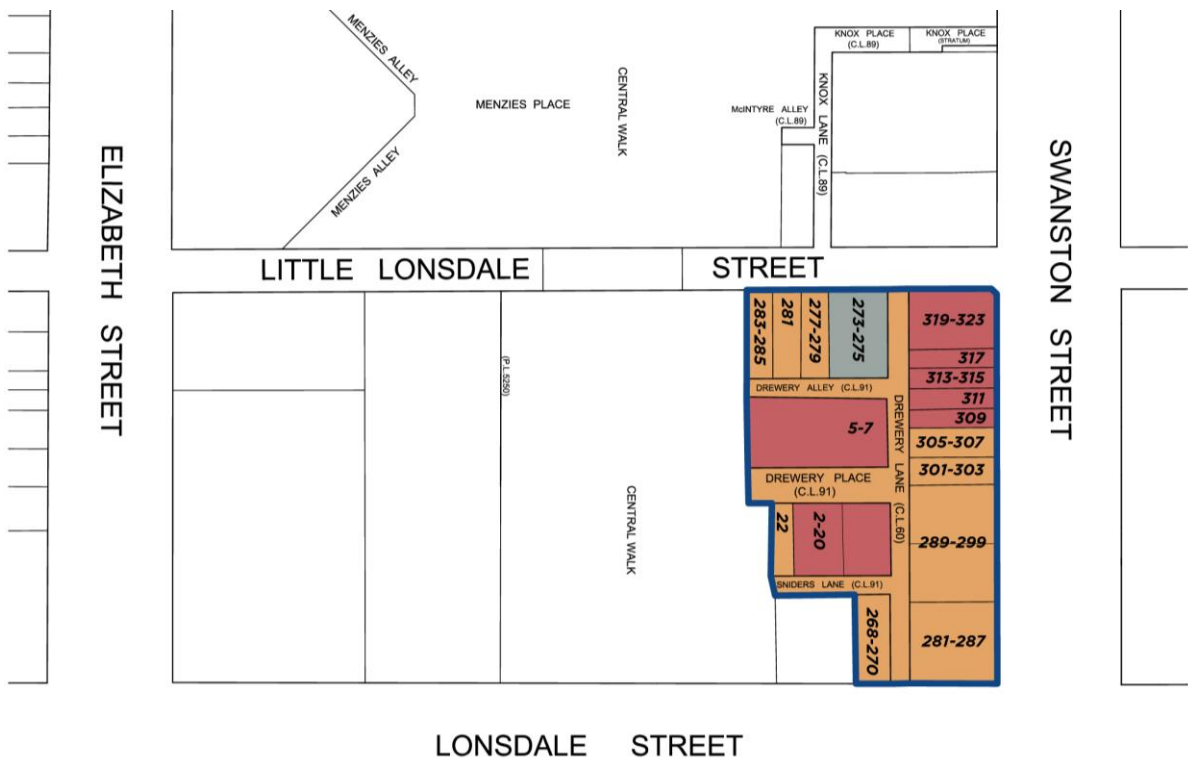


PRECINCT NAME	Drewery Lane Precinct
STREET ADDRESS	268-270 Lonsdale Street, 281-323 Swanston Street, 273-285 Little Lonsdale Street, 2-22 Drewery Place, 5-7 Drewery Lane, Drewery Alley, Drewery Lane, Drewery Place & Sniders Lane
PROPERTY ID	Refer schedule



SURVEY DATE:	January 2018	SURVEY BY:	Context
HERITAGE INVENTORY	Refer to schedule	HERITAGE OVERLAY	VHR H802, HO905 (5-7 Drewery Lane) HO1014 (2-20 Drewery Place)
PLACE TYPE	Heritage Precinct	MAJOR CONSTRUCTION PHASE	1860s – 1920s
PERIOD OF DEVELOPMENT	Victorian Edwardian Interwar	ASSOCIATION WITH BUILDER OR ARCHITECT	Nahum Barnet Hugh Ralston Crawford

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 capacity
	OTHER SUB-THEMES
9 Working in the city	9.1 A working class

LAND USE

HISTORIC LAND USE			
Archaeological block no: 13		Inventory no: 170-186	
Character of Occupation: Commercial			
5-7 Drewery Lane	H7822-1170	272-282 Lonsdale Street	H7822-1180
2-20 Drewery Place	H7822-1171	281-287 Swanston Street	H7822-1178
22 Drewery Place	H7822-1172	289-299 Swanston Street	H7822-1182
273-275 Little Lonsdale Street	H7822-1173	305-307 Swanston Street	H7822-1184
277-279 Little Lonsdale Street	H7822-1174	309 Swanston Street	H7822-1185
281 Little Lonsdale Street	H7822-1175	311 Swanston Street	H7822-1185
283-285 Little Lonsdale Street	H7822-1176	313-315 Swanston Street	H7822-1186
268-270 Lonsdale Street	H7822-1179		

THEMATIC MAPPING AND LAND USE

1890s	Commercial, residential along Little Lonsdale Street and Swanston Street
1920s	Commercial
1960s	Commercial

RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as a Heritage Precinct.

Extent of overlay: Refer to map

SUMMARY

The Drewery Lane Precinct includes places linked to the tobacco industry of Sniders & Abrahams, set in a dense laneway network. It contains examples of three buildings by Nahum Barnet and one early reinforced concrete warehouse. It also includes commercial buildings from the Victorian, Edwardian and interwar periods, some with high integrity.

