

City of Darebin Heritage Study

Volume 4b Preston Central Heritage place citations

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CONTEXT

**Prepared for
City of Darebin**

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1 INTRODUCTION

1.1 Overview

This report forms part of the City of Darebin Heritage Study 2007 and is an Incorporated Document listed in Clause 81 of the Darebin Planning Scheme. It contains citations for heritage places within the Preston Central Structure Plan area (shown in Figure 1) and sets out permit exemptions in accordance with Cl.4302-1 of the Darebin Planning Scheme.

This volume should be read in conjunction with *City of Darebin Heritage Study Stage 1: Volume 4a Preston Central Heritage Assessment, Key Findings and Recommendations*, which provides an explanation of the methodology used in the identification and assessment of the heritage places. The *City of Darebin Heritage Study Stage 1: Volume 1 Thematic Environmental History* provides additional context and historic information.

Some places may also on other registers such as the Victorian Heritage Register, the National Trust of Australia (Victoria) register and the Register of the National Estate, which may provide further information about the place.

1.2 Purpose

The rich and diverse historic cultural heritage of the City of Darebin illustrates the historic use, development and occupation of the land since first contact. This history is demonstrated by a wide range of heritage places that include buildings and structures, monuments, trees and landscapes, and archaeological sites. They have one thing in common:

These are places that are worth keeping because they enrich our lives – by helping us to understand the past; by contributing to the richness of the present environment; and because we expect them to be of value to future generations. (The Burra Charter)

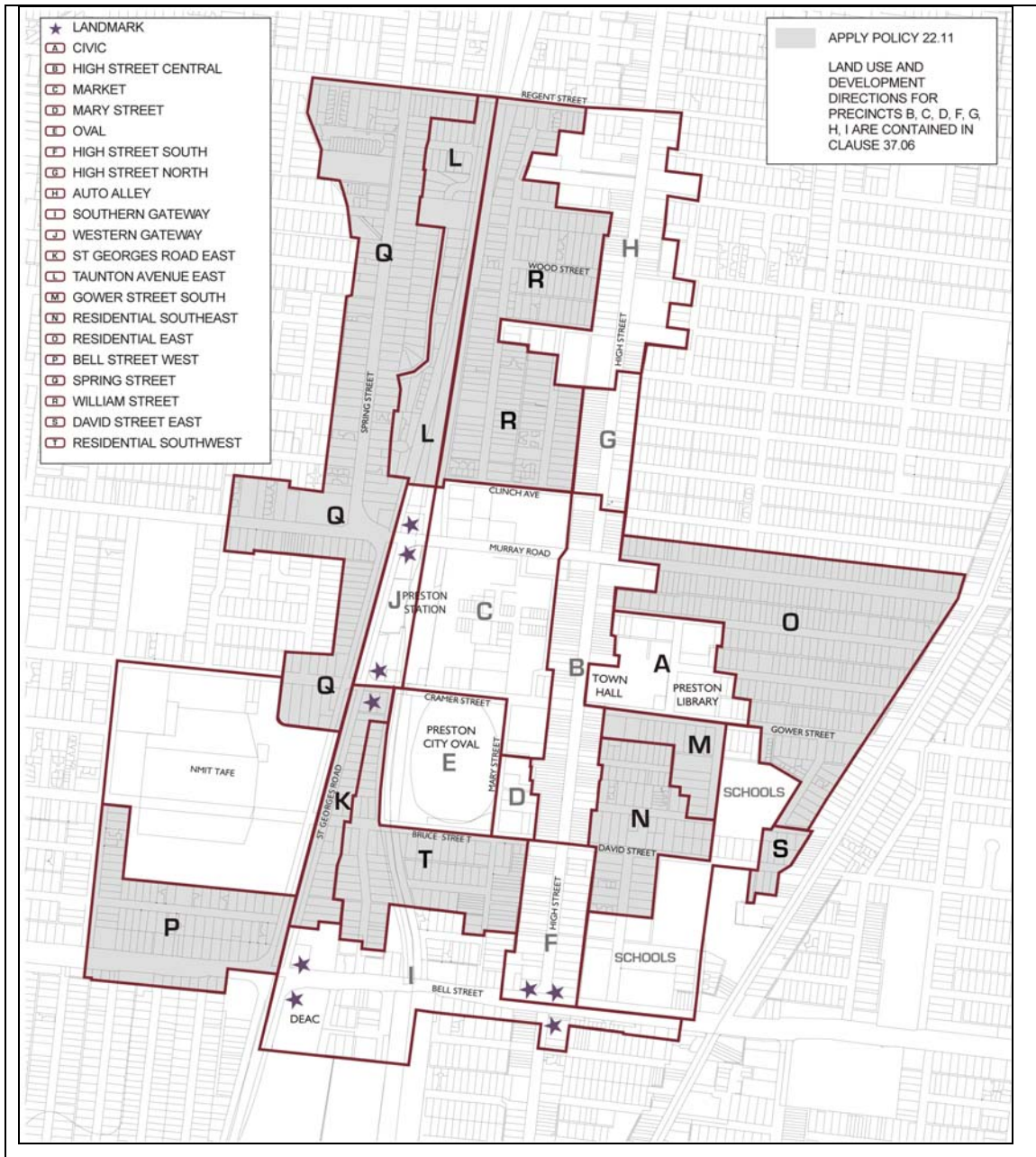
The heritage place citations provide a description of the history of the heritage place and its surviving fabric (including buildings, trees, fences, etc.) and, on this basis, provide an assessment of the significance of the place. On this basis, it includes conservation guidelines as well as permit exemptions that set out the types of development that may be carried out without a planning permit.

The purpose is to assist Council and other key stakeholders in making decisions about the future use, development or management of the place by providing information about the significant heritage values that should be considered when preparing a development application in accordance with the Darebin Planning Scheme.

1.3 Date of adoption

The *City of Darebin Heritage Study Stage 1: Volume 4 Preston Heritage Assessment* was adopted by Darebin City Council on [date to be inserted after planning scheme amendment is approved].

Figure 1: Preston Central Structure Plan



2 HOW TO USE

2.1 Introduction

The citations in this report are listed by locality and use a standard report layout. In summary, the citations explain the reasons why the places are significant and provide recommendations for future conservation and management. The information that will be relevant to most users is included under the following headings:

- History
- Description
- Statement of significance
- Conservation management policy and guidelines
- Statutory recommendations

The *City of Darebin Heritage Study Stage 1: Volume 1 Thematic Environmental History* should also be considered as it provides important additional contextual information about the themes that were important in the historic development of the area.

The terms used throughout this report are consistent with *The Burra Charter: The Australia ICOMOS Charter for Places of Cultural Heritage Significance* (1999). A glossary of key terms and their meanings is provided in Volume 3.

2.2 History

The history is in two parts; there is a contextual history, which provides information about the historic development of Preston as well as a specific history for the place. It is not intended as a complete history of the place, but rather an outline of the key events and influences that shaped its development. For example, the history would not usually provide a description of all of the owners of a place, but rather of those that were associated with key periods in its development, usually when it was first constructed or established, and when key changes or improvements were made. The extent of history depends on the availability of primary and secondary source material about a place. A list of sources is provided in the References section.

2.3 Description

This provides a description of all the surviving physical fabric (such as buildings, trees, fences, etc.) that illustrates the history of the place and contributes to its significance. It may also describe elements that are considered intrusive or non-contributory to significance. Note: Further investigation may be required as outlined above.

2.4 Statement of significance

The Statement of Significance is based upon the information known about a place including its history and the surviving physical fabric that illustrates that history. It is preceded by analysis of significance, which includes comparing it to other known similar places. On this basis, it seeks to describe the principal reasons for the significance of the place and is intended to be:

... a brief, pithy but comprehensive statement of all the ways in which the place is significant. It should not just be a list of every conceivable reason for significance that the assessor can think up, however, it must state clearly and unequivocally the major reasons why the place is important. It must be supported by the presentation of sufficient evidence to justify the assessment judgement. (Pearson & Sullivan, 1995)

2.5 Conservation management policy and guidelines

This provides desirable conservation objectives and guidelines to ensure that future use, development and management of the place or precinct is carried out in a manner that conserves (or minimises adverse impact upon) its significance.

2.6 Statutory recommendations

This provides recommendations for inclusion to any statutory registers including, as appropriate:


- The Heritage Overlay of the Darebin Planning Scheme.
- The Victorian Heritage Register or Victorian Heritage Inventory.

3 CITATIONS

This chapter contains citations for the following heritage places and precincts of local significance within Preston.

Precincts	
HO179	<i>Preston, Bruce Street precinct</i> 11-25 Bruce Street, 2-8 Herbert Street & 17 Mary Street, Preston
HO180	<i>Preston, 'Heart of Preston' precinct</i> 8-42 & 9-43 William Street, Preston
HO181	<i>Preston High Street Commercial precinct</i> 274-288 & 317-341 High Street, Preston
HO182	<i>Preston Mary Street precinct</i> 5-15 & 26-36 Mary Street, Preston
HO183	<i>Preston Spencer Street precinct</i> 1-23 & 8-18 Spencer Street, Preston
HO184	<i>Preston War Service Homes precinct</i> 17-25 & 18-28 Arthur Street, 27-37 Bruce Street, 1-9 & 10-16 Herbert Street and 76-84A St Georges Road
HO185	<i>Preston Masonic Centre</i> 382-4 Bell Street, Preston
HO186	<i>Houses</i> 392 & 396-402 Bell Street, Preston
HO187	<i>Houses</i> 244-6 Gower Street, Preston
HO188	<i>Fidelity Tent of the Independent Order of Rechabites (former)</i> 251-3 High Street, Preston
HO189	<i>Shop & residence</i> 283 High Street, Preston
HO190	<i>Shops & residences</i> 306-8 High Street, Preston
HO191	<i>Shops</i> 352-72 High Street, Preston
HO192	<i>Commonwealth Bank</i> 374-6 High Street, Preston
HO193	<i>Metropolitan Fire Brigade Station (former)</i> 378 High Street, Preston
HO194	<i>Shops</i> 381-85 High Street, Preston
HO195	<i>Shop & residence</i> 435 High Street, Preston
HO196	<i>Bank of Cyprus</i> 471-3 High Street, Preston
HO197	<i>Cornwall House (former J. Harvey Grocer)</i> 626-8 High Street, Preston

BRUCE STREET PRECINCT

Address	9-25 Bruce Street, 2-8 Herbert Street, and 17 Mary Street, Preston Hermes 27340	HO179
<p>Significance Local</p> <p>Designer Various</p> <p>Builder Various</p> <p>Creation dates c.1909-c.1940</p> <p>Style and type Early twentieth century residential precinct</p>		

History

Thematic context

Theme

5. *Building suburban Darebin*

Sub-theme

5.3 Developing the suburban ideal

History of Preston

The central area of Preston surrounding the Town Hall lies between two early clusters of settlement outlined below. The history of this area reflects three important eras of residential, commercial and community development:

- the land boom of the 1880s - as much in its collapse as its success
- the recovery period around the turn of the twentieth century
- the post World War 1 boom, when Preston really began to thrive.

Early development – from first land sales to the 1880s land boom

All of the land in Preston was first alienated from the Crown in auctions held for land in the Parish of Jika Jika and Keelbondora in 1838 and 1839. Few of the original purchasers remained to settle on their allotments, most were speculators hoping to make a quick profit by reselling the land. The four original Crown allotments in the Parish of Jika Jika, on which central Preston is situated, were all sold on 1 August 1839. Much of the land

was subdivided for small holdings or tenant farms. In the 1860s the area between Dundas Street and Murray Road was occupied as small farms of up to 16 hectares, and north of Murray Road the country was still closely wooded with red gum. Preston remained an important agricultural district, particularly for dairying, market gardening and flower growing, supplying produce to Melbourne well into the twentieth century.

Preston's early European settlers tended to cluster around two centres. The first cluster centred on the corner High and Wood Streets, where Wood's store opened in 1850, and extended northwards to Tyler Street and the area known as Irishtown, later Regent. The second focal point was in the south at the junction of High Street and Plenty Road, where some of Preston's earliest industries, including brickworks and bacon factories, were established in the 1860s and 1870s.

Preston's distance from Melbourne and lack of efficient transport systems isolated most of Preston from suburban settlement until after the First World War. Entrepreneurs took advantage of this isolation to set up industries that were classed as noxious - industries, such as tanning, wool scouring, meat processing and boiling down works that caused unpleasant odours and water pollution. The availability of water along the pipeline from the Yan Yean Reservoir was also an important incentive for these industries coming into the area. By the end of the nineteenth century a large number of tanneries and bacon factories occupied south central Preston. These industries attracted workers and the beginnings of an urban population amongst the small farms. The Whittlesea railway through Northcote and Preston, opened in 1889, and the cable tram system to the Preston border at Dundas Street, also encouraged a little suburban development. Although Preston, like the rest of Melbourne, was swept up in the land boom of the 1880s, few of Preston's boom subdivisions were successful before the economic crash of the early 1890s, and many estates remained as open paddocks for two or three decades more.

Becoming a city - Early twentieth century and post-WWI boom

Preston Shire Hall, later known as the Town Hall, was built in 1895 on a site that was central to the two early settlement clusters and close to the Preston railway station. As the economy recovered in the early twentieth century, commercial and residential development gradually began to fill in the gap between the two early clusters on the estates originally subdivided in the 1890s land boom. However, Preston experienced much more rapid suburban growth during post First World War boom era of the 1920s and following in 1921 the electrification of the railway as far as Reservoir, which sped up the journey to the city considerably. In this decade Preston experienced phenomenal growth, with the highest birth rate in Victoria in 1927 and a large amount of migration, both from the inner suburbs of Melbourne and, to a lesser extent, from overseas, mainly Britain. During the 1920s the population of Preston more than trebled (Carroll & Rule, 1985:127). Within the four years from 1922 to 1926, Preston was raised from a shire, through the stages of Borough and Town to the City of Preston, proclaimed on 14 July 1926.

The northern and eastern extremities of Preston remained rural or semi-rural until the second half of the twentieth century, and some parts that were formerly used for large psychiatric institutions, are even now being converted to residential suburbia.

Bruce Street precinct history

This precinct, although subdivided into suburban lots during the 1880s land boom, was not built on until the early twentieth century, and then it was settled in two distinct phases - early twentieth century recovery and post World War 1 boom time. By the late 1920s, the precinct was almost fully developed.

Early land sales and subdivision

The original purchaser of Crown Allotment 144 Parish of Jika Jika in August 1839 was Joseph Mitchell of London. This was half a square mile between Bell Street and Murray

Road to the west of High Street. Mitchell leased the land to Timothy Shepherd, who used it for grazing sheep. The property was known as Shepherd's Run. In 1872 the Mitchell family sold the land to Francis Bell, who subdivided it into six blocks and sold them, and it was further subdivided into 107 blocks in 1874 (Carroll & Rule, 1985:18, 23-5).

In June 1888 Henry Keele of Bruce Street, South Preston, who was described as a 'gentleman', purchased an allotment of over 11 acres bounded by present-day Bruce, Mary and Bell streets and extended as far west as St Georges Road (then known as John Street). A subdivision plan was lodged in July 1888 and, by the end of 1891, most of the land had been sold. It appears that streets in the subdivision were named after Keele's wife Mary, and sons Arthur and Herbert¹. The Keele family were one of a number of private landowners in Preston in the late nineteenth century who subdivided larger allotments thereby enabling suburban development to occur.

For some years the Keele family retained a number of lots along the south side of Bruce Street including their block on the corner of Mary Street, and at least one member, Arthur built his house in the street, as described below.

Suburban development in the twentieth century

The properties on the south side of Bruce Street between Mary Street and the Whittlesea railway once formed part of a larger allotment that was bounded by present-day Bruce, Mary and Bell Streets and St Georges Road, which was purchased by Henry Keele in 1888, as noted above.

In this part of Bruce Street, only two lots were sold to people other than the Keele family; one to George Landridge in April 1891 and the other to John Casey in February 1890. In 1891 a large allotment at the corner of Mary Street that extended through to Herbert Street was transferred from Henry to his wife, Mary Keele in 1891 while another single lot was sold to William Keele (another son?). In 1898 Arthur James Keele acquired lots 39-42 (3). Henry died in July 1893 and Mary in 1907, after which the remaining property passed to their sons Arthur and Herbert.²

The land was developed over the next four decades as follows:

Nos. 9, 11 & 13 Bruce Street

These properties once formed part of the large corner allotment transferred from Henry to Mary Keele in 1891 and possibly once contained the Keele family home (a mortgage was taken out in February 1893). After Henry died in July 1893 Mary was the occupant from 1894- 1899. In 1900 it was occupied by George Lilly, presumably as Mrs Keele's tenant. In 1902 the land, still on one title, was acquired by Frederick Box who took up residence around 1902. Until about 1909, when the White property at No. 25 was built on (see below), this was the only house in Bruce Street between Mary Street and the railway. On the north side of Bruce Street was the park, now known as Preston City Oval.

Box died in 1921 and probate was granted to his widow, Bertha Box of 'Parkview', Bruce Street, Preston, who was still in residence in 1926 and remained the owner until her death in 1966. In about 1922 she subdivided the land creating Nos. 11 and 13 facing Bruce Street as well as four lots facing Herbert Street to the rear and 17 Mary Street (see below). No. 13 was built and occupied by J. Quinton around 1928. The sale of these lots presumably financed the construction of a new brick house for Bertha Box at No. 9, which still exists today.³

Nos. 15, 17, 19 Bruce Street

These three lots were acquired by George Landridge, John Casey and William Keele in

¹ Land Victoria, Certificates of Title Vol. 2029 Fol. 664 & Vol. 2281 Fol. 110, LP2017

² *Ibid.*

³ *Ibid.*, *Sands & McDougall Directory*

1890 and 1891. The three houses now on these properties were built during the 1920s. The first house of the threesome appears in the Directory in 1924, occupied by Lee. In 1925 there were three houses between Arthur Keele at No.21 (see below) and Box on the corner. The house next to Keele was vacant, presumably just built, then Higgins and Bennett occupied the next two respectively. The Sands & McDougall Directory for 1926, the first year to show numbering for Bruce Street, shows Grover at No.15, Higgins at No.17 and Graham at No.19. The land between numbers 9 and 15 was vacant, so we can conclude that Lee's house was No.15, built by 1924, and numbers 17 and 19 were built by 1925.

Nos. 21, 23, 25 & 25A Bruce Street

These four properties were purchased in 1898 by Arthur James Keele of Bruce Street, Preston who is described on Title as a 'Carpenter' and it appears that houses were built on nos. 23 and 25 by c.1909 (refer to Figure 1), while the house at no.25A was built after 1940.⁴

Arthur Keele owned all properties until November 1907 when lots 39 and 40 (Now nos. 25A and 25 respectively) were sold to Charlotte Deane of Caulfield. A mortgage was taken out in March 1908 and the property was sold to Amos White in September of that year⁵ – presumably the mortgage financed the construction of a house, possibly by Arthur Keele. In 1909 this house is listed for the first time, with George White as the occupant. Amos White is the occupant in 1910 (Sands & McDougall Directory). Amos died in 1914 – probate was granted to his widow Ellen White of 'Claydon', Bruce Street, Preston (the house at no. 25 still has a brass name plate 'Claydon House'). Ellen White remains in residence in the property, shown for the first time as No.25 in 1926. In 1940, that part of the property being lot 39 (No.25A) was sold to Alfred Dawson.

Meanwhile, it appears that Arthur built houses around the same time on the other two lots, one as his own residence and one as an investment. In 1923-4 these two lots were subdivided – Arthur retained ownership of lot 41 (No.23) and took out a mortgage on the property in 1931. He died in 1946 and probate was granted to Valda May Keele (his wife?), whose address on Title is given as 23 Bruce Street⁶. Lot 42 (No.21) was sold on 10 July 1924 to Minnie Graff of 'Lola', Bruce Street, Preston. On the same day, a mortgage was taken with the State Savings Bank of Victoria⁷. Minnie Graff first appears in the Directory at No.21 in 1926.

Nos. 2-8 Herbert Street and 17 Mary Street

Herbert Street also formed part of Henry Keele's estate purchased and subdivided in 1888, as noted above. Land in Herbert Street was sold to various people with most land selling in 1890, but some as late as 1909.⁸ It appears the land remained undeveloped, however, until after World War One. On the north side of the street lots 10-18 were purchased in 1919 and 1920 by the War Service Homes Commission. The only lots not acquired by the Commission were No.20, which was purchased in July 1920 by Arthur H. Ford, contractor, of Jessie Street, Preston⁹ and Nos. 2-8 Herbert Street. The latter properties were created as the result of a c.1922 subdivision of the large allotment at the corner of

⁴ Land Victoria, Certificates of Title Vol. 2029 Fol. 664 & Vol. 2281 Fol. 110, LP2017

⁵ Land Victoria, Certificate of Title Vol. 3238 Fol. 578

⁶ Land Victoria, Certificate of Title Vol. 4755 Fol. 988

⁷ Land Victoria, Certificate of Title Vol. 4876 Fol. 010

⁸ Land Victoria, Certificates of Title Vol. 2029 Fol. 664 & Vol. 2281 Fol. 110, LP2017

⁹ Land Victoria, Certificates of Title Vol. 2278 Fol. 566 & Vol. 4497 Fol. 234

Bruce and Mary streets formerly owned by the Keele family and then owned by Bertha Box. The lots were sold to various individual owners from 1922-24.¹⁰

The houses at Nos. 4, 6 and 8 Bruce Street were built in 1924 and 1925, while the houses at No. 2 Bruce Street and 17 Mary Street were built sometime after 1930 (Sands & McDougall Directories).

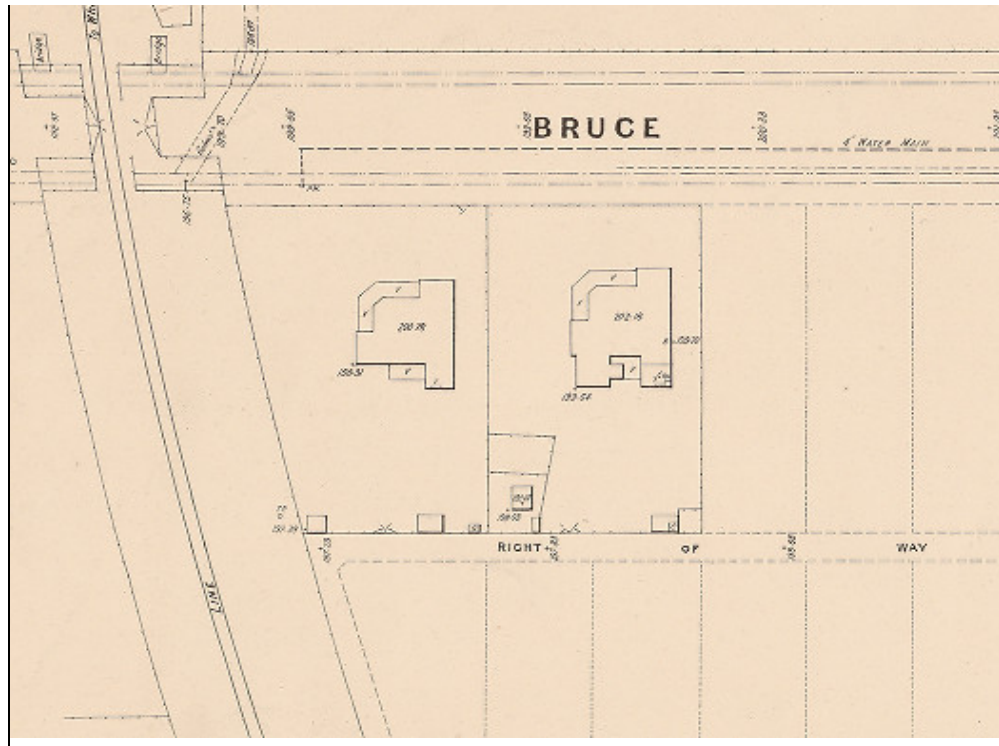
Description

This is an early twentieth century residential precinct. It comprises detached single storey houses with relatively consistent set backs from their street boundaries. The siting of these houses behind mature front gardens and opposite the Preston City Oval, give them a pleasant northerly aspect; and from this reserve they are viewed as a relatively intact and cohesive group with related siting, scale and form, reflecting key phases of the development of Preston in the early twentieth century.

Stylistically the houses in this precinct range from large Edwardian villas to modest bungalows, some of which are State Savings Bank designs. At the west end of Bruce Street are the three Edwardian houses that were possibly built by (and perhaps designed by) Arthur Keele, who lived at no.23. They are all relatively intact and share with similar detailing (e.g., pressed metal and other detailing to gable ends), which appears to support the theory of a single designer/builder. At the east end of the street are two single-storey clinker brick Inter-war houses in the English Vernacular-style, including the former Box house at No. 9. These houses also have stylistic similarities and in architectural embellishment, and may have also, too, been designed by one architect/designer.

Figure 1

*MMBW
Detail Plan
c.1909
showing 23 &
25 Bruce St*



¹⁰ Land Victoria, Certificate of Title Vol. 2395 Fol. 994.

Figure 2

'Parkview'
9 Bruce Street



The houses in Bruce Street are detached weatherboard inter-war bungalows, with hip and gable roofs and similar setbacks and siting. The house at No. 2 is distinguished by detailing such as the leadlight windows. The house at 17 Mary Street is a late inter-war or 1940s rendered brick house.

Significance

Assessment against criteria

Historic

RNE Criterion A.4

Importance for association with events, developments or cultural phases which have had a significant role in the human occupation and evolution of the nation, State, region or community.

The Bruce Street precinct is considered to meet Criterion A.4 as it provides evidence of an important phase in the development of Preston in the early twentieth century when it experienced significant growth and was elevated to the status of a city.

RNE Criterion B.2

Importance in demonstrating a distinct way of life, land use, function or design no longer practised, in danger of being lost, or of exceptional interest.

Not applicable

RNE Criterion D.2

Importance in demonstrating the principal characteristics of the range of human activities in the Australian environment (including way of life, custom, process, land-use, function, design or technique)

The Bruce Street precinct is considered to meet Criterion D.2 as it is a representative example of an early twentieth century suburban residential precinct.

RNE Criterion H.1

Importance for close associations with individuals whose activities have been significant within the history of the nation, State, or region.

The Bruce Street precinct is considered to meet Criterion H.1 because of the strong associations with the Keele family who were one of a number of private landowners in the late nineteenth century in Preston who subdivided larger allotments thereby enabling suburban development to occur. The Keele family association with Bruce Street extended from the late 1880s until the 1940s. This association is demonstrated by the surviving house at 23 Bruce Street, which was the residence of (and presumably built by) Arthur Keele, son of Henry Keele the original owner. Arthur is also believed to have constructed the houses at 21 and 25.

Aesthetic**RNE Criterion E.1**

Importance for a community for aesthetic characteristics held in high esteem or otherwise valued by the community.

Not applicable.

RNE Criterion F.1

Importance for its technical, creative, design or artistic excellence, innovation or achievement.

Not applicable.

Social**RNE Criterion G.1**

Importance as a place highly valued by a community for reasons of religious, spiritual, symbolic, cultural, educational, or social associations.

Not applicable.

Comparative Analysis

As noted in the history, Preston had three key phases of suburban development in the late nineteenth and early twentieth century. The Bruce Street precinct provides important evidence of two of these phases - the recovery of Preston in the early twentieth century and the interwar boom.

Currently, there are seven residential precincts within the Heritage Overlay in Preston, which are briefly described in Table 1. Of these, four precincts (HO103, HO168, HO169 and HO172) comprise housing exclusively from one era of Preston's development, the inter-war boom, while the HCV Newlands estate (HO95) is from the post-war era.

The Bruce Street precinct may be compared with the Collins Street precinct (HO104) and the Regent precinct (HO171). Both of these precincts comprise a mixture of early and mid-twentieth century houses that represent the two key phases in the development of Preston at that time. The Bruce Street precinct has a similar or slightly higher level of integrity to both precincts, while the housing quality is slightly higher within the Collins Street precinct.

Table 1 – Preston HO precincts

HO no.	Precinct name & location	Description
HO95	<i>HCV Newlands</i> Area bounded by Elizabeth Street, Murray Road, George Street and Murphy Street, Preston	Post-war Housing Commission of Victoria estate

HO no.	Precinct name & location	Description
HO103	<i>Kelley Grove</i> 1-10 Kelley Grove, Preston	Small precinct of 1940s clinker brick duplexes
HO104	<i>Collins Street</i> 1-35 & 2A & 2-36 Collins Street, Preston	Residential precinct comprising a mixture of mostly substantial early twentieth century (Federation/Edwardian) and inter war villas and bungalows. Wide street reservation with mature street trees.
HO168	<i>Preston Tramway</i> The precinct comprises the area generally bounded by Oakover Road, Gillingham Street, Davies Street and Devon Street, Preston	Inter-war residential precinct of modest weatherboard bungalows, appear to have been constructed by the same builder.
HO169	<i>Preston State School</i> The precinct comprises the area generally bounded by Orient Grove, Oakover Road, Etnam Street and Scotia Street, Preston	Inter-war residential precinct of detached houses in a mixture of styles.
HO170	<i>Bell Railway</i> The precinct comprises the area generally bounded by Garnet Street, Showers Street, west of High Street to the Railway line, Thornbury	War Service Homes precinct with some Edwardian era houses.
HO171	<i>Regent - G.E. Robinson Park</i> The precinct comprises the area generally bounded by King William Street, Down Street, Garden Street and High Street, Regent	Mixed Edwardian and inter-war residential precinct situated around G.E. Robinson Park.
HO172	<i>Preston - Oakhill Avenue</i> The precinct comprises the area generally bounded by Tyler Street, Oakhill Avenue, Capp Street, Xavier Grove, Mc Ivor Street, Southernhay Street, McCarten Street, King William Street and Joffre Street, Preston	Inter-war middle-class residential precinct comprising a mixture of brick and weatherboard bungalows.

Statement of significance

What is significant?

The Bruce Street precinct comprises a group of early and mid twentieth century houses in Bruce, Herbert and Mary streets in Preston. These properties were created by a c.1890 subdivision by Henry Keele, who lived with his family in a house at the corner of Bruce and Mary streets. The lots were initially sold between 1890 and 1898, all but three to members of the Keele family. The first new houses at nos. 23 and 25 were constructed c.1909 by Arthur Keele at the western end of the street adjacent to the railway and the street was almost fully developed by the end of the 1930s. The houses in Mary and Mary streets were constructed between 1922 and c.1940 on lots created from a subdivision of the old Keele family allotment. All of the houses constructed between c.1909 and c.1940 survive today.

How is it significant?

The Bruce Street precinct is of local historic significance to Darebin City.

Why is it significant?

Historically, the Bruce Street precinct is significant as an illustration of the significant development that occurred in Preston in the early to mid twentieth century and spans the revival in the Federation era and the boom that occurred after the First World War. It is also of interest for its associations with the Keele family. The historic value of the precinct is enhanced by its high degree of integrity. (AHC criteria A.4, D.2 and H.1)

Levels of significance

The elements that contribute to the significance of the precinct are shown on the map attached to this citation. There are three categories as follows:

Level	Significance
C1	These are contributory places of <i>primary</i> significance. They include buildings constructed within the key period of development that are externally relatively intact or have minor alterations that are readily reversible, as well as any other features such as fences, garden layouts, outbuildings and trees that contribute to the setting of the place.
C2	These are contributory places of <i>secondary</i> significance. They are buildings constructed within the key period of development, but have been externally altered and have a lower level of integrity when compared to C1 places.
N	These are elements of no significance.

Significant elements

The following elements contribute to the significance of the precinct:

- The houses constructed in the period from c.1909 to c.1940, and any associated early (pre-WWII) outbuildings or garages.

Conservation Management Policy**Policy Basis**

This precinct is located within the Preston Central Structure Plan area and it is important that it is retained as an important record of the historic development of this area. This does not mean that development cannot occur provided that it is carefully designed, however, it does place some limits upon the type of new development. This precinct has a high degree of integrity with no non-contributory buildings and this is an integral part of its significance. The overall conservation objective therefore is to conserve and maintain the existing contributory buildings. New development that would result in the loss of a contributory building should be discouraged, except in exceptional circumstances.

Objectives

To maintain the integrity of this precinct by conserving the early and mid twentieth century houses, which provide evidence of two important phases in the development of Preston.

Guidelines

In order to conserve the heritage significance of this precinct, it policy to:

- Conserve the fabric of the building/s or other elements that contribute to the significance of the precinct. This includes the original fabric as well as fabric that may demonstrate important successive stages in the historic development of the precinct and/or provide evidence of changing architectural styles or techniques.

- Encourage the restoration or recreation of missing features based on historic evidence.
- Encourage a contextual approach to new development within the precinct that is complementary in form, scale and materials to the contributory buildings and other elements, but is clearly contemporary in design.
- Ensure that new development including signage does not become a dominant visual element within the precinct.
- Discourage the demolition of contributory buildings except where it can be demonstrated that:
 - The building is structurally unsound and in the case of C1 places the building cannot be repaired without undertaking significant replacement of fabric that would diminish the integrity of the building, and
 - The proposed replacement building embodies design excellence that is complementary in form, scale and materials to the contributory buildings of primary significance and other elements, but is clearly contemporary in approach.

Demolition of part of a contributory building may be allowed when it can be demonstrated to the satisfaction of the responsible authority that, as appropriate:

- The part to be demolished is not significant or the part demolition will not adversely affect the significance of the place, or
 - It will assist in the long term conservation or maintenance of the place, or
 - It will support the viability of the existing use of the place or will facilitate a new use that is compatible with the on-going conservation of the building, or
 - It will upgrade the building to meet contemporary living standards such as improving energy efficiency.
- Conserve contributory plantings, and maintain a visual relationship between the plantings and associated buildings or other structures.
 - Retain views of contributory building(s) and plantings from the street, and other views identified as contributing to the historic character of the precinct.
 - Encourage the removal of non-significant or intrusive elements, particularly where this would assist in revealing or interpreting the significance of the place.
 - In the case of subdivision of the property, encourage the retention of the significant buildings, trees and related elements on one lot.

Review of significance and policy

While every effort has been made to ensure that the information contained in this citation is accurate, it is possible that more detailed investigation may reveal further information about the significance of the place. For example, in most cases an internal inspection was not made of buildings at the time of initial assessment. In the time since the place was first assessed it is also possible that the condition of buildings or trees may have changed.

The information contained in this citation should therefore be reviewed at the time that it is proposed to make changes to the property. This would likely require a more detailed assessment of any significant or contributory element that is affected by any proposed buildings or works. Once this more detailed assessment has been made, a review of the significance of the place and the conservation policy should be carried out by Council's Heritage Adviser or an appropriately qualified professional.

Statutory Recommendations

It is recommended that the Bruce Street heritage precinct comprising the properties at 9-25 Bruce Street, 2-8 Herbert Street and 17 Mary Street, Preston be added to the Heritage Overlay of the Darebin Planning Scheme with the schedule entry as shown below. The extent of registration is the whole of the precinct as defined by the title boundaries.

External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01-4	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
No	No	No	No	No	No	Preston Residential Heritage Precincts Permit Exemptions	No

References

Primary sources

Land Victoria, Certificates of Title and Subdivision plans, as cited

MMBW Detail Plans for Shire of Preston, VPRS 8601

Sands & McDougall Directories

Shire of Preston Rate Books, VPRS 8228

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Darebin Historical Encyclopedia




Forster, Harley W., *Preston: lands and people, 1838-1967*, Melbourne, Cheshire, 1968

Jones, Roger (ed.) *Back in Them Days: An Oral History of Preston*, City of Darebin, Preston, 1994

Victorian Year Book 1973 (VYB)

Map of contributory properties

Levels of Significance

C1	
C2	
N	



'HEART OF PRESTON' PRECINCT

William Street precinct


Address	8-42 & 9-43 William Street, Preston Hermes 27346	HO180
Significance		
Local		
Designer		
Various		
Builder		
Various		
Creation dates		
1890-1914		
Style and type		
Late Victorian to early twentieth century residential precinct		

Figure 1: *Transitional Victorian/Federation villa at 20 William Street*

History

Thematic context

Theme

- 2. *Peopling Darebin*
- 5. *Building suburban Darebin*

Sub-theme

- 2.3 Promoting settlement
- 5.3 Developing the suburban ideal

History of Preston

The central area of Preston surrounding the Town Hall lies between two early clusters of settlement outlined below. The history of this area reflects three important eras of residential, commercial and community development:

- the land boom of the 1880s - as much in its collapse as its success
- the recovery period around the turn of the twentieth century
- the post World War 1 boom, when Preston really began to thrive.

Early development – from first land sales to the 1880s land boom

All of the land in Preston was first alienated from the Crown in auctions held for land in the Parish of Jika Jika and Keelbondora in 1838 and 1839. Few of the original purchasers remained to settle on their allotments, most were speculators hoping to make a quick

profit by reselling the land. The four original Crown allotments in the Parish of Jika Jika, on which central Preston is situated, were all sold on 1 August 1839. Much of the land was subdivided for small holdings or tenant farms. In the 1860s the area between Dundas Street and Murray Road was occupied as small farms of up to 16 hectares, and north of Murray Road the country was still closely wooded with red gum. Preston remained an important agricultural district, particularly for dairying, market gardening and flower growing, supplying produce to Melbourne well into the twentieth century.

Preston's early European settlers tended to cluster around two centres. The first cluster centred on the corner High and Wood Streets, where Wood's store opened in 1850, and extended northwards to Tyler Street and the area known as Irishtown, later Regent. The second focal point was in the south at the junction of High Street and Plenty Road, where some of Preston's earliest industries, including brickworks and bacon factories, were established in the 1860s and 1870s.

Preston's distance from Melbourne and lack of efficient transport systems isolated most of Preston from suburban settlement until after the First World War. Entrepreneurs took advantage of this isolation to set up industries that were classed as noxious - industries, such as tanning, wool scouring, meat processing and boiling down works that caused unpleasant odours and water pollution. The availability of water along the pipeline from the Yan Yean Reservoir was also an important incentive for these industries coming into the area. By the end of the nineteenth century a large number of tanneries and bacon factories occupied south central Preston. These industries attracted workers and the beginnings of an urban population amongst the small farms. The Whittlesea railway through Northcote and Preston, opened in 1889, and the cable tram system to the Preston border at Dundas Street, also encouraged a little suburban development. Although Preston, like the rest of Melbourne, was swept up in the land boom of the 1880s, few of Preston's boom subdivisions were successful before the economic crash of the early 1890s, and many estates remained as open paddocks for two or three decades more.

Becoming a city - Early twentieth century and post-WWI boom

Preston Shire Hall, later known as the Town Hall, was built in 1895 on a site that was central to the two early settlement clusters and close to the Preston railway station. As the economy recovered in the early twentieth century, commercial and residential development gradually began to fill in the gap between the two early clusters on the estates originally subdivided in the 1890s land boom. However, Preston experienced much more rapid suburban growth during post First World War boom era of the 1920s and following in 1921 the electrification of the railway as far as Reservoir, which sped up the journey to the city considerably. In this decade Preston experienced phenomenal growth, with the highest birth rate in Victoria in 1927 and a large amount of migration, both from the inner suburbs of Melbourne and, to a lesser extent, from overseas, mainly Britain. During the 1920s the population of Preston more than trebled (Carroll & Rule, 1985:127). Within the four years from 1922 to 1926, Preston was raised from a shire, through the stages of Borough and Town to the City of Preston, proclaimed on 14 July 1926.

The northern and eastern extremities of Preston remained rural or semi-rural until the second half of the twentieth century, and some parts that were formerly used for large psychiatric institutions, are even now being converted to residential suburbia.

William Street history

This precinct is part of an 1880s land boom estate, and has associations with a couple of Melbourne's most notorious 'landboomers'. However like most of Preston's land boom estates, it attracted little settlement before the early years of the twentieth century. A spate of residential development took place at the southern end of the street in the decade prior to First World War, and many more houses were built during the post-war boom. This street therefore demonstrates three eras of Preston's suburban development.

Early land sales and subdivision

Alexander Brodie Spark purchased the 640 acre allotment 147 Parish of Jika Jika in August 1839, and sold it in November 1840. It was subdivided into tenant farms in 1853, then further subdivided into smaller farms. The area bounded by Murray Road in the south, High Street to the east, remained a district of small farms, market gardens and commercial flower gardens well into the twentieth century.

William Street, along with present day Clinch Avenue (former Station Street), West Street and Olver Street were created as the result of an 1888-1889 subdivision of a 15 acre parcel of land that had been purchased in 1886 by James Lyons (described as a 'Sawmill Proprietor of Lyonsville) and Thomas Alexander Patterson ('Auctioneer' of Collins Street, East Melbourne)¹. The subdivided land was initially sold in 1889 and 1890. Parcels of 2 or 3 lots were sold to individuals including Herbert Greenfield (Lots 52, 53), Thomas Robb (58, 59), Emmanuel and Louise Williams (60, 61, 62 & 63), Charles Stanlake (64)², however most of it was acquired in July 1890 by 'The Heart of Preston Estate Company Limited'.

This Company was formed in 1888, with two of its shareholders being prominent 'land boomers' Lawrence Baillieu and Benjamin Fink, who were involved in land deals throughout Melbourne. The Company also offered a larger subdivisions known as the 'Heart of Preston', between High Street and Plenty Road, and possibly other estates in Preston, as well as the allotments (Carroll & Rule, 1985:71, 73-4).

