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# HAYMARKET STREET SOUTH SITE

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## Location

712-764 ELIZABETH STREET MELBOURNE, MELBOURNE CITY

## Municipality

MELBOURNE CITY

## Level of significance

Heritage Inventory Site

## Heritage Inventory (HI) Number

H7822-2439

## Heritage Listing

Victorian Heritage Inventory

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## Statement of Significance

Last updated on - September 11, 2024

### What is significant?

Haymarket Street South comprises a block of land wherein numerous residential, commercial and industrial occupants are attested between 1864 and 1949. Historical documents, plans and aerial photographs indicate that the site was occupied over this timeframe by at least 12 townhouses (some of which were later repurposed into commercial buildings) and three factories.

### How is it significant?

Haymarket Street South is of local historical and archaeological significance.

### Why is it significant?

The site is of historical significance due to it representing an early residential development in the inner northern suburbs of Melbourne, with the earliest residential structures in the site likely dating to 1864. The subsequent early 20th century industrial redevelopment of much of the site also represents a notable step in the industrialization of south-west Carlton, superseding the market-adjacent industries which formerly dominated the area. Finally, the 1937 M Shearer factory is of historical significance due to it having advertised for ex-servicewomen to work there in 1945, thus representing an example of the increasing role of working-class women in previously male-dominated industries in the aftermath of World War II.

The site is of archaeological significance due to the likelihood of archaeological deposits remaining at the site. The probability of archaeological deposits ranges from 'low' to 'high' across the site (Figure 37), being lowest towards the deepest sections of the 1980s cut, within the section of the site overlapping with the Elizabeth Street

Reserve, as well as where a communications tower has been recently installed. In contrast, the archaeological footprint has been rated as 'high' within the footprint of the 1937 M. Shearer due to its footings remaining intact, with there being a high likelihood of footings and associated deposits relating to the 1864-1937 townhouses remaining intact beneath this layer of concrete. This hypothesis is supported by the location of several probable historical artefacts on an exposed section of ground towards the eastern end of the former 1937 factory. The locations of water closets on the 1896 MMBW plan have also been assigned a high level of archaeological sensitivity, due to the possibility of earlier cesspits and their associated backfill deposits remaining at these locations.

The areas to the immediate south and west of the former 1937 factory have been assigned as 'moderate' archaeological potential. While these areas were subject to commercial redevelopment associated the City Ford complex in the mid to late 20th century, the fact that the modern surface remains level with Berkeley Street and the lack of any cuts or basement levels associated with the later redevelopment means that there remains the potential for archaeological features and deposits (both associated with the mid 19th to early 20th century townhouses as well as the 1939 D.M Hull and Co. factory) surviving in these locations. Most of the area immediately fronting Elizabeth Street was also assigned a 'moderate' level of archaeological sensitivity, due to the surface of this area being slightly raised above the adjacent street level.

Archaeological deposits at the site are likely to relate to a range of different activities, modes of occupation and periods. For example, any archaeological deposits associated with the townhouses and associated cesspits are likely to shed light on everyday domestic activities and subsistence patterns of the residents who occupied the site between the mid 19th century and early 20th century. Street directories and newspaper articles indicate a rapid turnover of occupants throughout the occupation of these buildings, indicating that they were likely rented on a short term basis by low-income residents. This aspect would allow any archaeological investigations to shed light on the lives of people of a lower socioeconomic status, a subject which has been often neglected in histories of the development of Melbourne.

Likewise, any early 20th archaeological deposits associated with 28 and 30 Sydney Road may relate to the commercial operation and stock of the confectionary and Chinese laundry which occupied these buildings respectively. Similarly, if any archaeological deposits remain in association with the 1937 and 1939 factories, they may shed light on the operation of textile factories during and in the aftermath of World War II.

