

Barclay Square Red Cliffs Conservation Guidelines

Prepared by
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For the Rural City of Mildura

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Introduction.

Barclay Square Red Cliffs, was first identified as having heritage value in the 1988 Mildura Heritage Study: Andrew C Ward & Associates architects - planners, *City and Shire of Mildura Conservation Study*, for the City and Shire of Mildura, June 1988. The square was subsequently included in the Mildura Planning Scheme, Heritage Overlay as HO303.

This report has prepared a detailed inventory of each of the buildings which contribute to the character and significance of the Square. The objective of the study has been to provide details on the fabric of each building as a guide to the future conservation, maintenance and development of the precinct. This includes maintenance, repairs, alterations and additions and possible infill buildings.

Edition no. 1 November 2013

Edition no. 2 June 2021, incorporating historic photographs, upgraded graphics.

History of Red Cliffs.

The town of Mildura on the Murray River, was developed as an irrigation colony in 1898 by the Chaffey brothers. The first extension to the colony was in 1912 with the development of the Merbein Scheme to the west. The third development was at Red Cliffs. It was developed after World War One for approximately 700 returned soldiers as part of a wider Soldier Settlement Scheme across the State. The 33,000 acres of the settlement were subdivided into blocks of approximately fifteen acres each for the production of dried fruit. In 1920 the contract for clearing the land was given to Frank Bottrill who used the tractor "Big Lizzie" for this purpose. By 1940, 12,000 acres of vines and citrus fruits were being irrigated.

History of Barclay Square.

The township was sited adjacent to the Ballarat - Mildura Railway which was operational by 1903. The centre of the town is a grid of wide streets focusing on the new railway station opposite which a public garden was planned. The defining north - south streets, Jacaranda and Ilex were named after trees. The two east west streets, Indi and Jalmieson after rivers. Land was auctioned in 1920, and by December 1920 all of the blocks facing the public gardens in Indi and Jamieson Ave. were sold. The four corner blocks of the gardens were reserved for later 'civic' development of post office, bank and offices. Three of these remain. the fourth corner was developed with the installation of big Lizzie in 1970 In 1922 the Diggerland theatre was completed, the building of the water tower in 1924, and and the post office in 1928 completed the square. It was named after Councillor Barclay.

| Significaant Historic dates | |
|------------------------------------|--|
| 1920 | Red Cliffs Railway Station opened, (line to Mildura opened 1903 from Woomelang) |
| 1920 | Land sales of blocks in Red Cliffs town centre |
| 1923 | Diggerland Theatre opens |
| 1924 | Water tower built |
| 1925 | Most shops in Indi Ave. and Ilex Street built. (with post supported verandahs) |
| 1928 | State Savings Bank and Post Office built |
| 1934 | Bank of NSW built, Ilex St. |
| 1937 | Stuart Monument dedicated, fire destroys top of bank of NSW and shops north of it. |
| 1940 | Court House opened. |
| 1950s | Most post supported verandahs replaced with cantilevered verandahs. |
| 1970 | Big Lizzie installed on south west corner of gardens. |
| 2011 | Railway station demolished |

Historic Images



Indi Avenue, North side, circa 1925
Shop verandah roofs are steeply sloping with timber posts.
Variety of large signs on parapets



Indi Avenue, North side, 1937 Note former Diggerland theatre on right.
Verandahs cantilevered, (no posts)
Variety of large signs on parapet.
(dedication of Stuart Monument)



Ilex Street, East side circa 1955
Verandahs cantilevered (no posts)
Variety of large signs on parapets.

Description of Building types

The commercial centre of Red Cliffs has two building types; 'single storey shops' and two storey buildings and free standing buildings identified in this document as 'major items'

Single storey shops were quickly built featuring distinctive tall parapets and post supported timber verandahs over the footpaths in the 1920s, later shops built in the 1930s have cantilevered awnings. They were built to the east side of Ilex St. and the north side of Jamieson St. Each of the buildings are of brick or reinforced concrete construction. The architectural style is described as "Between the Wars" or "Stripped Classicism". The single storey development is contrasted with free standing stand alone buildings of one and two storeys around the square (major items). This urban design scheme is shown on drawing below. All the buildings are serviced by lanes to the rear of the major streets.

