

An aerial photograph of a brickworks site, showing various industrial buildings, storage areas, and brick kilns. The entire image is overlaid with a semi-transparent teal color.

# Hoffman Brickworks Heritage Interpretation Building

OCTOBER 2017

PREPARED BY  
MGS ARCHITECTS







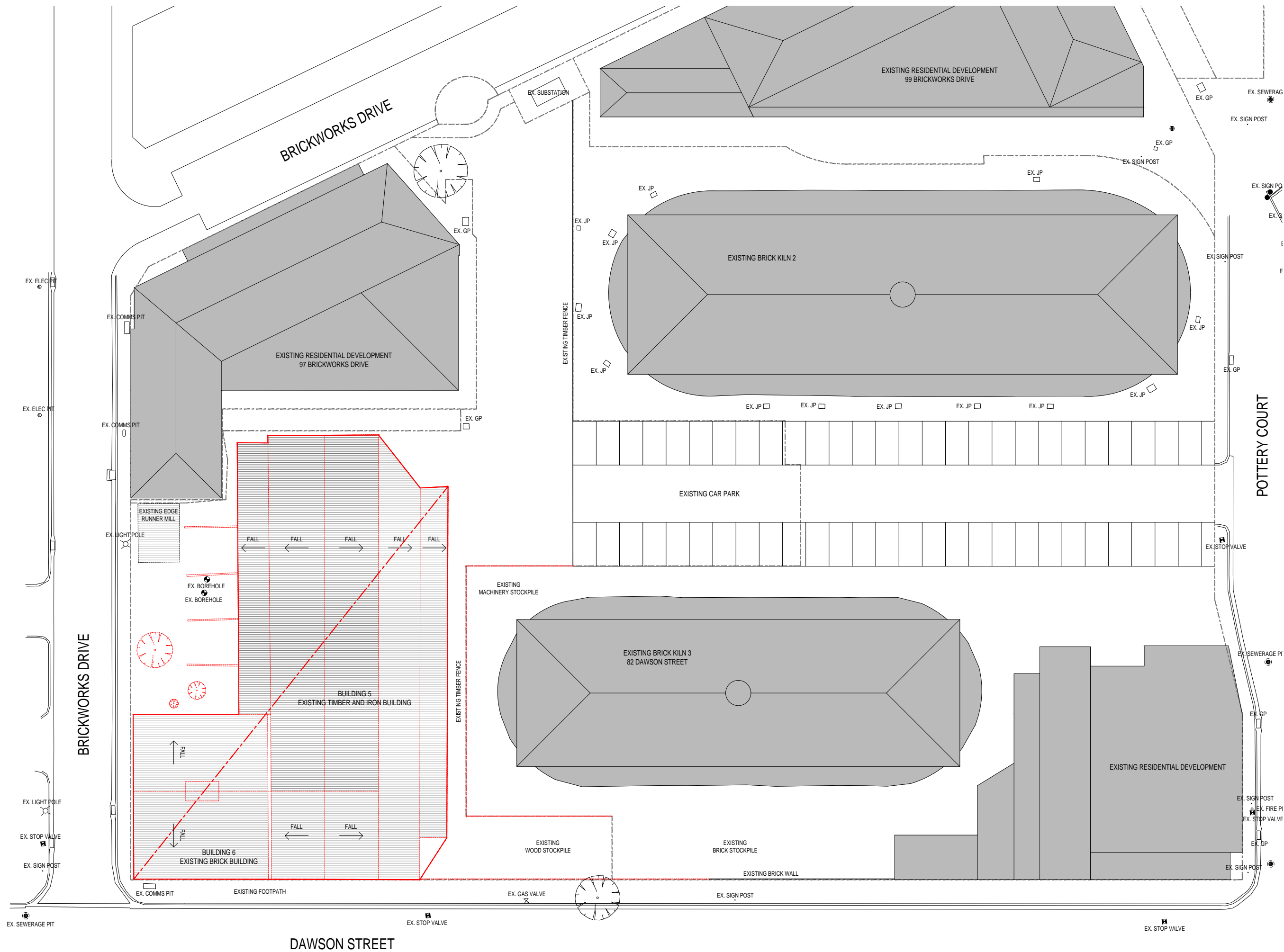












SITE LEGEND

DEMOLITION WORKS

EXISTING BUILDINGS

SITE TITLE BOUNDARY

REVISIONS		
P1	22.09.2017 PRELIMINARY	JC
P2	20.10.2017 HERITAGE PERMIT	JC

PROJECT  
HOFFMANS BRICKPRESS  
99 DAWSON STREET, BRUNSWICK

HERITAGE PERMIT

PROJECT NUMBER  
13152

CLIENT  
HOFFMAN BRICKWORKS PTY LTD

DRAWING TITLE  
EXISTING/DEMOLITION  
SITE PLAN

DRAWN BY  
MGS

CHECKED BY  
CL

DATE  
MAY 2016

SCALE  
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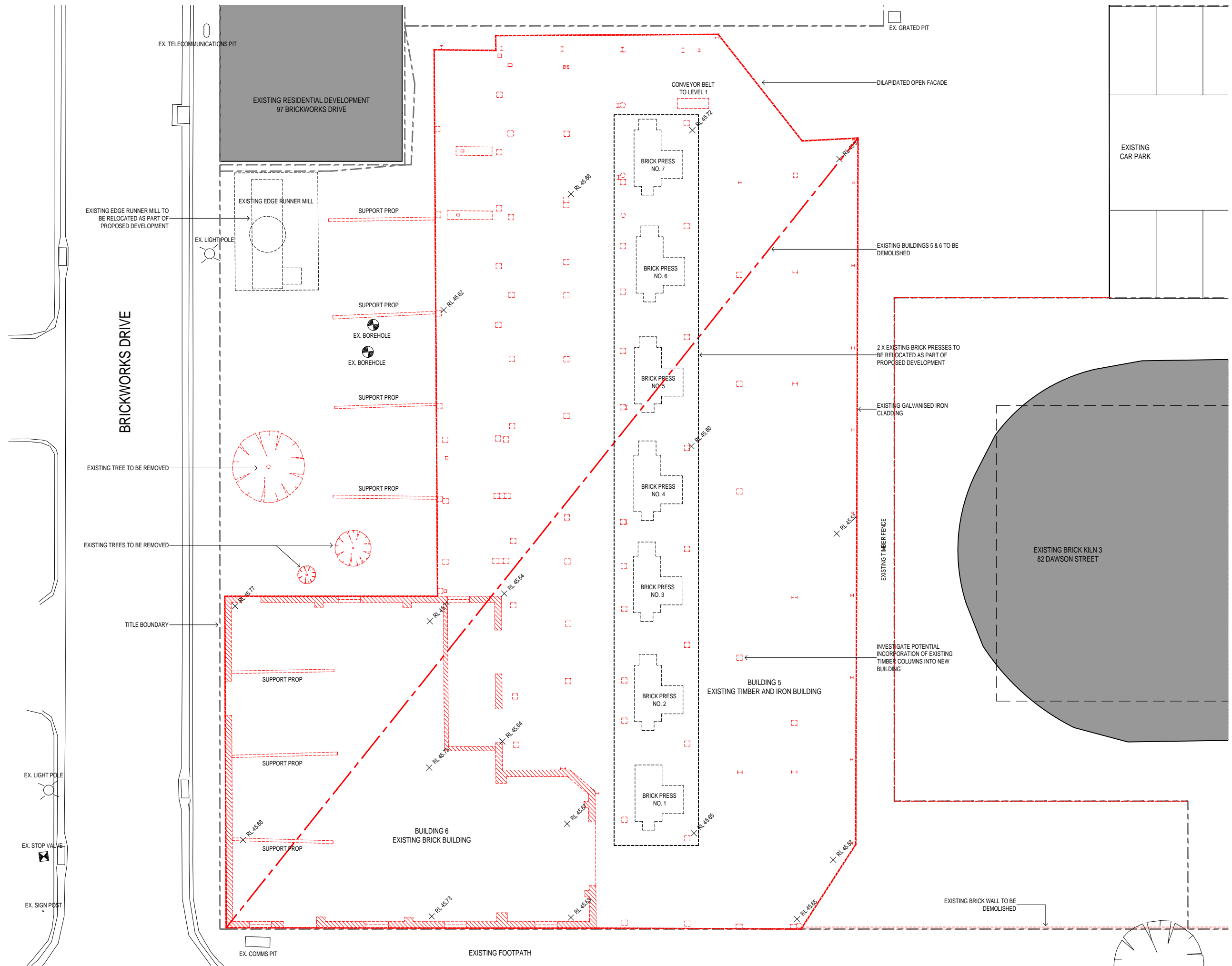
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99 DAWSON STREET, BRUNSWICK

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CLIENT  
HOFFMAN BRICKWORKS PTY LTD

DRAWING TITLE  
EXISTING/DEMOLITION  
GROUND FLOOR PLAN

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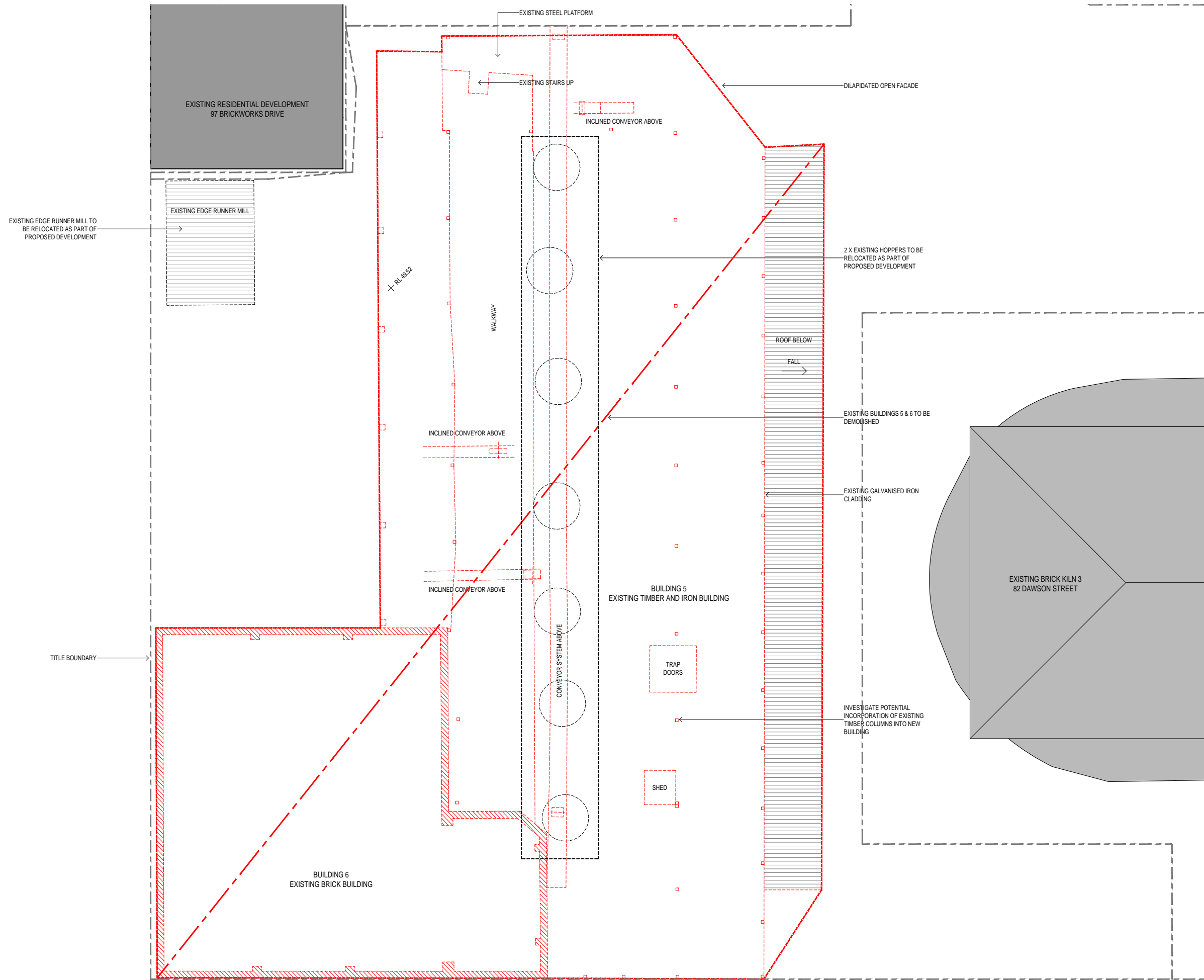
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DRAWING TITLE  
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LEVEL 1 FLOOR PLAN

