

## Heritage Impact Statement for

### FORMER HOFFMAN BRICKWORKS

This Heritage Impact Statement forms part of a permit application for

Demolition of the Brick Pressing Shed (Buildings 5 and 6) and

construction of a new building including an interpretation centre

**72 – 106 DAWSON STREET,**

**BRUNSWICK**

Date: 17 November, 2017

*Victorian Heritage Register Number: H 0703*



*The brick pressing shed*



*The west elevation of the brick pressing shed and former engine house*

Prepared for  
**Sungrove Corporation Pty Ltd**

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# Former Hoffman Brickworks, 72 – 106 Dawson Street Brunswick

(VHR H0703)

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## 1.0 Introduction

1. This Heritage Impact Statement has been prepared in accord with Heritage Victoria's *Guidelines for Preparing Heritage Impact Statements*, at the request of The Owners, Sungrove Corporation Pty Ltd. The Brick Pressing Shed (Building 5) and the attached former engine house (Building 6) are the subject of this application.
2. The building is generally in extremely poor condition, with many elements displaying signs of decay or local structural failure. The brick pressing shed is a large timber-framed building clad in corrugated steel which is located to the west of Kilns 2 and 3. Over time many alterations have occurred to this section of the building, including building extensions to the east and north, local demolition to the north, and numerous alterations to the layout of post supports to allow for the installation and operation of machinery. Due to its long use for machinery and the pressing of bricks it now is contaminated, particularly in the soil beneath the structure, and remediation without demolishing the structure is not possible. The attached former engine house is semi-derelict, vacant and unused and unusable and is also contaminated. In addition, neither of the structures meets any current building code requirements and there are OH&S issues. For these reasons it is proposed to demolish these structures and to replace them with a new building which will contain an interpretation area.

## 2.0 Heritage Impact Statement

### 2.1 Existing condition of the registered place



Figure 1 Aerial view of the Former Hoffman Brickworks site. North is at the top of the picture. The brick pressing shed is shown by the yellow border.

Source: Google Earth

3. The brick pressing shed (Building 5) is a double-storey timber-framed building clad in corrugated steel. At the south end is an attached double-storey brick structure which is understood to be the former engine, or power house (Building 6). Internally both parts of the building are interconnected.
4. The brick pressing shed is 16. 17 metres high which is equivalent to a modern four-storey building. Internally there is a ground floor and an upper floor. It is rectangular in shape and the roof profile is gabled.
5. The brick pressing shed has been variously constructed in a vernacular manner and/or altered since. The structure is comprised of numerous timber members, roughly in a post and beam system at the ground floor and a truss system at the upper floor. Various posts have been removed to accommodate the location of machinery, or for other reasons, and various support members do not align properly with the members they are intended to support. Some timber elements are deformed, split or have rotted due to moisture ingress. Where steel has been used it is generally in good condition. The structure does not comply with any current building code. Much of the wall cladding at the north end is missing however the building is secured with metal and timber fencing. There are no windows at the ground floor level, only large openable doors.
6. The lower level of the brick pressing shed has a floor which is partly paved in brick, at the east side and further back, towards the west, it is earth. This part contains seven brick pressing machines together with flywheels, electrical engines, sundry elements, cloth chutes and a hopper system, the latter two elements used to convey the clay from the hoppers on the upper level to the pressing machines below. In the process of making bricks, various chemical additives were mixed into the clay. Associated with each machine is a pit in the floor and presently they variously contain oil and liquids from the machines. Throughout the building contains dust from the clay and other sources. Environmental investigations have found the building to be seriously contaminated i.e. the building itself and in the ground below. Contamination is widespread throughout the fill material and very little or no fill material will be able to be disposed of as "Fill Material" in accordance with the EPA guidelines.
7. Behind (west of) the machines are some small areas, or enclosures, which were intended to be partially separated from the main working area. Their purpose is unknown and they are mostly derelict.
8. The upper level is accessed by a vernacular steep timber stair which is not compliant with any current standard or code.
9. The upper level floor is timber, and in parts it is covered by Caneite-like sheeting. In various areas there are holes in the floor, one at least due to a past fire, and other areas which are not safe to traverse. This level is mostly open-plan in which the hoppers are located towards the west side. Above the hoppers is a horizontal conveyor system, accessed by steel stairs, which delivered the dry clay into each hopper. This conveyor appears to have been supplied by vertical conveyor system which linked to the crushing area, outside the building, and ultimately to the clay source in the clay pits. Immediately west of the hoppers is a separate walled off area which contains two vertical conveyor systems, part of which are visible externally on the west wall.
10. Windows at the upper level are basically just openings in the wall and are temporarily sheeted over to exclude the weather. The roof is timber-framed and clad in corrugated steel. In areas some sheets are missing and have not been replaced because of difficulty of access.

11. The building has no services – electrical, hydraulic, fire safety, egress, warning systems and the like.
12. Externally near the west wall of the brick pressing building, the edge runner mill, used to crush clay, is located however this does not appear to have been its original location.
13. The engine house (Building 6) is located at the south-west corner of the brickworks site. A brick wall runs along the Dawson Street and Brickworks Drive boundary. The profile of this building, as viewed from Dawson Street, is gabled and with kneelers. The height to the top of the gable is 11.91 metres. Roof sheeting has deteriorated, gutters and flashings along the south and west wall have failed, some bricks are missing or loose and there is cracking in the west wall. The wall has been braced. .
14. Internally, the area west of the brick pressing shed is open-plan other than for some elevated remnant cubicles along the south wall which contain remnants of electrical switchboards and some wiring which has not been in use since the site closed in 1993. The complete equipment supplied power to the brick pressing shed. The floor is earth and the area is empty and unused. Like the brick pressing shed it has no connected services nor is it compliant in any way with any current regulations. The building is generally in a state of disrepair.
15. In summary, neither building complies with any current building standard or code. Local demolition works to the north have however caused significant distress to the structure. As a result of the removal of posts, many of the first floor beams are currently spanning far in excess of the original spans and are exhibiting clear signs of distress such as excessive deformations and splitting of the timber beams. The structure of the brick pressing shed is somewhat vernacular and appears to have undergone alterations and additions at various times as the necessity arose. Both buildings are derelict in parts and are considered to be unsafe and not structurally sound. The *Australian Heritage Database* citation notes the state of disrepair in 1998 of buildings on the site, including the brick pressing shed and engine house. The existing condition of these buildings is not markedly different from the 1998 description, even though various repairs have been undertaken from time-to-time. To retain the building(s) considerable bracing and strengthening work would be required. In addition contamination has been identified in most of the fabric and in the ground. In order to remediate the contamination under the building(s) it is not possible to retain them in situ nor is it feasible to reconstruct them later to any relevant code.

## **2.2 Current use of the registered place**

16. The brick pressing shed and the former engine house, which are the subject of this application, currently have no use and remain empty, other than for some storage of bricks, seven brick pressing machines and associated hoppers, conveyors and other machinery. Given the nature and level of contamination and the nature of the structures and their condition, it is not feasible to adapt them for re-use or to reuse them as is.
17. The kilns and pottery buildings will not be affected by this application. The upper levels of the kilns have been adapted for residential use and the lower level, the former firing chambers, have been retained as they were and with some areas containing storage cages for use by residents. Elsewhere on the site other buildings, including from the former pottery, have also been adapted for residential use. In addition some new buildings have been constructed for residential apartments or town houses and a café has recently been constructed along the Dawson Street frontage as part of the new gatehouse building.

### 2.3 The proposed use of the registered place

18. Other than for the brick pressing shed and the former engine house, none of the other elements on registered land will be affected and will continue as they are at present.
19. On the site of the brick pressing shed and the former engine house it is proposed to construct a new building which will contain an interpretation area, areas for office tenancies, including a café, and residential development.

### 2.4 The proposed works

20. The proposed works are set out on drawings prepared by MGS Architects, numbered A0101, A0111, A0112, A0113, A0121, A0122, A0201, A0215, A0221, A0222, A0223, A0301, A0302, A0303, A0304, all Rev. P1; A0211, A0212, A0213, A0214, all Rev. P7 and all dated May 2016.
21. These drawings in addition to concept illustrations are also included in a 36 page A3 set entitled "Hoffman Brickworks: Heritage Interpretation Building", September 2017.
22. The approach to the works has been one which is a deliberately respectful response to the attributes of the existing brick pressing shed and the former engine house and one which is also economically viable.
23. The following section describes proposed works.

#### *Demolition and salvage*

24. The building is in extremely poor condition and is not structurally sound. The numerous extensions, alterations and local demolition works have caused the current conditions. Key elements likely required to facilitate the completion of a Statutory Environmental Audit of the site, including those required to support a Clean-up to the Extent Practicable (CUTEP) submission to EPA will not be known until demolition occurs. Preliminary environmental investigations where physically possible which showed widespread contamination within the fill and the underlying natural soils posing a high risk to the underlying groundwater and thus, the removal or control of the source is a necessary first step in the cleanup or management of polluted groundwater. The contamination profile of the site is not fully understood, given the significant access constraints preventing proper investigation. Completion of investigation and remediation to support the CUTEP and Audit process will not be possible until after building demolition. Further, the outcome of future remedial works, the final contamination status of the site post-remediation, and the associated management requirements for the final development are unknown at this stage. For the reasons, (contamination, condition of the buildings, structural adequacy and compliance) stated previously, it is proposed to demolish Buildings 5 and 6, the brick pressing shed and the former engine house.
25. For the reasons (contamination, condition of the buildings, structural adequacy and compliance) stated previously, it is proposed to demolish Buildings 5 and 6, the brick pressing shed and the former engine house.
26. As part of demolition, various elements will be salvaged for inclusion in the replacement building and for installation variously on the wider brickworks site.

#### *Replacement building*

27. The replacement building is contemporary in design and has been "inspired by the original built form ... and is therefore very similar in sectional form to the original shed structure". (MGS Architects. "Hoffman Brickworks: Heritage Interpretation Building". p. 12) Further commentary is included in the Architectural Design Statement. In particular, the Dawson

Street elevation has been designed to be highly visually permeable so as to offer a view of what is inside while also being the main point of public access via steps and a lift. Additional access from within the site will be provided from the east via a covered alfresco area and through the café. The Dawson Street elevation will also contain signage indicating that the site is Hoffman Brickworks.

