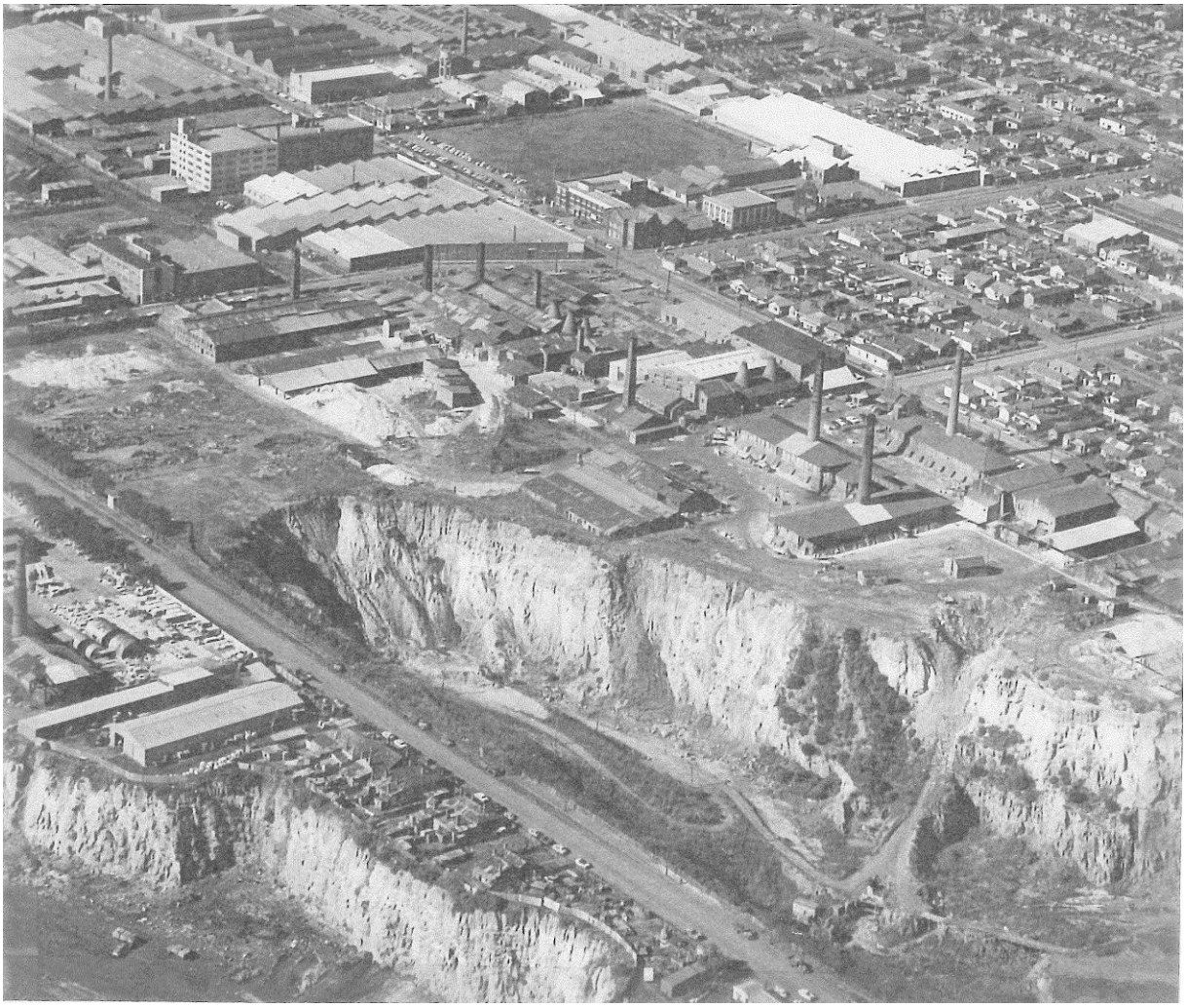
1999 CONSERVATION MANAGEMENT PLAN

H O F F M A N B R I C K W O R K S

D A W S O N S T R E E T, B R U N S W I C K



A P R I L 1 9 9 9

H e l e n L a r d n e r C o n s e r v a t i o n & D e s i g n
114 Moor Street Fitzroy VIC 3065 ph 03 9486 9920 fax 03 9486 9968
in association with
Essential Economics Pty Ltd, HLA Enviroscіences Pty Ltd, Look Ear Pty Ltd

SUMMARY

What is this report about?

The former Hoffman Brickworks, Dawson Street, Brunswick is of cultural significance to Victoria and Australia. The aim of this conservation management plan is to develop policies to protect and enhance this cultural significance. The site is privately owned and, as an important Brunswick landmark, is greatly valued by the local community.

This summary provides a quick guide as to where to find the essential parts of the conservation management plan.

The Brickworks have current heritage listings (section 1.7, figure 7) and an existing Statement of Significance (section 9). Although it was not part of the brief to rewrite this Statement of Significance, some aspects of significance have been highlighted as worthy of future research (section 2.2). This future research should be done at the time of proposed changes to parts of the site that it concerns.

What is significant at the Brickworks?

The levels of significance of different parts of the site are illustrated on figures 10 & 11.

What has been recommended to retain the significance of the Brickworks?

Conservation policies in this report are divided into the Statement of General Conservation Policy (section 3) and Specific Conservation Policies (section 4).

What is the general approach to significant aspects of the site?

The General Conservation Policy applies to all buildings and spaces identified in figures 10 & 11 as being of significance. It covers making changes to the historic fabric and setting (section 3.2), future developments and control of physical intervention (section 3.6) by outlining general approaches to be taken on site. It also includes a discussion of use (section 3.3) and management of the site (section 3.5). An interpretation plan has been developed for the Brickworks and is contained in a separate volume accompanying the conservation management plan.

What specific recommendations have been made for individual buildings and spaces?

In section 4 Specific Conservation Policies are established for each building and space of significance. These policies reflect the levels of significance for each component and provide more detailed guidance. It should be remembered, however, that the General Conservation Policy also applies in each case.

What conservation works have been recommended?

The Schedule of Conservation Works (section 5) is divided into 'essential' and 'desirable' works reflecting the degree of priority. It applies to all buildings and spaces identified in figures 10 & 11 as being of significance.

Who was involved in contributing to the preparation of this report?

Extensive consultation with the following groups occurred during the writing of this report. These include;

Brunswick Community History Group
Fooks Martin Sandow
Heritage Victoria
Moreland City Council
National Trust of Australia (Victoria)
Save the Brickworks Inc.
Sungrove Corporation

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APPENDICES

1.0 INTRODUCTION

1.1 AIM

The aim of this report is to establish conservation policies and a management plan to retain and enhance the significance of the Hoffman Brickworks.

Article 2 *Burra Charter*
'The aim of conservation is to retain or recover the cultural significance of a place and must include provision for its security, its maintenance and its future'.

1.2 THE SITE AND THE STUDY AREA

The Hoffman Brickworks site is at 72 - 106 Dawson Street Brunswick. It is a 3 hectare site which backs onto the former clay pits, now Gilpin Park, at the rear. See figure 1. While the whole of the site is important for the conservation management plan, the area which forms the focus of this report, as set out in the brief, is identified in figure 9.

1.3 SCOPE OF THE REPORT

The Conservation Management Plan was commissioned by the developer Sungrove Corporation and the Moreland City Council in November 1998. It is prepared as a requirement of the Moreland Planning Scheme Amendment L52 and Heritage Victoria Permit 3883, dated 30.7.98. The brief setting out the scope of the report is reproduced in Appendix A2.

This report develops policies that enable the significance of the place to be retained in its future use and development. It builds on the research and assessment of the significance of the site from the 1997 Allom Lovell and Associates report, prepared for the City of Moreland[1] and other previous studies (refer to the bibliography). It should be noted that this report differs from standard conservation management plans in that recognition of the heritage features of the site has already been undertaken in the 1997 Allom Lovell report referred to above. The Brief is clear that this work will be reviewed but not repeated. This report therefore makes recommendations where necessary about additional work required for assessment of the significance of the site.

[1] Allom Lovell and Associates Pty Ltd., *Former Hoffman Brickworks, 72-106 Dawson Street, Brunswick, Conservation Management Plan*, prepared for the City of Moreland, November 1997.

1.4 METHODOLOGY AND DEFINITIONS

The structure and contents of this conservation management plan have been written with reference to the key relevant cultural heritage documents in Australia. These are:

- *The Australia ICOMOS charter for the conservation of places of cultural significance (the Burra Charter)* Reproduced as Appendix 1.
- Peter Marquis-Kyle & Meredith Walker. *The Illustrated Burra Charter, Making good decisions about the care of important places.* Australia ICOMOS, Sydney 1992.
- *Guidelines to the Burra Charter: Cultural significance*, Australia ICOMOS, April 1984, revised April 1988.
- *Guidelines to the Burra Charter: Conservation policy*, Australia ICOMOS, May 1985, revised April 1988.
- *Guidelines to the Burra Charter: Procedures for undertaking studies and reports*, Australia ICOMOS, April 1988.
- James Semple Kerr, *The Conservation Plan. A guide to the preparation of Conservation Plans for places of European cultural significance*, National Trust of Australia (NSW), Sydney, 1982, revised 1996.

This last document, *The Conservation Plan*, (refer to 'Section 5: Stage II-Conservation Policy') forms the basis of the set out of Section 2.0 Development of Conservation Policies of this report. In addition, under the Statement of General Conservation Strategy (Section 3.1 of this report), the issues outlined in the *Guidelines to the Burra Charter: Conservation Policy* are used to structure this part of the report. This approach is in accordance with the requirements of the Brief (Appendix A2).

DEFINITIONS

The terms **'place'**, **'cultural significance'**, **'fabric'**, **'conservation'**, **'maintenance'**, **'preservation'**, **'restoration'**, **'reconstruction'**, **'adaptation'**, and **'compatible use'** are used throughout this report with their specific meaning as defined in the ICOMOS *Burra Charter* (1988), rather than meanings drawn from common usage. The *Charter* is reproduced in Appendix A1 for easy reference.

The **fabric** of a **place**, includes all the physical aspects of the place and its surroundings that are experienced while being there. With careful study, the fabric of the place can convey information which may be interpreted. Combined with further research, it may provide information about **cultural significance**, that is the aesthetic, historic, scientific or social value of the place.

Based on an understanding of the cultural significance of the place, conservation policies can be established to protect the significance of the place. **Conservation** may include the following types of actions:

- **Maintenance** is defined as the continuous protective care of the fabric, the contents and the setting of a place.

- **Preservation** means maintaining the fabric of a place in its existing state and retarding deterioration. Maintenance has to do with the overall management of the place. Preservation may be one of the actions required.

- **Restoration** means returning the existing fabric of a place to a known earlier state. It can be done by the removal of additions or by reassembling the components of the existing fabric. It does not involve the introduction of materials which are new to that place.

- **Reconstruction** does involve the introduction of new materials into the existing fabric to return it as nearly as possible to an earlier state. Hence reconstruction and restoration share the same aim of achieving an earlier state but differ in that only reconstruction involves the introduction of new materials.

- **Adaptation** is the process of modifying a place to suit proposed **compatible uses**. These are uses which involve no change, changes which have minimal impact or are reversible. Adaptation is acceptable only when necessary to conserve a place and when it does not detract from its cultural significance.

1.5 ACKNOWLEDGEMENTS

The clients for the project, Sungrove Corporation and the Moreland City Council, appointed the following project steering committee for this report:

Lou Garita, Mouchette Pty Ltd
(on behalf of Sungrove Corporation)
Peter Martin and Michael Fooks,
Fooks Martin Sandow Pty Ltd
(on behalf of Sungrove Corporation)
Michael Smit and Connie Whytcross,
City of Moreland

Other people who assisted were representatives from the following groups:

Brunswick Community History Group
Fooks Martin Sandow
Heritage Victoria
Moreland City Council
National Trust of Australia (Victoria)
Save The Brickworks
Sungrove Corporation

The full list of participants and an outline of the consultation for the project is included as Appendix A3. Extensive consultation was a requirement of the Brief and the project included a workshop, three consultation meetings, steering committee meetings, circulation of drafts to interest groups and an

'open door' policy to provide access to the consultants throughout the project for the participants.

Other consultants assisting the study team were:

Cassisi and Associates, Photogrammetric Survey
Duncan McKenzie and Partners, Building Surveyors
Golder Associates, Geotechnical Investigation
K. R. Toose and Associates, Land Surveyors
The O' Neill Group, Consulting Engineers
W. T. Partnership, Quantity Surveyors

1.6 THE STUDY TEAM AND COPYRIGHT

The study team consisted of:

Helen Lardner & Sannah McColl,
Helen Lardner Conservation & Design Pty Ltd
Project leaders, Conservation Management Plan

Iain Stuart, HLA Envirosciences Pty Ltd
Industrial Archaeology, Input to Conservation Management Plan

David Huxtable, Look Ear Pty Ltd
Interpretation Plan

John Henshall, Essential Economics Pty Ltd
Potential Uses Study, Input to Management issues

1.7 CURRENT HERITAGE LISTINGS

The status of current heritage listings is summarised in this section and reproduced in detail in appendix A4.

Heritage Victoria

The Hoffman Brickworks complex is listed on the Victorian Heritage Register.[2] Refer to figures 7 & 8.
The complex is also listed separately on the Archaeological Heritage Inventory. However there is no separate consent required for works because a Heritage Permit has already been issued. Permit condition 16

[2] Heritage Register No. H 730, File No. 601198

refers to uncovering previously hidden elements in the course of the works.[3]

Moreland City Council

Under the Moreland City Council planning provisions of the Brunswick Planning Scheme, the Hoffman Brickworks falls within an Urban Conservation Area and has been individually identified in *Keeping Brunswick's Heritage* for heritage protection. Refer to figure 7.

Register of the National Estate

The whole of the site has been added to the Register of the National Estate.[4] Refer to figure 7.

National Trust of Australia (Victoria)

The National Trust has classified the whole of the Hoffman Brickworks.[5] Refer to figure 7.

[3] Meagan McDougall, Heritage Victoria, letter to HLCD, dated 9.2.199.
[4] Register of the National Estate, Database No. 018522, File No. 2/13/006/0016
[5] National Trust of Australia (Victoria), File No. 5546

2.0

DEVELOPMENT OF CONSERVATION POLICIES[6]

2.1 REQUIREMENTS AND CONSTRAINTS ARISING FROM THE EXISTING STATEMENT OF SIGNIFICANCE

The conservation policies developed for the site must retain or recover the cultural significance of the place. In this section, requirements and constraints arising directly from an understanding of the significance of the Hoffman Brickworks are discussed. It should be noted that this report is based on previous work undertaken on significance. The Statement is not being rewritten but comments based on a review of the existing Statement are included in Section 2.1 and 2.2.

Statement of Significance

The statement of significance[7] is reproduced in full below.

> The Brunswick Brickworks is of primary historical, technological, aesthetic, and social significance.
>
> The Hoffman Brickworks are of considerable historical and technological significance at a national level. The combination of the high output patent Hoffman continuous firing kilns and the patent Craven steam brick presses marked the first full industrialisation of the brick making process in Australia, and may be a relatively early surviving example of brick making industrialisation in the international context.
>
> The site contains Victoria's only remaining 19th Century Hoffman kilns and among the few Hoffman kilns remaining intact and in context with associated plant and production buildings. It is significant to the Brunswick locality as the last remaining substantial evidence of the industry most central to the history of the area's development and which made the district the largest clay industry centre in the state.
>
> The kilns have some aesthetic significance in their spectacular and unusual external form and their striking presence in the industrial landscape. The visibility of the kiln group from Dawson Street and the surrounding area is of fundamental importance to the appreciation of the brickworks'

[6] The approach to setting out this section is drawn from Kerr, *The Conservation Plan,* 'Section 5.0 Stage II: The Conservation Policy'.
[7] Allom Lovell and Associates Pty Ltd., *op. cit*., pp. 74-75.

dominant economic and social presence in the local community. The annular brick vaults of the kiln interiors have a unique formal beauty. To a lesser degree, the interior spaces and structures of the kilns' firing floors and of the brick pressing sheds are also impressive and darkly evocative in their scale and complexity.

Their connection with the 1880s is of particular historical significance as a tangible connection with the building boom that so dramatically altered the character of Melbourne. This point is amplified by the fact that the Hoffman Brick company was a leader in introducing pioneering brick making technology to Victoria to supply the boom. Their products remain widespread throughout suburbia.

Though now far from complete, the brickworks are significant in their demonstration of brick making processes and techniques of the 1880s and of subsequent periods in which technological change, or lack of change, in the industry occurred.

The remnants of the pottery building mark a direct association with another phase of Melbourne's urban development. The pottery manufactured pipes and sanitary fittings installed as a part of a water supply and sewerage program undertaken by the Board of Works. The pottery also produced voluminous amounts of terracotta roofing products, including Marseilles patterned tiles and copious quantities of household crockery.

The site as a whole is no longer sufficiently intact to demonstrate the full working organisation or the complete process of brick pottery and manufacture it once supported. The most important feature of the spatial arrangement of the site is now the grouping of the three kilns and the brick pressing shed, and the clear space between them from which these buildings can be comprehended as a functional group. The cluster of pottery-related buildings to the east is of contributory significance as a reminder of this former activity on the site (though what is left demonstrates very little of the process it involved). The oblique laneway cut between the pottery buildings, which indicates the site's former link to the state's railway system, is a spatial arrangement of contributory significance.

The site's ability to demonstrate brick production processes is, however, not unique, as the Box Hill brickworks retains intact

a more complete chain of production sites including its quarry and blacksmiths shop.[8]

With the closure of the pit and other parts, the site has been effectively reduced to the central brick production area and remnants of the pottery production area. The buildings and plant of primary individual significance are the three Hoffman kilns, the machinery associated with the brick pressing plant and the structure housing it. The brick pressing plant and shed demonstrate the processes originally used to supply the kilns, as well as the lack of technical innovation over the ensuing century. Remnants of the plant's steam power system are of contributory significance. None of the machinery is in itself rare though this would appear to be the largest collection still assembled in its original context.

Most other structures on the site are now or diminished or no significance, with only a few making any substantial contribution to the site's overall significance.

Levels of Significance

The statement outlining the levels of significance[9] in the Allom Lovell report is reproduced below:

In the development of the conservation plan, consideration has been given to the levels of significance of areas within the site. While there have been considerable alterations to buildings and the loss of significant items, it is possible to provide a ranking of the importance of various elements in relation to one another. The purpose of this ranking is to provide some more specific direction on the priorities which exist in relation to the conservation of heritage values, and to indicate where there is greater scope for adaptation, without diminishing the significance of the site overall. The principal breakdown of significance is into two categories: primary and contributory.

Primary Significance
Elements of primary significance are those which are of individual significance regardless of the nature of the surrounding building fabric. They are predominantly intact in

[8] Since this Statement of Significance was written there have been substantial changes to the Box Hill brickworks, including the removal of the quarry, the blacksmith's shop and some brick presses. (Source: David Maloney, National Trust, pers. comment) This changes the comparative importance of the surviving parts of the Brunswick Brickworks and obviously needs updating and consideration in any redrafting of the statement of significance.
[9] Allom Lovell and Associates., *op. cit*. pp. 77-8.

plan form and fabric and/or contribute in a fundamental way to an understanding of the operation and functioning of the complex.

Buildings of primary significance are: Kilns 1,2 and 3, the Brick Pressing Shed (Bldg. 5)

This group of buildings forms the fundamental historic core of the site. The significance of the kilns can not be over stressed - they are the largest surviving group of Hoffman kilns in Australia, possibly the world, and are the only surviving 19th century true Hoffman kilns in Australia. The significance of this group is further strengthened by the addition of the pressing shed and equipment.

Contributory Significance

Elements of contributory significance are those which are always of a secondary or supporting nature to the primary functioning complex, are not of individual distinction and/or may have lost a significant degree of intactness, in that they have generally been altered and have suffered significant losses to their plant and equipment.

Buildings of contributory significance are: Coal Conveyor and Equipment and Change Rooms (Bldg. 4), Grinding Shed (Bldg. 7), Laboratory (Bldg. 16), Warehouse and Offices (Bldg. 23).

As a group, the remnants of the former pottery works are of primary historical significance as tangible remnants of the other major production activity on the site. However principally because the group, and in most cases the individual buildings themselves, is no longer intact the buildings are considered only to be of contributory significance in their existing environment: Pottery Store (Bldgs. 17 and 18), Pottery Works (Bldg. 19), Pottery Kilns (Bldgs. 20 and 22).

Because of the interdependence of each element on another within the context of an industrial complex, it was not possible to further divide the levels of significance into additional categories, as they all contribute to an understanding of the general industrial nature of the site and particular understanding of the site as a brickworks.

Figure 6 reproduces the Levels of Significance given in the Allom Lovell report.[10]

[10] Allom Lovell and Associates, *op. cit*., figure 22, Site Plan - levels of significance, p. 76.

Discussion

In the following section, conservation policies arising from the Allom Lovell and associates Statement of Significance are discussed.

'the first full industrialisation of the brick making process in Australia'

- Interpretation at the site must inform people that this aspect of the Hoffman Brickworks is of national significance. The first example was at No 1 Works, now demolished, but this site provides the same evidence and was created by the same company.
- The industrialisation of the brick making process relied on the combination of the high output patent Hoffman continuous firing kilns and the patent Bradley and Craven steam brick presses. Hence the relationship between the kilns and the brick presses must be conserved.
- Interpretation at the site must inform people that the Hoffman Brickworks is probably a relatively early surviving example of brick making industrialisation in the international context.
- The clay processing work area, technology and associated processes must be conserved to demonstrate the brick making process.

'Victoria's only remaining 19th Century Hoffman kilns'

- Interpretation at the site must inform people that the 19th century Hoffman kilns are of State significance. The Hoffman Kilns were innovative as they operated on the principle of continuous burning around a elliptical tunnel, with the waste heat being used to dry the green bricks.
- These kilns are among the few Hoffman kilns remaining intact and in context with associated plant, production buildings and with open space demonstrating the scale of quarrying. Hence the relationship between the kilns, the associated plant and production buildings and the open space must be retained. The fabric of the kilns must be conserved.

'the last remaining substantial evidence of the industry which made the Brunswick region the largest clay industry centre in Victoria'

- Interpretation at the site must inform people that the Brunswick region is historically of State significance as the largest clay industry centre in Victoria and the Hoffman Brickworks are the last remaining substantial evidence of this activity. Because of the clay deposits in Brunswick and Preston, a number of brickworks and potteries were established in the area during the 19th century. By 1871, there were 44 brickworks and

potteries[11] and claymaking industries were the principal manufacturing industries in the region. Very little evidence remains of other potteries.[12]

- Interpretation at the site must inform people of the brickworks' dominant economic and social presence in the local community.
- The local landmark qualities arising from the visibility of the site from Dawson Street and the surrounding area must be retained.

'the kilns have aesthetic significance'

- The spectacular and unusual external form of the kilns and their striking presence in the industrial landscape must be retained.
- The annular brick vaults of the kilns, the interior spaces and structures of the kilns' firing floors and of the brick pressing shed are also impressive and evocative in their scale and complexity.
- The landmark quality of the kilns and their chimneys is both aesthetic and social.

'a tangible connection with the 1880s Melbourne building boom'

- The Hoffman Brick company introduced pioneering brick making technology to Victoria (and probably to Australia) and supplied the 1880s building boom which so dramatically altered the character of Melbourne. The company's products remain widespread throughout suburbia. Interpretation at the site must demonstrate the importance of the brickwork's influence in the 1880s and continuing to the present time. A display of the products of the brickworks/pottery should be included as part of the interpretation.
- The purchase of this site in 1884 related to the company's expansion during the Melbourne building boom of the 1880s,[13] following its establishment in the 1870s. By the 1890s, it was one of the largest brick making enterprises in the colonies.[14] Interpretation at the site must demonstrate the scale of the Hoffman Brickworks Company in the 1880s and 1890s at its peak and the impacts of boom/bust cycles on Hoffmans.

'demonstration of brick making processes and techniques of the 1880s and of subsequent periods'

- Although incomplete, the brickworks are substantially intact and significant in their ability to demonstrate brick making processes and techniques of the 1880s and of subsequent periods in which technological change, or lack of change, in the industry occurred. After the Second World War, Hoffmans fell behind other companies in

[11] G. Vines and M. Churchward., *Northern Suburbs Factory Study*., p.66
[12] Allom Lovell and Associates, op. cit., pp. 8-9.
[13] Iain Stuart., *The Former Hoffman Brick and Pottery Works*, prepared on behalf of the Victoria Archaeological Survey for the Historic Buildings Council, Melbourne, 1988, p.1.
[14] Nigel Lewis and Associates, *Brunswick Conservation Study*, prepared for the City of Brunswick and the Australian Heritage Commission, Melbourne, 1982, p. 26.

incorporating new technologies.[15] Nubrik purchased the site in 1986 and ceased brick making operations in 1993 when the industry was being restructured.[16] This ability to demonstrate processes and techniques must be retained and further explained through interpretation. It is important to demonstrate both the innovation of the Hoffman company and when they fell behind their competitors.

The remnants of the pottery mark a direct association with another phase of Melbourne's urban development.

- From 1888, the eastern section of the site developed as a pottery.[17] The pottery manufactured pipes and sanitary fittings installed as a part of a water supply and sewerage program undertaken by the Board of Works. By 1902, Hoffman's pottery works were the largest in the State.[18] The pottery also produced large amounts of terracotta roofing products, including Marseilles patterned tiles, and large quantities of household crockery. It began making tessellated tiles in 1908[19] and, after Marseilles roofing tiles stopped being imported from France in 1916, it focused on meeting local demand.[20] The pottery works continued to expand until the mid 1920s.[21] In 1929, it included 11 bottle kilns and several down-draught circular kilns.[22] As well as manufacturing from locally quarried clay, the pottery works imported clay from England for its range of Bristol ware.[23] Interpretation at the site must demonstrate the scale of the Hoffman Brickworks Company pottery works at its peak and throughout its history. Although very little survives of other Brunswick and northern suburbs potteries, Hoffmans should be seen in the context of the other pottery producers in the region.
- The pottery works appeared to be a separate and self contained operation, with its own operational requirements and having its own clay stores and kilns.[24] By 1963, the principal pottery and terracotta works facing onto Fallon Street had been demolished.[25] It is important to retain physical evidence of the major pottery activity at the site. The cluster of pottery-related buildings to the east is of contributory significance as a reminder of this former activity on the site (though what is left demonstrates very little of the process it involved). The oblique laneway cut between the pottery buildings, which indicates the site's former link to the state's railway system, is a spatial arrangement of contributory significance. The only surviving structures associated with the works are:

[15] Iain Stuart., *The Former Brick and Pottery Works*, op. cit., p. 2.
[16] Sandra Langhorne, Nubrik. pers comm. 'Jobs Go at Brick Plant', *Brunswick Sentinel*. 17 May 1993, p.1, quoted in Allom Lovell and Associates, op. cit., p. 7.
[17] Iain Stuart, *The Former Brick and Pottery Works*, op. cit., pp. 1-2.
[18] Shepparton Art Gallery, *Australian Ceramics*. p.20, quoted in Allom Lovell and Associates, op. cit., p. 9.
[19] ibid., p. 9.
[20] ibid., p. 9.
[21] ibid., p. 9.
[22] ibid., p. 9.
[23] Allom Lovell and Associates, op. cit., pp. 9-10
[24] Plan. Hoffman Brick and Potteries Ltd, Brunswick. 16.9.1942., identified in Allom Lovell and Associates, op. cit. p. 9.
[25] Allom Lovell and Associates, op. cit., p.7

Buildings 17 & 18 were pottery stores, constructed between 1913 and 1929;
Building 19, about the same date, used for moulding pottery, containing a relatively recent kiln; and
Buildings 20 & 22, constructed before 1929 were circular bottle kilns, only surviving remains are circular areas of brick paving. [26]

'The site as a whole is no longer sufficiently intact to demonstrate the full working organisation or the complete process of brick(making), pottery and manufacture it once supported.'

- The physical evidence remaining at the site must be assisted with interpretative material to demonstrate the activities of the Hoffman Brickworks more completely.

'The most important spatial arrangement of the site is now the grouping of the three kilns and the brick pressing shed, and the clear space between them from which these buildings can be comprehended as a functional group.'

- With the closure of the pit and other parts, the site has been effectively reduced to the central brick production area and remnants of the pottery production area. The previous extent of the facilities should be demonstrated with interpretative material on site.
- The buildings and plant of primary individual significance are the three Hoffman kilns, the machinery associated with the brick pressing plant and the structure housing it. The brick pressing plant and shed demonstrate the processes originally used to supply the kilns, as well as the lack of change (until the recent introduction of modern energy sources) over the ensuing century. Remnants of the plant's steam power system are of significance. None of the machinery is in itself rare though this would appear to be the largest collection still assembled in its original context. The importance of the collection, assembled in its original context, is fundamental to understanding of the site.
- Although this spatial arrangement is the most important, the links to the other parts of the Hoffmans site are important to recognise and reinforce. This is also necessary with parts of the operation that no longer form part of the site, such as the former clayholes and the former Manager's house at 373 Albert Street.

[26] ibid., p. 10.

2.2 FURTHER CONSIDERATIONS OF SIGNIFICANCE

Introduction

As part of the brief for this report, the recommendations of the 1997 ALA report[27] have been reviewed. Interested parties have also provided comments on areas worthy of further research and analysis. Some of these are outside the scope of this report and have been recommended for further work in Section 2.2.3. Two areas which have been specifically addressed are Section 2.2.1, Draft Statement of Social Significance and Section 2.2.2, Amended Levels of Significance.

2.2.1 Draft Statement of Social Significance

Social Value

Introduction

An assessment of social value was not undertaken as part of the 1997 Allom Lovell and Associates report. Although it was not specifically part of the brief for this project, HLCD considered that it was important to begin the assessment of this aspect of the significance of the Brunswick Brickworks. The work which follows is based on discussions with members of Save The Brickworks Inc. It is a draft because further consultation is needed to draw out the attributes of social value attached to the site by different members of the community. It is envisaged that during discussions with former workers at Hoffmans, other aspects of the social significance may be explored. It is recommended that after further development, social significance is included in the revised Statement of Significance adopted for the site.

A framework of significance indicators has been used for this work.[28] This approach, developed by Context Pty Ltd for the Australian Heritage Commission has been tested in a range of heritage projects, particularly in the Regional Forest Agreement national estate studies of social value. It means that the Brickworks assessment will be comparable in format.

The Brunswick Brickworks are important to the local community as a landmark, locational marker or signature.

Locational markers are places that mark where you are in a landscape or locality and places that figure as landmarks in daily life.

Seeing the chimneys of the kilns is an identifiable marker to place people in Brunswick. The sight of the chimneys makes local people feel that they are home. Now the Brickworks is a physical and conceptual marker of Brunswick whereas once it was part of the pattern of industrial sites spread across the region.

Signature places symbolically represent a locality or community.

[27] Allom Lovell and Associates Pty Ltd., ibid.

[28] Context Pty Ltd, *Tasmanian National Estate Social Values Project,* Report to Tasmanian RFA Environment and Heritage Technical Committee. Dec 1996, p. 2.

The Hoffman's site generally, but particularly the chimneys of the kilns, is a recognisable industrial pattern in the clay belt, northern suburbs of Brunswick, Preston and Coburg. Although the unpleasant by-products of its operation are gone, for example smoke and smells, the chimneys symbolise the locality's industrial nature 'warts and all'.

The Brunswick Brickworks are important as a reference point in the local community's identity or sense of itself.

Traditional connection between past and present
The Brunswick Brickworks represents the continuing industrial nature of Brunswick and its working class since the suburb's establishment. Today, the Brunswick community values its working class culture and activities which are seen to be threatened by change. Because of the numbers of people working there over time, the Brickworks is a reference point encouraging people to recall family stories and connections to the site. Artists have also been drawn to represent the site.

Symbolically represents the past in the present (connects the past and the present)
The legacy of Brunswick's clay industry is the creation of bricks, commonly seen in houses throughout Melbourne, and valued in the present. The clayholes used for Brunswick's many brickworks have become a community asset, and Hoffman's clayhole is now Gilpin Park.

The Brunswick Brickworks has a strong or special community attachment developed from long use and/or association

Longevity of association
The Brickworks have a long association with the community from the 1880s onwards. They represent both change in Brunswick and continuity. Local people have worked at the site, purchased bricks there and visited product showrooms. This longevity of association is reflected in the strong community attachment to the site, evidenced by campaigns over many years to conserve it.

2.2.2 Amended Levels of Significance

Some changes have been made to the Levels of Significance identified in Allom Lovell and Associates Conservation Management Plan for the Hoffman Brickworks. While the system used to identify levels or grades of significance has remained, including levels of Primary, Contributory, Minor and No Significance, the allocation of these levels has been altered. Figure 6, reproduces the Levels of Significance Plan as identified by Allom Lovell and Associates. Figure 10 shows the Amended Levels of Significance identified by the HLCD team.

Buildings which have a redefined Level of Significance are;

Building 8
Building 16
Building 18
Building 20 and 22
Building 25

Building 8 was formerly identified as being of No Significance. It is currently identified as being of Minor Significance, because of its archaeological potential in containing information about previous technologies used to power the brick making process.

Building 16 was formerly identified as being of Minor Significance. It is currently identified as being of Contributory Significance for two reasons. Firstly, the building is part of the remaining physical evidence of the former Pottery works at the site and secondly, for its reflection of the former tramway alignment, and the site's connection to the metropolitan rail system.

Building 18 was formerly identified as being of Contributory Significance. It is currently identified as being of Minor Significance, due to its substantially altered interior. Its south wall provides evidence of the former tramway alignment.

Buildings 20 and 22 were formerly identified as being of No Significance. They are currently identified as being of Contributory Significance because of their archaeological potential in containing information about the former Pottery works.

Building 25 was formerly identified as being of No Significance. It is currently identified as being of Minor Significance. Like Building 18, its exterior is substantially intact but the interior has been altered and remodelled throughout so it retains little evidence of its functions.

2.2.3 Aspects of significance not currently well understood

This following section identifies aspects of significance which require investigation and are outside of the brief. Apart from being divided into categories labelled 'essential' and 'desirable', the recommendations are not listed in priority order. The Statement of Significance for the site should be updated after further research is undertaken.

The adoption of this Conservation Management Plan should not be held up while this work is done. Each of the areas requiring further work is discrete and should be undertaken prior to building work being commenced to change this particular part of the site.

Essential

An assessment of the equipment located on the upper levels of Building 5 should be undertaken by an industrial archaeologist, in association with a former brickworks employee familiar with practises, in order to identify its use and individual and overall significance. This assessment should be used to inform further recommendations relating to the selection of equipment for retention or otherwise. It should also address the significance of the bay of Building 6 which projects into Building 5 as identified on figures 12 and 12a.

Desirable

Additional comparative work should be undertaken into the pottery works at the Hoffman Brickworks site to more firmly establish their significance in relation to other similar works. In particular, the Gatehouse (Building 25), Building 17 with its unusual cladding and Building 19, which has undergone changes to the parapet and roof structure, need further analysis.

Further research and comparative work should be undertaken in order to locate the Hoffman Brickworks within an international context. The information relating to Australian comparable examples, such as the Box Hill brickworks, should be updated to reflect their current condition.[29]

Investigation of the process of firing within the firing chamber of the kilns should be further undertaken. This is of importance in consideration of the nature of previous partitioning of these spaces and whether temporary partitioning should be permitted.

[29] Since the Statement of Significance was written for the Brunswick Brickworks there have been substantial changes to the Box Hill brickworks, including the removal of the quarry, the blacksmith's shop and some brick presses. (Source: David Maloney, National Trust, pers. comment)

2.3 THE CLIENTS' REQUIREMENTS AND RESOURCES

2.3.1 Sungrove Corporation's Requirements

The following is a statement about Sungrove Corporation's requirements for the site provided by Lou Garita, acting on Sungrove's behalf. [30]

Sungrove Corporation's commitment is to ensure a long-term viable solution to the maintenance of the heritage buildings on the Hoffman Brickworks site.

Sungrove has always understood that the 'cost' of preserving the kilns and other heritage buildings has been compensated for in some ways within the overall development plan. Similarly it is important to appreciate that this compensation provides for the capital nature of the restoration and refurbishment works.

From an ongoing point of view, Sungrove is in an identical position to the City of Moreland in that it can contribute to the serious investment required to refurbish the buildings to an acceptable level, but it is not in a position to fund the on-going maintenance and upkeep of these buildings which will be demanding.

Sungrove's position has always been that the historic buildings must be living and capable of producing a long-term, viable income stream to not only support the additional capital investment required to finance the additional works to enable the income to be produced, but to support the ongoing capital needs of the buildings to preserve the restoration works that are proposed to be undertaken.

From a commercial point of view, Sungrove makes the following hypothetical analogy. Let's assume that the proposed commercial refurbishment of Kilns 2 and 3 and Building 5 is approved. The estimate of costs for the restoration of the kilns is in the order of $1,500,000. Additionally the works required to bring the buildings up to a suburban grade of commercial office accommodation will be in the order of $3,200,000. The other development costs will bring the total commitment of capital to approximately $5,300,000.

After this expenditure, the expected gross return will be in the order of $350,000 to $400,000 per annum. This assumes a reasonable level of expenditure to fund outgoings and the maintenance of the buildings. Accordingly, expected net rentals would be $250,000 to $300,000. Given the nature of the buildings and the anticipated lack of interest from investors, we would estimate the value of the properties after completion of works will be in the order of $2.2 to $2.5 million.

Sungrove does not believe that any commercial investor will expend $5.3 million to get an asset worth $2.2 to $2.5 million.

[30] Letter from Lou Garita, Mouchette Pty Ltd on behalf of Sungrove Corporation to Helen Lardner, dated 14 January 1999.

The point that has to be recognised is that Sungrove requires the maximum flexibility to ensure that this investment is affordable as it is paramount to the success of a long term solution for the heritage buildings and the long term viability of the project as a whole.

2.3.2 Moreland City Council's Requirements

Moreland City Council has identified a variety of objectives in relation to the historic buildings and redevelopment of the Hoffman Brickworks site. These objectives address a diverse range of local and community requirements. Council sees the Hoffman Brickworks site as an outstanding opportunity to conserve an asset of State significance, strongly valued by the local community.

The redevelopment of the Hoffman Brickworks includes the restoration of public access to the nationally significant buildings and structures and the creation of a variety of public spaces. These open spaces will enhance public access through the site to Gilpin Park as well as providing focal points for the display of historic machinery and maintaining view lines between the historic buildings.

On a wider scale, increased accessibility through the site to Gilpin Park builds on, and reinforces, the fauna habitat corridor enjoyed by many locals which connects Royal Park with Gilpin, Clifton and Brunswick Parks.

In relation to the Hoffman Brickworks historic buildings, the objectives include the preservation of the historic components of the site which create the heritage, aesthetic and social significance of the site. This relates directly to the preservation of the spatial arrangement of the three kilns and the brick pressing shed and provides, where possible, public access to these buildings, as well as opportunities for restoration and adaptive re-use. In retaining these historic buildings, the brick-making, working class and industrial heritage of Brunswick is also demonstrated.[31]

[31] Discussions with Connie Whytcross, City of Moreland & the joint submission by the City of Moreland and Fooks Martin Sandow for the RAPI and LPA Awards 1998.

2.4 THE PHYSICAL CONDITION OF THE PLACE

2.4.1 Physical assessment of the place

Refer to appendix A5, Site Survey Data Sheets

2.4.2 Structural Engineering Reports

This section summarises some of the key findings of the structural engineering reports as they relate to the conservation of the site. It is not intended to replace the engineering reports and should not be relied upon in this fashion. Refer directly to the engineering reports for all structural information about the Brickworks site. They are:

The O'Neill Group Pty Ltd., Hoffman Brickworks Redevelopment, Dawson Street, Brunswick, Structural Assessment of Kilns 2 and 3, Interim Report, November 1998.

The O'Neill Group Pty Ltd., Hoffman Brickworks Redevelopment, Dawson Street, Brunswick, Structural Assessment of Buildings 5 and 6, Interim Report, December 1998.

The O'Neill Group Pty Ltd., Hoffman Brickworks Redevelopment, Dawson Street, Brunswick, Structural Assessment of Buildings 16, 17, 18, 19 and 23, Interim Report, December 1998.

The O'Neill Group Pty Ltd., Hoffman Brickworks Redevelopment, Dawson Street, Brunswick, Initial Structural Assessment of Chimneys to Kilns 1, 2 and 3, Interim Report, January 1999.

Kilns

The structural assessment of the upper walls of the kilns has found that the remaining sections of brick walls are unsafe. It recommends against re-establishing brick walls in this position and suggests that metal clad walls which are relatively flexible and can incorporate adequate lateral bracing systems within the plane of the wall be used.[32]

The structural assessment of the brick piers in each corner of the kilns which support the roof is that they are unsafe. They will need extensive rebuilding or replacement with steel members and may require more substantial concrete footings below the ground.[33]

The roof trusses can be retained and may require some strengthening and new bracing systems.[34] Existing purlins should be retained and

[32] The O'Neill Group Pty Ltd., *Structural Assessment Kiln 2 and 3, Interim Report*, November 1998, p. 6.
[33] The O'Neill Group Pty Ltd., ibid.
[34] The O'Neill Group Pty Ltd., ibid.

strengthened with additional elements as required. [35] The roof trusses should be tied down to the brick piers of the upper walls.[36] Roof sheeting should be replaced as required to match the existing.

No detailed recommendations about the structural stability of the chimneys or the possible structural requirements for retaining the chimney to Kiln 1 after demolition of the rest of the kiln have been made at this stage.

Building 5

The interim report on Building 5 suggested that the ground floor beam and column system could be retained with some additional strengthening. It suggested that the upper level of the original structure could be replaced with a new system or, if it is to be preserved, the most cost effective procedure would be to dismantle and then reinstate the structure.[37] As this is not a satisfactory approach from the heritage perspective, an on site meeting was held to discuss alternative approaches. At this meeting it was agreed that the engineers would provide advice on strengthening the existing structure insitu.[38]

Building 6

Building 6 requires a new lateral bracing system for the walls and improvements to the roof structure.[39]

Building 17

The structural capabilities of the hollow, rectangular, glazed pottery blocks is unknown. If the walls are retained, further structural engineering investigation is required.[40] The tile roof is in poor condition and would need substantial additional strengthening to be retained. The ridge beam and the purlins are unsatisfactory for the weight of the tiles. It is likely that repair would involve the tiles being dismantled.[41] The east wall of this building requires extensive rebuilding for structural stability.[42] If the hollow pottery blocks are retained, it may need to be in a non-structural capacity.

Building 19

The north wall of Building 19 has a modified opening and an alteration to the parapet, presumably to remove the saw-tooth roof. It has been

[35] The O'Neill Group Pty Ltd., ibid.
[36] Bruce Sandie, Civil Engineer, The O'Neill Group Pty Ltd, pers. comment at site meeting held 23/12/98 with Peter Martin, Fooks Martin Sandow and Helen Lardner, HLCD.
[37] The O'Neill Group Pty Ltd., *Structural Assessment Buildings 5 & 6, Interim Report*, November 1998, p. 1.
[38] Meeting held 23/12/98 with Bruce Sandie, The O'Neill Group; Peter Martin, Fooks Martin Sandow and Helen Lardner, HLCD.
[39] The O'Neill Group Pty Ltd., ibid.
[40] The O'Neill Group Pty Ltd., *Structural Assessment Buildings 16,17,18,19 and 23, Interim Report*, p. 1.
[41] Bruce Sandie pers. comment at on site meeting 23/12/98.
[42] The O'Neill Group Pty Ltd., op. cit., p. 1.

identified as structurally unsound and in need of bracing and rebuilding. Prior to remedial works being undertaken, access to the area below the north wall should be restricted.[43]

2.4.3 Geotechnical Reports

For geotechnical information relating to the Brickworks site, refer to;

Golder Associates Pty Ltd., Report on Geotechnical Investigation, Hoffman Brickworks, Dawson Street, Brunswick, prepared for the O'Neill Group Pty Ltd, January 1999.

The major issue being investigated in the geotechnical work is the potential heave associated with re-wetting of the soil in the vicinity of the kilns. The findings were summarised as follows.

- Heave will be a maximum at the kilns and significantly affect a zone within about 25m of the kilns. Outside this region, normal approaches to footing design may be used.
- The rate of heave decreases with time and will be substantially complete about 12 years after firing ceased.
- Heave is now estimated to be about two thirds completed but movements of about another 75 mm at the kilns are to be expected, reducing to about 17 mm at 20m from the kilns.

2.5 REQUIREMENTS IMPOSED BY EXTERNAL FACTORS

The requirements imposed by external factors for this site are in meeting statutory requirements.

2.5.1 Moreland Planning Scheme Amendment L52 and the Open Letter from Moreland City Council, dated 8/4/1998

These documents are reproduced as appendix A7 & A8.

Amendment L52 to the Moreland Planning Scheme has been prepared to facilitate a residential development of approximately 190 dwellings, comprising townhouses and apartment style buildings. All heritage buildings, excluding those approved for demolition by Heritage Victoria, are to be conserved and developed with appropriate activities.

The Open Letter from Moreland City Council to parties who made submission to the Moreland Planning Scheme Amendment, dated 8 April 1998, states that 'the developer has agreed to raise the surface level in this location with paving in the shape of the southern end of Kiln 1 up to 2 steps in height. This may be either retaining part of the southern wall or possibly a new construction. Council's first preference is for the retention of the existing structure up to this level.'

[43] The O'Neill Group Pty Ltd., op. cit., p. 1.

It also notes that landscape works within Gilpin Park will be designed and developed by Council at Sungrove's expense. It notes that sufficient residential carparking has been provided in appropriate areas and residential carparking will be prohibited from around the kilns. It permits carparking in this area to accommodate kiln uses.

2.5.2 Heritage Victoria Permit No. 3883, dated 30/7/98

The demolition of kiln 1, except for its chimney, has been permitted by Heritage Victoria Permit No. 3883. Conditions of the permit require a full photographic record and set of measured drawings to be approved by the Executive Director. Details of the proposed method of ensuring the ongoing structural stability of the chimney must also be approved.

The permit requires the fire chambers to kiln 2 and 3 be retained as single spaces.

The Heritage Victoria permit allows for the edge runner mill to remain in its existing position, if adequately protected from the weather after the demolition of Building 7, or to be relocated in Building 5.[44] Relocation is impractical because of the constraints it would place on Building 5. In addition, relocation would severely detract from understanding of the sequence of production on the brickworks site.

The permit states 'Building 5 and all its associated equipment, including the nine brick presses, (1 Austral Otis machine, 2 Anderson machines, and six other unmarked machines designed on the same Bradley Craven brick press model) is to be retained in its entirety. Building 5 is to be used primarily for the interpretation of the Hoffman Brickworks site and may include other compatible uses. Building 5 is to be accessible to the public ...' Heritage Victoria has clarified that 'all its associated equipment' refers to the equipment identified in the extent of designation (refer to appendix A6). However, it should be noted that other equipment included in Building 5 may be seen as essential for retention by Heritage Victoria in order to provide useful interpretation of the site.

[44] Heritage Victoria Permit No. 3883, Condition 8.

3.0

STATEMENT OF GENERAL CONSERVATION POLICY[45]

3.1 INTRODUCTION

A Statement of General Conservation Policy sets out guiding policies for the conservation of the cultural significance of a place. These policies apply to the whole of the historic precinct of the former Hoffman Brickworks and are supplemented by detailed conservation policies for individual buildings and significant spaces, set out in the next section of this report.

3.2 FABRIC AND SETTING

The Brunswick Brickworks should be recognised as a place of cultural significance, of importance to Victoria and Australia, with attributes embracing aesthetic, historic, social and scientific significance.

All future conservation or development actions for the historic precinct of the former Hoffman Brickworks Brunswick should be based on the principles of the Australia ICOMOS *Charter for the Conservation of Places of Cultural Significance* (The *Burra Charter*).

