

Former Dennys Lascelles Woolstore Heritage Assessment

PLACE NAME: Former Dennys Lascelles Woolstore

ADDRESS: 20 Brougham Street, Geelong

Assessment Date: May 2017

Historic Theme:

Industrial Sites (see Geelong City Urban Conservation Study – Environmental History, vol.2)

Theme 5.3: Marketing and Retailing (see *Victoria's Framework of Historical Themes*)

Condition: Fair-Good

Integrity: Moderate-High (when considering the early & mid 20th century fabric)

Photograph Date: 6 February 2015



CURRENT HERITAGE STATUS ON STATUTORY REGISTERS

Victorian Heritage Register: No

Victorian Heritage Inventory: No

Local Planning Scheme: No

CURRENT HERITAGE STATUS ON OTHER REGISTERS:

National Trust (Victoria) Register: No

RECOMMENDED LEVEL OF SIGNIFICANCE:

Local Significance

RECOMMENDATIONS:

Recommended for inclusion in the Victorian Heritage Register: **No**

Recommended for inclusion in the Victorian Heritage Inventory: **No**

Recommended for inclusion as a Heritage Overlay in the Planning Scheme: **Yes**

Schedule to the Heritage Overlay

External Paint Controls Should Apply? **Yes**

Internal Alteration Controls Should Apply? **No**

Tree Controls Should Apply? **No**

Fences &/or Outbuildings of Note? **No**

Prohibited Uses May be Permitted? **Yes**

Incorporated Document **No**

Other Recommendations

It is recognised that change may be required to the former woolstore building to make it sustainable and viable as part of any re-use. It is also acknowledged that the evolution the building forms part of its significance and further change would therefore be consistent with its historical development, and with other nearby comparable former woolstores buildings. Opportunities are therefore available to make alteration to the building so long as the exterior facades (and detailing) retain their streetscape prominence; some portions of the saw-tooth roofing are retained (given that the building is a three dimensional entity); fenestration is retained (possibly with adaptation); and the early Dennys Lascelles signage on the east parapet is retained. These changes could be similar to those made at the waterfront campus of Deakin University.

STATEMENT OF SIGNIFICANCE:

What is Significant?

The former Dennys Lascelles Woolstore, 20 Brougham Street, has significance as a representative example and physical legacy of the 20th century industrial and woolstore development situated near the Geelong waterfront. It reflects the later years of the wool trade in Geelong when the city was the wool capital of Victoria, with several woolstores erected in close proximity to each other. The western portion of the building was built as a two storey brick building for Lyall and Son in 1919 as a replacement of their chaff and fodder works that had been destroyed by fire on this site. By 1947, the building served as a woolstore for Strachan and Co. Ltd before being purchased by Denny Lascelles Ltd in 1951. In 1953,

Former Dennys Lascelles Woolstore Heritage Assessment

PLACE NAME: Former Dennys Lascelles Woolstore

ADDRESS: 20 Brougham Street, Geelong

Assessment Date: May 2017

the local architectural firm of Buchan, Laird and Buchan designed alterations and three storey brick additions. Built by J.C. Taylor and Sons to meet the increased demand for wool storage, the works included saw-toothed roofs, parapeted brick facades and alterations to existing windows. It was also in 1953 when Laird and Buchan designed a four storey brick building immediately adjacent, at the corner of Brougham and Gheringhap Streets. The design was a three storey extension to a single storey brick building that had been constructed from c.1940 as the premises of F.L. Hooper and Co., wholesale merchants. This building had also been acquired by Dennys Lascelles. Works on the additions commenced in 1954 by J.C. Taylor and Sons. On completion, the east and west buildings presented an homogenous appearance even though the exteriors incorporated earlier construction.

The significant fabric therefore includes the evolved construction of the early and mid 20th centuries and includes: the cuboid form established by the parapeted face brick facades; saw-toothed roof form set on an east-west axis; window and door openings (built between 1919 and 1954) including the vertically boarded doors; timber framed double hung and hopper sash windows; concrete lintels in openings; brick cornices and piers; and the 'DENNY'S LASCELLES LIMITED' signage on the east parapet.

How is it significant?

The former Dennys Lascelles Woolstore, 20 Brougham Street, Geelong, is historically and aesthetically significant at a LOCAL level.

Why is it significant?

The former Dennys Lascelles Woolstore, 20 Brougham Street, has historical significance for its associations with the agricultural and especially the wool storage and broking industry near the Geelong waterfront from 1919 until after the 1950s (Criterion A). The former Woolstore forms part of a rare grouping of former woolstore buildings in central Geelong and are a tangible legacy of the city as the wool capital of Victoria until after the mid 20th century (Criterion B). The western portion of the building was first constructed in 1919 as Lyaal and Son's fodder and chaff works. By 1947, the building functioned as a woolstore, having been leased to Strachan and Co. Ltd. before being purchased by the long-standing wool broking firm Dennys Lascelles Ltd. in 1951. The outward appearance of the building today is the result of three storey additions and other alterations in 1953 that were required to meet the expansion in wool storage by the Dennys Lascelles company. This prosperous company held several nearby sites, including the bluestone warehouse at 26 Moorabool Street (now the National Wool Museum) and woolstore at 98 Gheringhap Street (now altered and adapted as a University campus). The former woolstore at 20 Brougham Street is a legacy of the expansion of Dennys Lascelles in the early 1950s (Criterion H). It has further associations with the architects, Laird and Buchan (and Buchan Laird and Buchan) (Criterion H). This local architectural firm held the enduring patronage of several wool broking and auctioneering businesses in Geelong in the 19th and 20th centuries. Throughout the 20th century, the firm had family links to the Dennys Lascelles company with George A. Laird, wool expert and wool manager from 1932 being the brother of Ewen Laird, architect. The architectural firm was responsible for designing several alterations and additions and new woolstores to almost all of the wool storage and broking sites in the waterfront area, all of which have experienced further alterations as a consequence of adaptation as part of new uses.

The former Dennys Lascelles Woolstore, 20 Brougham Street, Geelong, has aesthetic significance as a representative example of a 20th century brick industrial building in the urban waterfront area (Criterion D). It is also one of a small number of surviving 20th century brick woolstore buildings that has not experienced substantial alteration and adaptation since its completion in the early 1950s. The significance of the woolstore building is embodied in its evolved functions and construction between 1919 and 1954, and especially its external appearance as a woolstore from the early 1950s. It is visually connected to other brick former woolstores located within and adjacent to the Woolstores Industrial Heritage Area. While this area has experienced change, collectively, these buildings maintain