Suburban development in the twentieth century

The Heart of Preston Estate Company set about selling off their William Street holdings in individual lots with the first sales in August 1890. Sales were brisk at first with 20 lots sold by the end of 1890 including 13 in October alone. However, sales slowed dramatically and only four lots were sold for the whole of 1891 and two in 1892. A mortgage taken out to the Federal Bank of Australasia in November 1892 perhaps indicates that the Company, like many other land speculators at that time, may have found itself in financial difficulty. Both Baillieu and Fink were bankrupted during the financial collapse that followed the boom, but Baillieu was soon back in business. The mortgage was discharged in 1893, however, from March 1895, the Federal Bank of Australasia is listed as the owner in transactions. Sales continued to be slow throughout the late 1890s and a further indication of the financial situation in Victoria at that time is the references on the Title between 1896 and 1898 to the Federal Bank of Australasia 'in liquidation'. Sales picked up in the early 1900s and the last lots were sold by 1914.³

In 1891 the Sands & McDougall Directory listed only two occupants - C. Chapman and A McLellan - in the newly formed William Street between Station Street (known as Murray Road from 1892) and Olver Streets. Although the early Directories did not separate the east and west sides of the streets, it appears that one house was built on each side at that stage. At the southern end of the street, Braithwaite's tannery occupied a large block between Murray Road and the future Clinch Street (see map 'Location of Industries 1907' in Carroll & Rule, 1985:104). After a couple of changes of occupants of those first two houses, Charles Westcott took up residence on the east side around 1898, and remained there until at least 1928. When street numbering first appeared in the Directory in 1910, Westcott's house was No. 52, and in 1928 the number had changed to 40. By 1905 Westcott had a neighbour, D. Ross, at what is now number No. 38. By 1909 there were eight houses on the east side of William Street between Murray Road and Olver Street. North of Olver Street was a paddock. The numbers of these houses from 1910 were 22,

¹ Land Victoria, Certificate of Title Vol. 1846 Fol. 100, LP2346 & LP2347

² *Ibid.*

³ Land Victoria, Certificate of Title Vol. 1846 Fol. 100, LP2346 & LP2347

34, 40, 44, 46, 50, 52 and 54 (Refer to Figure 2). After the change of numbering in 1928 these houses would have been Nos. 20, 22, 28, 32, 34, 38, 40 and 42. With the exception of No.38, these houses all survive today.

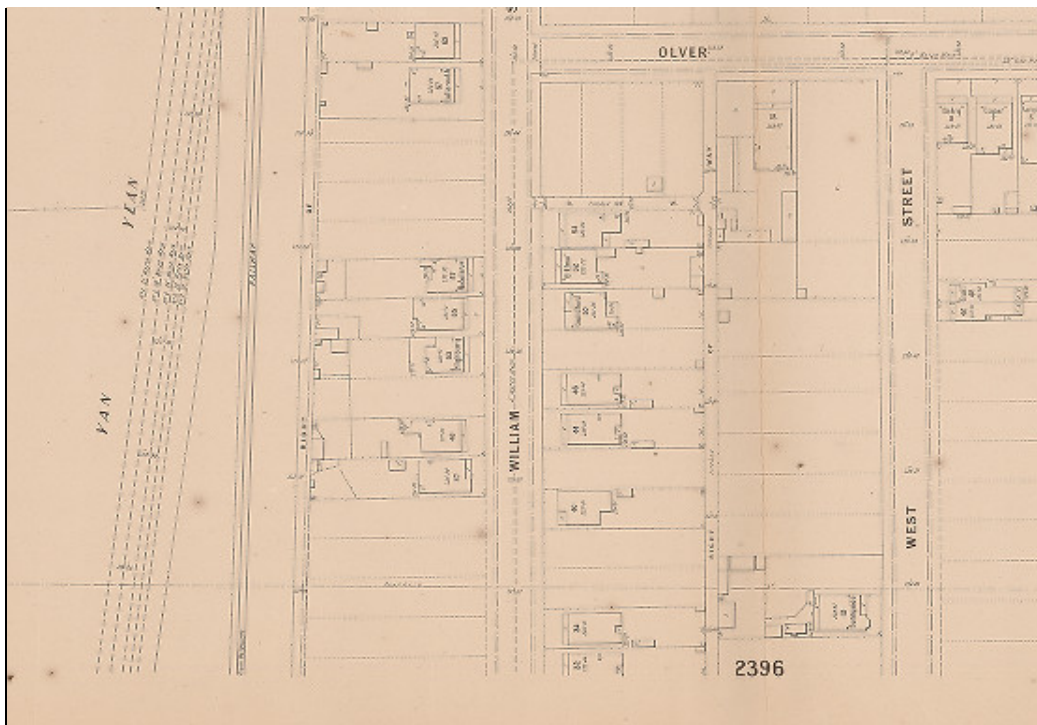
No. 44 (later 32) was occupied by John Donath, probably the father (or close relative) of John C. Donath who had a long career with Preston Council, including 25 years as Town Clerk. John C. Donath, the son of a Preston dairyman was born in 1912 in West Street - the next street east of William Street (*Darebin Historical Encyclopedia*). It is possible that young John C. grew up in the new William Street house.

These remained the only houses on the east side of William Street until 1918, when No. 42 (later 30) was first listed in the Directory. A new spate of building commenced around 1924, and by 1928 all of the east side from Clinch Avenue to Olver Street was built on and occupied, apart from Nos. 12, 24, 26 and 36 (later numbering system). There were no listings north of Olver Street.

On the west side two houses, occupied by Louis Romero and McMackling were added in 1897, with another occupied by James Griffiths in 1898. In 1928 the Griffiths residence was No. 35. By 1909 there were eight houses altogether on the west side of William Street, from Nos. 47 to 73 (Refer Figure 2). No. 47 was added in 1914, with S. Westcott as occupant. The new spate of building commenced in the early 1920s. No. 43 towards the Murray Road end was first listed in 1921, but most of the new development was moving northwards along the street. By 1923 there were houses up to No.87 and in 1926 Nos. 91 - 97 were first listed. In 1928 No.11 was the only vacant block between Nos. 1 and 73. With changes of occupants over the years and the change in numbering it is difficult to match up the older houses with the new numbers.

Figure 2

1911 MMBW
Detail Plan
No. 2395



Description

William Street is oriented north-south and runs between Clinch Street (at its southern end) and Regent Street (the north end). This precinct comprises the properties generally between Clinch Street and Olver Street.

This is early twentieth century residential precinct that demonstrates the three eras of Preston's suburban development. It had its suburban beginnings as a land boom estate called the Heart of Preston, which attracted little settlement prior to the early twentieth century. No. 35 and possibly also No. 27 date from this period. The precinct experienced a second spate of development at the turn of the twentieth century, in 1909, largely at the northern end of the street with some also at the southern end on the east side. The majority of the houses were built in the 1920s; in 1923, 1926 and 1928.

Stylistically the houses in this precinct range from Victorian, to late Victorian-transitional Federation through to Inter-war, with a small number of Post-war intrusions. The houses are generally modest in scale, detached with small garden setbacks to the street frontage. Most of the houses in this precinct are timber, although interspersed among these are a few built of brick.

The predominant architectural style is Californian Bungalow, with some, such as No. 11 William Street (see Figure 4), being very intact and retaining its original front fence.

Another prominent style in this precinct is Victorian/Federation transitional, with many being detached double-fronted weatherboard houses, with hipped roofs and verandahs extending across their street facing elevations. These houses range in varying degrees of intactness and are located at Nos. 20-22, 30, 34, 40-42 on the east side and Nos. 23, 25, 27, 31, 33, 35 and 43 (See Figure 3) on the west side.

Non-contributory places are located at Nos. 14, 32 and 36 on the east side, and Nos. 7 and 17 on the west side.

Figure 3

*No. 43
William Street
- demonstrates
first era of
residential
development
in the 'Heart
of Preston
Estate'*



Figure 4

The intact Californian Bungalow and front fence at 11 William Street demonstrates the second phase of residential development in the William Street precinct'



Figure 5

No. 26 William Street - demonstrates the third era of residential development in the William Street precinct'



Significance

Assessment against criteria

Historic

RNE Criterion A.4

Importance for association with events, developments or cultural phases which have had a significant role in the human occupation and evolution of the nation, State, region or community.

The William Street precinct is considered to meet Criterion A.4 as it represents and clearly demonstrates three important eras of Preston's suburban development; the land boom and collapse of the 1880s, the recovery period around the turn of the century and the post-World War 1 boom when Preston began to thrive and mature into a city. It also represents a period of major suburban growth and expansion in the north of Darebin City during the post-war boom years.

RNE Criterion B.2

Importance in demonstrating a distinct way of life, land use, function or design no longer practised, in danger of being lost, or of exceptional interest.

Not applicable.

RNE Criterion D.2

Importance in demonstrating the principal characteristics of the range of human activities in the Australian environment (including way of life, custom, process, land-use, function, design or technique)

The William Street precinct is considered to meet Criterion D.2 as it is a representative example of a residential precinct that clearly demonstrates the three important eras of Preston's suburban development.

RNE Criterion H.1

Importance for close associations with individuals whose activities have been significant within the history of the nation, State, or region.

The William Street precinct is considered to meet Criterion H.1 because of the associations with the Heart of Preston Estate Company which was formed in 1888 and included two prominent Melbourne 'land boomers' as shareholders, Lawrence Baillieu and Benjamin Fink.

Aesthetic

RNE Criterion E.1

Importance for a community for aesthetic characteristics held in high esteem or otherwise valued by the community.

Not applicable.

RNE Criterion F.1

Importance for its technical, creative, design or artistic excellence, innovation or achievement.

Not applicable.

Social

RNE Criterion G.1

Importance as a place highly valued by a community for reasons of religious, spiritual, symbolic, cultural, educational, or social associations.

Not applicable.

Comparative Analysis

The William Street precinct may be compared with the Northcote-Westgarth area (HO161). This too has a mixture of late Victorian and early twentieth century houses that represent the three key phases in the development of Preston at that time. Development in the Northcote-Westgarth area was perhaps more evenly spread across the three eras than William Street, which experienced the greatest development during the third era, the post-World War 1 boom when Preston really began to thrive. The William Street precinct has a similar level of integrity, while the housing quality is slightly higher within the Northcote-Croxton area precinct.

Other precincts within Preston tend to show only one period of development, usually the interwar boom.

Statement of significance

What is significant?

The properties on William Street were created as a result of the Heart of Preston Estate Company's subdivision and then selling off individual lots, starting in 1890. The Heart of Preston Estate Company was formed in 1888 and included two prominent Melbourne 'land boomers' as shareholders, Lawrence Baillieu and Benjamin Fink.

The first new houses were constructed on the western side of the street in 1897 at No. 35 and two in 1898, one of which may be No. 27 and one on the opposite side of the street. A second spate of development occurred from 1909-1910, at the northern end of the street on the west side at Nos. 47-73, and at the southern end of the street on the east side. Consistent with the post-World War 1 boom, a new and third spate of building began from 1921 to 1928, when No. 11 remained as the only vacant block in the street.

How is it significant?

The 'Heart of Preston (William Street) precinct is of local historic significance to Darebin City.

Why is it significant?

Historically, the 'Heart of Preston' (William Street) precinct is significant as evidence of the 'stop-start' pattern of residential development in Preston during the late nineteenth and early twentieth century. It provides a vivid illustration of how estates subdivided during the 1880s boom were not fully developed until the interwar period. It is also of interest for its associations with the Heart of Preston Estate Company and prominent Melbourne land speculators Lawrence Baillieu and Benjamin Fink. (AHC criteria A.4, D.2 and H.1)

Levels of significance

The elements that contribute to the significance of the precinct are shown on the map attached to this citation. There are three categories as follows:

Level	Significance
C1	These are contributory places of <i>primary</i> significance. They include buildings constructed within the key period of development that are externally relatively intact or have minor alterations that are readily reversible, as well any other features such as fences, garden layouts, outbuildings and trees that contribute to the setting of the place.
C2	These are contributory places of <i>secondary</i> significance. They are buildings constructed within the key period of development, but that have been substantially altered externally to the extent that they no longer display many period characteristics.
N	These are elements of no significance.

Significant elements

The following elements contribute to the significance of the precinct:

- The houses constructed in the period from c.1890 to c.1940, and any associated early (pre-WWII) outbuildings or garages.
- The early fences at nos. 9-13 and no. 26.

Conservation Management Policy

Policy Basis

This precinct is located within the Preston Central Structure Plan area and it is important that it is retained as an important record of the historic development of this area. This does not mean that development cannot occur provided that it is carefully designed, however, it does place some limits upon the type of new development. This precinct has a high degree of integrity with no non-contributory buildings and this is an integral part of its significance. The overall conservation objective therefore is to conserve and maintain the existing contributory buildings. New development that would result in the loss of a contributory building should be discouraged, except in exceptional circumstances.

Objectives

To conserve the late nineteenth and early twentieth century houses, which provide evidence of three important phases in the development of Preston.

Guidelines

In order to conserve the heritage significance of this precinct, it policy to:

- Conserve the fabric of the building/s or other elements that contribute to the significance of the precinct. This includes the original fabric as well as fabric that may demonstrate important successive stages in the historic development of the precinct and/or provide evidence of changing architectural styles or techniques.
- Encourage a contextual approach to new development within the precinct that is complementary in form, scale and materials to the contributory buildings and other elements, but is clearly contemporary in design.

- Discourage the demolition of contributory buildings of primary significance except where it can be demonstrated that:
 - The building is structurally unsound and cannot feasibly be repaired without undertaking significant alterations that would diminish the integrity of the building, and
 - The proposed replacement building embodies design excellence that is complementary in form, scale and materials to the contributory buildings of primary significance and other elements, but is clearly contemporary in approach.Demolition of part of a contributory building of primary significance may be allowed when it can be demonstrated to the satisfaction of the responsible authority that it will not adversely affect the significance of the place and, as appropriate:
 - It will assist in the long term conservation or maintenance of the place, or
 - It will support the viability of the existing use of the place or will facilitate a new use that is compatible with the on-going conservation of the building, or
 - It will upgrade the building to meet contemporary standards such as improving energy efficiency.
- Consider the demolition of contributory buildings of secondary significance only when the proposed replacement building embodies design excellence that is complementary in form, scale and materials to the contributory buildings and other elements, but is clearly contemporary in approach.
- Conserve contributory plantings, and maintain a visual relationship between the plantings and associated buildings or other structures.
- Encourage the removal of non-significant or intrusive elements, particularly where this would assist in revealing or interpreting the significance of the place.
- Ensure that new development including signage does not become a dominant visual element within the precinct.
- Retain views of contributory building(s) and plantings from the street, and other views identified as contributing to the historic character of the precinct.
- In the case of subdivision of the property, encourage the retention of the significant buildings, trees and related elements on one lot.

Review of significance and policy

While every effort has been made to ensure that the information contained in this citation is accurate, it is possible that more detailed investigation may reveal further information about the significance of the place. For example, in most cases an internal inspection was not made of buildings at the time of initial assessment. In the time since the place was first assessed it is also possible that the condition of buildings or trees may have changed.

The information contained in this citation should therefore be reviewed at the time that it is proposed to make changes to the property. This would likely require a more detailed assessment of any significant or contributory element that is affected by any proposed buildings or works. Once this more detailed assessment has been made, a review of the significance of the place and the conservation policy should be carried out by Council's Heritage Adviser or an appropriately qualified professional.

Statutory Recommendations

It is recommended that the 'Heart of Preston' heritage precinct comprising the properties at 8-42 and 9-43 William Street, Preston be added to the Heritage Overlay of the Darebin Planning Scheme with the schedule entry as shown below. The extent of registration is the

whole of the precinct as defined by the title boundaries as shown on the attached precinct map.

External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01-4	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
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No	No	No	No	No	No	Preston Residential Heritage Precincts Permit Exemptions	No
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References

Primary sources

Land Victoria, Certificates of Title and Subdivision plans, as cited

MMBW Detail Plans for Shire of Preston, VPRS 8601

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Shire of Preston Rate Books, VPRS 8228

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Victorian Year Book 1973 (VYB)




Map of contributory properties

Heart of Preston Precinct

Land
.vic.gov.au

Centre of Map - Melways 18 G10

Levels of Significance

- C1 
- C2 
- N 



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Scale 1:1,999

Printed: October 15, 2007



HIGH STREET PRECINCT

Address	274-88 & 317-41 High Street, Preston Hermes	HO181
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Significance
Local

Designer
Various

Builder
Various

Creation dates
c.1900-
c.1940

Style and type
Interwar
commercial
precinct



Figure 1: View of 274-88 High Street

History

Thematic context

Theme

- 4. *Developing Darebin's economies*
- 5. *Building suburban Darebin*

Sub-theme

- 4.6 Retailing, hospitality and entertainment
- 5.3 Developing the suburban ideal

History of Preston

The central area of Preston surrounding the Town Hall lies between two early clusters of settlement outlined below. The history of this area reflects three important eras of residential, commercial and community development:

- the land boom of the 1880s - as much in its collapse as its success
- the recovery period around the turn of the twentieth century
- the post World War 1 boom, when Preston really began to thrive.

Early development – from first land sales to the 1880s land boom

All of the land in Preston was first alienated from the Crown in auctions held for land in the Parish of Jika Jika and Keelbondora in 1838 and 1839. Few of the original purchasers remained to settle on their allotments, most were speculators hoping to make a quick profit by reselling the land. The four original Crown allotments in the Parish of Jika Jika, on which central Preston is situated, were all sold on 1 August 1839. Much of the land was subdivided for small holdings or tenant farms. In the 1860s the area between Dundas Street and Murray Road was occupied as small farms of up to 16 hectares, and north of Murray Road the country was still closely wooded with red gum. Preston remained an important agricultural district, particularly for dairying, market gardening and flower growing, supplying produce to Melbourne well into the twentieth century.

Preston's early European settlers tended to cluster around two centres. The first cluster centred on the corner High and Wood Streets, where Wood's store opened in 1850, and extended northwards to Tyler Street and the area known as Irishtown, later Regent. The second focal point was in the south at the junction of High Street and Plenty Road, where some of Preston's earliest industries, including brickworks and bacon factories, were established in the 1860s and 1870s.

Preston's distance from Melbourne and lack of efficient transport systems isolated most of Preston from suburban settlement until after the First World War. Entrepreneurs took advantage of this isolation to set up industries that were classed as noxious - industries, such as tanning, wool scouring, meat processing and boiling down works that caused unpleasant odours and water pollution. The availability of water along the pipeline from the Yan Yean Reservoir was also an important incentive for these industries coming into the area. By the end of the nineteenth century a large number of tanneries and bacon factories occupied south central Preston. These industries attracted workers and the beginnings of an urban population amongst the small farms. The Whittlesea railway through Northcote and Preston, opened in 1889, and the cable tram system to the Preston border at Dundas Street, also encouraged a little suburban development. Although Preston, like the rest of Melbourne, was swept up in the land boom of the 1880s, few of Preston's boom subdivisions were successful before the economic crash of the early 1890s, and many estates remained as open paddocks for two or three decades more.

Becoming a city - Early twentieth century and post-WWI boom

Preston Shire Hall, later known as the Town Hall, was built in 1895 on a site that was central to the two early settlement clusters and close to the Preston railway station. As the economy recovered in the early twentieth century, commercial and residential development gradually began to fill in the gap between the two early clusters on the estates originally subdivided in the 1890s land boom. However, Preston experienced much more rapid suburban growth during post First World War boom era of the 1920s and following in 1921 the electrification of the railway as far as Reservoir, which sped up the journey to the city considerably. In this decade Preston experienced phenomenal growth, with the highest birth rate in Victoria in 1927 and a large amount of migration, both from the inner suburbs of Melbourne and, to a lesser extent, from overseas, mainly Britain. During the 1920s the population of Preston more than trebled (Carroll & Rule, 1985:127). Within the four years from 1922 to 1926, Preston was raised from a shire, through the stages of Borough and Town to the City of Preston, proclaimed on 14 July 1926.

High Street history

This precinct, despite being situated on one of the main roads through Preston, remained undeveloped until well in the twentieth century and is a product of the post First World War boom in Preston. The first shops were built in the mid-1920s and by the early 1930s it was fully developed.

Early land sales and subdivision

High Street is the dividing line between the two large Crown Allotments 144 and 145 Parish of Jika Jika, purchased on 1 August 1839 by Joseph Mitchell and Abel Gower respectively. Both original purchasers held onto their land for several years, but never occupied it themselves. The allotments were sold and subdivided for small farms in 1872 and 1860 (Carroll & Rule, 1985:17-8).

The part of High Street north of Bell Street and south of Murray Road did not attract a great deal of settlement because it was located between Preston's two main hubs of early activity, as noted in the Contextual History above. There doesn't seem to have even been much interest in selling the land during the 1880s boom, even though it was not far from the new Bell Station on the rail line to Whittlesea. Carroll & Rule's Preston Settlement Pattern map for 1894 shows the High Streets and neighbouring streets, apart from Mary Street, as 'partly settled or unsettled' (Carroll & Rule, 1985:65).

Figure 2

[DHE]



Aerial view of Preston c.1919. High Street extends from lower left to upper right and the town hall is visible just to the left of centre. The Preston City Oval in Cramer Street is clearly marked by the mature trees encircling the oval.

Post First World War development

The rapid growth and development that followed the First World War filled up many of the empty streets of central Preston and brought new commercial development along High Street. It seems that development moved southwards from the civic precinct at Gower Street, and northwards from Bell Street, leaving this precinct as a gap in the middle between David and Bruce streets crossroad and Dalgety Street. (Refer to Figure 2, the location of this precinct, which is still vacant land, is in the area immediately to the left of the Preston City Oval).

One the east side of High Street there were only two premises listed between David and Dalgety Streets in the Sands & McDougall Directory of 1925. One of these was Callanan's boot shop, with a residence on the second storey. By 1929 Stewart's motor garage was next to it, presumably on the corner of David Street.

The present nos. 274-78, two storey commercial with residences above, was subdivided in 1926.¹ It is difficult to identify it precisely in the Directories of the few years following because the street numbers were not only different, but inconsistent. It appears from title records that the buildings were constructed by December 1926 (a note on various titles refers to 'together with the use and enjoyment of the half of the party wall which half was on the 7th December 1926 standing on the land'). There were various owners, but it appears that by early 1927 most of the lots had been acquired by Percy Stevens and John Ezard. The former was described as a Medical Practitioner of 261 High Street, (opposite) and the latter was a Contractor and so may have been involved in the construction of the building. None of these people are listed as occupants.

Building along High Street continued, and by 1930 the block of between David and Dalgety Streets had the following premises:

- No. 216 Stewart, Herbt Garage
- No. 218 Jeffrey & Co boot shop, Little, John
- No. 220 Harrison, Mrce, dyer, King, Harold L.
- No. 222 Vacant
- No. 224 Kirk, John S, hairdresser
- No. 226 Maslen, Jos. S., Weston, Miss E. dressmaker
- No. 228 Smith, Mrs Carol, tea rooms, Smith Jno. L.
- No. 230 Blitz, John B., dentist
- No. 232 Maloney, Mrs Margt., Steele, T.J.A. boot repair

Where two tenants are listed on the one property, it is assumed that the second one lived in the residence above the shop, in most cases. However, the differences in names suggest that the shopkeepers were not all living above the shop.

On the west side of High Street Nos. 317-41 were subdivided in 1925.² The land was sold to various owners including Clarence Ward who in 15 June 1926 purchased adjoining lots 5 and 6, and lot 11. Ward was a builder from Sandringham and sold his lots soon after to Mabel Johnson and Margaret Green (lot 5 – 17 June 1926), James Ryan (lot 6 – 6 July 1926) and Edgar and Edith Rabey (lot 11 - August 1926). James Ryan (of 292 High Street, Estate Agent) took out mortgages over his property in November 1926 and March 1927. Ward also purchased lots 9 and 10 in January 1927 and took out four mortgages; two in June and two in July – he owned the property until 1950.

F.G. Smith Pty Ltd acquired two lots on 22 May 1929. A building with F.G. Smith inscribed into the façade still exists today.

These shops first began to appear in the Sands & McDougall Directory in 1927. The first three shops from the corner of Bruce Street were W.J. Davis, chemist and Mrs E.M. Ezard's music shop with residence above at No. 259. Another shop was being built in between. By 1930 there were eight shops, three of them run by women:

- No. 255 Davis, W.J. Chemist
- No. 259 Balmer, Mrs Annie P.
- No. 261 Scott, Miss D. M. confectioner & tobacconist, Scott, Jos.R.
- No. 263 Cox, Mrs P. pastrycook, Cox, Clarence S.
- No. 269 Rabey, E, furniture shop
- No. 271 Cuthbert, Hbt, E., dry produce

¹ Land Victoria, Certificates of Title Vol. 5222 Fol. 361/2/3, Vol. 5234 Fol. 721/2/3/4; Vol. 5265 Fol. 856; Vol. 3423 Fol. 845/6, Vol. 3865 Fol. 932, Vol. 4080 Fol. 907 & Vol. 4816 Fol. 040, LP11788

² Land Victoria, Certificate of Title Vol. 4917 Fol. 324/9 & Vol. 5223 Fol. 576, LP10735 & LP22188

No. 273 Ellis, Regd., Mrs Gwen, confectioner & tobacconist
 No. 279 Spicer, Geo. Tir

Description

This is an interwar commercial precinct, which is situated in the High Street, Preston shopping centre immediately north of the David/Bruce streets intersection. It comprises single and double-storey early twentieth century brick attached commercial buildings. On the east side of High Street, between Dalgety Street and David Street, is a group of eight two-storey 1920s shops (see Figure 1). Their original ground floor shopfronts have been removed and replaced with metal frame glazed shopfronts. The façade of the upper level of this group of shops is more intact, with original mouldings, such as the pediment surrounding the windows and to the piers separating each shop, however the original windows have been removed and replaced with new fenestration. The exception to this is the shop on the corner of David and High streets, which retains on its upper levels, on both elevations, its original timber frame double-hung sash windows with leadlight upper sashes. The upper façade detailing, and in particular the intact upper level windows and its splayed corner to the corner shop, and the two central shops in this group with their elevated parapets, are the notable elements in this otherwise relatively utilitarian complex.

On the west side of High Street, immediately north of Bruce Street, is a group of single and double-storey shops, built during the early twentieth century (see Figure 2). Stylistically, it is an eclectic mix of buildings that range from Edwardian commercial/retail buildings to Moderne shops. The original shopfronts have been removed and replaced in recent decades with metal frame glazed shopfronts, but the upper levels and parapets of the shops in this group are relatively intact. The shop at No. 333 has an early recessed shopfront with a terrazzo floor inset with the name 'Ladyland'.

Figure 3

View of (left to right) 317-327 High Street



Significance

Assessment against criteria

Historic

RNE Criterion A.4

Importance for association with events, developments or cultural phases which have had a significant role in the human occupation and evolution of the nation, State, region or community.

The High Street precinct is considered to meet Criterion A.4 as it represents an important phase in the development of Preston after the First World War when it experienced significant growth and was elevated to the status of a city. The development of the shops north and south of the town hall buildings in High Street consolidated the status of this part of that street as the most important commercial centre in Preston.

RNE Criterion B.2

Importance in demonstrating a distinct way of life, land use, function or design no longer practised, in danger of being lost, or of exceptional interest.

Not relevant.

RNE Criterion D.2

Importance in demonstrating the principal characteristics of the range of human activities in the Australian environment (including way of life, custom, process, land-use, function, design or technique)

The High Street precinct is considered to meet Criterion D.2 as it is a representative example of an interwar commercial precinct and is the most intact group of interwar shops in Preston. The row of narrow-fronted commercial premises, most of which have residences above or behind, are typical of the development that occurred along main streets in inner Melbourne prior to the Second World War.

RNE Criterion H.1

Importance for close associations with individuals whose activities have been significant within the history of the nation, State, or region.

Assessment against this criterion was not possible within the scope of this study and research carried out only established ownership during the 1920s and early 1930s. Further assessment may be warranted and may identify important associations beyond those dates.

Aesthetic

RNE Criterion E.1

Importance for a community for aesthetic characteristics held in high esteem or otherwise valued by the community.

Assessment against this criterion was not possible within the scope of this study. Further assessment may be warranted.

RNE Criterion F.1

Importance for its technical, creative, design or artistic excellence, innovation or achievement.

Not applicable. The buildings in this precinct are typical, but not outstanding examples of interwar commercial architecture.

Social

RNE Criterion G.1

Importance as a place highly valued by a community for reasons of religious, spiritual, symbolic, cultural, educational, or social associations.

Assessment against this criterion was not possible within the scope of this study. Further assessment may be warranted.

Comparative Analysis

No other commercial precincts within Preston have been identified by the current or previous heritage studies. The High Street precinct may be compared with the following commercial precincts elsewhere in Darebin City:

Name of precinct	Comments
<i>High Street, Northcote</i>	Part of the High Street shopping centre in Northcote is included within the Heritage Overlay as part of a broader precinct area. The Northcote shopping centre comprises a mix of nineteenth century and some early twentieth century buildings with a more limited number of inter-war buildings. It therefore illustrates an earlier phase of development of Darebin. The integrity of the Northcote precinct is lower with a number of non-contributory buildings.
<i>High Street, Westgarth</i>	This small centre, generally to the north of Westgarth Street is similarly part of a broader HO precinct area. It comprises an intact group of late nineteenth and early twentieth shops, which surround the landmark Westgarth Theatre. The development in this centre represents an earlier phase of development in Darebin City. The integrity of this centre is comparable to the High Street, Preston precinct.

Comparatively, the High Street, Preston precinct compares well in terms of its integrity with commercial precincts already in the HO. As previously noted it illustrates an historic era of development not represented by the other centres and, in particular, is important as an illustration of the commercial development in Preston, which is not represented elsewhere.

Statement of significance

What is significant?

The High Street Commercial precinct comprises the interwar commercial buildings at 274-88 and 317-41 High Street, Preston. The land with a frontage to High Street between Gower Street and Bell Street was sold in the mid 1850s, however, little development occurred until the first decades of the twentieth century. This precinct, comprising a group of shops on both sides of High Street to the north of Bruce and David streets is a product of the post First World War development boom in Preston. The first shops were constructed here in the mid-1920s and the precinct was fully developed by the early 1930s. The shops today are generally intact above the awning, but the ground floor shopfronts have generally been altered. No. 333 retains an early recessed shopfront with a terrazzo entrance floor inscribed with the name 'Ladyland'.

How is it significant?

The High Street precinct is of local historic significance to Darebin City.

Why is it significant?

Historically, the High Street precinct is the most intact group of interwar shops within the Preston High Street shopping centre and provides evidence of the commercial development associated with the post First World War boom when the population of Preston trebled within a decade. It illustrates the significant development that led to Preston being proclaimed a city by 1927 and consolidated the status of High Street in the area surrounding the town hall as the commercial and civic heart of Preston. (AHC criteria A.4, D.2)

Significant elements

The elements that contribute to the significance of the precinct are shown on the map attached to this citation. There are three categories as follows:

Level	Significance
C1	These are contributory elements of <i>primary</i> significance. They are shops and residences built within the key period of development that have above-verandah facades that are externally relatively intact or have minor alterations that are readily reversible.
C2	These are contributory elements of <i>secondary</i> significance. They are shops and residences built within the key period of development, but that have been substantially altered externally to the extent that they no longer many period characteristics
N	These are elements of no significance.

Significant elements

The following elements contribute to the significance of the precinct:

- The upper facades of the buildings constructed in the period from c.1925 to c.1945, including features visible from High Street.
- The front façade and Bruce Street façade of the building at 317 High Street, and recessed shopfront and terrazzo entrance floor at 333 High Street.

Conservation Management Policy**Policy Basis**

This precinct is located within the Preston Central Structure Plan area and it is important that it is retained as an important record of the historic development of this area. However, this does not mean that development cannot occur provided that it is carefully designed. The primary parts of the buildings are the intact upper level facades and so there is scope for additional development if these components are conserved and sensitively integrated into the design of new development.

Objectives

To conserve the historic character of this precinct, in particular:

- The interwar façades, generally at the first floor level.
- The distinctive vertical rhythm created by the narrow subdivision pattern and emphasised by the building design.

Guidelines

- Conserve the fabric of the building/s or other elements that contribute to the significance of the precinct. This includes the original fabric as well as fabric that may demonstrate important successive stages in the historic development of the precinct and/or provide evidence of changing architectural styles or techniques.
- Encourage a contextual approach to new development within the precinct that is complementary in form, scale and materials to the contributory buildings and other elements, but is clearly contemporary in design.
- Discourage the demolition of contributory buildings of primary significance within precincts except where it can be demonstrated that:
 - The building is structurally unsound and cannot feasibly be repaired without undertaking significant alterations that would diminish the integrity of the building, and
 - The proposed replacement building embodies design excellence that is complementary in form, scale and materials to the contributory buildings of primary significance and other elements, but is clearly contemporary in approach.

Demolition of part of contributory building of primary significance may be allowed when it can be demonstrated to the satisfaction of the responsible authority this will not adversely affect the significance of the place and, as appropriate:

- It will assist in the long term conservation or maintenance of the place, or
 - It will support the viability of the existing use of the place or will facilitate a new use that is compatible with the on-going conservation of the building, or
 - It will upgrade the building to meet contemporary standards such as improving energy efficiency.
- Consider the demolition of contributory buildings of secondary significance only when the proposed replacement building embodies design excellence that is complementary in form, scale and materials to the significant/contributory buildings and other elements, but is clearly contemporary in approach.
 - Encourage the removal of non-significant or intrusive elements, particularly where this would assist in revealing or interpreting the significance of the place.
 - Ensure that signage does not become a dominant or intrusive visual element.

Review of significance and policy

While every effort has been made to ensure that the information contained in this citation is accurate, it is possible that more detailed investigation may reveal further information about the significance of the place. For example, in most cases an internal inspection was not made of buildings at the time of initial assessment. In the time since the place was first assessed it is also possible that the condition of buildings or trees may have changed.

The information contained in this citation should therefore be reviewed at the time that it is proposed to make changes to the property. This would likely require a more detailed assessment of any significant or contributory element that is affected by any proposed buildings or works. Once this more detailed assessment has been made, a review of the significance of the place and the conservation policy should be carried out by Council's Heritage Adviser or an appropriately qualified professional.

Statutory Recommendations

It is recommended that the High Street Commercial heritage precinct comprising the properties at 274-88 and 317-41 High Street, Preston be added to the Heritage Overlay of the Darebin Planning Scheme with the schedule entry as shown below. The extent of registration is the whole of the precinct as defined by the title boundaries.

External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01-4	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
No	No	No	No	No	No	Preston Central Incorporated Plan March 2007	No

References

Primary sources

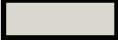


Land Victoria, Certificates of Title and Subdivision plans, as cited
 MMBW Detail Plans for Shire of Preston, VPRS 8601
 Sands & McDougall Directories
 Shire of Preston Rate Books, VPRS 8228

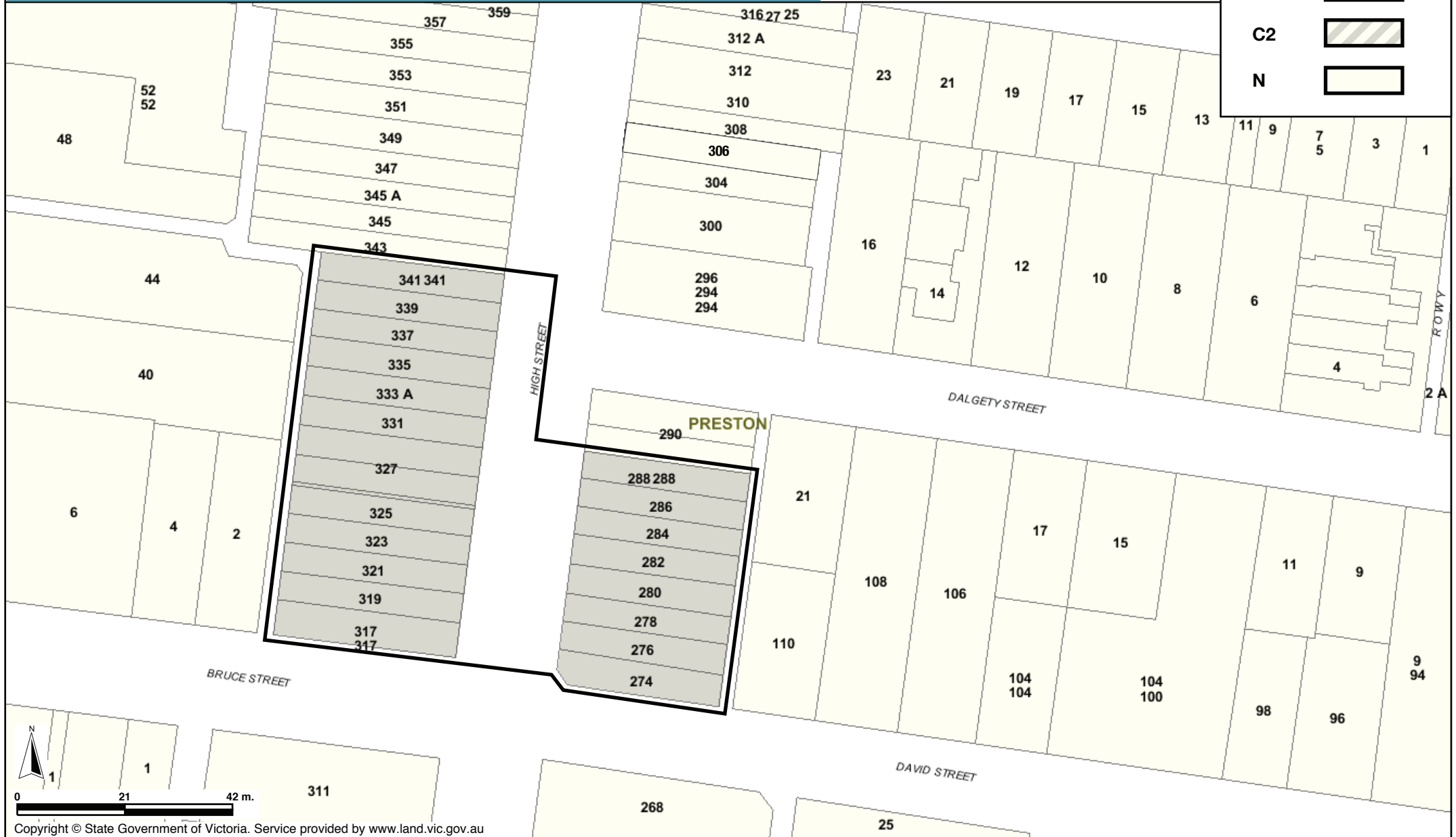
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 Darebin Historical Encyclopedia
 Forster, Harley W., *Preston: lands and people, 1838-1967*, Melbourne, Cheshire, 1968
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Map of contributory properties

Levels of Significance

- C1 
- C2 
- N 



MARY STREET PRECINCT

<p>Address</p>	<p>5-15 (west side) and 26-36 (east side) Mary Street, Preston Hermes 27344</p>	<p>HO182</p>
<p>Significance Local</p> <p>Designer Various</p> <p>Builder Various</p> <p>Creation dates c.1874-c.1890s</p> <p>Style and type Late nineteenth century residential precinct</p>	 <p>Figure 1: Terrace row at 5-15 Mary Street</p>	

History

Thematic context

Theme

- 2. *Peopling Darebin*
- 5. *Building suburban Darebin*

Sub-theme

- 2.3 Promoting settlement
- 5.3 Developing the suburban ideal

History of Preston

The central area of Preston surrounding the Town Hall lies between two early clusters of settlement outlined below. The history of this area reflects three important eras of residential, commercial and community development:

- the land boom of the 1880s - as much in its collapse as its success
- the recovery period around the turn of the twentieth century
- the post World War 1 boom, when Preston really began to thrive.

Early development – from first land sales to the 1880s land boom

All of the land in Preston was first alienated from the Crown in auctions held for land in the Parish of Jika Jika and Keelbondora in 1838 and 1839. Few of the original purchasers

remained to settle on their allotments, most were speculators hoping to make a quick profit by reselling the land. The four original Crown allotments in the Parish of Jika Jika, on which central Preston is situated, were all sold on 1 August 1839. Much of the land was subdivided for small holdings or tenant farms. In the 1860s the area between Dundas Street and Murray Road was occupied as small farms of up to 16 hectares, and north of Murray Road the country was still closely wooded with red gum. Preston remained an important agricultural district, particularly for dairying, market gardening and flower growing, supplying produce to Melbourne well into the twentieth century.

Preston's early European settlers tended to cluster around two centres. The first cluster centred on the corner High and Wood Streets, where Wood's store opened in 1850, and extended northwards to Tyler Street and the area known as Irishtown, later Regent. The second focal point was in the south at the junction of High Street and Plenty Road, where some of Preston's earliest industries, including brickworks and bacon factories, were established in the 1860s and 1870s.

Preston's distance from Melbourne and lack of efficient transport systems isolated most of Preston from suburban settlement until after the First World War. Entrepreneurs took advantage of this isolation to set up industries that were classed as noxious-industries, such as tanning, wool scouring, meat processing and boiling down works that caused unpleasant odours and water pollution. The availability of water along the pipeline from the Yan Yean Reservoir was also an important incentive for these industries coming into the area. By the end of the nineteenth century a large number of tanneries and bacon factories occupied south central Preston. These industries attracted workers and the beginnings of an urban population amongst the small farms. The Whittlesea railway through Northcote and Preston, opened in 1889, and the cable tram system to the Preston border at Dundas Street, also encouraged a little suburban development. Although Preston, like the rest of Melbourne, was swept up in the land boom of the 1880s, few of Preston's boom subdivisions were successful before the economic crash of the early 1890s, and many estates remained as open paddocks for two or three decades more.

Becoming a city - Early twentieth century and post-WWI boom

Preston Shire Hall, later known as the Town Hall, was built in 1895 on a site that was central to the two early settlement clusters and close to the Preston railway station. As the economy recovered in the early twentieth century, commercial and residential development gradually began to fill in the gap between the two early clusters on the estates originally subdivided in the 1890s land boom. However, Preston experienced much more rapid suburban growth during the post First World War boom era of the 1920s and following in 1921 the electrification of the railway as far as Reservoir, which sped up the journey to the city considerably. In this decade Preston experienced phenomenal growth, with the highest birth rate in Victoria in 1927 and a large amount of migration, both from the inner suburbs of Melbourne and, to a lesser extent, from overseas, mainly Britain. During the 1920s the population of Preston more than trebled (Carroll & Rule, 1985:127). Within the four years from 1922 to 1926, Preston was raised from a shire, through the stages of Borough and Town to the City of Preston, proclaimed on 14 July 1926.

The northern and eastern extremities of Preston remained rural or semi-rural until the second half of the twentieth century, and some parts that were formerly used for large psychiatric institutions, are even now being converted to residential suburbia.

Mary Street history

The Mary Street precinct was subdivided into suburban lots in 1874, becoming one of the few Preston streets that were fully settled by 1894, though only the eastern side, and mainly at the southern end. Mary Street is therefore interesting in that the two sides show two different eras of suburban development. While the east side showed some of Preston's

few examples of nineteenth century suburban housing, the west side, as part of a different estate, developed much later; with very few occupants until after the 1920s.

