
Former Dennys Lascelles Woolstore

20 Brougham Street, Geelong



Heritage Assessment

Prepared for the City of Greater Geelong

By

Dr David Rowe, Authentic Heritage Services Pty Ltd

&

Wendy Jacobs, Architect & Heritage Consultant

May 2017

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1.0 Introduction

The City of Greater Geelong commissioned Dr David Rowe, Authentic Heritage Services Pty Ltd to prepare this heritage assessment of the former Dennys Lascelles Woolstore, 20 Brougham Street, Geelong, in February 2017. The assessment was to update and respond to some of the recommendations made in a Scoping Report also prepared by Dr David Rowe for the City of Greater Geelong in March 2015. A draft of the updated Report was provided to the City of Greater Geelong in February 2017. Following completion of the report in March 2017, a minor update was made in May 2017 which is reflected in this report.

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The Consultants recommend that this Study be implemented within two years. If the Study has not been implemented within that time frame, it is recommended that the Study be peer-reviewed to take account of any changes in condition and integrity of particular heritage places, changes in planning regulations and Council policies. The study should subsequently be updated as necessary.

1.1 The Study Team

The study team was as follows:

- Dr David Rowe, Authentic Heritage Services Pty Ltd – researcher and author.
- Wendy Jacobs, Architect & Heritage Consultant – reviewer.
- Pam Jennings, Authentic Heritage Services Pty Ltd – researcher.

1.2 Project Background & Aim

Background

A Scoping Report was prepared on the former Dennys Lascelles Woolstore in March 2015. The aim of this project was to:

- Clarify whether the former woolstore is included in the Geelong City Urban Conservation Study.
- Clarify the historical evolution of the place.
- Provide an overview of the exterior fabric of the place.
- Place the former woolstore into an historical and architectural context.
- Provide conclusions on an indicative level of significance.
- Provide recommendations on a possible amendment to the Woolstores Industrial Heritage Area HO1638 which might include the subject site.

Aim

In February 2017, the City of Greater Geelong sought the preparation of a statement of significance for the former Dennys Lascelles Woolstore at 20 Brougham Street, Geelong, and to provide advice for a reviewed policy basis for the Woolstores Industrial Heritage Area HO1638 at Clause 22.29 in the Greater Geelong Planning Scheme.

1.3 Geelong City Urban Conservation Study

The Geelong City Urban Conservation Study was prepared by Graeme Butler and Associates between 1991 and 1995. Of relevance to this assessment are volumes 2, 3 and 5.

Volume 2 is an Environmental History, giving a brief and broad overview of industrial, commercial, residential and cultural progress in Geelong from c.1840 to 1945. The subject site is identified as the location of Corio Batteries, battery manufacturers, Gheringhap Street West, in 1945. No other historical information is given on the site.

Volume Three identifies significant heritage areas in the former City of Geelong. The subject site is not included in a heritage area.

Volume Five is a complete listing of places of state, regional, local and contributory significance. The subject site is not included in the list.

It is unclear why the subject site (and neighbouring sites) was not included in what is now known as the Woolstores Industrial Heritage Area, identified by HO1638. A likely explanation is that the focus of the study was predominantly the period of development between 1840 and the 1920s (with some minimal additional historical information given in the Environmental History to 1945).

1.4 Woolstores Industrial Heritage Area HO1638

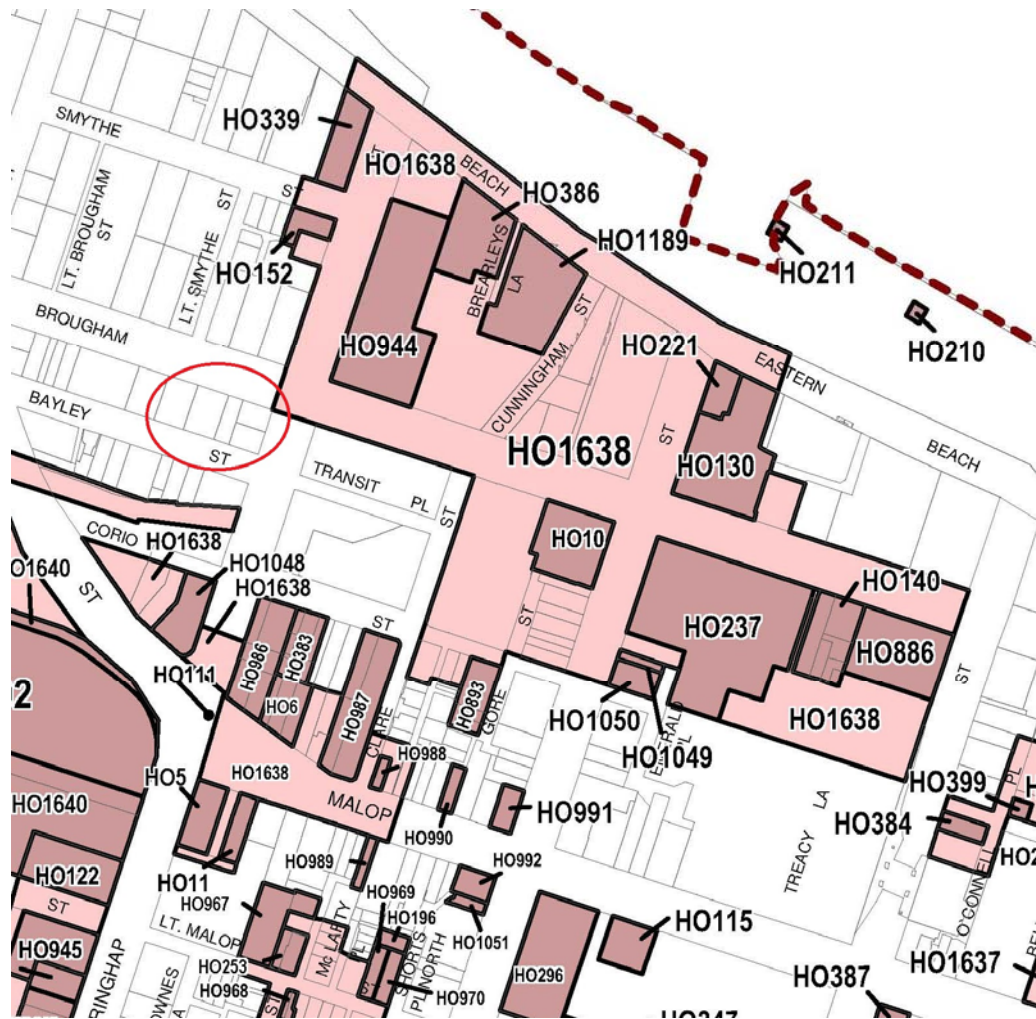
The Woolstores Industrial Heritage Area HO1638 is identified as Clause 22.29 in the Greater Geelong Planning Scheme. This heritage area was derived from the City of Geelong Urban Conservation Study, with the boundaries and supporting policy documentation refreshed as part of the implementation of the new format Planning Scheme in July 2000.

No statement of significance exists for the Woolstores Industrial Heritage Area. In the absence of a statement of significance, the Policy Basis at Clause 22.29 forms a de facto statement of significance. It reads as follows:

The Woolstores Industrial Heritage Area is significant as a distinctive part of Geelong with a number of key nineteenth and twentieth century commercial and industrial buildings, including surviving warehouses and stores. Historically, it is distinguished as the industrial heart of the commercial district of inner Geelong and its port. The Heritage Area demonstrates the importance of the wool trade to Geelong's development and reflects the economic fortunes of the City. The proximity, vista and orientation of the Heritage Area to the City's traditional entrance by road and rail, the commercial centre and the waterfront reflect its industrial heritage.

The area is dominated by warehouses and contains many individually significant buildings dating from the late 1850s to the late 1920s. Its character is derived from the scale, cohesion and integrity of the architecturally significant Victorian, masonry warehouses. The Woolstores are constructed from stone and brick, use massive construction, rise between three and four storeys, have varying street setbacks and minimal separation.

The extent of the Woolstores Industrial Heritage Area HO1638 is shown in the following Ordinance Map:



Source: Department of Environment, Land, Water & Planning online. The subject site is circled in red.

