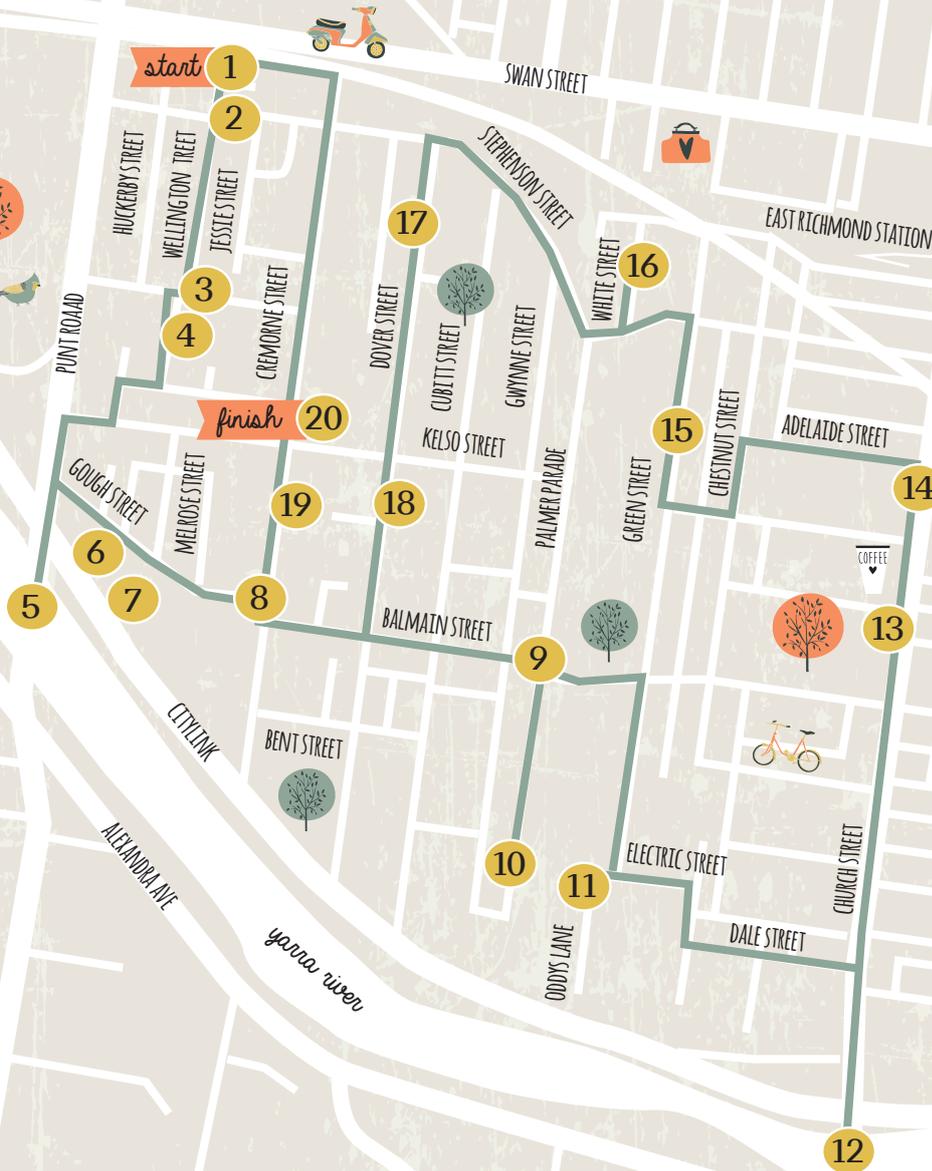


CREMORNE

heritage walk



The area now known as Cremorne was originally constituted of six allotments purchased between 1846 and 1849. These were long narrow allotments which fronted Swan Street and ran down to the Yarra River. In the 1840s, the flat area of land along the banks of the Yarra River were developed into large villas and gardens. Repealing of the Yarra Pollution Act (1855) in 1860s made Cremorne an attractive location for industrial occupation and by 1870s the area was transformed into the industrial landscape that we can still see today. Over the years, alongside factories, many workers cottages, schools and other community infrastructure were also developed.

Notable industrial complexes of Cremorne include the former Richmond Power Station, the Bryant and May and Rosella factory complexes, and the Richmond Maltings site (with Nylex sign atop).

Today the demographic of the area is changing again, as industrial businesses leave, and are replaced by new office and housing.

Commence the walk at Wellington Street, Cremorne (near the corner of Huckerby Street).

