

A photograph of a large, multi-story brick building with a prominent arched entrance and a large tree in the foreground. The building has a classic architectural style with multiple windows and a flat roof. A silver car is parked on the street in front of the building.

Architectural drawing of the Fay and Gibson complex, showing building footprints, streets, and construction dates. The drawing includes labels for various buildings and their construction years, such as 1901, 1902, 1903, 1904, 1905, 1906, 1907, 1908, 1909, 1910, 1911, 1912, 1913, 1914, 1915, 1916, 1917, 1918, 1919, 1920, 1921, 1922, 1923, 1924, 1925, 1926, 1927, 1928, 1929, 1930, 1931, 1932, 1933, 1934, 1935, 1936, 1937, 1938, 1939, 1940, 1941, 1942, 1943, 1944, 1945, 1946, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999. The drawing also shows streets like Broadway, Madison, and Washington, and landmarks like the Fay and Gibson complex and the Washington Monument.

Municipality

YARRA CITY

Level of significance

Registered

Victorian Heritage Register (VHR) Number

H0897

Heritage Overlay Numbers

HO128

VHR Registration

January 22, 1992

Heritage Listing

Victorian Heritage Register

Statement of Significance

Last updated on - July 20, 1999

What is significant?

The Part of the Foy and Gibson complex at 95-101 Oxford Street, Collingwood, consists of a powerhouse, motor garage and associated workshops and was constructed in 1908. These particular buildings were substantially intact, both externally and internally, until damaged by fire on Wednesday, 16th October, 1991. The Foy and Gibson complex of warehouses, factories and showrooms was constructed to the design of the notable architect William Pitt over a long period beginning c.1887, and it is thought that these buildings were also his work.

How is it significant?

The Part of the Foy and Gibson complex at 95-101 Oxford Street, Collingwood is of historical and architectural significance to the State of Victoria.

Why is it Significant?

The Former Foy and Gibson complex is of historical significance as both a magnificent 19th and early 20th century industrial complex and as an example of the development of early department store retailing, demonstrating the articulations between retail and manufacturing functions that typified the organisation of consumption in the 19th and early 20th century city. As such the complex provides extremely important information about the economic, industrial and social organisation of the period. The Foy and Gibson company was a pioneer in the history of retailing in Melbourne. Its department store chain, Melbourne's earliest, was modelled on the trading principles of the "Bon Marche" of Paris and other European and American stores. The Foy and Gibson factories and warehouses, which were responsible for the production and delivery of goods to the department stores, were remarkable for the range of goods that they produced, including soft furnishings, manchester goods, clothing, hats, hardware, leather goods, furniture and a range of foods. Such production, wholesaling and retailing arrangements, which were an indication of the largely local focus of producer, supplier and retailer networks, are rare in contemporary retail establishments which source their products from all over the world.

The Former Foy and Gibson complex is of historical significance as a rare surviving major industrial establishment of the late 19th and early 20th century. As early as 1906 it was described as "undoubtedly the largest factory in the Southern hemisphere". The complex employed 2000 people and was considered

technologically advanced, employing steam and electric power from an early date. Today, however, the equipment and shafting have been removed and the boiler house stacks form the only extant evidence of Foy and Gibson's technological achievements.

The power house that is part of the buildings at 95-101 Oxford Street is of historical significance as evidence of early industrial infrastructure in Melbourne. The need for an on-site power house reflects the size of the Foy and Gibson complex, and reveals the expensiveness and limited nature of Melbourne's early electricity supply. The power house was one of Melbourne's first power generation houses.

The motor garages that are part of the buildings at 95-101 Oxford Street are of historical significance as an indication of the nature of the interaction between shoppers and retailers in the early decades of the 20th century. The motor garages were used for home delivery vehicles before the widespread use of automobiles by the general public.

The Former Foy and Gibson complex is of architectural significance as an imposing and substantially intact example of late 19th century industrial architecture and for its associations with the eminent Melbourne architect, William Pitt (1855-1918), who retained Foy and Gibson as a client for most of his professional life. Visually, the complex is remarkably cohesive, the formula for the design, once established, being repeated with little change in the selection of materials and decorative motifs. Although a few of the buildings have been gutted, the exterior fabric remains substantially intact. The principal facade elements consist of rusticated pilasters between windows above a lower cornice line and capped by a similar cornice and parapet. The street level and first floor facades have chamfered pilasters whilst the cornices and lintels (in later work) are stuccoed. The street environments are rare in Melbourne for their uniformity and are complemented by the bluestone pitched drains and crossings and the remarkable weighbridge in Oxford Street.

William Pitt was a respected architect, with a great talent for distinctive industrial buildings. As well as the vast Collingwood factory complex, Pitt was responsible for the retail store design for the 1911 Smith Street Diamond Cut Lingerie building in Fitzroy. The factory complex can be compared with Pitt's early sections of the Victoria Brewery complex, the facade of which formed the prototype for many later additions, and with his Bryant and May complex in Church Street, Richmond.

Permit Exemptions

General Exemptions:

General exemptions apply to all places and objects included in the Victorian Heritage Register (VHR). General exemptions have been designed to allow everyday activities, maintenance and changes to your property, which don't harm its cultural heritage significance, to proceed without the need to obtain approvals under the Heritage Act 2017.

Places of worship: In some circumstances, you can alter a place of worship to accommodate religious practices without a permit, but you must **notify** the Executive Director of Heritage Victoria before you start the works or activities at least 20 business days before the works or activities are to commence.

Subdivision/consolidation: Permit exemptions exist for some subdivisions and consolidations. If the subdivision or consolidation is in accordance with a planning permit granted under Part 4 of the *Planning and Environment Act 1987* and the application for the planning permit was referred to the Executive Director of Heritage Victoria as a determining referral authority, a permit is not required.

Specific exemptions may also apply to your registered place or object. If applicable, these are listed below. Specific exemptions are tailored to the conservation and management needs of an individual registered place or object and set out works and activities that are exempt from the requirements of a permit. Specific exemptions prevail if they conflict with general exemptions.

Find out more about heritage permit exemptions [here](#).

Construction dates	1908,
Architect/Designer	Pitt, William,
Heritage Act Categories	Registered place,
Hermes Number	314
Property Number	

History

Associated People:

Plaque Citation

Designed by William Pitt, this magnificent 19th and early 20th century complex of factories, warehouses and showrooms saw the production of a remarkable range of goods for Foy & Gibson, Melbourne's earliest department store chain.

Extent of Registration

AMENDMENT OF REGISTER OF HISTORIC BUILDINGS

Historic Building No. 897:

Part of former Foy and Gibson Complex, 95-101 Oxford Street, Collingwood

To the extent of all the buildings marked B-1 on Plan 6050135, endorsed by the Chairperson, Historic Buildings Council, and held by the Director, Historic Buildings Council, and land on which the building is situated being all the land described in Certificate of Title Volume 8610 Folio 089.

[*Victoria Government Gazette* No. G3 22 January 1992 p.150]

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/>