28. The replacement building will have a gabled form to Dawson Street and the ridge will be 15.68 metres high which is approximately 0.5 metre lower than the ridge of the brick pressing shed which is quite acceptable.
29. In terms of detailing and materials, the response is to create a building which clearly shows the industrial origins and history of the brickworks site and the antecedents on this particular part of the broader site, and which pays homage to specific aspects of them e.g. corrugated steel clad eastern elevation, incorporation of a brick base, the cascading profile of the brick pressing shed.
30. Internally the aesthetic of the interpretation centre will be raw and industrial and some indicative images are included in MGS Architects. "Hoffman Brickworks: Heritage Interpretation Building". Where feasible some posts and beams will be incorporated into the new building alongside the necessary steel structure required for structural integrity and compliance. At this stage it is envisaged that the palette of materials will include brick, polished concrete floors and textured cement render etc. Fittings and fixtures for interpretative display will also take on an industrial character. The centrepiece will be two of the brick pressing machines above which a representative portion of the whole system, including the conveyors and hoppers etc. will be constructed over three levels. Around these elements there will be voids in the floor so that a continuous vertical view of the process can be obtained. All the machinery and other artefacts will be cleaned and conserved as appropriate.
31. The co-location of the café and office tenancies with the interpretation centre is intended to provide a use which will draw people into the building in the first instance and then offer a view of the interpretative area and display. Thirdly it will also assist with surveillance, simple maintenance, security and the like, however ultimately this will be governed by the Heritage Audit Management Plan.
32. While not part of this application, it is also intended that in the future, the residential component abutting the replacement building to the west and north, will connect with it via an interface at the north. The present concept is that this building proposed for the future will have a similar design idiom to the replacement buildings so that the two sit in harmony.

#### *Relocation of the Edge Runner Mill*

33. The edge runner mill is located immediately west of the brick pressing shed abutting Brickworks Drive. It is protected from the weather by a lightweight roof. As part of the redevelopment of the footprint of the brick pressing shed it will need to be relocated. Notionally it will be relocated within the site on the east side of the replacement building. However, if feasible it may be relocated to its original location. In any event a new shelter will be constructed, any conservation work and any repairs which are necessary will be carried out and interpretative signage installed.

#### *Paving and Infrastructure*

34. Any new paving and infrastructure will follow the same idiom, colours and materials as have been used already on the site.

### *Repairs and Conservation Works*

35. No conservation works or repairs and maintenance are required as the replacement building will be new. Where required all elements salvaged from the existing buildings and any artefacts already in storage will be cleaned and conserved appropriately. Where relevant conservation works or repairs and maintenance will be guided by the Technical leaflets, as appropriate, contained on the Heritage Victoria Website.

## **2.5 The cultural heritage significance of the place or object, including setting and any archaeological values or potential (relates to s.73(1)(a) of the Heritage Act)**

### **2.5.1 Victorian Heritage Register**

36. The Former Hoffman Brickworks at 72 – 106 Dawson Street, Brunswick, is included on the *Victorian Heritage Register*, maintained by the Victorian Heritage Council, as H 0703. The site **is also included** on the *Victorian Heritage Inventory* as H7822-0019.
37. The full citation is included as Appendix A. The existing *Victorian Heritage Register* Statement of Significance, last updated on 24 February, 2014 reads:

What is significant?

A portion of the original No 2 works of the Former Hoffman Brickworks, Dawson Street, Brunswick, including two Hoffman kilns, a remnant chimney from a third Hoffman kiln, a large brick press building containing nine brick presses, an edge runner mill, an engine house and an area of the former pottery works which may contain sub-surface remains of two kilns.

History Summary

A large number of brickworks and potteries were established in the Brunswick area from the 1870s due to the presence of quality clay deposits. Formed in 1870, the Hoffman Patent Brick and Tile Company introduced large scale brick making to Victoria when they established brickworks on 4.9 hectares (12 acres) in Albert Street, Brunswick (not extant). Central to their brickmaking process was the revolutionary Hoffman kiln for which the company had patent rights. This kiln, developed in Prussia in 1859, allowed a continual process of loading 'green' bricks and allowed an economical use of fuel. Hoffman kilns were constructed at the original site in 1870, 1871 and 1875. In 1884 the restructured 'Hoffman Patent Steam Brick Company' purchased an additional 14.6 hectares (36 acres) of adjacent land to the south and opened their No 2 works fronting Dawson Street. This enabled an increase in production which reflected the dramatic growth of Melbourne at the time. Hoffman kilns were constructed at the No 2 works in 1884, 1888 and 1908; the latter replacing a Foster tunnel kiln erected in 1885. In 1887 a technologically advanced mechanised steam powered brick press was added to the site, based on the English Bradley-Craven principle and manufactured in Victoria. This resulted in a fully industrialised brick making process. Established as one of the largest brick manufacturer [Sic.] in Victoria by the late 1880s, the company began to diversify its range of products, and the eastern section of the site was developed as a pottery producing ceramic pipes and sanitary ware, and later tessellated tiles, terracotta items, Marseilles roofing tiles and decorative pottery ware. This included the production of drainage pipes for the Melbourne & Metropolitan Board of Works for the sewerage of Melbourne from the 1890s.

By the early twentieth century the site contained three kilns, a large brick grinding and pressing building, an engine house, a special brick department to the west, a pottery works to the east and three tramways which connected with the main Coburg train line and transported bricks from the site. The depressions of both the 1890s and 1930s temporarily halted production at the Hoffman Brickworks and the

No 1 works were permanently closed in 1941. Production continued at the No 2 works, however as kiln technology advanced after World War II, the Hoffman Company did not keep up with advances in the industry and fell behind in the market. Clifton Holdings bought the business in 1960 and the closure of the drain pipe division followed in 1962 and the other pottery works in 1969. Much of the pottery land to the east of the site was subdivided and sold. Nubrik purchased the brick making operations in 1986, but production ceased in 1993 and the site was sold to a development company in 1996. It has subsequently been redeveloped as parkland and for residential purposes.

#### Description Summary

The original Dawson Street brickworks site of 14.6 hectares (36 acres) has been greatly reduced. It contains two kilns (1888 & 1908) and a chimney from a third kiln (1884); a brick press building (part of which may date from 1884) which contains nine brick presses dating from the 1920s, 1960s and 1970s and an adjacent edge runner mill, and a small remnant section of the original pottery works to the east. The brick press building, situated to the west of the site, has a large iron clad gabled building at its core. Surrounding sections include a gabled brick building to the south west which was probably the former engine house. Two former Hoffman kilns, with tall brick chimneys, are located to the east of the brick press building and both have been adapted for residential use. The basic forms of these elliptical brick kilns, with battered lower walls, arched wicket openings and hipped iron roofs, have been retained. A third chimney is the only remnant of the first kiln erected in 1884 and this is located to the north west of the other kilns. The area surrounding the kilns is asphalted and an access road has been formed to the east. Further to the east is a small brick paved area; the site of two earlier pottery kilns which were once part of the extensive pottery works. Circular brick paving indicates the position of these kilns and there may be sub-surface remains.

This site is part of the traditional land of the Wurundjeri people.

#### How is it significant?

The Former Hoffman Brickworks, Brunswick is of archaeological, architectural, historical and scientific significance to the State of Victoria. It satisfies the following criterion for inclusion in the Victorian Heritage Register:

Criterion A Importance to the course, or pattern, of Victoria's cultural history

Criterion B Possession of uncommon, rare or endangered aspects of Victoria's cultural history

Criterion C Potential to yield information that will contribute to an understanding of Victoria's cultural history

Criterion D Importance in demonstrating the principal characteristics of a class of cultural places and objects

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

#### Why is it significant?

The Former Hoffman Brickworks, Brunswick is significant at the State level for the following reasons:

The Former Hoffman Brickworks, Brunswick is historically significant for its association with the development of Melbourne's brickmaking industry in the nineteenth century and the development of the city and suburbs in the twentieth century. This is clearly demonstrated in the establishment of the No 2 Works in 1884 in order to increase production during the Melbourne building boom of the



1880s and in the production of large quantities of pipes, building and household products at the site over a long period from the 1880s. [Criterion A]

The Former Hoffman Brickworks, Brunswick is historically significant as a rare surviving industrial site which is illustrative of Melbourne's brickmaking industry. The site retains a brick press building, with associated machinery, an engine house and two Hoffman kilns and three chimneys. The kilns were the last of their type to operate in metropolitan Melbourne. [Criterion B]

The Former Hoffman Brickworks, Brunswick is archaeologically significant for its potential to contain archaeological features, deposits and relics that relate to the development and use of the site from the mid-late nineteenth century onwards. [Criterion C]

The two remaining Hoffman kilns and the three chimneys at the Former Hoffman Brickworks, Brunswick are architecturally significant as rare remaining examples of these innovative kilns, designed with elliptical plans, battered brick bases and associated chimneys of circular tapering form. They demonstrate the large scale of the industrial process in the late nineteenth and early twentieth century. [Criterion D]

The Former Hoffman Brickworks, Brunswick is scientifically significant for its adoption of the latest technology and the full industrialisation of the brickmaking industry in Victoria in the nineteenth century. This demonstration of a high degree of technical achievement included the first use of the Hoffman kiln in Victoria and the use of mechanised steam powered brick presses based on the Bradley-Craven method. [Criterion F]

The Former Hoffman Brickworks, Brunswick is also significant for the following reasons, but not at the State level:

The Former Hoffman Brickworks, Brunswick is of local historical significance as the only remnant example of the once highly important clay manufacturing industry which was central to the history of Brunswick.

### **Extent of Registration**

#### **NOTICE OF REGISTRATION**

As Executive Director for the purpose of the Heritage Act 1995, I give notice under section 46 that the Victorian Heritage Register is amended by amending Heritage Register Number H0703 in the categories described as Heritage Place and Archaeological Place.

