

Heritage Impact Statement for

FORMER HOFFMAN BRICKWORKS

**This Heritage Impact Statement forms part of a permit application for
Demolition of the Brick Pressing Shed (Buildings 5 and 6) and
construction of a new building including an interpretation centre
72 – 106 DAWSON STREET,
BRUNSWICK**

Date: 29 June, 2020

Victorian Heritage Register Number: H 0703



The Brick Pressing Shed.



The west elevation of the Brick Pressing Shed and Former Engine House.

**Prepared for
Sungrove Corporation Pty Ltd**

**By
Robyn Riddett
Director**

Anthemion Consultancies

POB18183 Collins Street East
Melbourne 8003
Tel. +61 3 9495 6389 Email: rgrd@bigpond.com

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Issue 1	For submission to Heritage Victoria	4 June, 2020	
Issue 2	For submission to Heritage Victoria	Updated 29 June, 2020	

Former Hoffman Brickworks, 72 – 106 Dawson Street Brunswick

(VHR H0703)

1.0 Introduction

1. This Heritage Impact Statement has been prepared in accord with Heritage Victoria's *Guidelines for Preparing Heritage Impact Statements*, at the request of The Owners, Sungrove Corporation Pty Ltd. The Brick Pressing Shed (Building 5), the attached Former Engine House (Building 6) and the Edge Runner (Crushing) Mill are the subject of this application.
2. The building(s) is generally in extremely poor condition, with many elements displaying signs of decay or local structural failure added to which a fire damaged the roof cladding and structure of the Brick Pressing Shed on 24 March, 2018 and the roof of the Former Engine House collapsed suddenly on 12 June, 2020.

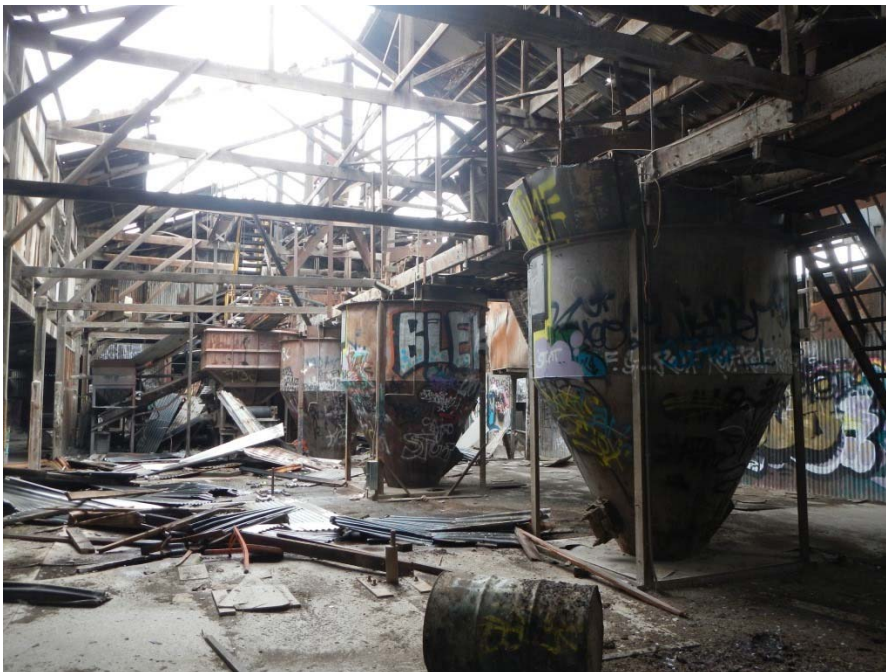


Figure 1 The upper level of the Brick Pressing Shed showing the damage caused by the fire in the roof.

3. The Brick Pressing Shed is a large timber-framed building clad in corrugated steel which is located to the west of Kilns 2 and 3. Over time many alterations have occurred to this section of the building, including building extensions to the east and north, local demolition to the north, and numerous alterations to the layout of post supports to allow for the installation and operation of machinery. Due to its long use for machinery and the pressing of bricks, the fabric is now contaminated, particularly in the soil beneath the structure, and remediation without demolishing the structure is not possible.
4. The attached Former Engine House was semi-derelict, vacant and unused and unusable before the roof collapsed and is also contaminated.



Figure 2 The former Engine House showing the damage caused by the collapse of the roof.

5. Neither of the structures meets any current building code requirements and there are OH&S issues.
6. Importantly, Under Section 62A of the *Environmental Protection Act 1970*, the Environmental Protection Authority (EPAS) issued a Clean Up Notice on 3 February, 2020 and Sungrove Corporation Pty Ltd (Sungrove) is required to comply with the requirements of the notice.
7. Prior to the collapse of the roof of the Former Engine House, for the reasons above it was proposed to demolish these structures and to replace them with a new building which will contain six of the existing seven Brick Pressing Machines, three hoppers and part of the overhead conveyor system, an interpretation centre, a café, community and co-working bookable spaces and residential apartments. The former Engine House has been made safe only at this time.

2.0 Heritage Impact Statement

2.1 Existing condition of the registered place

8. The Brick Pressing Shed (Building 5) is a double-storey timber-framed building clad in corrugated steel. At the south end is an attached double-storey brick structure which is understood to be the Former Engine, or Power House (Building 6). Internally both parts of the building are interconnected.
9. The Brick Pressing Shed is 16.17 metres high which is equivalent to a modern four-storey building. Internally there is a Ground floor and an upper floor. It is rectangular in shape and the roof profile is gabled.
10. The Brick Pressing Shed has been variously constructed in a vernacular manner and/or altered since. The structure is comprised of numerous timber members, roughly in a post and beam system at the ground floor and a truss system at the upper floor. Various posts

have been removed to accommodate the location of machinery, or for other reasons, and various support members do not align properly with the members they are intended to support. Some timber elements are deformed, split or have rotted due to moisture ingress. Where steel has been used it is generally in good condition. The structure does not comply with any current building code. Much of the wall cladding at the north end is missing however the building is secured with metal and timber fencing and hoarding. There are no windows at the ground floor level, only large openable doors.



