

GREATER GEELONG OUTER AREAS HERITAGE STUDY: STAGE 2

ADMINISTRATIVE SHEET

<b>Existing Use/Type</b> <div style="border: 1px solid black; padding: 2px; width: 80%; margin: 0 auto;">Industrial</div>	<b>Key Dates</b> Original 1936  Major Changes Several	<b>Site Address</b> No. <div style="border: 1px solid black; padding: 2px; width: 40px;">265</div> Street/Site Name <div style="border: 1px solid black; padding: 2px; width: 150px;">Melbourne Road</div> Town/Suburb <div style="border: 1px solid black; padding: 2px; width: 100px;">North Geelong</div> Postcode <div style="border: 1px solid black; padding: 2px; width: 60px;">3215</div>
Survey Date <div style="border: 1px solid black; padding: 2px; width: 100px;">14/05/1998</div>	Cons Man Plan <div style="border: 1px solid black; padding: 2px; width: 100px;">High Priority</div>	Precinct Name <div style="border: 1px solid black; padding: 2px; width: 100px;">N/A</div>
Recorded By <div style="border: 1px solid black; padding: 2px; width: 150px;">D Rowe &amp; L Huddle</div>		Current Site Name <div style="border: 1px solid black; padding: 2px; width: 150px;">Pilkington Aust. Factory and No. 1 Furnace</div>



**Heritage Status**

**Register of the National Estate**  
 Database No.  File No.

**Victorian Heritage Register**

**Planning Scheme:**  
 C.G.G.  HO1722

**Heritage Inventory (Archaeological)**

**National Trust Register:**

**Other:**

**Recommended Heritage Listings**

Victorian Heritage Register  
 Victorian Heritage Inventory  
 Register of the National Estate  
 HO City of Greater Geelong

**Heritage Study Degrees of Significance**

A H C Assessment Criteria	Significance Level
Aesthetic value <div style="border: 1px solid black; padding: 2px; width: 80px;">D.2</div>	<div style="border: 1px solid black; padding: 2px; width: 100px;">State</div>
Historic value <div style="border: 1px solid black; padding: 2px; width: 80px;">A.4</div>	<div style="border: 1px solid black; padding: 2px; width: 100px;">State</div>
Scientific value <div style="border: 1px solid black; padding: 2px; width: 80px;">F.1</div>	<div style="border: 1px solid black; padding: 2px; width: 100px;">State</div>
Social value <div style="border: 1px solid black; padding: 2px; width: 80px;">G.1</div>	<div style="border: 1px solid black; padding: 2px; width: 100px;">Regional</div>
<b>Overall Significance Level</b> <div style="border: 1px solid black; padding: 2px; width: 150px; float: right;">State</div>	

<p><b>Condition of the fabric</b></p> <p> <input type="checkbox"/> Excellent  <input checked="" type="checkbox"/> Good  <input type="checkbox"/> Fair  <input type="checkbox"/> Poor  <input type="checkbox"/> Ruinous  <input type="checkbox"/> Unexposed                 </p>	<p><b>Integrity of the site</b></p> <p> <input checked="" type="checkbox"/> Excellent  <input checked="" type="checkbox"/> Good  <input type="checkbox"/> Fair  <input type="checkbox"/> Poor  <input type="checkbox"/> Partially excavated  <input type="checkbox"/> Fully excavated                 </p>
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# GREATER GEELONG OUTER AREAS HERITAGE STUDY: STAGE 2

