

An aerial photograph of a brickworks facility, showing various industrial buildings, storage piles of bricks, and a network of roads. The entire image is covered with a semi-transparent teal color.

Hoffman Brickworks Heritage Interpretation Building

OCTOBER 2017

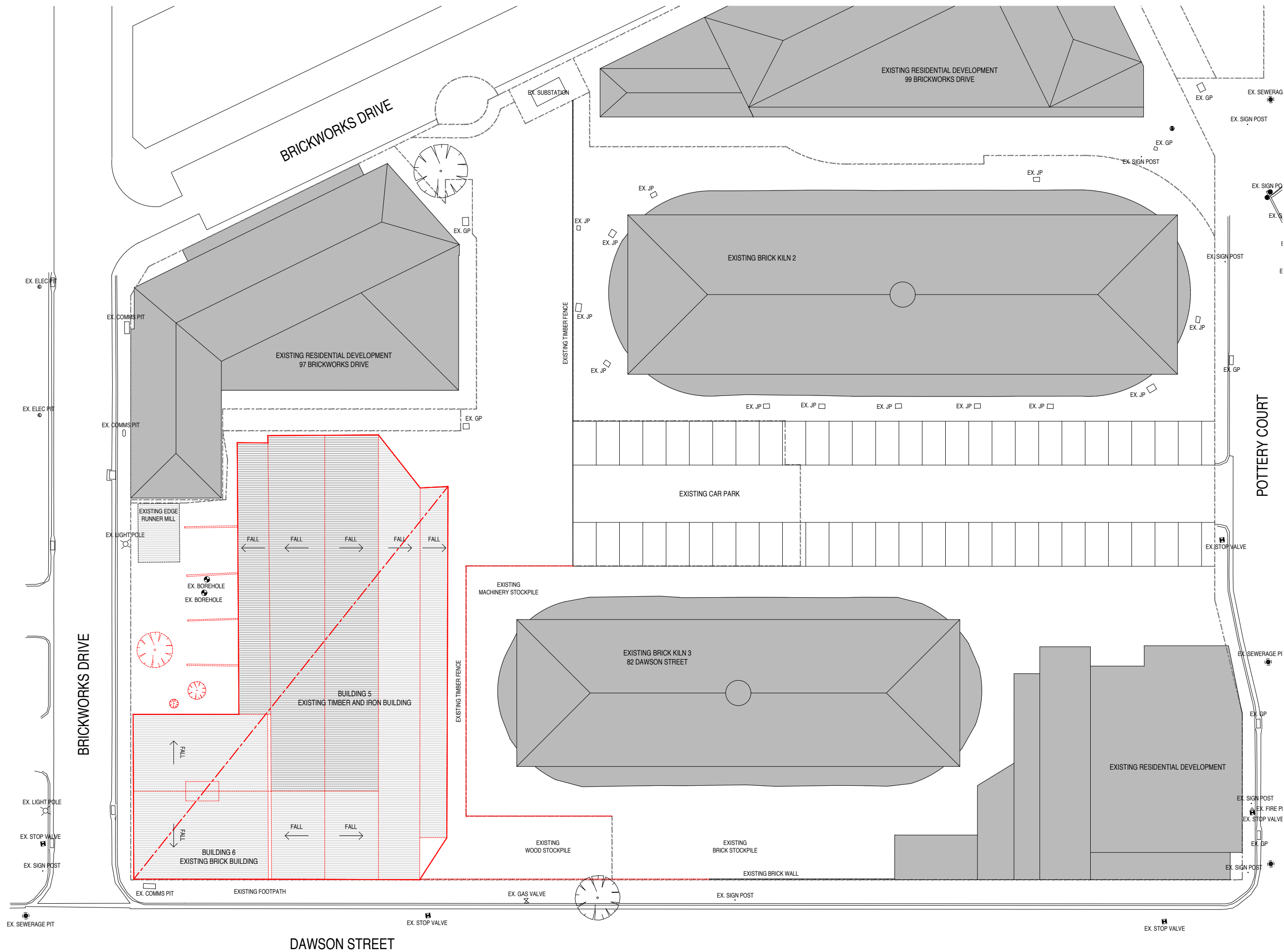
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SITE LEGEND

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
1:100 @ A1

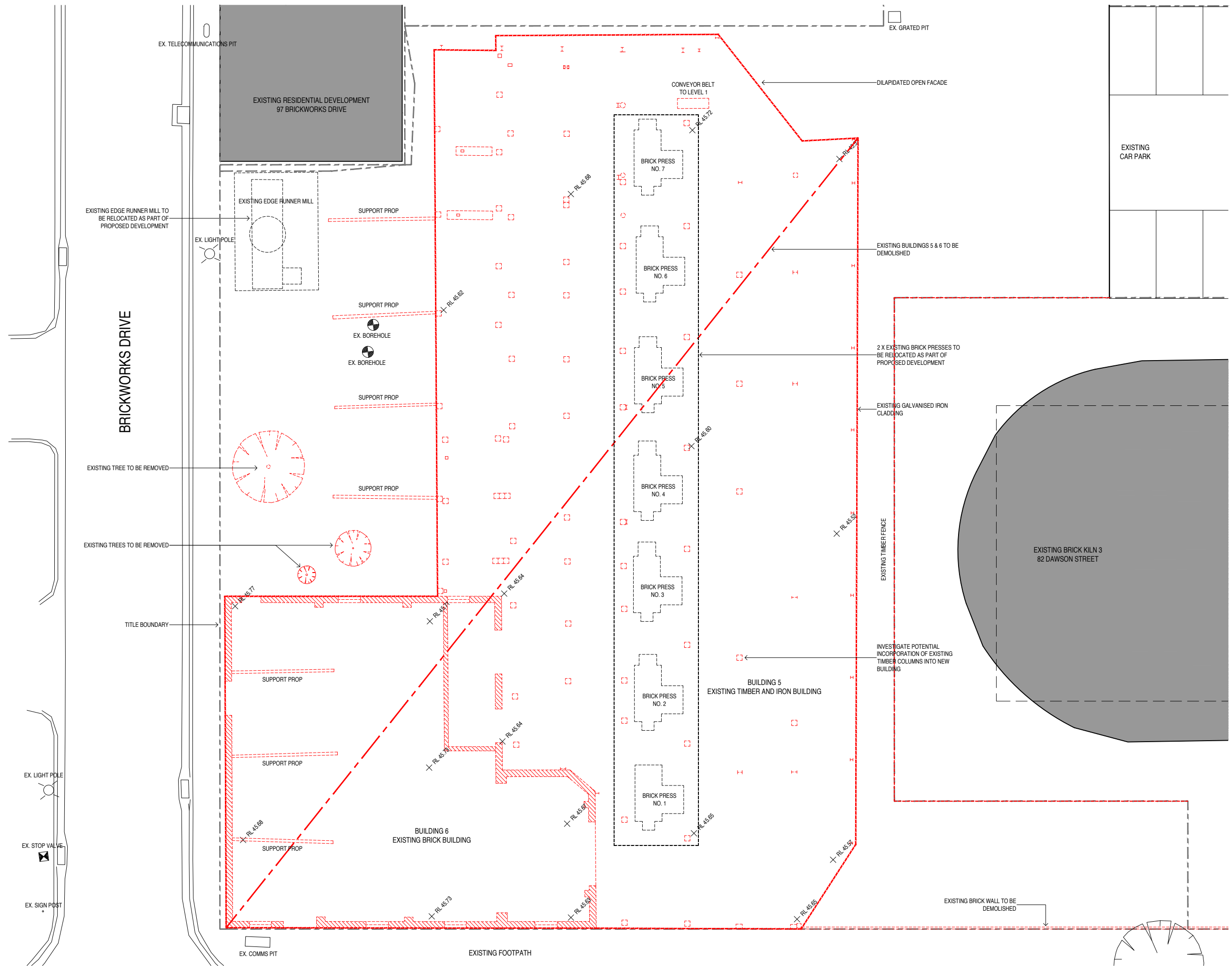
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SITE LEGEND

DEMOLITION WORKS

EXISTING BUILDINGS

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PROJECT
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99 DAWSON STREET, BRUNSWICK

