

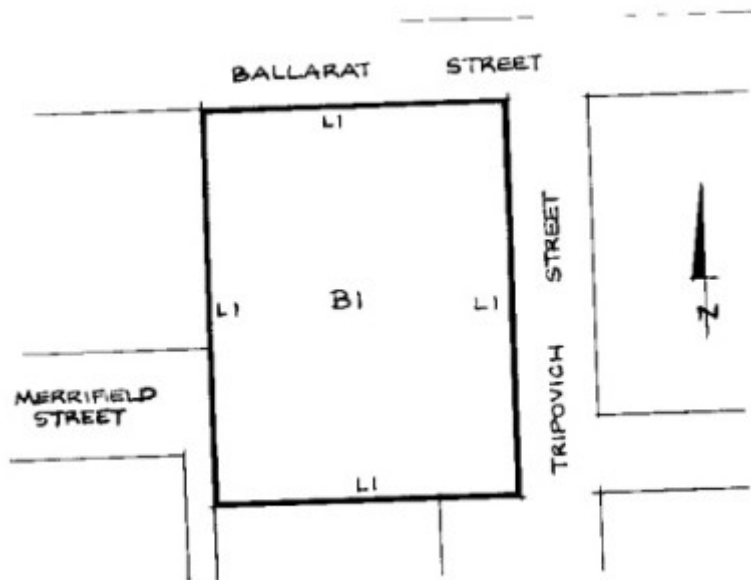
FORMER BRUNSWICK MARKET



FORMER BRUNSWICK
MARKET SOHE 2008



1 former brunswick market
ballarat street brunswick front
view apr1996



brunswick market plan

Location

1-7 BALLARAT STREET AND 2-8 SPARTA PLACE AND 1 TRIPOVICH STREET BRUNSWICK, MERRI-BEK CITY

Municipality

MERRI-BEK CITY

Level of significance

Registered

Victorian Heritage Register (VHR) Number

H1307

Heritage Overlay Numbers

HO12

VHR Registration

March 27, 1997

Heritage Listing

Victorian Heritage Register

Statement of Significance

Last updated on - May 13, 1999

The Brunswick Market, comprising 71 shops and stalls for the sale of fruit, vegetables, meat and fish, was promoted by a Geelong syndicate headed by real estate agent TK Maltby which planned to counteract the drift of local shoppers to the Victoria market. Advertised locally as a 'Boon for Shoppers', the market promised increased competition for cheaper food prices at a time when the lagging months of the Depression were causing a dramatic downturn across this industrial suburb. The rendered brick building, in the then popular Spanish Mission style, was designed by IG Anderson architect, and constructed by Geelong timber merchants, JC Taylor & Sons Pty Ltd at a cost of 20,000. It was opened on 19 September 1930 by State Labor MLA for Brunswick, James Jewell, and contained what was claimed to be Melbourne's first self-service grocery shop, operated by the Geelong firm of SE Dickens. The market failed to compete with nearby Sydney Road traders as well as the Victoria market, and a liquidator was appointed in 1933. The building was subsequently used for storage purposes by the Red Cross and by Belleland Boxes Pty Ltd for cardboard box manufacture.

The Former Brunswick Market building is of architectural, historical and social importance to the State of Victoria.

The Former Brunswick market is of exceptional architectural importance as the only known market building in Victoria constructed in the Spanish style, popular during the late 1920s to mid 1930s in domestic and commercial architecture. The adoption of the romantic and evocative Spanish Mission, or Spanish Eclectic style by the architect was a clever device to draw public attention to the new market venture, and contrasted sharply with the established linear pattern of Victorian style shops and associated dwellings in Sydney Road. The Former market has further architectural and historical importance for its rare timber Belfast truss roof structure, and for being one of few purpose-built market structures surviving from the inter-war years.

The Former Brunswick market has architectural and historical importance as a rare example of the 'basilican form' of market building originally introduced by Charles Fowler in his remarkable designs for English markets in the early nineteenth century, and later interpreted in Australia by architect Edmund Spencer in the Castlemaine market (1858). The design for the Brunswick market by local architect, IG Anderson is important for continuing the unique Fowler tradition of market building.

The Former Brunswick market has historical and social interest for its association with supermarket pioneer, SE Dickens (1892-1964), who established the first Melbourne self-service outlet in the building in 1930, after introducing the new method of grocery selling some years earlier in Geelong.

The Former Brunswick market building is socially and historically notable for illustrating the perceived importance of markets and market buildings during the Great Depression, and with their failure, the risk it entailed.

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:

EXEMPTIONS FROM PERMITS:

INTERIOR DECORATIVE SCHEMES

Interior painting to walls and ceilings, provided the preparation work for painting does not remove evidence of the building's original paint or other decorative scheme.

Removal of existing carpets / flexible floor coverings eg vinyl.

Installation of carpets and flexible floor coverings

Installation of curtain tracks, rods, blinds and other window dressings.

Installation of hooks, nails and other devices for the hanging of paintings, mirrors, and other wall-mounted items.