Interpretation of Site	<p>Mid to late 19th century land use of the site was primarily residential. The earliest evidence of a residential occupation at the site is represented by the establishment of the Breadalbane Terrace on Berkeley Street, which was present by 1868 and possibly as early as 1864. By 1896, 12 different residential buildings occupied the site. Early 20th century land use of the site included residential, commercial and industrial businesses. Numerous occupants are listed for the various townhouses over the years in street directories and newspaper articles, indicating that most were likely rented by the occupants rather than owned. At the same time, several businesses are attested to have operated from several of the townhouses fronting Sydney Road (Elizabeth Street), with a Chinese laundry operating at 30 Sydney Road between 1905 and 1925, while 28 Sydney Road functioned as a confectionary from 1905 until 1945. Likewise, a clothing factory was established within the site at 193a Berkeley Street, representing an early forerunner to the mid 20th century industrial redevelopment of this area. Mid 20th century land use of the site was primarily industrial and commercial, with only a minor residential aspect. Each of the eight townhouses along the eastern side of the site were demolished between 1937 and 1939 to make way for two double-storey factories, both of which manufactured textiles. The 1937 M Shearer factory (in the north-eastern corner of the site) operated as a textile factory under several business names from 1938 until at least 1974. The 1939 factory to the south was constructed by D.M. Hull and Co. (who had earlier purchased the adjacent factory at 193a Berkeley Street), with this company operating onsite until at least 1958. There is also a continued mid 20th century commercial presence for the townhouses fronting Sydney Road, with one serving as an office for the Blue Wren Taxi company in the 1940s and 1950s. Late 20th century to early 21st century land use of the site was purely commercial, with the lots within the site being gradually acquired by the City Ford car dealership in the 1980s. 193a Berkeley Street and the townhouses fronting Elizabeth Street were demolished between 1962 and 1969 to make way for a parking lot, which was in turn replaced by a car showroom between 1975 and 1985. The 1939 D.M. Hull and Co. factory was subsequently demolished between 1985 and 2009 to make way for an extension of this showroom. The 1937 M. Shearer factory was also incorporated as a reception building for City Ford by 2009. Recent land use of the site has been purely industrial, with all buildings within the site being demolished in 2018 in order for the site to function as a parking lot and laydown area for nearby construction works.</p>
Other Names	HAYMARKET STREET SOUTH,
Hermes Number	212381
Property Number	

## History

SiteCard data copied on 11/09/2024: The area to the south of Grattan Street and west of the Carlton Gardens was surveyed by Robert Hoddle in 1852 (Chambers & Mayne 2004: 15). An undated subdivision plan (Figure 18) reveals the site extent was divided between three lots, with the north-eastern third purchased by J.A. Keens on 9 March 1859, the south-eastern third by M. Moss on 13 June 1863 and the south-western third by J. East on 13 June 1863. The dates suggest that the lots were selected relatively later, or that they were further subdivided and resold several years after the original land selection. Structures are first depicted within the site extent in an 1864 map by Commander H.L. Cox (Figure 19), which reveals a rectangular building at the north-western end of the site. In contrast, the southern end of the site is devoid of structures. The 1890 and 1895 Sands and McDougall directories reveal that a series of townhouses comprising lots 179 to 203 Berkeley Street were originally designated as 'Breadalbane Terrace' (Sands & McDougall 1890: 121; 1895: 139). The earliest reference to Breadalbane Terrace dates to April 1868 (The Mercury 1868: 1). As such, it is likely that the structure depicted four years earlier in the 1864 map is also Breadalbane Terrace. The site is depicted in detail in an 1896 Melbourne and Metropolitan Board of Works (MMBW) plan, from which the site extent has been derived (Figure 20). A total of 12 separate residences are depicted in this map, including 187, 189, 191, 193, 197, 201 and 203 Berkeley Street; 28, 30, 32 and 34 Sydney Road (modern Elizabeth Street), as well as an unnumbered townhouse fronting Haymarket Street. 187-193 Berkeley Street are all components of a single row of terrace

