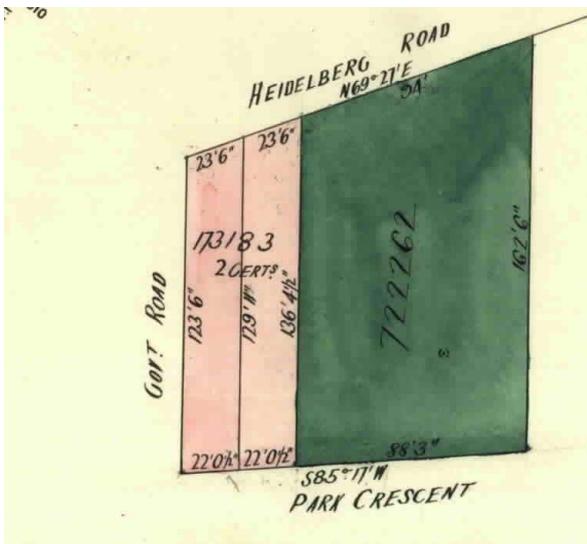


Plan of part of Crown portion 113 and 114, Park Crescent is roughly indicated. The approximate area of the 1883 subdivision is shown dashed.
(Source: Certificate of Title, vol.1515/folio 977)



Plan of subdivision in 1883. The location of the subject site is indicated by the red arrow.
(Source: Certificate of Title, vol.1515/folio 977)

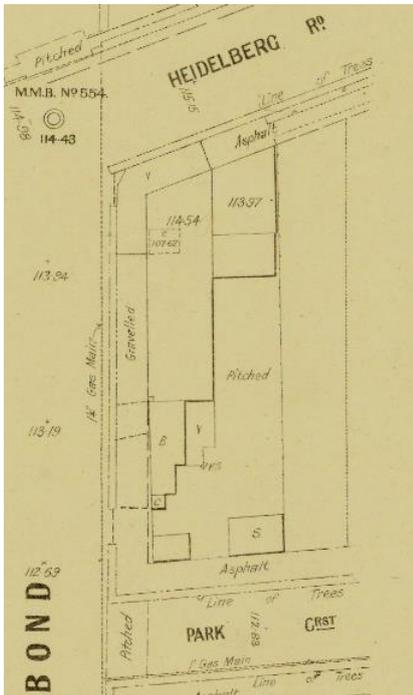
In 1885 land containing the subject site was transferred to salesman, Frederick William Oehr.⁷ Oehr further subdivided the land to form two narrow allotments and in 1886 the western allotment was transferred to grocer, John Dickson.⁸ At that stage the south side of Heidelberg Road remained sparsely developed with only five commercial premises between Bond Street (what is now Panther Place) and Austin Street.⁹ The western allotment was occupied by several grocers during the late 19th and early 20th century including Freeman Bros. (1897-1900), Charles Ponsford (1904 - grocery and hay and corn store), George H Osborne (1912), Edward G Ball (1913) and Walter L Newnham & Co. (1914).



In 1885 two narrow allotments with northern frontage to Heidelberg Road and southern frontage to Park Crescent were formed.
(Certificate of Title, vol.1767/folio 376)

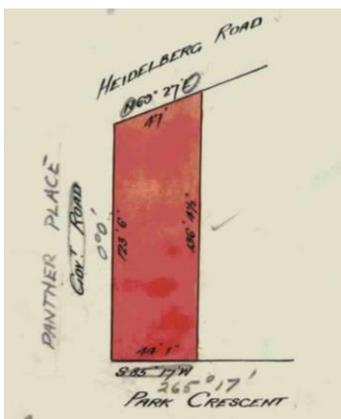
⁷ Certificate of Title, vol.1767/folio 376
⁸ Certificate of Title, vol.1840/folio 367801
⁹ Sands & McDougall directory, 1897, p221

In 1909 buildings with a narrow footprint and a north-west corner verandah are evident on the subject site.¹⁰



In 1909 there were narrow buildings on the subject site. (MMBW Detail Plan 1270, SLV)

In 1919 the two narrow allotments were consolidated to form the extant subject site, which had a 47 foot frontage to Heidelberg Road, 123.5 foot frontage to Panther Place and about a 44 foot frontage to Park Crescent. That year the site was transferred to grocers, Walter Lachlan Newnham and Charles Herbert Fullard, who continued to occupy the site until at least 1923.¹¹ At that stage there were 15 commercial premises on the south side of the road between Panther Place and Arthur Street. This included a blacksmith, saddler, cycle builder and bootshop.¹² During the 1920s the subject site was primarily occupied by grocers and produce dealers.¹³



In 1919 the two narrow allotments were consolidated to form the extant subject site. (Certificate of Title, vol.4181/folio 836140)

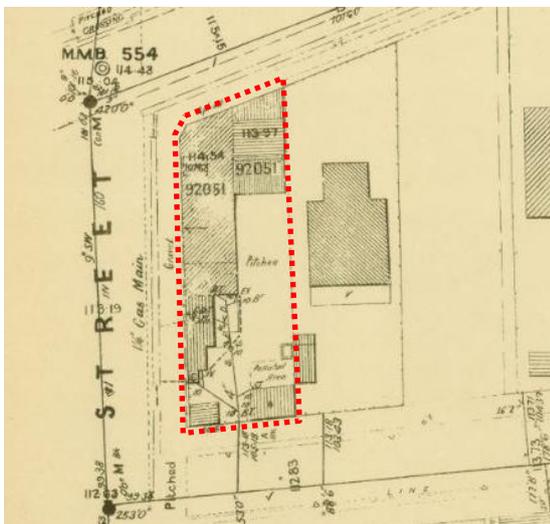
¹⁰ MMBW Detail Plan 1270, dated 1909
¹¹ Certificate of Title, vol.4181/folio 836140
¹² Sands & McDougall directory, 1919, p104, 326. The subject site is listed as 121-123 Heidelberg Road. Newnham & Son are listed as coachbuilders and occupy 221-223 Heidelberg Road at the intersection of Arthur Street.
¹³ Sands & McDougall directory, 1925, p390

From the 1920s, several motor vehicle related businesses such as garages, engineers and motor body parts, were being established along Heidelberg Road, being a major thoroughfare.¹⁴ By 1931, the allotments on the south side of Heidelberg Road consisted of light commercial buildings with some vacant lots and Panther Place had been renamed Bond Street. The subject site was occupied by H Stewart, grocer, and thereafter occupied by various produce merchants throughout the 1930s and early 1940s.¹⁵



Aerial photograph dated 1931, with subject site indicated
(Source: Landata, Maldon Prison Proj. No. 1931, Run 15, Frame 2741)

The MMBW plan dated 1935 shows that the front building was constructed of brick or stone with a hipped roof (and possible chimney) and the structures to the east side and south (rear) were constructed of timber.¹⁶



MMBW Detail Plan No. 1314, dated 1935
(Source: State Library of Victoria)

¹⁴ Sands & McDougall directory, 1930, p312

¹⁵ Sands & McDougall directory, 1931, p313

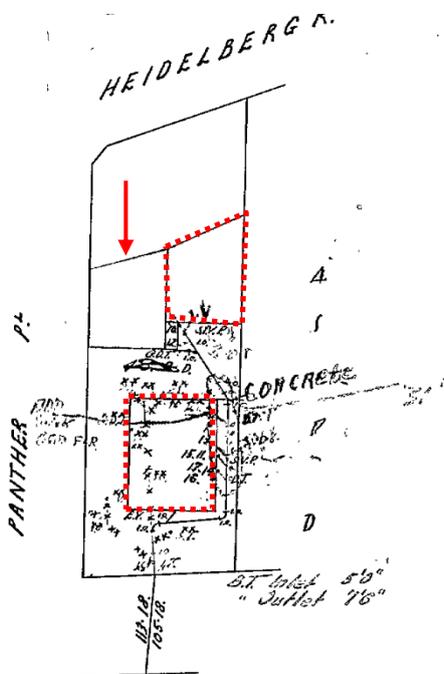
¹⁶ MMBW Detail Plan No. 1314, dated 1935

In 1945 the function of the site shifted from a commercial to residential purpose when it was occupied solely by Mrs E F Chappel, and then Charles H Chappell in 1950.¹⁷

