

HERITAGE CITATION REPORT

Name	Former Caulfield Butter Factory	
Address	1091 Dandenong Road MALVERN EAST	Significance Level A2
Place Type	Other - Manufacturing & Processing	
Citation Date	2011	



1091 Dandenong Road, Malvern East

Recommended VHR No HI No PS Yes
Heritage Protection

History and Historical Context

A dairy was established on the site presently known as 1091 Dandenong Road around 1928, operating as 'Southern Dairy Products Pty Ltd'.^[1] In 1931, a new butter factory was built on the site for J C Halpin Pty Ltd. Designed by prolific local architect Leslie Reed, the factory incorporated the existing dairy within its walls.^[2] The architect's original drawings show an elaborate symmetrical facade with barely sugar columns framing arched doorways, and sign on the parapet that read: 'J C Halpin Pty Ltd Butter Factory'. As built, there were some minor changes to the design. The barely sugar columns were omitted and the parapet signage changed to read "Caulfield Butter Factory" (see figure 3 below).

The official opening of the Caulfield Butter Factory took place on the 23 December, 1931, and was described in the *Argus*:

The minister for Agriculture (Mr Slater) opened officially yesterday the Caulfield Butter Factory in Dandenong Road.

HERITAGE CITATION REPORT

The factory has been built by J C Halpin Pty Ltd, a firm which has been operating in smaller premises at the same site for 12 months as wholesale suppliers of milk and cream. The new factory has a floor space of 60ft by 130 ft, and will be capable of producing 50 tons of butter a week. Apart from supplying local requirements the firm hopes to conduct considerable trade with the East. Already a contract for 12 months to supply 1,000 boxes of tinned butter a month or five tons week to a firm in the East has been completed.[3]

Despite its promising start, the business was in receivership by 1937.[4] In November that year, tenders for the purchase of the factory and its contents were advertised in the *Argus*:

Lot 1 Land and Buildings:

.It is situated on the main Dandenong road, and is exceedingly well built. The premises are well laid out for the type of business for which they have been used, viz, a butter factory, and are attractive in design. The administration offices adjoin the main factory on the front , and are also attractive. A large garage is at the rear of the building. Total measurements are 115 ft frontage to Dandenong Road by about 150ft along the east side of Fisher Street back to a 10-foot right-of-way along the north boundary.

The buildings are of concrete and brick, and the garage and factory floors are of concrete.

Lot 2 Machinery Plant and Equipment

This comprises motor trucks, etc., which have been used expressly in the conduct of the business for the cartage of cream can etc. from country districts to the factory.

Office furniture, typewriters accounting machines and other items were offered as separate lots. The butter factory license was to be transferred to the successful tenderer. The factory is listed in the 1939 Sands and McDougall under the new name of 'Mayfair Butter Factory Pty Ltd', but this venture was short lived. The following year the factory was occupied by Columbia Fur Dressing and Dyeing Company.[5] J Walton Fur Dyer.

Leslie J Reed

The Caulfield Butter Factory's architect, Leslie J W Reed, was a resident of Malvern and is known to have designed around 70 buildings in the local area. He registered in 1923, practising until the Second World War. Reed mainly specialized in residential work but also undertook some intuitional and small industrial commissions. Works include: the Morton Ray Masonic Temple, Dandenong Road, Malvern East flats at 356 Glenferrie Road, Malvern (1933); a factory in West Melbourne (1934); 48 Brighton Road (1937) - a rare semi-detached pair in an early bungalow estate; flats in Toorak Road, near Park Street (1937); and the dwelling at 32 Hortense Street Burwood (1938).[6]

[1] Sands and McDougall Directories.

[2] Stonnington Local History Catalogue. Registration No.MB5021.

[3] *Argus*, 24 December, 1931.

[4] *Argus*, 22 November, 1937, p.14

[5] Sands and McDougall Directories.

[6] *Miles Lewis Architectural Index*.

HERITAGE CITATION REPORT

Description

Physical Description

The former Caulfield Butter factory is a substantial, single-storey interwar Spanish Mission style building. It has rendered brick walls and a corrugated iron clad roof, partly concealed by an elaborate parapet with Cordova tile copings. The facade also has a series of narrow round arched openings and two arched doorways (one infilled) with finely detailed rendered ornament.

The Fisher Street sideage has parapet details similar to the front facade but is otherwise plainer in appearance.

The building exterior remains largely intact to its original 1930s state although several arched window openings on the front facade have been modified and one of the arched doorways has been infilled. Originally symmetrical, the facade also has a second slightly less ornate addition on its east side. This part of the building appears to have been a comparatively early addition, and may be administration offices described in the 1937 tender notices above.

In the late 1990s a large gabled roofed storage area was built to the rear of the administration offices, and, around 2002, an over-scaled bathroom tap feature was mounted above the front facade.