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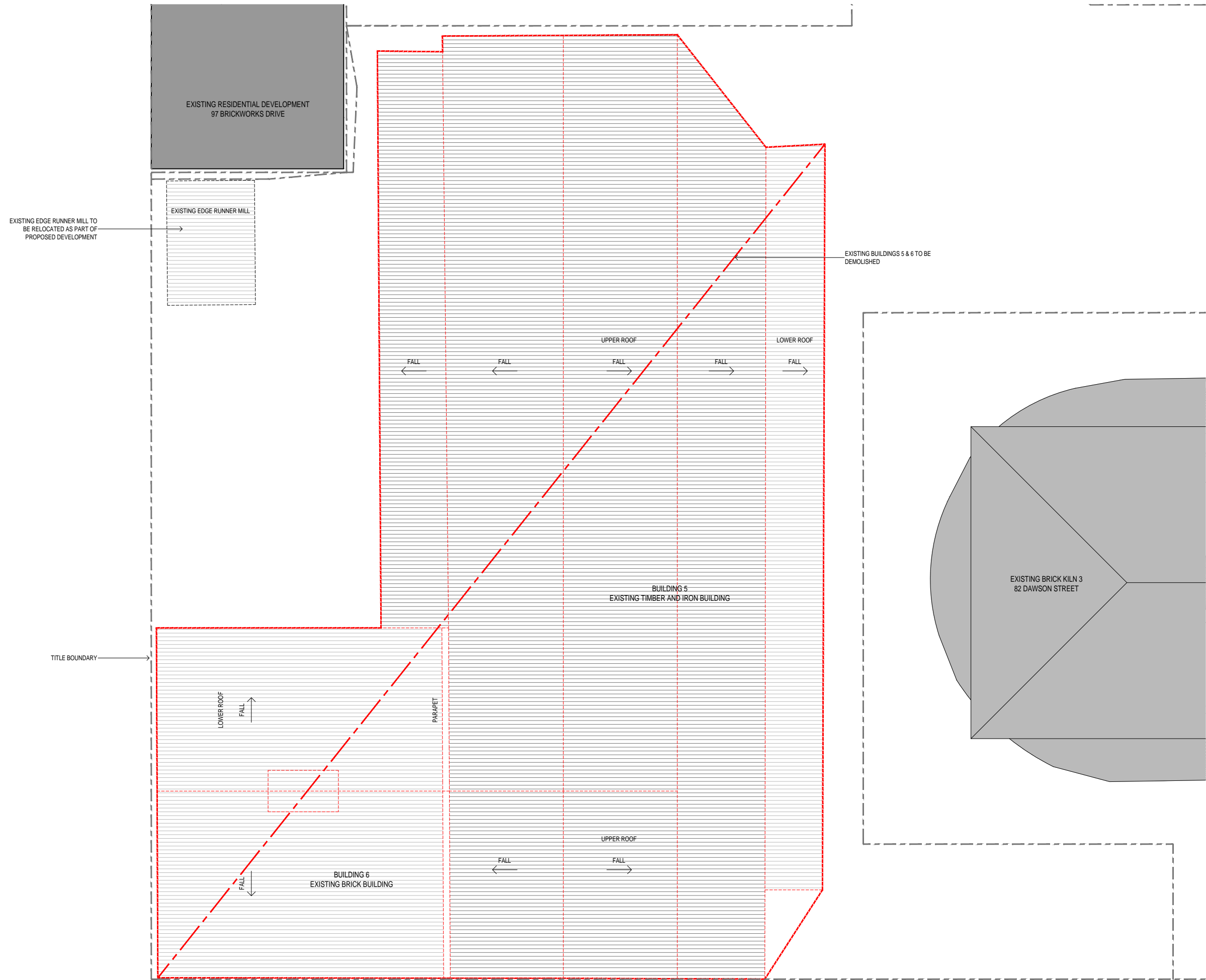
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ROOF PLAN

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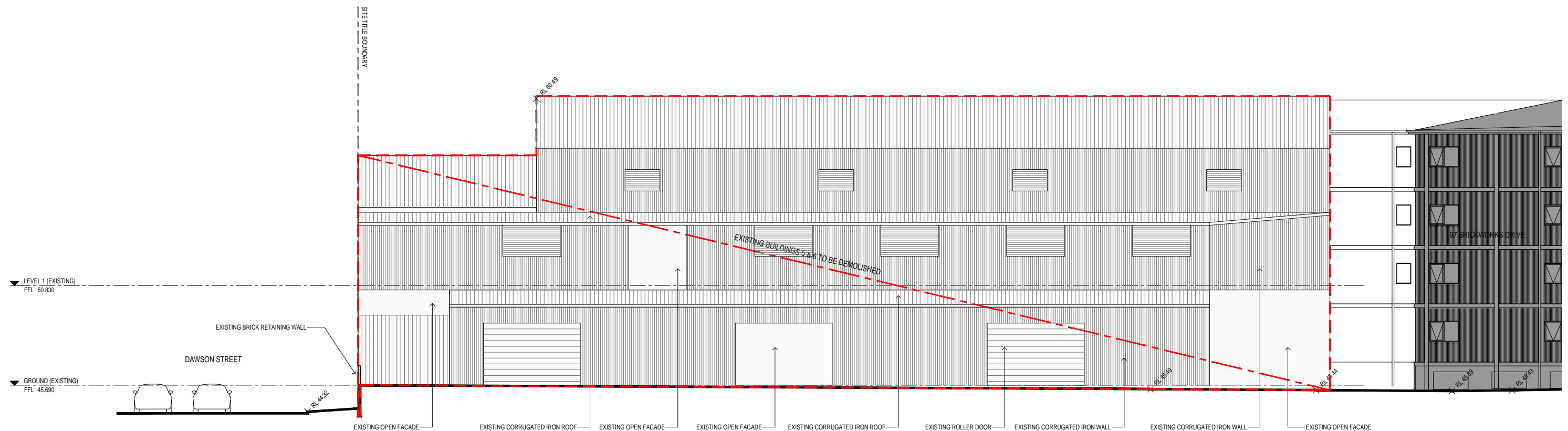
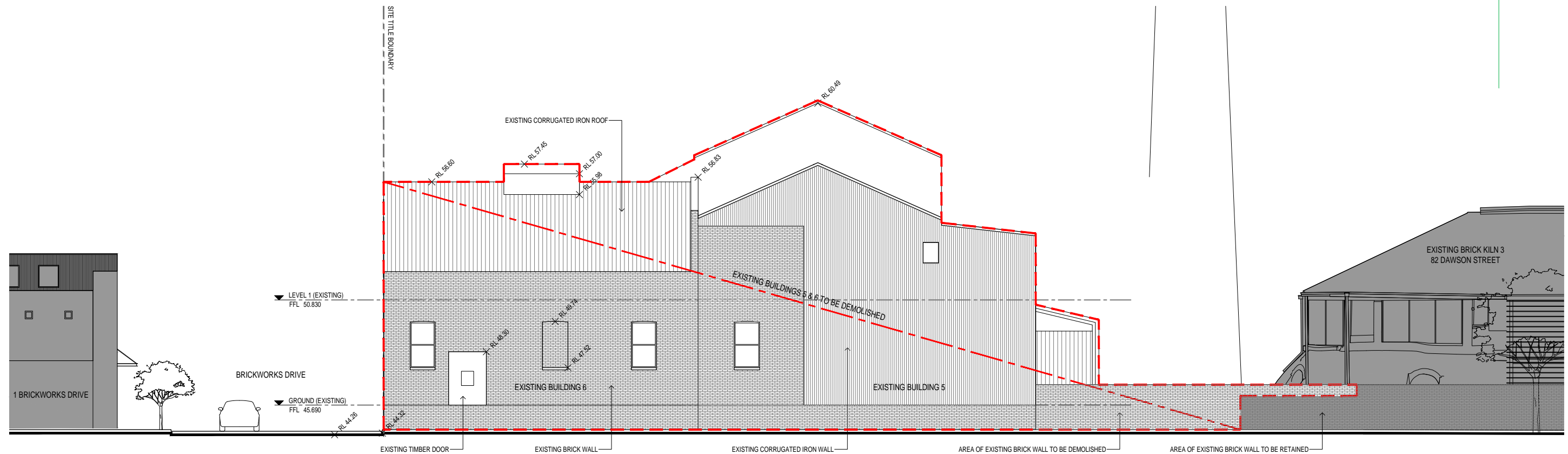
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CLIENT  
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DRAWING TITLE  
EXISTING ELEVATIONS  
SHEET 1

