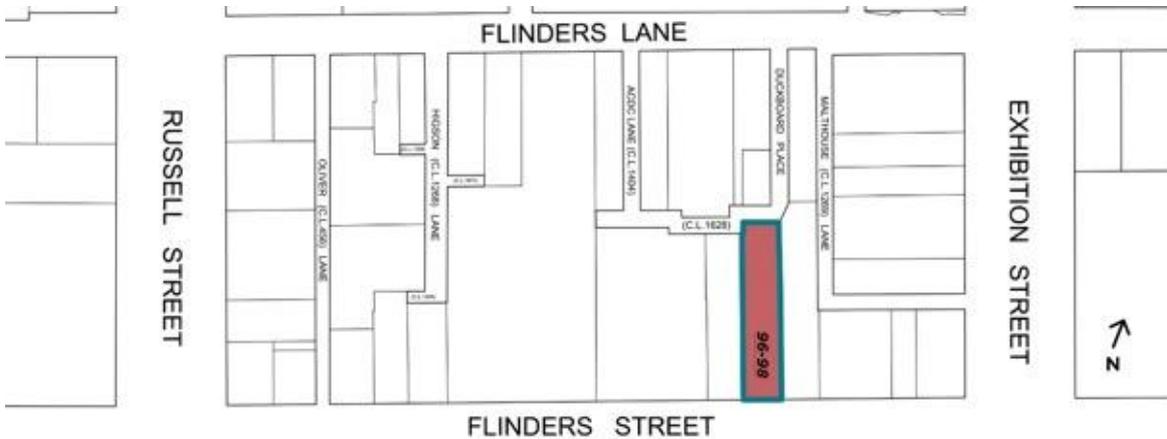


<b>SITE NAME</b>	Dreman Building
<b>STREET ADDRESS</b>	96-98 Flinders Street Melbourne
<b>PROPERTY ID</b>	104028



SURVEY DATE: May 2017		SURVEY BY: Context Pty Ltd	
<b>HERITAGE INVENTORY</b>	H7822-1940	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Not known	<b>FORMER GRADE</b>	C
		<b>BUILDER:</b>	Not known
<b>DEVELOPMENT PERIOD:</b>	Federation/Edwardian Period (1902-c1918)	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1915

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a commercial city	5.5 Building a manufacturing industry
	OTHER SUB-THEMES
3 Shaping the urban landscape	3.2 Expressing an architectural style

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 63	<b>Inventory no:</b> 940
<b>Character of Occupation:</b> Commercial	
Fourth land sale, Block 7 Allotment 7, G Sanderman.	
1866 Cox	Building on site.
1877 Dove	Two single-storey buildings; Felton Grimwade & Co., Chemists.
1880 Panorama	
1888 Mahlstedt	Single-storey building, two-storey building; Manufacturers Agency Co., Hitsler, Cabinetmaker.
1905/6 Mahlstedt	Single-storey building, no occupants listed
THEMATIC MAPPING AND LAND USE	
1890s	Factories and workshops
1920s	Not able to be determined
1960s	Retail

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

## SUMMARY

The Dreman Building, built in 1915, is a six-storey brick Edwardian/Federation era commercial/warehouse building. Built on a narrow city block, the building has a shopfront at ground level and a distinctive façade to the upper five levels. The building is associated with a number of commercial operators including the French Gaulois Tyre Company and Williams the Shoeman Pty Ltd.

## HISTORICAL CONTEXT

### Building a commercial city

#### *Building a manufacturing capacity*

As Melbourne developed through the nineteenth century, so did its manufacturing industry. Flinders Lane became an important area for clothing manufacturers, while Chinese cabinet makers were concentrated at the east end of town. Food-processing plants were established in North and West Melbourne. Factories tended to be small and specialised. Large factories, built in the later nineteenth century and early twentieth century tended to be built outside the City of Melbourne, where land was more easily obtainable (Context 2012:44).

Warehouses were also an important part of Melbourne's economic life. From the 1850s, the Yarra River and the docks west of Swanston Street were in essence the 'lifeline' of the city. Port facilities and large warehouses were built in this area to serve shipping interests (Context 2012:39-40). The area of Flinders Lane is described by the *Encyclopedia of Melbourne*:

*By the 1860s, as [Flinders Lane's] swamps were filled in, and as its proximity to the wharf encouraged the construction of warehouses and showrooms, the street gained a reputation as a busy and important thoroughfare, the chosen location of mercantile houses, importers, brewers, timber yards and wholesalers (May 2008).*

### Shaping the urban landscape

#### *Expressing an architectural style*

In the central city, the American Romanesque style was adopted, often combined with Art Nouveau-influenced ornament. Red face brick with limited render accents were the preferred materials, and facades were articulated with large-scale round-arches, sometimes with window bays set into them. Examples of the Romanesque include the Tompkins Bros' Commercial Travellers Building in Flinders Street (1898) and Nahum Barnet's Auditorium Building in Collins Street (1913). The style was also used for more modest factories and warehouses along Flinders Lane (Context 2012:19).

