







Fishermans Bend Heritage Review: Montague Commercial Precinct (2019)

Report

City of Port Phillip

October 2019

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Appendix ACitation for the Montague Commercial Precinct

Appendix BCitation for the Former Cogan Residence (506 City Road)

1 INTRODUCTION

1.1 Brief

The Fishermans Bend Heritage Review: Montague Commercial Precinct (2019) initially involved a peer review of the draft citation for the 'Montague Commercial Precinct', as proposed by Council's heritage advisor, to determine whether it meets the threshold for local significance. Subsequently there was a need to revise and expand the draft citation for the Montague Commercial Precinct and the existing citation for 506 City Road.

1.2 Background

Heritage Studies/Assessments

Recent heritage assessments undertaken in relation to Fishermans Bend and relevant to the Montague Commercial Precinct include:

- Fishermans Bend Heritage Study (Biosis, 2013). This study identified 14 places of potential heritage significance, including 496-498 and 506 City Road and 157-63 Montague Street.
- Fishermans Bend additional heritage place assessments (Biosis, 2015). This study further assessed 496-498 and 506 City Road and 157-63 Montague Street and recommended their inclusion within an extension to the HO442 Albert Park Residential heritage precinct (the HO442 precinct).

Montague Commercial Precinct

Port Phillip Planning Scheme Amendment C117 was prepared to implement the recommendations of the *Fishermans Bend Additional Heritage Place Assessments* (Biosis, 2015), and sought, among other things, to extend HO442 (Albert Park Residential Precinct) to include 496-510 City Road and 157-163 Montague Street. At that time, HO442 already included nos 512 to 528 City Road.

A Panel was appointed to consider submissions to the Amendment. The Panel found that although the methodology of the heritage study was sound, the places associated with the former 'Montague slum neighbourhood' should not form an extension of the HO442 precinct, as they do not have an historical relationship with it. The Panel recommended assessment of the former 'Montague slum neighbourhood' as a potential separate precinct, a series of individual buildings/infrastructure items, or serial listing. The Panel also noted that there were other places within the Montague neighbourhood that potentially could be of heritage significance.

The Panel considered that 157-163 Montague Street did not warrant a significant grading and was 'contributory at best' and that 506 City Road was potentially significant (subject to further research). No comment was made on the proposed significant grading for 496 and 498 City Road.

In response to the Panel recommendation Council's heritage advisor prepared a draft citation for the 'Montague Commercial Precinct', covering the area included within the interim heritage controls. In addition to this, Council's heritage advisor also recommended extending this potential precinct to include several additional properties in City Road and Montague Street not identified in the 2015 Study.

As part of a separate amendment, interim heritage controls were applied to 496-510 City Road and 157-163 Montague Street within an extension of HO442. The current interim controls are due to expire 31 January 2020.

1.3 Study Team

The RBA consultant team for this project consisted primarily of Anthony Hemingway (architectural historian) and Erin Williams (heritage consultant).

1.4 Acknowledgements

The authors are grateful for the assistance provided by City of Port Phillip officers.

2 METHODOLOGY

2.1 Introduction

The methodology adopted in undertaking the peer review was in accordance with the processes and criteria outlined in the *Australia ICOMOS Charter for the Conservation of Places of Cultural Significance*, known as the *Burra Charter* (Australia ICOMOS, 2013). The key tasks included:

- Site inspection.
- Additional historical research and analysis.
- Additional physical description.
- Revision of citations for the Montague Commercial Precinct (draft) and 506 City Road (existing).

2.2 Research

A combination of primary and secondary sources were consulted.

Primary sources have included:

- Photographs, including aerial photographs, held by the State Library of Victoria, City of Port Phillip Heritage Centre, and Landata.
- MMBW plans
- Sands & McDougall's street directories
- Various newspapers via Trove
- Rate books for South Melbourne

Key secondary sources have included:

- Fishermans Bend Heritage Study (Biosis, 2013)
- Fishermans Bend additional heritage place assessments (Biosis, 2015)

2.3 Assessment of Significance

For heritage professionals generally in Australia dealing with post-contact cultural heritage, the process outlined in the *Burra Charter* underpins the approach to heritage assessment and conservation adopted by the authors of this report.

Burra Charter

The methodology adopted in the assessment of the significance (or heritage values) has been in accordance with the process outlined in the *Burra Charter* (or The Australia ICOMOS Charter for Places of Cultural Significance). As outlined in the *Burra Charter*, the criteria considered include aesthetic (including architectural), historical, scientific (or technical), social and spiritual values. These values have been translated into the HERCON Criteria, discussed below.

2.4 Applying the Heritage Overlay

'Applying the Heritage Overlay' January 2018 (Planning Practice Note 1) is a practice note which provides guidance about the use of the Heritage Overlay, including the following:

- What places should be included in the Heritage Overlay?
- What are recognised heritage criteria?
- Writing statements of significance.

The practice note indicates that the HERCON criteria are to be employed when assessing the heritage significance.

HERCON Criteria

These widely used criteria were adopted at the 1998 Conference on Heritage (HERCON) and are based on the earlier and much used, Australian Heritage Commission (now Australian Heritage Council, AHC) criteria for the Register of the National Estate (RNE).

The HERCON criteria are essentially a rationalised (more user-friendly) version of the AHC Criteria (which included different sub-criteria for cultural or natural heritage). It is also noted in the aforementioned practice note that 'The adoption of the above criteria does not diminish heritage assessment work undertaken before 2012 using older versions of criteria.'

Reference to the relevant HERCON criteria is outlined in a table at the end of the data sheets. The criteria are outlined in the following table.

Criterion	Definition	
Α	Importance to the course, or pattern, of our cultural or natural history (historical significance).	
В	Possession of uncommon, rare or endangered aspects of our cultural or natural history (rarity).	
С	Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential)	
D	Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness)	
Е	Importance in exhibiting particular aesthetic characteristics (aesthetic significance).	
F	Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance).	
G	Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance)	
Н	Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).	

2.5 Gradings

Each building (some comprise multiple premises) has been graded either 'Significant' 'Contributory' or 'Non-Contributory' according to its contribution to the heritage values of the precinct. The gradings are defined at Clause 22.04 of the Port Phillip Planning Scheme, as follows:

Significant heritage places include buildings and surrounds that are individually important places of either State, regional or local heritage significance and are places that together within an identified area, are part of the significance of a Heritage Overlay. These places are included in a Heritage Overlay either as an area or as an individually listed heritage place and are coloured "red" on the City of Port Phillip Heritage Policy Map in the Port Phillip Heritage Review, Volume 1-6.

