

Heritage Precinct Citation Report – HO269

Julia Street Commercial

Introduction

This Heritage Citation for the Julia Street Commercial Sub Precinct documents the historical background of the Sub Precinct and presents an assessment of heritage significance.

This Citation identifies properties based on their contribution to the heritage values of the Sub Precinct:

- ‘Significant’ heritage places are individually important places of State or local heritage significance. They are listed individually in the Glenelg Shire Planning Scheme Schedule to the Heritage Overlay. They can also be places that, when combined within a precinct, form an important part of the heritage significance of the precinct.
- ‘Contributory’ heritage places are places that contribute to the heritage significance of a precinct. They are not considered to be individually important places of heritage significance, however when combined with other ‘significant’ and/or ‘contributory’ heritage places, they play an integral role in demonstrating the heritage significance of a precinct.
- ‘Non-contributory’ places are places within a heritage precinct that have no identifiable heritage significance. They are included within a Heritage Overlay because any development of the place may impact on the heritage significance of the precinct or adjacent

Historical background

The Julia Street Commercial Sub Precinct extends from Bentinck Street east to Percy Street on both sides of Julia Street.

The first official government visit to Portland was from Foster Fyans, the first police magistrate at Geelong, who travelled overland from Geelong to Portland in June 1839. Fyans reported to the Governor, Sir George Gipps, on the promising land at Portland and the extent of the Hentys’ landholdings (Learmonth 1960). This visit was followed shortly after by the first official survey between December 1839 and February 1840 by Charles J Tyers. Tyers reported a town population of 203 at that time. The

first land sales for Portland occurred in Melbourne in October 1840 (Learmonth 1960). Prices were high for properties at that time and for a time Portland vied with Melbourne for the status of major settlement of the southern region. A building boom followed the land sales, and from 1840-42 four hotels and four churches were established followed by the first banks in 1846 and 1847 (Tout-Smith 2003).

Julia Street was established as a commercial hub to service the port and its early industry from 1840s. As a result the Julia Street Commercial Sub Precinct has the largest collective intact group of early commercial buildings in the Glenelg Shire, and potentially in Victoria.

Physical description

The Julia Street Commercial Sub Precinct is typified by colonial and early Victorian commercial architecture. The buildings in the Sub Precinct have consistent roof styles (generally concealed gable or hipped roof with parapet) and verandah types (where present).

From the Bentinck Street intersection, Julia Street slopes uphill to Percy Street. There is consistent use of building materials in the Sub Precinct including bluestone, weatherboard and rendered brick and the streets still remain much of the original bluestone kerbing and guttering.

The south side of Julia Street contains generally single fronted one and two-storey, commercial buildings. The majority of these buildings were constructed of bluestone or brick (sometimes rendered). The early colonial Georgian style places (for example at 7 Julia Street) were simple, unadorned and plain with little detailing, consisting of bluestone with brick outbuildings. These places were constructed from the 1840s to the 1860s. Later, in the 1870s to 1900s Victorian style shop fronts were constructed from weatherboard or rendered brick and ornate parapets and verandahs are more common.

The north side of Julia Street between Bentinck and Percy Streets contains much more substantial bluestone structures. Early buildings, located close to the jetties and trad industries focused around the early wool trade. The Hentys built stores at 3, 6 and 8 Julia Streets in the early 1850 to store wool prior to export. Large public buildings such as the former ANZ Bank at the corner of Julia and Percy Street dominate the streetscape.

Comparative analysis

The Julia Street Commercial Sub Precinct has similar characteristics and significance to the Port Fairy Commercial Precinct (Moyne Shire HO14). Both Precincts include traditional verandahs, little to no building setbacks, a mix of single and double storey buildings and remnant street infrastructure such as bluestone gutters and kerbing. Both Precincts contain a representative selection of building styles over different periods integral to the history of each town. Finally, both Precincts are relatively intact (with a few potential infill areas). The Port Fairy Commercial Sub Precinct is historically, architecturally and socially significant to the Moyne Shire.

Another comparative commercial precinct in a port town is the Warrnambool Commercial Precinct (Warrnambool City Council HO234). The Warrnambool Commercial Precinct is significant for the way its early grid plan provides a focus for the business, social and entertainment functions within the town. Similar to the Julia Street Commercial Sub Precinct, the Warrnambool Commercial Precinct is architecturally significant for its mixture of architecture, intact verandahs and street infrastructure.

What is significant?

The Julia Street Commercial Sub Precinct from Bentinck Street in the east to Percy Street in the west, along both sides of Julia Street.