The former Hoffman Brickworks has been identified as significant and should have a conservation approach applied to all aspects of works and use which affects it. This will ensure that the significance of the place is maintained for present and future generations.

The statutory process for the site requires heritage approvals to be sought from Heritage Victoria for the part of the site on the Victorian Heritage Register (refer to figure 7). Permit number 3883, dated 30/7/98, was issued for this site by Heritage Victoria (refer to Appendix A6). The whole of the site is an Urban Conservation Area designated in the Moreland City Council Planning Scheme (refer to figure 7). Moreland Planning Scheme L52 has been prepared for the site. In relation to all proposals for adaptations, alterations or new development of the fabric and setting, these two authorities must be consulted.

For all historic buildings identified as being of primary significance or contributory significance to the Hoffmans site, the existing form, structure

[45] The issues addressed in this section are set out in accordance with *Guidelines to the Burra Charter: Conservation Policy*, Part 3.4.

and materials must be retained except where individual policies identify areas for adaptation.

Any alterations made should be documented as part of the recording of the history and fabric of the former Hoffman Brickworks.

Material of buildings or artefacts should be retained insitu without removal or alteration wherever possible.

All items of primary and contributory significance be *conserved* with:

- Items of primary significance being accorded the highest priority; and
- **Preservation, restoration** and **reconstruction** (in that order) being the preferred conservation action.

Reconstruction of missing **fabric** should only be permitted where:

- Interpretation of the property would be considerably enhanced;
- This would not cause undue anachronism to its immediate context;
- There is appropriate documentary or physical evidence;
- This accords with priorities outlined in this conservation management plan.

The following priorities for works be followed at the Brickworks:

- Conservation of existing significant fabric, including maintenance and works necessary for the sound management of the site;
- Interpretation of the site; and
- Works associated with compatible uses of the site.

Reconstruction of original elements and/or finishes should only occur if the precise original form can be determined. Reconstruction should be a lesser priority than the retention and protection of original fabric and is not appropriate where the whole of a building has been lost. Materials used in reconstruction should be subtly distinguished from original materials, for example by inclusion of their date of construction.

Views of the former Hoffman Brickworks Brunswick, its setting and layout from surrounding streets should be protected. It is essential that the buildings be seen in an industrial setting. The views to and from the site contribute substantially to the qualities of the place. Refer to figure 11 which identifies important open spaces.

The visibility of the site from Dawson Street and the surrounding area should be retained to ensure that the local landmark qualities of the site are not compromised.

Any landscaping of significant open spaces on the site must acknowledge its industrial history with an appropriate industrial landscape treatment.

Historic archaeological values

Under Victoria's Heritage Act, all archaeological sites are protected. Any disturbance to an archaeological site - including archaeological excavation - requires the written consent of the Executive Director of Heritage Victoria. All areas of high archaeological value or potential value should be managed in ways which conserve these values.

All areas of high archaeological sensitivity are indicated on figure 10 for the former Hoffman Brickworks.

Clearing and cleaning on the site should be undertaken with reference to the report on Moveable Cultural Heritage[46] and in conjunction with the Interpretation Policies. An appropriately qualified person should make decisions about the relative significance of any material.

Prior to any demolition being undertaken a full photographic record including the location where the photographs were taken, should be undertaken for the interior and exterior of all buildings. These photographs should be lodged with Heritage Victoria and the City of Moreland. In addition to this requirement, the statutory processes have a number of other conditions which must be fulfilled for certain aspects of the site. Records should also be placed in a public archive with a copy held locally so that they are accessible to future site managers.

[46] Iain Stuart, *Assessment of Moveable Cultural Heritage, former Hoffman Brickworks, Brunswick,* on behalf of HLA Envirosciences Pty Ltd., prepared for Heritage Victoria, July 1998.

3.3 POTENTIAL USES

3.3.1 Introduction

This part of the study identifies potential uses for those parts of the site which are covered by Heritage Victoria requirements, having regard also for the proposed and approved use and development of the balance of the site.

This listing of potential uses for the site has been achieved within the broad limitation of not yet having a firm marketing program for the site, since certain physical works are to be completed prior to any marketing campaign.

Specifically in respect to potential uses, the Study Brief requires the consultant to prepare a plan which should "identify any use or combination of uses, or constraints on use, that are compatible with the retention of the significance of the place and that are economically feasible" (Brief, p3).

This report on potential uses takes into account matters raised at Consultation Meetings held in the course of this project.

3.3.2 Approach

In order to identify the preferred use(s) for the site, a number of tasks have been undertaken:

1. Field visit to visit the site, structures and environs

2. Review of background information, including assessments of the function of the site over time

3. Participation in a workshop involving stakeholders (and reported upon by HLCD Pty Ltd, *Report on Hoffman Brickworks Workshop*, 25 November, 1998)

4. Identification of principles to guide the consideration and selection of potential uses for the site, based on the workshop proceedings and other factors

5. Identification of a long list of potential uses based on outcomes from the foregoing tasks, and the preparation of a short list of candidate uses

6. Consultation Meetings to discuss draft versions of the report on potential uses for the site, and consideration of comments for inclusion in final report

7. Finalisation of the report, including identification of ***preferred uses*** for the site.

3.3.3 Principles In The Identification Of Uses For The Site

The following principles are provided as a means of guiding the identification of potential uses for the Hoffman Brickworks site, and the selection of preferred uses.

Where a particular use or form of development for the site is under consideration, the candidate use/development should meet most, if not all, of these principles so as to ensure that the outcome reinforces the overall viability of the Brickworks development.

These principles have been developed from the proceedings of the workshop and consultation meeting, and from consideration of other factors including observations from the site visit and the review of existing documentation of historic and other elements associated with the site.

(1) **Uses in the Hoffman Brickworks Conservation Management Plan must respect the historic elements of the site**, and which are associated with early industrial technology in brick manufacture (of which these brickworks are the most intact remaining examples in Victoria).

(2) **Selection of uses in the Plan should take into account the ideas and values for the site held by the local community,** given the important social, cultural and industrial importance of the site to the development of Brunswick.

(3) **Potential uses should take into account the special attributes of the site** which include the site's large size, heritage importance, landmark status, unique industrial archaeological features, central location in Brunswick, suitability for mixed use development, and single ownership status.

(4) **Potential uses for the site should have regard for site limitations**, including possible site contamination, 'heaving' of the kilns due to re-hydration of the underlying land, structural condition of all the buildings, limited internal space in the firing chambers surrounding the kiln structure, the structural condition of the upper level of the kiln (with brick and earthern flooring), on-going structural and maintenance costs, and the requirements of Heritage Victoria in terms of conserving the heritage elements of the site.

(5) **Uses in the Plan must be compatible with adjoining and surrounding uses**, including existing and planned development on the site, particularly the planned site development of some 190 dwellings - an inappropriate mix of uses can spell doom for a development.

(6) **Uses for the site must take into account market demand and interest so that they continue to be viable and sustainable uses over time -** if any use(s) on the site is not meeting a demand (either business or community-related), then the site's development, ongoing maintenance and overall viability are placed in jeopardy.

(7) **Uses are to be selected within the overall framework of development costs compared with potential returns** so that commercially viable uses are proposed.

(8) **The overall site must generate a commercial return that allows for the inclusion of maintenance costs for the heritage elements**, thereby ensuring the physical maintenance and upkeep of these elements, and possibly with these funds being augmented by separate funds raised through local government and/or other sources.

(9) **Development of the site to accommodate appropriate uses must incorporate supporting infrastructure** including on-site car and appropriate security fencing, lighting and so on.

(10)**Development of the site should provide for physical and functional links** with other development and use of the overall site and the surrounding area, thereby contributing to accessibility and use of the site.

(11)**The Plan must allow for the review of preferred uses and activities on the site, having regard for opportunities that may arise over time for new or expanded uses,** and the potential contribution these can provide towards site maintenance and rehabilitation costs.

In addition to these principles, a sub-set of commercial and market considerations has been developed which should also be applied to when assessing the suitability of a particular use for the site. These **commercial/market considerations** are listed below.

(1) **Market Need** - Uses identified for the site must be commercially viable and meet an expressed market and/or community need that can be viably met and sustained on the site. If there is no market or community need for the use, then it is not likely to be a viable one, and this has negative implications for the viability of the overall site and reduces its ability to generate site income (ie, rent).

(2) **Appropriate Tenant Mix** - Uses must be mutually compatible. This means getting the right mix of uses, thus minimising or avoiding altogether any possible environmental and/or other conflicts which could otherwise arise between different uses on the site (or uses on adjoining or nearby sites).

(3) **Uses which are incompatible** or which do not sit comfortably with other popular uses for the site should not be accommodated on the site, as there is a danger that the image of the site would be diminished, possibly to the detriment of the marketing of the site and detrimental to the take-up of the residential, commercial and other components.

(4) **Commercial Viability** - Each use should be commercially viable, which in this context is measured by the ability of the business operator to meet site lease / rental commitments and at the same time achieve an acceptable return or profit to the business operator. There may be an opportunity to cross-subsidise - via lower rentals - a particular use(s) which performs a community role and provides a community service/benefit such as a community house for local residents, or low rental arts studios for local artists. By requiring commercial viability for uses on the site, the risk that site development becomes unviable and

cannot cover costs is avoided. Commercial viability of the site means the nominated heritage elements are safeguarded.

(5) **Annual Maintenance Costs** - The restoration of heritage elements in the development should be contained within a carefully defined 'restoration budget' which ensures the heritage elements are stabilised and made safe, and that the costs of restoration and on-going maintenance do not undermine or threaten the viability of the overall project. Regular maintenance costs would be met by the property owner, with funds for this allocation provided through the levying of commercial rentals/leases across all uses on the site (see also paragraph 4 above) and hopefully through the availability of external funds from sources including Local, State and Commonwealth governments to contribute towards the maintenance of the heritage elements.

(6) **Highest and Best Use for the Site -** this term is applied to identify those uses which are **most** appropriate to the site, having regard for (a) the intrinsic nature of the particular use; (b) its relationship to the heritage features and other site characteristics, and (c) consideration of the ability of the use to generate a suitable commercial return that will ensure the viability of the use (or business) at this location.

3.3.4 Uses Suggested For The Site

(1) **Interpretation Centre and displays**: this would be an important focus for the site in view of the heritage and architectural importance of the site as one of the best remaining examples of historic Hoffman brickworks in Australia. Building No. 5 would provide a display of historic machinery and equipment associated with clay processing and brick manufacture, and it would provide examples of building materials, skills and techniques. The interpretation/display centre would include a history of the site and highlight the dominant role that this important facility played in Melbourne's construction industry over the past century.

Building No. 5 could also include a café/restaurant to serve visitors and others including residents and workers in the area.

Building No. 5 and its historic interpretation functions would be linked with Kiln No. 3 (fronting Dawson Street) which, together with Kiln No. 2, is designated for retention and conservation by Heritage Victoria (and may be used for a number of uses as discussed in this report). An open space suitable for site-related fairs, exhibitions and other uses could be provided adjacent to the two kilns and Building No. 5.

Building No. 5 could also accommodate commercial office floorspace (as described below). There is also a possibility that residential shells could be an option for part of this building.

(2) **Commercial office space:** Sensitive design and planning would allow parts of the kilns (Nos. 2 and 3) and Building No. 5 to be remodelled for office space. This space could include serviced offices, thus allowing for the grouping of smaller enterprises that provide links with other activities.

Commercial use is a definite opportunity for the site, having regard for -

- expanding level of market demand for offices, including demand at the local level in places such as Brunswick which are not presently well-served with modern and attractive office accommodation.

- market demand for small offices (say, 75m2 to 150m2), as small business is a growth area in the local and metropolitan economy.

- market interest in office locations, such as historic brickworks, which offer a special degree of appeal not otherwise available for office developments in traditional strip centres or freestanding sites.

Outline architectural plans have been prepared for office use in Kilns 2 and 3 and for Building No. 5 (refer concept plans by Fooks Martin Sandow) to show how modern offices can be provided in these historic structures and the extent of floorspace. The following office floorspace areas (approximate) could be accommodated:

- Kiln No. 2: 1,030 m2
- Kiln No. 3: 700 m2
- Building No. 5: 1,000 m2

plus associated reception, meeting rooms and amenities in each building.

The ground areas of the two kilns (Kiln No. 2 @ 760m2, and Kiln No. 3 @ 456 m2) would also accommodate floorspace that could be used for display areas, small offices or other uses.

Office use is also a consideration for Building No. 6.

As noted above, the option for office use in Building No. 5 would be co-located with the interpretation/display centre.

The office component would also allow the provision of **serviced offices** on the site, whereby tenants are able to share facilities and services. This is a popular form of office use, especially for smaller firms that are in the start-up phase of their development. They are able to share reception facilities, meeting rooms, office equipment (photocopiers, fax, etc) and secretarial and other staffing where appropriate. This particular function could be a successful way to market part of the office floorspace, attracting new firms to locate here in a unique location which provides a strong identity.

(3) **Meeting rooms / conference facilities:** these facilities would be popular with the recommended commercial/office activities, and the use of these facilities would also be marketed to firms in the surrounding district (Brunswick/Coburg) or even from further afield if firms are seeking a unique location for their special seminars or business meetings.

These facilities could be accommodated in Kilns 2 or 3 or Building 5.

Fooks Martin Sandow have prepared concept plans showing that a reception centre could be provided in Kiln No. 3, having a floor area in the upper level of some 640 m2 and accommodating approximately 370 seats.

(4) **Retail:** there are a number of retail opportunities associated with the site and these include -

- **tourist/visitor retail:** sale of souvenirs, models of the site, art works, etc and located as part of the interpretation/display centre in Building No. 5.

- **arts retail** associated with possible use of the site for arts exhibition/gallery space, and including arts/gallery sales, arts equipment and supplies sales. This activity could be accommodated in Kilns Nos 2 and 3. Possibly 20-25 'market stalls' could be accommodated at ground level in each kiln, based on concept drawings prepared by Fooks Martin Sandow.

- **convenience retail** associated with meeting the food, beverage and other day-to-day needs of visitors to the site, people who work there, and those who reside in the 200 or so new dwellings on-site, or who live nearby.

(5) **Café/Restaurant:** these facilities would be provided to meet the needs of -

- visitors to the interpretation/display centre and to the (possible) art exhibitions/gallery,
- people working in offices on-site or in the surrounding locality,
- those using the conference facilities and meeting rooms, and
- residents who live on-site or in the wider neighbourhood and even from further afield (given the appeal of visiting the Brickworks and its unique attractions).

(6) Arts and Related Activity: the unique architectural nature of the historic Kilns (Nos 2 and 3), together with the scale of the associated 19th Century machinery and equipment, creates a special theme for the site. The architectural design of the kilns suggests a range of uses including gallery and display space, possibly with studio and display space in either the ground and/or upper level. The nearby (and growing) artistic focus of Sydney Road Brunswick adds to the potential for the Hoffman Brickworks site to also provide opportunities for the arts community, ranging from studios and display galleries, to arts administration.

(7(**Residential:** This is a growth area in property development, due to a number of factors -

- there is a strong return in popularity to inner suburban living in locations such as Brunswick.
- there is increasing popularity in medium density living, as proposed for the residential components of the site.
- there is market interest in residential developments that offer something unique, in this case an historic brickworks environment where there is a range of mutually compatible mixed uses.

Residential use is approved for existing buildings on the eastern boundary of the site, while new town houses would be constructed on the western part of the site. These developments would be in addition to the planned new residential development on the northern part of the site. In total, there would be approximately 190 dwellings on the overall site.

(8) **On- Site carparking** (visitors/residents/workers): this would be provided on-site to assist in meeting parking demand, and would need to be located in a way that does not have an adverse effect on the amenity of the area or any of the heritage elements of the site. For example, car parking could be provided in the area between Kilns Nos. 2 & 3, surrounding the site of Kiln No. 1, and in front of Buildings Nos. 16 & 19.

The approved rezoning to allow the site development includes a carparking layout.

(9) **Neighbourhood centre:** this use could be accommodated in one of the older buildings, suitably refurbished as a centre and meeting room(s) for community activities. The centre would provide an activity and meeting focus for local people, especially parents and young children, and older residents. This use would ensure a local presence on the site, which would be also be valuable in terms of providing security (through daily use) to this community landmark and asset.

It is unlikely that a commercial return could be achieved for this type of facility. **If such a use is to be further considered for the site, the commercial cost to the project of accommodating this use would need to be carefully considered.** This may be an area where Council can contribute to the funding of this community facility **if it is warranted on this site**, and provided that community need for such a facility can be identified in the context of other competing community needs in the municipality.

The following table provides a summary of the suggested uses, and identifies possible buildings where these uses might be located. It is important to ensure compatibility between these uses, and to ensure the landmark concept of the site is emphasised. Special concern is warranted to ensure the compatibility of all uses with the planned residential uses on the site, and with the underlying need to ensure the site is planned, developed and tenanted on a commercially viable basis.

SUGGESTED USES FOR THE HOFFMAN BRICKWORKS

SUGGESTED USE	POSSIBLE SITE LOCATION
Display/Interpretation Centre (as required in Permit from Heritage Victoria)	Contained in Building No. 5 and Kiln #3, with functional/physical link provided between these structures. Performance and outdoor exhibition space surrounding Kilns #2 & 3
Art galleries, exhibition spaces, studios	exhibitions/galleries possibly in ground level or upper level of Kiln #2 or 3. Artists studios in part of upper level of Kiln #2 provided that commercially viable lease arrangements are established
Commercial office space, including serviced offices component	in Kilns #2 & 3 and in Building #5 (co-located with display/interpretation centre)
Meetings rooms and conference facility	Kiln #2 and/or 3 and Building #5 (office/commercial space)
Retail - arts	ground level in Kiln #2 and/or 3
Retail - tourist/visitor	ground level in Kiln #2 and/or 3
Retail - convenience	small building area (about 100-150 m2 max) and could include Building #25
Café/restaurant	Building #5 for café associated with display centre and visitor needs. Possibly a restaurant in upper floor or in vaults at ground level of Kiln #2 or 3. Could be shared with art exhibition space as an attraction/feature of the place.
Parking (on-site)	eg, between Kilns #2 and 3, and in other appropriate parts of the site (eg, in front of Buildings 16 and 19; in vicinity of Kiln #1)
Residential	Permits for residential in Buildings to east on site (Nos 17,18,19,23,24) and area to west of and possibly including Building #5
Neighbourhood centre	space required to accommodate meetings of (say) up to 20-30 persons, with kitchen facilities and (say) 2 smaller meeting rooms. Could include a community space in Kilns #2 or 3, but not if these are to be commercial/office due to reasons of preserving commercial tenancy mix. This idea for a neighbourhood centre would need to be carefully assessed in terms of effect on commercial viability of the overall site development and in terms of wider municipal need for such a facility and possible Council funding contributions.

3.3.5 CONCLUSION

(1) Uses suggested for the Brickworks site - subject to detailed assessment of market need and commercial viability - are as follows:

- Display/interpretation centre (heritage brickworks context)
- Commercial office space
- Meeting Rooms/Conference facilities (included with office component)
- Residential units
- Retail - tourist, arts and convenience retailing (residents, workers, visitors)
- Café/Restaurant (to serve residents, workers, visitors)
- Arts and related activities (display space, exhibition space, artist studios)
- Carparking on-site
- Neighbourhood centre (subject to municipal/community need & funding)

(2) **The reasons these uses are suggested are summarised as follows:**

- **Protect and Conserve Heritage Aspects**: a display/interpretation centre will highlight the heritage aspects of the site and activities thereon over the past century, and parts of Building No. 5 and Kilns 2 and 3 will be available for historic interpretation (while also accommodating other uses so as to generate income for the site).

- **Meet a Market Need**: there is a need for the principal components of office floorspace and residential units.

- **Ensure Compatible Tenancy Mix**: the tenancy mix must ensure that only compatible uses are permitted to locate on the site, thereby avoiding conflict between mixed use components.

- **Ensure Financial Security**: the Brickworks site must be developed as a financially secure project (as would be reflected in the generation of rental income) so that development of the site can ensure the heritage elements are safeguarded, that the new or redevelopment components are viable, and that regular maintenance can be funded (as would be expected of any property development or redevelopment). External funds may be required for the maintenance of heritage components and these could possibly be made available from a number of external (mainly public) sources.

(3) **A number of potential uses identified in the consultation phase of this project have NOT been suggested for the site.**

The principal reasons for such a decision reflect the view of the consultants that such uses do not meet a sufficient number of the Selection Principles identified in Section 3 of this report. Generally, these uses are -

- **non-compatible with the main uses for the site** (such as the idea to reintroduce the manufacture of bricks and pottery on-site as part of the heritage role of the site), and/or

- **would be non viable in a commercial sense** and therefore would not support the on-going maintenance costs associated with the site or provide a suitable return to the business operator, and/or

- **would possibly not be commercially sustainable in this location** (such as a fitness centre or wine retailing centre for reasons noted in the report).

3.4 INTERPRETATION

Listed below are some points which have arisen from the conservation analysis for this site. At the same time that this work was being undertaken, an interpretation plan has been developed by Look Ear Pty Ltd as part of the consultant team. This plan is contained in a separate volume and should be consulted for recommendations about detailed interpretation of the Brickworks.

Interpretation on the site must record the current condition of the buildings prior to conservation and development works.

A permanent display relating the history, significance and interpretation of the former Hoffman Brickworks and the brick/pottery industries in Brunswick should be located in a public area.

Interpretation at the site should demonstrate that the Hoffman Brickworks is of national significance as a site which demonstrates the full industrialisation of the brick making process in Australia. This should include the conservation of the Hoffman kilns and the Bradley and Craven brick presses and an explanation of their innovative technology.

Interpretation at the site should demonstrate that the Hoffman Brickworks may be a relatively early surviving example of brick making industrialisation in the international context.

Interpretation at the site should demonstrate the significance at a state level, of the innovative principles of continuous burning involved in the 19th century Hoffman kilns.

Interpretation at the site should demonstrate that the Brunswick region is historically of State significance as the largest clay industry centre in Victoria and the Hoffman Brickworks are the last remaining substantial evidence of this activity.

Interpretation at the site should demonstrate the brickworks' dominant economic and social presence in the local community.

Interpretation at the site should demonstrate the importance of the brickwork's influence from the 1880s building boom onwards in shaping the character of Melbourne's suburban development.

Interpretation at the site should demonstrate the scale and operations of the Hoffman Brickworks Company in the 1880s and 1890s at its peak.

Interpretation at the site should illustrate and explain the brick making processes and techniques of the 1880s and subsequent periods of technological change. This must include a demonstration of the Hoffman Company's innovation and stagnation throughout its history.

Interpretation at the site should demonstrate the scale and operations of the Hoffman Brickworks Company pottery works at its peak and throughout its history.

Interpretation at the site should demonstrate the importance of the Hoffman Brickwork Company in introducing the Hoffman kiln to Australia.

Interpretation at the site should demonstrate the importance of the context and spatial arrangement of the Hoffman kilns, the machinery associated with the brick pressing plant and the structure housing, and the importance of the machinery assembled in its original context.

Interpretation at the site should illustrate the complete chain of production involved in the manufacture of brick pottery.

Interpretation at the site should illustrate the previous extent of the Hoffman Brickworks, including the pits and the now demolished brick and pottery making facilities and areas of the site.

Interpretation at the site should demonstrate the function of Building 9 (which may be demolished) as a clay bulk store.

Interpretation at the site should demonstrate the changing role of Building 10 (which may be demolished), through the history of the complex.

Evidence of work practices should be conserved and recorded prior to any works. Artefacts to be collected and curated as soon as possible.

3.5 MANAGEMENT

Discussion

The management of Hoffman's Brickworks should address the following principles;

- Management of the site should recognise that it is in private ownership and that there is a high level of public interest in its conservation and future.

- Management of the site should recognise that the Moreland City Council has a degree of interest in the site through its commitment to funding for kiln 2.

- Management of the site should recognise that after initial conservation works and development associated with new uses, there is a need for ongoing commitment to the conservation of the site.

Current arrangements

The Hoffman Brickworks are privately owned by Sungrove Corporation. The City of Moreland has committed an undisclosed amount of money to the restoration of Kiln 2. This commitment was recognised by the Minister for Planning and Local Government[47] as a factor contributing to the retention of Kiln 2. In addition, the Council was the recipient of a $50,000 grant for the documentation of required conservation works to kiln 2 from the Australian Heritage Commission's National Estate Grants program.

Council has stated that 'Council's expectation is that its contribution will result in a significant return to the community rather than a contribution to the cost of the developer....the return on Council's investment could take a number of forms including one or more of the following [options]:

- An agreed monetary return per annum,
- Some form of management interest in the kiln,
- Community benefit through the use of the kiln,
- Use of part of the kiln'.[48]

Council has also indicated that consideration would be given to rating relief for the heritage precinct and a special rates scheme.[49]

The arrangement between Council and the site's owner will be set out in a Section 173 Agreement under the Planning and Environment Act 1987 and will run in perpetuity with the land for the heritage precinct.

Resolution of the options for Council's return on its financial commitment is currently under discussion. Council has indicated in the Open Letter, dated 8 April 1998 (refer to Appendix A8), that 'any consideration by Council of

[47] letter, dated 17 September 1997
[48] City of Moreland letter to Henry Rzechta, Sungrove Corporation, dated 5 March 1999 (copy provided by City of Moreland)
[49] City of Moreland letter to Henry Rzechta, Sungrove Corporation, dated 5 March 1999 (copy provided by City of Moreland)

what this return will constitute will be the subject of further community consultation between interested community members and Council.'

Management Issues

The heritage assets at the Hoffman Brickworks site will require:

- initial conservation works, including stabilisation of materials and interpretation,
- some redevelopment works to accommodate new uses, and
- cyclical and ongoing maintenance.

The initial conservation works required, along with maintenance needs, have been identified in this conservation management plan.

In order to manage the conservation works and ongoing maintenance, a financial plan is required. The financial plan should look at initial conservation costs and when costs are likely for maintenance after the initial capital expenditure. Preparation of the financial plan is an urgent priority. It should be undertaken by the site's owners in conjunction with the City of Moreland.

At the time of writing this conservation management plan, the costs of conservation works, the development works and ongoing cyclical maintenance have not been established. A quantity surveyor has been engaged but the costing process will continue after completion of the plan.

Generating ongoing conservation/maintenance funds

Sungrove Corporation and the City of Moreland have made commitments to funding initial conservation works. After financial planning, options for allocating the funding required for ongoing conservation of the site should be evaluated. These include:

1. a portion of the commercial rental return to be used for ongoing maintenance of the asset;
2. a levy on commercial or residential properties sold from the site;
3. a percentage of Council's rate revenue arising from development of the land, being directed back into conservation of the Brickworks; and
4. any monetary return for Council's initial financial commitment to Kiln 2 being directed back into conservation. (as outlined as an option under current arrangements.)

The financial plan should also address future sources of grants, low interest loans and tax relief that may be available for conservation work or associated with a particular use of the site, such as arts based.

In considering the four options listed above, it may be preferable to use a combination of approaches. Some approaches may work for the whole site and some may be for part of the site, for example the area registered by Heritage Victoria.

For option 1, where a portion of the commercial rental return is used, this could be structured in a number of ways. The annual maintenance costs of those buildings containing residential and office components (sold or leased in the marketplace) clearly should be met from annual lease

amounts or met by private owners (as in any commercial property development). This approach should work well with buildings that are easily adapted but the buildings which present the most difficult commercial proposition are Building 5 and Kilns 2 & 3. This is because of their unusual construction (both a positive and negative in marketing terms) and because the net area for commercial rental returns available is limited. The interpretation requirements will reduce floor areas available for commercial rental.

It could be considered that the overall commercial use of the site should subsidise the costs on ongoing conservation/maintenance of Building 5 and Kilns 2 & 3. The Heritage Victoria permit agrees to subdivision of the site in principle and it is proposed that parts of the site will be sold. It is accepted, however, that the grouping of Building 5, Kilns 2 & 3 and their associated open space will remain in single ownership.

For Building 5 and Kilns 2 & 3 to generate sufficient commercial return to fund their own conservation requirements in perpetuity, a number of principles are necessarily generated. Ongoing conservation becomes directly related to maximising commercial returns through the highest and best use of the site. The financial plan would need to establish a rental return level at which the ongoing maintenance is going to be covered. This may rule out some low intensity uses previously discussed as possibilities for the site.

Option 2, the use of a levy on parts of the site which are sold, has advantages. It means that development of clear land, for example for new residences near Gilpin Park, contributes to the ongoing maintenance of the heritage precinct. A levy would need to be set which retains the commercial viability of development and the issue of whether the levy was a once-off payment or ongoing, eg annually, would need consideration.

Similarly to option 2, Council could set aside part of the additional rate revenue generated by development for ongoing conservation/maintenance of the heritage assets (option 3). This would be one way of Council contributing in an ongoing way to the conservation of the site.

Another method of Council making an ongoing contribution is option 4, any monetary return for Council's initial financial commitment to Kiln 2 being directed back into conservation. This could be conservation of Kiln 2 or a contribution towards the heritage precinct.

Managing ongoing conservation/maintenance funds

Once funds are generated for ongoing conservation/maintenance, perhaps from a combination of options discussed above, and other sources such as the attraction of grants or private contributions, the issue of the management of these funds is important. An ongoing commitment to funding conservation of the site at all points in its future is necessary and should be reflected in the financial plan.

As a safety net for conservation against possible adverse commercial circumstances for the registered heritage area in the future, establishment of a conservation fund may be appropriate. A conservation fund is an investment vehicle through which initial capital and ongoing fund contributions are set aside, and to which future grants or private

contributions could be added from time to time (such as a special grant from Heritage Victoria, or private contribution).

The investment can be in the name of an individual, company or trust, depending on the legal requirements of the entity involved.

There are a number of investment options, but the two main types are:

- Managed Investment Fund, which comprises a balanced portfolio providing for growth and income. Average returns at present are around 8% to 10% pa

- Cash Investment Fund, which is a 'no risk' investment, but which, accordingly, provides a lower rate of return of around 4% to 5% over say, 10 years.

The income is taxable in the hands of the entity holding the investment, and there may be capital gains implications when the fund is eventually cashed-in.

It is likely that the maintenance funds would not be required for (say) 3 to 4 years after the project works are completed, and this will provide time for the Fund to generate annual returns that can be re-invested if required, or held until conservation maintenance works are required.

Current sources of conservation financial assistance

Places on the Victorian Heritage Register, including the extent of the Brickworks site shown on Figure 7, are eligible for financial assistance from Heritage Victoria. This assistance is provided in the following forms:

- Low-interest loans

Rates are fixed for the duration of any loan. Recently, they were 2.4% (private or residential property), 3.0 % (buildings attached to income-producing property), and 4.3% (commercial property).

- Interest-free loans

- Direct grants

- Remission or deferral of municipal and water rates and land tax.

The urgency and importance of the conservation works are the main issues considered by Heritage Victoria in assessing applications. To request an Application for Financial Assistance form, telephone Heritage Victoria on 9655 6519.

The Australian Heritage Commission provides National Estate Grants and a scheme called Tax Incentives for Heritage Conservation. The Moreland City Council was already the recipient of a $50,000 grant for the documentation of required conservation works to kiln 2 from the National Estate Grants Program. This does not prevent further applications being made.

The Tax Incentive for Heritage Conservation scheme offers a rebate of 20 cents in the dollar for approved heritage conservation work for places listed on the Register of the National Estate, such as the Brickworks. The application process is to first apply for a provisional certificate, then complete the work and apply for a final certificate. Details are available by telephoning 06 217 2111.

Other sources of funding are available for cultural heritage, some of them are ongoing programs by government departments or might be short-term or specific in their focus. It is advisable to contact Heritage Victoria on 9655 6519 to find out about current opportunities.

Specific Management Policies

A disaster plan should be devised and implemented for the Hoffman's site. Fire is likely to be the major disaster source. Appropriate methods of fire detection, containment and fire fighting should be devised which will both protect people and ensure the survival of the historic fabric.

A plan for retrieval of materials immediately after a disaster should be devised and held with appropriate authorities off-site with a complete set of plans and photographs of the site.

An inventory of movable items remaining at the former Hoffman Brickworks site has been undertaken.[50] A qualified curator should make recommendations about the collection, including the display and storage of items. Conservation of significant items should be undertaken as a priority. Some items will be included in interpretation for the site.

As the site is privately owned, the management decisions lie primarily with the owner. However, due to the statutory role of the authorities, Heritage Victoria and Moreland City Council, and the large ongoing local and heritage community interest in the site, it is recommended that a consultative process be continued involving the parties represented in developing the conservation management plan. Refer to Appendix A3 for details of the parties involved.

It should be noted that the City of Moreland Open Letter (refer to Appendix A8) provides a commitment that 'Council will agree to an informal consultation process with interested parties prior to the issue of any permit. It is envisaged that consultation would occur once a permit application has been received and also if any major issues arise.'

On a privately owned site like the Brickworks, the owners are responsible for the provision of adequate security. This has been a difficult issue while the site has been (mostly) empty. The best form of security will be to get occupants on site. In the meantime, regular arrangements should be made with a security firm as it is not possible to physically secure the site from unwanted entry because of its scale and exposure to Gilpin Park.

[50] Iain Stuart, ibid.

Comparative Management Structures

As part of this report, the consultants researched selected comparative sites to find out about their management structures and any relevant funding made available to them. This information is summarised in this section. With the exception of St Peter's Brickworks, South Sydney, no sites had special strategies in place to fund ongoing conservation works.

South Melbourne Gasworks, South Melbourne

Information supplied by Diana Stuart, the Gasworks Program Officer.
The South Melbourne Gasworks is currently owned by the City of Port Phillip, however much of the works to the site were undertaken by the City of South Melbourne, prior to the Council amalgamation.

In 1989 the City of South Melbourne refurbished and rehabilitated the remaining 8 acres of the original Gasworks site and its associated buildings. It was designated for public use to consist of parkland and a community arts centre, including artists studios in the remnant buildings.

The site's establishment and development was conducted in consultation with the residents by the City of South Melbourne. Refurbishment included substantial conservation works, including new floors and re-roofing of existing buildings as well as the rehabilitation of the surrounding parkland.
After the refurbishment of the Park, the City of South Melbourne established Gasworks Arts Inc. in 1989 as the Committee of Management for the site. It currently has 12 representatives – 4 Council representatives (not members of the Council staff) and the remaining 8, both local residents and interested parties. This structure may change in the near future. It is proposed that Gasworks Arts Inc. would be contracted by the Council to oversee the on-going management of the Gasworks and its environs.

Initial conservation works undertaken in 1989 were funded entirely by the City of South Melbourne. There is currently no funding program for the on-going costs of maintaining the Gasworks buildings or to fund further conservation works. To date the City of Port Phillip has provided money for once-off expenses. Identification of alternative funding sources for conservation works is done in consultation with the Council's Heritage Advisor.

Bendigo Pottery, Bendigo

Information supplied by Leanne Guard, Administration Dept.
Bendigo Pottery is privately owned and run as a commercial business. Any conservation works to the building are undertaken and funded by the owners and do not involve a Committee of Management or any public discussion. In the past there has been no funding from state heritage bodies, and there is no specific system in place to fund maintenance to the buildings.

Former MMBW Pumping Station, Spotswood.

Information supplied by Greg Oire, Operations Co-ordinator, Scienceworks. The Pumping Station is currently owned by Melbourne Water and leased to Museum Victoria. The building is managed by a Committee of Management, made up of representatives from Museum Victoria, Heritage Victoria and Melbourne Water. There is no public involvement in the management of the site.

Some funding for conservation works to the site has in the past been supplied by Heritage Victoria. Minor works to the building are funded by Museum Victoria Operations Division. All changes to the building must be endorsed by Heritage Victoria.

Any future funding is to be sought via state grants from Heritage Victoria, with no formal process or strategy in place to attract funding from alternative sources.

St. Peter's Brickworks, Sydney Park, South Sydney

Information supplied by Joel Johnson, Assistant Director of Public Works and Services, South Sydney City Council.

The former St. Peter's Brickworks in South Sydney has been renamed Sydney Park. It terms of the former Brickwork's buildings and the clay pit, the site is only partially intact. The site was bought by the South Sydney Council in 1991.

In 1991 the Council formulated guidelines for staged rehabilitation and development of the Park. As each stage of development occurs, a Committee of Management is established to include both Council and public representation. Plans and documentation for each stage of development are devised with community consultation and are publicly exhibited for comment.

The buildings associated with the former brickworks are currently unoccupied and have not been subject to conservation works while under Council ownership. Limited stabilisation works were carried out during the late 1980's by the former owners.

Funding for the development of the Park has been sought from a variety of sources. Grants have been acquired through one-off state and federal funding schemes, while on-going staged development and maintenance costs are funded by development contributions. This scheme - Section 94 of the NSW Planning Legislation - applies to Regional Parks, and levies development in the surrounding area. In this case it is a 30% levy which is applied to the proliferation of residential conversions of former industrial sites within approximately 2.5 km radius of the Park. Current thinking suggests that any future conservation works to the Brickworks buildings at St. Peter's will be funded through this scheme.

Brickworks Market, Adelaide

Information supplied by Doug Fuller, Manager of the Brickworks Market.

The Brickworks Market in Adelaide is a privately owned commercial complex.

Ongoing management of the building is undertaken privately, with no input from the local Council or the wider community.

To date conservation works to the building have been privately funded. While minor works to the building are financed from stallholders rent, there is currently no formal structure in place to set aside a percentage of rental return to fund on-going maintenance costs.

Maylands Brickworks, Perth

Information supplied by Fran Lefante, City of Bayswater.

The Maylands Brickworks were recently sold by the City of Stirling to the Bayswater City Council. The buildings associated with the site are currently unused and are not generally available for public use. More recently the Kilns have been opened for one-off events to individual community groups.

There is currently no funding structure in place for conservation works or building maintenance. A study into future uses and funding for the site is scheduled to start in May, focussing on the site as a potential area for community based activities. This project is to be funded by the City of Bayswater.

Yarralumla Brickworks, Canberra

Information supplied by Libby Jenkins, ACT Heritage.
The Yarralumla Brickworks are owned by the ACT government. The site is not open to the general public, however there is limited access for tenants. Tenants of the Brickworks buildings are non rent-paying tenants.

The site is currently managed by ACT Heritage, with a part-time caretaker on-site who deals with day to day concerns. Any works to the site are funded through the annual capital works budget of ACT Heritage.

Negotiations are in place to sell the site to another government department, with potential for development at a later stage.

International Network

Contact has been made with the following network.
Adrian Linters (Flemish Association for Industrial Archaeology) for the establishment of a brick heritage network.
website: http:/www.conservare.be/vvia/vviahome.htm
or email: alinters@unicall.be

3.6 FUTURE DEVELOPMENTS AND CONTROL OF PHYSICAL INTERVENTION IN THE FABRIC

Adaptations introducing new materials or design should be done in a simple contemporary manner not by falsely recreating the appearance of age. They should be done in a manner sympathetic to the existing significant fabric.

Development of new structures is permitted on this site provided that new structures are:

- sited in a location clearly removed from the historic fabric identified on the conservation plan, shown on figure 10;
- sited so as to retain significant views onto and within the site; and
- sited so as not to impact on open spaces identified as important. Refer to figure 11.

Except where specific cases are described in the next section of the report, 4.0 Specific Conservation Policies, new work should not alter the exterior elevations of the significant buildings apart from the return of the structure to an appropriate earlier form and for essential works to prevent deterioration. Areas available for adaptation have also been identified in the discussion of the individual buildings and areas.

The degree of alteration which is appropriate is directly related to the significance of individual buildings. The buildings identified as being of primary significance have the tightest controls on change. Generally, the pottery buildings which are of contributory significance have specific recommendations to retain their form (including the tramway alignments), and their industrial aesthetic (eg face brickwork, timber floors, trusses, regular fenestration) but are seen as able to be adapted. For example, guidelines are provided for additional openings and elements such as exterior stairs and balconies could be added as long as they are clearly recent additions, in a suitable industrial aesthetic and do not overwhelm the existing character.

The general approach to structural members is to retain the existing structural system and strengthen by introducing new elements in a unobtrusive contemporary manner. The aim of this is to subtly distinguish the historic fabric from the new elements while satisfying structural requirements. Where a timber structural member has suffered deterioration, it is preferable to replace that part to match the existing rather than replace the whole structural element in a new way. For example, a new timber section should be spliced in rather than replacing a deteriorating timber beam with a steel member.

It may be necessary to apply for variations to current code requirements, or find creative ways to meet the requirements, where satisfaction of these might detrimentally impact upon the heritage fabric of the site.

Methods of accommodating new services should be found which will avoid damage to the physical fabric, for example by providing below ground pathways. Visible new services should be designed to have minimum impact on the appearance of the original spaces.

Where bricked up window or door openings are re-opened and reinstated to match other existing examples, the new frames should be dated.

Parking can be accommodated on site. It must not impinge on the historic fabric of the site, including avoiding areas of potentially high archaeological significance. The visual impact of this car parking should not diminish the overall visual relationship between elements of the significant industrial process, or detract from the visual appearance of any significant elements.

3.7 CONSTRAINTS ON INVESTIGATION

There are no known constraints on investigation of this site arising out of social, religious, legal or other cultural constraints.

3.8 ADOPTION AND REVIEW

A copy of this *Conservation Management Plan*, and any updates, should be kept in permanent archive. A copy should also be kept as a readily accessible document for those responsible for making decisions or carrying out works to the former Hoffman Brickworks. Copies should also be held by Heritage Victoria, the City of Moreland, the local library and lodged in the State Library of Victoria

The implications of this *Conservation Management Plan*, and its updates, should be considered in all future decisions for conservation or development actions. All changes should be adequately documented in records held by Heritage Victoria, the City of Moreland, the local library and copies lodged in the State Library of Victoria.

This *Conservation Management Plan* should be reviewed and updated with the resultant findings made available to Heritage Victoria and the City of Moreland. The recommendations of the Management Plan should be regularly reassessed every five years and any urgent or priority actions identified.

The former Hoffman Brickworks has a number of overlapping 'communities' which have a strong social attachment to the site. These people form a strong constituency for the site's future conservation and for the viability of its development and uses. It is therefore essential that the implementation of the masterplan incorporate a close and ongoing community involvement.

4.0

SPECIFIC CONSERVATION POLICIES

4.1 KILN 1

Building Name Hoffman Kiln 1
Construction Date 1884

Later alterations:

Recent steel framed access platforms added to chimneys.
Alterations made to all wickets to permit forklift handling of brick pallets
It is likely that the upper walls were originally brick and sections have been replaced with timber framed, corrugated iron walls.
The kilns were converted to oil firing c.1960. and then to natural gas firing c.1972.[51]

Significance:

Hoffman Kiln 1 is one of the most significant structures on the site. It is significant as both an individual structure and as part of a rare surviving grouping of early Hoffman kilns. Kiln 1 is of particular historical interest as the earliest surviving Hoffman kiln in Victoria, and probably Australia. With kiln 2, it forms a uniquely surviving 19th century pair, demonstrating the scale of the Hoffman Brickworks. Kiln 1 is of primary significance.

The interior is a largely intact example of a rare type of industrial interior, and is of significance for its ability to demonstrate the process of brick making as originally developed in the 19th century. Each kiln interior is of similar significance, having very few points to distinguish between them.

The open vaults of the firing chambers and flueing system are of considerable structural and interpretative interest in their own right and are integral to the understanding of the overall form of each kiln structure.[52]

[51] Iain Stuart, pers. comm.
[52] Allom Lovell and Associates, op. cit., p. 29.

Discussion:

The demolition of kiln 1, except for its chimney, has been permitted by Heritage Victoria Permit No. 3883. Conditions of the permit require a full photographic record and set of measured drawings to be approved by the Executive Director. Details of the proposed method of ensuring the ongoing structural stability of the chimney must also be approved.

The Open Letter from Moreland City Council to parties who made submission to the Moreland Planning Scheme Amendment, dated 8 April 1998, states that 'the developer has agreed to raise the surface level in this location with paving in the shape of the southern end of Kiln 1 up to 2 steps in height. This may be either retaining part of the southern wall or possibly a new construction. Council's first preference is for the retention of the existing structure up to this level.' Engineering advice is required as to the feasibility of retention of the historic building fabric.

Conservation Policies:

The relationship between the kilns and the associated plant and production buildings must be retained as the Hoffman kilns at Brunswick are rare examples of relatively intact kilns in their original industrial context. As kiln 1 is to be demolished, the physical extent of kiln 1, and its relationship to the other kilns, should be given recognition on the site by retention of the historic building fabric to the height of 2 steps at the southern end.

Kiln 1 should be adequately documented and displayed through the interpretation available to the public on the site.

Demolition of kiln 1 should be undertaken carefully in order to salvage and stockpile as much material as possible that can be used for the future conservation of kilns 2 and 3.

The demolition of kiln 1 should be used as an opportunity to show the internal workings of the chimney and flueing system. A cut away section should be incorporated into the structural stabilising works to allow the public to appreciate the tunnels, dampers and flues to control combustion, which are not visible on the other kilns providing this is practical for future use of the site.

4.2 KILN 2

Building Name Hoffman Kiln 2
Construction Date 1885

Later alterations:

Recent steel framed access platforms added to chimneys.
The chimney has a cylindrical steel extension at the top.
Alterations made to all wickets to permit forklift handling of brick pallets.
It is likely that the upper walls were originally brick and sections have been replaced with timber framed, corrugated iron walls.
The kilns were converted to oil firing c.1960. and then to natural gas firing c.1972.[53]

Significance:

Hoffman Kiln 2 is one of the most significant structures on the site. It is significant as both an individual structure and as part of a rare surviving grouping of early Hoffman kilns. With kiln 1, it forms a uniquely surviving 19th century pair and demonstrates the scale of the Hoffman Brickworks. Kiln 2 is of primary significance.

The interior is a largely intact example of a rare type of industrial interior, and is significant for its ability to demonstrate the process of brick making as originally developed in the 19th century. Each kiln interior is of similar significance, having very few points to distinguish between them.

The open vaults of the firing chambers and flueing system are of considerable structural and interpretative interest in their own right and are integral to the understanding of the overall form of each kiln structure.[54]

Discussion:

After the demolition of kiln 1, kiln 2 will become the earliest surviving Hoffman kiln in Victoria, and probably Australia.

The City of Moreland has committed funds to the restoration of this kiln.

[53] Iain Stuart, pers. comm.
[54] Allom Lovell and Associates, op. cit., p. 29.

The City of Moreland Open Letter (Appendix A8) stated that the Conservation Management Plan must consider 'a portion of one of kilns 2 or 3 to be preserved and not subject to any adaptation for uses other than the interpretation of the existing fabric.' This suggestion is supported. The portion to be preserved has not been identified because it must be coordinated with future uses of the kiln. It would be highly desirable for any use to involve bringing people through the portion of the kilns retained intact as suggested in the Interpretation Plan. This part of the kilns should also retain moveable items, such as the burners' cart and gas firing equipment. The section to be retained should also retain external brick wall cladding to the upper walls (as discussed in the following sections).