Over time the post supported verandahs were removed, particularly in the 1950s when there was an Australia wide movement to remove the verandahs due to concerns with possible safety issues with the growth of the use of cars. The shops were replaced with cantilevered awnings often with pressed metal ceilings. Original shop fronts were constructed with small section metal frames, tiles were installed beneath windows and on party walls. Leadlight or coloured glass windows were installed above door head. Originally most buildings were probably not painted but a palette of painted creams and buffs has evolved. Only one remains intact, at 25 Ilex St. Signs were a distinctive feature of the shops. A great variety of sign types and sizes featured prominently on parapets, verandah awnings and sun blinds.

The rear of the shops have service yards, accessed off lanes. Most properties have utilised these spaces for additions, mechanical equipment and parking. The rear of the properties were originally constructed of red face brick and corrugated iron.

Distinctive two storey buildings compliment the low line of the shops in both Indi Jamieson streets. They have been described as 'major items', such as the Diggerland Theatre and the former banks. Included in this category are the single storey buildings sited in the corners of the gardens such as the Post Office. None of these buildings had signs and the main conservation measure needed for these buildings is to maintain and paint them them in appropriate colours.

Significance of Barclay Square

The heritage significance of Barclay Square has been assessed using Heritage Victoria's criteria that are considered apply to the square.

Criteria A: Importance to the course or pattern, of Victoria's cultural history.

The Square, as the business centre for Red Cliffs is an important component of the development of the North West of Victoria as an agricultural area.

Criteria B: Possession of uncommon, rare or endangered aspects of Victoria's cultural history.

The Square, comprising public garden and surrounding commercial and civic buildings is a rare early example of a planned urban space.

Criteria E: Importance in exhibiting particular aesthetic characteristics.

The Square is considered important in demonstrating aesthetic characteristics of a planned built form of commercial buildings integrated with a public park with mature trees.

Criteria F: Importance in demonstrating a high degree of creative or technical achievement at a particular period

The buildings and water tower demonstrate early examples of the use of reinforced concrete in Victoria.

Criteria 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.

The Square is considered important as a community and social gathering space for the 1921 Red Cliffs Soldier Settlement Scheme.

Barclay Square is of heritage significance as a designed and planned public open space and focus for the Red Cliffs township. It has aesthetic significance with consistent architecture of its commercial buildings, most dating from the 1920s. It has historic significance relating to its association with the Soldier Settlement of Red Cliffs.