Former Dennys Lascelles Woolstore Heritage Assessment

PLACE NAME: Former Dennys Lascelles Woolstore

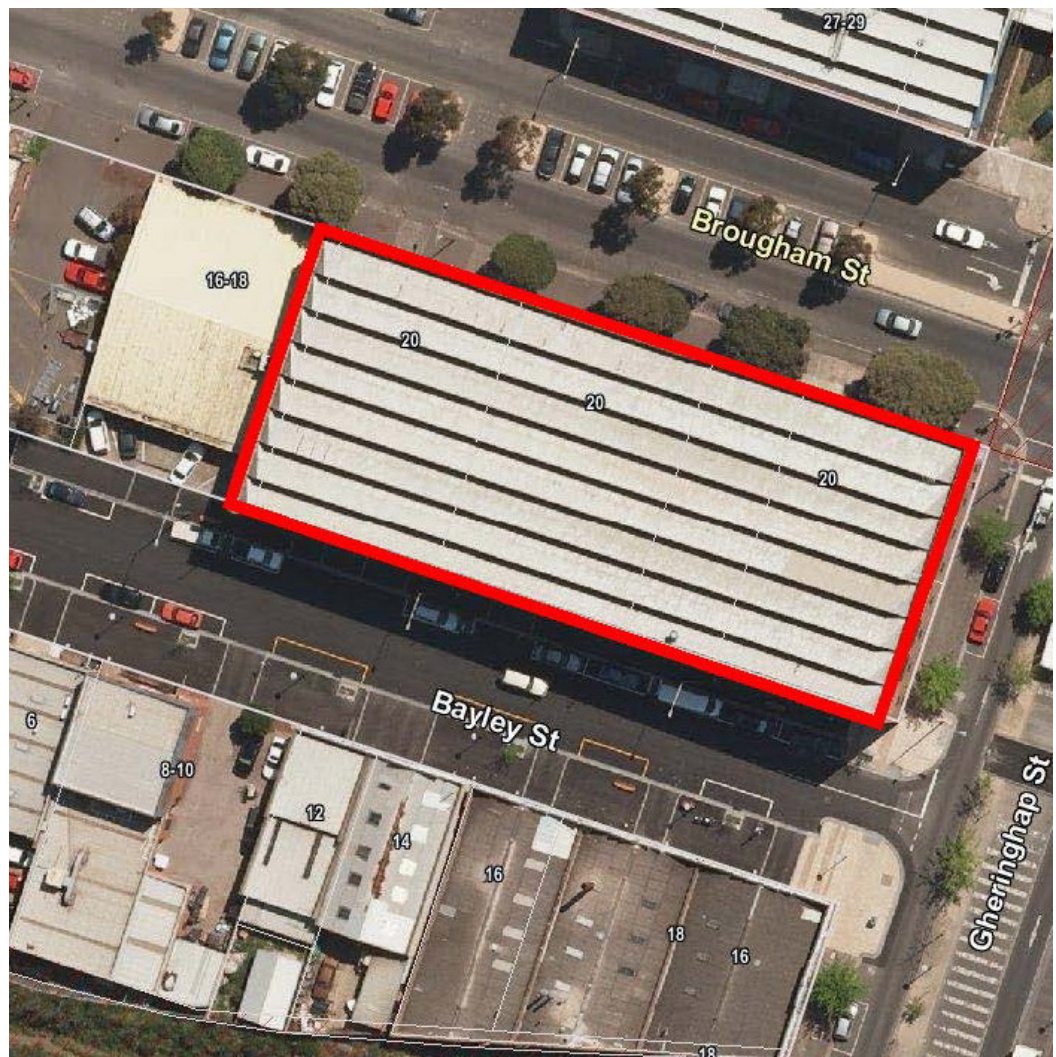
ADDRESS: 20 Brougham Street, Geelong

Assessment Date: May 2017

streetscape prominence and the former woolstore building at 20 Brougham Street contributes to this unique, former industrial urban waterfront setting. The building at 20 Brougham Street is most comparable to the other brick woolstores designed by Laird and Buchan from the 1930s, including the former woolstore at 98 Gheringhap Street (built in 1934 and now altered and adapted as a University campus), north-west portion of the former Dalgety and Co. woolstore (built after 1934 and now altered and adapted as a University campus), the former Dennys Lascelles woolstore at 45 Brougham Street (built in 1940 and now altered and adapted as offices), and the former Dennys Lascelles woolstore at 12-14 Gheringhap Street (built in c.1958-59 and now substantially altered as a University campus).

Heritage Overlay Map

It is recommended that the heritage overlay is applied to the former Dennys Lascelles Woolstore at 20 Brougham Street as shown in the following aerial image:



Source: Earthmine – Places Weave, City of Greater Geelong.

DESCRIPTION:

The former Dennys Lascelles Woolstore at 20 Brougham Street, Geelong, is situated at the south-west corner of Brougham and Gheringhap Streets. The building extends across the whole site from the northern boundary fronting Brougham Street, to the southern boundary backing onto Bayley Street. The building is set on the east (Gheringhap Street) boundary and extends west, taking in former allotments 1-6.

Former Dennys Lascelles Woolstore Heritage Assessment

PLACE NAME: Former Dennys Lascelles Woolstore

ADDRESS: 20 Brougham Street, Geelong

Assessment Date: May 2017

The parapeted face brick building is characterised by a cuboid form, having an elongated, saw-tooth roof set on an east-west axis. The north, south and east elevations are a physical embodiment of the evolution of the building from 1919 until 1954. On the main (north) façade, the two large vehicular openings (supported by concrete lintels and having vertically boarded doors) flanked by projecting piers; the bay between the large openings with the central ground and first floor door openings and flanking timber framed six-paned hopper windows with concrete lintels; the west bay with the ground floor door opening and ground floor timber framed hopper window and concrete lintel; and the east bay immediately adjoining the large eastern vehicular opening (with six paneled timber framed ground floor window having a concrete lintel); represent original (1919) fabric. On the west bay, an original ground floor window opening has been extended into a door opening, while an original, centrally located window has been altered. In the bay between the large vehicular openings, the first floor windows have been enlarged (probably in 1953). A brick cornice divides the ground and first floors from the second floor with regular bays of small, horizontally-oriented timber framed windows (with introduced framed screens over). This third storey represents the work of 1953.

The eastern portion of the building has four storeys, and projects slightly forward of the remainder of the north façade. This portion of the building represents the construction of 1954. It has original ground, first, second and third storey timber framed double hung windows and a ground floor door opening with an introduced, projecting canvas hood above.



Photo 1: Former woolstore, north elevation, 20 Brougham Street, 2015.

Former Dennys Lascelles Woolstore Heritage Assessment

PLACE NAME: Former Dennys Lascelles Woolstore

ADDRESS: 20 Brougham Street, Geelong

Assessment Date: May 2017



Photo 2: Former woolstore, north elevation (original portion of 1919), 2015.

The south elevation also reflects an evolution of change. The western portion of this elevation largely represents the construction of 1919, including the projecting brick piers, large vehicular openings and timber framed six paned hopper windows with concrete lintels. The third storey fabric and possibly a large vehicular opening at the west end represent the alterations and additions of 1953. The eastern portion of the south façade represents the works of 1954. There is a variation in the colour of the brickwork above the first floor. The ground and upper ground floor brickwork, together with the projecting concrete cornices (with possibly bricked up openings below), might be surviving fabric of the earlier building constructed in the c.1940s. The upper two floors with regular bays of timber framed double hung windows (arranged singularly and in banks of three on the third floor and in pairs on the fourth floor) reflect the construction of 1954.

Former Dennys Lascelles Woolstore Heritage Assessment

PLACE NAME: Former Dennys Lascelles Woolstore

ADDRESS: 20 Brougham Street, Geelong

Assessment Date: May 2017



Photo 3: Former Woolstore, south elevation, looking east, 2015.



Photo 4: Former woolstore, south elevation, looking west, 2015.

The east elevation of the building is representative of the design and construction of 1954, possibly integrated with some ground and first floor fabric of the 1940s, including the brickwork and projecting concrete cornices. The timber framed double hung windows on the ground and first floors (arranged singularly), banks of three timber framed windows on the second floor and the single timber framed double hung windows on the fourth floor represent the construction of 1954.

Former Dennys Lascelles Woolstore Heritage Assessment

PLACE NAME: Former Dennys Lascelles Woolstore

ADDRESS: 20 Brougham Street, Geelong

Assessment Date: May 2017

Another early feature of the 1950s is the 'DENNY'S LASCELLES LIMITED' signage, comprising individual metal letters on the parapet.



Photo 5: Former Woolstore, east elevation, 2015.

Internally, much of the building is characterised by square timber posts supporting timber beams and timber floors.

Overall, the building appears to be in fair-good condition. It has moderate-high integrity as a brick industrial building of the 20th century built in stages (the integrity of the building cannot be neatly defined given that its evolution of change forms part of its historical significance).

HISTORY:

Geelong as the Wool Capital

The rich pastoral lands of the Geelong area and the western district was taken up by squatters and pastoralists from the 1840s.¹ Thousands of sheep and cattle were brought as a means of making fortunes on the land.² Geelong became the centre of the wool market, where wool was stored and shipped to London. Wool sales were introduced, requiring the construction of wool stores and it was from these early beginnings in the 1850s that laid the foundations for Geelong to become Victoria's wool centre.³

The Geelong City Urban Conservation Study gives an overview of woolstore development on Geelong's waterfront until World War Two as follows:

¹ W.R. Brownhill & I. Wynd, *The History of Geelong and Corio Bay With Postscript 1955-1990*, The Geelong Advertiser, Geelong, 1990, p.117.

² *Ibid.*

³ *Ibid.*

Former Dennys Lascelles Woolstore Heritage Assessment

PLACE NAME: Former Dennys Lascelles Woolstore

ADDRESS: 20 Brougham Street, Geelong

Assessment Date: May 2017

... Geelong was the exporting outlet for wool, particularly after Alfred Douglass took over the Swanston Willis & Company's Yarra Street warehouse in 1850, using it as a retail wool store and auction mart. Similarly, in 1858, C.J. Dennys opened his Western Wool Warehouse in Victoria Terrace (Western Beach, later George Hague & Co. (1819-), later Elder Smith & Co., now demolished) for public wool sales. The sheer size of the display was important to attract buyers, providing wool-clip comparison and promoting competition. The aim was to provide an alternative to Melbourne wool sales. The promised opening of the railway from Geelong to Melbourne in December (1857) could transport Melbourne buyers to achieve just that. The agents, Strachan & Co., Gibbs Ronald & Co., Wilson Buchanan & Co., and Dalgety Ibbotson & Co., all supported Dennys' proposal. Dennys & Co. erected part of the present Brougham Street stores in 1870-72 on a former coal yard site not far from their Western Beach stores [this was not the site at 20 Brougham St]. At the opening, the same hope was repeated. Wool must be sold in Geelong.