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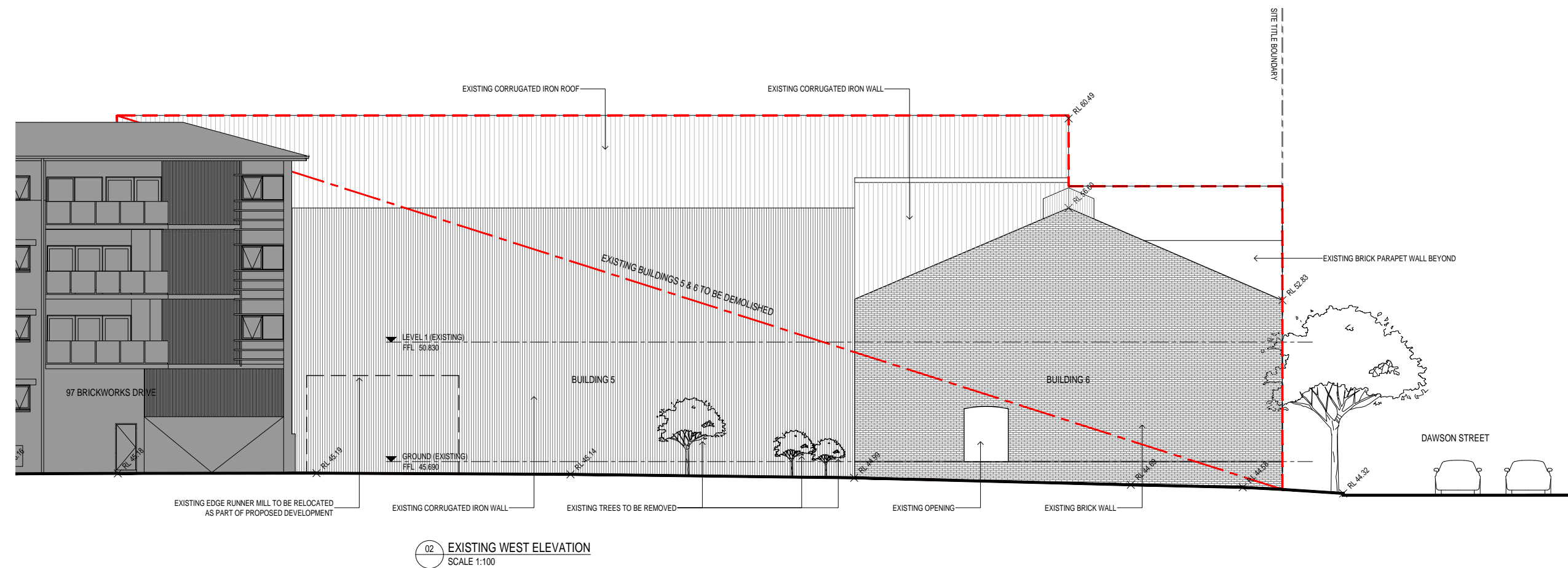
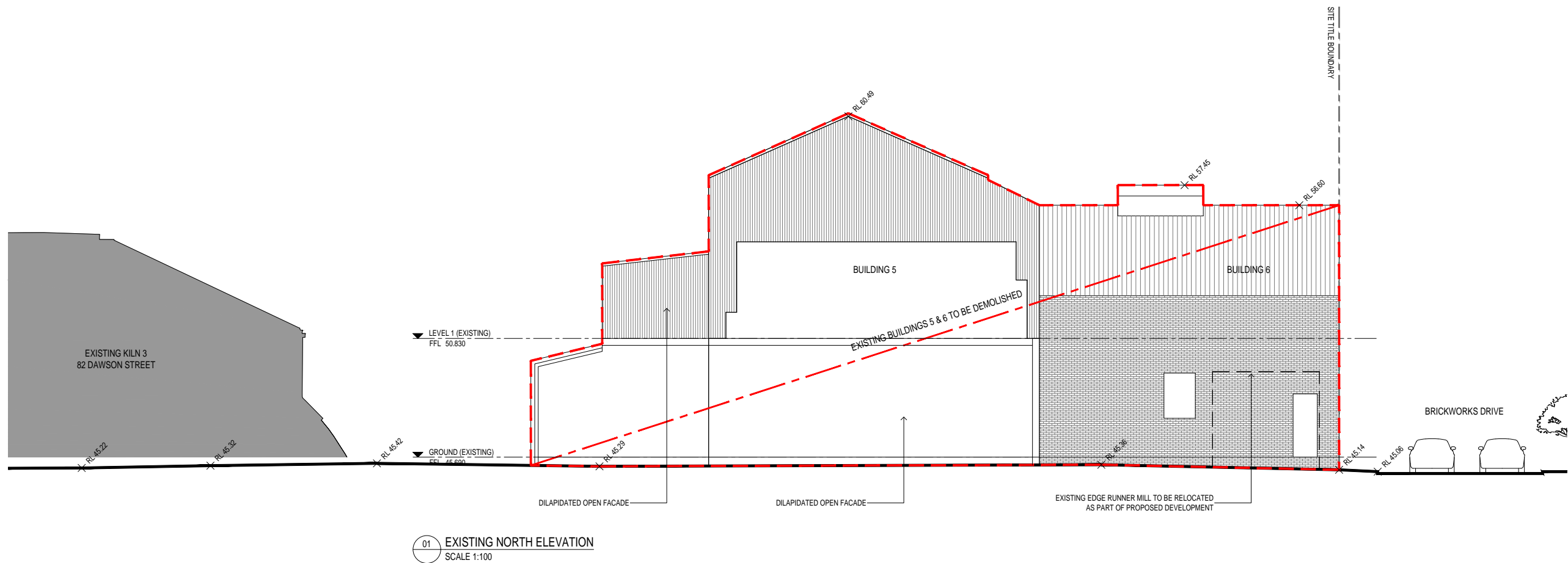
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DRAWING TITLE  
EXISTING ELEVATIONS  
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# Architectural Design Statement

## Hoffman Brickworks

### Existing buildings and context

The existing brick press buildings are purely functional in expression and material, comprised of a composition of built forms including a large shed like structure abutting a brick building.

The shed structure is clad in corrugated metal which is a raw galvanised colour to the north, east and west facades, and painted a terracotta colour to the southern Dawson Street frontage. The building facades are not entirely closed, with large open sections on the eastern and northern facades. The roof form and shape of the structure reflects the functionality of the building, with equipment spread over its two storeys.

The interiors of the shed include some interesting structural elements including a timber framed structure that includes unusually large timber columns and an interesting strut arrangement.

The adjoining red brick building (partially demolished) is fairly nondescript in character. It contains a few openings onto Dawson Street however its appearance lends little to the expression of its function.

All buildings sit upon a raised base measuring approximately 1.5m in height, expressed as a red brick fence on the Dawson Street frontage.

### Hoffman Brickpress

#### *Programme and spatial arrangement*

The new building will house a heritage interpretation centre, a retail function space and a small scale office space.

The heritage interpretation centre is spread over two storeys of the building to enable an appreciation of the original positioning of important equipment and processes in the manufacture of brick.

The ground level provides access to the interpretation centre from Dawson Street via a stair and lift. A secondary access point is available through the adjacent commercial tenancy. It is proposed that two of the original (cleaned and made safe) brick press machines will be accommodated on this level as the key feature of the ground storey space.

The first and second storeys are accessed via a stair or the lift. On the first storey, two original clay hoppers will be positioned relative to the brick press machines below. A section of the original conveyor belt that fed clay product into the hoppers will be incorporated into the second storey.

Voids are cut into the ceiling space to enable visual connectivity between all storeys such that the functionality of the equipment and process is simple to interpret. Views to the upper levels will also spark interest in exploring these levels.

The inclusion of a retail and small commercial office tenancy into the building mix will help dramatically in achieving exposure of the interpretation centre. At ground level, the project will seek to gain a hospitality tenancy (eg. a café). The hospitality tenancy will offer a direct connection and views into the interpretation centre, as well as overlooking the functions of the interpretation centre for security and maintenance. The

office spaces on the first and second storey will offer additional informal surveillance to the upper levels of the interpretation centre as well as continue the site’s legacy as a place of employment.

#### *Architectural expression and materiality – exterior*

The building architecture is inspired by the original built form. The shape and height of the building reflect the specific machinery that is on display and is therefore very similar in sectional form to the original shed structure.

A point of departure however reflects the buildings new function as an interpretation centre, and the desire to ensure that the facility is accessible and inviting to the public. To that end, the Dawson Street façade is designed as a visually open window into the inner functions of the building. The façade will consist predominantly of clear glass and louvered screens to enable views in. The steel structure of the façade is exposed and made a feature of the building to reflect its industrial history.

The eastern elevation of the building is clad with corrugated metal with a large weather protection canopy to the edge. The form of these elements reflects the cascading form of the original building.

At ground level, the original brick base of the building has been recreated and extended to the lower sections of the facades. This material will offer a durable and tactile interface to the public functions and interfaces of the building.

#### *Architectural expression and materiality – interiors*

Raw materials and industrial style detailing are used throughout the interpretation centre. The centre will reuse some of the existing large section timber columns and beams, noting these may need to be supplemented with steel structures to ensure structural integrity and compliance with current standards.

Display shelves, cabinets, pedestal signs and furniture will also take on an industrial expression.

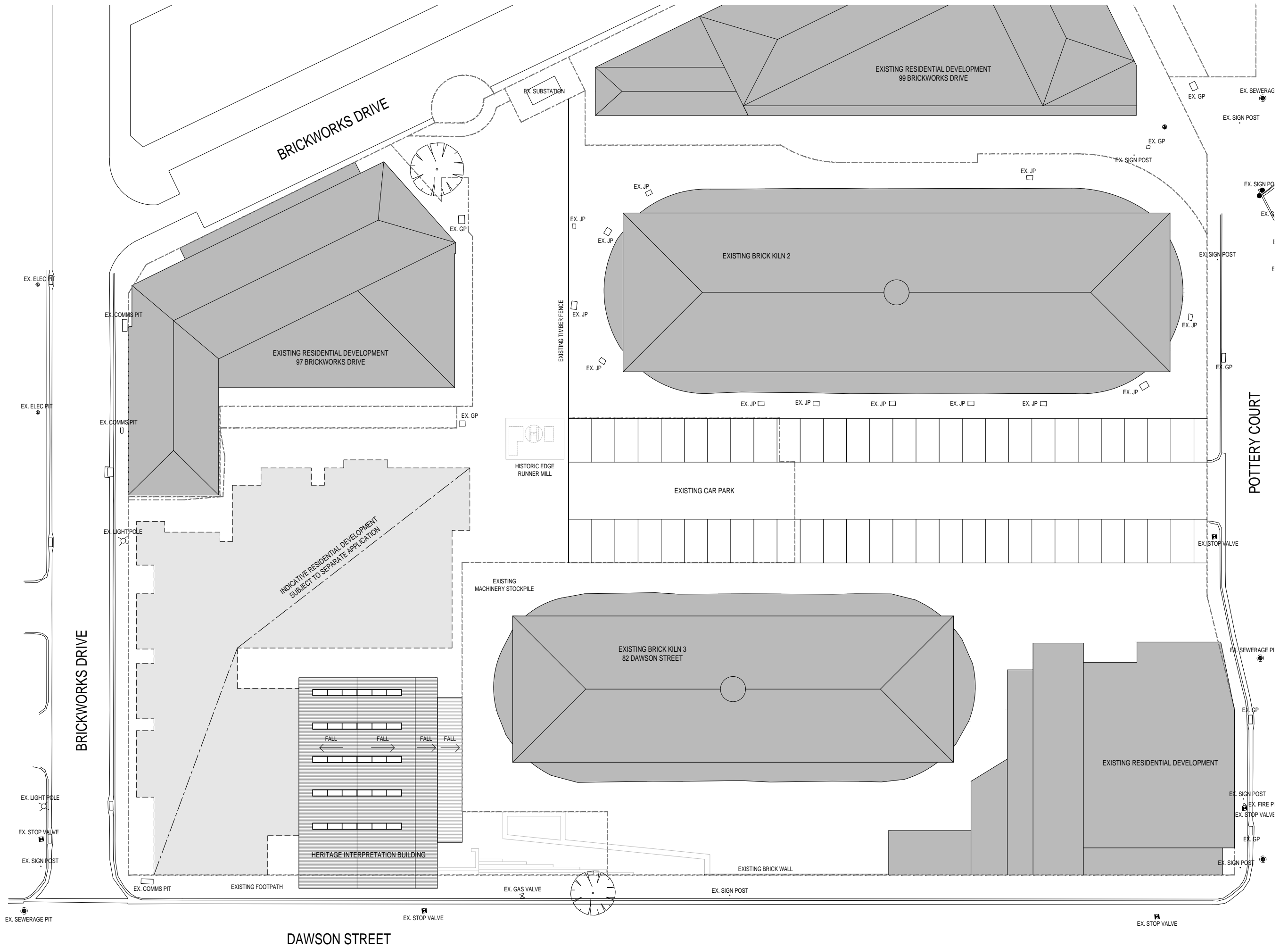
Materials to be used include brick, polished concrete floors, textured cement render, raw cement sheet and painted steel. Elements of the wall, ceilings and potentially floor will incorporate interpretative art/graphic treatments to add visual interest and supplement the interpretative function of the building.

