

# HERITAGE SIGNIFICANCE ASSESSMENT

**160 Burwood Road**

**CONCORD**



Job No. 2562

April 2016

# Heritage 21

CULTURAL BUILT HERITAGE IN THE 21ST CENTURY

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Cover page: Detail of the eastern façade of the factory located at 160 Burwood Road, Concord. (Source: Heritage 21, 09.03.16)

The following table forms part of the quality management control undertaken by Heritage 21 regarding the monitoring of its intellectual property as issued.

Issue	Description	Date	Initials
1	Draft report (D1) issued for comment.	31.03.16	K.B
2	Report Issued (R1) for Planning Proposal.	21.04.16	K.B
3	Report Issued (R2) for Planning Proposal.	28.04.16	K.B

## 1.0 INTRODUCTION

### 1.1 Background and Purpose

Heritage 21 was appointed by NixAnderson Pty Ltd, on the 26 February 2016, to provide Heritage and Archaeological Consultancy services in relation to the redevelopment of the former Bushells Factory located at 160 Burwood Road, Concord (subject site).

This Heritage Significance Assessment ('report'), in conjunction with a *Statement of Heritage Impact* (April 2016) and *Aboriginal Heritage Due Diligence Assessment* (April 2016), has been prepared by Heritage 21 on behalf of FreshFood Australia Holdings Pty Ltd and NixAnderson Pty Ltd to accompany a Planning Proposal which seeks to provide the framework for future development on the site.

This report will provide a review of the subject site in order to determine its heritage values, including its potential for heritage listing. Constraints and opportunities in relation to the subject site will also be discussed with a heritage framework provided which are based on the conclusions uncovered.

### 1.2 Site Identification

The subject site is located at 160 Burwood Road, Concord, which falls within the boundaries of the Canada Bay local government area. The site is approximately 3.9 hectares and is comprised of the following lots:

- Lot 2, DP 230294;
- Lot 398, DP 752023;
- Lot 399, DP 752023; and
- Lot 5, DP 129325.

The location of the site within the Sydney Region, the Concord local area and a current aerial photograph of the site are presented in Figure 1, Figure 2 and Figure 3.

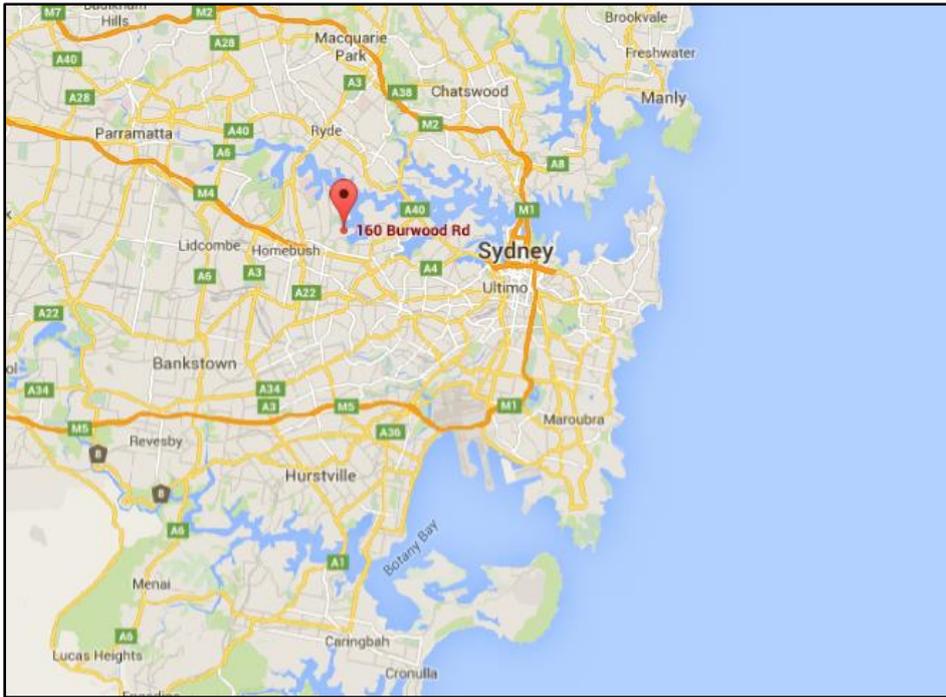


Figure 1. Map showing the location of the subject site indicated by the red arrow relative to Sydney's CBD.<sup>1</sup>

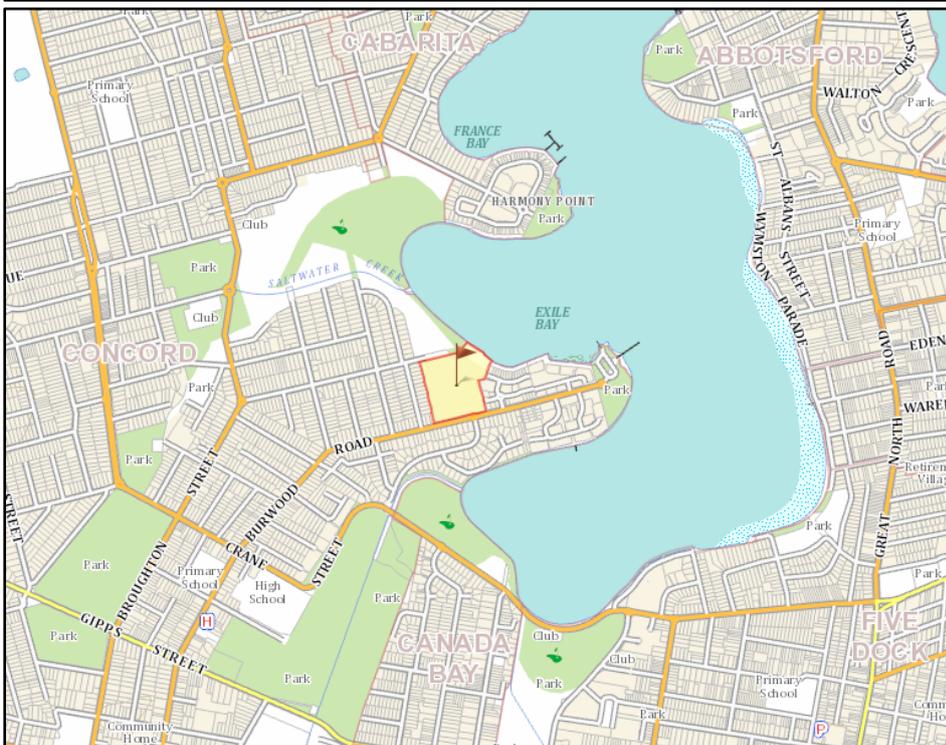


Figure 2. Map showing the location of the site within the Concord local area (indicated by red flag).<sup>2</sup>

<sup>1</sup> Google, 'Google Maps', 2016, <http://maps.google.com.au/> accessed 8 March 2016.

<sup>2</sup> NSW Land and Property Information, 'SIX Maps', n.d., <http://maps.six.nsw.gov.au/> accessed 8 March 2016.



Figure 3. Current aerial photograph of the site (red outline).<sup>3</sup>

### 1.3 Heritage Status

The subject site is **not** listed as an item of environmental heritage in the *Canada Bay Local Environmental Plan 2013 (CLEP)* nor is it located within the boundaries of a Heritage Conservation Area. The subject site is also **not** listed in the NSW State Heritage Register, the National Heritage List, the Commonwealth Heritage List or the Register of the National Trust of Australia (NSW).

The subject site is adjacent to or within the vicinity of the following items of environmental heritage as listed in the CLEP 2013:

Name	Address	Significance	Number
• Massey Park Golf Course grounds and Sanders Reserve	1 Ian Parade (also known as 1C and 1P Ian Parade)	Local	I259
• Street trees	Burwood Road (between Crane Street and Duke Avenue)	Local	I56
• Bayview Park	166P Burwood Road	Local	I54

<sup>3</sup> Ibid. accessed 8 March 2016.

The site's proximity to these heritage items are shown in Figure 4 .



Figure 4. Heritage map HER\_004 showing the location of subject site outlined in red and the heritage items located in the vicinity are brown.<sup>4</sup>

## 1.4 Methodology

The methodology used in this report is consistent with *Assessing Heritage Significance* published by the Heritage Branch of the NSW Office of Environment and Heritage and has been prepared in accordance with the principles contained in the most recent edition of *The Burra Charter: The Australia ICOMOS Charter for Places of Cultural Significance*.

## 1.5 Authors

This report has been prepared by Paul Rappoport and Kaylie Beasley, of Heritage 21, Heritage Consultants.