PROJECT NUMBER
13152

CLIENT
HOFFMAN BRICKWORKS PTY LTD

DRAWING TITLE
EXISTING/DEMOLITION
GROUND FLOOR PLAN

DRAWN BY
MGS

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CL

DATE
MAY 2016

SCALE
1:100 @ A1

DRAWING NUMBER
A0111

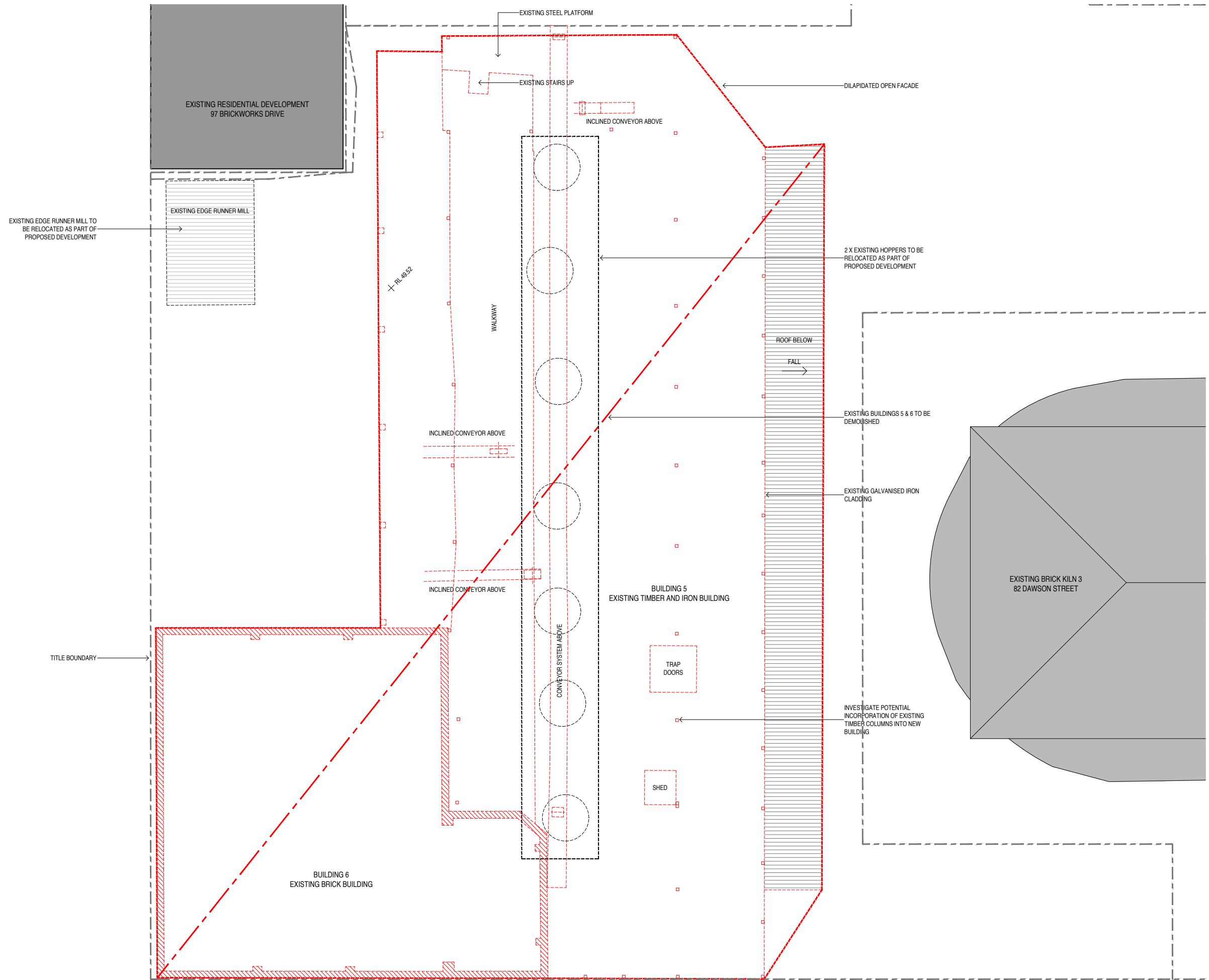
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99 DAWSON STREET, BRUNSWICK

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HOFFMAN BRICKWORKS PTY LTD

DRAWING TITLE
EXISTING/DEMOLITION
LEVEL 1 FLOOR PLAN

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DATE
MAY 2016

SCALE
1:100 @ A1

DRAWING NUMBER
A0112

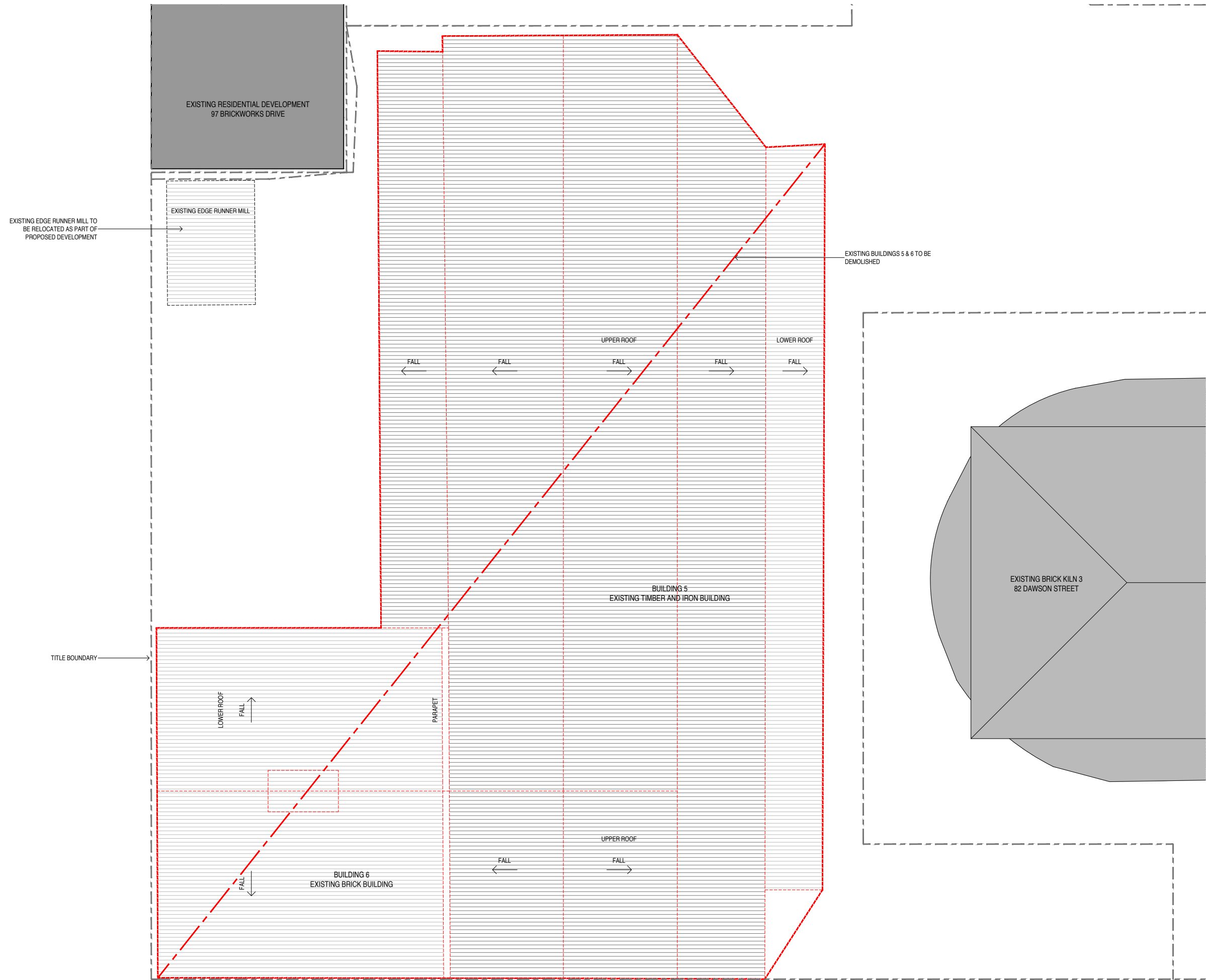
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SITE LEGEND

- DEMOLITION WORKS
- EXISTING BUILDINGS
- SITE TITLE BOUNDARY

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99 DAWSON STREET, BRUNSWICK

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13152

CLIENT
HOFFMAN BRICKWORKS PTY LTD

DRAWING TITLE
EXISTING/DEMOLITION
ROOF PLAN

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DATE
MAY 2016

SCALE
1:100 @ A1

DRAWING NUMBER
A0113

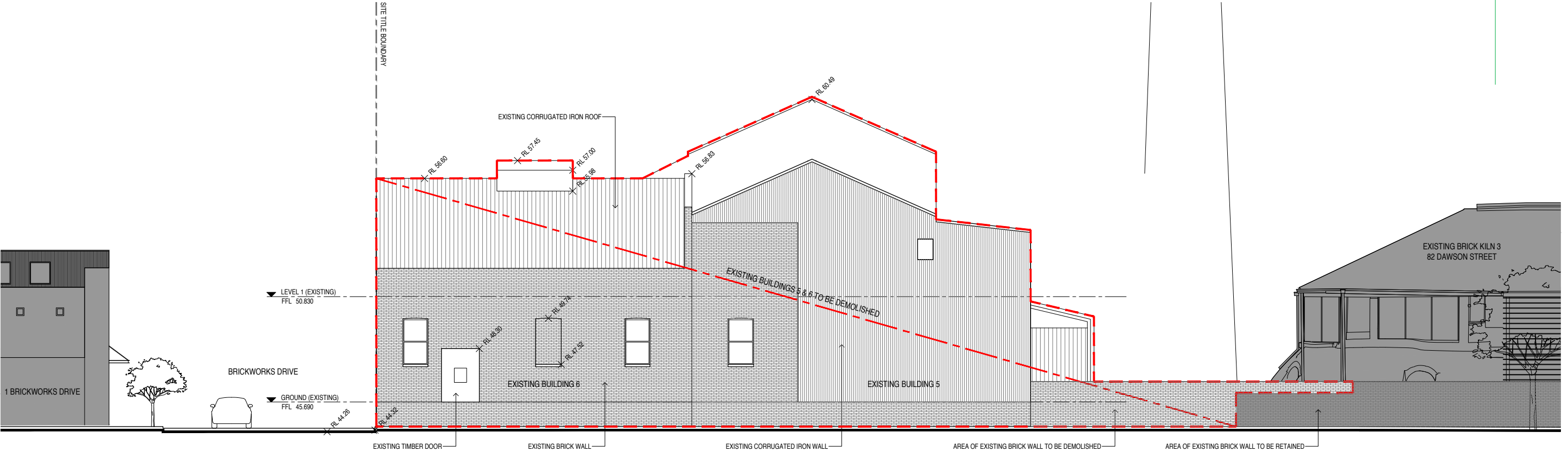
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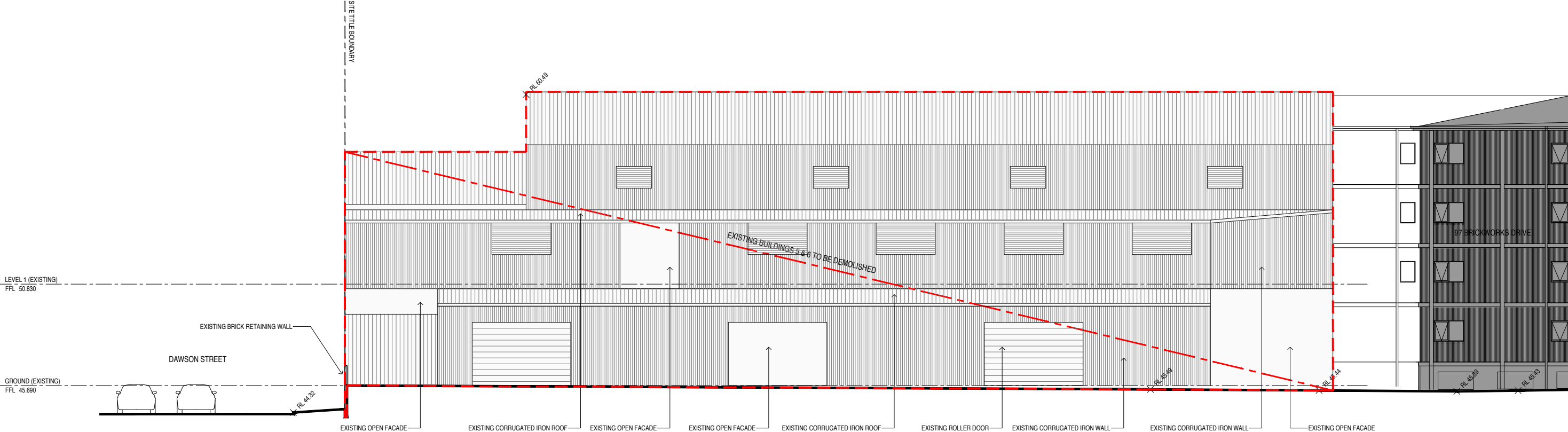
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01 EXISTING SOUTH ELEVATION
SCALE 1:100