TECHNICAL SHEET

<p>Precinct Name <input type="text" value="N/A"/></p> <p><b>Site Plan/Location Sketch (not to scale)</b></p>	<p style="text-align: center;"><b>Site Address</b></p> <p>No. <input type="text" value="265"/> Street/Site Name <input type="text" value="Melbourne Road"/></p> <p>Town/Suburb <input type="text" value="North Geelong"/> Postcode <input type="text" value="3215"/></p> <p>Site Name <input type="text" value="Pilkington Aust. Factory and No. 1"/></p> <p style="text-align: center;"><b>Australian Map Grid Co-ordinates</b></p> <p><input type="text" value="E 268000km N 5778000km"/></p> <p>Map <input type="text" value="Melway map 226"/></p> <p>Scale <input type="text" value="1:20,000"/></p> <hr/> <p>Ownership <input type="text" value="Private"/></p> <hr/> <p style="text-align: center;"><b>Cadastral Location</b></p> <p>County <input type="text" value="Grant"/></p> <p>Parish <input type="text" value="Moorpanyal"/></p> <p>Allotment <input type="text"/></p> <p>Block <input type="text"/></p>
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ADM/ SHIR Geel SHO Map OPE Map RECR/ WAT Map GOL LEC/ Bask STH & Mc ELC/ Map LARA Nov DEPI Pinc TOUR/ TOU Map WAST

**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 type="checkbox"/> fence      | <input type="checkbox"/> garden  | <input checked="" type="checkbox"/> machinery | <input type="checkbox"/> miscellaneous       |

**Historical Themes**

Heritage Study Theme	AHC Theme No.	Heritage Study Theme	AHC Theme No.
Early settlement	<input type="text"/>	Industry	<input type="text" value="inManufacturing"/>
Maritime	<input type="text"/>	Community Life	<input type="text"/>
Tourism	<input type="text"/>	Urbanization	<input type="text"/>
Transport	<input type="text"/>	Landscapes	<input type="text" value="lpsIndustrial"/>
Townships	<input type="text"/>	Miscellaneous	<input 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 type="text" value="Finish"/>
Openings	<input type="text" value="Doors &amp; Windows"/>
Decoration	<input type="text" value="Plain blue tiles"/>
Finish	<input type="text" value="Painted"/>
Stylistic Character	<input type="text" value="Interwar Modern Functionalist"/>

**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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**GREATER GEELONG OUTER AREAS HERITAGE STUDY: STAGE 2**

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<b>Site Address</b>	<b>No.</b>	<b>Street/Site Name</b>	<b>Town/Suburb</b>	<b>Postcode</b>
	265	Melbourne Road	North Geelong	3215
			<b>Site Name</b>	Pilkington Aust. Factory and No. 1

**Description**

This building, erected in c.1936 was designed by the eminent local architectural firm of Laird and Buchan. In particular, it was the design of the Director and architect Ewen Laird, who had recently travelled to Europe during the depression, to work in London and to visit the works of Dutch architect Dudok. This design was concurrent with a design Laird was working on for his brother George's home in Newtown, Geelong. It was a radical, progressive style which was ahead of the trend in Australia and never adopted as a common style in the conservative provincial city of Geelong. It was freestanding with a dominant facade, painted white. It was designed to give the message that Pilkington's was a dynamic international commercial organisation dominating the streetscape of the main Geelong-Melbourne Road. The three-dimensional massing of the freestanding, white painted and radical design exploited the corner site.

The brick massing, deep horizontal mortar lines, and metal windows recall the work of Dutch modernist Willem Dudok. The strong horizontality of the design is achieved by the use of long horizontal expanses of ribbon windows on both the ground and first floors, as well as a flat roof behind the long, simple lines of the parapet and the deep struck mortar joints while the vertical ones are flush with the face of the bricks. The asymmetrical massing and simple geometric shapes were balanced with solid and void. The transparent glass stairwell projected forward of the main wall, prominently displaying the cantilevered staircase. Streamlining the entry points of the service doorways was achieved by deep reveals of curved brickwork and these are balanced by the short and relatively shallow short curved columns between the windows above.

A skirting of plain but bright blue tiles was the only concession to any decorative features of the functionist design. These tiles were also used on the window sills of the Newtown house. (Many of these tiles have been overpainted.)

The No. 1 Flat Toughening Furnace has a capacity of 32"x32" and was the first machine to produce toughened "Armourplate" in September 1938. The machine was made in Kings Norton, UK.