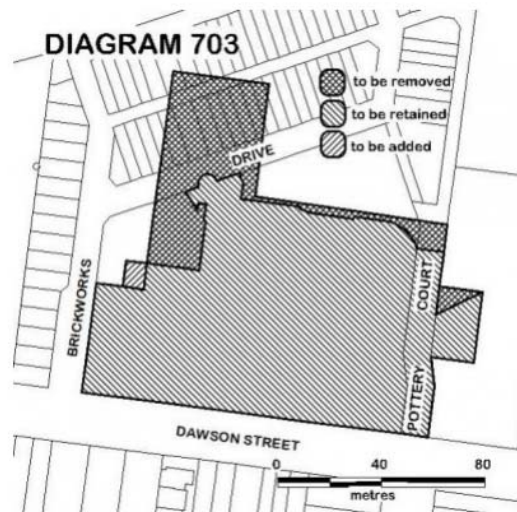
All of the place shown hatched diagonally (but excluding the formerly registered part shown cross hatched) on Diagram 703 held by the Executive Director and encompassing all lots and common property on Plan of Subdivision 631815 and part of the road reserve of Pottery Court.

Dated 13 February 2014

TIM SMITH

Executive Director

[Victoria Government Gazette No. G7 13 February 2014 p.243]



## 2.5.2 Permit Exemptions

38. The following are the current permit exemptions:

### Permit Exemptions

#### General Conditions: 1.

All exempted alterations are to be planned and carried out in a manner which prevents damage to the fabric of the registered place or object.

#### General Conditions: 2.

Should it become apparent during further inspection or the carrying out of works that original or previously hidden or inaccessible details of the place or object are revealed which relate to the significance of the place or object, then the exemption covering such works shall cease and Heritage Victoria shall be notified as soon as possible.

#### General Conditions: 3.

If there is a conservation policy and plan all works shall be in accordance with it. Note: A Conservation Management Plan or a Heritage Action Plan provides guidance for the management of the heritage values associated with the site. It may not be necessary to obtain a heritage permit for certain works specified in the management plan.

#### General Conditions: 4.

Nothing in this determination prevents the Executive Director from amending or rescinding all or any of the permit exemptions.

#### General Conditions: 5.

Nothing in this determination exempts owners or their agents from the responsibility to seek relevant planning or building permits from the responsible authorities where applicable.

Specific Permit exemptions

Two Hoffman Kilns (adapted for residential use) .

Internal alterations to the residential units.

General maintenance to the buildings providing that the original formation and fabric of the kiln buildings remains unaltered.

#### Maintenance

Maintenance, replacement and installation of plumbing, electrical and fire services where this does not impact on the cultural heritage significance of the place.

#### Landscape .

The process of gardening, including mowing, hedge clipping, bedding displays, removal of dead shrubs and replanting, disease and weed control, and maintenance to care for existing plants.

Landscape maintenance works provided the activities do not involve the removal or destruction of any significant above-ground features or sub-surface archaeological artefacts or deposits.

Removal of vegetation to maintain fire safety and to conserve significant buildings and structures.

Management of trees in accordance with Australian Standard; Pruning of Amenity Trees AS4373.

Removal of plants listed as noxious weeds in the Catchment and Land Protection Act 1994.

Installation, removal or replacement of garden watering and drainage systems.

#### Hard landscape elements

Repairs, conservation, and maintenance to hard landscape elements, such as paths and gutters, drainage and irrigation systems, edging, fences and gates in a manner which preserves the cultural heritage significance of the place. This does not include the circular paved area indicating the location of previous kilns.

#### Weed and Vermin Control .

Weed and vermin control activities provided the works do not involve the removal or destruction of any significant above-ground features or sub-surface archaeological artefacts or deposits.

Note: Particular care must be taken with weed and vermin control works where such activities may have a detrimental affect [Sic.] on the significant fabric of a place. Such works may include the removal of ivy, moss or lichen from an historic structure or feature, or the removal of burrows from a site that has archaeological values.

#### Public Safety and Security .

Public safety and security activities provided the works do not involve the removal or destruction of any significant above-ground structures or sub-surface archaeological artefacts or deposits.

The erection of temporary security fencing, scaffolding, hoardings or surveillance systems to prevent unauthorised access or secure public safety which will not adversely affect significant fabric of the place including archaeological features.

#### Signage

Signage provided the works do not involve the removal or destruction of any significant above-ground structures or sub-surface archaeological artefacts or deposits .

The erection of non-illuminated signage for the purpose of ensuring public safety which will not adversely affect significant fabric including landscape or

archaeological features of the place or obstruct significant views of and from heritage values or items. .

Signage must be located and be of a suitable size so as not to obscure or damage significant fabric of the place. .

Signage must be able to be later removed without causing damage to the significant fabric of the place.

### 2.5.3 Australian Heritage Database

39. The Former Hoffman Brickworks at 72 – 106 Dawson Street, Brunswick **is included** on the *Australian Heritage Database*, formerly *The Register of the National Estate*.

40. The citation reads:

<b>Photographs</b>	None
<b>List</b>	Register of the National Estate (Non-statutory list)
<b>Class</b>	Historic
<b>Legal Status</b>	Registered (27/10/1998)
<b>Place ID</b>	18522

#### Statement of Significance

The former Hoffman Brick and Pottery Works are significant as the sole survivor of the clay manufacturing industry which was central to the history of Brunswick, which was a major centre for these trades in Victoria. By the early twentieth century the Hoffman Company was the largest pottery in Victoria and the complex now provides the only remaining evidence of works which produced many of Melbourne's building materials and household products (Criterion B.2). The complex houses Hoffman Kilns which were the last to operate in the metropolitan Melbourne region. The Hoffman Company was the first in Australia to employ the patent Hoffman Kiln. In combining the use of these continuous burning kilns with the latest brickmaking technology the Company pioneered the industrialisation of the brickmaking industry in Victoria and probably Australia (Criterion F.1). The Dawson Street works of the Company were established in 1884 at the beginning of the building boom of that decade. The three Hoffman Kilns, brick presses and buildings which date either in whole or in part from this time (and their successors), represent an important link with Victoria's boom decade of the 1880s (Criterion A.4) (Historic Themes: 3.12 Developing an Australian manufacturing capacity, 3.13 Developing an Australian engineering and construction industry). The complex is significant as a record of changing practices in Australia's brick, pipe and pottery making industry over one hundred years and it illustrates working conditions and practices in a large traditional manufacturing premises. It contains a collection of rare nineteenth century green brick technology (including an edge runner mill, brick presses and associated fittings and remnants of steam powered operation) (Criteria B.2 and D.2).

#### Official Values Not Available

#### Description

The layout of this site retains much of its early twentieth century (and earlier) form and demonstrates a rare and remarkable continuity of technology, work processes and functional areas. It incorporates the three Hoffman Kilns, the clay processing and brickmaking buildings, including their pressed brickmaking machinery, the gatekeeper's cottage and offices and the warehouses and pottery buildings. There are nine brick presses, including six designed on the Bradley-Craven model, one Austral Otis press and two Anderson machines. The edge runner mill is located in

the modern grinding area. The kiln buildings feature battered brick lower walls with arched openings and either brick or corrugated iron walls above. Roofs are corrugated iron. A range of metal clad buildings are also on the site. Towering over the works are three brick chimneys. The alignment of buildings on the eastern side of the site reflects its orientation to the railway siding.

## **History**

The Brunswick area, now an inner suburb but once considered to be to the north of Melbourne proper, has long been an important centre of quarrying and manufacturing industry associated with the building trades. As early as the 1860s it was recognised that the Brunswick district contained some of Victoria's best stone and clay resources in close proximity to Melbourne. In addition to brickmaking the valuable clay deposits of Brunswick enabled the production of all kinds of pottery. In 1870 the Hoffman Patent Brick and Tile Company was established in Albert Street, Brunswick (these works no longer exist). This company, founded by Jenkin Collier, David McKenzie Barry and William Owen, introduced large scale brickmaking to Victoria. Central to this process was the Hoffman Kiln for which the Company had patent rights. This Kiln, developed by Frederick Hoffman in Stettin, Prussia, in 1859, revolutionised the brickmaking process by allowing a continuous process of loading the green bricks as well as being more economical with fuel. The speeding up of the brickmaking process which followed encouraged the mechanisation of the making of green bricks and, as a consequence, the development of the Bradley-Craven Brick Press and other brickmaking technology and improvements in work processes. The Bradley-Craven principle was employed by the Hoffman Company in 1887 when they accepted a tender by Langland's Foundry to manufacture one in Victoria and a year later purchased another at the Centennial Exhibition. This copying of the Bradley-Craven design by local heavy engineering works would appear to account for the majority of machines which survive. In 1884 the Hoffman Company purchased thirty-six acres on the present site and opened a new yard which boosted employment to over 400 men and production to over forty million bricks a year. The company led the industrialisation of brickmaking in the Colony and perhaps in Australia. The expansion of this firm at this time (both in terms of the new site and the development of a new technology) was directly related to the dramatic growth of Melbourne. Perhaps no other industry underwent such an intensive program of innovation, or participated as fully in the Melbourne land boom. The Depression of the 1890s saw the collapse of the building industry in Melbourne, although the Company had begun to diversify out of an exclusive dependence on brickmaking by the late 1880s with the manufacture of drainage pipes and other domestic items such as urinals and pottery ware. From 1900 the building industry returned to normal and this saw the continued expansion and development of the Dawson Street site. The Melbourne and Metropolitan Board of Works, which was engaged in the construction of Melbourne's sewerage system, was an important source of orders for pipes. In 1907-08 the works were modernised and a further Hoffman Kiln erected. Gradual expansion by the Company appears to have continued after World War One until the Depression of the 1930s which again halted work. After this the Company concentrated on the Dawson Street site following the realisation that the clay hole at No 1 Works at Albert Street had reached its limits. In the post war period the development of the new and cheaper kiln technology saw the emphasis shift away from the Hoffman operation, although the Dawson Street complex still continues making bricks and the general superiority of its process, as far as quality is concerned, remains acknowledged. In 1960 Clifton Holdings took over Hoffmans. The drain pipe division was closed in 1962 and the other pottery works in 1969. A great deal of the Company's land holdings were subdivided and sold. The Dawson Street site contains the last collection of Hoffman Kilns and associated technology operative in the metropolitan area and the most important in the State, possibly the country.

### **Condition and Integrity**

The buildings on the site are generally in a poor state of repair and in need of maintenance. The roofs of the kilns have been altered and are damaged. In some areas the roofing materials has been lost and the roof framing is exposed. The timbers are deteriorating. Where roofing material is extant the corrugated iron is badly corroded.