HISTORY

This Hoddle Grid precinct occupies part of the traditional land of the Kulin Nations. Whilst this study has not mapped any particular Aboriginal sites within the area of the Brewery Lane Precinct, this does not mean that none exist and future archaeological investigation has the potential to reveal evidence of pre-colonial Aboriginal occupation.

Historical context

As economic historian Tony Dingle states, for much of its history Melbourne has been Australia's largest centre of manufacturing. In the nineteenth century the industry was focused on the processing of primary products produced in rural Victoria, often for export, and the making of products for local consumer demand.

Building a manufacturing capacity

Building a commercial city

During World War One, the British economy could no longer export so much to Australia and local producers diversified, making chemicals, drugs, surgical and scientific instruments, paints, varnishes and musical instruments that had formerly been imported from Germany. By the end of the war the manufacturing industry had grown, especially in metals and engineering (Dingle 2008).

Melbourne's industry developed in particular areas of the city. The natural swamp to the west of Batman's hill quickly became

a fetid wastelands under European development. By the early 1840s the west had become the site of noxious industry, boiling down works, abattoirs, brickworks and rubbish tips, and would soon be the inevitable location for the docks and railways. Residential use moved as far away as possible (MPS:6).

Because of the area's distance from the Yarra River, the less desirable fringe development of mixed factories and artisans' residences developed in the northern section of the city grid, along Lonsdale Street and La Trobe Street (MPS:6). This area became a centre for furniture and clothing manufacture and engineering works.

As the eastern end of the grid was abandoned for residential use, the clothing trade moved in. The trade focused on the eastern edge of town, in part for its association with the fashion boutiques and Haute Couture 'Paris' end of Collins Street (MPS:64). A plethora of small businesses opened in Flinders Lane and Little Collins Street. By the 1880s, the east end of Flinders Lane was densely built up, with the rag trade and soft goods well established, particularly in the section between Swanston and Exhibition Streets (MPS:64).

Working in the city

A working class

Manufacturing was relatively inefficient and labour-intensive, providing large numbers of jobs. The economic depression of the 1890s slowed production, but in the first decade of the twentieth century, economic growth resumed.

After the gold rushes of the 1850s increased Melbourne's population more than fourfold in a decade and a policy of import protection was implemented in the 1860s, manufacturing became the biggest sector of the Melbourne economy and the main source of employment.

By 1871 more than 30 out of every 100 male and female wage-earners in Melbourne worked in manufacturing, by far the largest single category. By 1881 two-thirds of Victoria's 2500 factories were in Melbourne. On the eve of the depression of the 1890s a quarter of the Victorian manufacturing workforce was in the categories of metals, machinery and carriages, another 23% were in building materials and furniture, 19% in clothing and textiles, 15% in food, drink and tobacco, 9% in books, paper and printing, and 4% in leather products and tanning (Dingle 2008).

Place history

In 1866, Crown Allotments 7 and 8 in Section 28 of City of Melbourne (comprising the subject place) were owned by Payne, Glass and Brodie (*Plan of Melbourne 1866*). Drewery Lane and Drewery Place were named after chemist Thomas Drewery, who was elected City Councillor for Gipps Ward in 1851 (RHSV). In 1892, three Chinese residents lived in Drewery Lane, from where a perambulator maker, a box manufacturer, an importer, and Sniders & Abrahams cigar merchants also operated businesses (S&Mc 1892). In the 1890s, the Britannia Hotel, located on the corner of Lonsdale Street, Bruen's Hotel, and Club Hotel, both on Swanston Street, all had rear entrances onto Drewery Lane (Gerner 2008).

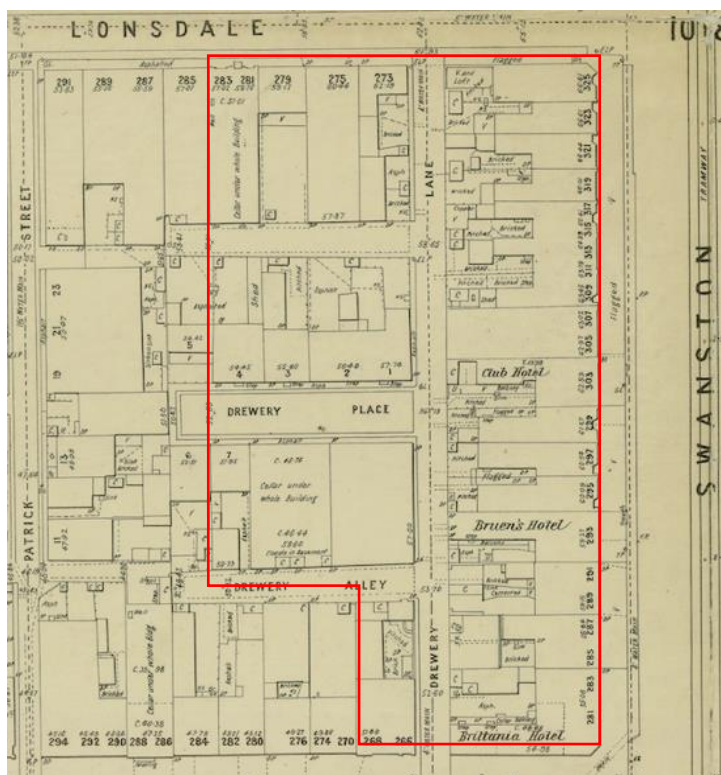


Figure 1. The subject precinct in 1895. It shows some large buildings concentrated in the laneways and small footprint shops and hotels on Swanston Street. (Source: MMBW Detail Plan no 1018, 1895)