1.5 Terminology

The terminology of *The Burra Charter: The Australia ICOMOS Charter for Places of Cultural Significance* (2013) is used throughout this study. The identification and documentation of potential post-contact places of cultural significance has been interpreted using the definitions provided in the *Burra Charter*. Some of the critical definitions identified in the *Burra Charter* and used in this study are:

Article 1.1: *Place* means a geographically defined area. It may include elements, objects, spaces and views. Place may have tangible and intangible dimensions. Explanatory Notes: Place has a broad scope and includes natural and cultural features. Place can be large or small: for example, a memorial, a tree, an individual building or group of buildings, the location of an historical event, an urban area or town, a cultural landscape, a garden, an industrial plant, a shipwreck, a site with in situ remains, a stone arrangement, a road or travel route, a community meeting place, a site with spiritual or religious connections.

Article 1.2: *Cultural significance* means aesthetic, historic, scientific, social or spiritual value for past, present or future generations. Cultural significance is embodied in the place itself, its fabric, setting, use,

associations, meanings, records, related places and related objects. Places may have a range of values for different individuals or groups. Explanatory Notes: The term cultural significance is synonymous with heritage significance and cultural heritage value. Cultural significance may change over time and with use. Understanding of cultural significance may change as a result of new information.

Article 1.3: *Fabric* means all the physical material of the place including elements, fixtures, contents and objects.

2.0 Methodology

The heritage assessment of the former Dennys Lascelles Woolstore involved fieldwork, historical research, comparative analysis and a written heritage citation, together with recommendations for a heritage overlay.

2.1 Fieldwork

All fieldwork was carried out from outside property boundaries in 2015.

2.2 Historical Research

Extensive additional historical research was carried out by the consultants. This included (but was not limited to):

- Certificates of Title, Landata online and Public Record Office (North Melbourne).
- Probates and Wills of early owners at the Public Record Office Victoria (North Melbourne).
- Births, Deaths and Marriages Indexes, Department of Justice, Melbourne.
- Historic Rate Books for the former Geelong Town/City Council (Geelong Library and Heritage Centre).
- Historic Parish Plans and other maps at the Public Record Office Victoria (North Melbourne) and Geelong Library and Heritage Centre.
- Numerous newspaper articles available on Trove (National Library of Australia) online.
- Historical photographs in the collections of the Geelong Library and Heritage Centre, State Library of Victoria and the authors.
- Building permit plans, City of Greater Geelong.
- Unpublished manuscripts, booklets, reports, theses and heritage studies in the collection of the Geelong Library and Heritage Centre, and the authors.
- Crown Land files in the Department of the Environment, Land, Water and Planning (Geelong office).

2.3 Comparative Analyses

Comparative analyses were carried out using an architectural and/or historical context.

2.4 Thematic Environmental History

The historic theme “Industrial Sites” is taken from the Environmental History (volume 2) in the ‘Geelong City Urban Conservation Study’. Since the completion of this study, the Heritage Council of Victoria published *Victoria’s Framework of Historical Themes* in February 2010. The latest equivalent theme to that used in the ‘Geelong City Urban Conservation Study’ is Theme 5.3: Marketing and retailing.

2.5 Consultation

Consultation was not part of the requirements for this project.

3.0 Assessment of Significance

3.1 Basis of Assessment Criteria

This heritage assessment has been prepared in accordance with the *VPP Practice Note 01: Applying the Heritage Overlay* (July 2015). The *Practice Note* states:

“The heritage process leading to the identification of the place needs to clearly justify the significance of the place as a basis for its inclusion in the Heritage Overlay. The documentation for each place shall include a statement of significance that clearly establishes the importance of the place and addresses the heritage criteria.”

The following heritage criteria listed in the *Practice Note* were adopted as part of the assessment of heritage places in this project:

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

Criterion B: Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

Criterion C: Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

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

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

Criterion F: Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance).

Criterion G: Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

Criterion H: Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

In addition, the more detailed Assessment Criteria adopted by the Australian Heritage Commission for the Register of the National Estate (which has formed the basis to the criteria outlined in the *Practice Note*) have formed a foundation to the heritage assessment,¹ as have the principles of the Australia ICOMOS Burra Charter.

1 The use of the more detailed Australian Heritage Commission Criteria is considered to be valid, given that the *VPP Practice Note: Applying the Heritage Overlay* (revised July 2015) states: “The adoption of the above criteria does not diminish heritage assessment work undertaken before 2012 using older versions of criteria.”

3.2 Significance, Condition & Integrity Levels and Thresholds

In addition to the recognition of the heritage values of the Burra Charter and the assessment criteria outlined in the VPP Practice Note, significance, condition and integrity thresholds were also prepared to determine the level of significance for the heritage place and whether it warranted a heritage overlay.

In relation to significance thresholds, the *Practice Note* states:

“The thresholds to be applied in the assessment of significance shall be ‘State Significance’ and ‘Local Significance’. ‘Local Significance’ includes those places that are important to a particular community or locality ... “

In relation to places of significance for historical or social reasons, the following from the VPP Practice Note has also been considered:

Planning is about managing the environment and changes to it. An appropriate test for a potential heritage place to pass in order to apply the Heritage Overlay is that it has ‘something’ to be managed. This ‘something’ is usually tangible but it may, for example, be an absence of built form or the presence of some other special characteristic. If such things are present, there will be something to manage and the Heritage Overlay may be applied.

A more definitive matrix of how the Burra Charter values, VPP Practice Note Criteria, Australian Heritage Commission Criteria and Thresholds Levels have been employed in this study is as follows:

BURRA CHARTER VALUES	PRACTICE NOTE CRITERIA	AHC CRITERIA INCLUSION GUIDELINES (slightly modified for local assessments)	SIGNIFICANCE THRESHOLDS
<p>Aesthetic &/or Architectural Value: Places where consideration is given to form, scale, colour, texture and material of the fabric.</p>	<p>Criterion B: Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p> <p>Criterion D: Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p> <p>Criterion E: Importance in exhibiting particular aesthetic characteristics (aesthetic significance).</p> <p>Criterion F: Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance).</p>	<p>AHC B.2: Scarcity may be the result of historical process (ie. few of such places were ever made) or of subsequent destruction or decay. Rarity in some cases may apply to the survival of the combination of characteristics and the place as a whole may lack integrity.</p> <p>AHC D.2: A place must clearly represent the period, method of construction, techniques, way of life, etc. of its Type. A place may be significant because it is characteristic of either an unusual, or a widely practiced Type, style, or method of construction. It may have been innovative or influential, or it may have been traditional or vernacular; the significance of the place is determined by considering it within its context.</p> <p>A place may be considered if one or more of the following apply:</p> <ul style="list-style-type: none"> • It can be regarded as a particularly good example of its Type, by virtue of the combination of characteristics most indicative of the Type, or a significant variant of the Type equally well; • It is one of number of similar places which are all good examples of a Type, but has a higher value by virtue of its integrity, condition, association with other significant places or setting; • It is part of a group of places which collectively include a range or variation within a Type; • It represents the seminal or optimal development of 	<p>STATE THRESHOLD: Places which are considered significant to the State of Victoria and are worthy for inclusion on the Victorian Heritage Register. These places are the most outstanding examples either aesthetically, architecturally, historically, scientifically or socially. The place meets this threshold if it has outstanding and/or unique aesthetic and technical value/s, is highly intact and has been compared to similar places on the Victorian Heritage Register, and/or has unique historical associations with events or persons in the history of the community and municipality, the importance or which are considered to stretch beyond local municipal boundaries.</p> <p>LOCAL THRESHOLD: Places which are considered individually significant to a local area. The Greater Geelong municipality is defined by a number of urban and rural settings of varying historical developments and cultural identities that are not necessarily related to each other. Traditional municipal boundaries have changed, but the cultural identities of the different local communities that comprise the municipality are largely idiosyncratic. These heritage places are considered to have had a significant impact in shaping the cultural, architectural, historical and/or social identity of the local community and where applicable, have been compared to other places of</p>

BURRA CHARTER VALUES	PRACTICE NOTE CRITERIA	AHC CRITERIA INCLUSION GUIDELINES (slightly modified for local assessments)	SIGNIFICANCE THRESHOLDS
		<p>the Type.</p> <p>AHC E.1: A place is eligible if it articulates so fully a particular concept of design that it expresses an aesthetic ideal (eg. A place which epitomizes the design principles of an architectural style, landscape ideal, etc.) or if the place, because of its aesthetic characteristics, is held in high esteem by the community.</p> <p>To be eligible, a place must have a high degree of integrity so that it fully reflects the aesthetic qualities for which it is nominated.</p> <p>AHC F.1: A place is eligible if it demonstrates clearly a particularly appropriate solution to a technical problem using or expanding upon established technology, or developing new technology, that solution being outstanding due to its conceptual strength. This might occur, for example, in the fields of engineering, architecture, industrial design, landscape design, etc.</p> <p>A place may be considered to be outstandingly creative if it results from the innovative departure from established norms in some field of design or the arts.</p> <p>To be eligible, a place must have a high degree of integrity so that it fully reflects the aesthetic or technical qualities for which it is nominated.</p>	<p>State or Local significance (or potential significance). They are considered to have sufficient significance to warrant a heritage overlay in the Greater Geelong Scheme.</p>