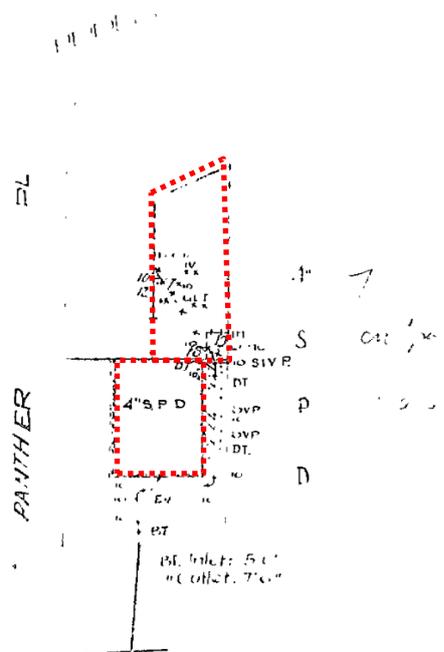
The combination of house and service centre was first established on the site in 1953 when it was purchased by George Bertram Stringer and Harry John King, who had recently become owners of the Lincoln Tyre Service.¹⁸ By 1955 the two independent functions were re-instated at the site when the front part was operating as the Lincoln Tyre Service and the rear house was being occupied by Mrs E Z Chappell.¹⁹

In 1955 the site was however completely redeveloped though henceforth continued to serve the dual function of a house and service centre. In June and July of that year, the Lincoln Tyre Service advertised for a few staff members.²⁰ By August 1955 the earlier structures had been demolished and replaced by the main part of the house and the front section of the service centre, as evident in the Property Sewerage Plan.²¹ Initially there was probably a canopy to the west side of the service centre building.²²

In 1959 the subject site was purchased by tyre dealer, Retford Alexander Cutts who occupied the residence and further developed the site.²³ The site operated as the Lincoln Tyre Service until 1960 at which stage it was listed as Fairfield Tyre Service.²⁴ By 1966 the service centre had been extended south to coincide with the existing footprint.²⁵ The canopy/structure to the west side had been removed and the extant courtyard wall between the service centre and house had been erected.



Property Sewerage Plan of subject site dated 1955. The main part of the house and the front section of the extant service centre are indicated and dashed red. To the west side of the service centre was probably a lightweight structure or canopy. (Source: Yarra Valley Water, Plan No. 92051-1)



Property Sewerage Plan of subject site dated 1966. The main part of the house and the extant service centre are indicated and dashed red. (Source: Yarra Valley Water, Plan No. 92051-2)

¹⁷ Sands & McDougall directories, various

¹⁸ Certificate of Title, vol.7842/folio 155

¹⁹ Sands & McDougall directory, 1955, p359

²⁰ Argus, 1955, various

²¹ Yarra Valley Water, Property Sewage Plan dated 1955, Plan No. 92051-1

²² The buildings are likely to have been designed by an architect however this has not been confirmed, in part because the building file for the subject site could not be located.

²³ Certificate of Title, vol.8218/folio 609

²⁴ Sands & McDougall directory, 1960, p376

²⁵ Yarra Valley Water, Property Sewage Plan dated 1966, Plan No. 92051-2

The main part of the house and service centre (as it stands today) are evident in 1969.²⁶ The south face of the house is blank with the exception of a single window at first floor level. The building has a light and monochromatic colour palette. The front of the site is paved and includes the extant bowser platforms. Cutts occupied the subject site until at least 1974.²⁷



Aerial photograph dated 1969, showing the main rectangular form of the extant house and extant service centre. The extant bowser platforms are evident to the front of the site.

(Source: Landata, 1969 Eastern Freeway Project, Proj. No.754, Run 4, Frame 143)

The existing lightweight canopy on the west side of the service centre had been constructed by 1979 while the extant west wing addition and entry porch of the house were constructed after this period.²⁸ The western face of the addition was designed in an aesthetic similar to the original house and remained blank to the street. Windows were likely added to the south face of the main part of the house at this stage.

The service centre currently operates as the Fairfield Alignment & Tyre Service.

Lincoln Tyre Service

Lincoln Tyre Service was established as a Lincoln Retreads P/L in 1933 with £5000 capital and £1 shares being offered. The original directors were John Herbert Rudge and Ian Wischer.²⁹ Their operations relocated over the years, commencing at 430 Riversdale Road Hawthorn, and later moving to 490 Toorak Road, Burwood.³⁰ By 1952, Stringer and King owned the company and had changed the trading name to Lincoln Tyre Service.³¹ The following advertisement, issued soon after the renaming of the company, indicates that they also supplied other garages.

²⁶ 1969 - Eastern Freeway Project, Proj. No.754, Run 4, Frame 143

²⁷ Sands & McDougall directory, 1974, p382

²⁸ Aerial photograph dated 1979, Landata, Heytesbury North Project, Proj. No. 793, Run 3, Frame 157 – image not reproduced due to poor quality

²⁹ 'New Companies', *Herald*, 20 July 1933, p38

³⁰ Sands & McDougall directory, 1950, p2756

³¹ *Age*, 31 July 1952, p9



(Source: *Mountain District Free Press*, 26 November 1953, p4)

Thematic Context/Comparative Analysis

- City of Yarra, Review of Heritage Overlay Areas 2007, Appendix 8 (revised May 2017)
- City of Yarra, Review of Heritage Overlay Areas 2007, Appendix 7: Individually significant places not from the main development era (revised May 2008)
- City of Yarra Heritage Review (Allom Lovell and Associates, 1998)
- City of Northcote Urban Conservation Study (Graeme Butler, revised February 1983)

Known comparable places in the City of Yarra

There are no ready comparisons for this combination across the municipality. Postwar buildings with individual overlays built after WWII are primarily ecclesiastical buildings and do not make for ready comparison.

There are no examples of Modernist houses or garages with individual overlays built after WWII as many such buildings are located within precincts whose significance primarily relates to the late 19th century (Victorian), and possibly early 20th century (Federation and/or Interwar) phases of development and so have tended to be graded non-contributory.

- 28-30 Johnston Street, Collingwood (part of HO324, Johnston Street Precinct). Not significant. Constructed in the 1960s-70s, the basic single storey brick building has a central, garage opening.
- 2 St Georges Road, Fitzroy North (part of HO327, North Fitzroy Precinct). Not contributory. Constructed between 1950-1965 the single storey brick motor garage has a rectangular form with a chamfered entrance and large garage openings. The garage has a parapet roof and large over painted, multi-paned steel windows.
- 310 St Georges Road, Fitzroy North (part of HO327, North Fitzroy Precinct). Not contributory. Group of four interlocking, two-storeyed brick units. Each unit has a rectangular form and a hip roof and the north and south walls of each unit remain blank. While the function of the building differs from the subject building, a similar Modernist aesthetic is evident.
- 50 Westbank Terrace, Burnley (part of HO331 Racecourse Precinct, Richmond). Not contributory. Constructed between 1950-1960 the single storey 'neighbourhood house' consists of two gable roofed structures with a blank north wall and minimal openings. While the function of the building differs from the subject building, a similar Modernist aesthetic has been utilised.