Early land sales and subdivision

The original purchaser of Crown Allotment 144 Parish of Jika Jika in August 1839 was Joseph Mitchell of London. This was half a square mile between Bell Street and Murray Road to the west of High Street. Mitchell leased the land to Timothy Shepherd, who used it for grazing sheep. The property was known as Shepherd's Run. In 1872 the Mitchell family sold the land to Francis Bell, who subdivided it into six blocks and sold them, and it was further subdivided into 107 blocks in 1874 (Carroll & Rule, 1985:18, 23-5).

Suburban development in the late-nineteenth century

Carroll & Rule (1985:65) indicate that Mary Street was one of the few Preston's streets fully settled in 1894. In fact it was only the eastern side - that is the side closest to High Street - that was fully settled, and there were still vacant sites on the western side. Settlement was concentrated at the southern end between Bell and Bruce Streets.

East side – Nos. 26, 30-32 & 34-36

Title records show that this site once formed part of a large property extending from High to Mary streets that was acquired on 3 March 1876 by Edwin Bastings, a member of one of Northcote's earliest commercial families, who had founded Northcote's first store. These properties were acquired by either John Noble on 18 July 1884 (who remained owner until his death in 1912) or Elizabeth Shepherd (who was owner until her death in the same year).¹ In 1912, it appears that all properties were acquired by Jane Smith.²

In 1891 there were 20 occupied premises in Mary Street between Bell Street and the newly formed Bruce Street (Refer to Figure 2). During the 1890s occupants included Shepherd and Noble. Matthew Drolz, the plumber, who went on to manufacture equipment for tanning and other local industries, occupied the site on the corner of Bell Street, and by 1896 Michael Barry was residing next door to his tannery on the corner of Cramer Street (Sands & McDougall Directory). This became known as the Parkside Tannery, and was taken over by Henry Zwar in 1902 (Carroll & Rule, 1985:54).

Nos. 30-32 and 34-36 remain as examples of a once longer, modest row of 1890s single-storey workers' cottages, constructed in pairs, which originally would have been sandwiched between the two industrial sites.

By 1910, when the premises were first numbered in Mary Street, there were still a few gaps along the east side. The numbering between Bell and Bruce Streets was then from 2 to 38, and possibly has not changed much since, however there was no No. 26 in the early numbering system. A Mrs Ellen Murray at No. 26 in 1928 was also resident in the street in 1893.

West side – Nos. 5-15

The properties on the west side of Mary Street once formed part of Henry Keele's allotment, bounded by Bruce Street, St Georges Road and Bell Street. As noted above, most of Keele's subdivision was sold by 1891. Only one part with a Mary Street frontage was developed in the nineteenth century - the present Nos. 5-15 Mary Street, at the south-west corner of Herbert Street (Refer to Figure 2). This was sold as one lot in February 1890 to Frederick Roberts.³ This may have been the Frederick Roberts of Clarke Street Northcote, who was a storekeeper there around 1889-91 (Sands & McDougall Directory). He took out a mortgage over the property in March 1890. Two years later he sold to

¹ Land Victoria, Certificates of Title Vol. 1580 Fol. 990 & Vol. 1704 Fol. 709

² Land Victoria, Certificate of Title Vol. 3640 Fol. 897/8/9 & 900, PS605149

³ Land Victoria, Certificates of Title Vol. 2029 Fol. 664 & Vol. 2235 Fol. 803, LP2017

Edward Rich. Rich immediately took out his own mortgage in March 1892 and again in December 1895. In December 1911 Philip Mayer became owner.

In 1891 there were only six lots on the west side of Mary Street, (between Emery and Herbert Street, as indicated in later Directories) all vacant. In 1892 these were all occupied by - from south to north - G. Duncan, H. Halford, C. Weir, G. Owen, A. Pickett and G. Smith. The frequent changes of occupants in these houses over the next few years suggests that they were rental properties, and like the houses opposite, they probably housed workers at nearby industries. When numbering commenced in 1910 they were Nos. 21 to 31, and were still the only houses on the west side of Mary Street until the 1920s (Refer to Figure 2).

The terrace row of modest workers' cottages at Nos. 5-15 Mary Street provide intact evidence of the original six cottages, built between Herbert and Emery Streets on land first sold in 1891, and tenanted from 1892.

Description

This is a predominantly late-Victorian residential precinct, in the vicinity of the Herbert Street intersection. Mary Street is oriented north-south and links Bell and Cramer Streets. The Mary Street precinct comprises the section between Herbert and Emery Streets.

Stylistically the group of houses is consistently late-Victorian, and predominantly modest single storey, brick workers' cottages; pairs of semi-detached cottages along the east side, and a uniform terraced row on the west side. The exception is No. 26, a weatherboard double fronted free-standing cottage built slightly later than the other cottages, either in the late nineteenth or early twentieth century.

On the east side of Mary Street, to the north of the Herbert Street intersection are two pairs of single-fronted, semi-detached brick Victorian cottages (Nos. 30-32 & 34-36 Mary Street). They are set back from the street boundary by small gardens. These houses are intact except for their front verandahs, which are of recent origin. As well, the house at No. 36 Mary Street has had its front window removed and replaced with an unsympathetic aluminium frame window. Minor differences in architectural elements between the two pairs of houses indicate that they were built by different builders and/or at different times.

Further south along the east side of Mary Street, on the northeast corner of a right-of-way, is a late-Victorian or early twentieth century double-fronted, detached weatherboard house set back from the street boundary by a garden. A timber palisade fence that extends along its street boundary is of recent origin. On its street facing elevation it has a central door flanked by double-hung sash windows. A verandah of recent origin (sympathetic) extends across the front of this elevation. The house has a corrugated galvanised steel clad hipped roof and a brick chimney of recent origin (sympathetic).

On the west side of Mary Street, immediately south of the Herbert Street intersection, is the original 1892 group of six single-fronted brick terraces (Nos. 5-15 Mary Street). The terraces are similar in scale, materials and architectural embellishment, and form a streetscape of Victorian terrace housing that is uncommon in Preston. The houses have hipped roofs clad in corrugated galvanised steel sheeting, except for No. 11 Mary Street, which has its roof clad in terracotta tiles. All of the houses, except for No. 7 Mary Street, have moulded rendered brick chimneys. The ends of the party walls have vermiculated mouldings and consoles. A verandah extends across the front of each terrace and two have a cast iron frieze (Nos. 11 & 13 Mary Street). The street facing walls of the houses are faced in polychromatic brickwork, painted on Nos. 5, 9, 11 & 13 Mary Street. Each house has a tripartite timber frame window facing the street. Fences along the street boundary are not original and range from sympathetic timber picket fences (No. 15 Mary Street) to unsympathetic low brick walls (No. 13 Mary Street).

Figure 2

*MMBW
Detail Plan
No. 2381
1909*

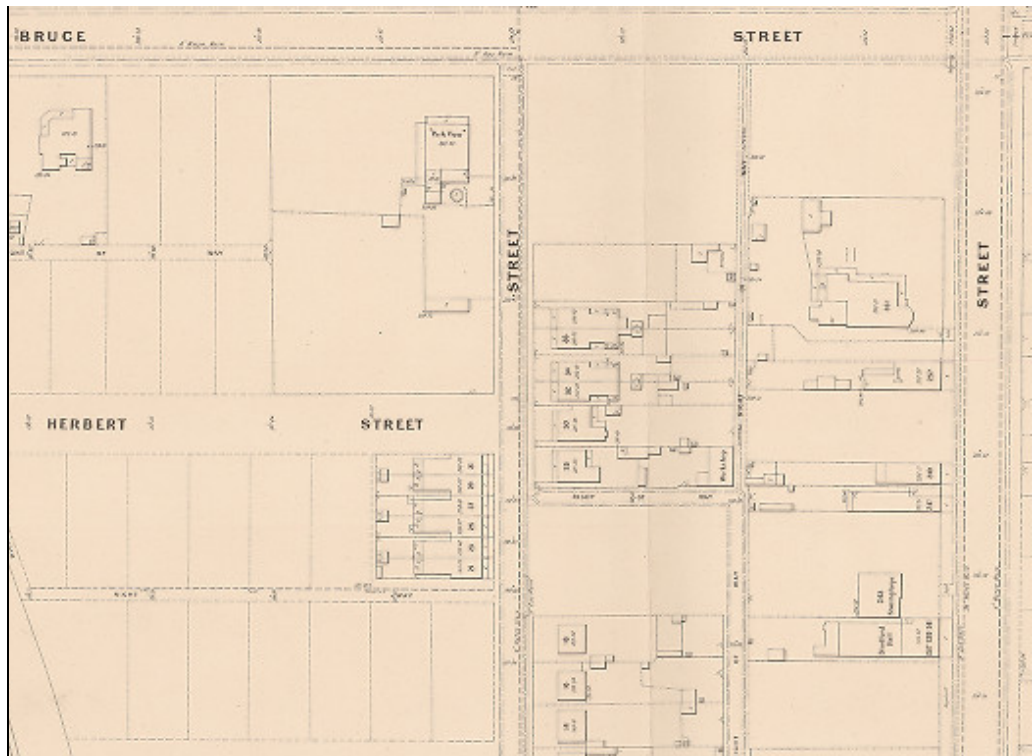


Figure 3

*East side of
Mary Street,
from left to
right Nos. 36-
30 and 26
Mary Street*



Significance

Assessment against criteria

Historic

RNE Criterion A.4

Importance for association with events, developments or cultural phases which have had a significant role in the human occupation and evolution of the nation, State, region or community.

The Mary Street precinct is considered to meet Criterion A.4 as it represents an unusually intact and early phase of the development of Preston in the late nineteenth century. Constructed to house workers in the nearby industrial sites, the Mary Street precinct also represents the beginnings of a community in Preston, associated with the area's industrial history and during Preston's period of relative isolation from Melbourne.

RNE Criterion B.2

Importance in demonstrating a distinct way of life, land use, function or design no longer practised, in danger of being lost, or of exceptional interest.

Not applicable.

RNE Criterion D.2

Importance in demonstrating the principal characteristics of the range of human activities in the Australian environment (including way of life, custom, process, land-use, function, design or technique)

The Mary Street precinct is considered to meet Criterion D.2 as it is an unusual, in the context of Preston, and relatively intact example of a late nineteenth century residential precinct, constructed to house workers at the nearby industrial sites.

RNE Criterion H.1

Importance for close associations with individuals whose activities have been significant within the history of the nation, State, or region.

The Mary Street precinct is considered to meet Criterion H.1 because of the associations with noted local Darebin families; Henry Keele of Preston and the Bastings family of Northcote. The properties on the west side of Mary Street once formed part of Henry Keele's allotment, bounded by Bruce Street, St Georges Road and Bell Street. Most of Keele's subdivision was sold by 1891, on the Mary Street frontage of which Nos. 5-15 Mary Street were built by 1892. The Bastings family was one of Northcote's earliest commercial families who founded Northcote's first store. Edwin Bastings bought the lots on the east side in 1876.

Aesthetic

RNE Criterion E.1

Importance for a community for aesthetic characteristics held in high esteem or otherwise valued by the community.

Not applicable.

RNE Criterion F.1

Importance for its technical, creative, design or artistic excellence, innovation or achievement.

Not applicable.

Social

RNE Criterion G.1

Importance as a place highly valued by a community for reasons of religious, spiritual, symbolic, cultural, educational, or social associations.

Not applicable.

Comparative Analysis

The Mary Street precinct may be compared with the following late-nineteenth century residential precincts in Darebin City:

Name of precinct	Comments
Northcote—Croxton	Part of the Northcote-Croxton area with artisans' cottages is included within the Heritage Overlay as part of a broader precinct area. The Northcote-Croxton area began as a land boom subdivision, with the construction of houses occurring later in the first two decades of this century. It is a predominantly Post-Federation period residential area, with some representations of late Victorian Land Boom and the Inter-war years. It includes artisans' cottages in the north, that contrast the more opulent dwellings constructed in the south. It therefore illustrates an earlier phase of development of Darebin.

The subdivision and houses in the Mary Street precinct differ as they were constructed in the 1890s at the time of initial subdivision, and primarily to provide housing for workers in association with the nearby industrial sites, rather than associated with the recovery that occurred after Federation. They are representative of the industries in Preston developing at this time which attracted workers and which established the beginnings of an urban population in Preston.

Statement of significance

What is significant?

The properties on the east side of Mary Street were created as the result of a c.1874 subdivision of the former property known as Shepherd's Run. It was first subdivided into six lots from 1872, then 107 lots in 1874. The properties on the west side of Mary Street were created as the result of a c.1874 subdivision by Henry Keele, who lived with his family in a house at the corner of Mary Street, while houses on the east side were situated between factories located at the northern and southern ends of the street.

The first new houses were constructed on the east and west sides of the street from c.1885, making the street almost fully complete at the southern end by the 1890s. Today, five of the nineteenth century cottages survive on the east side, and all six survive on the west side at nos. 5-15.

The houses are representative of other workers' cottages in Darebin constructed to house workers' in nearby industrial sites. However, the Mary Street precinct is unusual as an early and more complete (i.e. successful) example of late nineteenth century speculative development in the context of Preston's early development.

How is it significant?

The Mary Street precinct is of local historic significance to Darebin City.

Why is it significant?

Historically, the Mary Street precinct is significant as an illustration of the first phase of development that occurred in Preston in the late nineteenth century just prior to the economic crash of the 1890s, which saw development stall for over a decade. It is also of

interest for its associations with the Keele and Bastings families. The historic value of the precinct is enhanced by its high degree of integrity and its rarity value as one of the few examples of a nineteenth century precinct within Preston. (AHC criteria A.4, B.2, D.2 and H.1)

Levels of significance

The elements that contribute to the significance of the precinct are shown on the map attached to this citation. There are three categories as follows:

Level	Significance
C1	These are contributory places of <i>primary</i> significance. They include buildings constructed within the key period of development that are externally relatively intact or have minor alterations that are readily reversible.
C2	These are contributory places of <i>secondary</i> significance. They are buildings constructed within the key period of development, but that have been substantially altered externally to the extent that they no longer display many period characteristics.
N	These are elements of no significance.

Significant elements

The following elements contribute to the significance of the precinct:

- The houses constructed in the period from c.1890 to c.1900.

Conservation Management Policy

Policy Basis

This precinct is located within the Preston Central Structure Plan area and it is important that it is retained as an important record of the historic development of this area. This does not mean that development cannot occur provided that it is carefully designed, however, it does place some limits upon the type of new development. This precinct has a high degree of integrity with no non-contributory buildings and this is an integral part of its significance. The overall conservation objective therefore is to conserve and maintain the existing contributory buildings. New development that would result in the loss of a contributory building should be discouraged, except in exceptional circumstances.

Objectives

To conserve the Victorian workers' cottages, which provide evidence of Preston's industrial history and the beginnings of an urban population in Preston.

Guidelines

In order to conserve the heritage significance of this precinct, it policy to:

- Conserve the fabric of the building/s or other elements that contribute to the significance of the precinct. This includes the original fabric as well as fabric that may demonstrate important successive stages in the historic development of the precinct and/or provide evidence of changing architectural styles or techniques.
- Encourage a contextual approach to new development within the precinct that is complementary in form, scale and materials to the contributory buildings and other elements, but is clearly contemporary in design.

- Discourage the demolition of contributory buildings of primary significance except where it can be demonstrated that:
 - The building is structurally unsound and cannot feasibly be repaired without undertaking significant alterations that would diminish the integrity of the building, and
 - The proposed replacement building embodies design excellence that is complementary in form, scale and materials to the contributory buildings of primary significance and other elements, but is clearly contemporary in approach.

Demolition of part of a contributory building of primary significance may be allowed when it can be demonstrated to the satisfaction of the responsible authority that it will not adversely affect the significance of the place and, as appropriate:

- It will assist in the long term conservation or maintenance of the place, or
 - It will support the viability of the existing use of the place or will facilitate a new use that is compatible with the on-going conservation of the building, or
 - It will upgrade the building to meet contemporary standards such as improving energy efficiency.
- Consider the demolition of contributory buildings of secondary significance only when the proposed replacement building embodies design excellence that is complementary in form, scale and materials to the contributory buildings and other elements, but is clearly contemporary in approach
 - Conserve contributory plantings, and maintain a visual relationship between the plantings and associated buildings or other structures.
 - Encourage the removal of non-significant or intrusive elements, particularly where this would assist in revealing or interpreting the significance of the place.
 - Ensure that new development including signage does not become a dominant visual element within the precinct.
 - Retain views of contributory building(s) and plantings from the street, and other views identified as contributing to the historic character of the precinct.
 - In the case of subdivision of the property, encourage the retention of the significant buildings, trees and related elements on one lot.

Review of significance and policy

While every effort has been made to ensure that the information contained in this citation is accurate, it is possible that more detailed investigation may reveal further information about the significance of the place. For example, in most cases an internal inspection was not made of buildings at the time of initial assessment. In the time since the place was first assessed it is also possible that the condition of buildings or trees may have changed.

The information contained in this citation should therefore be reviewed at the time that it is proposed to make changes to the property. This would likely require a more detailed assessment of any significant or contributory element that is affected by any proposed buildings or works. Once this more detailed assessment has been made, a review of the significance of the place and the conservation policy should be carried out by Council's Heritage Adviser or an appropriately qualified professional.

Statutory Recommendations

It is recommended that the Mary Street heritage precinct comprising the properties at 5-15 and 26-36 Mary Street, Preston be added to the Heritage Overlay of the Darebin Planning

Scheme with the schedule entry as shown below. The extent of registration is the whole of the precinct as defined by the title boundaries.

External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01-4	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
No	No	No	No	No	No	Preston Residential Heritage Precincts Permit Exemptions	No

References

Primary sources

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Jones, Roger (ed.) *'Back in Them Days': An Oral History of Preston*, City of Darebin, Preston, 1994

Victorian Year Book 1973 (VYB)




Map of contributory properties

Mary Street Precinct

Land
.vic.gov.au

Centre of Map - Vicroads 79 B5

Levels of Significance

C1	
C2	
N	




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Scale 1:1,000
Printed: October 16, 2007



SPENCER STREET PRECINCT

Address	1-23 & 8-18 Spencer Street, Preston Hermes 27345	HO183
<p>Significance Local</p> <p>Designer Various</p> <p>Builder Various, including Stewart and Davies – Builders of Preston (south side excepting No. 21)</p> <p>Creation dates c.1915-c.1930s</p> <p>Style and type Inter-war residential precinct</p>	 <p>Figure 1: 16 Spencer Street</p>	

History

Thematic context

Theme

5. Building suburban Darebin

Sub-theme

5.3 Developing the suburban ideal

History of Preston

The central area of Preston surrounding the Town Hall lies between two early clusters of settlement outlined below. The history of this area reflects three important eras of residential, commercial and community development:

- the land boom of the 1880s - as much in its collapse as its success
- the recovery period around the turn of the twentieth century
- the post World War 1 boom, when Preston really began to thrive.

Early development – from first land sales to the 1880s land boom

All of the land in Preston was first alienated from the Crown in auctions held for land in the Parish of Jika Jika and Keelbondora in 1838 and 1839. Few of the original purchasers remained to settle on their allotments, most were speculators hoping to make a quick profit by reselling the land. The four original Crown allotments in the Parish of Jika Jika,

on which central Preston is situated, were all sold on 1 August 1839. Much of the land was subdivided for small holdings or tenant farms. In the 1860s the area between Dundas Street and Murray Road was occupied as small farms of up to 16 hectares, and north of Murray Road the country was still closely wooded with red gum. Preston remained an important agricultural district, particularly for dairying, market gardening and flower growing, supplying produce to Melbourne well into the twentieth century.

Preston's early European settlers tended to cluster around two centres. The first cluster centred on the corner High and Wood Streets, where Wood's store opened in 1850, and extended northwards to Tyler Street and the area known as Irishtown, later Regent. The second focal point was in the south at the junction of High Street and Plenty Road, where some of Preston's earliest industries, including brickworks and bacon factories, were established in the 1860s and 1870s.

Preston's distance from Melbourne and lack of efficient transport systems isolated most of Preston from suburban settlement until after the First World War. Entrepreneurs took advantage of this isolation to set up industries that were classed as noxious - industries, such as tanning, wool scouring, meat processing and boiling down works that caused unpleasant odours and water pollution. The availability of water along the pipeline from the Yan Yean Reservoir was also an important incentive for these industries coming into the area. By the end of the nineteenth century a large number of tanneries and bacon factories occupied south central Preston. These industries attracted workers and the beginnings of an urban population amongst the small farms. The Whittlesea railway through Northcote and Preston, opened in 1889, and the cable tram system to the Preston border at Dundas Street, also encouraged a little suburban development. Although Preston, like the rest of Melbourne, was swept up in the land boom of the 1880s, few of Preston's boom subdivisions were successful before the economic crash of the early 1890s, and many estates remained as open paddocks for two or three decades more.

Becoming a city - Early twentieth century and post-WWI boom

Preston Shire Hall, later known as the Town Hall, was built in 1895 on a site that was central to the two early settlement clusters and close to the Preston railway station. As the economy recovered in the early twentieth century, commercial and residential development gradually began to fill in the gap between the two early clusters on the estates originally subdivided in the 1890s land boom. However, Preston experienced much more rapid suburban growth during post First World War boom era of the 1920s and following in 1921 the electrification of the railway as far as Reservoir, which sped up the journey to the city considerably. In this decade Preston experienced phenomenal growth, with the highest birth rate in Victoria in 1927 and a large amount of migration, both from the inner suburbs of Melbourne and, to a lesser extent, from overseas, mainly Britain. During the 1920s the population of Preston more than trebled (Carroll & Rule, 1985:127). Within the four years from 1922 to 1926, Preston was raised from a shire, through the stages of Borough and Town to the City of Preston, proclaimed on 14 July 1926.

The northern and eastern extremities of Preston remained rural or semi-rural until the second half of the twentieth century, and some parts that were formerly used for large psychiatric institutions, are even now being converted to residential suburbia.

Spencer Street history

The urban development of this precinct demonstrates the beginnings of change from country to suburbia during Preston's main period of suburban growth in the 1920s. The change in this precinct was initiated in 1915, but was stalled during the war years. By 1930, almost 50% of Spencer Street was settled.

Early land sales and subdivision

Alexander Brodie Spark purchased the 640 acre allotment 147 Parish of Jika Jika in August 1839, and sold it in November 1840. It was subdivided into tenant farms in 1853 and then further subdivided into smaller farms. The area bounded by Murray Road in the south, High Street to the east, remained a district of small farms, market gardens and commercial flower gardens well into the twentieth century.

Suburban development in the twentieth century

On 2 March 1915 Walter Spencer Stott purchased just over 7 acres of land, described as part of Crown Portion 147 in the Parish of Jika Jika. Stott immediately subdivided the land creating the east-west Spencer Street (presumably named after himself), which connected High Street to William Street, as well as some lots on the west side of William Street¹. Title information shows that the lots were sold from 1915-1918 and then from 1921-1925 with no sales in the intervening years.² Most likely the war interrupted sales and building activities until the 1920s.

Many of the lots were purchased in groups by investors who then on-sold them later or built investment properties. Lots 31-36 on the south side of Spencer Street were originally purchased in August 1916 by David Phillips who sold all six in June 1924 to Clarence Arthur Stewart and McFarlane Charles Davies, Builders of High Street, Preston. Title information shows that Stewart and Davies took out mortgages over each lot in July 1924 and then with money raised presumably built houses on each, which were sold in November and December of that year.³ The lots on the southern side are uniform.

On the north side of the street, lots 17-20 were sold in June 1915 to Clarence Jackson, a nurseryman. After his death in 1920, the property passed to his widow, Lilian, and the lots were sold individually in 1924, 1926 and 1929.⁴ Lots 13-16 were sold in November 1918 to Elizabeth Stevens who took out a mortgage in April 1919 to the Commissioners of the State Savings Bank of Victoria⁵. It appears the lot boundaries were varied and three lots were created by 1924.⁶

The Sands & McDougall Directory for 1920 shows that the only occupants of Spencer between William and High Streets were William Westcott on the south side, at the William Street end, and Mrs Jackson's poultry farm, which was near the High Street end of the north side. In that year a house was being built on the north side between Jackson's farm and William Street, which coincides with mortgage taken out by Elizabeth Stevens. From 1921 to 1928 (?) this house was, according to the 1928 Directory, was No.16. Nos. 20 and 22 were first listed in 1925 and were occupied by Robt. Pritty and Jno. Herries, respectively. In 1926 a house was being built between Jackson's and High Street, and was occupied by H. McFarlane as No. 2 in 1928.

The Directories record that in 1925 two houses were being built on the south side of Spencer Street, and by 1926 there were ten houses on the eleven lots remaining (Nos. 1-19 & 23), besides Westcott's (now occupied by Charles Westcott) at No. 21.

Carroll & Rule's map of settlement in 1930 shows Spencer Street as more than 50% settled by that stage.

¹ Land Victoria, Certificate of Title Vol. 3870 Fol. 962, LP6597

² *ibid*

³ Land Victoria, Certificate of Title Vol. 4866 Fol. 976

⁴ Land Victoria, Certificate of Title Vol. 3898 Fol. 428

⁵ Land Victoria, Certificate of Title Vol. 4167 Fol. 391

⁶ Land Victoria, Certificates of Title Vol. 4885 Fols. 996/997

The houses in Spencer Street may have been built to standard State Savings Bank designs, which were developed during the 1920s to provide housing in newly developing suburbs such as Preston. The Bank had a small range of designs with the timber bungalow style house as the most prolific. The Bank was also a major provider of finance for housing from 1920 (VYB, 1973:360; *The Encyclopedia of Melbourne*, 2005:684)

Description

This is an Inter-war residential precinct. Spencer Street is oriented east-west, linking William Street and High Street. It comprises predominantly single storey detached Californian Bungalows on deep blocks, but with relatively small front garden setbacks. They are a relatively intact group reflecting a key phase of Darebin's development, in the post-First World War boom, when Preston really began to thrive and became a city. Although the street began to be subdivided in 1915, land sales and development was slow, with the majority of development occurring from the mid 1920s.

This precinct comprises predominantly Inter-war housing, of which Californian Bungalows are the prominent style. It excludes No. 12 on the north side, and No. 21 on the south side, which have been redeveloped. The houses in the precinct are largely intact, however, some have had minor alterations, which are generally reversible and detract very little from the original design. Most houses have deep blocks, but despite this, most do not have particularly deep front gardens, with the setbacks consistent with other parts of Preston. Most of the houses are modest in character in terms of scale, materials and architectural embellishment, the exception to this being No. 16 Spencer Street.

No. 16 Spencer Street is considerably larger and a more sophisticated bungalow design than the other Californian Bungalows in this street and throughout Preston. Built in 1920 for Elizabeth Stevens, it was the third house to be built in the street. (By 1920, the only other houses listed in the street were William Westcott on the south side, at the William Street end, and Mrs Jackson's poultry farm, which was near the High Street end of the north side.) No. 16 was built on the north side of Spencer Streets between Jackson's farm and William Street. Its architectural features include a hood supported by chains above its windows on its street facing elevation, a timber bracketed verandah, large roof, and tapered verandah pylons and chimneys. The house retains its original front and side fences and gates. At the back of the property is a large gable-roofed building with high-set paned windows. It is clad in either fibre- or weatherboards. It appears to form part of the original property (as indicated by a driveway) but is now separated by a high fence.

The house at No. 18 is also of note for retaining its original low brick front fence.

The houses on the south side at Nos. 1-19 & 23 date from 1926, when houses were built on ten of the remaining eleven lots along the south side. A number of these exhibit very similar features and details. The similarity of the timber bungalow style houses on the this side of the street suggests they were built at the same time, possibly to standard State Savings Bank designs and/or by the same builder as indicated by the historic research.

Figure 2

*No. 16
Spencer Street
(window and
hood detail)*



Figure 3

*No. 19
Spencer Street
precinct (south
side)*



Significance

Assessment against criteria

Historic

RNE Criterion A.4

Importance for association with events, developments or cultural phases which have had a significant role in the human occupation and evolution of the nation, State, region or community.

The Spencer Street precinct is considered to meet Criterion A.4 as it represents an important phase in the development of Preston in the post-World War 1 years when it experienced significant growth and matured into a city. Individually contributory properties which demonstrate this phase are Nos. 8-18 on the north side, and Nos. 1-23 on the south side, excluding Nos. 12 & 21.

RNE Criterion B.2

Importance in demonstrating a distinct way of life, land use, function or design no longer practised, in danger of being lost, or of exceptional interest.

Not applicable.

RNE Criterion D.2

Importance in demonstrating the principal characteristics of the range of human activities in the Australian environment (including way of life, custom, process, land-use, function, design or technique)

The Spencer Street precinct is considered to meet Criterion D.2 as it is a representative example of an early Inter-war residential precinct in Preston. The Spencer Street precinct is notable for the integrity and the relative intactness of the group of Inter-war Californian Bungalows which, together with its largely intact early subdivision pattern and similar siting of each of the houses, creates a consistent rhythm and distinctive streetscape.

RNE Criterion H.1

Importance for close associations with individuals whose activities have been significant within the history of the nation, State, or region.

Not applicable.

Aesthetic

RNE Criterion E.1

Importance for a community for aesthetic characteristics held in high esteem or otherwise valued by the community.

Not applicable.

RNE Criterion F.1

Importance for its technical, creative, design or artistic excellence, innovation or achievement.

The house at No. 16 Spencer Street is individually notable within the precinct for its architectural merit as a considerably larger and more sophisticated bungalow design than the other Californian Bungalows in Spencer Street and throughout Preston. It is particularly intact retaining many original features and detailing, including its original front fence and gates, and side fences in the front garden.

Social

RNE Criterion G.1

Importance as a place highly valued by a community for reasons of religious, spiritual, symbolic, cultural, educational, or social associations.

Not applicable.

Comparative Analysis

As noted in the history, Preston had three key phases of suburban development in the late nineteenth and early twentieth century. The Spencer Street precinct is one of a number of precincts that provide evidence of the third phase – the development boom after the First World War.

Currently, there are seven residential precincts within the Heritage Overlay in Preston. Of these, four precincts (HO168, HO169 and HO172) comprise housing predominantly from the inter-war boom and therefore compare directly with Spencer Street. There are also two comparable precincts in Northcote as shown in Table 1.

The Spencer Street precinct, the Oakhill precinct (HO172) and the Regent precinct (HO171) all demonstrate how far suburban development spread during the development boom in the interwar period.

Table 1 – Preston HO precincts

HO no.	Precinct name & location	Description and comments
HO168	<i>Preston Tramway</i> The precinct comprises the area generally bounded by Oakover Road, Gillingham Street, Davies Street and Devon Street, Preston	Inter-war residential precinct of modest weatherboard bungalows, appear to have been constructed by the same builder. Similar housing to Spencer Street.
HO169	<i>Preston State School</i> The precinct comprises the area generally bounded by Orient Grove, Oakover Road, Etnam Street and Scotia Street, Preston	Inter-war residential precinct of detached houses in a mixture of styles. Similar housing to Spencer Street.
HO171	<i>Regent - G.E. Robinson Park</i> The precinct comprises the area generally bounded by King William Street, Down Street, Garden Street and High Street, Regent	Mixed Edwardian and inter-war residential precinct situated around G.E. Robinson Park. Down Street, within the G.E. Robinson Park area is noted for its importance as a substantially intact example of an Inter-War residential street foreshadowing the spacious Garden Suburb approach to suburban development of the late 1920s and 1930s. The origins of the Park and Down Street have not been researched. However, the Californian Bungalows in Down Street appear to have been built later than those in the Spencer Street precinct with slightly grander, middle class pretensions.
HO172	<i>Preston - Oakhill Avenue</i> The precinct comprises the area generally bounded by Tyler Street, Oakhill Avenue, Capp Street, Xavier Grove, Mc Ivor Street, Southernhay Street, McCarten Street, King William Street and Joffre Street, Preston	The Oakhill Avenue precinct comprises predominantly Californian Bungalow style residences, but is interspersed with other later Inter-war architectural styles, such as English Cottage, Spanish Mission, Moderne and Colonial Revival villas. With the exception of No. 16, the Spencer Street precinct differs from the Oakhill Avenue precinct in that it represents more modest, lower-middle class development with smaller gardens (smaller set-back of the houses), whereas the Oakhill Avenue precinct is notable for its larger and more

HO no.	Precinct name & location	Description and comments
		elaborate gardens characteristic of Garden Suburb ideals, and also representative of the precinct's more middle class demographic.
HO161	<i>Northcote-Westgarth area</i> The residential area to the west of High Street	As a sub-area of the Northcote-Westgarth precinct on the Heritage Overlay (HO161), the area of Inter-war development to the west of High Street comprises predominantly Californian Bungalows important for its part in demonstrating the dynamic phases of development in the southern part of Darebin City. Like Spencer Street, this area has a largely intact and cohesive streetscape that demonstrates the boom period of development that followed the World War 1 and the development of the railway.
HO165	<i>Northcote – Sumner Estate</i>	<p>By far the largest part of this area on the Heritage Overlay (HO165) is made up of single storeyed, Californian Bungalows, predominantly of timber construction with corrugated iron and terra cotta tiled roofs, and a high degree of finely detailed features.</p> <p>The Sumner Estate area compares with the Spencer Street precinct as an area consistently made up of Inter-war Californian Bungalows.</p> <p>Land sales for the Sumner Estate were later (1920-1921) than for Spencer Street which was in 1915, but development mostly occurred at a similar time during the 1920s.</p> <p>The Sumner Estate was developed by a single speculative developer, resulting in a consistency of style and detailing. All constructed in 1926 and showing similarities of style and detailing, it is possible that the majority of houses on the south side of Spencer Street were also developed by a single land developer before sold.</p> <p>Both areas had relatively deep and generous blocks, but the notably wide frontages of the Sumner Estate blocks are not seen in the Spencer Street precinct.</p>

Statement of significance

What is significant?

The Spencer Street precinct developed between 1920 and 1926, having initially been subdivided earlier in 1915, and the land sold from 1915-1918 and then from 1921-1925. Development only began in earnest in the 1920s during the post World War One development boom, when Preston really began to thrive.

The group of relatively intact Inter-war Californian Bungalows and their original 1915 subdivision pattern are significant. No. 16 is individually notable as a large and fine example of an Inter-war Californian Bungalow within the context of Spencer Street precinct and in Preston. The precinct has a high degree of integrity, with only two non-contributory properties, being No. 12 on the north side, and No. 21 on the south side.

How is it significant?

The Spencer Street precinct is of local historic and aesthetic significance to Darebin City.

Why is it significant?

Historically, the Spencer Street precinct is significant as an illustration of the development that occurred in Preston during the development boom that occurred after the First World War, which saw the municipality elevated to the status of a city. The Spencer Street precinct is also significant as fine representative example of an interwar residential precinct with a high degree of visual cohesion and consistency. The historic value of the precinct is enhanced by its high degree of integrity. (AHC criteria A.4, D.2)

The house at No. 16 Spencer Street is aesthetically significant as an intact and relatively sophisticated example of bungalow design. (AHC criteria D.2, F.1)

Levels of significance

The elements that contribute to the significance of the precinct are shown on the map attached to this citation. There are three categories as follows:

Level	Significance
C1	These are contributory places of <i>primary</i> significance. They include buildings constructed within the key period of development that are externally relatively intact or have minor alterations that are readily reversible, as well any other features such as fences, garden layouts, outbuildings and trees that contribute to the setting of the place.
C2	These are contributory places of <i>secondary</i> significance. They are buildings constructed within the key period of development, but have been externally altered and have a lower level of integrity when compared to C1 places.
N	These are elements of no significance.

Significant elements

The following elements contribute to the significance of the precinct:

- The houses constructed in the period from c.1920 to c.1926, and any associated early (pre-WWII) outbuildings or garages.
- The early front and side fences and front garden remnants and layout at No. 16, and front garden and fence at No. 18.
- The gabled building, apparently once within the rear yard of No. 16, but now separated by the rear fence.

Conservation Management Policy**Policy Basis**

This precinct is located within the Preston Central Structure Plan area and it is important that it is retained as an important record of the historic development of this area. This does not mean that development cannot occur provided that it is carefully designed, however, it does place some limits upon the type of new development. This precinct has a high degree of integrity with only two non-contributory buildings and this is an integral part of its significance. The overall conservation objective therefore is to conserve and maintain the existing contributory buildings. New development that would result in the loss of a contributory building should be discouraged, except in exceptional circumstances.

Objectives

To conserve the early twentieth century houses, which provide evidence of an Inter-war residential precinct that demonstrates an important phase in the development of Preston.

Guidelines

In order to conserve the heritage significance of this precinct, it policy to:

- Conserve the fabric of the building/s or other elements that contribute to the significance of the precinct. This includes the original fabric as well as fabric that may demonstrate important successive stages in the historic development of the precinct and/or provide evidence of changing architectural styles or techniques.
- Encourage the restoration or recreation of missing features based on historic evidence.
- Encourage a contextual approach to new development within the precinct that is complementary in form, scale and materials to the contributory buildings and other elements, but is clearly contemporary in design.
- Ensure that new development including signage does not become a dominant visual element within the precinct.
- Discourage the demolition of contributory buildings except where it can be demonstrated that:
 - The building is structurally unsound and in the case of C1 places the building cannot be repaired without undertaking significant replacement of fabric that would diminish the integrity of the building, and
 - The proposed replacement building embodies design excellence that is complementary in form, scale and materials to the contributory buildings of primary significance and other elements, but is clearly contemporary in approach.

Demolition of part of a contributory building may be allowed when it can be demonstrated to the satisfaction of the responsible authority that, as appropriate:

- The part to be demolished is not significant or the part demolition will not adversely affect the significance of the place, or
 - It will assist in the long term conservation or maintenance of the place, or
 - It will support the viability of the existing use of the place or will facilitate a new use that is compatible with the on-going conservation of the building, or
 - It will upgrade the building to meet contemporary living standards such as improving energy efficiency.
- Conserve contributory plantings, and maintain a visual relationship between the plantings and associated buildings or other structures.
 - Retain views of contributory building(s) and plantings from the street, and other views identified as contributing to the historic character of the precinct.
 - Encourage the removal of non-significant or intrusive elements, particularly where this would assist in revealing or interpreting the significance of the place.
 - In the case of subdivision of the property, encourage the retention of the significant buildings, trees and related elements on one lot.

Review of significance and policy

While every effort has been made to ensure that the information contained in this citation is accurate, it is possible that more detailed investigation may reveal further information about the significance of the place. For example, in most cases an internal inspection was not made of buildings at the time of initial assessment. In the time since the place was first assessed it is also possible that the condition of buildings or trees may have changed.

The information contained in this citation should therefore be reviewed at the time that it is proposed to make changes to the property. This would likely require a more detailed assessment of any significant or contributory element that is affected by any proposed buildings or works. Once this more detailed assessment has been made, a review of the significance of the place and the conservation policy should be carried out by Council's Heritage Adviser or an appropriately qualified professional.

Statutory Recommendations

It is recommended that the Spencer Street heritage precinct comprising the properties at 1-23 and 8-18 Spencer Street, Preston be added to the Heritage Overlay of the Darebin Planning Scheme with the schedule entry as shown below. The extent of registration is the whole of the precinct as defined by the title boundaries as shown on the attached precinct map.

External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01-4	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
No	No	No	No	No	No	Preston Residential Heritage Precincts Permit Exemptions	No

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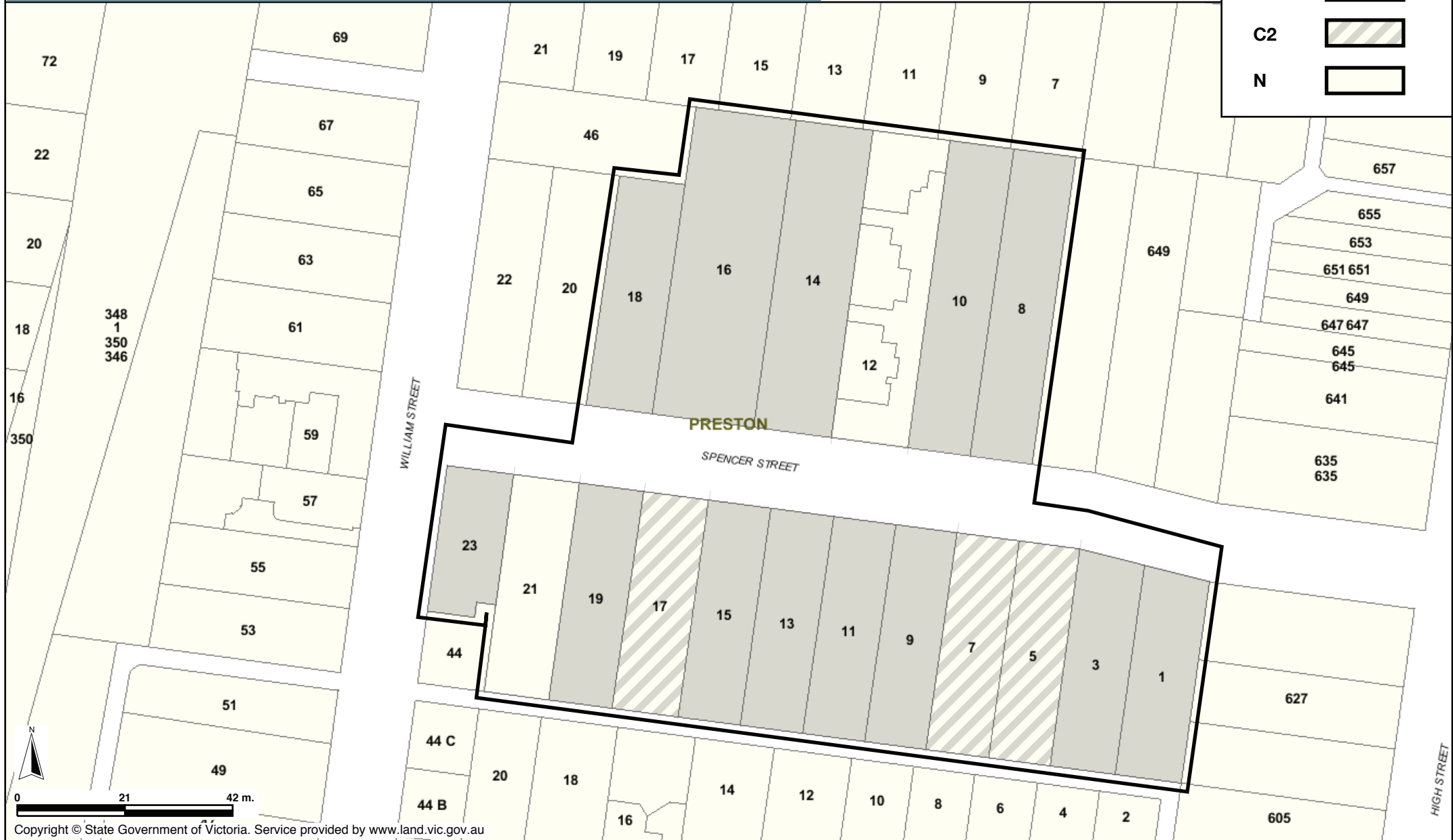
Victorian Year Book 1973

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Map of contributory properties

Levels of Significance

C1	
C2	
N	



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Scale 1:1,000
Printed: October 4, 2007



WAR SERVICE HOMES COMMISSION PRECINCT

Address	17-25 & 18-28 Arthur Street, 27-37 Bruce Street, 1-9 & 10-16 Herbert Street, and 76-84a St Georges Road, Preston Hermes 27338 & 27343	H0184
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Significance

Local

Designer
War Service
Homes
Commission
Builder
War Service
Homes
Commission
**Creation
dates**

1919-23

**Style and
type**
Interwar
residential
precinct

Figure 1: View of (left to right) 17, 19 & 21 Arthur Street

History

Thematic context

Theme

2. *Peopling Darebin*
5. *Building suburban Darebin*

Sub-theme

- 2.3 Promoting settlement
- 5.3 Developing the suburban ideal

History of Preston

The central area of Preston surrounding the Town Hall lies between two early clusters of settlement as outlined below. The history of this area reflects three important eras of residential, commercial and community development:

- the land boom of the 1880s - as much in its collapse as its success
- the recovery period around the turn of the twentieth century
- the post World War 1 boom, when Preston really began to thrive.