BURRA CHARTER VALUES	PRACTICE NOTE CRITERIA	AHC CRITERIA INCLUSION GUIDELINES (slightly modified for local assessments)	SIGNIFICANCE THRESHOLDS
<p>Historic Value: Places that have influenced or have been influenced by an historic figure, event, phase or activity. For any given place the significance will be greater where evidence of the association or event survives insitu, or where the settings are substantially intact, than where it has been changed or evidence does not survive.</p>	<p>Criterion A: Importance to the course or pattern of our cultural or natural history (historical significance).</p> <p>Criterion C: Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p> <p>Criterion H: Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p>	<p>AHC A.4: Places associated with events or developments which contribute to or reflect the long-term changes in municipality or local history.</p> <p>Places representing “landmark” cultural phases in the evolving pattern of municipal or local history.</p> <p>A place eligible for its association with a significant scientific theory must have a clear and important relationship to the development of that theory or its early application in the municipality or locality.</p> <p>A place eligible for its history of science associations must have a strong connection with the work of an historically significant scientific figure or with an historically significant scientific exploration/undertaking, or methodological development.</p> <p>AHC C.2: A place with archaeological deposits may be eligible if it can be shown that the deposits are likely to contain evidence of technological, architectural, or cultural value, that evidence not being available through other research techniques. The nature of this research should be specified.</p> <p>A building or engineering item may be eligible if its research value can be defined. For example, a building exhibiting a local variation on a standard design or construction technique may be eligible if study could yield important information such as how local materials</p>	

BURRA CHARTER VALUES	PRACTICE NOTE CRITERIA	AHC CRITERIA INCLUSION GUIDELINES (slightly modified for local assessments)	SIGNIFICANCE THRESHOLDS
		<p>and construction expertise affect the evolution of local building development, if this information is not available through documentary research.</p> <p>AHC H.1: The person's contribution must be established sufficiently by historical documentation or other firm evidence, and the association of a person with the place established clearly in a similar way.</p> <p>A building designed by a prominent architect may be eligible under this criterion if it expresses a particular phase of the individual's career or exhibits aspects reflecting a particular idea or theme of her/his craft. It is possible that several places may represent different aspects of the productive life of an important person. Similarly, several examples of a person's work may be considered because a different combination of criteria are satisfied.</p> <p>In general, the association between person and place needs to be of long duration, or needs to be particularly significant in the person's productive life.</p> <p>Places which contain fabric that is a direct result of the person's activity or activities, or where the place can be demonstrated to have influenced the person's life or works, are eligible, and such places are more eligible than places which lack such direct and personal associations.</p>	

BURRA CHARTER VALUES	PRACTICE NOTE CRITERIA	AHC CRITERIA INCLUSION GUIDELINES (slightly modified for local assessments)	SIGNIFICANCE THRESHOLDS
<p>Scientific Value: Places where data clearly indicates its rarity, quality or representativeness.</p>	<p>Criterion F: Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance).</p>	<p>AHC F.1: A place is eligible if it demonstrates clearly a particularly appropriate solution to a technical problem using or expanding upon established technology, or developing new technology, that solution being outstanding due to its conceptual strength. This might occur, for example, in the fields of engineering, architecture, industrial design, landscape design, etc.</p> <p>A place may be considered to be outstandingly creative if it results from the innovative departure from established norms in some field of design or the arts.</p> <p>To be eligible, a place must have a high degree of integrity so that it fully reflects the aesthetic or technical qualities for which it is nominated.</p>	
<p>Social Value: Places that have a focus on spiritual, political, national or other cultural sentiment to a majority or minority group.</p>	<p>Criterion G: Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).</p>	<p>AHC G.1: Places which are held in high esteem by the municipality or local community or a segment of it, that esteem being demonstrated and special. The value to the community must be beyond normal regard felt by a community for its familiar surroundings.</p> <p>It is necessary to demonstrate that the strong association between a community and place is of a social or cultural nature, and not simply a local assessment of some other value more correctly assessed against another criterion.</p>	

Condition Thresholds

- Excellent Condition (no deterioration of fabric noticeable).
- Good Condition (minor deterioration of fabric noticeable).
- Fair Condition (deterioration of fabric noticeable).
- Poor Condition (deterioration of fabric very noticeable, with possible structural deterioration as well).
- Ruins (small elements of original character & appearance only identified through building remnants).

Integrity Thresholds

Thresholds

- Highly Intact (either completely intact or a small number minor modifications noticeable).
- Moderately Intact (original character & appearance clearly discernible, but a number of minor modifications noticeable).
- Altered (original character & appearance discernible but alterations to some original fabric such as doors and window openings and verandah noticeable).
- Substantially Altered/Low Integrity (original character & appearance only partly discernible – multiple changes noticeable to the exterior).
- Ruinous (ruinous fabric surviving only).

Building Fabric

The integrity of places (when viewed from the public realm) may include to varying degrees the following such that the place is discernible to its creation date (or creation dates):

- Overall form & composition.
- Construction materials.
- Building details.
- Verandahs.
- Visible windows and doors.
- Front Fencing.
- Outbuildings.

The integrity of landscaped settings, spaces and views may also have been considered.

Additions and Alterations

Places with alterations additions may continue to have significance if:

- The alterations or additions have been identified as contributing to the significance of the building or place (the alterations or additions being significant as part of the building's evolution).
- The additions and alterations have no significance but are recessive and minor in nature, and do not dominate over the building. There is considered to be sufficient retained fabric to meet the relevant significance threshold/s.

Significance Thresholds

- **State and Local significance** thresholds apply, in accordance with the VPP Practice Note.

4.0 Recommendations

4.1 Consultation

Consultation with the affected owner and other stakeholders is desirable prior to a formal planning scheme amendment if Council's time frames permit.

4.2 Heritage Overlay

It is recommended that the former Dennys Lascelles Woolstore, 20 Brougham Street, Geelong, is included as an individual heritage overlay in the Schedule to the Heritage Overlay in the Greater Geelong Scheme, through a planning scheme amendment. The proposed controls in the schedule to the heritage overlay for each place is recommended as follows:

Proposed 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.

4.3 HERMES

It is recommended that any changes resulting from consultations and a planning scheme amendment are reflected in HERMES heritage database administered by the Department of Environment, Land, Water and Planning.

If this heritage assessment proceeds to a planning scheme amendment and heritage overlays are introduced, it is recommended that the heritage status fields and heritage overlay numbers are updated and added to HERMES by the City of Greater Geelong.

4.4 Greater Geelong Planning Scheme

Clause 22: Local Heritage Policies

It is recommended that if this heritage assessment proceeds to a planning scheme amendment and that a heritage overlay is introduced, that:

- The 'Former Dennys Lascelles Woolstore, 20 Brougham Street, Geelong, Heritage Assessment' is included as a reference document at Clause 22.09 of the Planning Scheme.
- The Policy Basis for the Woolstores Industrial Heritage Area HO1638 at Clause 22.29 is refreshed to account for the broader period of woolstore development that contributes to its significance, as reflected in the former woolstores built post the 1920s, and the important alterations and additions to 19th and early 20th century woolstores carried out after the 1920s. It is recommended that the refreshed Policy Basis read as follows:

The Woolstores Industrial Heritage Area is significant as a distinctive part of Geelong with a number of key nineteenth and twentieth century commercial and industrial buildings, including surviving warehouses and stores. Historically, it is distinguished as the industrial heart of the commercial district of inner Geelong and its port. The Heritage Area demonstrates the importance of the wool trade to Geelong's development and reflects the economic fortunes of the City. The proximity, vista and orientation of the Heritage Area to the City's traditional entrance by road and rail, the commercial entre and the waterfront reflect its industrial heritage.

