



WHAT IF? WHAT NEXT?

# **SPECULATIONS ON HISTORY'S FUTURES**

## **SESSION 3B**

### **COUNTERING THE CANON/S**

**Activism and Agency in Architectural History:  
Migrancy, Gender Diversity, Class**

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# **ADAPTIVE HISTORIES: THE ROLE OF ARCHITECTURAL HISTORIANS IN URBAN REDEVELOPMENT OUTCOMES**

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*A 2001 report on protecting heritage in Melbourne highlighted community concerns about the role of property developers in determining the future form and design of urban areas. It was perceived that investors and property developers have disproportionate influence on the decisions of local and state government. In the ensuing twenty years little has changed. Through the case of Collingwood in inner Melbourne, this paper explores some future possible scenarios in which urban and architectural histories might adapt their tools and frameworks in order to find new ways of responding to the pressures of redevelopment in urban heritage precincts.*

*Between 2015 and 2017 residential building approvals tripled in the City of Yarra. In the suburb of Collingwood alone, the population is forecast to double in the next twenty years, giving it the highest population density in Melbourne. Established in 1855, with its close proximity to the CBD, Collingwood is a former industrial area with a high concentration of heritage listed buildings and identified historical precincts. Many of these buildings have been successfully adapted for current commercial and residential uses, while retaining some semblance of urban and industrial 'character'.*

*Building on a thorough inventory of existing heritage studies of the area, and a mapping of the evolution of historical precincts, the paper explores the legacy of decision-making in regard to the current and projected high-density development in the Collingwood area. By briefly examining three cases – the Yorkshire Brewery, the Foy & Gibson precinct, and St Crispin House – the paper highlights the architectural, economic and heritage challenges connected with creating new uses for existing places in an inner urban landscape. In particular, we ask what impact historians and heritage consultants have had, or could have, on the reshaping of Collingwood's industrial landscape and the future writing of its adaptive histories?*

## Introduction

Historians of architecture in the antipodes going right back to Hardy Wilson have staked more on their activities than simply the careful documentation and analysis of the best works of the past.<sup>1</sup> They – and we – have also persistently attempted to change what is designed and constructed, “improve” the architectural quality of our cities and most prominently, preserve or otherwise protect significant works of architecture. This is done primarily through the classroom but also through public advocacy, criticism and activism. For example, as Alexandra Lange has discussed, there is strong tradition of architectural writing in the United States from the perspective of the activist-critic – think Sorkin, Jacobs, Huxtable.<sup>2</sup> And closer to home, in August 2020 *The Age* newspaper carried a picture of SAHANZ stalwart Philip Goad alongside a group of local advocates arguing for the retention of a 1949 Robin Boyd-designed house in the Melbourne suburb of Balwyn. The presence of publicly-recognised architectural historians is thought to add weight to such preservation campaigns.<sup>3</sup>

While such advocacy remains paramount, the current set of institutional priorities around research and engagement is arguably also bringing other modes of engagement for historians to the fore that demand new skills and ask us to establish different kinds of relationships beyond the academy and outside the boundaries of our disciplinary apparatus. The value of our work is increasingly being measured on our ability to ‘engage’, to garner ‘impact’ and arguably to forego the critical distance of ‘the ivory tower’ in the name of pragmatism. Here we take on the theorist and sociologist of culture, Tony Bennett’s definitions of pragmatism to mean “concerned with practical consequences or values ... or with matters pertaining to the affairs of the state or community”. Where Bennett made a bid for pragmatism in terms of the discipline of cultural studies, we might fruitfully replace that with architecture and urban history, with the aim of being at time able to foster a “closer association with the policy concerns of government and industry as a means of developing a more prosaic concept of practice, one that will sustain actual and productive connections with the field of the practicable.”<sup>4</sup>

This paper focuses on the beginnings of an attempt at such pragmatic engagement, an incipient research project on the adaptive reuse of buildings in conservation areas or heritage precincts. Historically, adaptive reuse has largely been the domain of practicing architects – who are only sometimes also researchers and scholars – as well as of heritage consultants and the planning system. The role of the historian, to the extent that they were relevant at all – was usually to defend the integrity of the original work, what architect and lawyer Paul Byard once described as the “public worth of architectural expression”,<sup>5</sup> in its existing ‘authentic’ form. While the outcomes of adaptive reuse projects have occasionally in the past, and increasingly in the present, elicited critical praise (for example the AIA awards), the hybrid results of adaptive reuse have only very rarely in themselves been the subject of careful historical attention. And typically, when adaptation has been studied over the life-history of a building, it is only when places are recognised as of international value.<sup>6</sup>

To highlight the nature of the problem for architectural history and architectural practice engaging in the field of heritage and development, we have undertaken work on a pilot focused on Collingwood in inner Melbourne. While among the city’s earliest and most intensively industrialised suburbs, and home to a group of industrial buildings and precincts spanning the whole period from the 1870s to WWII, the area has not attracted significant scholarly attention from architectural historians.<sup>7</sup> There have been one or two references to a couple of exuberant commercial buildings on Collingwood’s main commercial thoroughfares. Its boom era town hall by the prolific George R. Johnson, has also been recognised. While Foy & Gibson and a couple of other prominent complexes of industrial buildings have also been cited in wider surveys of industrial architecture.<sup>8</sup> The purpose of this paper is not to argue for the unacknowledged value of Collingwood’s industrial fabric, but rather to focus on redevelopment processes, the regulatory environments and habits of planning and heritage assessment that have been overlaid in complex and often contradictory ways to shape the architectural projects.