Photographic evidence showing the kilns at the No. 1 works in Albert Street and of kiln 1 in the 1920s and 1930s[55] clearly shows brick upper walls. An 1870s photograph of No 1 works clearly shows brick to the upper section of two kilns.[56] It is not documented when or for what reason the brick upper walls were replaced by galvanised iron walls. It is thought that the movement in the kilns, due to the firing process may have destabilised sections of the wall.[57]

The structural stability of the chimney to kiln 2 has been assessed as satisfactory for the combined stresses arising from weight, wind loads and earthquake loads, as well as stable against overturning.[58]

Exterior form and structural system

Upper walls

The structural assessment of the upper walls of kiln 2 has found that the remaining sections of brick walls are unsafe. It recommends against re-establishing brick walls in this position and suggests that metal clad walls which are relatively flexible and can incorporate adequate lateral bracing systems within the plane of the wall be used.[59] It is clear from inspection of the upper walls that repair and rebuilding have taken place in the past. It was noted in Allom Lovell and Associates' Conservation and Management Plan that no documentary evidence has been found to support the assertion that the upper walls were originally all brickwork.[60] However, photographic evidence[61] showing other kilns on the Hoffman No. 1 site[62] and Kiln 1 in the 1920s

[55] Photographs held by Iain Stuart
[56] See figure 1, Hoffman's Pottery. Late 1870s, Don Bennetts, *Melbourne's Yesterdays: A Photographic Record 1851-1901,* Souvenir Press, Menindie, 1976, p. 123.
[57] Iain Stuart, Pers. comm.
[58] The O'Neill Group Pty Ltd., *Structural Assessment of Chimneys to Kilns 1, 2 and 3*, p.1. Note that a similar structural assessment has not yet been undertaken for kilns 1 and 3.
[59] The O'Neill Group Pty Ltd., Structural Assessment Kiln 2 & 3, op. cit., p. 6.
[60] Allom Lovell and Associates, op. cit., p. 25.
[61] See figure 2, reprinted from Iain Stuart, 'The History and Archaeology of the Hoffman Brick and Tile Company, Melbourne, Australia', *Industrial Archaeology Review*, 17 (20), 1995, pp. 131.
[62] No. 1 site was north of Albert Street.

and '30s, have brickwork in this position, and it appears likely that this was also the case for Kilns 2 and 3.

It would be contrary to conservation principles to return the structure to a former conjectural state without knowing accurately whether the upper walls were ever all brickwork and for how long they remained this way. It is also poor conservation to continue a practice which is known to cause problems to the overall conservation of the site. The fact that light weight walls have been introduced into the kilns, presumably to overcome these structural problems, is of historical significance. On this basis, it is recommended that light-weight, metal clad walling be used. However, it is appropriate to retain a section of brickwork infill to the upper walls to demonstrate this aspect of their construction. The part to be retained should correspond with the section of either kiln 2 or 3 to be conserved as set out in the open letter (refer to Appendix A8). Interpretation on the site should also record the current condition of the upper walls.

In other areas, the brick piers which support the roof trusses must be retained and a light-weight, metal clad walling can be introduced between the piers. If required for successful adaptation, glazing could be substituted for some of the metal panels. The glazing should be tinted to blend in with the appearance of the galvanised iron and panels should be either metal infill or glazing between brick piers and not a combination of both. The overall effect must remain as a wall of unpainted, corrugated galvanised steel, with a non zincalume finish. To achieve this aim, the number of panels replacing metal cladding with glazing should be limited to one in four and the glazed panels should be distributed around the kiln. If another design solution is found which achieves this aim it should be considered.

Brick piers supporting roof

The structural assessment of the brick piers in each corner of the kilns which support the roof is that they are unsafe.[63] Some of these piers have visibly moved from their vertical alignment, some have clearly been rebuilt and others have been replaced by steel columns. The piers carrying the roof are an important visual element of the kilns as the hipped roof is rectangular in plan and projects beyond the curved ends of the kilns. The surviving Hoffman kiln at Box Hill has steel corner stanchions instead of the brick piers at Brunswick.[64] It is therefore considered important to retain these piers. Structurally they can be reinforced with steel members internally and increased concrete footings below ground level as necessary while still retaining their outwards appearance. Interpretation on the site should record the current condition of the brick piers.

[63] The O'Neill Group Pty Ltd., Structural Assessment Kiln 2 & 3, op. cit., p. 6.
[64] Allom Lovell and Associates, op. cit., p. 27.

Wickets

All wickets on kiln 2 have been altered to accommodate forklifts. These wickets are generally in poor condition for two reasons; structurally they have not adequately resisted the outward thrust of the brick arches which make up the firing chambers, and secondly, they appear to have been repeatedly damaged by the forklifts, an interesting historical fact in itself. These altered wickets require structural repair and offer opportunities for adaptation. On kiln 2, it is not recommended that any of the wickets be returned to their earlier form. Some wickets remaining on kiln 3 retain the original form and these are to be retained as evidence of the original structure. The wickets on kiln 2 can be treated in a variety of ways. Some should be retained with the current concrete arches to demonstrate this aspect of alteration of the kilns to accommodate forklifts. Others could be reinforced with steel and provide opportunities for increased light penetration and visibility into the kilns, where this is required for sensitive adaptation. Note that the size of the openings should not be increased.

Interior

Fire Chamber

Heritage Victoria Permit No. 3883 requires that the fire chamber of kiln 2 be retained as a single space. Historically, the chambers would not have been seen like this. Obviously, they were filled with bricks undergoing the firing process and some method of creating temporary compartments was utilised. These partitions have been variously described as made from paper,[65] cast iron,[66] and temporary brick walls.[67] The important issue is that temporary partitioning was part of the process and further research into the way the fire chambers actually operated is required. For this reason, it may be acceptable to use temporary structures to partition the firing chamber as long as the internal divisions align with firing bays.

Upper floor

The interior of the upper section of the kiln is large and open with a central chimney. All structural strengthening works should be confined to the wall planes or above the bottom chord of the truss to preserve the industrial scale of the interior.

The nature of the flues, firing holes and caps make it difficult for public access to be achieved. In developing new uses for kiln spaces and allowing public access for interpretation of the site, the following approach should be adopted. Historic fabric, like the flues and caps,

[65] Iain Stuart personal comment.
[66] Allom Lovell and Associates, op. cit., p. 18.
[67] David Carabott, Fooks Martin Sandow, personal comment

should be retained. Self supporting and removable floors and partitions can be introduced. This allows flexibility of use without compromising the historical fabric. New fabric should allow for adequate viewing of the original materials by leaving sections uncovered and incorporating transparent sections.

Conservation Policies:

The relationship between the kilns and the associated plant and production buildings must be retained as the Hoffman kilns at Brunswick are rare examples of relatively intact kilns in their original industrial context.

The external form of the kilns and their aesthetic significance in the industrial landscape must be retained.

At least part of the interior of either Kiln 2 or Kiln 3 should be conserved in its original condition and incorporated into the interpretation for the site.[68]

Retain one section of brickwork infill to the upper walls to demonstrate this aspect of their construction. The section of brickwork to be retained should consist of at least 3 panels, located with the assistance of the engineer. It should correspond to the part of the kiln retained in original condition as set out in the preceding paragraph.

In other parts of the upper walling, flexible metal clad walls which can incorporate adequate lateral bracing systems within the plane of the wall should be used. Limited glazing can be introduced in place of some of the metal infill panels as described in the earlier section on 'upper walls'. The brick piers which support the roof trusses must be retained and the light-weight walling can be introduced between the piers.

The brick piers which support the roof must be retained as important visual elements of the kilns. They should be structurally strengthened with internal steel elements and the foundations increased in size as required.

The roof trusses must be retained and may require some strengthening and new bracing systems.[69] This must be done in a contemporary manner, within the plane of the roof trusses without introducing any elements which project into the open space below. Existing purlins should be retained and strengthened with additional elements as required. [70] The roof trusses should be tied down to the brick piers of

[68] Requirement of Open Letter from Moreland city council, refer to Appendix 8.
[69] The O'Neill Group Pty Ltd., *Structural Assessment Kiln 2 & 3*, op. cit., p. 6.
[70] The O'Neill Group Pty Ltd., ibid., p. 6.

the upper walls.[71] Roof sheeting should be replaced as required to match the existing.

The altered wickets offer opportunities for adaptation, although some must be retained to demonstrate the existing arrangement with enlarged openings with concrete arches. Additional structural support may be required. The wickets to be retained in their current form should be grouped together and correspond to the section of the kiln where brickwork infill is retained to the upper walls.

Some self supporting and removable partitions and floors can be used within the upper level, and may be appropriate in the firing chamber after further investigation of the historic firing process. They must be located to complement the bay arrangement. No permanent divisions of the spaces can be introduced. The partitions must be capable of being removed without damaging the historic fabric. New fabric should allow for adequate viewing of the original materials by leaving sections uncovered and incorporating transparent sections.

The whole of the kiln must remain in one ownership, although sections may be used for different purposes.

A full drainage system from the roof to the ground and around the kilns should be reinstated.

Existing stairs to the upper level should be retained but not used as they do not meet current safety standards. For kiln 2, new access to the upper floor should be introduced at the west end, replacing the burnt out structure of Building 4. The design of the access should be contemporary. It may both link the kiln to Building 5 and provide access from the ground to the upper level. It should be capable of being removed without damage to the historic fabric and should not be a visually dominant element. It is particularly important to retain visual access through to Gilpin Park from this location after the demolition of kiln 1.

Small missing items, whose previous existence in the kiln can be well substantiated, such as flue caps and missing firing bricks, should be replaced with items carefully salvaged from the demolition of kiln 1.

[71] Comment Bruce Sandie, The O'Neill Group, on site meeting 23/12/98.

4.3 KILN 3

Building Name Hoffman Kiln 3
Construction Date 1908

Later alterations:

Chimney taken down and rebuilt 1922.[72]
Alterations made to alternate wickets to permit forklift handling of brick pallets, others remain at the original size for hand stacking process.
It is likely that the upper walls were originally brick and sections have been replaced with timber framed, corrugated iron walls.
The kilns were converted to oil firing c.1960. and then to natural gas firing c.1972.[73]

Significance:

Hoffman Kiln 3 is one of the most significant structures on the site. It is significant as both an individual structure and as part of a rare surviving grouping of early Hoffman kilns. Kiln 3, an early twentieth century kiln, is of significance as the most intact Hoffman kiln in the state (rivalled only by the Box Hill kiln). Kiln 3 alone has the only wicket openings surviving from the era of pre-mechanised brick handling. Kiln 3 is of primary significance.

The interior is a largely intact example of a rare type of industrial interior, and is of significance for its ability to demonstrate the process of brick making as originally developed in the 19th century. Each kiln interior is of similar significance, having very few points to distinguish between them.

The open vaults of the firing chambers and flueing system are of considerable structural and interpretative interest in their own right and are integral to the understanding of the overall form of each kiln structure.[74]

Discussion:

The City of Moreland Open Letter (Appendix A8) stated that the Conservation Management Plan must consider 'a portion of one of kilns 2 or 3 to be preserved and not subject to any adaptation for uses other than the interpretation of the existing fabric.' This suggestion is supported. The portion to be preserved has not been identified

[72] Iain Stuart, *The Former Hoffman Brick and Pottery Works*, op. cit., p.6.
[73] Iain Stuart, pers. comm.
[74] Allom Lovell and Associates, op. cit., p. 29.

because it must be coordinated with future uses of the kiln. It would be highly desirable for any use to involve bringing people through the portion of the kilns retained intact as suggested in the Interpretation Plan. This part of the kilns should also retain moveable items, such as the burners' cart and gas firing equipment. The section to be retained should also retain external brick wall cladding to the upper walls (as discussed in the following sections).

Exterior form and structural system

Upper walls

The structural assessment of the upper walls of kiln 3 has found that the remaining sections of brick walls are unsafe. It recommends against re-establishing brick walls in this position and suggests that metal clad walls which are relatively flexible and can incorporate adequate lateral bracing systems within the plane of the wall be used.[75] It is clear from inspection of the upper walls that repair and rebuilding have taken place in the past. No documentary evidence has been found to support the assertion that the upper walls were originally all brickwork.[76] It appears likely given the construction, and since photographic evidence[77] showing other kilns on the Hoffman No. 1 site[78] have brickwork in this position.

It would be contrary to conservation principles to return the structure to a former conjectural state without knowing accurately whether the upper walls were ever all brickwork and for how long they remained this way. It is also poor conservation to continue a practice which is known to cause problems to the overall conservation of the site. The fact that light weight walls have been introduced into the kilns, presumably to overcome these structural problems, is of historical significance. On this basis, it is recommended that light-weight, metal clad walling be used. However, it is appropriate to retain a section of brickwork infill to the upper walls to demonstrate this aspect of their construction. The part to be retained should correspond with the section of either kiln 2 or 3 to be conserved as set out in the open letter (refer to Appendix A8). Interpretation on the site should also record the current condition of the upper walls.

In other areas, the brick piers which support the roof trusses must be retained and a light-weight, metal clad walling can be introduced between the piers. If required for successful adaptation, glazing could be substituted for some of the metal panels. The glazing should be tinted to blend in with the appearance of the galvanised iron and panels should be either metal infill or glazing between brick piers and not a combination of both. The overall effect must remain as a wall of

[75] The O'Neill Group Pty Ltd., *Structural Assessment Kiln 2 & 3*, op. cit., p. 6.
[76] Allom Lovell and Associates, op. cit., p. 25.
[77] See figure 1, Hoffman's Pottery. Late 1870s, Don Bennetts, *Melbourne's Yesterdays: A Photographic Record 1851-1901,* op. cit., p. 123.
[78] No. 1 site was north of Albert Street.

unpainted, corrugated galvanised steel, with a non zincalume finish. To achieve this aim, the number of panels replacing metal cladding with glazing should be limited to one in four and the glazed panels should be distributed around the kiln. If another design solution is found which achieves this aim it should be considered.

Brick piers supporting roof

The structural assessment of the brick piers in each corner of the kilns which support the roof is that they are unsafe.[79] Some of these piers have visibly moved from their vertical alignment, some have clearly been rebuilt and others have been replaced by steel columns. The piers carrying the roof are an important visual element of the kilns as the hipped roof is rectangular in plan and projects beyond the curved ends of the kilns. The surviving Hoffman kiln at Box Hill has steel corner stanchions instead of the brick piers at Brunswick.[80] It is therefore considered important to retain these piers. Structurally they can be reinforced with steel members internally and increased concrete footings below the ground level as necessary while still retaining their outwards appearance. Interpretation on the site should record the current condition of the brick piers.

Wickets

Alternate wickets on kiln 3 have been altered to accommodate forklifts. The original small wickets with tapering semi-circular brick arches must be retained. The altered wickets are generally in poor condition for two reasons; structurally they have not adequately resisted the outward thrust of the brick arches which make up the firing chambers, and secondly, they appear to have been repeatedly damaged by the forklifts, an interesting aspect of the historical use of the site. These altered wickets require structural repair and offer opportunities for adaptation. It is not recommended that any of the altered wickets be returned to their earlier form. The altered wickets can be treated in a variety of ways. Some should be retained with the current concrete arches to demonstrate this aspect of the kilns. Others could be reinforced with steel and provide opportunities for increased light penetration and visibility into the kilns, where this is required for sensitive adaptation. Note that the size of the openings should not be increased.

Interior

Fire Chamber

Heritage Victoria Permit No. 3883 requires that the fire chamber to kiln 3 be retained as a single space. Historically, the chambers would not have been seen like this. Obviously, they were filled with bricks undergoing the firing process and some method of creating temporary

[79] The O'Neill Group Pty Ltd., *Structural Assessment Kiln 2 & 3*, op. cit., p. 6.
[80] Allom Lovell and Associates, op. cit., p. 27.

compartments was utilised. These partitions have been variously described as made from paper,[81] cast iron,[82] and temporary brick walls.[83] The important issue is that temporary partitioning was part of the process and further research into the way the fire chambers actually operated is required. For this reason, it may be acceptable to use temporary structures to partition the firing chamber as long as the internal divisions align with firing bays.

Upper floor

The interior of the upper section of the kiln is large and open with a central chimney. All structural strengthening works should be confined to the wall planes or above the bottom chord of the truss to preserve the industrial scale of the interior.

The nature of the flues, firing holes and caps make it difficult for public access to be achieved. In developing new uses for kiln spaces and allowing public access for interpretation of the site, the following approach should be adopted. Historic fabric, like the flues and caps, should be retained. Self supporting and removable floors and partitions can be introduced. This allows flexibility of use without compromising the historical fabric. New fabric should allow for adequate viewing of the original materials by leaving sections uncovered and incorporating transparent sections.

Conservation Policies:

The relationship between the kilns and the associated plant and production buildings must be retained as the Hoffman kilns at Brunswick are rare examples of relatively intact kilns in their original industrial context.

The external form of the kilns and their aesthetic significance in the industrial landscape must be retained.

At least part of the interior of either Kiln 2 or Kiln 3 should be conserved in its original condition and incorporated into the interpretation for the site.[84]

Retain one section of brickwork infill to the upper walls to demonstrate this aspect of their construction. The section of brickwork to be retained should consist of at least 3 panels, located with the assistance of the engineer. It should correspond to the part of the kiln retained in original condition as set out in the preceding paragraph.

[81] Iain Stuart personal comment
[82] Allom Lovell and Associates, op. cit., p. 18.
[83] David Carabott, Fooks Martin Sandow, personal comment
[84] Requirement of Open Letter from Moreland city council, refer to Appendix 8.

In other parts of the upper walling, flexible metal clad walls which can incorporate adequate lateral bracing systems within the plane of the wall should be used. Limited glazing can be introduced in place of some of the metal infill panels as described in the earlier section on 'upper walls'. The brick piers which support the roof trusses must be retained and the light-weight walling can be introduced between the piers.

The brick piers which support the roof must be retained as important visual elements of the kilns. They should be structurally strengthened with internal steel elements and the foundations increased in size as required.

The roof trusses must be retained and may require some strengthening and new bracing systems.[85] This must be done in a contemporary manner, within the plane of the roof trusses without introducing any elements which project into the open space below. Existing purlins should be retained and strengthened with additional elements as required. [86] The roof trusses should be tied down to the brick piers of the upper walls.[87] Roof sheeting should be replaced as required to match the existing.

Retain original wickets with their tapering semi-circular brick arches. The openings may be closed with glazing or another method which allows the original form of the wicket to remain intact and be visible.

The altered wickets offer opportunities for adaptation, although some must be retained to demonstrate the existing arrangement with enlarged openings with concrete arches. Additional structural support may be required.

Some self supporting and removable partitions and floors can be used within the upper level, and may be appropriate in the firing chamber after further investigation of the historic firing process. They must be located to complement the bay arrangement. No permanent divisions of the spaces can be introduced. The partitions must be capable of being removed without damaging the historic fabric. New fabric should allow for adequate viewing of the original materials by leaving sections uncovered and incorporating transparent sections.

The whole of the kiln must remain in one ownership, although sections may be used for different purposes.

A full drainage system from the roof to the ground and around the kilns should be reinstated.

[85] The O'Neill Group Pty Ltd., *Structural Assessment Kiln 2 & 3*, op. cit., p. 6.
[86] ibid., p. 6.
[87] Comment Bruce Sandie on site meeting 23/12/98.

Existing stairs to the upper level should be retained but not used as they do not meet current safety standards. For kiln 3, new access to the upper floor should be introduced at the west end, (in a similar position to the relationship of Building 4 to kiln 2) or on the northern side where the corrugated iron section protrudes. The design of the access should be contemporary. It may both link the kiln to Building 5 and provide access from the ground to the upper level. It should be capable of being removed without damage to the historic fabric and should not be a visually dominant element. It is particularly important to retain visual access through to Gilpin Park from this location after the demolition of kiln 1.

Small missing items, whose previous existence in the kiln can be well substantiated, such as flue caps and missing firing bricks, should be replaced with items carefully salvaged from the demolition of kiln 1.

4.4 BUILDING 4

Building Name	Former Coal Conveyor and Equipment & Change Rooms
Construction Date	post 1942

Later alterations:

The bridge linking the upper floors of Kilns 1 and 2 is not shown on the 1942 site plan, suggesting that the coal conveyor was established after this date. The equipment and accommodation associated with the oil firing process were added c.1961,[88] with the introduction of this technology to the site. Both the exterior and interior of the structure have been severely damaged by fire.

Significance:

The former coal conveyor and equipment and change rooms demonstrates the changing technology used to fire the kilns, including evidence of both the coal and oil firing processes to the kilns. It is of minor significance.

Discussion:

The bridge structure has been irreparably damaged by fire.

Conservation Policies:

The condition of the former coal conveyor and equipment and accommodation rooms should be fully recorded prior to demolition.

The existence of the bridge offers opportunities to provide new access to the upper floor of the kiln 2 during adaptation. A new bridge could be constructed in the same position. It should be contemporary in form and capable of being removed without damage to the historic fabric and should not be a visually dominant element. It is particularly important to retain visual access through to Gilpin Park from this location after the demolition of kiln 1.

[88] Allom Lovell and Associates, op. cit., p. 31.

4.5 BUILDING 5

Building Name Brick Press Shed
Construction Date 1884

Later alterations:

Refer to figures 12 & 12a which distinguish between the various components of Building 5.

The original section of the brick press building is likely to be the central gabled section which has been dated to 1884.[89] This part corresponds to the plan form shown on the 1904 MMBW Plan. This plan has wings projecting to the west (now demolished) and shows the existing western annexe adjoining Building 7.[90] The western annexe appears to have been constructed differently to the central gabled section and probably post-dates it.

It is likely that the two storey eastern annexe was constructed pre World War 1. The double storey north extension is shown on the 1942 site plan, shown in figure 4, and possibly was built in the 1930s. The steel framed eastern lean-to is not shown on the 1942 plan so appears to have been built after this date. The single storey north extension has a light-weight steel frame which suggests a recent construction date.[91]

Brickpressing Equipment:

Nine brick presses operating on the Bradley and Craven principle are located on the ground floor of Building 5. The seven in a row in the central gabled section are presses with surviving evidence of the original use of steam power, including large fly wheels. Some of these have surviving rope belts to the wheels. Clear evidence remains of the position of the drive shaft at their rear to provide power to these machines. Some have been updated, from the 1960s onwards, with individual electric motors and other alterations. The two presses in the north extension were installed in the 1970s. They are believed to have come from Clifton's other operating brickworks and their age is not known. The Austral Otis press at the south end dates from the 1960s and the other presses, with no visible manufacturer's brand, have been dated to the 1920s. All presses are now driven by electric motors.[92]

[89] Iain Stuart, *Former Hoffman Brick and Pottery Works*, op. cit., p. 7.
[90] May 1904 MMBW 160':1" .
[91] Allom Lovell and Associates, op. cit., p. 32.
[92] Personal comments, Alf Montenaro, former Plant Engineer and Rod Elphinstone, *Report on Brunswick Brickworks Site, Dawson Street, Brunswick*, prepared for the Brick and Pipe

The upper level of Building 5 has a system of conveyor belts and hoppers to feed the brick presses below. The importance of the height of the central gable to the gravity driven process is still evident.

The upper level of Building 5 has been modified to accommodate changes in the grinding process, additional presses and variations in the flow of materials. Evidence of these changes is shown in the building fabric particularly in the roof space and western wall.

The current equipment probably dates from 1975 when the whole grinding process was modernised.[93] The plant, though modern, demonstrates the process of preparing clay, modifying its properties by additives and feeding the clay to the brick press. Although no detailed analysis of the upper level of Building 5 has been undertaken,[94] it is clear that evidence remains of the system which operated prior to modernisation. This involved preparation of the clay directly on the floor and feeding through to the brick presses via holes in the floor. Water storage tanks also remain on the upper floor as they were gravity operated to supply the ground floor.

Survival of the clay processing areas of the brickworks is comparatively rare. In Sydney, the Goodlet and Smith site has a brickpress building and clay processing plant, however it is in poor condition having been severely damaged by fire. At St. Peters, only the kilns survive. At Yarralumla, only the kilns survive, although the shell of the grinding plant survives. At Box Hill the grinding process was intact in 1987.[95] Thus both the building and equipment are comparatively rare.[96]

Significance:

Building 5 housed the mechanised brick pressing operations of fundamental significance to the function of the site. The Bradley and Craven brick presses, in combination with the Hoffman kilns mark the first industrialisation of the brick making process in Australia.[97] The building is the earliest and a very rare surviving example of this type in Victoria and Australia. It is of primary significance.

Industries Limited, Melbourne, 1988, p.5, quoted in Allom Lovell and Associates, op. cit., p. 32.

[93] A detailed assessment of the equipment on the upper floors should be undertaken and is a recommendation of this report. See Section 2.2.3.

[94] This was not part of the brief for this project and had not been undertaken for earlier significance assessments by other authors.

[95] Iain Stuart., pers. comm.

[96] Detailed analysis of the upper floor machinery has not been undertaken to date in any reports and was not part of the brief for this project. These comments are preliminary comments by Iain Stuart.

[97] Allom Lovell and Associates, op. cit., p. 74.

Discussion:

Building 5 is a complex structure which has evolved in response to changes in the material flow and technology of the brick making process. Current drawings and photographs do not adequately address the sequence of changes. These should be recorded before any works occur, when many stratigraphic relationships may be destroyed or obscured.

Conservation Policies:

Exterior:

General

The relationship between the kilns and Building 5 must be retained as this is a rare example of a relatively intact original industrial context.

The existing structural fabric and form of building 5 is to be retained in order to reflect the history and development of the building. This includes the post and beam structure to the ground floor, the first floor, the brick walls, the timber framed external walls and the roof trusses. Later alterations to the structure throughout its history, including removal of elements and introduction of additional elements, like steel beams, should be conserved. They provide evidence of changes in process and technology and demonstrate the adaptive approach to engineering evident at the site.

If new openings are to be introduced into the building, the existing timber structure is to be retained. Sections of corrugated galvanised iron may be replaced with glazing or other contemporary treatment in identified areas. From the exterior, these interventions should blend with the existing appearance of Building 5. The overall effect must remain as exterior walls being unpainted, corrugated galvanised steel, with a non zincalume finish.

Where new interventions to the building's structure and fabric are required, they must be contemporary in design and materials, and designed for minimum impact. Refer to figures 12 & 12a for areas available for adaptation.

In general the drainage system is to be retained. Any replacement of individual elements, such as downpipes, gutters and rainwater heads must be galvanised iron to match the galvanised iron of the walls. Modified drainage elements should be connected to the sub-surface system which surrounds the Kilns. The existing drainage arrangement for the central bay which has no gutters, should be retained. It should be monitored to ensure that rainwater is being satisfactorily removed.

The louvres to windows on the east and north-east facades must remain. Where they are very deteriorated, the louvres should be replaced to match the existing ones. The perspex which lines the interior of the louvres can be replaced with glazing.

Eastern Lean-to / Eastern Annexe, ground floor.

The steel framed, eastern lean-to is single storey with a concrete floor. It is of relatively recent construction and has a large number of open sections. In the adaptation of Building 5 to form the interpretation centre and other compatible uses, there is clearly a need to be able to seal the building. A new wall to the east facade at ground floor level could align with the end of the first floor joists or follow the footprint of the eastern lean-to. It should be contemporary in design and follow the current proportions and relationship of solid to void established on the existing ground floor eastern lean-to.

The design and installation of the new wall should not interfere with the existing structure. It is to be self supporting and removable without inflicting damage on the existing building. The structure should be steel or a contemporary equivalent. Wall cladding should be corrugated galvanised steel and openings may be glazed. The overall effect must remain as a wall of unpainted, corrugated galvanised steel, with a non zincalume finish.

The removal of the ground floor eastern lean-to offers opportunities for adaptation to ensure the viability of the building and provides a possible location for stair access to the first floor and/or connection to the kilns.

The iron post and beam barricades to the exterior of the east wall of the ground floor east annexe are to be retained and made safe.

The east facing double-opening at the first floor level, which is currently covered by a masonite-lined roller door should be retained. While the masonite lining may be replaced, the rolling mechanism and timber structure should also be retained. A new lining material may be introduced or the opening may be glazed.

Retain the steel trusses, pipes and cables extending from Building 5 to Kiln 3. The pipes and cables do not need replacement because they are no longer in use.

North-East Facade

The existing alignment of this splayed corner is to be retained with the removal of the ground floor eastern annexe, and the new wall to be installed without altering the existing structural fabric.

The door opening at the first floor level is to be retained, but may be glazed in place of the metal door.

Northern Annexe

If required for adaptation, the ground floor northern annexe, (the area roofed by the steel truss system), can be removed. It is an area of lesser significance with the construction likely to have been post 1970. It should be fully recorded prior to demolition. The structural system and fabric which belongs to Building 5 proper, including the steel columns and brick presses must be retained. See figures 12 & 12a.

If a new north wall is required, it should be contemporary in design and should not interfere with the existing structure. It is to be self supporting and removable without inflicting damage on historic fabric. The structure should be steel or a contemporary equivalent. Wall cladding should be corrugated galvanised iron and the openings may be glazed. The overall effect must remain as a wall of unpainted, corrugated galvanised steel, with a non zincalume finish.

The removal or alteration of the ground floor northern annexe offers opportunities for adaptation, if required to ensure the viability of the building. It also provides a possible location for stair access to the first floor and/or connection to the kilns.

Western Annexe

The floor height found in level one of the western annexe is approximately one metre below that of the general floor height in the main hall of Building 5. A false floor could be installed to match the general first floor level, if required, provided that there is no alteration to the existing structure and that the equipment identified as important and significant in the Moveable Cultural Heritage, or subsequent significance analysis, is retained and is visible. The structure and equipment requires detailed assessment before alteration as it is likely that the intermediate floor height of this section of the building performed a function regarding the brick-making process.

Sections of the intermediary wall, shown on figures 12 & 12a, which divides the western annexe from the main hall of Building 5 could be opened up to facilitate connection and communication between the two areas, if required for successful adaptation of the building. The total percentage to be opened up should be less than one third of the overall.

The ground floor wall of the western annexe, which encloses the ground floor of Building 5 as shown on figures 12 & 12a is available for adaptation, if required, with the opportunity to remove sections of corrugated galvanised iron. These areas may be glazed or lined with a contemporary material, with the existing structural elements to remain intact. The total percentage of area to be altered should be less than one third of the overall.

South (Dawson Street) Facade

Above ground level, there is the opportunity for removing sections of corrugated galvanised iron, while retaining the existing timber structure, to increase natural light and provide city views, if required for successful adaptation of Building 5. The overall amount of glazing which could be included should be limited to less than 25% of the facade and the glazing should be tinted to blend in with the appearance of the galvanised iron. The overall effect must remain as a wall of unpainted, corrugated galvanised steel, with a non zincalume finish.

A new entry from Dawson Street into the existing historic fabric is not appropriate. An entry can be provided in close proximity to the building in the section shown as available for adaptation on the eastern side in figure 12.

Interior:

General

The scale and complexity of the brick pressing shed's interior spaces and structure should be retained.

Sufficient equipment and machinery which demonstrate the processes and techniques of brick making of the 1880s and later periods should be retained. The retained equipment should show the evolution of the processes over time.

Building 5 and all its associated equipment, including the nine brick presses, (1 Austral Otis machine, 2 Anderson machines, and six other unmarked machines designed on the same Bradley and Craven brick press model) is to be retained in its entirety.[98] Consideration should be given to the relocation of one of the unmarked machines to provide access past the rows of brick presses through the building. This would enable public appreciation of the machinery from all sides.

It is desirable that at least one of the brick presses is maintained in working order for which specialist conservation treatment will be required. It is desirable for a brick press with rope to a fly wheel to be chosen for conservation.

A more detailed examination and recording of the evolution of the technology, materials and the structure should be undertaken prior to alteration of this building. It should be on the basis of this work that

[98] Heritage Victoria Permit No. 3883, Condition 7.

detailed recommendations are made about specific items to be retained, in order to adequately demonstrate the brick making process.

Building 5 is to be used primarily for the interpretation of the Hoffman Brickworks site and may include other compatible uses.[99]

Building 5 is to be accessible to the public.[100]

The style of any features, fittings and services or other equipment introduced into the building should be contemporary and industrial in nature, and clearly distinguishable from the historic fabric.

New services should be accommodated by being fixed to the existing structure, using, where possible, existing openings and must be capable of removal without damage to the building's fabric or significant equipment.

New stairs providing access to the upper floors are to be located in areas earmarked for adaptation, as shown in figures 12 & 12a. If the stairs are located within the current boundary of the eastern annexe, they may also be used as the connection to the upper level of Kiln 3. It is not appropriate to remove historic fabric to provide new stairs internally when clear opportunities exist for stairs to be incorporated in areas available for adaptation.

It is preferable to retain the existing timber stair from ground to first floor level and include clear indication that it is not suitable for public use. If this is not possible because of safety or regulatory issues, the stair should be documented with a measured drawing and photographs prior to removal. The new stairway(s) provided must be clearly identifiable as introduced elements as well as being sufficient to meet Building Codes and use requirements.

Ground Floor

Make safe all services and retain insitu where they do not compromise the safety of building users.

The existing ceiling should remain exposed and should not be lined.

New uses, compatible with the interpretation facility should be primarily of a public nature on the ground floor, such as a cafe or reception facility.

First Floor

Retain and make safe the timber trap doors in the floor of the first level.

[99] Heritage Victoria Permit No. 3883, Condition 7.
[100] Heritage Victoria Permit No. 3883, Condition 7.

Moveable items, including drums, wheels and tanks, identified as being of significance in the Assessment of Moveable Cultural Heritage,[101] can be relocated to maximise useable space.

New uses, compatible with the interpretation facility can be housed on the first floor.[102] Public access is required to sufficient parts of the upper level to demonstrate the processes of brick making. Structural elements already identified as significant should retain their visibility for the public.

If, in order to ensure the ongoing viability of the historic buildings on the site, new uses are introduced to the upper level of this building, then the following guidelines should apply;

- Sufficient spaces should be available to the public to demonstrate the scale and character of the industrial interior of the building;
- Sufficient equipment should remain insitu to adequately demonstrate the brick making processes, including mixing on the floor and the later addition of hoppers; and
- New building fabric and spaces should be contemporary in detailing, able to be removed without damaging historic fabric, and should retain the visibility of structural elements already identified as significant.

[101] Iain Stuart, *Assessment of Moveable Cultural Heritage, former Hoffman Brickworks, Brunswick,* op. cit.

[102] Heritage Victoria Permit No. 3883, Condition 7.

4.6 BUILDING 6

Building Name Former Steam Engine House
Construction Date Between 1904-1909

Later alterations:

This building does not appear on the 1904 MMBW Plan[103] but is on the plan from 1909.[104] On the 1942 plan,[105] it is labelled 'store'. The 1958 plan[106] had this building identified as 'machine room'. The position of the building adjacent to the brick press building and next to building 8, thought to be the boiler house, makes it likely that this building housed the steam engine. Remnants of a gantry crane remain and some electrical fittings remain on the south side of the building. Other plant and equipment have been removed.

Significance:

It is likely that this building housed the steam engine used to drive the brick presses. Its scale and form are typical of engine houses generally, however the building does not retain any plant or other features which directly demonstrate its original function.[107] With the brick press building, it forms an important streetscape element to Dawson Street. It is of contributory significance.

Discussion:

This brick building has a double height open space in the interior and an earth floor. Part of the building projects into Building 5 and, at the upper level, it becomes part of the layout of the first floor for Building 5. This projecting bay has the remnants of the gantry crane. The street frontage has a door (well above street level) and four window openings, three retaining timber framed, sash windows and one being bricked up. In other parts of the building, including the opening into Building 5, it is clear that this building has undergone substantial changes to openings and building form. The corrugated iron roof is supported by timber king-post trusses with a central, louvred ridge lantern.

[103] May 1904 MMBW 160':1" plan.
[104] 1909 MMBW 40':1" plan
[105] See figure 4, Sketch Plan of the Hoffman Brickworks, Brunswick. Traced from plan dated 16.3.1942, reproduced in Iain Stuart, *The Former Hoffman Brick and Pottery Works*, op. cit.
[106] 'Brick Making Plant Existing Layout', Dated 19/11/58, Drawing No. 136/1
[107] Allom Lovell and Associates, op. cit., p. 38.

Conservation Policies:

Exterior:

General
This building offers opportunities for both conservation and adaptation. Its engine house form and Dawson Street elevation are aspects which should be conserved to retain its significance.

It is desirable to conserve the roof form with the central lantern, timber trusses and timber lining to corrugated galvanised iron cladding.

North Facade
The north facade may be opened up as desired to enhance the adaptation of the building for a new use. Evidence should be retained of the original extent of Building 6, for example by not opening the wall to full height or retaining nib walls to indicate the location of the previous wall.

South Facade
Conserve the Dawson Street facade, retaining the streetscape relationship with Building 5. The windows and doors are well above street level so may require extending to a lower level to function. If this is required for adaptation of this building, then openings should be extended towards the pavement but without altering their location or width. The timber framed sash windows should be retained. The bricked up opening may be reopened if desired. The door may be replaced. If the doorway is not required, the opening should be bricked-in with a slightly recessed panel to retain clear evidence of its former state.

West Facade
The west facade may be opened up as desired to enhance the adaptation of the building for a new use. Evidence should be retained of the original extent of Building 6, for example by not opening the wall to full height or retaining nib walls to indicate the location of the previous wall. This wall retains evidence of Building 8. Hence the archaeological investigation of Building 8 should be carried out prior to any alterations being made to the west wall.

Interior:

General
The bay which projects into Building 5 should be retained and its role in the brick press building defined by further research to determine the necessary policies (see section 2.2.3). Refer to figures 12 and 12a to identify this bay.

It is desirable to retain the internal brick piers, and still allow the opening up of the north and west walls if desired.

The sub-station and switchboards should be removed after being recorded.

The floor of this building appears likely to contain archaeological evidence of the locations of machinery used in the building. The floor should be carefully excavated and recorded.

A new floor should be installed. There is evidence of a previous elevated floor being in this building.

4.7 BUILDING 7

Building Name Grinding Shed
Construction Date in part before 1904

Later alterations:

Building 7 is a large open space with a corrugated iron roof supported on timber, king-post trusses. As with other parts of the Hoffman complex, the timber structure has been freely modified, including the incorporation of unusual steel structure. There is an earth floor. The building is shown in part on the 1904 MMBW detail plan and on the 1942 MMBW Plan, shown in figure 4.

Building 7 contains an edge runner mill and a range of hoppers and conveyors used for transporting the clay from storage in Building 9 to mills for grinding, and then into the hoppers and brick presses in Building 5. Although relatively recent, the remaining equipment demonstrates some of the functions of this building.

The function of Building 7 appears to have been heavy grinding of clay and elevation of the ground clay to the roof of Building 5. The 1904 MMBW detail plan shows a building (possibly slightly smaller) in the current location of Building 7.

The 1958 plan[108], shown in figure 5 is the best documentation of the plant and shows a bank of four edge runner mills and the network of conveyors leading from the bottom of the mills to elevators that took the ground clay to the top of Building 5. The surviving edge runner mill was reportedly brought onto the site from the Oakleigh brickworks in 1962.[109] It does not appear to be an early example of this equipment and is not rare.[110]

The 1958 plan probably documents the plant after it had been re-organised following the closure of the No. 2 clay pit in 1958.

The 1975 re-organisation of the grinding area altered the grinding plant, removing 3 edge runner mills which were replaced by modern grinders (concrete elements to the north of the building) and a single conveyor to Building 5.

[108] 'Brick Making Plant Existing Layout', Dated 19/11/58, Drawing No. 136/1
[109] Rod Elphinstone, *The Brunswick Brickworks Site*, op. cit., p. 6, quoted in Allom Lovell and Associates, op. cit. p. 40.
[110] There are three grinding mills at Box Hill. Source: Allom Lovell and Associates, op. cit., p. 40.

The fabric of Building 7 contains the existing edge runner mill, archaeological remains of the machinery (in the floor) and remains of the conveyors in the fabric of the building at the junction of Building 5 and Building 7.

Significance:

Building 7 is of contributory significance to understanding the Hoffman site. Although not rare or particularly early, the edge runner mill and other remaining equipment demonstrates some of the historic functions of this building. It is also important for its interface with the highly significant brick press building and its demonstration of the adaptive engineering approach used over the whole site.

The floor and east wall of Building 7 contains valuable archaeological evidence of the previous grinding and conveying processes. The imposing scale of the building is of significance.

Discussion:

The relationship between Building 7 and Building 5 is a complex one, having evolved in response to changes in the material flow and technology of the brick making process. It is also critical to understanding the site because it provides the link between the clay and the processing. Current drawings and photographs do not adequately address the sequence of changes in this area. The remaining elements which demonstrate the changing nature of the process should be recorded before conservation and redevelopment occurs, when many stratigraphic relationships may be destroyed or obscured.

The Heritage Victoria permit allows for the edge runner mill to remain in its existing position, if adequately protected from the weather after the demolition of Building 7, or to be relocated in Building 5.[111] Relocation is impractical because of the constraints it would place on Building 5. In addition, relocation would severely detract from understanding of the sequence of production on the brickworks site.

It is desirable to retain part of the timber and steel structure of Building 7. This demonstrates the extent of the grinding process, makes sense of the archaeological floor deposits and the relationship to Building 5. It also provides evidence of the adaptive approach to engineering at the site. If desired, this space could be partly exposed to the weather and partly covered. It would be preferable to retain the existing structure and use it to provide a weather-proof area for the edge runner mill rather than creating an isolated ‘cap’ over it.

[111] Heritage Victoria Permit No. 3883, Condition 8.

Archaeological investigation of the floor of Building 7 and the wall with Building 5 will reveal further evidence of the process.

Conservation Policies:

A more detailed examination and recording of the evolution of the technology, materials and the structure should be undertaken prior to alteration of this building. It should be on the basis of this work that detailed recommendations are made about specific items to be retained insitu and those which can be relocated.

The floor of Building 7 contains valuable archaeological evidence of the previous grinding process which should be recorded during the clean-up.

Archaeological information about previous grinding processes in Building 7 should be interpreted and incorporated in the treatment of the floor for this building.

The edge runner mill should be retained in its current location and should be weather-proofed.

It is desirable to retain part of the timber and steel structure of Building 7 insitu and use it to provide weather-proofing for the edge runner mill.

4.8 BUILDING 8

Building Name Former Boiler House
Construction Date c.1884

Later alterations:

Currently an open courtyard which is overgrown with fennel plants. Formerly was the site of the boiler house, adjoined by the engine house and the clay store. Evidence of the location and extent of the walls and roof associated with this building remains on the walls of Building 6 and 9 and in the floor of Building 8.

Significance:

Of minor significance as a potential source of archaeological information about the site.

Discussion:

The site of the former Boiler House has the potential to allow documentation of the layout of the boiler house through archaeological recording of the walls and ground surface during demolition.

Conservation Policies:

Record evidence of walls prior to any alteration. The floor of Building 8 contains valuable archaeological evidence of the previous processes which must be recorded during the clean-up. This information should be recorded prior to any alterations when evidence of previous structure, processes or stratigraphic relationships may be destroyed or obscured.

Undertake archaeological monitoring of foundations within the area during the clean-up.

4.9 BUILDING 16

Building Name Former Laboratory
Construction Date Between 1913-1929

Later alterations:

This building is shown in 1929 as containing a laboratory on the top floor.[112] The exterior of the building appears to be substantially intact. The interior has been altered to accommodate toilet facilities and a shower block, accessed only from Building 17. This two storey, brick building has timber floors and roof trusses.

Significance:

The former laboratory is a typical twentieth century industrial building. Its angled south facade reflects the alignment of the former tramway, which indicates the site's former link to the state's railway system. Its function related to the former pottery complex to the east, now mainly demolished. The former pottery complex is of great importance and Building 16 is of contributory significance as part of the pottery complex. It does not retain equipment identified as being of significance.

Discussion:

This building was used as a laboratory and there is some evidence of that function in the items of moveable cultural heritage, although some may relate to the later moulding and art related activities. The equipment has not been identified as being of significance. The laboratory was used to test and develop new products and product components (eg glazes, brick colours, clay preparations) for the market.[113]

Conservation Policies:

Exterior:

General
The physical evidence of the pottery works at the site should be retained as a reminder of this former activity. This should include the cluster of pottery-related buildings to the east of the site and the spatial arrangement of the oblique laneway cut between the pottery buildings, which indicates the site's former link to the state's railway system.

[112] Iain Stuart, *The Former Hoffman Brick and Pottery Works*, op. cit., p. 6.
[113] Iain Stuart, *Assessment of Moveable Cultural Heritage*, op. cit. p. 6.

The exterior form, building fabric (external face brickwork) and openings of the building should remain, including the splayed south facade reflecting the tramway alignment.

The building is readily adaptable and interior elements to be retained include the window openings, timber floors and roof trusses. Elements such as exterior stairs and balconies could be added as long as they are clearly recent additions, in a suitable industrial aesthetic and do not overwhelm the existing character.

North Facade
Conserve the northern exterior wall, including face brickwork, two existing window openings to the first floor level and one existing opening to the ground level. The area of wall intersection Building 17 is available for adaptation.

The exterior wall at first floor level can have new openings introduced to make the upper floor more easily adapted for a new use. These openings should be contemporary in detail, rectangular in form and have proportions relating to the existing, first floor windows. The total glazed area should not exceed 25% of the total area.

South Facade
Conserve the splayed section of wall, including face brickwork and the two existing timber, multi-paned windows and openings at ground level.

The exterior wall at first floor level can have new openings introduced to make the upper floor more easily adapted for a new use. These openings should be contemporary in detail, rectangular in form and have proportions relating to the north and west-facing, first floor windows. The total glazed area should not exceed 25% of the total area.

The south wall, non-splayed section, can have new openings as set out for the first floor wall in the paragraph above.

East Facade
Conserve the east wall, including face brickwork and timber double doors to the ground and first floor levels and the window opening to the first floor.

The timber hoisting beams to the upper level door should be retained.

The bricked opening may be re-instated, or the existing doorway may be retained.

West Facade

Conserve the western exterior wall, including face brickwork, two existing window openings to the ground and first floor levels. The timber-framed sash windows on the upper level and timber-framed multi-paned windows to the ground floor should also be retained.

Additional openings can be introduced at the first floor level to make the upper floor more easily adapted for a new use. These openings should be contemporary in detail, rectangular in form and have proportions relating to the existing west-facing, first floor windows. The total glazed area should not exceed 25% of the total area.

Interior:

General

Conserve original interior features, including the timber beams and ceiling to the ground floor, the timber floor at the first floor and the timber roof trusses. The timber lining boards to the roof should also be retained.

Adaptation of this building should allow for these features to remain visible to users.

The remaining equipment on the ground floor is subject to the recommendations outlined in the Assessment of Moveable Cultural Heritage.[114]

The remaining laboratory arrangement of internal timber partitions on the first floor, and some basins, benches, shelving and flues, etc. should be recorded prior to demolition. It would be useful to record the workings of the former laboratory with workers for purposes of future interpretation and understanding of the functioning of the site.

Brickwork, fixtures and fittings associated with the shower and toilet facilities can be removed.

Roof cladding may be altered to include glazed panels and insulation. Corrugated galvanised steel should remain the dominant roof material.

New services may be chased into brick walls and should be designed for minimum penetrations through the first floor.

[114] ibid.

4.10 BUILDING 17

Building Name Pottery Store
Construction Date Between 1913-1929

Later alterations:

The pottery store is constructed with brick piers and an unusual infill panel system made up from hollow, rectangular, glazed pottery blocks. The west wall has been altered by the addition of a large roller door and the north side has a verandah extension. Within the building is a section of change rooms. The roof is clad in terracotta tiles which are being unsuccessfully supported by the timber roof structure, including trusses. This suggests that the tiles are a later alteration.

Significance:

The building is of contributory significance as a remnant of the former pottery works, now mostly demolished. It has been suggested that the unusual pottery block cladding may have been to display a product made by the company.[115] This aspect of the significance of this building is worthy of further investigation. The building has a low degree of integrity.

Discussion:

The structural capabilities of the hollow, rectangular, glazed pottery blocks is unknown and further structural engineering investigation is required.[116] The tile roof is in poor condition and would need substantial additional strengthening to be retained. The ridge beam and the purlins are unsatisfactory for the weight of the tiles. It is likely that repair would involve the tiles being dismantled.[117] The west wall of this building requires extensive rebuilding for structural stability.[118] It is likely that retention of the hollow pottery blocks may need to be achieved by making them non-structural.

Conservation Policies:

The physical evidence of the pottery works at the site should be retained as a reminder of this former activity. This should include the cluster of pottery-related buildings to the east of the site and the spatial

[115] Iain Stuart, *The Former Hoffman Brick and Pottery Works*, op. cit., p. 6.
[116] The O'Neill Group Pty Ltd., *Structural Assessment Buildings 16,17,18,19 and 23*, op. cit., p. 1.
[117] Comment Bruce Sandie on site meeting 23/12/98.
[118] The O'Neill Group Pty Ltd., op. cit., p. 1.

arrangement of the oblique laneway cut between the pottery buildings, which indicates the site's former link to the state's railway system.