The area is dominated by warehouses and contains many individually significant buildings dating from the late 1850s to the 1950s. Its character is derived from the scale, cohesion and integrity of the architecturally significant Victorian, masonry warehouses. The Woolstores are constructed from stone and brick, use massive construction, rise between three and four storeys, have varying street setbacks and minimal separation.

5.0 Appendices:

5.1 Planning Practice Note: Applying the Heritage Overlay

5.2 Former Dennys Lascelles Woolstore, 20 Brougham Street, Geelong,
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5.1 Planning Practice Note: Applying the Heritage Overlay

Applying the Heritage Overlay

Planning Practice Note | 1

JULY 2015

This practice note provides guidance about the use of the Heritage Overlay.

What places should be included in the Heritage Overlay?

- Any place that has been listed on the Australian Heritage Council's now closed *Register of the National Estate*.
- Any place that has been referred by the Heritage Council for consideration for an amendment to the planning scheme.
- Places listed on the *National Trust Register* of the National Trust of Australia (Victoria), provided the significance of the place can be shown to justify the application of the overlay.
- Places identified in a local heritage study, provided the significance of the place can be shown to justify the application of the overlay.

Places listed on the former *Register of the National Estate* or on the *National Trust Register* of the National Trust of Australia (Victoria) do not have statutory protection unless they are protected in the planning scheme.

The heritage process leading to the identification of the place needs to clearly justify the significance of the place as a basis for its inclusion in the Heritage Overlay. The documentation for each place shall include a statement of significance that clearly establishes the importance of the place and addresses the heritage criteria.

What are recognised heritage criteria?

The following recognised heritage criteria shall be used for the assessment of the heritage values of the heritage place. These model criteria have been broadly adopted by heritage jurisdictions across Australia and should be used for all new heritage assessment work.

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

Criterion B: Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

Criterion C: Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

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

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

Criterion F: Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance).

Criterion G: Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

Criterion H: Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

The adoption of the above criteria does not diminish heritage assessment work undertaken before 2012 using older versions of criteria.

The thresholds to be applied in the assessment of significance shall be 'State Significance' and 'Local Significance'. 'Local Significance' includes those places that are important to a particular community or locality. Letter gradings (for example, "A", "B", "C") should not be used.

In order to apply a threshold, some comparative analysis will be required to substantiate the significance of each place. The comparative analysis should draw on other similar places within the study area, including those that have previously been included in a heritage register or overlay. Places identified to be of potential state significance should undergo limited analysis on a broader (statewide) comparative basis.

Places of significance for historical or social reasons

Planning is about managing the environment and changes to it. An appropriate test for a potential heritage place to pass in order to apply the Heritage Overlay is that it has 'something' to be managed. This 'something' is usually tangible but it may, for example, be an absence of built form or the presence of some other special characteristic. If such things are present, there will be something to manage and the Heritage Overlay may be applied.

If not, a commemorative plaque is an appropriate way of signifying the importance of the place to the local community.

Group, thematic and serial listings

Places that share a common history and/or significance but which do not adjoin each other or form a geographical grouping may be considered for treatment as a single heritage place. Each place that forms part of the group might share a common statement of significance; a single entry in the Heritage Overlay Schedule and a single Heritage Overlay number.

This approach has been taken to the listing of Chicory Kilns on Phillip Island in the Bass Coast Planning Scheme. The kilns are dispersed across the island but share a common significance. Group listing of the kilns also draws attention to the fact that the kilns are not just important on an individual basis, but are collectively significant as a group.

The group approach has also been used for the former Rosella Factory Complex in the Yarra Planning Scheme. This important factory complex had become fragmented through replacement development making it hard to justify a precinct listing. The group listing, with a single Heritage Overlay number, has meant that the extent and significance of the complex can still be appreciated.

Writing statements of significance

For every heritage place (that is, a precinct or individual place) a statement of significance should be prepared using the three-part format of 'What is significant?'; 'How is it significant?' and 'Why is it significant?'.

What is significant?- This section should be brief, usually no more than one paragraph or a series of dot points. There should be no doubt about the elements of the place that are under discussion. The paragraph should identify features or elements that are significant about the place, for example, house, outbuildings, garden, plantings, ruins, archaeological sites, interiors as a guide to future decision makers. Mention could also be made of elements that are not significant.

How is it significant?- A sentence should be included to the effect that the place is important because of its historical significance, its rarity, its research potential, its representativeness, its

aesthetic significance, its technical significance and/or its associative significance. These descriptors are shown in brackets at the end of the heritage criteria listed above. The sentence should indicate the threshold for which the place is considered important.

Why is it significant?- This should elaborate on the criteria that makes the place significant.

A separate point or paragraph should be used for each criterion satisfied. The relevant criterion should be inserted in brackets after each point or paragraph. Each point or paragraph may include the threshold for which the place is considered important.

Saving and displaying statements of significance

All statements of significance should be securely stored in the HERMES heritage database.

Where a planning scheme amendment has resulted in the addition of, or amendments to, places in the Heritage Overlay, the strategic justification (that is, heritage study documentation and statements of significance) should be entered into the department's HERMES heritage database.

Where a place (either a precinct or individual place) is included in the Heritage Overlay, the statement of significance for that place should be publicly viewable through the department's Victorian Heritage Database.

Additional resources may be required

When introducing the Heritage Overlay, a council should consider the resources required to administer the heritage controls and to provide assistance and advice to affected property owners. This might include providing community access to a heritage adviser or other technical or financial assistance.

Drafting the Heritage Overlay schedule

What is a heritage place?

A heritage place could include a site, area, building, group of buildings, structure, archaeological site, tree, garden, geological formation, fossil site, habitat or other place of natural or cultural significance and

its associated land. It cannot include movable or portable objects such as machinery within a factory or furniture within a house.

What is the planning scheme map reference number?

In column one of the schedule, the Planning Scheme Map Reference prefix should read HO1, HO2, HO3 and so on. Each heritage place in the schedule will have its own identifying number. The planning scheme maps should also record these numbers as a cross reference between the maps and the schedule.

Street numbers and location descriptions

Street numbers and locality addresses should be included for properties wherever possible. Where a street address is not available, plan of subdivision details (for example, Lot 1 of PS12345) should be used. Avoid using Crown Allotment details, Certificate of Title details or obscure location descriptions if possible.

How should the Heritage Overlay schedule be arranged?

There are two preferred options for arranging the schedule. Heritage places may be grouped according to their suburb, town or location and then arranged alphabetically by street address within each grouping. Alternatively, all places may be listed alphabetically by their street address irrespective of their location. Use the method which most assists users of the planning scheme to find the relevant property by a simple search through the schedule.

Applying external painting controls

External painting controls over particular heritage places can be applied in the schedule by including a 'yes' in the External Paint Controls Apply? column.

Applying internal alterations controls

Internal alteration controls over specified buildings can be applied in the schedule by including a 'yes' in the Internal Alteration Controls Apply? column. This provision should be applied sparingly and on a selective basis to special interiors of high significance. The statement of significance for the heritage place should explain what is significant about the interior and why it is important.

Applying tree controls

The schedule can apply tree controls over heritage places. The tree controls could apply to the whole of a heritage place (for example, over a house site or an area) or a tree or group of trees could be specifically nominated as the heritage place.

Tree controls are applied by including a 'yes' in the Tree Controls Apply? column. Tree controls should only be applied where there has been a proper assessment. The statement of significance for the heritage place should identify the particular trees that are significant (under "What is significant?") and why the tree or trees are important.

If only one, or a few trees within a large property are considered to be significant, the 'Tree Controls Apply' column can be qualified with the relevant details. This would then mean that a planning permit would only be required to remove, destroy or lop the trees that were specifically identified in the column.

This control is designed to protect trees that are of intrinsic significance (such as trees that are included on the National Trust Register or trees that contribute to the significance of a heritage place (for example, trees that contribute to the significance of a garden or area). The control is not meant to protect trees for their amenity value. See *Planning Practice Note 7 – Vegetation Protection in Urban Areas* for alternative methods of vegetation protection.

Outbuildings and fences

While a planning permit is required to demolish an existing outbuilding or fence on land subject to the Heritage Overlay, it is possible to exempt such planning permit applications from the notice and review requirements of the *Planning and Environment Act 1987*. This is achieved by including the word 'no' in the column headed 'Outbuildings or fences which are not exempt under Clause 43.01-3?'.

If the word 'yes' appears in this column then the notice and review requirements of the *Planning and Environment Act 1987* will potentially apply to a planning permit application to demolish or remove an outbuilding or fence.

