

FORMER FERRY TERRA COTTA AND ENAMELLED BRICKWORKS OFFICE



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SOHE 2008



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former ferry terra cotta & enamel
enamelled brickworks office
albert street brunswick
aug1996



Former Ferry Terra Cotta & Enamelled Brickworks
Office Albert Street Brunswick
Kiln 1997



Former Ferry Terra Cotta & enamel
brickworks office albert Street
brunswick rounded end from the
southeast



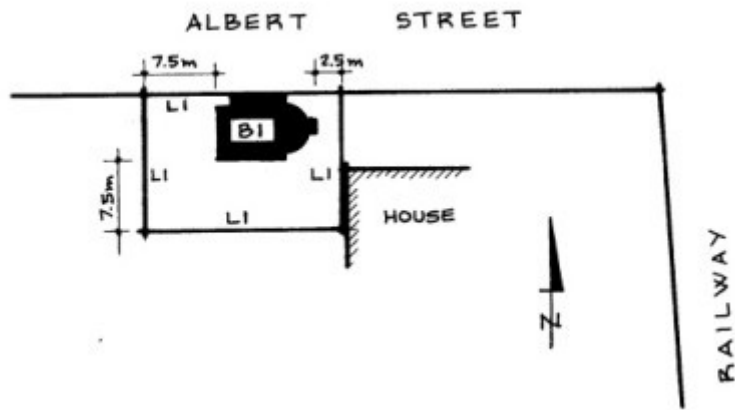
Former Ferry Terra Cotta & enamel
brickworks office albert Street
brunswick from the northwest



Former Ferry Terra Cotta & enamel
brickworks office albert Street
brunswick



Former Ferry Terra Cotta & enamel
brickworks office albert Street
brunswick west facade with door
open



former terra cotta brickworks brunswick

Location

310 ALBERT STREET BRUNSWICK, MORELAND CITY

Municipality

MERRI-BEK CITY

Level of significance

Registered

Victorian Heritage Register (VHR) Number

H1285

Heritage Overlay Numbers

HO5

VHR Registration

January 9, 1997

Heritage Listing

Victorian Heritage Register

Statement of Significance

Last updated on - May 12, 1999

The Former Office to Graham R Ferry's Terra Cotta and Enamelled Brickworks was constructed in 1887. Built of red brick, and decorated with an ornate terra cotta turret and finely crafted terra cotta architectural mouldings, this eclectic composition of picturesque architectural elements stood at the works entrance as a built "advertisement" to the brickmaker's and potter's craft.

In 1886 the Yorkshire-born Ferry established his own terra cotta business on land leased from Alfred Cornwell's Brunswick Pottery, his former employer. After surviving the economic crash of the 1890s, he expanded his output to include roofing and ridging tiles. The works closed after ferry retired in 1916. The former City of Brunswick purchased the site in 1928 filling in the claypits and demolishing all buildings other than the pottery office which was used to house the scale for a public weighbridge. The scale, manufactured by the Australasian Scale Company of Sydney, remains inside the building.

The Former Ferry Terra Cotta and Enamelled Brickworks Office is of historic and architectural importance to the state of Victoria.

The Former Ferry Terra Cotta and Enamelled Brickworks Office is historically important as one of few buildings to survive from the 'Little Staffordshire' of brickworks and potteries that predominated in Brunswick for over one hundred years. Brunswick had the largest concentration of clay industry works in Victoria. It has further historical significance for its association with talented terra cotta modeller, Graham R Ferry (1847-1924) who owned and successfully managed the terra cotta & enamelled brickworks in Albert Street, as well as other local clay industry properties.

The Former Ferry Terra Cotta and Enamelled Brickworks Office is architecturally important for its unusual eclectic design which creatively incorporates a range of late nineteenth century terra cotta building products into the fabric both for decoration and as a display of the type of wares produced within the works.

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](#).