It is desirable for the building to be retained as a remnant of the former pottery works and to display the unusual wall construction. Because of the degree of alteration already undertaken and the structural problems, it may be reasonable to retain a section of the existing building fabric as representative of the unusual block cladding. The remainder may be altered and adapted as required.

The section to be retained should be identified as being structurally stable in conjunction with the structural engineer.

Prior to any alterations or decisions about the extent of the building to be retained, further investigation of the significance of the unusual construction should be undertaken.

4.11 BUILDING 18

Building Name Switch Station
Construction Date 1913-1929

Later alterations:

The exterior of this building is substantially intact although it has been altered to the north with the addition of a lean-to which houses equipment associated with the switching station. The interior has been subject to substantial alteration, including the installation of switchboards and electrical equipment.

Significance:

This building was part of the pottery complex extending to the east of the site, now demolished. It reflects, in its angled south facade, the alignment of the former tramway and includes evidence of the changing technology used to power the site. The switch station is of minor significance.

Discussion:

The north wall has been subject to significant alteration, including the removal and bricking up of the three existing window openings and the installation of a new, rectangular opening.

Conservation Policies:

General

The physical evidence of the pottery works at the site should be retained as a reminder of this former activity. This should include the cluster of pottery-related buildings to the east of the site and the spatial arrangement of the oblique laneway cut between the pottery buildings, which indicates the site's former link to the state's railway system.

The exterior form, building fabric (external face brickwork) and openings of the building should remain, including the splayed south facade reflecting the tramway alignment.

The building is readily adaptable and it is preferable to retain the window openings and timber doors. Elements, such as exterior stairs, could be added as long as they are clearly recent additions, in a suitable industrial aesthetic and do not overwhelm the existing character.

North Facade

Conserve the northern exterior wall, including face brickwork. The three bricked up openings can be re-opened if required with new windows installed.

The recent rectangular opening to the north facade may be retained or closed as required.

South Facade
Retain the splayed face brickwork wall, three existing openings and the timber windows.

East Facade
The later door opening in the east facade may be retained or filled-in.

West Facade
The single bricked up opening to the west facade may be re-opened as required.

North Lean-to
The lean-to to the north of the building should be adequately recorded prior to demolition.

4.12 BUILDING 19

Building Name Pottery Works
Construction Date Between 1913-1929[119]

Later alterations:

The exterior of this building is substantially intact although it has been altered at parapet height, presumably to replace a saw-tooth roof, as visible on the north facade. The interior has been subject to considerable alteration.

Significance:

Building 19 was used for moulding pottery and is a typical twentieth century industrial building. Its angled north facade reflects the alignment of the former tramway. It was part of the former pottery complex extending to the east, now mainly demolished. It is of contributory significance. It contains no significant equipment and has undergone alteration. The significance of these alterations, especially to the parapet and roof, have not been investigated and are worthy of further research.

Discussion:

The north wall of Building 19 has a modified opening and an alteration to the parapet, presumably to remove the saw-tooth roof. It has been identified as structurally unsound and in need of bracing and rebuilding. Prior to remedial works being undertaken, access to the area below the wall should be restricted.[120]

Conservation Policies:

Exterior:

General
The physical evidence of the pottery works at the site should be retained as a reminder of this former activity. This should include the cluster of pottery-related buildings to the east of the site and the spatial arrangement of the oblique laneway cut between the pottery buildings, which indicates the site's former link to the state's railway system.

[119] Iain Stuart, *The Former Brick and Pottery Works*, op. cit., p. 5.
[120] The O'Neill Group Pty Ltd., op. cit., p. 1.

The exterior form, building fabric (external face brickwork) and openings of the building should remain, including the splayed north facade reflecting the tramway alignment.

The building is readily adaptable and should retain the window openings, timber floors and roof trusses. Elements, such as exterior stairs and balconies, could be added as long as they are clearly recent additions, in a suitable industrial aesthetic and do not overwhelm the existing character.

Paintwork to the external brick walls should be carefully removed and face brickwork retained.

Retain the gangway connecting Building 19 to Building 23, however the recent addition to the east of the walkway can be demolished.

North Facade
Conserve the northern exterior wall, including face brickwork, four existing openings to the first floor level and six existing openings with doors to the ground level. The blind window to the first floor level may be re-opened to include a new window if desired.

Retain the parapet demonstrating the former saw-tooth alignment of the roof.

The north facade of Building 19 has been identified as an area requiring further research into its significance (refer to section 2.2.3). These recommendations may alter pending the findings of the further research.

South Facade
Conserve the southern facade, including the face brickwork and existing openings. New windows may be introduced to the existing openings, the blind opening (and parts of openings) may be re-opened or recessed face brickwork may be used to close openings.

East Facade
Conserve the eastern exterior wall, including face brickwork, existing four openings with timber doors at ground floor level and existing openings at first floor level. New windows have been installed on the first floor. New windows may be introduced to the openings or recessed face brickwork may be used to close openings.

West Facade
Conserve the western facade, including the face brickwork and the door opening. Evidence of the attachment of another building to this wall should be retained.

New openings can be introduced to the western facade to facilitate adaptive re-use, if required. These openings should be contemporary

in detail, rectangular in form, and have proportions relating to the windows on the east, south and north walls. The total glazed area should not exceed 25% of the total area.

The new arches introduced to show brick products should be recorded prior to removal.

Interior:

General
Conserve original interior features, including timber floors to ground and first floors, evidence of opening to trap door to first floor, timber posts and beams to ground floor. The trap door should be infilled in a manner which retains evidence of its location. The timber door on rolling mechanism to the west wall should be retained.

New services may be chased into brick walls and should be designed for minimum penetrations through floors and walls.

Ground Floor
The interior brick wall at ground floor level may be modified for new openings. Evidence of the wall must be incorporated by retaining nibs or panels of brickwork above door height. The concrete floor section on the ground floor may be replaced with another floor treatment.

First Floor
It is desirable to retain and re-use the existing steel trusses. The north wall retains evidence that the original roofline to this building has been altered. It is permissible to adapt the roofline where this facilitates adaptive reuse of the building and has minimal impact on its exterior appearance. This should be done after investigation into the significance of the alterations in case they are worthy of conservation as an important feature.

4.13 BUILDING 20 & 22

Building Name	Bases of two Former Pottery Kilns
Construction Date	Prior to 1929

Later alterations:

Building 20 & 22 now consist of a circular area of brick paving. It is believed that they are the bases of two circular pottery kilns, constructed prior to 1929 and demolished in 1959.[121]

Significance:

The bases of the two former pottery kilns are of contributory significance as evidence of former down draught kilns, although they demonstrate very little of their original form and function. Other intact and working example of similar kilns survive in Victoria.[122] They formed part of the former pottery complex extending to the east, now mainly demolished.

Conservation Policies:

The physical evidence of the pottery works at the site should be retained as a reminder of this former activity. This should include the cluster of pottery-related buildings to the east of the site.

The bases of the two former pottery kilns should be retained and interpreted.

[121] Iain Stuart, *The Former Brick and Pottery Works*, op. cit., p. 5.
[122] Allom Lovell and Associates, op. cit., p. 54.

4.14 BUILDING 23

Building Name Warehouses and Offices
Construction Date 1914

Later alterations:

This double storey brick building with a saw-tooth roof was used as a warehouse for finished pottery goods with some office space on the ground floor. The brown brick facade was added to the eastern facade of the building c.1975[123] when it was used as a sales office.[124]

Significance:

Building 23 was used as a warehouse and offices and is a typical twentieth century industrial building. It was part of the former pottery complex extending to the east, now mainly demolished. It is of contributory significance. It contains no significant equipment and has undergone alteration.

Conservation Policies:

Exterior:

General
The exterior form of the building should be retained. It is readily available for adaptation. The face brickwork should be retained except for the recent brown brick eastern facade. Elements, such as exterior stairs and balconies, could be added as long as they are clearly recent additions, in a suitable industrial aesthetic and do not overwhelm the existing character.

Retain the gangway connecting Building 19 to Building 23, however the recent addition to the east of the walkway can be demolished.

North Facade
Conserve the north facade, including face brickwork, existing openings, four timber framed, sash windows and double timber doors. The bricked-up opening towards the north-east corner may be re-opened and a timber window, to match existing, installed. This window should have the date of installation written on it.

South Facade

[123] The adjoining building had been demolished by 1975, as shown in Iain Stuart, *The former Brick and Pottery Works*, op. cit., figure 5B.
[124] ibid., p. 6.

Conserve Dawson Street frontage, including face brickwork, existing openings and three, timber framed, sash windows.

The exterior walls at first floor level can have new openings introduced to make the upper floors more easily adapted for their new use. These openings should be contemporary in detail, rectangular in form and have proportions relating to the existing Dawson Street windows. The total area of glazing should not be more than 25% of the total facade area.

East Facade
The eastern exterior brown brick wall is an area available for adaptation and may be replaced with a new wall.

West Facade
Conserve the western exterior wall, including face brickwork, and the chimney. New openings can be introduced to make the building more easily adapted for a new use. These openings should be contemporary in detail, rectangular in form and have proportions relating to the existing Dawson Street windows. The total area of glazing should not be more than 25% of the total facade area.

The Nubrik sign to the upper south-west corner may be removed after recording. If an earlier sign remains underneath, it may be appropriate to retain and incorporate into the redevelopment.

Interior:

General
Conserve original interior features, including timber floors to ground and first floor, trap doors and associated steel beam to first floor, timber trusses to saw tooth roof, timber posts to upper floor and timber posts and beams to ground floor.

Adaptation of this building should allow for these features to remain visible to users.

All other later material can be removed.

Roof cladding may be altered to include glazed panels and insulation. Corrugated galvanised steel should remain the dominant material.

New services may be chased into brick walls and should be designed for minimum penetrations through floors.

4.15 BUILDING 24

Building Name	Offices
Construction Date	Original building 1908 now incorporated within a 1970s building

Later alterations:

The current modern office building was constructed in the 1970s and incorporates the 1908 offices.[125] Very little of the original building form or fabric remains. The north and south gabled ends are visible above the roof height of the new building from the exterior. However, the interior has been substantially modified and no historic fabric remains visible internally.

Significance:

This building is not of significance.

Discussion:

Building 24 is located adjacent to the Dawson Street entry.

Conservation Policies:

If this building is altered or demolished, the west wall of Building 23 should be protected during the works.

This building is in a strategic part of the site and any new development introduced in this location should be sensitively designed in terms of height, form and materials so that it does not impact on the surrounding significant buildings or open space.

[125] ibid., p. 6.

4.16 BUILDING 25

Building Name	Former Gate Lodge/ Works Manager's Office
Construction Date	Uncertain, possibly 1910s

Later alterations:

Timber buildings are shown on the 1904 MMBW Plan in this position. The existing building appears to be that shown on the MMBW Plan from the 1910s.[126] It is referred to as the 'Works Manager's Office' on the 1942 Plan. The adjacent weighbridge office shown on the 1942 plan has been demolished. The style of the extension to the west and the remodelling of the interior suggest that these alterations probably date from the 1950s.

The former Gatelodge / Works Manager's Office has been extensively altered inside and has northern lean-to extensions. The exterior walls of the building are substantially intact and the tiled roof is likely to be a display of the company product. In recent years it has served as a pay office and petrol bowser facility.

Significance:

Although this building appears to date from early this century, the interior fabric has been substantially altered and it no longer demonstrates its functions. The remaining exterior form is typical of the period and provides little evidence of its specific function. It is of minor significance. Further investigation of its significance should be undertaken, particularly through discussion with former workers at the site.[127]

Conservation Policies:

The significance and nature of the functions of this building have not been adequately investigated in research done to date. This must occur before any decisions are made about conservation, alterations or demolition. The building should also be fully recorded prior to any alterations or demolition.

[126] ibid., p. 6.

[127] The National Trust has also suggested that this building should be compared with the Box Hill brickworks office and the former Ferry Terra Cotta and Enamelled Brickworks Office at 310 Albert St Brunswick, both of which are on the Victorian Heritage Register.

4.17 OPEN SPACES

Spaces:

The significant open spaces at the Hoffman Brickworks are shown on the accompanying plan, figure 11.

Significance:

The open spaces at the site, identified on figure 11, are important to demonstrate:

- the large scale of the brickworks, which relates to Hoffman's position in the Victorian brick industry;
- the flow of material for production on site;
- the important spatial relationships between the most important elements of the brick making process; that is between and surrounding the kilns and the brick press building;
- the spaces as they relate to the Dawson Street streetscape which allow the domination of the industrial buildings and the identification of the point of entry to the site;
- the separation of the brickworks from the pottery works, and
- the location and alignment of the tramway.

Conservation Policies:

The context and spatial arrangement of, and view lines between, the Hoffman kilns and the brick pressing plant and the structure housing it must be retained.

The remnant brick paving which extends east from the main driveway, past Buildings 24 and along the extent of Buildings 19 and 23 should be retained. This paving may require some alteration to achieve drainage and provide a safe surface area for walking.

The point and alignment of the original entry to the site should be retained.

The location and alignment of the tramway extending between Buildings 16, 17, 18 and 19 should be retained.

The open space with the kiln bases, identified as Buildings 20 and 22, should be retained to allow these elements to be visible.

The area between kilns 2 and 3 is to remain as an open space and can be used to accommodate parking associated with use of the kilns or Building 5. The area between Dawson Street and kiln 3 must be left open. Carparking is not desirable in this location.

Any landscaping treatment of significant open spaces on the site must acknowledge its clearly industrial history and not seek to create a false impression.

4.18 OTHER FEATURES OF THE SITE

Building 9

Building 9 is a large steel shed built in the 1970s to house clay bulk storage bunkers and conveyors. The physical fabric of the building is not of significance, however its function as part of the brick making process is important and should be demonstrated through interpretation at the site.

Building 10

Building 10 appears to have been built in the 1910s or 1920s and has been significantly altered. Its function has altered; in 1929 it is listed as a mould shop, [128] while on the 1842 site plan, shown in figure 4, it is listed as an electrician's shop. More recently it has served as a substation and this changing role throughout the history of the site is of interest and should be demonstrated through interpretation at the site.

Building 12

Most recently Building 12 has been the Fitter's Workshop and store. The 1942 plan, reproduced as figure 4, shows that it contained the carpenter's shop and, at this time as well as on the 1929 plan, reproduced as figure 3, it contained a single circular pottery kiln at the west end. A range of machine tools, wood-working and metal equipment remained in this building until recently.

Archaeological investigation and recording of Building 12 should take place during demolition.

Tools and equipment recently removed from Building 12 should be traced and assessed for their significance in the history of the site. It may be appropriate for some individual pieces to be displayed as part of the interpretation.

Former Clayhole No. 1

Former Clayhole No. 1 was part of the No. 1 Works of the Hoffman Patent Brick and Tile Company, established in Albert

[128] Allom Lovell and Associates, op. cit. p.45.

Street in 1870 and closed down in 1941.[129] Presently the site is Clifton Park and should be investigated for any archaeological evidence which may remain. A bluestone pitched driveway, off Albert Street, opposite Syme Street, peppercorn and Moreton Bay fig trees on the north side of Albert Street and a low bluestone retaining wall are remnants of the No. 1 works. An unusual cable fence on the south side of Victoria Street may be related to the site and requires urgent conservation treatment. [130]

Conserve the remnant evidence of former Clayholes No. 1 and provide interpretation of their significance for the public. This should be done as part of current proposals for redesign for the park to be undertaken by Moreland City Council.

Former Clayhole No. 2

Former Clayhole No. 2 was associated with Hoffman Brickwork's No. 2 works which expanded its operations further south on Dawson Street in the 1880s and was filled c.1970. The site is now Gilplin Park. Ground levels in the park may provide evidence of the former perimeter of the clayhole.[131] Other remnants are peppercorn trees on the south side of Albert Street and a bluestone pitched stormwater drain on the south side of Albert Street.[132]

Conserve the remnant evidence of former Clayholes No. 2 and provide interpretation of their significance for the public. This should be done as part of works planned for the redevelopment of the park. For example, the landform could reflect the hole, form and extent of the former Clayhole and provide some sense of the dramatic depth of Clayholes in the past. The former Clayhole should be linked to the rest of the Brickworks site, perhaps by interpretation showing the inclined haulage system.[133]

Former Manager's House

The former Manager's House at 373 Albert Street, Brunswick, is significant as the sole remaining building as evidence of the Hoffman's Company No. 1 works. It was built in 1875/6, the period in which the works were established, and was occupied by the Manager of the works until c. 1906.[134]

[129] ibid., p. 60.
[130] Chris Johnston, Save the Brickworks, pers. comm.
[131] Allom Lovell and Associates, op. cit. p.61.
[132] Chris Johnston, Save the Brickworks, pers. comm.
[133] Chris Johnston, Save the Brickworks, pers. comm.
[134] Context Pty Ltd., *Keeping Brunswick's Heritage: A Report on the Review of the Brunswick Conservation Study*. 1990.

Apply a conservation approach to the Former Manager's House, 373 Albert Street, Brunswick, as per the recommendation of Keeping Brunswick's Heritage.[135]

Workers' Cottages

The National Trust has identified four brick cottages at 18-24 Munro Street Brunswick as being constructed for Hoffman Company workers.[136]

[135] ibid., p.76.
[136] David Maloney, pers. comment

5.0

SCHEDULE OF CONSERVATION WORKS

51. HOFFMAN BRICK WORKS, BRUNSWICK ESSENTIAL CONSERVATION WORK

CONSERVATION WORKS	LOCATION		COMMENTS
Replace roof (includes ridge capping, flashing	BLDG 5	Throughout	Sheets to be re-used on site where applicable
	KILN 2	east & west ends	Roof sheeting
	BLDG 16		Roof sheeting only
	BLDG 18	north section; power station area	
Repair roof	BLDG 19	wall/ roof junctions interior	Fix flashing to these junctions
Replace gutter & downpipes	KILN 2	throughout	
	BLDG 5	as required	
	KILN 3	east and west corners	
	BLDG 16	throughout	
	BLDG 17	throughout	
	BLDG 18	throughout	
	BLDG 19	west elevation	
Clear drains	KILN 2	surrounding kiln	Make operational

	KILN 3	surrounding kiln	As above
	BLDG 5	first floor, south end	Drain tanks and plumbing system
	BLDG 19	west of building	Cover open drain
Replace galv. iron sheets to walls	BLDG 5	ground floor, south wall first floor, south wall eastern lean-to	
Determine status of boundary wall (west)	BLDG 5	west wall & west annexe	Conservation works to be determined by which wall is the external wall
Reconstruct Brickwork	KILN 2	ground level	Entrance arch corners & arch apex generally
	KILN 2	E15-16	Arch failure to this section Corresponding collapse to floor above
	KILN 2	E8-9	Wall to be checked by engineer
	KILN 2	E10-11	Imminent collapse of vent to this chamber
	KILN 2	brick pillars to upper floor	Particularly those to east and west ends of the bldg
	KILN 3	ground level	Entrance arch corners & arch apex generally (interior and exterior)
	KILN 3	upper level brick panels	see engineer's report
	KILN 3	upper level interior	Rebuild brick piers
	BLDG 17	east & south walls interior and exterior	Includes repair of broken hollow blocks
	BLDG 18	north-west corner,	
	BLDG 19	north & west walls	Minor patching of holes required
	BLDG 23	south wall	Minor repairs
Remove brickwork	KILN 2	upper levels brick panels	Areas identified in engineers report
	KILN 3	upper level brick panels	Areas identified in engineers report

Repair floor	BLDG 5	first floor, main hall	Seal floor gaps with chain mesh as previously
	BLDG 5	first floor, western annexe	Partial structure repair and reline throughout
	BLDG 5	mezzanine level	
	BLDG 19	ground floor, west of dividing wall	Replace floorboards
		first floor	Minor repairs (patching)
Replace stairs	BLDG 5	ground to first floor stairs	
Replace windows	BLDG 16	throughout	Includes barn doors on first floor
	BLDG 17	throughout	Various sizes
	BLDG 18		5 windows and 1 door
	BLDG 19	north & west elevations	Doors & windows
	BLDG 23	ground floor	
De-contamination	BLDG 6	substation and surrounds	
	BLDG 5	throughout	Remove switching gear, insulators, wiring, etc. Disconnect all electricity
	BLDG 17	interior	A/C sheeting
		exterior	Remove petrol tanks & treat surrounds
	BLDG 18	power station area	A/C sheeting PCB contamination from transformers
	BLDG 16	throughout	Remove switchboard and all wiring
Archaeological record	BLDG 7	grinding shed	Plot and record location of existing and former edge runner mills
	BLDG 5&7	shared machinery btw buildings	Retain elevators, edge runner mill, etc.
	BLDG 8		Record foundations, walls and roof locations
	BLDG 5	first floor, hoppers	Record quantities to hoppers
	BLDG 19	west wall	Retain display panels

	BLDG 20, 21, 22	kiln bases and demolished building	Record location and foundations
	BLDG 24	front office	Retain patternwork located in front office
Remove vegetation	KILN 2	ground floor walls	
	KILN 3	ground floor walls	

5.2 HOFFMAN BRICK WORKS, BRUNSWICK DESIRABLE CONSERVATION WORK

CONSERVATION WORKS	LOCATION		COMMENTS
Repair floor	BLDG 19	ground floor	
	BLDG 5	ground floor, west	
	BLDG 5	northern annexe	Patch weld 6 floor cut-outs
Patch former nail holes in galv. iron	BLDG 5	throughout	Use recycled roof sheets
	BLDG 6	roof	As above
Grease Brick Presses	BLDG 5	ground floor	Make selected examples operational
Weatherproof louvred windows	BLDG 5	eastern lean-to, s-w corner	Secure louvres & replace perspex over 2 windows
	BLDG 5	loft	
Repair masonite	BLDG 5	first floor, base of hoppers and tank	
Remove internal walls	BLDG 17	ground floor	
	BLDG 17	structure and cladding	Recycle tiles & ridge capping
	BLDG 23	ground floor	
Reline ceiling	BLDG 18		
Patch brickwork	BLDG 19	first floor, interior to Dawson St corner	Patch cracked brickwork

6.0

LIST OF FIGURES

Figure 1
Site Plan
Aerial Photograph of the Hoffman Brickworks and Surrounds

Figure 2
1894 Plan of Hoffman Brickworks, Brunswick

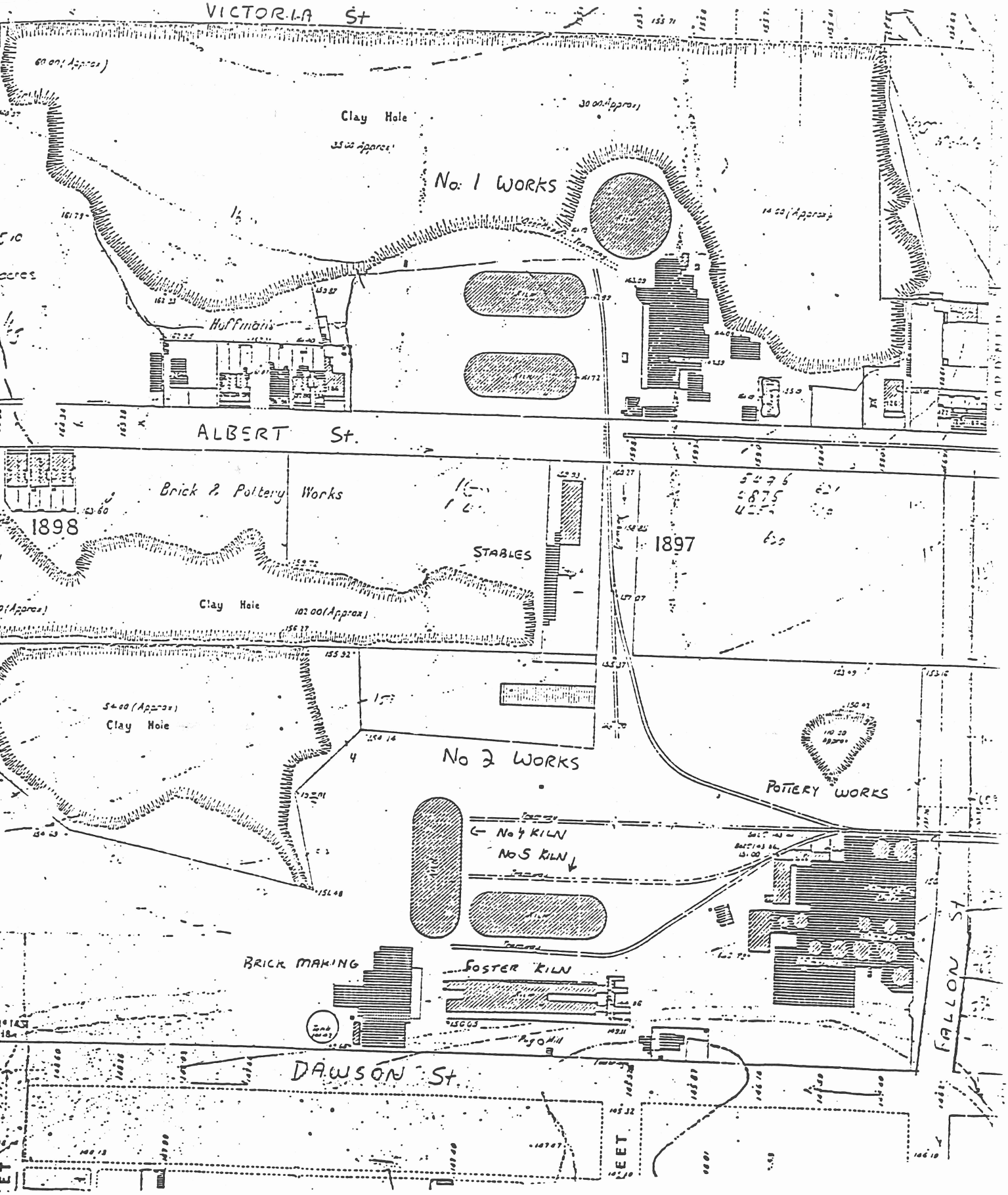


Figure 3
1929 Sketch Plan of Hoffman Brickworks, Brunswick

Based on 1929 map and MMBW surveyors notes

Source: Iain Stuart, The Former Hoffman Brick and Pottery Works, prepared on behalf of the Victorian Archaeological Survey for the Historic Buildings Council, Melbourne 1988.

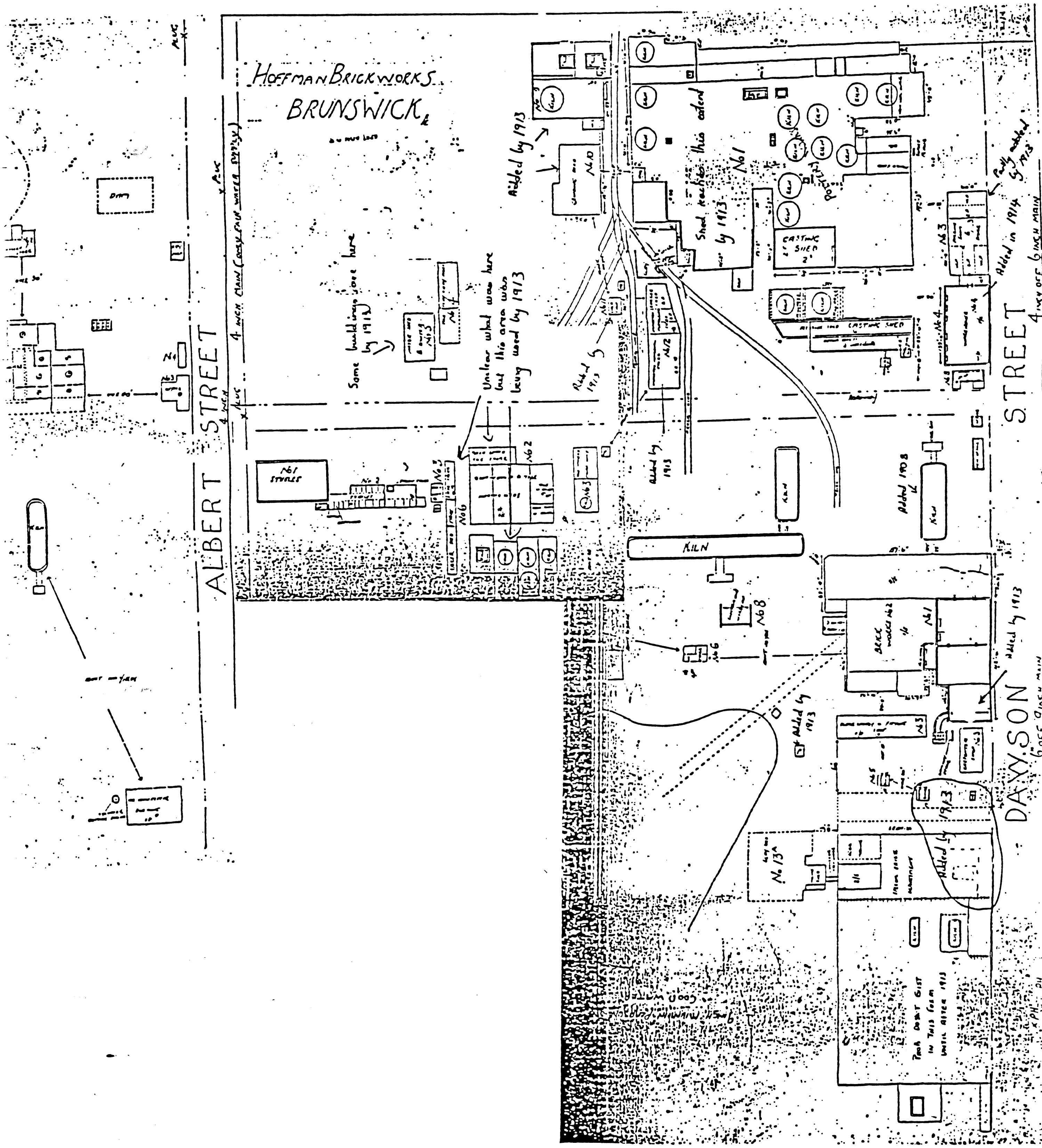


Figure 4
1942 Sketch Plan of Hoffman Brickworks, Brunswick
Traced from plan dated 16.3.1942

Source: Iain Stuart, The Former Hoffman Brick and Pottery Works, prepared on behalf of the Victorian Archaeological Survey for the Historic Buildings Council, Melbourne 1988.

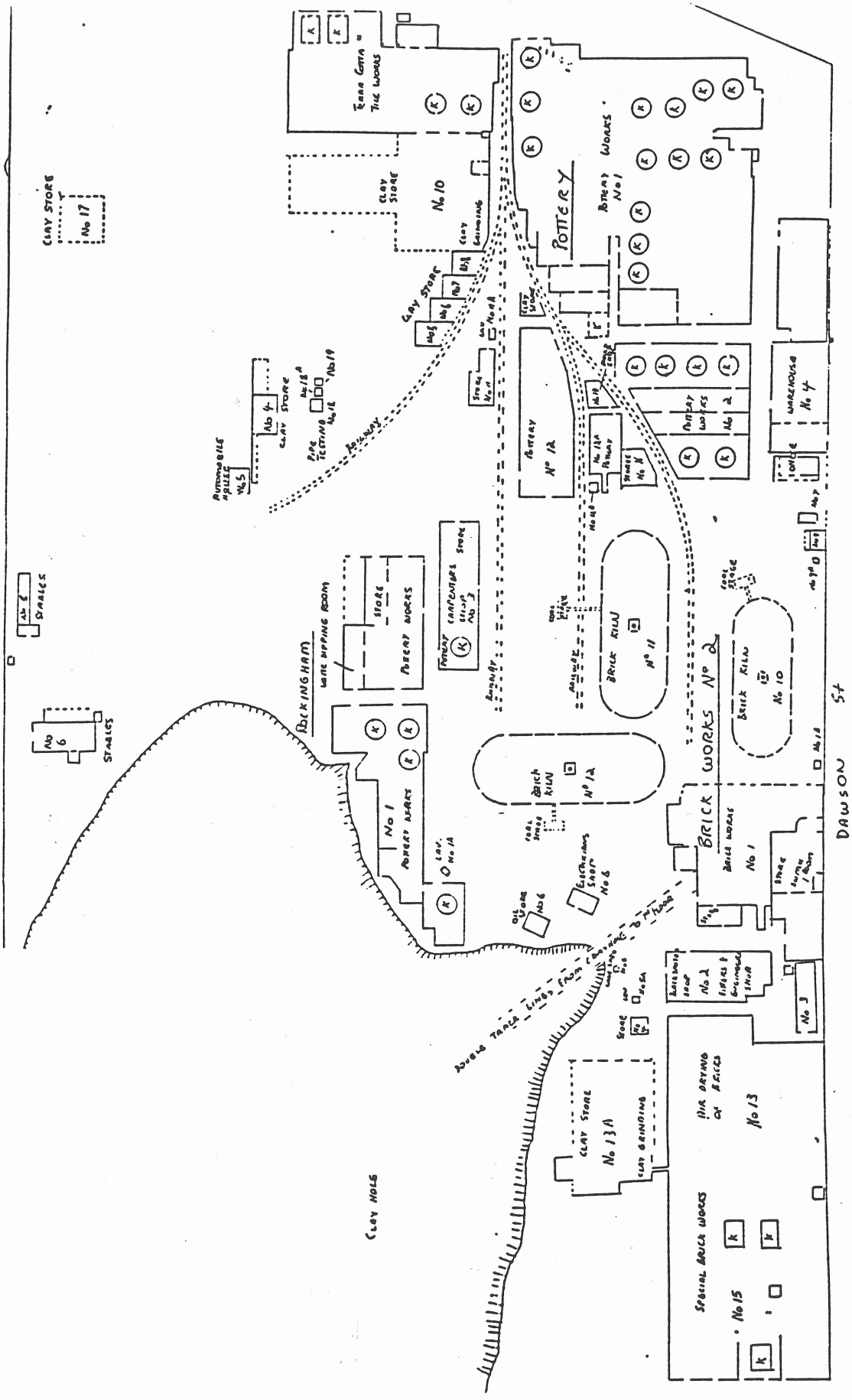


Figure 5
1958 Sketch Plan of the Brick Making Plant in Buildings 5 & 7

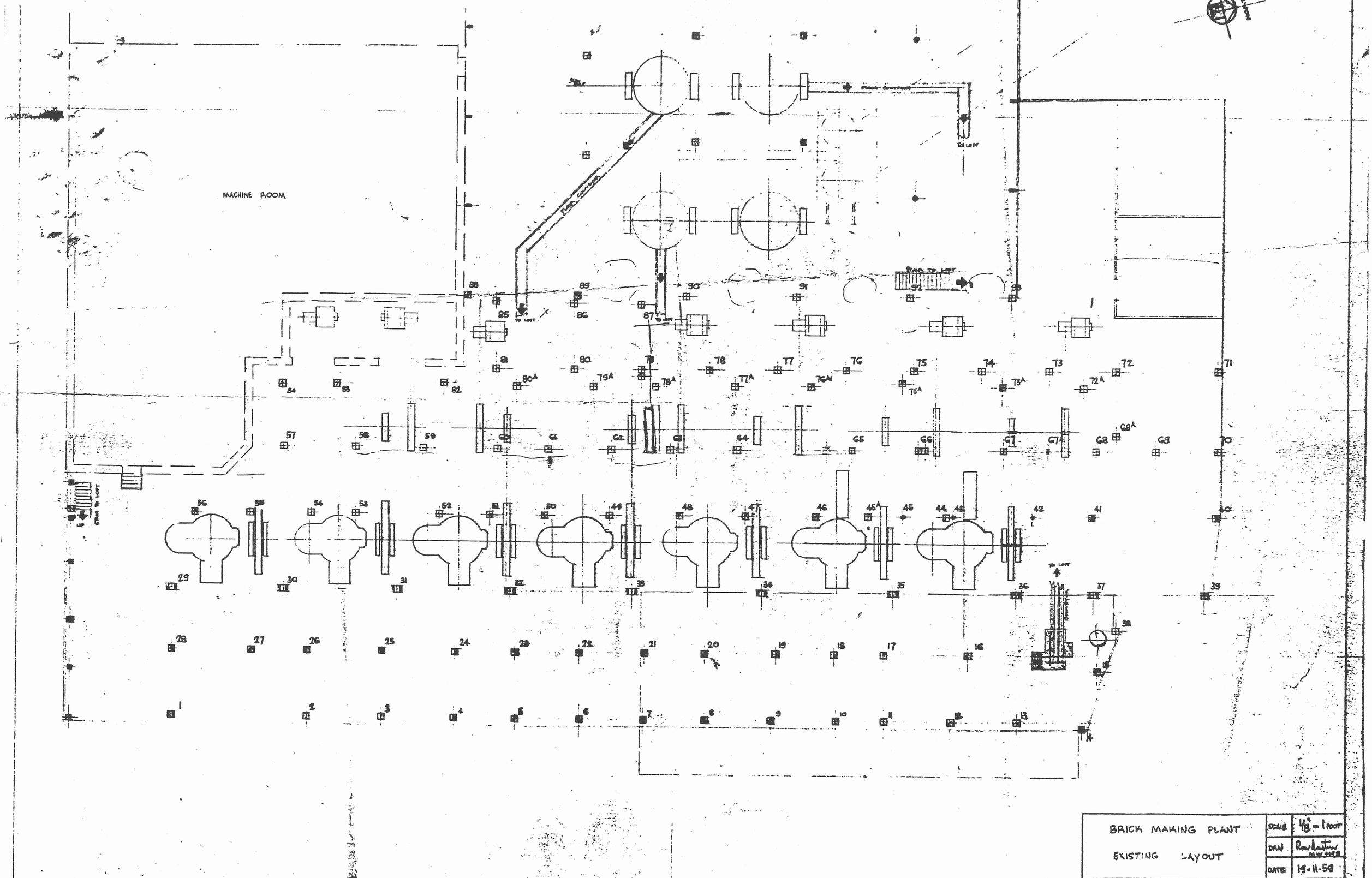
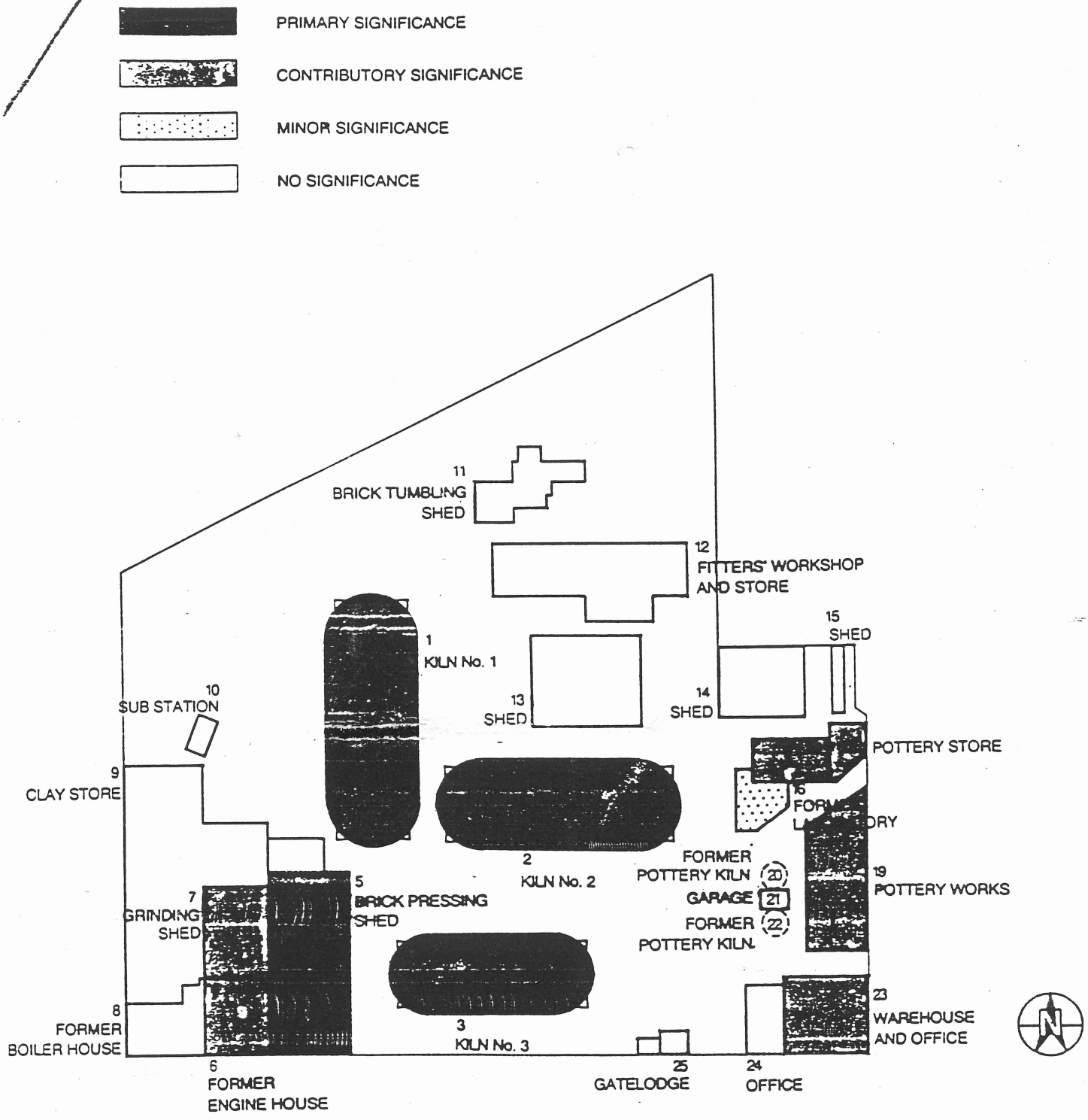
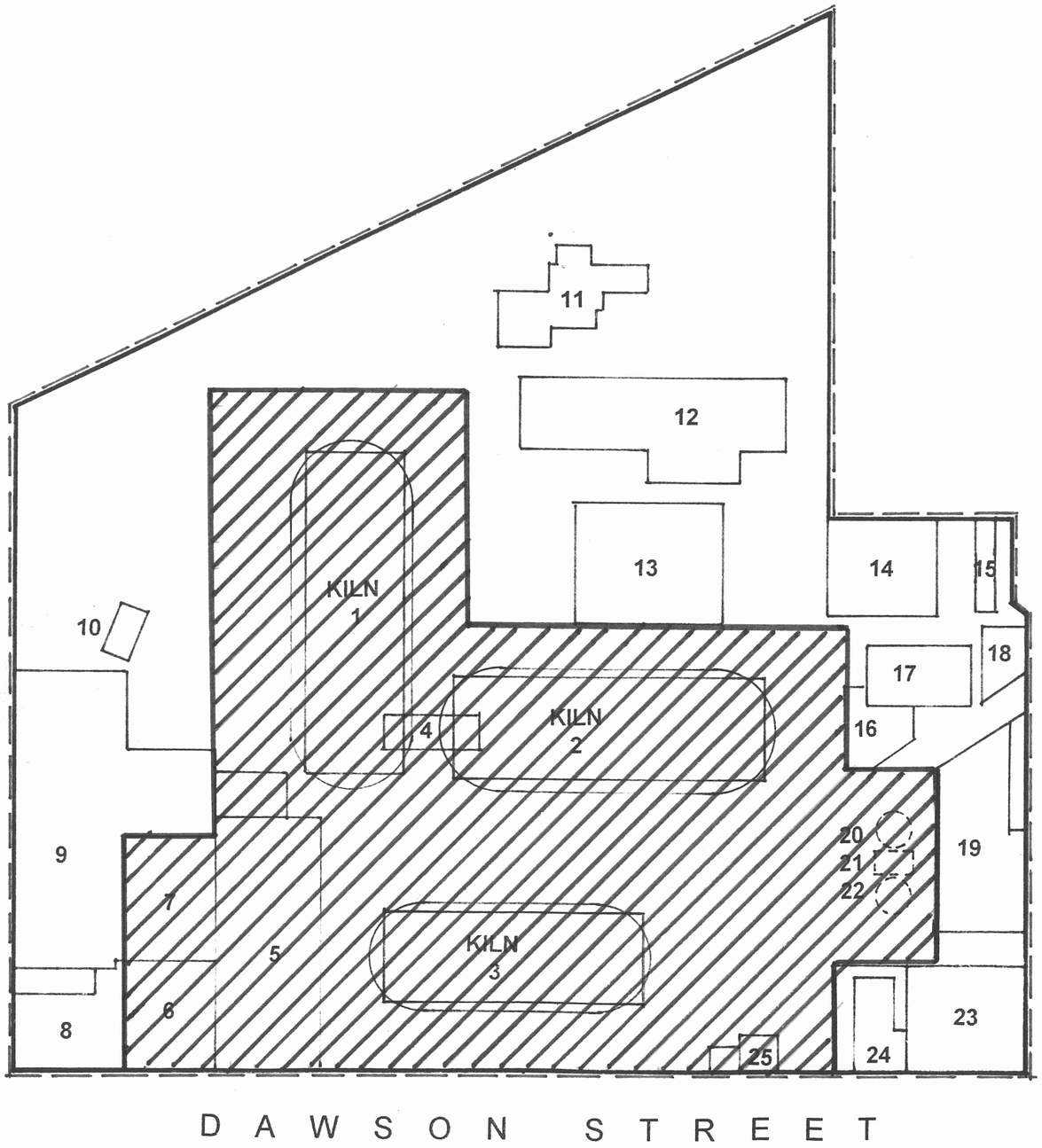


Figure 6
Levels of Significance as identified by Allom Lovell & Associates Pty Ltd

Source: Allom Lovell and Associates, The Former Hoffman Brickworks, 72-106 Dawson Street, Brunswick, Conservation Management Plan, prepared for the Moreland City Council, November 1997, figure 22, p.76.