The wider research project for which this Collingwood study acts as a pilot is concerned with four distinct regimes of value and the trade-offs and complementarities between those regimes. The contention is that it is only possible to truly evaluate the success of adaptive reuse projects when we understand the interaction of these different regimes of value. These regimes are: 1) *design quality*; 2) *historic or heritage significance*; 3) *environmental benefit*; and 4) *economic viability*. Hence the wider project team also contains expertise in life-cycle assessment and property. The Collingwood pilot, however, is examining the ways that planning and heritage systems have shaped adaptive reuse projects, and this paper serves as an opening reflection on how historians can have more productive engagements with such processes.

### Collingwood Context

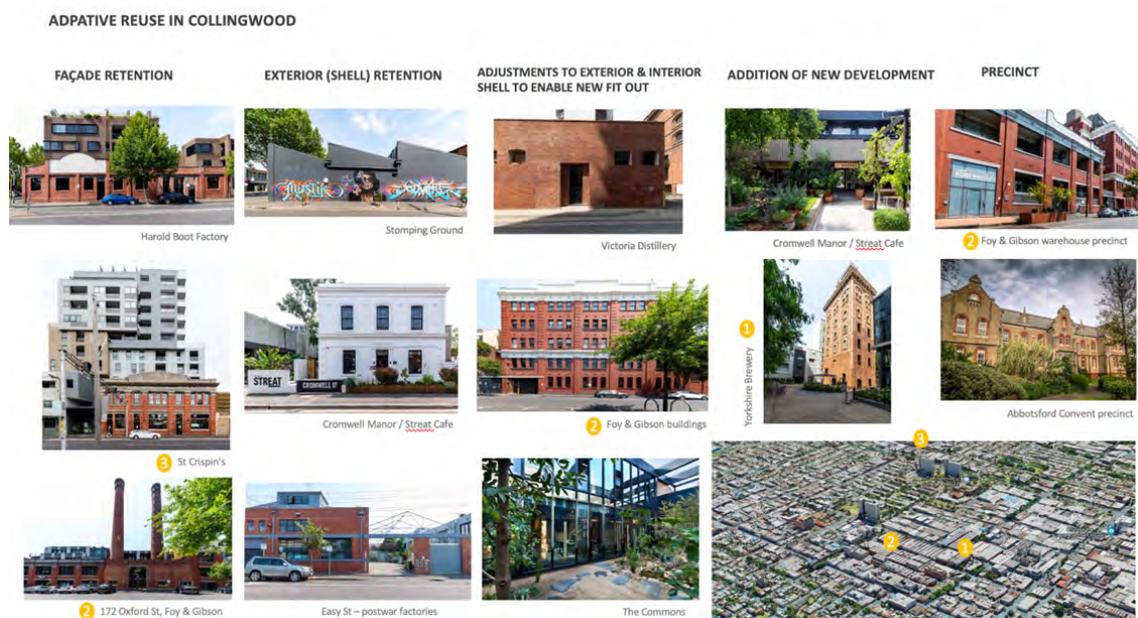
The recent history of Collingwood is, in one sense, a textbook case of inner urban gentrification. Manufacturing workers made up 47.5% of Collingwood's workforce in 1971. By 2001 this was less than 10%.<sup>9</sup> When industrial plants closed or moved to the outer suburbs in the 1970s, nineteenth century breweries, distilleries and pubs along with interwar factories and warehouses were mostly left to decay. By the beginning of the new century more than one third of workers in inner Melbourne worked in property and business services, finance or insurance.<sup>10</sup> This shift in demographics fuelled demand for both housing and work spaces and transformed the nature of the retail offerings in the area. The change also created conditions in which new opportunities arose to convert abandoned industrial buildings to offices and residences. In many cases finding new uses for these buildings has ensured their survival and revival. Recently, micro-breweries and cafes have undertaken innovative adaptations of existing buildings and new buildings have been squeezed into pockets of space to service the influx of office workers and residents. This set of activities has underpinned Collingwood's rebirth as an employment centre and as a place with a burgeoning population and seemingly insatiable demand for new housing and other real estate 'potentials'.

Naturally, this has intensified redevelopment and planning pressures. For example, the Yorkshire Brewery which was once the tallest building in Collingwood and listed as significant due to its visibility as a landmark, is now obscured by three residential towers of up to seventeen stories high. What appears to be an oversight of planning (or a consequential mistake in the eyes of local historians and planning advocates) has set a precedent for more high-rise buildings in the area. The existing stock of 19<sup>th</sup> and 20<sup>th</sup> century buildings are threatened by the rate and intensity of development and are thereby in a state of rapid transformation from the fairly ordinary to the increasingly rare.

Two key assumptions underpin the following analysis of adaptive reuse projects in Collingwood. First, the process is quite mature and so irrespective of the short-term economic vagaries of property markets and whether the process is positive or negative in social terms, the redevelopment dynamic in the area seems set to continue. There is, however, an opportunity to learn a lot from it, and, in concert with government and practice partners, to play a role in shaping outcomes in similar, future redevelopment areas. Second this pilot research project begins with the assumption that it is desirable to conserve and adapt much of the existing physical fabric of the area. You do not have to take the seemingly hard-line stance, as some critics and practitioners recently have, that we should "never demolish another building"<sup>11</sup> to see the value in adapting and reusing as much as possible of Collingwood's industrial legacy. Apart from anything else there is a mounting body of evidence that avoiding demolition in favour of wholesale new builds can significantly reduce carbon emissions in the construction sector.<sup>12</sup> However, adapting heritage buildings to new uses in an inner urban landscape can be fraught with political and architectural challenges. Balancing the needs of population, commercial growth and commercial viability with preserving and enhancing the historic fabric of an area is destined to be a delicate process.

