

FORMER VICTORIA BREWERY



FORMER VICTORIA
BREWERY SOHE 2008



former victoria brewery
victoria parade east
melbourne front view sep
1985



former victoria brewery
victoria parade east melb
detail of castellated style roof
sep1985



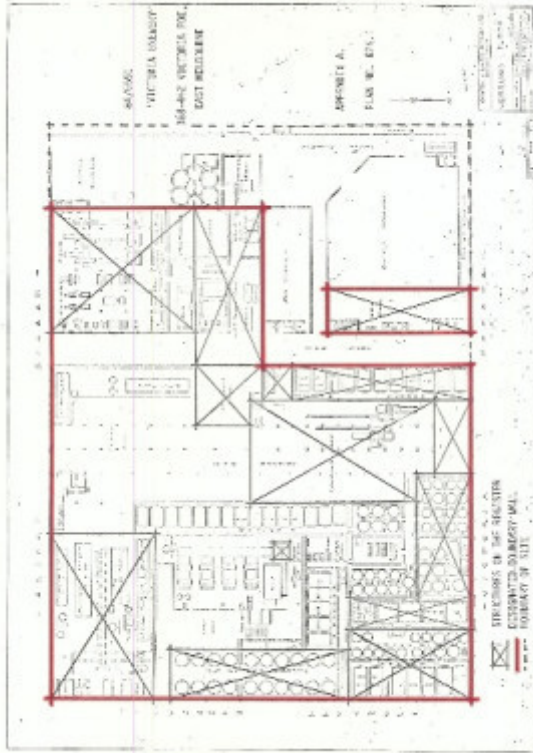
former victoria brewery
victoria parade east
melbourne interior cellar
ceiling sep1985



former victoria brewery
victoria parade east
melbourne rear view mar1985



former victoria brewery
victoria parade east
melbourne side view oct1985



H0624 plan

Location

388-442 VICTORIA PARADE AND 187-225 POWLETT STREET AND 148-200 ALBERT STREET EAST
MELBOURNE, MELBOURNE CITY

Municipality

MELBOURNE CITY

Level of significance

Registered

Victorian Heritage Register (VHR) Number

H0624

Heritage Overlay Numbers

HO187

VHR Registration

February 19, 1986

Heritage Listing

Statement of Significance

Last updated on - June 24, 1999

What is significant?

The former Victoria Brewery is made up of many utilitarian structures built from 1884 to 1940s. Mainly of tuck-pointed red brick with render bands and some polychromatic brick, the buildings are in an abstracted Romanesque style with semi-circular arched blind arcades and castellated parapets. The Old Tower, built in the early 1880s, is the oldest structure on the site. It is of polychrome brickwork with an unusual Medieval patterning to the cornice line. The No 1 Tower contains the largest collection of brewing equipment in Victoria. The No 2 Tower has a split-level format, tiled interior, stairs, balustrading and plants of domed copper, following the style of the Germanic brewing halls of the period. The street facades, all in the arcaded and castellated style, incorporate a small tower facing Powlett Street, and the words "Victoria Brewery - Lager Cellar Department - 1895" - and "Lager" in low relief. The north-eastern corner retains hermetically-sealed double skin insulation walls and kauri tanks. The Bitter Ale and Vacuum Cellars were constructed in 1908 in Victoria Parade and Powlett Street. In every case the castellated style was repeated along the perimeter. The Bitter Ale Cellars are similar in concept to the Lager Beer Cellars and display the words "Bitter Ale Cellars" - in low relief. From the 1920s to the 1940s further buildings were added, many designed by the CUB. Company architect T Weaver. These structures are utilitarian both in appearance and function and in several instances contain elements similar to those in the Lager Beer and Bitter Ale Cellars. The cellars define the laneways, known as the Engine House and Town Lanes and these thoroughfares date back to the earliest days of brewing activity on this site.

How is it significant?

The former Victoria Brewery is of technical and architectural significance to the State of Victoria.

Why is it significant?

The former Victoria Brewery is of technical significance for its role in the development of Australian brewing. It is the longest-surviving brewery site in the State. From 1884 to the period of the First World War, the Victoria Brewery was a leader in the technological and scientific revolution in Australian brewing. The brewing plants follow the style of the Germanic brewing halls of the period, and are without equal in the State. The former Victoria Brewery is of additional technical significance for its associations with two brewers with world-wide reputations, Auguste Joseph F de Bavey and the American-German brewing expert, Augustus J Metzler.

The former Victoria Brewery is of architectural significance for its distinctive and comprehensive castellated style. It creates an architecturally unified complex. The street facades and towers create a dominant landmark on Melbourne's skyline. A number of buildings in the complex make significant individual contributions to the architectural significance of the complex, including the 1882 brewing tower in polychrome brickwork, probably designed by George Wharton, and the 1907 chimney stack. The former Victoria Brewery is architecturally significant for the contribution of noted architect William Pitt, who was also responsible for designing the Bryant and May building and the Princess Theatre. Pitt designed the castellated perimeter wall as well as, in consultation with Metzler, the Lager Beer Cellars.

Permit Exemptions

General Exemptions:

General exemptions apply to all places and objects included in the Victorian Heritage Register (VHR). General exemptions have been designed to allow everyday activities, maintenance and changes to your property, which don't harm its cultural heritage significance, to proceed without the need to obtain approvals under the Heritage Act 2017.