## 1.6 Limitations

- This report relies on both primary and secondary sources, however, archival research has been limited to that which could be accessed within the timeframe allowed in order to complete this report.
- It is beyond the scope of this report to address Indigenous associations with the subject site or to locate or assess potential or known archaeological sub-surface deposits on the subject

<sup>4</sup> City of Canada Bay Council, 'Canada Bay Local Environmental Plan', 2013, <http://www.canadabay.nsw.gov.au/planning-controls-lep-and-dcp.html#acctab1> accessed 8 March 2016.

site or elsewhere. Please refer to the *Aboriginal Heritage Due Diligence Assessment* (prepared by Heritage 21, April 2016) for a discussion on the Indigenous associations with the subject site.

- It is beyond the scope of this report to assess items of movable heritage.
- Heritage 21 has only assessed aspects of the subject site that were visually apparent and not blocked or closed or to which access was not given or was barred, obstructed or unsafe on the day of the arranged inspection.
- Due to the extensive nature of Sydney's industrial sites the comparative analysis provided in Section 4.1 has been restricted to a select few which have been chosen due to either their location in the Concord area and/or because of shared characteristics with the subject site. It is not an exhaustive analysis of all industrial sites within Sydney or Australia wide.

## 1.7 Copyright

Heritage 21 holds copyright for this report. Any reference to or copying of the report or information contained in it must be referenced and acknowledged, stating the report's name, date and Heritage 21's authorship.

## 2.0 HISTORICAL RESEARCH

### 2.1 Local History

#### 2.1.1 Pre-European History

The Canada Bay area was originally occupied by the Wangal clan whose name, it is believed was derived from the word 'wanne', meaning west.<sup>5</sup> According to the City of Canada Bay Historical Society, the earliest recorded contact between the Wangal clan and Europeans occurred on the 5 February 1788 when Captain John Hunter led an exploratory expedition along the Parramatta River. Lieutenant Bradley, RN recorded the following:

*At daylight having a guard of marines proceeded to the upper part of the harbour again, passing several natives in the caves as we went up and on the shore near the place we left beads and some other things, who followed us along the rocks calling to us. We landed to cook our breakfast on the opposite shore to them. We made signs for them to come over and waved green boughs. Soon after seven of them came over in two canoes and landed near our boats. They left their spears in the canoes and came to us. We tied beads, etc., about them and left them our fire to dress mussels which they went about as soon as we put off.<sup>6</sup>*

A number of formally recorded Aboriginal places have been identified within the City of Canada Bay, with the majority located in the vicinity of the river foreshores.<sup>7</sup>

#### 2.1.2 European Settlement and Beyond

The following historical information has been extracted from Section 8 of the *Canada Bay Local Planning Strategy 2010*:

*The first contact of Europeans in the City of Canada Bay area was the landing party of Captain Hunter, Lieutenant Bradley and their party of marines at Breakfast Point on February 5, 1788. This was followed ten days later by an expedition with Governor Phillip and Bradley on a search for good agricultural land.*

*After Parramatta was established as an agricultural district, a rough track between Sydney and Parramatta was created to supplement the use of the river as the main transport link between the two towns. This track, created in 1791, marked the beginning of Parramatta Road. Longbottom Stockade was established at the midpoint of the road as an overnight detention point for the gangs of convicts. This stockade was later to develop into the suburb of Concord. Between 1840 and 1842 it held 58 Canadian exiles after whom the suburb of Canada Bay is named.*

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<sup>5</sup> City of Canada Bay Heritage Society, 'Aborigines: Original Occupants of the Area', 2016, <http://www.concordheritage.asn.au/concord-history/aborigines> accessed 16 March 2016.

<sup>6</sup> Ibid. accessed 16 March 2016.

<sup>7</sup> Gregory Blaxell, *A Pictorial History of City of Canada Bay* (Alexandria: Kingsclear Books, 2010), 3.

*Meanwhile, land grants close to the bays and headlands of Parramatta River were being given to settlers such as Surgeon John Harris (Five Dock), Isaac Nichols (Yaralla), Thomas Bishop (between Majors Bay and Kendall Bay).*

*Transport continued to focus on Parramatta River and Parramatta Road for some time. In 1829 the construction of [the] Great North Road through the present day Five Dock, Wareemba and Abbotsford was complete. This was a highly significant infrastructure project, providing a land route from Sydney to the Hunter Valley. The road relied on a punt to cross Parramatta River between Abbotsford Point and Kissing Point.*

*Through most of the nineteenth century, the settlement pattern in the area was a mix of large estates, small holdings and small villages. Towards the end of the nineteenth century, the establishment of industries such as the Australian Gas Light Company at Mortlake and the Dunlop Tyre Factory at Birkenhead Point (Drummoyne) led to increases in the growth of the nearby villages. Access to the river also prompted the re-development of some of the larger waterfront estates for industries such as Phoenix Iron Works. The only nineteenth century estate to remain from this period without substantial redevelopment is the Yaralla Estate of Thomas Walker.*

*The development of public transport routes including trams along Victoria Road, Great North Road, to Cabarita and Mortlake and the construction of the northern train line through North Strathfield and Rhodes also helped to foster industrial growth. Arnott's Biscuits established a factory at North Strathfield because of its access to the new rail line.*

*Much of the residential development of the Council area occurred in the late nineteenth century through to the Inter-War period. Many of the development[s] relied on access to transport as well as proximity to industrial places for employment. The influence of the garden suburb movement ensured proximity to parkland and the planting of street trees that continue to add to the amenity of the area.*

*The late twentieth century has seen the most dramatic change to the Council area with the rehabilitation and redevelopment of many of the large industrial sites. Most of these have been replaced with medium density residential and commercial developments that enjoy the proximity of the sites to Parramatta River.<sup>8</sup>*

### **2.1.3 Industrial Development in Canada Bay**

The Canada Bay area has had a long industrial history which can be roughly divided into four periods. The first period (1792-1886) was characterised by small scale agricultural industries, including dairying and crop cultivation.<sup>9</sup> The second period occurred towards the end of the nineteenth

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<sup>8</sup> City of Canada Bay Council, 'Canada Bay Local Planning Strategy 2010', 2010, 175-176, <http://www.canadabay.nsw.gov.au/future-planning-local-planning-strategy.html>.

<sup>9</sup> *Concord Heritage Study: Thematic History* (Perumal, Wrathall & Murphy Pty. Ltd., 1986), 1.

century and it marked the beginning of large scale industrial development occurring in the area. The area was attractive to large scale industries due to its proximity to the river and railway for transport and inexpensive land prices during this period.<sup>10</sup> The subsequent two periods of industrial development occurred post World War I and World War II, when factors such as war rationing, assisting in the war effort, increasing population and suburbanisation stimulated industrial growth.<sup>11</sup>

The first period (c.1886-1914) of large scale industrial development in Canada Bay is generally marked by the establishment of the Australian Gas Light Company in 1886 at Mortlake.<sup>12</sup> Other companies, including Arnotts' Biscuits Pty Ltd and Tulloch's Phoenix Ironworks were established in Rhodes in 1907 and 1914 respectively.<sup>13</sup> The tannery of Farleigh, Nettheim & Company also opened their new premises in Concord in 1880.<sup>14</sup>

British Australian Lead Manufacturing Pty Ltd (BALM) established a plant at Cabarita during the second period of large scale industrial development which can be approximately dated to 1914 - 1939. BALM manufactured white lead, an integral material used in the production of paint, and began production of this at the Cabarita site in 1921. The company, which became Dulux Australia Limited in the 1970s, continued to utilise the Cabarita plant until 1995.<sup>15</sup> Timber and hardware merchants Tanner Middleton Pty Ltd established a factory at Exile Bay in 1927. The company manufactured a range of products on their four acre site including flooring, weatherboards, mouldings, windows and other joinery.<sup>16</sup>

Post-World War II industrial development (c. 1939-1985) brought companies such as Bushells Pty Ltd (mid 1950s), Philips Industries (1974) and the Southern Can Company (1950), which later became Containers Ltd into the area.<sup>17</sup>

Many of these former industrial sites which portray the development of the local area are no longer present with many sites now residential or recreational areas after having undergone substantial redevelopment.<sup>18</sup> A monument commemorating Concord's industries is currently located at Bayview Park, Concord.<sup>19</sup>

<sup>10</sup> Ibid.

<sup>11</sup> Ibid., 54.

<sup>12</sup> City of Canada Bay Heritage Society, 'Concord's Industrial Development', 2016, <http://www.environment.nsw.gov.au/heritageapp/heritagesearch.aspx> accessed 16 March 2016.

<sup>13</sup> *Concord Heritage Study: Thematic History*, 56.

<sup>14</sup> Gregory Blaxell, *A Pictorial History of City of Canada Bay*, 109.

<sup>15</sup> Ibid., 106.

<sup>16</sup> Ibid., 108.

<sup>17</sup> City of Canada Bay Heritage Society, 'Concord's Industrial Development'.

<sup>18</sup> Ibid. accessed 16 March 2016.

