
Sunshine Advocate office



2021a - Brimbank City Council Post-contact Cultural Heritage Study 1998



2021b - Brimbank City Council Post-contact Cultural Heritage Study 1998



HO51 13 Sun Cres.JPG



Site 040 - Sunshine Advocate offices.jpg

Location

13 Sun Crescent, SUNSHINE VIC 3020 - Property No 40

Municipality

BRIMBANK CITY

Level of significance

Incl in HO area contributory

Heritage Overlay Numbers

HO051

Heritage Listing

Brimbank City

Statement of Significance

Last updated on - March 1, 1998

Individual place statement of significance::

This building is historically significant as the headquarters, for thirteen years, of the Sunshine Advocate, the first local newspaper to be produced in the Sunshine-Keilor area. Edited by C.G. Carlton, the newspaper played an important role in recording events in the growing town and in building up a sense of Sunshine's identity.

Precinct statement of significance::

This Sunshine commercial precinct is of local historical and social significance as a part of a suburb created by Australia's leading industrialist, which set a milestone in the development of the industrial suburb under the influence of the Garden City movement. Sunshine became a yardstick for planning and housing reformers, with H.V. McKay being regarded as an expert on planned industrial housing. The McKay estate is of historical significance as it marks a crucial phase in the development of Sunshine, reflecting a period when McKay encouraged or directly provided services to the resident work force, such as recreation and retail facilities, in order to develop a stable local economy.

The precinct is of architectural significance in representing the prevailing interwar style of relatively unadorned parapeted single story shop fronts. The precinct includes community, civic and commercial premises. While the building stock provides a representative sample of generally typical small shops of the period, Sunshine does contain some more elaborate designs (such as the Derrimut Hotel), some of which can be ascribed to J Raymond Robinson, who fulfilled the role of company architect for the McKay Sunshine Harvester Works.

Characterised generally by low flat corrugated iron clad roofs cantilevered verandahs, the buildings are also set on typical narrow frontage allotments, with small rear yards (now generally redeveloped for storage or parking). The provision of commercial allotments close to the station was consistent with the garden suburb character that was intended in the original town planning designs, and perpetuated in the perceptions of Sunshine's character. In the early 20th century Sunshine's generous suburban estates were atypical of working class housing of the period.

Heritage Study/Consultant	Brimbank - Brimbank City Council Post-contact Cultural Heritage Study, G. Vines, 2000;
Construction dates	1926,
Hermes Number	106355
Property Number	

Physical Description 1

Description

Single-storied building comprising three shops. The central shop was formerly the office of the Sunshine Advocate, 1926-39, at the front of No. 13, now a hairdresser's, with a beauty parlour at No. 11, and a chiropractor at No. 15. The printing works of the Sunshine Advocate were at 11-15 Sun Crescent, at the rear.

Physical Conditions

Condition/integrity

Good

Historical Australian Themes

3 Developing local, regional and national economies

3.20 Informing Australians

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/>