It is helpful to landowners and users of the planning scheme if the column in the schedule identifies the particular outbuildings and/or fences that are considered to be significant. The statement of significance for the heritage place should also

identify the particular outbuildings and/or fences that are significant (under "What is significant?") and why they are important.

How should places in the Victorian Heritage Register be treated in the schedule and map?

Section 48 of the *Heritage Act 1995* requires that the Minister for Planning must 'prepare and approve an amendment to any planning scheme applying to a place which is included in the Heritage Register to identify the inclusion of that place in the Heritage Register'. This is intended as an alert to planning scheme users of restrictions that might apply to land under the Heritage Act.

Planning authorities should not amend the schedule or maps as they relate to places in the Victorian Heritage Register and certainly not without the prior approval of Heritage Victoria. This is to ensure that planning schemes accurately reflect the Heritage Register as required by the Heritage Act.

Under Clause 43.01-2, places on the Victorian Heritage Register are subject to the requirements of the *Heritage Act 1995* and not the planning provisions of the Heritage Overlay. Where Places included in the Victorian Heritage Register are listed in the schedule, a dash should be recorded in columns three (external paint controls), four (internal alteration controls), five (tree controls) and six (outbuildings and fences) to avoid any possible confusion as to whether planning provisions apply to these properties. In column seven ('Included on the Victorian Heritage Register ...') the reference number of the property on the Victorian Heritage Register should be included as an aid to users of the planning scheme.

Allowing a prohibited use of a heritage place

It is possible to make a prohibited use permissible at specific places by including a 'yes' in the Prohibited uses may be permitted? column.

This provision should not be applied to significant areas because it might result in the *de facto* rezoning of a large area. The provision should only be applied to specific places. For example, the provision might be used for a redundant church, warehouse or other large building complex where it is considered that the normally available range of permissible uses is

insufficient to provide for the future conservation of the building. Currently this provision applies in the metropolitan area of Melbourne to places that are included on the *Victorian Heritage Register*.

Aboriginal heritage places

Scarred trees, stone arrangements and other places significant for their Aboriginal associations can be identified by including a 'yes' in the Aboriginal Heritage Place? column. As with any place listed in the Schedule to the Heritage Overlay, supporting justification is expected to apply this provision.

The standard permit requirements of Clause 43.01-1 of the Heritage Overlay apply to Aboriginal heritage places included in the schedule. Clause 43.01-6 reminds a responsible authority that the requirements of the *Aboriginal Heritage Act 2006* apply to these places.

How are heritage precincts and areas treated?

Significant precincts and areas should be identified in the schedule as well as being mapped.

How are individual buildings, trees or properties of significance located within significant areas treated?

The provisions applying to individual buildings and structures are the same as the provisions applying to areas, so there is no need to separately schedule and map a significant building, feature or property located within a significant area.

The only instance where an individual property within a significant area should be scheduled and mapped is where it is proposed that a different requirement should apply. For example, external painting controls may be justified for an individual building of significance but not over the heritage precinct surrounding the building.

Alternatively, tree controls may be justified for a specific tree or property within a significant precinct but not over the whole precinct. In such situations the individual property or tree should be both scheduled and mapped.

Significant buildings or structures within a significant precinct can be identified through a local planning policy.

Curtilages and Heritage Overlay polygons

The Heritage Overlay applies to both the listed heritage item and its associated land. It is usually important to include land surrounding a building, structure, tree or feature of importance to ensure that any development, including subdivision, does not adversely affect the setting, context or significance of the heritage item. The land surrounding the heritage item is known as a 'curtilage' and will be shown as a polygon on the Heritage Overlay map. In many cases, particularly in urban areas and townships, the extent of the curtilage will be the whole of the property (for example, a suburban dwelling and its allotment).

However, there will be occasions where the curtilage and the Heritage Overlay polygon should be reduced in size as the land is of no significance. Reducing the curtilage and the polygon will have the potential benefit of lessening the number of planning permits that are required with advantages to both the landowner and the responsible authority. Examples of situations where a reduction in the curtilage and polygon may be appropriate include:

- A homestead on a large farm or pastoral property where it is only the house and/or outbuildings that is important. In most cases with large rural properties, the inclusion of large areas of surrounding farmland are unlikely to have any positive heritage benefits or outcomes.
- A significant tree on an otherwise unimportant property.
- A horse trough, fountain or monument in a road reservation.
- A grandstand or shelter in a large but otherwise unimportant public park.

Suggested steps in establishing a curtilage and polygon include:

1. Review the heritage study documentation and ask the question 'What is significant?'. The polygon should capture those elements of the place that are significant. If there are multiple elements that are widely dispersed on the property, one option may be to have multiple polygons which share the same Heritage Overlay number.

2. In addition to capturing the elements that are significant, it is almost always necessary to include some surrounding land (a “curtilage”) in order to:
 - retain the setting or context of the significant building, structure, tree or feature
 - regulate development (including subdivision) in close proximity to the significant building, tree or feature.
3. Where possible, uncomplicated and easily recognised boundaries (such as a fence line) leave little room for potential dispute in terms of the land affected by any future Overlay.
4. Use aerial photos where they exist to assist in identifying a reduced curtilage.
5. Where access is possible, ‘ground truthing’ may be of assistance.
6. Explain the basis for the reduced curtilage polygon in the heritage study documentation.
7. Where questions might arise in the future as to the extent of the polygon shown on the planning scheme map, use the entry in the Schedule to the Heritage Overlay (i.e. column two) to specify the area covered by the polygon. For example:

“The heritage place is the Moreton Bay Fig Tree and land beneath and beyond the canopy of the tree and extending for a distance of five metres from the canopy edge.”

Mapping heritage places

All heritage places must be both scheduled and mapped.

In each case, care should be taken to ensure that there is an accurate correlation between the Heritage Overlay schedule and the Heritage Overlay map.

The need for care is exemplified by the fact that the Heritage Overlay map will be the determining factor in any dispute as to whether a control applies (for example, in cases where there is conflict between the Heritage Overlay map and the property description or address in the Heritage Overlay schedule).

Councils are encouraged to review their planning schemes to ensure that all heritage places are correctly mapped and that there are no discrepancies between how places are identified in the Heritage Overlay schedule and Heritage Overlay maps.

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ISBN 978-1-921940-58-3 (pdf)

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Schedule to the Heritage Overlay

The requirements of this overlay apply to both the heritage place and its associated land.

PS Map Ref	Heritage Place	External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are Not exempt under Clause 43.01-3?	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
HO1	House 1 Albert Street, Belmont	Yes	No	No	No	No	No		No
HO2	Athol House 57 Albert Street, Belmont	-	-	-	-	-	Yes		No
HO3	Jones Foundry 4 William Street, Breakwater		Yes	No	No	No	No		No
HO4	Moreton Bay Fig Tree 26 Bryant Street, Ceres The heritage place is the Moreton Bay Fig Tree and land beneath the canopy edge of the tree for a distance of five metres from the canopy edge.	No	No	Yes	No	No	No		No
HO5	House 13 Albert Street, Geelong	Yes	No	No	Yes	No	No		No
HO6	Bay Villa 122 Middle Street, Geelong	Yes	Yes	No	No	No	No		No
HO7	Barwon River Bridge Station Street, Geelong	-	-	-	-	Yes Ref No H789	No		No
HO8	William Street Precinct William Street, Geelong	Yes	No	No	No	No	No		No
HO9	Mount Rothwell Stone Arrangement Mount Rothwell Station Little River-Ripley, Little River	No	No	No	No	No	No		Yes

5.02 Former Dennys Lascelles Woolstore, 20 Brougham Street, Geelong,
Heritage Citation

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,

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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