houses and have a very similar layout to one another, with a verandah fronting Berkeley Street to the east and a rear yard with a water closet in the west. 197-203 Berkeley Street each exhibit a more individualised layout and may represent older buildings associated with the 1864 Breadalbane Terrace. Finally, 28-30 Sydney Road and 32-34 Sydney Road are grouped together in blocks of twin-townhouses. A stable is labelled in the rear yard of 30 Sydney Road, suggesting that this address may have functioned as a livery stable at one point in time. 187 Berkeley Street was occupied by Patrick Carroll in 1890 and 1895 (Sands & McDougall 1890: 121; 1895: 139). The residence was subsequently occupied by James McDougall, a carpenter who lived there until his death in 1902 (Weekly Times 1902: 27). This townhouse was subsequently occupied in 1905 by David A. Brogmus (Sands & McDougall 1905: 179). David Brogmus was a cook who resided in Carlton shortly after marrying his wife, Mary Agnes Brogmus, in December 1901 (The Herald 1912: 6). David Brogmus was described as an alcoholic who abandoned his wife in 1906, after pawning off her jewelery to help pay for his drinking debt (The Herald 1912: 6). 187 Berkeley Street was subsequently occupied in 1915 by Mrs Maud Newton (Sands & McDougall 1915: 189), while in 1935 the townhouse is simply listed as being occupied by "Greeks" (Sands & McDougall 1935: 192). 189 Berkeley Street was occupied in 1890 by David Bannerman (Sands & McDougall 1890: 121), in 1895 by William Young (Sands & McDougall 1895: 139), in 1905 by Samuel Friedman (Sands & McDougall 1905: 179), in 1915 by William Johnson (Sands & McDougall 1915: 189), in 1925 by Edward Phillips (Sands & McDougall 1925: 231) and in 1935 by Florence Hazel (Sands & McDougall 1935: 192). 191 Berkeley Street was occupied in 1890 by James Stewart (Sands & McDougall 1890: 121), in 1895 by Mary Eastham (Sands & McDougall 1895: 139), in 1905 by William Farrow (Sands & McDougall 1905: 179) in 1915 by Coleman Isaacs (Sands & McDougall 1915: 189), in 1925 by Hilda Blake (Sands & McDougall 1925: 231) and in 1935 by Charles Dunn (Sands & McDougall 1935: 192). 193 Berkeley Street was occupied by Elizabeth Murtagh in 1890 (Sands & McDougall 1890: 121), by Ellen Rush in 1895 (Sands & McDougall 1895: 139) and by the Cribbes family in 1900 (Leader 1900: 44). It was subsequently occupied by Abraham Harris in 1905 (Sands & McDougall 1905: 179), Mrs Annie Provis in 1915 (Sands & McDougall 1915: 189), by Arthur Stubberfield in 1925 (Sands & McDougall 1925: 231) and by Raymond Lukey in 1935 (Sands & McDougall 1935: 192). 193a Berkeley Street is listed as a separate street address in the Sands and McDougall directories beginning in 1905, with this building being occupied by a series of clothing manufacturers in the early 20th century, beginning with Samuel Harris in 1905 (Sands & McDougall 1905: 1079), who is likely to have been a relative of Abraham Harris living at 193 Berkeley Street. Samuel Harris appears to have later gone into a business partnership with Mark Goldstein, with the two clothing manufacturers operating a shared business from this address in 1915 (Sands & McDougall 1915: 189). In 1921, the factory at this address was burglarised, with Mark Goldstein requesting to the city council that a lamp be installed in the laneway leading to the factory from Berkeley Street (PROV 1921: VPRS 3183/P0002). The city council responded that they were unable to assist, as the laneway was located on privately owned land (PROV 1921: VPRS 3183/P0002). Based on this description, it is likely that 193a Berkeley Street was constructed in the vacant yard to the rear of 193 Berkeley Street in the 1896 MMBW plan, with the access laneway being the one dividing 193 and 197 Berkeley Street. Mark Goldstein is subsequently listed as having operated a solo clothing manufacturing business from 193a Berkeley Street in the 1925 directory (Sands & McDougall 1925: 1940). He declared bankruptcy on 14 March 1933 (Commonwealth of Australia Gazette 1933: 424) and was discharged on 11 October 1933 (Commonwealth of Australia Gazette 1934: 410). In December 1934, 193a Berkeley Street was sold to D.M Hull and Co. for £1,650 (\$193,248 AUD as of 2023) (The Herald 1934: 24). The same article mentions the lot as then being occupied by a two-storey brick factory (The Herald 1934: 24), which had likely previously housed Mark and Goldstein's clothing manufacturing operations. 197 Berkeley Street was occupied by Martin Terry in 1890 (Sands & McDougall 1890: 121), by William Hogan in 1895 (Sands & McDougall 1895: 139), by Percy Hutchison in 1905 (Sands & McDougall 1905: 179), by William Palmer in 1915 (Sands & McDougall 1915: 189), by Charles Lewis in 1925 (Sands & McDougall 1925: 231) and by Alex McPherson in 1935 (Sands & McDougall 1935: 192). 203 Berkeley Street is listed as having been occupied by John Thompson in 1890 (Sands & McDougall 1890: 121). Thompson, an immigrant from the Shetland Islands, is recorded as having resided at this address with his wife Ursula until his death on 13 February 1894 (The Age 1894: 1). Ursula Thompson was subsequently listed as the occupant of 203 Berkeley Street in 1905 (Sands & McDougall 1905: 179). The townhouse was later occupied by Mrs Mary Bird in 1915 (Sands & McDougall 1915: 189), by John T. Green in 1925 (Sands & McDougall 1925: 231) and by John McCarthy in 1935 (Sands & McDougall 1935: 192). 28 Sydney Road was occupied by William Henry Johnson in 1892, who took out a mortgage from Joseph Perl for £28 against a piano forte and pony cart (PROV 1892: VPRS 8350/P0002). 28 Sydney Road was listed as being vacant in 1895 (Sands & McDougall 1895: 164). It was subsequently occupied by Mrs Lizete Hansen in 1905, who operated a confectionary from this address (Sands & McDougall 1905: 205). The townhouse was also operated as a confectionary in 1915 by Mrs N Dunnalan in 1915 (Sands & McDougall 1915: 189) and in 1925 by C.T. Stevens (Sands & McDougall 1925: 244). By 1935, the building had been renumbered 750 Elizabeth Street and was occupied by Charles Waugh (Sands & McDougall 1935: 16). 750 Elizabeth Street was occupied in 1945 by Mrs M.J. Holstock, who also operated the building as a confectionary (Sands & McDougall 1945: 19). In 1892, 30 Sydney Road was occupied by Charles Glaser, one of the owners of