Comparative Analysis

Dairies in Stonnington

As outlined the theme 6.1.3 *Dairying in the Stonnington Thematic Environmental History*, neighbourhood dairies were an essential urban service in the early twentieth century and their numbers increased as suburban development spread across Malvern and East Malvern. Legislative changes and the advent of a new Milk Board in 1933 raised standards in dairies, resulting in the de-licensing of about half of Melbourne's dairies. The remaining dairies were forced to make improvements to their facilities. Many were rebuilt or remodelled in the then popular Moderne style.

Examples of 'modernised' interwar dairies in Stonnington include: the former Nirvana Dairy (now Dairy Bell Ice-cream factory) on the corner Belgrave and Waverley Roads; the former Coughlin's Dairy, 105 Wattletree Road, Armadale; the former Malvern Dairy, 37-39 Clarence Street, Malvern East; the former Moama Dairy, 35B Emo Road, Malvern East; and, the Waverley Dairy 300 Waverley Road, East Malvern (now Bendigo Bank). With the exception of the former Malvern Dairy, which has a somewhat unusual domestic character with colonnaded front portico, all of the above dairy buildings are variations on the Moderne style. The Moderne style was fashionable at a time when many dairies were being upgraded to meet higher production standards, and would have made an obvious choice for dairy operators because of its associations with progress and cleanliness.

Spanish Mission Style

The Spanish Mission Revival idiom first emerged on the west coast of North America during the 1890s - particularly in California - and arrived in Australia around World War I. The style revived the architectural legacy of the Franciscan missions built along the coast of California in the eighteenth and early nineteenth centuries.

By the late 1920s, the Spanish Mission Revival-style, combined with other related expressions emanating from both the West Coast of North America and from the Mediterranean, became relatively popular amongst Australia's architects and its speculative builders. Among the broader population carried associations with sun-drenched California, Beverly Hills, and the glamour of the Hollywood movie industry.

Buildings in the idiom characteristically had arcaded loggias or porticos and frequently used a triple arched motif. Wall surfaces were typically roughcast or rough trowelled to provide pattern or texture. Roofs were hipped or gabled and clad

HERITAGE CITATION REPORT

in Marseille pattern or half-round 'Cordova' pattern terracotta tiles. Baroque parapets, twisted 'barley sugar' columns, cartouches and medallions were also common on the facade. Wrought iron was sometimes used around windows or doors, usually in the form of a decorative grille.

The Mediterranean form of architectural expression, including the Spanish Mission style, was popular for Melbourne's houses and flats from about 1925 but was less commonly used for commercial buildings, and very rarely for factory buildings. Because of the style's association with Hollywood it was seen as an appropriate choice for new cinemas. It also found a niche in garage and motorcar showroom designs evoking the style and glamour of movie stars and the modern, progressive image of the automobile.

Within the City of Stonnington, the Racecourse Hotel, Dandenong Road, Malvern East, is one of the very few known examples of a commercial building in the Spanish Mission or Mediterranean idioms. The hotel protected as an A2 graded building in a heritage overlay precinct. The Argo Hotel, South Yarra, also draws on Mediterranean influences but in a far more understated manner than is apparent on the more theatrical and heavily ornamented Spanish Mission style facades of the Racecourse Hotel and former Caulfield Butter Factory.

Conclusion

The former Caulfield Butter Factory is unique among the dairy related buildings in the Municipality as an example of the Spanish Mission style. Almost all other interwar dairies, especially those in Malvern East, were designed in the Moderne style. In the broader metropolitan context, it is an exceedingly rare example of a Spanish mission style factory building.

Statement of Significance

What is significant?

The former Caulfield Butter Factory at 1091 Dandenong Road, Malvern East is a single-storey interwar Spanish Mission style building. Constructed in 1931 to a design by local architect Leslie J Reed, the butter factory incorporated an earlier 1920s dairy within its walls.

The factory was initially set up to cater to both local and overseas markets but operated for less than a decade before it was closed down.

How is it significant?

The former Caulfield butter factory is historically and architecturally significant to the City of Stonnington.

Why is it significant?

The former Caulfield Butter Factory is historically significant as one of the largest and most ambitious of the dairy enterprises established in Stonnington in the interwar period. Unlike most of the other suburban dairies in Malvern that served only their local neighbourhoods, the butter factory also catered to an overseas export market. The factory is of additional interest for its association with prominent local architect Leslie J Reed.

The former Caulfield Butter Factory is architecturally significant as a rare example of an industrial building designed in the Spanish Mission style. Although the Spanish Mission style was popular during the late 1920s and 1930s for houses and residential flats, and for leisure buildings such as cinemas and theatres, it was unusual for a factory building of this type. The distinctive styling of the factory also distinguishes it from the more common Moderne style dairy buildings in Stonnington.

HERITAGE CITATION REPORT

Recommendations 2011

External Paint Controls	No
Internal Alteration Controls	No
Tree Controls	No
Fences & Outbuildings	No
Prohibited Uses May Be Permitted	No
Incorporated Plan	-
Aboriginal Heritage Place	No

This information is provided for guidance only and does not supersede official documents, particularly the planning scheme. Planning controls should be verified by checking the relevant municipal planning scheme.