Contributory heritage places include buildings and surrounds that are representative heritage places of local significance which contribute to the significance of the Heritage Overlay area. They may have been considerably altered but have the potential to be conserved. They are included in a Heritage Overlay and are coloured "green" on the City of Port Phillip Heritage Policy Map, in the Port Phillip Heritage Review, Volume 1-6.

Non-contributory properties are buildings that are neither significant nor contributory. They are included in a Heritage Overlay and have no colour on the City of Port Phillip Heritage Policy Map in the Port Phillip Heritage Review, Volume 1-6. However any new development on these sites may impact on the significance of the Heritage Overlay, and should therefore consider the heritage characteristics of any adjoining heritage place and the streetscape as covered in this policy.

3 FINDINGS AND RECOMMENDATIONS

3.1 Overview

Having reviewed the draft citation for the Montague Commercial Precinct and undertaken additional research, it is considered that the proposed precinct, including additional places proposed by Council's heritage advisor, meets the threshold for local significance. This enlarged precinct includes buildings from the Federation and Interwar periods which have been found to relate to the historical development of the Montague Commercial Precinct and contribute to its significance. The additional places (which were not identified in the 2015 study) include:

- The Federation period group of shops at 532-538 City Road.
- The Interwar period buildings at 540-542, 544-546 City Road and 151, 153-155 Montague Street.
- The Post-WWII shop at 530 City Road (non-contributory grading).

Also, the basalt paved laneway to the rear of the Montague Street places has been included. This is an extension of the laneway between the Hotel Nelson and 163 Montague Street which was identified in the draft citation for the Montague Commercial Precinct, and is appropriate given the inclusion of 151 and 153-155 Montague Street.

The following diagram shows the places included in the draft citation for the Montague Commercial Precinct (blue) and the additional places (orange).



It has been necessary to revise the draft citation for the Montague Commercial Precinct in light of the expanded period of significance resulting from the inclusion of Interwar period buildings within the precinct. The Interwar period had not been recognised in the draft citation, although the two corner buildings (former Nelson Hotel and 524-528 City Road), both Victorian buildings which were partly remodelled during the Interwar period, have some Interwar character. Revision of the history, description and statement of significance components of the draft citation was undertaken as appropriate in order to recognise the Interwar phase and also more generally as a result of further research and observation. Refer Appendix A.

3.2 Place Gradings

Within the precinct, ten places have been graded 'significant', three graded 'contributory', and three graded 'non-contributory', as outlined in the table below. Note that 157-161 Montague Street has been graded 'contributory' - this differs from the 'significant' grading which currently applies under the interim extended HO442, and is due to the lower integrity of the shops as compared to the combined shop/residence at no. 163 Montague Street.

Address	Grading
496 & 498 City Road (shops & residences)	Significant
500-502 City Road	Non-Contributory
506 City Road (house)	Significant
508-510 City Road	Non-Contributory
512 & 514 City Road (shops & residences)	Significant
516 & 518 City Road (shops & residences)	Significant
520-522 City Road (former Hotel Nelson)	Significant
524-528 City Road (shops & residences)	Significant
530 City Road	Non-Contributory
532 & 534 & 536 & 538 City Road (shops & residences)	Significant
540-542 City Road (shop)	Contributory
544-546 City Road (shops)	Significant
151 Montague Street (shop)	Significant
153 & 155 Montague Street (shops)	Contributory
157-161 Montague Street (shops)	Contributory
163 Montague Street (shop & residence)	Significant

3.3 506 City Road, South Melbourne

Although now an isolated residence, until at least the 1960s there had been several houses interspersed amongst the commercial buildings on City Road, an aspect of the precinct's historical development that has been almost lost. Thus, despite it being a non-commercial building type, the decision was made to include it within the Montague Commercial Precinct (with the benefit of its own citation), rather than in a separate individual heritage overlay. As such, the existing citation for the house at 506 City Road has been revised and expanded based on further research. Refer Appendix B.

APPENDIX A: Citation - Montague Commercial Precinct

Montague Commercial Precinct

Location and extent



Thematic context

Victoria's framework of historical themes

5. Building Victoria's industries and workforce: 5.2 Developing a manufacturing capacity, 5.3 Marketing and retailing, 5.6 Entertaining and socialising, 5.8 Working

Port Phillip thematic environmental history

- 4. Industry: 4.2 South Melbourne, 4.5 Growth and prosperity
- 5. Settlement: growth and change: 5.1 Three settlements: Sandridge, St Kilda and Emerald Hill, 5.3 The late nineteenth century boom, 5.4 Depression and recovery: the inter-war years

History

Montague

The Montague area, bounded by City Road, Boundary Road, and the Port Melbourne and St Kilda Railway lines, was established in the 1880s as land was subdivided and sold.

The 1880s were a period of rapid growth in Emerald Hill with a population of 25,000 by 1880, rising to 43,000 at the end of the decade. Port Melbourne saw a similar growth, but from a smaller starting point. A number of the municipal councillors were prominent real estate developers and financiers including Matthias Larkin, James Page, J.R. Buxton and W. Thistlethwaite, or were land speculators

such as William Buckhurst. As a result subdivision and street construction (although rudimentary) went ahead rapidly.

The Montague area was promoted as an area for 'persons of the artisan class', and this was reflected in the advertisements for houses for sale such as "neat two roomed cottage and land, plastered £110, Stoke Street, off Gladstone Place". By 1875, there were 560 households and by 1900, there were 1,000 in the district, with 200 in the lanes and little streets. Many of the people attracted to the low cost housing were labourers, fisherman, boilermakers, mariners and shipwrights, probably drawn to the area because of its proximity to the docks and metal works along the river, and the noxious trades on the Sandridge flats. Owner occupation was approximately 33 per cent. Most of the houses in the smaller streets were made of timber and had two or three bedrooms. Almost no houses had a bathroom or washroom.

A contributor to the Argus in 1881 described the Montague area, known colloquially as "Salt Lake City", as a poorly drained sector with a terrible stench in which typhoid was rife.