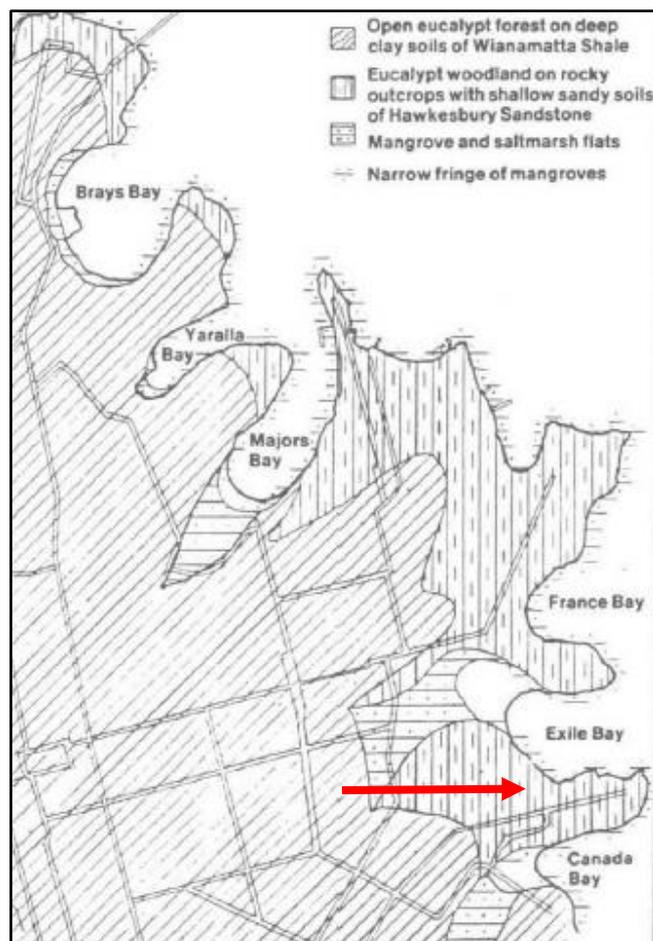
<sup>19</sup> NSW Office of Environment and Heritage, 'Bayview Park', *State Heritage Inventory*, accessed 17 March 2016, <http://www.environment.nsw.gov.au/heritageapp/ViewHeritageItemDetails.aspx?ID=2890319>.

## 2.2 Site History

### 2.2.1 Development of the Site

#### Natural Environment

The subject site is located on the shores of Exile Bay, one of the many bays located along the Parramatta River. Prior to European settlement it has been recorded that the natural vegetation of the site largely consisted of a mixture of Eucalypt woodland in the inland areas with mangroves distributed along the shoreline waters (see Figure 5).<sup>20</sup>



**Figure 5.** Detail from map showing the distribution of original natural vegetation within the Concord area including the subject site (indicated).<sup>21</sup>

#### European Settlement

It is evident from a Parish map, dated from approximately the late 1800s, that the subject site formed part of the Longbottom Stockade land area (see Figure 6). The Longbottom Stockade, as described in Section 2.1.2, was originally established to detain convicts transported west to

<sup>20</sup> *Concord Heritage Study: Thematic History.*

<sup>21</sup> *Ibid.*

Parramatta as it was located approximately midway between Sydney city and Parramatta. It later became the detention centre for several Canadian exiles that had been transported to Australia.<sup>22</sup>

By 1915, the subject site and surrounding land had been subdivided with the existing street alignments generally evident in parish maps from this period (see Figure 7). It appears that the site consisted of three different lots with each under the ownership of separate individuals who included Mick O’Toole, Esther Lewis and Thomas Hunter. The foreshore area, which currently forms part of the site, is not included within any of these three allotments, it appears to be designated separately and only identified by a number. It is evident that the existing Burwood Road was known as Wharf Road during this period (see Figure 7). It is unclear when the name was changed, however, a historical map of the area dated c. 1934 uses the existing name of Burwood Road, so it can be surmised that the change occurred sometime within the 1915 – 1934 period (see Figure 8).

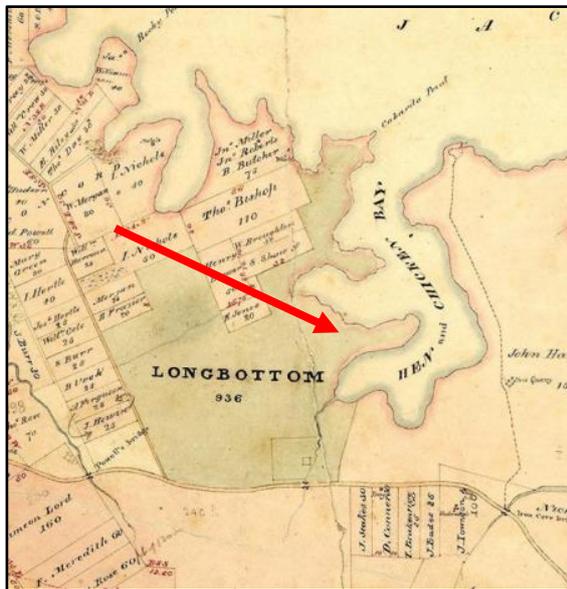


Figure 6. Detail from Concord Parish map (c.1800s) with the approximate location of the subject site indicated.<sup>23</sup>

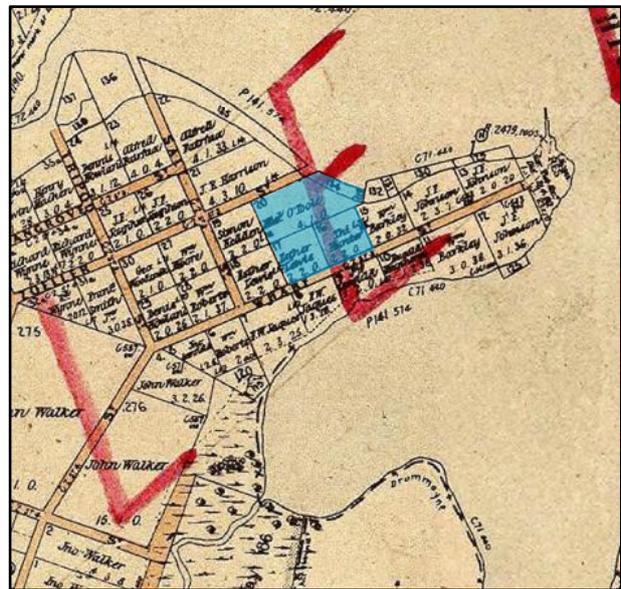


Figure 7. Detail from parish map (c. 1915) with the approximate location of the subject site indicated in blue.<sup>24</sup>

<sup>22</sup> City of Canada Bay Council, ‘Canada Bay Local Planning Strategy 2010’, 175–176.

<sup>23</sup> NSW Land and Property Information, ‘Historical Land Records Viewer’, n.d., n. ed 0, sheet 3, <http://images.maps.nsw.gov.au/pixel.htm> accessed 8 March 2016.

<sup>24</sup> Ibid., n. ed. 0, sheet 1 accessed 8 March 2016.

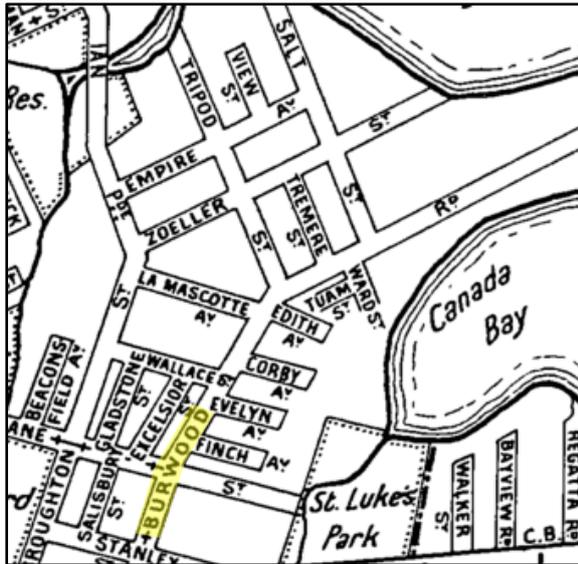


Figure 8. Detail from Gregory's Sydney Directory c.1934 using existing name of Burwood Road.<sup>25</sup>

### Reclamation of Foreshore Areas

Beginning in the 1920s, the local Council began to undertake a series of reclamation projects in the Hen and Chicken Bay area, including in the vicinity of the subject site at Exile Bay (see Figure 9). The aim of these projects was to turn the swampy foreshore areas into developable spaces.<sup>26</sup> The existing nature of the foreshore areas including Massey Park Golf course<sup>27</sup> and Bayview Park<sup>28</sup> are the result of reclamation projects. According to research, 48 acres of swampland was reclaimed for the Massey Park Golf course and this took 12 years to “fill the hungry swamp with fill from the municipality”.<sup>29</sup> A three metre concrete sea wall, which currently separates the site from Exile Bay, also appears to have been constructed as part of the reclamation works, however, historical photographs of the subject site indicate that it was constructed during reclamation works carried out post-1943 (see Figure 10).