02 EXISTING EAST ELEVATION
SCALE 1:100

REVISIONS	
P1 21.09.2017 PRELIMINARY	JC
P2 20.10.2017 HERITAGE PERMIT	JC

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99 DAWSON STREET, BRUNSWICK

PROJECT NUMBER
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CLIENT
HOFFMAN BRICKWORKS PTY LTD

DRAWING TITLE
EXISTING ELEVATIONS
SHEET 1

DRAWN BY
MGS

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DATE
MAY 2016

SCALE
1:100 @ A1

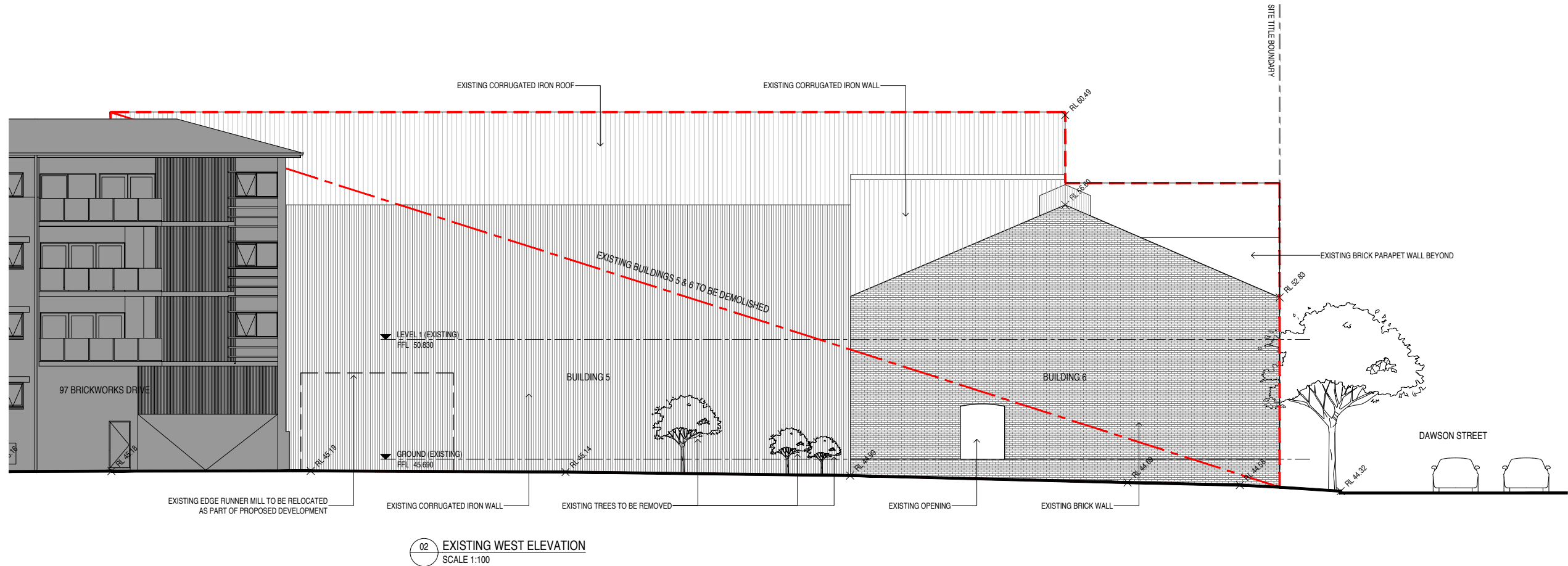
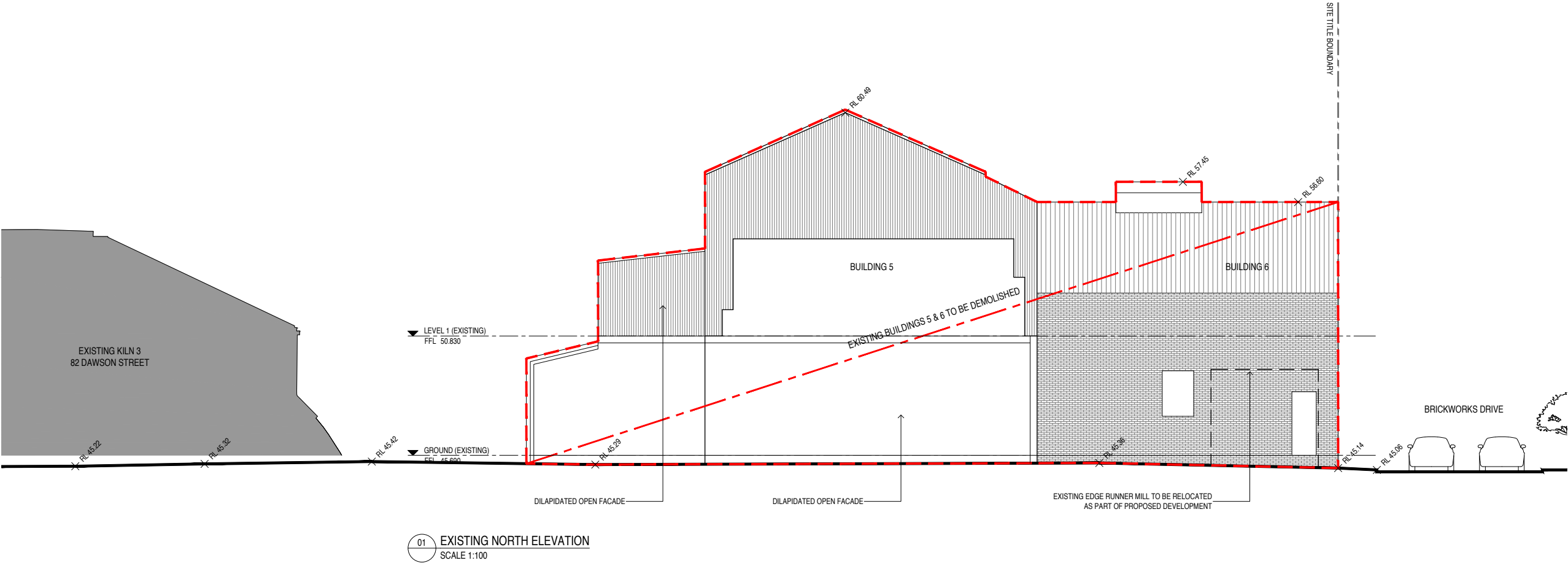
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PROJECT
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99 DAWSON STREET, BRUNSWICK

PROJECT NUMBER
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CLIENT
HOFFMAN BRICKWORKS PTY LTD

DRAWING TITLE
EXISTING ELEVATIONS
SHEET 2

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DATE
MAY 2016

SCALE
1:100 @ A1

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A0122

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P2



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.

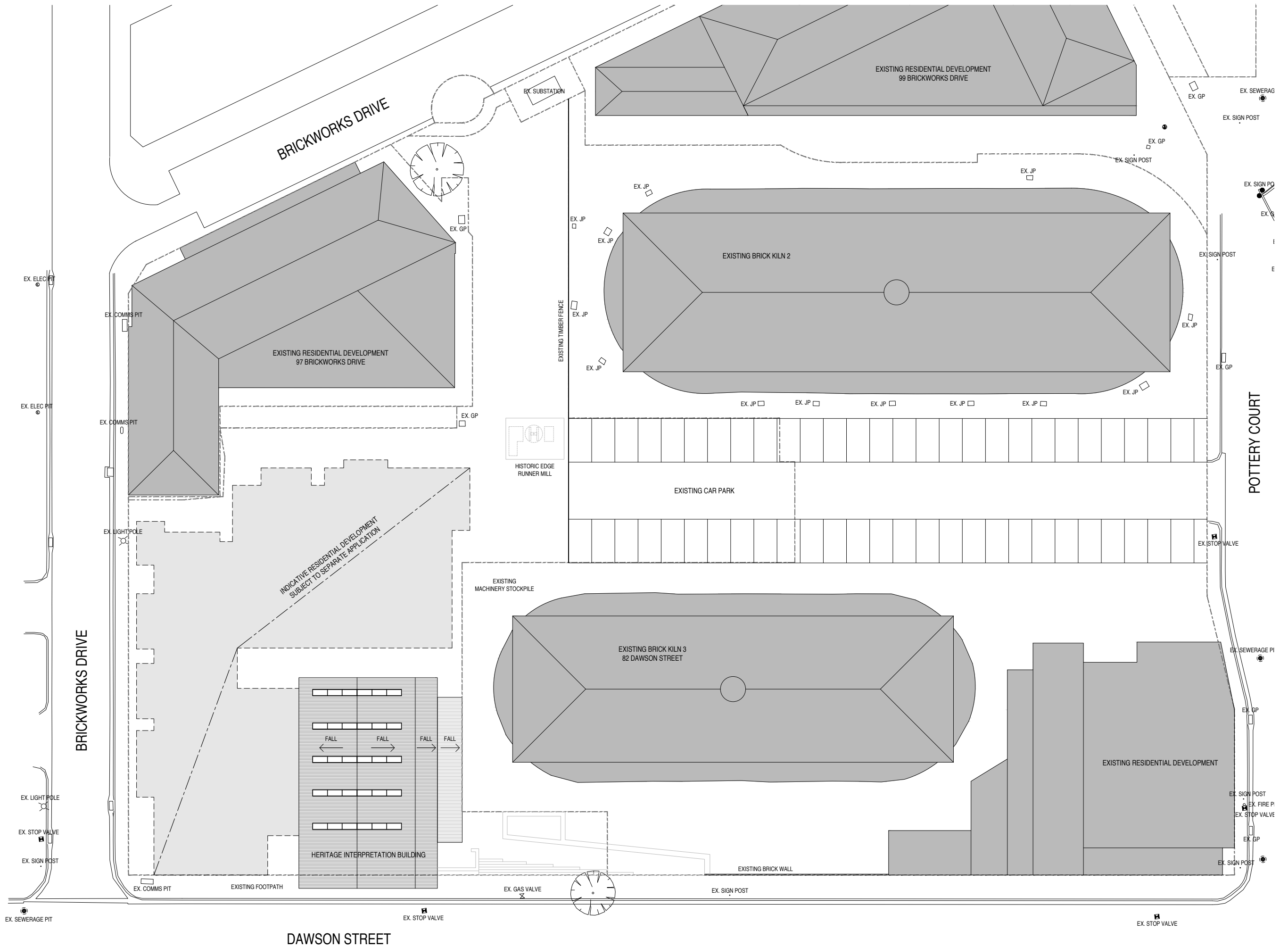
Display shelves, cabinets, pedestal signs and furniture will also take on an industrial expression.

