
Everfresh Snowball Company, Factory



collingwood keele street
collingwood keele street 97



DSCN5407.JPG

Location

97 Keele Street, COLLINGWOOD VIC 3066 - Property No 125125

Municipality

YARRA CITY

Level of significance

Incl in HO area indiv sig

Heritage Overlay Numbers

HO321

Heritage Listing

Yarra City

Statement of Significance

Last updated on - January 1, 2014

Everfresh Snowball Company factory, 97 Keele Street, Collingwood

This site is subject to a Statement of Significance for the building, as well as a Statement of Significance for the Precinct in which it is located.

Please find below the Statement for the building, followed by the Statement for the Precinct.

Statement of Significance for the building

What is significant?

The Everfresh Snowball Company factory at 97 Keele Street, Collingwood, was created in 1939 for Samuel Pimlott and has other historical associations with persons such as Owen Parks, Keith Park and Robert Gordon Reed. The place has a good integrity to its creation date (windows altered).

Fabric from the creation date at the Everfresh Snowball Company, Factory is locally significant within the City of Yarra, compared to other similar places from a similar era.

How is it significant?

The Everfresh Snowball Company, Factory at 97 Keele Street, Collingwood is historically and architecturally significant to the locality of Collingwood and the City of Yarra.

Why is it significant?

The Everfresh Snowball Company factory is significant as a Moderne style factory with distinctive brickwork. The product name survives on the building and adds historical interest.

'This small industrial building, named the Everfresh Snowball Co. . is an interesting bichrome brick building . The building features an unusual timber louvred vent at its apex .individually noteworthy..' (Wight 2001)

Precinct statement of significance

Component streets include:

Alexander Street, Alexandra Parade, Ballarat Street, Bendigo Street, Blanche Street, Budd Street, Charlotte Street, Easey Street, Emma Street, Forest Street, Gold Street, Hotham Street, Keele Street, Mater Street, Sackville Street, Wellington Street

Statement of Significance

What is significant?

The land comprising the Gold Street Heritage Overlay Area was first sold in 1839. Part was sold to Sydney-based merchants Hughes and Hoskins, and the northern lots 86 and 87 to J S Ryrie and A Mossman. Subdivision of the south of the area commenced in 1850. Hodgkinson's map of 1858 indicates a small number of houses at the southern ends of Gold and Wellington Streets. The Proeschel 'Map of Collingwood' c.1855 shows Gold, Ballarat, Alexander, Forest and Bendigo Streets, named after the principal Victorian goldfields. Subdivisions seeking to attract former gold seekers were common in 1850s Melbourne, as in the early Yarraville Township (50).

Development elsewhere in the Heritage Overlay Area was inhibited by its poor drainage. By 1858 the Reilly Street drain, now under Alexandra Parade, had been formed with the intention of draining the Crown land in Clifton Hill, thus increasing land values and hence enabling profitable sales to developers. The vision of urban improvement advanced and the 1860s saw building in the area quicken, including buildings such as the prefabricated Singapore House (1853; 136 Sackville Street) and the bluestone house at 74 Keele Street (1867).

Hotels, dairies, the Home of Hope Orphanage for Destitute Children (Easey Street) and the Baptist Tabernacle in Sackville Street were constructed during the 1870s-1880s: the significant Beath Schiess and Co.'s factory complex at 108-112 Sackville Street was also developed in 1883-1888. MMBW maps from 1895 show that all but the north-east corner of the Gold St area (90%) was developed, with the densest development in the block bounded by Easey, Keele and Hotham Streets, as attached or semi-detached cottages. The MMBW Detail Plans (1900) also show street trees in Gold Street (51).

Main development era

The main development period is that of the Victorian era with a substantial contribution from the Edwardian-period. There is also a contribution from some well preserved inter-war buildings and individually significant places of all eras.

Contributory elements

The Gold Street Area contributory elements include (but not exclusively) typically detached and attached Victorian-era and Edwardian-era mainly one storey houses having:

- . Pitched gabled or hipped roofs, with some facade parapets;
- . Mainly one storey wall heights but with some two storey house rows;
- . Weatherboard, face brick (red, bichrome and polychrome), or stucco walls;
- . Corrugated iron roof cladding with some slate roofing;
- . Chimneys of either stucco finish (with moulded caps) or of matching face brickwork with corbelled capping courses;
- . Post-supported verandah elements facing the street, set out on two levels as required with cast-iron detailing;
- . Less than 40% of the street wall face comprised with openings such as windows and doors; and
- . Front gardens, originally bordered by timber picket front fences of around 1m height.

Contributory elements also include:

- . Corner shops and residences with display windows and zero boundary setbacks and commercial buildings such as corner hotels;
- . Well preserved pre Second War era buildings, including commercial, public, residential, and industrial buildings; and
- . Public infrastructure, expressive of the Victorian and Edwardian-eras such as bluestone pitched road paving, crossings, stone kerbs, stone channels, and asphalt paved footpaths.

How is it significant?

HO321 Gold Street Heritage Overlay Area, Collingwood is **aesthetically and historically** significant to the City of Yarra (National Estate Register [NER]Criteria E1, A4)

Why is it significant?

The Gold Street Heritage Overlay Area is significant:

- . For its good representation of modest substantially intact timber and masonry workers' housing, interspersed with occasional industrial and commercial buildings dating predominantly from the late 19th and early 20th century. This residential and industrial mix contributes to an understanding of this area's heritage as a working class industrial suburb;
- . As the largest group of early residential buildings remaining in Collingwood with the ability to demonstrate what was once more typical nature of the broader suburb;
- . For the well-preserved late 19th century and early to mid 20th century industrial and commercial buildings;
- . For the buildings that are of individual significance; and
- . For the early street, lane and allotment layouts, together with some original bluestone infrastructure such as kerbs and guttering, providing an appropriate setting for this collection of buildings.

References

50 see G Butler, City of Footscray Urban Conservation Study.

51 MMBW DP 1237

Heritage Study/Consultant	Yarra - City of Collingwood Conservation Study, Andrew Ward & Associates, 1989; Yarra - City of Collingwood Conservation Study, Andrew Ward & Associates, 1995; Yarra - City of Yarra Heritage Review, Allom Lovell & Associates, 1998; Yarra - City of Yarra Review of Heritage Overlay Areas, Graeme Butler & Associates, 2007;
Construction dates	1939,
Hermes Number	104049
Property Number	

Physical Description 2

A Moderne style factory with distinctive brickwork (redevelopment, windows altered). The product name that survives on the building adds historical interest.

'This small industrial building, named the Everfresh Snowball Co. is an interesting bichrome brick building. The building features an unusual timber louvred vent at its apex individually noteworthy..' (Wight 2002)

Integrity

Good

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/>