REFURBISHMENT OF TOILETS

Refurbishment of toilets including removal of existing sanitary fixtures and associated piping, mirrors, and wall and floor coverings, and installation of new fixtures, and wall and floor coverings.

RE-WIRING

Re-wiring provided that all new wiring is fully concealed and any original light switches, pull cords, or GPO's are retained in-situ.

Note : If wiring is original to the building, timber conduits should be left in situ rather than removed.

INSULATION, SMOKE DETECTORS AND DAMP-PROOF COURSES

Installation of bulk insulation to the roof space.

Installation of smoke detectors.

Installation of damp-proofing by either injection method, or "grouted pocket" method.

REMOVAL OF EXTRANEIOUS EXTERNAL ITEMS

Removal of air-conditioners / pipework / wiring / antennae / aerials / and making good.

Construction dates	1930,
Architect/Designer	Anderson, IG,
Heritage Act Categories	Registered place,
Hermes Number	4912
Property Number	

History

Contextual History:History of Place:

The establishment of markets in Melbourne was part of the transportation of familiar institutions from England. English markets evolved from the 9th century, and like fairs they arose from a need to have a pre-fixed time for traders to meet, as travel could take hours, even days. Markets for small-scale trading were required by law to take place in the presence of witnesses, and the weekly gathering time guaranteed an assembly of individuals. Initially lords and monasteries were granted the control of markets, but by the 13th century the Crown began to regulate their establishment. Sunday was market day, and the location for most markets was near the town church. The Pope attempted to resanctify the Sabbath, but it was not until the Reformation that the market day was shifted to Saturday and the marketplace away from the church.

Increasingly the need for market management led to the establishment of market authorities which grew wealthy from market tolls. Revenue came from stall fees as well as tolls on goods brought into the square. In time this wealth 'enabled the civic structures to supersede the church and gentry as a basis of local power.' The construction of town halls and market structures provided 'the major opportunities for councils to create civic architecture and many took the plunge into market building in order to compete with neighbouring towns'. The first town halls (called Tolbooths) were erected to store the market's standard weights and measures. The market Cross, previously a symbol of the link between the church and the market, became the symbol of the town centre.

In Europe the cloister became the favoured form during the 15th and 16th centuries, with shops surrounding an open space. In Italy the loggia form was common.

The Market Building

The market building as distinct from the uncovered market square, is thought to have developed from the bazaars of the Middle East where the aisle between the stalls or shop/workplaces was a narrow street which doubled as access for goods and patrons. The use of the central aisle between rows of stalls is fundamental to the development of the 'basilican form' which provided maximum efficiency by giving frontage to all sides. The architectural expression of the aisle as a public space between rows of stalls and shops characterises a great deal of the formal market building. Westmore states that 'the need to obtain adequate width and light and ventilation and aesthetic dominance of the central space above the sides, led to the adoption of the basilican form'. The nave of the church became the public space, and the bays of the aisles, the separate stalls. Another type of market building consists of parallel aisles and stalls, a form which the Queen Victoria Market has adopted.

The Nineteenth Century

The Industrial Revolution produced a new workforce of wage-earners who needed to be able to purchase supplies brought in from the country. Markets boomed in the nineteenth century, particularly throughout the British Empire, and the covered market achieved its greatest glory. In 1828 the Duke of Bedford commissioned Charles Fowler to design a new 'basilican' market building at Covent Garden. Critic, J. C. Loudon described the building as 'so expressive of the purposes for which it is erected, that it cannot by any possibility be mistaken for anything else'. Fowler also designed two other significant market buildings of similar form, Hungerford, in London (completed 1831), and Exeter Lower (1834).

Westmore observes that the building of English markets continued through the middle of the 19th century along the themes expressed by Fowler but became gradually lost under new design influences. Cast and wrought iron construction in conjunction with glass sheeting became the new standard for market building, just as they did for the glass houses and enormous railway station sheds during this period, which market buildings came more closely to resemble.

The Market Building in Australia

Westmore notes that market building in the colonies directly descended from the early 19th century designs of Fowler. This is apparent in Castlemaine east and west designed by Edmund S. V. Spencer (1858), Maldon by Arthur Hartley (1859), Castlemaine north by William B. Downe (1861), the Melbourne fish market (1864), Sandhurst by Vahland and Gertzschmann (1871) and Kyneton (1878).

Later in the century when Melbourne's Eastern, Western, and Queen Victoria markets were built the pattern of placing long-aisled market sheds behind a Victorian style facade had gained popularity. Sydney's large Queen Victoria market building erected in 1898 is a notable exception.

A much more recent reference to Fowler's basilican form can be found at Brunswick's former Moreland Market building, Sydney Road, Moreland (1931), and the former Brunswick Market, in Ballarat Street, Brunswick designed by I. G. Anderson, in 1930.

Brunswick Markets

The first market in Brunswick was a municipal enterprise in a building situated on the corner of Dawson and Saxon Streets, where the John Curtain Hotel stands today. Built in c.1890 the market building took the form of the Queen Victoria market buildings, being an open shed with an iron roof. The stalls were occupied mainly by local market gardeners. The enterprise operated successfully until c.1910, and closed in 1915. The council replaced the building in 1916 with an office and operating place for its newly introduced electrical supply.