Some of the issues that face adaptive reuse projects are highlighted through three cases in and around Collingwood: the Yorkshire Brewery; the Foy & Gibson complex and St Crispin House (Fig. 1). The next section outlines the planning pressures and compromises that shaped these projects

through a brief description of the host buildings, the heritage and planning frameworks at play over time, and the various forms that redevelopment have taken. Each project illustrates a variant of redevelopment treatment from ‘incorporation’ of the original host by adding to its height and density in the case of the Yorkshire Brewery; to ‘scooping’ or hollowing out of the original shell in the Foy & Gibson complex; and finally skin-deep facadism at St Crispin House.<sup>13</sup> In conclusion, we return to some questions around how urban and architectural historians might sharpen their tools and frameworks to be able to respond nimbly and critically to the pressures of both heritage retention and redevelopment.



**Figure 1.** Cases of Adaptive Reuse in Collingwood included in the pilot study are classified into how the building has been adapted for reuse (images: David Green, 2020). (The three cases discussed in this paper are marked on the map: Yorkshire Brewery (1), Foy and Gibson complex (2) and St Crispin House (3))

### The Yorkshire Brewery: Additive Redevelopment

The Yorkshire Brewery was established in 1858 by John Wood on a two-acre site on Waterloo Street, adjacent to Wood’s Yorkshire Hotel on Wellington St. Originally a timber building, the brick brewery complex was designed by Wood’s son, engineer and architect James Wood in 1875 and constructed in 1876. The ornate polychrome brick work and mansard style roof of the six-story brew tower is a reflection of the optimism of Melbourne’s buoyant economy in the late nineteenth century. A large cellar was built at the rear of the tower along with stables for 26 horses, a cooperage and a 170-foot chimney stack. The brew tower was a landmark for the people of Collingwood being visible from surrounding suburbs.

The brewery was purchased by Carlton and United Breweries (CUB) in 1909. The Yorkshire Hotel on Wellington Street was demolished in 1914 and replaced with warehouses, then when the Yorkshire brewery became a malt house in 1954, twelve concrete silos were erected on the site. In 1990 the Yorkshire Brewery site was classified by the National Trust and registered by the Historic Buildings Council as of state-wide significance. It was listed on the Victorian Heritage Register in 1999. After CUB sold the brewery in the 1990s, the site remained abandoned for many years and there followed a number of unsuccessful development proposals for the site.<sup>14</sup>

In 2012 a controversial proposal to develop the then rundown complex into townhouses and 338 apartments accommodated in three new towers of 17, 14 and 10 stories respectively, was put to the City of Yarra by SMA Projects, Hayball Architects and contractor, Icon. Investigation into the planning permit application process highlights the degree to which heritage and planning

frameworks assume a certain amount of horse trading between the multiple players representing different interests.



**Figure 2.** (L to R) MMBW Detail Plan 1209 – 1899, <http://search.slv.vic.gov.au/permalink/f/1o9hq1f/SLVVOYAGER1164687>; Aerial view looking south. Yorkshire Brew Tower was visible from the surrounding suburbs. [https://coyl.swft.ent.sirsidynix.net.au/client/en\\_AU/search/asset/232651/0](https://coyl.swft.ent.sirsidynix.net.au/client/en_AU/search/asset/232651/0); Brew Tower and Silos before demolition, 2012. Collingwood Historical Society; Google Earth, Yorkshire Brewery before development in 2015

The height and density of the towers around the state heritage listed brew tower was the most divisive aspect of the proposal, with The Heritage Council (Vic) issuing a permit for the transformation of the site and the local Yarra Council rejecting the development application on the grounds that its scale and height would dominate surrounding streetscapes, that it was out of character of the neighbouring precinct, and that it represented an overdevelopment of the site. However, the proposed site density was largely accepted by Heritage Victoria based on the premise that it would enable the developer to fund the site's restoration – a common scenario where some amount of compromise and trade-offs are seen as not necessarily desirable but pragmatic. The Victorian Civil and Administrative Tribunal (VCAT) set Yarra Council's decision aside in favour of issuing a planning permit in 2013.<sup>15</sup>

The development is comprised of three towers of 10, 14 and 17 stories and a 5 and 4 story building within the shell of the former office building and coopery. Glass and steel materials delineate the original brick buildings from the new additions. Although innovative attempts have been made to highlight the history of the complex through interpretation and signage on site, the restored historical brew tower is no longer visible from outside of the complex itself.



**Figure 3.** (L to R) Yorkshire Brewery, Development plans, south elevation, SMA Projects, Hayball Architects, 2012; Restored Brew Tower; Entry laneway from Robert Street; Internal courtyard of new Brewery complex (David Green, 2020)

Restoration and preservation enabled through the spoils of redevelopment, such as in the case of the Yorkshire Brewery, can have ramifications that impact the future of an entire heritage precinct, with ensuing legislative approvals and built consequences (reached through consensus or not), subsequently adopted as enduring precedents for further developments. For example, the planning application for a multi-story development on Rupert Street, Collingwood is supported by a heritage report that cites the Yorkshire Brewery as a “successful precedent”.<sup>16</sup> As one might

expect, this is not a view shared by local historical societies.<sup>17</sup> Also currently under construction are a number of high-density office towers, up to 14 stories high, at the near-by intersection of Langridge and Wellington Streets, which, although not satisfying council's own planning scheme, have presumably been approved on the basis of the Yorkshire Brewery precedent.<sup>18</sup>

Two key questions arise in relation to this process. The first is, how should we weigh the relative merits of funding the restoration and adaptive reuse of historic buildings against the visibility of historic places in surrounding areas? In other words, is heritage value enhanced or diminished by the pragmatic compromise solution in the Yorkshire Brewery project? And second, has the eagerness of heritage authorities to find a way to facilitate new investment in state listed properties undermined wider planning objectives, which themselves may do just as much to ensure the sense of environmental continuity and place identity as the ongoing existence of the historical industrial complex.