[It is] "wonderful how people can live there; yet new houses are going up there daily in thick clusters, evidently intended for persons of the artisan class. Children are being reared...in great numbers. Their chief amusement here is to play in the horrible liquid surrounding their homes." (Argus, 16 August 1884)

Floods exacerbated the problems with one description of the 1880 flood noting:

Pedestrians could proceed along the footpath in Flinders-street to a point a short distance beyond William-street, where the flood barred all further progress. The houses from this point to the corner of Spencer-street were flooded on the ground floors and cellars. The water could be seen stretching from a short distance below the Falls Bridge to Sandridge Bend on the one hand, and from Emerald Hill to Footscray on the other. ('The floods in Victoria', South Australian Register, 18 September 1880, p.6)

MMBW plans show the Montague area was almost fully developed by the end of the nineteenth century with rows of narrow terraced houses lining the streets and laneways. Non-residential uses included several hotels, some of which still exist today, the St Barnabas Church complex in Montague Street, but almost no factories – a 'wire mattress factory' at the rear of some houses in Thistlethwaite Street being one exception.

In the early twentieth century, however, industrial premises began to replace residential properties within the Montague area. These early industries were associated with the significant growth of manufacturing in Victoria after Federation in 1901 when free trade laws between the states led to the removal of all internal import duties and the Victorian manufacturing industry, particularly the clothing, boot & shoe and engineering sectors, expanded rapidly to supply Australia-wide markets. These industries were also encouraged by trade protection through tariffs and import duties on imported goods, which was a major component of Commonwealth Government policy in the first half of the twentieth century and played a 'decisive role' in developing manufacturing enterprises in the northern suburbs of Melbourne during the interwar period (Vines & Churchward, 1992:18, 20). By the late 1930s the impact of industry prompted the Montague branch of the A.L.P. to write to Council to prevent the further intrusion of factories into residential areas (*Record*, 27 April 1940, p.7).

By the 1920s, much of the housing stock was falling into disrepair due to regular flooding, inundation and little maintenance, particularly among the rental properties. However, Montague was renowned for its close knit community. The self-contained suburb had its own, school, church, police station, kindergarten, football team, hotels, post office, bank and shops.

It was areas like Montague that led to the first inquiry into the condition of housing in Victoria, which was conducted in 1913 by a Select Committee of the Legislative Assembly. This first slum commission paid special note to the Montague district, noting the area between Ferrars Street and

Boundary Street, and from City Road to the Port Melbourne railway, "...was very flat and the drainage bad, ... with very few exceptions the houses are all built of wood and iron...' where most did not have baths, and were small and in poor repair ('Suburban slums, evidence of Police, hovels and shelter sheds', *The Age*, 20 November 1916, p.6).



MMBW Detail Plan nos. 493 & 497 (1894) (Detail) showing part of the Montague area north of Sandridge (City) Road including the precinct at the intersection of Montague Street. Source: State Library of Victoria

The Montague area was subsequently earmarked in the 1930s for demolition by the Slum Abolition Board. In 1936 the establishment of a Housing Investigation Board considered housing conditions in Victoria. The Board's found numerous slum pockets and narrow residential streets with poor houses, at times subject to flooding in South Melbourne. The resulting *Slum Reclamation and Housing Act* of 1938 facilitated the clearance of the majority of the houses and the relocation of the residents, many of whom eventually moved to new housing at Garden City (Allom Lovell 1995:4-20).

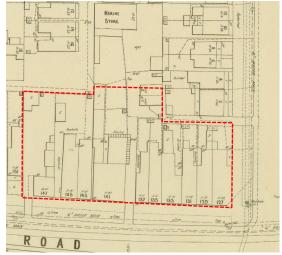
By the 1960s most of the small houses were gone and the area taken over by small factories, warehouses and show rooms. A few of the 19th century commercial premises on the periphery, particularly in City Road, Montague Street and Boundary Road, remained, as these were better quality buildings with viable businesses.

Precinct history

The opening in June 1890 of the cable tram to Port Melbourne, which crossed the Yarra at Queens Bridge then travelled down Sandridge (now City) Road to Bay Street, stimulated development along

the route and by the end of the nineteenth century a small commercial centre had formed around the intersection of Sandridge Road and Montague Street on the edge of the Montague district.

Typically, the centre surrounded one of the early corner hotels that lined the route to Port Melbourne, the Hotel Nelson, which was built 1867/68 for Patrick Woulfe, a dairy farmer. The hotel was extended and upgraded in 1927 for then owner A. Carroll to plans prepared by the St Kilda architect, Harry R. Johnson (*Record* 4.12.1926, p7). The license lapsed in December 1970, and since then it has been used as a restaurant (Aizen 2004).



MMBW Detail Plan no. 493, dated 1894, showing the precinct west of Montague Street (approx. boundaries indicated). Source: SLV



MMBW Detail Plan no. 492, dated 1894, showing the precinct east of Montague Street (approx. boundaries indicated). Source: SLV

The MMBW detail plan of 1894 indicates the precinct had been fully developed by this time, including several of the extant two storey shops and residences. East of Montague Street adjacent to the Hotel Nelson, and also built for Patrick Woulfe, these included nos. 512 & 514 (built 1890-91, initially occupied by a baker and tailor), 516 & 518 and 163 Montague Street (built 1890-91). Nos 516 & 518 City Road may have been built as early as 1880 when tenders were called for 'brick story next Nelson Hotel, Sandridge-road' by John Box, architect, 156 Clarendon-street, Emerald-hill (Argus 14.01.1880, p3); otherwise they were built by 1893 at which time they were occupied by a pawnbroker and a butcher (RB). West of Montague Street, the group of three shops and residences at 524-28 City Road were built 1887-88, and were initially occupied by a draper, hairdresser and grocer.

The brick house at 506 Montague Street, meanwhile, was constructed 1914, as a replacement for a 4 roomed weatherboard house shown on the 1895 MMBW plan (RB). The house was built for Mrs Mary Cogan, feather dresser, and it was owned and occupied by members of the Cogan family until the mid-1960s (RB; SM). Although now an isolated residence, until at least the 1960s there had been several houses interspersed amongst the commercial buildings on City Road.

Also during the early twentieth century, the pair of shops and residences at nos 496-498 (occupied in 1905 by a fishmonger and bootmaker) and the group of shops and residences at 532-538 (occupied in 1910 by a chemist, grocer, pawnbroker and stationer) replaced earlier buildings shown on the MMBW plan.