Specific Exemptions:

Nil

Construction dates 1887,
Heritage Act Categories Registered place,
Hermes Number 4406
Property Number

History

Contextual History:History of Place:

According to The Port Phillip Patriot Almanac and Directory there were about forty brickmakers and a sole potter working in the Melbourne region in 1847. They were mostly gathered around South Yarra, but a few were at Batman's Swamp, Richmond and Collingwood. Brickmaking in Brunswick also dates from these early days, with Thomas Manallack recorded as making bricks on a site just off Sydney Road. Manallack settled in the area formerly known as Phillipstown, near Union Street, and over the next decade he was joined by other brickmakers such as John Glew, William Gray, William Barnes, James and John Stroud, and the Walkerden brothers. An early clay hole was located at the site known today as Temple Park.

Gold discoveries brought prosperity to the new State of Victoria fostering all sorts of building and manufacturing. The clay products industry began to boom, and Brunswick with its excellent clay deposits came to resemble a 'little Staffordshire', with its concentration of brickmakers and potters turning out bricks, pipes, flower and chimney pots, spirit jars, water filters and a wide range of other domestic wares. The suburb thus became accepted as the place for all types of clay products. Alfred Cornwall, a civil engineer from Cambridge, England, set up his firm, Brunswick Pottery in 1861 with four employees and made simple wares. Progress was rapid and within a short space of time the business had expanded and Cornwall was exhibiting overseas. In 1865 he won a medal for his earthenware at the Dublin Exhibition.

The demand for terra cotta building materials accelerated in the 1870s, culminating in the 1880s boom years. With it came the transformation of the clay industry. Newly introduced technology vastly improved the quality and quantity of brick production, and revolutionised the clay industry. Jenkin Collier, David McKenzie Barry and William Owen led the change, forming the Hoffman Patent Brick and Tile Company in 1870, introducing mass-production technology, including steam-powered brick presses and an imported kiln design, known as the Hoffman kiln. In 1886 Hoffmans were employing over 400 men, and turning out 110,000 brick a day, sufficient to build an ordinary 8-roomed house. By 1890 they were employing 800 workers. Bricks couldn't be made fast enough, and orders had to be given three to four months ahead.

The economic crash in 1891 devastated the clay industry, and it was not until 1898 that production began to increase again. The Victorian Year Book 1895-1898 in reviewing these years, observed

Of all the industries seriously affected by the general stagnation in the building trades ... perhaps the most depressed were the brickyards and potteries. Thus the number of bricks fell off from 276 millions in 1889 to 200 in 1891, to 80 in 1892, and to 40 millions - the lowest point, - in 1894. In that year, the output of bricks increased by 24 millions, (in 1899 bricks made show a further increase of over 18 millions - the number being larger than any year since 1891) and the value of pottery by £17,000, whilst the hands employed were more numerous by 140; although the number of brickyards fell off by 22 ... and the value of machinery, and buildings depreciated by £110,000.

Brunswick's brick and pottery industries remained important for much of this century. Except for the former Hoffman works (owned from 1960 to the 1990s by Clifton Bricks), and the former Ferry pottery office, there is very little evidence of any of these industries. The gaping clay holes that once accompanied these structures have been filled and transformed into parks. Economic necessity now dictates that potteries and brickworks be built on the outskirts or even beyond the metropolitan area.

History of Place:

Graham R. Ferry

Brickmaker and potter, Graham R. Ferry was born in 1847 in Yorkshire, England, and may have trained at the Linthorpe Art Pottery works in nearby Middlesborough. In the early 1880s he arrived in Melbourne and began working with Alfred Cornwall at his large pottery in Phoenix and Albert Streets, Brunswick. Heavy clay products such as bricks, tiles and pipes were Cornwall's principal wares, but following Ferry's arrival advertisements proclaimed the firm's willingness to undertake architectural and ornamental commissions. While there, Ferry demonstrated his apparent talent in terra cotta modelling, and a finely crafted, life size bust of his employer survives today to testify his skills. During 1886, Cornwall leased some of his Albert Street land to Ferry and assisted him in establishing a small terra cotta works on the site.