Coinciding with Dennys' sale, George Synnot (later Synnot & Guthrie) auctioned wool from their stores at the cnr of Clare and Corio Street (rebuilt 1874). The firm, Napier Vines & Co., held sales in their rooms at the north end of Moorabool Street from 1872.

The firm, J.F. Strachan & Co., evolved in the same location with James Ford Strachan, opening a bonded store at the Corio Street corner in 1840. A much larger store (Strachan Murray Hannon P/L) was launched in 1898, replacing the former stone bonded store.

Frederick Dalgety & Harry Gore joined Charles Ibbotson in 1852 to expand a partnership which occupied the corner of Malop and Moorabool Streets. This company also rebuilt in the 1890s (1891) but on a site opposite the Golden Age Hotel, in Gheringhap Street north.

In the same period, a wool exchange room was added to the Victoria Hotel (1892), replacing earlier rooms in Mack's Hotel and the Chamber of Commerce (both demolished, the latter being south of the present Sailor's Rest). The present wool exchange (44 Corio Street) was a late addition to the area (1928). So was the electricity supply building (1900-, 1911) and only partly related to the traditional wool trade function of the precinct.

Of the remaining wool store complexes, Dalgety's Dennys Lascelles and Strachan's have all been added to, generally in a sympathetic manner, until World War Two.⁴



Figure 1: Geelong waterfront showing numerous masonry woolstores, 1938.

Source: La Trobe Picture collection, State Library of Victoria, accession no. H91.160/634.

Contrary to the historical background in the Geelong City Urban Conservation Study, the woolstores on the Geelong waterfront continued to be developed after World War Two. This was due to the

⁴ G. Butler & Associates, 'Geelong City Urban Conservation Study: Volume Three – Significant Areas', p.3-4.

Former Dennys Lascelles Woolstore Heritage Assessment

PLACE NAME: Former Dennys Lascelles Woolstore

ADDRESS: 20 Brougham Street, Geelong

Assessment Date: May 2017

unprecedented boom in wool values. In 1948, *The Argus* reported that 'Australian current general wool values are unquestionably on boom levels never previously approached in wool history.'⁵ The increasing price in wool was due to the intense demand for merino wool from the Western district, which was sold and stored at Geelong.⁶

The wool boom required the expansion of the wool storage facilities. Between the early 1930s and the mid 1950s, the architectural office of Buchan Laird and Buchan, Geelong, prepared numerous proposals for alterations and additions to Dennys Lascelles woolstores in Geelong.⁷ They also prepared an equivalent number of drawings for changes to the woolstores of Dalgety and Co.⁸ The Buchan Laird and Buchan firm (earliest known as Laird and Barlow) had first been engaged to design a brick wool warehouse in Gheringhap Street in 1891.⁹ Numerous commissions followed. The continued patronage from the 1930s of Dennys Lascelles might also been due to a family connection with the wool broking company. George A. Laird (1900-1996), was a wool expert and wool manager of the Dennys Lascelles firm from 1932.¹⁰ He was the brother of Ewen Laird, partner of Buchan Laird and Buchan.¹¹

The importance of Geelong and its woolstores in the expanding market was reported in *The Horsham Times* in 1954:

High wool prices have had the effect of advertising the importance of the product and have also given publicity to the outstanding position of Geelong as a selling centre.

... Stores of the respective brokers are equipped to handle a quarter of a million bales of wool a year and in all provide about 36 acres of floor space for receipt, storage, treatment, display and delivery of this hug quantity of wool.

... It will be seen that the Geelong market has undergone many changes. In the first year of auctions [c.1857], 4,000 bales were sold, in 1889-90 the sales totalled 47,792 bales and in 1947-48, 254,888 bales were handled.¹²

In 1956, New Zealand Loan and Mercantile Agency Company Ltd. announced its intention of building a new woolstore in Moorabool Street:

In order to provide adequately for future expansion at Geelong the Company recently acquired a splendid site at the corner of Moorabool Street and Corio Terrace [Brougham Street], which is in the wool store area of Geelong and intends to erect on this site a modern wool store with show floors embodying the best features in the display of wool for sale.¹³

5 *The Argus*, 16 December 1948, p.13.

6 *Ibid.*, 5 October 1951, p.1.

7 See Index to the drawings and specifications of Buchan Laird and Buchan architects, Geelong Heritage Centre collection.

8 *Ibid.*

9 D. Rowe, 'Geelong City C Citations', prepared for the City of Greater Geelong, 2002.

10 Victorian Births, Deaths & Marriages Indexes online, Department of Justice, Melbourne, P.L. Brown, Dennys, Lascelles Limited Centenary Review 1957: Historical Summary, historical booklet, 1957, Geelong Library & Heritage Centre.

11 M. Page, *An Architectural Apex*, Buchan Laird International Pty Ltd, South Yarra, 1990, p.46.

12 *The Horsham Times*, 16 June 1954, p.4.

13 *The Argus*, 10 March 1956, p.17.

Former Dennys Lascelles Woolstore Heritage Assessment

PLACE NAME: Former Dennys Lascelles Woolstore

ADDRESS: 20 Brougham Street, Geelong

Assessment Date: May 2017

Development of the Site at 20 Brougham Street

Lots 1-2: The Early Years

The site at 20 Brougham Street, Geelong, comprised 6 allotments (allotments 1-6) of Section 83B in the Town of Geelong (Figure 2).¹⁴ The eastern-most allotments at the corner of Brougham Place [now Street] and Gheringhap Street, and backing onto Bayley Street, were allotments 1 and 2. They were first purchased by James Henty in the early 1850s. In 1856, tenders were called for the construction of a store for James Henty and Co., to a design by the local architect, John Young.¹⁵

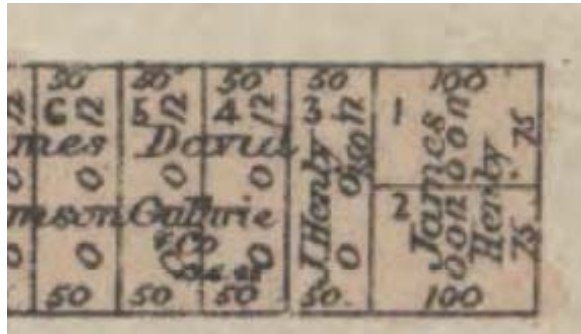


Figure 2: Portion of the Town of Geelong Plan showing allotments 1-6 and original owners.
Source: VPRS 16171 Public Record Office Victoria.

In 1870, the Geelong Gas Company offices relocated to the premises of James Henty and Co.¹⁶ The Gas Company remained at this location until at least the 1920s. At this time, the site consisted of a single storey, three-bayed parapeted masonry warehouse building fronting Brougham Street on the west side (it had hipped and skillion roofs), modest gabled and skillion outbuildings in the north-east corner and a two storey hipped roofed office building at the rear (fronting Bayley Street) (Figures 3-4). A low solid masonry wall with lightweight fencing above extended across the northern (Brougham Street) boundary. No changes were made to the site in the ensuing years, as revealed in aerial images of 1938 and 1939.¹⁷



Figure 3: Corner site (Lots 1-2) (left), showing single storey masonry store on the Brougham Street frontage, rear two storey offices and modest skillion gabled outbuildings, 1927. Also note the Lyall and Sons produce store (right) located on lots 3-6.

Source: La Trobe Picture collection, State Library of Victoria, accession no. H91.160/633.

¹⁴ Town of Geelong Plan, VPRS 16171, Public Record Office Victoria.

¹⁵ L. Huddle, 'Architects in Geelong 1860-1900', Humanities Research Report, University of Melbourne, 1979, vol.1, p.21, citing the *Geelong Advertiser*, 30 July 1856.

¹⁶ *Geelong Advertiser*, 2 August 1870, p.4.

¹⁷ See Figure 4 and aerial image dated 1939, Geelong Heritage Centre collection, image GHC1955-137.

Former Dennys Lascelles Woolstore Heritage Assessment

PLACE NAME: Former Dennys Lascelles Woolstore

ADDRESS: 20 Brougham Street, Geelong

Assessment Date: May 2017



Figure 4: Corner site (Lots 1-2) (left), showing single storey masonry store on the Brougham Street frontage, rear two storey offices and modest skillion gabled outbuildings, 1938. Also note the Lyall and Sons produce store (right).