Figure 2. The precinct in 1925. Some consolidation of sites has occurred in Swanston Street and only the Britannia remains of the hotels. Further development of warehousing and factories has occurred mid-block. (Source: Mahlstedt Map Section 2 no 5A, 1925)

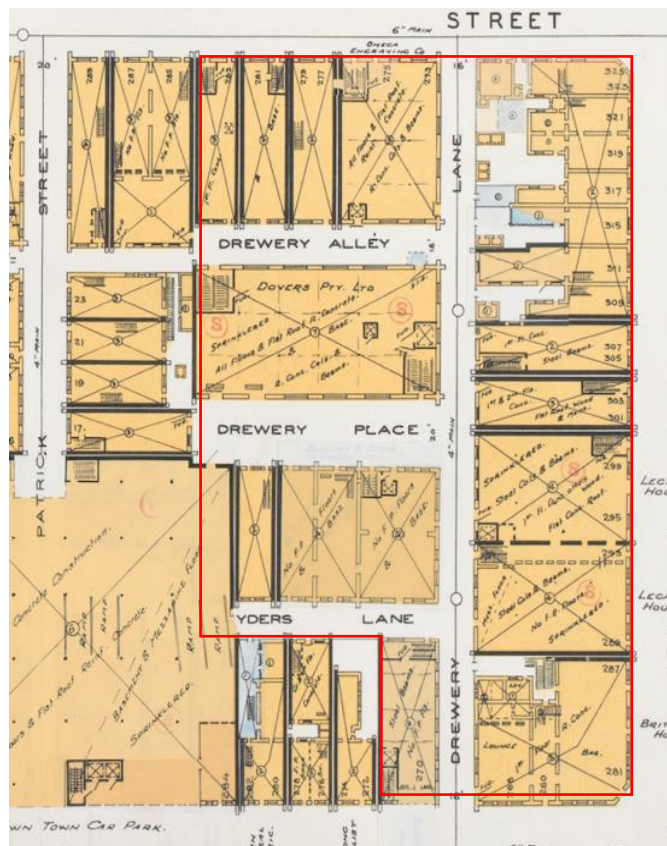


Figure 3. Showing the precinct buildings in 1962 with few major changes from 1925. (Source: Mahlstedt Map Section 2 no 5A, 1962)

Sniders & Abrahams

The 2011 Central City Heritage Review writes of the Sniders & Abrahams tobacco buildings in Drewery Lane:

The established and eminent cigar and cigarette manufacturing firm, Sniders and Abrahams Pty Ltd. commissioned architect Nahum Barnet to design what was termed as two factories [at 9-13] Drewery Lane (now 2-20 Drewery Place), erected in 1890. This part of Melbourne saw a concentration of tobacco firms that established large factories and warehouses in the late Victorian-era and Edwardian period...Sniders & Abrahams was to erect a number of large buildings in this locality...Barnet specialised in tobacco and cigar warehouse and factory architecture...

Miles Lewis has noted that the adjoining Sniders & Abrahams building (1908-9)...at 7 Drewery Lane was designed by the engineer H.R. Crawford, using the American flat plate reinforced concrete slab system of C.A.P. Turner. Later the Innes-Bell system of flat plate and waffle slab was also used in many Melbourne buildings (Butler 2011:154).



Figure 4. Businesses in Drewery Lane, c1950-c1980. The projecting entrances of 2-20 Drewery Lane on the left. (Source: Strizic c1950-c1980, SLV)

22 Drewery Place

22 Drewery Place stood partially empty in 1895 (Figure 1) and was owned by Edith Emily Rowe in 1896 (CT:V0623 F546). In 1898, William John Purves purchased the subject site (CT:V0623 F546).

W J Purves commenced his seed and plant supply business in Stephens Street (Exhibition Street) in 1875, moving to larger premises at 128 Swanston Street in 1878; the business was addressed at 268 Swanston Street by 1894 (*Weekly Times* 6 April 1878:7; *Advocate* 17 February 1894: 23).

The building at 22 Drewery Place was constructed sometime between 1898 and 1905 as a seed store and factory for W J Purves (Fels, Lavelle and Mider 1993, Inventory no 172). When Purves died on 27 January 1920, his probate stated that the real estate in his ownership included the brick factory erected on a piece of land with frontage to Drewery Place, with the land and building valued at £220 (PROV VPRS 28/P3 unit 1132).

The property was left to Purves' brother, Thomas Purves, in 1921, and was sold in 1946 (CT:V0623 F546).

277-279 Little Lonsdale Street

The building located at 277-279 Little Lonsdale Street was designed and constructed in 1903 by Clements Langford for the Australian Wire Works Company, Greer and Ashburner, established in 1849 (Figure 5) (Clements Langford Pty Ltd; MCC registration no 8984, as cited in AAI, record no 74885). Greer and Ashburner had previously operated from a building constructed for them in Little Collins Street in 1872. By the early 1920s, the firm had relocated from Little Lonsdale Street to larger premises at the corner of Franklin Street and Swanston Street.