<sup>25</sup> 'Gregory's Sydney Directory Section 40' (Concord, 1934), <http://voommaps.com/historical-maps/1934-gregorys-sydney-street-directory/>.

<sup>26</sup> *Concord Heritage Study: Thematic History*, 5–6.

<sup>27</sup> *Ibid.*

<sup>28</sup> NSW Office of Environment and Heritage, 'Bayview Park'.

<sup>29</sup> NSW Office of Environment and Heritage, 'Massey Park Golf Course and Sanders Reserve', accessed 16 March 2016, <http://www.environment.nsw.gov.au/heritageapp/ViewHeritageItemDetails.aspx?ID=2890346>.



**Figure 9.** Reclamation works at Exile Bay, c.1930.<sup>30</sup>

### Pre-Construction of Factory

It is apparent from 1943 aerials of the subject site that construction on the site had occurred by this period. A timber mill and wharf were located in the northern section of the site with the remaining area largely undeveloped aside from some minor constructions such as access roads to these built structures.<sup>31</sup> Surrounding the site, industrial development was evident towards the east and residential development was located south of Burwood Road. The area to the west of the site, which is currently occupied by residential development, was undeveloped during this period (see Figure 10).



**Figure 10.** Detail from 1943 aerial imagery of the subject site with the approximate boundaries indicated.<sup>32</sup>

<sup>30</sup> City of Canada Bay Council, 'Canada Bay Image Library', accessed 16 March 2016, [http://imagelibrary.canadabay.nsw.gov.au/Library/#1458173124818\\_0](http://imagelibrary.canadabay.nsw.gov.au/Library/#1458173124818_0).

<sup>31</sup> Gregory Blaxell, *A Pictorial History of City of Canada Bay*, 110.

<sup>32</sup> NSW Land and Property Information, 'SIX Maps' accessed 8 March 2016.

### Construction of Existing Factory

The subject site was purchased by the company Bushells Pty Ltd during the mid-1950s for a reputed sum of 85,000 pounds.<sup>33</sup> The purpose-built factory which currently occupies the site was constructed in two stages (see Figure 11 to Figure 13). The first stage occurred in c.1957-58 and the second stage, which saw the assembly of the chimney stack, occurred during the 1970s.<sup>34</sup> It is not known definitively but historical research suggests that the architects responsible for the initial 1950s factory design were Brewster Murray Architects.<sup>35</sup>

Property cards of the various development and building approvals in relation to the former Bushells factory, which were provided to Heritage 21 on the 23 March 2016 by the City of Canada Bay Council, indicate that regular additions and alterations have occurred at the subject site between its construction in the 1950s and the 1990s. In addition to the chimney stack, various internal additions, installation of new equipment, including a storage silo for spent coffee, and alterations to the site landscaping are suggested. The property cards also indicate that the detached office building, which is currently located east of the factory building, was constructed during the late 1980s period. Since the 1980s, only minor additions and repairs appear to have been made at the site.



Figure 11. Bushells Factory, c. 1966, without chimney.<sup>36</sup>

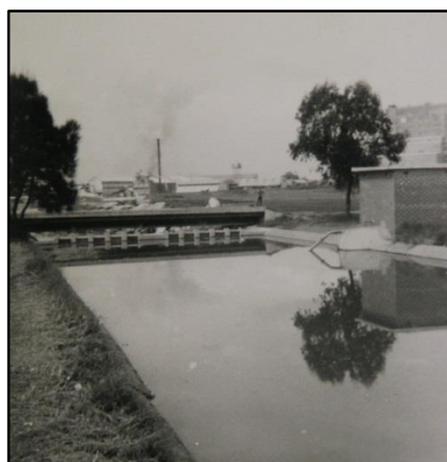


Figure 12. Massey Park weir with Bushells Factory visible on right side, c.1967.<sup>37</sup>

<sup>33</sup> FreshFood, 'Bushells Coffee: Our Story', 2015, <http://staging.bushellscoffee.com.au/our-story/>.

<sup>34</sup> City of Canada Bay Heritage Society, 'Concord's Industrial Development' accessed 16 March 2016.

<sup>35</sup> Tanner Architects, 'Former Bushells Building Conservation Management Plan' 2008, 17.

<sup>36</sup> City of Canada Bay Council, 'Canada Bay Image Library'.

<sup>37</sup> Ibid.

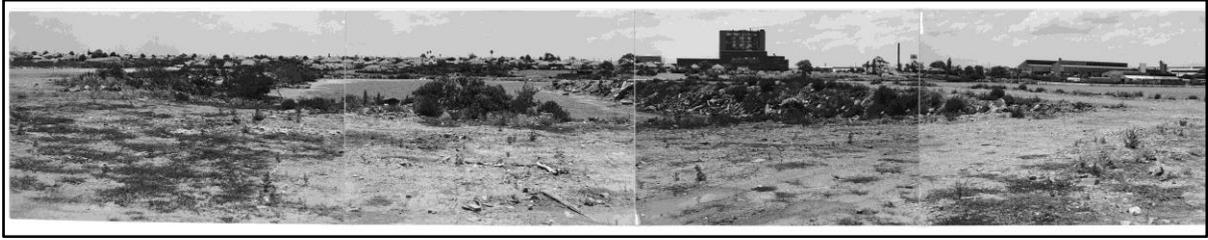


Figure 13. Bushells Factory and surrounding development, c.1970.<sup>38</sup>

Prior to the construction of the subject site factory, Bushells was operating from a factory located in Harrington Street, The Rocks, where it had been since 1924.<sup>39</sup> These premises continued to be used for operations until 1975 by which time all operations had been incrementally transferred to the subject site.<sup>40</sup> The printers were the first to be relocated to Concord, followed by packaging and lastly the office staff.<sup>41</sup> Reportedly, production commenced at the Concord site in 1958.<sup>42</sup>

The *Official Newsletter of the Concord Heritage Society* records the following about the Bushells factory in Concord:

*Approximately 300 men and women were employed by the company at Concord. Their work consists mainly of the roasting and manufacture of ground and instant coffee, the production of coffee essence, and the blending and packing of tea and teabags.*<sup>43</sup>

Photographs dating from the 1970s show that extensive residential development to the west of the subject site had occurred prior to this period and industrial development was still present east of the site (see Figure 13 and Figure 14).



Figure 14. Detail from c.1977 aerial photograph of the subject site (indicated).<sup>44</sup>



Figure 15. Interior of the factory located at the subject site, c. 1980.<sup>45</sup>

<sup>38</sup> Ibid.

<sup>39</sup> Tanner Architects, 'Former Bushells Building Conservation Management Plan', 17.

<sup>40</sup> Ibid., 18.

<sup>41</sup> Ibid.

<sup>42</sup> FreshFood, 'Bushells Coffee: Our Story'.

<sup>43</sup> Official Newsletter of the Concord Heritage Historical Society, 'More Industries on Exile Bay Bushells Pty.Ltd.', *Nurungi Remembered*, June 2007, 133 edition.

<sup>44</sup> City of Canada Bay Council, 'Canada Bay Image Library'.

<sup>45</sup> Fresh Food, 'Our Story', 2015, <http://www.roberttimms.com.au/our-story/>.

Bushells Pty Ltd was sold in 1978 to Brook Bond Leibig Ltd who made large investments in the coffee side of the business. According to research, several pieces of machinery were acquired during the 1980s including a continuous roaster for instant coffee and an instant coffee agglomerator.<sup>46</sup> In the late 1980s, Brooke Bond Leibig Ltd was acquired by the company, Unilever.<sup>47</sup> Unilever went on to further improve and expand the coffee business which incorporated investment in research and the acquisition of other coffee companies including Robert Timms.<sup>48</sup> In April 1998, the coffee brands and business was purchased from Unilever by FreshFood Holdings Pty Ltd. The Bushells tea brands remained with Unilever.<sup>49</sup>

The subject site currently remains in the ownership of FreshFood Holdings who continue to manufacture coffee at the site for distinguished coffee brands including The House of Robert Timms, Bushells Coffee, Picco, Europa and Café Bar.<sup>50</sup> Since the 1970s, the industrial development which formally adjoined the subject site has gradually declined and has been replaced by residential development.

