
POOWONG BUTTER FACTORY (FORMER)



Former Poowong Butter
Factory (2000)



image211

Location

40-70 RANCEBY ROAD, POOWONG, SOUTH GIPPSLAND SHIRE

Municipality

SOUTH GIPPSLAND SHIRE

Level of significance

Recommended for Heritage Overlay

Heritage Listing

South Gippsland Shire

Statement of Significance

Last updated on - December 19, 2022

What is significant?

The Poowong Butter Factory, at 70 Ranceby Road, Poowong, built in 1901, is significant. The late Victorian two storey brick building has a hipped roof with a large gable to the north. The Interwar Moderne building makes up most of the facade of the site, directly abutting Ranceby Road, and hides most of the smaller structures within the complex. This single storey brick building has a long single storey brick parapet with a banded and textured render, as well as brick quoins, all painted. The Postwar phase of construction can be seen in the ad hoc additions to the rear of the complex that may have housed processing facilities.

Non-original alterations and additions, other than those specified above, are not significant.

How is it significant?

The Poowong Butter Factory, at 70 Ranceby Road, Poowong, is of local historic, aesthetic and social significance to the South Gippsland Shire.

Why is it significant?

Historically, the Poowong Butter Factory, replacing the original factory lost in the 1898 fires, was opened on 16 December, 1901, and formally closed in 1986. It was the first brick butter factory in the South Gippsland Shire and was one of the most modern in Victoria at the time. This factory demonstrates the progressive development of Poowong and the dairy industry in this part of the South Gippsland Shire. It also illustrates the longevity of the dairy industry in the Shire. (Criterion A)

Aesthetically, this is one of the most complex butter factory within the South Gippsland Shire, and reflects the main periods of development throughout the Shire. The Moderne styling of the Interwar parts clearly identifies the building and contributes to the three clear phases of development at the site. (Criterion E)

Socially, this factory provided employment for many within the community and became a pillar to the local economy, as the dairy industry has been central to the economy of the South Gippsland Shire since settlement. (Criterion G)

Heritage Study/Consultant	South Gippsland - South Gippsland Heritage Study, David Helms with Trevor Westmore, 2004;
Construction dates	1901, 1901, 1901,
Other Names	-,
Hermes Number	30948
Property Number	

Physical Description 1

The former Poowong Butter Factory, at 40-70 Ranceby Road combines three major periods of development. This building was not inspected in sufficient detail to fully interpret its elements, which are much more complex than most of the other butter factories.

The first stage, constructed in 1901, is expressed by the two storey brick, iron roofed, hipped structure, rising above the interwar section at the front. The large gable to its north may also be part of the 1901 building.

The post war phase is evident in the apparently ad hoc additions in corrugated iron which presumably housed the larger processing facilities introduced at the time.

The interwar phase provides the facade, which hides the less substantial structures behind is a long single storey parapet wall in brick, finished in banded and textured render. The entries were emphasised by brick quoins, now painted over, and the facade is punctuated by simple regular openings, which formerly had multi-pane steel window frames.

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/>