In 1922, Harrison Bros and Co operated a tyre-repair business from the building at 277-279 Little Lonsdale Street (*Argus* 18 January 1922:3).

The building was sold in 1939 (*Herald* 7 June 1939:18) and by the early 1950s, cigarette manufacturer Godfrey Phillips was using it as a factory (*Age* 27 May 1953:9). Photimport Pty Ltd operated from the building in 1960 (*Australian Women's Weekly* 7 December 1960:101).The building was refurbished in 1994 (CoMMaps).



Figure 5. 277-279 Little Lonsdale Street constructed 1903 for Greer and Ashburner. (Source: Clements Langford Pty Ltd, date unknown)

281 Little Lonsdale Street

The two-storey brick warehouse at 281 Little Lonsdale Street was built in the 1880s (CoMMaps). By the 1890s Samuel and Daniel Harris were operating a business (type unknown) in the building (*Argus* 24 April 1896:5). By 1897, the building housed clothing company, Pearson and Company (*Age* 21 January 1897:6). In 1921, fabric manufacturers, the British Tie Company, occupied the site (*Argus* 14 May 1921:12).

In 1925, the building, then vacant and formerly let for £375 a year, was put up for sale (*Age* 2 May 1925:3). A second-hand motorcycle business had opened by 1926 (*Argus* 29 May 1926:5) and by the 1940s, builders Hollow & Sons Pty Ltd operated from the premises (City of St Kilda Building Permits Register no U610, as cited in AAI, record no 57643). The Cycle Press printery was located at 281 Little Lonsdale Street in the 1950s (*Age* 22 April 1950:33).



Figure 6. Little Lonsdale Street, 1968, showing numbers 277-279 (middle two-storey building) and 281 (to right of 277-279). (Source: Halla 1968, SLV)

283-285 Little Lonsdale Street

The two-storey building at 283-5 Little Lonsdale Street was constructed c.1905.

In 1907, Davies, Doery and Co's clothing factory operated from the premises at 285 Little Lonsdale Street, and Sniders & Abrahams cigar factory occupied what was then 287 Little Lonsdale Street (*City of Melbourne* 1907).

In June 1926, a Mr O'Keefe advertised building materials for sale from a 'building coming down' at 283 Little Lonsdale Street (*Age* 7 June 1926:2). From March 1927, cigarette manufacturer D W

Reddan Pty Ltd operated from the new building, advertising two floors for lease (*Argus* 19 March 1927:16). D W Reddan, tobacco and general merchants, had registered as a company in the same year with appointed directors, D W and A A Reddan (*Daily Commercial News and Shipping List* 23 March 1927:5).

In 1934, the Reddan company purchased premises at 285-287 Little Lonsdale Street (by then the two buildings had been joined into one) from Davies, Doery and Co and altered the building to suit its requirements (*Herald* July 1934:18). From 1936, the firm's address was 285-287 Little Lonsdale Street (*Argus* 9 May 1936:8). No.287 has since been demolished and some renumbering has taken place.

When A A Reddan died in 1953, part of his estate included a three-storey brick warehouse of approximately 4700 square feet at 283 Little Lonsdale Street (today's 283-285), with a concrete first floor and timber ground and upper floors, let to cigarette manufacturer, Godfrey Phillips Pty Ltd (*Age* 28 February 1953:25).

Dover's printing works operated from the building from 1954, and a real estate agent from 1962 (*Age* 16 October 1954:60; *Dutch Australian Weekly* 23 February 1962:15). The building in 1968 can be seen in Figure 7.

Today the building at 283-285 Little Lonsdale Street houses the restaurant Peony Garden.



Figure 7. Little Lonsdale Street, 1968, showing numbers 281 (middle two-storey building) and 283-285 (to right of 281). (Source: Halla 1968, SLV)

268-270 Lonsdale Street

In March 1905, architects Sydney Smith & Ogg advertised for tenders to purchase and remove buildings at the corner of Drewery Lane and Lonsdale Street (*Age* 25 March 1905:3).

In the same year, a five-level American Romanesque style cigar factory for Sniders & Abrahams was built at 268-270 Lonsdale Street by Stephen Armstrong (MCC registration no 9635, as cited in AAI, record no 9635; Butler 2011:254).

By 1925, the building was occupied by Edmunds Bros merchants and importers (Mahlstedt Map no 5A, 1925).

In 1939, R L Edmunds and Oswald Sholl of Edmunds Bros Pty Ltd became the Australian directors of a new company, Ensign Lamps (Australia) Pty Ltd, formed to manufacture electric lamp globes in Melbourne. Using English raw materials, 'expert operatives' from England were brought to Melbourne to operate the machines and train staff (*Australasian* 26 August 1939:40). The building at 270 Lonsdale Street housed Edmunds Bros Pty Ltd and was also the registered office of Ensign Lamps Pty Ltd through until the 1950s. It is believed the Ensign Lamps factory was located at 544 Lonsdale Street.

By 1954, Thorn Electrical Industries (Australia) Pty Ltd operated from the premises at 268-270 Lonsdale Street (*Age* 12 November 1954:6).