The brick walls are intact but are badly cracked and spalling and there is vegetation growing in the walls in some parts. Those walls constructed from corrugated iron are corroding and have been altered and disturbed. The entrances/openings in the walls of the kilns are intact but there has been some loss of brickwork. Some remaining bricks are cracked and spalling. The brick chimneys are intact but are stained where the iron straps have corroded. (1996)

### **Location**

72-108 Dawson Street, Brunswick, and comprising the following elements: Kiln 1, Kiln 2, Kiln 3, Brick Pressing Shed (Building 5), former Engine House (Building 6), Grinding Shed (Building 7), former Laboratory (Building 16), Pottery Store (Buildings 17 and 18), Pottery Works (Building 19), former Pottery Kilns and Garage (Buildings 20, 21 and 22), Warehouses and Offices (Building 23), Offices (Building 24), former Works Manager's Office (Building 25) and former tramway alignment running between Buildings 16, 17, 18 and 19.

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National Trust Of Australia (Victoria) Fn 5546.

Victorian Department Of Planning And Development File.

#### **2.5.4 National Trust of Australia (Victoria)**

41. The Former Hoffman Brickworks, 72 – 106 Dawson Street, Brunswick **was classified** by the National Trust of Australia (Victoria) on 22/08/1998. This is not a statutory list.



11/31 B5546 Fmr Hoffman Brickworks

42. The citation reads:

**Location**

72 - 106 Dawson Street, BRUNSWICK, MORELAND CITY

**File Number**

B5546

**Level**

State

**Statement of Significance**

The Brunswick Hoffman brickworks pioneered the industrialization of brickmaking in Australia by its introduction of Hoffman kilns in conjunction with steambrickmaking [Sic.] machinery. It was the largest and most technologically advanced brickworks in Melbourne during the land boom of the 1880s, and maintained a leading position in the industry during the first half of the twentieth century. In the early twentieth century it became the largest pottery in Victoria, producing building, sanitary and domestic products, including the decorated Melrose ware.

The Hoffman Company was formed by prominent early Melbourne contractors and merchants, who also played an important role in the development of Brunswick. The company was responsible for the subdivision for residential purposes of large tracts of land in West Brunswick, and was one of the few nineteenth century Victorian industrialists to build housing for its workers. The clay industry was elemental in Brunswick's development and the Hoffman works, with its landmark chimney stacks, are all that remain of this industry. It is the last known survivor of the brickworks boom associated with Marvellous Melbourne.

The Classification is of the company's No 2 site, on Dawson Street. (established 1883) It incorporates the three Hoffman kilns, the clay processing and brickmaking buildings, including their pressed brickmaking machinery, the gatekeeper's cottage and offices, and the warehouses and pottery buildings. It also incorporates the four cottages built by the company at 18-24 Munro Street.

Classified: 22/08/1988

**Group**

Manufacturing and Processing

**Category**

Kiln Brick/ brickworks

### 2.5.5 Heritage Overlay

43. The Former Hoffman Brickworks at 72 – 106 Dawson Street, Brunswick is **individually included** in the Heritage Overlay in the Moreland Planning Scheme as HO63. No particular controls apply other than for Prohibited Uses May be Permitted.

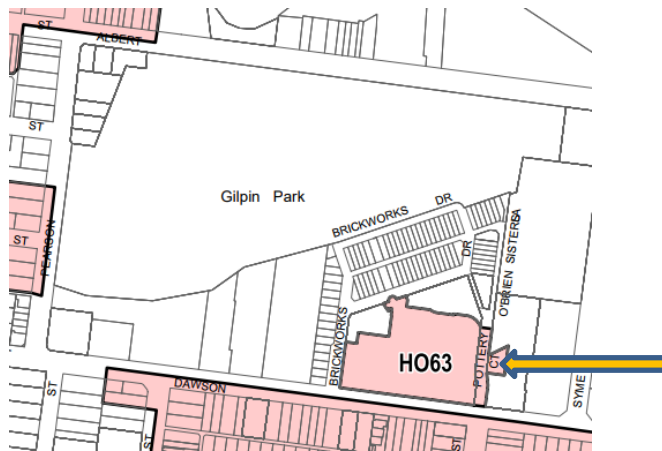


Figure 3 The Heritage Overlay Map.

44. The Hoffman Brickworks were identified and documented in the *Brunswick Conservation Study, 1982*.
45. *Keeping Brunswick's Heritage Study: a report on the Review of the Brunswick Conservation Study*, prepared by Context Pty Ltd in 1990 identified the Brickworks Heritage Area (Maps. 14, 20 & 21) being "An area containing the brickworks, land subdivided by the Hoffman Co. and the four cottages built by the Co. in Munro St. Includes the Brunswick Technical School". (Vol. 1, p. 63) This study also identified the Brickworks as a Level 1 place and therefore recommended inclusion of the Brickworks on the *Historic Buildings Register, The Register of the National Estate* and the Planning Scheme. (Vol. 1, p. 66) The relevant citations are included as Appendices B and C to this Heritage Impact Statement.

### 2.6 What physical and/or visual impacts will result from the proposed works?

46. The physical and visual impacts will be quite major in that the brick pressing shed and former engine house will be demolished. The brick pressing shed in particular is a local landmark, together with the kiln chimneys, in the Dawson Street streetscape. It is the highest and bulkiest building in the immediate vicinity and is evocative of the industrial history of the site.

### 2.7 Is the registered place or object in a World Heritage Environs Area? If yes, how does the proposal affect the world heritage values of the listed place or any relevant Approved World Heritage Strategy Plan? (relates to s.73(1)(ab) of the Heritage Act)?

47. The registered place is not in a World Heritage Environs Area.

### 2.8 If there are detrimental impacts on the cultural heritage significance of the place or object, provide reasons why the proposal should be permitted (relates to s.73(1)(b), (e) and (f) and s.73(1A) of the Heritage Act)

48. Section 73 (e) and (f) are not applicable to this heritage place. The relevant consideration is that the *Executive Director must consider*:



(a) the extent to which the application, if approved, would affect the cultural heritage significance of the registered place or registered object; and

(b) the extent to which the application, if refused, would affect the reasonable or economic use of the registered place or registered object, or cause undue financial hardship to the owner in relation to that place or object.

49. It is not practicably possible or safe to undertake the required works to retain the existing structure whilst undertaking removal of a significant depth of contaminated soil across the subject site. The only reasons why demolition is proposed is because of contamination, condition of the buildings, structural adequacy, OH&S and compliance. Previously it was intended to retain the brick pressing shed and engine house but that intent had never been informed by any environmental investigation or report nor had an appropriate structural assessment been made. In any event there have been changes to the Occupational Health and Safety and building regulations since then. Also there is contamination in the ground under the building(s) and it is not possible to remediate it with the buildings in situ. Further, the exact extent of remediation will not be known until there is better access to the sub-ground which also is not possible with the buildings in situ.
50. It is also not feasible to dismantle the building(s), certainly not the engine house portion, and to reconstruct them as there is contamination on, and probably in, the fabric as well. Further, they do not comply with any current building code and reconstruction would most likely require the introduction of much new material, for contamination and structural reasons, which would unacceptably diminish the authenticity of the structures. The presence of contaminated soils also raises a number of concerns regarding the viability of retaining parts of the superstructure in place. A substantial depth of contaminated soil may require removal across the subject site.
51. By way of mitigation, the replacement building which is part of this application has specifically and deliberately taken on the salient characteristics of the brick pressing shed, in particular, and has expressed them in a contemporary manner. Further, the intended primary purpose of the replacement building is to provide a good interpretation space for the brickworks site. Weighing up all of the factors the outcome is acceptable and appropriate.

**2.9 If there are detrimental impacts on the cultural heritage significance of the place or object, detail alternative proposals that were considered and reasons why these were dismissed (relates to s.73(1)(b), (e) and (f) and s.73(1A) of the Heritage Act)**

52. Refer to 2.8 above.

**2.10 What measures are being proposed to avoid, limit or manage the detrimental impacts?**

53. All the changes and works have been scoped in accord with *Burra Charter* principles and any avoidance, limiting or management of any detrimental impacts have been part of the design development of the replacement building.

**2.11 Has the proposal been influenced by, or does it address any Local Planning Scheme or Building Act 1993 requirements? (relates to s.73(1)(f) and s.73(1A) of the Heritage Act).**

54. The Former Hoffman Brickworks is covered by a Heritage Overlay (HO 63) in the Moreland Planning Scheme and is therefore subject to the relevant parts of Clause 15 Urban Design of the State Planning Policy Framework (SPPF), the Heritage Policy at Clause 22.01 and the Heritage Overlay at Clause 43.01.

### 2.11.1.State Planning Policy Framework

Planning should ensure all new land use and development appropriately responds to its landscape, valued built form and cultural context, and protect places and sites with significant heritage, architectural, aesthetic, scientific and cultural value.

55. Under Clause 15 of the State Planning Policy Framework (SPPF) the Objective of Urban Design (Cl. 15.01-1) is to:

To create urban environments that are safe, functional and provide good quality environments with a sense of place and cultural identity.

56. Under Urban Design Principles (Cl. 15.01-2) the Objective is to:

To achieve architectural and urban design outcomes that contribute positively to local urban character and enhance the public realm while minimising detrimental impact on neighbouring properties.

57. Included in the Strategies which follow are:

#### **Heritage**

- New development should respect, but not simply copy, historic precedents and create a worthy legacy for future generations.

58. Under **Cultural Identity and Neighbourhood Character** (Cl. 15.01-5) the **Objective** is to:

To recognise and protect cultural identity, neighbourhood character and sense of place.

59. Included in the **Strategies** which follow are:

Ensure development responds and contributes to existing sense of place and cultural identity.

...

Ensure development responds to its context and reinforces special characteristics of local environment and place by emphasizing:

- The underlying natural landscape character.
- The heritage values and built form that reflect community identity.
- The values, needs and aspirations of the community.

60. Under **Heritage conservation** (Cl. 15.03-1) the **Objective** is

To ensure the conservation of places of heritage significance.

61. The **Strategies** which follow include:

Identify, assess and document places of natural and cultural heritage significance as a basis for their inclusion in the planning scheme.

Provide for the conservation and enhancement of those places which are of, aesthetic, archaeological, architectural, cultural, scientific, or social significance, or otherwise of special cultural value.

