

BUILDING IDENTIFICATION FORM

187

RICHMOND CONSERVATION STUDY

BUILDING ADDRESS *61 & 64 BALMAIN ST & PALMER PARADE.*

BUILDING TITLE *FORMER ROSELLA PRESERVING CO.* TYPE *FACTORY*
If not residence

EXISTING DESIGNATION HBR NER NTC

GRADING A B C D E F

STREETSCAPE 1 2 3 CONSERVATION AREA

SURVEY DATE *6.8.84* NEG. FILE *65-18,19*

PERIOD *17.8.92 RP.* *939.12-18*

Early Victorian Edwardian

Victorian

Late Victorian

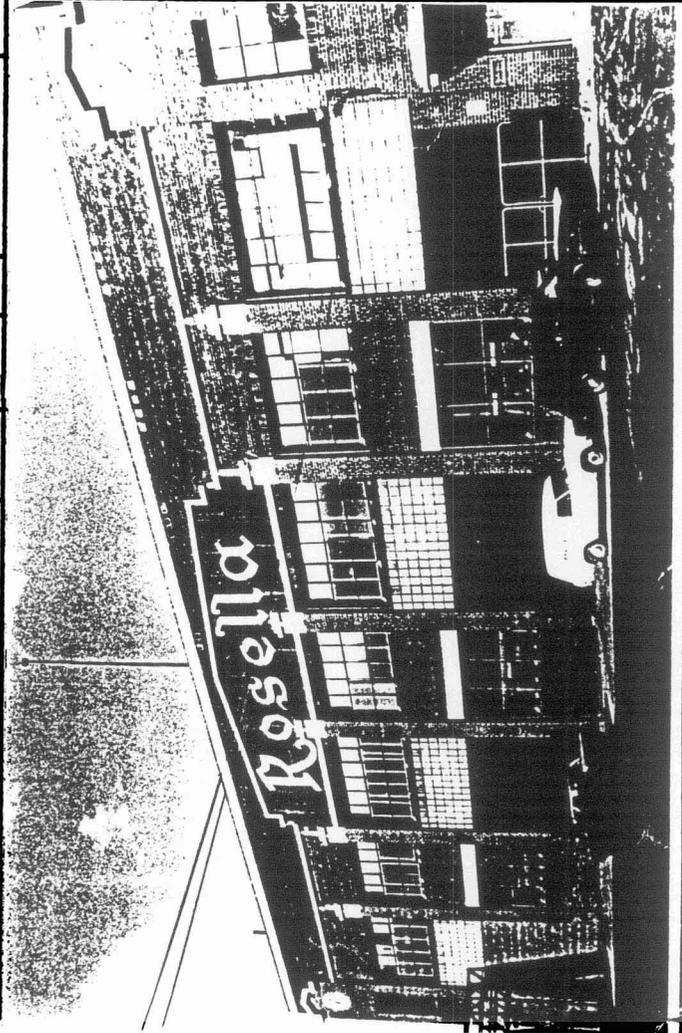
CONSTRUCTION DATE *1905 &* Source *INDEX OF BUILDERS*

MATERIALS *1936-37* *4 MCCANN*
 Walls *BRICK* Roof

FORM Attached Detached

SIGNIFICANT FEATURES

- | | |
|--|---|
| early paint colour scheme <input type="checkbox"/> | eaves, roof or gable decoration <input type="checkbox"/> |
| original unpainted wall finish <input checked="" type="checkbox"/> | intact verandah decoration <input type="checkbox"/> |
| ornamental wall detailing <input checked="" type="checkbox"/> | early fence <input type="checkbox"/> |
| original doors/windows <input checked="" type="checkbox"/> | early garden <input type="checkbox"/> |
| intact verandah structure <input type="checkbox"/> | other prominent contrib. elevations <input checked="" type="checkbox"/> |
| original parapet <input checked="" type="checkbox"/> | |
| original roof form & finish <input type="checkbox"/> | |
| original chimneys <input type="checkbox"/> | |