D A W S O N S T R E E T

F i g u r e 7

Extent of Designation

K E Y :

Extent of designation of Heritage Victoria Registration

Extent of Urban Conservation Area designation in the Moreland City Council Planning Scheme

Extent of Site on Register of the National Estate

Extent of Site classified by the National Trust of Australia (Victoria)

HLCD Pty Ltd (ACN 083 840 724)
114 Moor Street Fitzroy VIC 3065
tel: (03) 9486 9920 fax: (03) 9486 9968

in association with
HLA Envirosciences Pty Ltd
Essential Economics Pty Ltd
L o o k E a r P t y L t d

HOFFMAN BRICKWORKS
BRUNSWICK

Conservation Management Plan

Not to scale

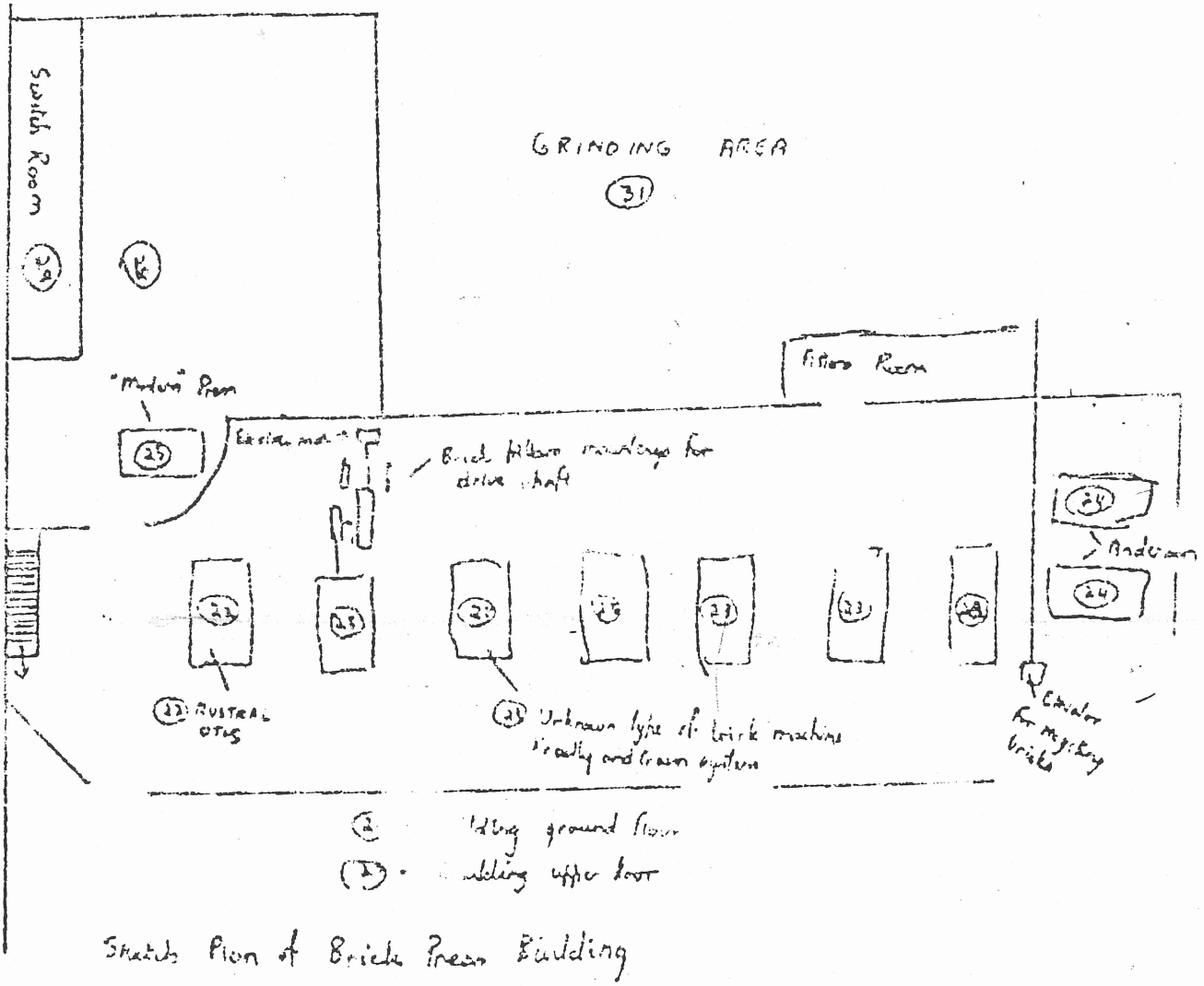
Figure 8
Heritage Victoria
Extent of designation for contents of the Brick Press Building (Building 5)
Source: Heritage Victoria, Heritage Register No. H730, File No. 601 198, Appendix B.

"B"

Contents of the Brick Press Building (no 5) included in the designation comprise

- nine brick presses, including 1 Austral Otis machine, 2 Anderson machines and six other unmarked machines designed on the same Bradley-Craven brick press model. (See plan below).

- the Edge Runner Mill located in the modern Grinding Area.



Sketch Plan of Brick Press Building

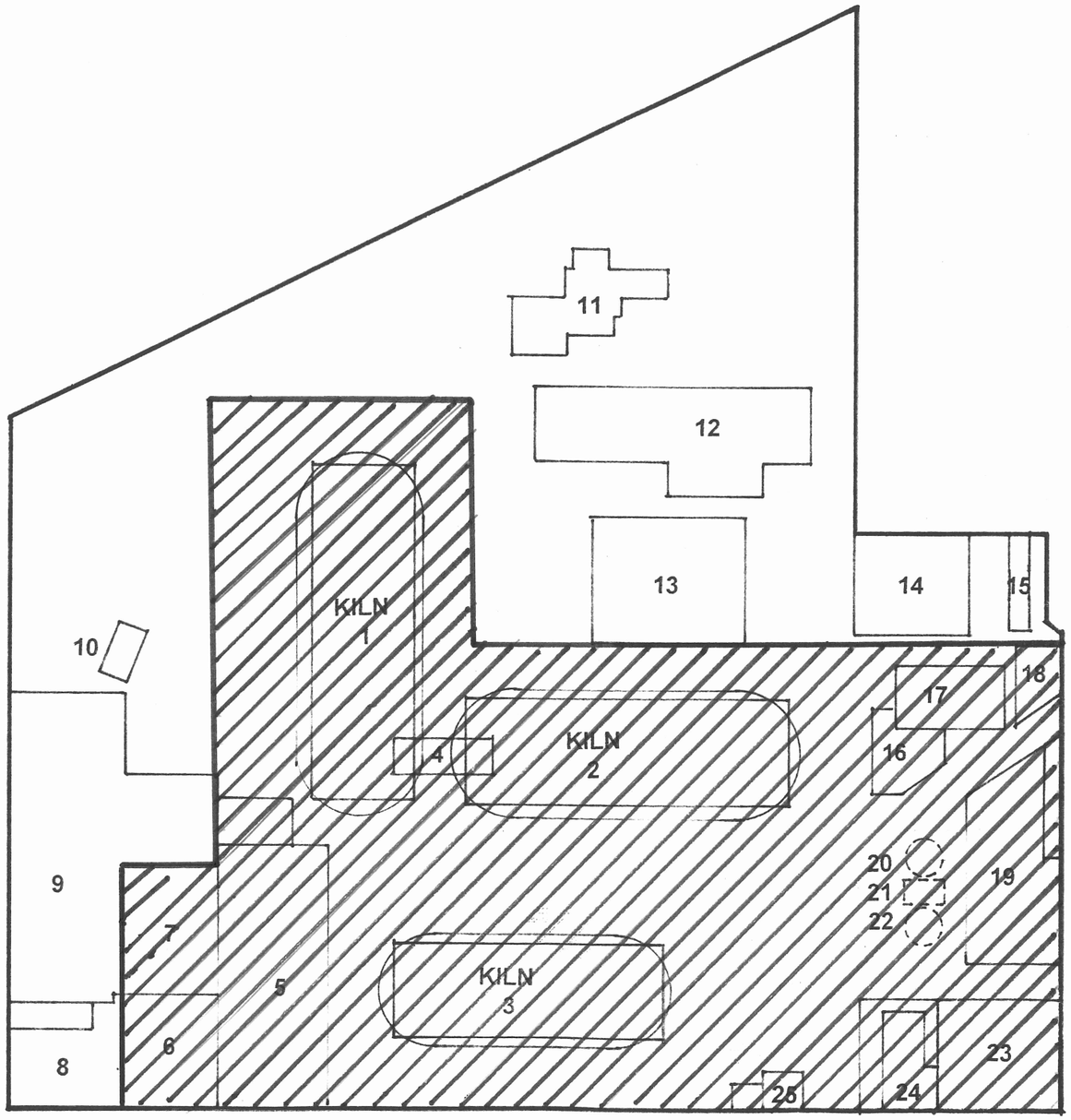


Figure 9
Focus of Study

K E Y :

Focus of Study as outlined by the brief

HLCD Pty Ltd (ACN 083 840 724)
114 Moor Street Fitzroy VIC 3065
tel: (03) 9486 9920 fax: (03) 9486 9968

in association with
HLA Envirosciences Pty Ltd
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Conservation Management Plan

Not to scale

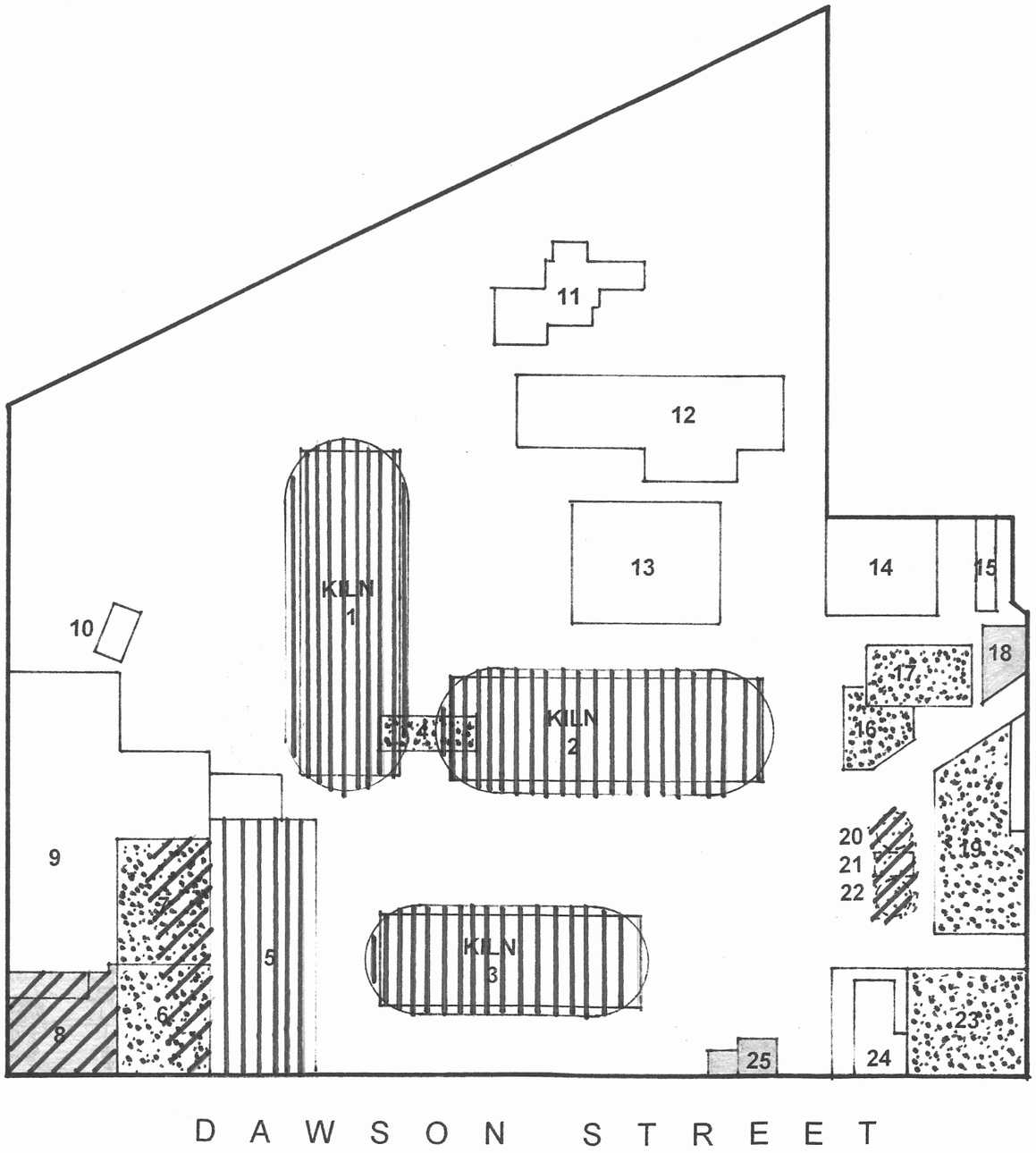

Figure 10

1999 Levels of Significance

K E Y :

- Primary Significance
- Contributory Significance
- Minor Significance
- No Significance
- Requiring Further Archaeological Investigation

BUILDING 21 NOW DEMOLISHED

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114 Moor Street Fitzroy VIC 3065
tel: (03) 9486 9920 fax: (03) 9486 9968

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Conservation Management Plan

Not to scale

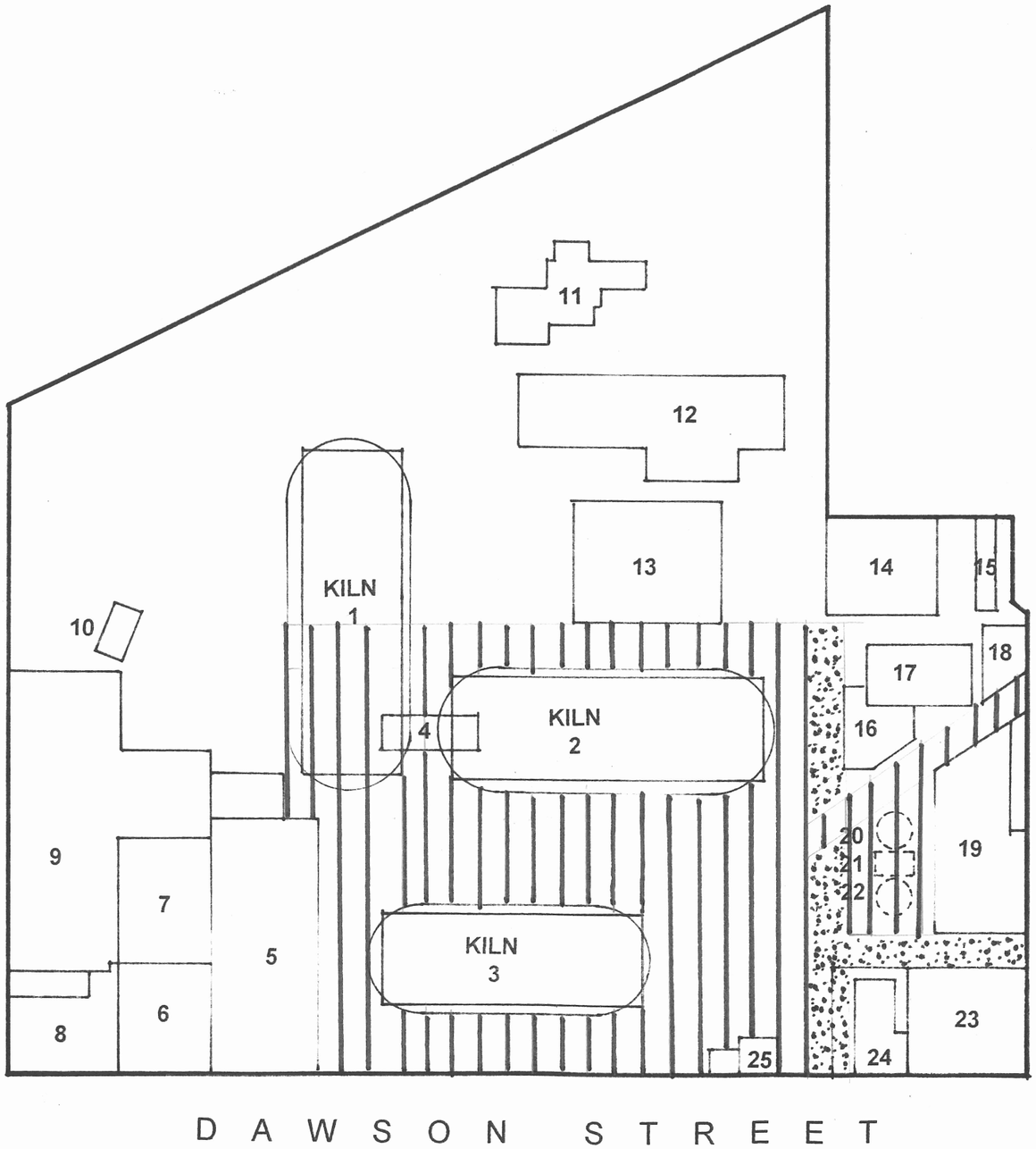

Figure 11

Significant Open Spaces

K E Y :

- Primary Significance
- Contributory Significance
- Minor Significance
- No Significance

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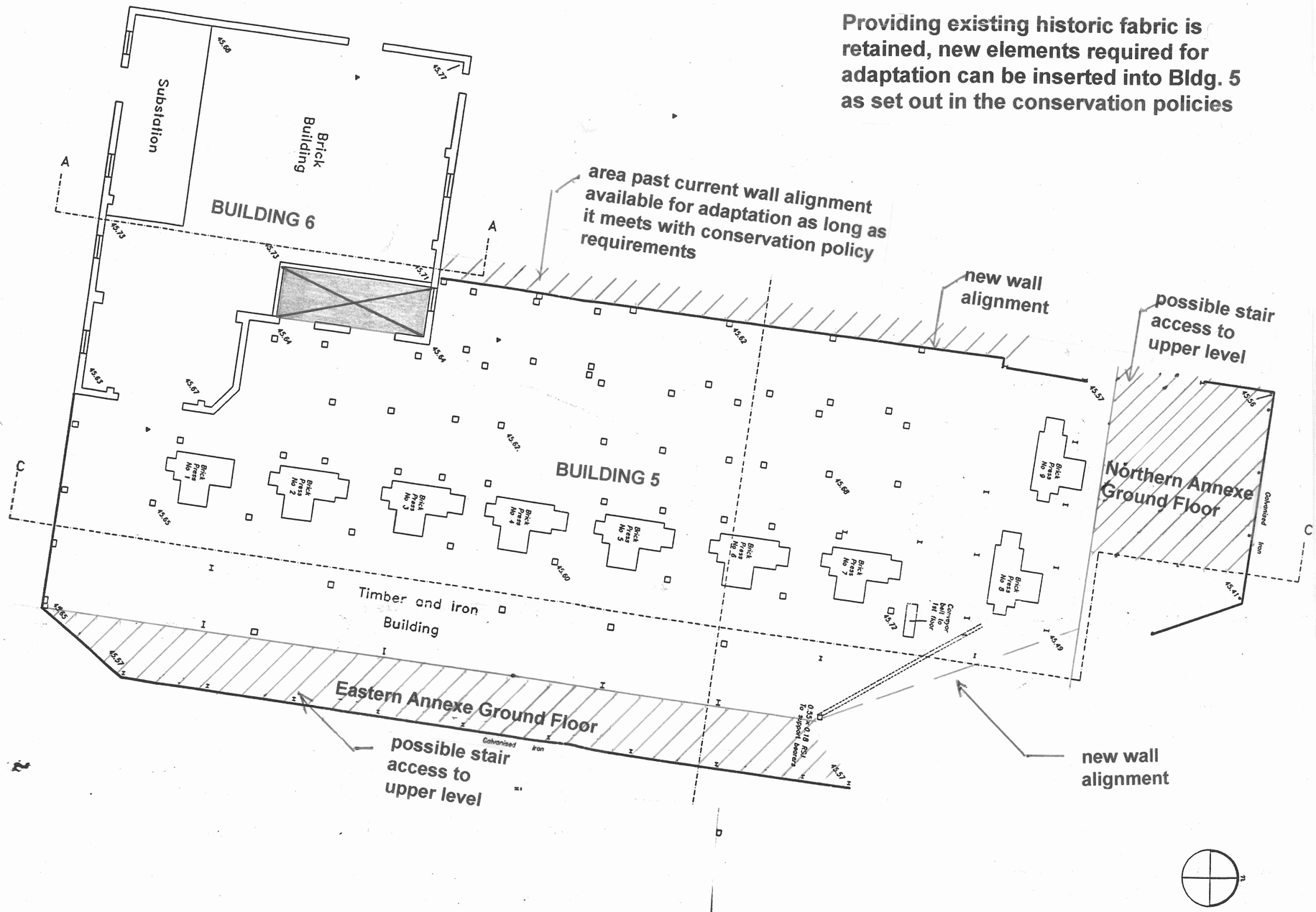
BRUNSWICK

Conservation Management Plan

Not to scale

Figure 12

Areas Available for Adaptation - Bldg 5 Ground Floor Plan



K E Y :

Areas available for adaptation

This bay of Bldg 6 has been incorporated into Bldg 5 and should be treated for conservation purposes as part of Bldg 5.

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HOFFMAN BRICKWORKS BRUNSWICK

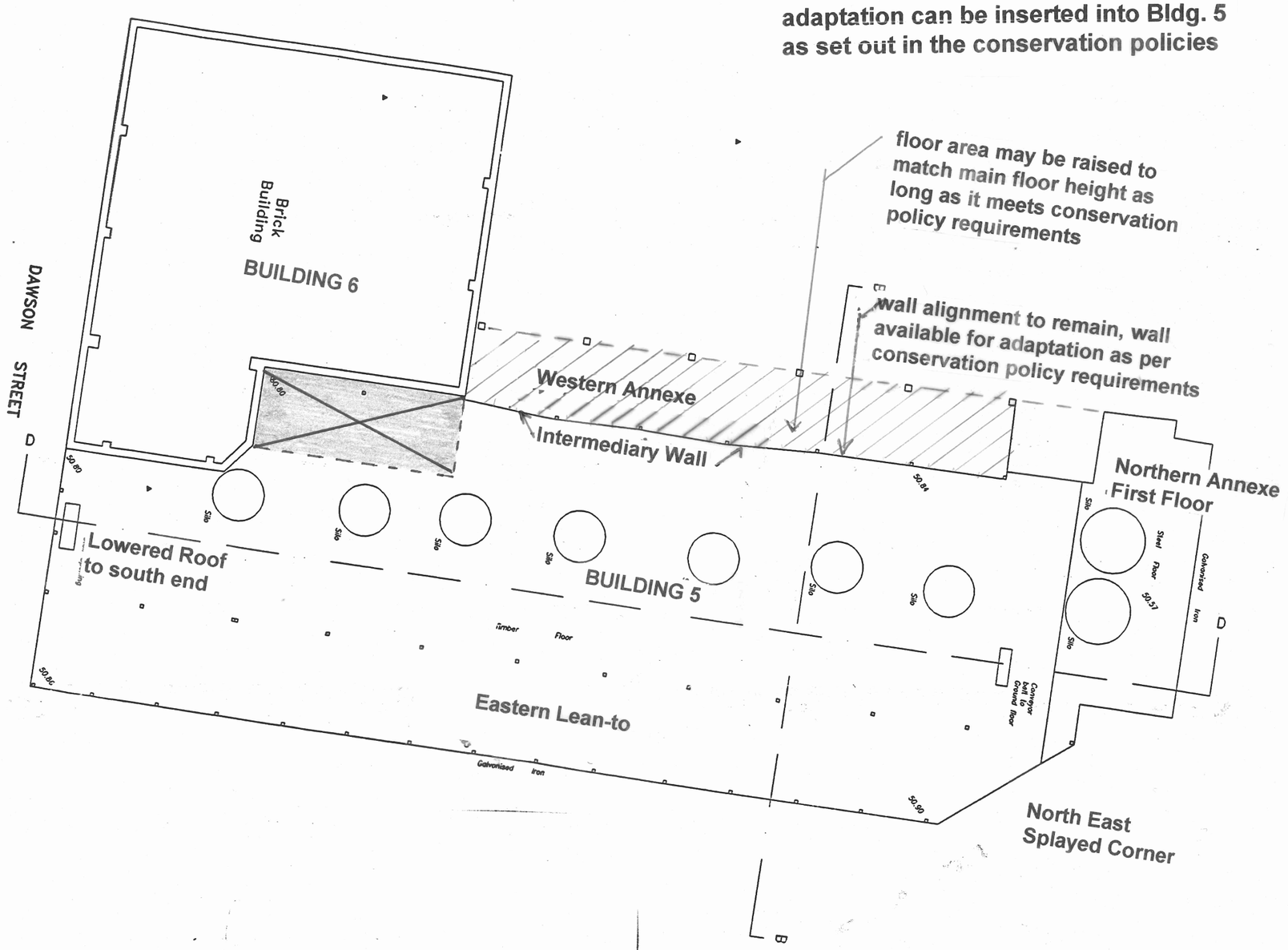
Conservation Management Plan

Not to scale

Figure 12 A

Areas Available for Adaptation - Bldg 5 Upper Floor Plan

Providing existing historic fabric is retained, new elements required for adaptation can be inserted into Bldg. 5 as set out in the conservation policies



KEY:

Areas available for adaptation

Upper level of this bay of Bldg 6 has been incorporated into Bldg 5 and should be treated for conservation purposes as part of Bldg 5.

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Look Ear Pty Ltd

HOFFMAN BRICKWORKS BRUNSWICK

Conservation Management Plan

Not to scale

7.0

P H O T O G R A P H S

The following photographs do not comprehensively document the current condition of the Hoffman Brickworks.

For comprehensive documentation of the existing conditions of the Hoffman Brickworks, this report should be cross-referenced to the Photogrammetric series numbering from 2-1-27 (Kiln 2), 3-1-29 (Kiln 3) and 1-24 (Bldgs 5, 6,7,8) and existing conditions drawings retained by Fooks Martin Sandow Architects.

Figure 1. Hoffman's Pottery, Brunswick. Late 1870's.
Source: Bennetts, Don., *Melbourne's Yesterdays: A Photographic Record 1851-1901*, Souvenir Press, Menindie, 1976, p. 123.

Note: Photograph shows two Hoffman Kilns at the Number 1 Works during the late 1870s, before the construction of Number 2 Works in the 1880's. This photograph provides evidence that the upper level of the Hoffman Kilns were originally constructed entirely from brick.

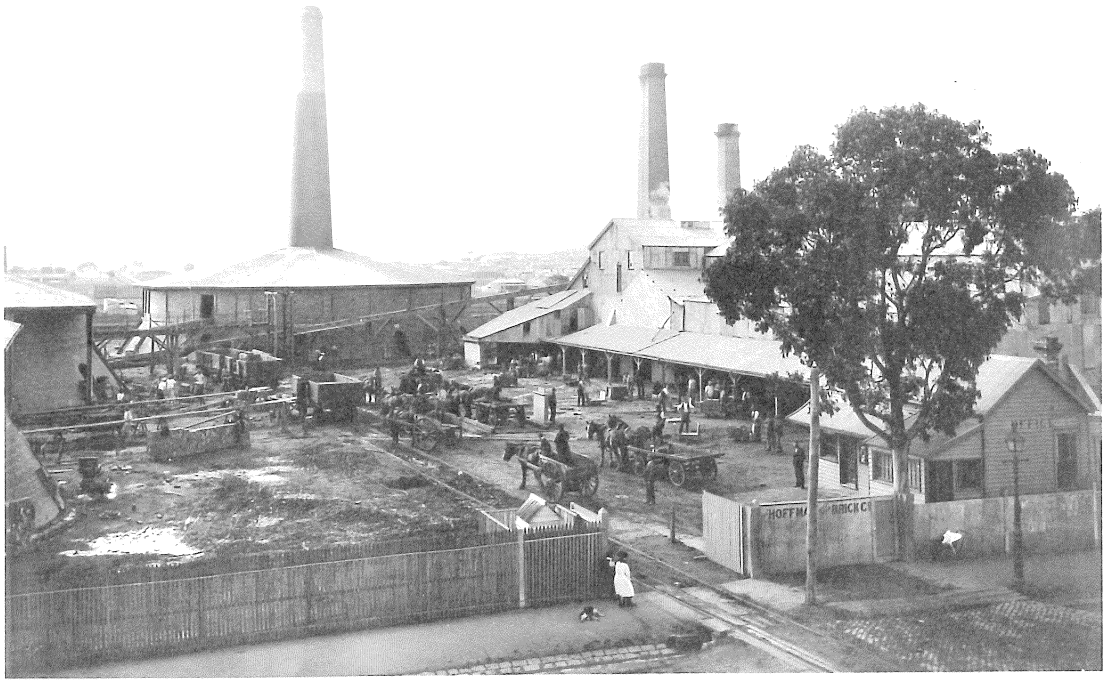
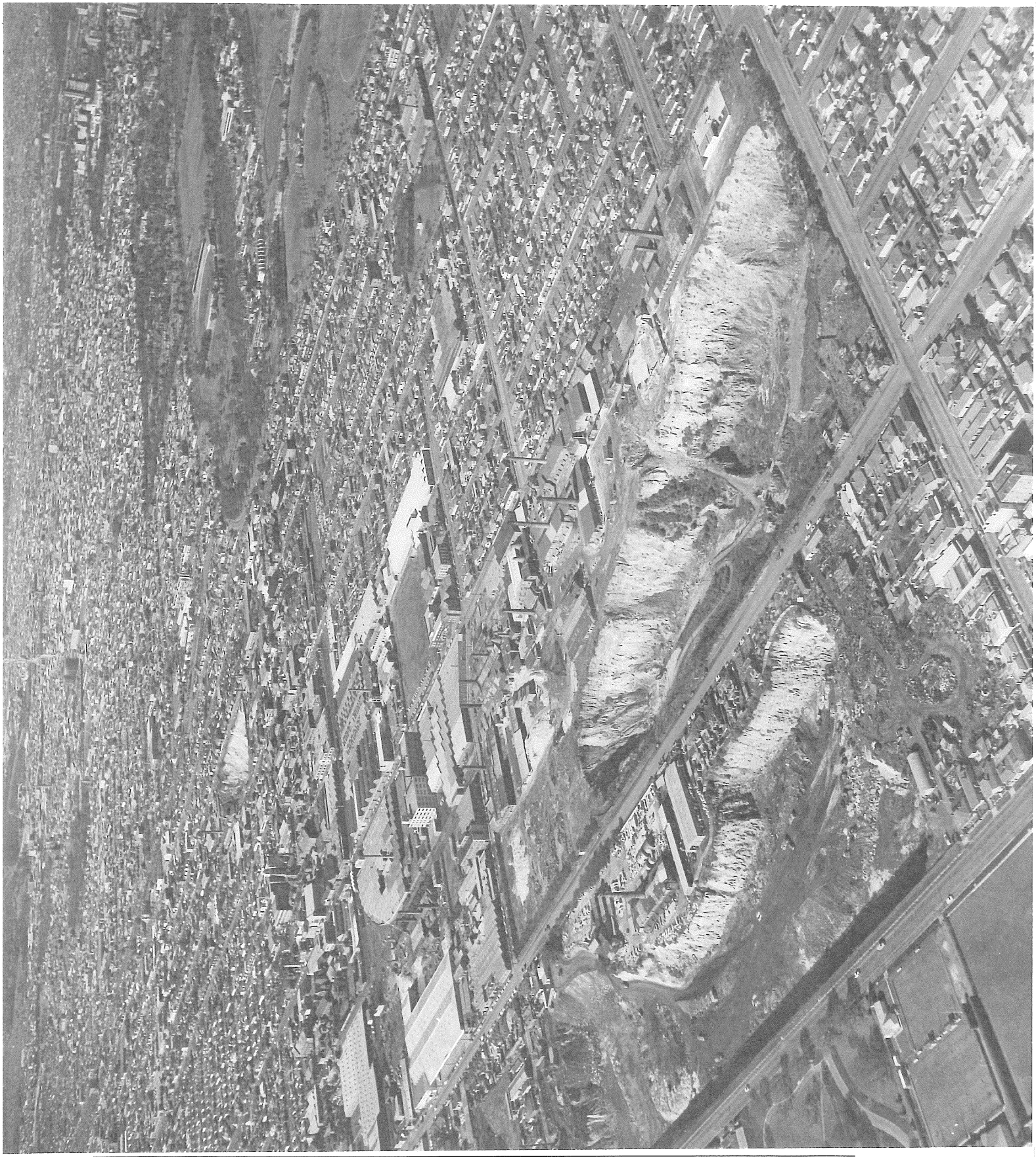


Figure 2. Undated photograph showing the kilns and brickpress building at the No. 1 Works. The first Hoffman kiln erected by the company in 1870 is in the centre of the photo.
Source: University of Melbourne Archives

Figure 3. 1920 or 30 s aerial photograph of the works from the south-west.
Source: University of Melbourne Archives

Figure 4. c.1960 aerial of the Hoffman Brickworks Number 1 and 2 works.
Source: Herald and Weekly Times Ltd. Melbourne. Held on site.



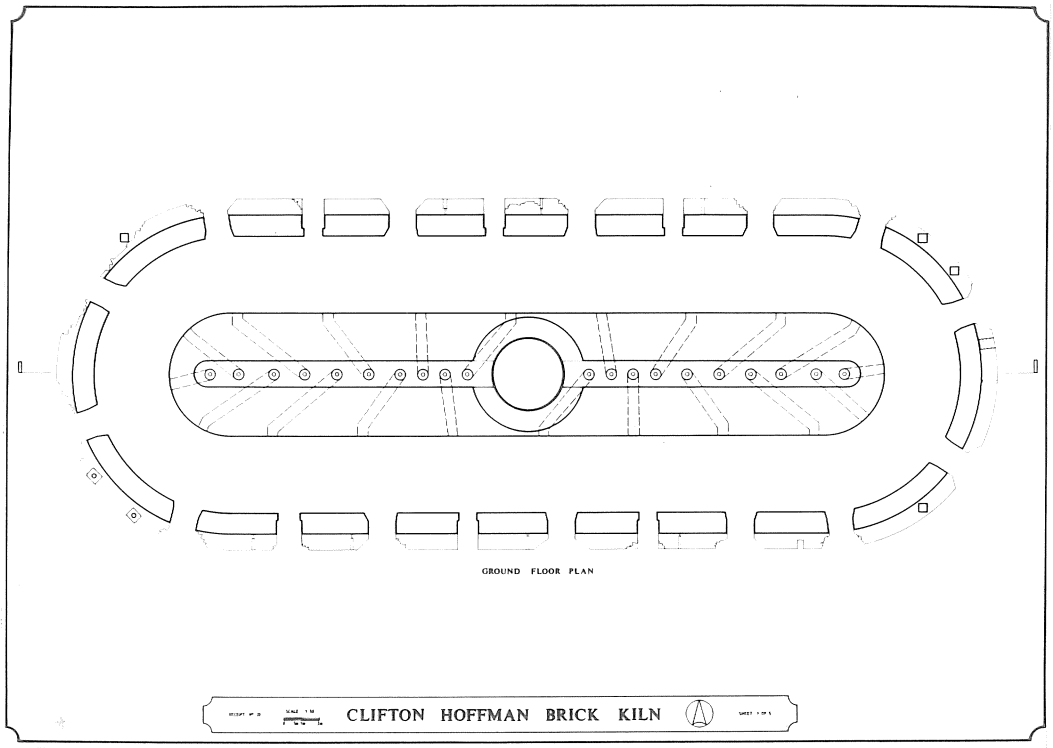


Figure 5. Hoffman Kiln 1, Ground Floor Plan. Matthew Flinders Measured Drawing Competition.
Source: LaTrobe Picture Collection, State Library of Victoria.

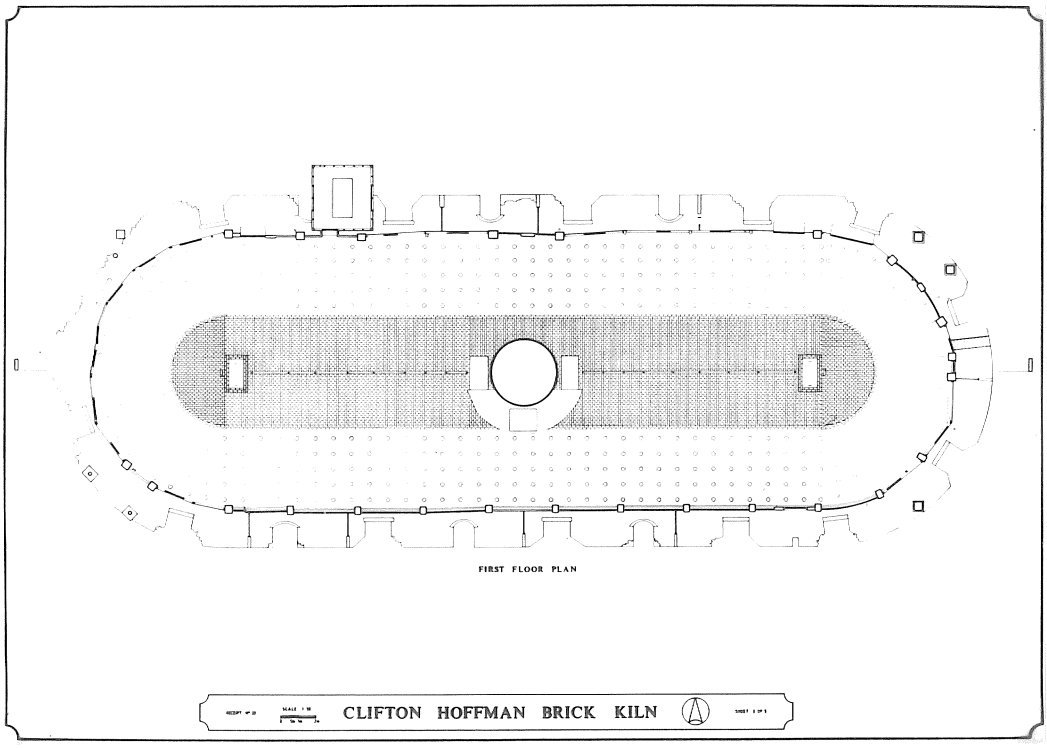


Figure 6. Hoffman Kiln 1, First Floor Plan. Matthew Flinders Measured Drawing Competition.
Source: LaTrobe Picture Collection, State Library of Victoria.

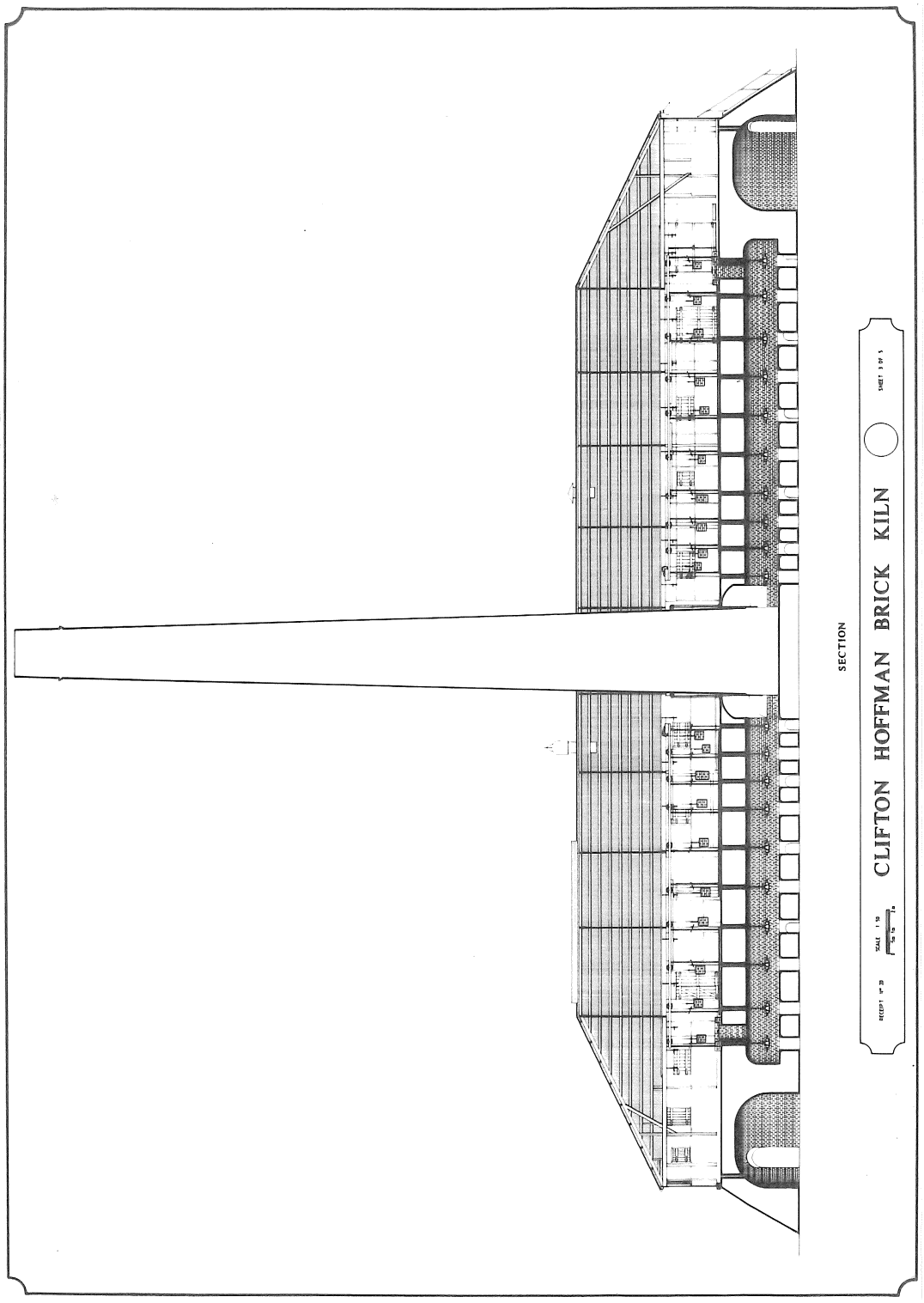


Figure 7. Hoffman Kiln 1, Longitudinal Section. Matthew Flinders Measured Drawing Competition.
Source: LaTrobe Picture Collection, State Library of Victoria.

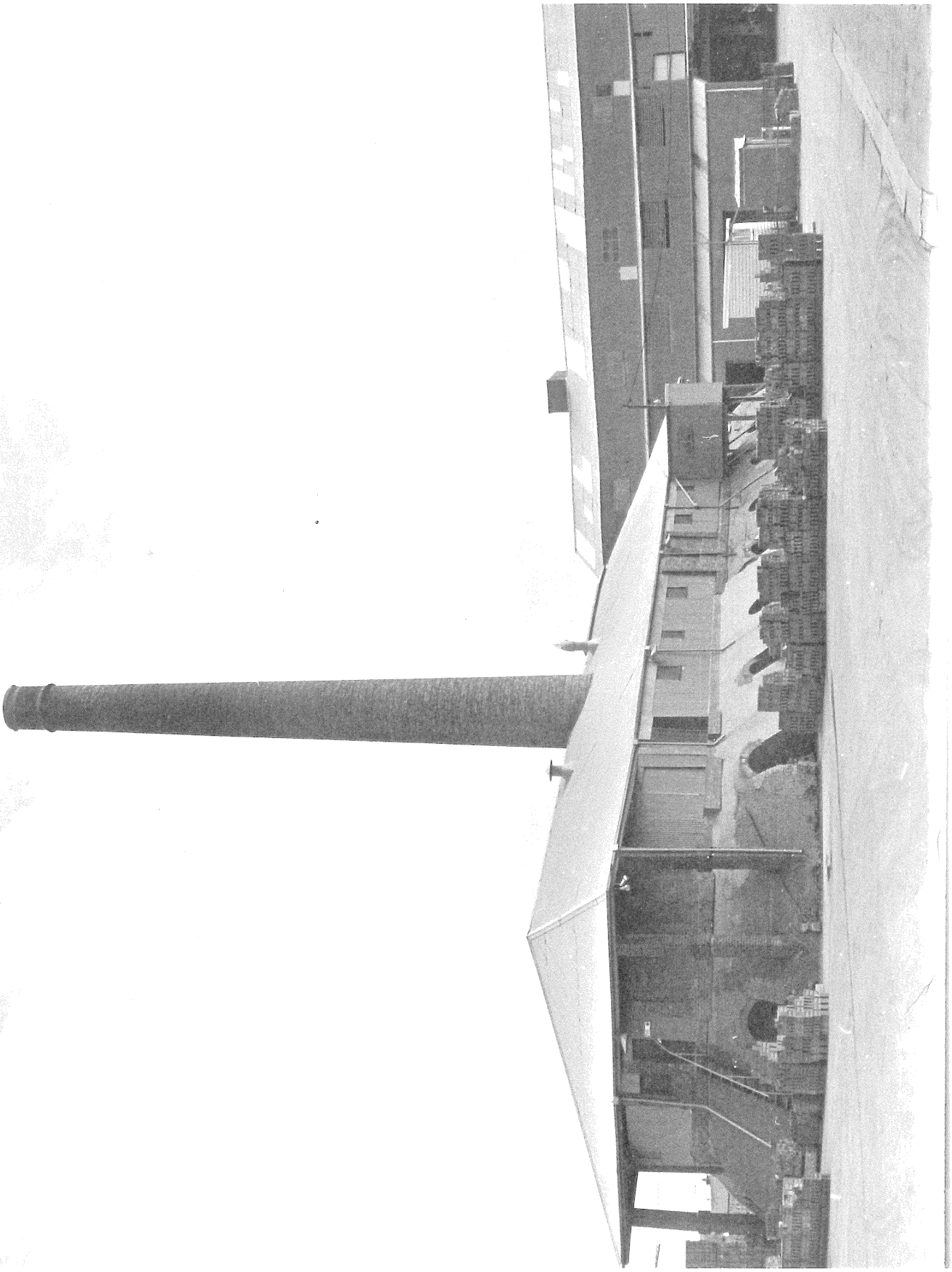


Figure 8. 1988 photograph showing Kiln 3 and Building 5 in the rear. The small cabin attached to the kiln housed oil firing equipment.
Taken by Iain Stuart.

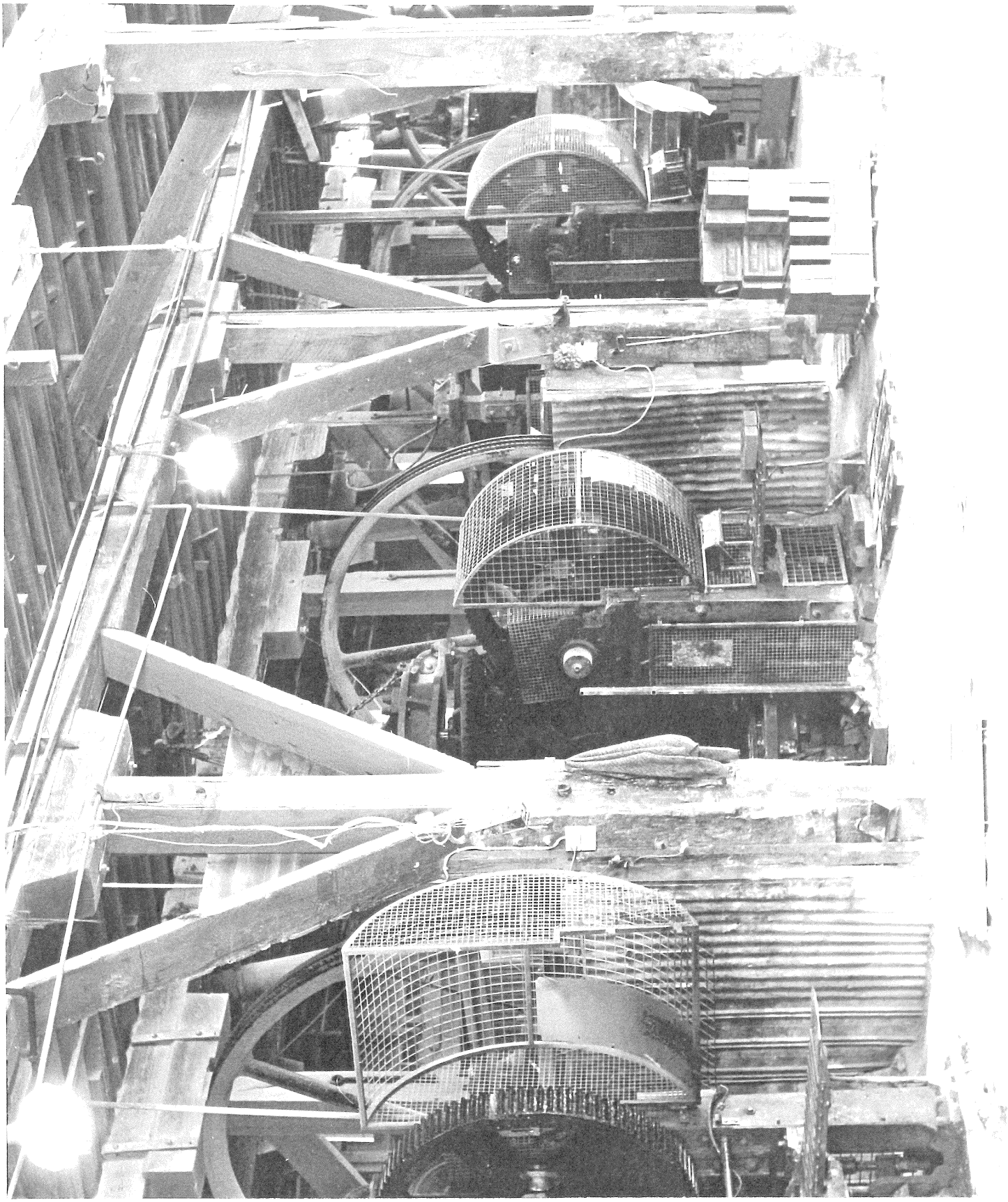


Figure 9. 1988 photograph showing the interior of the Brick Press Building (Building 5)
Taken by Iain Stuart.

Figure 10. Hoffman Kiln 2. Photo shows modified wicket and cracking associated with brickwork panels to upper level of the kilns.
Taken by Helen Lardner and Iain Stuart.