#### *Future residential development*

It is proposed that the interpretation centre development will be abutted with a future residential development to the west and north. This building will connect to the western edge of the building.

Though this is subject to a different application and further development, visual renders include an artist’s impression of how the combined buildings would look. The intention is that the residential component would also take cues from the existing brick press building and material expression, and that the two buildings would be cohesive and complementary in design, materiality and form.





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99 DAWSON STREET, BRUNSWICK

PROJECT NUMBER  
13152

CLIENT  
HOFFMAN BRICKWORKS PTY LTD

DRAWING TITLE  
PROPOSED  
SITE PLAN

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MGS

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DATE  
MAY 2016

SCALE  
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DRAWING NUMBER  
A0201

REVISION  
P2

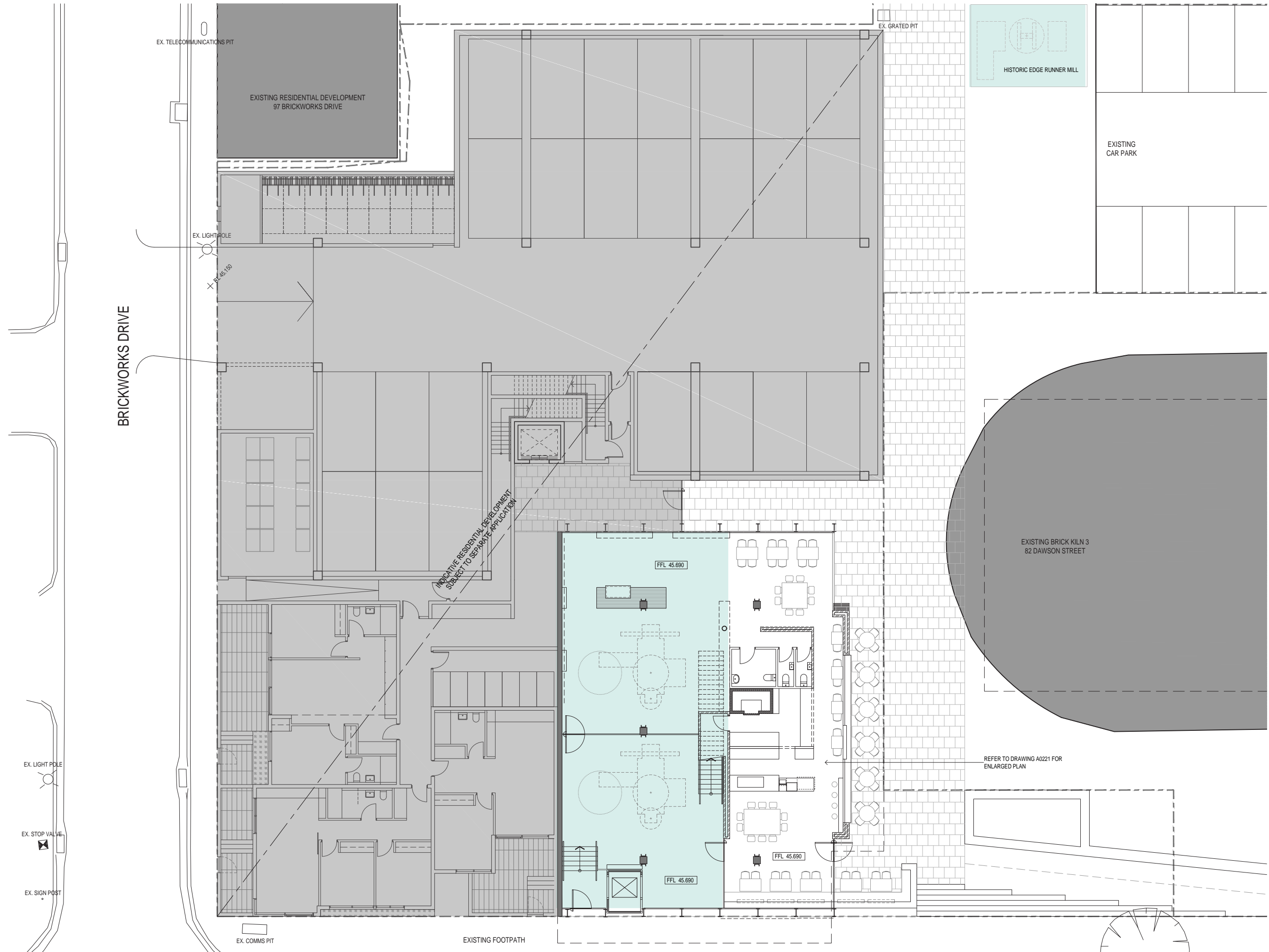
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99 DAWSON STREET, BRUNSWICK

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CLIENT  
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DRAWING TITLE  
PROPOSED  
GROUND FLOOR PLAN

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MGS

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MAY 2016

SCALE  
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A0211

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P2

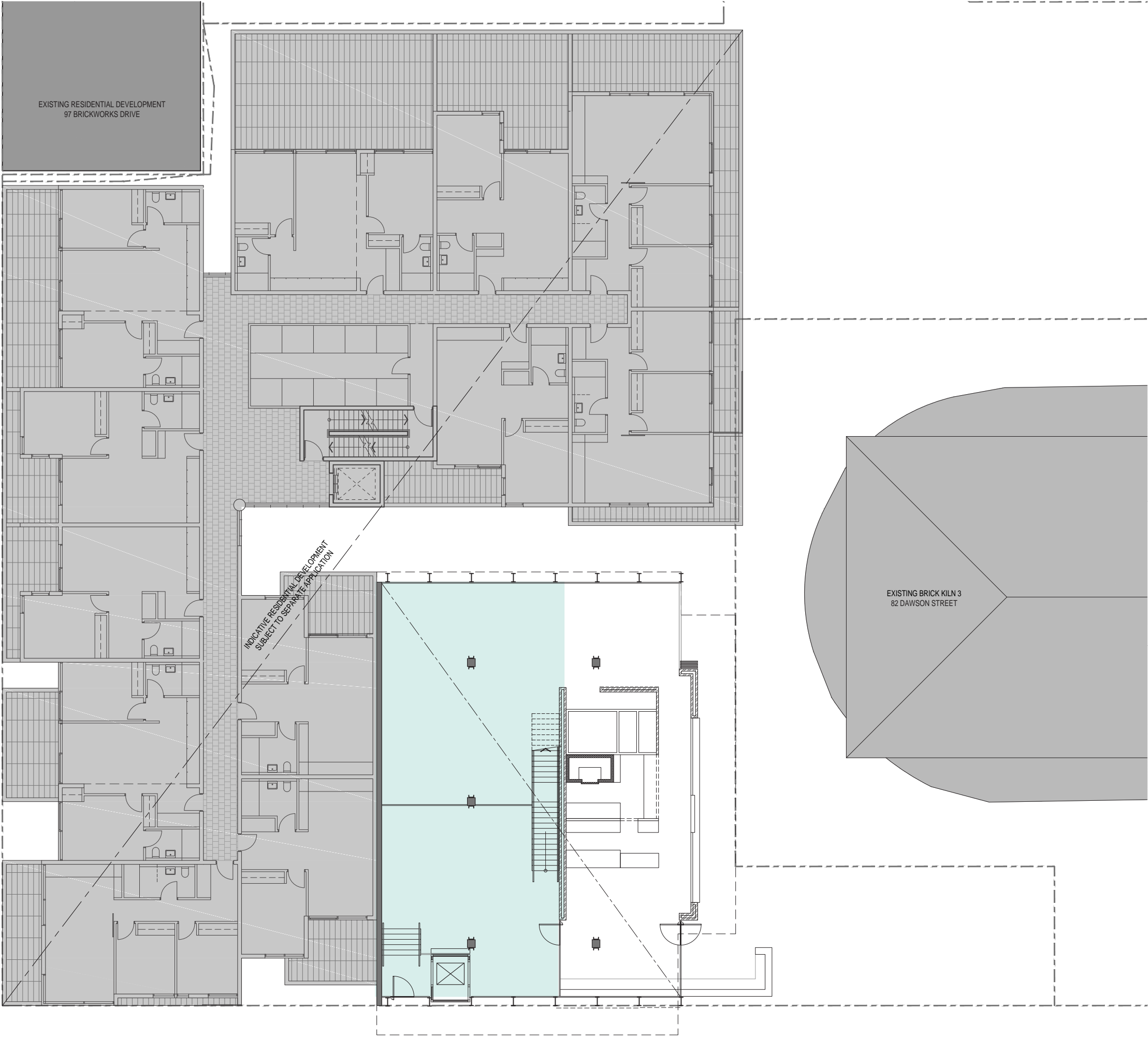
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UPPER GROUND FLOOR PLAN

