
Worth's Hosiery Factory (former)



Overview of factory

Location

2 St Phillip Street BRUNSWICK EAST, MORELAND CITY

Municipality

MERRI-BEK CITY

Level of significance

Recommended for Heritage Overlay

Heritage Overlay Numbers

HO565

Heritage Listing

Merri-bek City

Statement of Significance

Last updated on - May 12, 2023

What is significant?

Worth's hosiery factory (former) at 2 St Phillips Street, Brunswick East is significant. The form of the building is significant, as well as key features including the sawtooth roof profile, loading and unloading docks on both ground and first floors, and steel and glass windows. The interiors and concrete loading zone/carpark on the eastern end of the site are not significant.

How is it significant?

Worthis hosiery factory (former) is of local historical significance, and has representativeness value, to the City of Moreland. It is also significant for its association with Mr Leon Worth, a person of importance to our cultural history.

Why is it significant?

Worthis hosiery factory (former) is the site of a nationally influential hosiery manufacturer and the first to introduce pantyhose to an Australian market, whose innovative products and brands (such as 'Voodoo' pantyhose) continue to be recognisable to Australian households. (Criterion A)

While it no longer contains plant and equipment related to its former function, Worthis hosiery factory (former) retains a number of the principal characteristics of a textile factory, including sawtooth roof profile, loading and unloading docks on both ground and first floors, and steel and glass windows. (Criterion D) Worthis hosiery factory (former) is associated with prominent Melbourne textile manufacturer and entrepreneur Leon Worth, who gained the moniker 'The Pantyhose King' for his personalised approach to promoting his product and contribution to Australian hosiery manufacturing. The decorative geometric steel bars on the ground floor that feature a monogram "W" element in each bay recall this association. (Criterion H)

Heritage Study/Consultant Moreland Heritage Nominations Study, Extent Heritage, 2022;

Construction dates 1940,

Hermes Number 206829

Property Number

Physical Description 1

The place comprises a large brick factory complex, composed of several distinct sections likely to have built over successive periods. To the north west corner of the site stands a smaller double storey brick building in stretcher bond with sawtooth roof profile and rudimentary functionalist elements. Wormald fire doors that bear the date '1935' are set back from the street frontage within a multicoloured tiled reveal. The main facade features roller doors on the ground and first floors, likely used for loading and unloading. Original operable steel windows along the ground and first floor of the Phillip Street elevation have obscure glazing and feature decorative geometric steel bars on the ground floor with the a centrally featured "W" element in each bay. To its east stands a large, unadorned brick warehouse with a large, low gradient gable roof hidden behind a simple brick parapet, with colonial bond coursework that suggest an earlier vintage. A small, hip-roofed structure with an unknown function stands in what may have been a small courtyard between the two, and analysis of aerial images reveals the roofing material was reclad in 2009 from what appeared to be asbestos to new corrugated metal.

The complex is situated at the nexus between light-industrial and residential neighbourhoods immediately behind Lygon Street, a busy road and commercial shopping and entertainment strip.

The building appears to be in good condition.

Integrity

- Recent internal alterations include new walls and doors on first floor

The place demonstrates high integrity, with no substantial modifications or additions.

Physical Conditions

The building appears to be in good condition.

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/>