
W.T. RAWLEIGH & CO. (FORMER)



60 Dawson St Brunswick



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Location

60 DAWSON STREET,, BRUNSWICK VIC 3056 - Property No 5653

Municipality

MERRI-BEK CITY

Level of significance

Recommended for Heritage Overlay

Heritage Overlay Numbers

HO469

Heritage Listing

Merri-bek City

Statement of Significance

Last updated on - July 21, 2003

What is significant?

The former W.T. Rawleigh warehouse, front fence and factory at 60 Dawson Street, Brunswick is significant. The iron palisade which has been added to the fence is not significant, nor are the modern gates.

How is it significant?

The warehouse, fence and factory 60 Dawson Street, Brunswick, is of local historical, representative and aesthetic significance to the City of Moreland.

Why is it significant?

The former W.T. Rawleigh factory and warehouse at 60 Dawson Street, Brunswick, is historically significant as part of the strong growth in industry and manufacturing in Moreland during the interwar period. Brunswick and Coburg were key areas in Moreland where industry was located. The site is historically significant as the greatly expanded place where the Australian subsidiary of the American company W.T. Rawleigh & Co. manufactured household products, medicines, remedies, food additives, cleaning products and toiletries for distribution through the novel method of door to door sales representatives. (Criterion A)

The former factory building at 60 Dawson Street, Brunswick, is significant as a representative example of an industrial building in the Moderne style, and is demonstrative of the Interwar industrial development in Moreland. The Moderne style was especially suited for the new building typology of 'modern' factories and expressed progress and economic advancement. Many manufacturing companies adapted this style for their own use, though many sites now converted to other uses or redeveloped entirely. 60 Dawson Street is an unusually large and externally intact example that compares favourably with the Hutchinson's flour mill of 1939-40 at 1-7 Marlborough Street Glenroy (HO310). 60 Dawson Street is significant as an example of the commercial work of celebrated and prolific architect Marcus Barlow (1890-1954) whose commercial work spanned the 1920s-1940s. (Criterion A & D)

The former factory building at 60 Dawson Street, Brunswick, is aesthetically significant for its simplified Moderne styling consisting of plain red brick walls with horizontal bands of render (some of which have been clad with metal). The factory and warehouse is a landmark in the local area with its five-storey height and large scale. Other features that are part of its aesthetic importance are the steel framed industrial windows and the vertical brick features to the entrances. The large extension to the rear is not significant. The front fence appears to be contemporary with the building and is significant to the extent of the brick component, but not the metal palisades. Alterations including the painting to the ground floor and signage panels that conceal original signage are not significant. (Criterion E)

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| Heritage Study/Consultant | Moreland - Moreland Heritage Gaps Study 2017, Context Pty Ltd, 2017; Moreland - Northern Suburbs Factory Study, Vines, G and M, Churchward, 1992; Moreland - Moreland City Council: Local Heritage Places Review, Context Pty Ltd, 2004; |
| Construction dates | 1935, |
| Architect/Designer | Barlow, Marcus, |
| Other Names | Key Storage, |
| Hermes Number | 59199 |
| Property Number | |

Physical Description 1

A five storey brick building with concrete reinforcing bands above and below the steel-paned windows. A vertical motive extends above the entrance door through all floors of the building while a rendered panel at the roof line provides space for the company name in large raised letters. A goods entrance on the east side is surmounted by a triptych of narrow windows and vertical lines running up to a log on the rendered band. A brick front fence is complementary to the severe lines of the building.

Context: One of several large industrial complexes in Dawson St. including Lattner's Hat Factory, the Hoffman Brickworks and Miller's Ropeworks.

Condition and Integrity: Mostly intact exterior but internal fittings have been stripped and the building has a derelict appearance.

Comparative analysis: Typical in design to a number of large brick buildings of the 1920s and 1930s that use reinforced bands of concrete at each floor in anticipation of the reinforced concrete floors built in later years. This system was promoted by Australian Reinforced Concrete and used in Darling's flour mill, Albion, Kimpton's No. 3 mill Kensington and several wool stores of the period.

Physical Conditions

Good

Integrity

Minor Modifications

Physical Description 2

The industrial building, formerly a warehouse for W.T. Rawleigh and Company at 60 Dawson Street, Brunswick, occupies a large site that stretches between Phoenix Street and Dawson Street. The current building comprises two parts both of five stories high, with the building fronting Dawson Street being the earlier construction. The former Rawleigh and Co. warehouse comprises a five-storey red brick and banded render building with steel framed industrial windows.

The stairwell entrance is highlighted on the exterior through the vertical brick decorative feature that extends throughout the whole five floors. A second entry and stair is located on the side elevation and a large cantilevered porch provides weather protection to the doorway. There is a variation in the rhythm of the industrial windows at this point and the vertical brick feature detailing contrasts with the horizontality of the remainder of the building. The front entrance leads to a terrazzo lined stairwell with original stair and balustrade. Most of the interior has been refitted with storage lockers and is highly modified.

The original signage has been painted out and new signs fixed across the top of the building. Over the top of the rendered bands a metal sheet has been fixed and the ground floor has been overpainted. The original brick fence survives but has been overpainted and a metal palisade has been added to the top of the fence.

The building at the rear is of similar scale and form but less interesting architecturally due to its rendered finish and lack of brick ornamentation.

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/>