the Schuster and Glaser coach factory to the immediate north-west of the site extent (The Age 1892: 12). In 1895, 30 Sydney Road was occupied by Isaac Bullus, who operated a fruit shop from the address (Sands & McDougall 1895: 164). In 1905 the townhouse at 30 Sydney Road is listed as a Chinese laundry operated by Ah Hem (Sands & McDougall 1905: 205). Ah Hem is noted as having once been charged with working overtime (contrary to the Factories and Shops Act) and was forced to pay a fine of £2 2s (\$374 AUD as of 2023) (The Herald 1905: 1). 30 Sydney Road continued to function as a laundry in 1915 and 1925, in both cases now being operated by George Kwong (Sands & McDougall 1915: 203; Sands & McDougall 1925: 244). By 1935, the building had been renumbered 752 Elizabeth Street and was occupied by Michael Dohrmann (Sands & McDougall 1935: 16), who still resided at this address in 1945 (Sands & McDougall 1945: 19). Michael Dohrmann died at his home at 752 Elizabeth Street on 21 January 1953, with his obituary noting that he had lived in Carlton for 83 years (The Age 1953: 8). The residence appears to have been subsequently turned into a milk bar, as depicted in a 1956-1965 photograph (Figure 28). In 1891, 32 Sydney Road was occupied by Mrs Ada Jackson, who had £15 worth of gold jewellery stolen from the residence during a break in on 12 June (The Herald 1891: 3). In 1895, the townhouse was listed as being occupied by Emily Jackson, who was likely a relative of Ada Jackson (Sands & McDougall 1895: 164). The residence was depicted, along with the neighbouring 32 Sydney Road in the background of a photograph taken the same year (Figure 21). In 1905, 32 Sydney Road was vacant (Sands & McDougall 1905: 203), while in 1915 and 1925 it was occupied by Sarah Bramfit (Sands & McDougall 1915: 203; 1925: 244). By 1935, 32 Sydney Road had been renumbered 754 Elizabeth Street and was occupied by A. N. McKelvie (Sands & McDougall 1935: 16). By 1945, 754 Elizabeth Street served as an office for the Blue Wren Taxi Company (Sands & McDougall 1945: 19). This identification is further supported by Blue Wren Taxi branding being visible on the windows of this building in a 1956-1965 photograph (Figure 28). 34 Sydney Road was occupied by Robert Sinclair in 1895 (Sands & McDougall 1895: 164) and by Harry Frost in 1905 (Sands & McDougall 1905: 205). In 1915, it was occupied by John A. Bramfit, who may have been a relative of Sarah Bramfit in the neighbouring townhouse (Sands & McDougall 1915: 203). In 1925, 34 Sydney Road was occupied by Joseph. L. Fitzpatrick (Sands & McDougall 1925: 244). By 1935, 34 Sydney Road had been renumbered 756 Elizabeth Street and occupied by Miss A. Fitzpatrick, who was likely a relative of Joseph Fitzpatrick (Sands & McDougall 1935: 16). A. Fitzpatrick continued to reside at this address as of 1945 (Sands & McDougall 1945: 19). The site is depicted in a 1931 aerial photograph (Figure 22). While the resolution of the capture is low, it is apparent that the overall layout of the site remains consistent with the 1896 plan in that the site is occupied by a dense cluster of small residential units. In 1937, 197, 201 and 203 Berkley Street, as well as the townhouse fronting Haymarket Street, were demolished in order to make way for a double-storey brick factory. This building was constructed by L.J. Owens of Essendon on behalf on Mrs M Shearer, for a total cost of £1,360 (\$149,073 AUD as of 2023) (RBA Architects 2013). By the beginning of 1938, the building operated as a clothing factory under the name of "RAINWEAR PTY LTD" (The Herald 1938: 13; The Herald 1940: 10). By the mid-1940s until the early 1950s, the 1937 M Shearer factory was occupied by the Emzed textile factory. An early 1946 job advertisement for Emzed Textiles