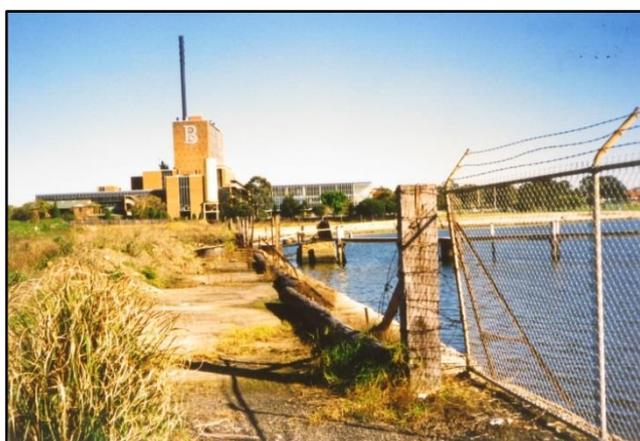


Figure 16. View looking west towards the subject site, c 1991<sup>51</sup>



Figure 17. View towards the subject site from the eastern side of Hen and Chicken Bay, c. 1995.<sup>52</sup>

<sup>46</sup> FreshFood, 'Bushells Coffee: Our Story'.

<sup>47</sup> Gregory Blaxell, *A Pictorial History of City of Canada Bay*, 110.

<sup>48</sup> Fresh Food, 'Our Story'.

<sup>49</sup> Gregory Blaxell, *A Pictorial History of City of Canada Bay*, 110.

<sup>50</sup> Fresh Food, 'Our Story'.

<sup>51</sup> City of Canada Bay Council, 'Canada Bay Image Library'.

### 2.2.2 Associated Companies

The following section provides a summary of two recognised companies and the brands which they created which have an association with the site. Neither of these two companies is still in existence but their brands prevail and are owned and manufactured by FreshFood Australia Holdings Pty Ltd at the subject site.

#### Bushells Pty Ltd

Bushells Pty Ltd was founded by Alfred Bushell (1833-1910) who began selling tea and coffee in Brisbane during the early 1880s (see Figure 18). Alfred's two sons followed their father into the business and began trading in Sydney under the name of Bushell and Company. Following Alfred's death in 1910, Bushell's Limited was registered as a public company. The business continued to expand and by 1918 was operating throughout Australia. In 1920, Bushells acquired a site on Harrington Street in The Rocks and constructed a seven-storey factory and office building where they ran their operations from for the next 40 years. The Company continued to expand, forming a branch in New Zealand in 1937, acquiring coffee company J. A. D. Gibson Pty Ltd in 1955 and taking over Inglis Ltd in 1955.<sup>53</sup>

In the mid-1950s the Company acquired its current site located at 160 Burwood Road, Concord (the subject site). The site was suited to undergo immediate development so reputedly "*plans were drawn up and spray drying equipment and six instant coffee extractors were ordered from America*".<sup>54</sup> Since 1978 the Bushells Company has been bought and sold to various companies which have included Brook Bond Leibig Ltd in 1978, Unilever in 1988 and FreshFood Services Pty Ltd in 1998, who currently own the company.<sup>55</sup> It should be noted that FreshFood Services Pty Ltd only acquired the coffee brands from Unilever and not the Bushells tea brand.<sup>56</sup>

Throughout its development as a company, Bushells and its products have firmly established themselves as an iconic brand within Australia (see Figure 19). The brand continues to maintain its presence within the collective Australian conscious through its involvement with community programs such as the Driver Reviver program. During holiday periods Bushells Coffee is provided free of charge at Driver Reviver sites, located throughout Australia, to all motorists encouraging them to 'Stop, Revive, Survive'.<sup>57</sup>

<sup>52</sup> Ibid.

<sup>53</sup> Gregory Blaxell, *A Pictorial History of City of Canada Bay*, 109–110.

<sup>54</sup> FreshFood, 'Bushells Coffee: Our Story'.

<sup>55</sup> Gregory Blaxell, *A Pictorial History of City of Canada Bay*, 110.

<sup>56</sup> Ibid.

<sup>57</sup> FreshFood, 'Bushells Coffee: Our Story'.

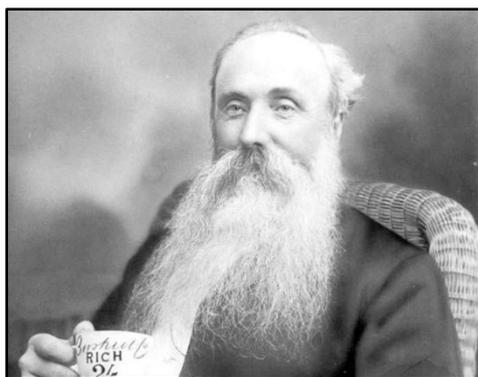


Figure 18. Alfred Bushell (1833-1910).<sup>58</sup>

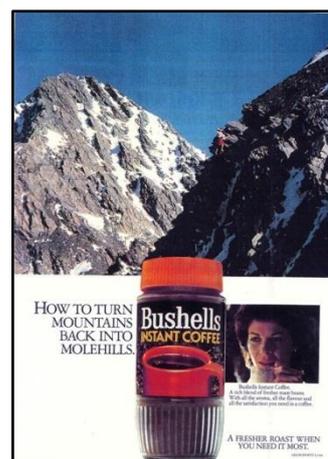


Figure 19. Examples of Bushells advertising campaigns.<sup>59</sup>

### The House of Robert Timms

The House of Robert Timms was established by Robert Timms Jnr. Robert Timms Jnr purchased the Associated Tea Company in the 1930s and found a marketplace throughout World War II supplying fresh coffee to the Australian and US armed forces. It was during this period that Robert created the “*first fresh coffee making ‘automated line’ in Australia*”.<sup>60</sup> After the war Robert expanded his business with his focus relying primarily on coffee rather than tea. Robert identified that post-war immigration was bringing many migrants from European cultures to Australia. These cultures valued fresh coffee and treated it as essential part of everyday life, so he sought to cater for this market. The House of Robert Timms pushed the boundaries of the coffee industry with innovative new technology such as self-service coffee grinders which were introduced into supermarkets during the 1950s (see Figure 20). In 1956, Robert Timms was the official supplier of the Melbourne Olympic Games and also the Sydney 2000 Olympic Games. By the 1970s, Robert Timms was the largest privately owned tea and coffee company in Australia. Robert Timms was acquired by Unilever in the 1980s and then came under the ownership of FreshFood Holdings Pty Ltd in 1998 when FreshFood purchased the coffee businesses from Unilever.<sup>61</sup> The House of Robert Timms brand is a recognisable household name and is found throughout Australian stores (see Figure 21).

<sup>58</sup> Ibid.

<sup>59</sup> Ibid.

<sup>60</sup> Fresh Food, ‘Our Story’.

<sup>61</sup> Ibid.



Figure 20. The House of Robert Timms introduced self-service coffee grinders into supermarkets during the 1950s.<sup>62</sup>



Figure 21. One of the many products that are manufactured by The House of Robert Timms.<sup>63</sup>

<sup>62</sup> Ibid.

<sup>63</sup> Ibid.

### 3.0 PHYSICAL DESCRIPTION

#### 3.1 Locality and Setting

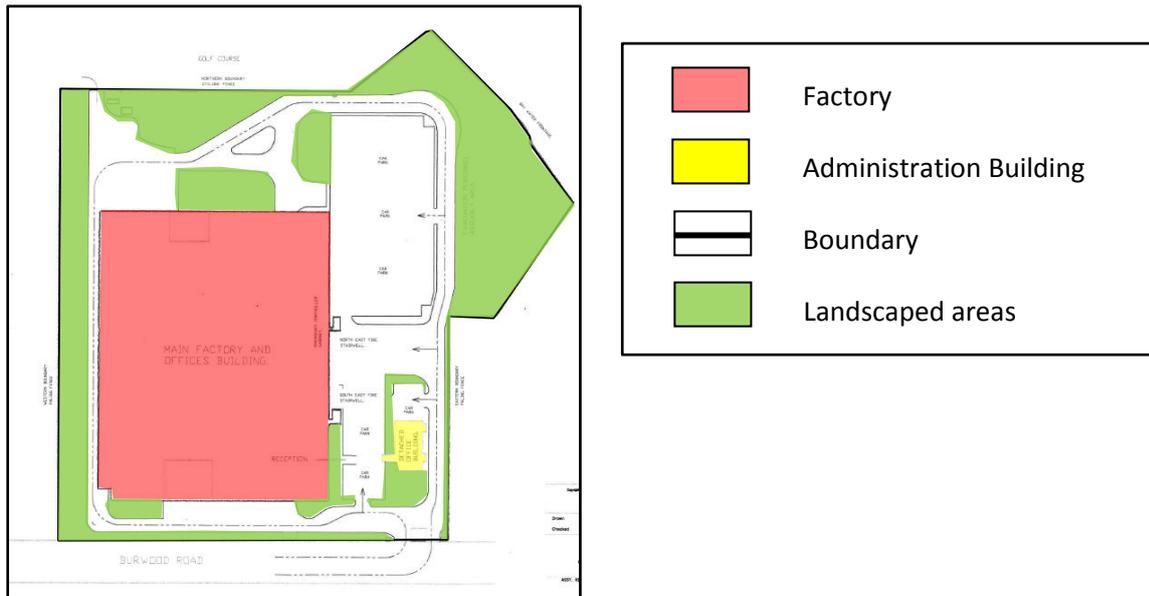
The subject site is located in the Inner West suburb of Concord, which is located approximately 12 kilometres west of the Sydney central business district.