Early development – from first land sales to the 1880s land boom

All of the land in Preston was first alienated from the Crown in auctions held for land in the Parish of Jika Jika and Keelbondora in 1838 and 1839. Few of the original purchasers remained to settle on their allotments, most were speculators hoping to make a quick profit by reselling the land. The four original Crown allotments in the Parish of Jika Jika, on which central Preston is situated, were all sold on 1 August 1839. Much of the land was subdivided for small holdings or tenant farms. In the 1860s the area between Dundas Street and Murray Road was occupied as small farms of up to 16 hectares, and north of Murray Road the country was still closely wooded with red gum. Preston remained an important agricultural district, particularly for dairying, market gardening and flower growing, supplying produce to Melbourne well into the twentieth century.

Preston's early European settlers tended to cluster around two centres. The first cluster centred on the corner High and Wood Streets, where Wood's store opened in 1850, and extended northwards to Tyler Street and the area known as Irishtown, later Regent. The second focal point was in the south at the junction of High Street and Plenty Road, where some of Preston's earliest industries, including brickworks and bacon factories, were established in the 1860s and 1870s.

Preston's distance from Melbourne and lack of efficient transport systems isolated most of Preston from suburban settlement until after the First World War. Entrepreneurs took advantage of this isolation to set up industries that were classed as noxious - industries, such as tanning, wool scouring, meat processing and boiling down works that caused unpleasant odours and water pollution. The availability of water along the pipeline from the Yan Yean Reservoir was also an important incentive for these industries coming into the area. By the end of the nineteenth century a large number of tanneries and bacon factories occupied south central Preston. These industries attracted workers and the beginnings of an urban population amongst the small farms. The Whittlesea railway through Northcote and Preston, opened in 1889, and the cable tram system to the Preston border at Dundas Street, also encouraged a little suburban development. Although Preston, like the rest of Melbourne, was swept up in the land boom of the 1880s, few of Preston's boom subdivisions were successful before the economic crash of the early 1890s, and many estates remained as open paddocks for two or three decades more.

Becoming a city - Early twentieth century and post-WWI boom

Preston Shire Hall, later known as the Town Hall, was built in 1895 on a site that was central to the two early settlement clusters and close to the Preston railway station. As the economy recovered in the early twentieth century, commercial and residential development gradually began to fill in the gap between the two early clusters on the estates originally subdivided in the 1890s land boom. However, Preston experienced much more rapid suburban growth during post First World War boom era of the 1920s and following in 1921 the electrification of the railway as far as Reservoir, which sped up the journey to the city considerably. In this decade Preston experienced phenomenal growth, with the highest birth rate in Victoria in 1927 and a large amount of migration, both from the inner suburbs of Melbourne and, to a lesser extent, from overseas, mainly Britain. During the 1920s the population of Preston more than trebled (Carroll, 1985:127). Within the four years from 1922 to 1926, Preston was raised from a shire, through the stages of Borough and Town to the City of Preston, proclaimed on 14 July 1926.

War Service Homes Commission precinct history

This precinct was created by the War Service Homes Commission and the first houses were constructed in 1919-20. It appears the estate was fully developed by 1923.

War Service Homes Commission

After the First World War, due to the shortage of housing, the Commonwealth Government stepped in to assist returned soldiers and their families to buy affordable houses, through the War Service Homes Commission, established in 1919. War Service Homes were intended by the Government as “the counterpoint to the land settlement portion of the repatriation policy” (‘WSH Jubilee’, p.1), a policy commonly known as soldier settlement. Most of the assistance for War Service Homes was given through low interest rate loans, but the Commission also built houses (VYB, 1973:360). Initially the Commission intended to buy large tracts of land and contract builders to erect the houses, however due to difficulty engaging contractors and finding sufficient material cheaply, the Commission was the builder for its first two years of operations. In 1921 the Commission began to contract out its building operations (‘WSH Jubilee’, pp.4-7). Australia’s first War Service Homes were completed in the Sydney suburb of Canterbury in September 1919 (‘WSH Jubilee’, p.5).

Victoria’s first War Service Homes were in Preston. According to a report in the *Preston Leader* (11 October 1919), these were to be 60 houses on the Clifton Estate, just south of Bell Station. This area included Gertrude, Esther and Adeline streets. The bricks used were to be from the nearby Clifton Brickworks, and the stone for the foundations was to come from the municipal quarry. These houses were commenced late in 1919 and were occupied in 1920 (Rate Books). They were amongst the first War Service Homes in Australia, but not *the* first, as suggested by Ronald Ashworth, a former Commission employee (Jones, 1994:106).

Just after construction commenced on Preston’s first War Service Homes, the local press reported some criticism of the design. They were like “dog boxes”, their nine foot ceilings were considered too low, and the children’s bedrooms at nine feet square feet were too small. The Commission fended off such criticisms, claiming them to be the best in modern design (*Preston Leader*, November 1919). All of the houses in the Arthur, Bruce and Herbert Street precincts were of four rooms, while those in Adeline Street had five rooms. (Rate Books)

Other War Service Homes were in Dwyer Avenue West Preston and Leamington Street Reservoir (Jones, 1994:106).

Arthur Street & Bruce Street

This area formed part of Henry Keele’s 11 acre estate, bounded by present-day Bruce, Mary and Bell Streets and St Georges Road. Keele purchased the land in June 1888, and lodged a subdivision plan in July 1888. By the end of 1891, most of the land had been sold. It appears that streets in the subdivision were named after Mr Keele’s wife Mary, and sons Arthur and Herbert.¹

In the original subdivision Arthur Street only extended about half of its present length commencing at Bell Street. The northern part of the land had been acquired as a single lot in June 1890 by the Northern Gas Company Ltd, who in turn sold it to Australian Gas Association Ltd in November 1892. In 1895 it was sold to Agnes Story who took out mortgages in the early 1900s. It appears, however, that the land remained undeveloped during this time.²

¹ Land Victoria, Certificates of Title Vol. 2029 Fol. 664 & Vol. 2281 Fol. 110, LP2017

² Land Victoria, Certificate of Title Vol. 2281 Fol. 110

In about 1920, this northern parcel land was subdivided into suburban allotments and all but two lots were acquired by the War Service Homes Commission. The subdivision resulted in the extension of Arthur Street through to Bruce Street. Lots not acquired by the Commission included the present Nos. 76 and 84 St Georges Road and 25 Arthur Street.³

Arthur Street is not even shown on the Carroll & Rule map of settlement in Preston in 1918 (Carroll, 1985:124), but by 1920 the first houses - Nos. 1-9 on the west side and 2-12 on the east side of the Bell Street end were already in existence. These were not part of the War Service Homes Commission's estate.

The 1920 Rate Book indicates that seven War Service Homes in Arthur Street were recently occupied. There was no street numbering at that stage. The 1921 Sands & McDougall Directory (which was usually a year or two out of date, when compared with the Rate Books) indicates that four houses were being built on the west side and six were being built on the east side of Arthur Street. The 1922 Directory shows that four of the houses, two on each side were occupied. In 1923 all of the houses in the precinct were completed and occupied. Street numbering was first shown in the 1927 Directory. The subject houses are No. 17 to 23 on the west side and 18 to 26 on the east side. Most of the original occupants were still in residence in 1927.

The 1920 Rate Book indicates that War Service Homes were being erected in Bruce Street. These are the six houses numbered 27 to 37.

Herbert Street

Herbert Street also formed part of Henry Keele's estate purchased and subdivided in 1888, as noted above. Land in Herbert Street was sold to various people with most land selling in 1890, but some as late as 1909.⁴ It appears the land remained undeveloped, however, until the War Service Homes Commission acquired most of the lots after World War One. On the south side, all of the lots originally purchased in May 1890 by George Landridge were acquired by the Commission in October 1919.⁵ The Commission then acquired a number of lots on the north side in November 1919 and June 1920. The only lots not acquired by the Commission were No.20, which was purchased in July 1920 by Arthur H. Ford, contractor, of Jessie Street, Preston⁶ and Nos. 2-8 Herbert Street. The latter properties were created as the result of a c.1922 subdivision of a large allotment at the corner of Bruce and Mary streets and were sold to various individual owners from 1922-24.⁷

Work commenced on the War Service Homes around October 1919 (*Preston Leader* 11 October 1919), and according to the Rate Book most of them were occupied by 1920. Most of these houses - Nos. 1 to 9 and Nos 12-18, were still occupied by the original purchasers in 1930 (Sands & McDougall Directories).

The remaining lots were also built on by the private owners. No.20 was built by 1923 at the latest. Nos. 4, 6 and 8 were built in 1924 and 1925, but in 1930 there was still no house at No. 2 (Sands & McDougall Directories).

³ Land Victoria, Certificates of Title Vol. 2281 Fol. 110 & Vol. 4324 Fol. 642

⁴ Land Victoria, Certificates of Title Vol. 2029 Fol. 664 & Vol. 2281 Fol. 110, LP2017

⁵ Land Victoria, Certificate of Title Vol. 2262 Fol. 228

⁶ Land Victoria, Certificates of Title Vol. 2278 Fol. 566 & Vol. 4497 Fol. 234

⁷ Land Victoria, Certificate of Title Vol. 2395 Fol. 994.

Description

This is an interwar residential precinct comprising detached single storey brick bungalows. In Arthur Street, the War Services homes flank both sides of the northern end of the street, creating a consistency in architectural character, absent in the southern portion of the street, which is an eclectic mix of housing ranging from Victorian through to buildings constructed in the decades immediately after World War II. In Bruce Street, west of the railway line, the War Services homes are built along the south side of the street. In St Georges Road, War Services Homes have been built on the east side, immediately south of Bruce Street. East of the railway line, in Herbert Street, there are War Service Homes flanking both sides of part of the street.

The War Service Homes are detached bungalows, modest in scale and character, built with similar materials and architectural elements displaying Arts & Crafts influences, but varying in form and composition. Common design elements include:

- Hip and gable clay tile roofs. The deep eaves have visible rafters and are often supported by timber brackets.
- Timber double hung sash windows with multi-paned uppers, which are often grouped in pairs or set within projecting bays
- Simple brick chimneys with terracotta pots
- Entry porches set under the main roof line with arched or square openings.

The houses are set back from the street within mature gardens in accordance with garden suburb principles. There are some early plantings such as the privet hedge across the frontage of no.1 Herbert Street. Fences, whilst not original, are uniformly low throughout the precinct and enhance the garden suburb character.

Figure 2

*16, 14 and 12
Herbert Street*



Figure 3

1 Herbert Street showing early privet hedge and remnant plantings



The level of intactness of the houses varies throughout the precinct, with some, such as 19 and 21 Arthur Street, being relatively intact examples. The house at 1 Herbert Street (Figure 3) is also of note, as a modest composition, rectangular in plan with a large roof overhang, and roughcast rendered walls with splayed corners. It is externally intact and appears to be a unique design within the precinct (although the now altered house at no.9 Herbert Street may have once been identical or very similar).

Some houses have been altered unsympathetically, such as 35 Bruce Street, which has had its windows replaced with aluminium frame windows, and 31 Bruce Street which is intact at its front, but has had a large second storey addition built towards its rear, which visually dominates the original building and is conspicuous in the precinct due to its corner siting. Other houses, such as 17 Arthur Street, have had minor alterations made to them, which are reversible and/or retain the integrity of the building. Some have had garages erected to their sides in later decades.

Significance

Assessment against criteria

Historic

RNE Criterion A.4

Importance for association with events, developments or cultural phases which have had a significant role in the human occupation and evolution of the nation, State, region or community.

The War Service Homes Commission precinct is considered to meet Criterion A.4 for the following reasons:

- It provides evidence of housing erected for returned servicemen by the War Service Homes Commission in accordance with the *War Service Homes Act* of 1919. It is believed to be one of the first estates in Victoria and one of the earliest in Australia. Providing housing for serviceman was an important part of the repatriation program undertaken by the Commonwealth Government after the First World War.
- It illustrates an important phase in the development of Preston in the early interwar period when it experienced significant residential growth.

RNE Criterion B.2

Importance in demonstrating a distinct way of life, land use, function or design no longer practised, in danger of being lost, or of exceptional interest.

Not applicable.

RNE Criterion D.2

Importance in demonstrating the principal characteristics of the range of human activities in the Australian environment (including way of life, custom, process, land-use, function, design or technique)

The War Service Homes Commission precinct is considered to meet Criterion D.2 as it is a representative example of an interwar residential precinct, which illustrates the influence of the Garden City movement upon estate planning and design. The use of modest detached bungalows in garden settings is an early example of this type of housing, which was to predominate in the interwar period.

RNE Criterion H.1

Importance for close associations with individuals whose activities have been significant within the history of the nation, State, or region.

The War Service Homes Commission precinct is considered to meet Criterion H.1 because of its strong associations with the War Service Homes Commission.

Aesthetic**RNE Criterion E.1**

Importance for a community for aesthetic characteristics held in high esteem or otherwise valued by the community.

Assessment against this criterion was not possible within the scope of this study. Further assessment may be warranted.

RNE Criterion F.1

Importance for its technical, creative, design or artistic excellence, innovation or achievement.

While the individual houses in the precinct are not outstanding examples of the bungalow, the precinct as a whole is notable for the distinctive architectural character created by the consistency of the Arts & Crafts influenced bungalows constructed by the Commission. The high level of integrity of most of the houses and the limited number of intrusions enhances the aesthetic values of the precinct and make it an exemplar of the Commission's estate planning practices at the time.

Social**RNE Criterion G.1**

Importance as a place highly valued by a community for reasons of religious, spiritual, symbolic, cultural, educational, or social associations.

Assessment against this criterion was not possible within the scope of this study. Further assessment may be warranted.

Comparative Analysis

There are a number of interwar residential estates in Darebin City that are already within the Heritage Overlay or that have been identified as being of potential significance by the Darebin Heritage Study, which is currently being undertaken. The War Service Homes Commission precinct, with its unique characteristics may be directly compared with the following residential precincts currently included in the Heritage Overlay:

Name of precinct	HO	Comments
<i>Bell Railway</i>	HO170	<p>Assessed by Ward 2000 Study. The history and statement of significance does not mention the probable War Service Homes Commission connection, however, research undertaken for this precinct confirms that they were constructed by the Commission.</p> <p>The WSHC precinct appears to have been developed at almost exactly the same time as the Bell Railway precinct and so is part of the first estates developed by the Commission. It has a comparable degree of integrity to the Bell Railway precinct (i.e. there are few non-contributory buildings) and the houses are of similar designs, with a similar degree of external modification.</p>
<i>Newmarket Street</i>	HO173	<p>Assessed by the Ward 2000 Study. Although constructed much later than the WSHC precinct, Newmarket Street is comparable as an example of an estate designed and constructed by a government agency (in this case, the Housing Commission of Victoria), which has consistent house styles that also illustrate English planning models such as garden suburb concepts.</p> <p>The WSHC precinct has a comparable level of integrity and the houses are perhaps more sophisticated and individual in design when compared to the Newmarket Street houses.</p>

Statement of significance

What is significant?

The War Service Homes Commission precinct comprises houses in Arthur, Bruce, and Herbert streets and St Georges Road, Preston that were constructed from 1920-24 by the War Service Homes Commission for returned servicemen in accordance with the *War Service Homes Act 1918*. The houses are modest detached brick or brick and render bungalows with Arts & Crafts influences in garden settings. Apparently designed by the Commission, they are of distinctive and consistent design and the precinct has a high degree of integrity with most of the original houses still extant and many that remain externally intact.

How is it significant?

The War Service Homes Commission precinct is of local historic and aesthetic significance to Darebin City.

Why is it significant?

Historically, the War Service Homes Commission precinct is significant as one of the first estates in Darebin City to be developed by the War Service Homes Commission and is among the earliest in Australia. It provides evidence of the important role that the Commission played in meeting the demand for housing in the post First World War period and is notable as one of the largest estates to be designed and constructed by the Commission. It also provides evidence of the residential development associated with the post First World War boom when the population of Preston trebled within a decade. It illustrates the significant development that led to Preston being proclaimed a city by 1927. (AHC criteria A.4, D.2, H.1)

Aesthetically, the War Service Homes Commission precinct is significant for the distinctive architectural character created by the consistency of the Arts & Crafts influenced bungalows constructed by the Commission. The high level of integrity of most of the houses and the limited number of intrusions enhances the aesthetic values of the precinct and make it an exemplar of the Commission's estate planning practices at the time. (AHC criterion F.1)

Levels of significance

The elements that contribute to the significance of the precinct are shown on the map attached to this citation. There are three categories as follows:

Level	Significance
C1	These are contributory places of <i>primary</i> significance. They include buildings constructed by the WSHC that are externally relatively intact or have minor alterations that are readily reversible, as well as any other features such as original or early fences, garden layouts, outbuildings and trees that contribute to the setting of these places.
C2	These are contributory places of <i>secondary</i> significance. They are buildings constructed within the key period of development, but have been externally altered and have a lower level of integrity when compared to C1 places.
N	These are elements of no significance.

Significant elements

The following elements contribute to the significance of the precinct:

- The houses constructed by the War Service Homes Commission from c.1919-c.1924, and any associated early (pre-WWII) outbuildings or garages and garden elements.

Conservation management policy

Policy Basis

This precinct is located within the Preston Central Structure Plan area and it is important that it is retained as a record of the historic development of this area. This does not mean that development cannot occur provided that it is carefully designed, however, it does place some limits upon the type of new development. This precinct has a high degree of integrity with a very small number of non-contributory buildings and this is an integral part of its significance. The distinctive character created by the Arts & Crafts influenced WSHC bungalows within garden settings, is also very important. The overall conservation objective therefore is to conserve and maintain all the existing contributory buildings. New development that would result in the loss of a contributory building should be discouraged, except in exceptional circumstances. Infill development should be restricted to non-contributory sites.

Objectives

To conserve the houses which were constructed by the War Service Homes Commission and retain the high degree of integrity of the estate.

To conserve the distinctive character of the precinct that is derived from the Arts & Crafts influenced bungalows and their detached garden setting.

Guidelines

In order to conserve the heritage significance of this precinct, it policy to:

- Conserve the fabric of the building/s or other elements that contribute to the significance of the precinct. This includes the original fabric as well as fabric that may demonstrate important successive stages in the historic development of the precinct and/or provide evidence of changing architectural styles or techniques.
- Encourage the restoration or recreation of missing features based on historic evidence.
- Encourage a contextual approach to new development within the precinct that is complementary in form, scale and materials to the contributory buildings and other elements, but is clearly contemporary in design.

- Ensure that new development including signage does not become a dominant visual element within the precinct.
- Discourage the demolition of contributory buildings except where it can be demonstrated that:
 - The building is structurally unsound and in the case of C1 places the building cannot be repaired without undertaking significant replacement of fabric that would diminish the integrity of the building, and
 - The proposed replacement building embodies design excellence that is complementary in form, scale and materials to the contributory buildings of primary significance and other elements, but is clearly contemporary in approach.

Demolition of part of a contributory building may be allowed when it can be demonstrated to the satisfaction of the responsible authority that, as appropriate:

- The part to be demolished is not significant or the part demolition will not adversely affect the significance of the place, or
 - It will assist in the long term conservation or maintenance of the place, or
 - It will support the viability of the existing use of the place or will facilitate a new use that is compatible with the on-going conservation of the building, or
 - It will upgrade the building to meet contemporary living standards such as improving energy efficiency.
- Conserve contributory plantings, and maintain a visual relationship between the plantings and associated buildings or other structures.
 - Retain views of contributory building(s) and plantings from the street, and other views identified as contributing to the historic character of the precinct.
 - Encourage the removal of non-significant or intrusive elements, particularly where this would assist in revealing or interpreting the significance of the place.
 - In the case of subdivision of the property, encourage the retention of the significant buildings, trees and related elements on one lot.

Review of significance and policy

While every effort has been made to ensure that the information contained in this citation is accurate, it is possible that more detailed investigation may reveal further information about the significance of the place. For example, in most cases an internal inspection was not made of buildings at the time of initial assessment. In the time since the place was first assessed it is also possible that the condition of buildings or trees may have changed.

The information contained in this citation should therefore be reviewed at the time that it is proposed to make changes to the property. This would likely require a more detailed assessment of any significant or contributory element that is affected by any proposed buildings or works. Once this more detailed assessment has been made, a review of the significance of the place and the conservation policy should be carried out by Council's Heritage Adviser or an appropriately qualified professional.

Statutory Recommendations

It is recommended that the War Service Homes Commission heritage precinct comprising the properties at 17-25 & 18-28 Arthur Street, 27-37 Bruce Street, 1-9 & 10-16 Herbert Street and 76-84A St Georges Road, Preston be added to the Heritage Overlay of the Darebin Planning Scheme with the schedule entry as shown below. The extent of registration is the whole of the precinct as defined by the title boundaries.

External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01-4	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
No	No	No	No	No	No	Preston Residential Heritage Precincts Permit Exemptions	No

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Land Victoria (3), Certificates of Title Vol. 2278 Fol. 566 & Vol. 4497 Fol. 234

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Map of contributory properties

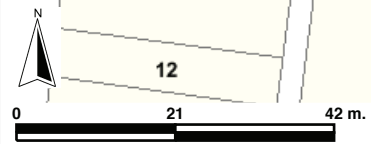
Levels of Significance

- C1 
- C2 
- N 



Levels of Significance

- C1 
- C2 
- N 



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Scale 1:1,000
Printed: October 16, 2007



PRESTON MASONIC CENTRE

United Preston Masonic Hall

Address | 382-4 Bell Street, Preston | **HO185**
Hermes

Significance

Local

Designer

Harry A. Norris
(1919)

Builder

Unknown

Creation dates

1919, 1956

Style and type

Interwar &
Postwar
Modern



Preston Masonic Centre, showing the 1919 Hall at right and the 1956 Hall at left

History

Thematic context

Theme

7. Community and culture

Sub-theme

7.3. Establishing institutions of mutual support

History of Preston

The central area of Preston surrounding the Town Hall lies between two early clusters of settlement as outlined below. The history of this area reflects three important eras of residential, commercial and community development:

- the land boom of the 1880s - as much in its collapse as its success
- the recovery period around the turn of the twentieth century
- the post World War 1 boom, when Preston really began to thrive.

Early development – from first land sales to the 1880s land boom

All of the land in Preston was first alienated from the Crown in auctions held for land in the Parish of Jika Jika and Keelbondora in 1838 and 1839. Few of the original purchasers

remained to settle on their allotments, most were speculators hoping to make a quick profit by reselling the land. The four original Crown allotments in the Parish of Jika Jika, on which central Preston is situated, were all sold on 1 August 1839. Much of the land was subdivided for small holdings or tenant farms. In the 1860s the area between Dundas Street and Murray Road was occupied as small farms of up to 16 hectares, and north of Murray Road the country was still closely wooded with red gum. Preston remained an important agricultural district, particularly for dairying, market gardening and flower growing, supplying produce to Melbourne well into the twentieth century.

Preston's early European settlers tended to cluster around two centres. The first cluster centred on the corner High and Wood Streets, where Wood's store opened in 1850, and extended northwards to Tyler Street and the area known as Irishtown, later Regent. The second focal point was in the south at the junction of High Street and Plenty Road, where some of Preston's earliest industries, including brickworks and bacon factories, were established in the 1860s and 1870s.

Preston's distance from Melbourne and lack of efficient transport systems isolated most of Preston from suburban settlement until after the First World War. Entrepreneurs took advantage of this isolation to set up industries that were classed as noxious - industries, such as tanning, wool scouring, meat processing and boiling down works that caused unpleasant odours and water pollution. The availability of water along the pipeline from the Yan Yean Reservoir was also an important incentive for these industries coming into the area. By the end of the nineteenth century a large number of tanneries and bacon factories occupied south central Preston. These industries attracted workers and the beginnings of an urban population amongst the small farms. The Whittlesea railway through Northcote and Preston, opened in 1889, and the cable tram system to the Preston border at Dundas Street, also encouraged a little suburban development. Although Preston, like the rest of Melbourne, was swept up in the land boom of the 1880s, few of Preston's boom subdivisions were successful before the economic crash of the early 1890s, and many estates remained as open paddocks for two or three decades more.

Becoming a city - Early twentieth century and post-WWI boom

Preston Shire Hall, later known as the Town Hall, was built in 1895 on a site that was central to the two early settlement clusters and close to the Preston railway station. As the economy recovered in the early twentieth century, commercial and residential development gradually began to fill in the gap between the two early clusters on the estates originally subdivided in the 1890s land boom. However, Preston experienced much more rapid suburban growth during post First World War boom era of the 1920s and following in 1921 the electrification of the railway as far as Reservoir, which sped up the journey to the city considerably. In this decade Preston experienced phenomenal growth, with the highest birth rate in Victoria in 1927 and a large amount of migration, both from the inner suburbs of Melbourne and, to a lesser extent, from overseas, mainly Britain. During the 1920s the population of Preston more than trebled (Carroll & Rule, 1985:127). Within the four years from 1922 to 1926, Preston was raised from a shire, through the stages of Borough and Town to the City of Preston, proclaimed on 14 July 1926.

Preston Masonic Centre history

History of the site

The original purchaser of Crown Allotment 144 Parish of Jika Jika in August 1839 was Joseph Mitchell of London. This was half a square mile between Bell Street and Murray Road to the west of High Street. Mitchell leased the land to Timothy Shepherd, who used it for grazing sheep. The property was known as Shepherd's Run. In 1872 the Mitchell family sold the land to Francis Bell, who subdivided it into six blocks and sold them, and it was further subdivided into 107 blocks in 1874. (Carroll & Rule, 1985:18, 23-5) According to Carroll (1985:70-1) the area to the north of Bell Street bounded by St George's Road and the railway line was part of the Railway Place Estate, a boom

subdivision of 61 allotments offered for sale in 1888. It was one of Preston's many boom-time subdivision that failed, and there was little development in this part of Bell Street until the late 1890s, and then development remained sparse well into the twentieth century.

Residential development began in earnest after the First World War in the estates in the vicinity of this part of Bell Street, particularly with the construction of many War Service Homes from 1919.

Preston Masonic Lodge

Freemasonry was brought to Victoria in 1840, and was a powerful and influential force in Melbourne society, particularly through a number of Lord Mayors and Victorian Governors, who were prominent Masons (*Encyclopedia of Melbourne*, 2005:291). While Freemasonry has a strong element of secret ritual and mutual support amongst its all male membership, it also focuses on community service.

The Preston Masonic Lodge, No. 148 was one of Melbourne's early suburban lodges. It was formed at the instigation of the Shire President, Alexander Edward Short, who convened a meeting of Freemasons living in the district in September 1889. The meeting was held in the Council Club Hotel, on the corner of High and Cramer Streets. This hotel is no longer in existence. The Preston Lodge was officially formed and consecrated on 14 November 1889. Eugene Rodda, the proprietor of the Preston Grammar School, was installed as the first Worshipful Master. The Lodge seal was a replica of the seal of the Municipality of Preston. Meetings continued to be held in the Lodge Room at the Council Club Hotel until 1897, when they moved to Bradford Hall, in High Street (Wilkinson, 1939). Bradford Hall appears to have been a private hall owned (and probably built) by George Bradford, a carpenter (Rate Book, 1889).

The Preston Lodge struggled to survive during the depression years of the 1890s, but after turn of the century the Lodge established a building fund for the purpose of acquiring a more suitable building for meetings. In 1907 a site on the corner of High and Garnet Streets was purchased. This was later found to be unsuitable, and the present site in Bell Street was purchased in 1918.

Moves towards building a temple had begun in 1914, when plans were drawn up by architect Harry A. Norris, who was himself a Mason. Presumably the outbreak of war delayed construction. Meanwhile Lodge members turned their attention fund-raising for the Red Cross and other bodies assisting the war effort.

In 1918 it was decided to proceed with the construction of the temple to Norris' 1914 plan, and Norris acted as Honorary Architect. The new temple was opened on 11 June 1919, and the foundation stone at the east end of the north wall was unveiled. The initial cost of land, buildings and furniture was £2054.

The construction of Preston Masonic Temple attracted considerable interest amongst Melbourne's Masonic communities and was regarded as:

... the spur which started the building of so many beautiful Temples dedicated to the Craft in many of the Metropolitan suburbs.

Wilkinson (1939:86) also noted that:

...before long it became necessary to alter and enlarge the buildings and to purchase further land

However it is not clear what the additions were and when they were actually made, except that £485 was expended on additions to the temple in 1923.

At the time of the temple's opening, the Preston Lodge had 83 members and was the only Masonic lodge in the district. As Darebin experienced a new era of growth and prosperity, new Masonic lodges formed, the first being Thornbury Lodge, which became a tenant of the Preston Temple in 1920. Several more Masonic lodges including Leamington, Preston

St George, Plenty and Preston Mark also used the Preston Masonic Temple. At one stage, according to Forster (p.93-4) fourteen lodges were meeting in the Bell Street temple.

The foundation stone for a larger addition was laid on 30 September 1956, but details of the building are not known.

The architect

The Preston Masonic Temple of 1919 was an early work of Harry A. Norris, a prominent Melbourne architect of the 1920s and 30s. Norris completed his articles with Ward Carleton in 1911. He is well known for his use of the Modern style, more particularly Inter-war Functionalist, but he continually developed his style. Norris' more celebrated work includes *Burnham Beeches* mansion in the Dandenong Ranges, built 1930, Mitchell House, Lonsdale Street Melbourne in 1936, and Coles Bourke Street store in the 1940s (*Modern in Melbourne* website; Apperly et al, 1989:184-7). Another of Norris' early works, also in Darebin, is the Northcote Soldiers' Memorial, designed in 1920.

Description

The Preston Masonic Centre comprises a complex of early and mid-twentieth century Masonic club buildings on the northeast corner of Bell and Arthur streets, Preston. Built at this corner is the 1956 Hall, which is a two-storey cream brick Modernist building set back slightly from its Bell Street frontage. Its south elevation (Bell Street) is symmetrically composed with a central entrance on its ground floor, with a pair of timber-panelled doors recessed behind a pair of wrought iron gates. Above this entrance is a relief of the Square & Compasses symbol of Freemasonry. A stone, adjacent to the entrance reads:

United Preston Masonic Hall

Erected by:

Lodges No. 148. 259. 322. 375. 538. 585. 594. 620. 671 & 679.

This stone was laid by M. W. Bro. Dr. G B Bearham

Pro Grand Master

On the 30th September 1956.

This entrance is flanked on each side by three plain timber frame windows, and above the building's entrance, on the upper level, is a small balcony with a plain metal balustrade. A pair of timber framed glazed doors lead from the upper level to this balcony. These doors are flanked on either side by two steel frame windows. The building's roof is concealed behind a plain brick parapet. Unsympathetic signage has been fitted on parts of this elevation, including an illuminated sign of the Square & Compasses symbol, which has been damaged.

The west (Arthur Street) elevation of the hall is utilitarian in character with plain timber windows on the ground floor and steel frame windows on the upper level. The building's parapet steps up towards the northern end of this elevation. The north elevation of the cream brick building is also utilitarian in character and extends along the boundary of the car park of the adjacent Sanctuary Apartments. A single-storey skillion addition has been built to the east of the hall's rear. This, and other buildings to its east that form the complex, conceal the east elevation of the two-storey cream brick building.

A single-storey cream brick building links the Modernist building with the 1919 hall, which was designed by Harry A. Norris. This hall is set back a short distance from its Bell Street boundary. It is built of brick, which has been rendered on its south elevation. This elevation is divided into three bays, divided by plain pilasters. Each bay has a pair of windows with diamond shaped glazing bars. The hall has a transverse gable roof clad in terracotta tiles. Its end walls extend above the roof to form gable ends that conceal the roof on the hall's east and west elevations. The gable end on the east elevation is faced in red brick and has three cement bands and a louvred roof vent. This elevation has a window

with a concrete lintel. The west elevation of the hall is obscured and/or has been obliterated by the cream brick link to the Modernist corner building.

At the rear of the red brick hall is another hall (possibly an addition?), also faced in red brick, which also has a transverse gable roof clad in terracotta tiles with Health Department vents along the ridge. A skillion roof building has been built along most of the rear (north elevation) of this hall, however a buttress is visible towards the centre of this elevation. The roof of this hall, at the gable (east) end extends past the wall to form shallow eaves. The west end of this hall abuts the east elevation of the cream brick corner building. The skillion addition to this hall is utilitarian in character, as is an adjacent external staircase, which leads from the complex's rear yard to the upper level of the cream brick corner Modernist building. A high chain link fence, with a gate, encloses this rear yard that has been surfaced in concrete.

Significance

Assessment against criteria

Historic

RNE Criterion A.4

Importance for association with events, developments or cultural phases which have had a significant role in the human occupation and evolution of the nation, State, region or community.

The Preston Masonic Temple is considered to meet Criterion A.4 as it provides evidence of the development of the Preston community in the early twentieth century. This was a time when Preston was experiencing significant growth and the construction of the new Masonic Temple illustrates the formation of community and civic organizations within the city. It is also of interest as an early example of the work of noted architect, Harry Norris.

RNE Criterion B.2

Importance in demonstrating a distinct way of life, land use, function or design no longer practised, in danger of being lost, or of exceptional interest.

Membership of Masonic Lodges declined sharply in the second half of the twentieth century and few new Lodge buildings were constructed in the post-war period. Although temples are not rare, many Lodges have disbanded and the buildings have been sold.

RNE Criterion D.2

Importance in demonstrating the principal characteristics of the range of human activities in the Australian environment (including way of life, custom, process, land-use, function, design or technique)

The Preston Masonic Centre is considered to meet Criterion D.2 as it is a representative example of a Masonic complex, which illustrates the importance of the Masonic movement in community life during the twentieth century. The use of the building for Masonic purposes is reflected in design aspects that are typical of Masonic temples such as the small high set ground level windows in both buildings (which prevent outsiders from seeing into the buildings and reflect the secretive aspect of Masonic tradition), and the incorporation of Masonic symbols above the entrance to the 1956 building.

RNE Criterion H.1

Importance for close associations with individuals whose activities have been significant within the history of the nation, State, or region.

The Preston Masonic Temple is considered to meet Criterion H.1 because of its strong associations with the various Masonic lodges who used this as their meeting place. Many of the lodge members were prominent in community life in Preston and surrounding areas.

Aesthetic

RNE Criterion E.1

Importance for a community for aesthetic characteristics held in high esteem or otherwise valued by the community.

Assessment against this criterion was not possible within the scope of this study. Further assessment may be warranted.

RNE Criterion F.1

Importance for its technical, creative, design or artistic excellence, innovation or achievement.

Not applicable

Social

RNE Criterion G.1

Importance as a place highly valued by a community for reasons of religious, spiritual, symbolic, cultural, educational, or social associations.

The Preston Masonic Temple is considered to meet Criterion G.1 as the spiritual home of Masonic life in Preston and surrounding districts. It has been an important meeting place for the members of up to 14 Lodges for almost 90 years and has strong associations with the Masonic community who are associated with it.

Comparative Analysis

The Preston Masonic Centre compares with:

Statement of significance

What is significant?

The Preston Masonic Lodge, No.148, was commenced in 1889 and a Temple designed by Harry A. Norris was erected on this site in 1919. Up to fourteen lodges met at the Temple throughout its history and a two storey addition, known as the United Preston Masonic Hall, was made in 1956 to the west of the original temple.

How is it significant?

The Preston Masonic Centre is of local historic significance to Darebin City.

Why is it significant?

Historically, the Preston Masonic Temple erected in 1919 was one of Melbourne's early suburban temples and this building and the 1956 addition demonstrate the strength of the Masonic movement in Melbourne during the twentieth century. It is the centre of Masonic movement in Preston with up to fourteen different lodges using it as their meeting place and the use of the building for Masonic purposes is reflected in design aspects such as the high set windows and the symbols above the entrance doors to the 1956 building. The 1919 Temple is also of interest as an early example of the work of noted architect, Harry A. Norris. (AHC criteria A.4, D.2, & H.1)

The Preston Masonic Centre also has social significance as the spiritual home of the Masonic community in Preston for almost 90 years. (AHC criterion G.1)

Conservation Management Guidelines

Policy Basis

This place is located within the Preston Central Structure Plan area and it is important that it is retained as a record of the historic development of this area. This does not mean that development cannot occur provided that it is carefully designed, however, it does place some limits upon the type of new development. The use of the building for Masonic purposes is an integral part of its significance and should be supported. However, adaptive re-use of the building may be considered if and when the building is no longer required for Masonic purposes.

Objectives

To conserve the 1919 and 1956 buildings and, in particular, the features that demonstrate the historic use of the buildings as Masonic halls.

To support the continuing use of the place as a Masonic centre.

Guidelines

In order to conserve the heritage significance of this place, it policy to:

- Conserve the fabric of the building/s or other elements that contribute to the significance of the place and in particular to:
 - Encourage the accurate restoration or reconstruction of missing or modified elements on the basis of available evidence.
 - Encourage the removal of non-significant or intrusive elements, particularly where this would assist in revealing or interpreting the significance of the place.
- Encourage a contextual approach to new development that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in design.
- Discourage the demolition of elements of primary significance except where it can be demonstrated that:
 - The building is structurally unsound and cannot feasibly be repaired without undertaking significant alterations that would diminish the integrity of the building, and
 - The proposed replacement building embodies design excellence that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in approach.

Demolition of part of an element of primary significance may be allowed when it can be demonstrated to the satisfaction of the responsible authority that its demolition or removal will not adversely affect the significance of the place and, as appropriate:

- It will assist in the long term conservation or maintenance of the place, or
 - It will support the viability of the existing use of the place or will facilitate a new use that is compatible with the on-going conservation of the building, or
 - It will upgrade the building to meet contemporary standards such as improving energy efficiency.
- Consider the demolition or modification of elements of secondary significance only the proposed replacement building embodies design excellence that is complementary in

form, scale and materials to the elements of primary significance, but is clearly contemporary in approach.

- Ensure that signage does not become a dominant visual element.

Review of significance and policy

While every effort has been made to ensure that the information contained in this citation is accurate, it is possible that more detailed investigation may reveal further information about the significance of the place. For example, in most cases an internal inspection was not made of buildings at the time of initial assessment. In the time since the place was first assessed it is also possible that the condition of buildings or trees may have changed.

The information contained in this citation should therefore be reviewed at the time that it is proposed to make changes to the property. This would likely require a more detailed assessment of any significant or contributory element that is affected by any proposed buildings or works. Once this more detailed assessment has been made, a review of the significance of the place and the conservation policy should be carried out by Council's Heritage Adviser or an appropriately qualified professional.

Statutory Recommendations

It is recommended that the Preston Masonic Centre at 382-4 Bell Street, Preston be added as an individual place to the Heritage Overlay of the Darebin Planning Scheme with the schedule entry as shown below. The extent of registration is the whole of the property as defined by the title boundaries.

External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01-4	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
No	No	No	No	No	No	Preston Central Incorporated Plan March 2007	No

References

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Forster, Harley W., *Preston: lands and people, 1838-1967*, Melbourne, Cheshire, 1968

Jones, Roger (ed.) *'Back in Them Days': An Oral History of Preston*, City of Darebin, Preston, 1994

Victorian Year Book 1973

Wilkinson, A.S., 'History of the Preston Lodge, No. 148', in *The Victorian Craftsman*, August & September 1939, pp 5-7 & 81-88.

Websites

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ml (viewed 12 October 2007)

HOUSES


Address	392 & 396-402 Bell Street, Preston Hermes 27300	HO186
Significance		
Local		
Designer		
Unknown		
Builder		
James Story?		
Creation dates		
c.1897		
Style		
Victorian		
Condition		
Good		
Integrity		
High (392)		
Low (396)		

Figure 1: 392 Bell Street, Preston

History

Thematic context

Theme

- 2. *Peopling Darebin*
- 5. *Building suburban Darebin*

Sub-theme

- 2.3 Promoting settlement
- 5.3 Developing the suburban ideal

History of Preston

The central area of Preston surrounding the Town Hall lies between two early clusters of settlement as outlined below. The history of this area reflects three important eras of residential, commercial and community development:

- the land boom of the 1880s - as much in its collapse as its success
- the recovery period around the turn of the twentieth century
- the post World War 1 boom, when Preston really began to thrive.