Figure 3 Aerial view of the Former Hoffman Brickworks site. North is at the top of the picture. The Brick Pressing Shed is shown by the yellow border.
Source: Google Earth

11. The lower level of the Brick Pressing Shed has a floor which is partly paved in brick, at the east side and further back, towards the west, it is earth. This part contains seven Brick Pressing Machines together with flywheels, electrical engines, sundry elements, cloth chutes and a hopper system, the latter two elements used to convey the clay from the hoppers on the upper level to the pressing machines below. In the process of making bricks, various chemical additives were mixed into the clay. Associated with each machine is a pit in the floor and presently they variously contain oil, [petroleum products and liquids from the machines which are contaminants. Throughout the building contains dust from the clay and other sources. Environmental investigations have found the building to be seriously contaminated with polyaromatic hydrocarbons and other contaminants i.e. the building itself and in the ground below. Contamination is widespread.
12. Behind (west of) the machines are some small areas, or enclosures, which were intended to be partially separated from the main working area. Their purpose is unknown and they are mostly derelict.
13. The upper level is accessed by a vernacular steep timber stair which is not compliant with any current standard or code.

14. The upper level floor is timber, and in parts it is covered by Caneite-like sheeting. In various areas there are holes in the floor, one at least due to a separate past fire, and other areas which are not safe to traverse. This level is mostly open-plan in which the hoppers are located towards the west side. Above the hoppers is a horizontal conveyor system, accessed by steel stairs, which delivered the dry clay into each hopper. This conveyor appears to have been supplied by vertical conveyor system which linked to the crushing area, outside the building, and ultimately to the clay source in the clay pits. Immediately west of the hoppers is a separate walled off area which contains two vertical conveyor systems, part of which are visible externally on the west wall.
15. Windows at the upper level are basically just openings in the wall and are temporarily sheeted over to exclude the weather.
16. The roof is timber-framed and clad in corrugated steel. Before the fire in the roof which occurred on 24 March, 2018, some sheets of corrugated steel were missing and were not replaced because of difficulty of access. As a consequence of the fire more of the roof became open to the weather.
17. The building has no services – electrical, hydraulic, fire safety, egress, warning systems and the like.
18. Externally along Brickworks Drive, near the west wall of the Brick Pressing Shed, the Edge Runner (Crushing) Mill used to crush clay, is located, however this does not appear to have been its original location.
19. The Former Engine House (Building 6) is located at the south-west corner of the Brickworks site. A brick wall runs along the Dawson Street and Brickworks Drive boundary and returns into the Brick Pressing Shed along the north side. The profile of this building, as viewed from Dawson Street, is gabled. The height to the top of the gable was 11.91 metres before the roof collapse. Roof sheeting had deteriorated, gutters and flashings along the south and west wall had failed, some bricks were missing or loose and there is cracking in the west wall. The wall has been braced. The roof has since collapsed unexpectedly and the cause is not known at the time of writing. The falling trusses caused cracking to internal piers supporting the south elevation, caused some bricks to be dislodged from the top of the wall and caused a distortion of the brickwork to the centre of the top of the wall. There was a concern that this part of the wall at least, could collapse into Dawson Street.



Figure 4 The former Engine House after make-safe demolition works.
Source: *Moreland Leader*, 24 June, 2020

20. The immediate part of Dawson Street and Brickworks Drive, adjacent to the Former Engine House, was immediately cordoned off and on the day after the collapse further structural investigations were undertaken and a work methodology was prepared to make the structure safe. This work was executed under the authority of the Responsible Authority i.e. the City of Moreland. From the outset the focus was to make the structure safe and only demolish what was necessary to do so. Steel bracing has also been applied. A strategy for salvage was developed by Heritage Victoria and the Responsible Authority and executed accordingly.
21. Internally, the Former Engine House is open-plan other than for some elevated remnant cubicles along the south wall which contain remnants of electrical switchboards and some wiring which has not been in use since the site closed in 1993. The complete equipment supplied power to the Brick Pressing Shed. The floor is earth and the area is empty and unused. Like the Brick Pressing Shed it has no connected services nor is it compliant in any way with any current regulations. The building was generally in a state of disrepair prior to the roof collapsing.
22. In summary, neither building complies with any current building standard or code. Local demolition works to the north of the Brick Pressing Shed have caused significant distress to the structure. As a result of the removal of posts, many of the First floor beams are currently spanning far in excess of the original spans and are exhibiting clear signs of distress such as excessive deformation and splitting of the timber beams. The structure of the Brick Pressing Shed is somewhat vernacular and appears to have undergone alterations and additions at various times as the necessity arose. Both buildings are derelict in parts and are considered to be unsafe and not structurally sound. The *Australian Heritage Database* citation notes the state of disrepair in 1998 of buildings on the site, including the Brick Pressing Shed and Former Engine House.

The buildings on the site are generally in a poor state of repair and in need of maintenance.

23. Other than for the most recent fire in the roof of the Brick Pressing Shed and the collapse of the roof of the Former Engine House, the existing condition of these buildings is not markedly different from the 1998 description, even though various repairs have been undertaken from time-to-time. The kilns have been remediated and partly reconstructed since 1998.
24. To retain the Brick Pressing Shed and the Former Engine House, considerable bracing and strengthening work would be required, a significant portion of the roof of the Brick Pressing Shed and all of the roof and part of the south elevation of the Former Engine House would need to be reconstructed. Reconstruction of the roof of the Former Engine House is problematic as the timber members of two, at least, of the large trusses split on impact and as a consequence they are unrepairable and unusable for their original purpose.
25. In addition contamination has been identified in most of the fabric and in the ground. In order to remediate the contamination under the building(s) it is not possible to retain them in situ nor is it feasible to reconstruct them later to any relevant code.

2.2 Current use of the registered place

26. The Brick Pressing Shed and the Former Engine House, which are the subject of this application, currently have no use and remain empty, other than for some storage of bricks, seven brick pressing machines and associated hoppers, conveyors and other elements of machinery. Given the nature and level of contamination and the nature of the structures and their condition, it is not feasible to adapt them for re-use or to reuse them as is.

27. The Edge Runner (Crushing) Mill is also not used and sits outside under a simple shelter as something of a museum piece.
28. The Kilns and Pottery buildings will not be affected by this application. The upper levels of the kilns have been adapted for residential use and an interpretation area showing the firing process, and the lower level, the former firing chambers, have been retained as they were and with some areas containing storage cages for use by residents. Elsewhere on the site other buildings, including from the former pottery, have also been adapted for residential use. In addition some new buildings have been constructed for residential apartments or town houses and a café has recently been constructed along the Dawson Street frontage as part of the new gatehouse building.

2.3 The proposed works

29. The proposed works are set out on drawings prepared by MGS Architects, which are contained in Architectural Package, Urban Context Report, dated April, 2020.
30. The following section describes proposed works.