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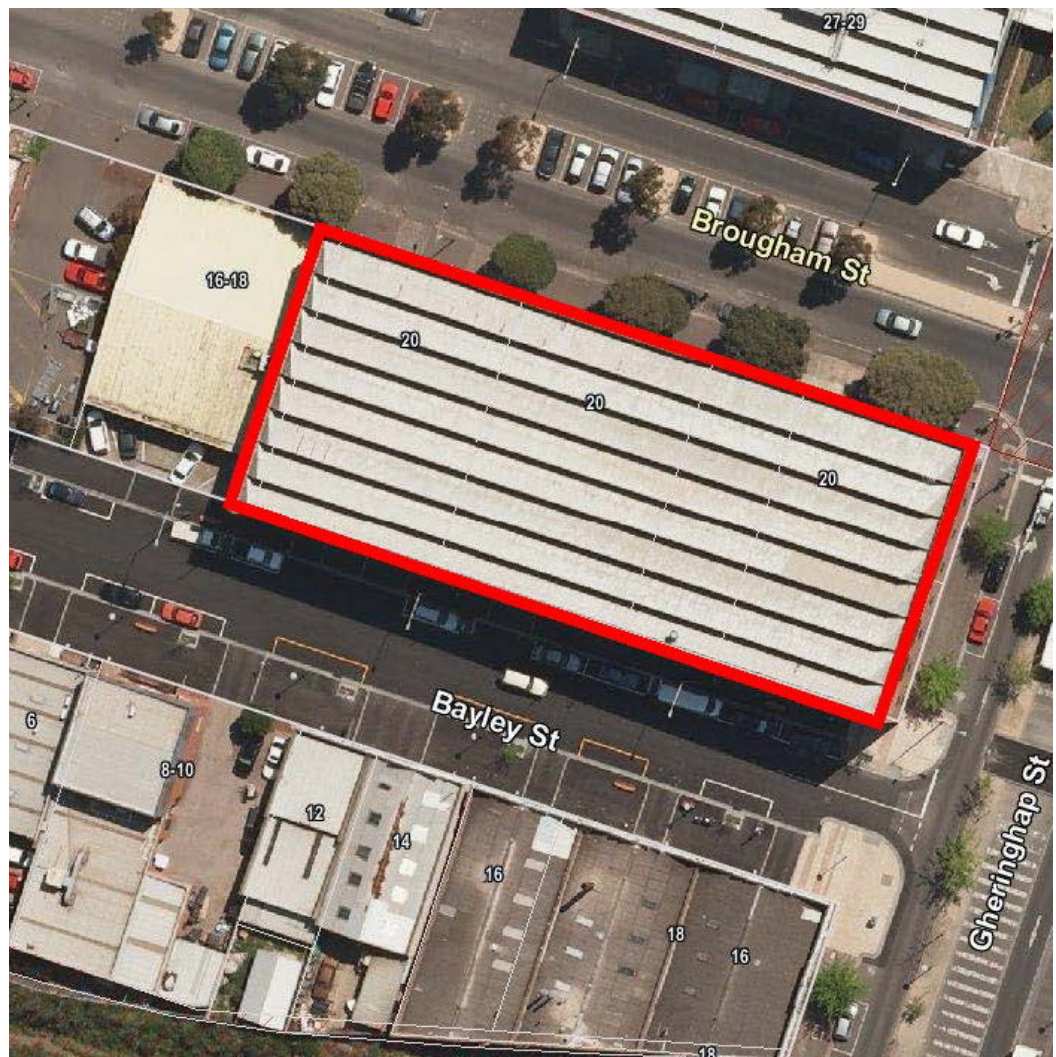
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streetscape prominence and the former woolstore building at 20 Brougham Street contributes to this unique, former industrial urban waterfront setting. The building at 20 Brougham Street is most comparable to the other brick woolstores designed by Laird 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.

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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.

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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.

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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.

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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.*

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... 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.

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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 huge 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.

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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

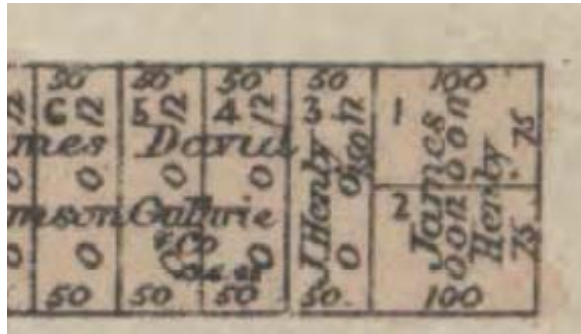


Figure 2: Portion of the Town of Geelong Plan showing allotments 1-6 and original owners.
Source: VPRS 16171 Public Record Office Victoria.

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.

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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.

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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.

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

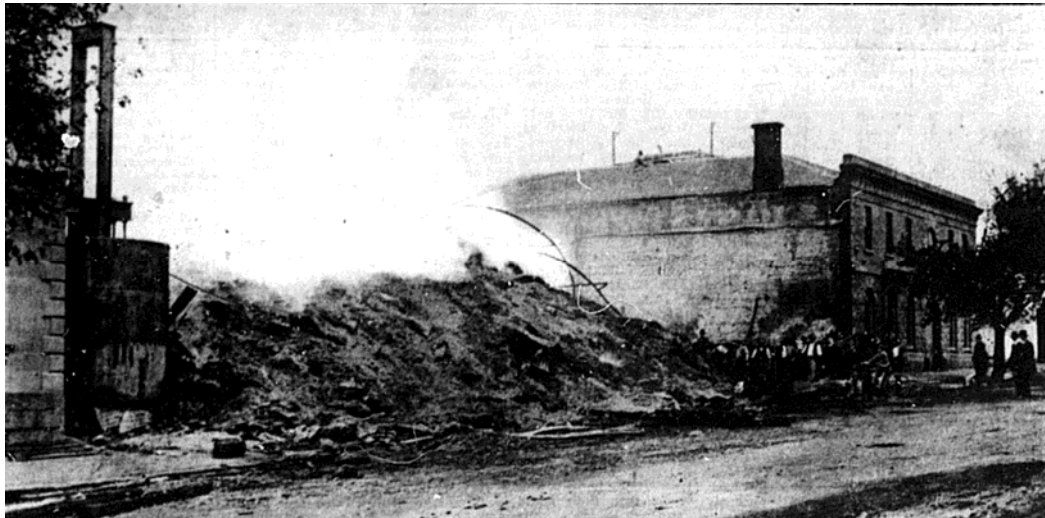


Figure 6: The ruins of Lyall's store following the fire in 1919. Source: *News of the Week*, 13 March 1919.

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.*

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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.

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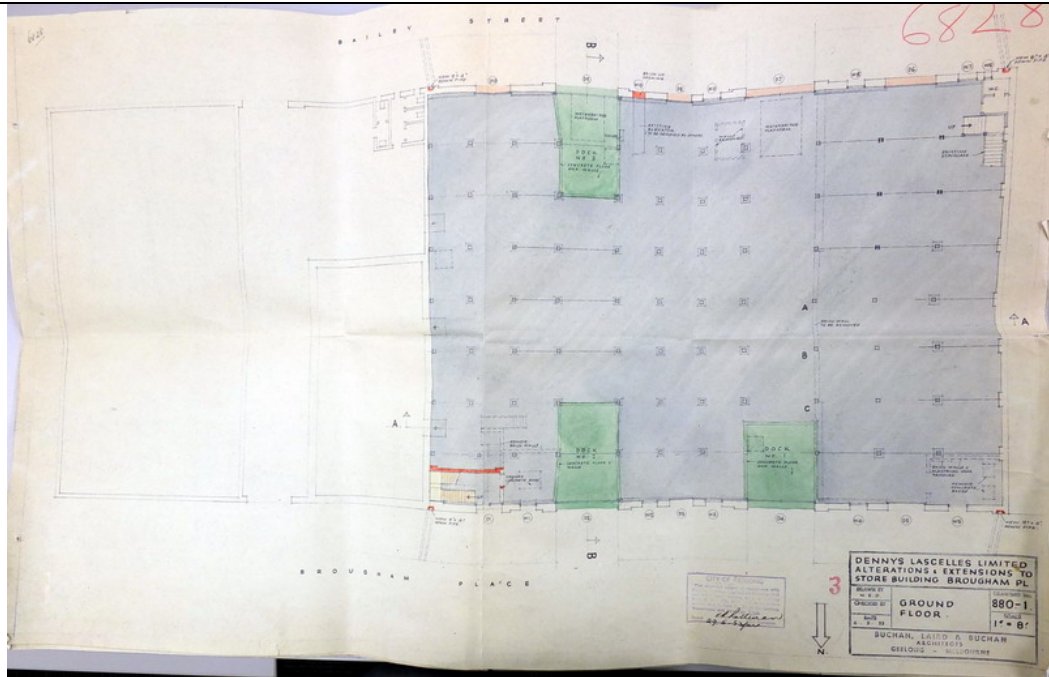


Figure 7: Buchan Laird & Buchan, Ground Floor Plan, proposed additions to Dennys Lascelles Ltd, 4 May 1953. Source: City of Greater Geelong Building Permit file 6828/53.