During the Interwar period, several single storey shops replaced earlier buildings, including residences, within the precinct demonstrating the transition from residential to commercial and industrial that was occurring throughout Montague at that time. In Montague Street, no. 151, the

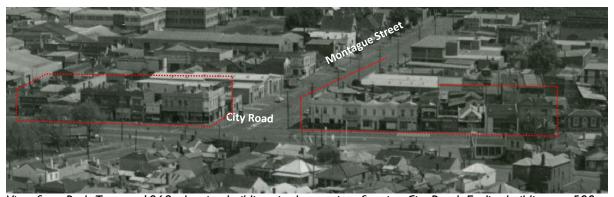
pair at 153 & 155 and the group of three at 157-161 replaced earlier residences, while on City Road, the pairs at 540-42 and 544-46 replaced earlier shop buildings.

In 1921, nos 157-163 were occupied by Zmood & Co. (General, Drapers, Manufacturers & Importers), which were advertised as 'The Montague Stores' and promoted as 'The house of quality and cheapness'. In 1935, no.163 was in use by the Paramount Pram Factory with the other buildings being used for various purposes (Trethowan 2016:8).

The precinct is captured in a 1945 aerial photograph and 1969 photograph (refer below).



Aerial photograph, Dec. 1945. Source: Landata, Melbourne and Metropolitan Area Project, Proj. No. 5, Run 21, Frame 58553



View from Park Towers, 1969, showing buildings in the precinct fronting City Road. Earlier buildings at 500-502 and 508-510 City Road are evident. Source: Port Phillip City Collection, sm2819

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Description

This precinct comprises a group of late nineteenth century and early twentieth century buildings, mostly commercial, situated around the intersection of City Road and Montague Street in South Melbourne.

Victorian

The Victorian era buildings in the precinct include the two storey shops, with upper level residences, at nos. 512 & 514, 516 & 518, 524-28 City Road and 163 Montague Street, and the former Nelson Hotel at 520-522 City Road.

The buildings from this period are similar in form materials, finishes and detailing - all are of masonry construction and are smooth rendered with upper levels that are often enlivened by cement-rendered ornament such as stringcourses, scrolls, corbels, moulded architraves, bracketed cornices, and solid parapets with pediments. Windows are universally double-hung sashes. Some also retain brick and rendered chimneys. No original Victorian shopfronts survive, but some retain early twentieth century shopfronts.

Description

512 & 514 City Road

Built 1890-91 (RB). Pair of two storey shops with rendered facades and decorative elements (above windows, parapets). The upper façades are divided into narrow bays by pilasters and the windows have flat entablatures resting on scrolls.

The shopfront to 512 has been altered, while 514 retains an elaborate early 20th century shopfront with recessed entry, tiling to stall-boards, decorative glass to highlight, and window framing manufactured by 'Duff'.

Image



No. 512

Description

Image



No. 514, shopfront

516 & 518 City Road

Built by 1895, possibly as early as 1880

Pair of two storey shops with relatively plain first floor façades except for cornice.

The shopfront to 516 is altered, while 518 retains an early 20th century shopfront with recessed entry and tiling (some painted over).



520-522 City Road, former Nelson Hotel.

Built 1867-68 (RB), altered and expanded in 1927. Two storey Victorian period hotel with a splayed corner, but featuring prominent Interwar alterations with restrained classical detailing. The walls are rendered with tiling to the lower part. The 1927 makeover has resulted in a Stripped Classical appearance to the parapet, which features stepped pediments with recessed panels and discs above what may be the nineteenth century cornice. The corner pediment has the renovation date in raised numbers. Windows are timber with some on the first floor retaining the original six-pane upper sash, with larger almost square windows to the ground floor bar. There are Interwar label moulds over all the openings. Other details include the rendered band at mid-wall height with 'Hotel Nelson' in raised letters on both facades, and the tiled dado across the City



Description Image Road elevation that returns partly along Montague Street.

524-528 City Road

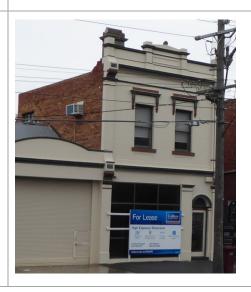
Built 1887-1888 (RB) with some later Interwar alterations. Group of 3 two storey shops with chamfered corner. The rendered façade is divided by pilasters with Corinthian-like capitals. There are arched windows to the upper floor. Later Interwar details include Art Deco/Moderne style elements, including the parapet which is stepped at the corner and features diagonal metal numbering ('524'), and on the Montague Street side, the first floor projecting bay with curved corners and the horizontal mouldings between the floors. At ground floor, the Interwar period shopfronts have 'Duff' branded frames and feature stepped motifs at the corner of the doors and windows. There are decorative metal vent covers at the base of the walls. Original rear parts of the buildings survive and are visible from the rear lane. The brick chimneys are now rendered and feature three bands towards the top. Also at the rear, on the Montague Street boundary, is an unusual clinker brick wall (probably Interwar) with a dog-tooth band and projecting diaper pattern.



163 Montague Street

Built 1890-91(RB)

Two storey Victorian period building, rendered with decorative elements. The façade features hood mouldings, frieze, brackets, and panelled parapet, and was possibly partly remodelled circa 1920 (parapet) to integrate with the adjacent shops at nos 157-161. Probably urn and scroll ornaments have been removed. The roof is hipped and there is a chimney. At ground floor the arched residential entry survives and the original timber panelled door. There is a modern plate glass shop front.



Federation

The Federation era buildings in the precinct include the shops (with upper level residences) at 496 & 498, 532, 534, 536 & 538 City Road, and the house at 506 City Road.

These buildings have a similar form and detailing as those of the preceding Victorian period. Window types to the upper floors of the shops are tripartite casements with highlights, resulting in a larger opening.

Description

496 & 498 City Road

Built c. 1900-05.

A pair of largely intact, two storey shops typical of the Federation period. The upper facades are rendered and retain the original triple casement windows with coloured toplights, which are framed by label moulds. The parapets are embellished with square pediments that contain a circular motif above a line and are flanked by scrolls, and at the base there are cornices set between vermiculated consoles. No. 496 has the name 'Nightingale' in raised lettering on the parapet. The end walls are expressed as pilasters that extend above the parapet and have pyramidal tops. The return walls are face brick (overpainted).