## SITE HISTORY

The subject site at 96-98 Flinders Street was part of the fourth Hoddle Grid land sale in 1839. By 1877, two single-storey buildings existed on the land. By 1888, a single-storey building, occupied by the Manufacturers Agency Company, and a two-storey building, occupied by a cabinetmaker named Hitsler, were in existence (Fels, Lavelle & Mider 1993).

In 1889, a fire occurred at 96 and 98 Flinders Street in the premises occupied by the Manufacturers Agency Company (*Argus* 1 February 1889:5). In 1900, ironmonger T McAlpine operated his business from 98 Flinders Street (*Weekly Times* 7 July 1900:2).

The 1915 Sands and McDougall directory notes that 96-98 Flinders Street was vacant in that year, but by 1916, the Dreman Building at 96 Flinders Street had been constructed (S&Mc 1915 and 1916). It appears that the Dreman Building was built in late 1915, as, in November of that year the French Gaulois Tyre Company moved from Post Office Place 'into larger and more central premises' at 96 Flinders Street (*Age* 1 November 1915:12).

In 1915, growing car ownership resulted in British tyre manufacturers 'securing considerable trade in Australia', with the 'solid tyre business...shared by two or three English firms and the Gaulois Tyre

Company' (*Leader* 10 April 1915:22). In 1916, Melbourne City Council accepted Gaulois Tyre Company's tender for the supply of 'certain motor tyres' (*Argus* 31 October 1916:9).

In 1918, the Bergougnan Tyre Company (formerly the Gaulois Tyre Company) operated from 96-98 Flinders Street (*Argus* 13 March 1918:7).

In March 1920, a 'modern six-story warehouse' with basement at 96 and 98 Flinders Street, known as the Dreman Building and occupied by the Rubber Trade Centre, was advertised for sale:

*Land [approximately 33 feet by 160 feet]...to frontage of Flinders-street...to R.O.W. [right of way], together with the handsome 6-story brick warehouse factory building thereon, well fitted and finished with goods and passenger lifts, and electric light installed. Let to various tenants at a total rental of £1151 per annum, under leases expiring in July 1921. This is a sterling city freehold investment, occupying a convenient and prominent position in the centre of the motor and rubber trades, between Russell and Exhibition streets, where property is rapidly increasing in value (Age 13 March 1920:11).*

On 26 March 1920 the building was sold at auction to Ballarat firm, Williams The Shoeman Pty Ltd, for £20,000 for use as a warehouse. The company purchased the building after discovering it was unable to procure the required quantity of bricks to construct a warehouse in Richmond (*Argus* 27 March 1920:20; *Ballarat Star* 29 March 1920:4).

The Dreman Building was damaged by fire in 1921. The top floor, occupied by the Federal Manufacturing Company, was fire damaged, and stock across all five floors was saturated with water (*Australasian* 7 May 1921:34).

The building was repaired (Figure 1), and in 1933 Williams The Shoeman noted its head office as 96-98 Flinders Street. The building was sold in 1954 for £50,000 (*Age* 1 December 1954:10).

Refurbishment of the building was undertaken in 2008 and 2012. Today the Dreman Building houses businesses and retail outlets.

#### *Williams The Shoeman*

Williams The Shoeman was established by Englishman John Williams, who arrived in Victoria in 1860. In the same year, Williams rented a small shop in Ballarat to sell shoes, naming his business 'Williams The Shoeman'. In 1895, sons, Frank and Frederick Williams, took over the business and established shoe stores in Victorian regional towns. By 1902, Williams The Shoeman had 12 branches at Ballarat, Geelong, Stawell, Bendigo and Eaglehawk. By 1914, 17 stores were in operation and, in this year, the business registered as a company under the name Williams The Shoeman Pty Ltd. By 1937, 44 stores had opened (*Bendigo Independent* 12 February 1902:1; *Riverine Herald* 2 December 1937:3).

In 1969, Woolworths acquired Williams The Shoeman, in which year the shoe company operated 460 stores. The stores continued to operate as Williams The Shoeman, and by 2000, clothing retailer, Colorado, had taken over ownership of the company. Colorado went into receivership in 2011.