Source: La Trobe Picture collection, State Library of Victoria, accession no. H91.160/634.

Between c.1940 and 1953, an elevated single storey, parapeted gambrel-roofed building was constructed over the eastern portion of the site, extending from Brougham Street to Bayley Street and being located on the Gheringhap Street boundary. A long gabled wing projected on the west side. There was an open yard behind a wall and vehicular gateway on the Brougham Street frontage, while at the rear of the western portion of the site was a smaller-scaled, parapeted gambrel roofed building (Figure 5). The layout of the site in 1953 was shown in a floor plan by Buchan Laird and Buchan for the alterations and additions to the adjoining brick building (Figure 6). The new work on the corner site might have been built for F.L. Hooper and Co., wholesale merchants as *The Argus* reported on the relocation of this business to the south-west corner of Brougham Place and Gheringhap Street in 1941.¹⁸

¹⁸ *The Argus*, 7 April 1941, p.5.



Figure 5: Aerial view showing corner site (right) with gambrel-roofed buildings, n.d. [c.1940s].
Source: State Aerial Survey, Department of Crown Lands & Survey, La Trobe Picture collection, State Library of Victoria.

Lots 3-6: The Early Years

The allotments (lots 3-6) adjoining James Henty and Co.'s establishment in the 1850s was first owned by James Simson, David Guthrie and Co. By 1867, the land was occupied by David Guthrie, Richard Henry Bullock and John Middleton.¹⁹ At this time, they built a wool and tallow store which they advertised in the *Geelong Advertiser*:

Our new Wool Warehouse being now ready to take in Wool and other Station Produce, we beg to intimate to our friends that the Weekly sales will shortly commence." Guthrie, Bullock & Co., Port Phillip Wool and Tallow Stores, Brougham Place, Geelong.²⁰

Freehold Title of the property was formalized the following year on 9 July 1868.²¹ Business continued at this site in the following years and in 1872 John Middleton transferred his interest to David Guthrie and Richard Bullock, who were then known as woolbrokers and stock agents.²² In 1882, they sold the property to Robert Murray Scott, an ironmonger and he in turn sold it to Charles Shannon on 7 March 1892.²³

At this time, 7 March 1892, Shannon immediately sold the property to Joshua Bannister.²⁴ A hay and corn merchant, Bannister's earlier premises at the corner of Gheringhap and Little Malop Streets had been destroyed by fire in 1891.²⁵ Throughout the 1890s, Bannister's property in Brougham Place was

¹⁹ *Geelong Advertiser*, 2 October 1867, p.3.

²⁰ *Ibid.*

²¹ Certificate of Title, vol. 270 fol. 924 and vol. 270 fol. 925. This was for allotments 4 and 5 only.

²² *Ibid.*, vol. 270 fol. 924.

²³ *Ibid.*, vol. 1384 fol. 724.

²⁴ *Ibid.*

²⁵ Brownhill, *op.cit.*, p.248.

Former Dennys Lascelles Woolstore Heritage Assessment

PLACE NAME: Former Dennys Lascelles Woolstore

ADDRESS: 20 Brougham Street, Geelong

Assessment Date: May 2017

described as brick and iron produce stores.²⁶ In 1907 Bannister leased the premises to Lyall and Sons, chaff and grain merchants.²⁷ On Bannister's death in 1907, the property was described as:

All that piece of land being allotments 4, 5, 6 and 7 of Section 83B town of Geelong parish of Corio 200 links frontage to Bayley Street by 150 links with Brick and Iron store stables etc let to Lyall and Son and assessed at £100 a year. The premises are let together with the engine machinery and plant (hereafter valued) to Lyall and Son at a rental of £5 a week. Capital value of freehold property £2000.0.0.²⁸

Established in 1884, Lyall and Son had purchased Bannister's business prior to his death in January 1907. They advertised their business in the *Geelong Advertiser*:

LYALL & SON, CHAFF and GRAIN MERCHANTS, Of North Melbourne (established 1884), desire to intimate to farmers and others that they have PURCHASED the BUSINESS hitherto carried on by JOSHUA BANNISTER & CO. at Brougham Place, Geelong, and that they are cash buyers of hay, chaff, and all other kinds of arm produce at highest market rates. Chaff-cutting, hay-pressing and compressed fodder works, Brougham Place, Geelong, January 16th, 1907.²⁹

Title for the property was not formally transferred to Robert Lyall of 29 Leveson Street, North Melbourne, produce merchant, until 18 February 1909.³⁰

Lyall and Son continued to operate their business at North Melbourne and Geelong throughout the early 20th century. In 1919, the Geelong business was curtailed when the building was destroyed by fire caused by a lightning strike (Figure 6). The incident was reported in the *Geelong Advertiser*:

Shortly after one o'clock yesterday there was a vivid flash of lightning right over the centre of Geelong, followed by a peal of thunder. Almost simultanesouly a tongue of flame shot through Messrs. Lyall and Sons' produce works, situated between Brougham place and Bayley street. It is thought that the lightning fused the wires in the south-east corner of the building in the upstairs cleaning room. Within an hour the whole place was completely gutted, the walls levelled, and about £15,000 worth of damage done.

Originally the property belonged to Messrs. Joshua Bannister and Co., from whom it was acquired by Messrs. Lyall and Son, whose main premises at North Melbourne were recently burnt. There are really two buildings, one three-story of wood and iron, and the other of brick. It was in the former that the fire originated. The Gas Co.'s offices are situated on the east side of the produce works, and the Harbor Trust offices on the west. Both of these were saved, partly owing to the exertions of the firemen, but largely owing to the wind which changed several times, and also the solid dividing walls.

... Whilst the fireman were devoting their energies to the adjoining premises the fire burnt fiercely right through Lyall's store. There was a big crowd of sightseers, but they kept well clear of the building, as there was a possiblility of the walls collapsing. This eventually happened: first the iron roof fell in, then the brick wall, which sent a shower of bricks half-way across Brougham-

²⁶ See Geelong Town Council Rate Books, Villamanta Ward, 1893, 1894, 1895, 1895, Geelong Heritage Centre collection.

²⁷ Joshua Bannister, Probate Administration files, 1907, VPRS 28/P0 Unit 1356 Public Record Office Victoria.

²⁸ Ibid.

²⁹ *Geelong Advertiser*, 24 January 1907, p.3.

³⁰ Certificate of Title, op.cit.

Former Dennys Lascelles Woolstore Heritage Assessment

PLACE NAME: Former Dennys Lascelles Woolstore

ADDRESS: 20 Brougham Street, Geelong

Assessment Date: May 2017

place. There were a number of firemen and other workers on the Harbor Trust roof, from which they gazed into an inferno.³¹

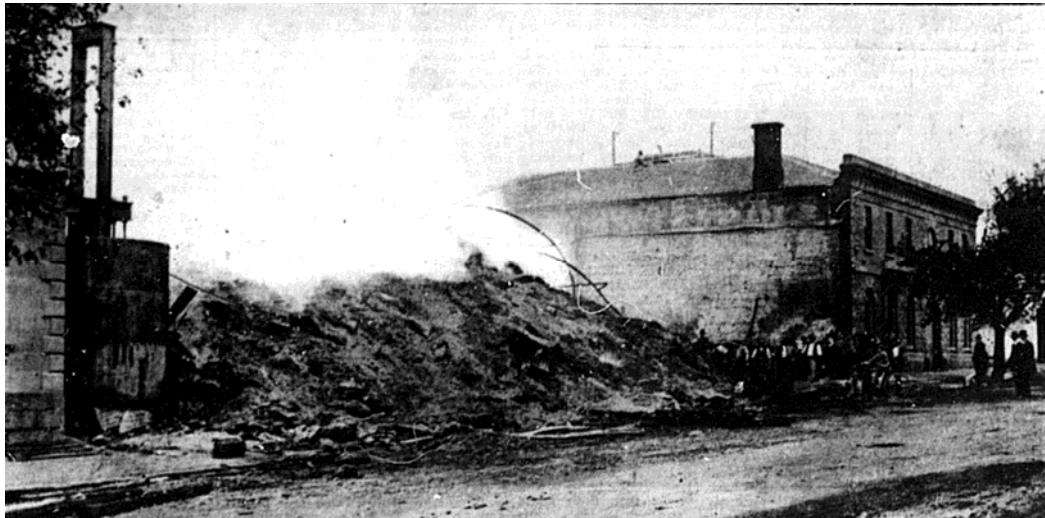


Figure 6: The ruins of Lyall's store following the fire in 1919. Source: *News of the Week*, 13 March 1919.