Early development – from first land sales to the 1880s land boom

All of the land in Preston was first alienated from the Crown in auctions held for land in the Parish of Jika Jika and Keelbondora in 1838 and 1839. Few of the original purchasers remained to settle on their allotments, most were speculators hoping to make a quick profit by reselling the land. The four original Crown allotments in the Parish of Jika Jika, on which central Preston is situated, were all sold on 1 August 1839. Much of the land was subdivided for small holdings or tenant farms. In the 1860s the area between Dundas Street and Murray Road was occupied as small farms of up to 16 hectares, and north of Murray Road the country was still closely wooded with red gum. Preston remained an important agricultural district, particularly for dairying, market gardening and flower growing, supplying produce to Melbourne well into the twentieth century.

Preston's early European settlers tended to cluster around two centres. The first cluster centred on the corner High and Wood Streets, where Wood's store opened in 1850, and extended northwards to Tyler Street and the area known as Irishtown, later Regent. The second focal point was in the south at the junction of High Street and Plenty Road, where some of Preston's earliest industries, including brickworks and bacon factories, were established in the 1860s and 1870s.

Preston's distance from Melbourne and lack of efficient transport systems isolated most of Preston from suburban settlement until after the First World War. Entrepreneurs took advantage of this isolation to set up industries that were classed as noxious - industries, such as tanning, wool scouring, meat processing and boiling down works that caused unpleasant odours and water pollution. The availability of water along the pipeline from the Yan Yean Reservoir was also an important incentive for these industries coming into the area. By the end of the nineteenth century a large number of tanneries and bacon factories occupied south central Preston. These industries attracted workers and the beginnings of an urban population amongst the small farms. The Whittlesea railway through Northcote and Preston, opened in 1889, and the cable tram system to the Preston border at Dundas Street, also encouraged a little suburban development. Although Preston, like the rest of Melbourne, was swept up in the land boom of the 1880s, few of Preston's boom subdivisions were successful before the economic crash of the early 1890s, and many estates remained as open paddocks for two or three decades more.

Becoming a city - Early twentieth century and post-WWI boom

Preston Shire Hall, later known as the Town Hall, was built in 1895 on a site that was central to the two early settlement clusters and close to the Preston railway station. As the economy recovered in the early twentieth century, commercial and residential development gradually began to fill in the gap between the two early clusters on the estates originally subdivided in the 1890s land boom. However, Preston experienced much more rapid suburban growth during post First World War boom era of the 1920s and following in 1921 the electrification of the railway as far as Reservoir, which sped up the journey to the city considerably. In this decade Preston experienced phenomenal growth, with the highest birth rate in Victoria in 1927 and a large amount of migration, both from the inner suburbs of Melbourne and, to a lesser extent, from overseas, mainly Britain. During the 1920s the population of Preston more than trebled (Carroll & Rule, 1985:127). Within the four years from 1922 to 1926, Preston was raised from a shire, through the stages of Borough and Town to the City of Preston, proclaimed on 14 July 1926.

History of 392 & 396-402 Bell Street

This house and its neighbour at No. 396-402 Bell Street are located on part of the original Crown Allotment 144 Parish of Jika Jika, purchased by Joseph Mitchell of London in August 1839. Mitchell leased the land to Timothy Shepherd, who used it for grazing sheep, and the property was known as Shepherd's Run. In 1872 the Mitchell family sold the land to Francis Bell, who subdivided it into six blocks and sold them. The land was further subdivided into 107 blocks in 1874 (Carroll & Rule, 1985:18, 23-5).

According to Carroll (1985:70-2), the area to the north of Bell Street bounded by St George's Road and the railway line was part of the Railway Place Estate, a boom subdivision of 61 allotments offered for sale in 1888. However other information suggests that two acres of this area was purchased in September 1885 by Catherine Mary Minty, and mortgaged in January 1886. William John Minty of Footscray becomes owner in June 1889, and he mortgaged it to Colonial Bank of Australasia in August 1893 (Land Victoria). Clearly this was one of Preston's many boom-time subdivisions that failed. The two acre block was sold to Agnes Boyd in 1895. At that time there were no buildings in Bell Street between St George's Road and the Railway (Sands & McDougall Directory)

By 1897 further subdivision had occurred, and the Shire of Preston Rate Book described land along Bell Street as the 'Station Estate'. Most of the blocks were vacant land, but lots 20, 21 and 22, amounting to three quarters of an acre, were owned and occupied by James W. Story, and there was a brick house on the site. James' brother George lived next door (Rate Book).

James Story was a carpenter and had been in business with George as timber merchants, builders and agents in Preston since the 1870s and so it is possible that this house was built by the brothers. The Story brothers were prominent amongst local boom-time speculators, and had bought up large areas of Preston for subdivision (Forster, 1968:54-5). It is not known whether the Railway Place Estate was one of the Story brothers' subdivisions, but the two blocks noted above are the only Story holdings in that section of Bell Street in 1897. Evidently the Story brothers had recovered their finances sufficiently to build brick houses for themselves.

James Story lived in this Bell Street house until about 1904 (Sands & McDougall Directory).

Description

A brick Victorian house, situated on the north side of Bell Street, between St Georges Road and Arthur Street. The car park of the Darebin RSL Club forms the site's west and north boundaries, and a single-storey commercial building is adjacent to its east. The house has a small set back from its Bell Street boundary, behind a mature garden containing a large eucalypt. The fence along the street boundary is cream brick and is of recent origin.

The front of the house has a hipped roof clad in corrugated galvanised steel sheeting and has two red brick chimneys. The roof forms shallow eaves, which has timber brackets, and on the south (Bell Street) elevation, immediately below the eaves, is a cream brick banding. At the west end of the south elevation is a projecting bay, which has two semi-circular headed arched double-hung sash windows. To the east of the bay is a timber frame verandah. The front door of the house is accessed from this verandah and to the east of this door is a timber frame tripartite window.

On the east elevation of the house, towards its rear, is a projecting bay. This has a double-hung sash window facing Bell Street. Adjacent to the east elevation is a driveway and carport of recent origin. The west elevation of the house is stabilised with vertical angle-iron members at intervals along its length. Forming the rear of its west elevation is a brick skillion addition, with a brick chimney. This addition is sympathetic to the front of the house in terms of materials and scale, and its segmental arched window opening is similar to the other windows on the west elevation.

To the west of the house is the Darebin RSL Club, which is in two sections; an undistinguished post-war building at the front, which is built immediately in front (and conceals from the street view) a nineteenth century brick house at the rear, which is thought to be the second Story house. The M-hipped iron roof remains along with rendered chimneys and there appear to be some original windows including a leadlight

window in the west elevation. An internal inspection would be required to determine the actual extent of integrity.

Significance

Assessment against criteria

Historic

RNE Criterion A.4

Importance for association with events, developments or cultural phases which have had a significant role in the human occupation and evolution of the nation, State, region or community.

The houses at 392 & 396-402 Bell Street, Preston are considered to meet Criterion A.4 as examples of late nineteenth century dwellings that illustrate an early phase of residential development in Preston. This house of particular interest as it is example of a house constructed as a residence for (and perhaps by) its owner, James W. Story, and not as part of a speculative development.

RNE Criterion B.2

Importance in demonstrating a distinct way of life, land use, function or design no longer practised, in danger of being lost, or of exceptional interest.

The houses at 392 & 396-402 Bell Street, Preston are considered to meet Criterion B.2 as one of a small number of surviving nineteenth century houses in Preston.

RNE Criterion D.2

Importance in demonstrating the principal characteristics of the range of human activities in the Australian environment (including way of life, custom, process, land-use, function, design or technique)

Not applicable.

RNE Criterion H.1

Importance for close associations with individuals whose activities have been significant within the history of the nation, State, or region.

The houses at 392 & 396-402 Bell Street, Preston are considered to meet Criterion H.1 for its association with James and George Story, who were prominent land boom speculators and businessmen in Preston.

Aesthetic

RNE Criterion E.1

Importance for a community for aesthetic characteristics held in high esteem or otherwise valued by the community.

Assessment against this criterion was not possible within the scope of this study. Further assessment may be warranted.

RNE Criterion F.1

Importance for its technical, creative, design or artistic excellence, innovation or achievement.

Not applicable.

Social

RNE Criterion G.1

Importance as a place highly valued by a community for reasons of religious, spiritual, symbolic, cultural, educational, or social associations.

Assessment against this criterion was not possible within the scope of this study. Further assessment may be warranted.

Comparative Analysis

These houses are among a small number of late nineteenth century houses in Preston and the house at No.392 is amongst the most intact and in terms of its design and integrity is comparative with similar examples already within the HO in Northcote. Comparative examples within Preston include:

Name of precinct	HO	Comments
<i>Mary Street precinct</i>	No*	This precinct includes semi-detached pairs, as well as a terrace row of contemporary date to the Gower Street houses. The level of integrity is similar.
<i>Gower Street, Murray Road & Preston Street</i>	No	These streets contain a number of other late nineteenth or early twentieth century houses; all have been significantly altered. The exception is the pair of houses at 244-6 Gower Street (refer to separate citation in this Study).

*This precinct has also been assessed by this Study and is proposed for inclusion in the HO.

Statement of significance

What is significant?

The brick Victorian houses at 392 & 396-402 Bell Street, Preston were constructed c.1897 for (and perhaps by) James W. and George Storey who were local timber merchants, builders and agents. They were prominent amongst local boom-time speculators and bought up large areas of land in Preston for subdivision. James lived in the house at No.392 until about 1904 and this house remains relatively intact today. George’s house at No.396-402 is now part of the Darebin RSL and a large building has been built immediately in front, effectively concealing the house from view from Bell Street.

How is it significant?

The houses at 392 & 396-402 Bell Street, Preston are of local historic significance to Darebin City.

Why is it significant?

Historically, they are significant as rare examples of nineteenth century houses within Preston, which illustrate an early phase of residential development and have associations with the locally important builder and land speculators, James W. and George Storey. (AHC criteria A.4, B.2, and H.1)

Levels of significance

The following levels of significance apply to this place:

Significance level	Features
<i>Primary</i>	The house at 392 Bell Street to the extent of the c.1897 fabric
<i>Secondary</i>	The house at 396-402 Bell Street to the extent of the c.1897 fabric.

Limited/Not significant

Early twentieth century addition to house at No.392
 Carport and trees at No.392 Bell Street
 Postwar buildings associated with the Darebin RSL complex

Conservation Management Guidelines

Policy Basis

This place is located within the Preston Central Structure Plan area and provides an important record of the historic development of this area. This does not mean that development cannot occur provided that it is carefully designed, however, it does place some limits upon the type of new development. The house at No.392 is relatively intact and the objective should be to ensure that the integrity of the property is maintained in any future development. By comparison, the house at No.396-402 is less intact and its integrity and historic presentation has been severely comprised by the large building built immediately in front. While it appears that much of the form of building remains intact, it is not known how much actual detail survives. While restoration of this building to its original appearance would be a desirable objective it is recognised that this opportunity for this may be limited by the existing use and development of the site. In addition, the Preston Central Structure Plan identifies the north-east corner of Bell Street and St Georges Road as one of the key sites where 'landmark' development is to be encouraged.

Objectives

- To support the conservation of the c.1897 fabric of both houses.
- To ensure that an appropriate record is made of the houses if demolition is proposed.

Guidelines

In order to conserve the heritage significance of this place, it policy to:

- Conserve the fabric of the building/s or other elements that contribute to the significance of the place and in particular to:
 - Encourage the accurate restoration or reconstruction of missing or modified elements on the basis of available evidence.
 - Encourage the removal of non-significant or intrusive elements, particularly where this would assist in revealing or interpreting the significance of the place.
- Encourage a contextual approach to new development that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in design.
- Discourage the demolition of elements of primary significance except where it can be demonstrated that:
 - The building is structurally unsound and cannot feasibly be repaired without undertaking significant alterations that would diminish the integrity of the building, and
 - The proposed replacement building embodies design excellence that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in approach.

Demolition of part of an element of primary significance may be allowed when it can be demonstrated to the satisfaction of the responsible authority that its demolition or removal will not adversely affect the significance of the place and, as appropriate:

- It will assist in the long term conservation or maintenance of the place, or
 - It will support the viability of the existing use of the place or will facilitate a new use that is compatible with the on-going conservation of the building, or
 - It will upgrade the building to meet contemporary standards such as improving energy efficiency.
- Consider the demolition or modification of elements of secondary significance only if the proposed replacement building embodies design excellence that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in approach.

Specific guidelines

If it is proposed to demolish either building, then a photographic record should be made and consideration should be given to the opportunity to include interpretation of the history of the site as part of any new development.

Review of significance and policy

While every effort has been made to ensure that the information contained in this citation is accurate, it is possible that more detailed investigation may reveal further information about the significance of the place. For example, in most cases an internal inspection was not made of buildings at the time of initial assessment. In the time since the place was first assessed it is also possible that the condition of buildings or trees may have changed.

The information contained in this citation should therefore be reviewed at the time that it is proposed to make changes to the property. This would likely require a more detailed assessment of any significant or contributory element that is affected by any proposed buildings or works. Once this more detailed assessment has been made, a review of the significance of the place and the conservation policy should be carried out by Council's Heritage Adviser or an appropriately qualified professional.

Statutory Recommendations

It is recommended that the houses at 392 & 396-402 Bell Street Preston be added as an individual place to the Heritage Overlay of the Darebin Planning Scheme with the schedule entry as shown below. The extent of registration is the whole of the property at No. 392 as defined by the title boundaries and to the extent of the c.1897 house at No.396-402 as defined by its external walls.

External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01-4	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
No	No	No	No	No	No	Preston Central Incorporated Plan March 2007	No

References

Primary sources

Land Victoria, LP7669, Certificate of Title Vol. 1735 Fol. 940

MMBW Detail Plans for Shire of Preston, VPRS 8601

Sands & McDougall Directories

Shire of Preston Rate Books, VPRS 8228

Secondary sources

Carroll, Brian & Rule, Ian, *Preston, an illustrated history*, Preston, City of Preston, 1985


Darebin Historical Encyclopedia

Forster, Harley W., *Preston : lands and people, 1838-1967*, Melbourne, Cheshire, 1968

Jones, Roger (ed.) *'Back in Them Days': An Oral History of Preston*, City of Darebin, Preston, 1994

Victorian Year Book 1973

HOUSES

Address	244-6 Gower Street, Preston Hermes	H0187
Significance		
Local		
Designer		
Unknown		
Builder		
Unknown		
Creation dates		
c.1892		
Style		
Victorian		
Condition		
Good		
Integrity		
High		

History

Thematic context

Theme

- 2. *Peopling Darebin*
- 5. *Building suburban Darebin*

Sub-theme

- 2.3 Promoting settlement
- 5.3 Developing the suburban ideal

History of Preston

The central area of Preston surrounding the Town Hall lies between two early clusters of settlement as outlined below. The history of this area reflects three important eras of residential, commercial and community development:

- the land boom of the 1880s - as much in its collapse as its success
- the recovery period around the turn of the twentieth century
- the post World War 1 boom, when Preston really began to thrive.

Early development – from first land sales to the 1880s land boom

All of the land in Preston was first alienated from the Crown in auctions held for land in the Parish of Jika Jika and Keelbondora in 1838 and 1839. Few of the original purchasers

remained to settle on their allotments, most were speculators hoping to make a quick profit by reselling the land. The four original Crown allotments in the Parish of Jika Jika, on which central Preston is situated, were all sold on 1 August 1839. Much of the land was subdivided for small holdings or tenant farms. In the 1860s the area between Dundas Street and Murray Road was occupied as small farms of up to 16 hectares, and north of Murray Road the country was still closely wooded with red gum. Preston remained an important agricultural district, particularly for dairying, market gardening and flower growing, supplying produce to Melbourne well into the twentieth century.

Preston's early European settlers tended to cluster around two centres. The first cluster centred on the corner High and Wood Streets, where Wood's store opened in 1850, and extended northwards to Tyler Street and the area known as Irishtown, later Regent. The second focal point was in the south at the junction of High Street and Plenty Road, where some of Preston's earliest industries, including brickworks and bacon factories, were established in the 1860s and 1870s.

Preston's distance from Melbourne and lack of efficient transport systems isolated most of Preston from suburban settlement until after the First World War. Entrepreneurs took advantage of this isolation to set up industries that were classed as noxious - industries, such as tanning, wool scouring, meat processing and boiling down works that caused unpleasant odours and water pollution. The availability of water along the pipeline from the Yan Yean Reservoir was also an important incentive for these industries coming into the area. By the end of the nineteenth century a large number of tanneries and bacon factories occupied south central Preston. These industries attracted workers and the beginnings of an urban population amongst the small farms. The Whittlesea railway through Northcote and Preston, opened in 1889, and the cable tram system to the Preston border at Dundas Street, also encouraged a little suburban development. Although Preston, like the rest of Melbourne, was swept up in the land boom of the 1880s, few of Preston's boom subdivisions were successful before the economic crash of the early 1890s, and many estates remained as open paddocks for two or three decades more.

Becoming a city - Early twentieth century and post-WWI boom

Preston Shire Hall, later known as the Town Hall, was built in 1895 on a site that was central to the two early settlement clusters and close to the Preston railway station. As the economy recovered in the early twentieth century, commercial and residential development gradually began to fill in the gap between the two early clusters on the estates originally subdivided in the 1890s land boom. However, Preston experienced much more rapid suburban growth during post First World War boom era of the 1920s and following in 1921 the electrification of the railway as far as Reservoir, which sped up the journey to the city considerably. In this decade Preston experienced phenomenal growth, with the highest birth rate in Victoria in 1927 and a large amount of migration, both from the inner suburbs of Melbourne and, to a lesser extent, from overseas, mainly Britain. During the 1920s the population of Preston more than trebled (Carroll & Rule, 1985:127). Within the four years from 1922 to 1926, Preston was raised from a shire, through the stages of Borough and Town to the City of Preston, proclaimed on 14 July 1926.

The northern and eastern extremities of Preston remained rural or semi-rural until the second half of the twentieth century, and some parts that were formerly used for large psychiatric institutions, are even now being converted to residential suburbia.

History of 244-6 Gower Street

Abel Gower, a London investor, purchased the 537 acre Crown Allotment 145 Parish of Jika Jika on 1 August 1839. The land is situated between the present Bell Street and Murray Road and east of High Street. Gower held onto the land until his death in 1859, when it passed to his widow. In 1860 Mrs Gower, through her agent David Ogilvy, commenced selling the Gowerville Estate (Carroll & Rule, 1985:17-8).

In 1888 the Heart of Preston Estate Company Limited was formed to acquire land for subdivision in Preston. Two of its shareholders were prominent 'land boomers' Lawrence Baillieu and Benjamin Fink, who were involved in land deals throughout Melbourne. This Company acquired a large area bounded by High Street, Gower Street, Plenty Road and Murray Road and subdivided it into hundreds of building blocks. Few were settled before the end of the nineteenth century. It seems that the Heart of Preston Estate was divided into smaller estates, one of which was the Town Hall Reserve Estate, adjoining the Town Hall reserve in Gower Street, and stretching to Plenty Road. (Carroll & Rule, 1985:70-3, see map of estates p.70. Rate book for 1892 shows the subject site in the Heart of Preston Estate, Town Hall Reserve.)

By 1891 only two residences were listed in the Sands & McDougall Directory on the north side of Gower Street west of Plenty Road, and one of them was Michael O'Connor, a farmer, who was already a resident of Gower Street in 1890, and probably living there before the estate was subdivided. The other was William Pittard, a few doors to the east of O'Connor. The 1892 Rate Book shows that lot 192 was owned by John Sullivan, a farmer, and that the lot had two brick houses. One was unoccupied; the other was occupied by Timothy Chreighton, a carter. Over the following six years the Directory lists several changes of tenants. Clearly this pair of houses was built as an investment for farmer Sullivan. In 1898 the pair of houses was still the only settlement in on the north side of Gower Street between High Street and Plenty Road, apart from O'Connor and Pittard who still lived towards the Plenty Road end of the street (Sands & McDougall Directory 1892-98).

The pair of houses at 244-6 Gower Street represent the small degree of successful development achieved by developers in Preston during the land boom just before the economic crash of the 1890s. Its closeness to the new Shire Hall, built in 1893-5, shows the beginnings of urban settlement close to Preston's new civic precinct.

Description

A pair of single-storey, single-fronted brick Victorian cottages, set back a short distance from their street boundaries by small gardens. Both houses have hipped roofs clad in corrugated galvanised steel sheeting. The house at 246 Gower Street has two original polychromatic brick chimneys, with unusual diagonal decorative elements at their corners, towards their tops, while the chimneys have been removed from No. 244. The houses have timber eaves brackets, and below these, verandahs extend across their south (Gower Street) elevations. The houses are faced in brick, with a polychromatic detail around the timber tripartite windows, doors and the ends and corners of walls. The ends of the party wall and the east wall of 244 Gower Street have moulded cement figures (caped masks), lion heads and consoles. The houses' timber picket fences, and the metal lattice of 244 Gower Street, are of recent origin.

Significance

Assessment against criteria

Historic

RNE Criterion A.4

Importance for association with events, developments or cultural phases which have had a significant role in the human occupation and evolution of the nation, State, region or community.

The pair of houses at 244-6 Gower Street is considered to meet Criterion A.4 as they provide evidence of the earliest phase of suburban development of Preston during the late nineteenth century land boom just before the economic crash of the 1890s. Its closeness

to the new Shire Hall, built in 1893-5, shows the beginnings of urban settlement close to Preston's new civic precinct

RNE Criterion B.2

Importance in demonstrating a distinct way of life, land use, function or design no longer practised, in danger of being lost, or of exceptional interest.

The pair of houses at 244-6 Gower Street is considered to meet Criterion B.2 as one of a relatively small number of intact late nineteenth century dwellings within Preston. They appear to be the only surviving houses associated with the 'Heart of Preston' estate to the east of the Town Hall.

RNE Criterion D.2

Importance in demonstrating the principal characteristics of the range of human activities in the Australian environment (including way of life, custom, process, land-use, function, design or technique)

The pair of houses is considered to meet Criterion D.2 as it is a representative example of the type of speculative workers' housing erected in Melbourne during the late nineteenth century.

RNE Criterion H.1

Importance for close associations with individuals whose activities have been significant within the history of the nation, State, or region.

No important or significant associations have been established for owners or occupiers of the houses. They are of interest as houses associated with the Heart of Preston estate in Gower Street during the nineteenth century.

Aesthetic

RNE Criterion E.1

Importance for a community for aesthetic characteristics held in high esteem or otherwise valued by the community.

Assessment against this criterion was not possible within the scope of this study. Further assessment may be warranted.

RNE Criterion F.1

Importance for its technical, creative, design or artistic excellence, innovation or achievement.

The pair of houses at 244-6 Gower Street is considered to meet Criterion F.1 as relatively intact examples of Victorian bi-chromatic cottages with typical decorative features. The decoration to the surviving chimneys at no. 246 is of note.

Social

RNE Criterion G.1

Importance as a place highly valued by a community for reasons of religious, spiritual, symbolic, cultural, educational, or social associations.

Not applicable.

Comparative Analysis

These houses are among a small number of late nineteenth century houses in Preston and they are among the most intact. These types of buildings are more common in Northcote, but relatively rare in Preston. In terms of their design and integrity they are comparative with similar examples already within the HO in Northcote. Comparative examples within Preston include:

Name of precinct	HO	Comments
<i>Mary Street precinct</i>	No*	This precinct includes semi-detached pairs, as well as a terrace row of contemporary date to the Gower Street houses. The level of integrity is similar.
<i>Gower Street, Murray Road & Preston Street</i>	No	These streets contain a number of other late nineteenth or early twentieth century houses; all have been significantly altered.

*This precinct has also been assessed by this Study and is proposed for inclusion in the HO.

Statement of significance

What is significant?

The Victorian polychromatic brick houses at 244-6 Gower Street, Preston were constructed c.1892 as investment properties for John Sullivan, a farmer on land that formed part of the Heart of Preston estate, which was one of the largest estates in Preston during the land boom of the late 1890s. The chimneys to no.244 have been removed, but the houses otherwise remain relatively intact when viewed from Gower Street.

How is it significant?

The houses at 244-6 Gower Street, Preston are of local historic and aesthetic significance to Darebin City.

Why is it significant?

Historically, the pair of houses is significant as evidence of the small degree of successful development achieved by developers in Preston during the land boom just before the economic crash of the 1890s. The closeness to the new Shire Hall, built in 1893-5, shows the beginnings of urban settlement close to Preston’s new civic precinct. (AHC criteria A.4, D.2, H.1)

Aesthetically, the pair of houses is significant as a representative example of Victorian polychromatic brick cottages, with typical features that are externally relatively intact. The detail to the surviving chimneys to no.246 is of note. (AHC criterion F.1)

Levels of significance

The following levels of significance apply to this place:

Significance level	Features
<i>Primary</i>	The houses to the extent of the c.1892 fabric including the chimneys, Form of roof, but not material
<i>Secondary</i>	-
<i>Limited/Not significant</i>	Later additions, front fences, roof material

Conservation Management Guidelines

Policy Basis

This place is located within the Preston Central Structure Plan area and it is important that it is retained as a record of the historic development of this area. This does not mean that development cannot occur provided that it is carefully designed, however, it does place some limits upon the type of new development. The pair of houses are relatively intact externally and this contributes to its significance. The overall conservation objective therefore is to conserve and maintain the historic fabric, with an emphasis upon the elements that are visible from Gower Street.

Objectives

To conserve the surviving fabric that contributes to the Victorian era appearance of the pair of houses when viewed from Gower Street.

To reveal the significance of the place by encouraging the restoration or reconstruction of missing features.

Guidelines

In order to conserve the heritage significance of this place, it policy to:

- Conserve the fabric of the building/s or other elements that contribute to the significance of the place and in particular to:
 - Encourage the accurate restoration or reconstruction of missing or modified elements on the basis of available evidence.
 - Encourage the removal of non-significant or intrusive elements, particularly where this would assist in revealing or interpreting the significance of the place.
- Encourage a contextual approach to new development that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in design.
- Discourage the demolition of elements of primary significance except where it can be demonstrated that:
 - The building is structurally unsound and cannot feasibly be repaired without undertaking significant alterations that would diminish the integrity of the building, and
 - The proposed replacement building embodies design excellence that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in approach.

Demolition of part of an element of primary significance may be allowed when it can be demonstrated to the satisfaction of the responsible authority that its demolition or removal will not adversely affect the significance of the place and, as appropriate:

- It will assist in the long term conservation or maintenance of the place, or
 - It will support the viability of the existing use of the place or will facilitate a new use that is compatible with the on-going conservation of the building, or
 - It will upgrade the building to meet contemporary living standards such as improving energy efficiency.
- Consider the demolition or modification of elements of secondary significance only if the proposed replacement building embodies design excellence that is complementary

in form, scale and materials to the elements of primary significance, but is clearly contemporary in approach.

Review of significance and policy

While every effort has been made to ensure that the information contained in this citation is accurate, it is possible that more detailed investigation may reveal further information about the significance of the place. For example, in most cases an internal inspection was not made of buildings at the time of initial assessment. In the time since the place was first assessed it is also possible that the condition of buildings or trees may have changed.

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Statutory Recommendations

It is recommended that the houses at 244-6 Gower Street, Preston be added as an individual place to the Heritage Overlay of the Darebin Planning Scheme with the schedule entry as shown below. The extent of registration is the whole of the property as defined by the title boundaries.

External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01-4	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
No	No	No	No	No	No	Preston Central Incorporated Plan March 2007	No

References

Primary sources

Land Victoria, Certificates of Title and Subdivision plans, as cited

MMBW Detail Plans for Shire of Preston, VPRS 8601

Sands & McDougall Directories

Shire of Preston Rate Books, VPRS 8228

Secondary sources

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Victorian Year Book 1973

FIDELITY TENT NO.75 OF THE INDEPENDENT ORDER OF RECHABITES (FORMER)

Spectrum Migrant Resource Centre

Address	251-3 High Street, Preston Hermes 27334	HO188
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Significance

Local

Designer

Unknown

Builder

Unknown

Creation dates

c.1890

Style

Victorian
Classical

Condition

Good

Integrity

Moderate



History

Thematic context

Theme

7. Community and culture

Sub-theme

7.3. Establishing institutions of mutual support

History of Preston

The central area of Preston surrounding the Town Hall lies between two early clusters of settlement as outlined below. The history of this area reflects three important eras of residential, commercial and community development:

- the land boom of the 1880s - as much in its collapse as its success
- the recovery period around the turn of the twentieth century
- the post World War 1 boom, when Preston really began to thrive.

Early development – from first land sales to the 1880s land boom

All of the land in Preston was first alienated from the Crown in auctions held for land in the Parish of Jika Jika and Keelbondora in 1838 and 1839. Few of the original purchasers

remained to settle on their allotments, most were speculators hoping to make a quick profit by reselling the land. The four original Crown allotments in the Parish of Jika Jika, on which central Preston is situated, were all sold on 1 August 1839. Much of the land was subdivided for small holdings or tenant farms. In the 1860s the area between Dundas Street and Murray Road was occupied as small farms of up to 16 hectares, and north of Murray Road the country was still closely wooded with red gum. Preston remained an important agricultural district, particularly for dairying, market gardening and flower growing, supplying produce to Melbourne well into the twentieth century.

Preston's early European settlers tended to cluster around two centres. The first cluster centred on the corner High and Wood Streets, where Wood's store opened in 1850, and extended northwards to Tyler Street and the area known as Irishtown, later Regent. The second focal point was in the south at the junction of High Street and Plenty Road, where some of Preston's earliest industries, including brickworks and bacon factories, were established in the 1860s and 1870s.

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Becoming a city - Early twentieth century and post-WWI boom

Preston Shire Hall, later known as the Town Hall, was built in 1895 on a site that was central to the two early settlement clusters and close to the Preston railway station. As the economy recovered in the early twentieth century, commercial and residential development gradually began to fill in the gap between the two early clusters on the estates originally subdivided in the 1890s land boom. However, Preston experienced much more rapid suburban growth during post First World War boom era of the 1920s and following in 1921 the electrification of the railway as far as Reservoir, which sped up the journey to the city considerably. In this decade Preston experienced phenomenal growth, with the highest birth rate in Victoria in 1927 and a large amount of migration, both from the inner suburbs of Melbourne and, to a lesser extent, from overseas, mainly Britain. During the 1920s the population of Preston more than trebled (Carroll & rule, 1985:127). Within the four years from 1922 to 1926, Preston was raised from a shire, through the stages of Borough and Town to the City of Preston, proclaimed on 14 July 1926.

The northern and eastern extremities of Preston remained rural or semi-rural until the second half of the twentieth century, and some parts that were formerly used for large psychiatric institutions, are even now being converted to residential suburbia.

Fidelity Tent No. 75 Independent Order of Rechabites history

Contextual history of the IOOR

The Independent Order of Rechabites was one of many friendly societies, commonly known as lodges, brought to Australia from Britain in the nineteenth century. With no state welfare, friendly societies were a way of providing self-help and mutual support amongst working people. Members made regular contributions of a few pence to a fund

upon which they could draw if unable to work because of illness. Friendly societies paid for medical expenses or provided the services of a lodge doctor, and covered funeral expenses for members and their families. In the 1890s up to one in three Victorians came under the protective umbrella of a friendly society or lodge. (Blainey, 1991:81)

Besides providing welfare for their members, friendly societies provided social activities for their members, and were also concerned with the social improvement of society. They built halls for their meetings and other activities, and these halls proliferated throughout nineteenth century Victoria, especially in mining towns and industrial suburbs.

Preston had a full complement of friendly societies, including Rechabites, Oddfellows, Foresters and Australian Natives Association. The Foresters were the earliest friendly society in Preston, commencing in 1859. Their hall in High Street is no longer in existence. Friendly societies generally promoted temperance, as sobriety was seen as akin to respectability and prosperity in the individual and morality in the community. However membership of the Independent Order of Rechabites required total abstinence from alcohol. Indeed, one of the Rechabites' main goals was the promotion of total abstinence. The Rechabites called their societies 'tents' in honour of a Biblical character who was a total abstainer and tent dweller.

The Independent Order of Rechabites was formed in Salford, England in 1835, and opened their first branch in Australia in 1842. (Green & Cromwell, 1984:6) By 1865 they were Victoria's second largest friendly society, with 43 lodges (Blainey, 1991:22). The Rechabites had close connections with the Protestant churches, particularly the Methodists, who were strong in nineteenth century and early twentieth century Victoria. The actions of the temperance movement was effective in limiting the number of hotels in Victoria in the early twentieth century. This can be seen in the history of hotels in Preston, and Darebin generally. Thus the Rechabites had a larger and more influential role in the community than that of welfare provider.

Preston Fidelity Tent No. 75 commenced in 1868 and met in the South Preston Wesleyan Chapel before they built their own hall in the early 1890s. (Bartlett b) The Star of Northcote Tent commenced in 1876 and built a hall in Westbourne Grove in 1901. (*The Rechabite*, 1 June 1976, pp 168-70, reproduced on DHE) The fact that the Preston Rechabites commenced earlier is probably due to the strength of Methodism, and also the Baptists, amongst the early European settlers in Preston.

History of the site

The original purchaser of Crown Allotment 144 Parish of Jika Jika in August 1839 was Joseph Mitchell of London. This was half a square mile between Bell Street and Murray Road to the west of High Street. Mitchell leased the land to Timothy Shepherd, who used it for grazing sheep. The property was known as Shepherd's Run. In 1872 the Mitchell family sold the land to Francis Bell, who subdivided it into six blocks and sold them, and it was further subdivided into 107 blocks in 1874 (Land Victoria)

By 1876 the Edwin Bastings, a member of one of Northcote's earliest commercial families, who had founded Northcote's first store, was the owner of the large block extending from High to Mary streets. On 28 June 1883 part of that property containing this site was purchased by the trustees for the Rechabite Fidelity Tent No. 75. The trustees were James Hutton, who had recently established a bacon factory in Preston; Richard Robinson, a police constable; and George Marchall, a carpenter (Land Victoria).

History of the Preston Rechabites

As noted above, Preston Fidelity Tent No. 75 commenced in 1868 and first met in the South Preston Wesleyan Chapel. The Rechabite Chambers were first listed on the west side of High Street in the Sands & McDougall Directory of 1891, which suggests that the hall was built about 1890. At that stage the trustees were Richard Robinson and George Bransgrove, a member of an early Gowerville farming family.

Many influential men in the local community were Rechabites. Trustee James Hutton was a bacon factory owner who employed many workers. Richard Robinson was Senior Constable at the Preston Police Station for many years. Charles Warr, a Preston Councillor for 21 years with two terms as Shire President, was a member of the Preston Rechabite Tent from 1881 to 1935, serving for many years as the Lodge Secretary (4).

In 1905 the trustees were Henry Donaldson, Alexander Porteus and Edward Norton, and the latter two were the surviving trustees on 9 June 1932, when A. Porteous, William Mitchell Tanner and John Edward Thomson were named as the trustees (Certificates of Title Vol. 831 Fol. 048; Vol. 1472 Fol. 340). Thomson owned a plumbing/ironmongers business two doors away, which had been commenced there by J.H. Thomson in about 1898 (Sands & McDougall Directory).

Post-war prosperity and the development of a national health insurance scheme from 1952, private health insurance, and eventually Medicare, led to the decline in the popularity of friendly societies, however Preston's Rechabite Hall was still listed in the Sands & McDougall Directory in 1970.

Spectrum Migrant Resource Centre¹

The former Rechabite Hall is now occupied by the Spectrum Migrant Resource Centre, which provides community support to newer members of the Darebin community. SMRC was established in 1984 initially to provide settlement regarding services for migrants and refugees living in the Northern region incorporating the municipalities of Yarra, Darebin, Whittlesea, Banyule, Nillumbik Hume and Moreland.

Originally known as the Northern Migrant Resource Centre it was renamed in 2007 as the Spectrum MRC in recognition of new services and programs serving migrants and refugee clients beyond northern metropolitan Melbourne, which include immigration services, education and training, cultural and multilingual aged home care as well as parenting and intergenerational youth programs supporting new refugee and migrant families and children choosing to settle in Victoria.

The SMRC is said to be popular with new migrant and refugee families because it offers a "one stop-shop" for migrants and refugee families and individuals that are new to Australia. It offers over 21 re-settlement and integration services and programs and employs staff fluent in 17 community languages.

Description

The former Fidelity Tent No.75 of the Independent Order of Rechabites hall is a single storey Victorian building built along its High Street boundary. The east (High Street) elevation has cement rendered Corinthian pilasters that divide the elevation into three narrow bays. In the central bay contains an arched entrance with a pair of panelled timber doors. The bricks flanking this entrance are splayed at their corners. Early '251' metal numbering is extant on the head of the door and above this, on a glazed fanlight window, the letters 'MRC' have been painted. In the bays flanking the central bay are plain timber double-hung sash windows with segmental arched heads. There is a similar window on the building's north elevation. The façade is embellished with various elements including cement render wreaths below the parapet and mouldings above the door and windows on the east elevation.

¹ Information about the SMRC is from the SMRC website www.mrcne.org.au/

Significance

Assessment against criteria

Historic

RNE Criterion A.4

Importance for association with events, developments or cultural phases which have had a significant role in the human occupation and evolution of the nation, State, region or community.

The IOOR Hall is considered to meet Criterion A.4 as it provides evidence of the development of the Preston community in the early twentieth century. This was a time when Preston was experiencing significant growth and the construction of the new Masonic Temple illustrates the formation of community and civic organizations within the city.

RNE Criterion B.2

Importance in demonstrating a distinct way of life, land use, function or design no longer practised, in danger of being lost, or of exceptional interest.

The former IOOR Hall is considered to meet Criterion B.2 as a now rare example of a Rechabite Hall in both a local and state-wide context. This is one of two surviving examples in Darebin City.

RNE Criterion D.2

Importance in demonstrating the principal characteristics of the range of human activities in the Australian environment (including way of life, custom, process, land-use, function, design or technique)

The former IOOR Hall is considered to meet Criterion D.2 as it illustrates the importance of the Rechabite movement in community life during the late nineteenth and early twentieth century.

RNE Criterion H.1

Importance for close associations with individuals or organizations whose activities have been significant within the history of the nation, State, or region.

The former IOOR Hall is important for its associations with the Rechabites, who were a powerful organization during the late nineteenth and early twentieth century. Many of the members were prominent figures in community life in Preston and surrounding areas.

The building is also of interest for its current use as the Spectrum Migrant Resource Centre.

Aesthetic

RNE Criterion E.1

Importance for a community for aesthetic characteristics held in high esteem or otherwise valued by the community.

Assessment against this criterion was not possible within the scope of this study. Further assessment may be warranted.

RNE Criterion F.1

Importance for its technical, creative, design or artistic excellence, innovation or achievement.

The former IOOR is considered to meet Criterion F.1 as a representative example of Victorian era architecture with Classical detailing. It is notable for the decoration to the façade.

Social**RNE Criterion G.1**

Importance as a place highly valued by a community for reasons of religious, spiritual, symbolic, cultural, educational, or social associations.

Assessment against this criterion was not possible within the scope of this study. Further assessment may be warranted.

Comparative Analysis

There are no other known surviving Rechabite Halls within the City of Darebin. Historically, the former IOOR Hall compares with the former Salvation Army Barracks at 57-61 David Street, Preston, which was erected in 1891. It is no longer used by the Salvation Army and has been converted to a residence. The building is somewhat more intact than the Rechabite Hall.

Statement of significance (Draft)**What is significant?**

The Fidelity Tent No. 75 of the Independent Order of Rechabites commenced in 1868 and first met in the South Preston Wesleyan Chapel. This hall at 251-3 High Street, Preston was constructed c.1890 and remained the home of the Rechabites until the 1970s. It is now used by the Spectrum Migrant Resource Centre.

How is it significant?

The former IOOR Hall at 251-3 High Street, Preston is of local historic and aesthetic significance to Darebin City.

Why is it significant?

Historically, the former IOOR Hall is significant as a now rare surviving example of a Rechabite Hall. It provides evidence of the Temperance movement, which was a powerful force in Victorian society and also reflects the strength of the Methodist faith in the Preston area. The Rechabites included many people who were prominent figures in the local community. The current use of the Hall by the Spectrum Migrant Resource Centre is also of interest as evidence of the influence of Immigration upon the cultural diversity of Darebin in the post-war era. (AHC criteria A.4, B.2, D.2, H.1)

Aesthetically, the former IOOR Hall is significant as a fine and externally intact example of a Victorian building with notable Classical detailing to the facade. (AHC criterion F.1)

Levels of significance

The following levels of significance apply to this place:

Significance level	Features
<i>Primary</i>	The c.1890 including the façade and visible north side elevation
<i>Secondary</i>	Rear of building behind facade
<i>Limited/Not significant</i>	Later additions generally on the north side of the building and setback from High Street

Conservation Management Guidelines

Policy Basis

This place is located within the Preston Central Structure Plan area and it is important that it is retained as a record of the historic development of this area. This does not mean that development cannot occur provided that it is carefully designed, however, it does place some limits upon the type of new development. Although the building has been altered and extended at the side and rear, the front part of the 1890 Hall remains largely intact to the front and part of the north side elevation.

Objective

To conserve the fabric of the c.1890 building constructed associated with the Independent Order of Rechabites.

Guidelines

In order to conserve the heritage significance of this place, it policy to:

- Conserve the fabric of the building/s or other elements that contribute to the significance of the place and in particular to:
 - Encourage the accurate restoration or reconstruction of missing or modified elements on the basis of available evidence.
 - Encourage the removal of non-significant or intrusive elements, particularly where this would assist in revealing or interpreting the significance of the place.
- Encourage a contextual approach to new development that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in design.
- Discourage the demolition of elements of primary significance except where it can be demonstrated that:
 - The building is structurally unsound and cannot feasibly be repaired without undertaking significant alterations that would diminish the integrity of the building, and
 - The proposed replacement building embodies design excellence that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in approach.