Condition

Good

Integrity

Mostly intact

Previous Assessment

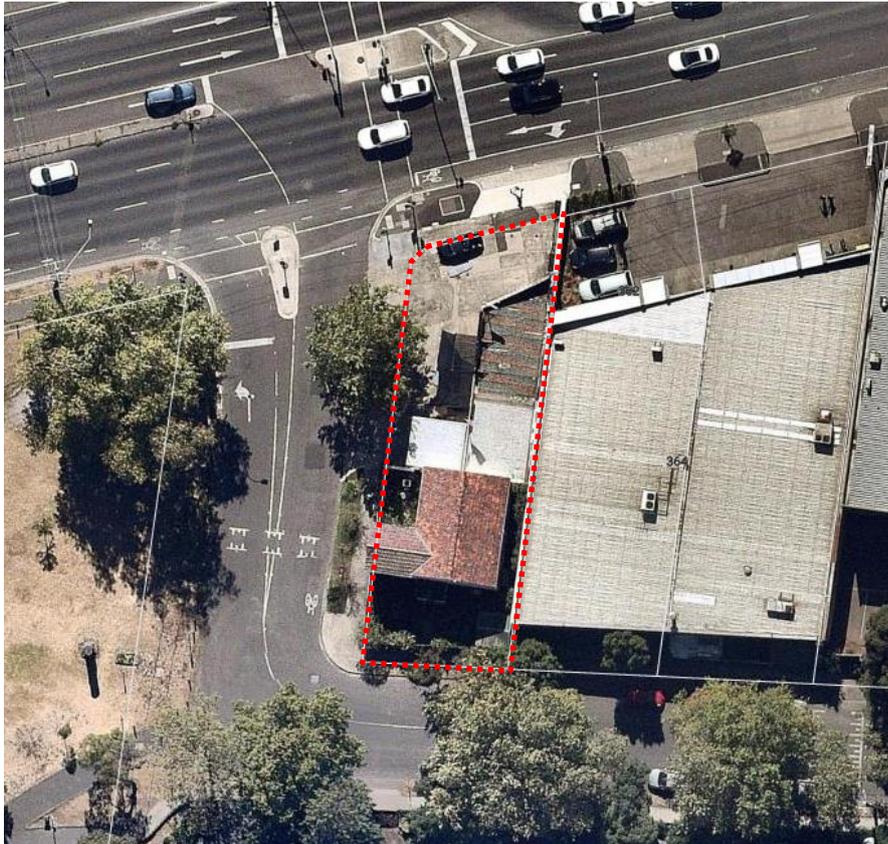
N/A

Heritage Overlay Schedule Controls

| | |
|------------------------------|-----|
| External Paint Controls | Yes |
| Internal Alteration Controls | No |
| Tree Controls | No |
| Outbuildings and/or Fences | No |

Extent of Heritage Overlay

The proposed extent of the heritage overlay would be the parcel of land associated with 358 Heidelberg Road, Fairfield.



Recommended extent of heritage overlay
(Source: Nearmap, August 2019)

GROUP OF 3 SHOPS

| | |
|---------------------------|-------------------------------------|
| Address | 730-734 Heidelberg Road, Alphington |
| Significance | Local |
| Construction Dates | circa 1922 |
| Period | Interwar |
| Date Inspected | Early 2019 |



No. 730



No. 732 (right) and no. 734 (left)

Statement of Significance

What is Significant?

The group of three Interwar period shops at 730-734 Heidelberg Road, Alphington, constructed circa 1922.

Significant aspects of the shops include the brick walls and parapets (now painted), hipped roof forms (largely concealed), street canopies including original soffit linings, the configuration of the shopfronts, shopfront joinery and finishes, tiled mouldings to the west end of no. 732, and the recessed entrance of no. 730 including floor tiles, mouldings, pressed metal ceiling and toplights with textured glass.

How is it Significant?

The group of three shops at 730-734 Heidelberg Road, Alphington are of local historical and aesthetic significance to the City of Yarra.

Why is it Significant?

The group of three shops at 730-734 Heidelberg Road, Alphington are of historical significance to the City of Yarra as one of the few remnant intact buildings that denote the Interwar period phase of development in this part of Heidelberg Road area (Alphington Village) during the early 1920s, when building activity increased, including much redevelopment, and the area's commercial function was consolidated. Whilst no. 734 was not purpose built as a post office, it has functioned as such for about half a century. (Criterion A)

The group of three shops are aesthetically significant as an intact group of single-storey, brick Interwar period commercial buildings. Whilst modest in scale, they retain their original parapets and unusually their original shopfronts, two of which were manufactured by Duff (nos 732-734), with the other (no. 730) being notable for intact canopy, the copper finish to its framing and green tiles to the stallboard. (Criterion E)

Description

The group of three shops at nos 730-734 Heidelberg Road were constructed during the Interwar period. The shops are located in a commercial strip on the south side of Heidelberg Road between Park Avenue and Yarralea Street, and are each situated on a narrow allotment. No. 730 is separated from nos 732-734 by a narrow laneway. The shops are single-storied and feature original parapets and shopfronts.

The subject shops are typical of the Interwar period and feature relatively plain parapets with little ornamentation and street canopies. The brick shop at no. 730 has a symmetrical façade and is the most elaborate of the three shops. The shop has a stepped brick parapet (overpainted) that conceals a metal clad hipped roof and features a square pediment and capped brick piers at either end. The east parapet return has been retained and the original red brick wall is evident. The combination of face brick to the parapet section and render to the lower section was common during the Interwar period.

The shopfront is highly intact and retains the original configuration and finishes which are indicative of the Interwar period. This consists of the recessed entry, floor tiles with pressed metal ceiling above, dark green wall tiles and mouldings to the stallboard, copper-finish shopfronts, and framing with highlights (often overpainted). The toplight windows have textured/patterned glass which is also indicative of the Interwar period. The canopy is clad in corrugated metal sheeting and has a plaster board lined soffit with thin metal battens and a small 'Post Office' sign mounted on the lower edge of the fascia.



Nos 730-734 Heidelberg Road



730 Heidelberg Road – parapet and shopfront



No. 730 Heidelberg Road – typical Interwar shopfront configuration



No. 730 Heidelberg Road – recessed entry including original tiles and pressed metal ceiling

Nos 732-734 are a pair of brick shops with a plain brick parapet (overpainted) that conceals two hipped roofs clad with corrugated sheeting. The west parapet return of no. 732 has been retained and the original red brick wall is evident. The east (side) brick wall of no. 734 has been painted.

The street facades are identical and for the most part retain original shopfronts. The badge of the manufacturer (Duff) survives on each shopfront however the framing has been painted on no. 732. Tiled mouldings to the west end of no. 732 also survive. The configuration of the shopfronts and detailing of the parapet is typical of the Interwar period and despite having been painted, are intact. The canopies have been slightly modified however the original metal corrugated lined soffit no. 732 remains.



Nos 732-734 Heidelberg Road - shopfronts



No. 734 Heidelberg Road – original badge of manufacturer (Duff)

A brick wall and door have more recently been added to the laneway (no.730A) between nos 730 and 732 and are not significant. To the rear of no. 732 is a narrow outbuilding and a timber shed. The two structures appear in a 1945 aerial and are possibly original. To the rear of no. 732 is a narrow outbuilding which appears in a 1922 sewerage plan of the site and is possibly original. To the rear of this is a detached timber shed which appears in a 1945 aerial.

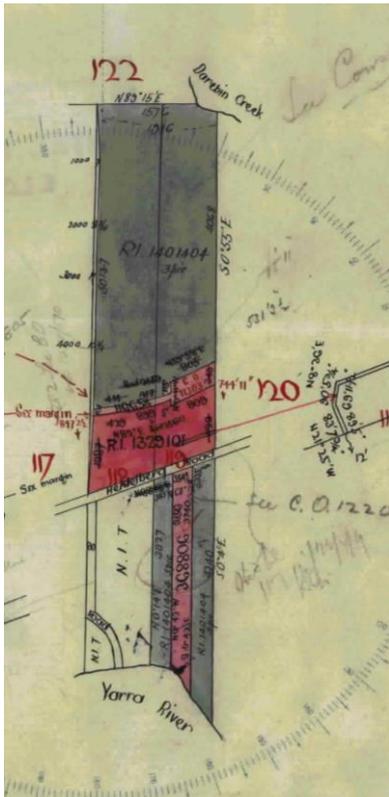
History

The subject site formed part of Crown Portion 119, Parish of Jika Jika, which comprised of 95 acres purchased by G Howitt in 1840.¹ It was one of several similarly narrow allotments with frontages to the nearby creeks and the Yarra River.² The rich soil, topography of the land, and close proximity to the Yarra River was considered desirable.³ Heidelberg Road was located to the south of the allotments and was developed along the line of an earlier track leading to Heidelberg. The road served as an early transport route for those travelling to and from Heidelberg and included sections of what is now Fairfield and Alphington.

In 1852 Alphington Village was established by William Montagu Manning (Solicitor General of Sydney) serving as a resting place for travellers. The village, located east of the subject site, included the extant former butcher shop at no. 760 constructed circa 1860.