### Foy & Gibson Complex: Scoop and Fill

Collingwood's largest and most intact heritage precinct is the Former Foy & Gibson factory and warehouse complex. Established by Irish immigrant Mark Foy, the empire began as a drapery store in Smith Street in 1870. By 1880 the store had expanded to encompass six shops. In 1883 Foy's son Francis formed a partnership with William Gibson to create what was to become the Foy & Gibson retail and manufacturing empire. Foy soon left the partnership to set up Foy's Department stores in Sydney. In 1887 prominent Melbourne architect William Pitt (1855-1918) was engaged to design factories and warehouses for the manufacture of goods to supply the Foy and Gibson department stores around Australia. By the 1920s, an entire block bounded by Smith, Wellington, Peel and Stanley Streets—originally occupied by houses, small factories and hotels—was transformed into an industrial landscape. Over 2000 employees worked in the woollen mills and clothing factories to produce hosiery, bedding, metal goods and cabinetry, making Foy and Gibson the largest employer in Victoria. With its use of steam and electric power the complex was considered technologically advanced. Such a scale of manufacture in one area was unprecedented in Melbourne at the time.<sup>19</sup>

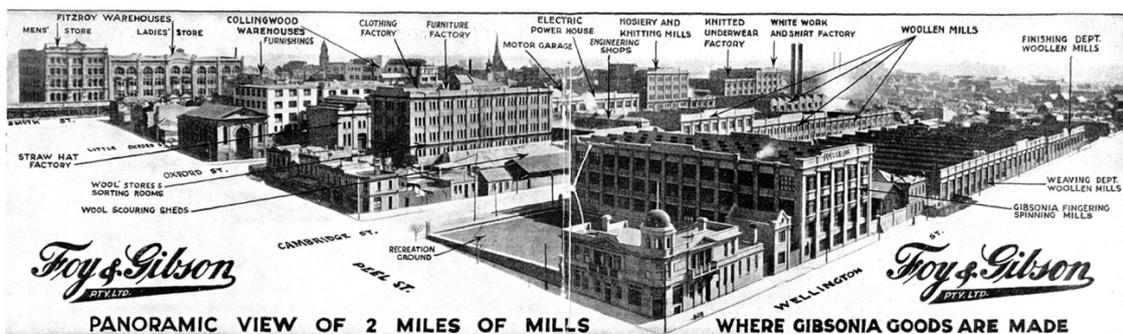


Figure 4. University of Melbourne Archives, Foy & Gibson Collection

The Foy & Gibson red brick buildings of between one to six stories remain externally intact. The dominant strategy of redevelopment has been one of subtraction of some elements of the interiors of buildings, largely with complete retention of the exterior shells not just the facades and little new fabric evident from the perimeter streets. Adaptive reuse has happened incrementally since the 1980s, with elements of the original precinct being appropriated for a mix of medium density residential, education facilities, offices and light industry. For example 150 Oxford Street constructed in 1904-08 with over 2500 square metres spread over four floors has been very recently re-adapted after earlier 1980s interventions by Gray, Puksand, Purcell Heritage Architects for Lasalle College International with demarcation of all new architectural interventions through treatment of fabric and heritage interpretation and reuse of materials; 76

Oxford Street was converted to 16 residential units in the late 1990s with substantial retention of interior elements; 103 Oxford Street was converted to 34 apartments and offices in the late 1990s with individual fitouts; and 111 Cambridge Street, originally used for wool carding and sorting, was redesigned internally by Six Degrees Architects in 2016 for the Swisse company head office. One site in the complex at 170 Oxford Street has a new development that rises conspicuously above the original shell suggesting a lack of either guidelines or intent to avoid visible additions in this significant precinct, and thereby establishing another potential precedent in allowing further redevelopments of a higher rise and density – in particular with the four buildings in the complex that are not currently listed on the Victorian Heritage Register.<sup>20</sup> Although all Foy & Gibson Buildings are recognised by the City of Yarra and come under a Heritage Overlay (HO318), this does not always protect a building from demolition or significant change whereas being listed on the Victorian Heritage Register (VHR) provides legal protection under the *Heritage Act 2017* with penalties for damaging VHR places and objects without a permit. The Foy & Gibson precinct highlights the importance of the need for constant re-assessment of heritage listings and guidelines that is informed by both historical and design-led research and that is also able to be responsive and to unpack and take into consideration the value or otherwise of recent redevelopments and alterations.



Figure 5. (L to R) Foy & Gibson buildings: 99 Oxford St, 170 Oxford St, Wellington St (rear of 120 Cambridge St)

### St Crispin House: Skin Deep Façadism

As with any culturally significant place, the fundamental task for adaptive reuse projects is determining and communicating what is significant about the existing places and then assessing what needs to be done to meaningfully protect what is significant. Advocates and heritage professionals have often been very critical of facade conservation projects, or façadeism, for not taking this task of protecting cultural significance seriously. To retain only the façade elevates the public face of a building over the other elements of its shell, interior spaces, materials and fittings. This arguably diminishes the importance of those elements and their contribution to the meaning and value of a building.<sup>21</sup> Yet in many situations advocates for protection have seen some value in facade projects for their evocation of the history and human scale of a streetscape and their role in enlivening the public realm and maintaining forms of formal and material diversity in areas that have otherwise been redeveloped.<sup>22</sup>

St Crispin House on Johnson Street, Abbotsford was constructed in 1923 as a two-story red brick warehouse that housed the Grimson Shoe Machinery Company and other shoe related operators. As shoe manufacturing was a significant industry in the Abbotsford and Collingwood area up until the 1980s, the building's past function and thus interior space could be argued to be intrinsic to its heritage value. The Victorian Heritage Register describes the façade of St Crispin House as divided into three bays by rusticated brick pilasters with horizontal brick bands and capitals. It has cement rendered dressings, rounded string courses and a large entablature and parapet with a gabled signage panel.<sup>23</sup> However, as only the classical façade has been retained in the recent development, raising questions as to its importance over other styles and buildings in the area.