Figure 1. An aerial showing 96-98 Flinders Street, an extract from Aerial View of Melbourne, 1928, by Victorian Railways. (Source: SLV)

## SITE DESCRIPTION

This six-storey building is located between Exhibition Street and Russell Street, at the southern end of the city grid. The brick warehouse building is built on a narrow city block, and built at the same time as the adjacent building at 100-102 Flinders St. The building height and the rhythm of the façade is consistent between the two buildings.

The façade is comprised of engaged pilasters with simple capitals that run the full height of the building and intersect with the decorated parapet to form a rectangular block with a strong vertical emphasis. A simple pediment with scrolls to either side sits centrally over the parapet. A deep cornice with thick brackets runs along the base of the parapet. The words 'Dreman Building' are inscribed on the frieze.

The four engaged pilasters are spaced symmetrically but not equally across the façade determining the dimensions of the window openings. A slightly recessed double window opening is located on each level at the centre of the building and a single opening is located at each edge of the building. Thin horizontal bands run below the window openings with a thicker band detailed with a small vertical marking evident between the fourth and fifth floors. Metal framed plate glass windows are non-original.

The ground level of the building has a higher ceiling height than the floors above. The façade has been extensively altered, although an early stone edge wall is visible on the western boundary. This wall has a base section, is chamfered on the inside edge, and retains a round spiral motif at the top edge.

## INTEGRITY

The building is reasonably intact with the parapet detailing, the engaged pilasters and the original rhythm of openings still evident. Windows have been replaced and the building has been painted in a dark grey. Extensive alterations have occurred at ground level. Refurbishment of the building was undertaken in 2008 and 2012.

## COMPARATIVE ANALYSIS

During the Edwardian era, mid-rise brick warehouse/commercial buildings were frequently built in Melbourne's central city. While two- or three-storey warehouses were still common, some examples of unreinforced brick structure comprise five- to seven-storeys, utilising the narrow urban allotments.

The subject building compares well with the following examples, drawn chiefly from the Central City Heritage Review 2011, being of a similar use, scale, location and creation date. The below images and descriptions are provided by CoM Maps unless stated otherwise.

Selected examples of Edwardian brick warehouse include:

*Sunday School Union of Victoria, 100-102 Flinders Street (Interim HO1273 – recommended as significant in the Hoddle Grid Heritage Review)*

A six-storey warehouse building, with shopfront at ground level and a distinctive and consistent façade at the upper five levels. Brick piers run the full height of the building and combine with a decorative parapet to form a rectangular façade with a strong vertical emphasis. Horizontal bands of windows and spandrels run between the piers and determine the rhythm and pattern of the façade.



Figure 2. 100-102 Flinders Street constructed 1904. (Source: Context 2017)

*Doery Tilley & Co, 333 Flinders Lane (HO647, Significant in HO506 Flinders Lane Precinct)*

A five-storey brick former warehouse with basement parking. Designed by H W & F B Tompkins and built in 1912 by John Carter for Edward Doery and William Tilley, principals of the boot warehouseman Doery Tilley & Co. The company held the property until 1969. In January 1921 fire severely damaged the top storey. It was refurbished and subdivided into offices in 1987.



Figure 3. 333 Flinders Lane constructed 1912.

*Herbert and Harold Higson by Bade & Co, 125-127 Flinders Lane (HO1032)*

A five-storey brick former warehouse with a basement and a mezzanine. Designed by Billing Peck & Kemter in the American Romanesque Revival style and built for the saddlers and ironmongers Herbert and Harold Higson by Bade & Co in 1913. Refurbished into lower level retail and upper levels office in 1989.



Figure 4. 125-127 Flinders Lane constructed 1913.

*Desto House, 65 Elizabeth Street (HO615)*

Six-storey brick office building with basement & ground retail. Designed by Inskip & Kemp in the Neo Baroque Edwardian style, it was built by Clement Langford in 1911. The upper floors were converted & sub-divided into residential units in 2001.



Figure 5. 65 Elizabeth Street constructed 1912.

*Manchester House, 30-44 Manchester Lane (HO641, Significant in HO506 Flinders Lane Precinct)*

Eight-storey brick building (originally built as seven storey) of offices, residential apartments and retail spaces. Designed by Bates, Peebles & Smart in the Edwardian Neo-Baroque style it was built by JR Taylor & R McDonald in 1912. Sub-divided in 2000.



Figure 6. 30-44 Manchester Lane constructed 1912.

96-98 Flinders Lane is comparable with 30-44 Manchester Lane (HO641) and 333 Flinders Lane (HO647). As a six-storey brick warehouse, the subject building reflects the earlier stages in the development from low-rise to mid- and high-rise city buildings in Melbourne's central city.

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**ASSESSMENT AGAINST CRITERIA**


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✓

**CRITERION A**

Importance to the course or pattern of our cultural or natural history (historical significance).