The site is located in a predominately residential area with one and two storey detached and semi-detached dwellings located along the western boundary and also to the south of Burwood Road, which demarcates the site's southern boundary. Similarly, medium density residential developments are located to the east and south east. The Massey Park Golf Course and Sanders Reserve (heritage item I259) adjoins the subject site to the north with Exile Bay marking the north-eastern boundary of the site.

#### 3.2 Site Layout and Structures (see Figure 22)

A multi-storey brick and concrete factory with its imposing chimney stack is the main structure located on the subject site. The factory is orientated north-south and sited in the western portion of the site with a generous setback from all four site boundaries. The eastern and southern facades of the factory largely consist of brick and glazed areas with the northern and western facades incorporating large areas of precast concrete panels. The main façade of the factory, the eastern façade which contains a large 'B' for Bushells, in addition to a tea leaf and coffee bean, faces towards Exile Bay (see Figure 28).

A two-storey administration building is located on the eastern side of the factory with a covered walkway joining the two structures. The administration building which was constructed in the late 1980s period (see Section 2.2.1) is largely brick with timber features such as half-timbered gables and timber balconies which is reminiscent of an earlier architectural style (see Figure 30). A security booth/gatehouse and accompanying boom gates are located at the Burwood Street entrance into the site and a metal gas storage shed is also evident to the north of the factory.



**Figure 22.** Detail of site plan drawn by G.J.Svehla, 11.03.94 with major structures and approximate boundaries of major landscaped areas indicated.

The remainder of the site is comprised of a combination of open area bitumen car parks, concrete and bitumen driveways and landscaped areas. A memorial plaque, commemorating Ron Harrison, a previous supervisor of the factory is situated at the base of a tree, which is located in the north-eastern section of the site (see Figure 37). The site legally extends to the Exile Bay foreshore area, however at present, a chain link fence separates the site from the foreshore area. This foreshore area is currently occupied by a public walking path and concrete sea wall.

The overall nature of the subject site, the large industrial building set amidst soft landscaping on the water's edge, creates a pleasing juxtaposition enabling a physically loud structure to sit quietly within its surrounding environment. It displays characteristics of the 'Factory Garden Movement' which was developed around the ideology that situating factories within pleasant landscaped spaces which employees could enjoy would not only improve the aesthetics of the factory but so to the health of the workforce which in turn would lead to increased profits.<sup>64</sup>

### 3.3 Views

The scale of the factory, which is largely attributed to its chimney stack, is significantly greater compared to the surrounding development and therefore, is a recognisable landmark in the local area due to its high visibility from a number of vantage points (see Figure 23 to Figure 26).

The factory's eastern façade is distinctive due to the 'B' signage located on the upper storeys of the factory wall. The signage can be seen for some distance and contributes to the views of the factory, particularly from Hen and Chicken Bay and further east, and contributes to it being a recognisable landmark within the local area.

<sup>64</sup> Helena Chance, "Consulting the Genius of the Plant" n.d., <http://eprints.bucks.ac.uk/1424/1/Chance,%20Helena%20Consulting%20the%20genius%20of%20the%20plant.pdf>.

Due to the scale of the factory, views to and from the neighbouring heritage items (I259, I54 and I56) are evident (see Figure 23 to Figure 26).



**Figure 23.** View of subject site from Hen and Chicken Bay, c. 2007.<sup>65</sup>



**Figure 24.** View towards the subject site from heritage item I54: Bayview Park (I54), n.d.<sup>66</sup>



**Figure 25.** View towards the subject site from heritage item I259: Massey Park Golf Course and Sanders Reserve, c.2015.<sup>67</sup>



**Figure 26.** View towards the subject site from Burwood Road. (Heritage 21, 09.03.16)

### 3.4 Interiors

Internally, the factory is divided into seven storeys. The lower storeys (lower ground floor – first floor) are divided into a series of large spaces which appear to be used for later stages of the manufacturing process such as packing, quality control and distribution. The storeys above contain the equipment required to undertake the initial manufacturing processes such as roasting and drying.

The fourth storey and above is one large vertical space in which plants involved in vertical production processes are located. A series of levels to access the plants from different heights are created by open steel mesh platforms. The space is naturally illuminated as glazing covers the entire

<sup>65</sup> City of Canada Bay Council, 'Canada Bay Image Library'.

<sup>66</sup> NSW Office of Environment and Heritage, 'Bayview Park'.

<sup>67</sup> City of Canada Bay Council, 'Canada Bay Image Library'.

span of the northern and southern walls of this space. This area is referred to as the translucent roasting hall.<sup>68</sup>

Access throughout the manufacturing areas is provided by two timber floored service lifts. They are situated on either side of a crane well.

Notable features identified within the interior of the factory include the following:

- The large, relatively undivided, space of the roasting hall illustrates the nature of the specific coffee and tea making processes and equipment that the factory was purpose-built to house and operate ( see Figure 44 and Figure 45);
- The large glazed northern and southern walls of the roasting hall illustrates an important characteristic used in multistorey factory construction in order to provide interior illumination;
- The use of clerestorey aluminium framed glazing, which was viewed from the second floor roof space, is a construction material which only came into use from the 1960s onwards (Figure 46);
- Sliding steel fire escape doors located throughout the factory illustrate the high fire risk associated with the coffee manufacturing process (see Figure 47);
- Curved steel handrails used in the stairwell between floors three and five is a relatively unique design (see Figure 50);
- The timber floored service lifts demonstrate the nature of the manufacturing process and are characteristic of late-nineteenth century factory construction (see Figure 49) ; and
- The centralised crane well is another distinctive element of factories involved in heavy-duty manufacturing processes (see Figure 48).

The interiors of the detached office building and the security booth/guardhouse were not inspected.

### 3.5 Condition

The subject site, specifically the purpose-built factory is still currently in operation for the manufacturing of coffee products. When Heritage 21 inspected the site on the 9 March 2016 the subject site appeared to be well maintained and generally in good condition. The factory itself did not present any obvious signs of poor condition aside from the expected deterioration related to its regular use.

### 3.6 Photographic Survey

The following photographs, taken by Heritage 21 on 09.03.16, provide a visual survey of the site, its setting and notable fabric.

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<sup>68</sup> 'Design Report', 2015.



**Figure 27.** View of the covered walkway joining the eastern façade of the factory to the administration building. (Source: Heritage 21, 09.03.16)



**Figure 28.** View of the distinctive 'B' signage with tea leaf and coffee bean within the spaces of the letter. (Source: Heritage 21, 09.03.16)



**Figure 29.** View towards the eastern boundary with the security booth/guardhouse on the right. (Source: Heritage 21, 09.03.16)



**Figure 30.** Eastern façade of administration building with half-timbered gables shown. (Source: Heritage 21, 09.03.16)



**Figure 31.** View south-west encompassing the northern façade of the administration building and a detail of the eastern façade of the factory. (Source: Heritage 21, 09.03.16)



**Figure 32.** View north-east encompassing a large lawn area and the foreshore boundary of the site. (Source: Heritage 21, 09.03.16)



**Figure 33.** View west encompassing a detail of the factory's eastern façade and open air car park. (Source: Heritage 21, 09.03.16)



**Figure 34.** View north towards Massey Park Golf Course and Sanders Reserve (I259). (Source: Heritage 21, 09.03.16)



**Figure 35.** Detail of northern façade of factory with precast concrete panels. (Source: Heritage 21, 09.03.16)



**Figure 36.** Western façade of the factory with landscaped area located along the western boundary evident on the right. (Source: Heritage 21, 09.03.16)



**Figure 37.** Memorial plaque located at tree base in the north-eastern section of the site. (Source: Heritage 21, 09.03.16)



**Figure 38.** Detail of the southern façade of factory and landscaping along southern boundary is evident on the left. (Source: Heritage 21, 09.03.16)



**Figure 39.** Detail of space located on the lower ground floor. (Source: Heritage 21, 09.03.16)



**Figure 40.** Detail of space located on the ground floor. (Source: Heritage 21, 09.03.16)



**Figure 41.** Detail of space and equipment located on second floor. (Source: Heritage 21, 09.03.16)



**Figure 42.** Roof space located on second floor. (Source: Heritage 21, 09.03.16)



**Figure 43.** Detail of space located on the third floor. (Source: Heritage 21, 09.03.16)



**Figure 44.** View looking down of the roasting hall from fifth floor platform. (Source: Heritage 21, 09.03.16)



Figure 45. View looking up of the roasting hall from fifth floor platform. (Source: Heritage 21, 09.03.16)



Figure 46. View of clerestory aluminium framed glazing as viewed from the second floor roof space. (Source: Heritage 21, 09.03.16)



Figure 47. View of sliding steel fire escape door located on the second floor. (Source: Heritage 21, 09.03.16)



Figure 48. View of the crane well centralised between two service lifts. Only one lift is in view. (Source: Heritage 21, 09.03.16)



Figure 49. View of timber floored service lift. (Source: Heritage 21, 09.03.16)



Figure 50. Curved steel handrails located in stairwell located between floor five and floor three. (Source: Heritage 21, 09.03.16)

## 4.0 COMPARATIVE ANALYSIS

The purpose of the following analysis is to examine the subject site in relation to other comparable places in order to gain an understanding of the place in terms of its rarity and/or representativeness. This section also examines the subject site in relation to the NSW Historical Themes as this also aids in understanding and assessing a place within the wider historic context.