Ferry's Terra Cotta & Enamelled Brickworks

The following year Ferry purchased three properties from the estate of Edward Harding. The first was on the corner of Albert and Leslie Streets, and the second was a large allotment in Victoria Street. The third, a small block in Albert Street west of the train line was the site where Ferry built the office to his terra cotta works. In that year, 1887, Ferry's Albert Street address was entered in the Sands & McDougall Directory, with his business listed as 'Graham R. Ferry, Terra Cotta & Enamelled Brick Works, Albert Street, joining A. Cornwall's works Brunswick'. Apart from Ferry and Cornwall, there were other similar works concentrated in this part of Albert Street. Roche & Co. brick and tile works were situated on the west side of Ferry, followed a little further along by William Lyne's brickyard, and brickmaker John Stroud whose enterprise had operated since the 1840s.

A small brick and ornamental terra cotta office was constructed in 1887 to stand at the entrance to Ferry's pottery. This eclectic mixture of Romanesque and Victorian picturesque architecture would have featured as a built advertisement to the brickmaker's and potter's craft. Constructed with red brick, it was decorated with ornate terra cotta chimney ventilators, and finely crafted terra cotta banding and string courses. Terra cotta roofing tiles (now replaced by iron), as well as terra cotta floor tiles and vitreous enamel detail inside, would have further promoted Ferry's products. Architectural wares like these were exhibited at the Melbourne Centennial International Exhibition of 1888, and Ferry's 'samples of building stones in terra-cotta' featured amongst the exhibitors. The official catalogue for the following year's Centennial Exhibition included a number of Brunswick pottery firms, notably Hoffman's and Cornwall's, but Ferry stood alone as the sole exhibitor to feature statuettes, as well as building materials. Throughout the 1880s bricks and architectural wares could not be made fast enough to meet the furious demand for metropolitan building supplies. Ferry responded by adding ridging and roofing tiles to the production line.

The economic crash a year later sent many small brickworks and potteries bankrupt, however Ferry survived and even expanded his brickworking site. During 1893 he purchased the brick and tile works of neighbour, James Roche on the corner of Albert and Syme Streets. Four more properties followed in 1894, among them the estate of another brickmaker neighbour, William Lyne. A Board of Works plan from this period indicates that Ferry's brick and pottery works were indeed quite substantial for a smaller-scale clay works. Behind the brick office was a large Hoffman kiln followed by an equally large timber structure which backed onto a huge clay hole. Towards the front of the yard was a wooden building containing two bottle kilns where Ferry's ornamental wares were probably fired. Perhaps more than one firm, for example Cornwall's, was extracting clay from the site, as another Hoffman kiln, more bottle kilns, and buildings were situated further around the rim of the clay hole.

Late in 1895 Ferry was joined by his younger brother, William (1861-1934), who had trained and worked in art pottery design in England. By 1899 William had opened the Victorian Art Pottery works at leased premises in nearby Victoria Street, and he quickly gained a reputation for the craftsmanship evident in his colourful and decorative ornaments, jardinières, pedestals and vases. His firm closed when he retired in 1912.

Graham Ferry retired in 1916, and with his departure the Terra Cotta Works closed down. He died on 24 November 1924, aged 77. One of his properties, on the corner of Syme and Albert Streets was consequently purchased by the Hoffman Brick Company.

Weighbridge Office

In June 1928 the City of Brunswick purchased the site which included Graham Ferry's pottery office at 310 Albert Street. The claypits were filled, and the kilns and associated buildings were demolished and replaced with an incinerator. The small office was retained and recycled to operate as a weighbridge office. The site (in 1996) is currently used as a Moreland Council depot, with the office acting as a storage room.

Associated People: Assoc.People GRAHAM R. FERRY

Extent of Registration

NOTICE OF REGISTRATION

As Executive Director for the purpose of the Heritage Act, I give notice under Section 46 that the Victorian Heritage Register is amended by including the Heritage Register Number 1285 in the category described as a Heritage Place:

Former Ferry Terra Cotta 7 Enamelled Brickworks Office, 310 Albert Street, Brunswick, Moreland City Council.

EXTENT:

1. All of the building marked B1 on Diagram 606302 held by the Executive Director of the Heritage Council.
2. All of the land marked L1 on Diagram 606302 held by the Executive Director of the Heritage Council, being part of the land described in Certificate of Title Volume 5523 Folio 110450.

Dated 19 December 1996

RAY TONKIN

Executive Director

[*Victoria Government Gazette* No. G1 9 January 1997 p.49]

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/>