Demolition of part of an element of primary significance may be allowed when it can be demonstrated to the satisfaction of the responsible authority that its demolition or removal will not adversely affect the significance of the place and, as appropriate:

- It will assist in the long term conservation or maintenance of the place, or
 - It will support the viability of the existing use of the place or will facilitate a new use that is compatible with the on-going conservation of the building, or
 - It will upgrade the building to meet contemporary standards such as improving energy efficiency.
- Consider the demolition or modification of elements of secondary significance only if the proposed replacement building embodies design excellence that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in approach.
 - Ensure that signage does not become a dominant visual element.

Review of significance and policy

While every effort has been made to ensure that the information contained in this citation is accurate, it is possible that more detailed investigation may reveal further information about the significance of the place. For example, in most cases an internal inspection was not made of buildings at the time of initial assessment. In the time since the place was first assessed it is also possible that the condition of buildings or trees may have changed.

The information contained in this citation should therefore be reviewed at the time that it is proposed to make changes to the property. This would likely require a more detailed assessment of any significant or contributory element that is affected by any proposed buildings or works. Once this more detailed assessment has been made, a review of the significance of the place and the conservation policy should be carried out by Council's Heritage Adviser or an appropriately qualified professional.

In this instance, it would be highly desirable to undertake an internal inspection of the building to determine how much of the original fabric has survived and to what extent the c.1890 building survives beyond the visible elements facing High Street.

Statutory Recommendations

It is recommended that the former Fidelity Tent No.75 of the Independent Order of Rechabites hall at 251-3 High Street Preston be added as an individual place to the Heritage Overlay of the Darebin Planning Scheme with the schedule entry as shown below. The extent of registration is the whole of the property as defined by the title boundaries.

External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01-4	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
No	Yes	No	No	No	No	Preston Central Incorporated Plan March 2007	No

References

Primary sources

Land Victoria, Certificates of Title Vol. 831 Fol. 048; Vol. 1472 Fol. 340

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Sands & McDougall Directories

Shire of Preston Rate Books, VPRS 8228

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Blainey, G., *Odd Fellows: A History of IOOF in Australia*, North Sydney, 1991

Carroll, Brian & Rule, Ian, *Preston, an illustrated history*, Preston, City of Preston, 1985.

Darebin Historical Encyclopedia (DHE)


Forster, Harley W., *Preston: lands and people, 1838-1967*, Melbourne, Cheshire, 1968.

Green, David, & Cromwell, Lawrence, *Mutual Aid or Welfare State; Australia's Friendly Societies*, North Sydney, 1984.

Jones, Roger (ed.) *'Back in Them Days': An Oral History of Preston*, City of Darebin, Preston, 1994

Victorian Year Book 1973

SHOP & RESIDENCE

Address	283 High Street, Preston Hermes 27305	HO189
Significance		
Local		
Designer		
Unknown		
Builder		
Unknown		
Creation dates		
c.1890		
Style		
Victorian Classical		
Condition		
Good		
Integrity		
Moderate		

History

Thematic context

Theme

- 2. *Peopling Darebin*
- 4. *Developing Darebin's economies*

Sub-theme

- 2.3 Promoting settlement
- 4.6 Retailing, hospitality and entertainment

History of Preston

The central area of Preston surrounding the Town Hall lies between two early clusters of settlement as outlined below. The history of this area reflects three important eras of residential, commercial and community development:

- the land boom of the 1880s - as much in its collapse as its success
- the recovery period around the turn of the twentieth century
- the post World War 1 boom, when Preston really began to thrive.

Early development – from first land sales to the 1880s land boom

All of the land in Preston was first alienated from the Crown in auctions held for land in the Parish of Jika Jika and Keelbondora in 1838 and 1839. Few of the original purchasers remained to settle on their allotments, most were speculators hoping to make a quick

profit by reselling the land. The four original Crown allotments in the Parish of Jika Jika, on which central Preston is situated, were all sold on 1 August 1839. Much of the land was subdivided for small holdings or tenant farms. In the 1860s the area between Dundas Street and Murray Road was occupied as small farms of up to 16 hectares, and north of Murray Road the country was still closely wooded with red gum. Preston remained an important agricultural district, particularly for dairying, market gardening and flower growing, supplying produce to Melbourne well into the twentieth century.

Preston's early European settlers tended to cluster around two centres. The first cluster centred on the corner High and Wood Streets, where Wood's store opened in 1850, and extended northwards to Tyler Street and the area known as Irishtown, later Regent. The second focal point was in the south at the junction of High Street and Plenty Road, where some of Preston's earliest industries, including brickworks and bacon factories, were established in the 1860s and 1870s.

Preston's distance from Melbourne and lack of efficient transport systems isolated most of Preston from suburban settlement until after the First World War. Entrepreneurs took advantage of this isolation to set up industries that were classed as noxious - industries, such as tanning, wool scouring, meat processing and boiling down works that caused unpleasant odours and water pollution. The availability of water along the pipeline from the Yan Yean Reservoir was also an important incentive for these industries coming into the area. By the end of the nineteenth century a large number of tanneries and bacon factories occupied south central Preston. These industries attracted workers and the beginnings of an urban population amongst the small farms. The Whittlesea railway through Northcote and Preston, opened in 1889, and the cable tram system to the Preston border at Dundas Street, also encouraged a little suburban development. Although Preston, like the rest of Melbourne, was swept up in the land boom of the 1880s, few of Preston's boom subdivisions were successful before the economic crash of the early 1890s, and many estates remained as open paddocks for two or three decades more.

Becoming a city - Early twentieth century and post-WWI boom

Preston Shire Hall, later known as the Town Hall, was built in 1895 on a site that was central to the two early settlement clusters and close to the Preston railway station. As the economy recovered in the early twentieth century, commercial and residential development gradually began to fill in the gap between the two early clusters on the estates originally subdivided in the 1890s land boom. However, Preston experienced much more rapid suburban growth during post First World War boom era of the 1920s and following in 1921 the electrification of the railway as far as Reservoir, which sped up the journey to the city considerably. In this decade Preston experienced phenomenal growth, with the highest birth rate in Victoria in 1927 and a large amount of migration, both from the inner suburbs of Melbourne and, to a lesser extent, from overseas, mainly Britain. During the 1920s the population of Preston more than trebled (Carroll & Rule, 1985:127). Within the four years from 1922 to 1926, Preston was raised from a shire, through the stages of Borough and Town to the City of Preston, proclaimed on 14 July 1926.

The northern and eastern extremities of Preston remained rural or semi-rural until the second half of the twentieth century, and some parts that were formerly used for large psychiatric institutions, are even now being converted to residential suburbia.

Shop & residence – 283 High Street history

The original purchaser of Crown Allotment 144 Parish of Jika Jika in August 1839 was Joseph Mitchell of London. This was half a square mile bounded by Bell Street, James Street, Murray Road, and High Street. Mitchell leased the land to Timothy Shepherd, who used it for grazing sheep, and the property was known as Shepherd's Run. In 1872 the Mitchell family sold the land to Francis Bell, who subdivided it into six blocks and sold them. The land was further subdivided into 107 blocks in 1874 (Carroll & Rule, 1985:18, 23-5). Land in the south west corner that is now bounded by Bell, Elizabeth, Bruce and

High streets was sold in 1875 and 1876 and this property was part of lots 4 and 5, which were purchased by David Mitchell in March 1875. Mitchell died the following year and the land passed to his widow, Margaret. She held the land until 1884 when it was sold to Alfred Harston (Land Victoria). He sold off the land in five separate parcels between August and November 1885 and what is now 283 High Street was the southernmost portion of the land purchased in October 1885 by Jane Mitchell. She took out a mortgage to the National Bank of Australasia in 1895 and remained owner until her death in 1922. No. 283 was eventually purchased in 1944 by Frank and Ethel Gallachio (Land Victoria).

The exact date of the construction of the shop and residence on this property is unclear, but it appears to have been built c.1895. The 1889 Rate Book listed only three shops and residences along the west side of High Street between Bell and Bruce Streets - bootmaker James Potter, Frederick Sheppard's brick shop and dwelling (which was on the adjoining site to the south at No.281 – since demolished) and Dr William Wilkinson's house. We know that Joseph Bradford's hall and the Rechabite Hall (Refer to separate citation in this Study for the latter building) were also in existence in that year. By 1892 a few more shops had been added, but it appears that this block immediately to the north of Sheppard was still vacant. There was only one more shop between Sheppard and Wilkinson, and that was John Shade (or Slade) the chemist, who also had a brick shop and house, presumably built around 1891 – this is thought to be the building now at No. 291 (Refer to separate citation in this Study). By the turn of the century the block between the Rechabite Hall and Dr Wilkinson had six businesses, although some may have shared two-storey premises.

Not a great deal of development had occurred in this strip of High Street over the first three decades of the twentieth century. The few early business - a bootmaker, blacksmith, hairdresser and chemist, were commenced there around the time residential development was taking place in Mary Street (Refer to separate citation in this Study for the Mary Street residential precinct) one block to the west, and development was halted by the 1890s depression. During the next spate of urban development in the 1920s this shopping strip appears to have been overshadowed by the more rapid development that occurred on both sides of High Street in the next block to the north towards the Town Hall corner (see separate report on High Street Commercial Precinct).

Description

A two-storey rendered brick Victorian shop. A relatively high parapet on the east (High Street) elevation, with a central panel flanked by horizontal console elements, conceals the building's corrugated galvanised steel clad roof from view from the street. A projecting cornice extends across the east elevation below the parapet, and below this are the two windows of the upper level. They have timber framed double-hung sash windows, with moulded consoles and a cornice above each. A sill projects out slightly below each window and beneath this are rectangular panels. Electrical wiring and electrical services metal boxes are an intrusive element on this part of the façade. A cantilevered awning, of more recent origin, extends across the east elevation between the ground and first floor. The building's original shopfront has been removed and replaced with a steel framed glazed shopfront. Part of the south elevation is visible, which is faced in red brick and there is a cement rendered brick chimney with a moulding at its top.

Significance

Assessment against criteria

Historic

RNE Criterion A.4

Importance for association with events, developments or cultural phases which have had a significant role in the human occupation and evolution of the nation, State, region or community.

The shop and residence at 283 High Street, Preston is considered to meet Criterion A.4 as it provides evidence of the early commercial development of High Street.

RNE Criterion B.2

Importance in demonstrating a distinct way of life, land use, function or design no longer practised, in danger of being lost, or of exceptional interest.

The shop and residence at 283 High Street, Preston is considered to meet Criterion B.2 as it is a rare and relatively intact example of a nineteenth century commercial building in Preston.

RNE Criterion D.2

Importance in demonstrating the principal characteristics of the range of human activities in the Australian environment (including way of life, custom, process, land-use, function, design or technique)

The shop and residence at 283 High Street, Preston is considered to meet Criterion D.2 as a representative example of a Victorian shop and residence.

RNE Criterion H.1

Importance for close associations with individuals whose activities have been significant within the history of the nation, State, or region.

Not applicable.

Aesthetic

RNE Criterion E.1

Importance for a community for aesthetic characteristics held in high esteem or otherwise valued by the community.

Assessment against this criterion was not possible within the scope of this study. Further assessment may be warranted.

RNE Criterion F.1

Importance for its technical, creative, design or artistic excellence, innovation or achievement.

The upper façade of the shop at 435 High Street is considered to meet Criterion F.1 as a fine and intact example of Victorian commercial architecture.

Social

RNE Criterion G.1

Importance as a place highly valued by a community for reasons of religious, spiritual, symbolic, cultural, educational, or social associations.

Assessment against this criterion was not possible within the scope of this study. Further assessment may be warranted.

Comparative Analysis

There is one of a small number of late nineteenth or early twentieth century shops in Preston. Typically, amongst the surviving examples the upper façade remains intact, but the lower shopfront and awning are usually replaced. It compares with 435 High Street, and the larger J. Harvey Store at 626-8 High Street, which also retain relatively intact upper facades. The only other nineteenth century shop in this part of High Street at No.291 retains some detailing to the upper façade, but the window has been replaced significantly altering the appearance.

Statement of significance

What is significant?

The shop and residence, constructed c.1895, at 283 High Street, Preston.

How is it significant?

The shop and residence at 283 High Street, Preston is of local historic and aesthetic significance to Darebin City.

Why is it significant?

Historically, it is significant as a rare and relatively intact example of a nineteenth century commercial building, which provides evidence of an early phase of development within High Street. It is a representative example of a shop and dwelling typically erected during the late nineteenth and early twentieth century. (AHC criteria A.4, B.2 and D.2)

Aesthetically, it is significant for the surviving upper level façade, which is a representative example of Victorian commercial architecture. (AHC criterion F.1)

Levels of significance

The following levels of significance apply to this place:

Significance level	Features
<i>Primary</i>	The upper façade and fabric of the c.1895 building to the depth of two rooms
<i>Secondary</i>	Single storey c.1895 sections at rear
<i>Limited/Not significant</i>	Later additions including ground floor shopfront and street awning

Conservation Management Guidelines

Policy Basis

This place is located within the Preston Central Structure Plan area and it is important that it is retained as a record of the historic development of this area. This does not mean that development cannot occur provided that it is carefully designed, however, it does place some limits upon the type of new development. The historic character of the building is demonstrated by its intact upper façade and other surviving visible elements such as the chimney. The design of new development should therefore aim to retain these features.

Objectives

To conserve the c.1895 fabric of the building and its presentation to High Street.

Guidelines

In order to conserve the heritage significance of this place, it policy to:

- Conserve the fabric of the building/s or other elements that contribute to the significance of the place and in particular to:
 - Encourage the accurate restoration or reconstruction of missing or modified elements on the basis of available evidence.
 - Encourage the removal of non-significant or intrusive elements, particularly where this would assist in revealing or interpreting the significance of the place.
- Encourage a contextual approach to new development that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in design.
- Discourage the demolition of elements of primary significance except where it can be demonstrated that:
 - The building is structurally unsound and cannot feasibly be repaired without undertaking significant alterations that would diminish the integrity of the building, and
 - The proposed replacement building embodies design excellence that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in approach.

Demolition of part of an element of primary significance may be allowed when it can be demonstrated to the satisfaction of the responsible authority that its demolition or removal will not adversely affect the significance of the place and, as appropriate:

- It will assist in the long term conservation or maintenance of the place, or
 - It will support the viability of the existing use of the place or will facilitate a new use that is compatible with the on-going conservation of the building, or
 - It will upgrade the building to meet contemporary standards such as improving energy efficiency
- Consider the demolition or modification of elements of secondary significance only if the proposed replacement building embodies design excellence that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in approach
 - Ensure that signage does not become a dominant visual element.

Review of significance and policy

While every effort has been made to ensure that the information contained in this citation is accurate, it is possible that more detailed investigation may reveal further information about the significance of the place. For example, in most cases an internal inspection was not made of buildings at the time of initial assessment. In the time since the place was first assessed it is also possible that the condition of buildings or trees may have changed.

The information contained in this citation should therefore be reviewed at the time that it is proposed to make changes to the property. This would likely require a more detailed assessment of any significant or contributory element that is affected by any proposed buildings or works. Once this more detailed assessment has been made, a review of the significance of the place and the conservation policy should be carried out by Council's Heritage Adviser or an appropriately qualified professional.

Statutory Recommendations

It is recommended that the shop and residence at 283 High Street Preston be added as an individual place to the Heritage Overlay of the Darebin Planning Scheme with the schedule entry as shown below. The extent of registration is the whole of the property as defined by the title boundaries.

External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01-4	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
No	No	No	No	No	No	Preston Central Incorporated Plan March 2007	No

References

Primary sources

Land Victoria, Certificates of Title and Subdivision plans, as cited

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Sands & McDougall Directories

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Forster, Harley W., *Preston : lands and people, 1838-1967*, Melbourne, Cheshire, 1968

Jones, Roger (ed.) *'Back in Them Days': An Oral History of Preston*, City of Darebin, Preston, 1994

Victorian Year Book 1973

SHOPS & RESIDENCES

Address	306-08 High Street, Preston Hermes 27307	HO190
Significance		
Local		
Designer		
Unknown		
Builder		
Unknown		
Creation dates		
1929-30		
Style		
Interwar		
Condition		
Fair/Good		
Integrity		
Moderate		

History

Thematic context

Theme

4. *Developing Darebin's economies*
5. *Building suburban Darebin*

Sub-theme

- 4.6 Retailing, hospitality and entertainment
- 5.3 Developing the suburban ideal

History of Preston

The central area of Preston surrounding the Town Hall lies between two early clusters of settlement as outlined below. The history of this area reflects three important eras of residential, commercial and community development:

- the land boom of the 1880s - as much in its collapse as its success
- the recovery period around the turn of the twentieth century
- the post World War 1 boom, when Preston really began to thrive.

Early development – from first land sales to the 1880s land boom

All of the land in Preston was first alienated from the Crown in auctions held for land in the Parish of Jika Jika and Keelbondora in 1838 and 1839. Few of the original purchasers remained to settle on their allotments, most were speculators hoping to make a quick

profit by reselling the land. The four original Crown allotments in the Parish of Jika Jika, on which central Preston is situated, were all sold on 1 August 1839. Much of the land was subdivided for small holdings or tenant farms. In the 1860s the area between Dundas Street and Murray Road was occupied as small farms of up to 16 hectares, and north of Murray Road the country was still closely wooded with red gum. Preston remained an important agricultural district, particularly for dairying, market gardening and flower growing, supplying produce to Melbourne well into the twentieth century.

Preston's early European settlers tended to cluster around two centres. The first cluster centred on the corner High and Wood Streets, where Wood's store opened in 1850, and extended northwards to Tyler Street and the area known as Irishtown, later Regent. The second focal point was in the south at the junction of High Street and Plenty Road, where some of Preston's earliest industries, including brickworks and bacon factories, were established in the 1860s and 1870s.

Preston's distance from Melbourne and lack of efficient transport systems isolated most of Preston from suburban settlement until after the First World War. Entrepreneurs took advantage of this isolation to set up industries that were classed as noxious - industries, such as tanning, wool scouring, meat processing and boiling down works that caused unpleasant odours and water pollution. The availability of water along the pipeline from the Yan Yean Reservoir was also an important incentive for these industries coming into the area. By the end of the nineteenth century a large number of tanneries and bacon factories occupied south central Preston. These industries attracted workers and the beginnings of an urban population amongst the small farms. The Whittlesea railway through Northcote and Preston, opened in 1889, and the cable tram system to the Preston border at Dundas Street, also encouraged a little suburban development. Although Preston, like the rest of Melbourne, was swept up in the land boom of the 1880s, few of Preston's boom subdivisions were successful before the economic crash of the early 1890s, and many estates remained as open paddocks for two or three decades more.

Becoming a city - Early twentieth century and post-WWI boom

Preston Shire Hall, later known as the Town Hall, was built in 1895 on a site that was central to the two early settlement clusters and close to the Preston railway station. As the economy recovered in the early twentieth century, commercial and residential development gradually began to fill in the gap between the two early clusters on the estates originally subdivided in the 1890s land boom. However, Preston experienced much more rapid suburban growth during post First World War boom era of the 1920s and following in 1921 the electrification of the railway as far as Reservoir, which sped up the journey to the city considerably. In this decade Preston experienced phenomenal growth, with the highest birth rate in Victoria in 1927 and a large amount of migration, both from the inner suburbs of Melbourne and, to a lesser extent, from overseas, mainly Britain. During the 1920s the population of Preston more than trebled (Carroll & Rule, 1985:127). Within the four years from 1922 to 1926, Preston was raised from a shire, through the stages of Borough and Town to the City of Preston, proclaimed on 14 July 1926.

Shops & residences – 306-08 High Street history

The exact date of the shops and residences at 306-08 High Street is not known, but it appears that they were built c.1929 as an investment property for Arthur Sandland, a local farmer who had a poultry farm in Preston.

The site was originally part of the 537 acre Crown Allotment 145 Parish of Jika Jika purchased by Abel Gower, a London investor, on 1 August 1839. This comprised the land situated between the present Bell Street and Murray Road and east of High Street. Gower held onto the land until his death in 1859, when it passed to his widow. In 1860 Mrs Gower, through her agent David Ogilvy, commenced selling the Gowerville Estate (Carroll & Rule, 185:17-8).

Most of C.A. 145 remained in a rural state until well into the twentieth century, with Preston's early retail and commercial sectors clustered around two centres - one in the north at the corner High and Wood Streets extended northwards to Tyler Street, and the other to the south at the junction of High Street and Plenty Road. During the 1880s land boom the small Broadhurst Estate, centred on Preston Street between the two earlier centres, was subdivided and some houses were built on the estate before the economic collapse. The property now known as nos. 306-08 High Street was part of lots 2 and 3 in that subdivision that were situated between Dalgety and Preston streets. These lots were purchased in 1911 by Charles Wilkinson, a timber merchant (Land Victoria), and in September, 1927 ownership passed to Arthur Sandland, a farmer who had a poultry farm in Cooper Street, Preston.

In 1902 there were only two houses on the east side of High Street between David and Preston Streets. In 1927 (the year that Mr Sandland became owner) this property (then known as nos. 240-2) contained a woodyard run by H. Boice and Son, which was the fourth premises north of Dalgety Street and one of nine businesses listed in the strip. In 1929, a 'market' was being built at No. 240, presumably as an investment for Mr Sandland. In 1930 No. 240 was listed as 'Municipal Market', and No.244 next door was vacant. The market had a very short life, because in the following year A.W. Boice was a produce dealer at what was now No. 306. There was no No. 308 and No. 310 was vacant. Boice was still at No. 306 in 1932 (Sands & McDougall Directory).

Description

A symmetrically composed pair of two-storey rendered brick Inter-war shops, with a transverse gabled roof clad in terracotta tiles. The render finish is original. Parapets at the ends of the transverse gable partially conceal the roof when the building is viewed in High Street from the north and south. At the centre of the west (High Street) elevation two smaller gables project from this roof towards High Street. On the upper level of this elevation there are two double-hung sash windows, directly beneath the two street-facing gables, with two sashes that retain the original multi-paned diamond-shaped glazing. Flanking these windows are balconies at the north and south ends of the elevation that have steel balustrades. The balcony at the south end retains its pair of timber doors with multi-paned glazing. The original doors of the north balcony have been altered or removed. A downpipe extends down the centre of the west elevation, beneath a rainwater head at the valley of the two street-facing gables. Clinker brick has been used as architectural embellishment on the upper level of this façade including soldier courses above window and door openings and corbelling beneath the eaves. A cantilevered awning extends across the west elevation between the ground and first floors. The shopfront of 306 is original or early, with a curved glass shopfront leading to a recessed timber framed door with a fixed glazed panel. The shopfront of 308 is of recent origin.

Significance

Assessment against criteria

Historic

RNE Criterion A.4

Importance for association with events, developments or cultural phases which have had a significant role in the human occupation and evolution of the nation, State, region or community.

The pair of shops and residences at 306-08 High Street is considered to meet Criterion A.4 as it provides evidence of the significant commercial development that occurred in Preston in the post-First World War era, which led to it being proclaimed a City by 1926. It

illustrates how this part of High Street surrounding the Town Hall was confirmed as civic and commercial heart of Preston.

RNE Criterion B.2

Importance in demonstrating a distinct way of life, land use, function or design no longer practised, in danger of being lost, or of exceptional interest.

Not relevant.

RNE Criterion D.2

Importance in demonstrating the principal characteristics of the range of human activities in the Australian environment (including way of life, custom, process, land-use, function, design or technique)

The pair of shops and residences at 306-08 High Street is considered to meet Criterion D.2 as it is a representative example of interwar commercial development. This building is notable as the residential use of the upper level is evident from the design features of the building such as the balconies.

RNE Criterion H.1

Importance for close associations with individuals whose activities have been significant within the history of the nation, State, or region.

This building is of interest for its associations with Mr Arthur Sandland, a local businessman who owned a poultry farm in Preston. His house still survives at 40 Cooper Street (Refer to separate citation in this Study).

Aesthetic

RNE Criterion E.1

Importance for a community for aesthetic characteristics held in high esteem or otherwise valued by the community.

Assessment against this criterion was not possible within the scope of this study. Further assessment may be warranted.

RNE Criterion F.1

Importance for its technical, creative, design or artistic excellence, innovation or achievement.

The pair of shops and residences at 306-08 High Street are considered to meet Criterion F.1 as an interwar commercial building of individual design. The building is notable for the upper façade, which is relatively intact and includes unusual features such as the balconies. The original render finish contributes to the significance of the building.

Social

RNE Criterion G.1

Importance as a place highly valued by a community for reasons of religious, spiritual, symbolic, cultural, educational, or social associations.

Assessment against this criterion was not possible within the scope of this study. Further assessment may be warranted.

Comparative Analysis

This is one of the most architecturally interesting interwar shops in Preston, and in Darebin generally. Stylistically, there is no direct comparison in commercial buildings, but compares with interwar houses in the Old English style.

Statement of significance

What is significant?

The pair of shops and residences at 306-08 High Street, Preston constructed in 1929-30 for Mr Arthur Sandland, a local businessman who owned a poultry farm in Preston. The upper and side elevations of the shops remain relatively intact and there is an early shopfront to No.306.

How is it significant?

The pair of shops and residences at 306-08 High Street, Preston is of local historic and aesthetic significance to Darebin City.

Why is it significant?

Historically, it is significant as evidence of the commercial development associated with the post First World War boom when the population of Preston trebled within a decade. It illustrates the significant development that led to Preston being proclaimed a city by 1926 and cemented the role of this part of High Street as the civic and commercial heart of Preston. It is of interest for its association with local businessman Arthur Sandland (AHC criteria A.4, D.2, H.1)

Aesthetically, it is significant as an interwar commercial building of individual design. The building is notable for the upper façade, which is relatively intact and includes unusual features such as the balconies. The original render finish contributes to the significance of the building (AHC criterion F.1)

Levels of significance

The following levels of significance apply to this place:

Significance level	Features
<i>Primary</i>	The upper level of the building including the façade and side parapet walls. The shopfront to No.306
<i>Secondary</i>	Rear section of building dating from 1929-30
<i>Limited/Not significant</i>	Later additions including shopfront to No. 308

Conservation Management Guidelines

Policy Basis

This place is located within the Preston Central Structure Plan area and it is important that it is retained as a record of the historic development of this area. This does not mean that development cannot occur provided that it is carefully designed, however, it does place some limits upon the type of new development. With the exception of the shopfront to No.308 the building has a good degree of external integrity and this should be maintained. The surviving original doors and windows would enable restoration and reconstruction work to be carried out to the upper façade if the opportunity arises.

Objectives

To conserve the 1929-30 fabric of the shops, which is visible from High Street.

Guidelines

In order to conserve the heritage significance of this place, it policy to:

- Conserve the fabric of the building/s or other elements that contribute to the significance of the place and in particular to:

- Encourage the accurate restoration or reconstruction of missing or modified elements on the basis of available evidence.
- Encourage the removal of non-significant or intrusive elements, particularly where this would assist in revealing or interpreting the significance of the place.
- Encourage a contextual approach to new development that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in design.
- Discourage the demolition of elements of primary significance except where it can be demonstrated that:
 - The building is structurally unsound and cannot feasibly be repaired without undertaking significant alterations that would diminish the integrity of the building, and
 - The proposed replacement building embodies design excellence that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in approach.

Demolition of part of an element of primary significance may be allowed when it can be demonstrated to the satisfaction of the responsible authority that its demolition or removal will not adversely affect the significance of the place and, as appropriate:

- It will assist in the long term conservation or maintenance of the place, or
 - It will support the viability of the existing use of the place or will facilitate a new use that is compatible with the on-going conservation of the building, or
 - It will upgrade the building to meet contemporary standards such as improving energy efficiency.
- Consider the demolition or modification of elements of secondary significance only if the proposed replacement building embodies design excellence that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in approach.
 - Ensure that signage does not become a dominant visual element.

Specific guidelines

The following specific conservation actions are recommended, should the opportunity arise:

- The reinstatement of French doors openings to the balcony of No. 308, to the same design as the surviving doors at No.306.
- The reinstatement of diamond patterned leadlight glass in the same pattern as the surviving example and undertake repairs to the original leadlight glass.

NOTE 1: The original rendered finish should be cleaned by an approved method and should not be painted in any circumstance.

NOTE 2: The existing projecting sign to No.308 is inappropriate and detracts from the appearance of the building. The removal of this sign (or replacement with a more sympathetic sign) is encouraged should the opportunity arise (e.g. as a result of change of tenancy or use), however, it is accepted that it is likely to remain for the near future.

Review of significance and policy

While every effort has been made to ensure that the information contained in this citation is accurate, it is possible that more detailed investigation may reveal further information

about the significance of the place. For example, in most cases an internal inspection was not made of buildings at the time of initial assessment. In the time since the place was first assessed it is also possible that the condition of buildings or trees may have changed.

The information contained in this citation should therefore be reviewed at the time that it is proposed to make changes to the property. This would likely require a more detailed assessment of any significant or contributory element that is affected by any proposed buildings or works. Once this more detailed assessment has been made, a review of the significance of the place and the conservation policy should be carried out by Council's Heritage Adviser or an appropriately qualified professional.

Statutory Recommendations

It is recommended that the pair of shops and residences at 306-08 High Street Preston be added as an individual place to the Heritage Overlay of the Darebin Planning Scheme with the schedule entry as shown below. The extent of registration is the whole of the property as defined by the title boundaries.

External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01-4	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
Yes	No	No	No	No	No	Preston Central Incorporated Plan March 2007	No

References

Primary sources

Land Victoria, Certificates of Title and Subdivision plans, as cited

MMBW Detail Plans for Shire of Preston, VPRS 8601

Sands & McDougall Directories

Shire of Preston Rate Books, VPRS 8228

Secondary sources

Carroll, Brian & Rule, Ian, *Preston, an illustrated history*, Preston, City of Preston, 1985

Darebin Historical Encyclopedia

Forster, Harley W., *Preston : lands and people, 1838-1967*, Melbourne, Cheshire, 1968

Jones, Roger (ed.) *'Back in Them Days': An Oral History of Preston*, City of Darebin, Preston, 1994

Victorian Year Book 1973

SHOPS

Address	352-72 High Street, Preston Hermes 27308	HO191
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Significance	
Local	
Designer	
Unknown	
Builder	
Unknown	
Creation dates	
1927-29	
Style	
Interwar	
Condition	
Good	
Integrity	
Moderate to Low	

Figure 1: View showing the c.1927 single storey shops at right and one of the c.1929 double storey shops at left

History

Thematic context

Theme

- 4. Developing Darebin's economies
- 5. Building suburban Darebin

Sub-theme

- 4.6 Retailing, hospitality and entertainment
- 5.3 Developing the suburban ideal

History of Preston

The central area of Preston surrounding the Town Hall lies between two early clusters of settlement as outlined below. The history of this area reflects three important eras of residential, commercial and community development:

- the land boom of the 1880s - as much in its collapse as its success
- the recovery period around the turn of the twentieth century
- the post World War 1 boom, when Preston really began to thrive.

Early development – from first land sales to the 1880s land boom

All of the land in Preston was first alienated from the Crown in auctions held for land in the Parish of Jika Jika and Keelbondora in 1838 and 1839. Few of the original purchasers remained to settle on their allotments, most were speculators hoping to make a quick profit by reselling the land. The four original Crown allotments in the Parish of Jika Jika, on which central Preston is situated, were all sold on 1 August 1839. Much of the land was subdivided for small holdings or tenant farms. In the 1860s the area between Dundas Street and Murray Road was occupied as small farms of up to 16 hectares, and north of Murray Road the country was still closely wooded with red gum. Preston remained an important agricultural district, particularly for dairying, market gardening and flower growing, supplying produce to Melbourne well into the twentieth century.

Preston's early European settlers tended to cluster around two centres. The first cluster centred on the corner High and Wood Streets, where Wood's store opened in 1850, and extended northwards to Tyler Street and the area known as Irishtown, later Regent. The second focal point was in the south at the junction of High Street and Plenty Road, where some of Preston's earliest industries, including brickworks and bacon factories, were established in the 1860s and 1870s.

Preston's distance from Melbourne and lack of efficient transport systems isolated most of Preston from suburban settlement until after the First World War. Entrepreneurs took advantage of this isolation to set up industries that were classed as noxious - industries, such as tanning, wool scouring, meat processing and boiling down works that caused unpleasant odours and water pollution. The availability of water along the pipeline from the Yan Yean Reservoir was also an important incentive for these industries coming into the area. By the end of the nineteenth century a large number of tanneries and bacon factories occupied south central Preston. These industries attracted workers and the beginnings of an urban population amongst the small farms. The Whittlesea railway through Northcote and Preston, opened in 1889, and the cable tram system to the Preston border at Dundas Street, also encouraged a little suburban development. Although Preston, like the rest of Melbourne, was swept up in the land boom of the 1880s, few of Preston's boom subdivisions were successful before the economic crash of the early 1890s, and many estates remained as open paddocks for two or three decades more (Refer to Figure 2).

Becoming a city - Early twentieth century and post-WWI boom

Preston Shire Hall, later known as the Town Hall, was built in 1895 on a site that was central to the two early settlement clusters and close to the Preston railway station. As the economy recovered in the early twentieth century, commercial and residential development gradually began to fill in the gap between the two early clusters on the estates originally subdivided in the 1890s land boom. However, Preston experienced much more rapid suburban growth during post First World War boom era of the 1920s and following in 1921 the electrification of the railway as far as Reservoir, which sped up the journey to the city considerably. In this decade Preston experienced phenomenal growth, with the highest birth rate in Victoria in 1927 and a large amount of migration, both from the inner suburbs of Melbourne and, to a lesser extent, from overseas, mainly Britain. During the 1920s the population of Preston more than trebled (Carroll & Rule, 1985:127). Within the four years from 1922 to 1926, Preston was raised from a shire, through the stages of Borough and Town to the City of Preston, proclaimed on 14 July 1926.

Figure 2

*High Street
c1920s
looking south
from Murray
Road. These
shops can be
seen on the
left, just
behind the
MFB
station.*

[Carroll &
Rule,
1985:129]



Shops – 352-72 High Street history

Abel Gower, a London investor, purchased the 537 acre Crown Allotment 145 Parish of Jika Jika on 1 August 1839. The land is situated between the present Bell Street and Murray Road and east of High Street. Gower held onto the land until his death in 1859, when it passed to his widow. In 1860 Mrs Gower, through her agent David Ogilvy, commenced selling the Gowerville Estate (Carroll & Rule, 1985:17-8)

However, the area remained in a rural state. Even during the land boom of the 1880s when much of the land in the block bounded by between Gower Street, High Street, Murray Road, and Plenty Road was subdivided and offered for suburban development, little settlement took place before the economic collapse of the 1890s. The Preston Shire Hall (now known as the Town Hall) on the corner of High and Gower Streets, completed in 1895, eventually became the focal point for a new town centre in the new century, as a number of public buildings were erected nearby. Next to the Shire Hall, a new library was opened in 1908, and next to that in the same year, 1908 the new Preston Post Office was opened. Further along the new Fire Station was built on the north-east corner of High Street and Roseberry Avenue in 1912 (this can be seen in Figure 2). In between the post office and the fire station there was no commercial development until the 1920s.

As previously noted the post First World War era was a boom time for Preston, when many of the 1880s subdivisions in central Preston were fully settled. Commercial development along High Street also grew in this era, when the block between the post office and Roseberry Avenue filled up in just a few years. The Sands & McDougall Directory for 1926 records no settlement along this stretch. However in 1927 there were six new shops listed:

- No. 292 Kennett, Mrs Annie, boot shop
- No. 292a Vacant (had been occupied by Ryan, J.J. estate agent in 1927)
- No. 294 O'Brien, Mrs Mary, music shop and costumer
- No. 296 Swann, Mrs F. confectioner
- No. 298 Henderson, J. butcher
- No. 300 Chatley, Frank, wickerworker
- No. 302 O'Doherty Bros, mercers

These six single storey shops with verandahs can be seen in 1920s photographs reproduced in Carroll & Rule (1985) Figure 2 is one of these images, while in another image looking north from Gower Street, the name 'Kennett's' can just be seen on the side of the first shop (see Carroll & Rule, 1985:120).

By 1929 the whole block from the post office to Roseberry Avenue was filled up with thirteen shops, with the seven newer two storey shops as follows:

No. 304 Laker, Ernest, H. furniture dealer

No. 306 Goldby, Herbt., W. chemist, & Bailey, Geo

No. 308 Sports Supply Co. O'Doherty, Wltr.

No. 310 Leslie, Lisle, L. haberdasher & tobacconist

No. 312 Morton, Mrs Mary, dining rooms, & Morton, Jas.W.

No. 314 Williams, W.E., & Williams, Mrs Flor., confectioner.

No. 316 Vacant

Where two tenants are listed on the one property, it is assumed that one lived in the residence above the shop, in most cases. However, the differences in names suggest that the shopkeepers were not all living above the shop.

When the numbering changed in 1932 this group of shops was numbered from 252 to 376. In 1940 374-6 was vacant, and in the following year a bank was being built on the site. (Refer to the separate citation for the bank in this Study)

Description

This strip of two groups of inter-war shops is situated on the east side of High Street to the north of the Town Hall. The group at the northern end are five two-storey shops, each with a stepped parapet. The shops at 364, 366 and 368 High Street retain much of their original façade design on their upper levels, with 364 and 366 having original leadlight in the upper sashes of their windows. The shops at 370-372 High Street have been altered unsympathetically, with much of their original architectural embellishment removed or obliterated. The shop at 372 has been fitted with an unsympathetic Post Modern steel and glass awning, whilst all other shops in this group, except 370 High Street, have standard cantilevered awnings extending across their facades between their ground and first floors. All shops have had their original shopfronts removed and replaced with glazed steel frame shopfronts, except for 370 High Street, which has a shopfront that has been partially infilled, unsympathetically, with brick.

To the south of the group of two-storey shops in this strip, are a group of single-storey shops, with relatively high parapets concealing their roofs. The parapets are uniform with a pilaster at each end and a capping at their tops. There is a plain vertical motif at the centre of the top of each parapet. Cantilevered awnings extend across the shops above their shopfronts. The shopfronts are glazed and have a steel frame and are of recent origin.

The shops are opposite a group of altered two storey interwar shops that were once similar in design to Nos. 364-72, but now have been much altered.

Significance

Assessment against criteria

Historic

RNE Criterion A.4

Importance for association with events, developments or cultural phases which have had a significant role in the human occupation and evolution of the nation, State, region or community.

The group of shops at 352-72 High Street is considered to meet Criterion A.4 as it provides evidence of the significant commercial development that occurred in Preston in the post-First World War era, which led to it being proclaimed a City by 1926. It illustrates how this part of High Street surrounding the Town Hall was confirmed as civic and commercial heart of Preston.

RNE Criterion B.2

Importance in demonstrating a distinct way of life, land use, function or design no longer practised, in danger of being lost, or of exceptional interest.

Not relevant.

RNE Criterion D.2

Importance in demonstrating the principal characteristics of the range of human activities in the Australian environment (including way of life, custom, process, land-use, function, design or technique)

The group of shops at 352-72 High Street is considered to meet Criterion D.2 as it is a representative example of interwar commercial development.

RNE Criterion H.1

Importance for close associations with individuals whose activities have been significant within the history of the nation, State, or region.

Not applicable

Aesthetic

RNE Criterion E.1

Importance for a community for aesthetic characteristics held in high esteem or otherwise valued by the community.

Assessment against this criterion was not possible within the scope of this study. Further assessment may be warranted.

RNE Criterion F.1

Importance for its technical, creative, design or artistic excellence, innovation or achievement.

Not applicable, the shops are of interest as typical, but not outstanding examples of interwar commercial architecture.

Social

RNE Criterion G.1

Importance as a place highly valued by a community for reasons of religious, spiritual, symbolic, cultural, educational, or social associations.

Assessment against this criterion was not possible within the scope of this study. Further assessment may be warranted.

Comparative Analysis

This is one of the largest interwar shop rows in Preston. It compares with the double storey row at 274-88 High Street that forms part of the High Street Commercial precinct (Refer to separate citation in this Study) and has a similar level of integrity. The two storey shops at Nos. 364-72 compare with the shops directly opposite, which have been altered and are less intact.

Statement of significance (Draft)

What is significant?

The group of shops at 352-72 High Street, Preston were constructed in two stages from 1927-29 and represent the first stage of commercial development on this side of High Street. The northernmost shops at 374-6 were demolished in 1940 to make way for the new Commonwealth Bank. Of those that remain, the shops at 352-68 are the most intact, retaining original architectural decoration to the façade above the awnings; however all shopfronts have been removed and the facades to nos. 370-72 have largely been obliterated.

How is it significant?

The group of shops at 352-72 High Street, Preston is of local historic significance to Darebin City.

Why is it significant?

Historically, the group of shops at 352-72 High Street is significant as evidence of the commercial development associated with the post First World War boom when the population of Preston trebled within a decade. It illustrates the significant development that led to Preston being proclaimed a city by 1926 and cemented the role of this part of High Street as the civic and commercial heart of Preston. (AHC criteria A.4, D.2, H.1)

Levels of significance

The following levels of significance apply to this place:

Significance level	Features
<i>Primary</i>	The shops at 352-68 High Street to the extent of the upper facades
<i>Secondary</i>	Rear of 352-68 High Street, Façade and rear of 370-72 High Street
<i>Limited/Not significant</i>	Later additions including shopfronts and street awnings

Conservation Management Guidelines

Policy Basis

This place is located within the Preston Central Structure Plan area and it is important that it is retained as a record of the historic development of this area. This does not mean that development cannot occur provided that it is carefully designed, however, it does place some limits upon the type of new development. This history of this site is demonstrated by the intact upper facades and these should be conserved and maintained.

Objectives

To conserve the 1926-27 fabric of the shops.

Guidelines

In order to conserve the heritage significance of this place, it policy to:

- Conserve the fabric of the building/s or other elements that contribute to the significance of the place and in particular to:
 - Encourage the accurate restoration or reconstruction of missing or modified elements on the basis of available evidence.
 - Encourage the removal of non-significant or intrusive elements, particularly where this would assist in revealing or interpreting the significance of the place.

- Encourage a contextual approach to new development that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in design.
- Discourage the demolition of elements of primary significance except where it can be demonstrated that:
 - The building is structurally unsound and cannot feasibly be repaired without undertaking significant alterations that would diminish the integrity of the building, and
 - The proposed replacement building embodies design excellence that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in approach.