### 4.1 Comparison with other Industrial sites

Four industrial sites have been examined in relation to the subject site. These sites have been chosen because of their location in the Concord area and/or because of shared characteristics with the subject site such as landscaped setting and include the following:

- Farleigh, Nettheim & Company Tannery (Stanley Street, Concord, NSW);
- Austral Bronze Factory (Burwood Road, Concord, NSW);
- Davis Gelatine Factory (Baker Street, Banksmeadow, NSW); and
- Kodak Australasia Factory (Southampton Crescent, Abbotsford, VIC).

A short description of each industrial site will be provided followed by a concluding section which presents the overall findings of the analysis.

#### Farleigh, Nettheim & Company Tannery (Stanley Street, Concord, NSW)

The Farleigh, Nettheim & Company tannery was located in Stanley Street on the site which is now occupied by Concord High School. The factory was established by John Farleigh and Cossman Nettheim on the Concord site c.1882.<sup>69</sup> The factory was heralded in 1928 and the most up-to-date tannery in the Southern Hemisphere.<sup>70</sup> It continued to operate on the site, largely producing leather for shoe and boot soles, until 1967.<sup>71</sup> The site consisted of a range of structures with the most prominent being a four storey brick construction with a possible water tower. Other single storey iron roofed structures, chimney stack and pits also occupied the site. There is no evidence to suggest that the structures were situated within a landscaped setting (see Figure 51).



**Figure 51.** The tannery site of Farleigh, Nettheim & Company, c. 1933.<sup>72</sup>

<sup>69</sup> Gregory Blaxell, *A Pictorial History of City of Canada Bay*, 109.

<sup>70</sup> 'Firm with History', *The Hebrew Standard of Australasia*, 6 January 1928.

<sup>71</sup> Gregory Blaxell, *A Pictorial History of City of Canada Bay*, 109.

<sup>72</sup> City of Canada Bay Council, 'Canada Bay Image Library'.

Austral Bronze Factory (Burwood Road, Concord, NSW)

The Austral Bronze Factory was initially established on its Burwood Road site as the George E. Crane Brass Foundry in the 1930s.<sup>73</sup> The former site of the factory, which is located on the southern side of Burwood Road slightly east of the subject site, has since been redeveloped into a residential housing estate. G. E. Crane and Sons Pty Ltd. manufactured brass, copper and aluminium and were the first Australian company to roll aluminium in Australia. The Company merged with Austral Bronze in 1968.<sup>74</sup>

According to *The Sydney Morning Herald* on the 28 November 1939, a 30,000 square foot single storey factory was constructed on the site.<sup>75</sup> This corresponds with 1943 aerial photography which shows that the site, at this time, consisted of one dominating structure with smaller structures located to the west of this main structure (see Figure 52). The factory was constructed of structural steel with brick faced walls and a fibro-cement roof. It also had a large setback from Burwood Road “to be planted later with trees and shrubs”.<sup>76</sup> Photographs of the site in c.1991 show that the number of structures evident on the site had significantly increased in the interim period.



Figure 52. Aerial view of the Austral Bronze Factory site in 1943.<sup>77</sup>

Davis Gelatine Factory (Baker Street, Banksmeadow, NSW)

The Davis Gelatine factory which was formally located in the Botany Bay suburb of Banksmeadow was constructed in 1917 and began operations in 1919. Sir George Francis David bought eight hectares of land on which he created a “model environment”.<sup>78</sup> The factory buildings involved in the manufacture of gelatine and glue were generally one - two storeys and were surrounded by extensive landscaping. A mixture of trees, shrubs, lawns and flower beds were situated around and amongst the buildings. The driveway landscape, which those entering the site passed through on their approach to the factory buildings, was reminiscent of a park. Tennis courts and bowling greens

<sup>73</sup> Official Newsletter of the Concord Heritage Society, ‘Austral Bronze Crane Copper’, *Nurungo Remembered*, June 2007, 133 edition.

<sup>74</sup> Ibid.

<sup>75</sup> The Sydney Morning Herald, ‘Building and Construction’, 28 November 1939.

<sup>76</sup> Ibid.

<sup>77</sup> NSW Land and Property Information, ‘SIX Maps’.

<sup>78</sup> NSW Office of Environment and Heritage, ‘Davis Gelatine Site (Former)’, n.d., <http://www.environment.nsw.gov.au/heritageapp/heritagesearch.aspx>.

which were available for employee use were located to the rear of the site.<sup>79</sup> This extensive landscaping is evident in 1943 aerial views of the site (see Figure 53).

The factory buildings and landscaped setting is not evident on the site today. It appears that they have been replaced by contemporary warehouse buildings and are occupied by companies such as RMS Marble and Foodlink Australia.



Figure 53. Aerial view of the Davis Gelatine Factory site in 1943.<sup>80</sup>

#### Kodak Australasia Factory (Southampton Crescent, Abbotsford, VIC)

The Kodak Australasia Factory was located in the Melbourne suburb of Abbotsford alongside the Yarra River. The site of the former factory was purchased in 1881 by Thomas Baker, one half of Baker and Rouse Australia Laboratory, which merged with Kodak Limited in the early twentieth century (c.1907). As the company had expanded so too did the Abbotsford factory site. By 1949, the factory was producing film, plates and photographic chemicals in addition to the developing and processing of film and cine processing. According to evidence, the factory was the first place outside of North America to process Kodachrome film. The Company was required to acquire and move to larger premises when the Abbotsford site became inadequate. By 1966 all operations of the Company has relocated to their new factory site in Coburg.<sup>81</sup> The former Abbotsford site was sold off and appears to be currently used and owned by Carlton United Breweries Limited.

Historical photographs indicate that the site consisted of a number of buildings, many multi-storeys, which were situated within a landscaped setting. Extensive lawns, flower beds and trees are distributed throughout the site. Recreational areas such as tennis courts, cricket field and basketball area were also located within the landscaped area. It is unclear, how long the landscaped setting remained an integral part of the site before the pressure for increased development space lead to its demise. Evidence suggests that at least one of the garden areas was built over in 1948.<sup>82</sup> Aerials of the site today do not reveal any evidence of this former landscaped setting and it is not known if

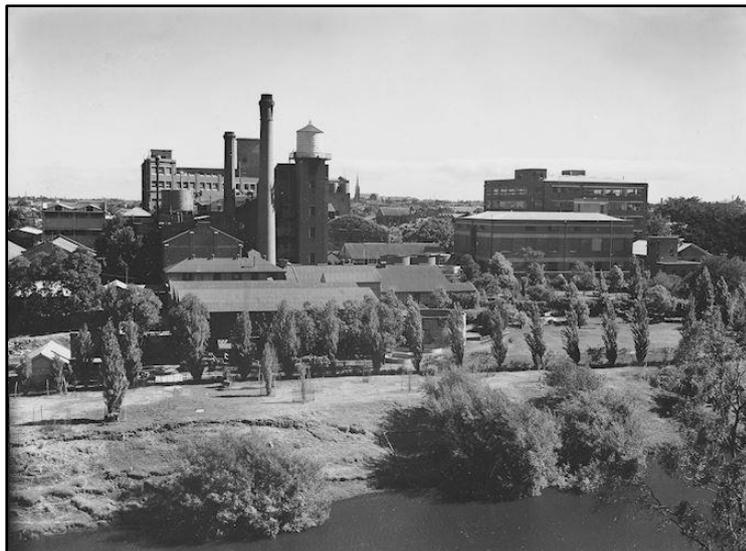
<sup>79</sup> Ibid.

<sup>80</sup> NSW Land and Property Information, 'SIX Maps'.

<sup>81</sup> Angletta Leggio, 'A History of Australia's Kodak Manufacturing Plant' (AICCM Symposium, 2006).