Encourage appropriate development that respects places with identified heritage values and creates a worthy legacy for future generations.

Retain those elements that contribute to the importance of the heritage place.

Encourage the conservation and restoration of contributory elements.

Ensure an appropriate setting and context for heritage places is maintained or enhanced.

Support adaptive reuse of heritage buildings whose use has become redundant.

62. It is considered that the proposal accords entirely with these Objectives and Strategies.

### 2.11.2 Local Planning Policy Framework (LPFF): Heritage Policy (Clause 22.06)

63. The following parts of the Heritage Policy are applicable to this application. The **Policy Basis** (Cl. 22.06) states:

Moreland's heritage assets range from buildings of state significance to substantial Victorian mansions, humble workers cottages and historic parklands.

The protection and management of these significant heritage assets helps our understanding of the past, enriches the present and will be of value to future generations.

64. The **Objectives** (Cl. 22.06-2) are:

To encourage the conservation and enhancement of all heritage places.

- To protect Moreland's heritage places from inappropriate demolition, development or subdivision.
- To ensure that buildings and works respect the significance of the heritage place as identified in the Statement of Significance.

65. Included in the **Policies** at Cl. 22.06-3.1 is:

#### **Statement of significance**

It is policy to:

- Consider the Statement of Significance for a heritage place or precinct as contained in the Victorian Heritage Database (Hermes) when assessing any application in a heritage place.
- Assess an application based on the significant or contributory fabric of the heritage place where identified in the Statement of Significance, rather than any non-contributory or atypical fabric that may exist within the heritage place.

66. In relation to **Demolition**, the Heritage Policy (Cl. 22.06-3.2 ) states:

It is policy to:

- Encourage retention of contributory or significant heritage fabric required to maintain the original streetscape appearance.
- Discourage total demolition of a contributory or significant heritage place unless it can be demonstrated that:
  - The building is structurally unsound and that the contributory or significant heritage fabric has deteriorated beyond reasonable repair and would require reconstruction of the whole; and

- Any proposed replacement building makes a positive contribution to the heritage significance of the heritage place.
- Not accept poor condition or low integrity of a heritage place as sufficient justification for total demolition.
- Support the demolition of non-contributory buildings in a heritage precinct, subject to the provision of a replacement building.
- Support partial demolition of a heritage place, if:
  - The fabric proposed to be removed does not contribute to the heritage significance of the place; and/or
  - The removal will enhance the significance of the place or facilitate conservation outcomes in accordance with the provisions of this policy; and/or

The extent of demolition will not result in facadism.

  - Discourage total reconstruction of a heritage place as an alternative to retention.
  - Consider proposed relocation of a contributory or individually significant heritage building as total demolition.
  - Require the owner/developer to provide a visual record of any contributory or significant heritage fabric that is to be demolished or removed to the satisfaction of the responsible authority prior to the demolition being approved.

**New buildings, alterations and additions** (Cl. 22.06-3.3)

It is policy to:

General

- Encourage new buildings and alterations and additions that:
  - Respect the existing scale, massing, form and siting of contributory or significant elements and do not dominate the heritage place or precinct;
  - Avoid alterations to the contributory or significant buildings (including new windows or door openings);
  - Adopt innovative and contemporary design that makes a positive contribution to the heritage place; and
  - Do not closely replicate historic styles and detailing.
- Ensure that new buildings, alterations and additions do not obscure important view lines to contributory or significant heritage buildings or their features.
- Encourage the restoration and/or reconstruction of missing architectural elements that formed part of the original heritage fabric, if adequate evidence about its previous or original form is available.
- Avoid using non-contributory and atypical built forms as a reference point for new works. New buildings
- Encourage new buildings to be set back the same distance (or an average) from the front boundary as existing adjacent or nearby contributory or significant buildings.

- Encourage new buildings to adopt side setbacks that reflect the side setbacks of adjoining or nearby contributory or significant buildings, where these setbacks are an important feature of the heritage place.
- Encourage new buildings to adopt a facade height that is consistent with adjoining or nearby contributory or significant buildings.

**External materials, colours and finishes** (Cl. 22.06-3.9)

It is policy to:

- Encourage external materials, colours and finishes for heritage buildings that are consistent with and complement the style and period of the heritage place.
- Discourage the decoration or concealment of existing unpainted surfaces.
- Encourage the removal of paint from originally unpainted masonry surfaces by approved means.
- Discourage sandblasting of render, masonry or timber surfaces.
- Discourage rendering of previously unrendered surfaces.
- Discourage the use of corporate colours on the body of a building unless such colours are consistent with the style of the building(s).

**Industrial heritage places** (Cl. 22.06-3.12)

It is policy to:

- Encourage the retention of contributory or significant heritage fabric unless retention undermines the continued viable operation of an industrial use.
- Encourage the retention of as much contributory or significant heritage fabric as possible, if the site is redeveloped.

**Application requirements** (Cl. 22.06-4)

An application should be accompanied by a report prepared by a suitably qualified heritage consultant, which assesses the impact of the application upon the significance of the heritage place. This information may not be required for minor applications as determined by the responsible authority.

An application for total demolition of a non-contributory, contributory or individually significant heritage place should be accompanied by an application for a new replacement development to the satisfaction of the responsible authority. In addition to the above requirement, an application for total demolition of a contributory or individually significant heritage place must be accompanied by the following information to the satisfaction of the responsible authority:

- A structural engineering report prepared by a suitably qualified person.
- A report prepared by a suitably qualified person justifying demolition of a heritage place rather than retention and repair/restoration.

67. In summary, without re-stating the reasons why demolition is proposed, it is considered that demolition as proposed is consistent with the provisions of the Heritage Policy.

68. In relation to the replacement building, the Heritage Overlay is site specific. The north side of Dawson Street, approximately between Pearson Street and the railway line is occupied

mostly by reasonably bulky and non-descript industrial buildings and only one building is covered by a Heritage Overlay i.e. HO 246 part of the former Lattner Hat Factory, 20 Dawson Street, Brunswick. The south side is mostly residential but includes the Brunswick Technical School building and is partly covered by a Heritage Overlay i.e. HO 30 the Brickworks Housing Precinct, Brunswick. In this context there is little, if anything, that any new building should relate to in terms of setbacks, viewlines, façade height, colours and materials. Nevertheless and as discussed above, the replacement building is quite deliberately respectful of “the existing scale, massing, form and siting of contributory or significant elements”. Being of a similar height and scale to the existing brick pressing shed and engine house, the replacement building will not dominate the heritage place or precinct any more than the existing building does. The replacement building quite carefully makes references to the form, scale and material of the exiting building and interprets them in an innovative and contemporary design that will make a positive contribution to the heritage place by way of the building itself and the facilities included within it.

69. By working within heritage principles and practice from the outset there is a high degree of compliance with the Moreland Heritage Policy.

### **2.11.3 Heritage Overlay (Clause 43.01)**

70. .In relation to Clause 43.01 the Heritage Overlay, the relevant decision guidelines are:

- *The significance of the heritage place and whether the proposal will adversely affect the natural or cultural heritage significance of the place.*
- *Any applicable heritage study and any applicable conservation policy.*
- *Whether the location, bulk, form and appearance of the proposed building will adversely affect the significance of the heritage place.*
- *Whether the location, bulk, form and appearance of the proposed building is in keeping with the character and appearance of adjacent buildings and the heritage place.*
- *Whether the demolition, removal or external alteration will adversely affect the significance of the heritage place.*
- *Whether the proposed sign will adversely affect the significance, character or appearance of the heritage place.*

71. While the demolition of the brick pressing shed and engine house will diminish the authenticity of the site to a degree, it will not result in an adverse effect overall as the brickworks site is not comprised solely of this building(s). By way of mitigation, the creation of an interpretation centre and the inclusion of enough of the machinery, in addition to other artefacts and documents, will still enable a clear demonstration of the processes of making green bricks. In addition, more of the history of the site, including the kilns, pottery and social history, will be able to be displayed thus making any visit a richer experience. The location, bulk, form and appearance of the replacement building will also not adversely affect the significance of the heritage place. The proposal is acceptable in the heritage context.

### **2.12 Conclusion**

72. The building is in extremely poor condition and is not structurally sound. The numerous extensions, alterations and local demolition works have caused the current conditions. Key elements likely required to facilitate the completion of a Statutory Environmental Audit of the site, including those required to support a Clean-up to the Extent Practicable (CUTEP)

submission to EPA will not be possible until after the building has been demolished when free and unfettered access will be possible. Once provided the final contamination can be qualified and the status of the groundwater verified. From the outset, and once it had become clear that retention and re-use of the brick pressing shed and the former engine house was not a feasible proposition, the approach has been to construct a replacement building with the interpretation centre as the centrepiece. Other uses (café and office) are of secondary importance in themselves and are principally intended to draw people into the site and then into the interpretation centre. Consequently the heritage significance of the site has been a prime driver for this proposal. As a result the replacement building has been designed in accord with the principles of the Burra Charter and is entirely supportable from a heritage perspective.

## Appendix A: Complete Place Report from the Victorian Heritage Database

### Victorian Heritage Database Report

Report generated 17/10/17



Former Hoffman  
Brickworks  
Former Hoffman  
Brickworks Sohe  
2008



Excavation 15-  
18Aug11, 1.jpg



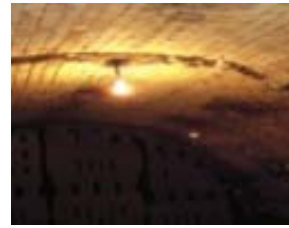
former hoffman  
brickworks  
dawson street  
brunswick front  
view



former hoffman  
brickworks  
dawson street  
brunswick side  
view & chimney



former hoffman  
brickworks  
dawson street  
brunswick  
storage entrance



former hoffman  
brickworks  
dawson street  
brunswick vaulted  
cellar



Excavation 15-  
18Aug11, 1.jpg



Excavation  
images 15-  
18Aug11.jpg



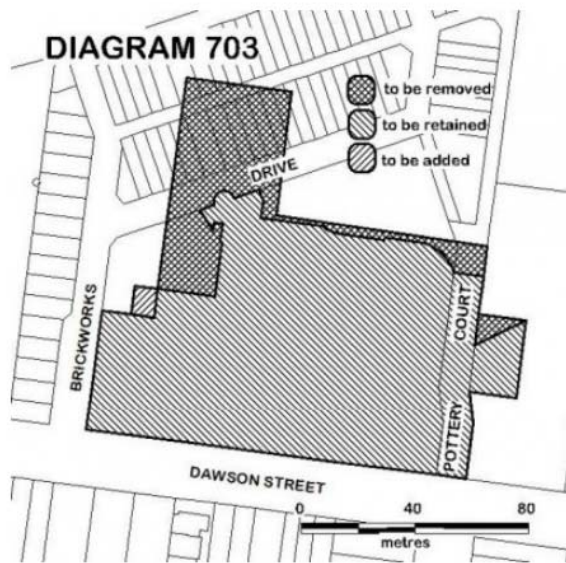


Diagram 703 approved by Heritage Council 6/2/14

**Location**

72-106 DAWSON STREET BRUNSWICK, Moreland City

**Municipality**

MORELAND CITY

**Level of significance**

Registered

**Victorian Heritage Register (VHR) Number**

H0703

**Heritage Overlay Numbers**

HO63

**VHR Registration**

September 20, 1989

**Amendment to Registration**

February 13, 2014

**Heritage Listing**

Victorian Heritage Register

**Statement of Significance**

Last updated on - February 27, 2014

What is significant?