281-287 Swanston Street

This corner site was occupied from the 1860s by the Britannia Hotel (also referred to as the Britannia Inn) until its refurbishment in 1989 when it was converted to retail and office use. The current building replaced an earlier two-storey structure that occupied the corner site with frontages to Lonsdale and Swanston Streets (Department of Lands and Survey, 1866).

289-299 Swanston Street

The four-storey building at 289-299 Swanston Street, an austere form of the red brick Romanesque style, was constructed for Barnet Glass in 1909 to a design by architect Nahum Barnet for use as a retail outlet and showroom (Lewis 2005).

Prior to this, the site was occupied by a three-storey shop in 1880, and by 1905 two-storey and four-storey shops housing a tailor, pastry cook, tobacconist and glass company (Fels, Lavelle and Mider 1993, Inventory no 182).

Barnet Glass (1849-1918) was born in 1849 in Poland. As a young man he worked in Manchester, England, where he learned the processes of manufacturing waterproof clothing (Thomson 1983).

Glass arrived in Victoria c1876 and began manufacturing c1878 in Carlton. In 1882 he built a factory in North Melbourne, and by the end of the decade, the business had two departments: general clothing and waterproof garment manufacture. His business prospered despite the depression and in 1894 an office was opened in London and a branch factory, the Pioneer Rubber Co., in Adelaide (Thomson 1983).

In October 1900 Glass converted his business into a company, Barnet Glass & Sons Pty Ltd, and became its managing director. He sold the business to the Dunlop Pneumatic Tyre Company in 1905.

He subsequently bought land at Footscray, built a factory and plant, and, with his two sons and his sons-in-law, began work as Glass & Co (Thomson 1983).

By 1939, the Barnet Glass Rubber Co. had vacated the premises at 289-299 Swanston Street and in February 1940, the building was put up for auction. A sale notice described a 'very substantial brick building of four floors, excellently lighted and accessible, and equipped with two lifts, Grinnell sprinklers, ample lavatory accommodation, office fittings, and strongroom' (*Argus* 3 February 1940:1).

In 1940, the building was known as Red Cross House (Figure 8) (*Wodonga and Towong Sentinel* 20 September 1940:3).



Figure 8. Melbourne Red Cross House, formerly Barnet Glass rubber company (Source: NAA 1917-1968)

In 1952, the building was advertised for auction. It was described as a 'most substantially constructed city freehold' of 15,500 feet, built as 'two separate and self-contained buildings if desired, namely 289-293 and 295-299, each being on a separate title' (*Argus* 22 November 1952:18).

The Federal government purchased the building in 1953 for £96,140 to house the Federal Health Department (*Canberra Times* 25 April 1953:4).

Legacy Melbourne, formed after World War Two to care for families of Australian Defence Force veterans who had lost their lives or health serving their country, took over the building and extensively refurbished it in 1957; the building was subsequently renamed Legacy House (CoMMaps).

The building was refurbished again in 2006 for use as commercial premises and offices (CoMMaps).

301-303 Swanston Street

The current building at 301-303 Swanston Street was constructed in 1922. Findlay and Rogers, owners of the Junction Motorcycle Exchange, which sold motorcycles from 1918 from stores at 209 Swanston Street and at the St Kilda junction, commenced business in the new 'up to date commodious' building on 1 January 1923 (*Argus* 21 December 1922:2). By 1924, the buildings were occupied by Rogers Bros motorcycle retailers (*Age* 23 February 1924:27).

301 Swanston Street was offered for sale in 1931, and both buildings were sold in 1937 (*Argus* 30 January 1931:4; *Argus* 18 December 1937:13).

305-307 Swanston Street

The National Trust notes that a row of eight shops with lodging houses was built at 305-325 Swanston Street for W Hawkins c1850. The various occupants in 1853 included surgeon Dr Menzies, at numbers 313-315, and joiner S Langfield, at number 311. In 1857, 305-307 Swanston Street was occupied by Lloyds dancing rooms and was converted in the early 1860s into a Freemasons' Hall (NT 2007). The street numbering has changed to this part of Swanston Street and the current numbering is 309-323.

One source states that the building at 305-307 Swanston Street was erected c1915 ('Central City Heritage Study Review' 1993). However, according to the 1993 'Archaeological Management Plan', by 1905 a two-storey building was in existence on the site (Fels, Lavelle and Mider 1993, Inventory no 183).

The building at 305-307 Swanston Street, advertised as a two-storey brick building, sold in 1920 for £2900 (*Herald* 25 March 1920:12).

In 1922, architects Beaver and Purnell advertised for tenders for alterations and the installation of a show window at 305 Swanston Street, likely for Brooks furniture (*Argus* 14 January 1922:4).

Brooks furniture occupied 305-307 Swanston Street from 1922 until 1924, then from c1927 to 1930, lending its name to the building (*Age* 22 December 1922:2). From 1924 until c1927, Rogers Bros motorcycle retailers occupied the premises (*Age* 23 February 1924:27).

By 1956, the Carr Camera Company was conducting business from the building (*Argus* 18 June 1956:12).



Figure 9. Swanston Street looking south from Lonsdale Street, c1870-c1880, showing on the west side (RHS) the New Zealand Commercial Hotel (formerly numbered 323-325) and Railton & Co, seedsmen (number 321). A three-storey brick building can be seen further down Swanston Street at numbers 305-307. This was demolished to make way for the current building on site, constructed in 1922. (Source: 'Swanston Street looking South' c1870-c1880, SLV).



