

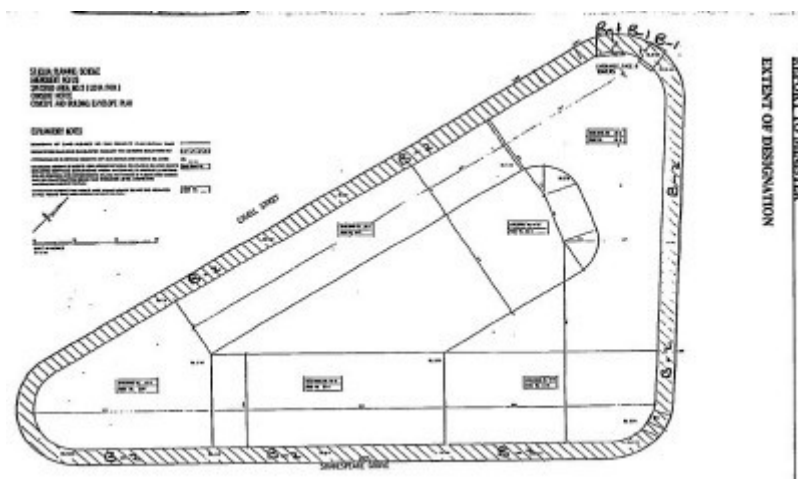
LUNA PARK



LUNA PARK SOHE 2008



1 luna park h938 entrance
april 2000



h00938 plan h0938

Location

18 CAVELL STREET ST KILDA, PORT PHILLIP CITY

Municipality

PORT PHILLIP CITY

Level of significance

Registered

Victorian Heritage Register (VHR) Number

H0938

Heritage Overlay Numbers

HO76

HO454

VHR Registration

August 20, 1982

Amendment to Registration

September 23, 1992

Heritage Listing

Victorian Heritage Register

Statement of Significance

Last updated on - March 28, 2000

Luna Park, built in 1912, is unique as an extant operating example of a fun park constructed in the early era of this form of entertainment in Australia and being in continual use to the present day.

* It has importance as a symbol of popular culture in Victoria signified by the appearance of the entrance face and towers and the scenic railway skyline as a landmark beside the bay at St Kilda. These structures have significance as dating from the time of the park's construction and "amusement park" design and decoration from this period.

* The carousel is important as a large and complex model, with 60 horses in 4 rows, built by the highly regarded American firm, the Philadelphia Toboggan Co. in 1913. It was installed at Luna Park in 1923. It is of significance as the only example of the work of this important firm outside of the USA.

Permit Exemptions

General Exemptions:

General exemptions apply to all places and objects included in the Victorian Heritage Register (VHR). General exemptions have been designed to allow everyday activities, maintenance and changes to your property, which don't harm its cultural heritage significance, to proceed without the need to obtain approvals under the Heritage Act 2017.

Places of worship: In some circumstances, you can alter a place of worship to accommodate religious practices without a permit, but you must **notify** the Executive Director of Heritage Victoria before you start the works or activities at least 20 business days before the works or activities are to commence.

Subdivision/consolidation: Permit exemptions exist for some subdivisions and consolidations. If the subdivision or consolidation is in accordance with a planning permit granted under Part 4 of the *Planning and Environment Act 1987* and the application for the planning permit was referred to the Executive Director of Heritage Victoria as a determining referral authority, a permit is not required.

Specific exemptions may also apply to your registered place or object. If applicable, these are listed below.

Specific exemptions are tailored to the conservation and management needs of an individual registered place or object and set out works and activities that are exempt from the requirements of a permit. Specific exemptions prevail if they conflict with general exemptions.

Find out more about heritage permit exemptions [here](#).

| | |
|-------------------------|-------------------|
| Construction dates | 1912, |
| Architect/Designer | Eslick, TH, |
| Heritage Act Categories | Registered place, |
| Hermes Number | 1102 |
| Property Number | |

History

Luna Park, Lower Esplanade, St. Kilda, was established in 1912 and the constructing engineer was T.H. Eslick. The site chosen by the Greater J.D. Williams Company and the Phillips brothers from America, had been occupied by Dreamland, an entertainment centre established in 1906. When Williams returned to America in 1913, the three Phillips brothers remained to run Luna Park for forty years. The original park was to include such facilities as a moving picture theatre, refreshment rooms, a skating rink, roof garden and motor show and since then new attractions have been added each season such as the Big Dipper and the Whip in 1923. After attracting large crowds in its first years, Luna Park was closed during the first World War and did not re-open until 1923 largely due to lack of materials for further construction work.

During the late 1970s and throughout the 1980s, Luna Park experienced a significant decline in patronage. Fires, vandalism and the tightening of regulations forced the removal of many of the older rides. When a passenger was killed on the Scenic Railway in 1980, the park's popularity declined still further. Most recently, Luna Park has undergone major reconstruction and restoration works.

THE CAROUSEL

Purchased by Luna Park in 1924, the carousel was built by the Philadelphia Toboggan Co. in 1901-2, and is the only example of their work to survive outside North America. Before being transported to Australia, the carousel was displayed at the International Exposition in Brussels in 1904. It is a large model, having sixty horses, four abreast, and it is an early construction as it occupies thirtieth place on the company's list.

SOURCE: Coservation Study

Extent of Registration

AMENDMENT OF REGISTER OF HISTORIC BUILDINGS

Historic Building No. 938.

Luna Park, Cavell Street, St Kilda

(To the extent of-

1. The Entrance Face and Towers (B-1), Scenic Railway (B-2) as shown marked on Plan 6049625(B), endorsed by the Chairperson, Historic Buildings Council and held by the Director, Historic Buildings Council;
2. All of that land beneath the Entrance Face and Towers, and the Scenic Railway, which forms the footprint of those structures, contained in Crown Lease Certificate of Title Volume 1204 Folio 109, shown on Plan 6059625(A), endorsed by the Chairperson, Historic Buildings Council and held by the Director, Historic Buildings Council; and
3. The Carousel and its shelter as a moveable item which must be located on the Luna Park site.)

[Victoria Government Gazette No. G37 23 September 1992 pp.2820-2821]

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/>