A portion of the original No 2 works of the Former Hoffman Brickworks, Dawson Street, Brunswick, including two Hoffman kilns, a remnant chimney from a third Hoffman kiln, a large brick press building containing nine brick presses, an edge runner mill, an engine house and an area of the former pottery works which may contain subsurface remains of two kilns.

History Summary

A large number of brickworks and potteries were established in the Brunswick area from the 1870s due to the presence of quality clay deposits. Formed in 1870, the Hoffman Patent Brick and Tile Company introduced large scale brick making to Victoria when they established brickworks on 4.9 hectares (12 acres) in Albert Street, Brunswick (not extant). Central to their brickmaking process was the revolutionary Hoffman kiln for which the company had patent rights. This kiln, developed in Prussia in 1859, allowed a continual process of loading 'green' bricks and allowed an economical use of fuel. Hoffman kilns were constructed at the original site in 1870, 1871 and 1875. In 1884 the restructured 'Hoffman Patent Steam Brick Company' purchased an additional 14.6 hectares (36 acres) of adjacent land to the south and opened their No 2 works fronting Dawson Street. This enabled an increase in production which reflected the dramatic growth of Melbourne at the time. Hoffman kilns were constructed at the No 2 works in 1884, 1888 and 1908; the latter replacing a Foster tunnel kiln erected in 1885. In 1887 a technologically advanced mechanised steam powered brick press was added to the site, based on the English Bradley-Craven principle and manufactured in Victoria. This resulted in a fully industrialised brick making process. Established as one of the largest brick manufacturer in Victoria by the late 1880s, the company began to diversify its range of products, and the eastern section of the site was developed as a pottery producing ceramic pipes and sanitary ware, and later tessellated tiles, terracotta items, Marseilles roofing tiles and decorative pottery ware. This included the production of drainage pipes for the Melbourne & Metropolitan Board of Works for the sewerage of Melbourne from the 1890s.

By the early twentieth century the site contained three kilns, a large brick grinding and pressing building, an engine house, a special brick department to the west, a pottery works to the east and three tramways which connected with the main Coburg train line and transported bricks from the site. The depressions of both the 1890s and 1930s temporarily halted production at the Hoffman Brickworks and the No 1 works were permanently closed in 1941. Production continued at the No 2 works, however as kiln technology advanced after World War II, the Hoffman Company did not keep up with advances in the industry and fell behind in the market. Clifton Holdings bought the business in 1960 and the closure of the drain pipe division followed in 1962 and the other pottery works in 1969. Much of the pottery land to the east of the site was subdivided and sold. Nubrik purchased the brick making operations in 1986, but production ceased in 1993 and the site was sold to a development company in 1996. It has subsequently been redeveloped as parkland and for residential purposes.

#### Description Summary

The original Dawson Street brickworks site of 14.6 hectares (36 acres) has been greatly reduced. It contains two kilns (1888 & 1908) and a chimney from a third kiln (1884); a brick press building (part of which may date from 1884) which contains nine brick presses dating from the 1920s, 1960s and 1970s and an adjacent edge runner mill, and a small remnant section of the original pottery works to the east. The brick press building, situated to the west of the site, has a large iron clad gabled building at its core. Surrounding sections include a gabled brick building to the south west which was probably the former engine house. Two former Hoffman kilns, with tall brick chimneys, are located to the east of the brick press building and both have been adapted for residential use. The basic forms of these elliptical brick kilns, with battered lower walls, arched wicket openings and hipped iron roofs, have been retained. A third chimney is the only remnant of the first kiln erected in 1884 and this is located to the north west of the other kilns. The area surrounding the kilns is asphalted and an access road has been formed to the east. Further to the east is a small brick paved area; the site of two earlier pottery kilns which were once part of the extensive pottery works. Circular brick paving indicates the position of these kilns and there may be subsurface remains.

This site is part of the traditional land of the Wurundjeri people.

How is it significant?

The Former Hoffman Brickworks, Brunswick is of archaeological, architectural, historical and scientific significance to the State of Victoria. It satisfies the following criterion for inclusion in the Victorian Heritage Register:

Criterion A Importance to the course, or pattern, of Victoria's cultural history

Criterion B Possession of uncommon, rare or endangered aspects of Victoria's cultural history Criterion

C Potential to yield information that will contribute to an understanding of Victoria's cultural history

Criterion D Importance in demonstrating the principal characteristics of a class of cultural places and objects

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

Why is it significant?

The Former Hoffman Brickworks, Brunswick is significant at the State level for the following reasons:

The Former Hoffman Brickworks, Brunswick is historically significant for its association with the development of Melbourne's brickmaking industry in the nineteenth century and the development of the city and suburbs in the twentieth century. This is clearly demonstrated in the establishment of the No 2 Works in 1884 in order to increase production during the Melbourne building boom of the 1880s and in the production of large quantities of pipes, building and household products at the site over a long period from the 1880s. [Criterion A]

The Former Hoffman Brickworks, Brunswick is historically significant as a rare surviving industrial site which is illustrative of Melbourne's brickmaking industry. The site retains a brick press building, with associated machinery, an engine house and two Hoffman kilns and three chimneys. The kilns were the last of their type to operate in metropolitan Melbourne. [Criterion B]

The Former Hoffman Brickworks, Brunswick is archaeologically significant for its potential to contain archaeological features, deposits and relics that relate to the development and use of the site from the mid-late nineteenth century onwards. [Criterion C]

The two remaining Hoffman kilns and the three chimneys at the Former Hoffman Brickworks, Brunswick are architecturally significant as rare remaining examples of these innovative kilns, designed with elliptical plans, battered brick bases and associated chimneys of circular tapering form. They demonstrate the large scale of the industrial process in the late nineteenth and early twentieth century. [Criterion D]

The Former Hoffman Brickworks, Brunswick is scientifically significant for its adoption of the latest technology and the full industrialisation of the brickmaking industry in Victoria in the nineteenth century. This demonstration of a high degree of technical achievement included the first use of the Hoffman kiln in Victoria and the use of mechanised steam powered brick presses based on the Bradley-Craven method. [Criterion F]

The Former Hoffman Brickworks, Brunswick is also significant for the following reasons, but not at the State level:

The Former Hoffman Brickworks, Brunswick is of local historical significance as the only remnant example of the once highly important clay manufacturing industry which was central to the history of Brunswick.

### **Permit Exemptions**

#### **General Conditions: 1.**

All exempted alterations are to be planned and carried out in a manner which prevents damage to the fabric of the registered place or object.

**General Conditions: 2.**

Should it become apparent during further inspection or the carrying out of works that original or previously hidden or inaccessible details of the place or object are revealed which relate to the significance of the place or object, then the exemption covering such works shall cease and Heritage Victoria shall be notified as soon as possible.

**General Conditions: 3.**

If there is a conservation policy and plan all works shall be in accordance with it. Note: A Conservation Management Plan or a Heritage Action Plan provides guidance for the management of the heritage values associated with the site. It may not be necessary to obtain a heritage permit for certain works specified in the management plan.

**General Conditions: 4.**

Nothing in this determination prevents the Executive Director from amending or rescinding all or any of the permit exemptions.

**General Conditions: 5.**

Nothing in this determination exempts owners or their agents from the responsibility to seek relevant planning or building permits from the responsible authorities where applicable.

Specific Permit exemptions

Two Hoffman Kilns (adapted for residential use) . I

Internal alterations to the residential units. .

General maintenance to the buildings providing that the original formation and fabric of the kiln buildings remains unaltered.

Maintenance .

Maintenance, replacement and installation of plumbing, electrical and fire services where this does not impact on the cultural heritage significance of the place.

Landscape .

The process of gardening, including mowing, hedge clipping, bedding displays, removal of dead shrubs and replanting, disease and weed control, and maintenance to care for existing plants. .

Landscape maintenance works provided the activities do not involve the removal or destruction of any significant above-ground features or sub-surface archaeological artefacts or deposits. .

Removal of vegetation to maintain fire safety and to conserve significant buildings and structures. .

Management of trees in accordance with Australian Standard; Pruning of Amenity Trees AS4373. .

Removal of plants listed as noxious weeds in the Catchment and Land Protection Act 1994. .

Installation, removal or replacement of garden watering and drainage systems.

Hard landscape elements .

Repairs, conservation, and maintenance to hard landscape elements, such as paths and gutters, drainage and irrigation systems, edging, fences and gates in a manner which preserves the cultural heritage significance of the place. This does not include the circular paved area indicating the location of previous kilns.

Weed and Vermin Control .

Weed and vermin control activities provided the works do not involve the removal or destruction of any significant above-ground features or sub-surface archaeological artefacts or deposits. .

Note: Particular care must be taken with weed and vermin control works where such activities may have a detrimental affect [Sic.] on the significant fabric of a place. Such works may include the removal of ivy, moss or lichen from an historic structure or feature, or the removal of burrows from a site that has archaeological values.

Public Safety and Security .

Public safety and security activities provided the works do not involve the removal or destruction of any significant above-ground structures or sub-surface archaeological artefacts or deposits. .