The land boom of the 1880s saw prominent land speculators acquire large sections of land along Heidelberg Road. In 1885 land containing the subject sites was purchased by Albert Miller.⁴ Land to the south side of Heidelberg Road was subsequently divided into narrow allotments extending to the Yarra River.⁵ In 1896 land containing the subject site was transferred to Edith Maud Bancroft.⁶

1 Landata, Parish of Jika Jika J16(5)
 2 A Lemon, *The Northcote Side of the River*, p7
 3 City of Darebin, www.darebin.vic.au
 4 Certificate of Title, vol.1424/folio 284790
 5 Record of Subdivision vol.1424/folio 284790
 6 Certificate of Title, vol 2608/folio 521464



Plan of subdivision in 1885. Land including the subject site was subdivided into narrow allotments
 (Source: Certificate of Title, vol.1424/folio 284790)

In 1910 the section of land between Riverview Grove and Heidelberg Road was acquired by George Robert Bennet, James Eldridge Rowe and George Washington Whitcher, and subdivided to form the 'Alphington Park Estate.'⁷

The Estate was subdivided into '19 splendid business and villa allotments.'⁸ The allotments were roughly rectangular and included eight business allotments, each with an approximately 50-foot frontage to Heidelberg Road. Part of the subject site (no. 730) formed part of allotment 7, while the remainder of the site (nos 732 and 734) comprised allotment 8, which was slightly longer.

⁷ Certificate of Title, vol.3475/folio 694831

⁸ Auction notice for Alphington Park Estate in Alphington dated 1910

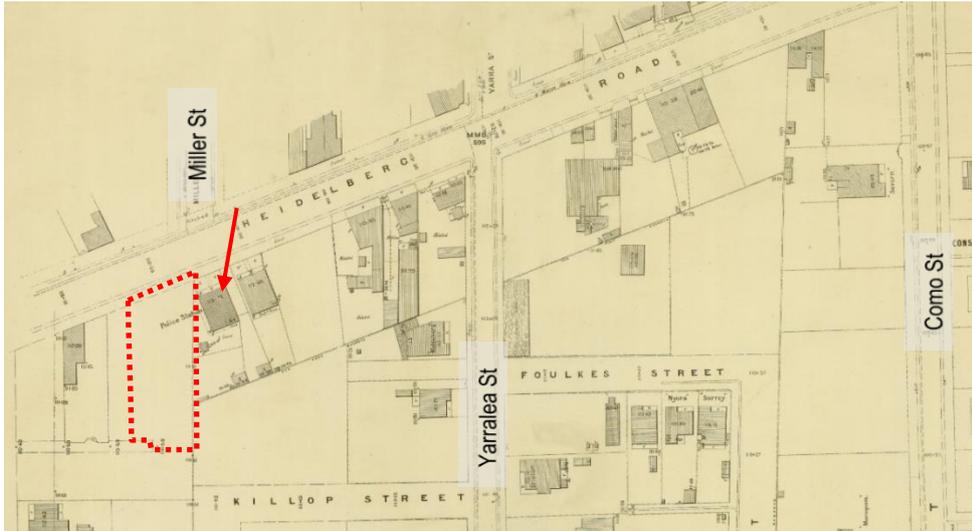


Auction notice for Alphington Park Estate in Alphington dated 1910, showing eight rectangular allotments with frontage to Heidelberg Road. The approximate location of subject sites 730-734 Heidelberg Road is indicated. Alphington Village is located directly east of the estate. (Source: State Library of Victoria)

The following MMBW plan dated 1914 shows the buildings that had been constructed nearby in Alphington Village to the east of the subject site and prior to its development. Early houses and buildings were either timber or masonry (brick or stone), often with smaller outbuildings to the rear. Amongst the earliest buildings in Alphington were a general store with post office, butcher, Wesleyan Chapel, a bakery, and at least two hotels.⁹ A police station was located adjacent to the subject site. Residential development had occurred to the south of Alphington Village while a large majority of the street allotments along Heidelberg Road (including the subject sites) remained vacant.¹⁰

⁹ A Lemon, *The Northcote Side of the River*, p48

¹⁰ 1914 MMBW Detail Plan 1317

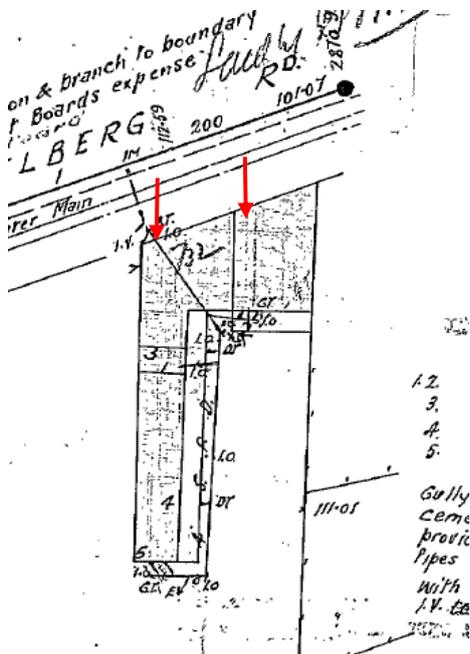


1914 MMBW Detail Plan 1318

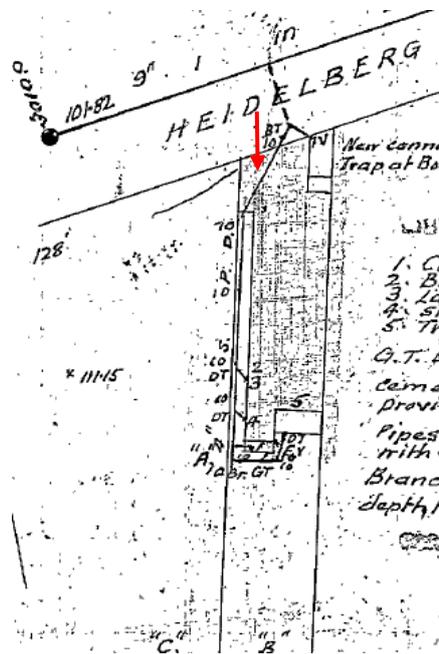
Showing the Alphington Village at the east end of Heidelberg Road - about Yarralea Street, Alphington. The approximate boundaries of the subject site is indicated and the sites are vacant. The police station is indicated by an arrow. (Source: SLV)

In 1916 allotment 8 (nos 732 and 734) was acquired by Thomas Trevena, tailor, which included the right of carriage way to the south of the site.¹¹ Nos 732 and 734 had been constructed by 1923.¹² Both buildings were roughly square in footprint with a chamfered corner however no. 732 included a narrow section that extended to the rear of the site.

The subject building at no. 730 had been constructed by 1924 and had a long narrow rectangular footprint with a stepped section to the north end.¹³ All three building footprints are similar to the extant footprints on the site.



Plan of nos 732 & 734 dated 1923. The building footprint is almost identical to the extant buildings (Source: Yarra Valley Water, Plan No. 131291-2)



Plan of no. 730 dated 1924. The building footprint is almost identical to the extant buildings (Source: Yarra Valley Water, Plan No. 136627-6)

¹¹ Certificate of Title, vol.3966/folio 793102
¹² Yarra Valley Water, Plan No. 131291-2 dated 1923
¹³ Yarra Valley Water, Plan No. 136627-6 dated 1924

In 1924 the subject shops were occupied by various commercial businesses. Bootmaker, E J March is listed as occupying no. 730 from 1924-31 and no. 734 from 1933 until at least 1960.¹⁴ Ironmongers and estate agents appear to have occupied no. 732 in 1924 and 1925 and news agency G E A Richardson, appear to have occupied no. 734 in 1926 and 1927.¹⁵ Small commercial businesses continued to operate from the subject sites throughout the 1930s. A Nicholes, a tailor, occupied no. 732 from 1931 to 1933 and the adjacent site at no. 730 from 1935 to 1945.¹⁶

The subject buildings are evident in a 1945 aerial. A hipped gable roof as well as the canopies are evident to the front of the three buildings with narrower sections and minor structures to the rear of nos 730 and 732.