Demolition

31. The Brick Pressing Shed and Former Engine House are in extremely poor condition and are not structurally sound. The numerous extensions, alterations and local demolition works over time have caused the current conditions.
32. There are numerous reports of environmental investigations undertaken on the site by different expert consultants and which date 1995 – 2012. These reports have found naphthalene, petroleum and polyaromatic hydrocarbons and other petroleum products and chemicals. These have caused contamination by oil and diesel from machinery and equipment, leaks, storage, waste disposal and now are in the groundwater and fill, in former pits and in underlying natural soil. Full and extensive details are contained in the consultants' reports and summarised in the Section 62A Clean-Up Notice.
33. On 11 September, 2019 Compass Environmental together with the EPA appointed Environmental Auditor inspected the area of the Hoffman site around the Brick Pressing Shed and Former Engine House and the Environmental Auditor advised that the two buildings would have to be demolished in order to undertake environmental investigation and remediation so as to gain the Environmental Auditor's support for a clean-up to the extent practicable (CUTEP) submission and completion of the Section 53X Environmental Audit.¹
34. Consequently, under Section 62A of the *Environmental Protection Act 1970*, the EPA (EPAS) issued a Clean Up Notice on 3 February, 2020.
35. A "Sampling and Analysis Quality Plan", prepared by Compass Environmental, was submitted to the EPA appointed Environmental Auditor on 19 April, 2020. It details previous environmental investigations and outlines a proposed scope of work for further intrusive environmental investigations to support completion of a Section 53X Environmental Audit at the site. Compass Environmental has advised that "It is important to note that based on existing data significant soil and groundwater remediation works will be required across the central and southern portion of the site beneath Buildings 5 and 6 to

¹ Compass Environmental Pty. Ltd. Letter to Todd Mitchell, Environmental Auditor, AECOM. Dated 19 April, 2020. p. 8.

comply with the Notice and relevant EPA Publications, which can only be completed following full demolition works of the current structures.”²

36. Remediation works will entail excavation of soil and fill around and underneath Buildings 5 and 6 and adjacent areas, most likely at least to a depth of 2-6 metres.
37. The site contamination and the compulsory clean-up requirements and the structural condition of Buildings 5 and 6 are the reasons why demolition is required and therefore proposed.

Salvage

38. Elements of the collapsed roof of the Former Engine House have been retained as per the requirements of Heritage Victoria. In addition, as part of demolition, various building and other elements will be salvaged for inclusion in the replacement building and for installation variously on the wider Brickworks site.

Replacement building

39. The proposed replacement building will have seven levels above a two level basement. The roof will contain the top of the lift core and landscaped areas. The interpretation centre, café and co-working spaces will be located along the east side and in the south-west corner variously at Levels Ground to 1. The actual interpretation centre will have a gross floor area of 380m². On Level 2 in the south-east corner, the interpretation area and co-working spaces will be located above part of the same spaces below, and with apartments being located along the west, south and north sides with a similar arrangement on the levels above.
40. The new building has been conceived as having three distinct portions i.e. one emulating the Brick Pressing Shed, one emulating the Former Engine House and the other clearly being an apartment building.
41. Extensive consultations was undertaken with Heritage Victoria as to the reasons for demolition, EPA compliance and then what requirements there might be with regard to a replacement building so as to not lose sight of the role and place that the Brick Pressing Shed in particular, and the Former Engine House, had in the functioning of the Hoffman Brickworks and the manufacture of bricks in Melbourne. This is summarised in a report prepared by MGS Architects dated 11 May, 2020 and entitled “Hoffman Brickworks. Brickpress interpretation centre and apartments. Concept evolution, Heritage Victoria Engagement”.
42. Therefore the starting point for this design of the replacement building was to design a building which would enable retention of a sufficient number of brick pressing machines so as to adequately communicate and demonstrate the actual scale of Hoffman’s production. Six of the seven brick pressing machines are being retained and this number will also demonstrate the variations between the different machines. They will be placed in the same order as they are at present but slightly closer together and four will be inside the new building and two will be outside under shelter. In addition, the southern portion of the internal volume will be a single volume triple-height space which will enable three hoppers and a portion of the conveyor system, which conversely to the machines are all the same, to be retained above three of the machines so as to demonstrate the vertical process from crushed clay to finished bricks ready for firing. A mezzanine will enable closer views of the topmost elements. All areas will be publically accessible and DDA compliant.

² Ibid. p. 45.

43. The footprint of this portion projects to the east at its northern end but this still enables a setback from the Kilns of 7 metres so as to retain a similar spatial setting around them at their west ends.
44. The next driver of the design was to create a literal interpretation of the existing Brick Pressing Shed in terms of shape, bulk, scale and materials. The interpreted Brick Pressing Shed will have a 2 – 3 storey volume with a ridge line at 15 metres and a street wall height of 12 metres. Presently it is a dominant building in Dawson Street and a similar height will maintain the status quo.
45. In terms of detailing and materials, the intention is to create a building which clearly demonstrates and establishes links with the industrial origins and history of the Brickworks site and the antecedents, i.e. the Brick Pressing Shed and Former Engine House, on this particular part of the broader site. In regard to the principal materials chosen i.e. corrugated galvanised steel and orange brick, they reflect the original Hoffman's site palette. Where there is an opportunity, bricks currently stored on site and those recently salvaged from the Former Engine House, will be incorporated in the new built form. Otherwise the colour palette is generally greys and black and includes also precast concrete, fibre cement sheet, metal mesh, aluminium battens and framing. A highlight colour will be associated with the retail area.
46. The replacement building is contemporary in design while consciously evoking the existing Brick Pressing Shed and the Former Engine House. The eastern portion will be clad in corrugated steel and will have a gabled roof wing to the west and a skillion roofed section to the east fronting Dawson Street. It emulates the Brick Pressing Shed. At the lower levels the skin will be cut away so as to provide a glimpse of what is within the building. The east elevation of the corrugated steel section of the building will be mostly glazed at the Ground floor and with some windows above. One bank of window echoes the horizontally-oriented rectangular shape of the existing window openings.
47. The western portion evokes the former Engine House on the corner of Brickworks Drive and Dawson Street. It will be constructed from red brick, more or less as existing, and will have various shapes cut away to enable light, ventilation and balconies to the apartments behind the street wall at Levels Ground to 2.
48. The principal elevation of the apartment portion will address Brickworks Drive where it will be held away from the interpreted heritage brick component which will shape the street corner and return into Dawson Street. Where the apartments are abutting the interpreted heritage component on the south elevation and are visible from Dawson Street, the metal mesh cladding used on parts of the west elevation (Brickworks Drive) will wrap around to lessen the visual impact of the volume of the apartment component together with the setback of the upper levels from Dawson Street.
49. Apart from retaining as much as possible of the history and heritage nature of this portion of the site, the intention is to activate the site and bring the public into the site and the interpretation centre. At the Ground level, the Dawson Street frontage will become a principal entry point to the site. Brick walls and steps together with signage and one brick pressing machine located under cover which will be visible from the public realm, will provide a focal point and an attractor to bring the public in together with the indoor/outdoor café. Presently the Dawson Street frontage provides no access other than along Brickworks Drive and Pottery Court which appear to be for residents only.
50. Once inside the new building, visitors can wander around the brick pressing machines and read the interpretation and look at the supporting exhibits. Views of the Kilns will also be possible from within the interpretation centre through part of the roof and the east