INTEGRITY RATING excellent good fair poor

ALTERATIONS & SPECIFIC GUIDELINES

No.	Sympathetic	S.G.	Inappropriate	S.G.	Extremely Inappropriate	S.G.
	<i>REUSE OF OFFICES.</i>		<i>TILED SPITS</i>	<i>S</i>	<i>MAJOR DEMOLITION &</i>	<i>0</i>
			<i>ROETICO</i>	<i>R</i>	<i>FACADE ALTERATION.</i>	

O = reinstate original designs S = reinstate sympathetic alternative R = remove RAM = Remove by approved method

COMMENTS *Design very advanced for construction date. Many features typically Inter-war. Well articulated utilitarian structure, with attractive incorporated corporate identification.*

HISTORY : This site is shown vacant on the 1896 MMBW plan 913(?). At the Harcourt Parade end was Law Somner's Nursery, with an array of greenhouses, hothouses, shadehouses and cooling frames. The Rosella Preserving Co. was established in 1895.¹ The Rosella jam and sauce factory was erected in 1905 and became a major local employer. It was "probably the largest factory of its kind in the Commonwealth".² A new building was erected in 1936-37 (presumably at 61 Balmain Street).³

VISUAL DESCRIPTION : A late Edwardian brick factory with very advanced Modernist characteristics and incorporating corporate graphics in the design of the facade, not merely applied. There is no historicist decoration. The 64 Balmain Street facade is two-storey, of nine wide bays. These are divided by giant order pilasters, with abstracted Cubist capitals, with a block-cornice over, supported on block-brackets. The corporate graphics are integral to the parapet design. They are embossed in a shaped render-panel, with a triangular head. The end and centre bays are half-width. These also have triangular heads with a rosella-motif medallion. There are 18-pane wide steel windows, with soffit-panels and edged with darker bricks. On the east side of Parker Parade is a further Modernist, red brick building. It has three-stories of 18 bays with rendered spandrels, steel windows (formerly) and a moulded cornice, which advances and recedes over the brick abstracted pilasters. Over is a deep rendered frieze with embossed name and a capping mould over. There is a similar brick elevation facing the railway line (refer : plan). 61 Balmain Street is a single-storey red brick Modernist building. The three buildings form an impressive and memorable industrial streetscape in the western approach to the railway bridge in Balmain Street.

COMPARATIVE ANALYSIS : There are 26 industrial sites identified in the Study. This complex is comparable to : 26-28 Tanner Street (Kookaburra, ref : 80); 80 Balmain Street, c1940 (ref : 190); Goodwood Street, Pelaco, c1910; 47 Richmond Terrace, c1900; and 153 Palmer Street, c1910.

SIGNIFICANCE : A very large Modernist former industrial complex of 1905. It is of a very advanced design for its construction date. A major local employer over seventy years. It is now extensively altered. Of local architectural and social historical significance, with further significance as an industrial streetscape.