Although St Crispin House is situated on an identified development and transport corridor, it took five years of applications and two appeals to the Victorian Civil and Administrative Tribunal (VCAT) for a development to be approved. A plan for a 19-storey apartment tower was submitted to the

City of Yarra in 2012. This initial application was rejected by both the City of Yarra and VCAT on the grounds that it was out of character for the area and that it would set a precedent for intensive development. Three years later developer Pace purchased the site and lodged a new application to build a 12 storey, 148 apartment tower designed by Hayball Architects. This was rejected by the Council, but approved by VCAT on appeal on the premise that it now fit with the current state and local government policies aimed at increasing housing supply in urban areas. It was also noted that the area had become “a hub of taller development.”<sup>24</sup> It is likely that the precedent set by the 17 storey Yorkshire Brewery tower played a role in the approval outcome. In 2018 the original building was demolished except for the façade, behind which the new tower was constructed.



**Figure 6.** (L to R) St Crispin House before development; West Elevation of planned 12 story tower, Hayball Pty Ltd, 2015; Final development, 2020.

### Heritage Frameworks in Collingwood

As in many parts of Australia the City of Yarra and other Victorian municipalities administers a planning system that includes a set of statutory planning controls and a supporting set of strategic documents and policy objectives. The statutory framework is prescribed by state legislation but the content is largely the work of the local council. The Planning Scheme is a statutory document that sets out the planning rules for the use and development of land in each local government area. Zones, overlays, particular and general provisions are enforceable planning controls that are contained in every planning scheme.

Councils are responsible for devising and revising Heritage Overlays, as per the case with the City of Yarra’s Heritage Overlay. Overlays imply that approval must be sought to demolish but they do not provide further protection for buildings in or adjacent to identified heritage precincts.<sup>25</sup> Collingwood, like many other comparable inner-urban areas is made up of a complex patchwork of overlays that have been added and amended over time, and although clearly affected by neighbour- hood precedents, projects are assessed on an individual rather than a relational or urban precinct basis.<sup>26</sup> As depicted in Figure 7, the dark pink bordered areas on the map show heritage overlays, while the pink area is zoned Mixed Use. As evident, the east side of Collingwood is predominantly made up of post-war factories which remain unlisted or recognised for their historical significance and have few buildings under a heritage overlay. The Yarra Draft Heritage Strategy (2019),<sup>27</sup> which follows a framework devised by Heritage Victoria in the early 2000s for application by local councils, identified the need to undertake further gap studies focussing on this post-war heritage.<sup>28</sup> However bureaucratic wheels turn slowly, and currently these one and two level buildings remain vulnerable to demolition due to the ongoing demand for residential and office space.<sup>29</sup> Heritage and local history professionals alongside the public can only make individual submissions in response to the proposals for council consideration.

There is no doubt that there does appear to be genuine intent to document and protect heritage in and around Collingwood. Indeed, over the last 40 years the City of Yarra has conducted 41 key heritage studies, reviews and amendments —see the table below Key Heritage Studies, Reviews and Amendments 1970-2020, City of Yarra. In addition, there have been 24 studies conducted between 1978 and 2016 on 12 buildings/sites by 7 different heritage consultants.

Collingwood Mixed Use Pocket: Heritage Analysis & Recommendations

5.3 Heritage Overlay

The Heritage Overlay, affecting both individual properties and heritage precincts, applies to approximately half the land area of the Collingwood Mixed Use Pocket.

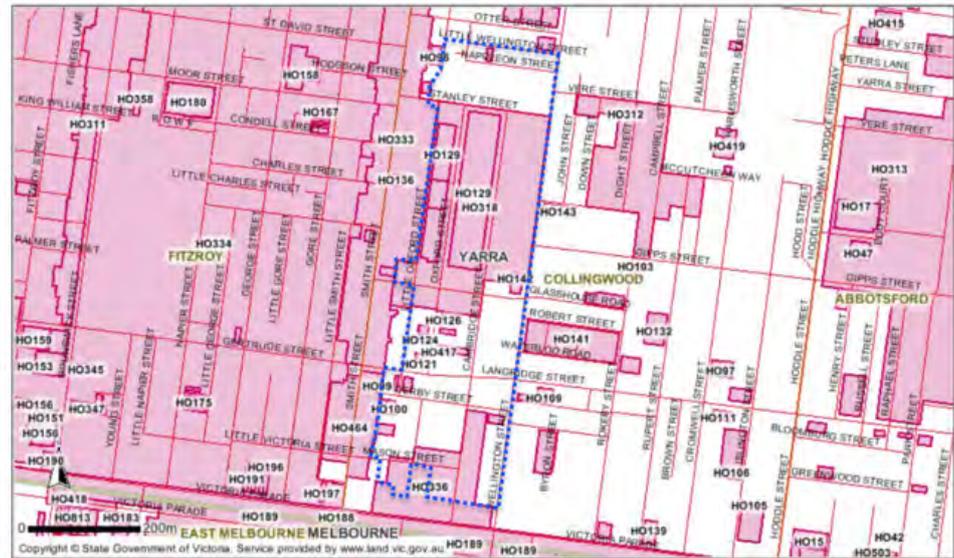


Figure 7. Heritage Overlay map showing the Collingwood Mixed Use Pocket – outlined in blue (Planning Maps Online, retrieved 24 April 2018)

The current Heritage Overlay controls for the Collingwood Mixed Use Pocket are as follows:

Individual Heritage Overlays				
Heritage Overlay	Name	Address	Appendix 8 grading	Date
HO98	Derby House	1 Derby Street	individually significant	1876
HO100	Terrace	3-7 Oxford Street	individually significant	1876
HO101	Johnston House	8 Derby Street	individually significant	1871
HO102	Terrace	10-16 Derby Street	individually significant	1868-69
HO115	Houses	12 Napoleon Street	individually significant	1850-60
HO121	House	37 Oxford Street	individually significant	1869
HO122	Houses	39-41 Oxford Street	individually significant	1869
HO123	Terrace	50-52 Oxford Street	individually significant	1864-77
HO124	Terrace	51-55 Oxford Street	individually significant	1858-64

Figure 7. Heritage Overlays in Collingwood.