elevation thus enabling a visual and intellectual connection between the pressing of the bricks and the firing of them in the Kilns. Further, where feasible some posts and beams from the existing Brick Pressing Shed and truss elements etc. from the Former Engine House will be incorporated into the new building alongside the necessary new structural elements.

51. The management of the interpretation centre, as indeed all of the heritage components on the site overall, will be by the endorsed Heritage Infrastructure Management Plan while day-to-day physical operations such as opening and closing, cleaning, simple maintenance, surveillance and security etc. will be undertaken by the café operator.

Relocation of the Edge (Crushing) Runner Mill

52. The Edge Runner (Crushing) Mill is located immediately west of the Brick Pressing Shed abutting Brickworks Drive. It was originally in a clay crushing shed (Building 6) which was demolished at some time and now is protected from the weather by a lightweight roof. As part of the redevelopment of the footprint of the Brick Pressing Shed it will need to be relocated. It will be relocated to the north-east corner of the interpretation/workshop area and in between Kilns 2 and 3. It will be outside but will have a lightweight shelter over it for weather protection. This location has some notional link with the clay pits to the north i.e. now Gilpin Park. Any conservation work and any repairs which are necessary will be carried out and interpretative signage installed.

Paving and Infrastructure

53. Any new paving and infrastructure will follow the same idiom, colours and materials as have been used already on the site and will be integrated with the proposed landscaping and building materials palette.

Repairs and Conservation Works

54. No conservation works or repairs and maintenance are required to any building as the replacement building will be new. Where required all elements salvaged from the existing buildings, the retained brick pressing machines and Edge Runner (Crushing) Mill and any artefacts to be re-used, and which are already in storage, will be cleaned and conserved appropriately. Where relevant conservation works or repairs and maintenance will be guided by the Technical leaflets, as appropriate, contained on the Heritage Victoria Website.

Landscaping

55. Part of this phase of works on the site will be to introduce some landscaping in what is presently a rather harsh environment. The intent is not to beautify the site which was formerly a dusty industrial site devoid of vegetation, but rather to introduce a level of amenity and shade for residents and visitors alike along internal pedestrian paths. On the rooftop of the new building will also be garden areas and an urban farm.

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

2.5.1 Victorian Heritage Register

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

What is significant?

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

History Summary

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

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

Description Summary

The original Dawson Street brickworks site of 14.6 hectares (36 acres) has been greatly reduced. It contains two kilns (1888 & 1908) and a chimney from a third kiln (1884); a brick press building (part of which may date from 1884) which contains nine brick presses dating from the 1920s, 1960s and 1970s and an adjacent edge runner mill, and a small remnant section of the original pottery works to the east. The brick press building, situated to the west of the site, has a large iron clad gabled building at its core. Surrounding sections include a gabled brick building to the south west which was probably the former engine house. Two

former Hoffman kilns, with tall brick chimneys, are located to the east of the brick press building and both have been adapted for residential use. The basic forms of these elliptical brick kilns, with battered lower walls, arched wicket openings and hipped iron roofs, have been retained. A third chimney is the only remnant of the first kiln erected in 1884 and this is located to the north west of the other kilns. The area surrounding the kilns is asphalted and an access road has been formed to the east. Further to the east is a small brick paved area; the site of two earlier pottery kilns which were once part of the extensive pottery works. Circular brick paving indicates the position of these kilns and there may be sub-surface remains.

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

How is it significant?

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

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

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

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

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

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

Why is it significant?

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

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

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

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

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

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

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

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

Extent of Registration

NOTICE OF REGISTRATION

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

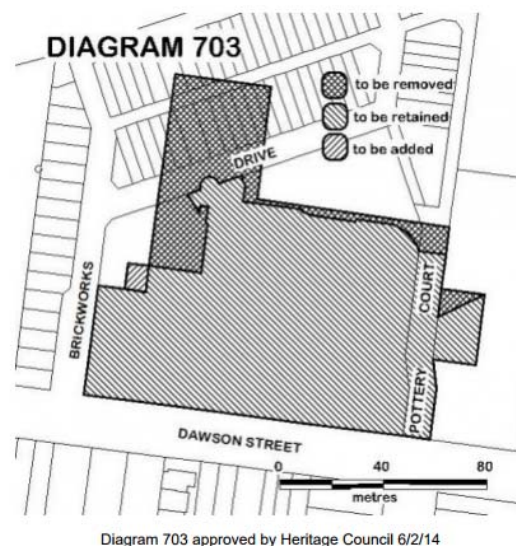
All of the place shown hatched diagonally (but excluding the formerly registered part shown cross hatched) on Diagram 703 held by the Executive Director and encompassing all lots and common property on Plan of Subdivision 631815 and part of the road reserve of Pottery Court.

Dated 13 February 2014

TIM SMITH

Executive Director

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



2.5.2 Permit Exemptions

58. The following are the current permit exemptions:

Permit Exemptions

General Conditions: 1.

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

General Conditions: 2.

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

General Conditions: 3.

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

General Conditions: 4.

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

General Conditions: 5.

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

Specific Permit exemptions

Two Hoffman Kilns (adapted for residential use) .

Internal alterations to the residential units.

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

Maintenance

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

Landscape .

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

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

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

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

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

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

Hard landscape elements

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

Weed and Vermin Control .

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

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

Public Safety and Security .