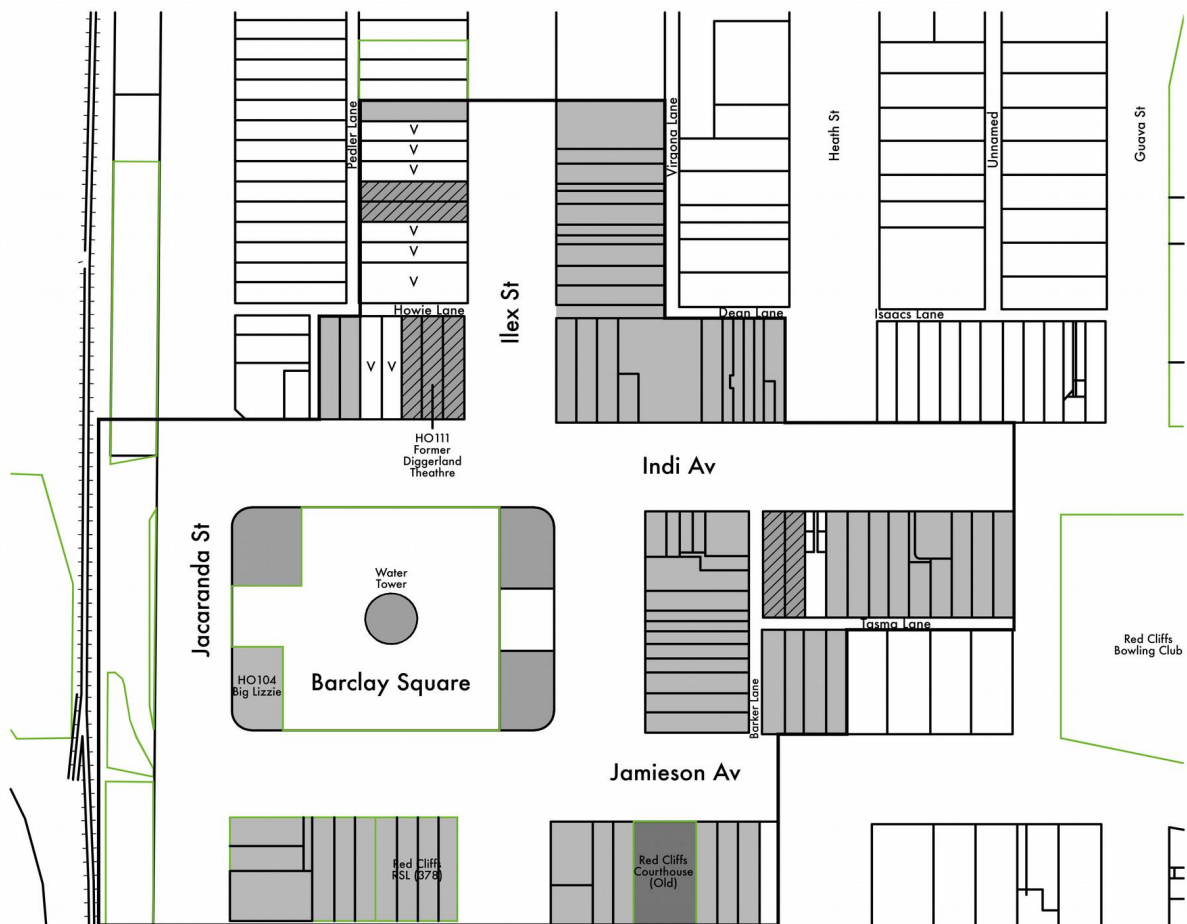
Conservation Guidelines





To conserve the significance of the precinct an inventory of all the buildings in the Barclay Square Heritage Overlay has been made, which identifies buildings by street number and either current or former use. Guidelines have been suggested which recommend for the single storey shops:

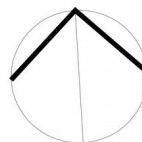
- removal of *out of character* signs on parapets.
- removal of oversized screens to awning fascias.
- recommendations for placement of new signs.
- restoration of shopfronts including removal of paint off tiles and windows.
- preservation of intact shopfronts and parapets where applicable
- retention of face red brick to rear and sides of buildings.

Key architectural contributory buildings, 'major elements' generally include overall painting only. The recommended paint schemes encourage creams and buffs, highlighted with either dark reds or cream

INVENTORY OF BUILDINGS IN BARCLAY SQUARE



-  Major items
-  Single storey shops & buildings
-  Two storey shops & buildings
-  Vacant land



**BARCLAY SQUARE
HERITAGE CONSERVATION AREA
HO 303**

| INDI AVENUE (NORTH SIDE) | | | | | |
|---------------------------------------|--------------------------------------|--|---|---------------|-----------------|
| No. | Use | Assessment | Recommendations | | |
| | | | parapet | awning fascia | shopfront |
| Jacaranda St. (Calder Highway) | | | | | |
| | "Pizza Pasta" | New building | Paint cream | Retain | Retain |
| | "Big Lizzie Fish & Chips" | New building | Paint cream | Retain | Retain |
| Lane | | | Retain brickwork, do not paint | | |
| 15-17 | MADEC | Original building | Paint cream | Retain | Retain tiles |
| 19-21 | Vacant | Original building | Retain | Retain | Original retain |
| 23 | Community Centre | Original building | Restore balcony | | Retain |
| 25-27 | Church | Diggerland Theatre (HO111) | Retain paint scheme | | |
| Ilex St. | | | | | |
| 29 | Chemist. Siite of 1925 Berrys Store, | New building reconst with verandah posts | Retain | Retain | Retain |
| 31 | "Bargain Basement" | New facade | Remove sign | Retain | Retain |
| 33 | Vacant | | Remove sign | Retain | |
| 35 | "8.3" | | | | |
| 37 | Real Estate | New shopfront | | | |
| 39 | "Soy Candles" | Orig. shopfront | | | Original retain |
| 41-47 | "Foodworks" | New building | Reduce sign | | Retain |
| 51 | Westpac | New shopfront | Retain | | Retain |
| 53 | Anita | New Shopfront | Repair | | Retain |
| 55-57 | Butcher | New Building | Paint parapet | | Retain |
| 59 | "Giulio's hair dressing" | New Shopfront | Paint | | Retain |
| 61 | Cafe | New Shopfront | Paint | | Ret'n leadlight |
| Heath St. | | | Retain brickwork (side of no. 61), do not paint | | |