Aerial photograph, December 1945. 730-734 Heidelberg Road is indicated.
(Source: Landata, Melbourne and Metropolitan Area Project, Project No. 5, Run 27, Frame 59523)

In 1948 no. 730 was transferred to Robert Dunstan McMullen, engineer and Norma Eileen Cattermole, married woman.¹⁷

In 1948 drawings for a proposed brick factory to the rear of the no. 734 were submitted to the City of the Heidelberg.¹⁸ At this time, the occupier of the building was Mr G H Bryant and the owner of the property was J P Monro.¹⁹ The factory was constructed for Goodwear Plating, an electro plating and metal polishing business, however the building no longer survives.

Circa 1968 the Alphington Post Office was relocated to no. 730.²⁰ A historic photograph dated 1968 shows the unpainted brick parapet, canopy, shopfront configuration and wall tiles.²¹ In 2010 no. 730 was subdivided to form the extant reduced parcel of land. No. 730 continues to function as a Post Office.

¹⁴ Sands & McDougall directory, various. E J March is listed as occupying no. 359 from 1924-1931. In 1933 the street numbers are modified and March occupies the subject site at no. 730.

¹⁵ In 1924, ironmonger R S Witcher occupies no. 357 and Land & estate agents occupy no. 357a. G E A Richardson occupies no. 355.

¹⁶ Sands & McDougall directory, various. In 1931 A Nicholes occupies no. 357 which is listed as no. 732 in 1933.

¹⁷ Certificate of Title, vol.7554/folio 047

¹⁸ VPRS 010150, P 0000, Unit 000114

¹⁹ VPRS 010150, P 0000, Unit 000114

²⁰ Sands & McDougall directory, 1970, p5. The Alphington Post Office occupied 724 Heidelberg Road from at least 1942 to circa 1968.

²¹ B5919, 20, NAA



1968 - No. 730 (Alphington Post Office)
(Source: B5919, 20, NAA)

Thomas Duff & Bros. Pty Ltd.

Thomas Duff & Bros., was a family enterprise and one of Melbourne's well-known shopfitters, operating from circa 1910 until at least 1942.²² Duff operated from West Melbourne in the 1920s, relocating to Port Melbourne in the 1930s and North Melbourne in the early 1940s. They manufactured a variety of shop fittings including 'partitions, desks, chairs, tables, screens, showcases, shopfronts, etc.' Duff are responsible for the remodelling of the London Stores at the corner of Elizabeth and Bourke Streets, renovated at the end of the 1930s. The substantial shopfronts featured large display windows that integrated recent lighting methods.²³ Thomas Duff died in May 1921 at his residence in Carlisle Street, Balaclava.²⁴

Thematic Context/Comparative Analysis

- City of Yarra, Review of Heritage Overlay Areas 2007, Appendix 8 (revised May 2017)
- City of Yarra, Review of Heritage Overlay Areas 2007, Appendix 7: Individually significant places not from the main development era (revised May 2008)
- City of Yarra Heritage Review (Allom Lovell and Associates, 1998)
- City of Northcote Urban Conservation Study (Graeme Butler, revised February 1983)

Known comparable places in the City of Yarra

Interwar period shops have not been well assessed across the municipality as many such buildings are located within precincts whose significance primarily relates to the late 19th century (Victorian) and possibly early 20 century (Federation) phases of development and so have tended to be graded non-contributory.

- 207 Bridge Road, Richmond (part of HO310, Bridge Road Precinct). Not contributory. Constructed in 1930, the single storey brick shop has an altered shopfront though the Roman brown brick pier is intact.
- 160 Johnston Street, Collingwood (part of HO324, Johnston Street Precinct). Not contributory. The single storey brick, paired shops have a stepped parapet and recessed shopfronts. The shops are largely intact.

Other municipalities

- 684-690 High Street, Reservoir (part of High Street (Reservoir) Commercial Precinct, City of Darebin). Contributory. Constructed in 1928, the Interwar period group of shops have original parapets. No. 682 has an original recessed shopfront.

²² Sands & McDougall directory, various; Sands & McDougall directory, various; Sands & McDougall directory, 1942, p2173

²³ 'Building and Architecture: Modern Shopfronts,' *Age*, 26 December 1929, p4

²⁴ *Herald*, 13 January 1922, p10

Condition

Good

Integrity

Mostly intact

Previous Assessment

N/A

Heritage Overlay Schedule Controls

| | |
|------------------------------|-----|
| External Paint Controls | Yes |
| Internal Alteration Controls | No |
| Tree Controls | No |
| Outbuildings and/or Fences | No |

Extent of Heritage Overlay

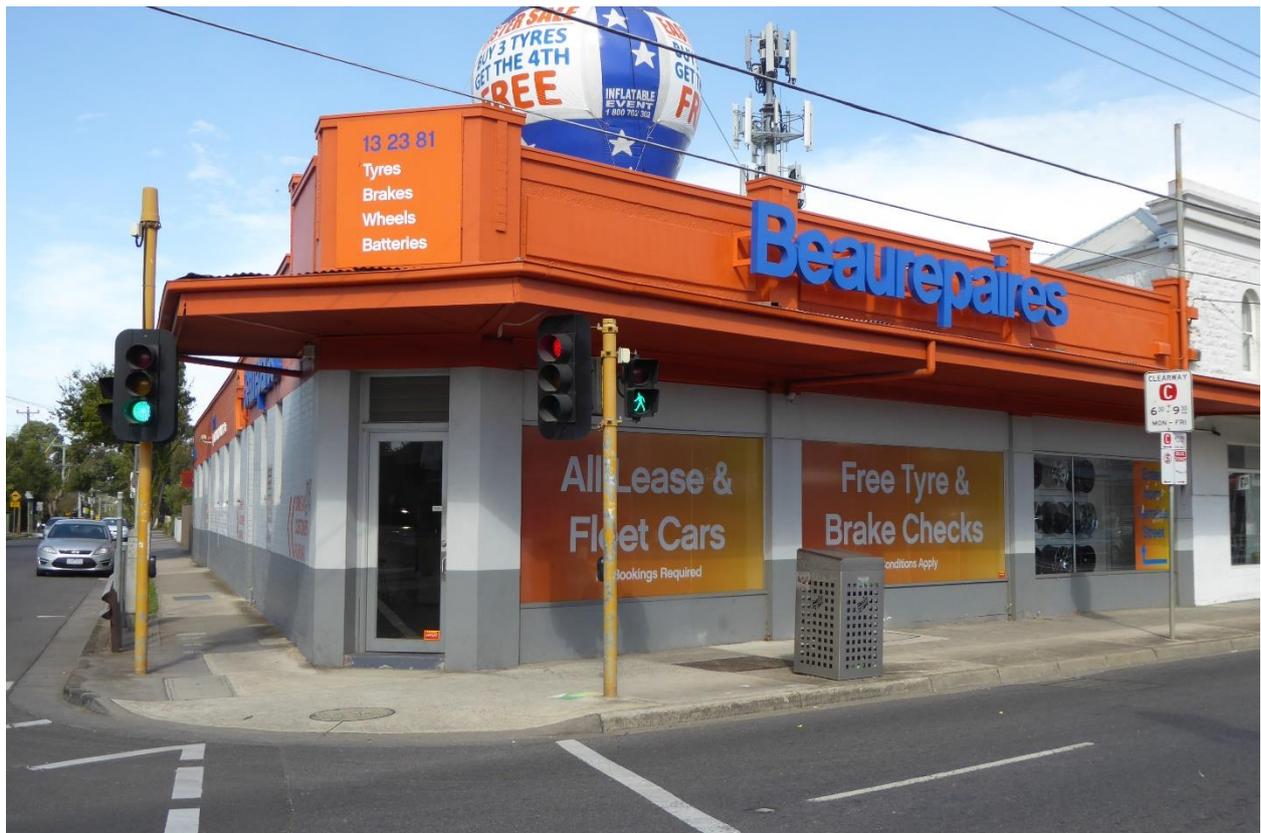
The proposed extent of the heritage overlay would be the parcels of land associated with 730, 732 and 734 Heidelberg Road, Alphington.



Recommended extent of heritage overlay
(Source: Nearmap 2019)

A. COOPER KNITTING FACTORY (FORMER)

| | |
|---------------------------|--|
| Address | 760-764 Heidelberg Road, Alphington |
| Significance | Local |
| Construction Dates | 1922 (front part), 1930s-1940s additions |
| Period | Interwar |
| Date Inspected | Early 2019 |



Statement of Significance

What is Significant?