Figure 10. Shops formerly numbered 301-325 Swanston Street in 1977. The Carr Camera Company building at 305-307 Swanston Street can be seen second from the left. (Source: Collins 1977, SLV)

Nahum Barnet, architect

Nahum Barnet (1855-1931) was responsible for the design of many buildings in the central city including Her Majesty's Theatre, Exhibition Street and the Austral Building in Collins Street. He completed his articles with Terry & Oakden from 1876-79 before setting up his own practice which was to become immensely successful. Barnet had an interest in developing architectural styles that were suited to Australian conditions whilst also borrowing from the prevailing tastes and fashions of the eras in which he worked, including Classicism, the Gothic and Romanesque Revival. With strong Jewish connections, Barnet established his practice within commerce and manufacturing as well as undertaking buildings for the Jewish community. Barnet's work is distinguished by bold composition and massing across a range of styles combined with finely detailed decorative elements, often using Australian motifs (Goad & Willis, 2012:69-70).

Hugh Ralston Crawford, architect

Hugh Ralston Crawford (1874-1958) was born in the United States before he moved to Queensland where he was employed between 1891-1905 (Watson & McKay, 1984:63). Both architect and engineer, Crawford held the patent rights to the Turner Mushroom System of flat-slab concrete floors, a new system designed in the USA in 1906 which he applied to the construction of 5-7 Drewery Lane. From 1906-14 Crawford was employed in private practice in Melbourne, primarily in steel and reinforced concrete construction (Gerner, 2008).

Sydney Smith & Ogg, architects

Sydney Wigham Smith (1868-1933) and Charles A Ogg (1867-1932) formed a partnership in 1889. Smith was initially articled to his father, Sydney William Smith, who worked as an engineer and municipal surveyor in suburban Melbourne for some 30 years. Ogg worked for Reed, Henderson & Smart for five years before entering the partnership (Coleman 2012).

The firm designed houses, shops, banks, hotels and churches, and their early designs drew on the Arts and Crafts and Art Nouveau styles of the United Kingdom. A notable example in the city is Milton House, located in Flinders Lane (1901). From c1911 to 1914, the firm produced a series of innovative hotel designs, influenced by Arts and Crafts and Art Nouveau styles, largely in the inner suburbs, including the Bendigo Hotel, Collingwood (1911), Perseverance Hotel, Fitzroy (1911) and Kilkenny Inn, King Street, Melbourne (1913). Similar characteristics can be seen in their designs for a series of State Savings Banks, including Moonee Ponds (1905), Elsternwick (1907), and Yarraville (1909). All have symmetrical, red-brick facades with various combinations of bay, arched and circular window forms and render, wrought iron and terracotta detailing (Coleman 2012).

Sydney Smith and Charles Ogg both died in the early 1930s; however, Charles Edward Serpell (1879-1962), who joined the partnership in 1921, continued to practice until he retired in 1956 (Coleman 2012).

PRECINCT DESCRIPTION

The Drewery Lane Precinct is a small block with street frontages to Swanston, Lonsdale and Little Lonsdale Streets, and an internal network of lanes including the north-south Drewery Lane and three east-west lanes including Sniders Lane, Drewery Place and Drewery Alley. The middle of the precinct contains places associated with the cigar and tobacco industry (5-7 Drewery Lane and 2-20 Drewery Place).

Drewery Lane and Place

The network of north-south and east-west running laneways is bordered by commercial buildings that front the lanes. Drewery Lane has views south to Caledonian Lane and north to the Church of Christ, and several buildings have their principal frontages to the laneway. Drewery Place is unusually wide and is landscaped with trees and refurbished bluestone paving. Sniders Lane terminates in a view of the Melbourne Central development. The precinct retains its manufacturing commercial buildings with frontages to the laneways.

5-7 Drewery Lane (HO905, VHR H0802) was constructed with an innovative reinforced concrete construction system and a classical façade over five floors. 2-20 Drewery Place (HO1014) was constructed on a podium base with a deeply modelled cornice built in the Queen Anne revival style by Nahum Barnet. The main building on the corner of Drewery Lane incorporates a four-storey Victorian brick warehouse. A small two storey brick warehouse is at 22 Drewery Place.



Figure 11. Drewery Lane character. (Source: Context 2017)



Figure 12. Drewery Lane looking south. (Source: City of Melbourne, 2018)

Lonsdale Street

The precinct has one building on Lonsdale Street, the five-storey Pacific House of 1903 at 268-270. Designed by architects Sydney Smith & Ogg, the building is a particularly fine architectural design with the Romanesque-inspired arches underneath a deep overhanging cornice. The window pattern within the brick arches is divided into both glazing and ornate panels with finely detailed stucco decoration.

Little Lonsdale Street

The small section of Little Lonsdale Street with three buildings of two-three storeys retains many original features. The group, despite differences in age and style are all rendered masonry and feature parapets and traditional window patterns. 277-279 Little Lonsdale Street is a two-storey Edwardian brick shop, refurbished in 1994 but still retaining its upper floor façade and ground floor recessed entry. 281 Little Lonsdale Street is a two-storey brick warehouse of face brick with a high degree of integrity and both the upper and lower floors are intact with no visible alterations. 283-285 Little Lonsdale Street, Reddan's Building, is a three-storey warehouse built in 1926 with a highly intact façade over three floors. It features large industrial steel-framed windows set within a smooth stucco façade and an overhanging cornice. The ground floor is intact with its central arched window and two doorways. The rear of these buildings forms a continuous industrial-like brick façade on Drewery Lane.