| INDI AVENUE (SOUTH SIDE) | | | | | |
|--------------------------------------|---------------------|--|---|---------------|-----------|
| No. | Use | Assessment | Recommendations | | |
| | | | parapet | awning fascia | shopfront |
| Jacaranda Street (Calder Hwy) | | | | | |
| 2 | Former SRWSC office | Major item | Paint complete building | | |
| | Park | Refer to Heritage landscape assessment | | | |
| | Toilets | | Paint light cream | | |
| 1 | Post Office | Major item | Recently painted, appropriate colours. retain | | |
| Ilex St. | | | | | |
| 38/1 | Commonwealth Bank | New building | Retain | Retain | Retain |
| 38/2 | Florist | New building | Retain | Retain | Retain |
| 38/3 | Clothes | New building | Retain | Retain | Retain |
| 38/4 | Gifts | New building | Retain | Retain | Retain |

| INDI AVENUE (SOUTH SIDE) | | | | | |
|--|-------------------------|---------------------|------------------------------------|--------|------------------------|
| 40-46 | <i>Newsagent</i> | | Retain | Retain | Remove paint off tiles |
| Baker Lane Retain brickwork, do not paint | | | | | |
| 48 | <i>Former Bank</i> | <i>Major item</i> | Excellent example of colour scheme | | |
| 50 | <i>Centennial House</i> | <i>Major item</i> | Excellent example of colour scheme | | |
| 52 | <i>Shop</i> | <i>New building</i> | | | |
| 54 | <i>Dwelling</i> | <i>Former shop</i> | Paint complete building | | |
| 56 | <i>Dwelling</i> | <i>Former shop</i> | | | |
| 58 | | <i>Former shop</i> | | | |

| JAMIESON St. (NORTH SIDE) | | | | | |
|---|-----------------------------------|---|---------------------------------------|--|--|
| Jacaranda Street (Calder highway) | | | | | |
| | <i>Big Lizzie</i> | <i>(HO104)</i> | Retain | | |
| | <i>Park</i> | <i>Refer to Heritage Landscape Assessment Plan.</i> | | | |
| | <i>Former S Saving Bank</i> | <i>Major item</i> | Paint complete building similar to PO | | |
| Ilex St. | | | | | |
| | <i>Country Fire Authority</i> | <i>New building</i> | Retain | | |
| Lane Retain brickwork do not paint | | | | | |
| | <i>Dwelling (Former Fire st.)</i> | <i>Major item</i> | Paint original door opening red | | |

| JAMIESON St. (SOUTH SIDE) | | | | | |
|---------------------------|------------------------|---------------------|---------------------|--|--|
| Jacaranda Street | | | | | |
| 02 10 | <i>Library</i> | <i>Major item</i> | Retain paint scheme | | |
| 12 14 | <i>RSL</i> | <i>Major item</i> | Retain paint scheme | | |
| Ilex Street | | | | | |
| 18 | <i>Sunnyland Press</i> | <i>Major item</i> | Paint border | | |
| 20 | <i>Tristan</i> | <i>New building</i> | Retain | | |
| 22 | <i>Dwelling</i> | <i>New building</i> | Retain | | |
| 24 28 | <i>Court House</i> | <i>Major item</i> | Retain paint scheme | | |
| 30 36 | <i>Masonic Lodge</i> | <i>Major item</i> | Retain paint scheme | | |
| Heath St | | | | | |