SEE OVER FOR
walk
details

start

1



FORMER FREEMASONS TAVERN

5 Wellington Street Cremorne

5 Wellington Street was originally constructed in 1865 as a residence for William H. Martin. Prior to this, in 1858, a timber house and bakery had occupied the site, followed by a brick house and bakery in 1860.

By 1866, the building began operating as a 'Freemasons Tavern', with stables and outbuildings under the proprietary of A. W. Sandstrom. It reverted to a private dwelling in 1886.

The design of the building, with its ruled stucco and string coursing, is characteristic of buildings constructed in Victoria during the 1850s.

The property is graded as Individually Significant under Heritage Overlay - 294.

2



15 WELLINGTON STREET

15 Wellington Street Cremorne

Built in 1881 for Patrick Quinlan, this double fronted terrace house is noted for its use of Dutch Gables, a particularly unusual architectural treatment for this type of house. Early photographs of the building show that the openings on the balcony were originally French doors, while the buildings structure indicates that there may have been a shopfront in the projecting bay.

The house is graded as Individually Significant under Heritage Overlay - 364.

3



FORMER SUTHERLAND'S DISTILLERY

67 Wellington Street Cremorne

The Former Sutherland's Distillery was constructed around 1889 for the firm 'John Sutherlands and Sons'. The factory was built as a vinegar distillery, as well as manufacturing pickles and cordials.

John Sutherland had originally established the business in 1885, operating from a factory on the south corner of Cremorne and Blanche Streets. He died in 1889, but his sons continued and expanded the business, which operated until the 1970s.

Utilising underground pipes which were laid during the 1930s, beer was pumped from the factory on Wellington Street, down to the factory on Cremorne Street, where the final stages of the beer making process took place.

The building has since been converted into private residences. It is graded as Individually Significant under Heritage Overlay - 364.

4



WARWICK TERRACE

77-93 Wellington Street Cremorne

Warwick Terrace was constructed in stages between 1892 and 1893. Warwick Terrace matches Leicester Terrace, the row of terraces directly opposite. Each row of terraces was comprised of nine residences. The original owner of the terraces on both sides of the street was Mr Dakin, a contractor from Richmond.

The terraces are graded as Individually Significant under Heritage Overlay - 296.

Throughout its history the site has been operated by a variety of companies. The first company which operated on the site was Smith, Winn and Fielding, who ran until 1901. Proprietor Charles Smith (of Smith, Winn and Fielding), was involved in politics, sitting as a councillor for the Town of Richmond, Mayor of Richmond, as well as a Councillor for the City of Melbourne, and Mayor of Melbourne. He was elected to the Victorian Legislative Assembly in 1883, serving until 1892.

In 1972 the site was taken over by Barrett Bros & Burston Co, who were one of the two largest malting companies in Australia. They were the last company to occupy the site before it was converted into new commercial and residential premises.

This site is on the Victorian Heritage Register

6



NYLEX SIGN

2 Gough Street Cremorne

The Nylex sky-sign is one of a collection of signs marking Victoria's industrial heritage in Cremorne. Cremorne and Richmond have the greatest concentration of surviving sky-signs in the state. Of all the signs, which include the Skipping Girl, Victoria Bitter, Slade Knitwear and the Pelaco signs, the Nylex sign is the most prominent. These signs have strong associations with the industrial base of the former City of Richmond.

The Nylex sign was built in 1961 by the Neon Electric Sign Co. It is a double-sided sign (viewable from both sides), and consists of the name 'Nylex Plastics', as well as a time and temperature display. Nylex, once the largest plastics manufacturer in Australia, was established in 1927, and grew from its premises below the sign on Cremorne Street.

The sign dominates the view along the major thoroughfares of Punt Road, Hoddle Street, and Alexandra Avenue. This visual importance has embedded the sign within the popular culture of Melbourne, and is featured in Paul Kelly's song Leaps and Bounds.

This site is on the Victorian Heritage Register.

7



RICHMOND MALTINGS

2 Gough Street Cremorne

This complex consists of malt houses, stores, silos (including the illuminated Nylex sky sign and clock) and offices.

The earliest surviving malt house on the site is from 1880, which was originally designed by the architects Temperley, Edwards & Badger. Between the 1920s and 1950s a number of new malthouses and outbuildings were constructed on the site. The large, iconic silos were added in 1952.

5



HODDLE BRIDGE

Hoddle Street, Cremorne

The Hoddle Bridge was constructed between 1937-1938, and was designed in consultation with the architects/engineers Hughes and Orme. The bridge is named after Robert Hoddle (1794-1881), the surveyor for Port Philip, who, in the 1830s drew the first plans for the layout of Melbourne. His design, with streets running in a continuous grid, became known as the Hoddle Grid.