Figure 13. 277-285 Little Lonsdale Street. (Source: Context 2017).

Swanston Street

Swanston Street retains a variety of building types, all of which have rear aspects to Drewery Lane. The corner of Lonsdale and Swanston streets is occupied by the former Britannia Hotel with its distinctive corner octagonal tower rising above the roof level (Figure 14). Legacy House at 289-299 Swanston Street is a large-scale building over four storeys with alterations to the façade (Figure 8). The façade detail and materials of brick and stucco decoration are concealed but the giant order arches and window designs remain.

301-303 & 305-307 Swanston Street are a pair of three storey buildings, including the named Brooks Building, both with stripped classical interwar facades. Both of these buildings appear to have experienced substantial alterations and remodelling. The terrace row of two storey Victorian shops with residences above at 309-323 Swanston Street (HO1081) is typical of Victorian commercial buildings (Figure 15). There is a contemporary addition above part of the row, extending around the corner to Little Lonsdale Street.



Figure 14. Britannia Hotel Swanston Street. (Source: City of Melbourne, 2018)



Figure 15. Swanston Street and Little Lonsdale Street corner of Drewery Lane Precinct compare with Figure 10 photographed from the same angle. (Source: Google maps)

INTEGRITY

The Drewery Lane Precinct retains high quality commercial frontages to Swanston, Lonsdale and Little Lonsdale streets. To the rear the laneways and component buildings form a small but highly legible nineteenth century manufacturing precinct. Whilst individual buildings have been converted to residential apartments and other business uses, this has not been a high impact change of use.

COMPARATIVE ANALYSIS

Historically the Drewery Lane Precinct is one of several small precincts within the central city that has manufacturing as a major theme. Both Flinders Lane (HO506) and Flinders Lane East (interim HO1286) also express this strongly. Physically the Drewery Lane Precinct is one of several small precincts in the central city that derive their character from laneways. Like the Guildford and Hardware Lane precinct, Drewery Lane also combines a mid-block laneway character with commercial street frontages on the main streets.

Flinders Lane Precinct (HO506)

Flinders Lane precinct extends between Russell Street and Elizabeth Street with a smaller section between Elizabeth and Queen Streets. There is also a fine-grained plan with laneways. The component buildings, on small footprints and up to six storeys in height, represent a range of nineteenth and early twentieth century styles. Many buildings exhibit a Romanesque revival style. The scale of buildings in small streets such as Flinders Lane is directly related to limitations imposed by fire regulations for narrow streets.

Guildford and Hardware Laneways Precinct (HO1205)

The Guildford and Hardware Laneways Precinct comprises a nineteenth century laneway network within the larger street layout of the Hoddle Grid. It reflects the development of warehouses and businesses that congregated out of the retail core in the late nineteenth century. The precinct is significant for its distinctive streetscapes with diverse architecture, narrow footprints and dominant materials of red brick, stucco and bluestone.

Bank Place Heritage Precinct (HO503)

Bank Place is an urban precinct associated with the development of the Melbourne financial and legal district. It contains a visually cohesive group of distinctive architectural forms clustered around the early street, Bank Place. Many of the important architectural styles from nineteenth and early twentieth century Melbourne are represented in the precinct. The short street and its built enclosure at each end, including the important terminal view to Normanby Chambers, provide a distinctive scale. Unusual for its enclosure, architectural diversity and cohesive scale, Bank Place is a high-quality central city precinct.

The Drewery Lane Precinct, like Flinders Lane and Guildford and Hardware Laneways precincts, provides a compelling example of nineteenth and early twentieth century industry compressed into a small area. This is derived from the varied scale of buildings within the laneways. The inner core of the precinct is complemented by a rich and varied commercial streetscape along Swanston Street that retains an unusually long terrace of Victorian shops. This pattern is also part of Guildford and Hardware Laneways where Elizabeth Street has a different character derived from its larger scale commercial buildings.

ASSESSMENT AGAINST CRITERIA

✓	<p>CRITERION A Importance to the course or pattern of our cultural or natural history (historical significance).</p>
	<p>CRITERION B Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p>
	<p>CRITERION C Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p>
✓	<p>CRITERION D Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p>
✓	<p>CRITERION E Importance of exhibiting particular aesthetic characteristics (aesthetic significance).</p>
	<p>CRITERION F Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p>
	<p>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).</p>
	<p>CRITERION H Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p>

RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as a heritage precinct.