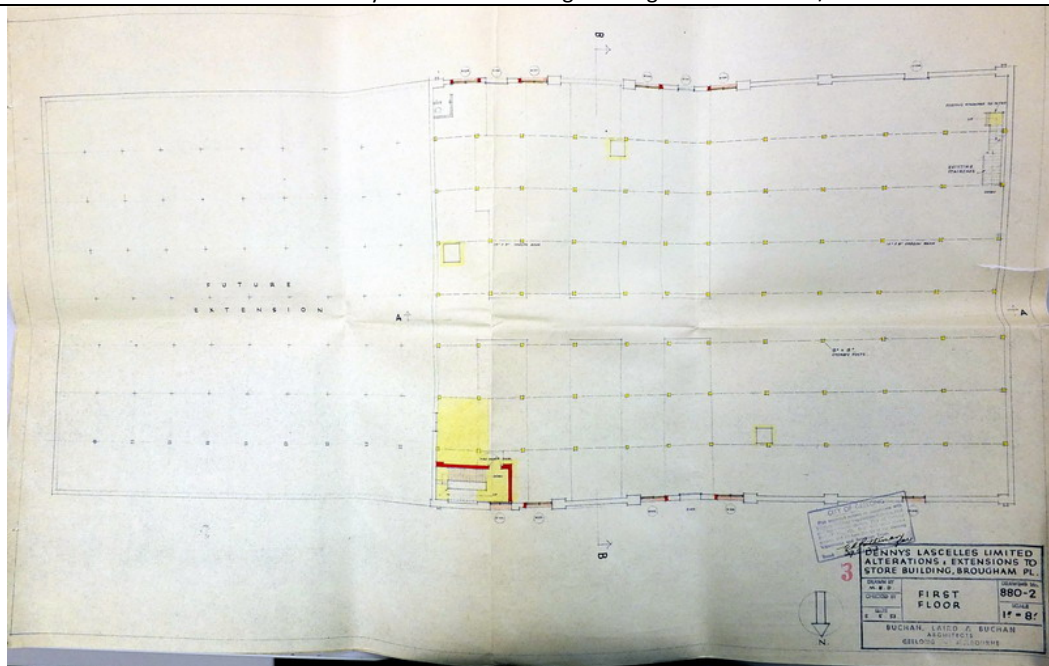


Figure 8: Buchan Laird & Buchan, First Floor Plan, proposed additions to Dennys Lascelles Ltd, 4 May 1953. Source: City of Greater Geelong Building Permit file 6828/53

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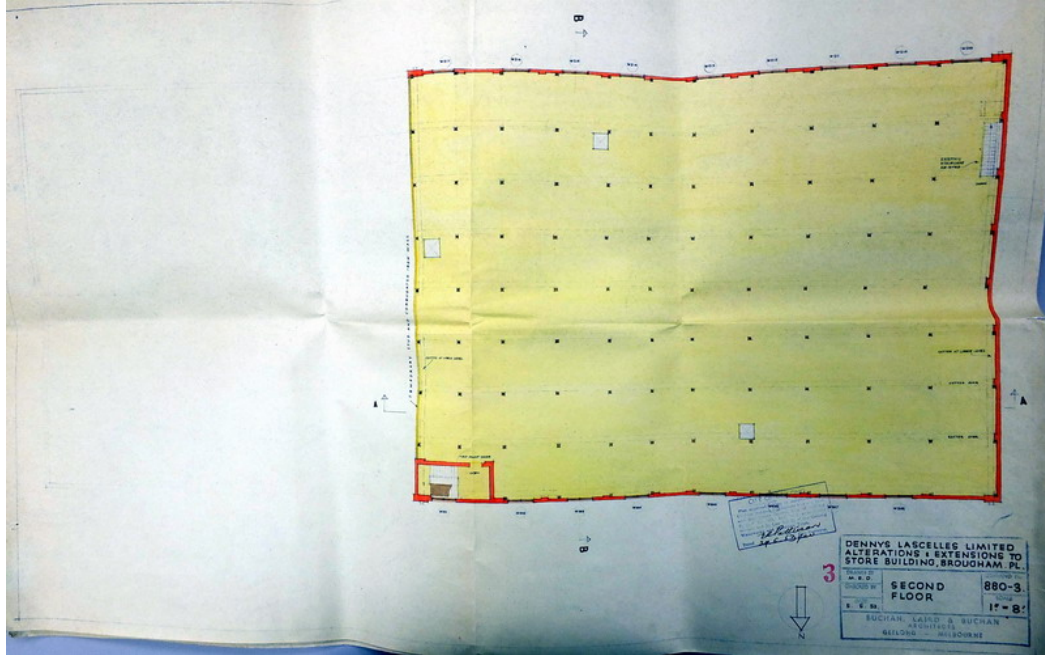


Figure 9: Buchan Laird & Buchan, Second Floor, proposed additions to Dennys Lascelles Ltd, 4 May 1953. Source: City of Greater Geelong Building Permit file 6828/53

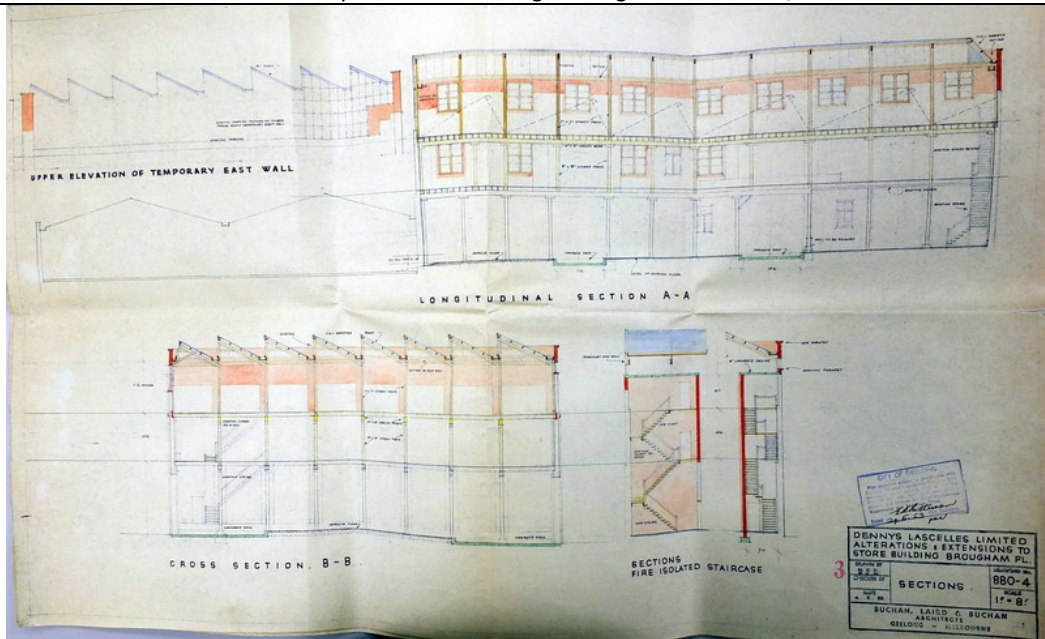


Figure 10: Buchan Laird & Buchan, Section drawings, proposed additions to Dennys Lascelles Ltd, 4 May 1953. Source: City of Greater Geelong Building Permit file 6828/53