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.



REVISIONS		
P1	22.09.2017	PRELIMINARY
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PROJECT
HOFFMANS BRICKPRESS
99 DAWSON STREET, BRUNSWICK

PROJECT NUMBER
13152

CLIENT
HOFFMAN BRICKWORKS PTY LTD

DRAWING TITLE
PROPOSED
SITE PLAN

DRAWN BY
MGS

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CL

DATE
MAY 2016

SCALE
1:200 @ A1

DRAWING NUMBER
A0201

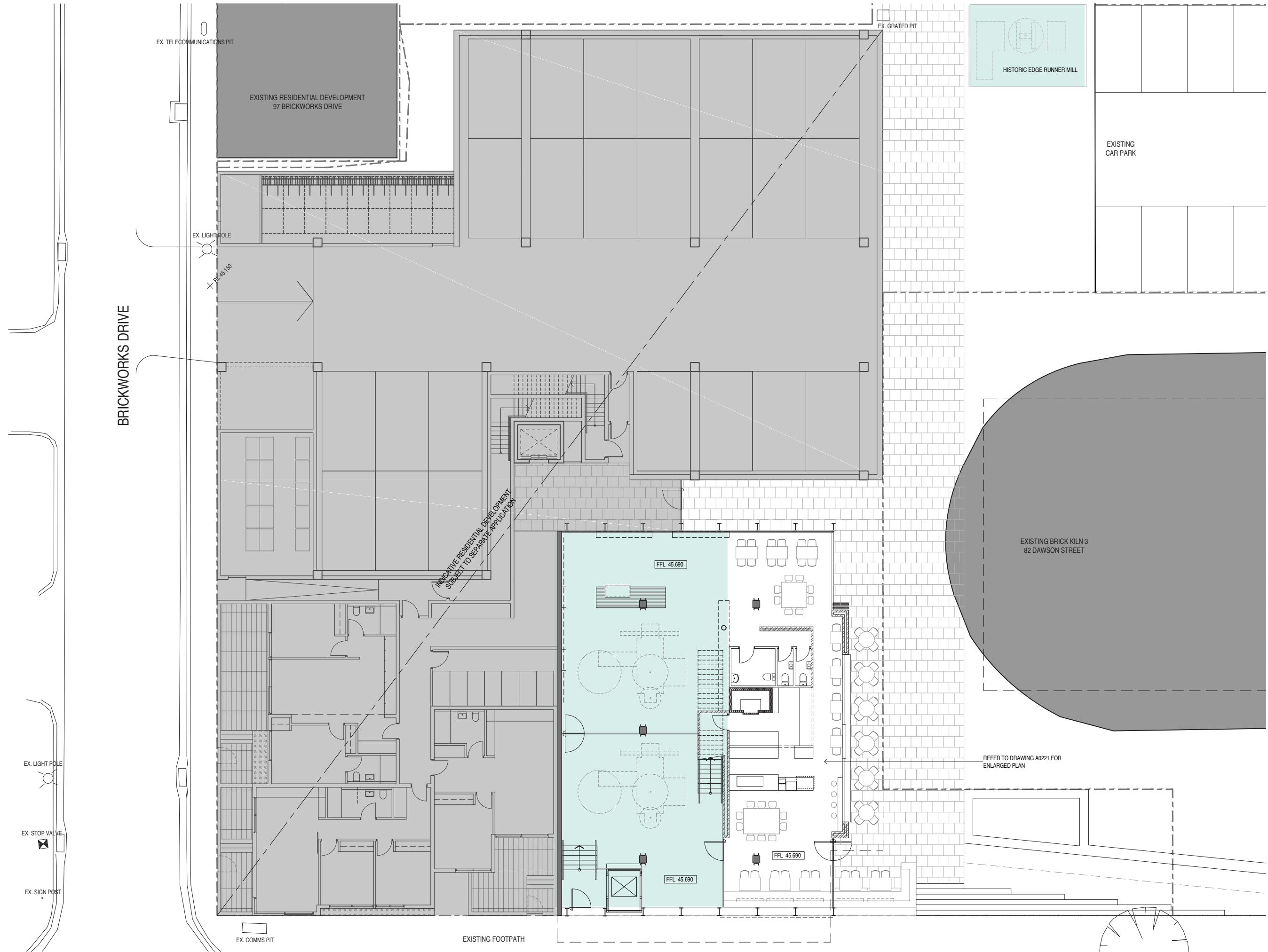
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99 DAWSON STREET, BRUNSWICK

PROJECT NUMBER
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CLIENT
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DRAWING TITLE
PROPOSED
GROUND FLOOR PLAN

DRAWN BY
MGS

CHECKED BY
CL

DATE
MAY 2016

SCALE
1:100 @ A1

DRAWING NUMBER
A0211

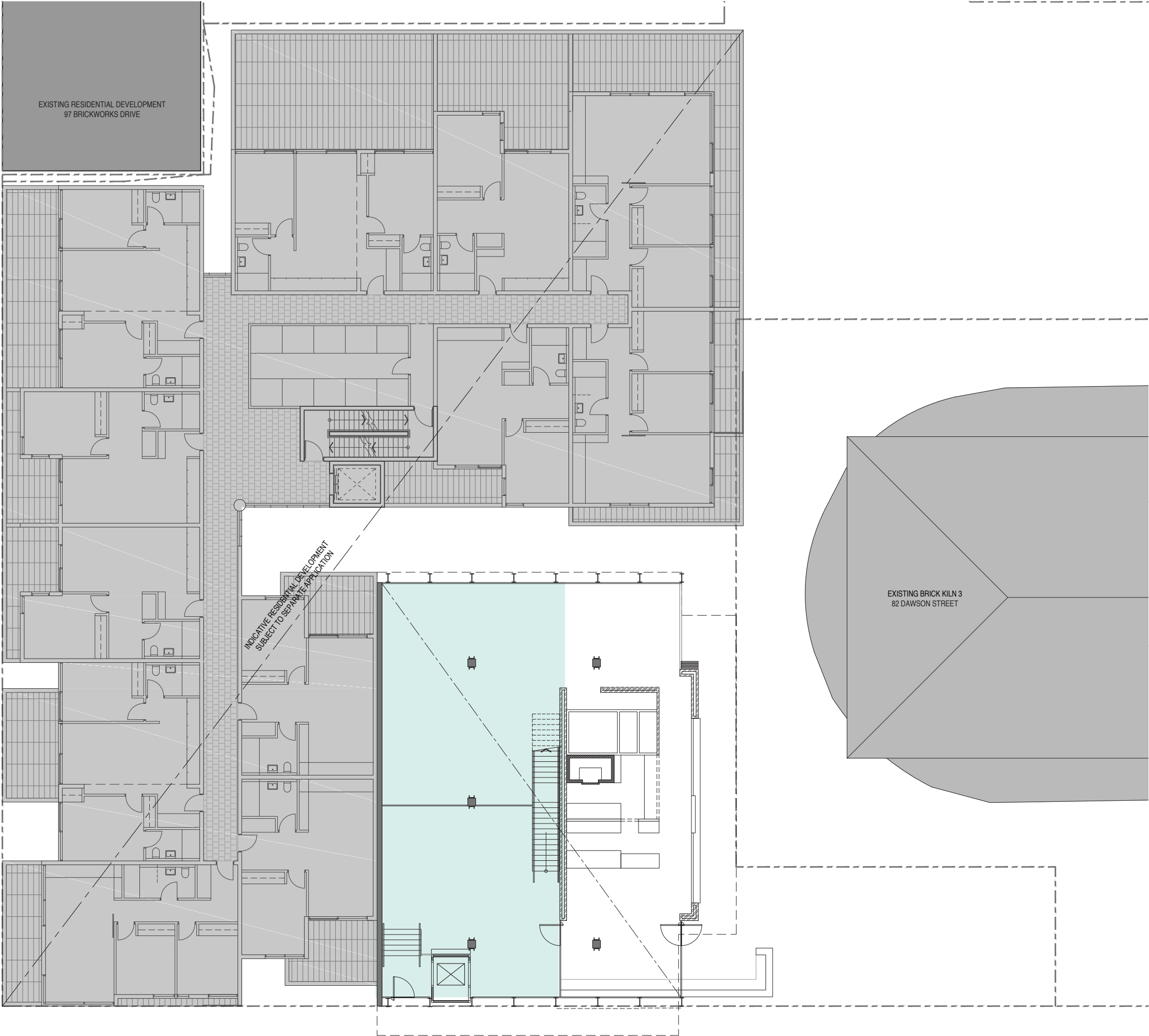
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PROJECT NUMBER
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UPPER GROUND FLOOR PLAN