However, not all of the recommendations are actioned and some recent amendments appear to be playing catch up in reaction to new development. For example, a heritage study commissioned in 2009, which identified a further 20 heritage precincts for potential inclusion, highlights problems with the timely identification of heritage and guidelines to protect it. Three were subsequently incorporated, and in 2013 the 17 remaining precincts were investigated to see if the recommendations were still relevant, the result being Amendment C173 adopted in 2015 (6 years after the issues were first identified).<sup>30</sup> The City of Yarra have worked continuously with heritage and local history professionals in attempting to amend some of these oversights and revisions, but the process of getting changes or corrections through the planning scheme can take years, during which time the state government may update the state regulatory framework which will then require council to make further amendments, and further frustrate efforts to protect heritage.<sup>31</sup>

**Key Heritage Studies, Reviews and Amendments 1970-2020, City of Yarra**  
 Source: City of Yarra website (not a complete list) Earliest 1978

41 studies conducted between 1978 & 2020 (42 years)  
 12 different heritage consultants used, City of Yarra (1994-) used 8 different consultants between 1994 & 2020 (26 years)

1978	North Fitzroy Conservation Study Jacob Lewis Vines Architects	2001	City of Yarra, Amendment C6	2015	Heritage Gap Study Context Pty Ltd (Amend C198)
1979	South Fitzroy Conservation Study Jacob Lewis Vines Architects	2002	Mapped areas/buildings Ian Whyte (rejected)	2016	Heritage Review Abbotsford & Collingwood Context Pty Ltd
1982	City of Northcote Urban Construction Study Graeme Butler Architect	2004	City of Yarra Heritage Gaps: An Overview Graeme Butler & Assoc	2016	Heritage Gap Study: Review of Johnston Street East Context Pty Ltd
1984	Carlton Conservation Study Nigel Lewis & Assoc	2005	City of Yarra Review of Heritage Overlay Areas Graeme Butler (Amend C85)	2017	Heritage Gap Study, Review of 17 Heritage Precincts Context Pty Ltd
1985	Collingwood Conservation Study	2007	City of Yarra Review of Heritage Overlay Areas Graeme Butler (Amend C85)	2017	Review of Activity Centre Heritage Overlay Areas
	Richmond Conservation Study J&T Connor Colman Wright Architects	2008	City of Yarra Heritage Gaps: Stage 1 Graeme Butler	2017	Thematic Study of Theatres in the City of Yarra Context Pty Ltd
1989	Collingwood Conservation Study Andrew Ward & Assoc	2009	City of Yarra Heritage Gaps: Stage 2 Graeme Butler	2018	Queens Parade Built Form Heritage Analysis and Rec. GJM Heritage
1992	Fitzroy Urban Conservation Study Review Allom Lovell & Assoc	2010	Amendment C85	2018	Yarra's Aboriginal Partnerships Plan
	Northern suburbs factory study Vines & Churchward	2012	City of Yarra Gaps Study Review two Lovell Chen (Amend C157)		Collingwood Built Form Review, Heritage Advice GJM Heritage
1994	City of Yarra formed		City of Yarra Heritage Gaps Review Stage 1 and 2		Heritage Assessment, 18-22 Derby St, Collingwood
1995	Collingwood Conservation Study Review (Part A, B, C) Andrew Ward	2013	Amendments C149, C157, C163 Anthemion Consultancies		Memo of Advice, 33-45 Derby St GJM Heritage
1996	Yarra City Council Town Halls, Heritage study Allom Lovell & Assoc	2014	City of Yarra Review of Heritage Overlay Areas, updated Graeme Butler		Heritage Overlay Study, Queens Parade Trees John Patrick Landscape Arch
1998	City of Yarra Heritage Review Allom Lovell & Assoc (Amend L78)		Heritage Gap Study: Review of 17 Heritage Precincts Context Pty Ltd (Amend C173)		City of Yarra Review of Heritage Overlay Areas, revised Graeme Butler
			Heritage Gap Study: Review of central Richmond Context Pty Ltd (Amend C183)	2019	City of Yarra Draft Heritage Strategy, 2019-2030
			Incorporated Plan Methodology Report		

**Figure 8.** Key Heritage Studies, Reviews and Amendments 1970-2020 in the City of Yarra.

## Conclusions

The above cases highlight a number of issues that arise when planning for the adaptive reuse of heritage. Heritage policies are complex, and guidelines can be unclear to all involved.<sup>32</sup> In Victoria as in other parts of Australia, the strongest form of protection is state heritage listing. Yet many buildings are also locally listed by council as part of the planning system. At this level of designation there are a range of different forms of protection afforded to buildings depending on whether they are merely contributory buildings in a heritage precinct or individually significant and listed as an individual item in the heritage overlay.<sup>33</sup> Buildings may also be listed as significant by the National Trust or be recognised by other local advocacy organisations or have some recognition by the institute of architects as an award winning work of architecture. All of these things may count for something in a redevelopment process even though only some have clear statutory implications. As in the case of the Yorkshire Brewery, listing on the State Heritage Register (SHR), the strongest mechanism for heritage protection, does not automatically make a building or site immune to the impacts of new development. Indeed, in that case the Heritage Council was more sympathetic to the redevelopment of the site than the City of Yarra.