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

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

Signage

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

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

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

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

2.5.3 Australian Heritage Database

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

60. The citation reads:

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

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

Official Values Not Available

Description

The layout of this site retains much of its early twentieth century (and earlier) form and demonstrates a rare and remarkable continuity of technology, work processes and functional areas. It incorporates the three Hoffman Kilns, the clay processing and brickmaking buildings, including their pressed brickmaking machinery, the gatekeeper's cottage and offices and the warehouses and pottery buildings. There are nine brick presses, including six designed on the Bradley-Craven model, one Austral Otis press and two Anderson machines. The edge runner mill is located in the modern grinding area. The kiln buildings feature battered brick lower walls with arched openings and either brick or corrugated iron walls above. Roofs are corrugated iron. A range of metal clad buildings are also on the site. Towering over the works are three brick chimneys. The alignment of buildings on the eastern side of the site reflects its orientation to the railway siding.

History

The Brunswick area, now an inner suburb but once considered to be to the north of Melbourne proper, has long been an important centre of quarrying and manufacturing industry associated with the building trades. As early as the 1860s it was recognised that the Brunswick district contained some of Victoria's best stone and clay resources in close proximity to Melbourne. In addition to brickmaking the valuable clay deposits of Brunswick enabled the production of all kinds of pottery. In 1870 the Hoffman Patent Brick and Tile Company was established in Albert Street, Brunswick (these works no longer exist). This company, founded by Jenkin Collier, David McKenzie Barry and William Owen, introduced large scale brickmaking to Victoria. Central to this process was the Hoffman Kiln for which the Company had patent rights. This Kiln, developed by Frederick Hoffman in Stettin, Prussia, in 1859, revolutionised the brickmaking process by allowing a continuous process of loading the green bricks as well as being more economical with fuel. The speeding up of the brickmaking process which followed encouraged the mechanisation of the making of green bricks and, as a consequence, the development of the Bradley-

Craven Brick Press and other brickmaking technology and improvements in work processes. The Bradley-Craven principle was employed by the Hoffman Company in 1887 when they accepted a tender by Langland's Foundry to manufacture one in Victoria and a year later purchased another at the Centennial Exhibition. This copying of the Bradley-Craven design by local heavy engineering works would appear to account for the majority of machines which survive. In 1884 the Hoffman Company purchased thirty-six acres on the present site and opened a new yard which boosted employment to over 400 men and production to over forty million bricks a year. The company led the industrialisation of brickmaking in the Colony and perhaps in Australia. The expansion of this firm at this time (both in terms of the new site and the development of a new technology) was directly related to the dramatic growth of Melbourne. Perhaps no other industry underwent such an intensive program of innovation, or participated as fully in the Melbourne land boom. The Depression of the 1890s saw the collapse of the building industry in Melbourne, although the Company had begun to diversify out of an exclusive dependence on brickmaking by the late 1880s with the manufacture of drainage pipes and other domestic items such as urinals and pottery ware. From 1900 the building industry returned to normal and this saw the continued expansion and development of the Dawson Street site. The Melbourne and Metropolitan Board of Works, which was engaged in the construction of Melbourne's sewerage system, was an important source of orders for pipes. In 1907-08 the works were modernised and a further Hoffman Kiln erected. Gradual expansion by the Company appears to have continued after World War One until the Depression of the 1930s which again halted work. After this the Company concentrated on the Dawson Street site following the realisation that the clay hole at No 1 Works at Albert Street had reached its limits. In the post war period the development of the new and cheaper kiln technology saw the emphasis shift away from the Hoffman operation, although the Dawson Street complex still continues making bricks and the general superiority of its process, as far as quality is concerned, remains acknowledged. In 1960 Clifton Holdings took over Hoffmans. The drain pipe division was closed in 1962 and the other pottery works in 1969. A great deal of the Company's land holdings were subdivided and sold. The Dawson Street site contains the last collection of Hoffman Kilns and associated technology operative in the metropolitan area and the most important in the State, possibly the country.

Condition and Integrity

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

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

Location

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

(Building 24), former Works Manager's Office (Building 25) and former tramway alignment running between Buildings 16, 17, 18 and 19.

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National Trust Of Australia (Victoria) Fn 5546.

Victorian Department Of Planning And Development File.

2.5.4 National Trust of Australia (Victoria)

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



11/31 R5546 Fmr Hoffman Brickworks

62. The citation reads:

Location

72 - 106 Dawson Street, BRUNSWICK, MORELAND CITY

File Number

B5546

Level

State

Statement of Significance

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

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

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

Classified: 22/08/1988

Group

Manufacturing and Processing

Category

Kiln Brick/ brickworks

2.5.5 Heritage Overlay

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

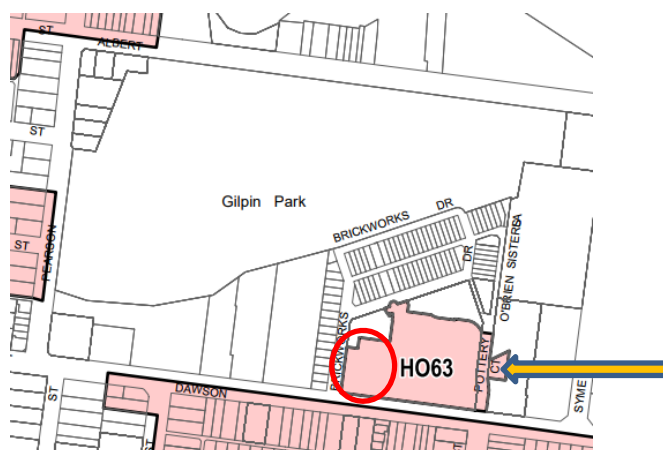


Figure 3 The Heritage Overlay Map. The affected area is approximated.

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

2.5 What physical and/or visual impacts will result from the proposed works? i.e. what will be the affect on the cultural heritage significance of the place (relates to s.73(1)(a) of the Heritage Act)

66. The physical and visual impacts will be quite major in that the Brick Pressing Shed and Former Engine House will be demolished. The Brick Pressing Shed in particular is a local landmark, together with the Kiln chimneys, in the Dawson Street streetscape. It is the highest and bulkiest building in the immediate vicinity and is evocative of the industrial history of the site. The Former Engine Shed has a visual, albeit lesser, presence in the Dawson Street streetscape.

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

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

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

68. The relevant Section of the *Heritage Act 2017* is Section 101 viz.:

(2) In determining whether to approve an application for a permit, the Executive Director must consider the following—

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

(b) the extent to which the application, if refused, would affect the reasonable or economic use of the registered place or registered object;

(c) any submissions made under section 95 or 100;

(d) if the applicant is a public authority, the extent to which the application, if refused, would unreasonably detrimentally affect the ability of the public authority to perform a statutory duty specified in the application; Part 5—Permits Heritage Act 2017 No. of 2017 86

(e) if the application relates to a listed place or to a registered place or registered object in a World Heritage Environs Area, the extent to which the application, if approved, would affect—

(i) the world heritage values of the listed place; or

(ii) any relevant Approved World Heritage Strategy Plan;

f) any matters relating to the protection and conservation of the registered place or registered object that the Executive Director considers relevant.