**History**

This building, erected in c.1936<sup>3</sup> was designed by the eminent local architectural firm of Laird and Buchan.<sup>9</sup> The design was influenced by Ewen Laird as he had a strong interest in functionalist architecture, in particular, the work of Dutch architect Dudock. Laird had not long returned from working in Britain and touring Europe and the USA prior to this commission.<sup>10</sup> The Pilkington company was successful and expanded in 1947, again using BLB to design the extension in a highly compatible design with the original.<sup>9</sup>

The construction of this large industrial establishment was part of the Corio Shire's attempt to attract industrial development. In 1937 International Harvester opened as did Pilkington Brothers glass works. Two years later the Grain Elevators wheat terminal was established. Prior to this, in the 1920s the Federal Woollen Mills, Ford, and Cresco Fertilizers, were large manufacturing plants that developed in the area.<sup>3</sup>

HISTORY CONT. ON PAGE 4

**Heritage Precinct: Significant Urban Character Features visually connected to this place**  
(this section is only applicable to places in precincts)

Precinct Name

<b>Neighbouring Buildings</b>	<input type="checkbox"/> Similar Types	<input type="checkbox"/> Appropriate Bulk/Form
	<input type="checkbox"/> Similar Styles	<input type="checkbox"/> Appropriate Architectural Detailing
	<input type="checkbox"/> Similar Construction Dates	<input type="checkbox"/> Appropriate Materials & Finishes
	<input type="checkbox"/> Appropriate Set Backs	<input type="checkbox"/> Appropriate Fence Designs & Locations
<b>Urban Design</b>	<input type="checkbox"/> Significant Historical Development	<input type="checkbox"/> Original Paving
	<input type="checkbox"/> Significant Urban Focii	<input type="checkbox"/> Appropriate Allotment Sizes
	<input type="checkbox"/> Significant Views	<input type="checkbox"/> Appropriate Street Furniture
	<input type="checkbox"/> Original Kerbing	
<b>Landscaping</b>	<input type="checkbox"/> Treelines	<input type="checkbox"/> Public Gardens
	<input type="checkbox"/> Median Strips	<input type="checkbox"/> Nature Strips

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## GREATER GEELONG OUTER AREAS HERITAGE STUDY: STAGE 2

SIGNIFICANT HISTORICAL FACTS

<b>Site Address</b>	<b>No.</b> 265	<b>Street/Site Name</b> Melbourne Road	<b>Town/Suburb</b> North Geelong	<b>Postcode</b> 3215	<b>Site Name</b> Pilkington Aust. Factory and No. 1
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### Comparative Listings

- Sanitarium Health Foods, Warburton, Vic. 1936
- Automotive Engineering Building, Sydney technical College , Wattle Street, Ultimo, NSW 1938.
- Australian Glass Manufacturers Ltd, Wateloo, c1940.

### HISTORY CONTINUED

"No. 1 is the sole survivor of four flat high pressure quench furnaces. For over 25 years, these processed the bulk of Australia's Automotive and other toughened glass. Goggle glasses, tank windows and scuba glasses were produced during WW2. Thousands of combustion heater door strips were produced during the 1950s building boom.

Flat side glasses began to disappear with the introduction of the 1965 HD Holden, the first Australian vehicle to use curved side glasses. No 1 is now preserved as a test piece processing unit, and a link to our past." <sup>11</sup>

### Statement of Cultural Significance

*The significant parts of the Pilkington complex at North Geelong are the 1936 and 1945 sections only, particularly the three dimensional appearance of the exterior of the building and facades of the Melbourne and Mackey Roads. The interior has been greatly altered and has low significance. The No. 1 furnace is significant but may be moved to a new site if necessary. Recommendation: A conservation management plan is recommended for this site.*

The Pilkington complex on the Melbourne Road at North Geelong is **aesthetically** significant at a **STATE** level. It demonstrates an early use of original design qualities of the interwar Functionalist style in Australia. These qualities on the original 1936 south and west elevations and 1945 architectural extension to the facade, include the large white painted brick wall planes broken into three horizontally oriented sections, behind which the flat roof is not visible behind the plain brick parapet. Between the brickwork is a fenestration of extensive metal framed glass windows. The curved reveals of the doorways and curved short columns between the windows on the first floor are integral to the design. The off-centre entrance with a transparent glass stairwell formed with metal window frames and cantilevered staircase is particularly important. Other intact qualities include the sparse use of plain but bright blue tiles.

