


GREATER GEELONG OUTER AREAS HERITAGE STUDY: STAGE 2

<p>Existing Use/Type</p> <div style="border: 1px solid black; padding: 5px; text-align: center;">Industrial</div> <p>Survey Date 03/07/1998</p> <p>Cons Man Plan High Priority</p> <p>Recorded By D Rowe & L Huddle</p>	<p>Key Dates Original 1923</p> <p>Major Changes</p> <p>Precinct Name N/A</p>	<p>Site Address Street/Site Name No. 180 McCurdy Road</p> <p>Town/Suburb Fyansford</p> <p>Postcode 3221</p> <p>Current Site Name GC First Geelong Cement Head Office</p>										
												
<p>Heritage Status</p> <p>Register of the National Estate Database No. <input type="text"/> File No. <input type="text"/></p> <p>Victorian Heritage Register <input type="text"/></p> <p>Planning Scheme: C.G.G. <input type="text"/> HO1723 <input type="text"/></p> <p>Heritage Inventory (Archaeological) <input type="text"/></p> <p>National Trust Register: <input type="text"/> <input type="text"/></p> <p>Other: <input type="text"/></p> <p>Recommended Heritage Listings</p> <p><input type="checkbox"/> Victorian Heritage Register</p> <p><input type="checkbox"/> Victorian Heritage Inventory</p> <p><input checked="" type="checkbox"/> Register of the National Estate</p> <p><input checked="" type="checkbox"/> HO City of Greater Geelong</p>	<p>Heritage Study Degrees of Significance</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;">A H C Assessment Criteria</th> <th style="width: 30%;">Significance Level</th> </tr> </thead> <tbody> <tr> <td>Aesthetic value <input type="text" value="D.2"/></td> <td><input type="text" value="Regional"/></td> </tr> <tr> <td>Historic value <input type="text" value="C.2"/></td> <td><input type="text" value="Regional"/></td> </tr> <tr> <td>Scientific value <input type="text" value="F.1"/></td> <td><input type="text" value="Local"/></td> </tr> <tr> <td>Social value <input type="text"/></td> <td><input type="text"/></td> </tr> </tbody> </table> <p>Overall Significance Level <input type="text" value="Regional"/></p>		A H C Assessment Criteria	Significance Level	Aesthetic value <input type="text" value="D.2"/>	<input type="text" value="Regional"/>	Historic value <input type="text" value="C.2"/>	<input type="text" value="Regional"/>	Scientific value <input type="text" value="F.1"/>	<input type="text" value="Local"/>	Social value <input type="text"/>	<input type="text"/>
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Social value <input type="text"/>	<input type="text"/>											
<p>Condition of the fabric</p> <p><input type="checkbox"/> Excellent</p> <p><input checked="" type="checkbox"/> Good</p> <p><input type="checkbox"/> Fair</p> <p><input type="checkbox"/> Poor</p> <p><input type="checkbox"/> Ruinous</p> <p><input type="checkbox"/> Unexposed</p>	<p>Integrity of the site</p> <p><input type="checkbox"/> Excellent</p> <p><input checked="" type="checkbox"/> Good</p> <p><input type="checkbox"/> Fair</p> <p><input type="checkbox"/> Poor</p> <p><input type="checkbox"/> Partially excavated</p> <p><input type="checkbox"/> Fully excavated</p>											