The single storey brick building at 760-764 Heidelberg Road, Alphington, constructed 1922, with additions made during the late 1930s and early 1940s.

Significant aspects include the Heidelberg Road and Yarralea Street facades including brick parapet, visible gable roof sections (primarily to the east side), chamfered corner entrance, concrete lintels, pattern of openings and shopfronts, canopy, and remnant wall moulding (west end of north elevation).

How is it Significant?

The single storey building at 760-764 Heidelberg Road, Alphington – the former A. Cooper Knitting factory - is of local historical and aesthetic significance to the City of Yarra.

Why is it Significant?

Initially constructed as three premises in 1922, the single storey building at 760-764 Heidelberg Road, Alphington was expanded and later consolidated by A. Cooper Knitting Manufacturer. It is representative of the commercial and industrial development that occurred during the Interwar period along Heidelberg Road, and in particular was one of a few knitting enterprises that were established along Heidelberg Road at this time. The rapid expansion of the building during the late 1930s and early 1940s is indicative of the important role of the local knitting industry during WWII. (Criterion A)

The single storey building is aesthetically significant as an intact example of an Interwar period building constructed on a prominent corner site. The brick building is distinguished by its parapet and projecting piers articulated with a combination of smooth and roughcast render contrasting with variations in the brickwork. The original pattern of openings, shopfront division, and canopy remains mostly intact. (Criterion E)

Description

The single storey brick building is located on the corner of Heidelberg Road and Yarralea Street. The entrance is located at the chamfered north-east corner. The building consists of various roof sections indicating some staged construction on the site and typically clad with metal sheeting.

A brick parapet extends the length of the Heidelberg Road facade with a partial return to Yarralea Street and its detailing is indicative of Interwar period design. It is divided into three sections (relating to the original three premises) defined by capped brick piers. The parapet has been overpainted but the original format of contrasting materials and textures remains evident (refer historic photograph below) – red brick against grey smooth and roughcast render. The piers mostly have a smooth rendered finish with a central brick strap and the intervening areas are mostly roughcast render (the panels are fixed over) defined by a soldier brick course above (but below the rendered parapet edge) and stretcher courses below (the upper one of which is projecting). Similar detailing is evident to the lower short return on Yarralea Street however the parapet to the chamfered corner is differentiated by having a smooth rendered finish.



Heidelberg Road (north) elevation



Yarralea Street (east) elevation

The shopfronts are typical of the Interwar period and consist of a recessed entry, large shopfront windows with lower masonry stallboard, framing with highlights (often overpainted) and a cantilevered awning, whose soffit is lined with a narrow corrugated sheet metal. The outermost windows on the Heidelberg façade retain curved sections of timber mouldings (possibly original) and there is an original section of moulded tiling to the pier/wall at the west end of the façade.



Yarralea Street (east) elevation – parapet detailing



Yarralea Street (east) elevation

The Yarralea Street elevation has a much lower parapet so that the long gable roof section, clad in corrugated sheet metal, is widely visible. The brick walls in stretcher bond are painted and a concrete lintel extends above all the openings except for the vehicular entry at the southern end.

The regular pattern of openings remains intact consisting of two doorways and several windows. To the north end, there are timber windows with brick sills though at the southern end the windows have been truncated and glass bricks have been introduced. The doorways have a toplight and largely glazed timber-framed door. The extant joinery to the windows and doors are likely not original but possibly indicative of the original types.

History

The subject site formed part of Crown Portion 120, Parish of Jika Jika, comprised of 122 acres purchased by Sydney based merchant Charles William Roemer in 1840.¹ It was one of several similarly narrow allotments with frontages to the nearby creeks and the Yarra River.² The rich soil, topography of the land, and close proximity to the Yarra River was considered desirable.³ Heidelberg Road was located to the south of the allotments and was developed along the line of an earlier track leading to Heidelberg. The road served as an early transport route for those travelling to and from Heidelberg and includes sections of what is now Fairfield and Alphington.

Development along Heidelberg Road remained sparsely settled.⁴ Alphington Village was established by William Montagu Manning (Solicitor General of Sydney) who acquired Roemer's original Crown Allotment 120 in 1852 and, seeing potential for a resting place on the way to Heidelberg, subdivided the land into 130 lots of varying sizes, including provision for shops on both sides of Heidelberg Road.

From 1853, lots from the 'Alphington Estate' were offered for sale. The land was slow to sell however, with only 16 sales by the end of 1856. Amongst the earliest buildings in Alphington were a general store with post office, a bakery, and at least two hotels. The former butcher shop at 756-8 Heidelberg Road was built circa 1860 and is the oldest surviving commercial building of the original Alphington Village. The Wesleyan Chapel constructed circa 1859 on the north side of Heidelberg Road also remains.

A building had been erected on the subject site by 1887 and was acquired by storekeeper, John McKillop who continued to occupy the building until at least 1900.⁵ That same year, land to the south of Alphington Village was subdivided and advertised as Knockando Estate which comprised of '58 splendid villa sites.'⁶ The following auction notice shows the subdivision and buildings in Alphington Village about Yarralea Street. The village catered to travellers as well as local residents and consisted of

¹ Landata, Parish of Jika Jika J16(5)

² A Lemon, The Northcote Side of the River, p7

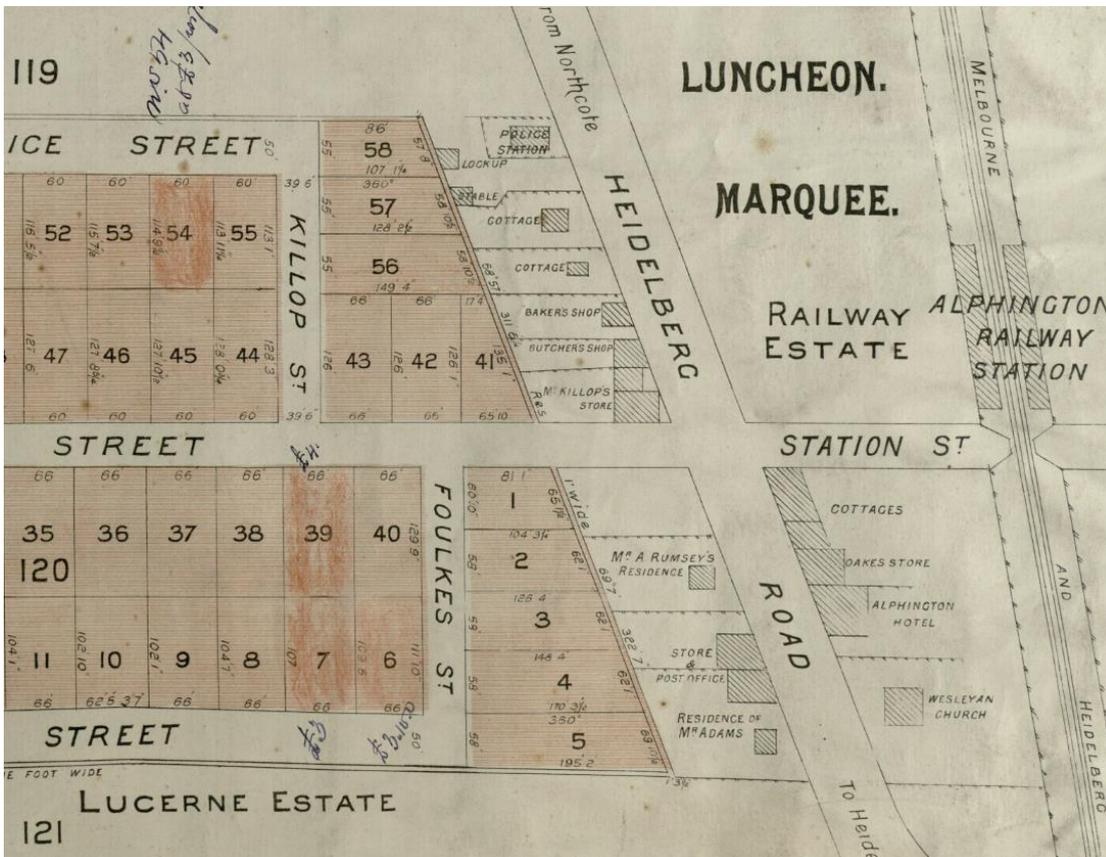
³ City of Darebin, www.darebin.vic.gov.au