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A0212

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P2

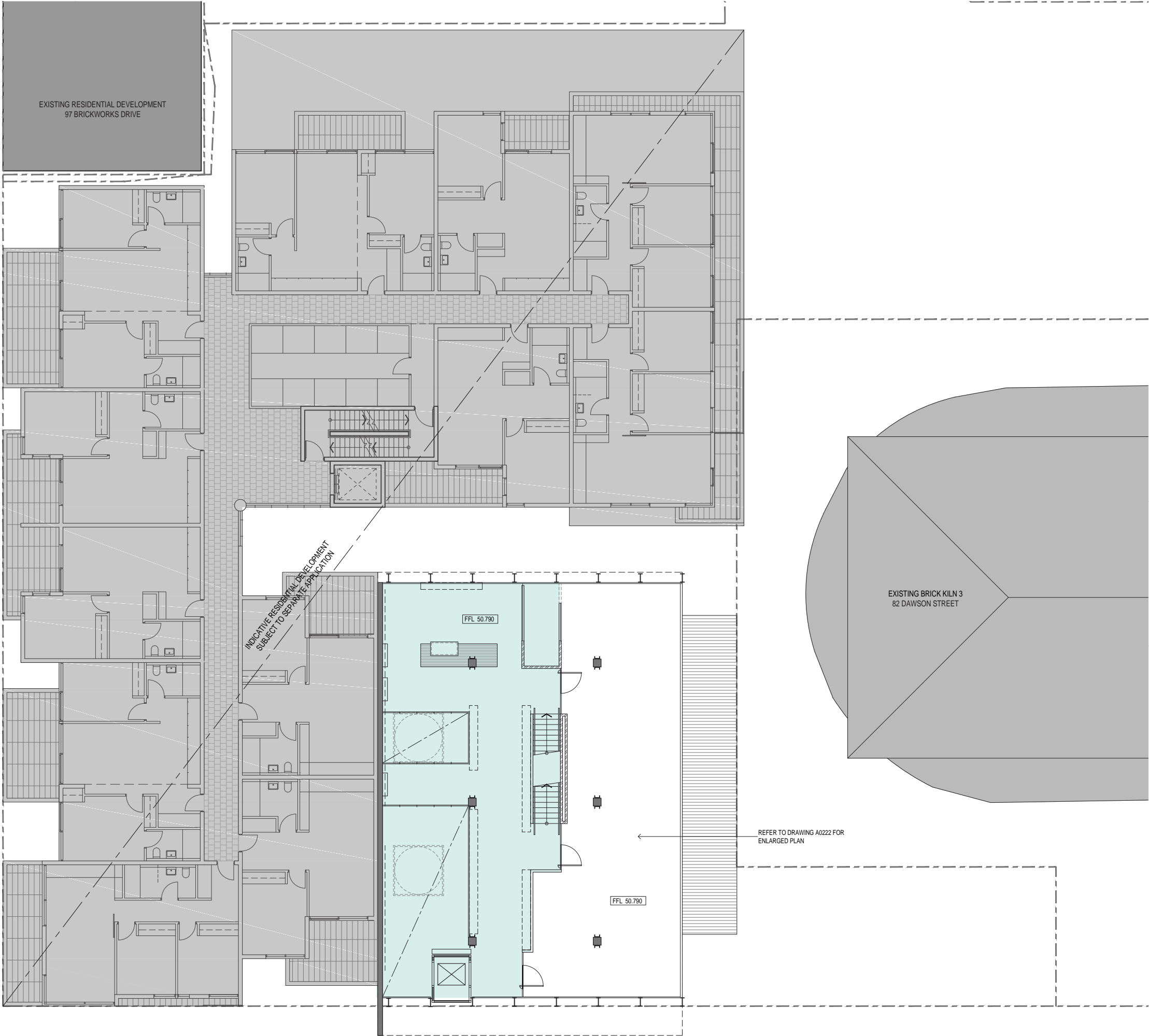
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LEVEL 1 FLOOR PLAN

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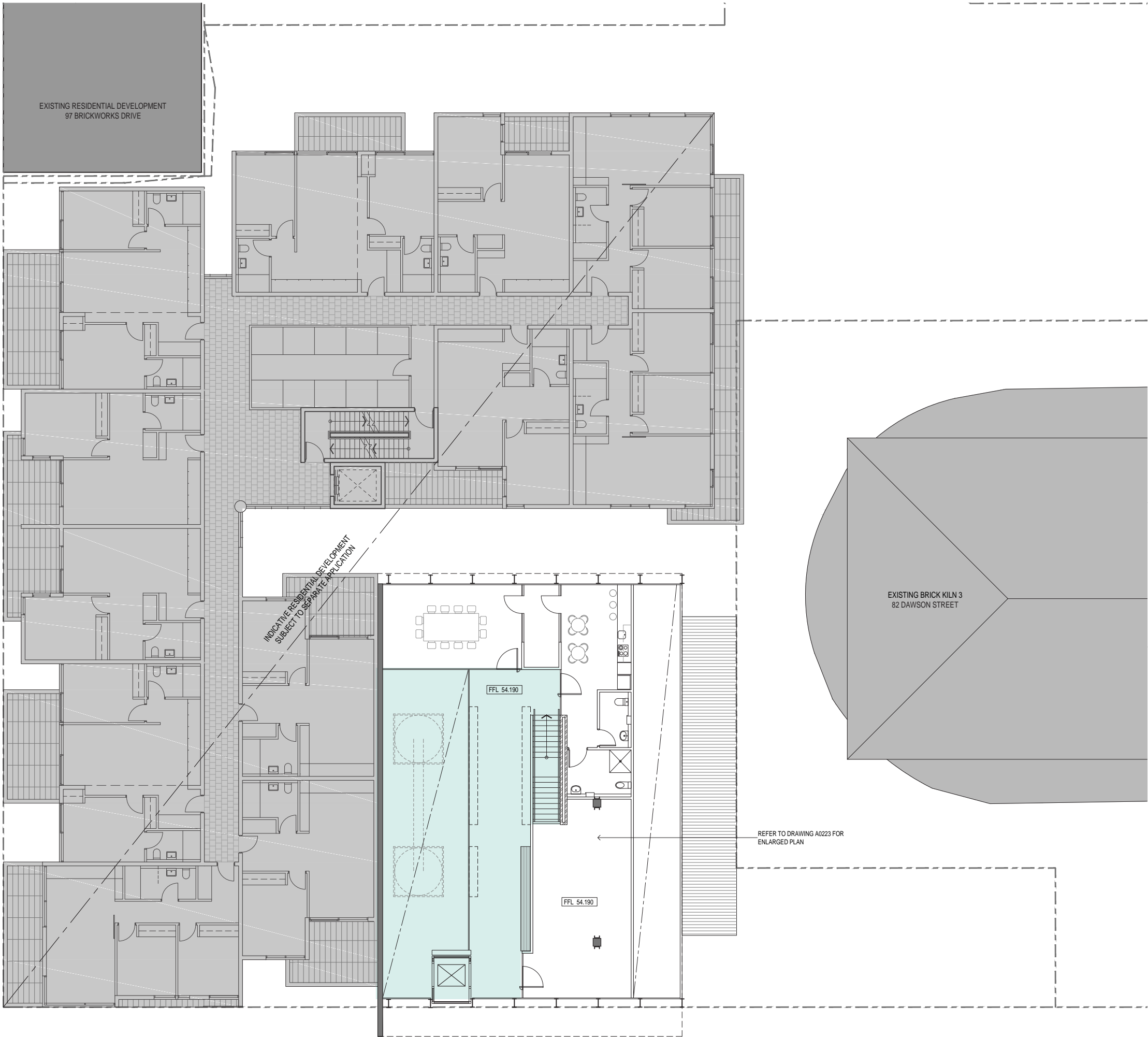
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LEVEL 2 FLOOR PLAN

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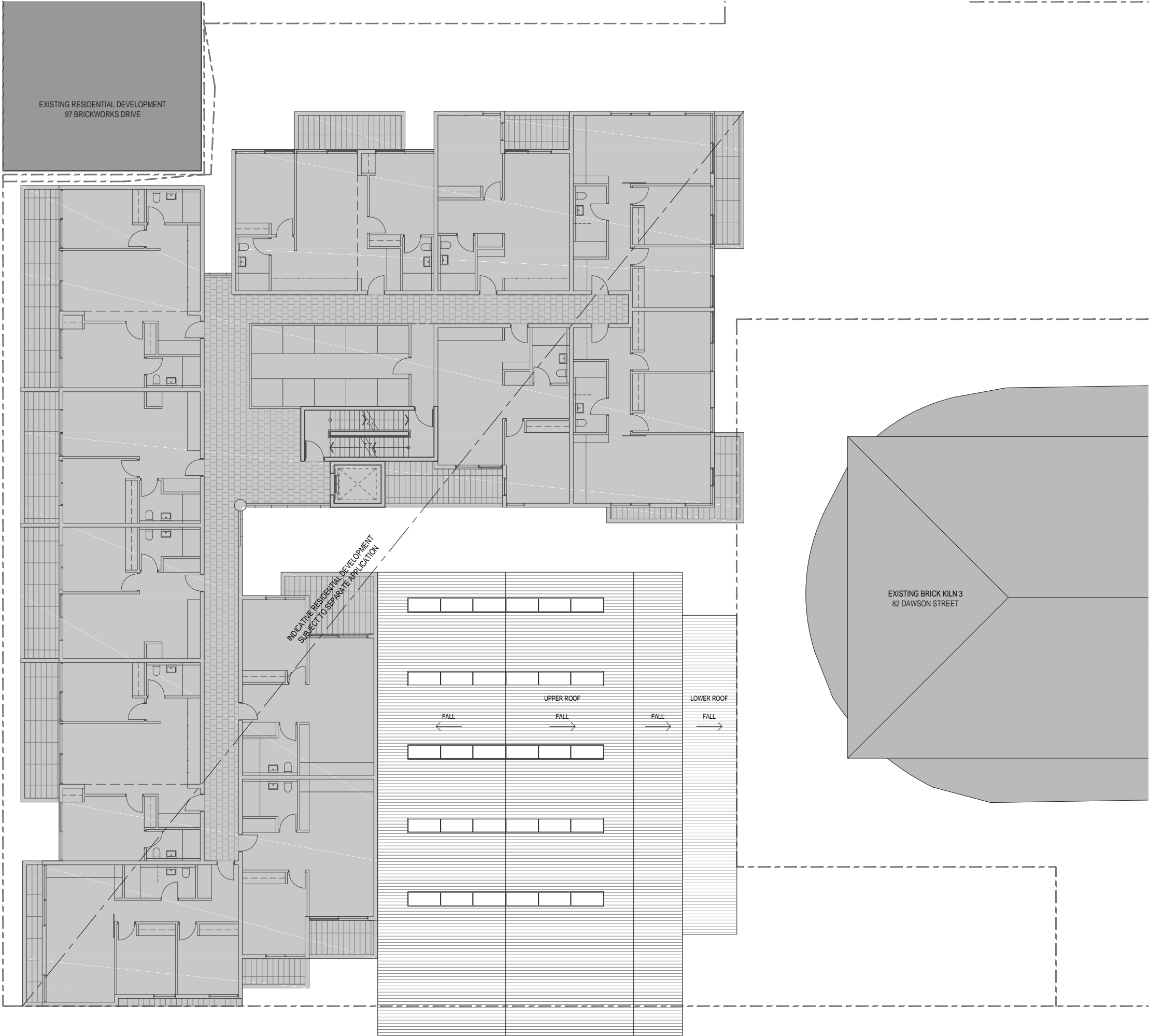
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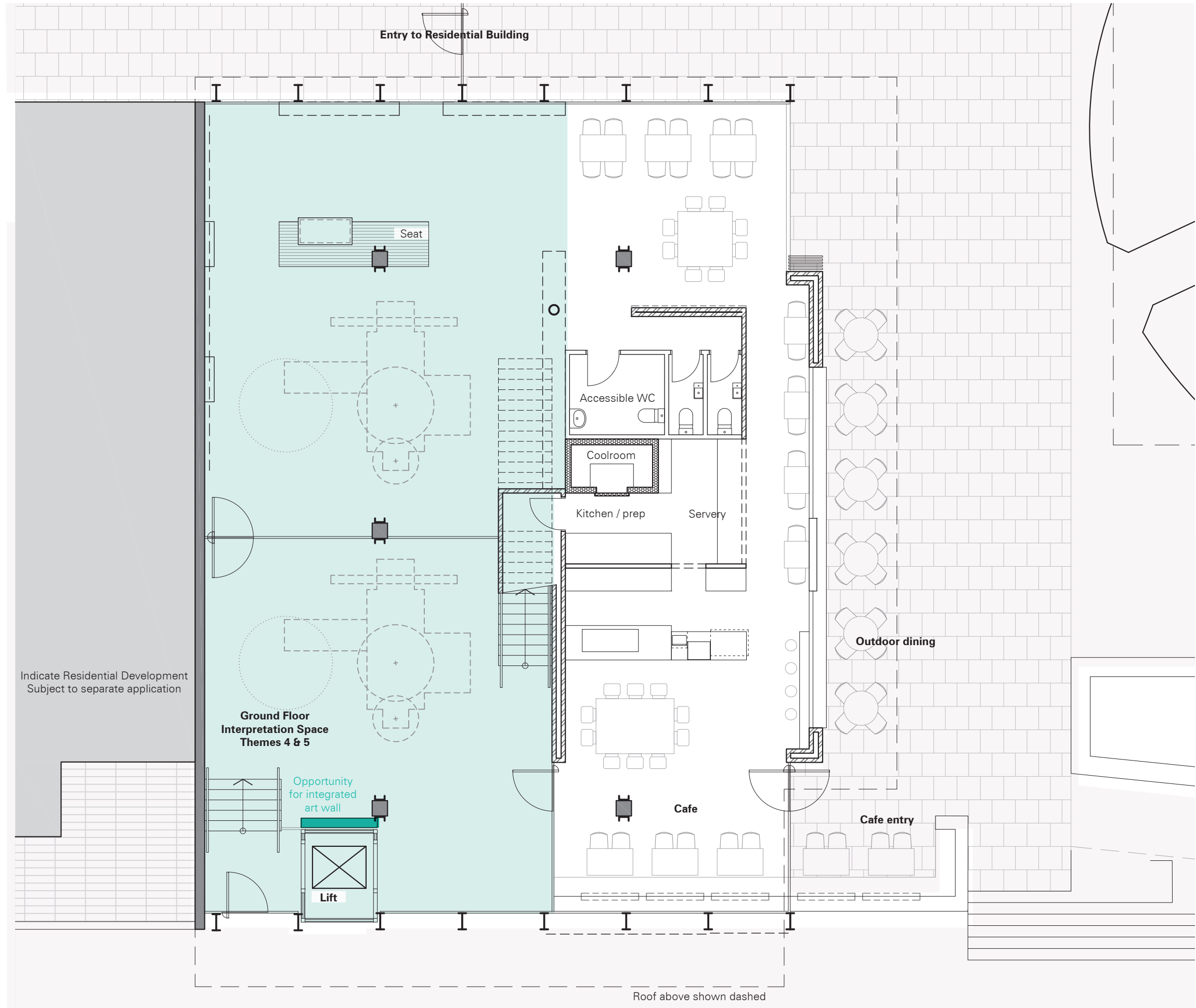
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## Heritage Interpretation Signage and Indicative Displays *Anthemion Consultancies*