The Pilkington complex on the Melbourne Road at North Geelong is **historically** significant at a **STATE** level. It is associated with the development of the British based company in Australia, as a major contributor of employment and economic development on a national scale. The complex has associations with the important Geelong firm of architects, Laird and Buchan, who were established in 1890 by Angus Laird and influenced the built environment in Geelong for one hundred years. The firm, now called the Buchan Group, has clients and offices Australia wide. The son of Angus Laird, Ewen, was responsible for bringing his firm and Geelong into the realm of the modern movement after his study and working tour of Europe and the USA in the depression.

The Pilkington complex on the Melbourne Road at North Geelong is **socially** significant at a **REGIONAL** level. It has recognised and valued by the Geelong community as a major employer and as a substantial industrial manufacturer.

The No.1 Furnace is **scientifically** significant on a **STATE** level as an illustration of an outstanding technical achievement in the manufacture of glass in the State of Victoria.

Overall, the Pilkington complex at 307 Melbourne Road at North Geelong is of **STATE** significance.

### References

1. Shire of Corio Rate Books
2. Sands & McDougall's Directory of Victoria
3. Wynd, *So Fine A Country: A History of the Shire of Corio*, p.103-5
4. Land Sales & Subdivisional Maps, G.H.R.C.
5. Geelong Waterworks and Sewerage Trust records.
6. Eric Vigar, 'North Geelong Memories', *Investigator*, Dec 1988, p155
7. Ruth Hill, ' St. Helen's Through the Years' *Investigator*, Sept, 1987 p98
8. Lynch, 'History of Pilkington Brothers (Australia) Pty Lt Geelong Pla.
9. Laird & Buchan Drawings, G.H.R.C.
10. Interview: Lorraine Huddle with Ewen Laird, 1990.
11. Plaque on the machine inside the Pilkington plant.

# GREATER GEELONG OUTER AREAS HERITAGE STUDY: STAGE 2

EXTRA IMAGES SHEET

**Site Address**

No.