⁴ A Lemon, The Northcote Side of the River, p50

⁵ Auction Notice dated 1887, State Library of Victoria; Certificate of Title, vol.1886/folio 096, 1st edition – McKillop died in 1902; Sands & McDougall directory, 1900, p80

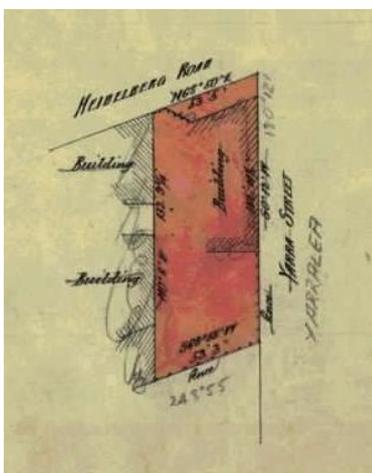
⁶ Auction Notice dated 1887, State Library of Victoria

several small shops including a baker, butcher, store, small cottages and residences. There was also a police station, post office, Alphington Hotel and the Wesleyan Church.



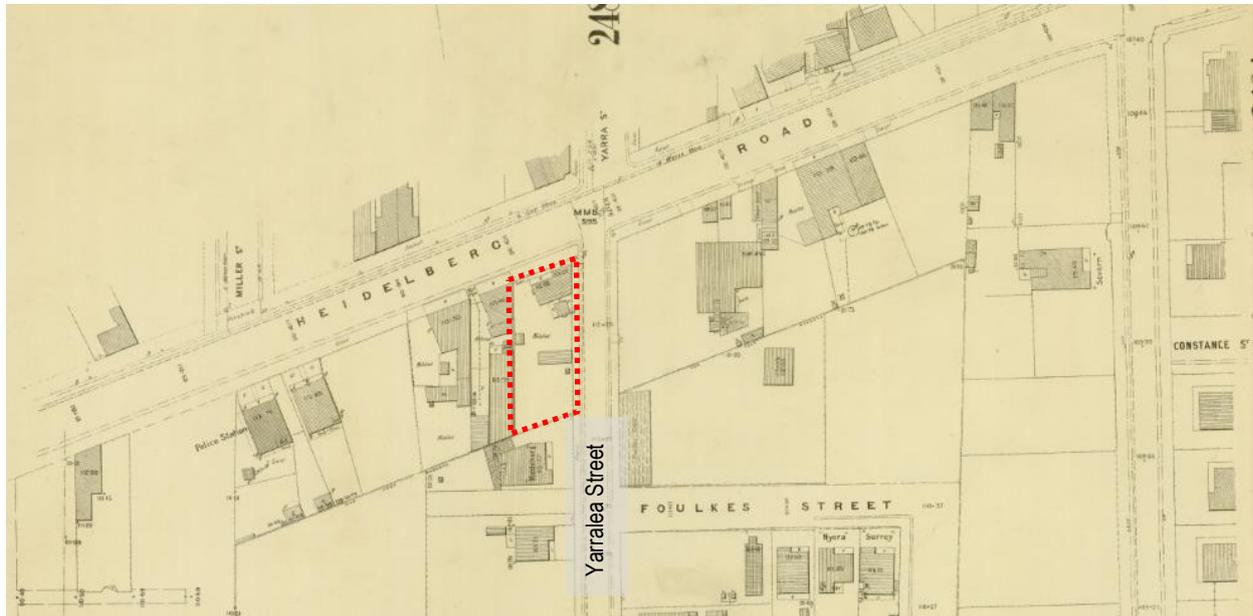
Extract from an auction notice for Knockando Estate in Alphington dated 1887, showing the development existing along Heidelberg Rd at that time. Yarra Street is to the centre of the image and Lucerne Estate is to the bottom of the image. (Source: State Library of Victoria)

An 1887 plan provides further detail about the subject site. The Heidelberg Road frontage measured about 53.5 feet while the Yarra Street (now Yarralea Street) frontage measured 160 feet. McKillop's store is positioned at the front of the site and has an angled street façade. The extant former butcher shop is also evident.



Plan of the subject site in 1887 (Source: Certificate of Title, Vol.1886 Fol. 096)

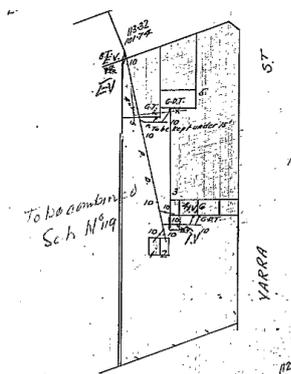
By 1914 some of the buildings on the south side of Alphington Village had been demolished. Some buildings such as the former butcher shop remained with additional structures constructed to the rear. The earlier McKillop's store at the subject site had been demolished and replaced with several timber buildings with verandahs, fronting Heidelberg Road.⁷ Smaller timber structures were situated in the middle of the site.



1914 MMBW Detail Plan 1318 showing Alphington Village at the east end of Heidelberg Road - about Yarralea Street, Alphington. The subject site is indicated and consists of several timber structures. (Source: SLV)

Grocer, Mrs Mary Kennedy, occupied the subject site from at least 1916 to 1921 at which stage it was transferred to James Ryan, a hotelkeeper of Heidelberg Road.⁸ James Ryan, hairdresser and tobacconist, was listed at the site in 1922 (then no. 383).⁹

In September 1922, Henry Thomas Rust – a farmer residing nearby at 19 Yarra Street, Alphington – acquired the site.¹⁰ It is not certain whether Ryan or Rust redeveloped the site, but at this time the original timber structures were replaced by the front part of the extant building, which was then comprised of three sections – two small premises and a larger corner premises (refer following).



Property Sewerage Plan dated September 1922. The footprints of the three original shops are outlined. (Source: Yarra Valley Water, Plan No. 101207-3)

⁷ MMBW Detail Plan No. 1318, dated 1914.

⁸ Certificate of Title, vol.1886/folio 096; Sands & McDougall directory, 1916-1921. The subject site is listed as no. 383.

⁹ Sands & McDougall directory, 1922-1923

¹⁰ Certificate of Title, vol.1886/folio 096, 1st edition

In 1923, H T Rust was identified at the site as a hairdresser and tobacconist (possibly an error) and in 1924, H T Rust was listed again as such, in addition to an adjoining unnumbered premises with a draper, John Foley. In 1925, H T Rust was identified as an estate agent at no. 381 as well as A Leithoff, hairdresser and tobacconist, and Phillip V McGavin, billiard saloon, both at no. 383.¹¹ A year prior, a billiard license had been transferred from Rust to McGavin.¹² The billiard saloon continued to operate at the site until 1931.¹³

By the early 1920s the Fairfield-Alphington region had experienced a steady increase in the number of residential and commercial buildings. The south side consisted of a combination of primarily small commercial premises, including grocers, cycle builders, a confectioner, and a bootmaker, with some residential buildings.¹⁴ During the 1920s to early 1930, other occupants at the site included a bootmaker and fruiterer.¹⁵ From about 1935 to 1965 the shop at no. 760 was leased to several boot repairers including F Fletcher from circa 1935 to 1950. The central shop at no. 762 was leased to a confectioner, Mrs D Stevens in 1938 before operating as a cake shop from circa 1942 to 1955.