69. It is not practicably possible or safe to retain the existing structure(s) in situ whilst undertaking removal of a significant depth of contaminated soil across the relevant part of the Hoffmans site. The only reasons why demolition is proposed now is because of the Section 62(a) Clean-up Notice issued by the EPA and the direction of the EPA appointed Environmental Auditor.
70. Originally it was intended to retain the Brick Pressing Shed and Former Engine House, to retain the existing machinery mostly in situ but to relocate one machine to outside the Brick Pressing Shed at the north end. It was also intended to relocate the Edge Runner (Crushing) Mill to a similar location nearby which is generally as is proposed now. Other than for demolition, what is proposed now is not significantly different from the original proposal in terms of retention of machinery. However, that intent had never been informed by any environmental investigation or report such as is required n by legislation, nor had an appropriate structural assessment been made. Since then i.e. 2008, legislation has changed and at this point in time the existing structures do not comply with any current building code nor any OH&S requirement and a significant extent of contamination has been discovered which must be remediated.
71. It is not feasible to dismantle the building(s), certainly not the Former Engine House portion, and to reconstruct them as they exist and any reconstruction would require the introduction of much new material, most likely for contamination and certainly structural reasons, which would unacceptably diminish the authenticity of the structures.
72. The design development has been informed by consultation with Heritage Victoria. By way of mitigation, the replacement building is specifically and deliberately a literal interpretation of the Brick Pressing Shed, in particular, and expresses additional elements in a contemporary manner. Further, there is a significant purpose for and requirement of the replacement building to provide a good interpretation centre for the Brickworks site. In it the retained machinery will demonstrate the scale of the brick-making operations on the site.
73. The original proposal included commercial, retail and strata office tenancies to the east and west of the retained machinery over four levels plus a lower Ground floor abutting Brickworks Drive. There was no provision to attract visitors in to the site from Dawson Street, and there was no signage, markers or announcement of the Brickworks site. This has been rectified and enlivened by the present proposal. Since the original proposal, market forces have changed and it is proposed now to include apartments and a café and community spaces instead of offices and in a layout which gives greater access to, and visibility of, the interpretation centre from the public realm and more of a reason to visit the site. It also provides important visual links from inside the replacement building with the Kilns which was not part of the previous scheme.

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

74. Refer to 2.4 and 2.8 above. There are no alternative options to demolition to facilitate the clean-up according to the EPA who have issued a Section 62A Clean-Up Notice with which compliance is mandatory.
75. However, the alternative which is proposed, and which is feasible, is the construction of a replacement building for the Brick Pressing Shed and the Former Engine House, the

retention of six of the existing seven brick pressing machines and installation of salvaged building fabric, interpretative materials according to the endorsed Interpretation Plan, and as might be revised, and other artefacts to be exhibited.

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

76. Management of the detrimental impacts as a consequence of demolition have been the driver of the design development of the replacement building which has been the outcome of considerable consultation with Heritage Victoria. The replacement building is a literal interpretation of the Brick Pressing Shed in particular, and a looser interpretation of the Former Engine House. The retention of six of the brick pressing machines, three of the hoppers and a section of the overhead conveyor demonstrates the nature and scale of production of bricks at Hoffmans.

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

77. The Former Hoffman Brickworks is covered by a Heritage Overlay (HO 63) in the Moreland Planning Scheme and is therefore subject to, *inter alia*, Clause 15 .Built Environment and Heritage, the Heritage Policy at Clause 22.06 and the Heritage Overlay at Clause 43.01.

2.11.1.State Planning Policy Framework

2.2 State Planning Policy Framework

2.2.1 Clause 15 Built Environment and Heritage

78. Clause 15 Built Environment and Heritage states that, *viz*

Planning is to recognise the role of urban design, building design, heritage and energy and resource efficiency in delivering liveable and sustainable cities, towns and neighbourhoods.

Planning should ensure all land use and development appropriately responds to its surrounding landscape and character, valued built form and cultural context.

Planning should protect places and sites with significant heritage, architectural, aesthetic, scientific and cultural value.

Planning must support the establishment and maintenance of communities by delivering functional, accessible, safe and diverse physical and social environments, through the appropriate location of use and development and through high quality buildings and urban design.

Planning should promote development that is environmentally sustainable and should minimise detrimental impacts on the built and natural environment.

Planning should promote excellence in the built environment and create places that:

- Are enjoyable, engaging and comfortable to be in.
- Accommodate people of all abilities, ages and cultures.

- Contribute positively to local character and sense of place.
- Reflect the particular characteristics and cultural identity of the community.
- Enhance the function, amenity and safety of the public realm.

79. Under **Heritage Conservation** (Cl. 15.03-1S) the **Objective** is:

To ensure the conservation of places of heritage significance.

80. The **Strategies** which follow are:

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

Provide for the protection of natural heritage sites and man-made resources. P

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

Encourage appropriate development that respects places with identified heritage values.

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

Encourage the conservation and restoration of contributory elements of a heritage place.

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

Support adaptive reuse of heritage buildings where their use has become redundant.

Consider whether it is appropriate to require the restoration or reconstruction of a heritage building in a Heritage Overlay that has been unlawfully or unintentionally demolished in order to retain or interpret the cultural heritage significance of the building, streetscape or area.

Policy guidelines

Consider as relevant:

- The findings and recommendations of the Victorian Heritage Council.
- The Burra Charter: The Australia ICOMOS Charter for Places of Cultural Significance, 2013.

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

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

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

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

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

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

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

Statement of significance

It is policy to:

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

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

It is policy to:

- Encourage retention of contributory or significant heritage fabric required to maintain the original streetscape appearance.
- Discourage total demolition of a contributory or significant heritage place unless it can be demonstrated that:
 - The building is structurally unsound and that the contributory or significant heritage fabric has deteriorated beyond reasonable repair and would require reconstruction of the whole; and
 - Any proposed replacement building makes a positive contribution to the heritage significance of the heritage place.
- Not accept poor condition or low integrity of a heritage place as sufficient justification for total demolition.
- Support the demolition of non-contributory buildings in a heritage precinct, subject to the provision of a replacement building.
- Support partial demolition of a heritage place, if:
 - The fabric proposed to be removed does not contribute to the heritage significance of the place; and/or
 - The removal will enhance the significance of the place or facilitate conservation outcomes in accordance with the provisions of this policy; and/or
 - The extent of demolition will not result in facadism.