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DATE
MAY 2016

SCALE
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DRAWING NUMBER
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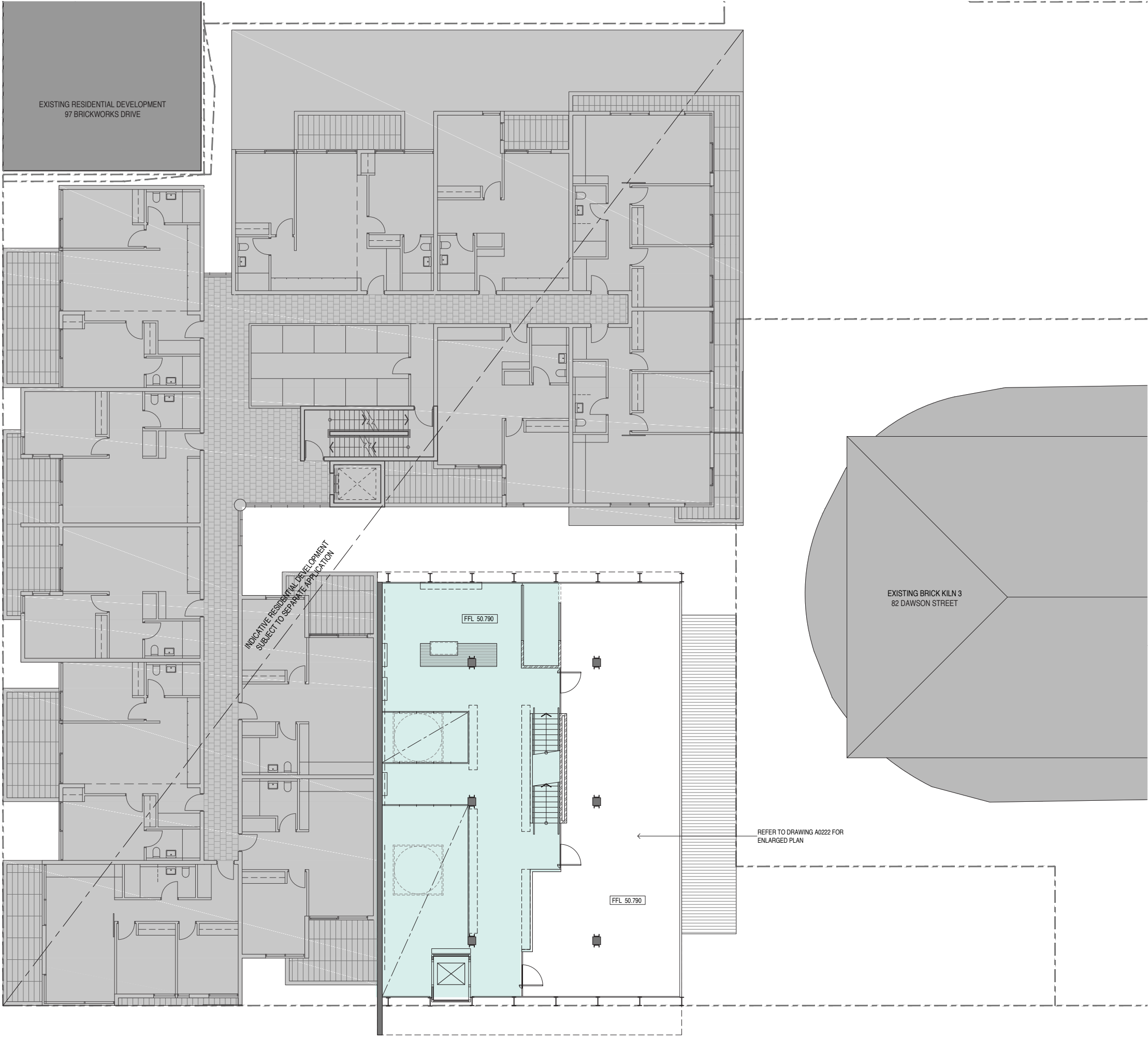
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PROJECT NUMBER
13152

CLIENT
HOFFMAN BRICKWORKS PTY LTD

DRAWING TITLE
PROPOSED
LEVEL 1 FLOOR PLAN

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DATE
MAY 2016

SCALE
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A0213

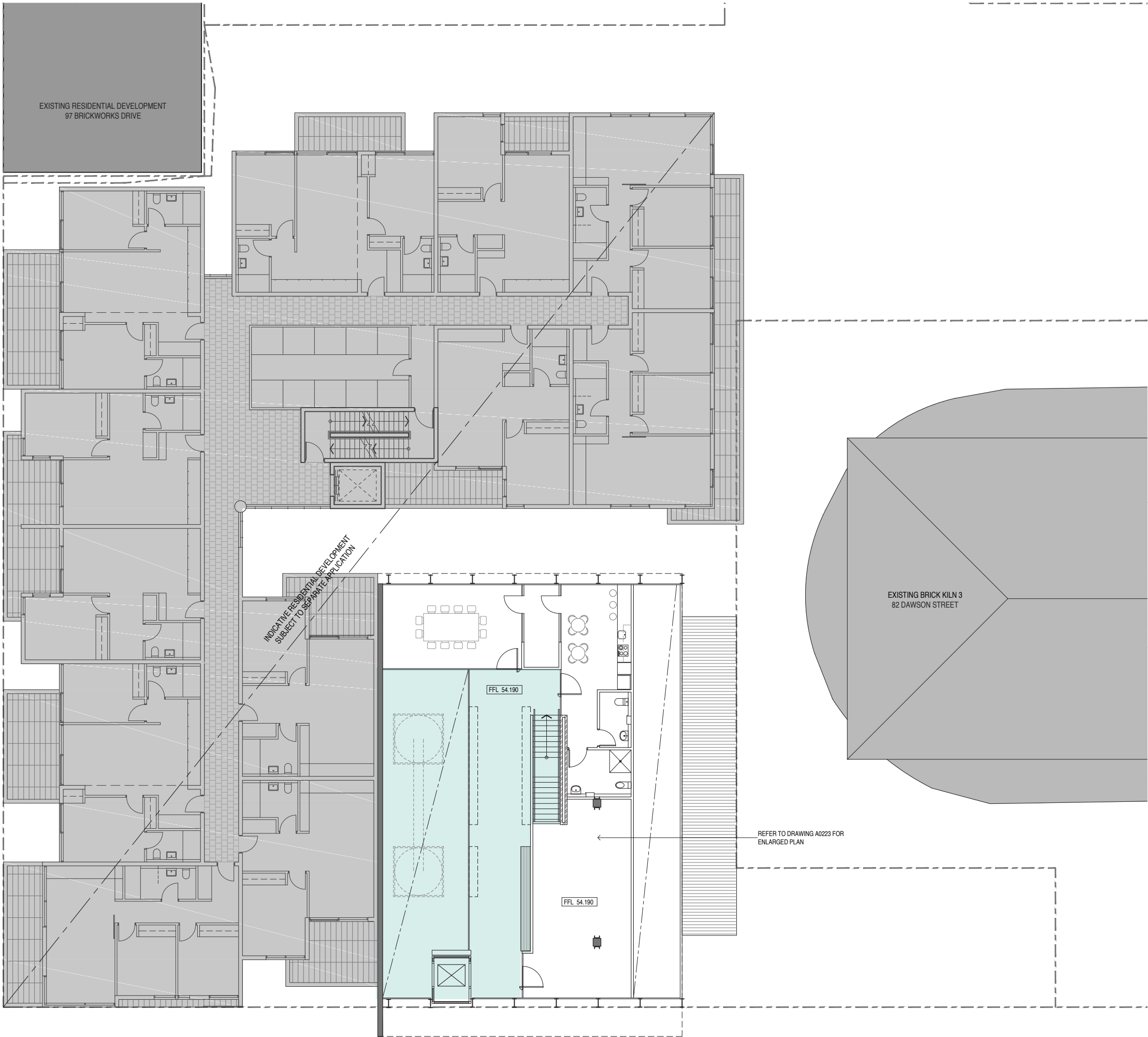
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99 DAWSON STREET, BRUNSWICK

PROJECT NUMBER
13152

CLIENT
HOFFMAN BRICKWORKS PTY LTD

DRAWING TITLE
PROPOSED
LEVEL 2 FLOOR PLAN

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DATE
MAY 2016

SCALE
1:100 @ A1

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A0214

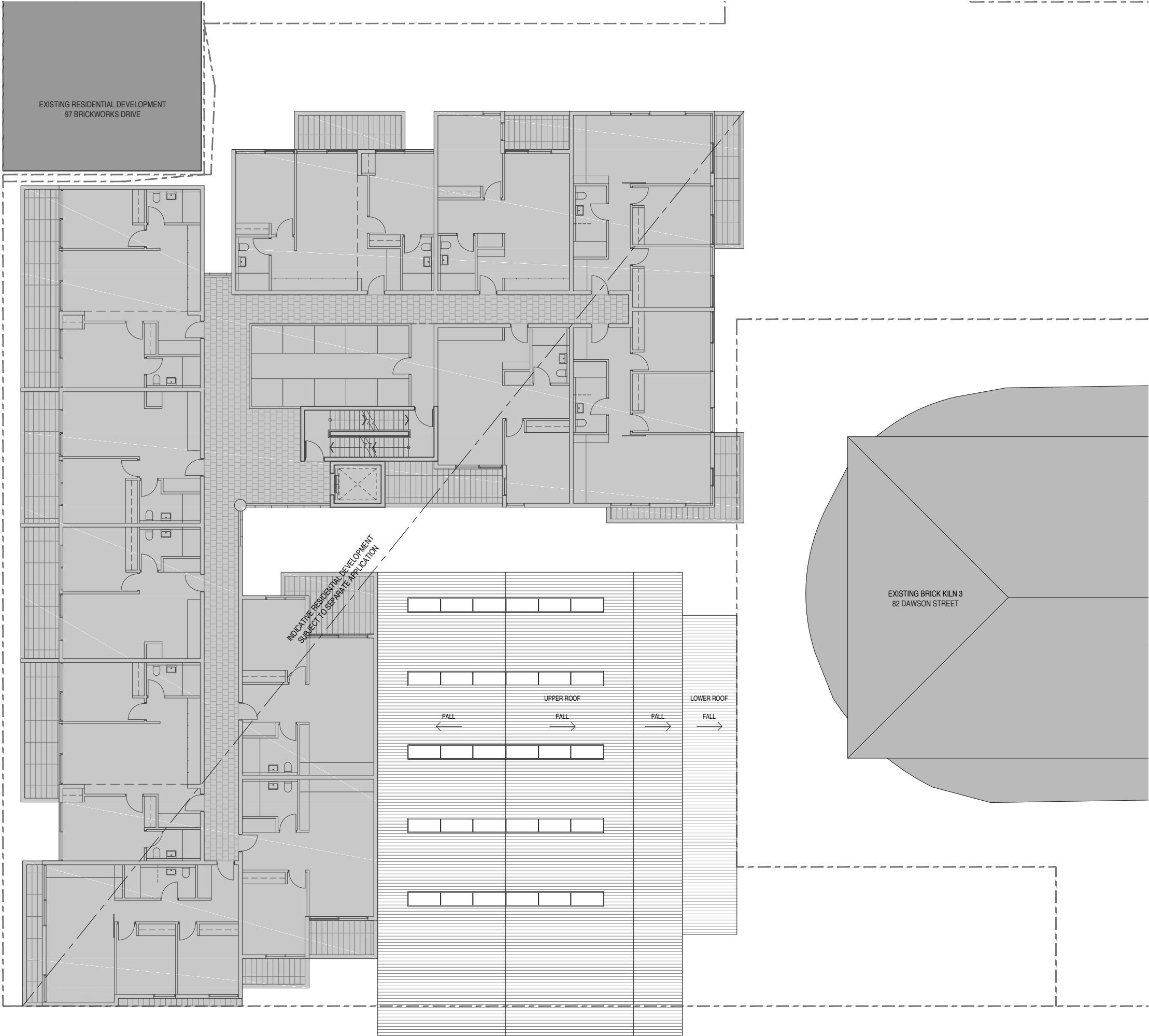
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HOFFMAN BRICKWORKS PTY LTD