advertises for ex-servicewomen with experience in manufacturing underwear, promising that they could earn "£5 to £6 weekly or over" working at the factory (The Argus 1946: 33). Emzed Textiles is listed at this address in the 1955 Sands & McDougall directory, demonstrating that they occupied the building until at least this year (Sands & McDougall 1955: 238). The building was subsequently taken over by another clothing manufacturer, Fonzel Tailoring Pty Ltd, who are listed as occupying this address in the 1965 and 1974 directories (Sands & McDougall 1965: 2570; Sands & McDougall 1974: 212). On 5 October 1939, lots 187-193 Berkeley Street were purchased by D.M. Hull and Co. Engineers for £3,133 (\$326,664 AUD as of 2023), in order to expand their existing factory at 193a Berkerley Street (The Sun-News Pictorial 1939: 30). An early 1940 job advertisement calls for boys to work at the D.M Hull and Co. engineer's shop at this address (The Age 1940: 13). D.M. Hull and Co. owned and operated the factory until at least November 1954, when their last newspaper advertisement relating to the address (calling for female process workers) was published (The Age 1954: 29). The site layout is depicted in a 1945 aerial photograph (Figure 23). Numerous changes are visible in the eastern section of the site compared to the 1931 capture, with the 1937 M Shearer Factory occupying most of the north-eastern corner and the south-eastern corner covered by the 1939 D.M Hull and Co. An elongated building is depicted to west of the 1939 factory, likely representing the 1905 clothes factory at 193a Berkley Street. In contrast, the four townhouses fronting Sydney Road in the western half of the site appear largely unchanged from the 1896 MMBW plan. The same site layout appears in oblique photographs taken in 1948 (Figure 24), 1954 (Figure 25) and 1962 (Figure 26). The townhouse building comprising 32 and 34 Sydney Road is also depicted in two ground-level photographs taken between 1956 and 1965 (Figure 27-28), revealing it to be unchanged in appearance from the 1895 photograph (Figure 21). A subsequent 1969 photograph (Figure 29) reveals that, by this stage, the townhouses fronting Sydney Road/Elizabeth Street and the factory at 193a Berkeley Street had all been demolished to make way for a ground-level parking lot. In contrast, the 1937 and 1939 factories fronting Berkeley Street appear unchanged. The same site layout is depicted in a 1975 aerial photograph (Figure 30). By 1974, the 1939 D.M Hull and Co. factory no longer functioned as a textile factory, instead being included within land used by the Ramsey Group for storage (Sands & McDougall 1974: 212). The site is next depicted in a 1985

aerial photograph (Figure 31), wherein the 1969 parking lot has been replaced by a single-storey car dealership building with rooftop parking. The 1939 D.M. Hull and Co. factory was demolished between 1985 and October 2009 (Figure 32), with the car dealership complex having expanded into the south-eastern corner of the site by the latter year. The eastern side of the site is also depicted from the ground level in a November 2009 Google Street View capture (Figure 33), revealing that the 1937 M Shearer factory had been repurposed as a reception building for the adjacent car service centre. All freestanding structures within the site, including the 1937 M Shearer factory, were demolished between October and December 2018 (Figure 34-35). This process does not appear to have involved stripping the concrete footings at the site, as the layout of the 1937 factory and later automotive buildings are clearly visible in the most recent 2024 satellite imagery (Figure 36).

*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.*

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