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

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

It is policy to:

General

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

New buildings

- Encourage new buildings to be set back the same distance (or an average) from the front boundary as existing adjacent or nearby contributory or significant buildings.
- Encourage new buildings to adopt side setbacks that reflect the side setbacks of adjoining or nearby contributory or significant buildings, where these setbacks are an important feature of the heritage place.
- Encourage new buildings to adopt a facade height that is consistent with adjoining or nearby contributory or significant buildings.

Ancillary services and equipment (Cl. 22.06-3.8)

It is policy to:

- Ensure that ancillary services and equipment (such as satellite dishes, aerials, shade canopies, or similar structures) are concealed and do not detract from the heritage significance of the heritage place.
- Encourage ancillary site services that support the sustainability of heritage fabric and reduce the operational environmental impact of the existing

building (such as solar panels, water tanks, solar hot water systems, etc.)
To be sensitively integrated into the design of the heritage place. These
services may be visible, if there is no reasonable alternative location.

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

It is policy to:

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

Adaptive re-use of heritage places (Cl. 22.06-3.11)

It is policy to:

- Consider a prohibited use only in those instances when it can be demonstrated that there are no viable alternatives.
- Encourage the retention of as much contributory or significant fabric as possible where a change of use requires alterations to the heritage fabric.
- Ensure that conservation of the heritage place occurs concurrently or in advance of any new buildings and works being carried out.
- Require that an application to use a heritage place for a use otherwise prohibited under the zone be accompanied by a written submission prepared by a suitably qualified person to the satisfaction of the responsible authority that includes:
 - Evidence as to how the change of use will ensure conservation of the heritage place;
 - Evidence that other options for prohibited or non-prohibited uses have been examined;
 - A conservation management plan.An application to use a heritage place for a use otherwise prohibited under the zone can only be considered, if the schedule to the heritage overlay identifies the heritage place as one where prohibited uses may be permitted.

Industrial heritage places (Cl. 22.06-3.12)

It is policy to:

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

Application requirements (Cl. 22.06-4)

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

An application for total demolition of a non-contributory, contributory or individually significant heritage place should be accompanied by an application for a new replacement development to the satisfaction of the responsible authority.

In addition to the above requirement, an application for total demolition of a contributory or individually significant heritage place must be accompanied by the following information to the satisfaction of the responsible authority:

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

85. In summary, without re-stating the reasons why demolition is proposed, and noting that the Heritage Policy does not countenance contamination and remediation/clean-up, it is considered that demolition is consistent with the provisions of the Heritage Policy.
86. In relation to the replacement building, the Heritage Overlay is site specific.
87. The north side of Dawson Street, approximately between Pearson Street and the railway line is occupied mostly by reasonably bulky and non-descript industrial buildings and only two buildings are covered by a Heritage Overlay i.e. HO 246 part of the former Lattner Hat Factory, No. 20 Dawson Street, Brunswick and HO 469, the Former W Rawleigh and Co., factory and warehouse, No. 60 Dawson Street, Brunswick, which is covered by an Interim control which expires on 30 June, 2020.
88. The south side opposite the Brickworks is mostly residential and is partly covered by a Heritage Overlay i.e. HO 30 the Brickworks Housing Precinct, Brunswick. East of it, and at some considerable distance from the Brickworks site, is the Former Brunswick Technical School at No. 49 Dawson Street, Brunswick. In this context there is little, if anything, that any new building should relate to in terms of setbacks, viewlines, façade height, colours and materials. However, the replacement building references the existing building(s) and is a literal interpretation of it and thus is quite deliberately respectful of “the existing scale, massing, form and siting of contributory or significant elements”. The front portion of the replacement building is of a similar height and scale to the existing Brick Pressing Shed and Former Engine House, and therefore it will not dominate the heritage place i.e. the Hoffman site any more than the existing building does. The replacement building quite carefully references the form, bulk, scale, colours and materials of the exiting building and interprets them but does not copy them. The new building takes on board the requirement to demonstrate the scale of production on the Hoffman site, the nature of the Brick Pressing Shed and Former Engine House, the need for interpretation. It also takes the opportunity to announce the Brickworks site to the public realm and to attract the public into the site whether they be visitors to the café and interpretation centre or residents. It will open up part of the site to Dawson Street which is not the case presently and it will make a positive contribution to the heritage place by way of the new building itself and the facilities included within it.
89. By working within heritage principles and practice there is a high degree of compliance with the Moreland Heritage Policy.

2.11.3 Heritage Overlay (Clause 43.01)

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

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

91. While the demolition of the Brick Pressing Shed and Former Engine House will diminish the authenticity of the site to a large degree, it will not result in an adverse effect overall as the brickworks site is not comprised solely of this building(s). If anything the Kilns are the visual icons. By way of mitigation, the creation of an interpretation centre and the inclusion of enough of the machinery, in addition to other artefacts and documents, will still enable a clear demonstration of the processes of making bricks and also the pottery. In addition, more of the history of the site, including the Kilns, Pottery and social history, will be able to be displayed thus making any visit a richer experience. The location, bulk, form and appearance of the replacement building will also not adversely affect the significance of the heritage place. The proposal is acceptable in the heritage context.

2.11 Conclusion

92. On 11 September, 2019 Compass Environmental together with the EPA appointed Environmental Auditor inspected the area of the Hoffman site around the Brick Pressing Shed and Former Engine House and the Environmental Auditor advised that the two buildings would have to be demolished in order to undertake environmental investigation and remediation so as to gain the Environmental Auditor's support for a clean-up to the extent practicable (CUTEP) submission and completion of the Section 53X Environmental Audit. Consequently, under Section 62A of the *Environmental Protection Act 1970*, the EPA (EPAS) issued a Clean Up Notice on 3 February, 2020. Compliance with this Notice is mandatory.
93. The Brick Pressing Shed and Former Engine House were in an extremely poor condition before the roof fire and roof collapse and are not structurally sound. The numerous extensions, alterations and local demolition works carried out over time have caused the current conditions which preclude their retention in situ while soil etc. under the building(s) is excavated and removed.
94. In developing a design for a replacement building, extensive consultation with Heritage Victoria was undertaken. In this it is important to not lose sight of the role and place that the Brick Pressing Shed in particular, and the Former Engine House, had in the functioning of the Hoffman Brickworks and the manufacture of bricks in Melbourne and the scale of the Hoffman operation. Therefore the design intent was to create a literal interpretation of the existing Brick Pressing Shed in terms of shape, bulk, scale and materials.

