
J. GADSDEN FACTORY (FORMER)



36-38 Charles Street, Coburg
North

Location

36-38 CHARLES STREET,, COBURG NORTH VIC 3058 - Property No 36269

Municipality

MERRI-BEK CITY

Level of significance

Included in Heritage Overlay

Heritage Overlay Numbers

HO397

Heritage Listing

Merri-bek City

Statement of Significance

Last updated on - September 3, 2010

What is significant?

The former J. Gadsden factory, comprising the distinctive arched-roof factory designed by the office of Harry A. and Frank L. Norris and constructed by 1956, at 36-38 Charles Street, is significant. The arched-roof form, external materials and detailing of the factory contributes to its significance. The front elevation to Charles Street, which provides a consistent architectural facade based on the Norris principles of wide overhanging roof with exposed tapered rafters, and a continuous horizontal band of windows and the open siting of the western end of

the building, which enables the distinctive profile of the building to be appreciated are key elements that contribute to the significance of the place.

The adjacent covered entranceway and other buildings on this large site are not significant.

How is it significant?

The former J. Gadsden Factory at 36-38 Charles Street is of local historical and architectural significance to Moreland City.

Why is it significant?

It is historically significant as a building associated with the significant post-war expansion of manufacturing in Coburg promoted by the availability of large sites and the advantage of the proximity of housing for employees. This building, constructed by 1956 represents the beginnings of the J. Gadsden complex on this site, which was considerably expanded throughout the 1960s and 1970s. It has important associations with J. Gadsden company, which was known for its innovative steel and aluminium can making processes for food and beverage storage. (Criteria A & H)

It is architecturally and technically significant for its arched roof designed by prominent and innovative architects Harry A and Frank L Norris. It is notable as one of the more intact examples of the arched-roof factory buildings designed in the immediate post war years by Norris, several of which have been demolished or altered almost beyond recognition, and this is only example in Moreland. (Criteria F & B)

Heritage Study/Consultant	Moreland - City of Moreland - North of Bell Street Heritage Study, Context Pty Ltd, 2013;
Construction dates	1956,
Architect/Designer	Norris, Harry A,
Other Names	Visy manufacturing,
Hermes Number	140007
Property Number	

Physical Description 1

The industrial area between Charles Street, Sussex Street, Leslie Street and Richards Reserve comprises large floor space factories, whilst the block immediately to the south bounded by Gaffney Street comprises warehouses and factories with smaller footprints.

The large factory complex at 34-36 Charles Street Coburg North was built in several stages and now comprises a very large factory complex of two main buildings (with subsequent additions) set either side of a driveway. A covered entry links the two blocks of buildings.

Most of the buildings across the site (and within the broader area) are of standard wide span factory construction with saw tooth roofing and clerestory windows giving light to the interior spaces, however the eastern building fronting Charles Street is distinctive because of its segmented arch roof. The factory was largely designed by the office of Harry A. and Frank L. Norris, however the part comprising the arch roof is of most interest.

The elevations of the factory to Charles Street are composed identically giving the appearance of construction at the one time. There is a continuous band of window glazing to a uniform sill and head height above brickwork. There are wide eaves overhanging the wall line and the exposed rafters have the distinctive tapered ends often used by Norris, giving the appearance of a thin edge to the roof. The window glazing has a consistent module

with vertical mullions spaced at regular intervals. There is variation in the type of glazing indicating that modifications have occurred to this component.

At the eastern end of the building is the original covered entrance way, also designed by the office of Harry Norris however this is of lesser interest as are the factory buildings with saw-tooth roofing.

There have been significant alterations and extensions to both wings of the factory, however, the factory itself appears to be in good condition and has a relatively high degree of external integrity to Charles Street.

This place/object may be included in the Victorian Heritage Register pursuant to the Heritage Act 2017. Check the Victorian Heritage Database, selecting 'Heritage Victoria' as the place source.

For further details about Heritage Overlay places, contact the relevant local council or go to Planning Schemes Online <http://planningschemes.dpcd.vic.gov.au/>