Figure 11. Hoffman Kiln 2. Photograph shows corrugated iron panels to upper level of the kilns.
Photo taken by Helen Lardner and Iain Stuart.

Figure 12. Hoffman Kiln 3. Photo showing structural failure to brick pier.
Taken by Helen Lardner and Iain Stuart.

Figure 13. Hoffman Kiln 2. Photograph shows tunnel system and damper between first and ground levels
Photo taken by Helen Lardner and Iain Stuart.

Figure 14. Building 4. Remnants of the cryto oil firing building which powered Kilns 1 and 2.
Taken by Helen Lardner and Iain Stuart.

Figure 15. Building 5 from the north.
Photo taken by Helen Lardner and Iain Stuart.

Figure 16. Building 5 - loft level. Photograph shows the equipment for moving material from Building 7 to Building 5 and the adhoc roof structure of the Brick Press Building.
Taken by Helen Lardner and Iain Stuart.

Figure 17. Building 5 - mezzanine level. Photograph shows the conveyor belt used to deposit material into the hoppers situated on the first floor.
Photo taken by Helen Lardner and Iain Stuart.

Figure 18. Building 5 - first floor level. Photograph shows timber building structure and hoppers.
Taken by Helen Lardner and Iain Stuart.

Figure 19. Building 5 - first floor eastern annexe. Photograph shows the separate roof structure and corrugated iron storage tanks.
Photo taken by Helen Lardner and Iain Stuart.

Figure 20. Building 7. Photograph shows the remaining edge runner mill.
Taken by Helen Lardner and Iain Stuart.

Figure 21. Building 8. Photograph shows evidence of the forms of former buildings to this area.
Photo taken by Helen Lardner and Iain Stuart.

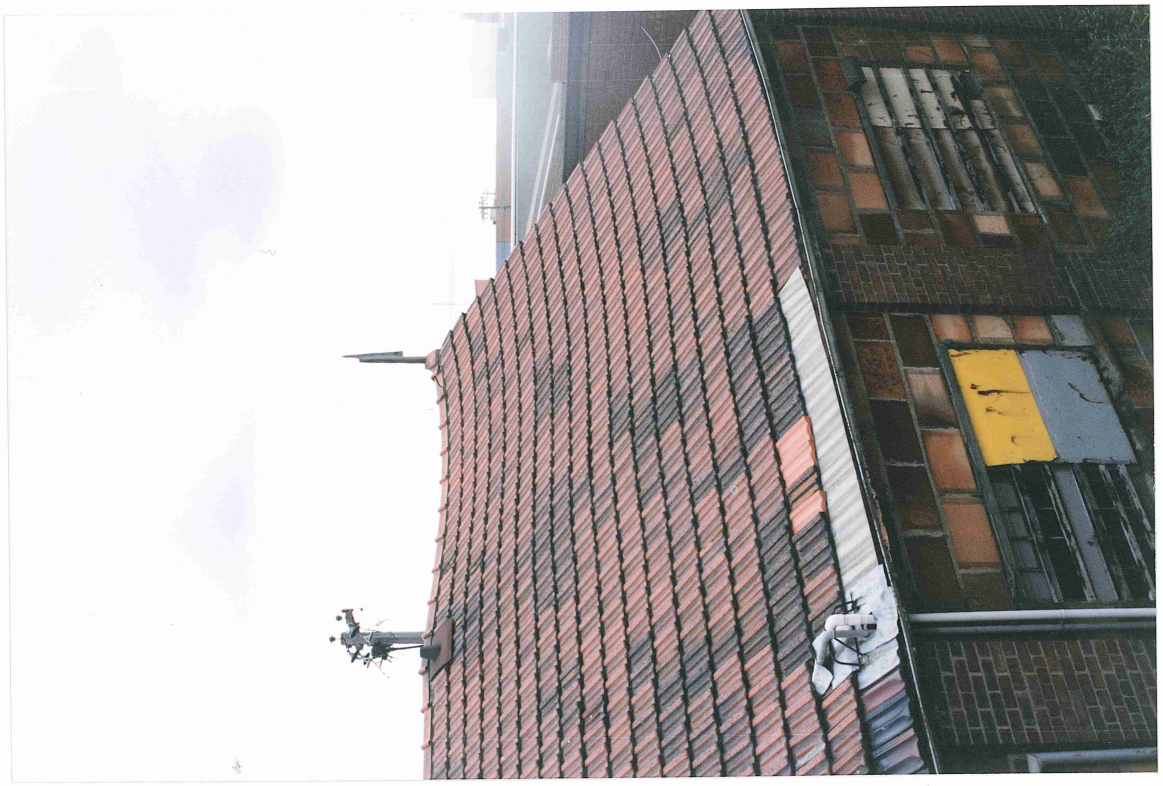


Figure 22. Building 17. Photograph shows the building's sagging roof structure and the hollow glazed blocks to the walls
Taken by Helen Lardner and Iain Stuart.

Figure 23. Building 19. Photograph shows the modified north wall with evidence of the former saw-tooth roof. This wall has been identified as structurally unsound.
Photo taken by Helen Lardner and Iain Stuart.

Figure 24. Building 23. Photograph shows the view of the site from Dawson Street.
Taken by Helen Lardner and Iain Stuart.

Figure 25. Building 24. Photograph shows view of the site from Dawson Street.
Photo taken by Helen Lardner and Iain Stuart.

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APPENDICES

A1 THE AUSTRALIA ICOMOS *BURRA CHARTER*

THE AUSTRALIA ICOMOS CHARTER FOR THE CONSERVATION OF PLACES OF CULTURAL SIGNIFICANCE
(The Burra Charter)

Preamble

Having regard to the International Charter for the Conservation and Restoration of Monuments and Sites (Venice 1966), and the Resolutions of 5th General Assembly of the International Council on Monuments and Sites (ICOMOS) (Moscow 1978), the following Charter was adopted by Australia ICOMOS on 19th August 1979 at Burra Burra. Revisions were adopted on 23rd February 1981 and on 23 April 1988.

Definitions

Article 1. For the purpose of this Charter:

1.1 *Place* means site, area, building or other work, group of buildings or other works together with associated contents and surroundings.

1.2 *Cultural significance* means aesthetic, historic, scientific or social value for past, present or future generations.

1.3 *Fabric* means all the physical material of the *place*.

1.4 *Conservation* means all the processes of looking after a *place* so as to retain its *cultural significance*. It includes *maintenance* and may according to circumstance include *preservation*, *restoration*, *reconstruction* and *adaptation* and will be commonly a combination of more than one of these.

1.5 *Maintenance* means the continuous protective care of the *fabric*, contents and setting of a *place*, and is to be distinguished from repair. Repair involves *restoration* or *reconstruction* and it should be treated accordingly.

1.6 *Preservation* means maintaining the *fabric* of a *place* in its existing state and retarding deterioration.

1.7 *Restoration* means returning the EXISTING *fabric* of a *place* to a known earlier state by removing accretions or by reassembling existing components without the introduction of new material.

1.8 *Reconstruction* means returning a *place* as nearly as possible to a known earlier state and is distinguished by the introduction of materials (new or old) into the *fabric*. This is not to be confused with either re-creation or conjectural reconstruction which are outside the scope of this Charter.

1.9 *Adaptation* means modifying a *place* to suit proposed compatible uses.

1.10 *Compatible use* means a use which involves no change to the culturally significant fabric, changes which are substantially reversible, or changes which require a minimal impact.

Explanatory Notes

These notes do not form part of the Charter and may be added to by Australia ICOMOS.

Article 1.1
Place includes structures, ruins, archaeological sites and landscapes modified by human activity.

Article 1.5
The distinctions referred to in Article 1.5, for example in relation to roof gutters, are:

maintenance — regular inspection and cleaning of gutters

repair involving restoration — returning of dislodged gutters to their place

repair involving reconstruction — replacing decayed gutters.

Conservation Principles

Article 2. The aim of *conservation* is to retain the *cultural significance* of a *place* and must include provision for its security, its *maintenance* and its future.

Article 2
Conservation should not be undertaken unless adequate resources are available to ensure that the fabric is not left in a vulnerable state and that the cultural significance of the place is not impaired. However, it must be emphasised that the best conservation often involves the least work and can be inexpensive.

Article 3. *Conservation* is based on a respect for the existing *fabric* and should involve the least possible physical intervention. It should not distort the evidence provided by the *fabric*.

Article 3
The traces of additions, alterations and earlier treatments on the fabric of a place are evidence of its history and uses.

Conservation action should tend to assist rather than to impede their interpretation.

Article 4. *Conservation* should make use of all the disciplines which can contribute to the study and safeguarding of a *place*. Techniques employed should be traditional but in some circumstances they may be modern ones for which a firm scientific basis exists and which have been supported by a body of experience.

Article 5. *Conservation* of a *place* should take into consideration all aspects of its *cultural significance* without unwarranted emphasis on any one aspect at the expense of others.

Article 6. The conservation policy appropriate to a *place* must first be determined by an understanding of its *cultural significance*.

Article 6
An understanding of the cultural significance of a place is essential to its proper conservation. This should be achieved by means of a thorough investigation resulting in a report embodying a statement of cultural significance. The formal adoption of a statement of cultural significance is an essential prerequisite to the preparation of a conservation policy.

Article 7. The conservation policy will determine which uses are compatible.

Article 7
Continuity of the use of a place in a particular way may be significant and therefore desirable.

Article 8. *Conservation* requires the maintenance of an appropriate visual setting: e.g., form, scale, colour, texture and materials. No new construction, demolition or modification which would adversely affect the setting should be allowed. Environmental instrusions which adversely affect appreciation or enjoyment of the *place* should be excluded.

Article 8
New construction work, including infill and additions, may be acceptable, provided:

it does not reduce or obscure the cultural significance of the place

it is in keeping with Article 8.

Article 9. A building or work should remain in its historical location. The moving of all or part of a building or work is unacceptable unless this is the sole means of ensuring its survival.

Article 9
Some structures were designed to be readily removable or already have a history of previous moves, e.g. prefabricated dwellings and poppet-heads. Provided such a structure does not have a strong association with its present site, its removal may be considered.

If any structure is moved, it should be moved to an appropriate setting and given an appropriate use. Such action should not be to the detriment of any place of cultural significance.

Article 10. The removal of contents which form part of the *cultural significance* of the *place* is unacceptable unless it is the sole means of ensuring their security and *preservation*. Such contents must be returned should changed circumstances make this practicable.

Conservation Processes

Preservation

Article 11. *Preservation* is appropriate where the existing state of the *fabric* itself constitutes evidence of specific *cultural significance*, or where insufficient evidence is available to allow other conservation processes to be carried out.

Article 11
Preservation protects fabric without obscuring the evidence of its construction and use.

The process should always be applied:

where the evidence of the fabric is of such significance that it must not be altered. This is an unusual case and likely to be appropriate for archaeological remains of national importance;

where insufficient investigation has been carried out to permit conservation policy decisions to be taken in accord with Articles 23 to 25.

New construction may be carried out in association with preservation when its purpose is the physical protection of the fabric and when it is consistent with Article 8.

Article 12. *Preservation* is limited to the protection, *maintenance* and, where necessary, the stabilization of the existing *fabric* but without the distortion of its *cultural significance.*

Article 12
Stabilization is a process which helps keep fabric intact and in a fixed position. When carried out as a part of preservation work it does not introduce new materials into the fabric. However, when necessary for the survival of the fabric, stabilization may be effected as part of a reconstruction process and new materials introduced. For example, grouting or the insertion of a reinforcing rod in a masonry wall.

Restoration

Article 13. *Restoration* is appropriate only if there is sufficient evidence of an earlier state of the *fabric* and only if returning the *fabric* to that state reveals the *cultural significance* of the *place.*

Article 13
See explanatory note for Article 2.

Article 14. *Restoration* should reveal anew culturally significant aspects of the *place.* It is based on respect for all the physical, documentary and other evidence and stops at the point where conjecture begins.

Article 15. *Restoration* is limited to the reassembling of displaced components or removal of accretions in accordance with Article 16.

Article 16. The contributions of all periods to the *place* must be respected. If a *place* includes the *fabric* of different periods, revealing the *fabric* of one period at the expense of another can only be justified when what is removed is of slight *cultural significance* and the *fabric* which is to be revealed is of much greater *cultural significance.*

Reconstruction

Article 17. *Reconstruction* is appropriate only where a *place* is incomplete through damage or alteration and where it is necessary for its survival, or where it reveals the *cultural significance* of the *place* as a whole.

Article 18. *Reconstruction* is limited to the completion of a depleted entity and should not constitute the majority of the *fabric* of a *place.*

Article 19. *Reconstruction* is limited to the reproduction of *fabric*, the form of which is known from physical and/or documentary evidence. It should be identifiable on close inspection as being new work.

Adaptation

Article 20. *Adaptation* is acceptable where the *conservation* of the *place* cannot otherwise be achieved, and where the *adaptation* does not substantially detract from its *cultural significance.*

Article 21. *Adaptation* must be limited to that which is essential to a use for the *place* determined in accordance with Articles 6 and 7.

Article 22. *Fabric* of *cultural significance* unavoidably removed in the process of *adaptation* must be kept safely to enable its future reinstatement.

Conservation Practice

Article 23. Work on a *place* must be preceded by professionally prepared studies of the physical, documentary and other evidence, and the existing *fabric* recorded before any intervention in the *place.*

Article 24. Study of a *place* by any intervention in the *fabric* or by archaeological excavation should be undertaken where necessary to provide data essential for decisions on the *conservation* of the *place* and/or to secure evidence about to be lost or made inaccessible through necessary *conservation* or other unavoidable action. Investigation of a *place* for any other reason which requires physical disturbance and which adds substantially to a scientific body of knowledge may be permitted, provided that it is consistent with the conservation policy for the *place.*

Article 25. A written statement of conservation policy must be professionally prepared setting out the *cultural significance* and proposed *conservation* procedure together with justification and supporting evidence, including photographs, drawings and all appropriate samples.

Article 26. The organisation and individuals responsible for policy decisions must be named and specific responsibility taken for each such decision.

Article 27. Appropriate professional direction and supervision must be maintained at all stages of the work and a log kept of new evidence and additional decisions recorded as in Article 25 above.

Article 28. The records required by Articles 23, 25, 26 and 27 should be placed in a permanent archive and made publicly available.

Article 29. The items referred to in Articles 10 and 22 should be professionally catalogued and protected.

Words in italics are defined in Article 1.

Article 25
The procedure will include the conservation processes referred to in Article 1.4 and other matters described in Guidelines to the Burra Charter: Conservation Policy.

A2 BRIEF

APPENDIX A2

Consultant Brief for the Preparation of a Conservation Management Plan For the Former Hoffman Brickworks Dawson Street, Brunswick, Victoria

Introduction

This brief outlines the objective of the Conservation Management Plan which is to be prepared for the Hoffman Brickworks site located at 72-106 Dawson Street, Brunswick.

The developer Sungrove Corporation and the Moreland City Council intend to jointly fund the conservation management plan. They are joint clients for the purposes of engagement and contractural responsibilities. Moreland City Council will retain an interest in Kiln No 2 by virtue of the provision of funding for its restoration.

This brief should be read in conjunction with associated appendices and supplementary reference material.

Background

The site, which is known as the former Hoffman Brickworks is a 3 hectare site with frontage to Dawson Street near the corner of Syme Street. The site also backs onto the former clay pits which are now Gilpin Park.

The site currently contains three Hoffman kilns and their chimneys, a brick pressing plant and pottery sheds. Part of the land is included in the Victoria Heritage Register. A permit from Heritage Victoria was issued on 24 September 1997 allowing for the demolition of Kiln 1 with the exception of its chimney, demolition of the grinding shed, and allowing residential development and subdivision of the site.

Amendment L52 to the Moreland Planning Scheme been prepared to facilitate a residential development of approximately 190 dwellings, comprising townhouses and apartment style buildings. All heritage buildings, including the two remaining kilns, (but excluding those approved for demolition by Heritage Victoria) are to be conserved and developed with appropriate activities.

The Conservation Management Plan is to be prepared as a requirement of the Moreland Planning Scheme Amendment L52 and Heritage Victoria Permit 2899.

Heritage Victoria is separately funding a study of the moveable cultural heritage of the site. This is expected to be completed by 30 June 1998 and the result of this study may be used to assist with the interpretation proposal.

Report Methodology

The Conservation Management Plan is to be prepared in accordance with the *Australian ICOMOS Charter for the Conservation of Places of Cultural Significance (Burra Charter)* and its guidelines. Reference should be made to the publication by J.S. Kerr. *The Conservation Plan: A Guide to the preparation of conservation plans for places of European Cultural significance*, The National Trust of Australia (NSW).

Area to be considered by Conservation Management Plan

The CMP is to cover all heritage features (including spaces) on the site and in particular the area within the Heritage Victoria registration.

The management strategy, funding strategy, identification of future uses and schedule of works is to be directed primarily to buildings/features in the Heritage Victoria registration area and which have been identified as of primary significance in the Allom Lovell's *'Former Hoffman Brickworks Conservation Management Plan' Nov 97.*

Consultants should note that Heritage Victoria requires a conservation management plan for kilns 2 & 3, the chimney of kiln 1 and building B5 which specifically addresses the transformation of building B5 into an interpretation centre. This work must be approved by the Executive Director of Heritage Victoria.

Scope of Conservation Management Plan

The Conservation Management Plan is to recommend strategies required to enable the significance of the site to be retained in its future use and development. The policy is to include, amongst other things, a detailed conservation strategy, a management strategy, interpretation plan, identification of uses and a schedule of works required for restoration and/or adaptation. This work should flow from the Allom Lovell & Associates' report *'Former Hoffman Brickworks Conservation Management Plan' Nov. 97* and would address specific issues raised by Heritage Victoria's permit No. 2899 and Moreland Planning Scheme Amendment L52. Particular attention is drawn to condition 6 of Heritage Victoria permit no. 2899.

The Conservation Management Plan must include:

a) Recognition of the heritage significance of the site

This work has already been undertaken by Allom Lovell & Associates for the Moreland City Council. The report titled *'Former Hoffman Brickworks Conservation Management Plan' Nov 97* assesses the cultural significance of the place and its elements. The Allom Lovell report will substantially meet this task and subject to review by the selected consultant, will not need to be repeated.

b) Conservation strategy for all heritage features on site

The conservation strategy should identify the most appropriate way of caring for the fabric and setting of the place arising out of the statement of significance and other constraints. A specific combination of conservation actions should be identified and a schedule of work is required for restoration and/or adaptation. It shall set out a prioritised schedule of works containing short and long term conservation including regular maintenance and priority areas. This would be guided by options for restoration and/or adaptation/re-use and interpretation. The appointed consultant will have access to an appointed structural engineer for technical advice regarding proposed conservation works. Representatives of Fooks Martin Sandow Pty. Ltd. should also be consulted on this aspect of the work.

c) Management Strategy

The conservation plan should identify a management structure through which the conservation strategy is capable of being implemented.

d) Interpretation Plan

The conservation plan should identify appropriate ways of making the significance of the place understood. This may be a combination of the treatment of the fabric, the use of the place and the use of introduced interpretive material. The interpretation plan must be prepared by an appropriately qualified interpretation expert who must be approved by the Executive Director of Heritage Victoria. Oral history must also form part of the interpretation work.

e) Identification of uses.

The plan should identify any use or combination of uses, or constraints on use, that are compatible with the retention of the cultural significance of the place and that are economically feasible.

f) Funding Strategy

The plan should identify:

a) sources of financial assistance likely to be available; and,
b) funding management options through which the conservation strategy is capable of being implemented.

The Conservation Management Plan must also consider:

- The retention of a portion of one of the kilns to be preserved and not subject to any adaptation for uses other than interpretation of the existing fabric.
- The use of building 5, for the interpretation of the Hoffman Brickworks site and any other uses for this building that are compatible with this interpretation function.

Community Consultation

Sungrove Corporation has undertaken that representatives from National Trust Victoria, Save the Brickworks and the Brunswick Community History Group will be given the opportunity to provide input into the Conservation Management Plan. Input will be provided via consultation meetings at identified milestones during the formulation of the plan.

These meetings will be attended by the selected consultant. A proposed meeting schedule should be submitted as part of the proposal.

A copy of the draft Conservation Management Plan will be referred to the National Trust, Save the Brickworks and the Brunswick Community History Group for comment prior to its finalisation.

Consultation with Heritage Victoria is also required in order to ensure the requirements and objectives of Heritage Victoria Permit No 2899 are met.

Timing

A preliminary overview schedule has been prepared for the project setting out an anticipated time frame. A detailed schedule of work is to be submitted by consultants as part of the proposal to fit within the overview schedule. This detailed schedule is to include the dates of commencement, major milestones, dates for meetings and delivery of the final document.

Format

- The written report shall use an A4 vertical format
- Photographs shall be black and white and of a suitable quality to enable reproduction. All historic photographs and maps shall be fully captioned including the source.
- Drawings shall conform to accepted standards of drafting practice and shall be capable of reduction to A4 size.
- The final document shall include a summary, index page and bibliography
- In all cases, sources of information shall be fully documented
- Terminology, analysis and plan shall be consistent with the Australia ICOMOS Guidelines for the conservation of Places of Cultural Significance (The Burra Charter).

Contract

The selected consultant is to liaise directly with the office of Fooks Martin Sandow Pty Ltd Architects in all matters related to the CMP. The contact person at the office of Fooks Martin Sandow will be Michael Fooks or David Carabott. Representatives of the Moreland City Council must also be kept informed of progress. The selected consultant must allow for attendance at regular project progress meetings.

Role Of The Client

The client will provide access to relevant documentary material in its possession and provide access to the site and buildings. The client and other consultants will also input to the consideration of viable re-uses for the buildings and provide an indication of the desired outcomes.

Publication And Copyright

The client agrees to the publication of mutually agreed text of the report for client purposes only. Six copies are to be included in the fee and the client may purchase any further number of the publication at cost. The client may choose to be shown as the publisher of the report or may nominate another organisation as nominal publisher or co-publisher. Copyright remains with the author who agrees to the unrestricted and co-exclusive use of the material by the client and the unrestricted reproduction of the material by the client.

Written acknowledgment in the final report of source funding for the CMP and of assistance of the parties having input into the plan is required.

Indemnity

The consultant shall release Sungrove Corporation and Moreland City Council from all liability in respect of physical injury (including death) to persons, including the consultant, and will indemnify the client against damage to property arising directly or indirectly out of an act of omission of the consultant, in the course of carrying out services under this agreement.

Status

The consultant will stand in relation to the client as an independent consultant.

Termination

Should progress of the work be considered unsatisfactory, the client may dismiss the consultant and appoint a further consultant to complete the work.

The grounds for termination shall include:

a) Failure to meet agreed submission dates (or as reasonably extended) provided that such failure not be the fault of the client.

b) Deliberate failure to undertake the work (or portions of it) as agreed to on appointment.

Payment

Payment for service will be provided within 30 days of invoice after the following milestones:

- 40 per cent on submission of first draft acceptable to the client
- 30 per cent on submission of final draft acceptable to the client
- 30 per cent on completion of the Conservation Plan to the satisfaction of the client

Fee Proposal

A fee proposal is required by 5 June 1998, indicating cost, time schedule, list all of sub consultants, list of staff involvement within the consultant's organisation and statement of experience in similar projects. All members of the team must be specialists in their input areas and must be approved by the clients and the Executive Director of Heritage Victoria. Engagement of personnel, other than those listed, will require the client's prior approval.

Appendices to this brief

- Moreland Planning Scheme Amendment L52
- Open letter from Moreland City Council to parties who made submissions in relation to the Moreland Planning Scheme Amendment L52.
- Heritage Victoria Permit No. 2899
- Former Hoffman Brickworks Conservation Management Plan draft prepared by Allom Lovell & Assoc. Pty. Ltd, Nov 1997.
- Chronological recent history of former Hoffman Brickworks Brunswick prepared by Fooks Martin Sandow.
- Existing Conditions drawing. No. 9668 AO1 - FMS
- Drawings 9668 DP1 – DP 7 - FMS
- General project description for the information of project consultants.
- Preliminary overview project development program with timescale.
- Ove Arup structural report

A3 THE CONSULTATION PROCESS FOR THIS REPORT

The consultation process for this report was approved by the project steering committee at the commencement of the project.
The seven key interested groups and their representatives identified for involvement in the consultation process are listed below:

Brunswick History Group	Anne Laffan
Fooks Martin Sandow	David Carabott
	Michael Fooks
	Peter Martin
Heritage Victoria	Jenny Climas
	Meagan McDougall
	Robyn Mullens
Moreland City Council	Tim Bruwer
	Cr. Mike Hill
	Cr. Adrian Robb
	Cr. Glynnes Romanes
	Michael Smit
	Connie Whytcross
National Trust	David Moloney
	Gary Vines
Save the Brickworks	Penny Albar
	Andrew Brophy
	Mick Cassidy
	Terese Healy
	Andy Ingham
	Chris Johnston
	Carmel Ward
Sungrove Pty Ltd	Lou Garita
	Henry Rzechta

The consultation process was set out in four stages to coincide with the circulation of draft reports, including the Analysis of Uses Draft, the Conservation Management Plan Draft, the Development and Implementation Draft and the draft Interpretation Plan.

The first stage of the consultation process took the form of an ideas workshop focussing on future uses for the historic components of the Hoffman Brickworks. It was held on Tuesday 17th November, from 5:00-8:30 pm, in the Mayor's Room at the Brunswick Town Hall. Present were:

Brunswick History Group	Anne Laffan
Fooks Martin Sandow	David Carabott
	Michael Fooks
	Peter Martin
Heritage Victoria	Jenny Climas
	Meagan McDougall

McGauran Soon Pty. Ltd.	Rob McGauran
Moreland City Council	Tim Bruwer
	Cr. Glynnes Romanes
	Michael Smit
	Connie Whytcross
National Trust	David Moloney
	Gary Vines
Save the Brickworks	Andy Ingham
	Chris Johnston
	Carmel Ward
Sungrove Corporation	Lou Garita
	Henry Rzechta

Following the workshop, each of the groups received a copy of the workshop report and the Analysis of Uses draft which arose from the workshop on the 24 November and 30 November respectively. A period of two weeks was allocated for comments on the draft reports.

The comments period was followed by Consultation Meeting 2, held on 15 December again at the Brunswick Town Hall between 5-7 pm. The following interest groups were represented.

Fooks Martin Sandow
Moreland City Council
Save the Brickworks
Sungrove Corporation

This process of document circulation, comment period and consultation meeting was followed for the remainder of the project. The timetable for the consultation process was as follows;

Conservation Management Plan Draft	18.1.99
Comments on Draft	1.2.99
Consultation Meeting 3	**3.2.99**
Development & Implementation Strategy Draft	8.2.99
Comments on Draft	22.2.99
Interpretation Plan Draft	15.2.99
Comments on Draft	1.3.99
Consultation Meeting 4	**3.3.99**
Preliminary Final Report	**15.3.98**

A4 EXISTING HERITAGE LISTINGS

City of Moreland

The citation from the Brunswick Conservation Study for the Hoffman Brickworks is reproduced below:

> The Hoffman Patent Brick and Tile Company was formed in 1870 by Jenkin Collier, David McKenzie Barry and William Owen. Their aim was to introduce the principles of industrialisation to brickmaking, replacing the small-scale operations with new, mass production technology in terms of brick presses and the introduction of a new type of kiln.[137] By 1900 these continuous brickmaking processes had taken over completely from the small-scale brickworks, many of which failed during the 1890s depression.
>
> The Hoffman kiln, from which their company took its name, was first patented in Australia in 1865 but appears to have first been constructed on the Hoffman company's Albert Street site in 1870.
>
> Two of the company's founders were already well-known identities. Barry was a local landowner and hotelier, having opened the Sarah Sands Hotel in 1854. Collier and Barry had worked together as successful construction contractors, building stations on the Sandhurst line and constructing other railway lines. They first opened a brickyard near the present day Collier Street to make the bricks required for their construction contracts.
>
> The growth of the Hoffmans company coincided with the 1870s-1890s period of urban expansion, and the establishment of the Dawson Street works (the No. 2 works that remains today) coincided with the 1880s boom. When the Brunswick railway line was built (1884) the Hoffman Co. built its branch line and siding, and operated its own locomotive. By the 1890s Hoffmans was claimed to be the largest industry of its kind in the colonies. The No. 1 works in Albert Street were demolished in 1975. The manager's house adjoining the No. 1 works remains today and has been identified in this study as a level 2 building.

[137] National Trust of Australia (Victoria) Submission to the Historic Buildings Council on former Hoffmans Brick and Pottery Works, 13 July 1988.

The No. 2 works were also the site of the Hoffman Co. pottery, the largest pottery in Victoria by the early twentieth century. Pottery products started in 1886, initially pipes and sanitary ware (produced as part of the sewering of Melbourne). By 1908 Hoffmans had started producing tessellated tiles, and then roof tiles in 1927. Domestic and ornamental pottery started about the same time, with the famous 'Mel-rose' ware name registered in 1932 and a range of ware produced with the 'Australiana' theme.

The influence of the Hoffman Company extended well beyond the site itself, and the form and layout of substantial areas of Brunswick resulted from the land holdings and speculation of the Company and the associated Hoffman Land and Building Association. The brickworks site and several adjoining subdivisions to the south and west (Heritage Areas 17, 18 and 19) demonstrates the social and economic importance of the company within Brunswick. This evidence contributes to the importance of the brickworks.

Clay industries had an important role as employers within Brunswick, and investigation of the wage records of the Company (by staff at the University of Melbourne Archives) demonstrated that adjoining areas (such as Lyle Street) housed workers and that much of this housing is still extant. The combination of the brickworks site and these housing areas (Heritage Area 10) adds to the significance of the brickworks.

The layout of the No. 2 works site retains much of its early 20th century (or earlier) form, and demonstrates a rarer and remarkable continuity of technology, work processes and functional areas.

Reference to 1904 and 1952 site plans indicates that the building presently housing the brick presses has been used for storing and mixing the clay and pressing of bricks during this period. The collection of brick presses at the works appear to be of considerable significance, particularly while in situ.

Description

Two of the Hoffman kilns on the site date from the establishment of the No. 2 works and are the sole remaining nineteenth century Hoffman kilns in Melbourne.

The alignment of the buildings on the eastern side of the site provides evidence of the alignment of the siding that linked the works to the railway. This link to the railway appears to

have been a critical factor in the growth and development of the works, and the remaining evidence is significant.

Comparison
The Hoffman works are the only remaining example of the clay industries that were important in shaping the northern region of Melbourne. The other major works - in Northcote and Preston (Northcote Brick Co., New Northcote Brick Co., Clifton Brick and Tile Co.) and Brunswick Brick Co., Butler's Brick Works) - have all been demolished.

Significance
The former Hoffman Brick and Pottery Works is significant to Brunswick as the sole survivor of the clay industry which was central to the history of Brunswick, where clay industries started in the 1840s and continue to the present day. The brickworks thus exemplifies the role of the clay industries in Brunswick, as well as being important in its own right.

This site provides the only substantial evidence remaining of the clay and brickworks industry established in the 19th century to provide building materials for Melbourne. The site provides evidence of the scale of operations and technological skill of these major 19th century Melbourne brickworks. The continuity of operations at the brickworks site for over one hundred years provides important evidence of the change (or lack of change) in the processes and technologies used for brick manufacture.

Heritage Victoria

Heritage Victoria's Statement of Significance is as follows:

In 1884 the Hoffman Company purchased 36 acres of the "Dawson" estate (the subject of the present recommendation) and opened a new yard which boosted employment to over 400 men and production to over 40 million bricks a year. The expansion of the firm at this time (both in terms of the new site and the development of new technology) was directly related to the dramatic growth of Melbourne. According to Professor Graeme Davison "probably no other industry underwent such an intensive programme of innovation and expansion, or shared as fully in the profits - and perils of the Melbourne land boom".

The depression of the 1890s saw the collapse of the building industry in Melbourne, although the company had begun to diversify out of an exclusive dependency on brickmaking by the late 188s with the manufacture of drainage pipes and other domestic items such as urinals and pottery ware. From

1900 the building industry returned to normal and this saw the continued expansion and development of the Dawson Street site. The Melbourne and Metropolitan Board of Works, which was engaged in the construction of Melbourne's sewerage system, was an important source of order for pipes.

In 1907-8 the works were "modernised" and a further Hoffman kiln erected. Gradual expansion by the company appears to have continued after the 1914-18 War until the depression of the 1930s which again halted works. After this the company concentrated on the Dawson Street site following the realisation that the clay hole at the No. 1 works at Albert Street had reached its limits.

In the post war period the development of the new, and cheaper, kiln technology saw the emphasis shift away from the Hoffman mode of operation; although the Dawson Street complex still continues making bricks and the general superiority of its process, as far as quality is concerned, remains acknowledged.

In 1960 Clifton Holdings took over the Hoffmans. The drain pipe division was closed in 1962 and the other pottery in 1969. A great deal of the company's land holdings were subdivided and sold.

The Dawson Street site remains operative as a brickworks utilising the Bradley-Craven brick press principle and Hoffman Kiln technology. It is the last collection of Hoffman Kilns and associated technology operative in the metropolitan area and the most important in the State, possible the country.

The former Hoffman Brick and Pottery works are of architectural and historic importance for the following reasons:

The complex is the sole survivor of the clay manufacturing industry which was central to the history of Brunswick which, in turn, was a major centre for these trades for Victoria.

The complex comprises the last Hoffman kilns still operating in the metropolitan region. The Hoffman company was the first in Australia to employ the patent Hoffman kiln. In combining the use of these continuous burning kilns with the latest brickmaking technology the company pioneered the industrialisation of the brickmaking industry in Victoria and, probably, Australia.

The Dawson Street works of the company were established in 1884 at the beginning of the building boom that decade. The three Hoffman kilns, brick presses and buildings which date

> either in whole or in part from this time, or are successors, are a vital link with the boom decade of the 1880s.
>
> By the early twentieth century the Hoffman Company was the largest pottery in Victoria. The associated buildings and remnants provide the only remaining evidence of works which produced many of Melbourne's building materials and household products.
>
> As a record of changing practices in the brick, pipe and pottery making industry over 100 years.
>
> For its working collection of rare nineteenth century "green" brick technology (including an edge runner mill, brick presses and associated fitting, including remnants of steam powered operations.
>
> As an illustration of working conditions and practices in a large traditional industrial concern.

The extent of designation is seen in figure 7.

Register of the National Estate

The Australian Heritage Commission's Statement of Significance is reproduced below:

> The former Hoffman Brick and Pottery Works are significant as the sole survivor of the clay manufacturing industry which was central to the history of Brunswick, which was a major centre for these trades in Victoria. By the early twentieth century the Hoffman Company was the largest pottery in Victoria and the complex now provides the only remaining evidence of works which produced many of Melbourne's building materials and household products (Criterion B.2). The complex houses Hoffman Kilns which were the last to operate in the metropolitan Melbourne region. The Hoffman Company was the first in Australia to employ the patent Hoffman Kiln. In combining the use of these continuous burning kilns with the latest brickmaking technology the Company pioneered the industrialisation of the brickmaking industry in Victoria and probably Australia (Criterion F.1). The Dawson Street works of the Company were established in 1884 at the beginning of the building boom of that decade. The three Hoffman Kilns, brick presses and buildings which date either in whole or in part from this time (and their successors), represent an important link with Victoria's boom decade of the 1880s (Criterion A.4) (Historic Themes: 3.12 Developing an Australian manufacturing capacity, 3.13 Developing an Australian engineering and construction industry). The complex is

significant as a record of changing practices in Australia's brick, pipe and pottery
making industry over one hundred years and it illustrates working conditions and practices in a large traditional manufacturing premises. It contains a collection of rare nineteenth century green brick technology (including an edge runner mill, brick presses and associated fittings and remnants of steam powered operation) (Criteria B.2 and D.2).

DESCRIPTION

History

The Brunswick area, now an inner suburb but once considered to be to the north of Melbourne proper, has long been an important centre of quarrying and manufacturing industry associated with the building trades. As early as the 1860s it was recognised that the Brunswick district contained some of Victoria's best stone and clay resources in close proximity to Melbourne. In addition to brickmaking the valuable clay deposits of Brunswick enabled the production of all kinds of pottery. In 1870 the Hoffman Patent Brick and Tile Company was established in Albert Street, Brunswick (these works no longer exist). This company, founded by Jenkin Collier, David McKenzie Barry and William Owen, introduced large scale brickmaking to Victoria. Central to this process was the Hoffman Kiln for which the Company had patent rights. This Kiln, developed by Frederich Hoffman in Stettin, Prussia, in 1859, revolutionised the brickmaking process by allowing a continuous process of loading the green bricks as well as being more economical with fuel. The speeding up of the brickmaking process which followed encouraged the mechanisation of the making of green bricks and, as a consequence, the development of the Bradley-Craven Brick Press and other brickmaking technology and improvements in work processes. The Bradley-Craven principle was employed by the Hoffman Company in 1887 when they accepted a tender by Langland's Foundry to manufacture one in Victoria and a year later purchased another at the Centennial Exhibition. This copying of the Bradley-Craven design by local heavy engineering works would appear to account for the majority of machines which survive. In 1884 the Hoffman Company purchased thirty-six acres on the present site and opened a new yard which boosted employment to over 400 men and production to over forty million bricks a year. The company led the industrialisation of brickmaking in the Colony and perhaps in Australia. The expansion of this firm at this time (both in terms of the new site and the development of a new technology) was directly related to the dramatic growth of Melbourne. Perhaps no other industry underwent such an intensive program of innovation, or participated as fully in the

Melbourne land boom. The Depression of the 1890s saw the collapse of the building industry in Melbourne, although the Company had begun to diversify out of an exclusive dependence on brickmaking by the late 1880s with the manufacture of drainage pipes and other domestic items such as urinals and pottery ware. From 1900 the building industry returned to normal and this saw the continued expansion and development of the Dawson Street site. The Melbourne and Metropolitan Board of Works, which was engaged in the construction of Melbourne's sewerage system, was an important source of orders for pipes. In 1907-08 the works were modernised and a further Hoffman Kiln erected. Gradual expansion by the Company appears to have continued after World War One until the Depression of the 1930s which again halted work. After this the Company concentrated on the Dawson Street site following the realisation that the clay hole at No 1 Works at Albert Street had reached its limits. In the post war period the development of the new and cheaper kiln technology saw the emphasis shift away from the Hoffman operation, although the Dawson Street complex still continues making bricks and the general superiority of its process, as far as quality is concerned, remains acknowledged. In 1960 Clifton Holdings took over Hoffmans. The drain pipe division was closed in 1962 and the other pottery works in 1969. A great deal of the Company's land holdings were subdivided and sold. The Dawson Street site contains the last collection of Hoffman Kilns and associated technology operative in the metropolitan area and the most important in the State, possibly the country.

Physical description

The layout of this site retains much of its early twentieth century (and earlier) form and demonstrates a rare and remarkable continuity of technology, work processes and functional areas. It incorporates the three Hoffman Kilns, the clay processing and brickmaking buildings, including their pressed brickmaking machinery, the gatekeeper's cottage and offices and the warehouses and pottery buildings. There are nine brick presses, including six designed on the Bradley-Craven model, one Austral Otis press and two Anderson machines. The edge runner mill is located in the modern grinding area. The kiln buildings feature battered brick lower walls with arched openings and either brick or corrugated iron walls above. Roofs are corrugated iron. A range of metal clad buildings are also on the site. Towering over the works are three brick chimneys. The alignment of buildings on the eastern side of the site reflects its orientation to the railway siding.

Condition and Integrity

The buildings on the site are generally in a poor state of repair and in need of maintenance. The roofs of the kilns have been altered and are damaged. In some areas the roofing materials has been lost and the roof framing is exposed. The timbers are deteriorating. Where roofing material is extant the corrugated iron is badly corroded. The brick walls are intact but are badly cracked and spalling and there is vegetation growing in the walls in some parts. Those walls constructed from corrugated iron are corroding and have been altered and disturbed. The entrances/openings in the walls of the kilns are intact but there has been some loss of brickwork. Some remaining bricks are cracked and spalling. The brick chimneys are intact but are stained where the iron straps have corroded. (1996)

Location
72-108 Dawson Street, Brunswick, and comprising the following elements:
Kiln 1, Kiln 2, Kiln 3, Brick Pressing Shed (Building 5), former Engine House (Building 6), Grinding Shed (Building 7), former Laboratory (Building 16), Pottery Store (Buildings 17 and 18), Pottery Works (Building 19), former Pottery Kilns and Garage (Buildings 20, 21 and 22), Warehouses and Offices (Building 23), Offices (Building 24), former Works Manager's Office (Building 25) and former tramway alignment running between Buildings 16, 17 ,18 and 19.

National Trust of Australia (Victoria)

The citation from the National Trust of Australia (Victoria) is as follows:

The Brunswick Hoffman brickworks pioneered the industrialisation of brickmaking in Australia by its introduction of Hoffman kilns in conjunction with steam brickmaking machinery. It was the largest and most technologically advanced brickworks in Melbourne during the land boom of the 1880s, and maintained a leading position in the industry during the first half of the twentieth century. In the early twentieth century it became the largest pottery in Victoria, producing building, sanitary and domestic products, including the decorated Melrose ware.

The Hoffman Company was formed by prominent early Melbourne contractors and merchants, who also played an important role in the development of Brunswick. The company was responsible for the subdivision for residential purposes of large tracts of land in West Brunswick, and was one of the few nineteenth century Victorian industrialists to build housing for its workers. The clay industry was elemental in Brunswick's development and the Hoffman works, with its landmark chimney stacks, are all that remain of this industry. It is the last known survivor of the brickworks boom associated with Marvellous Melbourne.

The Classification is of the company's No 2 site, on Dawson Street (established 1883) as delineated on the accompanying plan. It incorporates the three Hoffman kilns, the clay processing and brickmaking buildings, including their pressed brickmaking machinery, the gatekeeper's cottage and offices, and the warehouses and pottery buildings. It also incorporates the four cottages built by the company at 18-24 Munro Street.

A5 SITE SURVEY DATA SHEETS

Building No.	Hoffman Kiln 2	**Drawings**	
Exterior/ Interior	Exterior	**Photographs**	Photogrammetry 2 - 1-27, 16
Level No.	Ground Floor	**Date**	November 1998

Conservation Works:

General:

- Treat vegetation growing from ground floor walls
- Seal and make safe first floor, including cut-away areas through to ground floor
- Care must be taken in the replacement and fixing of brickwork to ensure that mortar is matched
- Replace fascia to match
- Replace and refix guttering and downpipes. Provide a complete drainage system to sub-surface drains.
- Partial replacement of roof. The corners of the Kiln roof have deteriorated badly and require replacement, particularly in the sections which extend beyond the Kiln walls to the corner brick pillars. Eg: the roof between Entrance 1 & 16E to be replaced, where galvanised. iron sheets have warped and rusted through.
- Portions of the Kiln roof sheets could be recycled.
- Where work is required to the entrance arch in terms of cracking, broken or missing bricks, this is generally required at the apex of the arch to the concrete lintel (at the centre of the arch which is under pressure as the arched chambers move differentially) and also as the arch walls meet ground level
-
- Reference should be made to the recommendations made in the Interim Reports by the O'Neill Group, Structural Assessment of Kilns 2 and 3, November 1998.
- Reference should be made to the recommendations made in the Geotechnical Report by Golder and Associates, January 1999.

Specific: (E=Entrance as marked on the Kiln)

E1

- Guttering needs replacing
- Entrance arch lintel cracked through, and needs to be patched.

E1-E2

- Minor cracking, needs to be patched.

E2

- Minor cracking which needs to be patched
- Downpipes need to be refixed.

Building No.	Kiln 2	**Drawings**	
Exterior/ Interior	Exterior	**Photographs**	Photogrammetry 2 - 1-27, 16
Level No.	Ground floor	**Date**	November 1998

Conservation Works:

E3

- First floor wall is sagging between these two entrances. It needs to be stabilised, substantially rebuilt and re-mortared where it is severely broken.
- Needs patching

E3-E4

- Downpipes to be fixed and repaired
- Significant cracking to first floor wall between E3-E4

E4

- Entrance arch needs patching

E4-E5

- Downpipes to be replaced.
- First floor wall above E5 leans inwards, needs to be stabilised.

E5

- Entrance arch requires some patching

E6

- Entrance arch requires minor patching.

E7

- Above E7, first floor wall shows some minor cracking to the brick panels.

E8

- Entrance arch needs to be rebuilt.

E8-E11

- This corner generally needs substantial works.
- Many of the bricks have been lost to both the entrance arch and the first floor wall, as well as some cracking to both the ground and first floor walls.
- The roof has deteriorated severely in this corner and requires replacement of the galvanised iron sheeting and new guttering.
- The structural brick pillars to the east end also need to be repaired and restabilised.

E8-E9

- This section has settled differentially.
- Entrance arch needs rebuilding.
- Some brickwork to be replaced.

Building No.	Kiln 2	**Drawings**	
Exterior/ Interior	Exterior	**Photographs**	Photogrammetry 2 - 1-27,: 16
Level No.	Ground Floor	**Date**	November 1998

Conservation Works:

E9
- Entrance arch; condition requires removal and replacement of some brickwork. Work to be done to corners of entrance arch (where the walls meet the ground) in areas approx. 2 x 2m on each side of the entrance.

E10
- Patching of minor cracking to entrance arch

E11
- Corners of entrance arch door need to be replaced to an area 1 x 1 x 1.5m (triangular area)
- Some patching required on arch.

E11-E12
- Minor repairs to brick panels at first floor level.

E12
- Some patching of cracks required to the entrance arch.

E13
- First floor brick panels are sagging badly and need to be rebuilt.

E14
- Sagging of brick panels at first floor level which need substantial repair.

E15
- Some minor repair work required to refix loose bricks

E16
- Some minor work to arch entrance
- Major cracks to brick panels at first floor level

E16-E1
- Brick panels to upper floor need patching.
- Downpipes and guttering to west corner to be made good.
- Brick pillar to be stabilised with some patching required

Building No.	Kiln 2	**Drawings**	
Exterior/ Interior	Exterior	**Photographs**	Photogrammetry: 2 - 1-27, 16
Level No.	Ground Floor	**Date**	November 1998

Conservation Works:

Additional:

At the junction of Kiln 2 and Building 4:

- Shell of crypto oil firing: beneath about 2m brickwork to be put back as bricks forced out.
- There is a vent close to E16 (vent from underground tank). Drainage needs to be cleaned and made operative
- Flashing to chimney needs some repair work.

Building No.	Kiln 2	**Drawings**	
Exterior/ Interior	Interior	**Photographs**	Photogrammetry: 2 - 1-27, 16
Level No.	Ground Floor	**Date**	November 1998

Conservation Works:

General:

- All flues to be cleaned of dust and sediment build-up
- Corner of internal entrance arch generally requires some minor work to reset fire bricks. This must be to be done with fire clay.

E2

- Some minor brick works to be stabilised

E3

- Some bricks degrading, perhaps due to bad drainage

E5

Minor work to reset fire bricks, to inside of doorway, to be done with fire clay, approx .5 x .5 x 1.5m

E6

- Reset fire bricks to corner of internal arch entrance

E7

- Reset fire bricks both sides, about .5 X .5X 1.5m

E7-E8

- Above internal vent, firebricks missing and need to be reset
- Flue arch to be rebuilt and surrounding area to be reset

E8-E9

- Wall leaning out – needs to be checked by engineer around flue

E8-E9

- Wall leaning out – needs to be checked by engineer around flue

E10-E11

- Extensive area of wall to be repaired
- Vent opposite E11 – leaning out, needs to be rebuilt

Building No.	Kiln 2	**Drawings**	
Exterior/ Interior	Interior	**Photographs**	Photogrammetry: 2 - 1-27, 16
Level No.	Ground Floor	**Date**	November 1998

Conservation Works:

E11-E12
- Wall leaning out, to be rebuilt to either side of the vent and flue
- Needs considerable repair

E12
- Corner of internal entrance arch to be rebuilt

E13
- Corner of internal entrance arch missing bricks - to be repaired.