The construction of the bridge in the late 1930s, replaced a previous punt service which had operated on the site since before the 1850s. The bridge was constructed by the Country Roads Board in conjunction with the Melbourne City Council at a cost of £78,000.

Designed using a variety of understated Art-Deco motifs, the bridge is in a Moderne style. The bridge is graded as Individually Significant under Heritage Overlay - 281.

CREMORNE heritage walk

SEE OVER FOR
walk
details



8

FORMER CREMORNE GARDENS

**Cremorne Street
Cremorne**

The Cremorne Gardens were established in 1853 on 10 acres of land adjoining the Yarra River. The Gardens were bounded by Balmain, Cubitt and Cremorne Streets. Originally established by James Ellis, the site included a dance floor, mechanised rides, tightrope walkers and fireworks display. With transport options to the gardens limited, a paddle steamer (known as the Gondola) would bring passengers from Princess Bridge to Cremorne.

Ellis sold the gardens to George Coppin and Gustavus Vaughan Brooke in 1856, who promptly spent £10,000 renovating the site. When the Gardens reopened, new attractions included a maze, bowling saloon, rifle gallery, and menagerie of birds and animals. The gardens also included a large open-air theatre, and a series of large models which were constructed to predict contemporary world events.

The gardens were notable as being the location of the first balloon flight in Australia, which took place on the 1st of February 1858. High upkeep costs meant that the Gardens were sold in 1863, with the site adapted for use as a private lunatic asylum.

In 1884 the asylum was purchased and subdivided for residential purposes (known as the Cremorne Estate). Many of the houses in Dover, Cubitt, Bent and Balmain Streets were constructed at this time.



9

CHERRY TREE HOTEL

**53 Balmain Street
Cremorne**

The Cherry Tree Hotel was first opened during the 1850s. During the early 1860s, the hotel was under the proprietary of Frederick Binge. The hotel represents not only of the last remaining hotels in Cremorne, but a classic 1850s suburban Melbourne hotel.



12

CHURCH STREET BRIDGE

**Church Street
South Yarra**

The Church Street Bridge was designed for the Prahran and Richmond Council's and was completed in 1924. The design for the bridge was produced by Harold Desbrowe Annear and Thomas Ramsden Ashworth, with John Albert Laing working as the engineer.

Annear was a prominent architect in Melbourne throughout the 1910s and 1920s. While the majority of his works was large residential projects for wealthy clients, he was also a proponent of quality, crafted houses for the masses.

The present bridge replaced a prior, single span iron box-girder bridge which had been constructed in the 1850s. Despite the State Government believing a cheap, more paired back design would be appropriate, the bridge committee ensured a more aesthetic design was chosen. This, they hoped, would ensure the beautification of the area, while still connecting two densely populated suburbs of inner-city Melbourne.

This site is on the Victorian Heritage Register.



10

ROSELLA PRESERVING COMPANY

**Palmer Parade
Cremorne**

The properties on both sides of Palmer Parade were once part of the Rosella Preserving Company. The Rosella Preserving Company was well known for its tomato sauce, jams, canned fruits, sauces and chutneys.

Originally established in 1895, the Rosella Preserving Company began building the original factory complex in Cremorne in 1905. The land for the factories had previously been used as part of the Cremorne Gardens. The factory complex was designed by architect J. E. Burke, and when opened was considered the largest of its kind in the Commonwealth. Most of the red brick factories still found on the site, were constructed during an expansion in the 1920s and 1930s.

Buildings of note include the two storey Employee's Dining Room and Cloak Rooms (1927-28) at the corner of Munro and Gwynne Streets, the Vegetable Preparation and Canning buildings on the right hand side of Palmer Parade, and the Finished Goods Warehouse and Tomato Preparation building on the left hand side of Palmer Parade (corner of Balmain Street). The factory ceased production of goods in the 1980s.

The factory buildings are graded as Contributory under Heritage Overlay - 349.



11

RICHMOND POWER STATION

**Oddys Lane
Cremorne**

Constructed in 1890 (to designs by Henry B. Gibbs), the Richmond Power Station was operated by the New Australian Electrical Lighting Co. The power station is one of the oldest electric power stations in Victoria. Large power stations such as this one became possible after the development of alternating current supply in the 1880s. Prior to this, the limitations of direct current supply meant that power plants needed to be in close proximity to the buildings using the power.

The station initially supplied electricity to Prahran, Melbourne and Richmond. It was located close to both the railway for easy coal delivery and the Yarra River as a cheap source of water essential for the running of a large and efficient steam generating plant.