265

Street/Site Name

Melbourne Road

Town/Suburb

North Geelong

Postcode

3215

Site Name

Pilkinson Aust. Factory and No. 1

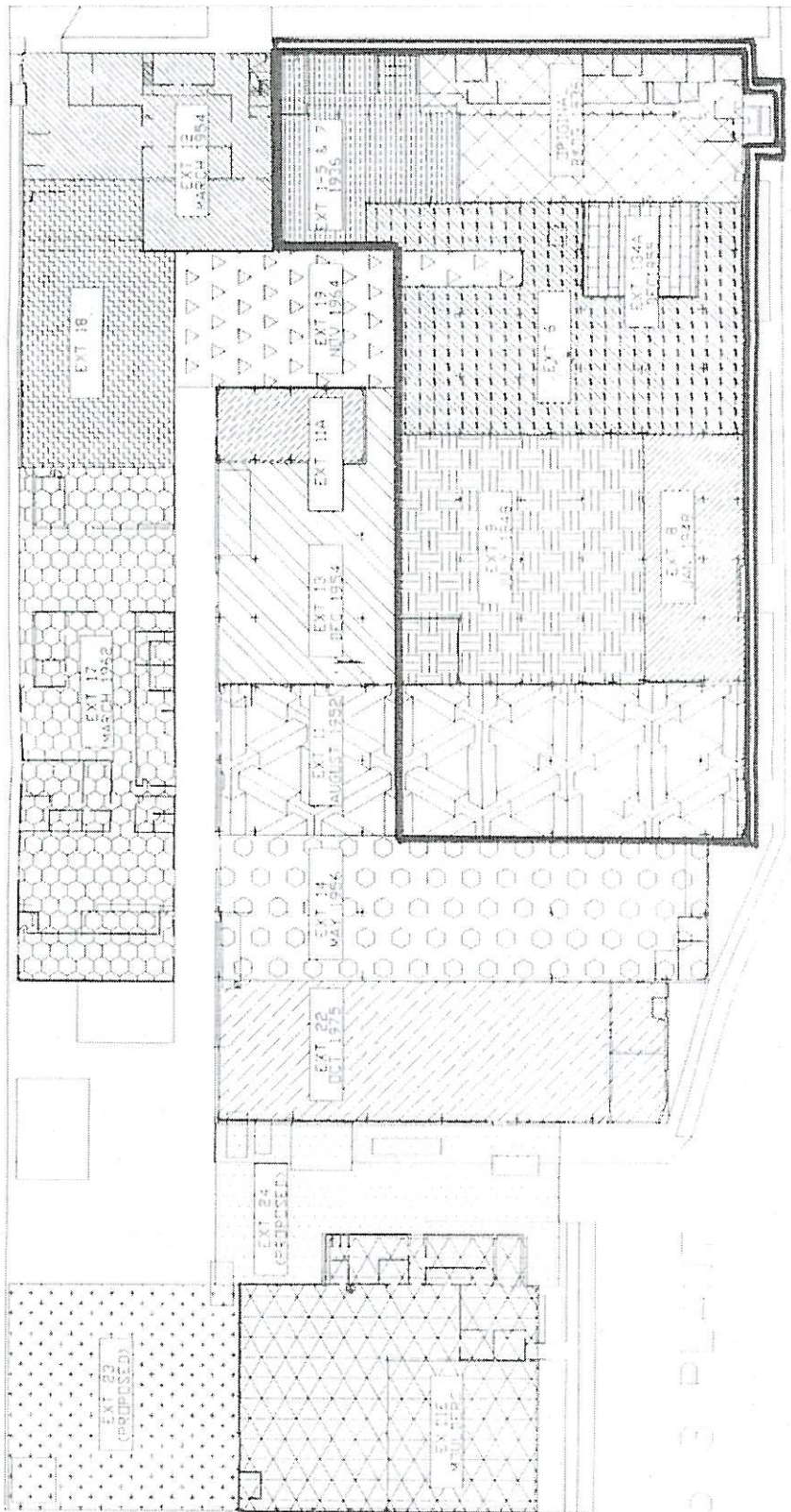
**Key to significant cultural heritage places on the Pilkinson ACI site, Geelong.**  
 Note: This plan accompanies the City of Geelong Outer Areas Heritage Study Record Sheet for this site, February 2000.

The single line designates the extent of the important building envelope form. The purpose is recommending protection of this external envelope is to protect the important aesthetics of the south and west elevations. These elevations are designed to relate to a long flat roofed parapet silhouetted against the sky. The roof fabric, structure and form may be changed provided it is not visible from Melbourne and Mackey Roads. The walls, structure or other physical fabric on the east and north boundaries of the designated area is not considered to have sufficient cultural significance to justify protection in the planning scheme.

The interior appears to have been considerably altered and is of low cultural significance, except for the Melbourne road stairwell and stair. The No. 1 Furnace is also important. It is preferred that it remain in situ, but relocation may be considered as the context of the surrounding interior does not enhance its significance.

The double-line designates the extent of the important external elevations. The south and west elevations, including the building fabric, materials, doors, windows, stairwell stair are collectively important.