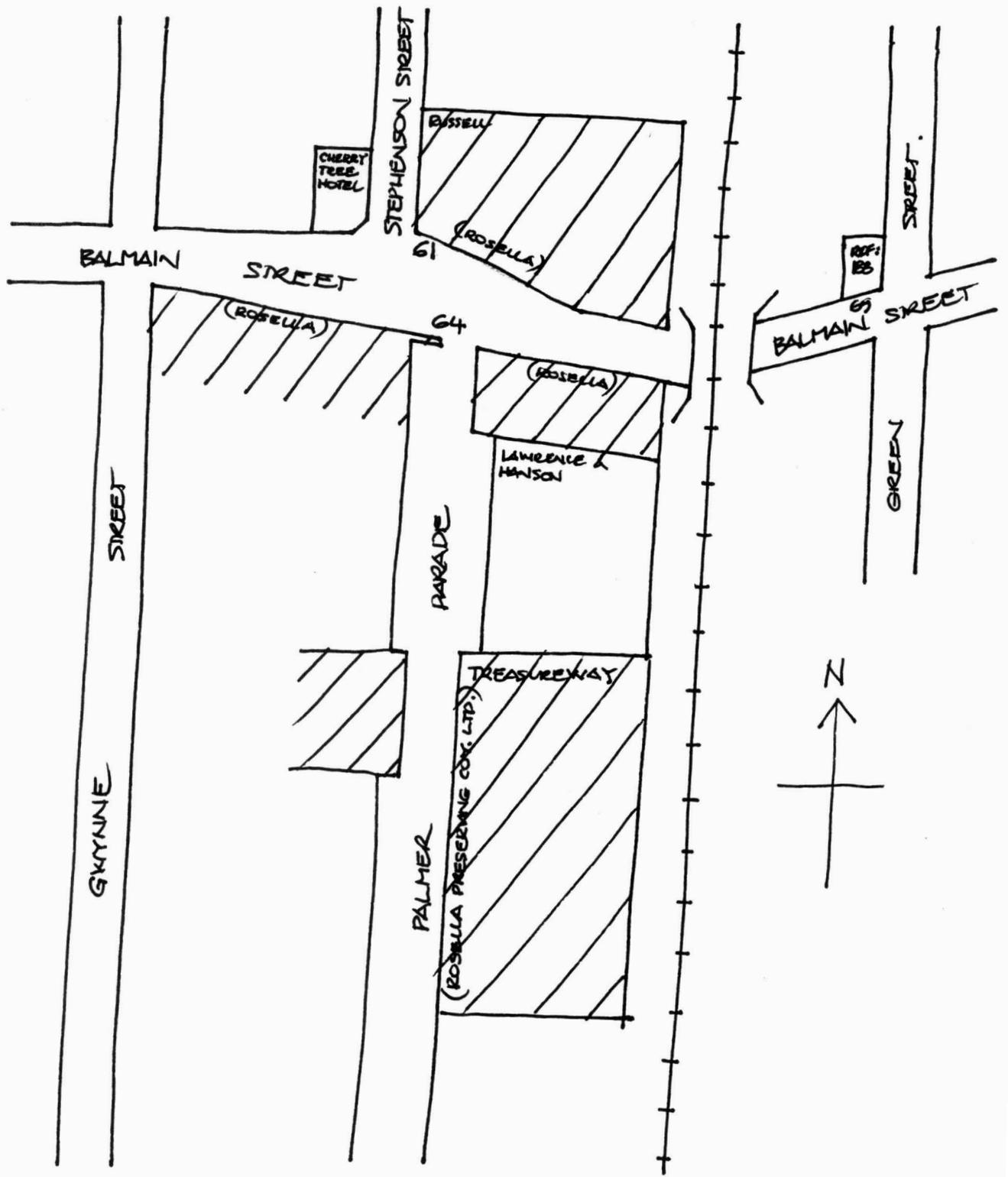
INTACTNESS : Fair, overall. The sixth bay has been demolished entirely to provide a new entry to the site, now known as Palmer Parade. The seventh and eighth bays have been rebuilt and the rosella-medallion is a replica. In some sections, the facade is only a bay deep now. The Palmer Parade building has its windows replaced and a new portico added.

CONDITION & THREATS : Good generally. But 64 Balmain Street's tiled spandrels are spalling already.

REFERENCES : 1. Facade parapet.

2. Janet McCalman, Struggletown. Public and Private Life in Richmond 1900-1965, (MUP) Melbourne 1984, p.32, quoting from Richmond Guardian, 9 September 1905.

3. McCalman, op.cit., p.176.



61 & 64 BALMAIN STREET. REF: 187

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FORM
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			<u>BRICKED UP DOOR</u>	<u>0</u>		

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