Building the Existing Woolstore

As early as 31 March 1919, the remains of the destroyed building of Lyall and Son were removed and burnt bricks cleaned for use in the construction of a new building.³² Robert Lyall inspected the site with the local manager, Mr Gill, 'taking measurements for the several departments for the new building.'³³ A few weeks later on 16 April, 1919, the *Geelong Advertiser* gave an account of the proposed building:

A commencement was made yesterday, under the supervision of Mr. W. Harrison, with the concrete foundations for Messrs. Lyall and Son's new fodder and chaff works. The whole of the debris has been cleared, and excavations made to a depth of three feet. Large quantities of the old concrete and bricks are to be utilised in the new foundations. The new buildings are to be in brick, two stories high, and will have a front of 132 ft. by a depth of 99 ft. The job is to be carried out under the day labor system.³⁴

Works progressed throughout April and May on the new produce store and by June 1919, a 'special effort' was being made 'to have the western section completed.'³⁵ Anxious for operations to recommence following the fire, business was started while the building was under construction:

Without waiting for the second storey, as soon as the ground floor is covered it is intended to install the chaff-cutting machinery. This will enable some operations to be carried on long before the whole building is completed. It is not anticipated that there will be any difficulty in securing the necessary machine, which can be made in Australia.³⁶

It appears that the building was completed in the later months of 1919. The two storey red brick building was crowned by a painted brick parapet that read "LYALL & SONS Pty Ltd", which screened a

³¹ *Geelong Advertiser*, 5 March 1919, p.3.

³² *Ibid.*, 1 April 1919, p.4.

³³ *Ibid.*

³⁴ *Ibid.*, 16 April 1919, p.3.

³⁵ *Ibid.*, 10 June 1919, p.2.

³⁶ *Ibid.*

Former Dennys Lascelles Woolstore Heritage Assessment

PLACE NAME: Former Dennys Lascelles Woolstore

ADDRESS: 20 Brougham Street, Geelong

Assessment Date: May 2017

saw tooth roof (on a north-east axis). The main (north) façade had two large vehicular openings flanked by brick piers. There were small window and door openings in the other bays, including a central bay of ground and first floor doors and flanking small windows (Figures 3-4).

In 1924, ownership of the property was transferred from Robert Lyall to Robert Lyall and Sons Pty Ltd.³⁷ After the death of Robert Lyall in 1943³⁸ and by 1947, the building was leased to Strachan and Co. Ltd as a wool store.³⁹ It had a net annual value of £470.⁴⁰

In 1951, the property of Lyall and Sons, and the adjoining property at the corner of Brougham and Gheringhap Streets, was acquired by the long-standing wool broking firm, Dennys Lascelles Ltd.⁴¹ This prosperous company held several sites nearby the property at 20 Brougham Street, including the bluestone warehouse at 26 Moorabool Street built in 1871-72 (now the National Wool Museum), the substantial woolstore at the corner of Corio and Clare Streets built in 1910-12 (colloquially known as the Bow Truss building - demolished) and the woolstore at 98 Western Beach Road built in 1934 (now altered and adapted as part of the waterfront campus of Deakin University).⁴²

In early 1953, Dennys Lascelles Ltd engaged the architectural firm of Buchan Laird and Buchan to design alterations and additions to the two storey brick building (Figures 7-11).⁴³ The works involved a new ground floor concrete floors and walls to the loading docks at the front and rear, alterations and additions to the first floor windows (north and south elevations) and a new second floor addition with bays of windows. The new saw-tooth roof was to be oriented on an east-west axis. Internally, timber posts were to support steel I beams.

37 Certificate of Title, op.cit.

38 *The Argus*, 13 July 1943, p.3.

39 City of Geelong Rate Book, op.cit., 1947.

40 Ibid.

41 Certificate of Title, op.cit. By 1945, part of the building appears to have been the location of Corio Batteries, a local battery manufacturer. See Butler & Associates, op.cit.

42 See A. Willingham, *Geelong Region Historic Buildings & Objects Study*, Geelong Region Commission, Geelong, vol. 1, 1986 & D. Rowe, 'Geelong C Citations', prepared for the City of Greater Geelong, 2002.

43 See Building Permit file 6828/53, City of Greater Geelong archives.

Former Dennys Lascelles Woolstore Heritage Assessment

PLACE NAME: Former Dennys Lascelles Woolstore

ADDRESS: 20 Brougham Street, Geelong

Assessment Date: May 2017

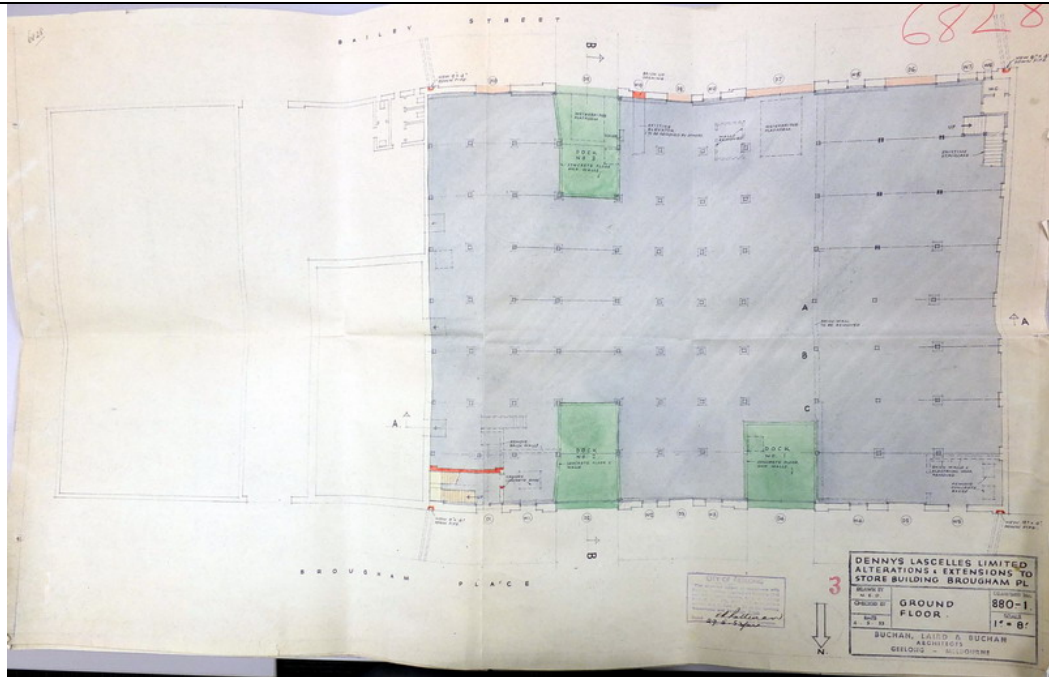


Figure 7: Buchan Laird & Buchan, Ground Floor Plan, proposed additions to Dennys Lascelles Ltd, 4 May 1953. Source: City of Greater Geelong Building Permit file 6828/53.

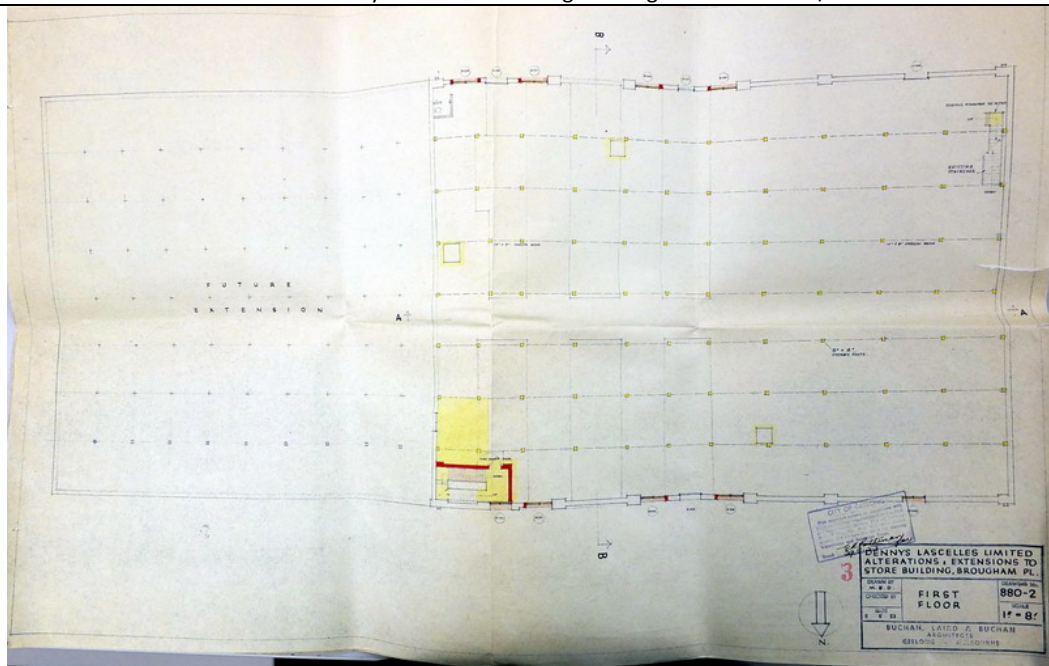


Figure 8: Buchan Laird & Buchan, First Floor Plan, proposed additions to Dennys Lascelles Ltd, 4 May 1953. Source: City of Greater Geelong Building Permit file 6828/53