**Theme 1: Overview of Hoffmans Brickworks from the Public Realm**  
*The Life and Times of Hoffman's Brickworks*

**Theme 2: Identification of Individual Elements**  
*Identify individual buildings and their history*

**Theme 3: The Brickworks in the context of Melbourne's Building Boom**  
*New technology and increased capacity, Hoffmans Products and Workers*

**Theme 4: Inside the Brickworks:**  
*Overview of the operation of the kilns; stacking of the kilns, the continuous firing process (technology of manufacture), moving bricks*

**Theme 5: The manufacture of Green Bricks**  
*Digging for clay and transport to the brick shed, manufacture of bricks*

**Theme 6: Adaptation of the Brickworks, Conservation approach**  
*Adaptation of the brickworks for residential use after closure*

**Theme 7: Hoffmans Pottery**  
*Pottery activities if the Hoffmans operation and site*

Indicate Residential Development  
Subject to separate application

Ground Floor  
Interpretation Space  
Themes 4 & 5

Opportunity  
for integrated  
art wall

Lift

Cafe

Cafe entry

Outdoor dining

Kitchen / prep

Coolroom

Accessible WC

Seater

Roof above shown dashed

REVISIONS		
P1	22.08.2017 PRELIMINARY	JC
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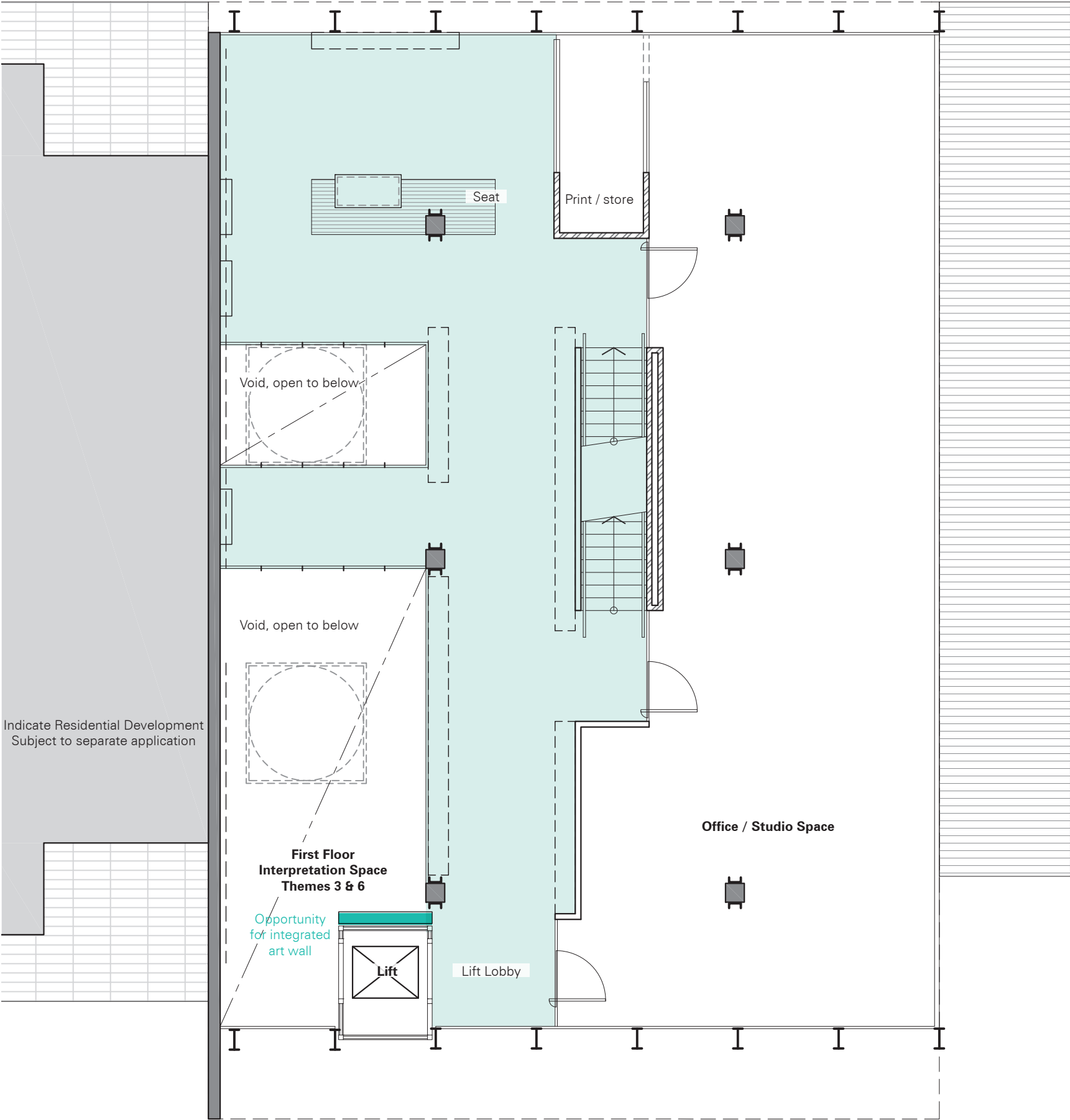
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*Anthemion Consultancies*

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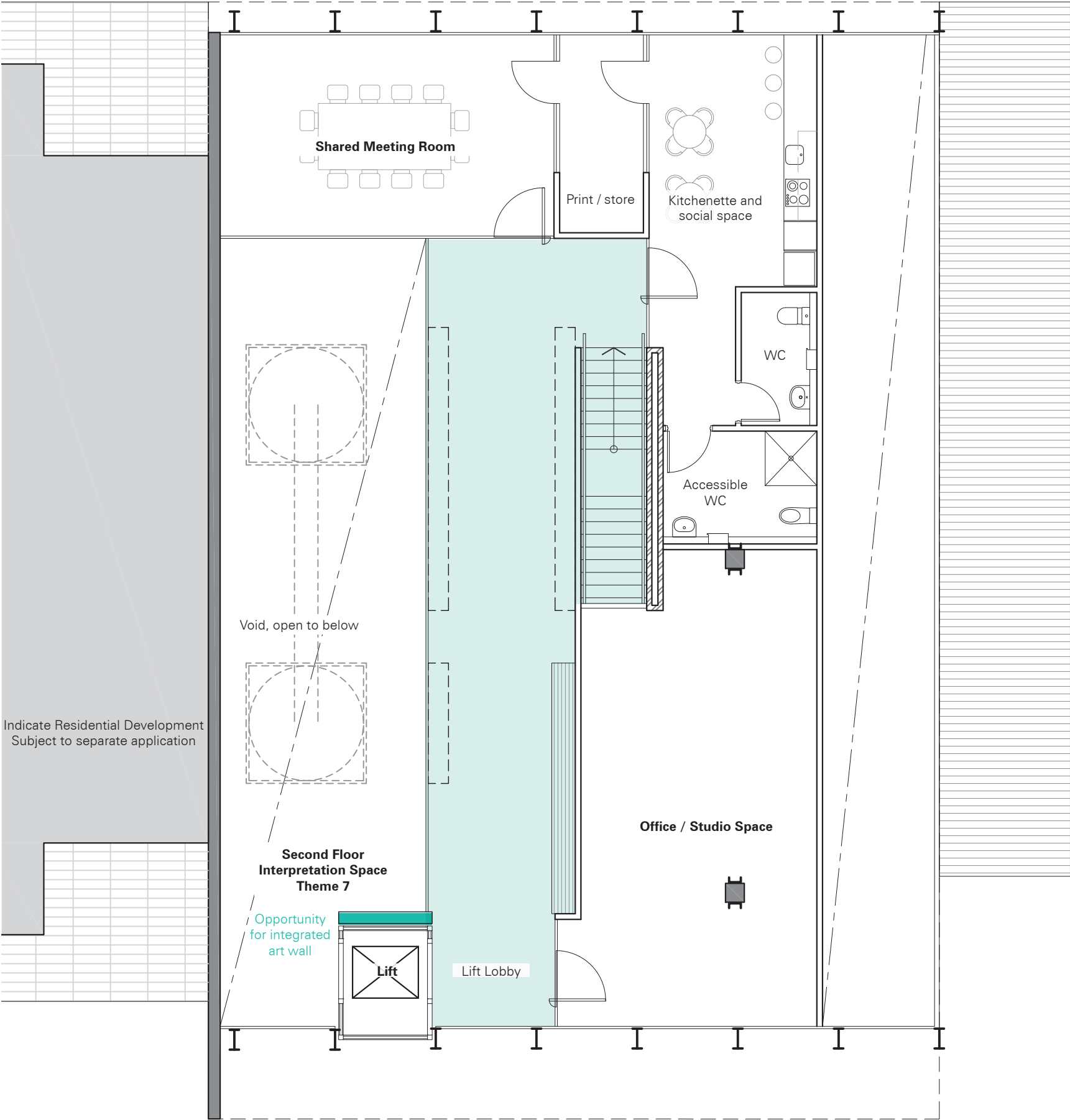
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**Heritage Interpretation  
Signage and Indicative Displays**  
*Anthemion Consultancies*