NO. 1 PLANT

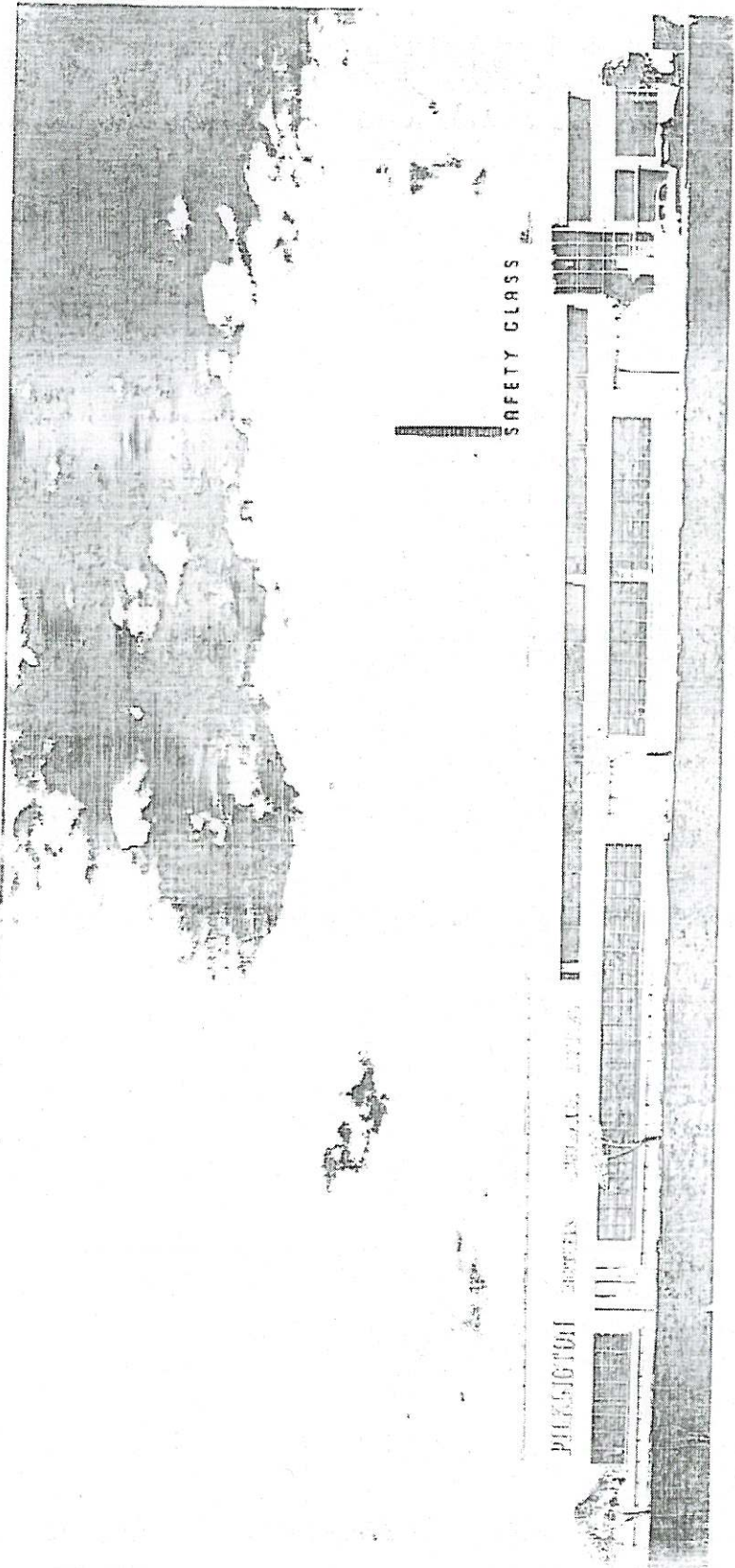


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GREATER GEELONG OUTER AREAS HERITAGE STUDY: STAGE 2

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Site Address	No.	Street/Site Name	Town/Suburb	Postcode
	265	Melbourne Road	North Geelong	3215
		Site Name Pilkington Aust. Factory and No. 1		