Former Dennys Lascelles Woolstore Heritage Assessment

PLACE NAME: Former Dennys Lascelles Woolstore

ADDRESS: 20 Brougham Street, Geelong

Assessment Date: May 2017

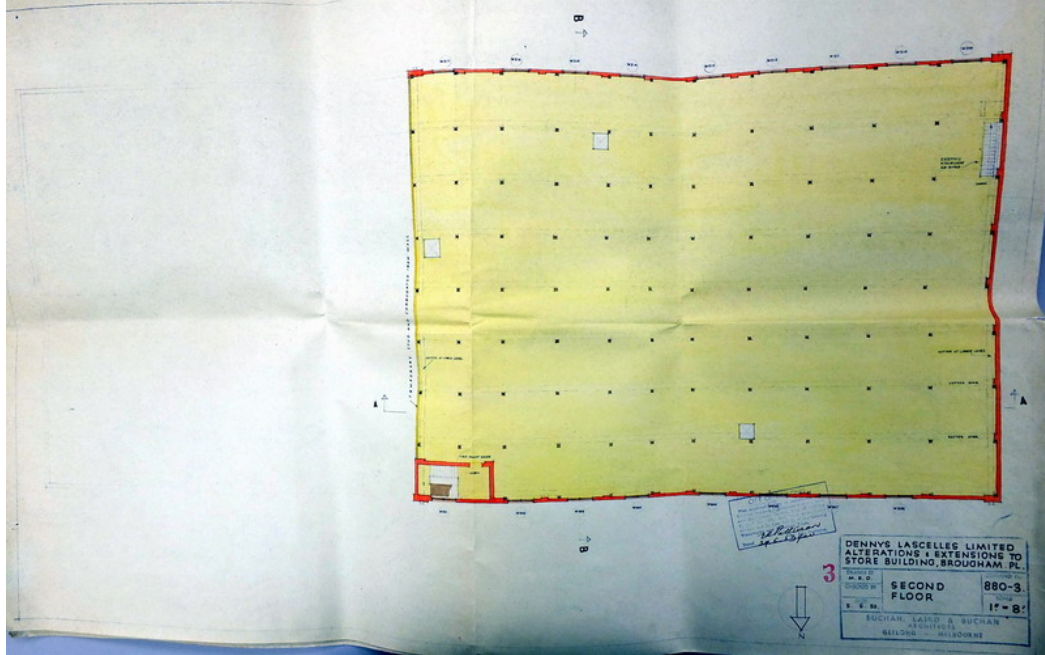


Figure 9: Buchan Laird & Buchan, Second Floor, proposed additions to Dennys Lascelles Ltd, 4 May 1953. Source: City of Greater Geelong Building Permit file 6828/53

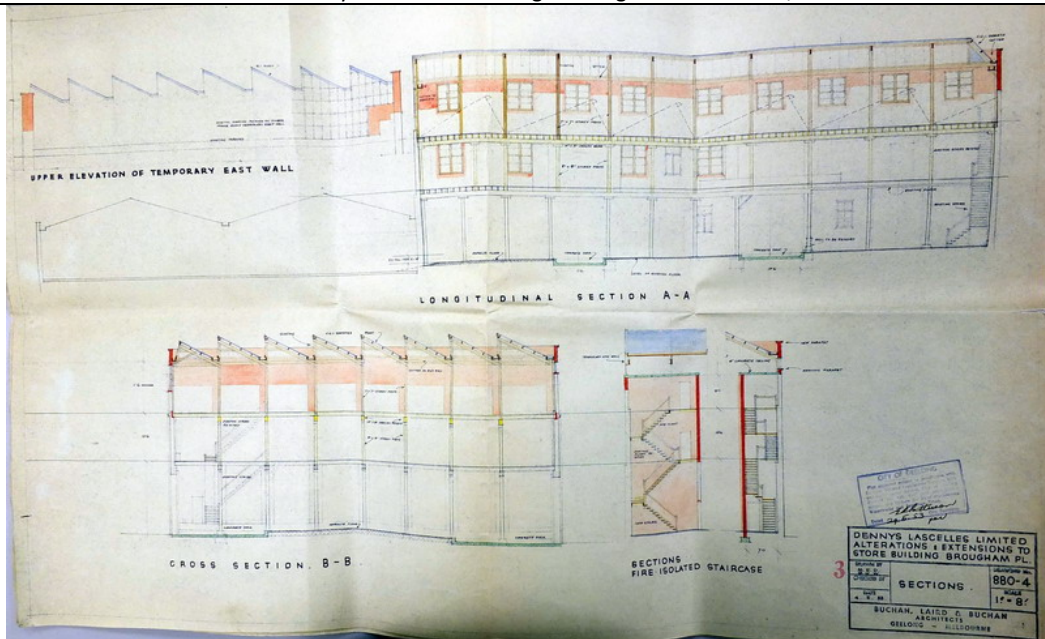


Figure 10: Buchan Laird & Buchan, Section drawings, proposed additions to Dennys Lascelles Ltd, 4 May 1953. Source: City of Greater Geelong Building Permit file 6828/53

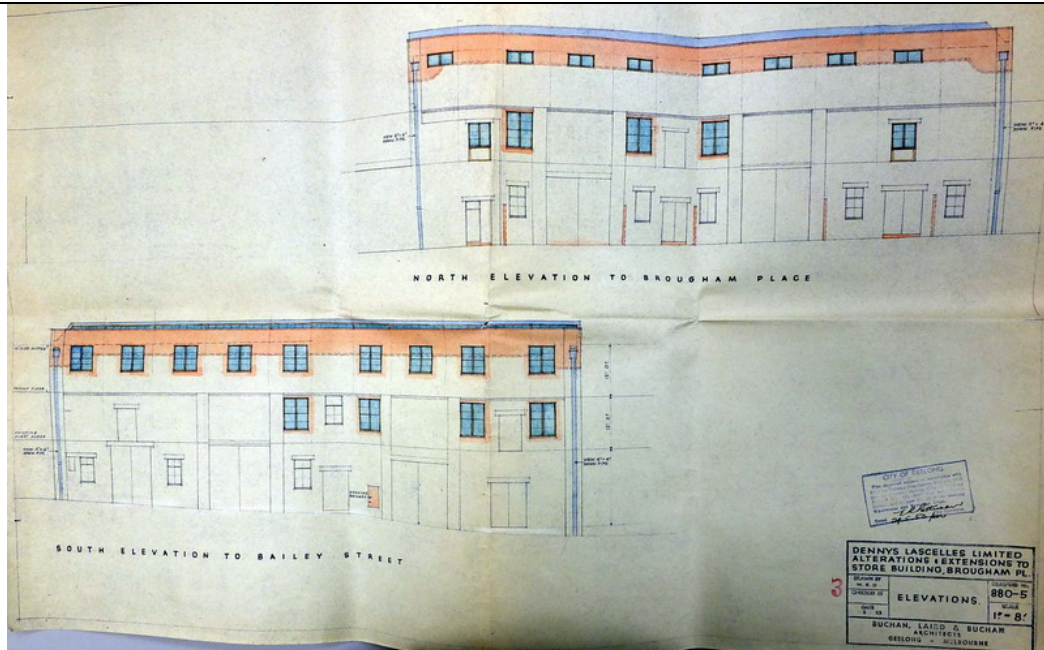


Figure 11: Buchan Laird & Buchan, Elevation drawings, proposed additions to Dennys Lascelles Ltd, 4 May 1953. Source: City of Greater Geelong Building Permit file 6828/53

A building permit was sought for the works on 29 May 1953. To be built by J.C. Taylor and Sons at a cost of £21,000,⁴⁴ construction was in progress by July of that year as the works were illustrated in the *Geelong Advertiser*, accompanied by the following text (Figure 12):