| ILEX ST. (EAST SIDE) | | | | | |
|------------------------|-------------------------------|---------------------------|--|--------------|--|
| Heytesbury Ave. | | | | | |
| 15 | <i>Vacant</i> | <i>Original shopfront</i> | | Remove shade | |
| 17 | <i>Vacant</i> | <i>Original shopfront</i> | | Remove shade | |
| 19 | <i>Red Cliffs Meat Supply</i> | | | | |

| | | | | | |
|------------------------|-----------------------------------|--------------------------|--------|---------------|-----------------------------|
| 21 | <i>Thrift Shop</i> | | | | |
| 25 | <i>Vacant</i> | <i>Original shop</i> | Retain | Retain | Retain |
| 27 | <i>Bakery</i> | | Retain | | Retain |
| 29 | <i>Bakery</i> | | Retain | | Retain |
| 31 | <i>“Cut to Shape”</i> | | Retain | | Retain |
| 33 | <i>“Poppies”</i> | | Retain | | Retain |
| 35 | <i>“Dunnas Takeway”</i> | | Retain | | Retain |
| 37 | | | | | |
| 39 41 | <i>Vacant</i> | | Retain | | Paint off glass |
| 45 | <i>Vacant</i> | | Retain | | Paint off glass |
| Dean Lane | | | | | |
| 47 | | <i>New building</i> | | | |
| Indi Avenue | | | | | |
| 61 | <i>Commonwealth Bank</i> | <i>New building</i> | Retain | Retain | Retain |
| 67 | <i>“Red Cliffs Physio Centre”</i> | <i>New building</i> | | | |
| 69 | <i>“Red Cliffs Takeway”</i> | <i>New building</i> | | | |
| 71 | <i>Laundromat</i> | <i>Original building</i> | Paint | Reduce to 300 | Original Paint off glass |
| 73 | <i>Vacant</i> | <i>Original building</i> | Paint | Reduce to 300 | Original Paint off glass |
| 75 | <i>Vacant</i> | <i>Original building</i> | Paint | | Original Paint off glass |
| 77 | <i>Radiators</i> | <i>Original building</i> | Paint | | Original Paint off glass |
| 79 | <i>Vacant</i> | <i>New building</i> | Paint | | |
| Jamieson Avenue | | | | | |

| | | | | | |
|-----------------------------|-------------------------------------|---|----------------------------|--|--|
| ILEX ST. (WEST SIDE) | | | | | |
| 22 | <i>Dwelling, Former Bank of NSW</i> | <i>Major item</i> | Paint appropriate colours. | | |
| | <i>Vacant land</i> | <i>Design appropriate infill building</i> | | | |
| | <i>Church (HO111)</i> | <i>Diggerland Theatre</i> | Retain colour scheme | | |
| Indi Avenue | | | | | |
| | <i>Post Office</i> | <i>Major item</i> | Retain colour scheme | | |
| | <i>Park</i> | Refer to Heritage landscape assessment | | | |
| | <i>Dwelling, Former Bank</i> | <i>Major item</i> | Paint appropriate colours | | |
| Jamieson Avenue | | | | | |



EXAMPLES OF SUGGESTED IMPLEMENTATIONS OF POLICIES

The following photographic examples illustrate the main points of the inventory including recommendations:

Single storey shops: Parapets



31 Ilex St.
Remove sign & blue colour



41-47 Ilex St.
Reduce size of sign



18 Jamieson St.
Reduce impact of sign,
Paint border, *Portland Stone*



67 – 69 Ilex St.
Paint parapet, *Portland Stone* with
boarders darker tone.

Single storey shops; awning fascias



15 Ilex St.
Remove upstand on awning edge as
it obscures decorative parapets.



67-69 Ilex St.
Sunshade panels to be constant
height & fixed below original fascia

Single storey shops: shopfronts.



39 – 41 Ilex St.
Remove paint off glass above door heads
shopfront.



25 Ilex St.
Retain all elements of facade and
Only complete original shop front.

Major Items, two storey banks and buildings within gardens : Colour schemes



48 & 50 (Former Commonwealth Bank) Indi St.
Examples of preferred colours for major items (Indi Ave.)
Cream walls with red or green trim,



22 Ilex St. (Former Bank of NSW)



2 Indi Ave. (Former State Rivers Water Supply Commission office)

Preferred colour scheme: cream walls with green trim

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