**Theme 1: Overview of Hoffmans Brickworks from the Public Realm**  
*The Life and Times of Hoffman's Brickworks*

**Theme 2: Identification of Individual Elements**  
*Identify individual buildings and their history*

**Theme 3: The Brickworks in the context of Melbourne's Building Boom**  
*New technology and increased capacity, Hoffmans Products and Workers*

**Theme 4: Inside the Brickworks:**  
*Overview of the operation of the kilns; stacking of the kilns, the continuous firing process (technology of manufacture), moving bricks*

**Theme 5: The manufacture of Green Bricks**  
*Digging for clay and transport to the brick shed, manufacture of bricks*

**Theme 6: Adaptation of the Brickworks, Conservation approach**  
*Adaptation of the brickworks for residential use after closure*

**Theme 7: Hoffmans Pottery**  
*Pottery activities if the Hoffmans operation and site*

REVISIONS		
P1	22.08.2017 PRELIMINARY	JC
P2	20.10.2017 HERITAGE PERMIT	JC

PROJECT  
HOFFMANS BRICKPRESS  
99 DAWSON STREET, BRUNSWICK

PROJECT NUMBER  
13152

CLIENT  
HOFFMAN BRICKWORKS PTY LTD

DRAWING TITLE  
PROPOSED  
LEVEL 2 FLOOR PLAN

DRAWN BY  
MGS

CHECKED BY  
CL

DATE  
MAY 2016

SCALE  
1:50 @ A1

DRAWING NUMBER  
A0223














REVISION  
P2

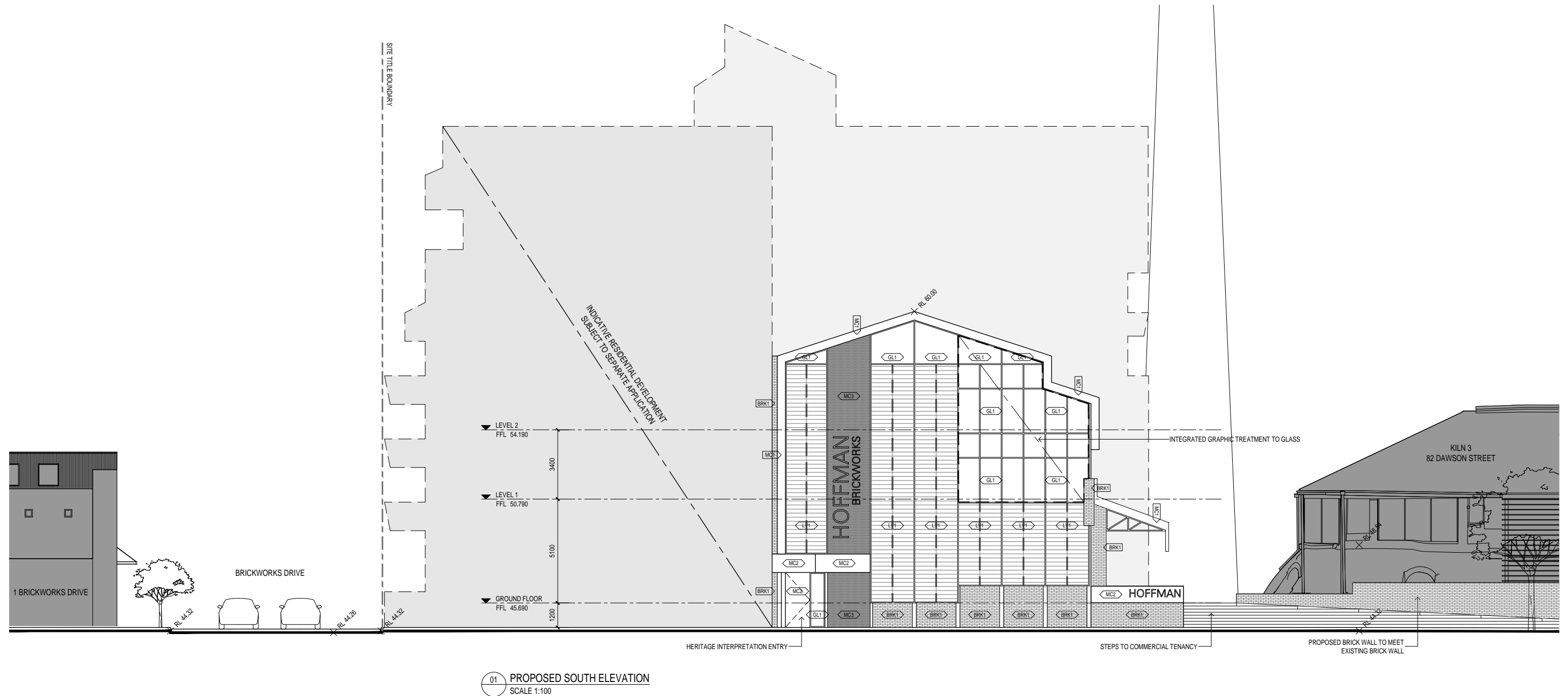
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SITE LEGEND		FINISHES LEGEND	
	DEMOLITION WORKS		BRICK - TYPE 1
	EXISTING BUILDINGS		CONCRETE WALL - TYPE 1
	SITE TITLE BOUNDARY		ALUMINIUM FRAME - TYPE 1
			GLAZING - TYPE 1
			GLASS LOUVRES - TYPE 1
			METAL CLADDING - TYPE 1
			METAL CLADDING - TYPE 2
			METAL CLADDING - TYPE 3
			METAL ROOF - TYPE 1
			STRUCTURAL STEEL - TYPE 1

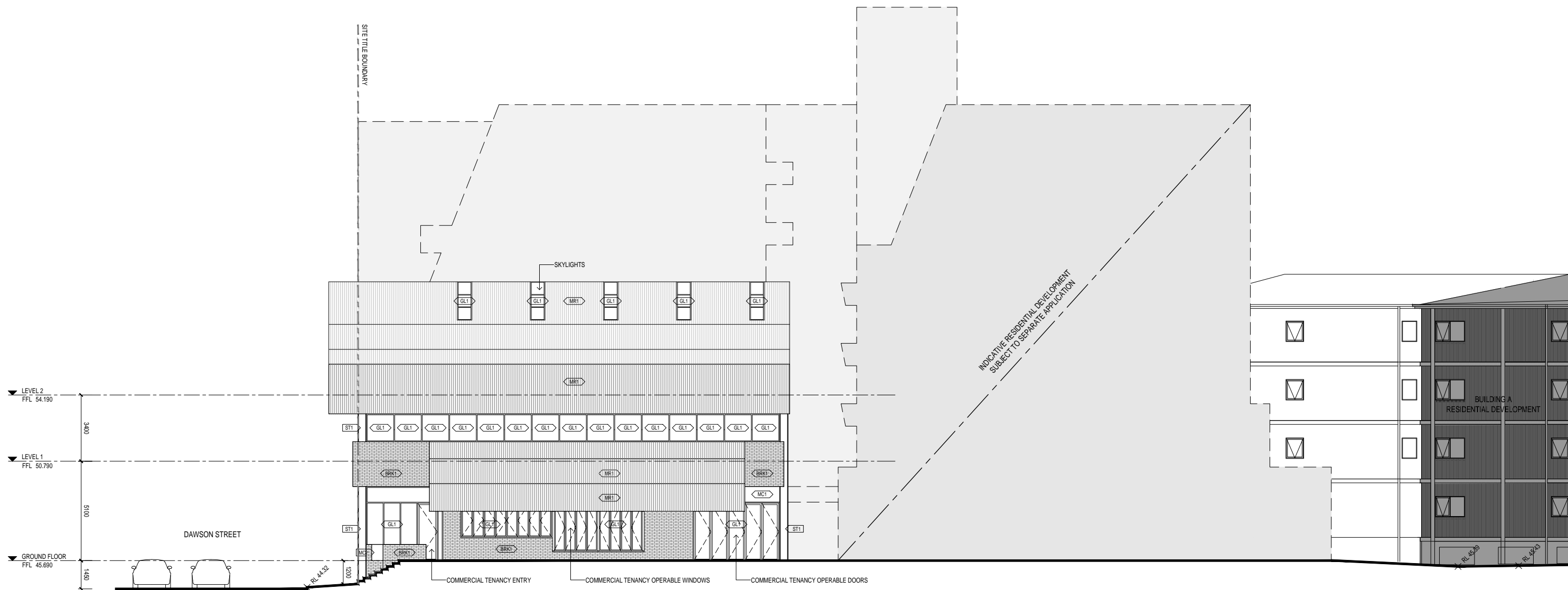


REVISIONS		PROJECT	PROJECT NUMBER	CLIENT	DRAWING TITLE	DRAWN BY	CHECKED BY	DATE	SCALE	DRAWING NUMBER	REVISION
P1	21.09.2017 PRELIMINARY	JC	13152	HOFFMAN BRICKWORKS PTY LTD	PROPOSED ELEVATIONS	MGS	CL	MAY 2016	1:100 @ A1	A0301	P2
P2	20.10.2017 HERITAGE PERMIT	JC	99 DAWSON STREET, BRUNSWICK								
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SITE LEGEND		FINISHES LEGEND	
	DEMOLITION WORKS		BRICK - TYPE 1
	EXISTING BUILDINGS		CONCRETE WALL - TYPE 1
	SITE TITLE BOUNDARY		ALUMINIUM FRAME - TYPE 1
			GLAZING - TYPE 1
			GLASS LOUVRES - TYPE 1
			METAL CLADDING - TYPE 1
			METAL CLADDING - TYPE 2
			METAL CLADDING - TYPE 3
			METAL ROOF - TYPE 1
			STRUCTURAL STEEL - TYPE 1