No matter how many times governments reform the planning and heritage systems with the aim of clarifying responsibilities and procedures and regardless of efforts by industry to streamline the process or advocates to strengthen the system of protections, there will always be significant ambiguity involved. The legal framework and policy guidelines can only do so much. What should be protected and how and what constitutes appropriate new development, good planning and design will and should remain contested. As such the process will continue to depend upon arguments made for and against the quality of particular approaches to the adaptation of architecturally significant buildings and culturally significant places in general.

It is here that research projects conducted by architecture historians, such as the project the authors are working on, aims to have some impact upon the pragmatics of redevelopment in heritage precincts of local value. By working with practitioners such as Tonkin Zulaikha Greer and Lovell Chen who have long operated in this terrain, alongside consultants and builders such as Arup and Kane Constructions, with consent authorities such as the Heritage Council (Vic.) and the City of Yarra, and with advocates such as The National Trust (NSW) and government advisory bodies such as Government Architect (NSW), we hope to rehearse and refine arguments about

the value of existing buildings. We intend to do this not by simply asserting the autonomous value of history, historical originality and authenticity, but rather to link conventional historical evidence and forms of value – architectural innovation and the value of skilled labour for example – to other regimes of value embodied in existing buildings, including the economic and the environmental.

The pragmatic ambition alluded to at the beginning of this paper will be realised by architecture historians not through some grand reform of the system and the policy environment, but through an iterative, adaptive and persuasive engagement with key actors, and the development of a shared set of arguments about pragmatic and timely ways of assessing and articulating the value of architecturally significant buildings. To have ‘impact’ as historians and educators we need to become more adept and engaged with navigating the messy layers of both policy and physical interventions within such sites. For it is this constant process of negotiation, compromise and pragmatism which will also be the stuff of future adaptive histories.<sup>34</sup> And ultimately as Huxtable’s 1965 essay “Lively Original Versus Dead Copy” suggested: “Preservation is the job of finding ways to keep those original buildings that provide the city’s character and continuity and of incorporating them into the living mainstream. This is not easy. It is simpler to move a few historical castoffs into quarantine, putting the curious little ‘enclave’, or cultural red herring, off limits to the speculative developer while he gets destructive carte blanche in the rest of the city.”<sup>35</sup>

## Endnotes

<sup>1</sup> William Hardy Wilson, *Old Colonial Architecture in New South Wales and Tasmania*, Sydney, Published by the Author at Union House, 1924.

<sup>2</sup> Alexandra Lange, *Writing About Architecture*, New York, Princeton Architectural Press, 2012.

<sup>3</sup> Rachel Eddie and Claire Booker, ‘Heritage row erupts as early Robin Boyd home flagged for redevelopment’, *The Age*, August 18, <https://www.theage.com.au/national/victoria/heritage-row-erupts-as-early-robin-boyd-home-flagged-for-redevelopment-20200818-p55mqr.html> Accessed August 21, 2020.

<sup>4</sup> Tony Bennett, *Culture: a reformer’s science*, Allen & Unwin, 1998, 17.

<sup>5</sup> Paul Spencer Byard, *The Architecture of Additions: Design and Regulation*, New York, W.W. Norton and Co., 1998, 11.

<sup>6</sup> For example: Edward Hollis, *The Secret Lives of Buildings*, London, Granta, 2010.

<sup>7</sup> There is, in contrast, a rich set of local histories connected with the area and its wider industrial setting. Bernard Barrett, *The Inner Suburbs: The Evolution of an Industrial Area*, Melbourne University Press, Carlton, 1971; Collingwood Historical Society, *Streets of Collingwood*, Collingwood, 1991; *In Those Days: Collingwood Remembered*, Carringbush Regional Library and City of Collingwood, 1994; GM Hibbins, *A Short History of Collingwood*, Collingwood Historical Society, 1997, 542-544.

<sup>8</sup> M. Lewis (ed.), Australian Architectural index, online, [https://aai.app.unimelb.edu.au/apex/f?p=199:3::NO::P3\\_ID,P3\\_PREVIOUS\\_PAGE:16843,12](https://aai.app.unimelb.edu.au/apex/f?p=199:3::NO::P3_ID,P3_PREVIOUS_PAGE:16843,12) Accessed 27/08/20; Philip Goad, ‘William Pitt’, in (Goad and Willis eds) *Encyclopedia of Australian Architecture*, Cambridge University Press, Melbourne 2012, 542-544; Peter Johnson, ‘George R. Johnson’ *Encyclopedia of Australian Architecture*, 369-370; Bruce Trethowan, ‘Industrial Architecture’, 351-352; Julie Willis, ‘Norman Hitchcock’, *Encyclopedia of Australian Architecture*, 333-334.

<sup>9</sup> Tony Dingle and Seamus O’Hanlon, “From manufacturing Zone to Lifestyle Precinct: Economic Restructuring and Social Change in Inner Melbourne, 1971-2001”, *Australian Economic History Review*, 49:1, (2009), 54

<sup>10</sup> Dingle and O’Hanlon, (2009), 55.

<sup>11</sup> Oliver Wainwright, “The case for...never demolishing another building”, *The Guardian*, January 13, 2020, [https://www.theguardian.com/cities/2020/jan/13/the-case-for-never-demolishing-another-building?CMP=Share\\_iOSApp\\_Other](https://www.theguardian.com/cities/2020/jan/13/the-case-for-never-demolishing-another-building?CMP=Share_iOSApp_Other) Accessed August 20<sup>th</sup> 2020.