E13-14
- Flue needs some new bricks.

E14-15
- Flaking bricks on external side of arch to be monitored/repaired. This may be caused by the vegetation which is prolific in this section.

E14-15
- Refixing bricks to flue and external side of chamber.

E15-16
- This chamber is in poor structural condition. Major re-building is required.
- Reline the chamber: approx. 3 X 1m

Building No.	Kiln 2	**Drawings**	
Exterior/ Interior	Interior	**Photographs**	Photogrammetry: 2 - 1-27, 16
Level No.	First Floor	**Date**	November 1998

Conservation Works:

General:

- The middle section of the roof has recently been replaced, which includes both the roof sheeting and the timber structural members. The ends of the roof, particularly over the curved ends of the kiln, and the canopy section overhanging the building is in a deteriorated condition, particularly the roof sheeting. These sections at either ends of the building, require replacement.
- Generally, the windows need to be replaced, the brick panels require work. (see engineer's report) with many of the brick pillars needing stabilisation and patched mortar.
- 19 round floor caps to be replaced (using salvaged caps from Kiln 1)
- The floor at the east end of the Kiln sags. The effects of this can be seen in the arch collapse in Chamber 8, below. This problem is to be addressed by the engineer.
- Ridge capping needs to be refixed in part.

Specific:

(Starting at the pillars directly over E1. Description: 2 brick pillars with a corrugated iron gate between.)

P1

- Pillars holding truss to be rebuilt (western side of the gate)

P5

- Minor work to tie brick panel

P7, P8

- To be rebuilt

Building No.	Kiln 2	**Drawings**	
Exterior/ Interior	Interior	**Photographs**	Photogrammetry: 2 - 1-27, 16
Level No.	First Floor	**Date**	November 1998

Conservation Works:

P10
- Minor repair work

P11
- Shows evidence of some movement. Requires repair.

P16
- Shows evidence of some movement. Requires repair.

P16-21
- Roof problem at this end
- Roof structure to be monitored.

P20, P21
- To be rebuilt

P24
- To be rebuilt
- Truss associated with this pillar is rotting and requires partial replacement

P25
- Requires additional support/ connection between pillar and floor.

P26
- To be rebuilt

P27, P28
- Door to the west of P28 to be put back on rails

P29, P30
- Some cracking and shrinking, to be stabilised

Building No.	Kiln 3	**Drawings**	
Exterior/ Interior	Exterior	**Photographs**	Photogrammetry: 3 - 1-29
Level No.	Ground Floor	**Date**	November 1998

Interpretation:

- Kiln 3 is generally in better condition than Kiln 2
- It was out of service from about 1986, however it was still maintained.

Conservation Works:

General

- Clear surface drain around kiln and make operational
- Roof condition is reasonable. Requires minor repairs.
- Drainage is in reasonable condition
- Replace fascia, gutter and rain water heads at west and east ends
- Treat vegetation
- Reference should be made to the recommendations made in the Interim Reports by the O'Neill Group, Structural Assessment of Kilns 2 and 3, November 1998.
- Reference should be made to the recommendations made in the Geotechnical Report by Golder and Associates, January 1999.

Specific

E1

- Partial repointing and reconstruction to entrance arch
- Extend downpipe to reach the ground

E2

- Repair crack to entrance arch
- Replace broken bricks to entrance (1 x 2m)

E3

- Repair bricks to both sides of the entrance
- Remove rubbish
- Repair gutter
- Monitor upper brick panel for movement

E4

- Minor repairs to broken bricks at base of entrance arch

E5, E6, E7, E8, E9

- Repairs to broken and missing bricks at base of entrance arch

Building No.	Kiln 3	**Drawings**	
Exterior/ Interior	Exterior	**Photographs**	Photogrammetry: 3 - 1-29
Level No.	Ground Floor	**Date**	November 1998

Conservation Works:

E10
- Repairs to broken bricks at base of entrance arch
- Monitor cracks to upper brick panel
- Rebuild and support south-east pillar near Chamber 10

E11
- Minor repointing
- Patch cracking to arch
- Refix loose bricks above arch

E12, E13
- Patch minor cracks to arch

E13-14
- Major crack between north-west and north-north-west pillars to be checked by engineer.

E14
- Patch minor cracks to arch
- Extend downpipe to ground

E15-16
- Replace gutter

E18
- Minor repairs

E20
- Minor repairs

E20-1
- Fix downpipe
- Engineer to check structural stability

Building No.	Kiln 3	**Drawings**	
Exterior/ Interior	Interior	**Photographs**	Photogrammetry: 3 - 1-29
Level No.	Ground Floor	**Date**	November 1998

Conservation Works:

E1-2
- Replace deteriorated bricks

E2, E3
- Repair edges of entrance arch

E5
- Repair edges of entrance arch

E7
- Repair bricks to entry arch

E7-E8
- Repair vent and overhead area (bulging bricks)

E9, E10, E11, E12
- Repair bricks to entry arch

E12-13
- Repairs to vent/ flue

E16-17
- Repairs to flue

E20
- Repairs to entry arch

Building No.	Kiln 3	**Drawings**	
Exterior/ Interior	Interior	**Photographs**	Photogrammetry: 3 - 1-29
Level No.	First Floor	**Date**	November 1998

Conservation Works:

Roof
- Repair ridge capping
- Repair flashing to chimney
- Replace 1 sheet of roofing iron
- Monitor corroded roof sheets

P1-P2 (above Entrance 1)
- Repair cracks to infill panel

Building No.	5 Brick Press Building	**Drawings**	
Exterior/ Interior	Exterior	**Photographs**	Photogrammetry: 8-21 & 513
Level No.		**Date**	November 1998

Conservation Works:

General

- Partial replacement and repair of galvanised corrugated iron including patching to holes in sheet cladding and plugging of nail holes where necessary.
- Repair or replace timber louvres to match at first floor and loft levels.
- Roof to be replaced throughout. Any intact corrugated galvanised iron sheets to be recycled.
- Drainage system to be maintained in current formation, with all downpipes to be extended to discharge to sub-surface drainage.
- PVC downpipes to be replaced with galvanised iron pipes.
- All guttering to be replaced with galvanised iron guttering.
- Make safe existing services

North Facade

- Repair and make safe timber trap door to north facade at mezzanine level

South Facade

- Repair areas of corrugated galvanised iron at ground and first floor levels as required

East Facade

- Replace and repair sections of corrugated galvanised iron at first floor level as required
- Make safe steel post and beam barricades to exterior of existing ground floor eastern annexe

West Facade

- Replace corrugated galvanised iron to ground floor level as required

Building No.	5	**Drawings**	
Exterior/ Interior	Interior	**Photographs**	Photogrammetry 8-21 & 513
Level No.	Ground Floor	**Date**	November 1998

Interpretation:
Brick Press Building
- Open warehouse space with regular rows of timber posts, a concrete floor and a timber ceiling.
- The ceiling is lowered to the west, and the original timber uprights here have been replaced by steel girders

Conservation Works:

General
- Make safe switching gear
- Remove debris
- Clear sediment and brick dust
- For conservation works to the post and beam structure - see engineer's report

West Facade (& Area to West of the Brick Presses)
- Make safe ceramic insulators
- Replace rotting floor to area behind brick press 7
- Repair corrugated galvanised iron roof to office behind brick press 4
- Repair ceiling behind brick press 6 (water damage)
- Repair corrugated galvanised iron to wall behind brick press 7
- Repair switchboard shed behind brick press 7 (water damage)
- Make safe brick openings to alcove connecting Buildings 5 and 6 at ground and upper floor levels.

South
- Replace galvanised iron sheets as required

North
- Stabilise wall between main machinery shed and northern annexe (see figures 12 and 12A)

Building No.	5	**Drawings**	
Exterior/ Interior	Northern Annexe - Interior	**Photographs**	Photogrammetry: 8-21 & 513
Level No.	Ground Floor	**Date**	November 1998

Interpretation:
Brick Press Building

- Open warehouse space with steel truss roof structure, clad with corrugated iron and perspex to roof and corrugated galvanised iron to walls and a concrete floor.
- The building partially encloses Brick Press 9.

Conservation Works:

Roof

- Repair to roof structure as required by engineer.
- Replace sections of perspex to roof.
- Some remedial work to steel trusses as required by the engineer.

North Facade

- Replace louvres to four existing windows.

Building No.	5	**Drawings**	
Exterior/ Interior	Main Hall - Interior	**Photographs**	Photogrammetry: 8-21 & 513
Level No.	First Floor	**Date**	November 1998

Interpretation:

Brick Press Building

- The first floor is found at the base of the hoppers and was used to monitor the flow of clay to the machines below. It was also the phase for clay processing in which additives were incorporated.
- It is an open area, delineated by regularly spaced timber posts which support the roof trusses. The eastern posts are lined with sheet metal, while the posts to the west are lined with either hessian or galvanised iron
- The west wall is a intermediary wall allowing access to the western annexe from the main hall

Conservation Works:

General

- Clean throughout and removal of sediment and debris
- Make safe floor gaps
- Repair banister to existing stairs

Intermediary Wall (Between Main Hall and Western Annexe)

- For structural works, refer to engineer's report.
- Replace corrugated galvanised iron as required

Building No.	5	**Drawings**	
Exterior/ Interior	Lowered roof to south end - Interior	**Photographs**	Photogrammetry: 8-21 & 513
Level No.	First Floor	**Date**	November 1998

Interpretation:
Brick Press Building
- Area of first floor which has lowered galvanised iron roof, to the south of Building 5
- Mezzanine floor extends into this space, and the crib room rests on the hopper below
- Includes stair well to ground floor

Conservation Works:

General
- Test contents of metal drums and dispose of or store as appropriate.
- Replace roof to this area
- Retain mesh gate to stairwell for security

South Facade
- Repair small areas to corrugated galvanised iron
- Drain tank and plumbing against south wall and make safe

Building No.	5	**Drawings**	
Exterior/ Interior	Eastern lean-to - Interior	**Photographs**	Photogrammetry 8-21 & 513
Level No.	First Floor	**Date**	November 1998

Conservation Works:

General
- Remove clay dust
- Repair masonite base of tank in south-west corner
- For works to the structure, see engineer's report

East Facade
- Repair large sections of corrugated galvanised iron to east wall
- Repair and secure louvres to window openings
- Replace perspex to two louvred openings
- Repair timber frame to roller door and upper windows
- Replace damaged floorboards to south end of eastern lean-to

North-East Splayed Corner
- Secure door to wall adjoining north annexe

Building No.	5	**Drawings**	
Exterior/ Interior	Northern annexe - Interior	**Photographs**	Photogrammetry: 8-21 & 513
Level No.	First Floor	**Date**	November 1998

Interpretation:

Brick Press Building

- A relatively modern addition, built to accommodate extra brick presses
- It uses steel construction and a steel floor and is lined with galvanised iron sheets
- Includes two small cranes on either side of the hopper
- A window overlooks the ground floor annexe

Conservation Works:

- Replace corrugated galvanised iron sheets to walls as required
- Make safe floor cut-outs
- Make safe existing services

Building No.	5	**Drawings**	
Exterior/ Interior	Western Annexe - Interior	**Photographs**	Photogrammetry: 8-21 & 513
Level No.	First Floor	**Date**	November 1998

Interpretation:

Brick Press Building

- Open annexe between Building 5 and Building 7, which has a lowered floor level from Building 5 (by approx 1.2m) and accounts for the lowered ceiling to the western section of the ground floor)
- The wall which accommodates the change in floor level is lined with hessian and corrugated iron
- Currently this annexe has an open frame to the west

Conservation Works:

- Replace cladding to south facade as required
- Floor to be repaired and re-lined
- Replace roof and guttering
- Condition of south end generally unknown because of inaccessibility

Building No.	5	**Drawings**	
Exterior/ Interior	Interior	**Photographs**	Photogrammetry: 8-21 & 513
Level No.	Mezzanine	**Date**	November 1998

Interpretation:
Brick Pressing Shed

- Modern hoppers which feed brick presses installed as the brick-making process changed
- The structure (boardwalks) used access the hoppers consists of steel girders with some timber and was designed to fit in with existing roof and floor structures
- Mezzanine level rests on the hoppers and was used to access the hoppers and crib room to the south (not previously noted). Also see remnant of crane to move pallets of additives
- The brick press building expanded to north to accommodate increased number of brickpresses

Conservation Works:

Mezzanine

- Generally plant is in good condition
- Steel hoppers, conveyor belts, rubber currently in good condition
- Superficial rust on hoppers
- Repair masonite at base of hoppers
- Replace rotten timber floorboards to mezzanine level
- Record writing on hoppers which relates to quantities required in the production process

Building No.	5	**Drawings**	
Exterior/ Interior	Interior	**Photographs**	Photogrammetry: 8-21 & 513
Level No.	Loft	**Date**	November 1998

Interpretation:
Brick Pressing Shed
- Clay elevated by mechanical belts to loft area and dropped into feed hoppers built into frames of roof trusses
- Evidence remains of earlier process where clay brought in overhead (see motor, belts and wheels to north-west corner)

Conservation Works:

Roof
- Replace/ refix ridge capping
- Replace entire roof

General
- Replace corrugated galvanised iron sheets to walls as required
- Reinstate perspex over louvred openings to make area waterproof
- Remove sediment and clean throughout
- Secure trapdoor to north facade

Building No.	6	**Drawings**	
Exterior/ Interior	Interior	**Photographs**	Photogrammetry: 6-9
Level No.	Ground Floor	**Date**	November 1998

Interpretation:

This building was the original machinery shop, which contained steam engines to power the brickworks. It has more recently been converted, with the original steam engines removed to make way for the current sub-station.

- Concrete floor
- Contains a crane

Conservation Works:

General

- Potential contamination issues associated with the substation i.e. A/C sheet used internally
- Remove switchboard and associated equipment
- Thorough clean and removal of debris required throughout
- Repairs to roof as required. (Timber lined ceiling with galvanised iron roof overhead is in good condition. The dryness of the floor suggests that the roof is intact, although some water penetration has occurred.)
- Make safe holes to brickwork which accommodate brick press machinery to Building 5 in alcove connecting Buildings 5 and 6.

Building No.	7	**Drawings**	
Exterior/ Interior	Interior	**Photographs**	Photogrammetry: 19-24
Level No.	Ground Floor	**Date**	November 1998

Interpretation:
Grinding Shed

- Contained the edge runner mills, of which one remains. This machinery forms part of the sifting process, before the clay was elevated to the loft via the elevator belts to the west wall.
- The foundations and position of a second edge runner mill remain

Conservation Works:

- Clear floor of brick dust and debris

Building No.	8	**Drawings**	
Exterior/ Interior	Interior	**Photographs**	Photogrammetry: 1-5
Level No.	N/A	**Date**	November 1998

Interpretation:
Former Boiler House

- Currently an open courtyard which is overgrown with fennel plants.
- Formerly was the site of the boiler house, adjoined by the engine house and the clay store. Evidence of the location and extent of the walls and roof associated with this building remains on the walls of Buildings 6 and 9.

Conservation Works:

- Clear area of vegetation and litter.
- Record evidence of former walls and foundations

Building No.	16	**Drawings**	
Exterior/ Interior	Exterior & Interior	**Photographs**	
Level No.	Ground & First Floor	**Date**	November 1998

Interpretation:
Former Laboratory
- This building still contains many of the original fittings and some equipment.
- It has a prominent chimney and a concrete floor on ground level and a timber floor on the upper level.

Conservation Works:

Exterior:

General
- Replace roof and guttering
- Reinstate down pipes
- Repair and reglaze existing timber multi-paned windows to ground floor
- Repair and reglaze existing timber double hung sash windows to upper floor
- Where services have cracked and damaged brickwork, repair and make good if services are no longer required
- Repair brickwork to upper level of east wall

Interior
- Make safe timber doors to upper floor east facade
- Make safe switchboard and all wiring

Building No.	17	**Drawings**	
Exterior/ Interior	Exterior & Interior	**Photographs**	
Level No.		**Date**	November 1998

Interpretation:
Former Pottery Store.

Conservation Works:

- Roof requires significant repair to bowed and sagging roof structure. See engineer's report
- Gutters and down pipes to be replaced
- All windows to be repaired and or replaced
- Hollow blocks to walls to be filled and repaired as required
- Petrol tanks to the east to be removed and contaminated area treated

WORKS TO EACH FACADE DEPENDENT ON PORTION OF BLDG. TO BE RETAINED

North Facade
- Timber window frames to be replaced and reglazed
- Repair cracks and broken hollow blocks below W3
- Repair bricks to top of pillar between door and W4
- Door to be replaced
- Repairs to lintels and blockwork as required, see engineer's report

South Facade
- 2 timber-framed windows to be replaced and reglazed as required (each 2 x 1.5m)

East Facade
- Repair and re-glaze timber window frame
- Repair broken hollow blocks below window to east facade

West Facade
- Unstable wall, to be rebuilt. See engineer's report.

Building No.	18	**Drawings**	
Exterior/ Interior	Exterior & Interior	**Photographs**	
Level No.		**Date**	November 1998

Interpretation:
Former Switch Station

Conservation Works:

Exterior
- Replace roof cladding as required
- Replace guttering and downpipes

South Facade
- Repair missing brickwork and mortar to south-west corner
- Replace timber frame windows to match existing (each 1 x 1.5m)

East Facade
- Repair brickwork and cracking to doorway
- Replace timber door

Interior
- Reline ceiling
- Clean throughout
- Remove a/c sheeting in power station area
- Treat contamination (PCB from transformers)
- Drain water from cable trench

Building No.	19	**Drawings**	
Exterior/ Interior	Exterior	**Photographs**	
Level No.		**Date**	November 1998

Interpretation:
Former Pottery Works

Conservation Works:

Exterior:

North Facade
- Replace four timber-framed windows to match existing
- Patch holes to brickwork as required

South Facade
- Carefully remove paint from brickwork

East Facade
- Repair or replace four existing timber-framed windows to match existing

West Facade
- Cover in open drain to this side
- Replace guttering
- Reinstate downpipes

Building No.	19	**Drawings**	
Exterior/ Interior	Interior	**Photographs**	
Level No.	Ground & First Floor	**Date**	November 1998

Interpretation:
Former Pottery Works

Conservation Works:

Ground Floor
- Replace floor boards to area west of the dividing wall

First Floor
- Replace roof
- Fix flashing to all wall/ roof junctions
- Patch (minor work) to floorboards at first floor level
- Patch cracks to brickwork to Dawson Street corner
- Make safe trap door to first floor

Building No.	23	**Drawings**	
Exterior/ Interior	Exterior & Interior	**Photographs**	
Level No.		**Date**	November 1998

Interpretation:
Former Warehouse and Offices

Conservation Works:

Exterior
- Check function of drainage system and replace or alter as required
- Replace rotting timber to gangway between Buildings 19 and 23

South Facade
- Reglaze ground floor windows
- Minor brickwork repair
- Reinstate downpipes

Interior
- Make safe trap door between ground and first floor levels
- Replace roof
- Remove tank
- Make safe existing services

A6 HERITAGE VICTORIA PERMIT NO. 3883

APPENDIX A6

PERMIT

HERITAGE ACT 1995

Heritage VICTORIA

PERMIT NO: 3883

OWNER/S: Sungrove Corporation P/l
ADDRESS: 11 Hume Road
Brunswick
Vic

HERITAGE REGISTER NO: H 703
REGISTRATION CATEGORY: Historic Place
NAME OF PLACE OBJECT (IF ANY): Former Hoffman Brickworks
LOCATION: Dawson Street
Brunswick
Vic

FILE NO: 601198

Pursuant to Section 74 of the Heritage Act (1995) and in respect to the above-mentioned place / object, the Executive Director, Heritage Victoria hereby grants a PERMIT, subject to conditions as prescribed hereunder to carry out the following:
Demolition of Kiln 1 with the exception of its chimney, demolition of B7, and residential development and subdivision of the site.

CONDITIONS:

1. This permit replaces permit 2899 issued 24 September 1997

2. **No demolition is allowed until:**

a) An approved development plan has been obtained for the registered area

b) Two copies of detailed drawings showing all repair & stabilisation works to Building 5, Kiln 3 , Kiln 2 and the Chimney of Kiln 1 have been submitted to and approved in writing by the Executive Director

c)A bank guarantee for $1 million has been lodged with the Executive Director for the restoration and refurbishment works to Kiln 3 and Building 5, being $400,000 for restoration and refurbishment of Kiln 3, $200,000 for restoration and refurbishment of Building 5, and $400,000 for the restoration and refurbishment of kiln 2.(Each of these amounts may be released by the Executive Director on completion of the specified works to his satisfaction)

d) The Executive Director is satisfied that the proposed development will proceed. This will require proof that contracts have been entered into for the residential construction works, with a copy of the signed contracts sighted by the Executive Director, and confirmed by him in writing.

e) A full photographic record and set of measured drawings in the attached standard format of Kiln 1 and Building 7 are to be submitted to and approved by the Executive Director, together with a scaled plan of the site.

f) Prior to any demolition of Kiln 1, a structural report which details the proposed method of ensuring the ongoing structural stability of the chimney to Kiln 1 is to be submitted to and approved in writing by the Executive Director.

g) Prior to demolition of Building 7, adequate structural measures are to be undertaken to ensure that Buildings 5 and 6 do not suffer any damage during the demolition works to Building 7.

3. Two copies of the approved development plan are to be submitted to and approved in writing by the Minister for Planning and Local Government. These should be lodged at Heritage Victoria for forwarding to the Minister for approval. The endorsed development plans will form part of this permit

4. Subdivision of the registered land is approved in principle. A surveyed plan of the proposed subdivision must be submitted to and approved in writing by the Executive Director prior to any contract of sale being entered into. The plan of subdivision must detail the boundaries of the proposed lots and associated common property. The applicant shall be responsible for ensuring that all new titles issued are endorsed to notify that the place is listed on the Victorian Heritage Register. Copies of each new title created are to be lodged with the Executive Director as proof of compliance with this condition within 3 months of the subdivision being registered.

5. Prior to the sale, transfer, assignment or other disposal or leasing or parting with possession of any part of the land subject to this permit, a copy of the permit shall be given to the purchaser, transferee, assignee, occupier of that part of the land.

6. The fire chambers to Kilns 2 and 3 must be retained as single spaces.

7. Building 5 and all its associated equipment, including the nine brick presses, (1 Austral Otis machine, 2 Anderson machines, and six other unmarked machines designed on the same Bradley Craven brick press model,) is to be retained in its entirety. Building 5 is to be used primarily for the interpretation of the Hoffman Brickworks site and may include other compatible uses. Building 5 is to be accessible to the public on a basis agreed upon by the Executive Director. The interpretation facility is to be planned by an appropriately qualified expert in the field. The interpretation expert is to be approved in writing by the Executive Director. Oral history is to be included as part of the interpretation work.

8. The existing Edge Runner Mill presently located in Building 7 may be relocated within Building 5 or remain in its current location after the demolition of Building 7 provided it is adequately protected from the weather to the satisfaction of the Executive Director.

9. Prior to the development and reuse of Kiln3, Kiln 2 and Building 5, two copies of detailed working drawings showing all alterations are to be submitted and approved in writing by the Executive Director

10. A Conservation Plan for Kilns 2 and 3, the Chimney of Kiln 1, and Building 5 which specifically addresses the impact of the transformation of Building 5 into an Interpretation Centre and includes recommendations for appropriate ongoing management of these buildings is to be submitted to and approved in writing by the Executive Director prior to any works proceeding.

11. There shall be no visual obstruction (other than a fence approved by the Executive Director) between the Dawson Street frontage, Kiln 3 and Building 5 to allow the relationship between these buildings to be adequately interpreted.

12. The name of the estate should reflect the heritage significance of the site.

13. Two copies of proposed colours, materials and finishes of the proposed new buildings on the registered site are to be submitted to and approved in writing by the Executive Director prior to the commencement of work.

14. Two copies of the proposed landscape plan, showing the area of the site south of the Chimney of Kiln 1 with a suitably industrial quality to the landscape design, which is sympathetic to the nature of this site, are to be submitted to and approved in writing by the Executive Director prior to the commencement of work.

15. This permit shall expire if the permitted works have not commenced within two (2) year of the date of issue of this permit, or are not completed within five (5) years of the date of issue of this permit.

16. Approved works or activities are to be planned and carried out in a manner which prevents damage to the registered place / object. However, if other previously hidden original or inaccessible details of the object or place are uncovered, any works that may affect such items shall immediately cease. The Executive Director shall be notified of the details immediately to enable Heritage Victoria representatives to inspect and record the items, and for discussion to take place on the possible retention of the items, or the issue of a modified approval.

17. The Executive Director is to be informed when the approved works have been completed.

Advice Note

You are advised that the development plans are to maximise the design opportunities provided by this unique industrial heritage site. New residential apartments and town houses are to reflect good urban form, the character of the brickworks and the industrial nature of the precinct. The urban design framework should give expression to a road and pedestrian network and landscape design which integrates the areas to the south of the site with the site and the area north to Gilpin Park.

NOTE THAT PERMISSION HAS BEEN GIVEN FOR INSPECTIONS OF THE PLACE OR OBJECT TO BE UNDERTAKEN DURING THE CARRYING OUT OF WORKS, AND WITHIN SIX (6) MONTHS OF NOTIFICATION OF THEIR COMPLETION.

TAKE NOTICE THAT ANY NATURAL PERSON WHO CARRIES OUT WORKS OR ACTIVITIES NOT IN ACCORDANCE WITH THE PERMIT OR CONDITIONS IS GUILTY OF AN OFFENCE AND LIABLE TO A PENALTY OF UP TO 1,500 PENALTY UNITS ($150,000) OR 5 YEARS IMPRISONMENT OR BOTH. OR IN THE CASE OF A BODY CORPORATE 3,000 PENALTY UNITS ($300,000).

THE ATTENTION OF THE OWNER AND/OR APPLICANT IS DRAWN TO THE NEED TO OBTAIN ALL OTHER RELEVANT PERMITS PRIOR TO THE COMMENCEMENT OF WORKS.

Copies to: *Statutory Planner, City of Moreland*

HERITAGE VICTORIA
Level 22, 80 Collins Street MELBOURNE 3000

Signed .....Executive Director

Date ..... 31/7/98 .....

A7 MORELAND PLANNING SCHEME AMENDMENT L52

APPENDIX A7

Planning & Environment Act 1987

Moreland Planning Scheme

~~Amendment L52~~

REVISION 2.

9/4/98

The Planning Authority for this amendment is the Moreland City Council.

Local Section

The Local Section of the Moreland Planning Scheme is amended as follows:

1. Insert the following new Clauses after the last dot point in Clause 139-3:

140 DEVELOPMENT PLAN OVERLAY

Shown on the Moreland Planning Scheme map as 62DPO3

Purpose

To identify areas which require the form and conditions of future use and development to be shown on a development plan before the use or development of land can commence.

140-1 Requirement before a permit is granted

A permit must not be granted to use or subdivide land, construct a building or construct or carry out works until a development plan has been prepared to the satisfaction of the responsible authority.

This does not apply to a use or subdivision, the construction of a building or the construction or carrying out of works if a schedule to this overlay specifically states that a permit may be granted before a development plan has been prepared to the satisfaction of the responsible authority.

A permit granted must:

- Be generally in accordance with the development plan.
- Include any conditions or requirements specified in a schedule to this overlay.

140-2 Exemption from notice and appeal

An application under the zone which is generally in accordance with the development plan is exempt from the notice requirements of Section 52(1)(a), (b) and (d), the decision requirements of Section 64(1), (2) and (3) and the appeal rights of Section 82(1) of the Act.

140-3 **Preparation of the development plan**

The development plan may consist of plans or other documents and may, with the agreement of the responsible authority, be prepared and implemented in stages.

The development plan must describe:

- The land to which the plan applies.
- The proposed use and development of each part of the land.
- Any other requirements specified for the plan in a schedule to this overlay.
- The development plan may be amended to the satisfaction of the responsible authority.

SCHEDULE 3 TO THE DEVELOPMENT PLAN OVERLAY

Shown on the planning scheme map as 62DPO3.

Hoffman Brickworks Development Plan

1.0 **Requirements for development plan**

The Hoffman Brickworks Site is located at 72-106 Dawson Street, Brunswick. The Hoffman Brickwork's Site Development Plan provides criteria for any future development of this land.

Prior to the issue of any permit, a Conservation Management Plan must be developed and approved to the satisfaction of Council and Heritage Victoria. The Conservation Management Plan must include, amongst other things:

- Recognition of the heritage significance of the site.
- A conservation strategy of all heritage features on the site.
- Management strategy.
- Interpretation plan.
- Identification of feasible and compatible uses.
- Funding strategy.

and must consider, amongst other things:

- A portion of one of the kilns to be preserved and not subject to any adaptation for uses other than the interpretation of the existing fabric.

- Building 5 to be used for the interpretation of the Hoffman brickworks site and any other uses must have minimal impact.

The Conservation Management Plan must be prepared in accordance with the Burra Charter OCOMOS.

The Development Plan must be consistent with the approved Conservation Management Plan.

The Development Plan must be generally in accordance with the Development Concept Plans (Drawing Nos 9668 DP1-76 dated December 1997) and include:

- A plan drawn to scale which shows:

  . The boundaries and dimensions of the site.

  . The layout of existing and proposed buildings and works.

  . All heritage buildings.

  . Proposed uses on all parts of the land.

  . Elevation drawings of all buildings.

  . Details of materials and finishes to all buildings and surfaces.

  . Details of the location, quality and size including botanical names of all proposed trees, shrubs and ground covers and the treatment of all landscaped surfaces.

  . Design details of all proposed public vehicle and pedestrian access ways.

  . Design details of the traffic measures along Dawson Street.

  . Design treatment of the Dawson Street and Gilpin Park interfaces including fencing, landscaping and paving works.

- The staging of all development.
- The proposed subdivision of the development.
- Compliance with Heritage Victoria Permit No. 2899 dated 24/9/97 and any other Heritage Victoria approval(s).
- Acoustic measures along the eastern and western boundaries

2.0 Decision guidelines

Before deciding on an application, the responsible authority must consider:

- The relevant Conservation Management Plan.
- The Moreland City Council's Hoffman Brickworks urban design guidelines.
- The Good Design Guide for Medium Density development.
- Any applicable heritage study and any applicable conservation policy.
- The requirements and conditions of any Heritage Victoria approval(s).
- The provisions of any relevant study associated with the development.
- The character and appearance of any proposed buildings or works and their impact on the heritage significance, character and appearance of any heritage places.
- Whether the location, bulk, height and appearance of any proposed buildings or works will be in keeping with the character of the area.
- Whether any proposed landscaping or removal of vegetation will be in keeping with the character and appearance of adjacent buildings, the streetscape or the area.
- The layout and appearance of areas set aside for car parking, access and egress, loading and unloading and the location of any proposed car parking.
- Whether subdivision will result in development which is not in keeping with the character and appearance of adjacent buildings, the streetscape or the area or will adversely affect the significance, character or appearance of the heritage place.
- The staging of the subdivision.
- The staging of the development.
- Letters of Agreement between Council, the applicant and other interested parties (dated 8 April 1998)

Note: Other controls may also apply. These can be found under PARTICULAR AREA, DEVELOPMENT AND USE CONTROLS in the State, regional and local sections. Some controls (eg carparking) apply to all zones and other to specific areas or uses.

2. Planning Scheme Maps No. 14, 14PCL and 14DPO are amended as attached and marked Moreland Planning Scheme Amendment L52.

* * * * *

END OF DOCUMENT

A8 OPEN LETTER FROM MORELAND CITY COUNCIL, 8/4/98

APPENDIX A8.

8 April 1998

Open letter from Moreland City Council to parties who made submission to the Moreland Planning Scheme Amendment L52

This letter outlines the agreements reached between Council, parties who made a submission to the amendment and the developer (Sungrove Corporation). This letter replaces all previous letters on the matter.

This letter will be referred to in the proposed planning control as a reference document.

Preparation of a Conservation Management Plan

A requirement will be placed in the planning control to require the preparation of a conservation management plan prior to any permit being issued. The scope of the plan will consider all heritage features (including spaces) on the site.

The Conservation Management Plan will be developed in accordance with the Burra Charter and James Simple Kerr's "Guidelines for preparation of Conservation Management Plan".

Council is prepared to include the following wording in the Amendment:

> *Prior to the issue of any permit, a Conservation Management Plan must be developed and approved to the satisfaction of Council and Heritage Victoria. The Conservation Management Plan must include, amongst other things:*
>
> - *Recognition of the heritage significance of the site.*
> - *A conservation strategy of all heritage features on the site.*
> - *Management strategy.*
> - *Interpretation plan.*
> - *Identification of feasible and compatible uses.*
> - *Funding strategy.*
>
> *and must consider, amongst other things:*

- *A portion of one of kilns 2 or 3 to be preserved and not subject to any adaptation for uses other than the interpretation of the existing fabric.*

- *Building 5 to be used for the interpretation of the Hoffman brickworks site and any other uses must have minimal impact.*

The Conservation Management Plan must be prepared in accordance with the Burra Charter OCOMOS.

The Development Plan must be consistent with the approved Conservation Management Plan.

Representatives from National Trust, Save the Brickworks and the Brunswick Community History Group will provide input into the conservation management plan via consultation on the development of the brief and consultation meetings at critical milestones in the formation of the plan.

The Conservation Management Plan will be jointly funded by Council and Sungrove Corporation and the aim of the Conservation Management Plan is to ensure the long term protection of the heritage features.

Funding options will be explored in the conservation management plan including the concept of a conservation fund. It is considered not appropriate to pre-empt the recommendations from this plan nor assume any ongoing role for Council in regard to a proposed conservation fund. Council's stated funding commitment is to the restoration of Kiln 2.

Council's financial contribution to the restoration of Kiln 2 was offered to prevent its demolition. Although Council has an interest in the kiln's restoration, its has no ownership or day to day management responsibility over the kiln. Both Council and Sungrove Corporation agree that some form of return to Council's financial contribution is warranted. This return may either be monetary or through some form of community benefit and is not yet finalised. Although this issue is considered beyond the scope of the Amendment, any consideration by Council of what this return will constitute will be the subject of further community consultation between interested community members and Council.

The Conservation Management Plan will identify uses which are either compatible with the heritage building or space and will also identify incompatible uses.

A copy of the draft Conservation Management Plan will be referred to National Trust, Save the Brickworks and the Brunswick Community History Group for comment prior to its finalisation.

The brief to the Conservation Management Plan will require consideration of the National Trust's suggested minimum requirements. The wording of the minimum requirements will reflect the wording contained in the planning control.

Footprint of Kiln 1

Council does not intend to pursue the retention of a significant remnant of Kiln 1. A permit from Heritage Victoria has been issued for its demolition. The developer has agreed to raise the surface level in this location with paving in the shape of the southern end of Kiln 1 up to 2 steps in height. This may be through either retaining part of the southern wall or possibly a new construction. Council's first preference is for the retention of the existing structure up to this level. I refer to Drawing Number 9668 DP7, which details this treatment. Council has accepted this treatment subject to final design drawings.

Landscape Works within Gilpin Park.

Council welcomes the opportunity this development provides to enhance Gilpin Park. Landscape works within Gilpin Park will be designed and developed by Council at Sungrove's expense. The public will be formally consulted in relation to the park's design including the proposed road. The extent of landscape works will be negotiated between Council and the developer during the permit application process. A permit condition will bind the permit holder to this requirement. The redesign of the remainder of the park lies outside the scope of this amendment.

Width of Gilpin Park Road.

Drawing Number 9668 DP7, shows a reduction in the width of Gilpin Park road to 5.5 metres wide and a reduction in length. This drawing will form part of the drawings referred to in the amendment. The final design of the road will be subject to further community consultation along with the park redesign.

Development plan to accord with Heritage Victoria permit

The planning control has been reworded to require the development plan to comply with Heritage Victoria Permit No. 2899 dated 24/9/97 and any other Heritage Victoria approval(s).

The need for protective roofing over the edge runner mill and machinery will be considered as part of the Conservation Management Plan.

Design principles for the buildings

A commitment has been made to incorporate energy efficiency design principles in the design of the residences. The Amendment already refers to 'The Good Design Guide for Medium Density Development' which includes energy efficiency as a design element.

Design options outlined in Drawing DP10 will be incorporated to the design of the buildings and works along the western boundary. Council will consult with the Brunswick Industry Association in relation to these design treatments.

Area between the Kilns

The area between kilns 2 and 3 is a multi purpose area which will also be used for carparking when required in order to accommodate the kiln uses. Because it is considered that sufficient residential car parking has been provided in the appropriate areas, residential car parking will be prohibited from use of this area. The use of this space will be addressed in the Conservation Management Plan and the development permit.

Landscape Plan

A new landscape plan to be prepared as part of the permit process. This plan is required to meet Council's satisfaction and comply with Council policy. Views from Heritage Victoria and the National Trust will be invited.

Building Heights and Setbacks

The building heights and setbacks will be consistent with the exhibited development plan.

With reference to the setback between kiln 2 and Apartment Block 3 as shown in Drawing No 9668 DP7, Council is satisfied with the setback provided and the relationship between the buildings.

Permit Consultation

Council will agree to an informal consultation process with interested parties prior to the issue of any permit. It is envisaged that consultation will occur once a permit application has been received and also if any major issues arise. This would include any significant modification to the heights or setbacks. The nature and scope of such consultation will be determined by the issue under consideration at that time.

A copy of the modified wording to the amendment is attached.

Yours sincerely

ADRIAN ROBB
Director City Strategy

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A9 DISCUSSION PAPER FOR USES

Prepared for the
Hoffman Brickworks Development, Dawson Street, Brunswick

by
Essential Ecomomics Pty Ltd
as part of the HLCD Pty Ltd Team

March 1999

POTENTIAL USES FOR THE HOFFMAN BRICKWORKS HERITAGE SITE

Prepared for the

Hoffmans Brickworks Development, Dawson Street, Brunswick

by

Essential Economics Pty Ltd

as part of the HLCD Pty Ltd Team

17 March, 1999

POTENTIAL USES FOR THE HOFFMAN BRICKWORKS HERITAGE SITE

List of Contents

1 BACKGROUND

This report on potential uses for the Hoffman Brickworks in Dawson Street, Brunswick, forms a part of the Hoffman Brickworks Heritage Study. The study involves the preparation of a Conservation Management Plan which has the objective of ensuring the conservation of the heritage elements of the site.

The site, 3 ha in area, contains three Hoffman kilns and chimneys, a brick processing plant and pottery sheds. Part of the site is included in the Victoria Heritage Register, and two of the kilns are to be conserved, together with the chimney of the third kiln, plus a number of associated buildings. The balance of the site will be developed with approximately 190 dwellings comprising apartments and townhouses. The zoning permit has also been approved for the residential use of a number of existing 19th Century buildings located to the eastern side of the site.

The objective of this part of the study is to identify potential uses for that part of the site which is covered by Heritage Victoria requirements, having regard for the proposed and approved use and development of the balance of the site.

This listing of potential uses for the site has been achieved within the broad limitations of not yet having a firm marketing program for the site, since certain physical works are to be completed prior to any marketing campaign.

Specifically in respect to potential uses, the Study Brief requires the consultant to prepare a plan which should "identify any use or combination of uses, or constraints on use, that are compatible with the retention of the significance of the place and that are economically feasible" (Brief, p3).

This report on potential uses takes into account matters raised at Consultation Meetings held in the course of this project.

2 APPROACH

In order to identify the preferred use(s) for the site, a number of tasks have been undertaken:

(1) Field visit to visit the site, structures and environs

(2) Review of background information, including assessments of the function of the site over time

(3) Participation in a workshop involving stakeholders (and reported upon by HLCD Pty Ltd, *Report on Hoffman Brickworks Workshop*, 25 November, 1998)

(4) Identification of principles to guide the consideration and selection of potential uses for the site, based on the workshop proceedings and other factors

(5) Identification of a long list of potential uses based on outcomes from the foregoing tasks, and the preparation of a short list of candidate uses

(6) Consultation Meetings to discuss draft versions of the report on potential uses for the site, and consideration of comments for inclusion in final report

(7) Finalisation of the report, including identification of ***preferred uses*** for the site.

3 PRINCIPLES IN THE IDENTIFICATION OF USES FOR THE SITE

The following principles are provided as a means of guiding the identification of potential uses for the Hoffman Brickworks site, and the selection of preferred uses.

Where a particular use or form of development for the site is under consideration, the candidate use/development should meet most, if not all, of these principles so as to ensure that the outcome reinforces the overall viability of the Brickworks development.

These principles have been developed from the proceedings of the workshop and consultation meeting, and from consideration of other factors including observations from the site visit and the review of existing documentation of historic and other elements associated with the site.

(1) ***Uses in the Hoffman Brickworks Conservation Management Plan must respect the historic elements of the site***, and which are associated with early industrial technology in brick manufacture (of which these brickworks are the most intact remaining examples in Victoria).

(2) ***Selection of uses in the Plan should take into account the ideas and values for the site held by the local community,*** given the important social, cultural and industrial importance of the site to the development of Brunswick.

(3) ***Potential uses should take into account the special attributes of the site*** which include the site's large size, heritage importance, landmark status, unique industrial archaeological features, central location in Brunswick, suitability for mixed use development, and single ownership status.

(4) ***Potential uses for the site should have regard for site limitations***, including possible site contamination, 'heaving' of the kilns due to re-hydration of the underlying land, structural condition of all the buildings, limited internal space in the firing chambers surrounding the kiln structure, the structural condition of the upper level of the kiln (with brick and earthern flooring), on-going structural and maintenance costs, and the requirements of Heritage Victoria in terms of conserving the heritage elements of the site.

(5) ***Uses in the Plan must be compatible with adjoining and surrounding uses***, including existing and planned development on the site, particularly the planned site development of some 190 dwellings - an inappropriate mix of uses can spell doom for a development.

(6) ***Uses for the site must take into account market demand and interest so that they continue to be viable and sustainable uses over time*** - if any use(s) on the site is not meeting a demand (either business or community-related), then the site's development, ongoing maintenance and overall viability are placed in jeopardy.

(7) ***Uses are to be selected within the overall framework of development costs compared with potential returns*** so that commercially viable uses are proposed.

(8) ***The overall site must generate a commercial return that allows for the inclusion of maintenance costs for the heritage elements***, thereby ensuring the physical maintenance and upkeep of these elements, and possibly with these funds being augmented by separate funds raised through local government and/or other sources.

(9) ***Development of the site to accommodate appropriate uses must incorporate supporting infrastructure*** including on-site car and appropriate security fencing, lighting and so on.

(10) ***Development of the site should provide for physical and functional links*** with other development and use of the overall site and the surrounding area, thereby contributing to accessibility and use of the site.

(11) ***The Plan must allow for the review of preferred uses and activities on the site, having regard for opportunities that may arise over time for new or expanded uses,*** and the potential contribution these can provide towards site maintenance and rehabilitation costs.

In addition to these principles, a sub-set of commercial and market considerations has been developed which should also be applied to when assessing the suitability of a particular use for the site. These commercial/market considerations are listed in Section 5.3 of this report.

4 LONG LIST OF POTENTIAL USES

This listing of potential uses for the Hoffman Brickworks site is drawn from the proceedings of the initial workshop, as well as the consultation meeting, and from the consultant team's viewing of the site and other considerations.

Importantly, this listing is not exhaustive: it is likely that there are a number of uses that could be considered for the site, but which have simply not been identified at this particular point in time. It is therefore important to emphasise that other candidate uses can be added to the following listing, as and when they are identified over time and where they are considered to be appropriate to the site.

Museum of Early Construction Materials and Methods:

- national museum of early construction materials and methods
- exhibitions and displays of early building construction materials, processes, techniques
- interpretative displays of clay processing and original brick manufacturing equipment
- exhibitions of allied construction trades
- visitor information centre (information, interpretative displays, food and beverage, toilets, etc)

Arts-related:

- an arts market in the setting of an "arts park"
- arts/business incubator to assist in the development of viable arts-related businesses
- art galleries, exhibition spaces, studio spaces
- 'arthouse' facility to accommodate the co-location of arts activities and administration
- indoor and outdoor performance spaces

Commercial Office Space and Conference Facilities:

- commercial office space in heritage buildings
- conference facilities and meeting rooms to service both on-site and off-site commercial, institutional and community opportunities
- serviced office space, including commercial facilities and access to supporting amenities

Commercial/Retail Facilities:

- office space and associated conference facilities (see above)
- fitness centre
- wine retailing centre
- self-storage facilities
- nursery garden centre and associated garden pottery sales
- home renovation centre and trade products display centre

Hospitality Facilities and Services:

- restaurants, cafes, building on the heritage brickworks theme
- reception facilities for special occasions (eg, weddings)
- gift shop associated with visitor centre
- general store to service residents and workers, including approximately 200 apartments with potential on-site resident population of around 400 persons, plus surrounding neighbourhood population, plus an on-site workforce of possibly 200 persons)

Visitor Accommodation:

- boutique serviced apartments
- backpacker accommodation

Residential Use:

* dwellings in buildings adjacent to the kilns (noting that permit approval has been given for residential use in Buildings 16, 17, 18, 19, 23 on the eastern side of the site)

* residential units planned for the northern part of the site (outside the identified heritage area)

Community Facilities:

- neighbourhood centre for local community
- community centre for elderly citizens

Education-related:

- links with Textile College
- culinary teaching facility

5 CONSIDERATION OF POTENTIAL USES

With the identification of potential uses - and noting that the listing is not an exhaustive one - the next step is to consider those uses which are likely to be the most appropriate ones for the site. This task builds on the following inputs:

* viewpoints expressed at the Workshop and at the Consultation Meetings;

* the principles identified above;

* considerations from a market and commercial viability perspective;

* discussion on uses NOT recommended for the site; and

* a listing of recommended uses for the site.

5.1 Viewpoints Expressed at the Workshop and the Consultation Meeting

At the Workshop and the subsequent Consultation Meeting, participants had the opportunity to identify preferred uses for the Brickworks site.

Preferences for the following types of uses, listed alphabetically, were highlighted by participants at the meetings (although not all uses are necessarily appropriate for the site, as subsequently shown):

* arts exhibition space
* arts incubator
* art studios
* café, restaurant
* commercial office
* conference facilities
* education
* fitness centre
* home office
* industrial museum and heritage display (incl. kilns and clay processing areas)
* interpretation centre (industrial heritage aspects)
* performance spaces (arts/cultural-related)
* residential use
* retail shop
* serviced apartments
* visitor accommodation
* visitor interpretation centre
* wine centre

Refer to Section 5.4 for a commentary on uses which are NOT recommended for the site.

5.2 Basis to the Identification of Preferred Uses

Stakeholders in the overall process of seeking to achieve appropriate development of the Brickworks site identified the following important factors underpinning their suggestions for potential uses for the site:

* the importance of accommodating commercially viable tenants on site, including individual tenants that are commercially viable or which can benefit from some form of cross-subsidy from other commercially viable tenants;

* the nature of existing town planning permits for the (larger) site, including new residential units in the northern end of the site and residential in the older buildings in the eastern part of the site;

* the preference for uses which require the least physical intrusion or intervention of the site's heritage fabric (including buildings and spaces);

* the mutual compatibility of all uses so as to avoid environmental and other issues (such as noise, dust, etc) often characteristic of inappropriate mixed-use developments;

* the need to ensure that we do not exclude at too early a stage any uses that might otherwise be comfortably accommodated on-site through good planning and site design;

* the need to ensure on-going maintenance costs are recovered in the financial arrangements for the overall development and on-going management of the site;

* the need to ensure that heritage buildings are stabilised and made safe to the extent that any later problems associated with restoration and/or maintenance are minimised or avoided; and

* the need to ensure that the Plan provides for the long-term financial viability of the site, thereby ensuring the heritage elements of the site are not progressively compromised over a number of years to achieve commercial viability.

These considerations have been generally captured in the listing of ***Principles*** earlier in Section 3 of this report. In addition, specific commercial and market considerations are listed in Section 5.3, following.

5.3 Commercial / Market Considerations

There are a number of factors relating to commercial and market aspects of candidate uses which need to be considered when identifying the types of uses that are appropriate to the Brickworks site.