01 PROPOSED EAST ELEVATION  
SCALE 1:100

REVISIONS		
P1	21.09.2017 PRELIMINARY	JC
P2	20.10.2017 HERITAGE PERMIT	JC

PROJECT  
HOFFMANS BRICKPRESS  
99 DAWSON STREET, BRUNSWICK

PROJECT NUMBER  
13152

CLIENT  
HOFFMAN BRICKWORKS PTY LTD

DRAWING TITLE  
PROPOSED ELEVATIONS  
SHEET 2

DRAWN BY  
MGS

CHECKED BY  
CL

DATE  
MAY 2016

SCALE  
1:100 @ A1

DRAWING NUMBER  
A0302

REVISION  
P2

HERITAGE PERMIT

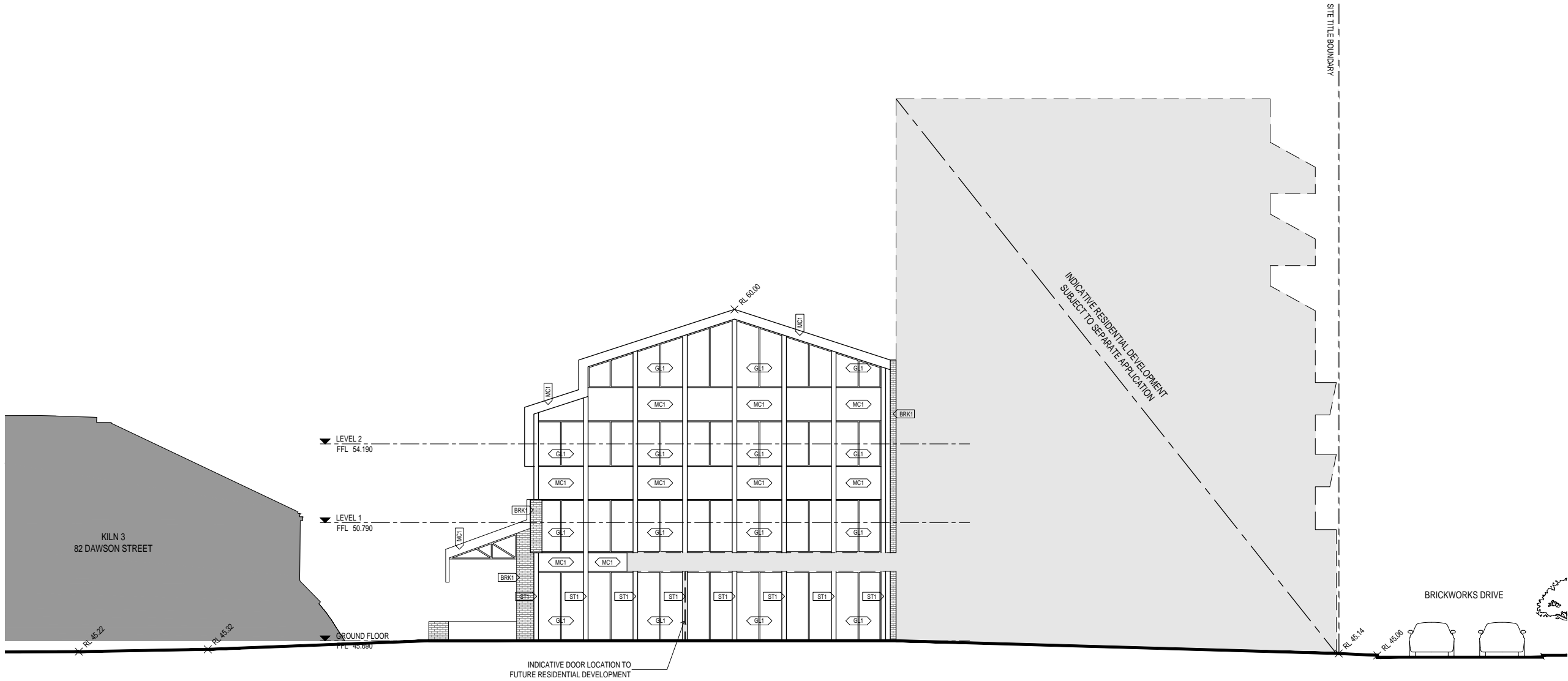
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SITE LEGEND	
	DEMOLITION WORKS
	EXISTING BUILDINGS
	SITE TITLE BOUNDARY

FINISHES LEGEND	
	BRICK - TYPE 1
	CONCRETE WALL - TYPE 1
	ALUMINIUM FRAME - TYPE 1
	GLAZING - TYPE 1
	GLASS LOUVRES - TYPE 1
	METAL CLADDING - TYPE 1
	METAL CLADDING - TYPE 2
	METAL CLADDING - TYPE 3
	METAL ROOF - TYPE 1
	STRUCTURAL STEEL - TYPE 1



01 PROPOSED NORTH ELEVATION  
SCALE 1:100

REVISIONS		
P1	21.09.2017 PRELIMINARY	JC
P2	20.10.2017 HERITAGE PERMIT	JC

PROJECT  
HOFFMANS BRICKPRESS  
99 DAWSON STREET, BRUNSWICK

PROJECT NUMBER  
13152

CLIENT  
HOFFMAN BRICKWORKS PTY LTD

DRAWING TITLE  
PROPOSED ELEVATIONS  
SHEET 3

DRAWN BY  
MGS

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DATE  
MAY 2016

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DRAWING NUMBER  
A0303

REVISION  
P2

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






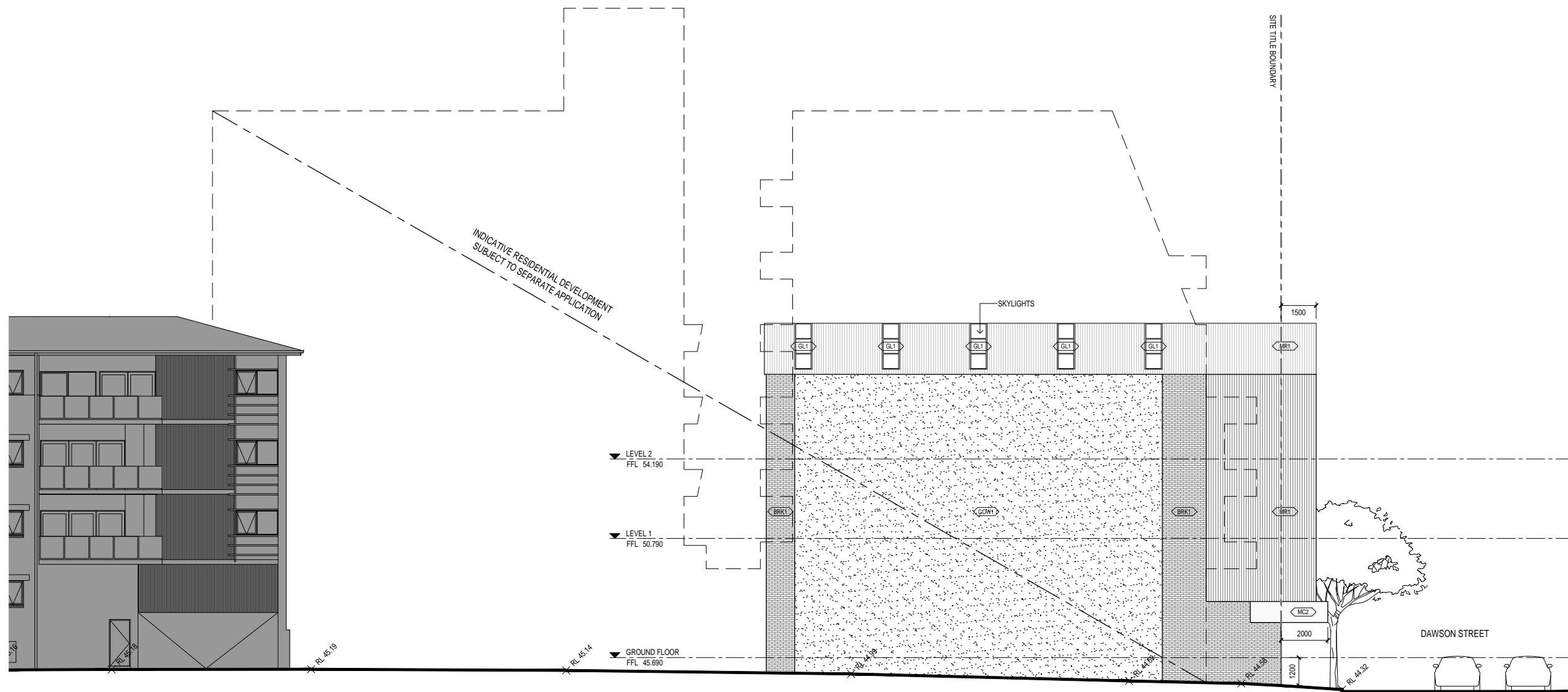


## SITE LEGEND

-  DEMOLITION WORKS  
 EXISTING BUILDINGS  
 SITE TITLE BOUNDARY

## FINISHES LEGEND

-  BRICK - TYPE 1  
 CONCRETE WALL - TYPE 1  
 ALUMINIUM FRAME - TYPE 1  
 GLAZING - TYPE 1  
 GLASS LOUVRES - TYPE 1  
 METAL CLADDING - TYPE 1  
 METAL CLADDING - TYPE 2  
 METAL CLADDING - TYPE 3  
 METAL ROOF - TYPE 1  
 STRUCTURAL STEEL - TYPE 1



01 PROPOSED WEST ELEVATION  
SCALE 1:100

REVISIONS		
P1	21.09.2017 PRELIMINARY	JC
P2	20.10.2017 HERITAGE PERMIT	JC

PROJECT  
HOFFMANS BRICKPRESS  
99 DAWSON STREET, BRUNSWICK

PROJECT NUMBER  
13152

CLIENT  
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DRAWING TITLE  
PROPOSED ELEVATIONS  
SHEET 4

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MAY 2016

SCALE  
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DRAWING NUMBER  
A0304

REVISION  
P2

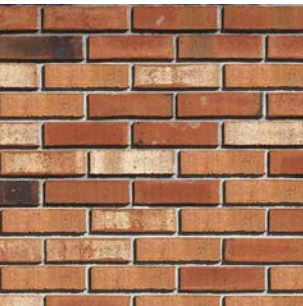
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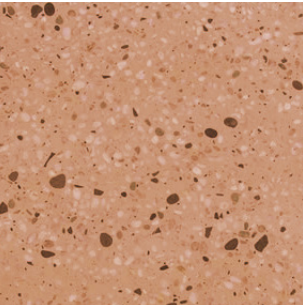
# Materials and Finishes



**BRK1**  
Brick  
Colour: Assorted  
Location: External walls



**MC1**  
Painted/powder coated metal cladding  
Colour: Green  
Location: External walls and fascias



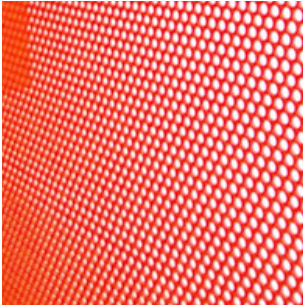
**COW1**  
Concrete wall  
Finish: Integrated oxide/applied colour  
Location: West external wall



**MC2**  
Painted/powder coated metal cladding  
Colour: Dark grey  
Location: Dawson Street entry canopy



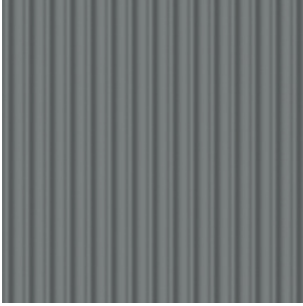
**FR1**  
Aluminium frame  
Finish: Powder coated  
Location: Windows and doors



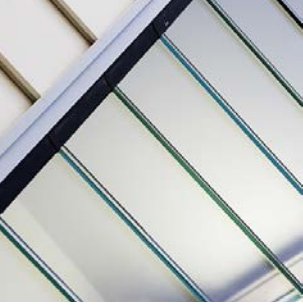
**MC3**  
Painted/powder coated metal cladding (perforated)  
Colour: Red/orange  
Location: External walls



**GL1**  
Glazing  
Finish: Clear glass  
Location: Windows and doors



**MR1**  
Metal Colorbond roof (corrugated)  
Colour: Grey  
Location: Roof



**LV1**  
Glass louvres  
Finish: Clear glass  
Location: Windows



**ST1**  
Structural steel  
Finish: Painted  
Location: External walls