DRAWING TITLE
PROPOSED
ROOF PLAN

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MGS

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CL

DATE
MAY 2016

SCALE
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DRAWING NUMBER
A0215

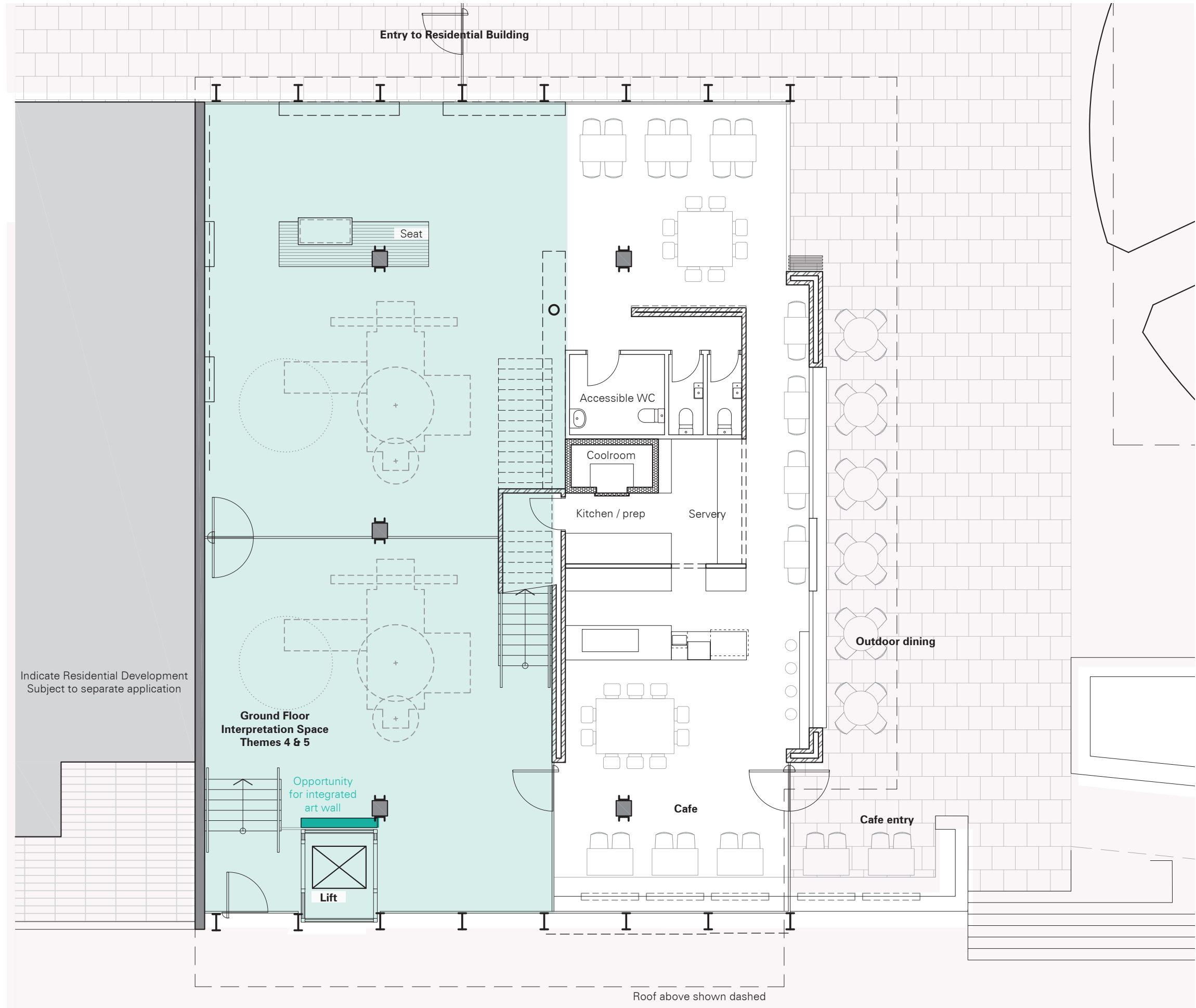
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Heritage Interpretation Signage and Indicative Displays

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: 22.09.2017 PRELIMINARY
P2: 20.10.2017 HERITAGE PERMIT

JC
JC

PROJECT
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99 DAWSON STREET, BRUNSWICK

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HOFFMAN BRICKWORKS PTY LTD

DRAWING TITLE
PROPOSED
GROUND FLOOR PLAN

DRAWN BY
MGS

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DATE
MAY 2016

SCALE
1:50 @ A1

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A0221

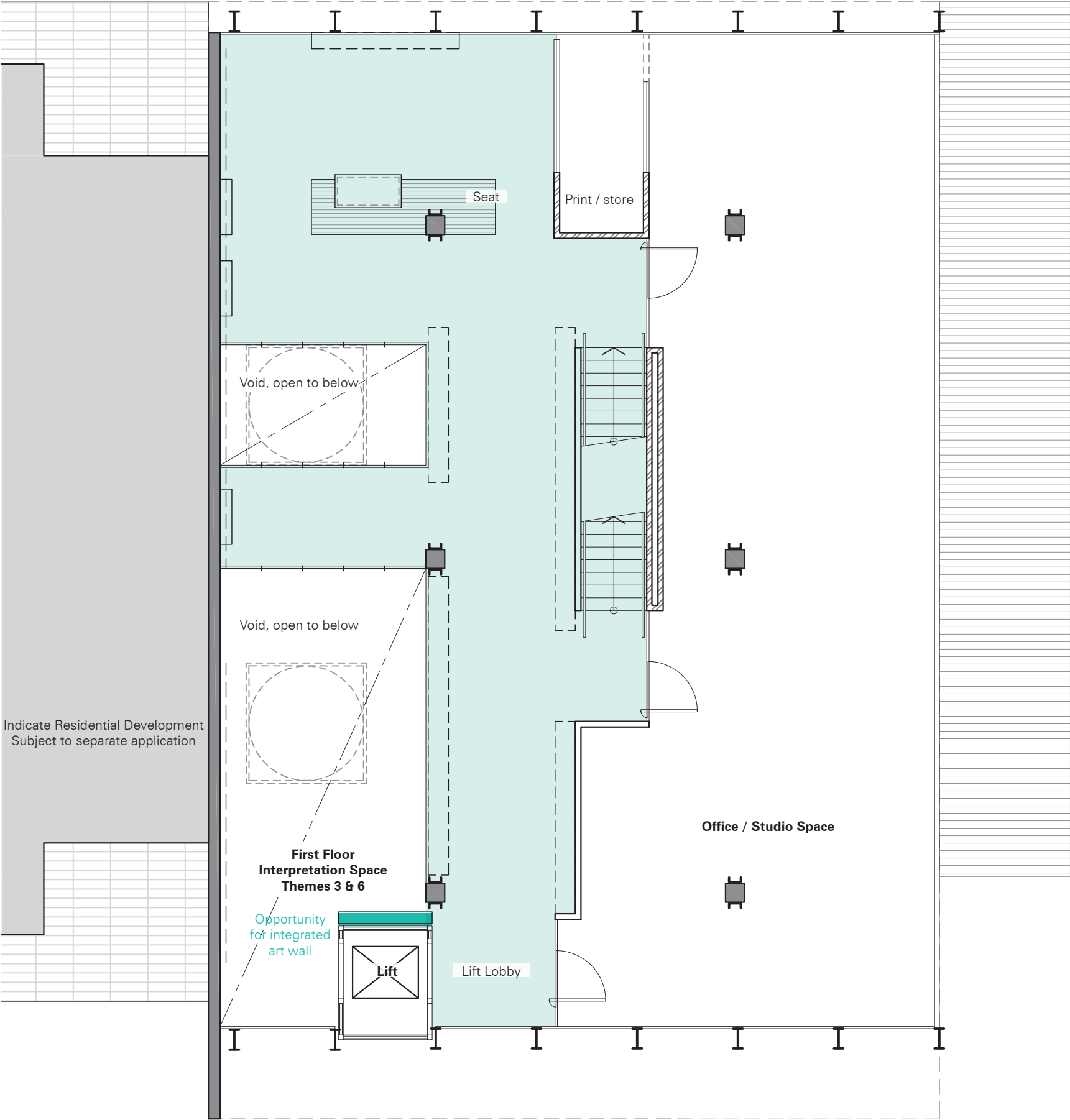
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Theme 7: Hoffmans Pottery
Pottery activities if the Hoffmans operation and site