329 SH2 • PILKINGTON BROTHERS AUST. LTD. • EXTENSION TO GEELONG PREMISES • JUN 17-47  
 BUCKFAN, LAIRD AND SUTHERLAND ARCHITECTS • GEELONG AND MELBOURNE

*Source: Geelong Historical Records Centre*

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# GREATER GEELONG OUTER AREAS HERITAGE STUDY: STAGE 2

<b>Site Address</b>	<b>No.</b>	<b>Street/Site Name</b>	<b>Town/Suburb</b>	<b>Postcode</b>
	265	Melbourne Road	North Geelong	3215
		<b>Site Name</b>	Pilkington Aust. Factory and No. 1	



Goods entrance with deeply curved reveals constructed in 'Dudok' brickwork.

Deep set strip windows with flat slender window hood supported by curved short columns

Note the metal framed glass stairwell with cantilevered stairs.

GREATER GEELONG OUTER AREAS HERITAGE STUDY: STAGE 2

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No.	Street/Site Name	Town/Suburb	Postcode
265	Melbourne Road	North Geelong	3215

Site Name



Original entrance. Note the bright blue tile clad reveals have been over painted in white.



View of the West elevation (looking south) recommended for protection on the planning scheme.

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GREATER GEELONG OUTER AREAS HERITAGE STUDY: STAGE 2

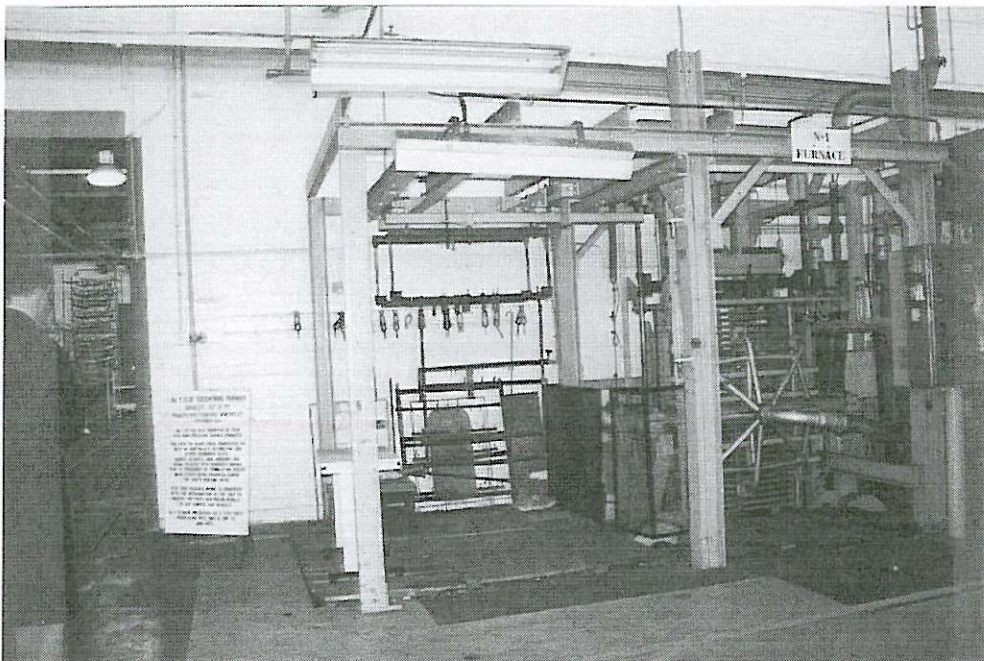
Site  
Address

No.	Street/Site Name	Town/Suburb	Postcode
265	Melbourne Road	North Geelong	3215

Site Name Pilkington Aust. Factory and No. 1



Stair detail. Note the blue tiled skirting has been over painted in white. The curved brick reveals and deep horizontal mortar joints are visible in this photograph.



No. 1 Furnace recommended for protection on the planning scheme.

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