Demolition of part of an element of primary significance may be allowed when it can be demonstrated to the satisfaction of the responsible authority that its demolition or removal will not adversely affect the significance of the place and, as appropriate:

- It will assist in the long term conservation or maintenance of the place, or
 - It will support the viability of the existing use of the place or will facilitate a new use that is compatible with the on-going conservation of the building, or
 - It will upgrade the building to meet contemporary standards such as improving energy efficiency.
- Consider the demolition or modification of elements of secondary significance only if the proposed replacement building embodies design excellence that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in approach.
 - Ensure that signage does not become a dominant visual element.

Review of significance and policy

While every effort has been made to ensure that the information contained in this citation is accurate, it is possible that more detailed investigation may reveal further information about the significance of the place. For example, in most cases an internal inspection was not made of buildings at the time of initial assessment. In the time since the place was first assessed it is also possible that the condition of buildings or trees may have changed.

The information contained in this citation should therefore be reviewed at the time that it is proposed to make changes to the property. This would likely require a more detailed assessment of any significant or contributory element that is affected by any proposed buildings or works. Once this more detailed assessment has been made, a review of the significance of the place and the conservation policy should be carried out by Council's Heritage Adviser or an appropriately qualified professional.

Statutory Recommendations

It is recommended that the shop row at 352-72 High Street Preston be added as an individual place to the Heritage Overlay of the Darebin Planning Scheme with the schedule entry as shown below. The extent of registration is the whole of the property as defined by the title boundaries.

External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01-4	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
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No	No	No	No	No	No	Preston Central Incorporated Plan March 2007	No
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References

Primary sources

Land Victoria, Certificates of Title and Subdivision plans, as cited

Sands & McDougall Directories, as cited

Secondary sources

Carroll, Brian & Rule, Ian, *Preston, an illustrated history*, Preston, City of Preston, 1985.


Darebin Historical Encyclopedia

Forster, Harley W., *Preston: lands and people, 1838-1967*, Melbourne, Cheshire, 1968.

Jones, Roger (ed.) *'Back in Them Days': An Oral History of Preston*, City of Darebin, Preston, 1994

Victorian Year Book 1973

COMMONWEALTH BANK

Address	374-6 High Street, Preston Hermes 27309	HO192
Significance		
Local		
Designer		
Unknown		
Builder		
Unknown		
Creation dates		
1940-1		
Style		
Inter-war Moderne		
Condition		
Good		
Integrity		
Moderate		

History

Thematic context

Theme

- 4. *Developing Darebin's economies*
- 5. *Building suburban Darebin*

Sub-theme

- 4.6 Retailing, hospitality and entertainment
- 5.3 Developing the suburban ideal

History of Preston

The central area of Preston surrounding the Town Hall lies between two early clusters of settlement as outlined below. The history of this area reflects three important eras of residential, commercial and community development:

- the land boom of the 1880s - as much in its collapse as its success
- the recovery period around the turn of the twentieth century
- the post World War 1 boom, when Preston really began to thrive.

Early development – from first land sales to the 1880s land boom

All of the land in Preston was first alienated from the Crown in auctions held for land in the Parish of Jika Jika and Keelbondora in 1838 and 1839. Few of the original purchasers

remained to settle on their allotments, most were speculators hoping to make a quick profit by reselling the land. The four original Crown allotments in the Parish of Jika Jika, on which central Preston is situated, were all sold on 1 August 1839. Much of the land was subdivided for small holdings or tenant farms. In the 1860s the area between Dundas Street and Murray Road was occupied as small farms of up to 16 hectares, and north of Murray Road the country was still closely wooded with red gum. Preston remained an important agricultural district, particularly for dairying, market gardening and flower growing, supplying produce to Melbourne well into the twentieth century.

Preston's early European settlers tended to cluster around two centres. The first cluster centred on the corner High and Wood Streets, where Wood's store opened in 1850, and extended northwards to Tyler Street and the area known as Irishtown, later Regent. The second focal point was in the south at the junction of High Street and Plenty Road, where some of Preston's earliest industries, including brickworks and bacon factories, were established in the 1860s and 1870s.

Preston's distance from Melbourne and lack of efficient transport systems isolated most of Preston from suburban settlement until after the First World War. Entrepreneurs took advantage of this isolation to set up industries that were classed as noxious - industries, such as tanning, wool scouring, meat processing and boiling down works that caused unpleasant odours and water pollution. The availability of water along the pipeline from the Yan Yean Reservoir was also an important incentive for these industries coming into the area. By the end of the nineteenth century a large number of tanneries and bacon factories occupied south central Preston. These industries attracted workers and the beginnings of an urban population amongst the small farms. The Whittlesea railway through Northcote and Preston, opened in 1889, and the cable tram system to the Preston border at Dundas Street, also encouraged a little suburban development. Although Preston, like the rest of Melbourne, was swept up in the land boom of the 1880s, few of Preston's boom subdivisions were successful before the economic crash of the early 1890s, and many estates remained as open paddocks for two or three decades more.

Becoming a city - Early twentieth century and post-WWI boom

Preston Shire Hall, later known as the Town Hall, was built in 1895 on a site that was central to the two early settlement clusters and close to the Preston railway station. As the economy recovered in the early twentieth century, commercial and residential development gradually began to fill in the gap between the two early clusters on the estates originally subdivided in the 1890s land boom. However, Preston experienced much more rapid suburban growth during post First World War boom era of the 1920s and following in 1921 the electrification of the railway as far as Reservoir, which sped up the journey to the city considerably. In this decade Preston experienced phenomenal growth, with the highest birth rate in Victoria in 1927 and a large amount of migration, both from the inner suburbs of Melbourne and, to a lesser extent, from overseas, mainly Britain. During the 1920s the population of Preston more than trebled (Carroll & Rule, 1985:127). Within the four years from 1922 to 1926, Preston was raised from a shire, through the stages of Borough and Town to the City of Preston, proclaimed on 14 July 1926.

The northern and eastern extremities of Preston remained rural or semi-rural until the second half of the twentieth century, and some parts that were formerly used for large psychiatric institutions, are even now being converted to residential suburbia.

Commonwealth Bank history

History of the site

Abel Gower, a London investor, purchased the 537 acre Crown Allotment 145 Parish of Jika Jika on 1 August 1839. The land is situated between the present Bell Street and Murray Road and east of High Street. Gower held onto the land until his death in 1859,

when it passed to his widow. In 1860 Mrs Gower, through her agent David Ogilvy, commenced selling the Gowerville Estate (Carroll & Rule, 1985:17-8).

During the land boom of the 1880s much of the area bounded by between Gower Street, High Street, Murray Road, and Plenty Road was subdivided and offered for suburban development, but little settlement took place before the economic collapse of the 1890s. The Preston Shire Hall (now known as the Town Hall) on the corner of High and Gower Streets, completed in 1895, eventually became the focal point for a new town centre in the new century, as a number of public buildings were erected nearby. However it was not until Preston urban boom of the 1920s that commercial development commenced along High Street block between the post office and Roseberry Avenue. Nos. 374-6 was originally one of a row of thirteen shops built between 1926 and 1929.

History of the bank

According to the Sands & McDougall Directory for 1940 the pair of shops at Nos. 374-6 was vacant. Obviously they were soon to be demolished to make way for a new bank that was being built on the site in 1941. As the Sands & McDougall Directories were usually a year or two out of date when published, it is probable that the building commenced in the late 1930s, before the Second World War halted building. This new building was a sign of recovery from the Depression, and was commenced just before the outbreak of war again curtailed any further development for several years.

By 1942 the new Commonwealth Bank on the corner of High Street and Roseberry Avenue was open (Sands & McDougall Directory). It was the first permanent building for the Bank in Preston. The name Jeffrey B. Horne at the same address suggests that the bank included a manager's residence.

The Commonwealth Bank of Australia was founded under the Commonwealth Bank Act, enacted by Andrew Fisher's Labor Government in 1911. It was the culmination of a movement, which went back over half a century and became more active following Federation in 1901. (Commonwealth Bank website)

The Commonwealth Bank Act of 1911 empowered the Bank to conduct both savings and general (trading) bank business, with the security of a Federal Government guarantee. At this time no other institution in Australia was involved in both of these traditionally separate areas of banking, nor did any other bank have a Federal Government guarantee. (Commonwealth Bank website)

The first Governor of the Bank was Mr (later Sir) Denison Miller, an ex-Bank of New South Wales Inspector. He initially headed a staff of twelve. The Commonwealth Bank opened for business on 15 July 1912, offering savings bank facilities at both its solitary branch, 317 Collins Street, Melbourne and at 489 agencies located in post offices throughout Victoria. During the following year branches were established in the other capital cities, as well as in Canberra, Townsville and London. Postal agencies were also established across Australia. (Commonwealth Bank website)

In 1928 the Commonwealth Savings Bank (CSB), previously designated the Savings Bank Department, officially came into being. •During the Great Depression years of the 1930's, the Commonwealth Bank grew considerably following amalgamations with the State Savings Banks of both Western Australia and New South Wales (1931). It had previously merged with similar institutions in Tasmania (1912) and Queensland (1920). (Commonwealth Bank website)

The Commonwealth Bank's branch expansion program resumed after World War II. Due to Government restrictions on the building industry and the subsequent shortage of building materials, the majority of branch buildings constructed in 1946 and 1947 were prefabricated structures. Ten branches were opened in 1946, and in 1947, 61 new branches were established. (Commonwealth Bank website)

Description

This is a two-storey rendered brick Moderne branch of the Commonwealth Bank of Australia, situated on the southwest corner of High and Roseberry Streets. With the former Preston Fire Brigade station opposite and the Preston Police Station and Preston Magistrates' Court in Roseberry Street, and the Preston Post Office and Darebin Town Hall in High Street, it forms a precinct of Commonwealth, State and local government buildings.

The building is characteristic in composition, stylistically, and in its use of materials, to suburban and country branches built by the Commonwealth Bank of Australia during the Inter-war period. The west (High Street) elevation and north (Roseberry Street) elevation have a plain rendered brick parapet with a slightly projecting cornice. The walls below are rendered brick, with subtle horizontal bands, and sit upon a brick base. The west elevation is symmetrically composed with a central entrance, which has had its original door(s) removed. The symmetry of the lower level has been diminished by the insertion of an automatic teller machine in one of the windows that flanked this central entrance. The fenestration that remains on the ground floor of the west elevation is an original double-hung sash window with horizontal glazing bars.

An unsympathetic cantilevered awning projects from the west elevation of the building above the ground floor. The upper level of the west elevation has at its centre a row of double-hung sash windows, slightly recessed and separated by brick pilasters, below a projecting hood. These windows have horizontal glazing bars, as do the double-hung sash windows that flank this central bay of windows. Above the hood is signage with the words 'Commonwealth Bank' and the institutions emblem.

The north elevation of the bank is relatively plain, with bays of double-hung sash windows at regular intervals. These windows retain their horizontal glazing bars. There is a pair of windows, of similar detailing, to the east of this façade. One window on the ground floor, closest to High Street, has been obliterated by the insertion of two automatic teller machines into the window opening and the adjacent wall. Above these is an unsympathetic metal frame canopy. At the east end of the façade is a sympathetic single-storey addition, with similar detailing to the adjacent bank.

Significance

Assessment against criteria

Historic

RNE Criterion A.4

Importance for association with events, developments or cultural phases which have had a significant role in the human occupation and evolution of the nation, State, region or community.

The Commonwealth Bank at 374-6 High Street, Preston is considered to meet Criterion A.4 for the following reasons:

- It provides evidence of the expansion of the Commonwealth during the late interwar period, just prior to the cessation in branch building caused by the outbreak of World War Two
- It provides evidence of the continuing development of Preston during the interwar period after the interruption caused by the Great Depression.

RNE Criterion B.2

Importance in demonstrating a distinct way of life, land use, function or design no longer practised, in danger of being lost, or of exceptional interest.

The Commonwealth Bank at 374-6 High Street, Preston is considered to meet Criterion B.2 as it is one of a small number of pre-1950 bank buildings that are still in use by the Commonwealth Bank. Many branches were closed in the late 1980s after the merger between the Commonwealth Bank and the State Bank of Victoria and are now used for other purposes. For example, the former Commonwealth Bank in Barkly Street, St Kilda (which is of a similar era) is now a restaurant.

RNE Criterion D.2

Importance in demonstrating the principal characteristics of the range of human activities in the Australian environment (including way of life, custom, process, land-use, function, design or technique)

The Commonwealth Bank at 374-6 High Street, Preston is considered to meet Criterion D.2 as it is a representative and intact example of an interwar Commonwealth Bank branch. Its continuing use as a bank by the same organization adds to its significance.

RNE Criterion H.1

Importance for close associations with individuals whose activities have been significant within the history of the nation, State, or region.

The Commonwealth Bank at 374-6 High Street, Preston is considered to meet Criterion H.1 because of its strong associations with the Commonwealth Bank of Australia. The continuing use of the building as a bank adds to its significance.

Aesthetic

RNE Criterion E.1

Importance for a community for aesthetic characteristics held in high esteem or otherwise valued by the community.

Assessment against this criterion was not possible within the scope of this study. Further assessment may be warranted.

RNE Criterion F.1

Importance for its technical, creative, design or artistic excellence, innovation or achievement.

The Commonwealth Bank at 374-6 High Street, Preston is considered to meet Criterion F.1 as an intact example of an interwar bank in the Moderne style.

Social

RNE Criterion G.1

Importance as a place highly valued by a community for reasons of religious, spiritual, symbolic, cultural, educational, or social associations.

Assessment against this criterion was not possible within the scope of this study. Further assessment may be warranted.

Comparative Analysis

This bank is typical of the branches constructed by the Commonwealth Bank during the Inter-war and immediate post-war period. It compares to former branches at St Kilda. This branch is notable as it is one of a small number that is still being used for its original purpose by the Commonwealth Bank.

Statement of significance

What is significant?

The Commonwealth Bank at 374-6 High Street, Preston was constructed in 1940 and replaced two, two storey shops that were constructed in 1929. It is a two storey rendered brick building in the Moderne style typical of the buildings erected by the Commonwealth Bank in the interwar and immediate post-war period, and is externally intact.

How is it significant?

The Commonwealth Bank at 374-6 High Street, Preston is of local historic and aesthetic significance to Darebin City.

Why is it significant?

Historically, it is significant as evidence of the expansion of the Commonwealth Bank during the late interwar period, just prior to the cessation in branch building caused by the outbreak of World War Two and is one of an increasingly small number of the branches in Victoria constructed prior to 1950 that are still used by the Bank. It provides evidence of the continuing development of Preston as a city during the interwar period after the interruption caused by the Great Depression. (AHC criteria A.4, B.2, D.2, H.1)

Aesthetically, the Commonwealth Bank at 374-6 High Street, Preston is significant as an intact example of an interwar bank in the Moderne style. (AHC criteria F.1)

Levels of significance

The following levels of significance apply to this place:

Significance level	Features
<i>Primary</i>	The bank (including the residence) to the extent of fabric dating from c.1940
<i>Secondary</i>	
<i>Limited/Not significant</i>	Later additions including the awnings and the autoteller

Conservation Management Guidelines

Policy Basis

This place is located within the Preston Central Structure Plan area and it is important that it is retained as a record of the historic development of this area. This does not mean that development cannot occur provided that it is carefully designed, however, it does place some limits upon the type of new development. This Bank has a relatively high degree of external integrity and its siting and form on this prominent corner site provides an important counterpoint to the Fire Brigade directly opposite. New development should be visually recessive (i.e. setback behind this façade) to maintain a clear visual separation between old and new and to ensure that the façade retains its prominence in the streetscape.

Objectives

To conserve the external integrity of the c.1940 fabric of the Bank.

To support the continuing use of the building as a Bank.

Guidelines

In order to conserve the heritage significance of this place, it policy to:

- Conserve the fabric of the building/s or other elements that contribute to the significance of the place and in particular to:
 - Encourage the accurate restoration or reconstruction of missing or modified elements on the basis of available evidence.
 - Encourage the removal of non-significant or intrusive elements, particularly where this would assist in revealing or interpreting the significance of the place.
- Encourage a contextual approach to new development that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in design.
- Discourage the demolition of elements of primary significance except where it can be demonstrated that:
 - The building is structurally unsound and cannot feasibly be repaired without undertaking significant alterations that would diminish the integrity of the building, and
 - The proposed replacement building embodies design excellence that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in approach.

Demolition of part of an element of primary significance may be allowed when it can be demonstrated to the satisfaction of the responsible authority that its demolition or removal will not adversely affect the significance of the place and, as appropriate:

- It will assist in the long term conservation or maintenance of the place, or
 - It will support the viability of the existing use of the place or will facilitate a new use that is compatible with the on-going conservation of the building, or
 - It will upgrade the building to meet contemporary standards such as improving energy efficiency.
- Consider the demolition or modification of elements of secondary significance only if the proposed replacement building embodies design excellence that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in approach.
 - Ensure that signage does not become a dominant visual element.

Review of significance and policy

While every effort has been made to ensure that the information contained in this citation is accurate, it is possible that more detailed investigation may reveal further information about the significance of the place. For example, in most cases an internal inspection was not made of buildings at the time of initial assessment. In the time since the place was first assessed it is also possible that the condition of buildings or trees may have changed.

The information contained in this citation should therefore be reviewed at the time that it is proposed to make changes to the property. This would likely require a more detailed assessment of any significant or contributory element that is affected by any proposed buildings or works. Once this more detailed assessment has been made, a review of the significance of the place and the conservation policy should be carried out by Council's Heritage Adviser or an appropriately qualified professional.

Statutory Recommendations

It is recommended that the Commonwealth Bank at 374-6 High Street Preston be added as an individual place to the Heritage Overlay of the Darebin Planning Scheme with the schedule entry as shown below. The extent of registration is the whole of the property as defined by the title boundaries.

External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01-4	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
No	No	No	No	No	No	Preston Central Incorporated Plan March 2007	No

References

Primary sources

Sands & McDougall Directories

Secondary sources

Carroll, Brian & Rule, Ian, *Preston, an illustrated history*, Preston, City of Preston, 1985

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Forster, Harley W., *Preston: lands and people, 1838-1967*, Melbourne, Cheshire, 1968

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Websites

Commonwealth Bank (viewed 15 October 2007)

http://about.commbank.com.au/group_display/0,1922,NI2054%255FCH2054,00.html

METROPOLITAN FIRE BRIGADE (FORMER)

Address	378 High Street, Preston Hermes 26742	HO193
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Significance

Local

Designer

Cedric Ballantyne

Builder

Unknown

Creation dates

1912

Style

Federation Freestyle

Condition

Good

Integrity

Moderate



Figure 1: Roseberry Avenue elevation

History

Thematic context

Theme

5. Building suburban Darebin

Sub-theme

5.3 Developing the suburban ideal

History of Preston

The central area of Preston surrounding the Town Hall lies between two early clusters of settlement as outlined below. The history of this area reflects three important eras of residential, commercial and community development:

- the land boom of the 1880s - as much in its collapse as its success
- the recovery period around the turn of the twentieth century
- the post World War 1 boom, when Preston really began to thrive.

Early development – from first land sales to the 1880s land boom

All of the land in Preston was first alienated from the Crown in auctions held for land in the Parish of Jika Jika and Keelbondora in 1838 and 1839. Few of the original purchasers remained to settle on their allotments, most were speculators hoping to make a quick profit by reselling the land. The four original Crown allotments in the Parish of Jika Jika, on which central Preston is situated, were all sold on 1 August 1839. Much of the land was subdivided for small holdings or tenant farms. In the 1860s the area between Dundas Street and Murray Road was occupied as small farms of up to 16 hectares, and north of Murray Road the country was still closely wooded with red gum. Preston remained an important agricultural district, particularly for dairying, market gardening and flower growing, supplying produce to Melbourne well into the twentieth century.

Preston's early European settlers tended to cluster around two centres. The first cluster centred on the corner High and Wood Streets, where Wood's store opened in 1850, and extended northwards to Tyler Street and the area known as Irishtown, later Regent. The second focal point was in the south at the junction of High Street and Plenty Road, where some of Preston's earliest industries, including brickworks and bacon factories, were established in the 1860s and 1870s.

Preston's distance from Melbourne and lack of efficient transport systems isolated most of Preston from suburban settlement until after the First World War. Entrepreneurs took advantage of this isolation to set up industries that were classed as noxious - industries, such as tanning, wool scouring, meat processing and boiling down works that caused unpleasant odours and water pollution. The availability of water along the pipeline from the Yan Yean Reservoir was also an important incentive for these industries coming into the area. By the end of the nineteenth century a large number of tanneries and bacon factories occupied south central Preston. These industries attracted workers and the beginnings of an urban population amongst the small farms. The Whittlesea railway through Northcote and Preston, opened in 1889, and the cable tram system to the Preston border at Dundas Street, also encouraged a little suburban development. Although Preston, like the rest of Melbourne, was swept up in the land boom of the 1880s, few of Preston's boom subdivisions were successful before the economic crash of the early 1890s, and many estates remained as open paddocks for two or three decades more.

Becoming a city - Early twentieth century and post-WWI boom

Preston Shire Hall, later known as the Town Hall, was built in 1895 on a site that was central to the two early settlement clusters and close to the Preston railway station. As the economy recovered in the early twentieth century, commercial and residential development gradually began to fill in the gap between the two early clusters on the estates originally subdivided in the 1890s land boom. However, Preston experienced much more rapid suburban growth during post First World War boom era of the 1920s and following in 1921 the electrification of the railway as far as Reservoir, which sped up the journey to the city considerably. In this decade Preston experienced phenomenal growth, with the highest birth rate in Victoria in 1927 and a large amount of migration, both from the inner suburbs of Melbourne and, to a lesser extent, from overseas, mainly Britain. During the 1920s the population of Preston more than trebled (Carroll & Rule, 1985:127). Within the four years from 1922 to 1926, Preston was raised from a shire, through the stages of Borough and Town to the City of Preston, proclaimed on 14 July 1926.

The northern and eastern extremities of Preston remained rural or semi-rural until the second half of the twentieth century, and some parts that were formerly used for large psychiatric institutions, are even now being converted to residential suburbia.

MFB Preston history

Preston's first fire brigade, a volunteer body, was formed in 1887, with its headquarters in Bell Street, opposite the site of the Catholic Church. The Metropolitan Fire Brigade, established in 1891 after the implementation of the Fire Brigades Act 1890, provided full

time professional fire-fighting services for Melbourne and its suburbs, and absorbed volunteer brigades such as that at Preston (*Encyclopedia of Melbourne*, 2005:476). The Act gave the Metropolitan Fire Brigade Board the ability to form fire fighting units, to train and house firemen, and to accommodate them and their fire vehicles in specially designed buildings.

In 1910 the Preston Brigade moved to the present site on the corner of High Street and Roseberry Avenue, where it was accommodated in a small timber house with stable for the horse (Carroll & Rule, 1985:100-1). In those days, and up until 1950, fire fighters lived at or close to their fire stations and were on continuous duty (*Encyclopedia of Melbourne*, 2005:476).

Figure 2

Preston MFB station c.1915 showing the horse drawn fire cart

[DHE image no. 90-330]



The new brick Preston Fire Station was built in 1912. It included living quarters for the officers and stables for the horse. It is likely that the new station was designed by noted architect Cedric Ballantyne of the firm Oakden and Ballantyne who designed most of the Metropolitan Fire Brigade's buildings in the early twentieth century (Heritage Victoria). When the Melbourne Metropolitan Fire Brigade replaced its horse-drawn fire carts with motor trucks in 1918 the stables became the garage (Carroll & Rule, 1985:101).

Description

A two-storey brick early twentieth century former Metropolitan Fire Brigade Station (MFB), situated on the northeast corner of High Street and Roseberry Avenue. With the Commonwealth Bank of Australia, on the opposite corner, and the Preston Police Station and Preston Magistrates' Court in Roseberry Avenue, and the Preston Post Office and the City Hall and Municipal offices in High Street, it is part of a precinct of Commonwealth, State and Local Government buildings.

The station comprises two, two-storey brick early twentieth century buildings. The elevations of the former station-house at the corner of High Street and Roseberry Avenue are asymmetrically composed in a Free Classical-style of restrained use of Classical motifs and elements. Its walls are faced in red brickwork, with render used for architectural embellishment including around doors and window openings, creating a blood and bandage effect.

The west elevation has a plain brick parapet and below this is a cornice with a cement render frieze. A bay projects out slightly towards the centre of the elevation, which has two double-hung sash windows, with a smaller glazed panel above. The upper level of this projecting bay has rendered quoining at its corners. The bay closest to the Roseberry Avenue corner, on its upper level, has a similar double-hung sash window and it has an

Ionic-inspired rendered cement pilaster at the street corner. A cornice, with a deep frieze, divides most of the upper level from the lower level of the building. The projecting bay on the ground floor has two pairs of double-hung sash windows, in a similar arrangement to the windows on the upper level, and on the ground floor in the bay closest to Roseberry Avenue is a pair of timber entrance doors with multi-paned glass panels on its upper portion. The bay to the left (north) of the projecting bay has a circular multi-paned window on the upper level, and on the ground floor is an entrance with a timber framed door with a fixed glazed panel (not original). Between this entrance and the upper level circular window is a pair of small double-hung sash windows. Unsympathetic signage has been fixed and painted on this elevation, and there is an unsympathetic retractable awning above the door at the north end of this elevation.

The south elevation is asymmetrically composed and has similar detailing as the west elevation. A bay projects forward, slightly, towards the east end of this elevation. This bay, on the ground floor, contains two entrances to the former fire station garage. The garage entrance is divided into two bays and has Ionic-inspired pilasters/pillar flank the entrances. The original doors of this garage entrance have been replaced in the Post-war years with metal-framed fixed glazed bi-fold doors. The former garage is now used as a café. A deep rendered cornice projects out above this entrance. Above the cornice is rendered signage that reads 'Metropolitan Fire Brigade'. The upper level of this projecting bay has two double-hung sash windows, with a smaller glazed panel above each, which flank a circular rendered panel with the MFB emblem. The bay at the High Street corner has a single double-hung sash window on its upper level, and a pair of double-hung sash windows on its lower level, similar in detail to the other sash windows on the building. At the High Street corner, on the upper level is a rendered cement Ionic-inspired pilaster.

Figure 3

Building at rear facing Roseberry Avenue



At the rear and facing Roseberry Avenue is a two storey brick building with a hip roof, which is built to the front and east side boundary. It has a tall chimney with a rendered cap and terracotta pots. There is a wide bank of white rendered cement under the eaves, which has small brackets. There is a tall double hung sash window with highlight in the ground floor adjacent to a recessed doorway. At the first floor level there is a large rectangular opening framing the balcony, which has centrally placed tall French windows (or doors). This building is connected to the main building by a single storey brick section set back from the street.

Significance

Assessment against criteria

Historic

RNE Criterion A.4

Importance for association with events, developments or cultural phases which have had a significant role in the human occupation and evolution of the nation, State, region or community.

The former Preston MFB Station is considered to meet Criterion A.4 for the following reasons:

- It provides evidence of the development of urban services in Preston during the early twentieth century, and is also representative of an important phase of development of the MFB after the implementation of the Fire Brigades Act of 1890.
- It is part of a group of civic buildings that includes the City Hall and Municipal offices in High Street and the former police station and court house in Roseberry Avenue.

RNE Criterion B.2

Importance in demonstrating a distinct way of life, land use, function or design no longer practised, in danger of being lost, or of exceptional interest.

This is one of two surviving early twentieth century fire brigade stations in Darebin and one of a small number of surviving early twentieth century fire brigade stations in the Melbourne metropolitan area.

RNE Criterion D.2

Importance in demonstrating the principal characteristics of the range of human activities in the Australian environment (including way of life, custom, process, land-use, function, design or technique)

The former Preston MFB Station is considered to meet Criterion D.2 as it is a good and intact representative example of an early twentieth century suburban fire station. It retains its typical layout with the living quarters, which were a standard feature of stations constructed prior to 1950, still intact. The intact survival of this station demonstrates this integration of work and accommodation for the fire-fighter in the early twentieth century.

RNE Criterion H.1

Importance for close associations with individuals whose activities have been significant within the history of the nation, State, or region.

The former Preston MFB Station is considered to meet Criterion H.1 because of its associations with the Metropolitan Fire Brigade, which provided an essential urban service in Preston.

Aesthetic

RNE Criterion E.1

Importance for a community for aesthetic characteristics held in high esteem or otherwise valued by the community.

Assessment against this criterion was not possible within the scope of this study. Further assessment may be warranted.

RNE Criterion F.1

Importance for its technical, creative, design or artistic excellence, innovation or achievement.

The former Preston MFB Station is considered to meet Criterion F.1 as a fine example of early twentieth century Fire Station architecture. It exemplifies the high standard of design that reflected the pride of the MFB and was typical of public/civic buildings of this era.

Social**RNE Criterion G.1**

Importance as a place highly valued by a community for reasons of religious, spiritual, symbolic, cultural, educational, or social associations.

Assessment against this criterion was not possible within the scope of this study. Further assessment may be warranted.

Comparative Analysis

This is one of two surviving early twentieth century fire stations in Darebin. The other, situated in Northcote was also built in 1912 and has a similar level of integrity.

Statement of significance***What is significant?***

The Metropolitan Fire Brigade station at Preston was first established on this site in 1910 in a wooden building. The new brick station, which included living quarters for the officers and stables for the horse, was constructed in 1912. The stables were converted to a garage in 1918 when the MFB replaced its horse drawn carts with motor trucks.

How is it significant?

The Metropolitan Fire Brigade station at Preston is of local historic and aesthetic significance to Darebin City.

Why is it significant?

Historically, the former Metropolitan Fire Brigade station at Preston is significant as an intact example of a suburban fire station, which demonstrates the way of life, accommodation and methods of work in fire stations in the early twentieth century. It is also significant as one of a number of civic/community buildings erected in this area in the early twentieth century, which demonstrate the development of Preston as it progressed toward becoming a city. (AHC criteria A.4, D.2, H.1)

Aesthetically, the former Metropolitan Fire Brigade station at Preston is significant as a fine example of an suburban fire station, and as a design by the noted architect Cedric Ballantyne of the firm Oakden and Ballantyne. (AHC criterion F.1)

Levels of significance

The following levels of significance apply to this place:

Significance level	Features
<i>Primary</i>	The fire station and residence to the extent of the 1912 fabric
<i>Secondary</i>	
<i>Limited/Not significant</i>	Later additions

Conservation Management Guidelines

Policy Basis

This place is located within the Preston Central Structure Plan area and it is important that it is retained as a record of the historic development of this area. This does not mean that development cannot occur provided that it is carefully designed, however, it does place some limits upon the type of new development. This building has a high degree of external integrity and its siting and form on this prominent corner site provides an important counterpoint to the Commonwealth Bank directly opposite. The spatial arrangement of the buildings on the site is also important in demonstrating its previous use.

Objectives

To conserve the external integrity of the c.1912 fabric of the Fire Station.

Guidelines

In order to conserve the heritage significance of this place, it policy to:

- Conserve the fabric of the building/s or other elements that contribute to the significance of the place and in particular to:
 - Encourage the accurate restoration or reconstruction of missing or modified elements on the basis of available evidence.
 - Encourage the removal of non-significant or intrusive elements, particularly where this would assist in revealing or interpreting the significance of the place.
- Encourage a contextual approach to new development that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in design.
- Discourage the demolition of elements of primary significance except where it can be demonstrated that:
 - The building is structurally unsound and cannot feasibly be repaired without undertaking significant alterations that would diminish the integrity of the building, and
 - The proposed replacement building embodies design excellence that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in approach.

Demolition of part of an element of primary significance may be allowed when it can be demonstrated to the satisfaction of the responsible authority that its demolition or removal will not adversely affect the significance of the place and, as appropriate:

- It will assist in the long term conservation or maintenance of the place, or
 - It will support the viability of the existing use of the place or will facilitate a new use that is compatible with the on-going conservation of the building, or
 - It will upgrade the building to meet contemporary standards such as improving energy efficiency.
- Consider the demolition or modification of elements of secondary significance only if the proposed replacement building embodies design excellence that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in approach.

- Ensure that signage does not become a dominant visual element.

Review of significance and policy

While every effort has been made to ensure that the information contained in this citation is accurate, it is possible that more detailed investigation may reveal further information about the significance of the place. For example, in most cases an internal inspection was not made of buildings at the time of initial assessment. In the time since the place was first assessed it is also possible that the condition of buildings or trees may have changed.

The information contained in this citation should therefore be reviewed at the time that it is proposed to make changes to the property. This would likely require a more detailed assessment of any significant or contributory element that is affected by any proposed buildings or works. Once this more detailed assessment has been made, a review of the significance of the place and the conservation policy should be carried out by Council's Heritage Adviser or an appropriately qualified professional.

Statutory Recommendations

It is recommended that the former MFB station at 378 High Street Preston be added as an individual place to the Heritage Overlay of the Darebin Planning Scheme with the schedule entry as shown below. The extent of registration is the whole of the property as defined by the title boundaries.

External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01-4	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
No	No	No	No	No	No	Preston Central Incorporated Plan March 2007	No

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Secondary sources

Brown-May, Andrew & Swain, Shurlee (ed) *The Encyclopedia of Melbourne*, Cambridge University Press, Melbourne, 2005

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Jones, Roger (ed.) *'Back in Them Days': An Oral History of Preston*, City of Darebin, Preston, 1994

Heritage Victoria, File No. 607380

Victorian Year Book 1973

SHOPS & RESIDENCES

Address	381-85 High Street, Preston Hermes 27310	HO194
Significance	Local	
Designer	Unknown	
Builder	Unknown	
Creation dates	1929-30	
Style	Interwar	
Condition	Fair/Good	
Integrity	Moderate	

History

Thematic context

Theme

- 4. *Developing Darebin's economies*
- 5. *Building suburban Darebin*

Sub-theme

- 4.6 Retailing, hospitality and entertainment
- 5.3 Developing the suburban ideal

History of Preston

The central area of Preston surrounding the Town Hall lies between two early clusters of settlement as outlined below. The history of this area reflects three important eras of residential, commercial and community development:

- the land boom of the 1880s - as much in its collapse as its success
- the recovery period around the turn of the twentieth century
- the post World War 1 boom, when Preston really began to thrive.

Early development – from first land sales to the 1880s land boom

All of the land in Preston was first alienated from the Crown in auctions held for land in the Parish of Jika Jika and Keelbondora in 1838 and 1839. Few of the original purchasers remained to settle on their allotments, most were speculators hoping to make a quick

profit by reselling the land. The four original Crown allotments in the Parish of Jika Jika, on which central Preston is situated, were all sold on 1 August 1839. Much of the land was subdivided for small holdings or tenant farms. In the 1860s the area between Dundas Street and Murray Road was occupied as small farms of up to 16 hectares, and north of Murray Road the country was still closely wooded with red gum. Preston remained an important agricultural district, particularly for dairying, market gardening and flower growing, supplying produce to Melbourne well into the twentieth century.

Preston's early European settlers tended to cluster around two centres. The first cluster centred on the corner High and Wood Streets, where Wood's store opened in 1850, and extended northwards to Tyler Street and the area known as Irishtown, later Regent. The second focal point was in the south at the junction of High Street and Plenty Road, where some of Preston's earliest industries, including brickworks and bacon factories, were established in the 1860s and 1870s.

Preston's distance from Melbourne and lack of efficient transport systems isolated most of Preston from suburban settlement until after the First World War. Entrepreneurs took advantage of this isolation to set up industries that were classed as noxious - industries, such as tanning, wool scouring, meat processing and boiling down works that caused unpleasant odours and water pollution. The availability of water along the pipeline from the Yan Yean Reservoir was also an important incentive for these industries coming into the area. By the end of the nineteenth century a large number of tanneries and bacon factories occupied south central Preston. These industries attracted workers and the beginnings of an urban population amongst the small farms. The Whittlesea railway through Northcote and Preston, opened in 1889, and the cable tram system to the Preston border at Dundas Street, also encouraged a little suburban development. Although Preston, like the rest of Melbourne, was swept up in the land boom of the 1880s, few of Preston's boom subdivisions were successful before the economic crash of the early 1890s, and many estates remained as open paddocks for two or three decades more.

Becoming a city - Early twentieth century and post-WWI boom

Preston Shire Hall, later known as the Town Hall, was built in 1895 on a site that was central to the two early settlement clusters and close to the Preston railway station. As the economy recovered in the early twentieth century, commercial and residential development gradually began to fill in the gap between the two early clusters on the estates originally subdivided in the 1890s land boom. However, Preston experienced much more rapid suburban growth during post First World War boom era of the 1920s and following in 1921 the electrification of the railway as far as Reservoir, which sped up the journey to the city considerably. In this decade Preston experienced phenomenal growth, with the highest birth rate in Victoria in 1927 and a large amount of migration, both from the inner suburbs of Melbourne and, to a lesser extent, from overseas, mainly Britain. During the 1920s the population of Preston more than trebled (Carroll & Rule, 1985:127). Within the four years from 1922 to 1926, Preston was raised from a shire, through the stages of Borough and Town to the City of Preston, proclaimed on 14 July 1926.

Shops & residences – 381-5 High Street history

The exact date of the shops and residences at 381-5 High Street is not known, but it appears that they were built c.1929. Further research is required.

Description

This comprises three shops that appear to be the remnants of a row of originally six shops constructed in the late 1920s in the Spanish Mission style. All have cantilevered awnings extending across their facades between the ground and first floors. The original shopfronts of the buildings have been removed and replaced with steel framed shop windows. On the upper level of 385 High Street, is architectural embellishment characteristic of the Spanish

Mission-style including a parapet capped with terracotta Spanish/Mediterranean-influenced roof tiles and below this a projecting Spanish Mission-style gable end motif. Ionic-inspired pilasters flank a window on the upper level. Half a pilaster is visible at the south end of the façade (absent from the north end), which indicates that this shop is/was part of a larger complex to its south.

The recent removal (late in 2007) of a later addition to the upper façade of Nos.381-3 has revealed the almost intact façade of the building. This includes the terracotta roof tiles to the pediment and a balcony (now partially enclosed) framed by barley-twist columns. Nos. 381-3 retain the original unpainted render finish, which has been overpainted with some early advertising signs.

Significance

Assessment against criteria

Historic

RNE Criterion A.4

Importance for association with events, developments or cultural phases which have had a significant role in the human occupation and evolution of the nation, State, region or community.

The pair of shops and residences at 381-85 High Street is considered to meet Criterion A.4 as it provides evidence of the significant commercial development that occurred in Preston in the post-First World War era, which led to it being proclaimed a City by 1926. It illustrates how this part of High Street surrounding the Town Hall was confirmed as civic and commercial heart of Preston.

RNE Criterion B.2

Importance in demonstrating a distinct way of life, land use, function or design no longer practised, in danger of being lost, or of exceptional interest.

Not relevant.

RNE Criterion D.2

Importance in demonstrating the principal characteristics of the range of human activities in the Australian environment (including way of life, custom, process, land-use, function, design or technique)

The pair of shops and residences at 381-85 High Street is considered to meet Criterion D.2 as it is a representative example of interwar commercial development. This building is notable as the residential use of the upper level is evident from the design features of the building such as the balconies.

RNE Criterion H.1

Importance for close associations with individuals whose activities have been significant within the history of the nation, State, or region.

Not applicable.

Aesthetic

RNE Criterion E.1

Importance for a community for aesthetic characteristics held in high esteem or otherwise valued by the community.

Assessment against this criterion was not possible within the scope of this study. Further assessment may be warranted.

RNE Criterion F.1

Importance for its technical, creative, design or artistic excellence, innovation or achievement.

The shops and residences at 381-85 High Street are considered to meet Criterion F.1 as an interwar commercial building of individual design. The building is notable for the upper façade, which is relatively intact and includes unusual features such as the balconies. The original render finish contributes to the significance of the building.

Social

RNE Criterion G.1

Importance as a place highly valued by a community for reasons of religious, spiritual, symbolic, cultural, educational, or social associations.

Assessment against this criterion was not possible within the scope of this study. Further assessment may be warranted.

Comparative Analysis

This is one of the most architecturally interesting interwar shops in Preston, and in Darebin generally. Stylistically, there is no direct comparison in commercial buildings, but compares with interwar houses in the Spanish Mission style.

Statement of significance

What is significant?

The shops and residences at 381-85 High Street, Preston constructed c.1930, comprise three interwar shops in the Spanish Mission style. The upper facades of the shops remain relatively intact.

How is it significant?

The shops and residences at 381-85 High Street, Preston is of local historic and aesthetic significance to Darebin City.

Why is it significant?

Historically, it is significant as evidence of the commercial development associated with the post First World War boom when the population of Preston trebled within a decade. It is also significant as a representative example of an interwar shop and residential development that illustrates the significant development that led to Preston being proclaimed a city by 1926 and cemented the role of this part of High Street as the civic and commercial heart of Preston. (AHC criteria A.4, D.2, H.1)

Aesthetically, it is significant as an interwar commercial building of individual design. The building is notable for the upper façade, which is relatively intact and includes unusual features such as the balconies. The original render finish contributes to the significance of the building (AHC criterion F.1)

Levels of significance

The following levels of significance apply to this place:

Significance level	Features
<i>Primary</i>	The upper level of the building including the façade and side parapet walls.
<i>Secondary</i>	Rear section of building dating from 1929-30
<i>Limited/Not significant</i>	Later additions

Conservation Management Guidelines

Policy Basis

This place is located within the Preston Central Structure Plan area and it is important that it is retained as a record of the historic development of this area. This does not mean that development cannot occur provided that it is carefully designed, however, it does place some limits upon the type of new development. With the exception of the ground floor shopfronts and the enclosure of the balconies, the buildings have a good degree of external integrity and this should be maintained. The surviving original doors and windows would enable restoration and reconstruction work to be carried out to the upper façade if the opportunity arises.

Objectives

To conserve the c.1929 fabric of the shops, which is visible from High Street.

Guidelines

In order to conserve the heritage significance of this place, it policy to:

- Conserve the fabric of the building/s or other elements that contribute to the significance of the place and in particular to:
 - Encourage the accurate restoration or reconstruction of missing or modified elements on the basis of available evidence.
 - Encourage the removal of non-significant or intrusive elements, particularly where this would assist in revealing or interpreting the significance of the place.
- Encourage a contextual approach to new development that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in design.
- Discourage the demolition of elements of primary significance except where it can be demonstrated that:
 - The building is structurally unsound and cannot feasibly be repaired without undertaking significant alterations that would diminish the integrity of the building, and
 - The proposed replacement building embodies design excellence that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in approach.