Contributory elements include:

- Early colonial commercial functional building design in bluestone, as represented by 4-6 Julia Street, 7 Julia Street, 8-12 Julia Street, and 44 Percy Street.
- Early bluestone commercial buildings at 13-15 Julia Street and 37 Julia Street, with intact and historically important rear portions. Altered facades on these buildings do not contribute to the heritage value of the Sub Precinct.
- Very early (pre-1853) architecture of a variety of styles in Julia Street including 7 Julia Street, 21 Julia Street (former Union Inn) and 41-43 Julia Street (former Britannia Hotel).
- Existing original and reconstructed corrugated iron sloping verandahs form. Verandahs are timber framed and extend from the building façade to the kerb line. Timber fascias on verandahs vary from plain to curved (Wilson Sayer 1981).
- Associations with prominent settlers, businessmen and builders/architects including Stephen Henty

(wool stores at 4-6 Julia Street, 8-12 Julia Street and rear 7 Julia Street), John Barrow (built former ANZ Bank at 44 Julia Street), and James Trangmar (7 Julia Street).

- Twentieth century architecture represented by the former Bank of New South Wales at 53A Julia Street, the Star Cinema and adjacent shop and the Ruth Martin Memorial Centre. These places represent the reinvigoration of Julia Street that took place in the post-WWII era, as community facilities and services were upgraded in the town.
- Pre-decimal painted advertising for MacRobertson's Chocolates still present inside the shop at 47 Julia Street. This advertising consists of three framed panels painted onto the wall.
- The majority of buildings in the Sub Precinct have little to no setbacks, presenting a common appearance to the buildings, particularly on the south side of Julia Street.
- Outbuildings at 11, 17, 19-21 and 29 Julia Street.
- Bluestone gutters and crossovers along both sides of Julia Street. These are dated to the early establishment of the town.
- Views to the east of Portland Bay, particularly from the intersection of Percy and Julia Streets.

How is it significant?

The Julia Street Commercial Sub Precinct is of historical significance (HERCON Criterion B), aesthetic significance (HERCON Criterion E), creative/ technical significance (HERCON Criterion F) and associative significance (HERCON Criterion H) to the Glenelg Shire.

Why is it significant?

The Julia Street Commercial Sub Precinct is historically significant (HERCON Criterion A) to the Glenelg Shire as one of the earliest commercial precincts in Victoria and for its association with early wool trade and industry and the establishment of the Port at Portland.

The Julia Street Commercial Sub Precinct is aesthetically significant (HERCON Criterion E) to the Glenelg Shire for exhibiting key commercial architecture particular to different phases of Portland's development. The Sub Precinct contains excellent and rare examples of colonial Georgian architecture combined with Victorian and mid-twentieth century architecture. The consistent proximity to the street of the single and double-storey buildings creates an intact and uniform streetscape, which is unusual given the variety of styles present.

The Julia Street Commercial Sub Precinct is of creative and technical significance (HERCON Criterion F) to the Glenelg Shire for demonstrating early functional building styles which were developed in a regionally-specific way to serve the massive storage requirements to service the maritime trade needs of the town, particularly the wool industry. The several wool stores located in Julia Street, provide a visual reminder of the requirements of the time and the prosperity of Portland in the mid to late nineteenth century.

The Julia Street Commercial Sub Precinct is of associative significance (HERCON Criterion H) to the Glenelg Shire for its association with key prominent social, political and business community members in the nineteenth and early twentieth centuries.

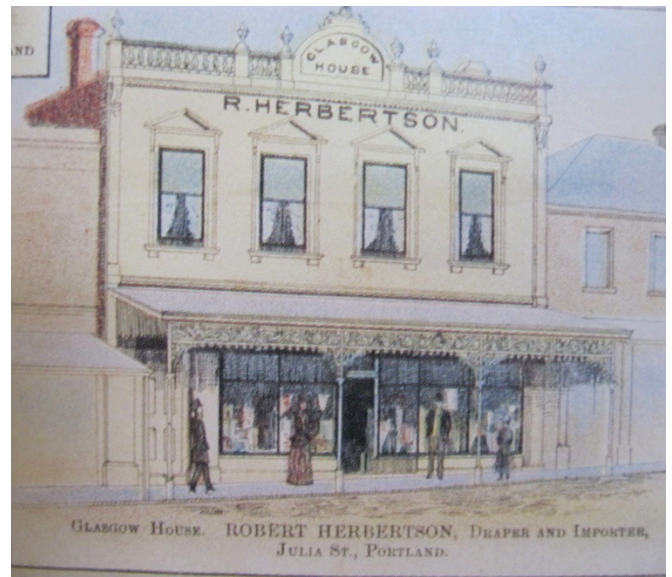
Photographs



19-21 Julia Street (Shops / former Union Inn) (significant)



Example of bluestone gutters and the base of an original verandah post, outside 19-21 Julia Street



'Glasgow House', 39 Julia Street (c1880), Drawing dated to c1900 (significant) (Source: History House, Portland)



'Glasgow House', 39 Julia Street (c1880). Rendered brick, Italian Renaissance style (significant)



Julia Street in 1859, viewed from corner of Percy and Julia Street looking southwest. Colonial Georgian-style shopfronts and lack of verandah reminiscent of early style are evident (Source: State Library of Victoria ref H2013-345/11)