(1) Market Need - Uses identified for the site must be commercially viable and meet an expressed market and/or community need that can be viably met and sustained on the site. If there is no market or community need for the use, then it is not likely to be a viable one, and this has negative implications for the viability of the overall site and reduces its ability to generate site income (ie, rent).

(2) Appropriate Tenant Mix - Uses must be mutually compatible. This means getting the right mix of uses, thus minimising or avoiding altogether any possible environmental and/or other conflicts which could otherwise arise between different uses on the site (or uses on adjoining or nearby sites).

(3) Uses which are incompatible or which do not sit comfortably with other popular uses for the site should not be accommodated on the site, as there is a danger that the image of the site would be diminished, possibly to the detriment of the marketing of the site and detrimental to the take-up of the residential, commercial and other components.

(4) Commercial Viability - Each use should be commercially viable, which in this context is measured by the ability of the business operator to meet site lease / rental commitments and at the same time achieve an acceptable return or profit to the business operator. There may be an opportunity to cross-subsidise - via lower rentals - a particular use(s) which performs a community role and provides a community service/benefit such as a community house for local residents, or low rental arts studios for local artists. By requiring commercial viability for uses on the site, the risk that site development becomes unviable and cannot cover costs is avoided. Commercial viability of the site means the nominated heritage elements are safeguarded.

(5) Annual Maintenance Costs - The restoration of heritage elements in the development should be contained within a carefully defined 'restoration budget' which ensures the heritage elements are stabilised and made safe, and that the costs of restoration and on-going maintenance do not undermine or threaten the viability of the overall project. Regular maintenance costs would be met by the property owner, with funds for this allocation provided through the levying of commercial rentals/leases across all uses on the site (see also paragraph 4 above) and hopefully through the availability of external funds from sources including Local, State and Commonwealth governments to contribute towards the maintenance of the heritage elements.

(6) Highest and Best Use for the Site - this term is applied to identify those uses which are most appropriate to the site, having regard for (a) the intrinsic nature of the particular use; (b) its relationship to the heritage features and other site characteristics, and (c) consideration of the ability of the use to generate a suitable commercial return that will ensure the viability of the use (or business) at this location.

5.4 Uses NOT Recommended for the Site

A number of uses suggested in the Workshop may be inappropriate for the site in view of the nature of the uses and the particular features of the site, and having regard for commercial and market viability considerations noted above.

If a potential use does not meet all or most of the Selection Principles (refer Section 3), then it is not pursued as a possibility for the site.

It is our view that preparing a long-list of uses which are "NOT recommended for the site" is an inappropriate task to perform, simply because there are countless uses that have not yet been identified, but which in any event would not be relevant to the main task of this project - which is to identify uses that should be considered for incorporation into the site.

Nevertheless, it is worth noting for particular uses (identified as possibilities for the site in the consultations) the reasons why they may not be suitable candidates for the site. These instances are summarised below. Note, however, that there could be circumstances where one or other of these uses is appropriate for the site if particular design or use aspects are suitably modified.

* visitor accommodation: the site is too small to allow for a motel development of a suitable size (say, minimum of 30 rooms) to provide the level of service required by customers and commercial returns required by the operator. In addition, such a development involving a new building would be likely to diminish the heritage fabric and ambience of the site, given the established layout of the site.

* nursery garden centre / garden pottery sales: this is a low intensity use and would generate rental income lower than, for example, a commercial/office development of the site. Large external display areas could adversely impact on the heritage elements of the site.

* fitness centre: this could be appropriate, but commercial success would depend on the extent of the market for such a facility in the surrounding catchment. An owner/operator would need to be identified prior to earmarking any part of the site for such use, and commitment to a lease with suitable duration would be needed. Fitness centres are typically located in commercial areas where there is more

customer traffic and large surrounding employment nodes and residential areas with target populations (based largely on lifestyle and income features).

* education-related: the site is distant from core education facilities and is considered unsuitable for a significant educational role. Enquiries with education institutions which are located in the general locality (Melbourne School of Textiles) indicates that their policy is to consolidate educational investments and activities on their existing site. They would not be interested in 'decentralising' any of their activities to the Hoffmans site, although they would favourably consider participating in art and related exhibitions on this site if suitable space and facilities were available.

* wine retailing: the brick kilns may hold some appeal for wine sales and storage, but the site would need to be significantly large to attract a retailer and the shopping public. In almost every instance, wine retailers are located in a shopping centre (often as a component in or adjoining a supermarket), or in some cases are freestanding such as the Dan Murphy cellars in Alphington where the attractions include a large site, significant levels of passing traffic, and the opportunity to display a very extensive range of merchandise. The large site in a non-shopping centre location, with lower site rent (than in a centre) and high levels of passing trade, are among reasons to explain how this particular wine retailer can survive away from a shopping centre or strip. The wine retailer would require at-ground retail area, which precludes the upper level of the kilns - this requirement for at-ground retail space applies to most retailers. In addition, day-to-day shopping traffic could have an adverse effect on the heritage ambience of the site, with people visiting the brickworks site for a particular purpose (shopping) totally unrelated to the site or its ambience. In contrast, an office development or an art gallery are examples of uses that build on the heritage identity and built fabric of the site.

* self-storage facilities: As for a wine retailer (and most other retail functions), the use of the site for self-storage does not depend at all on the heritage elements and landmark status of the site. In other words, these key attributes of the site are lost when a use such as self-storage is promoted for the site. In any event, such a use requires preferably at-ground access (for ease of handling stored items) and this would preclude use of the upper level of the kilns. It is also a use that would not sit comfortably with the suggested interpretative centre in Building No.5, which is the only other significantly large building for such a use.

* manufacture of bricks or other clay products such as pottery: while this would be an excellent use for part of the site as it reflects the traditional use of the brickworks, it would be an inappropriate use in view of the surrounding residential use on-site (planned) and off-site (existing). Amenity issues associated with dust, noise and truck traffic would severely restrict the marketing of the residential and commercial/office components on the site, and would render the

site un-commercial in terms of income generation (which is necessary to ensure retention of the heritage elements).

An important aspect to consider in the context of these *inappropriate* uses is that they should only be considered for the site if there is prior commitment to a lease. Such a step would provide the site owner/developer with the confidence to proceed with such a development. The uses would also need to meet most if not all of the Principles earlier stated in Section 3.

In contrast, the market for residential use is strong (especially for inner suburban sites and for locations with character and appeal, as with this site), and similar observations are relevant for the commercial office market. In this regard, the project can proceed in the comfort that markets do exist for well-designed residential and office uses.

6 USES SUGGESTED FOR THE SITE

(1) Interpretation Centre and displays: this would be an important focus for the site in view of the heritage and architectural importance of the site as one of the best remaining examples of historic Hoffman brickworks in Australia. Building No.5 would provide a display of historic machinery and equipment associated with clay processing and brick manufacture, and it would provide examples of building materials, skills and techniques. The interpretation/display centre would include a history of the site and highlight the dominant role that this important facility played in Melbourne's construction industry over the past century.

Building No.5 could also include a café/restaurant to serve visitors and others including residents and workers in the area.

Building No.5 and its historic interpretation functions would be linked with Kiln No.3 (fronting Dawson Street) which, together with Kiln No.2, is designated for retention and conservation by Heritage Victoria (and may be used for a number of uses as discussed in this report). An open space suitable for site-related fairs, exhibitions and other uses could be provided adjacent to the two kilns and Building No.5.

Building No.5 could also accommodate commercial office floorspace (as described below). There is also a possibility that residential shells could be an option for part of this building.

(2) Commercial office space: Sensitive design and planning would allow parts of the kilns (Nos.2 and 3) and Building No.5 to be remodelled for office space. This space could include serviced offices, thus allowing for the grouping of smaller enterprises that provide links with other activities.

Commercial use is a definite opportunity for the site, having regard for -

* expanding level of market demand for offices, including demand at the local level in places such as Brunswick which are not presently well-served with modern and attractive office accommodation.

* market demand for small offices (say, 75m2 to 150m2), as small business is a growth area in the local and metropolitan economy.

* market interest in office locations, such as historic brickworks, which offer a special degree of appeal not otherwise available for office developments in traditional strip centres or freestanding sites.

Outline architectural plans have been prepared for office use in Kilns 2 and 3 and for Building No.5 (refer concept plans by Fookes Martin Sandow) to show how

modern offices can be provided in these historic structures and the extent of floorspace. The following office floorspace areas (approximate) could be accommodated:

* Kiln No.2: 1,030 m2
* Kiln No.3: 700 m2
* Building No.5: 1,000 m2

plus associated reception, meeting rooms and amenities in each building.

The ground areas of the two kilns (Kiln No.2 @ 760m2, and Kiln No.3 @ 456 m2) would also accommodate floorspace that could be used for display areas, small offices or other uses.

Office use is also a consideration for Building No.6.

As noted above, the option for office use in Building No.5 would be co-located with the interpretation/display centre.

The office component would also allow the provision of **serviced offices** on the site, whereby tenants are able to share facilities and services. This is a popular form of office use, especially for smaller firms that are in the start-up phase of their development. They are able to share reception facilities, meeting rooms, office equipment (photocopiers, fax, etc) and secretarial and other staffing where appropriate. This particular function could be a successful way to market part of the office floorspace, attracting new firms to locate here in a unique location which provides a strong identity.

(3) Meeting rooms / conference facilities: these facilities would be popular with the recommended commercial/office activities, and the use of these facilities would also be marketed to firms in the surrounding district (Brunswick/Coburg) or even from further afield if firms are seeking a unique location for their special seminars or business meetings.

These facilities could be accommodated in Kilns 2 or 3 or Building 5.

Fooks Martin Sandow have prepared concept plans showing that a reception centre could be provided in Kiln No.3, having a floor area in the upper level of some 640 m2 and accommodating approximately 370 seats.

(4) Retail: there are a number of retail opportunities associated with the site and these include -

* **tourist/visitor retail:** sale of souvenirs, models of the site, art works, etc and located as part of the interpretation/display centre in Building No.5.

* **arts retail** associated with possible use of the site for arts exhibition/gallery space, and including arts/gallery sales, arts equipment and supplies sales. This activity could be accommodated in Kilns Nos 2 and 3. Possibly 20-25 'market stalls' could be accommodated at ground level in each kiln, based on concept drawings prepared by Fooks Martin Sandow.

* **convenience retail** associated with meeting the food, beverage and other day-to-day needs of visitors to the site, people who work there, and those who reside in the 200 or so new dwellings on-site, or who live nearby.

(5) Café/Restaurant: these facilities would be provided to meet the needs of -

* visitors to the interpretation/display centre and to the (possible) art exhibitions/gallery,

* people working in offices on-site or in the surrounding locality,

* those using the conference facilities and meeting rooms, and

* residents who live on-site or in the wider neighbourhood and even from further afield (given the appeal of visiting the Brickworks and its unique attractions).

(6) Arts and Related Activity: the unique architectural nature of the historic Kilns (Nos 2 and 3), together with the scale of the associated 19th Century machinery and equipment, creates a special theme for the site. The architectural design of the kilns suggests a range of uses including gallery and display space, possibly with studio and display space in either the ground and/or upper level. The nearby (and growing) artistic focus of Sydney Road Brunswick adds to the potential for the Hoffman Brickworks site to also provide opportunities for the arts community, ranging from studios and display galleries, to arts administration.

(7) Residential: This is a growth area in property development, due to a number of factors -

* there is a strong return in popularity to inner suburban living in locations such as Brunswick.

* there is increasing popularity in medium density living, as proposed for the residential components of the site.

* there is market interest in residential developments that offer something unique, in this case an historic brickworks environment where there is a range of mutually compatible mixed uses.

Residential use is approved for existing buildings on the eastern boundary of the site, while new town houses would be constructed on the western part of the site. These developments would be in addition to the planned new residential development on the northern part of the site. In total, there would be approximately 190 dwellings on the overall site.

(8) On-Site carparking (visitors/residents/workers): this would be provided on-site to assist in meeting parking demand, and would need to be located in a way that does not have an adverse effect on the amenity of the area or any of the heritage elements of the site. For example, car parking could be provided in the area between Kilns Nos2 & 3, surrounding the site of Kiln No.1, and in front of Buildings Nos.16 & 19.

The approved rezoning to allow the site development includes a carparking layout.

(9) Neighbourhood centre: this use could be accommodated in one of the older buildings, suitably refurbished as a centre and meeting room(s) for community activities. The centre would provide an activity and meeting focus for local people, especially parents and young children, and older residents. This use would ensure a local presence on the site, which would be also be valuable in terms of providing security (through daily use) to this community landmark and asset.

It is unlikely that a commercial return could be achieved for this type of facility. If such a use is to be further considered for the site, the commercial cost to the project of accommodating this use would need to be carefully considered. This may be an area where Council can contribute to the funding of this community facility if it is warranted on this site, and provided that community need for such a

facility can be identified in the context of other competing community needs in the municipality.

The following table provides a summary of the suggested uses, and identifies possible buildings where these uses might be located. It is important to ensure compatibility between these uses, and to ensure the landmark concept of the site is emphasised. Special concern is warranted to ensure the compatibility of all uses with the planned residential uses on the site, and with the underlying need to ensure the site is planned, developed and tenanted on a commercially viable basis.

TABLE OF SUGGESTED USES FOR
THE HOFFMAN BRICKWORKS SITE, BRUNSWICK

SUGGESTED USE	POSSIBLE SITE LOCATION
Display/Interpretation Centre (as required in Permit from Heritage Victoria)	Contained in Building No.5 and Kiln #3, with functional/physical link provided between these structures. Performance and outdoor exhibition space surrounding Kilns #2 & 3
Art galleries, exhibition spaces, studios	exhibitions/galleries possibly in ground level or upper level of Kiln #2 or 3. Artists studios in part of upper level of Kiln #2 provided that commercially viable lease arrangements are established
Commercial office space, including serviced offices component	in Kilns #2 & 3 and in Building #5 (co-located with display/interpretation centre)
Meetings rooms and conference facility	Kiln #2 and/or 3 and Building #5 (office/commercial space)
Retail - arts	ground level in Kiln #2 and/or 3
Retail - tourist/visitor	ground level in Kiln #2 and/or 3
Retail - convenience	small building area (about 100-150 m2 max) and could include Building #25
Café/restaurant	Building #5 for café associated with display centre and visitor needs. Possibly a restaurant in upper floor or in vaults at ground level of Kiln #2 or 3. Could be shared with art exhibition space as an attraction/feature of the place.
Parking (on-site)	eg, between Kilns #2 and 3, and in other appropriate parts of the site (eg, in front of Buildings 16 and 19; in vicinity of Kiln #1)
Residential	Permits for residential in Buildings to east on site (Nos 17,18,19,23,24) and area to west of and possibly including Building #5
Neighbourhood centre	space required to accommodate meetings of (say) up to 20-30 persons, with kitchen facilities and (say) 2 smaller meeting rooms. Could include a community space in Kilns #2 or 3, but not if these are to be commercial/office due to reasons of preserving commercial tenancy mix. This idea for a neighbourhood centre would need to be carefully assessed in terms of effect on commercial viability of the overall site development and in terms of wider municipal need for such a facility and possible Council funding contributions.

7 CONCLUSION

(1) **Uses suggested for the Brickworks site - subject to detailed assessment of market need and commercial viability - are as follows:**

* Display/interpretation centre (heritage brickworks context)
* Commercial office space
* Meeting Rooms/Conference facilities (included with office component)
* Residential units
* Retail - tourist, arts and convenience retailing (residents, workers, visitors)
* Café/Restaurant (to serve residents, workers, visitors)
* Arts and related activities (display space, exhibition space, artist studios)
* Carparking on-site
* Neighbourhood centre (subject to municipal/community need & funding)

(2) **The reasons these uses are suggested are summarised as follows:**

* Protect and Conserve Heritage Aspects: a display/interpretation centre will highlight the heritage aspects of the site and activities thereon over the past century, and parts of Building No.5 and Kilns 2 and 3 will be available for historic interpretation (while also accommodating other uses so as to generate income for the site).

* Meet a Market Need: there is a need for the principal components of office floorspace and residential units.

* Ensure Compatible Tenancy Mix: the tenancy mix must ensure that only compatible uses are permitted to locate on the site, thereby avoiding conflict between mixed use components.

* Ensure Financial Security: the Brickworks site must be developed as a financially secure project (as would be reflected in the generation of rental income) so that development of the site can ensure the heritage elements are safeguarded, that the new or redevelopment components are viable, and that regular maintenance can be funded (as would be expected of any property development or redevelopment). External funds may be required for the maintenance of heritage components and these could possibly be made available from a number of external (mainly public) sources.

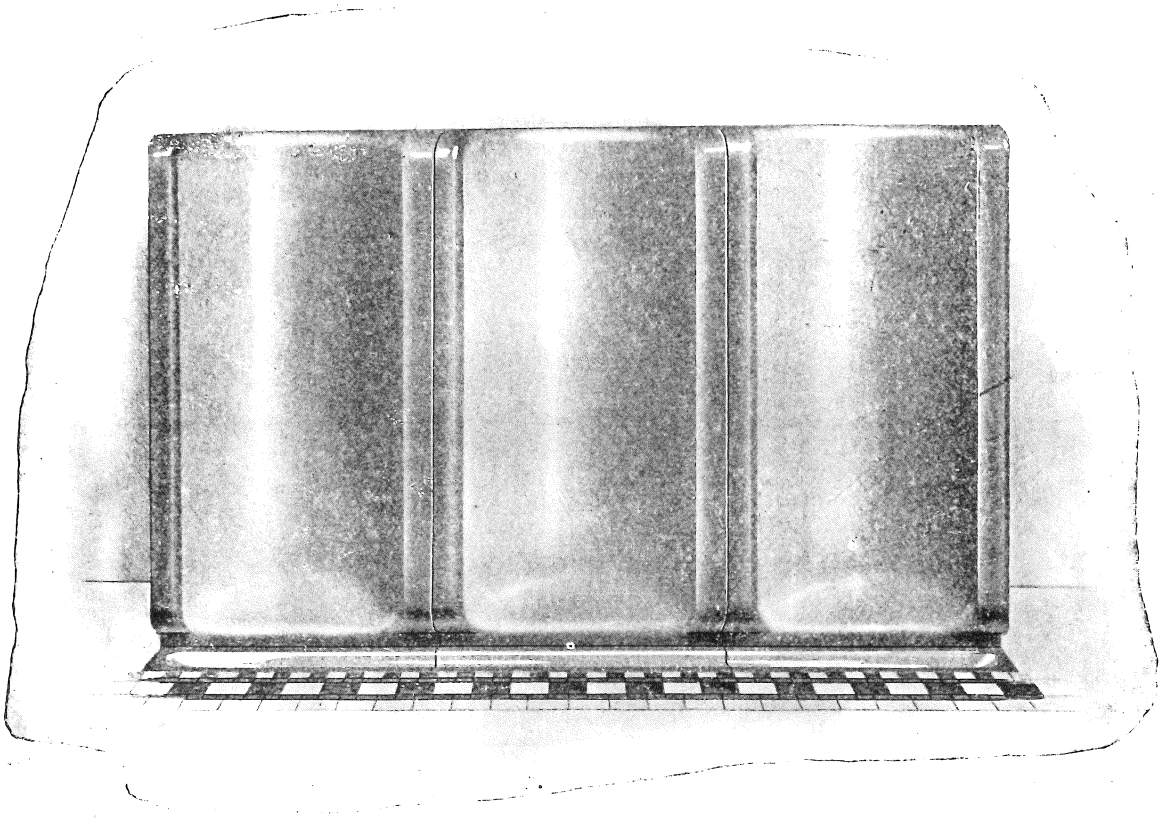
(3) **A number of potential uses identified in the consultation phase of this project have NOT been suggested for the site**.

The principal reasons for such a decision reflect the view of the consultants that such uses do not meet a sufficient number of the Selection Principles identified in Section 3 of this report. Generally, these uses are -

* non-compatible with the main uses for the site (such as the idea to reintroduce the manufacture of bricks and pottery on-site as part of the heritage role of the site), and/or

* would be non viable in a commercial sense and therefore would not support the on-going maintenance costs associated with the site or provide a suitable return to the business operator, and/or

* would possibly not be commercially sustainable in this location (such as a fitness centre or wine retailing centre for reasons noted in the report).



BROWN GLAZED STALL URINALS

250 of this type have been installed at the Melbourne Cricket Ground

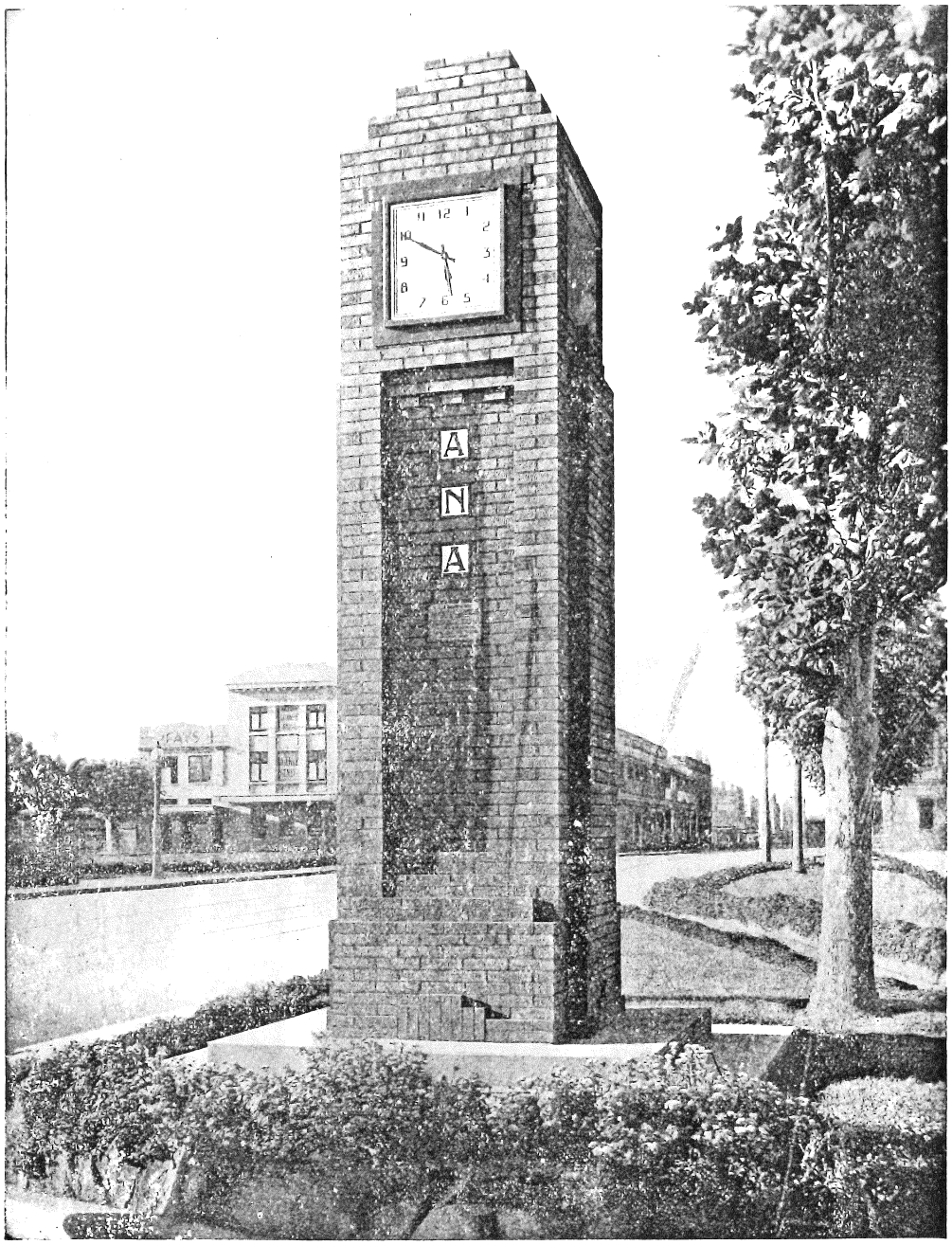
Supplied by

THE HOFFMAN BRICK AND POTTERIES LTD.

Reg. Office: 123 Queen Street, 'Phone: Cent. 27 **Works:** Brunswick, **'Phone: Bwck. 683**

Bricks, Texture or Colour Blend Chemical and Vitrified
Terra Cotta Roofing Tiles, Air Bricks, Chimney Pots, etc. Lumber for Wall Partitions
Stoneware and Agricultural Drain Pipes, etc. Sanitary Ware, Lavatory Basins, Stall Urinals, etc.

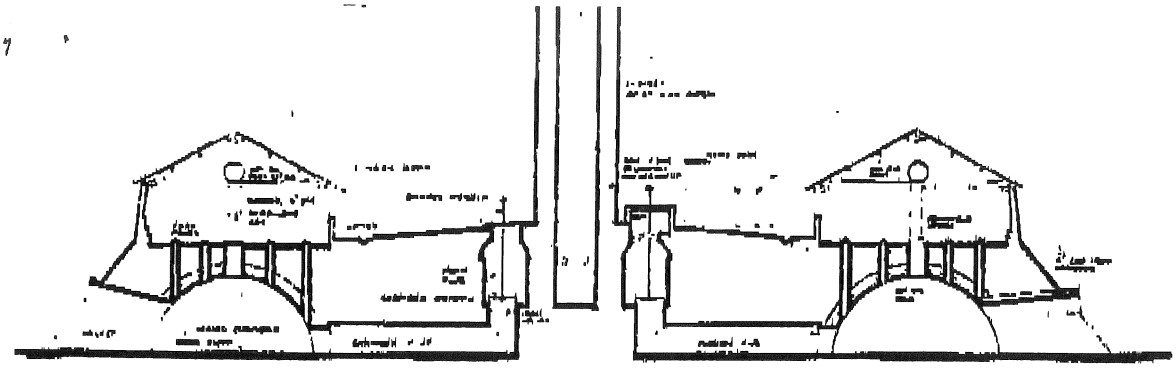
FIGURE 12. PRODUCT ADVERTISING FROM HOFFMAN POTTERY, UNDATED



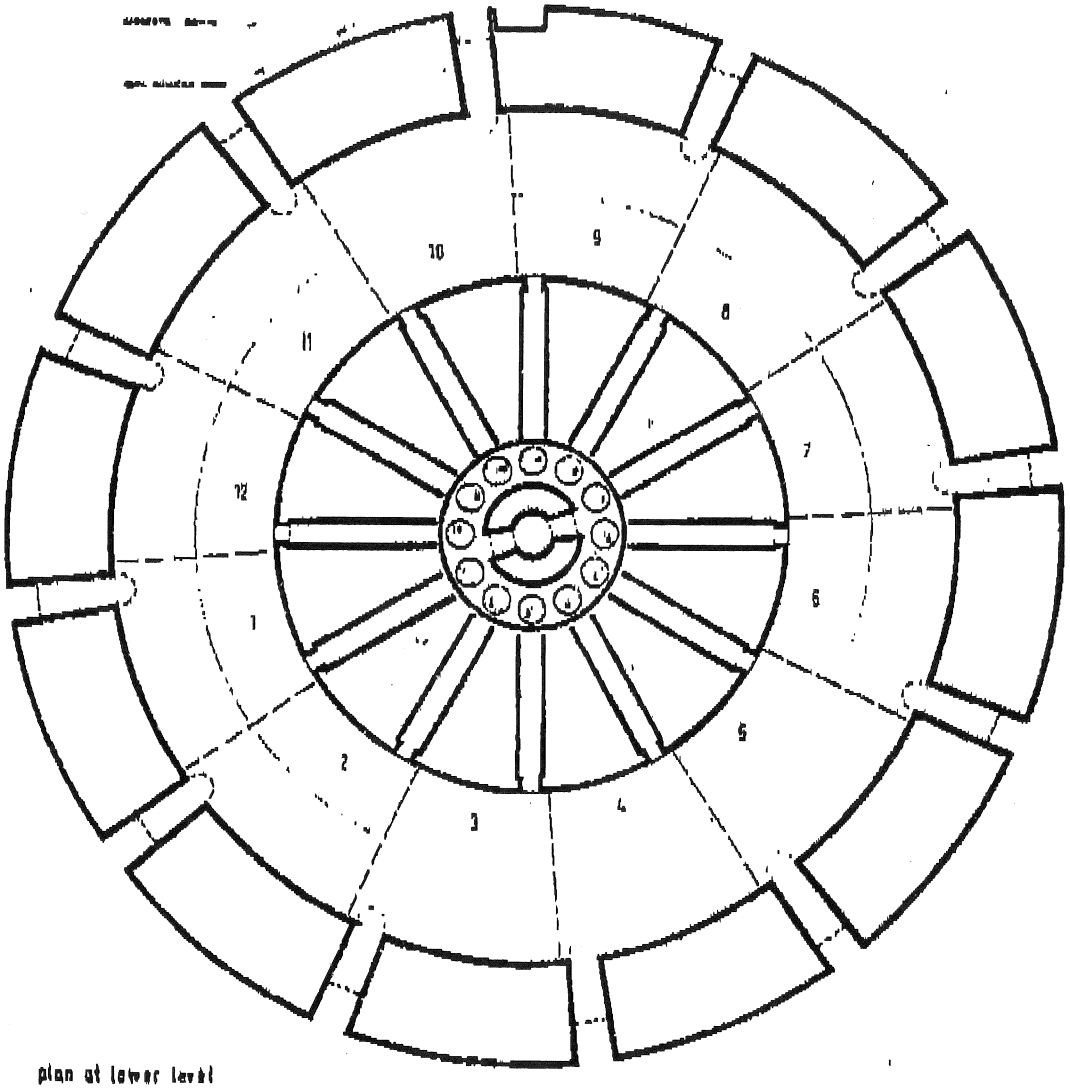
Memorial erected to commemorate the 50th Anniversary of the Brunswick Branch, A.N.A.

FIGURE 13. SPECIAL BRICKWORK FROM THE HOFFMAN BRICK AND POTTERIES

Fig. 7



section



plan at lower level

HOFFMANN CONTINUOUS KILN, MAPPERLEY RISE BRICKWORKS, NOTTINGHAM

survey as existing

SCALE: 1 INCH TO 8 FEET

FIGURE 14. 1868 HOFFMAN KILN, MAPPERLEY RISE BRICKWORKS, NOTTINGHAM, UK

FIGURE 15. 1888 HOFFMAN KILN, CENTRAL BRICKYARD, LEICESTERSHIRE, UK

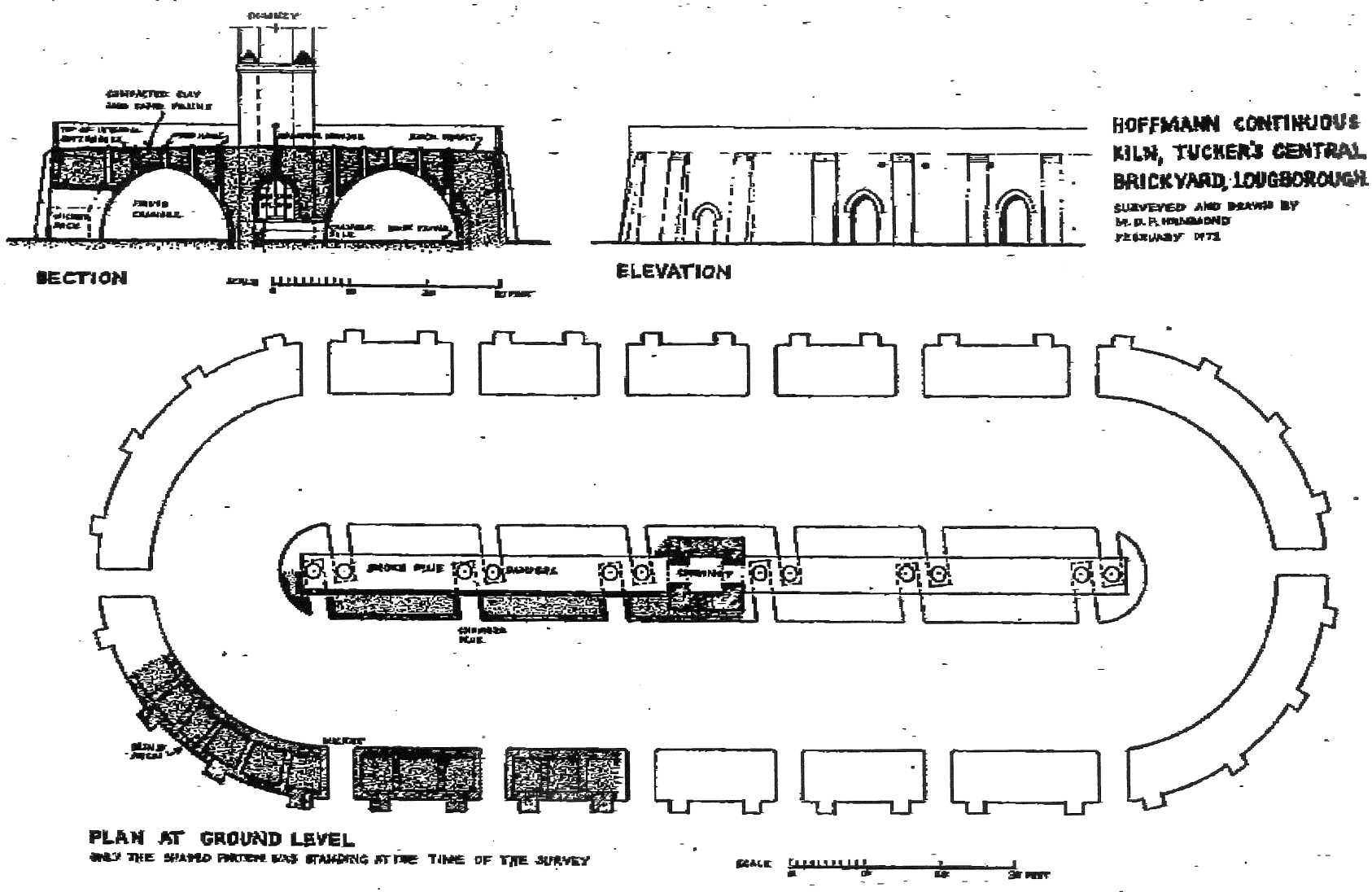


Fig. 8

FIGURE 16. 1892 HOFFMAN KILN, HATHERN STATION WORKS, LEICESTERSHIRE, UK

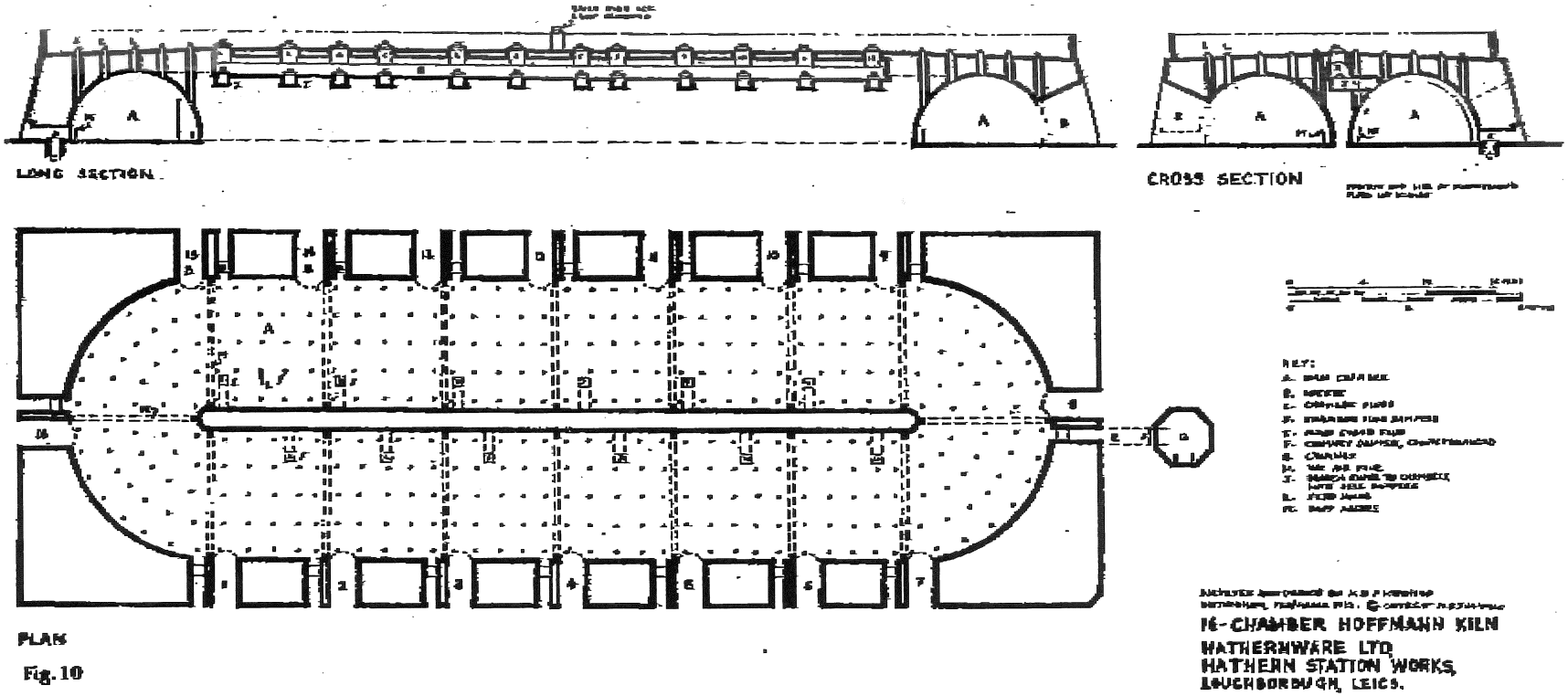


Fig. 10

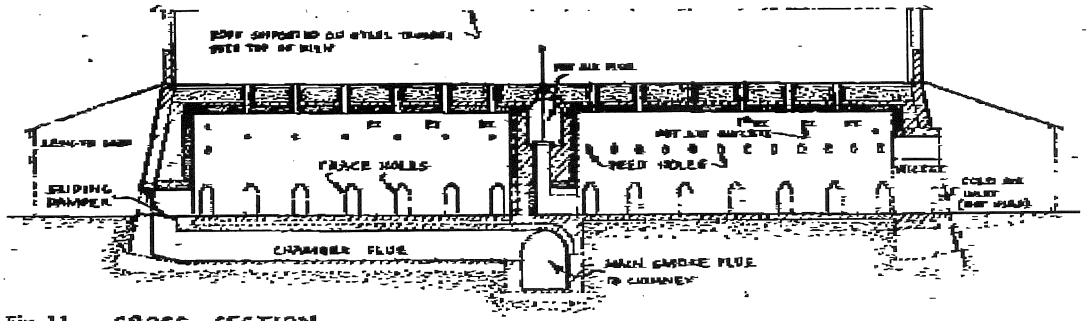
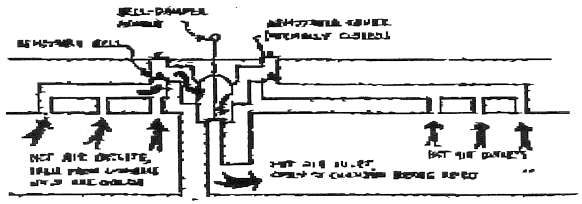


Fig. 11 CROSS SECTION



THE HOT AIR FLUE SYSTEM

GLADSTONE POTTERY MUSEUM INFORMATION 44

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FIGURE 17. BRICK BIBLIOGRAPHY

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Butterley Brick Limited, Wellington Street, Ripley, Derby.

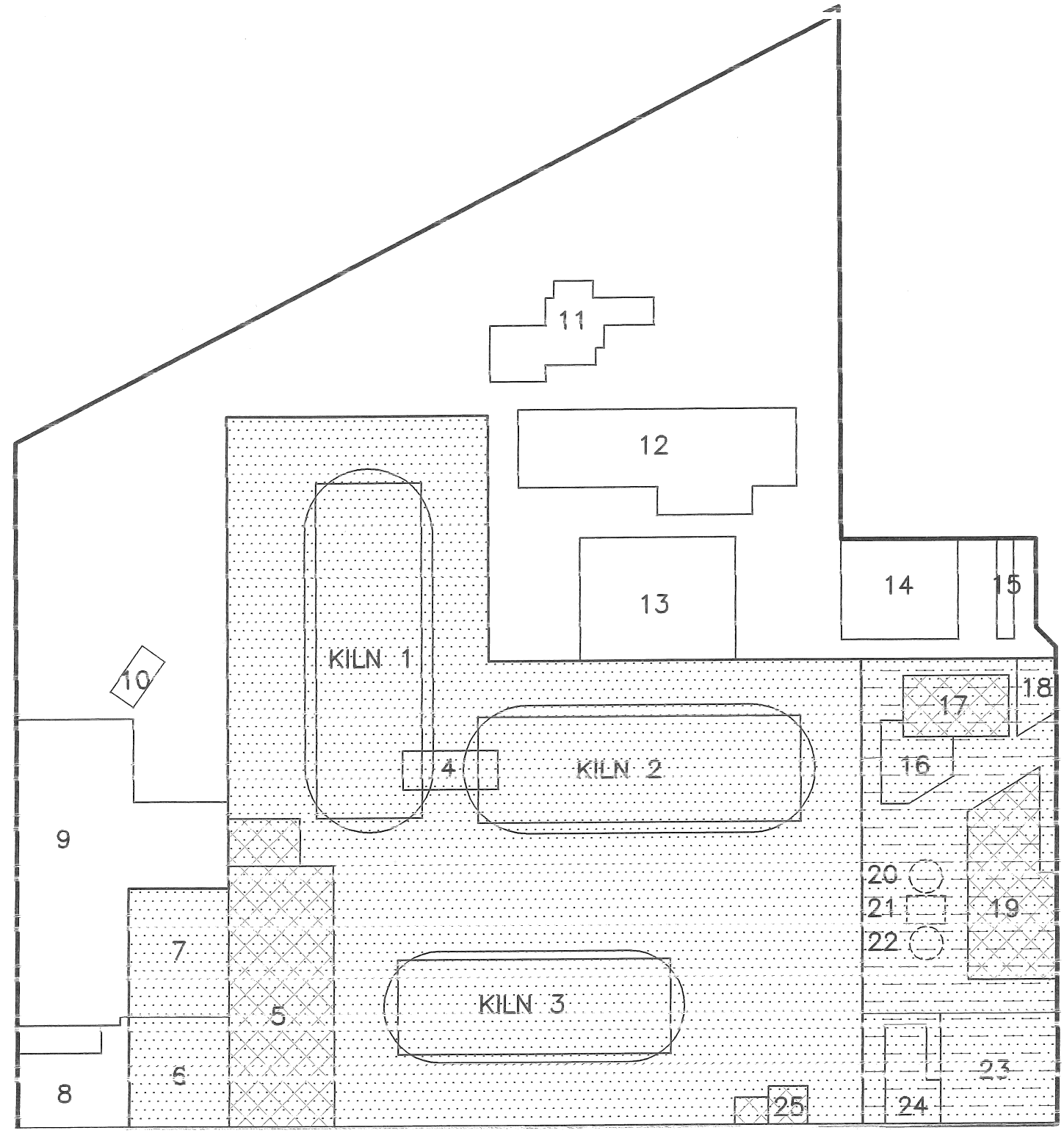
Bulmer Brick and Tile Company Limited, Brickfields, Bulmer, Sudbury, Suffolk.

London Brick Company Limited, London Brick House, 12 York Gate, Regents Park, London.

Re-constructed brickworks at Blists Hill, Ironbridge Gorge Museum, Telford, Salop.

Brickyard at Chalk Pits Museum, Houghton Bridge, Arundel, West Sussex.

Outlands Craft Centre, Braye Road, Saint Sampson, Guernsey, Channel Islands.



AREA OF FOCUS

REMAINING POTTERY BUILDINGS WITHIN THE ARE OF FOCUS

BUILDING OF FOCUS

FIGURE ONE AREAS AND BUILDINGS OF FOCUS

FORMER HOFFMAN BRICKWORKS AND POTTERY, DAWSON STREET, BRUNSWICK

HLCD 96 PELHAM STREET CARLTON VIC 3053 P: 9347 5522 F: 9347 5511

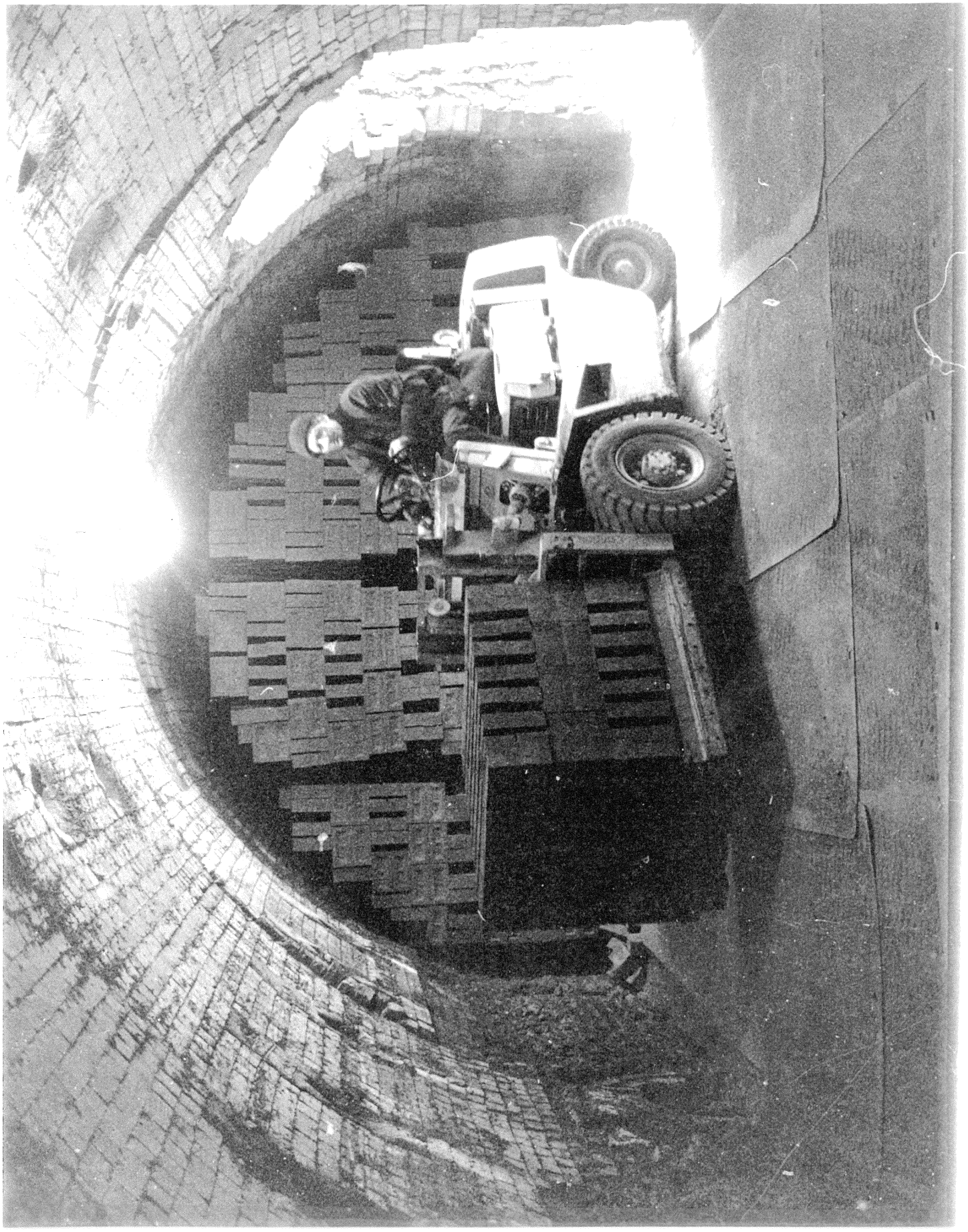


FIGURE 18. 1988 HOFFMAN KILN INTERIOR
Photo taken by Iain Stuart.