Indicate Residential Development
Subject to separate application

Void, open to below

Void, open to below

**First Floor
Interpretation Space
Themes 3 & 6**

Opportunity
for integrated
art wall

Lift Lobby

Office / Studio Space

Seat

Print / store

Lift

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SCALE
1:50 @ A1

DRAWING NUMBER
A0222

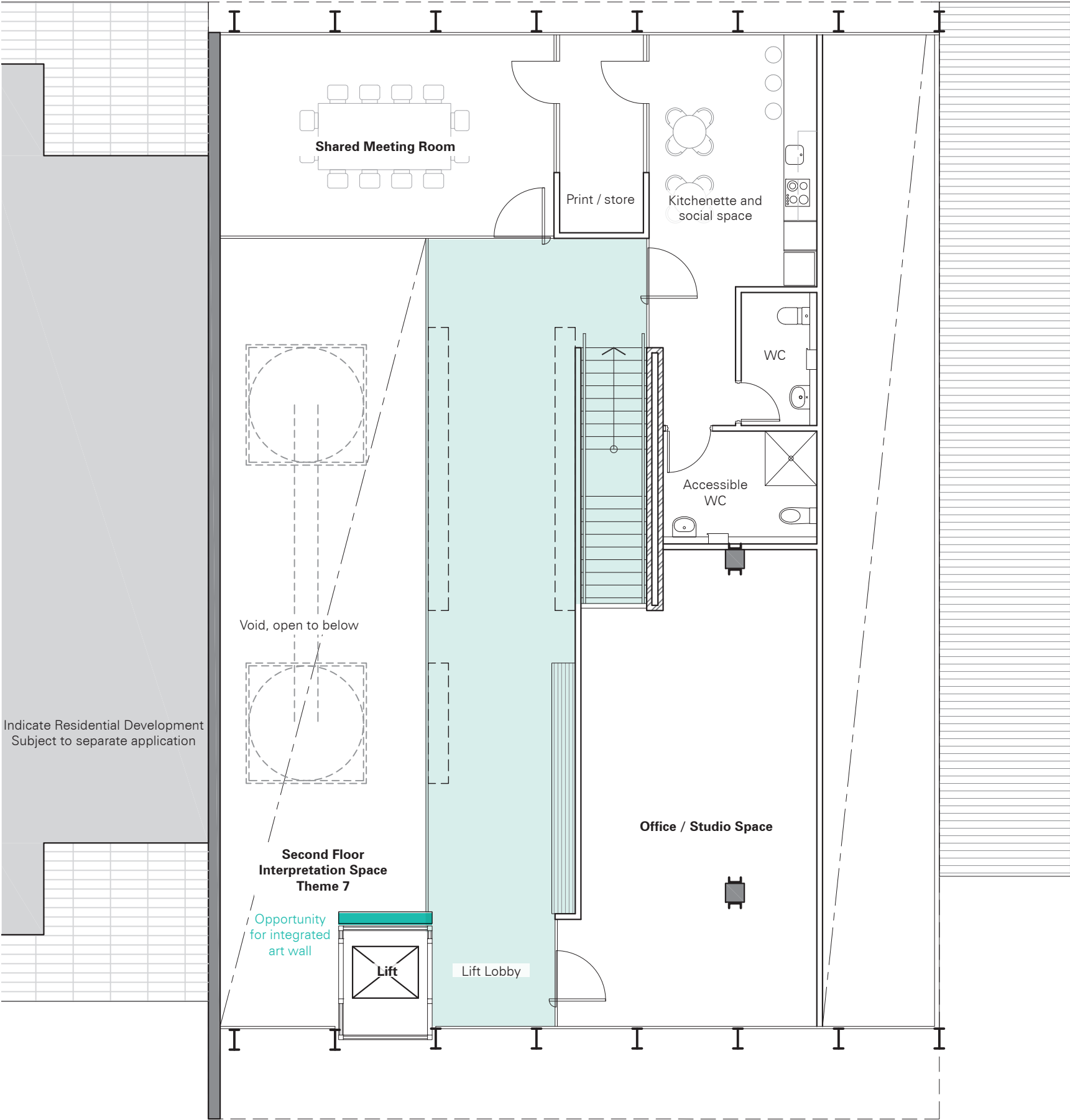
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REVISIONS		
P1	22.09.2017 PRELIMINARY	JC
P2	20.10.2017 HERITAGE PERMIT	JC

PROJECT
HOFFMANS BRICKPRESS
99 DAWSON STREET, BRUNSWICK

PROJECT NUMBER
13152

CLIENT
HOFFMAN BRICKWORKS PTY LTD

DRAWING TITLE
PROPOSED
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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








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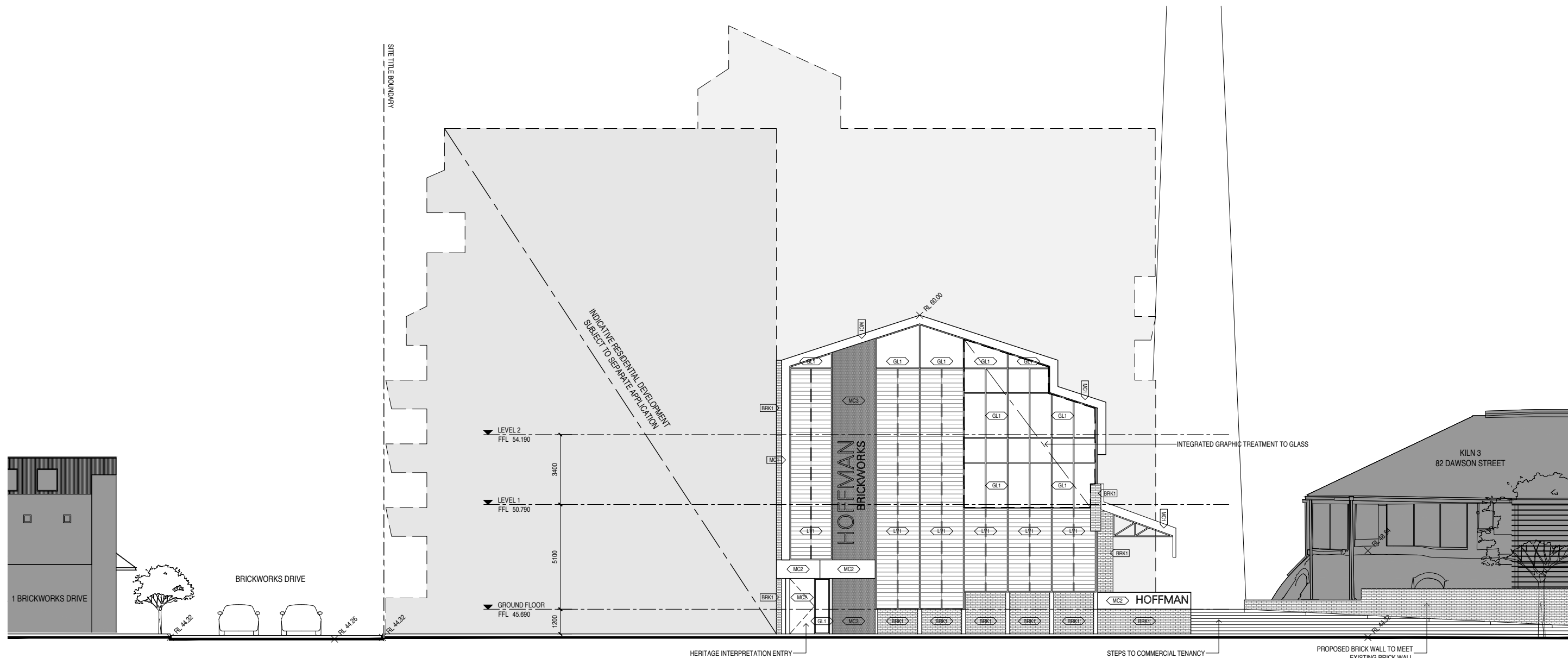


SITE LEGEND

-  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



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 1

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DATE
MAY 2016

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A0301

REVISION
P2

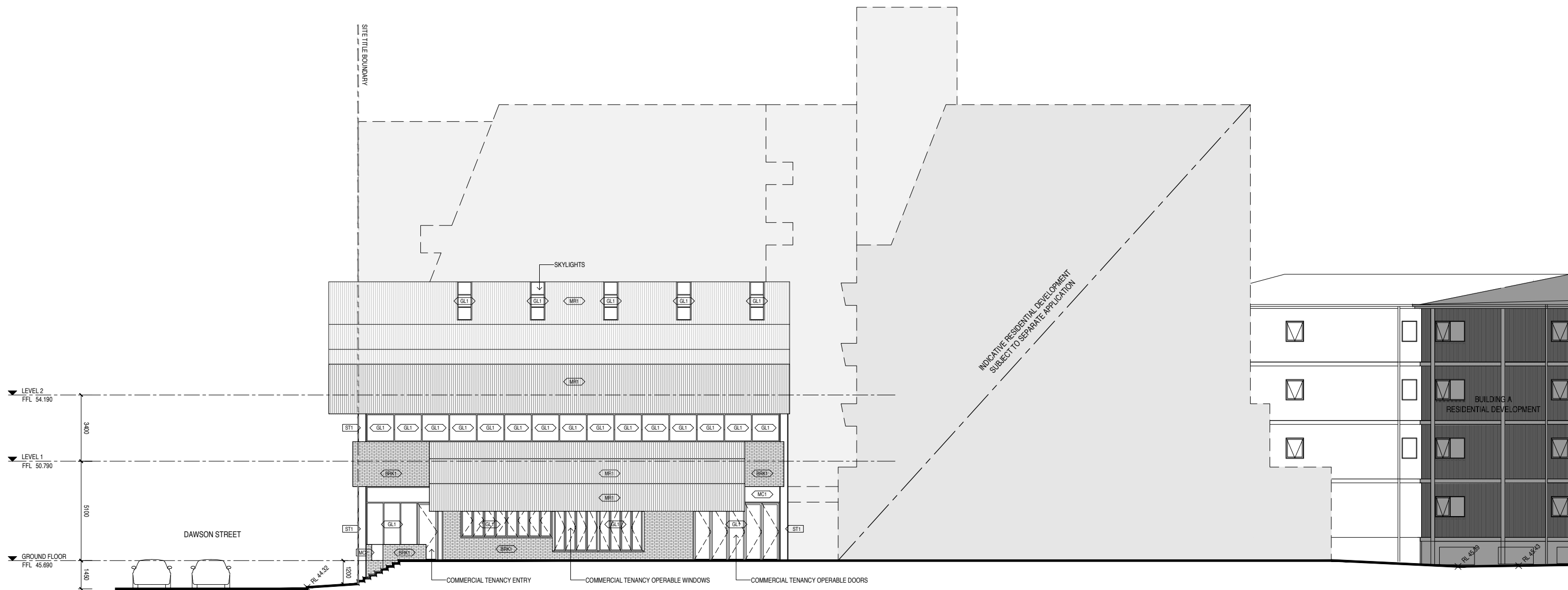
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SITE LEGEND		FINISHES LEGEND	
	DEMOLITION WORKS		BRICK - TYPE 1
	EXISTING BUILDINGS		CONCRETE WALL - TYPE 1
	SITE TITLE BOUNDARY		ALUMINIUM FRAME - TYPE 1
			GLAZING - TYPE 1
			GLASS LOUVRES - TYPE 1
			METAL CLADDING - TYPE 1
			METAL CLADDING -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