The erection of temporary security fencing, scaffolding, hoardings or surveillance systems to prevent unauthorised access or secure public safety which will not adversely affect significant fabric of the place including archaeological features.

Signage .

Signage provided the works do not involve the removal or destruction of any significant above-ground structures or sub-surface archaeological artefacts or deposits .

The erection of non-illuminated signage for the purpose of ensuring public safety which will not adversely affect significant fabric including landscape or archaeological features of the place or obstruct significant views of and from heritage values or items. .

Signage must be located and be of a suitable size so as not to obscure or damage significant fabric of the place. .

Signage must be able to be later removed without causing damage to the significant fabric of the place. .

**Theme**

4. Transforming and managing the land

Construction dates	1884,
Heritage Act Categories	Heritage place,
Other Names	HOFFMAN'S BRICKWORKS, HOFFMANS BRICKWORKS,
Hermes Number	172

Property Number

**History**

HISTORY (February 2014)

Contextual History

Two main brick making areas developed in outlying areas of Melbourne in the nineteenth century; one to the north of the city and one to the south-east. To the north, Brunswick's clay industry developed from the 1840s and by 1870 there were over 40 brickworks located in the area. Hence the manufacturing of bricks, and other clay products, was an important industry in the Brunswick area from the mid-nineteenth century. Similarly, high quality clays were identified in the Nunawading area to the south-east of Melbourne in the 1850s and the industry developed from this time.

The clay industries continued to thrive into the 1960s, however the majority of brickworks were demolished after this period and the industrial sites redeveloped. Exceptions to this were the Hoffman Brickworks at Brunswick, north of the city, and the Box Hill Brickworks,

later the Standard Brickworks, at Box Hill, south east of the city. Both have since ceased operation.

From its establishment in 1870, the Hoffman Brickworks, Brunswick provided employment for many local residents and many company principals were local landowners and businessmen. From the mid-1880s to the 1930s the *Hoffman Land & Investment Company* made extensive purchases of land in West Brunswick, much of which it subdivided and sold. A large number of streets near the Hoffman Brickworks site in Dawson Street are known to have been partly or wholly subdivided by the company and a number were named after company members.

#### History of Place

The Hoffman Patent Brick & Tile Company was formed in 1870 by Jenkin Collier, David Mackenzie and Barry and William Owen, and brickworks were established on 12 acres (4.9 hectares) in Albert Street, Brunswick. This original site, known as the No 1 works, was situated to the north of the second brickworks which the company developed some 15 years later in Dawson Street.

In 1870 the brick making process in Victoria operated on a small scale in a relatively primitive manner, and the establishment of these works introduced large scale brick making to Victoria. The intention of this company to modernise and industrialise the brickmaking process was evident from its inception.

Central to this modernisation was the Hoffman kiln, developed by Friedrich Hoffman in Prussia in 1859, for which the newly formed company had patent rights. This kiln type revolutionised the brick making process by allowing a continual process of loading 'green' bricks and using fuel more economically. The kiln operated on the principle of continuous burning around a central tunnel, with waste heat used to dry the green bricks. These kilns revolutionised the brick making process, replacing clamp burnt kilns and open draught and down draught kilns. A 12 chamber circular Hoffman kiln was initially erected in 1870 at the Albert Street works and two large elliptical 24 chamber kilns were added in 1871 and 1875. The addition of technologically advanced mechanised steam powered brick presses, based on English Bradley and Craven presses, to the Hoffman Brickworks in the 1870s probably marked the first full industrialisation of the brick making process in Australia.

In 1884 the company restructured as the 'Hoffman Patent Steam Brick Company' and purchased an additional 36 acres (14.6 hectares) of adjacent land to the south. This enabled an increase in production in response to an increase in demand as building boomed in Melbourne. On this land the company opened their No 2 works, fronting Dawson Street, and constructed a Hoffman kiln. The following year an early Foster tunnel kiln was added to the No 2 works, a Bradley and Craven brick press was added to the No 2 works in 1887 and a second Hoffman kiln in 1888. An incline haulage transported clay from a clay hole at the north-west of the site to a brick making and pressing building located in Dawson Street, at the west of the site.

By the late 1880s the Hoffman Company had reportedly established itself as the largest brick manufacturer in Victoria and it began to diversify the range of products by initially producing terracotta pipes and sanitary ware in 1886, meeting the demand created by the sewerage of Melbourne from the 1890s. Pottery works for this production were established at the eastern end of the No 2 works in Dawson Street. This rapidly grew to become a large part of the company's operations and by 1900 they were producing a wide range of products including pedestal pans, urinals, bathroom basins, demi-johns, baking dishes, preserving jars and bottles, paving and garden edging tiles, greasetraps and fire bricks. Contracts at this time with the Melbourne & Metropolitan Board of Works ensured the company's production of drainage pipes. By 1902 the company's pottery works were reportedly the largest in the state.

A Melbourne and Metropolitan Board of Works Plan of 1894 clearly shows the structures present at both the No 1 and No 2 brickwork sites at this time. At the No 2 works these

included three kilns, two of the oval Hoffman type and a Foster (or tunnel) kiln, a brick grinding and pressing building to the west, an extensive pottery works, with 11 small kilns, to the east and a pug mill and two small buildings in Dawson Street. Also shown are three tramway which transported bricks off the site. These connected with the main Coburg line.

The No 2 works ceased production during the depression of the 1890s, with limited production recommencing after 1900. In 1908 the Foster kiln was demolished and replaced with a third Hoffman kiln. The Dawson Street site began to expand and develop in the early twentieth century and a building housing a new 'Special Brick department' was constructed to the west of the site by 1913. The grinding and pressing building was expanded in several stages and the pottery works continued to expand. Production of tessellated tiles (in 1908) and terracotta items, such as finials, dragons, chimney pots and garden vases commenced and the production of Marseilles roofing tiles followed in 1917. Household pottery wares were produced from about 1912 and Bristol ware, Langley ware, and the most well known Melrose ware, were produced in the twentieth century by the Hoffman Company. The 'Melrose' trademark was registered in 1932 and Melrose ware featured distinctive Australian motifs.

A site plan produced in 1929 would appear to show the No 2 works at their greatest extent, however the depression of the 1930s again halted production. The No 1 works were closed in 1941 (demolished 1975-76) and production continued at the Dawson Street site.

The post World War II period saw the development of new, cheaper kiln technology, with a shift away from the Hoffman mode of operation, however Hoffman's apparent reluctance to adopt new technology resulted in it falling behind other companies. In 1960 Clifton Holdings took over the Hoffman Brickworks, with the drain pipe division closing in 1962 and the other pottery works in 1969. By 1963 the Special Brick Department and the principal pottery and terracotta works had been demolished with most of the pottery land subsequently subdivided and sold. The Hoffman kilns were converted to oil firing in the 1960s and natural gas in the 1970s. Nubrik purchased the site in 1986 and ceased brick making operations in 1993. They sold the site to the Sungrove Corporation in 1996 and the site has been extensively redeveloped since this time.

Part of the former Hoffman Brickworks No 2 site was added to the Victorian Heritage Register in 1989 (VHR H0703). At this time the site included three Hoffman kilns, brick press building, engine house, grinding shed (open structure since demolished), former works manager's office on the Dawson Street frontage (possibly pre- 1929 but since demolished) and an external area of the pottery works. The earliest kiln at the site (1884) was demolished c2002, but the chimney has been retained.

#### KEY REFERENCES

B J O'Neill & R B Sandie, 'The Hoffman Brick and Tile Company Melbourne, Australia', *Transactions of Multidisciplinary Engineering, Australia*, v GE26, 2002, pp71-79

Allom Lovell & Assoc Pty Ltd. 'Former Hoffman Brickworks, Brunswick, Conservation Analysis', Nov 1995

Allom Lovell & Assoc Pty Ltd. 'Former Hoffman Brickworks Conservation Management Plan', Nov 1997

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HLCD Pty Ltd. 'Additional Research, Hoffman Brickworks, Dawson Street, Brunswick', Jan 2000

Peter Davies 'Hoffman Brickworks: Catalogue of Movable Cultural Heritage', 2001

Iain Stuart, 'Why did the Hoffman Brick and Pottery Works Stop Making Bricks?', *Australian Historical Archaeology*, 7, 1989

Iain Stuart, 'The Former Hoffman Brick and Pottery Works', Internal Working Document  
Victoria Archaeological Survey, July 1988

D Maloney, 'How Hoffman's built Brunswick', *Trust News*, September 1988, pp 23-24

MMBW Detail Plan, 60' to 1", 1894

Assessment Against Criteria

Criterion February 2014

The Former Hoffman Brickworks, Brunswick is of archaeological, architectural, historical and scientific significance to the State of Victoria. It satisfies the following criterion for inclusion in the Victorian Heritage Register:

Criterion A Importance to the course, or pattern, of Victoria's cultural history  
Criterion B Possession of uncommon, rare or endangered aspects of Victoria's cultural history  
Criterion C Potential to yield information that will contribute to an understanding of Victoria's cultural history  
Criterion D Importance in demonstrating the principal characteristics of a class of cultural places and objects  
Criterion F Importance in demonstrating a high degree of creative or technical achievement at a particular period.

### **Extent of Registration**

NOTICE OF REGISTRATION As Executive Director for the purpose of the **Heritage Act 1995**, I give notice under section 46 that the Victorian Heritage Register is amended by amending Heritage Register Number H0703 in the categories described as Heritage Place and Archaeological Place.

All of the place shown hatched diagonally (but excluding the formerly registered part shown cross hatched) on Diagram 703 held by the Executive Director and encompassing all lots and common property on Plan of Subdivision 631815 and part of the road reserve of Pottery Court.

Dated 13 February 2014

TIM SMITH

Executive Director [

*Victoria Government Gazette* No. G7 13 February 2014 p.243]



Appendix B: Citation for the Hoffman Brickworks contained in *Keeping Brunswick's Heritage Study: a report on the Review of the Brunswick Conservation Study*, prepared by Context Pty Ltd, 1990. Vol. 2.