The building was constructed in multiple stages, with the original building extended on multiple occasions between 1900 and 1922. Originally the building had two chimney stacks, although these were demolished in 1976 when the building ceased operation as a power station.

Notable decorative features on the building include the finely articulated western facade with its "campanile" tower, and vast glazed arched openings in the east end of the boiler house and turbine hall.

Today the site is on the Victorian Heritage Register.

CREMORNE
heritage walk

SEE OVER FOR
walk
details



13

BRYANT AND MAY

560-570 Church Street
Cremorne

In 1909, in response to the Australian Governments protectionist policies, the London match manufacturer Bryant & May, negotiated and merger with R. Bell & Co, who had been producing matches in Church Street, Richmond. The new company, Bryant & May, Bell & Co. Pty. Ltd constructed the present-day factory in 1909.

Expansions occurred to the site in 1910, and in 1917 a dining hall was constructed. A further building programme between 1921-22 included the western extension of the factory, a new chimney stack, boiler house, and offices.

The former Bryant and May Industrial Complex was run as a model factory and reflected the Quaker principles of the original English founders. Evidence of the amenities provided for its workers include the tennis courts (1923), basketball courts (1923), bowling green (1928) and dining and recreation rooms (1917). One of the first industrial nurses in Australia was employed at the factory from 1922.

This factory complex was a major employer in Richmond, and at its peak had 800 employees.

The site was vacated by Bryant and May in the 1980s and is now used as an office complex. Today the site is on the Victorian Heritage Register.



14

V AND X BUILDINGS

534 Church Street
Cremorne

These distinctive office buildings in Church Street are emblazoned with the letters V and X. Though not heritage listed these are worth noting.



17

HURST TERRACE

30-38 Dover Street
Cremorne

The five two-storey buildings which comprise Hurst Terrace were constructed in 1871, and owned by Alfred Hill.

The terraces are unusual, with each terrace recessed back slightly from the street. Despite this, the terraces are unified through a continuous hip roof and continuous verandah. Originally the rendered facades would not have been painted.

Hurst Terrace is graded as Individually Significant under Heritage Overlay - 253.



18

SLADE KNITWEAR

105 Dover Street
Cremorne

The Slade Knitwear sign was erected by Whiteway Neon in 1970. This sign is one of a collection of important neon signs in Richmond, with these signs a reminder of the area's industrial past. The sign is 31 meters long, making it one of the largest sky signs in Victoria.

The sign is graded as Individually Significant under Heritage Overlay - 343.



15

RESIDENTIAL PRECINCT

Green Street
Cremorne

The modest worker's houses in this area were largely constructed in the 1880s as land was subdivided into residential allotments. Most of the old houses in this area date from the time of this original subdivision, although there is a scattering of Edwardian and Inter-War buildings.

Most of the house are graded a mixture of Contributory and Individually Significant under Heritage Overlay - 323.



16

TERRACES

23-41 White Street
Cremorne

This is an excellent example of a polychromatic brick, double-storey, terrace row of houses from the mid to late Victorian-era. The southernmost building is a shop building, which operated as both a butcher and barber shop.

The terraces are graded as Individually Significant under Heritage Overlay - 323.



20

FORMER SCHOOL

85 Cremorne Street
Cremorne

The primary school buildings on this site were opened in August 1878 as State School No. 2084. Despite originally being intended for around 300 students, by the end of August 1878 over 590 students were already enrolled. Rather than extend the school, the government insisted that students be relocated to other nearby schools. In 1890, a double story extension fronting Dover Street was opened in an attempt to add much needed space. Throughout the middle of the twentieth century enrolment continued to decline, with only around 200 students attending the school in the 1950s.

The buildings were designed using Romanesque and Gothic influences, with polychromatic brickwork, and elaborate bargeboards. The central section of the building has an unusual steeple style roof, cast iron finials and crestsings.

The site is currently occupied by Kangan Institute of TAFE.

This site is on the Victorian Heritage Register.



19

FORMER YARRA HOTEL

119 Cremorne Street
Cremorne

The present Yarra Hotel was constructed between 1906 and 1907, although the site had been occupied by a hotel since 1853. The owner of the property in 1906 was Alfred Levi, with Chas McAuley acting as publican. Originally the hotel was comprised of 9 rooms.

The building is an unusual composition, designed in the Arts and Crafts style. It is one of the last remaining pre-war buildings in Cremorne Streets. The former hotel is graded as Individually Significant under Heritage Overlay - 247.

For further information on the history of Cremorne please contact the Richmond and Burnley Historical Society