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# Valley Worsted Mills

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## Location

221 Swanston Street, GEELONG EAST VIC 3219 - Property No 232820

## Municipality

GREATER GEELONG CITY

## Level of significance

Included in Heritage Overlay

## Heritage Overlay Numbers

HO1168

## Heritage Listing

Greater Geelong City

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## Statement of Significance

Last updated on -

B Listed - Regional Significance

### STATEMENT OF SIGNIFICANCE

Historically, a link with Geelong's major industrial base and the introduction to Australia of large secondary industry complexes after World War One in this case by British interests.

Architecturally, because it was built as one concept, it possesses a high visual coherence for an industrial complex. It also achieves both stylistic sophistication in its administration block and stylistic sparse but picturesque appearance in the mill and ancillary wings. Also, it, relates closely to the adjoining Hirst complex.

### EXTENRAL INTEGRITY:

Generally original but detailed analysis required.

### STREETSCAPE:

Visually, a companion complex to Hirst mills on the south and, in turn, linked historically to the earlier fellmongering buildings along the Barwon River, east of Swanston Street.

## REFERENCES:

Corio Parish plan

RB1923,450 NAV ?400; RB1924, 470 NAV ?1200; RB1927, 478 NAV ?4000; INV 1983 p. 42.

GA 14.6.22/3

Ibid

GA 17.5.24/3

GA 28.3.25/9

See Geelong Wool Museum photographs

Heritage Study/Consultant	Greater Geelong - Geelong City Urban Conservation Study, Volumes 2-5, Graeme Butler, 1991;
Heritage Act Categories	Registered place,
Hermes Number	21333
Property Number	

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## Physical Description 1

### DESCRIPTION:

Comprised of a multiplicity of forms and volumes, this complex nevertheless is a visual coherence arising from the short construction of the complex. Similarly much of the complex is altered in detail only and valuable parts of the original setting (fences, garden layout and planting) survive, resembling in its total concept other model industrial complexes of the era built up on the model line ie. Bryant & May match factory, Richmond.

Conceived in a similar manner to some of the large contemporary industrial complexes which arose after the First War, it has familiar components such as administration, boiler houses and chimney mill or factory rooms, all on a much larger scale than the limited manufacturing structures of the 19th and early 20th century. The next comparison realm lies with warehouse or wool store complexes which possess a similar spatial allocation but symbolize vastly different activities.

Baroque revival cement details on fences and ground-level openings mark the administration block while the factory wings rely on bold repetition of simple elements or unusual forms for the visual character. Elements such as the numerous roof vents or the monitor roof-end-walls, when seen from the east, because of their repetition are visually distinctive.

An encircling flood control wall marks the problems experienced by all occupiers of the Barwon banks.

*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/>*