The ground floor shopfronts appear to be original with some modifications. Original elements include recessed entrances, bullnose brickwork, shop window frames (the frame to no. 496 has a copper finish), remnant tuckpointing, pressed metal panels above doors, and battered stallboards. Sections of brick wall have been overpainted.

Image



506 City Road

Built 1914.

Single storey brick residence with Arts and Crafts influences, featuring a prominent gable end with rising sun motif and console brackets. The hip roof is clad in corrugated sheet metal and there are two red brick chimneys with rendered tops and caps and terracotta pots. The likely red brick walls have been overpainted and retain remnant tuckpointing. The verandah has original tiling to the deck, cast iron post and frieze, and exposed rafter ends. The balustrade is mid-twentieth century. There is a bay window with likely timber windows. The entrance is recessed and has a



Description	Image
timber door (two panelled with upper glass panel) and decorative sidelight and toplight.	

532, 534, 536 & 538 City Road

Built by 1910 (SM)

Row of 4 two storey shops. The upper level is largely intact and features original elements characteristic of the Federation period - face brick (probably red, now painted, rendered to no. 532) with rendered elements (band, frieze, parapet, Queen Anne sills), casement windows (largely retained). There is some Victorian detailing also such as the brackets with vermiculated panels, urns, and the scroll brackets to the parapet. Altered ground floor shopfronts. A central door provides access to upper level residences.



Interwar

The Interwar era buildings in the precinct include the single storey shops at 540-542 and 544-546 City Road, 151, 153 & 155 and 157-161 Montague Street. All of the Interwar examples in the precinct are single storey and most have relatively plain parapets.

Also during the Interwar period, the two Victorian era corner buildings (the former Nelson Hotel and the shops at 524-528 City Road) were partly remodelled.

Description	Image
540-542 City Road Probably Interwar (or mid-20th century) Single storey shop with stepped parapet (partly obscured) characteristic of the Interwar period. Ground floor shopfront has been altered. Rendered though possibly face brick originally.	DIESEL & MACH L KUDONA DIESEL & MACH L KUDONA DOM: DIESEL & MACH L KUDONA DOM: DIESEL & MACH L KUDONA DOM: DIESEL & MACH L KUDONA DIESEL & MAC

Description

Image

544-546 City Road

Single storey paired shops with wide brick parapet with rendered panels. A pier divides the façade into two parts. The shopfront is largely intact with timber window frames and doors, and rendered stallboard with vents.



151 Montague Street

1920s

Single storey shop.

Wide decorative parapet with central pediment, large keystones, central panel, roughcast render and dentillation.

The shopfront is recent.



153 & 155 Montague Street

1930s

Single storey paired shops. Brick parapet (now painted) with plain divisions typical of period.

The ground floor shopfront partly intact with stallboard but with later aluminium-framed openings.



157-161 Montague Street

Built c. 1920.

Group of 3 single storey shops with curved rendered parapet and pilasters with brackets. The roof is clad in corrugated sheet metal and is comprised of a transverse gable (visible) at the front with sawtooth sections at the rear. The two northern shops have modern plate glass shopfront windows and the southern shop facade has a full width roller door.



Streets and Lanes

The streets have basalt kerbs and channels and there are nineteenth century pitched basalt lanes with central one-pitcher drain between the Hotel Nelson and 163 Montague Street (that returns along the rear of the Montague street shops) and at the rear of 524-28 City Road.

Comparative Analysis

This group of buildings comprises the largest relatively intact group of surviving commercial and residential buildings dating from the late nineteenth and early twentieth century in the former Montague area, which was a distinctive neighbourhood within the former City of South Melbourne. The buildings are notable surviving elements of the commercial periphery of the former Montague neighbourhood, the fabric of which has been almost entirely eradicated through slum clearance and industrial and commercial redevelopment from the early 20^{th} century onwards.

Statement of Significance

What is significant?

The Montague Commercial Precinct, comprising 496-546 City Road and 151-163 Montague Street, South Melbourne is significant. This small precinct comprises a group of late nineteenth century and early twentieth century buildings (encompassing the Victorian, Federation and Interwar periods) situated around the intersection of City Road and Montague Street in South Melbourne. The buildings mostly comprise two storey buildings originally constructed as shops and residences, and single storey shops. There is also a former hotel and a house.

The two storey Victorian and Federation era former shops and residences are similar in form materials, finishes and detailing. All are of masonry construction and are smooth rendered with upper levels that are often enlivened by cement-rendered ornament. Some retain early or original shopfronts (Nos. 496, 498, 514, 518, 524-28, 544-546 City Road). The Interwar period shops are all single storey and masonry. The former Hotel Nelson is a typical corner hotel with a splayed corner entrance and later Interwar alterations with restrained classical detailing. The only house in the precinct at 506 City Road is a single fronted terrace with a hip roof and a projecting gabled bay in the Queen Anne style with some Victorian detailing.

The streets have basalt kerbs and channels and there are nineteenth century pitched basalt lanes with central one-pitcher drain between the Hotel Nelson and 163 Montague Street and at the rear of 153-161 Montague Street and 524-28 City Road.

The buildings at 496 & 498 (shops & residences), 506 (house), 512 & 514 (shops & residences), 516 & 518 (shops & residences), 520-522 (former Hotel Nelson), 524-528 (shops & residences), 532 & 534 & 536 & 538 (shops & residences), 544-546 (shops) City Road and 151 (shop), 163 (shop & residence) Montague Street, and the basalt kerb and channel and laneways are Significant to the precinct.

The buildings at 540-542 (shop) City Road and 153 & 155 (shops), 157-161 (shops) Montague Street are Contributory to the precinct.

The buildings at 500-502, 508-510 and 530 City Road are Non-Contributory.

How is it significant?

The Montague Commercial Precinct of local historical, aesthetic, representative and social significance to the City of Port Phillip.

Why is it significant?