The shops in Sydney Road provided good, competitive shopping for local residents, although many would conveniently catch the tram directly to the Queen Victoria Market in the city. Other markets appeared further north along Sydney Road. The Coburg Market opened in August 1930, a month before the Brunswick Market. Established by the local Bush family, makers and sellers of furniture, the market with sixty-eight lock-up stalls 'offered some of the lowest-priced foodstuffs in the district'. Moreland Market opened in 1931 (probably private) and another market also named the Brunswick Market (date unknown) appeared.

History of Place:

The new Brunswick Market opened at 8.00am on 19 September 1930. Promoted in the local paper, The Brunswick and Coburg Gazette as a 'Boon for Shoppers', the market promised increased competition for cheaper food prices at a time when the lagging months of the Depression were causing a dramatic downturn across the industrial suburb. The market was situated near the rear of Hooper's Store, the well-known emporium on Brunswick's busy Sydney Road, and a direct view could be had from this main thoroughfare to the unusual Spanish-inspired market building in Talbot Street.

The opening ceremony commenced at 12.30 that day with shareholder and organiser, T. K. Maltby of T. K. Maltby Estate Agents of Geelong handing the officiating honours to popular M.L.A. for the state seat of Brunswick, James Jewell. Formerly a retail butcher from Lygon Street, Jewell had first won the seat for Labor in 1910. He had been involved in the formation of Tocsin, a group of socialists beginning in 1897 as a strong left-wing focus of Victorian Labor, and had first appeared in Brunswick public life in 1907 when he won a seat on the Brunswick Council, which he held until 1913. He remained the state member for Brunswick until his death in 1949.

In an attempt to draw support from local shoppers Jewell declared that 95% of the timber used in the project was Australian and that 95% of the labour employed on the project hailed from Brunswick. Residents no longer needed to pay tram fares into the Victoria market when they could make their selections from similar produce closer to home in a hygienic 'market building [which] was beyond doubt a very fine structure, and an adornment to the city'.

The market comprised 71 shops and stalls occupying 22,000 feet, with counter frontages running to 1,500 square feet. Apart from fruit and vegetable stalls there were butchers' and fishmongers' shops, as well as a grocery self-service where people were admitted by turnstiles, thereby minimising costs of handling, crediting the savings to

the shopper. The manager, H.C. Gibbons had previously undertaken an extensive tour through England and Europe making a close study of the leading markets there.

Designed by architect, Iliffe Gordon Anderson, the market building was erected at a cost of £12,000 by the prominent Geelong timber merchant firm of J. C. Taylor and Sons. Anderson, who had gained his qualifications in London, and practised from an office at 20 Queen Street, Melbourne, was also formerly of Geelong. The Geelong connection was in fact very strong in the new market venture. The directors and shareholders of 'Brunswick Market Pty Ltd' included the architect, I. G. Anderson, and timber merchant, Ernest J. Taylor, with the secretary being the local real estate agent, Thomas Maltby. A number of other shareholders also came from Geelong as did Gibbons, the manager of the market.

Despite the campaign to persuade Brunswick residents about the benefits of local market shopping, the venture ran into financial difficulties. A liquidator was appointed in April 1933 and the company consequently resolved to wind up voluntarily.

By 1941 the Brunswick Skating Rink occupied the market building. The following year the building was used for storage by the Red Cross Society who continued to occupy the former market building until the early 1950s. Holeproof Limited of 204 Sydney Road became the next owner, until May 1961, when it was advertised for public auction as a substantial single storey brick factory/warehouse. The property was purchased by Belleland Boxes & Associates P/L, cardboard box manufacturers, who continue to own the building, although it is presently on the market for sale.

S. E. Dickens

The grocery component of the market was operated by the firm of S. E. Dickens, and was the first application of the supermarket principle to grocery selling in Melbourne. Dickens (1892 - 1964), opened his first self-service store in Malop Street, Geelong in April 1920 and by 1926 he had 15 stores. In 1929 he extended his activities to Melbourne opening a self service store in the Brunswick market. The Depression years were a trying time for the new method of grocery selling but by careful management the business survived, and by 1939 there were 28 stores in the chain. There were 54 stores by 1958, the year the company was taken over by G. J. Coles & Coy. After the closure of the market S. E. Dickens moved his store to a new location nearby at 457 Sydney Road, Brunswick, then to the Hooper's Store/Treadway's Drapers building 459 Sydney Road.

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 1307 in the category described as a Heritage Place:

Former Brunswick Market, 1-97 Ballarat Street, Brunswick, Moreland City Council.

EXTENT:

1. All of the building marked B-1 on Diagram 607323 held by the Executive Director, Heritage Council.
2. All of the land marked L-1 on Diagram 607323 held by the Executive Director, Heritage Council, being all of the land described on Certificate of Title Volume 6253, Folio 1250401.

Dated 20 March 1997

RAY TONKIN

Executive Director

[Victoria Government Gazette No. G12 27 March 1997 p.716]

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/>