Typical of building activity now being undertaken by Geelong wool firms to cope with expanding business is the big extension which is being made by Dennys, Lascelles Limited to the brick building in Brougham Place, formerly occupied by Lyall and Sons. Contractors for the work, which involves the addition of a third floor, are J.C. Taylor and Sons Pty Ltd. When completed the building will have a floor space of more than 39,000 square feet. Here is a glimpse of the maze of scaffolding and supporting timbers as work on the third story goes ahead.⁴⁵

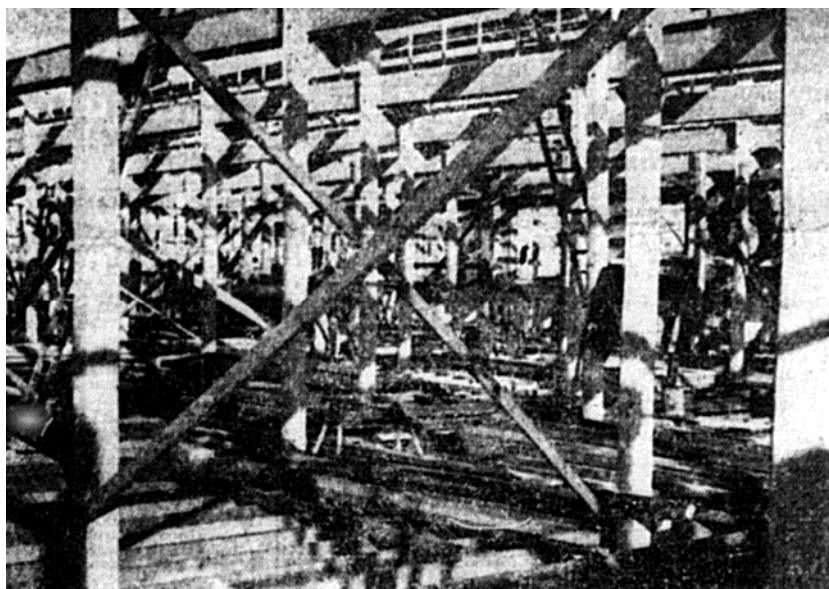


Figure 12: Third floor addition in progress showing maze of scaffolding, 1953. Source: *Geelong Advertiser*, 30 July 1953, Geelong Heritage Centre collection.

⁴⁴ Ibid.

⁴⁵ *Geelong Advertiser*, 30 July 1953, p.1, Geelong Heritage Centre collection.

Former Dennys Lascelles Woolstore Heritage Assessment

PLACE NAME: Former Dennys Lascelles Woolstore

ADDRESS: 20 Brougham Street, Geelong

Assessment Date: May 2017

In later years of the 20th century, internal alterations were carried out in 1987 while in 1991, the building was used for furniture sales.⁴⁸ In 1993, part of the building was altered and used as a music rehearsal studio.⁴⁹ In recent times the building has served as the Mill Market.

COMPARATIVE

Given that the former woolstore at 20 Brougham Street, Geelong, was constructed from 1919 until 1954, parts of the existing building fabric fall within the significant era of development for the adjoining Woolstores Industrial Heritage Area HO1638, while other parts (the fabric post the 1920s) fall outside this era. Yet, it is known that other surviving and comparable woolstore buildings in the vicinity were built or extended outside the significant era of development outlined in the Policy Basis for HO1638. It has been found that considerable building activity occurred from the early 1930s until the 1950s as a consequence of the wool boom and that these important developments have not been reflected in the Geelong City Urban Conservation Study or the policy for the Woolstores Industrial Heritage Area. The subject building fits neatly with other similar produce store developments in the early 20th century, as well as other wool store expansions post World War Two.

The incremental change to the former woolstore at 20 Brougham Street contributes to an understanding of the evolution and expansion of the wool and related industries in Geelong during the mid 20th century. It has been found that most other woolstores that had been built in the 19th or early 20th centuries were altered and extended to cater for the wool boom of the 1940s and 1950s.

All of the surviving woolstores and other similar face red brick buildings in the Woolstores Industrial Heritage Area or immediately adjoining this heritage area have been subject to change in the 20th and/or early 21st centuries. These changes might have altered the original integrity of the buildings, but they have not thwarted their inclusion as heritage overlays in the Greater Geelong Planning Scheme. The heritage overlays of these buildings have also not been removed as consequence of physical change brought about by adaptive re-use given that they continue to contribute to the cultural identity of this part of Geelong through the retention of key fabric. The former wool store at 20 Brougham Street is therefore comparable in terms of: multiple eras of development in the 20th century; rudimentary industrial design of parapeted brick construction with saw-toothed roofs and regular bays of fenestration.

⁴⁸ City of Geelong & City of Greater Geelong Planning Permits 40/1987 & 993/1991.

⁴⁹ City of Geelong Building Permit 400/1993.

Former Dennys Lascelles Woolstore Heritage Assessment

PLACE NAME: Former Dennys Lascelles Woolstore

ADDRESS: 20 Brougham Street, Geelong

Assessment Date: May 2017

Some of the comparable buildings with the former woolstore at 20 Brougham Street include:

Deakin Waterfront Campus, 1-11 Gheringhap Street⁵⁰

The earliest section of this former woolstores complex fronting Gheringhap Street was built in 1891 for Dalgety and Company Limited. Extensive additions were made to this wing in 1929, involving the construction of a third storey. In 1940, further extensions were carried out, as well as the complete rebuilding of the Gheringhap Street façade.

The central portion of the former woolstores complex fronting Western Beach Road was built in 1901. The brick Industrial Romanesque styled building was defined by giant openings with four levels of windows within.

The eastern portion of the woolstores complex was built in 1934. The six storeyed building was designed with vertical bays of timber framed double hung windows.

In 1994, construction commenced on adapting the western and central portions of the former woolstores complex into a waterfront university campus. Numerous alterations were carried out, but the essential fabric and character of the woolstores were retained. In more recent years, the western portion of the original woolstores complex has been adapted and altered as part of the university functions.

The complex has local significance and is included as individual heritage overlays in the Greater Geelong Planning Scheme. The woolstore at 20 Brougham Street has equivalent integrity as the University complex.



Altered & adapted University waterfront campus, Western Beach Road, 2006. Source: David Rowe



Former Dalgety & Co. Woolstores complex, n.d. [post 1934]. Source: Geelong Heritage Centre collection image 2352-59.



Western and central portions of the former woolstores complex, Western Beach Road, showing alterations and additions, including the construction of the upper floor to the corner bay and the 1940s windows. Source: Ian Wynd collection.



Altered & adapted University waterfront campus, Western Beach Road, 2011. Source: David Rowe

⁵⁰ See D. Rowe, 'Geelong City C Citations', op.cit. & A. Willingham, *Geelong Region Historic Buildings and Objects Study*, Geelong Regional Commission, vol.2, 1986, sheet 264.

Former Dennys Lascelles Woolstore Heritage Assessment

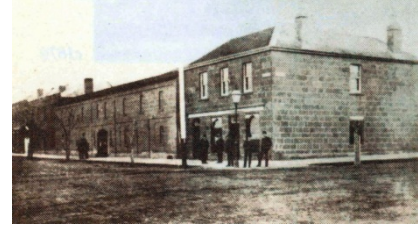
PLACE NAME: Former Dennys Lascelles Woolstore

ADDRESS: 20 Brougham Street, Geelong

Assessment Date: May 2017

Westfield Shopping Centre, Moorabool, Brougham & Yarra Streets, Geelong.⁵¹

The south-west corner facades of the Westfield Shopping Centre represent the former Strachan, Murray, Shannon Woolstores complex. The first stone woolstore was built on this site in 1840 for James Ford Strachan. It was replaced from 1889 with a four storey red brick building that has been systematically altered and extended in 1896, 1898, 1900, 1906 and 1925. The evolution of change was carried out in a consistent manner.



Strachan's building 1840-1898. Source: Begg, *Geelong & District*, p.140.

The brick building comprising the north-east corner of the site (corner of Brougham and Yarra Streets) was built in 1900 as the Electric Lighting and Traction Co. building. The corner was surmounted by tower while on the Yarra Street façade there was a chimney stack. Additions were carried out in 1911.



Strachan, Murray, Shannon Woolstore, n.d. [pre 1993]. Source: Davies collection.

In 1987, all except the street facades of the former Strachan Murray, Shannon Woolstore and the Electricity Lighting and Traction Co. building were demolished as part of the development of a shopping centre. New openings were introduced and some original openings were altered or blocked up. Alterations and additions were made to the parapets.