Places of worship: In some circumstances, you can alter a place of worship to accommodate religious practices without a permit, but you must **notify** the Executive Director of Heritage Victoria before you start the works or activities at least 20 business days before the works or activities are to commence.

Subdivision/consolidation: Permit exemptions exist for some subdivisions and consolidations. If the subdivision or consolidation is in accordance with a planning permit granted under Part 4 of the *Planning and Environment Act 1987* and the application for the planning permit was referred to the Executive Director of Heritage Victoria as a determining referral authority, a permit is not required.

Specific exemptions may also apply to your registered place or object. If applicable, these are listed below. Specific exemptions are tailored to the conservation and management needs of an individual registered place or object and set out works and activities that are exempt from the requirements of a permit. Specific exemptions prevail if they conflict with general exemptions.

Find out more about heritage permit exemptions [here](#).

Specific Exemptions:

The Former Victoria Brewery contains both "Heritage Infrastructure" and "Non-Heritage Infrastructure". This permit exemption policy relates to both types of infrastructure and must be read in full.

1. Permit Exempt Works Related To Heritage Infrastructure

A Covenant was entered into on 9 November 2004 which is recorded against all titles that form part of the Former Victoria Brewery. It is a requirement of the Covenant that all future works to the Heritage Infrastructure at the site be undertaken in accordance with the *Heritage Act 1995* and in particular with the Management Plan forming part of the Covenant.

All works undertaken to the Heritage Infrastructure in accordance with the Management Plan are permit exempt works pursuant to Section 66 of the Heritage Act 1995. The Management Plan defines the Heritage Infrastructure and the ongoing obligations required to manage and maintain the Heritage Infrastructure.

It is a requirement of the Covenant that a copy of the Management Plan be supplied to all owners of land at the site. An original copy of both the Covenant and the Management Plan are held by the Executive Director, Heritage Victoria. Electronic copies of both documents are recorded in the Heritage Victoria data base (HERMES).

Permit Exempt Works Related to Non-Heritage Infrastructure

All internal or external works to Non-Heritage Infrastructure at the Former Victoria Brewery that will not result in a negative visual impact or cause structural damage to the Heritage Infrastructure are permit exempt works, pursuant to Section 66 of the Heritage Act 1995.

Examples of works to Non-Heritage Infrastructure at the site considered as having the potential to result in a negative visual impact or cause structural damage to the Heritage Infrastructure, and would require a permit include:

- i. the proposed construction of additional storeys to any part of the site;**
- ii. sub-surface works that may cause structural damage to Heritage Infrastructure, such as the perimeter walls;**
- iii. the application of colours to structures (such as walls, gutters, roofs, window sills) that are unsympathetic to associated Heritage Infrastructure.**

Where doubt exists whether proposed works may result in a negative visual impact or cause structural damage to the Heritage Infrastructure, clarification from the Executive Director as to whether a permit is required should be obtained prior to the works being commenced.

| | |
|-------------------------|-------------------|
| Construction dates | 1882, |
| Architect/Designer | Pitt, William, |
| Heritage Act Categories | Registered place, |
| Other Names | VICTORIA BREWERY, |
| Hermes Number | 411 |
| Property Number | |

History

CONTEXTUAL HISTORY

The Victoria Brewery was founded in 1854 on its present site by Thomas Aitken, a Scottish brewer, who was involved with the development of this historic industrial complex until his death in 1884. Although, so far as can be determined, no brewing structures have survived on this site from the earliest pre-1880s period. A brewing tower built c.1882 was probably designed by the architect George Wharton, who also in 1887 designed the Aitken residence at 203 Victoria Parade (now demolished).

From 1884 to the period of the 1914-18 War, the Victoria Brewery was a leader in the technological and scientific revolution in Australian brewing. A number of distinctive brewing buildings survive at the brewery from this period, the most notable being the Lager Beer Cellars with their unusual castellated style designed in 1895 by the architect William Pitt. He was advised by the American-German brewing expert, Augustus J. Metzler.

In 1906-7 the Victoria was one of the six major Melbourne breweries which amalgamated to form the Carlton and United Breweries Ltd. This was followed by further development of the complex along its Victoria Parade, Powlett and Albert Street frontages. The Bitter Ale and Vacuum Cellars were constructed in 1908 in Victoria Parade and Powlett Street.

From the 1920s to the 1940s new buildings were added, many designed by the C.U.B. Company architect T. Weaver. In every case the castellated style was repeated along the perimeter.

The Victoria stopped brewing bulk beer in June, 1954, and from this date building operations on the site virtually ceased. The complex, which was sold early in 1985, is the longest surviving brewery site in the state, and still contains its 1880s brewing tower (with an 1950s refurbishment), and many distinctive elements from the most significant periods in its development, including the 1895 Lager Beer Cellars.

(AHC Backlog Study)

Associated People: George Wharton; architect

Thomas Aitken; brewer

Augustus J. Metzler; brewer

Extent of Registration

AMENDMENT OF REGISTER OF HISTORIC BUILDINGS

Historic Building No. 624 - Victoria Brewery, 388-442 Victoria Parade, East Melbourne (to the extent of the site and all the buildings shown hatched on the plan held by the Ministry for Planning and Environment.

[*Victoria Government Gazette* No. 11 19 February 1986 p. 416]

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/>