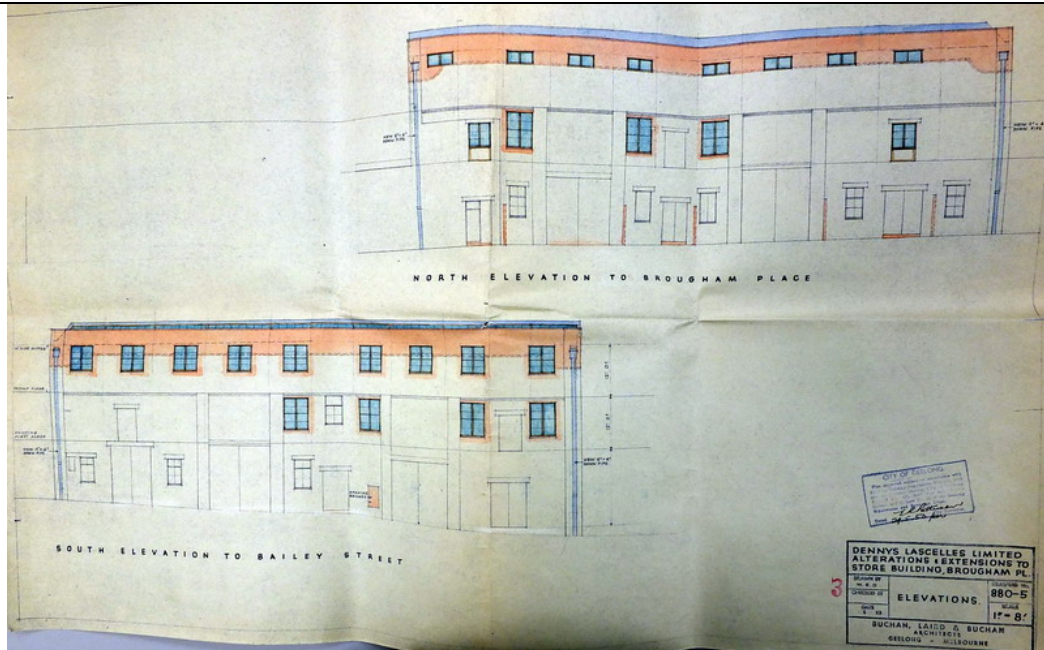


Figure 11: Buchan Laird & Buchan, Elevation drawings, proposed additions to Dennys Lascelles Ltd, 4 May 1953. Source: City of Greater Geelong Building Permit file 6828/53

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

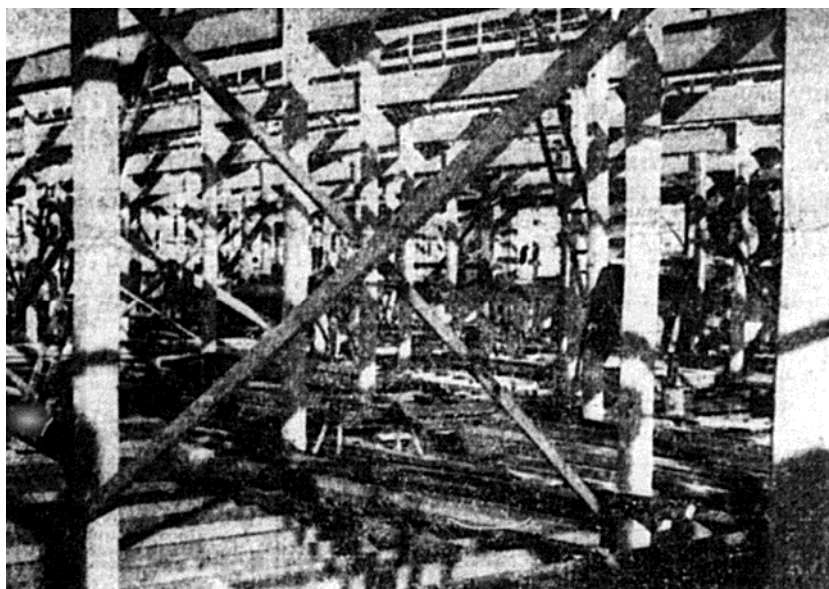


Figure 12: Third floor addition in progress showing maze of scaffolding, 1953. Source: *Geelong Advertiser*, 30 July 1953, Geelong Heritage Centre collection.

44 Ibid.

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

It appears that a conveyor subway was also constructed in 1953, linking the subject site with another woolstore on the north side of Brougham Street (Figure 13).

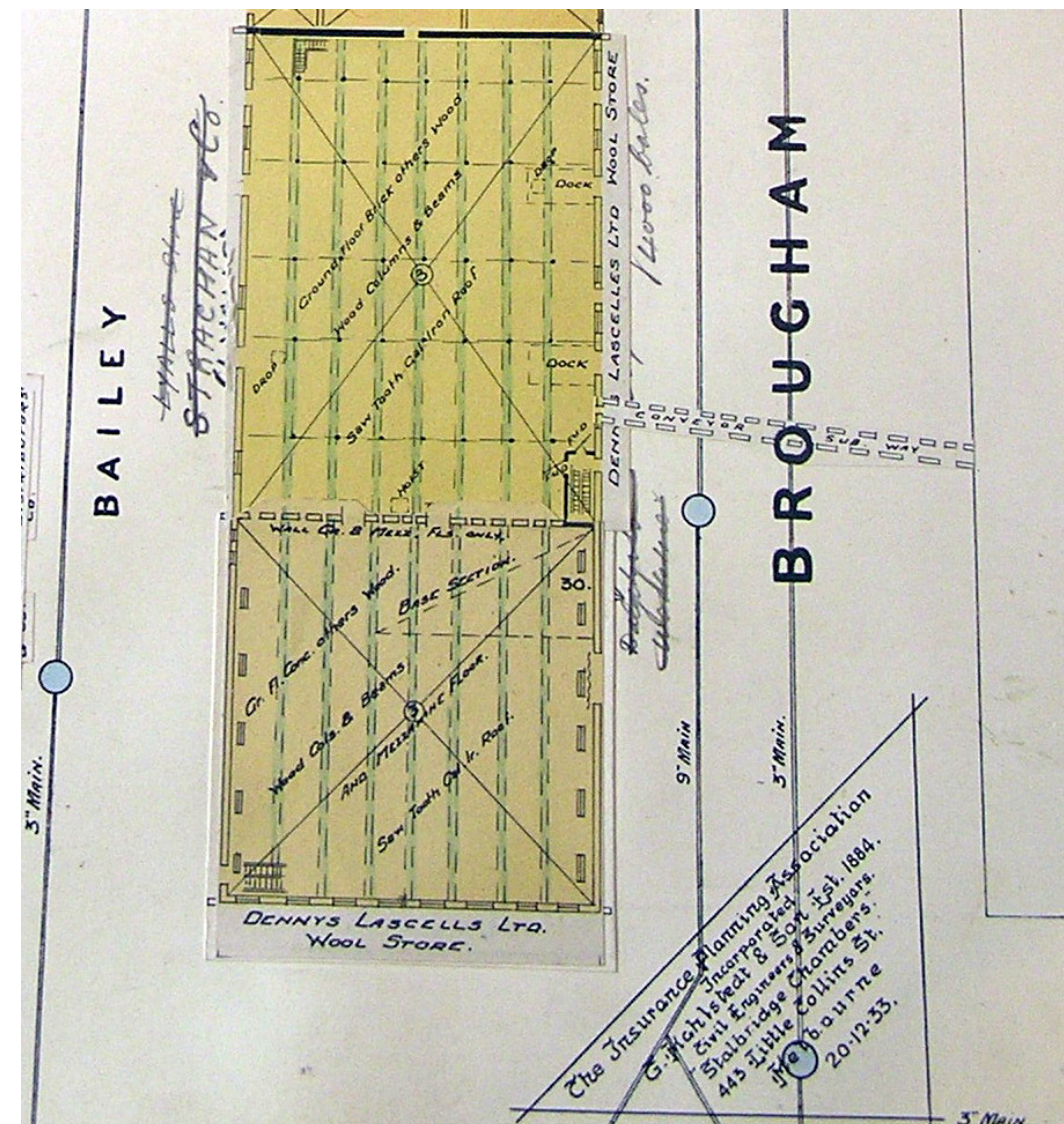


Figure 13: The Insurance Planning Association Plan of the Dennys Lascelles Wool Store showing the conveyor subway under Brougham Street (on the right), c.1954 [overlaid from original plan 20 December 1933]. Source: State Library of Victoria.

In late 1953, Buchan Laird and Buchan architects prepared a design for a four storey brick building on the corner site (original allotments 1-2) at a cost of £39,890.⁴⁶ A building permit was sought on 19 January 1954 and construction commenced by J.C. Taylor and Sons soon after.

The design and red brick construction of the three storey extension on the corner site was integrated with the earlier building. Walls of the earlier buildings previously occupied by F.L. Hooper and Co. may have been partially incorporated in the construction. The completed building featured in a film entitled 'Life in Australia – Geelong' in 1966 produced by the Commonwealth Film Unit.⁴⁷

⁴⁶ Building Permit file 7016/53, City of Greater Geelong archives.

⁴⁷ 'Life in Australia - Geelong, 1966, Commonwealth Film Unit, National Film and Sound Archive

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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.

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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.

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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.

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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.

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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.

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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.