95. The new building has been conceived as having three distinct portions i.e. one emulating the Brick Pressing Shed, one emulating the Former Engine House and the other clearly being an apartment building. The design also has enabled retention of a sufficient number of brick pressing machines so as to adequately communicate and demonstrate the actual scale of Hoffman's production. Six of the seven brick pressing machines are being retained and this number will also demonstrate the variations between the different machines. In addition a single volume triple-height space will enable three hoppers and a portion of the conveyor system, to also be retained so as to demonstrate the vertical process from crushed clay to finished bricks ready for firing.
96. Importantly, the treatment along Dawson Street will announce the existence of the Brickworks and encourage visitors into the site which does not happen presently. The transparency of the Ground level of the replacement building will enable visitors to see, and wander amongst, the brick pressing machines while also making a visual connection to the Kiln chimneys. More of the story of the Brickworks will be told in the interpretation centre. The provision of a café and community spaces will be additional attractors for visitation as will community working spaces.
97. The need to demolish the existing buildings is a direct consequence of the Section 62 (a) Clean-up Notice. In response, the heritage significance of the site has been a prime driver for the replacement building which will encapsulate the history and artefacts associated with the site in its form and fabric and its contents and in accord with the principles of the *Burra Charter*. The proposal is entirely supportable from a heritage perspective.

Appendix A: Complete Place Report from the Victorian Heritage Database

Victorian Heritage Database Report

Report generated 17/10/17



Former Hoffman
Brickworks
Former Hoffman
Brickworks Sohe
2008



Excavation 15-
18Aug11, 1.jpg



former hoffman
brickworks
dawson street
brunswick front
view



former hoffman
brickworks
dawson street
brunswick side
view & chimney



former hoffman
brickworks
dawson street
brunswick
storage entrance



former hoffman
brickworks
dawson street
brunswick vaulted
cellar



Excavation 15-
18Aug11, 1.jpg



Excavation
images 15-
18Aug11.jpg

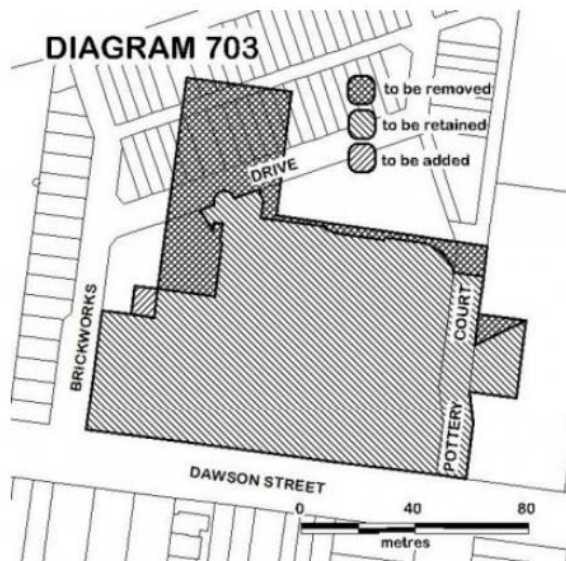


Diagram 703 approved by Heritage Council 6/2/14

Location

72-106 DAWSON STREET BRUNSWICK, Moreland City

Municipality

MORELAND CITY

Level of significance

Registered

Victorian Heritage Register (VHR) Number

H0703

Heritage Overlay Numbers

HO63

VHR Registration

September 20, 1989

Amendment to Registration

February 13, 2014

Heritage Listing

Victorian Heritage Register

Statement of Significance

Last updated on - February 27, 2014

What is significant?

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

History Summary

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

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

Description Summary

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

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

How is it significant?

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

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

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

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

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

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

Why is it significant?

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

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

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

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

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

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

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

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

Permit Exemptions

General Conditions: 1.

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

General Conditions: 2.

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

General Conditions: 3.

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

General Conditions: 4.

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

General Conditions: 5.

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

Specific Permit exemptions

Two Hoffman Kilns (adapted for residential use) . I

Internal alterations to the residential units. .

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

Maintenance .

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

Landscape .

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

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

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

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

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

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

Hard landscape elements .

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

Weed and Vermin Control .

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

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

Public Safety and Security .

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

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

Signage .

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

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

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

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

Theme

4. Transforming and managing the land

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

History

HISTORY (February 2014)

Contextual History

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

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

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

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

History of Place

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

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

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

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

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

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

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

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

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

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

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

KEY REFERENCES

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

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

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

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

MMBW Detail Plan, 60' to 1", 1894

Assessment Against Criteria

Criterion February 2014

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

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

Extent of Registration

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

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

Dated 13 February 2014

TIM SMITH

Executive Director [

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

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

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

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



History & description

The Hoffman Patent Brick and Tile Company was formed in 1870 by Jenkin Collier, David McKenzie Barry and William Owen. Their aim was to introduce the principles of industrialisation to brickmaking, replacing the small-scale operations with new, mass-production technology in terms of brick presses and the introduction of a new kiln type². By 1900 these continuous brickmaking processes had taken over completely from the small-scale brickworks, many of which failed during the 1890s depression.

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

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

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

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

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

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

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

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

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

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

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

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

Comparison

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

Significance

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

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

Sources

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- Elphinstone, R. City Brick Works (Hawthorn): Historic site assessment, Wilson Sayer Pty Ltd, 1982.
- Elphinstone, R 'Brickworks and potteries' Fusion No.1 Dec.1985, pp.4-5
- Barnes, Les It happened in Brunswick, Brunswick Community History Group, 1987.

Brunswick Community History Group Phillipstown History Walk,
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Brunswick, BCHG, 1987.

National Trust of Australia (Victoria), Submission to the
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and Pottery Works, July 1988.

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

52

AREA 20: BRICKWORKS & BARRY STREET HERITAGE AREA

LOCATION: Maps 14, 20 & 21

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

ZONING:

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

DESCRIPTION:

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

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

HISTORY:

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

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

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

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

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

SIGNIFICANCE:

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

CONSERVATION OBJECTIVES:

The objectives of planning in this Heritage Area are to:

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

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

SCHEDULE: Level 1 and 2 places

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

SOURCES:

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

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

Brunswick City Council Rate books.

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

Sands & McDougall Directory of Victoria, various dates.