The Montague Commercial Precinct is historically significant as a remnant of the former Montague neighbourhood, home to a tight knit working class community since the 1860s/70s, which was designated a slum by authorities and otherwise almost entirely demolished and replaced with industrial and commercial buildings from the early 20th century onwards. It is reflective of the earlier finer subdivision pattern in Montague, which has changed due to the redevelopment of land for industry during the mid-20th century. The precinct also includes a house dating to 1914, one of few surviving in the Montague area. As such, the precinct is associated with a now disappeared aspect of South Melbourne's history. (Criteria A & B)

The precinct is significant as a representative and largely intact example of a typical small local commercial centre surrounding an intersection and on a former tram route. The precinct is defined by two prominent corner buildings, the former Hotel Nelson at 520-522 City Road and the shops and residences at 524-528 City Road. It is also distinctive within the Montague area as a remnant group of late nineteenth and early twentieth century buildings, encompassing the late Victorian, Federation and Interwar periods, in an area that has otherwise been redeveloped. In addition, several early 20th century shopfronts survive. (Criteria D & E)

Recommendations

Include the Montague Commercial Precinct within the heritage overlay.

Assessment

RBA Architects & Conservation Consultants, Fishermans Bend Heritage Review: Montague Commercial Precinct, 2019

David Helms, Montague Heritage Precinct Citation 2016

Biosis Pty Ltd, Fishermans Bend additional heritage place assessments, 2015.

Biosis Pty Ltd, Fishermans Bend Heritage Study, 2013

APPENDIX B: Citation – Former Cogan Residence (506 City Road)

City of Port Phillip Heritage Review

Place name: Former Cogan Residence Citation No: Other names: - 2371





CITY ROAD

Heritage Overlay: HO442

Graded as: Significant

Victorian Heritage Register: No

Address: 506 City Road, South Melbourne

Category: Residential: House

Style: Federation (Arts and Crafts)

Constructed: 1914

Designer: Unknown

Amendment: To be updated

Comment: Revised citation

Significance

What is significant?

The Former Cogan Residence at 506 City Road, South Melbourne, which was built in 1914 for Mary Alice Cogan. Significant elements of the single storey brick house include the hip roof form, pair of red brick chimneys with rendered tops and terracotta pots, gable end with a rising sun motif (comprising battens and render, partly roughcast) and timber console brackets, presumed red brick walls (now overpainted) with remnant tuck pointing, wing walls with arched niches, verandah with cast iron column and remnant cast iron frieze, exposed rafters ends to verandah roof, tessellated tiling to deck, bay window with presumed timber window frames, timber entrance unit with panelled door with glazing to upper half, and decorative sidelight and toplight.

Non-original alterations and additions are not significant.

How is it significant?

The Former Cogan Residence at 506 City Road, South Melbourne, is of local historical and aesthetic significance to the City of Port Phillip.

Why is it significant?

The Former Cogan Residence is of historical significance as one of the few remaining examples of an early 20th century house associated with the former Montague neighbourhood. It is the only surviving house in this part of City Road, where previously there had been others interspersed among the commercial buildings. The house also has a strong historical association with the Cogan family, long-time Montague residents who owned and occupied the site for almost a century between 1868 and 1965. The three Cogan

siblings were closely involved with various local organisations and actively worked to improve the welfare of the Montague community during the first half of the 20th century. Robert Hennessey Cogan was a local councillor throughout the 1930s and served as mayor of South Melbourne between 1937 and 1938. (Criterion A)

The Former Cogan Residence is of aesthetic significance as a good and largely intact example of a Federation period residence. While the format is more typically associated with Victorian period row houses, the Arts and Crafts influenced design is characteristic of the Federation period, although the overpainting has diminished the original contrasting effect of the materials and finishes. With its prominent gable end and rising sun motif, it is the most distinctive of the few surviving Federation period houses in the Montague area. (Criterion E)

Thematic context

Victoria's framework of historical themes

6. Building towns, cities and the garden state: 6.3 Shaping the suburbs

Port Phillip thematic environmental history

5. Settlement: growth and change: 5.4 Depression and Recovery: the Inter-War Years

History

Contextual history

The Montague district was bound by Ferrars Street to the east, Boundary Road to the west, City Road to the south and the Port Melbourne railway line to the north.

In 1875, there were 560 households in the Montague area, and by 1900 there were 1,000, with 200 in the lanes and little streets. Many of the people attracted to the low cost housing were labourers, fisherman, boilermakers, mariners and shipwrights, probably drawn to the area because of its proximity to the docks and metal works along the river, and the noxious trades on the Sandridge flats. Owner occupation was approximately 33 per cent. Most of the houses in the smaller streets were made of timber and had two or three rooms. The land was low-lying however, and vulnerable to poor drainage and flooding.

MMBW plans show the Montague area was almost fully developed by the end of the nineteenth century with rows of narrow terraced houses lining the streets and laneways. Non-residential uses included several hotels, some of which still exist today, the St Barnabas Church complex in Montague Street, but almost no factories – a 'wire mattress factory' at the rear of some houses in Thistlethwaite Street being one exception.

In the early twentieth century, however, industrial premises began to replace residential properties within the Montague area. These early industries were associated with the significant growth of manufacturing in Victoria after Federation in 1901 when free trade laws between the states led to the removal of all internal import duties. These industries were also encouraged by trade protection through tariffs and import duties on imported goods. By the late 1930s the impact of industry prompted the Montague branch of the A.L.P. to write to Council to prevent the further intrusion of factories into residential areas (*Record*, 27 April 1940, p.7).

By the 1920s, much of the housing stock was falling into disrepair due to regular flooding and little maintenance, particularly among the rental properties. However, Montague was renowned for its close knit community. The self-contained suburb had its own, school, church, police station, kindergarten, football team, hotels, post office, bank and shops.



It was areas like Montague that led to the first inquiry into the condition of housing in Victoria, which was conducted in 1913 by a Select Committee of the Legislative Assembly. This first slum commission paid special note to the Montague district, noting the area between Ferrars Street and Boundary Street, and from City Road to the Port Melbourne railway, "...was very flat and the drainage bad, ... with very few exceptions the houses are all built of wood and iron...' where most did not have baths, and were small and in poor repair ('Suburban slums, evidence of Police, hovels and shelter sheds', *The Age*, 20 November 1916, p.6).



Houses in Gladstone Street, 1930s (Source: Port Phillip Heritage Collection, reg. no. sm0817.1-2)

The Montague area was subsequently earmarked in the 1930s for demolition by the Slum Abolition Board. In 1936 the establishment of a Housing Investigation Board considered housing conditions in Victoria. The Board found numerous slum pockets and narrow residential streets with poor houses, at times subject to flooding in South Melbourne. The resulting *Slum Reclamation and Housing Act* of 1938 facilitated the clearance of the majority of the houses and the relocation of the residents (Allom Lovell 1995:4-20).