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HOFFMAN'S BRICK & POTTERY WORKS (Former)  
72 - 106 Dawson Street

Map No. 14      Heritage Area No. 20      Planning Scheme: Level 1



**History & description**

The Hoffman Patent Brick and Tile Company was formed in 1870 by Jenkin Collier, David McKenzie Barry and William Owen. Their aim was to introduce the principles of industrialisation to brickmaking, replacing the small-scale operations with new, mass-production technology in terms of brick presses and the introduction of a new kiln type<sup>2</sup>. By 1900 these continuous brickmaking processes had taken over completely from the small-scale brickworks, many of which failed during the 1890s depression.

The Hoffman kiln, from which their company took its name, was first patented in Australia in 1865 but appears to have first been constructed on the Hoffman company's Albert Street site in 1870.

Two of the company's founders were already well-known identities. Barry was a local landowner and hotelier, having opened the Sarah Sands Hotel in 1854. Collier and Barry had

2. National Trust of Australia (Victoria) Submission to the HBC on former Hoffmans Brick & Pottery Works, 13 July 1988.

worked together as successful construction contractors, building stations on the Sandhurst line and constructing other railway lines. They first opened a brickyard near the present day Collier Street to make the bricks required for their construction contracts.

The growth of the Hoffmans company coincided with the 1870-90s period of urban expansion, and the establishment of the Dawson St works (the No.2 works that remains today) coincided with the 1880s boom. When the Brunswick railway line was built (1884) the Hoffman Co. built its own branch line and siding, and operated its own locomotive. By the 1890s Hoffmans was claimed to be the largest industry of its kind in the colonies. The No. 1 works in Albert Street were demolished in 1975. The manager's house adjoining the No. 1 works remains today and has been identified in this study as a level 2 building.

The No.2 Works were also the site of the Hoffman Co. pottery, the largest pottery in Victoria by the early twentieth century. Pottery products started in 1886, initially pipes and sanitary ware (produced as part of the sewerage of Melbourne). By 1908 Hoffmans had started producing tessellated tiles, and then roof tiles in 1917. Domestic and ornamental pottery started about the same time, with the famous 'Mel-rose' ware name registered in 1932 and a range of ware produced with the 'Australiana' theme.

The influence of the Hoffman Company extended well beyond the site itself, and the form and layout of substantial areas of Brunswick resulted from the land holdings and speculation of the Company and the associated Hoffman Land and Building Association. The brickworks site and several adjoining subdivisions to the south and west (Heritage Areas 17, 18 & 19) demonstrate the social and economic importance of the Company within Brunswick. This evidence contributes to the importance of the brickworks site.

Clay industries had an important role as employers within Brunswick, and investigation of the wages records of the Company (by staff at University of Melbourne Archives) demonstrated that adjoining areas (such as Lyle Street) housed workers and that much of this housing is still extant. The combination of the brickworks site and these housing areas (Heritage Area 10) adds to the significance of the brickworks.

The layout of the No. 2 works site retains much of its early 20th century (or earlier) form, and demonstrates a rare and remarkable continuity of technology, work processes and functional areas.

Reference to 1904 and 1952 site plans indicates that the building presently housing the brick presses has been used for storing and mixing the clay and pressing of bricks during this period. The collection of brick presses at the works appear to be of considerable significance, particularly while in situ.

Two of the Hoffman kilns on the site date from the establishment of the No. 2 works, and are the sole remaining nineteenth century Hoffman kilns in Melbourne. These kilns are essentially intact. The southern kiln, while more recent (1906), retains half of its wickets in their original form, demonstrating the previous manual (wheel barrow) loading process that has now been replaced by forklifts.

The alignment of the buildings on the eastern side of the site provides evidence of the alignment of the siding that linked the works to the railway. This link to the railway appears to have been a critical factor in the growth and development of the works, and the remaining evidence is significant.

#### **Comparison**

The Hoffman works are the only remaining example of the clay industries that were important in shaping the northern region of Melbourne. The other major works - in Northcote and Preston (Northcote Brick Co., New Northcote Brick Co., Clifton Brick & Tile Co.) and Brunswick (Barkly Brick Co., Butler's Brick Works) - have all been demolished.

#### **Significance**

The former Hoffman Brick and Pottery Works is significant to Brunswick as the sole survivor of the clay industry which was central to the history of Brunswick, where clay industries started in the 1840s and continue to the present day. The brickworks thus exemplifies the role of the clay industries in Brunswick, as well as being important in its own right.

This site provides the only substantial evidence remaining of the clay and brickworks industry established in the C19th to provide building materials for Melbourne. The site provides evidence of the scale of operations and technological skill of these major C19th Melbourne brickworks. The continuity of operations at the brickworks site for over one hundred years provides important evidence of the change (or lack of change) in the processes and technologies used for brick manufacture.

#### **Sources**

- Nigel Lewis & Associates Brunswick Conservation Study Vol.1, Report prepared for the City of Brunswick 1982.
- Bain, A.D.N & Spencer-Jones, D 'Melbourne Brick and Tile Industry' Parts 1,2 & 3. Reprinted from the Mining and Geological Journal, Vol.4 No.5, March 1952.
- Melbourne and Metropolitan Board of Works Detail plan no. 96, 1904
- Elphinstone, R. City Brick Works (Hawthorn): Historic site assessment, Wilson Sayer Pty Ltd, 1982.
- Elphinstone, R 'Brickworks and potteries' Fusion No.1 Dec.1985, pp.4-5
- Barnes, Les It happened in Brunswick, Brunswick Community History Group, 1987.

Brunswick Community History Group Phillipstown History Walk,  
BCHG, 1986.

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Brunswick, BCHG, 1987.

National Trust of Australia (Victoria), Submission to the  
Historic Buildings Council on the former Hoffman Brick  
and Pottery Works, July 1988.

Appendix C: Citation for the Brickworks and Barry Street Heritage Area contained in *Keeping Brunswick's Heritage Study: a report on the Review of the Brunswick Conservation Study*, prepared by Context Pty Ltd, 1990. Vol. 3.

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**AREA 20:** BRICKWORKS & BARRY STREET HERITAGE AREA

**LOCATION:** Maps 14, 20 & 21

**STREETS:** 49 - 105, 72 - 104 Dawson Street (Brickworks)  
19 - 39, 36 - 52 Barry Street  
17 - 39 Fallon Street  
81 - 83, 48 - 72 Grantham Street  
1 - 61, 2 - 62 Munro Street

**ZONING:**  
Residential C (R1)  
Light Industrial (IN1) - former Hoffmans Brickworks  
Reserved - Technical School (TS)

**DESCRIPTION:**  
An area containing the brickworks, land subdivided by the Hoffman Co. and the four cottages built by the Co. in Munro St. Other housing is also associated with the works, although the exact nature of the arrangement between Hoffmans and their workers in the provision of housing has not yet been determined. Includes Brunswick Technical School which played an important role in training skilled tradesmen for work in local industries.

Traditional street features retained include bluestone kerb and guttering and asphalt footpaths in Munro Street.

**HISTORY:**  
This Area was also part of Michael Dawson's Phoenix Park estate which extended from Sydney Road to the Moonee Ponds Creek. Much of the estate was purchased by Hoffman Patent Steam Brick Co. in 1883. The area to the north of Dawson Street was used by the company to establish their No. 2 works in 1884, enabling them to massively expand their operations and brick production to meet a time of building boom in Melbourne. The company decided to build "company cottages" in 1886, and probably constructed them soon after. These cottages remain today at nos. 18-24 Munro Street.

Around the same time the company subdivided the land to the south of Dawson Street, creating a subdivision with the streets named after company directors - Collier, Barry, Munro. It was offered for sale probably in the late 1880s; the auction plan shows the company cottages.

The company appears to have owned some of the allotments for some time after this first sale, and may have developed other housing in the area for its workers; this has not been able to be confirmed despite detailed examination of the company records. Certainly other employees at Hoffmans resided in the Area. For example Peter Newsom, a well known local cartage contractor who did most of the outside work for the Hoffman brickworks, lived at no. 38 Barry Street in the early 1900s, and his widow was still there in 1953.

The Brunswick Technical School was founded in 1916 to provide training in trade and craft skills needed in the local

industries. It had a strong role in training in the brick and pottery trades until the 1930s, and provided repatriation courses for returned servicemen after World War I.

**SIGNIFICANCE:**

The Brickworks and Barry Street Heritage Area is significant as evidence of the development of the brick industry in Brunswick and of the influence of the Hoffman brickworks and associated land investment company in the shaping of Brunswick. The area contains a number of individually important places - including the brickworks, the Brunswick Technical School and the company cottages in Munro Street - which all contribute directly to the importance of the Area.

**CONSERVATION OBJECTIVES:**

The objectives of planning in this Heritage Area are to:

1. Retain the special character and historic integrity of the Heritage Area which is based on its connection to the brickworks industry and the evidence of that industry in the form of the works, the school, the company cottages and the modest workers housing.
2. Retain the continuity of the overall pattern of residential development in the Area by encouraging the use of the traditional building design elements and forms of the Area which include single storey and predominantly single fronted timber and brick housing.
3. Encourage the use of the traditional building materials of the Area being weatherboard, face brick, corrugated iron roofs, timber window and door joinery.
4. Maintain and encourage use of traditional front fencing types and materials.
5. Retain the traditional street construction form and detailing in Munro Street.
6. Protect and enhance the traditional visual and functional relationships between the brickworks, Technical School and residential area as this relationship contributes to the significance of the Area.
7. Provide for the conservation of level 1, 2, 3 and 4 buildings and places which are identified in this study as these all contribute to the heritage value and character of the Area.
8. Encourage the reinstatement of building elements and finishes that have been removed or obscured based, where possible, on the original designs

9. Control the erection of advertising signs and other like devices that will detract from the historic or architectural character of the Area, and encourage signs to be placed in traditional locations on older buildings

**SCHEDULE: Level 1 and 2 places**

<u>Place</u>	<u>Address</u>	<u>Rank</u>
Former Hoffman brickworks	72 - 106 Dawson Street	1
Brunswick Technical School	49 Dawson Street	2

**SOURCES:**

Auction plan, Central Brunswick (part of the famous Phoenix Park Estate), 11.2.1887

Barnes, L., Street names of Brunswick, unpublished manuscript, 1987.

Brunswick City Council Rate books.

National Trust of Australia (Victoria) Submission concerning the former Hoffman Brick & Pottery Works, Submission to the Historic Buildings Council, 13.7.1988.

Sands & McDougall Directory of Victoria, various dates.