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

PRECINCT CATEGORY SCHEDULE

CoM Property ID	Number	Street	Grading
102598	5-7	Drewery Lane	Significant (HO905, VHR H0802)
102597	2-20	Drewery Place	Significant (HO1014)
102596	22	Drewery Place	Contributory
105748	268-270	Lonsdale Street	Contributory
106008	273-275	Little Lonsdale Street	Non-contributory
106009	277-279	Little Lonsdale Street	Contributory
106010	281	Little Lonsdale Street	Contributory
106011	283-285	Little Lonsdale Street	Contributory
109302	281-287	Swanston Street	Contributory
109303	289-299	Swanston Street	Contributory
109304	301-303	Swanston Street	Contributory
109305	305-307	Swanston Street	Contributory
532170	309	Swanston Street	Significant (HO1081)
532171	311	Swanston Street	Significant (HO1081)
109307	313-315	Swanston Street	Significant (HO1081)
109308	317	Swanston Street	Significant (HO1081)
109309	319-323	Swanston Street	Significant (HO1081)

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STATEMENT OF SIGNIFICANCE

<p>Heritage Place: Drewery Lane Precinct</p>	<p>PS ref no: Interim HO1290</p> <p>HERITAGE PRECINCT BOUNDARY SIGNIFICANT CONTRIBUTORY NON CONTRIBUTORY</p>
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What is significant?

The Drewery Lane Precinct including 268-270 Lonsdale Street, 281-323 Swanston Street, 273-285 Little Lonsdale Street, 2-22 Drewery Place, 5-7 Drewery Lane, Drewery Alley, Drewery Lane, Drewery Place & Sniders Lane, Melbourne, is significant.

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

- The small-scale commercial buildings constructed from c1850 to c1922, as shown on the precinct map.
- The pattern of development in the precinct which comprises mixed streetscapes of Victorian, Federation and interwar commercial and warehouse buildings, and the key features and original detailing characteristic of their respective styles.
- The high-quality commercial frontages to Swanston, Lonsdale and Little Lonsdale Street, and industrial streetscapes throughout the laneway network, with rear aspects and some frontages to Drewery Place, Drewery Alley, Drewery Lane and Sniders Lane.

The buildings at 22 Drewery Place, 277-279, 281, 283-285 Little Lonsdale Street, 268-270 Lonsdale Street, 281-287, 289-299, 301-303 and 305-307 Swanston Street are contributory.

The buildings at 2-20 and 5-7 Drewery Place, and 309-311, 313-315, 317 and 319-323 Swanston Street are significant.

Non-original alterations and additions to the contributory buildings, including cantilevered verandahs, are not significant.

273-275 Little Lonsdale Street is non-contributory to the precinct.

How it is significant?

The Drewery Lane Precinct is of local historic, representative and aesthetic significance to the City of Melbourne.

Why it is significant?

The Drewery Lane Precinct is historically significant for its demonstration of manufacturing and commercial activity from the nineteenth and early twentieth centuries. The area retains places associated with both large and small manufacturing enterprises that demonstrate a wide variety of work once available in the central city. The precinct has a strong association with the cigar and cigarette manufacturing firm Sniders & Abrahams who erected several large buildings in the locality including the warehouses at 2-20 Drewery Place and 5-7 Drewery Lane and their administrative building at 268-270 Lonsdale Street. Other large enterprises associated with the precinct include the Barnet Glass Rubber Company Ltd (until 1940), whose premises at 289-299 Swanston Street was later occupied by Red Cross and Legacy. (Criterion A)

The Drewery Lane Precinct, while physically quite diverse, demonstrates the way in which the Hoddle Grid incorporates large and small streets and laneways within a larger grid of streets. It is notable for its legacy of small and large buildings with frontages to Drewery Lane, Drewery Place, Drewery Alley and Sniders Lane. The precinct is also notable for its individual buildings designed by architects and engineers including Hugh Ralston Crawford (5-7 Drewery Lane, HO905, VHR H902), Nahum Barnet (289-299 Swanston Street) and Sydney Smith & Ogg (268-270 Lonsdale Street). The row of Victorian shops at 309-323 Swanston Street is notable for its considerable length and integrity. (Criterion D)

The Drewery Lane Precinct is aesthetically significant for the range of spatial experiences in its laneway network. Drewery Lane, Sniders lane, Drewery Place and Drewery Alley provide a notable public realm and setting for the individually significant and contributory places that border them. Predominantly of brick construction, buildings within the laneway network of the precinct exhibit both vernacular and high style architecture. Long commercial streetscapes including 301-323 Swanston Street and 277-285 Lonsdale Street demonstrate a visually cohesive and predominantly two-storey scale urban morphology with a consistent material palette of stuccoed masonry. (Criterion E)

Key characteristics include:

- The VHR-listed warehouse at 5-7 Drewery Lane constructed in 1909-10 to the design of engineer/architect Hugh Ralston Crawford.
- A significant factory built for Sniders & Abrahams and designed by Nahum Barnet in 1890 at 2-20 Drewery Place (HO1014).
- A contributory Romanesque revival Pacific House at 268-270 Lonsdale Street designed by Sydney Smith & Ogg in 1903.
- Contributory small scaled commercial premises at 277-285 Lonsdale Street built between the 1880s and 1930s.
- A significant row of Victorian shops and residences between 309-323 Swanston Street (HO1081).

- The former Barnet Glass Company retail premises (now Legacy House) designed by Nahum Barnet in 1909.
- Two storey shops at 301-307 Swanston Street.
- The Britannia Hotel at 281-287 Swanston Street, the only remaining hotel of three previously in this part of Swanston Street.
- A contributory building c1900 at 22 Drewery Place.
- The laneway network and its industrial buildings of Drewery Place, Drewery Lane and Drewery Alley and Sniders Lane.
- Commercial buildings fronting to Swanston, Lonsdale and Little Lonsdale Streets.

Primary source

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