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**CRITERION B**

Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

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**CRITERION C**

Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

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✓

**CRITERION D**

Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

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**CRITERION E**

Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

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**CRITERION F**

Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

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**CRITERION G**

Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

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✓

**CRITERION H**

Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

**REFERENCES**

*Age*, as cited.

*Argus*, as cited.

*Australasian*, as cited.

*Ballarat Star*, as cited.

*Bendigo Independent*, as cited.

Context Pty Ltd 2012, *Thematic History: A History of the City of Melbourne's Urban Environment*, prepared for the City of Melbourne.

Dingle, Tony 2008, 'Manufacturing' in *eMelbourne*, School of Historical and Philosophical Studies, University of Melbourne, <http://www.emelbourne.net.au/biogs/EM00896b.htm>, accessed 13 June 2017.

Fels, M, Lavelle S, and Mider, D 1993, 'Archaeological Management Plan', prepared for the City of Melbourne.

*Leader*, as cited.

May, Andrew (2008), 'Flinders Lane' in *eMelbourne*, School of Historical & Philosophical Studies, The University of Melbourne, <http://www.emelbourne.net.au/biogs/EM00586b.htm>, accessed 13 June 2017.

*Riverine Herald*, as cited.

*Sands and McDougall's Directory (S&Mc)*, as cited.

Victorian Railways 1928, 'Aerial View of Melbourne', State Library of Victoria (SLV) Victorian Railways collection. Scenic negatives, accessed 22 June 2017.

*Weekly Times*, as cited.

## PREVIOUS STUDIES

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<b>Central Activities District Conservation Study 1985</b>	D
<b>Central City Heritage Study 1993</b>	C
<b>Review of Heritage overlay listings in the CBD 2002</b>	Ungraded
<b>Central City Heritage Review 2011</b>	Ungraded

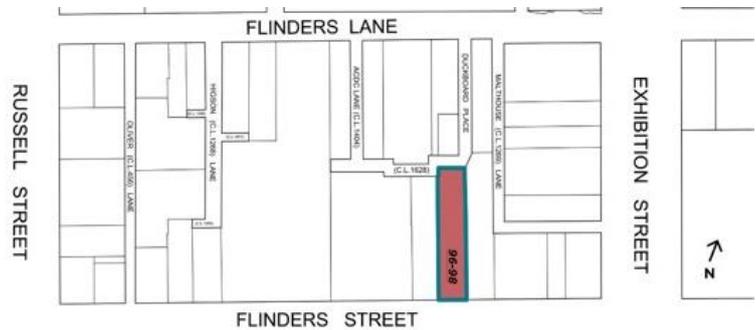
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## STATEMENT OF SIGNIFICANCE

### Heritage Place: Dreman Building



### PS ref no: Interim HO1272



### What is significant?

The Dreman Building at 96-98 Flinders St, built in 1915.

Elements that contribute to the significance of the place include (but are not limited to):

- The building's original external form, materials and detailing;
- The building's original façade detailing including engaged pilasters, simple capitals, parapet with pediment and scroll details, major cornice with brackets and name plate with 'Dreman Building' inscribed;
- Original pattern and size of fenestrations; and
- Remnant stone wall at western end of ground level.

Later alterations including those made to the street level façade are not significant.

### How it is significant?

The Dreman Building is of local historic, representative and associative significance to the City of Melbourne.

### Why it is significant?

The Dreman Building, built in 1915 at 96-98 Flinders Street is historically significant for its occupation by the French Gaulois Tyre Company and Rubber Trade Centre from 1915-1920, and from 1920-1954 by Williams the Shoeman. One of several international firms entrusted with providing rubber tyres to the developing motor car industry, Gaulois secured contracts with Melbourne City Council. The use by the prominent Victorian shoe retailer Williams the Shoeman is significant for its 30-year duration. (Criterion A)

The Dreman Building at 96-98 Flinders Street is significant as part of the warehouse typology that is representative of the city's evolution from low-rise buildings up to four storeys, to a mid-rise city. As one of several Flinders Street buildings, including 100-102 Flinders Street and Epstein House at 134-136 Flinders Street, Dreman House is part of a group that form an impressive edge to the city. While not as intact as some other examples of this type, it remains legible through its scale, form and façade composition including expressed framing and a bracketed parapet with original lettering. (Criterion D)

The Dreman Building at 96-98 Flinders Street is significant for its association with Williams The Shoeman Pty Ltd, a shoe retailing company established by John Williams in Ballarat in 1860. Williams The Shoeman purchased the Dreman Building in 1920, using the building as the headquarters and warehouse for its state-wide branch operations until 1954. (Criterion H)

### **Primary source**

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Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)