Parts of the early building fabric of the shopping complex are included on the Victorian Heritage Register, and the remaining parts are included as heritage overlays in the Greater Geelong Planning Scheme. As only the facades of these buildings now survive, the woolstore at 20 Brougham Street is more intact.



Strachan, Murray, Shannon Woolstore, 1933. Source: Lockwood studios, State Library of Victoria, image b51470.



Former Electric Lighting & Traction Co. building, cnr Yarra and Brougham Sts, 1911. Source: *News of the Week*, 7 December 1911, p.23.



Strachan, Murray, Shannon Woolstore, 1987 (facades only) during construction of shopping centre. Source: Begg, *Geelong & District*, p.140.

⁵¹ Ibid, sheets 216 & 271.

Former Dennys Lascelles Woolstore Heritage Assessment

PLACE NAME: Former Dennys Lascelles Woolstore

ADDRESS: 20 Brougham Street, Geelong

Assessment Date: May 2017



Former Electric Lighting & Traction Co. building (Westfield Shopping Centre), cnr Yarra and Brougham Sts, Geelong, 2005. Source: Geelong Verandah Study, 2005.



Westfield Shopping Centre, corner Moorabool & Brougham Streets, 2012. Source: David Rowe.

Former E.R. Sparrow and Co. Woolstores and Auction Rooms.

40-42 Moorabool St⁵²

In 1936, E.R. Sparrow and Co. proposed a new woolstore to a design by Buchan Laird and Buchan architects. The *Geelong Advertiser* gave a report on the proposal:

... the new store, which is to be two-storied, will be constructed of brick with concrete and wood floors. The Moorabool Street elevation will be attractive in appearance, verticality being expressed in the design and harmonising with the firm's new buildings on the corner of Moorabool and Corio Streets.

It seems the building was completed by 1937. The rudimentary parapeted brick building has been overpainted, a post-support balcony and verandah constructed at the front and the original saw-toothed roof has been replaced. The woolstore at 20 Brougham Street is more intact and sub substantial in scale. The building at 4-42 Moorabool St is included in the Woolstores Industrial Heritage Area HO1638 but is not listed in the Geelong City Urban Conservation Study.



Proposed woolstore, 40-42 Moorabool St, 1936. Source: Geelong Advertiser, 20 June 1936.



40-42 Moorabool St, 2016. Source: David Rowe.

52 *Geelong Advertiser*, 20 June 1936.

Former Dennys Lascelles Woolstore Heritage Assessment

PLACE NAME: Former Dennys Lascelles Woolstore

ADDRESS: 20 Brougham Street, Geelong

Assessment Date: May 2017

54-58 Moorabool St⁵³

Built prior to 1852 as a music hall, a building at the corner of Corio Street and Moorabool Street served as Ogilvie and Robinson's Auctioneers' office from 1872. It became the office of Robinson, Burns and Sparrow in 1886. This building is shown in the accompanying photograph taken before 1932. In 1932, the existing parapeted two storey building at the corner of Moorabool and Corio Streets was constructed to a design by Laird and Buchan architects as a wool store and showroom. A three-bayed extension was constructed immediately north in 1953 while the roof of the c.1870s building was removed and altered, possibly at this time (the 1850s south wall appears to survive). It seems that the building at 54 Moorabool Street was built as an extension to the Sparrow woolstore in the 1950s as it was shown as part of the building complex in a Fire Insurance Plan (see below):



Fire Insurance Plan showing E.R. Sparrow & Co. Woolstore at 4-42 Moorabool Street (right) & earlier Sparrow Woolstore (labelled Vogue Safety Wear) left (see following for further information), n.d. This plan was originally prepared in 1933 and later information has been overlaid. Source: State Library of Victoria.

The former Sparrow building at 54-58 Moorabool Street has been overpainted (being reversible), ground floor shopfronts installed and cantilevered verandahs constructed. The saw toothed roofing to the 1930s and 1950s sections survive, as does most of the parapeted detailing (the crowning corner brick parapeted elements have been removed). The woolstore at 20 Brougham Street is larger in scale and of equivalent integrity. The building at 54-58 Moorabool St is included in the Woolstores Industrial Heritage Area HO1638 but is not listed in the Geelong City Urban Conservation Study.



Sparrow Building, 58 Moorabool St, before 1932 (the gabled building at the rear is the original building). Source: Holmes photograph collection, c/o David Rowe.



New Sparrow Building, 58 Moorabool St, 1932. Source: Holmes collection c/o David Rowe.



Former Sparrow Building, 54-58 Moorabool St, 2016. Source: David Rowe.

53

Information taken from: Geelong Town Council Rate Books, 1900-1955, op.cit., Laird and Buchan Contract Books 1934-57, GRS210, Books 9-11, Geelong Library & Heritage Centre, Laird and Buchan Day Books GRS 211, Books 3 & 5, Geelong Library & Heritage Centre, Geelong Advertiser, 10 September 1932 & 14 January 1944, & W. Reid, 'Sparrow and Co. Woolstores, Moorabool St., Geelong', conservation project, School of Architecture & Building, Deakin University, 1990.

Former Dennys Lascelles Woolstore Heritage Assessment

PLACE NAME: Former Dennys Lascelles Woolstore

ADDRESS: 20 Brougham Street, Geelong

Assessment Date: May 2017

Former Dennys Lascelles Woolstore, 12-14 Gheringhap St⁵⁴

This woolstore appears to have been built in 1958-59, replacing an earlier brick store occupied by Dennys Lascelles. Constructed in brick with a saw toothed roof, the front (Gheringhap Street) façade was of temporary galvanised iron, the building then having a setback to Gheringhap Street. This is shown in the film 'Life in Australia - Geelong in 1966. In more recent years, a glazed and lightweight parapeted addition was built at the east end. New aluminium framed windows and doors have also replaced original windows and doors. The building was converted into the Ford Discovery Centre before more lately being occupied by Deakin University. This building is comparable to the woolstore at 20 Brougham Street, but given the extent of changes, the woolstore at 20 Brougham Street is more intact. The building at 12-14 Gheringhap St is not included in a heritage overlay or listed in the Geelong City Urban Conservation Study.



Former woolstore, 2016. Source: David Rowe.

Former Dennys Lascelles Woolstore, 45 Brougham St⁵⁵

In 1940, Dennys Lascelles proposed a three storey parapeted building in the south-west corner of Brougham and Cunningham Streets to meet demand for increased wool storage space. The proposed building was described as being of steel frame and brick construction, and was to be connected to the larger Dennys Lascelles store on the south side of Brougham Street by an underground, reinforced concrete tunnel, 'fitted with mechanical conveyors for moving wool.' The woolstore was designed by Buchan Laird and Buchan and built by J.C. Taylor and Sons. The building has been converted into office and alterations made to the facades, including rendered and painting (save for the corner bays) and new windows and doors installed. It is comparable in design and construction to the woolstore at 20 Brougham, which is more intact. The former woolstore at 45 Brougham St is included in the Woolstores Industrial Heritage Area HO1638 but not listed in the Geelong City Urban Conservation Study.



Proposed woolstore, 45 Brougham St, 1940. Source: *The Argus*, 7 March 1940, p.2.



Former woolstore, 45 Brougham St, 2017. Source: David Rowe.

⁵⁴ Geelong City Council Rate Books, op.cit., 1958-59 & 'Life in Australia – Geelong' in 1966, op.cit.

⁵⁵ *The Argus*, 7 May 1940, p.2.

Former Dennys Lascelles Woolstore Heritage Assessment

PLACE NAME: Former Dennys Lascelles Woolstore

ADDRESS: 20 Brougham Street, Geelong

Assessment Date: May 2017

Former New Zealand Land & Mercantile Agency Co. Woolstore (now Steampacket House), 6-24 Moorabool St⁵⁶

In 1956, the New Zealand Land and Mercantile Agency Company Ltd (NZL) acquired the business of E.R. Sparrow and Company, wool brokers. To meet future storage demand, NZL announced that the company had 'recently acquired a splendid site at the corner of Moorabool Street and Corio Terrace [Brougham Street] and intends to erect on this site a modern wool store with show floors embodying the best features in the display of wool for sale.' The building has been refaced and window and door openings altered. The woolstore at 20 Brougham St would appear to be more intact. The former woolstore at 6-24 Moorabool St is included in the Woolstores Industrial Heritage Area HO1638 but is not listed in the Geelong City Urban Conservation Study.



Former woolstore (Steampacket House), 6-24 Moorabool St, 2017. Source: David Rowe.

⁵⁶ *Ibid.*, 10 March 1956, p.17.