ADMINISTRATIVE SHEET

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TECHNICAL SHEET

<p>Precinct Name <input style="width: 150px;" type="text" value="N/A"/></p> <p>Site Plan/Location Sketch (not to scale)</p>	<p style="text-align: center;">Site Address</p> <p>No. <input style="width: 50px;" type="text" value="180"/> Street/Site Name <input style="width: 150px;" type="text" value="McCurdy Road"/></p> <p>Town/Suburb <input style="width: 100px;" type="text" value="Fyansford"/> Postcode <input style="width: 50px;" type="text" value="3221"/></p> <p>Site Name <input style="width: 150px;" type="text" value="GC First Geelong Cement Head Office"/></p> <p style="text-align: center;">Australian Map Grid Co-ordinates</p> <p>E 264845km N 5775160km</p> <p>Map <input style="width: 100px;" type="text" value="Melway map 225"/></p> <p>Scale <input style="width: 100px;" type="text" value="1:20,000"/></p> <p>Ownership <input style="width: 150px;" type="text" value="Private"/></p> <p style="text-align: center;">Cadastral Location</p> <p>County <input style="width: 100px;" type="text" value="Grant"/></p> <p>Parish <input style="width: 100px;" type="text" value="Moorpanyal"/></p> <p>Allotment <input style="width: 100px;" type="text" value=""/></p> <p>Block <input style="width: 100px;" type="text" value=""/></p>
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Types of Sites

- | | | | | | | |
|--|---------------------------------------|---|---|----------------------------------|------------------------------------|--|
| <input type="checkbox"/> monument | <input type="checkbox"/> recreational | <input type="checkbox"/> residential | <input type="checkbox"/> aviation | <input type="checkbox"/> gate | <input type="checkbox"/> landscape | <input checked="" type="checkbox"/> building |
| <input checked="" type="checkbox"/> industrial | <input type="checkbox"/> public | <input type="checkbox"/> infrastructure | <input type="checkbox"/> relic/ruin | <input type="checkbox"/> tree(s) | <input type="checkbox"/> religious | <input type="checkbox"/> educational |
| <input type="checkbox"/> agricultural | <input type="checkbox"/> commercial | <input type="checkbox"/> maritime | <input checked="" type="checkbox"/> fence | <input type="checkbox"/> garden | <input type="checkbox"/> machinery | <input type="checkbox"/> miscellaneous |

Historical Themes

Heritage Study Theme	AHC Theme No.	Heritage Study Theme	AHC Theme No.
Early settlement	<input style="width: 50px;" type="text"/>	Industry	<input style="width: 50px;" type="text" value="inManufacturing"/>
Maritime	<input style="width: 50px;" type="text"/>	Community Life	<input style="width: 50px;" type="text"/>
Tourism	<input style="width: 50px;" type="text"/>	Urbanization	<input style="width: 50px;" type="text"/>
Transport	<input style="width: 50px;" type="text"/>	Landscapes	<input style="width: 50px;" type="text" value="lpsIndustrial"/>
Townships	<input style="width: 50px;" type="text"/>	Miscellaneous	<input style="width: 50px;" type="text"/>

Significant Architectural Features

- ☒ Original Materials
- ☐ Original Chimneys
- ☐ Wall Decoration
- ☒ Verandah Structure
- ☒ Verandah Decoration
- ☐ Original Parapet
- ☒ Other Prominent Elevations
- ☒ Appropriate Fence
- ☐ Early Garden

Roof	<input style="width: 150px;" type="text" value="Form"/>
Openings	<input style="width: 150px;" type="text" value="Windows"/>
Decoration	<input style="width: 150px;" type="text" value="Verandah"/>
Finish	<input style="width: 150px;" type="text" value="Painted"/>
Stylistic Character	<input style="width: 150px;" type="text" value="Interwar Georgian Revival"/>

Present Threats

- ☐ Human; mining
- ☐ Human; visitor erosion
- ☐ Human; vandalism
- ☐ Human; development
- ☐ Human; conservation/maintenance
- ☐ Human; stock
- ☐ Natural Forces; erosion
- ☐ Natural Forces; vegetation
- ☒ Not threatened

