
UNITED FRIENDLY SOCIETIES DISPENSARY (FORMER)



United Friendly Societies Dispensary (former) - 307 Victoria Street, Brunswick

Location

307 VICTORIA STREET,, BRUNSWICK VIC 3056 - Property No 89270

Municipality

MERRI-BEK CITY

Level of significance

Included in Heritage Overlay

Heritage Overlay Numbers

HO378

Heritage Listing

Statement of Significance

Last updated on - January 1, 2008

What is Significant?

The former United Friendly Society Dispensary, 307 Victoria Street, Brunswick.

How is it Significant?

The former United Friendly Society Dispensary at 307 Victoria Street, Brunswick, is of local historical and architectural significance to the City of Moreland.

Why is it Significant?

The former United Friendly Society Dispensary is of local historical significance for its association with the co-operative system of pharmaceutical supply to members of friendly societies, which developed in the late nineteenth century and flourished until well into the twentieth century. The Brunswick UFS Dispensary established a presence in Victoria Street from 1884; the present building, erected in 1903, demonstrates expansion of facilities in the early twentieth century, and the general expansion of commercial activity along Victoria Street at that time. (AHC Criterion A.4 & B.2)

Aesthetically, it is a fine example of a large commercial building in the Federation Free style, distinguished by Art Nouveau detailing such as tulip mouldings. Occupying a prominent corner site, it remains as a distinctive element in the commercial streetscape. (AHC Criterion E.1)

Heritage Study/Consultant	Moreland - Moreland City Council: Local Heritage Places Review, Context Pty Ltd, 2004; Moreland - City of Moreland Heritage Review, Allen Lovell and Associates, 1999;
Construction dates	1903,
Other Names	Coburg & Brunswick UFS Dispensary,
Hermes Number	58968
Property Number	

Physical Description 1

The building at 307 Victoria Street is a prominent two storey brick commercial premises, in Federation Free Style, on a corner allotment. The corrugated galvanised steel roof form is contained behind a perforated parapet which is crowned by a decorative pediment with Art Nouveau tulip motif mouldings, which are also repeated in spandrel panels on the front facade below the upper windows. The Victoria Street facade is symmetrical and rendered below the string course moulding but the upper storey and side wall was originally tuck-pointed face brickwork. The entire building is now painted. Slightly tapered, shallow pilasters flank the symmetrical facade and terminate in orbs at the parapet level.

Fenestration generally has arched heads with timber-framed double-hung sash windows and some windows are paired. Flanking the entry at ground floor level are two larger, arched shopfront windows with three lights above the transom. These windows have wrought iron grilles and modern awnings. A large six-panel front door opens to a slate-floored entry, where a pair of half-glazed double doors with Art Nouveau motif leadlight highlights lead

into the main foyer of the building. Tessellated tiles cover the porch.

A large red brick modern warehouse has been constructed to the rear directly behind the main building.

Key Architectural Elements:

Double-storey tuck-pointed and rendered brick building

Strong Federation Free Style and Art Nouveau detail

Symmetrical facade with circular arched openings

Conservation Guidelines:

Reinstate unpainted and tuckpointed finish to brickwork

Comparative Examples:

Coburg UFS Dispensary, 559 Sydney Road, Coburg

West Brunswick UFS Dispensary, 228 Melville Road, West Brunswick

East Brunswick UFS Dispensary, 469 Lygon Street, East Brunswick

East Brunswick UFS Dispensary, 1 Nicholson Street, East Brunswick

This place/object may be included in the Victorian Heritage Register pursuant to the Heritage Act 2017. Check the Victorian Heritage Database, selecting 'Heritage Victoria' as the place source.

For further details about Heritage Overlay places, contact the relevant local council or go to Planning Schemes Online <http://planningschemes.dpcd.vic.gov.au/>