By the 1960s most of the small houses were gone and the area taken over by small factories, warehouses and show rooms. A few of the 19th century commercial premises on the periphery, particularly in City Road, Montague Street and Boundary Road, remained, as these were better quality buildings with viable businesses.

House

The subject site formed part of Crown Allotment 11, Section 54, which was purchased by H Byrne in 1865.

The 1868 rate book records David Hennessey Cogan, a baker, as owner and occupier of a two-roomed weatherboard building (presumably a house) on the subject site. During the mid-1870s, the rate book descriptions of the building indicate it also included a shop.

About 1874, David Cogan had a second 2-roomed weatherboard building (house and shop) erected on the east part of the subject site, which he leased (RB).

In 1875, David Cogan attempted, apparently unsuccessfully, to sell the property, then numbered 127. The following auction notice was placed in the newspaper (Argus 8.12.1875 p2):

All that piece or parcel of land situate at Emerald-hill, and having a frontage to the Sandridge-road of 26ft, by a depth of 100ft, upon which is erected two shops with dwellings attached, being nos 127 and 127A.

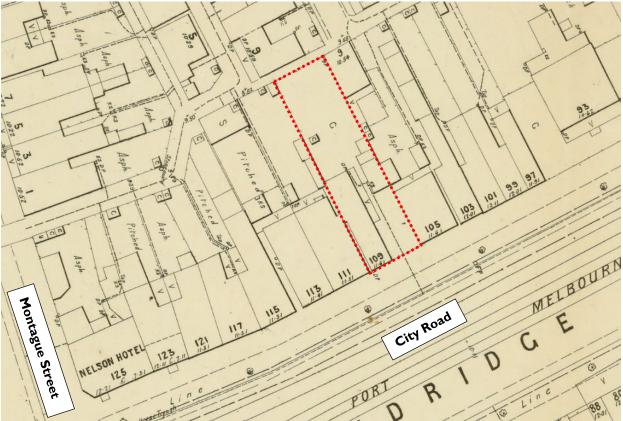
In 1876, a fire broke out in the second building then tenanted by John Quorn, painter and paperhanger, and his family (Leader 16.09.1876 p12). The damaged building was removed - an auction notice advertised the sale of 'all the remains of a three-roomed weatherboard building, iron roof, salvage from late fire' (Argus



21.10.1876 p3). Thereafter the east part of the site, with a frontage of about 3.5 metres to City Road, remained vacant (RB).

Following the death of David in 1885, his wife Mary Alice Cogan and their three children continued to live at the subject site. By the mid-1890s, the house is described as having four rooms (RB).

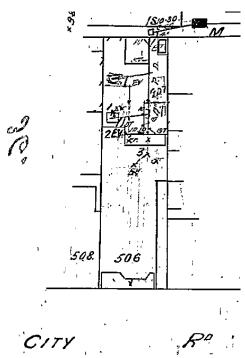
The MMBW plan of 1894 shows the rectangular footprint of the weatherboard house, as well as other nearby buildings fronting City Road east of Montague Street. At this time the street number for the subject site was 109 - the site acquired the current number, 506, in the early 1900s (RB).



MMBW Detail Plans Nos 493 & 497 South Melbourne, dated 1894. The approximate boundaries of the subject site, then numbered 109, are indicated (red dash), with the earlier weatherboard house aligned to the west side boundary. (Source: State Library of Victoria)

In 1914, the weatherboard house was replaced with a new five roomed brick house (the extant house) (RB). A drainage plan prepared at the time of the house's construction shows the building footprint and some outbuildings at the rear.



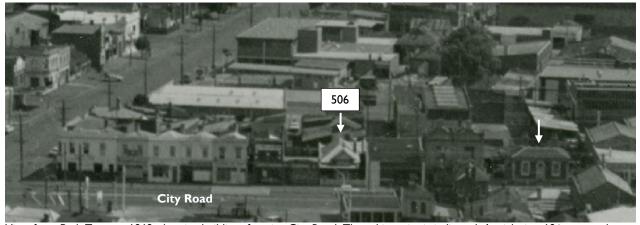


Property drainage plan no. 640, dated 1914. Showing the footprint of the extant subject building (main front part). (Source: South East Water)

The three Cogan children, Martha Mackenzie, Robert Hennessey and David James, lived together at the subject site for more or less their entire adulthood (ER). From 1925, Robert's wife Elizabeth Emily Maud (née Tate) also lived at the house. Mary Cogan died in 1928 (Record 14.07.1928 p5).

In 1919, ownership of the property was transferred to Martha Mackenzie Cogan, then in 1933 it was transferred to Robert Hennessey Cogan (CT). Following Robert's death in 1961, probate was granted to Robert's widow Elizabeth and his brother David James Cogan who owned it until their deaths in 1963 and 1965 respectively (CT). The 1963 electoral roll records David and Elizabeth at 506 City Road.

Although the house is now an isolated residence, there had been several houses interspersed amongst the commercial buildings on City Road which survived until at least the 1960s.



View from Park Towers, 1969, showing buildings fronting City Road. The subject site is indicated. At right is a 19th century house surviving at the time, now demolished - other houses are evident in the uncropped version of this photograph. (Source: Port Phillip City Collection, sm2819)



Cogan Family

The Cogan family were long-time Montague residents, with members of the family occupying the subject site in South Melbourne from 1868 until 1965.

David Hennessey Cogan (born 1845 in Melbourne) and Mary Alice Read (born c.1848) married in 1867. David worked as a baker, and together they had three children: Martha Mackenzie (born 1868), Robert Hennessey (born 1873) and David James (born 1876) (BDM).

David died in 1885, aged 40. Following her husband's death, Mary's occupation was variously recorded as a 'hat cleaner' and a 'feather dresser' (i.e. someone who cleaned and prepared feathers for sale). Mary was a devoted member of St Barnabas Church (now demolished), which was located in Montague Street at the corner of Thistlethwaite Street (*Record* 14.07.1928 p5). Mary died in 1928, aged about 80.

Martha was a music teacher (ER). The two brothers, Robert and David, were both coachbuilders and together they established Cogan Bros., a coach and motor body building business at 162 Montague Street which was listed in the Sands and McDougall's street directory between 1905 and 1922. Robert was president of the Victorian Coachbuilders' Association for three years (*Record* 11.09.1937 p2).