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Site Address	No.	Street/Site Name	Town/Suburb	Postcode
	180	McCurdy Road	Fyansford	3221
Site Name GC First Geelong Cement Head Office				
Description <p>The free standing simplicity of the rectangular form is accented by the encircling verandah which is under the broad clean lines of the hipped roof. The symmetry of the design is emphasised by the rhythmic window fenestration set within plain concrete walls, and the slender stylized classical concrete columns of the verandah. The style was first used in Australia in the 1920s, largely through the influence of designs by William Hardy Wilson. These designs were based on the early designs of Australian homesteads and this is also seen in the Cement Works Head Office building.</p> <p>Most Interwar Georgian Revival buildings in Australia were houses and other domestic scale buildings. This building is consistent with that trend.</p> <p>The low and transparent fence constructed with capped columnar concrete posts and cyclone wire fencing complements the domestic simplicity of the building design.</p> <p>The site location, building form and materials, and boundary fence, are an important statement about the historical connection with the original construction of this building.</p>				
History <p>Constructed in 1923 as the Head Office of the company, it was a reflection of the new direction and expansion of the company. This was initiated in the early 1920s when there was an increase in demand for concrete products. The company office was originally a timber building, located on the side of the High Street hill, at the site of the main works. In 1913 it was in another wooden building in Asylum Road, (now known as McCurdy's Road) . The existing 1923 concrete building served as the head office for many decades before being located in Melbourne, at various locations over time.</p> <p>It has been used by Renee Photography for several years.</p>				
Heritage Precinct: Significant Urban Character Features visually connected to this place <i>(this section is only applicable to places in precincts)</i>				
			Precinct Name N/A	
Neighbouring Buildings	<div style="display: flex; flex-wrap: wrap;"> <div style="width: 50%;"><input type="checkbox"/> Similar Types</div> <div style="width: 50%;"><input type="checkbox"/> Appropriate Bulk/Form</div> <div style="width: 50%;"><input type="checkbox"/> Similar Styles</div> <div style="width: 50%;"><input type="checkbox"/> Appropriate Architectural Detailing</div> <div style="width: 50%;"><input type="checkbox"/> Similar Construction Dates</div> <div style="width: 50%;"><input type="checkbox"/> Appropriate Materials & Finishes</div> <div style="width: 50%;"><input type="checkbox"/> Appropriate Set Backs</div> <div style="width: 50%;"><input type="checkbox"/> Appropriate Fence Designs & Locations</div> </div>			
	<div style="display: flex; flex-wrap: wrap;"> <div style="width: 50%;"><input checked="" type="checkbox"/> Significant Historical Development</div> <div style="width: 50%;"><input type="checkbox"/> Original Paving</div> <div style="width: 50%;"><input checked="" type="checkbox"/> Significant Urban Focii</div> <div style="width: 50%;"><input type="checkbox"/> Appropriate Allotment Sizes</div> <div style="width: 50%;"><input type="checkbox"/> Significant Views</div> <div style="width: 50%;"><input type="checkbox"/> Appropriate Street Furniture</div> <div style="width: 50%;"><input type="checkbox"/> Original Kerbing</div> </div>			
Landscaping <input type="checkbox"/> Treelines <input type="checkbox"/> Public Gardens <input type="checkbox"/> Median Strips <input type="checkbox"/> Nature Strips				

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Site Address	No. 180	Street/Site Name McCurdy Road	Town/Suburb Fyansford	Postcode 3221
Site Name			GC First Geelong Cement Head	

Comparative Listings

None

Statement of Cultural Significance

The first Geelong Cement Head Office, constructed in 1923 it is ***aesthetically significant*** at a **Regional level** for the relatively rare use of the Interwar Georgian Revival style for commercial building. This includes the form, materials and encircling 'colonial' verandah supported by concrete columns and fence.

It is ***historically significant*** at a **Regional level** for its association with the production of cement in Geelong for over 100 years, and its status as the first purpose built concrete commercial interwar Georgian Revival head office for this company.

It is ***scientifically significant*** at a **Local level** for its unusual external and internal concrete construction.

Overall, the first Geelong Cement Head Office and fence at 180 McCurdy Road is of **Regional Significance**.

Recommendation:
That a Conservation Management Plan be carried out on the site, and comparative analysis with similar sites in Victoria.

References

1. Historical Information from the Cement Works Museum.
2. Shire of Corio Rate Books.
3. *Investigator* magazine.
4. *Geelong Advertiser*.
5. Geelong Waterworks & Sewerage Trust Maps, Barwon Water.
6. John McNeill, *A Journey to Destiny 1890 - 1990, 100 years of cement manufacturing at Fyansford*, Australian Cement Limited, p41

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