Former Bank of NSW (1950s), 53 Julia Street (significant)



Julia Street in 1880, viewed from corner of Percy and Julia Street looking southwest. Victorian influences appearing as verandahs become more prominent and signage is erected (Source: State Library of Victoria ref B21766/95)



Portland Print shop (1930s), adjacent to the Star Cinema, 40 Julia Street (contributory)

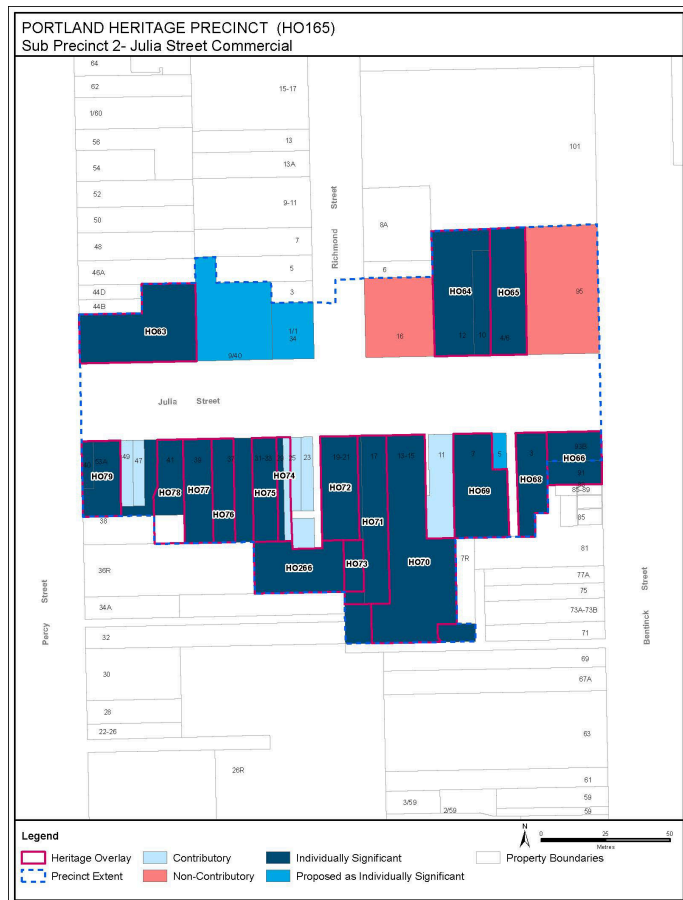


Star Cinema (1937), 40 Julia Street (proposed as significant)



Chocolate advertising signage internal at 47 Julia Street

Julia Street Commercial Sub Precinct Map



- 23 Julia Street
- 25 Julia Street
- 40 Julia Street (small shop adjacent to Star Cinema)
- 47 Julia Street
- 49 Julia Street

Significant Places

- 1A Julia Street (London Inn Assembly Rooms)
- 3 Julia Street (Store)
- 4-6 Julia Street (Former Henty Warehouse)
- 7 Julia Street (Canton Palace Restaurant and brick wool store at rear dates to Hentys pre-1850)
- 8-12 Julia Street (Former Henty wool store)
- 13-15 Julia Street (Shops)
- 17 Julia Street (Shop)
- 19-21 Julia Street (Shops / former Union Inn)
- 27-29 Julia Street (Shop)
- 31-33 Julia Street (Shops)
- 37 Julia Street (Former Frosts Newsagency)
- 39 Julia Street (Glasgow House)
- 41-43 Julia Street (Shops / Former Britannia Hotel)
- 53 Julia Street (Former Bank of New South Wales)
- 44 Percy Street (Former ANZ Bank)

Proposed as Significant Places

- 5 Julia Street (Shop)
- 3 Julia Street (rear bluestone warehouses)
- 40 Julia Street (Star Cinema)
- 34 Julia Street (Ruth Martin Memorial Centre)

Contributory Places

- 11 Julia Street

Recommended Controls (2016)

External Paint Controls	Yes
Internal Alteration Controls	No
Tree Controls	No
Fences & Outbuildings	No
Prohibited Uses May Be Permitted	No
Incorporated Plan	No
Aboriginal Heritage Place	No

References

Bennett, G. 1993. *Portland Then and Now*. Gwen Bennett: Portland

Birmingham, FW. 1853 *Map of the town of Portland in the Colony of Victoria*. Surveyed and etched on stone and published by Frederick William Birmingham.

Learmonth, N. 1960. *The Story of a Port, Portland Victoria*. Portland Harbour Trust: Portland Victoria.

Tout-Smith, D. 2003. Municipality of Portland, Victoria, in Museum Victoria Collections <http://collections.museumvictoria.com.au/articles/2311>, accessed 7 June 2016.

This information is provided for guidance only and does not supersede official documents, particularly the planning scheme. Planning controls should be verified by checking the relevant municipal planning scheme.