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
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DATE
MAY 2016

SCALE
1:100 @ A1

DRAWING NUMBER
A0302

REVISION
P2


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








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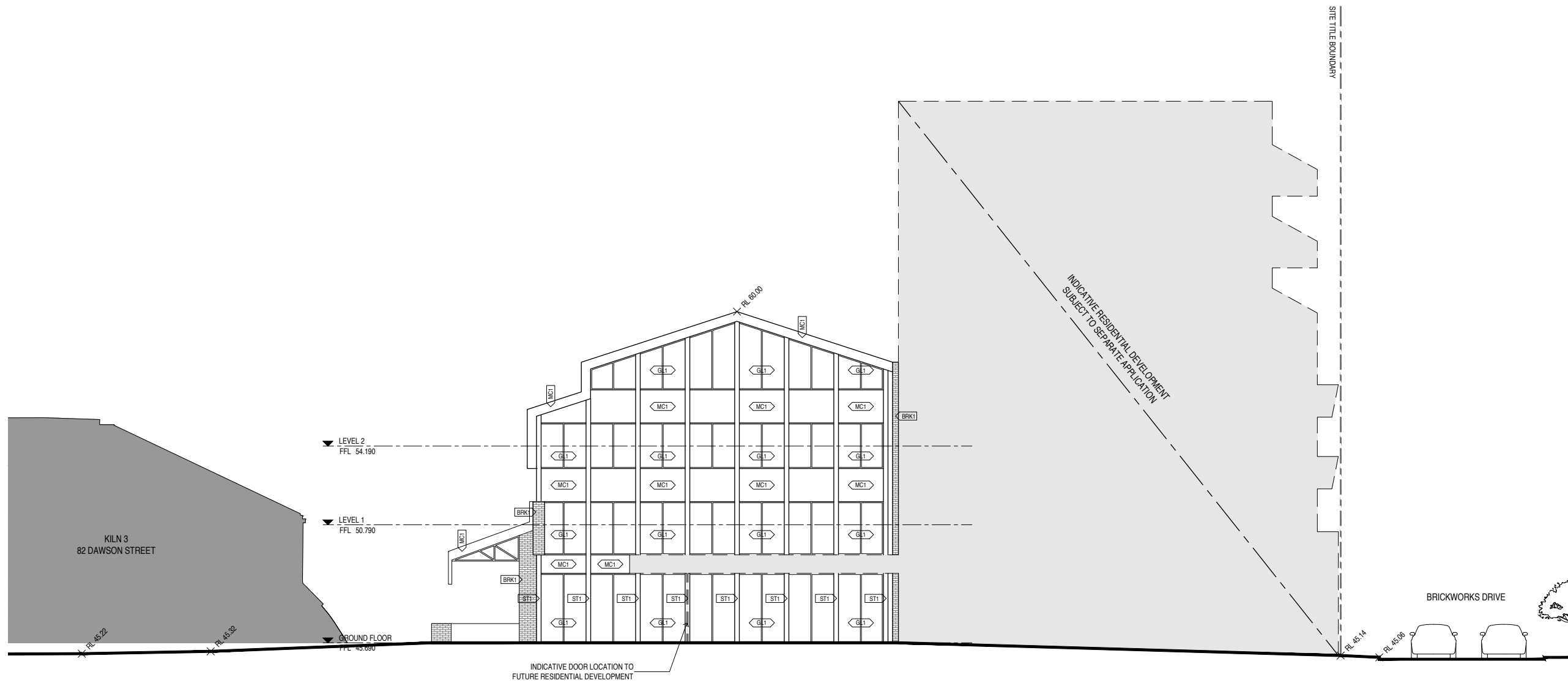


SITE LEGEND

-  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



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
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




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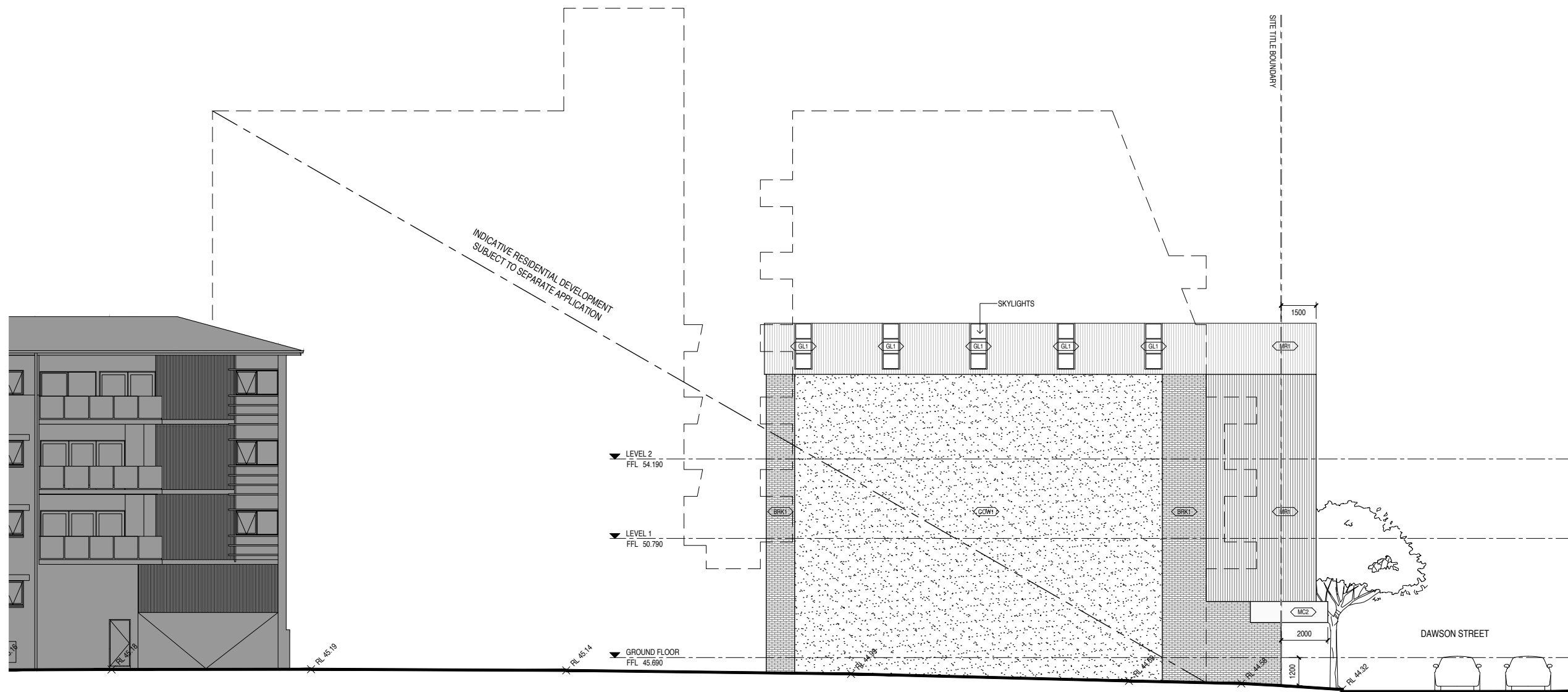


SITE LEGEND

-  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
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99 DAWSON STREET, BRUNSWICK

PROJECT NUMBER
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CLIENT
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DRAWING TITLE
PROPOSED ELEVATIONS
SHEET 4

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A0304

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P2

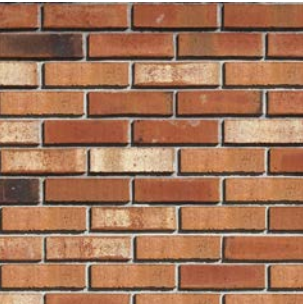
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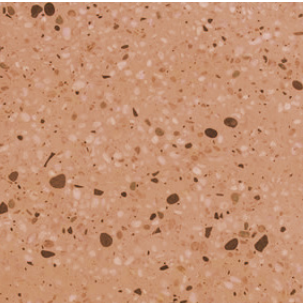
Materials and Finishes



BRK1
Brick
Colour: Assorted
Location: External walls



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



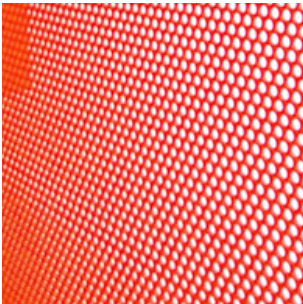
COW1
Concrete wall
Finish: Integrated oxide/applied colour
Location: West external wall



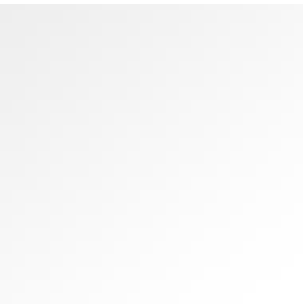
MC2
Painted/powder coated metal cladding
Colour: Dark grey
Location: Dawson Street entry canopy



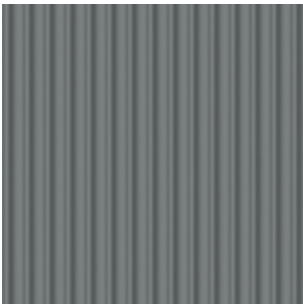
FR1
Aluminium frame
Finish: Powder coated
Location: Windows and doors



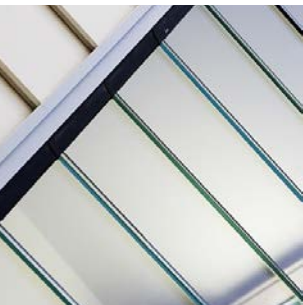
MC3
Painted/powder coated metal cladding (perforated)
Colour: Red/orange
Location: External walls



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