Demolition of part of an element of primary significance may be allowed when it can be demonstrated to the satisfaction of the responsible authority that its demolition or removal will not adversely affect the significance of the place and, as appropriate:

- It will assist in the long term conservation or maintenance of the place, or
- It will support the viability of the existing use of the place or will facilitate a new use that is compatible with the on-going conservation of the building, or
- It will upgrade the building to meet contemporary standards such as improving energy efficiency.
- Consider the demolition or modification of elements of secondary significance only if the proposed replacement building embodies design excellence that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in approach.
- Ensure that signage does not become a dominant visual element.

Specific guidelines

The following specific actions are recommended, should the opportunity arise:

- The reinstatement of the original balcony opening of No. 381.
- The reinstatement of the windows to the upper façade of No. 383.
- A more appropriate colour scheme for the upper level façade of No. 385

NOTE 1: The original rendered finish to Nos. 381-83 should be cleaned by an approved method and should not be painted in any circumstance.

NOTE 2: The early painted signage to the upper façade of No.381 has some interpretive value, but is not of primary significance.

Review of significance and policy

While every effort has been made to ensure that the information contained in this citation is accurate, it is possible that more detailed investigation may reveal further information about the significance of the place. For example, in most cases an internal inspection was not made of buildings at the time of initial assessment. In the time since the place was first assessed it is also possible that the condition of buildings or trees may have changed.

The information contained in this citation should therefore be reviewed at the time that it is proposed to make changes to the property. This would likely require a more detailed assessment of any significant or contributory element that is affected by any proposed buildings or works. Once this more detailed assessment has been made, a review of the significance of the place and the conservation policy should be carried out by Council's Heritage Adviser or an appropriately qualified professional.

Statutory Recommendations

It is recommended that the pair of shops and residences at 381-5 High Street Preston be added as an individual place to the Heritage Overlay of the Darebin Planning Scheme with the schedule entry as shown below. The extent of registration is the whole of the property as defined by the title boundaries.

External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01-4	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
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Yes	No	No	No	No	No	Preston Central Incorporated Plan March 2007	No
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References

Primary sources

Land Victoria, Certificates of Title and Subdivision plans, as cited

MMBW Detail Plans for Shire of Preston, VPRS 8601

Sands & McDougall Directories

Shire of Preston Rate Books, VPRS 8228

Secondary sources

Carroll, Brian & Rule, Ian, *Preston, an illustrated history*, Preston, City of Preston, 1985

Darebin Historical Encyclopedia

Forster, Harley W., *Preston: lands and people, 1838-1967*, Melbourne, Cheshire, 1968

Jones, Roger (ed.) *'Back in Them Days': An Oral History of Preston*, City of Darebin, Preston, 1994

Victorian Year Book 1973

SHOP


Address	435 High Street, Preston Hermes 26741	HO195
Significance		
Local		
Designer		
Unknown		
Builder		
Unknown		
Creation dates		
c.1895		
Style	Victorian	
Condition	Good	
Integrity	Moderate	

Figure 1: Shop and residence, 435 High Street

History

Thematic context

Theme

- 2. *Peopling Darebin*
- 4. *Developing Darebin's economies*

Sub-theme

- 2.3 Promoting settlement
- 4.6 Retailing, hospitality and entertainment

History of Preston

The central area of Preston surrounding the Town Hall lies between two early clusters of settlement as outlined below. The history of this area reflects three important eras of residential, commercial and community development:

- the land boom of the 1880s - as much in its collapse as its success
- the recovery period around the turn of the twentieth century
- the post World War 1 boom, when Preston really began to thrive.

Early development – from first land sales to the 1880s land boom

All of the land in Preston was first alienated from the Crown in auctions held for land in the Parish of Jika Jika and Keelbondora in 1838 and 1839. Few of the original purchasers

remained to settle on their allotments, most were speculators hoping to make a quick profit by reselling the land. The four original Crown allotments in the Parish of Jika Jika, on which central Preston is situated, were all sold on 1 August 1839. Much of the land was subdivided for small holdings or tenant farms. In the 1860s the area between Dundas Street and Murray Road was occupied as small farms of up to 16 hectares, and north of Murray Road the country was still closely wooded with red gum. Preston remained an important agricultural district, particularly for dairying, market gardening and flower growing, supplying produce to Melbourne well into the twentieth century.

Preston's early European settlers tended to cluster around two centres. The first cluster centred on the corner High and Wood Streets, where Wood's store opened in 1850, and extended northwards to Tyler Street and the area known as Irishtown, later Regent. The second focal point was in the south at the junction of High Street and Plenty Road, where some of Preston's earliest industries, including brickworks and bacon factories, were established in the 1860s and 1870s.

Preston's distance from Melbourne and lack of efficient transport systems isolated most of Preston from suburban settlement until after the First World War. Entrepreneurs took advantage of this isolation to set up industries that were classed as noxious - industries, such as tanning, wool scouring, meat processing and boiling down works that caused unpleasant odours and water pollution. The availability of water along the pipeline from the Yan Yean Reservoir was also an important incentive for these industries coming into the area. By the end of the nineteenth century a large number of tanneries and bacon factories occupied south central Preston. These industries attracted workers and the beginnings of an urban population amongst the small farms. The Whittlesea railway through Northcote and Preston, opened in 1889, and the cable tram system to the Preston border at Dundas Street, also encouraged a little suburban development. Although Preston, like the rest of Melbourne, was swept up in the land boom of the 1880s, few of Preston's boom subdivisions were successful before the economic crash of the early 1890s, and many estates remained as open paddocks for two or three decades more (Refer to Figure 2).

Figure 2

Aerial view of Preston c.1919. This shop appears to be one of a group opposite the Town Hall, which is visible near the centre of the photo.

[DHE]



Becoming a city - Early twentieth century and post-WWI boom

Preston Shire Hall, later known as the Town Hall, was built in 1895 on a site that was central to the two early settlement clusters and close to the Preston railway station. As the economy recovered in the early twentieth century, commercial and residential development gradually began to fill in the gap between the two early clusters on the estates originally subdivided in the 1890s land boom. However, Preston experienced much more rapid suburban growth during post First World War boom era of the 1920s and following in 1921 the electrification of the railway as far as Reservoir, which sped up the journey to the city considerably. In this decade Preston experienced phenomenal growth, with the highest birth rate in Victoria in 1927 and a large amount of migration, both from the inner suburbs of Melbourne and, to a lesser extent, from overseas, mainly Britain. During the 1920s the population of Preston more than trebled (Carroll & Rule, 1985:127). Within the four years from 1922 to 1926, Preston was raised from a shire, through the stages of Borough and Town to the City of Preston, proclaimed on 14 July 1926.

Shop and residence – 435 High Street history

The original purchaser of Crown Allotment 144 Parish of Jika Jika in August 1839 was Joseph Mitchell of London. This was half a square mile between Bell Street and Murray Road to the west of High Street. Mitchell leased the land to Timothy Shepherd, who used it for grazing sheep, and the property was known as Shepherd's Run. In 1872 the Mitchell family sold the land to Francis Bell, who subdivided it into six blocks and sold them, and it was further subdivided into 107 blocks in 1874 (Carroll & Rule, 1985:18, 23-5). Much of this area remained as farmland, with little commercial development along the central part of High Street in Preston until the twentieth century

The Council Club Hotel was built on the corner of High and Cramer Streets a few years before the Shire Hall was built on the opposite corner. However at that stage much of the retail and commercial development was taking place further south along High Street, and there was a little commercial and retail development in the blocks immediately surrounding the Hotel (Refer to Figure 2). In 1893 there were six new shops between the hotel and Broadbent Street, which was about half way between Cramer Street and Murray Road and it is probable that the present building was one of those shops.

Description

A two-storey brick Victorian shop on the west side of High Street. The lower level has had its original shopfront replaced with a metal-framed shop window. A cantilevered awning extends across the façade between the ground and first floors. The upper part of the façade is intact, retaining its original parapet that has a central panel flanked by pressed cement balusters. There are two cornices between the parapet and the heads of a pair of double-hung sash windows. Pilasters flank the window openings. The corners of the building, on the upper level, also have pilasters; the one to the south has been partially removed, probably when the adjoining single-storey Modernist shop was erected.

Significance

Assessment against criteria

Historic

RNE Criterion A.4

Importance for association with events, developments or cultural phases which have had a significant role in the human occupation and evolution of the nation, State, region or community.

The shop and residence at 435 High Street, Preston is considered to meet Criterion A.4 as it provides evidence of the first phase of commercial development of High Street. The opposite side of High Street was reserved municipal purposes and this development is typical of the speculative development that occurred just prior to the construction in 1895 of the Preston Shire (later Town) Hall on the opposite side of High Street.

RNE Criterion B.2

Importance in demonstrating a distinct way of life, land use, function or design no longer practised, in danger of being lost, or of exceptional interest.

The shop and residence at 435 High Street, Preston is considered to meet Criterion B.2 as it is a rare example of a nineteenth century commercial building in Preston. Only three other nineteenth century commercial buildings have been identified and this is the only surviving example in the block between Gower Street and Murray Road.

RNE Criterion D.2

Importance in demonstrating the principal characteristics of the range of human activities in the Australian environment (including way of life, custom, process, land-use, function, design or technique)

The shop and residence at 435 High Street, Preston is considered to meet Criterion D.2 as a representative example of a Victorian shop and residence.

RNE Criterion H.1

Importance for close associations with individuals whose activities have been significant within the history of the nation, State, or region.

Not applicable.

Aesthetic**RNE Criterion E.1**

Importance for a community for aesthetic characteristics held in high esteem or otherwise valued by the community.

Assessment against this criterion was not possible within the scope of this study. Further assessment may be warranted.

RNE Criterion F.1

Importance for its technical, creative, design or artistic excellence, innovation or achievement.

The upper façade of the shop at 435 High Street is considered to meet Criterion F.1 as a fine and intact example of Victorian commercial architecture.

Social**RNE Criterion G.1**

Importance as a place highly valued by a community for reasons of religious, spiritual, symbolic, cultural, educational, or social associations.

Assessment against this criterion was not possible within the scope of this study. Further assessment may be warranted.

Comparative Analysis

There is one of a small number of late nineteenth or early twentieth century shops in Preston. It compares with 283 High Street, and the larger J. Harvey Store at 626-8 High Street, which also retain relatively intact upper facades. Other early shops in this area such as 291 High Street are more altered. Typically, the upper façade remains intact, but the lower shopfront and awning are more recent replacements.

Statement of significance

What is significant?

The shop and residence, constructed c.1895, at 435 High Street, Preston.

How is it significant?

The shop and residence at 435 High Street, Preston is of local historic and aesthetic significance to Darebin City.

Why is it significant?

Historically, it is significant as one of a small number of surviving early twentieth century shops in the High Street shopping centre, which illustrate the first phase of commercial development in the centre. (AHC criteria A.4, B.2, D.2)

Aesthetically, it is significant for the surviving upper level façade, which is a representative example of Victorian commercial architecture. (AHC criterion F.1)

Levels of significance

The following levels of significance apply to this place:

Significance level	Features
<i>Primary</i>	The upper façade facing High Street
<i>Secondary</i>	Rear of building behind facade
<i>Limited/Not significant</i>	Later additions including ground floor shopfronts and street awnings

Conservation Management Guidelines

Policy Basis

This place is located within the Preston Central Structure Plan area and it is important that it is retained as a record of the historic development of this area. This does not mean that development cannot occur provided that it is carefully designed, however, it does place some limits upon the type of new development. The historic character of the building is demonstrated by its intact upper façade and other surviving visible elements such as the chimney. The design of new development should therefore aim to retain these features.

Objectives

To conserve the c.1895 fabric of the building and its presentation to High Street.

Guidelines

In order to conserve the heritage significance of this place, it policy to:

- Conserve the fabric of the building/s or other elements that contribute to the significance of the place and in particular to:
 - Encourage the accurate restoration or reconstruction of missing or modified elements on the basis of available evidence.
 - Encourage the removal of non-significant or intrusive elements, particularly where this would assist in revealing or interpreting the significance of the place.
- Encourage a contextual approach to new development that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in design.

- Discourage the demolition of elements of primary significance except where it can be demonstrated that:
 - The building is structurally unsound and cannot feasibly be repaired without undertaking significant alterations that would diminish the integrity of the building, and
 - The proposed replacement building embodies design excellence that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in approach.

Demolition of part of an element of primary significance may be allowed when it can be demonstrated to the satisfaction of the responsible authority that its demolition or removal will not adversely affect the significance of the place and, as appropriate:

- It will assist in the long term conservation or maintenance of the place, or
 - It will support the viability of the existing use of the place or will facilitate a new use that is compatible with the on-going conservation of the building, or
 - It will upgrade the building to meet contemporary standards such as improving energy efficiency.
- Consider the demolition or modification of elements of secondary significance only if the proposed replacement building embodies design excellence that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in approach.
 - Ensure that signage does not become a dominant visual element.

Review of significance and policy

While every effort has been made to ensure that the information contained in this citation is accurate, it is possible that more detailed investigation may reveal further information about the significance of the place. For example, in most cases an internal inspection was not made of buildings at the time of initial assessment. In the time since the place was first assessed it is also possible that the condition of buildings or trees may have changed.

The information contained in this citation should therefore be reviewed at the time that it is proposed to make changes to the property. This would likely require a more detailed assessment of any significant or contributory element that is affected by any proposed buildings or works. Once this more detailed assessment has been made, a review of the significance of the place and the conservation policy should be carried out by Council's Heritage Adviser or an appropriately qualified professional.

Statutory Recommendations

It is recommended that the shop and residence at 435 High Street Preston be added as an individual place to the Heritage Overlay of the Darebin Planning Scheme with the schedule entry as shown below. The extent of registration is the whole of the property as defined by the title boundaries.

External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01-4	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
No	No	No	No	No	No	Preston Central Incorporated Plan March 2007	No

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Jones, Roger (ed.) *'Back in Them Days': An Oral History of Preston*, City of Darebin, Preston, 1994
Victorian Year Book 1973

SHOPS & RESIDENCES

Address	471-3 High Street, Preston Hermes 27314	HO196
Significance		
Local		
Designer		
Unknown		
Builder		
Unknown		
Creation dates		
c.1939		
Style		
Interwar Moderne		
Condition		
Good		
Integrity		
Moderate		

History

Thematic context

Theme

- 4. *Developing Darebin's economies*
- 5. *Building suburban Darebin*

Sub-theme

- 4.6 Retailing, hospitality and entertainment
- 5.3 Developing the suburban ideal

History of Preston

The central area of Preston surrounding the Town Hall lies between two early clusters of settlement as outlined below. The history of this area reflects three important eras of residential, commercial and community development:

- the land boom of the 1880s - as much in its collapse as its success
- the recovery period around the turn of the twentieth century
- the post World War 1 boom, when Preston really began to thrive.

Early development – from first land sales to the 1880s land boom

All of the land in Preston was first alienated from the Crown in auctions held for land in the Parish of Jika Jika and Keelbondora in 1838 and 1839. Few of the original purchasers remained to settle on their allotments, most were speculators hoping to make a quick

profit by reselling the land. The four original Crown allotments in the Parish of Jika Jika, on which central Preston is situated, were all sold on 1 August 1839. Much of the land was subdivided for small holdings or tenant farms. In the 1860s the area between Dundas Street and Murray Road was occupied as small farms of up to 16 hectares, and north of Murray Road the country was still closely wooded with red gum. Preston remained an important agricultural district, particularly for dairying, market gardening and flower growing, supplying produce to Melbourne well into the twentieth century.

Preston's early European settlers tended to cluster around two centres. The first cluster centred on the corner High and Wood Streets, where Wood's store opened in 1850, and extended northwards to Tyler Street and the area known as Irishtown, later Regent. The second focal point was in the south at the junction of High Street and Plenty Road, where some of Preston's earliest industries, including brickworks and bacon factories, were established in the 1860s and 1870s.

Preston's distance from Melbourne and lack of efficient transport systems isolated most of Preston from suburban settlement until after the First World War. Entrepreneurs took advantage of this isolation to set up industries that were classed as noxious - industries, such as tanning, wool scouring, meat processing and boiling down works that caused unpleasant odours and water pollution. The availability of water along the pipeline from the Yan Yean Reservoir was also an important incentive for these industries coming into the area. By the end of the nineteenth century a large number of tanneries and bacon factories occupied south central Preston. These industries attracted workers and the beginnings of an urban population amongst the small farms. The Whittlesea railway through Northcote and Preston, opened in 1889, and the cable tram system to the Preston border at Dundas Street, also encouraged a little suburban development. Although Preston, like the rest of Melbourne, was swept up in the land boom of the 1880s, few of Preston's boom subdivisions were successful before the economic crash of the early 1890s, and many estates remained as open paddocks for two or three decades more.

Becoming a city - Early twentieth century and post-WWI boom

Preston Shire Hall, later known as the Town Hall, was built in 1895 on a site that was central to the two early settlement clusters and close to the Preston railway station. As the economy recovered in the early twentieth century, commercial and residential development gradually began to fill in the gap between the two early clusters on the estates originally subdivided in the 1890s land boom. However, Preston experienced much more rapid suburban growth during post First World War boom era of the 1920s and following in 1921 the electrification of the railway as far as Reservoir, which sped up the journey to the city considerably. In this decade Preston experienced phenomenal growth, with the highest birth rate in Victoria in 1927 and a large amount of migration, both from the inner suburbs of Melbourne and, to a lesser extent, from overseas, mainly Britain. During the 1920s the population of Preston more than trebled (Carroll & Rule, 1985:127). Within the four years from 1922 to 1926, Preston was raised from a shire, through the stages of Borough and Town to the City of Preston, proclaimed on 14 July 1926.

The northern and eastern extremities of Preston remained rural or semi-rural until the second half of the twentieth century, and some parts that were formerly used for large psychiatric institutions, are even now being converted to residential suburbia.

Shops and residences – 471-3 High Street history

The original purchaser of Crown Allotment 144 Parish of Jika Jika in August 1839 was Joseph Mitchell of London. This was half a square mile between Bell Street and Murray Road to the west of High Street. Mitchell leased the land to Timothy Shepherd, who used it for grazing sheep, and the property was known as Shepherd's Run. In 1872 the Mitchell family sold the land to Francis Bell, who subdivided it into six blocks and sold them, and it was further subdivided into 107 blocks in 1874 (Carroll & Rule, 1985:18, 23-5). Much

of this area remained as farmland, with little commercial development along the central part of High Street in Preston until the twentieth century

The Council Club Hotel was built on the corner of High and Cramer Streets in 1890, a few years before the Shire Hall was built on the opposite corner. However at that stage much of the retail and commercial development was taking place further south along High Street, and there was little commercial or retail development between Cramer Street and Murray Road until the twentieth century. By 1900 there were only six premises between the hotel and Murray Road, but 25 years later several more shops had been added, and more were added over the next few years. The growth seems to have a general trend from south to north (Sands & McDougall Directories).

The two or three properties closest to Murray Road appear to be residences well into the mid 1930s, but eventually one by one they are replaced by shops with David Wilson occupying the one on the corner, No.473, until 1938 (Sands & McDougall Directories).

In 1939 the building is listed as business premises for the first time in the Sands & McDougall Directory, presumably having been recently erected as a two storey shop building. The following tenants were listed:

No. 473 Porter, jeweller

No. 473a Service Radio Electric Co, electrician

No. 473b Sweetman's Home Furniture & Preston Beauty Salon.

Over the years tenants of this building included a milliner, a dancing studio, a physiotherapist, Alexander's men's clothing. Porter the watchmaker was still there in 1970.

It is not known when the Bank of Cyprus opened its branch in the building, however it is within the last fifteen years, as this international banking institution first opened in Australia fifteen years ago. The Preston branch is one of its 5 branches in Melbourne (Bank of Cyprus website)

Description

A two-storey Inter-war brick Moderne shop/commercial building, on the southwest corner of High Street and Murray Road. The Bank of Cyprus Australia occupies the corner shop, and there are two other shops that form the complex in High Street, and another in Murray Road. At the street corner the building is splayed and its lower level has a metal frame shopfront of recent origin. A cantilevered awning extends across its east (High Street) elevation and north (Murray Road) elevation between the ground and first floors.

The upper parts of the east and north elevations are relatively intact. They have double-hung sash windows with horizontal glazing bars. These windows are set in a horizontal brick band that extends across both elevations: the dark brickwork of the building complementing the dark clinker brick Anglican church opposite. On the parapet are horizontal and vertical mouldings of a Moderne style. This parapet conceals the building's hipped roof clad in corrugated galvanised steel sheeting. A single-storey wing, either original or a sympathetic addition, extends to the west along Murray Road.

Significance

Historic

RNE Criterion A.4

Importance for association with events, developments or cultural phases which have had a significant role in the human occupation and evolution of the nation, State, region or community.

The shops and residences at 471-3 High Street are considered to meet Criterion A.4 as it provides evidence of the significant commercial development that occurred in Preston in the post-First World War era, which led to it being proclaimed a City by 1926. It illustrates how this part of High Street surrounding the Town Hall was confirmed as civic and commercial heart of Preston.

RNE Criterion B.2

Importance in demonstrating a distinct way of life, land use, function or design no longer practised, in danger of being lost, or of exceptional interest.

Not relevant.

RNE Criterion D.2

Importance in demonstrating the principal characteristics of the range of human activities in the Australian environment (including way of life, custom, process, land-use, function, design or technique)

The shops and residences at 471-3 High Street are considered to meet Criterion D.2 as it is a representative example of interwar commercial development.

RNE Criterion H.1

Importance for close associations with individuals whose activities have been significant within the history of the nation, State, or region.

Not applicable.

Aesthetic

RNE Criterion E.1

Importance for a community for aesthetic characteristics held in high esteem or otherwise valued by the community.

Assessment against this criterion was not possible within the scope of this study. Further assessment may be warranted.

RNE Criterion F.1

Importance for its technical, creative, design or artistic excellence, innovation or achievement.

The shops and residences at 471-3 High Street are considered to meet Criterion F.1 as an externally intact example of interwar commercial architecture with Moderne detailing.

Social

RNE Criterion G.1

Importance as a place highly valued by a community for reasons of religious, spiritual, symbolic, cultural, educational, or social associations.

Assessment against this criterion was not possible within the scope of this study. Further assessment may be warranted.

Comparative Analysis

This is one of the best and most intact examples of commercial interwar Moderne architecture in Preston. The detailing is more accomplished when compared with other interwar shops such as at 274-88 High Street that forms part of the High Street Commercial precinct and the shops at 352-72 High Street (Refer to separate citations in this Study).

Statement of significance

What is significant?

The shop and residences, constructed by 1939, at 471-3 High Street, Preston.

How is it significant?

The shops and residences at 471-3 High Street, Preston are of local historic and aesthetic significance to Darebin City.

Why is it significant?

Historically, it significant as evidence of the commercial development associated with the post First World War boom when the population of Preston trebled within a decade. It illustrates the significant development in the decade after Preston was proclaimed a city in 1926 that cemented the role of this part of High Street as the civic and commercial heart of Preston. (AHC criteria A.4 & D.2)

Aesthetically, it is significant as a representative example of an interwar shop with Moderne influences. Notable features include the fenestration and other detailing to the upper floor facade. (AHC criterion F.1)

Levels of significance

The following levels of significance apply to this place:

Significance level	Features
<i>Primary</i>	The upper facades of the two storey section facing High Street and Murray Road
<i>Secondary</i>	Rear of building, single storey addition along Murray Road
<i>Limited/Not significant</i>	Later additions including shopfronts and street awnings

Conservation Management Guidelines

Policy Basis

This precinct is located within the Preston Central Structure Plan area and it is important that it is retained as a record of the historic development of this area. This does not mean that development cannot occur provided that it is carefully designed, however, it does put some limits upon the type of new development. The upper façade is very intact and should be conserved. New development should be visually recessive (i.e. setback behind this façade) to maintain a clear visual separation between old and new and to ensure that the façade retains its prominence in the streetscape.

Objectives

To conserve the building to the extent of the 1939 fabric.

Guidelines

In order to conserve the heritage significance of this place, it policy to:

- Conserve the fabric of the building/s or other elements that contribute to the significance of the place and in particular to:
 - Encourage the accurate restoration or reconstruction of missing or modified elements on the basis of available evidence.
 - Encourage the removal of non-significant or intrusive elements, particularly where this would assist in revealing or interpreting the significance of the place.

- Encourage a contextual approach to new development that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in design.
- Discourage the demolition of elements of primary significance except where it can be demonstrated that:
 - The building is structurally unsound and cannot feasibly be repaired without undertaking significant alterations that would diminish the integrity of the building, and
 - The proposed replacement building embodies design excellence that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in approach.

Demolition of part of an element of primary significance may be allowed when it can be demonstrated to the satisfaction of the responsible authority that its demolition or removal will not adversely affect the significance of the place and, as appropriate:

- It will assist in the long term conservation or maintenance of the place, or
 - It will support the viability of the existing use of the place or will facilitate a new use that is compatible with the on-going conservation of the building, or
 - It will upgrade the building to meet contemporary standards such as improving energy efficiency.
- Consider the demolition or modification of elements of secondary significance only the proposed replacement building embodies design excellence that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in approach.
 - Ensure that signage does not become a dominant visual element.

Review of significance and policy

While every effort has been made to ensure that the information contained in this citation is accurate, it is possible that more detailed investigation may reveal further information about the significance of the place. For example, in most cases an internal inspection was not made of buildings at the time of initial assessment. In the time since the place was first assessed it is also possible that the condition of buildings or trees may have changed.

The information contained in this citation should therefore be reviewed at the time that it is proposed to make changes to the property. This would likely require a more detailed assessment of any significant or contributory element that is affected by any proposed buildings or works. Once this more detailed assessment has been made, a review of the significance of the place and the conservation policy should be carried out by Council's Heritage Adviser or an appropriately qualified professional.

Statutory Recommendations

It is recommended that the shops and residences at 471-3 High Street Preston be added as an individual place to the Heritage Overlay of the Darebin Planning Scheme with the schedule entry as shown below. The extent of registration is the whole of the property as defined by the title boundaries.

External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01-4	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
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No	No	No	No	No	No	Preston Central Incorporated Plan March 2007	No
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References

Primary sources

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Jones, Roger (ed.) *'Back in Them Days': An Oral History of Preston*, City of Darebin, Preston, 1994

Victorian Year Book 1973

Websites

Bank of Cyprus (www.bankofcyprus.com.au - viewed 15 October 2007)

J. HARVEY GROCER (FORMER) Cornwall House

Address	626-8 High Street, Preston Hermes 27285	HO197
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Significance

Local

Designer

Unknown

Builder

Unknown

Creation dates

c.1889

Style

Victorian

Condition

Good

Integrity

Moderate



Figure 1: View looking east from Regent Street

History

Thematic context

Theme

- 4. *Developing Darebin's economies*
- 5. *Building suburban Darebin*

Sub-theme

- 4.6 Retailing, hospitality and entertainment
- 5.3 Developing the suburban ideal

History of Preston

The central area of Preston surrounding the Town Hall lies between two early clusters of settlement as outlined below. The history of this area reflects three important eras of residential, commercial and community development:

- the land boom of the 1880s - as much in its collapse as its success
- the recovery period around the turn of the twentieth century
- the post World War 1 boom, when Preston really began to thrive.

Early development – from first land sales to the 1880s land boom

All of the land in Preston was first alienated from the Crown in auctions held for land in the Parish of Jika Jika and Keelbondora in 1838 and 1839. Few of the original purchasers remained to settle on their allotments, most were speculators hoping to make a quick profit by reselling the land. The four original Crown allotments in the Parish of Jika Jika, on which central Preston is situated, were all sold on 1 August 1839. Much of the land was subdivided for small holdings or tenant farms. In the 1860s the area between Dundas Street and Murray Road was occupied as small farms of up to 16 hectares, and north of Murray Road the country was still closely wooded with red gum. Preston remained an important agricultural district, particularly for dairying, market gardening and flower growing, supplying produce to Melbourne well into the twentieth century.

Preston's early European settlers tended to cluster around two centres. The first cluster centred on the corner High and Wood Streets, where Wood's store opened in 1850, and extended northwards to Tyler Street and the area known as Irishtown, later Regent. The second focal point was in the south at the junction of High Street and Plenty Road, where some of Preston's earliest industries, including brickworks and bacon factories, were established in the 1860s and 1870s.

Preston's distance from Melbourne and lack of efficient transport systems isolated most of Preston from suburban settlement until after the First World War. Entrepreneurs took advantage of this isolation to set up industries that were classed as noxious - industries, such as tanning, wool scouring, meat processing and boiling down works that caused unpleasant odours and water pollution. The availability of water along the pipeline from the Yan Yean Reservoir was also an important incentive for these industries coming into the area. By the end of the nineteenth century a large number of tanneries and bacon factories occupied south central Preston. These industries attracted workers and the beginnings of an urban population amongst the small farms. The Whittlesea railway through Northcote and Preston, opened in 1889, and the cable tram system to the Preston border at Dundas Street, also encouraged a little suburban development. Although Preston, like the rest of Melbourne, was swept up in the land boom of the 1880s, few of Preston's boom subdivisions were successful before the economic crash of the early 1890s, and many estates remained as open paddocks for two or three decades more.

Becoming a city - Early twentieth century and post-WWI boom

Preston Shire Hall, later known as the Town Hall, was built in 1895 on a site that was central to the two early settlement clusters and close to the Preston railway station. As the economy recovered in the early twentieth century, commercial and residential development gradually began to fill in the gap between the two early clusters on the estates originally subdivided in the 1890s land boom. However, Preston experienced much more rapid suburban growth during post First World War boom era of the 1920s and following in 1921 the electrification of the railway as far as Reservoir, which sped up the journey to the city considerably. In this decade Preston experienced phenomenal growth, with the highest birth rate in Victoria in 1927 and a large amount of migration, both from the inner suburbs of Melbourne and, to a lesser extent, from overseas, mainly Britain. During the 1920s the population of Preston more than trebled (Carroll & Rule, 1985:127). Within the four years from 1922 to 1926, Preston was raised from a shire, through the stages of Borough and Town to the City of Preston, proclaimed on 14 July 1926.

The northern and eastern extremities of Preston remained rural or semi-rural until the second half of the twentieth century, and some parts that were formerly used for large psychiatric institutions, are even now being converted to residential suburbia.

J. Harvey Grocer history

Crown Allotment 146 Parish of Jika Jika, bounded by present day Murray Road, High Street and Summerhill Road and the Darebin Creek, was one of the large allotments sold in the sales of land in what is now the City of Darebin on 1 August 1839. Thomas

Walker, a Sydney merchant and speculator who had already purchased thousands of acres in the Port Phillip District, purchased the 1117 acre allotment, and began to sell the land at higher prices soon after. Charles Howard purchased the area between Wood Street and Tyler Street, and rented it to tenant farmer Thomas Farrell. Although Farrall continued to farm in the district until 1883, it is not certain if it was on the same land. By 1860, however a small settlement had formed around the corner of High & Wood Streets, and there were a number of small farms in the surrounding area, with Samuel Jeffrey's larger farm just to the north of Tyler Street. The block on the south east corner of High and Tyler Streets had been severed from Howard's land (Carroll & Rule, 1985:17-8 & 27). The subject site, between Percival and Winifred Streets is located in this block.

By 1889 there were three shops with dwellings in the block facing High Street. James Holmes had a brick store and eight room dwelling, which he rented from William Bartlett, a member of a local family of horticulturists. The other two brick shops with dwellings were owned by Tims (? or Tidd?) & Ferryman, and were occupied by Mrs Hocking, bootmaker and William Wainwright, draper. The 1892 Rate Book introduces some confusion into the matter, because it shows the two brick shops and dwellings owned by Bartlett, with Holmes, storekeeper and John Hunter as tenants. The other shop, now weatherboard, owned by Elizabeth Brown, was run as a greengrocer by Mary Sweeny. In the absence of street numbering, a perusal of Sands & McDougall Directory entries in the 1890s suggest that the two shops occupied by the storekeeper and bootmaker are most likely the subject site at 626-8 High Street.

The bootmaker's business returned to the Hocking family, listed under James Hocking until around 1892. Both shops changed hands a few times during the 1890s, and in 1900 they were listed as Bessie Thomas's store and boot shop and William Lockwood's grocery (Sands & McDougall Directory).

Figure 3

c.1900

[DHE]



Title records show that Joseph Harvey, Greengrocer, acquired both shops on 15 January 1903 (Land Victoria). Harvey had previously been a grocer with a shop on the west side of High Street, near Station Street (Sands & McDougall Directory). The Darebin Historical Encyclopedia suggests that Harvey ran the business at the subject site from 1896, but neither the title records nor the Directories support this earlier date. Obviously, from the photographs, when Harvey did move to this shop he developed it as a substantial general

store, also taking over the smaller shop next door as a grain and chaff store. Harvey's store was called Cornwall House, and rivalled the older established Wood's store that had served this part of Preston for decades (DHE).

Thomas Harvey died in 1906 and his widow, Susan became owner. She died in 1930 and James Thomas Harvey (son?), High Street 'Storekeeper' became the owner by 1933. The Harvey family ran the grocer's shop until the end of the Second World War, and there is still an old painted sign 'J Harvey Grocer' on the rear wall of the building. Subsequently it continued to operate for as a grocers for many years, then had a succession of different owners and uses, including a TAB in 1971 and later a real estate agent (DHE).

Description

The former J. Harvey Grocer Store is a late-Victorian/Federation two-storey rendered brick shop and residence on the southwest corner of High and Winifred Streets. The building has two hipped roofs clad in corrugated galvanised steel sheeting, partially concealed from the street by a low rendered brick parapet with a horizontal console-type motif along its top. The roof of 626 High Street is slightly higher, as its shop is wider. There are two brick chimneys on 628 High Street. The ground floor of the west (High Street) elevation has been modified with the replacement of the original shopfront and verandah shown in early photos, however, but the upper level of this elevation retains its original window openings. A cornice with vermiculated mouldings at its ends, and its centre, extends across the façade between the ground and first floor, directly above an awning. There is also a cornice that projects from the building at the base of the parapet. The building has a landmark quality, particularly when viewed from Regent Street, closing the vista of this street where it intersects with High Street.

The east (rear) elevation has early painted signage 'J. Harvey Grocer', the early occupants of the building (Figure 3). Apart from minor modifications to the chimneys and additions at the ground floor level, the rear section containing the residences remains very intact.

Figure 3

Rear elevation showing early painted sign



Significance

Assessment against criteria

Historic

RNE Criterion A.4

Importance for association with events, developments or cultural phases which have had a significant role in the human occupation and evolution of the nation, State, region or community.

The former J. Harvey Store is considered to meet Criterion A.4 as it provides important evidence of the early development of this part of Preston. As noted in the History, Preston's early European settlers tended to cluster around two centres with one being centred on the corner of High and Wood Streets, where Wood's store opened in 1850, which extended northwards to Tyler Street and the area known as Irishtown, later Regent. While it was not the first shop in this part of Preston, it was one of the earliest and grew to become one of the most important general produce stores in the area. The earliest store, constructed nearby on the corner of Wood Street has been demolished and so this building and the nearby Methodist Church survive as evidence of this early phase of development.

RNE Criterion B.2

Importance in demonstrating a distinct way of life, land use, function or design no longer practised, in danger of being lost, or of exceptional interest.

The former J. Harvey Store is considered to meet Criterion B.2 as a rare example of a late nineteenth century store in this part of Darebin. While nineteenth century shop buildings are more common in southern parts of the municipality, this is one of a small number of nineteenth century shop and residences in the area north of Bell Street. The early painted sign is also significant as a rare surviving example of an early form of advertising.

RNE Criterion D.2

Importance in demonstrating the principal characteristics of the range of human activities in the Australian environment (including way of life, custom, process, land-use, function, design or technique)

The former J. Harvey Store is considered to meet Criterion D.2 as it is a representative example of an early general and produce store that essentially fulfilled the role now played by supermarkets. The residence lived in by the family can still be seen at the rear, along with an early painted sign that

RNE Criterion H.1

Importance for close associations with individuals whose activities have been significant within the history of the nation, State, or region.

Not applicable. The former J. Harvey Store is of interest, however, for its long association with the Harvey family who were well known in the local area.

Aesthetic

RNE Criterion E.1

Importance for a community for aesthetic characteristics held in high esteem or otherwise valued by the community.

The former J. Harvey Store is considered to meet Criterion E.1 as it is a building that is well known and valued in the community. This is demonstrated by its inclusion on the Darebin Heritage Encyclopedia..

RNE Criterion F.1

Importance for its technical, creative, design or artistic excellence, innovation or achievement.

The former J. Harvey Store is considered to meet Criterion F.1 as a good example of a Victorian era shop, which retains the detailing to the upper facade.

Social**RNE Criterion G.1**

Importance as a place highly valued by a community for reasons of religious, spiritual, symbolic, cultural, educational, or social associations.

Assessment against this criterion was not possible within the scope of this study. Further assessment may be warranted.

Comparative Analysis

This is the earliest known surviving shop in Preston and one of the most intact.

Statement of significance**What is significant?**

The former J. Harvey Grocery Store and residence, also known as Cornwall House, constructed c.1895, at 626-8 High Street, Preston.

How is it significant?

The former J. Harvey Grocery Store and residence, also known as Cornwall House, at 626-8 High Street, Preston is of local historic and aesthetic significance to Darebin City.

Why is it significant?

Historically, it is significant as a surviving example of a nineteenth century shop and residence that is associated with the later development of one of the first commercial areas within Preston. As the earlier Woods store has been demolished, this building remains as rare evidence of the commercial development that occurred in the northern part of High Street in the nineteenth century. The early painted sign provides evidence of the long association of the building with the Harvey family and is a rare surviving example of this type of external advertising. (AHC criteria A.4, B.2, D.2, H.1)

Aesthetically, it is significant as a representative example of a Victorian commercial building with intact detailing to the upper façade, and one that is known and valued by the community as an historic marker. The historic character of the building is also enhanced by the early painted sign on the east elevation. (AHC criteria E.1, F.1)

Levels of significance

The following levels of significance apply to this place:

Significance level	Features
<i>Primary</i>	The whole of the building, with the exception of the ground floor shopfronts. Early painted sign on rear (East) wall
<i>Secondary</i>	-
<i>Limited/Not significant</i>	Later additions including shopfronts and street awnings

Conservation Management Guidelines

Policy Basis

This place is located within the Preston Central Structure Plan area and it is important that it is retained as a record of the historic development of this area. This does not mean that development cannot occur provided that it is carefully designed, however, it does place some limits upon the type of new development. With the exception of the lower façade the building has a high degree of external integrity and this should be maintained. There is good photographic evidence of the early appearance of the building and this would enable restoration and reconstruction work to be carried out if the opportunity arises.

Objectives

To conserve the c.1890 fabric of the building and the early painted sign on the rear façade.

Guidelines

In order to conserve the heritage significance of this place, it policy to:

- Conserve the fabric of the building/s or other elements that contribute to the significance of the place and in particular to:
 - Encourage the accurate restoration or reconstruction of missing or modified elements on the basis of available evidence.
 - Encourage the removal of non-significant or intrusive elements, particularly where this would assist in revealing or interpreting the significance of the place.

See also specific guidelines below

- Encourage a contextual approach to new development that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in design.
- Discourage the demolition of elements of primary significance except where it can be demonstrated that:
 - The building is structurally unsound and cannot feasibly be repaired without undertaking significant alterations that would diminish the integrity of the building, and
 - The proposed replacement building embodies design excellence that is complementary in form, scale and materials to the elements of primary significance, but is clearly contemporary in approach.

Demolition of part of an element of primary significance may be allowed when it can be demonstrated to the satisfaction of the responsible authority that its demolition or removal will not adversely affect the significance of the place and, as appropriate:

- It will assist in the long term conservation or maintenance of the place, or
 - It will support the viability of the existing use of the place or will facilitate a new use that is compatible with the on-going conservation of the building, or
 - It will upgrade the building to meet contemporary standards such as improving energy efficiency.
- Consider the demolition or modification of elements of secondary significance only if the proposed replacement building embodies design excellence that is complementary

in form, scale and materials to the elements of primary significance, but is clearly contemporary in approach.

- Ensure that signage does not become a dominant visual element.

Specific guidelines

The following specific actions are recommended, should the opportunity arise:

- The removal of the inappropriate paint scheme from the façade by an approved method and the reinstatement of an appropriate colour scheme
- The reconstruction of the front verandah and other missing façade detail such as the urns to the parapet on the basis of the historic photographic evidence (Refer Figure 2, see also another early image on the Darebin Historic Encyclopedia website).

Review of significance and policy

While every effort has been made to ensure that the information contained in this citation is accurate, it is possible that more detailed investigation may reveal further information about the significance of the place. For example, in most cases an internal inspection was not made of buildings at the time of initial assessment. In the time since the place was first assessed it is also possible that the condition of buildings or trees may have changed.

The information contained in this citation should therefore be reviewed at the time that it is proposed to make changes to the property. This would likely require a more detailed assessment of any significant or contributory element that is affected by any proposed buildings or works. Once this more detailed assessment has been made, a review of the significance of the place and the conservation policy should be carried out by Council’s Heritage Adviser or an appropriately qualified professional.

Statutory Recommendations

It is recommended that the former J. Harvey Grocer (Cornwall House) at 626-8 High Street, Preston be added as an individual place to the Heritage Overlay of the Darebin Planning Scheme with the schedule entry as shown below. The extent of registration is the whole of the property as defined by the title boundaries.

External Paint Controls Apply?	Internal Alteration Controls Apply?	Tree Controls Apply?	Outbuildings or fences which are not exempt under Clause 43.01-4	Included on the Victorian Heritage Register under the Heritage Act 1995?	Prohibited uses may be permitted?	Name of Incorporated Plan under Clause 43.01-2	Aboriginal heritage place?
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Yes	No	No	No	No	No	Preston Central Incorporated Plan March 2007	No
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References

Primary sources

Land Victoria, Certificates of Title and Subdivision plans, as cited

Sands & McDougall Directories, as cited

Secondary sources

Carroll, Brian & Rule, Ian, *Preston, an illustrated history*, Preston, City of Preston, 1985

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