Robert was married in 1925, to Elizabeth Emily Maud Tate. Elizabeth was the daughter of the late Arthur Tate who had worked in the local abattoirs and lived in Ingles Street (Record 14.07.1928 p5). Martha and David never married, and none of the siblings had children.

All three Cogan siblings were actively involved in improving the welfare of the Montague community and were participants in various local organisations. A newspaper report in 1939 praised the family, declaring 'In Montague the name of Cogan is a household word for benevolence towards the afflicted' (*Record* 29.07.1939 p2).

Robert represented Normanby Ward in the South Melbourne Council for nine years, from 1930 until his retirement in 1939 (Record 29.07.1939 p2). He served as Mayor between 1937 and 1938, having been unanimously elected (Record 4.09.1937 p2). Robert was also a Justice of the Peace, a Guardian of Minors, a member of the South Melbourne Technical School Council and a member of the South Melbourne Australian Natives' Association. Robert and Elizabeth were described as 'pillars' of St Barnabas' Church, and were both actively involved in the work undertaken by the Montague Mission and the Montague Boys' Club (Record 29.07.1939 p2).

Martha was described as 'an ardent social worker' and during Robert's term as Mayor, assisted Elizabeth in her role as Mayoress (*Record* 23.07.1938 p6). She was a committee member of the South Melbourne branch of the Australian Women's Association (Age 31.12.1941 p6). Martha and David were also actively involved with the Montague Boys' Club.

Martha died in 1941, Robert in 1961 (his wife Elizabeth died in 1963) and David in 1965 (BDM).

References

Allom Lovell, Port Melbourne Conservation Study Review, 1995

Andrew Ward & Associates, Port Phillip Heritage Review, 1998

Biosis Pty Ltd, Fishermans Bend additional heritage place assessments, 2015.

Biosis Pty Ltd, Fishermans Bend Heritage Study, 2013

Birth Deaths and Marriages Index (BDM)

Certificates of Title (CT): Vol. 1238 Fol. 564; Vol. 8401 Fol. 929



Drainage Plans for 506 City Road South Melbourne, plan no. 640

Electoral Rolls (ER)

Newspapers, as cited

Record plan for City of South Melbourne Parish of Melbourne South: M333(36)

Sands and McDougall's Street Directories (SM)

South Melbourne Rate Books (RB) 1867-1900 and 1912-1915

Description

The single storey brick house is built to the front of the site. The footprint of the house is 'L'-shaped and it is built to the boundary on the west side, while on the east side it is set back at the front. The original extent of the 1914 house survives, with some single storey alterations/addition at the rear.

Typical of the Federation period the design of the house has an Arts and Crafts influence, however the overpainting has diminished the original contrasting effect of the materials and finishes. The overall format of the house however is of a Victorian period row house.

The hipped roof is clad in corrugated sheet metal, and has a relatively steep pitch. The two red brick chimneys have rendered tops and terracotta pots. The prominent gable end features a rising sun motif, roughcast rendering and timber console brackets to a wide rendered frieze. The rising sun motif, proudly representing the dawn of a new era in Australia, was commonly employed during the Federation period.

The brick walls (presumably red brick like the chimneys) are in stretcher bond with remnant tuck-pointing, but have now been overpainted. The wing walls feature arched niches and relatively plain mouldings (compared with the Victorian period).





Deck tiling

The verandah retains a cast iron post and a remnant section of cast iron frieze with a sunflower motif. Although most often associated with the Victorian period, the use of cast iron for decorative components remained common into the early 20th century. Late Federation examples like this tend to be characterised by wider friezes and more open or geometric designs. The exposed rafter ends are indicative of the Federation period. The tessellated tiling to the deck is reminiscent of the elaborate designs typical of the Victorian period, although the earthy colours are consistent with the Federation period. The deck edging and the steps are basalt. The balustrade is mid-twentieth century.

The bay window appears to have timber framed windows, probably double hung sashes, behind modern shutters and flyscreens. The entrance is recessed and has a timber door, two panelled with glazing to the



upper part and likely original, which is obscured by a screen door. The sidelight and toplight have decorative glass with a floral motif typical of the period.



Front entrance

Comparative analysis

The Montague area was predominantly a residential area during the Victorian and Federation periods, with hundreds of modest timber or brick houses. This changed however during the first half of the 20th century when houses were removed due to 'slum' clearance and industrial redevelopment. Today, 506 is one of only a few surviving houses in Montague.

Surviving Federation period houses in the Montague area include:

- 181 Gladstone Street, South Melbourne Built 1913/14, although largely in a late Victorian format. Probably red brick (now painted), possibly with imitation tuckpointing. Rendered parapet and bullnose verandah with cast iron frieze.
- 34 Boundary Street, South Melbourne Built c.1911. Single storey red brick house, characteristic of the Federation period. The façade has black tuck-pointing and a bullnose verandah with cast iron frieze and brackets with geometric fan-like/rising sun motifs.
- 126 & 128 Montague Street, South Melbourne Built c.1909. Pair of attached, single storey, red brick houses with a materials palette and some detailing characteristic of the Federation period, although broadly in a late Victorian format. Some façade alterations.
- 125 Ferrars Street, South Melbourne (graded 'significant' within HO4 precinct) Two storey brick residence with parapet.
- 130 Montague Street Two storey brick residence with parapet.



In addition, surviving Victorian period houses in the Montague area include 171 Buckhurst Street (two storey, graded 'significant' within HO1 precinct), 190 Gladstone Street, and 183, 185 & 187 Gladstone Street, South Melbourne.

Of the surviving Federation period houses, 506 City Road is the most distinctive in terms of its design, particularly due to the prominent gable end with rising sun motif. It is also the only surviving house to City Road, where previously there had been other houses interspersed amongst the commercial buildings.

Assessment

This place has been assessed in accordance with the processes and guidelines outlined in the Australia ICOMOS Charter for Places of Cultural Heritage Significance (The Burra Charter) 2013, using the Hercon criteria.

Recommendations

Recommended for inclusion in the Heritage Overlay as a significant place within the Montague Commercial Precinct.

No specific HO controls are required.

Primary source

RBA Architects & Conservation Consultants, Fishermans Bend Heritage Review: Montague Commercial Precinct, 2019

Other studies

Biosis Pty Ltd, Fishermans Bend additional heritage place assessments, 2015.

Other images

None