<sup>12</sup> Rypkema, D. D., “Economics, Sustainability, and Historic Preservation”, *Forum Journal: The Journal of the National Trust for Historic Preservation*, U.S.A., vol.20, no.2. (2006); Bullen, Peter A, Peter E.D. Love, “Adaptive reuse of heritage buildings”, *Structural Survey*, Vol. 29 Iss 5, (2011), 411–421; Australian Government, Department of the Environment and Heritage, “Adaptive Reuse: Preserving our past, building our future”, (2004), 2; Elefante, C. “The Greenest Building Is ... One That Is Already Built”, *Forum Journal: The Journal of the National Trust for Historic Preservation*, U.S.A., vol.21, no.4, (2007), 26-36.

- <sup>13</sup> See Hannah Lewi and Andrew Murray, ‘All skin and no bones: facadism as taxidermy’, *Urban Corporis*, Lulu, Italy 2020; and K.S. Woods, ‘Architecture of Compromise: A History and Analysis of Facadism in Washington D.C.’, MA Diss. Columbia Uni. 2012.
- <sup>14</sup> Collingwood Historical Society, <https://collingwoodhs.org.au/resources/collingwood-history-plaques-project/former-yorkshire-brewery/> accessed 24/8/20.
- <sup>15</sup> SMA Projects Pty Ltd v Yarra CC & Ors (Includes Summary) (Red Dot) [2013] VCAT 436 (27 March 2013); *Collingwood Historical Society, Inc, 36<sup>th</sup> Annual History Walk 8 November 2014, ‘The Collingwood Slope’*.
- <sup>16</sup> 81-89 Rupert Street, Collingwood, Planning Application, City of Yarra PLN19/0570.
- <sup>17</sup> Collingwood Historical Society, <https://collingwoodhs.org.au/resources/collingwood-history-plaques-project/former-foy-gibson-factory-buildings/> accessed August 2020.
- <sup>18</sup> Yarra Planning Scheme: 22.02-4
- <sup>19</sup> For Foy & Gibson histories see Collingwood Historical Society <https://collingwoodhs.org.au/resources/collingwood-history-plaques-project/former-foy-gibson-factory-buildings/>; and Feng, Thomas, ‘When Department Stores were more than just stores’, Pursuit, University of Melbourne: <https://pursuit.unimelb.edu.au/articles/when-department-stores-were-more-than-just-stores> Accessed August 2020.
- <sup>20</sup> 111 and 113 Wellington St, 120 Cambridge St and 153 Smith St, Collingwood. Victorian Heritage Database. [https://vhd.heritagecouncil.vic.gov.au/search?kw=foy+and+gibson&aut\\_off=1](https://vhd.heritagecouncil.vic.gov.au/search?kw=foy+and+gibson&aut_off=1), accessed August, 2020.
- <sup>21</sup> Aisha Dow, ‘Buildings that eat their heritage hosts’, *The Age*, June 21, 2016, <https://www.theage.com.au/national/victoria/the-buildings-that-eat-their-heritage-hosts-20160621-gpoe25.html> Accessed August 2020.
- <sup>22</sup> Jake Blumgart, ‘No About Face on Facadectomies in Philly Just Yet: They’re Still pretty rare here’, Plan Philly, *WHYY*, <https://whyy.org/articles/no-about-face-on-facadectomies-in-philly-just-yet-they-re-still-pretty-rare-here/> Accessed 26 August 2020
- <sup>23</sup> Victorian Heritage Database, St Crispin House, 247-253 Johnston St, Abbotsford. <https://vhd.heritagecouncil.vic.gov.au/places/176206>.
- <sup>24</sup> Allison Worrall, ‘Abbotsford’s St Crispin House to be partially demolished to make way for 12-story tower’, *Domain*, July 27, 2017.
- <sup>25</sup> J Taylor, Collingwood Historical Society, Interview January 2020.
- <sup>26</sup> A Heritage Council ‘review of local heritage planning policies in the Melbourne Planning Scheme’ 8 August 2014, noted inadequate grading of heritage precincts and suggested supplementing the Statements of significance for precincts with statements that highlight the particular significance of elements within the precinct: 3.
- <sup>27</sup> Yarra Draft Heritage Strategy, 2019: 8.
- <sup>28</sup> The Heritage Strategy was intended to be no more than 8 pages and have 4 strategic directions. According to the Collingwood Historical Society these reports have become too detailed making them difficult to implement and monitor. Interview January 2020.
- <sup>29</sup> There are a number of successful adaptations of inter war and post war factories such as the micro-brewery Stomping Ground and The Commons communal offices on Gipps Street.
- <sup>30</sup> City of Yarra Heritage Gaps Study, Smith Street South, Fitzroy/Collingwood, July 2014.
- <sup>31</sup> J Taylor, Collingwood Historical Society, June 2020.
- <sup>32</sup> There are often disputes about whether guidelines are being met adequately. Interview with J Taylor of Collingwood Historical Society, January 2020.
- <sup>33</sup> City of Yarra Review of Heritage Overlay Areas 2007 Appendix 8 and Heritage Victoria [http://vhd.heritage.vic.gov.au/#detail\\_places:73434](http://vhd.heritage.vic.gov.au/#detail_places:73434).
- <sup>34</sup> Paul Eggert, *Securing the Past: Conservation in Art, Architecture and Literature*, Cambridge University Press, 2009, 238.
- <sup>35</sup> Ada Louse Huxtable, ‘Lively Original versus Dead Copy’, in *Goodbye History Hello Hamburger: an anthology of architectural delights and disasters*, The Preservation Press: Washington, DC: 1986, 172.