In June 1938, Hilda Mary Cooper of Cedric Street, Ivanhoe acquired the site.¹⁶ From that time until circa 1970, the corner premises at no. 764 was occupied by knitted goods manufacturer, A. Cooper. For over a decade though (from 1938 to 1950) it seemed to also accommodate a hairdresser.¹⁷ In April 1939, the A T Cooper and Co P/L – 'knitting mill proprietor and manufacturers of woollen goods and warehouseman' – was established with £3000 capital. The two subscribers were Alan T Cooper, manufacturer of 16 Station Street, Aspendale and Robert N Vreland, solicitor of 430 Little Collins Street, Melbourne.¹⁸ In the 1937, Alan Theophilus Cooper had been identified as a mechanic living in Cedric Street, Ivanhoe, in the same street/at the same address as Hilda Mary.¹⁹

The late 1930s saw an increase in wool textile manufacturing in a bid to aid in Australia's war effort.²⁰ Local woollen mills intensified production to meet the demand for woollen goods such as blankets, rugs, hosiery and other knitted goods. It is not known what products the newly created company of A. Cooper sold however his business would have been impacted by the wartime demands that were placed on the textile industry. By 1940 Cooper had expanded their knitting manufacturing business and a narrow building was constructed on the south half of the site.²¹

By 1945 Cooper had further expanded, as evident in a historic aerial.²² The rear building had been extended north to form the extant gable roof on the east side of the site and a smaller building had been constructed in the south west corner of the site. The gable roof, skillion roof and street canopies of the three shops in the north part of the site are also evident.

¹¹ Sands & McDougall directory, note that the listings were typically delayed by a year

¹² 'Law Notices', *Age*, 14 March 1924, p6

¹³ Sands & McDougall directory, 1925-1933. In 1933 the building is renumbered as no. 764.

¹⁴ Sands & McDougall directory, 1919, p104

¹⁵ Sands & McDougall directory, 1922, p96

¹⁶ Certificate of Title, vol.1886/folio 096, 1st edition

¹⁷ Sands & McDougall directory, 1938, 1945

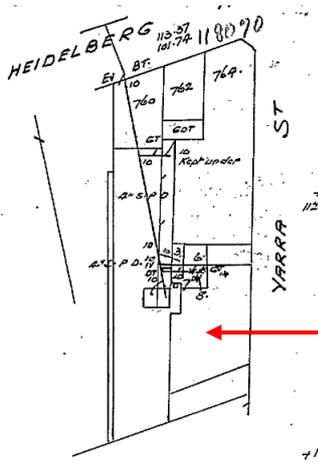
¹⁸ 'New Companies', *Herald*, 29 April 1939, p2

¹⁹ Electoral Role 1937, subdivision of Ivanhoe, p19

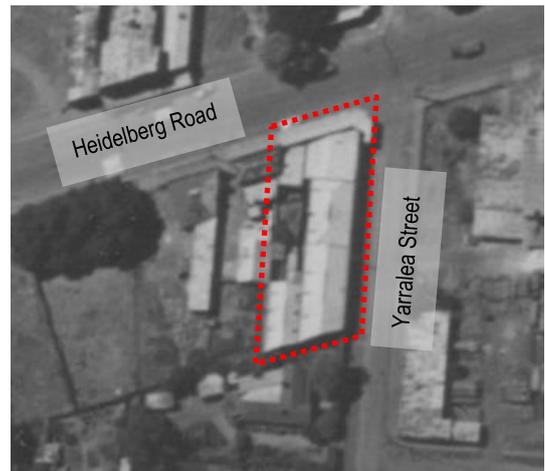
²⁰ 'Local woollen mills helping in war effort.' *Herald*, 22 June 1940, p6

²¹ Yarra Valley Water, Property Sewerage Plan, Plan No. 101207-0

²² Landata, Melbourne and Metropolitan Area Project, Project No. 5, Run 27, Frame 59523, 1945



The Property Sewerage Plan dated 1940 shows a second building was constructed to the rear of the site indicating the expansion of knitted goods manufacturer, A T Cooper Pty Ltd. (Source: Yarra Valley Water, Plan No. 101207-0)



An aerial photograph dated December 1945 (Source: Landata, Melbourne and Metropolitan Area Project, Proj. No. 5, Run 27, Frame 59523)

In 1952, ownership of the site was transferred to A T Cooper & Company P/L, who retained it until 1969, when it was sold to Lawrence Valentine Rigby, used car proprietor and Doreen Muriel Rigby.²³ In 1970, A T Cooper, drapers were listed at no. 760 with TAB of Victoria at no. 762 and State Savings Bank (SSB) at no. 764. Both TAB and SSB were listed in 1974 but Cooper was not listed at no. 760.²⁴

Subsequently the three premises have been consolidated and the Heidelberg Road shopfront entrances modified. Despite changes to the original shopfronts, the division of the three premises and early timber mouldings remain. Toplights are likely concealed by extant sheeting and other early building fabric beyond this may survive.

A historic photograph dated 1982 shows the original presentation of the parapet. Render with contrasting red brick soldier course detail is evident below the parapet edge.²⁵



Photograph dated 1982 showing original presentation of parapets (Source: Darebin Archives LHRN3652)

²³ Certificate of Title, vol.1886/folio 096, 1st and 2nd editions

²⁴ Sands & McDougall directory, 1974, p11

²⁵ A soldier course is a set of bricks laid vertically with the narrow face exposed.

Thematic Context/Comparative Analysis

- City of Yarra, Review of Heritage Overlay Areas 2007, Appendix 8 (revised May 2017)
- City of Yarra, Review of Heritage Overlay Areas 2007, Appendix 7: Individually significant places not from the main development era (revised May 2008)
- City of Yarra Heritage Review (Allom Lovell and Associates, 1998)
- City of Northcote Urban Conservation Study (Graeme Butler, revised February 1983)

Known comparable places in the City of Glen Eira

To date, many Interwar period factories and warehouses that have been included as an individual overlay consist of iconic landmark factories or complexes that are often built on a much larger scale than the subject building:

- Dimmeys, 140-160 Swan Street, Cremorne (HO335). The grand two storey drapery store was built in stages between 1907 and 1918 and extended in 1986. The brick building was designed in the American Romanesque style by notable architects H W & F B Tompkins and consists of large plate glass windows (that have replaced original display cases at ground floor) and a four storey clock tower surmounted by a dome.²⁶ The ground floor functions as a showroom, similar to the subject building.
- Rosella Factory Complex Precinct, 57 & 64 Balmain Street, Cremorne (HO349). The Rosella complex was designed by architect J E Burke and established in 1905 with subsequent buildings constructed during the 1920s. Elements include parapets and saw-tooth roofs, large window openings at street level (previously with multi-paned glazing) rendered concrete lintels and a combination of timber and steel-framed doors and windows.²⁷

Interwar period factories/warehouses/showrooms have also been included as individually significant or contributory buildings within precincts:

- MacRobertson Pty Ltd, confectionary works offices, former, 214 Argyle Street, Fitzroy (part of HO334 South Fitzroy Precinct). The single storey factory building was constructed in 1937 for manufacturer MacRobertson Pty. Ltd. Designed in the Moderne style the rendered façade features a banded parapet, overpainted brick work detailing and large steel framed multi-paned windows.
- London Baby Carriage Manufacturers Pty Ltd, Factory and showroom, 151-161 Bridge Road, Richmond (part of HO310 Bridge Road Precinct). The factory and showroom was built in 1941 for Hilda and Ruby Wrixon and is located on a corner site. The single storey brick building was designed in the Moderne style and features a parapet with horizontal banding which has been painted. The street façade consists of large expansive window openings.
- 33 Spensley Street, Clifton Hill (part of HO316, Clifton Hill East Heritage Overlay). Not significant. Brick factory/warehouse, now units constructed in 1925. Façade largely intact.
- Pelaco Factory (& Sign), Former, 21-31 Goodwood Street, Richmond (part of HO332C Richmond Hill Precinct). Individually significant. Large industrial complex associated with Australian shirt manufacturer, Pelaco constructed circa 1922. The utilitarian four storey brick building consists of a rendered upper floor, large steel framed windows and an early neon sign\

Condition

Good

Integrity

Mostly intact

Previous Assessment

N/A

²⁶ Statement of Significance, Dimmeys, VHD.

²⁷ Statement of Significance, Rosella Factory Complex Precinct, VHD.

Heritage Overlay Schedule Controls

| | |
|------------------------------|-----|
| External Paint Controls | Yes |
| Internal Alteration Controls | No |
| Tree Controls | No |
| Outbuildings and/or Fences | No |

Extent of Heritage Overlay

The proposed extent of the heritage overlay would be the parcel of land associated with 760-764 Heidelberg Road, Alphington



Recommended extent of heritage overlay
(Source: Nearthmap 2019)