<sup>82</sup> Museum Victoria Collections, 'Item MM 96557 Photogrpah - Kodak Australasia Pty Ltd, Kodak Factory, Garden & Staff, Abbotsford, Victoria, circa 1930s', n.d.

any of the structures existing on site today were constructed when the site in operation as the Kodak Australasia factory (see Figure 54).



**Figure 54.** View of the Kodak Australasia factory site, c.1940-1955.<sup>83</sup>

### Summary

The following conclusions can be drawn from the comparison of the subject site with the four industrial sites summarised above:

- The subject site is a rare extant example of a factory operating during the twentieth century in the Concord local area. Other factories which were operating in the Concord area during the twentieth century, such as the Farleigh, Nettheim & Company Tannery and Austral Bronze Factory, have undergone demolition with the sites since redeveloped to serve other non-industrial purposes.
- As described in Section 0, the subject site exhibits characteristics of the 'Factory Garden Movement' along with other industrial sites such as the Davis Gelatine Factory and the Kodak Australasia Factory. Both the Davis Gelatine and the Kodak Australasia Factory are examples of the Factory Garden Movement applied on a large-scale with the sites displaying large expanses of landscaped areas which included recreational facilities for employees such as tennis courts. In comparison, the subject site provides an example of the factory garden movement ideology on a modest and smaller scale. Further research into other industrial sites which display characteristics of the 'Garden Factory Movement' should be undertaken to ascertain if there are others that are still extant as both the landscaped settings of the Davis Gelatine Factory and the Kodak Australasia Factory have been lost. If none or few sites where evident the subject site would also exhibit rarity for the retention of the landscaped setting.
- The subject site is noticeably different in comparison to the other industrial sites in that the whole manufacturing process is confined to one large building. It is noted that a detached

<sup>83</sup> 'Item MM 96553Photograph - Kodak Australasia Pty Ltd, Exterior View of Kodak Factory, Abbotsford, Victoria, 1940-1955', n.d., <http://collections.museumvictoria.com.au/items/1399083>.

administration building exists on the subject site, however no manufacturing or storage of the product appears to occur there. The other sites examined gradually constructed multiple structures on the sites to be used for different stages of the manufacturing process. Dissimilarly, all stages of the manufacturing process, production right down to distribution, all occur within the one factory building at the subject site.

## 4.2 Historical Themes

Historical Themes relevant to NSW set out by the Australian Heritage Commission and the Heritage Division, NSW Office of Environment and Heritage in the *NSW Heritage Manual* can provide a context within which the cultural significance of an item can be understood, assessed and compared. This approach provides a useful framework within which cultural significance can be assessed by emphasising the underlying historical influences which have shaped the subject site. These historical themes are general, so it is likely that the subject site will relate to more than one theme.

Historical themes relevant to the subject site are set out below.

Australian Theme	NSW Theme	Local Themes	Site examples
1. Tracing the natural evolution of Australia	Environment – naturally evolved	There are two aspects to this theme: (1) Features occurring naturally in the physical environment which have significance independent of human intervention (2) Features occurring naturally in the physical environment which have shaped or influenced human life and cultures	Foreshore location and relationship to Hen and Chicken Bay.
2. Peopling Australia	Convict	Activities relating to incarceration, transport, reform, accommodation and working during the convict period in NSW (1788-1850) – does not include activities associated with the conviction of persons in NSW that are unrelated to the imperial ‘convict system’: use the	The subject site formed part of the Longbottom Stockade land area. The Longbottom Stockade was initially established to detain convicts transported west to Parramatta as it was located approximately midway between Sydney city and Parramatta. It later became the detention centre for several Canadian exiles that had been transported to Australia.

Australian Theme	NSW Theme	Local Themes	Site examples
		theme of Law and Order for such activities	
3. Developing local, regional and national economies	Industry	Activities associated with the manufacture, production and distribution of goods	Coffee has been roasted at the site for over 60 years.
	Technology	Activities and processes associated with the knowledge or use of mechanical arts and applied sciences	The subject site is associated with coffee entrepreneur Robert Timms Junior. Timms pushed the boundaries of the coffee industry through innovative new technology such as the self-service coffee grinders which were introduced into supermarkets during the 1950s. The Bushells Company, incorporating the companies which later acquired the Bushells brand, dedicated funds to research with the purpose of producing fine quality coffee products.
	Transport	Activities associated with the moving of people and goods from one place to another, and systems for the provision of such movements	Prior to the construction of the Bushells factory in the 1950s, a timber mill and wharf occupied the subject site. Industrial sites, such as timber mills, were often situated near the foreshore areas as the Parramatta River was invaluable for transportation of products.
5. Working	Labour	Activities associated with work practices and organised and unorganised labour	The siting of an industrial building within a landscaped setting displays characteristics of the 'Factory Garden Movement' which developed around the ideology that locating factories within pleasant landscaped spaces would positively benefit employees health.
8. Developing Australia's cultural life	Domestic Life	Activities associated with creating, maintaining, living in and working around houses and institutions	Bushells products were largely focused on the premise of allowing people to enjoy good quality coffee within the comfort of their own homes. Throughout its development as a company, Bushells and its products have firmly established themselves as an iconic brand within Australia and is still commonly found within Australian households.
9. Marking the phases of life	Persons	Activities of, and associations with identifiable individuals, families and communal groups	The subject site is associated with two identifiable individuals and the brands which they created. These individuals are Alfred Bushell and Robert Timms Junior.

## 5.0 ASSESSMENT OF SIGNIFICANCE

### 5.1 NSW Heritage Assessment Guiding Principles

The following Assessment of Significance of the subject site located at 160 Burwood Road, Concord is drawn in part from the guidelines set out in the *NSW Heritage Manual* (prepared by the Heritage Division, NSW Office of Environment and Heritage) which identifies the criteria below for assessing heritage significance. These guidelines incorporate the cultural heritage values identified in *The Burra Charter: The Australia ICOMOS Charter for Places of Cultural Significance 2013*. The Burra Charter defines cultural significance as: "...aesthetic, historic, scientific, social or spiritual value for past, present or future generations." Under the *NSW Heritage Manual* guidelines, an item is assessed in accordance with the following specific criteria:

- (a) An item is important in the course, or pattern, of NSW's cultural or natural history (or the cultural or natural history of the local area);
  - (b) An item has strong or special association with the life or works of a person, or group of persons, of importance in NSW's cultural or natural history (or the cultural or natural history of the local area);
  - (c) An item is important in demonstrating aesthetic characteristics and/or a high degree of creative or technical achievement in NSW (or the local area);
  - (d) An item has strong or special association with a particular community or cultural group in NSW (or the local area) for social, cultural or spiritual reasons;
  - (e) An item has potential to yield information that will contribute to an understanding of NSW's cultural or natural history (or the cultural or natural history of the local area);
  - (f) An item possesses uncommon, rare or endangered aspects of NSW's cultural or natural history (or the cultural or natural history of the local area); and
  - (g) An item is important in demonstrating the principal characteristics of a class of NSW's
    - cultural or natural places; or
    - cultural or natural environments.
- (or a class of the local areas'
- cultural or natural places; or
  - cultural or natural environments).

Items assessed as being of State significance may be considered for inclusion on the State Heritage Register (SHR) by the Heritage Council of NSW.

## 5.2 Heritage Values and Attributes

Criterion	Assessment of Heritage Value	Attributes
<p><b>A. Historical Significance</b> An item is important in the course, or pattern, of NSW's cultural or natural history (state significance); OR it is important in the course, or pattern of the local area's cultural or natural history (local significance).</p>	<p>The subject site is capable of demonstrating the historical development of the Concord area from a convict detention settlement into a heavily industrialised area. Additionally, the subject site has been operating continuously as an industrial manufacturing facility for over 60 years. Accordingly, the subject site has some historical significance at the local level.</p>	<ul style="list-style-type: none"> <li>• Entire subject site.</li> <li>• Brick and concrete factory.</li> <li>• Current industrial use.</li> </ul>
<p><b>B. Associational Significance</b> An item has strong or special association with the life or works of a person, or group of persons, of importance in NSW's cultural or natural history (state significance); OR it has strong or special association with the life or works of a person, or group of persons, of importance in the cultural or natural history of the local area (local significance).</p>	<p>The subject site was acquired in the 1950s by the Bushells Company. The Bushells brand has been manufactured in Sydney for over 90 years and is part of the collective public conscious as an iconic Australian brand. The subject site is also associated with coffee entrepreneur Robert Timms Junior who during the 1970s owned the largest privately owned tea and coffee company in Australia. Accordingly, the subject site has associational significance at the local level.</p>	<ul style="list-style-type: none"> <li>• 'B' signage located on the eastern façade of the factory.</li> <li>• Current use as a coffee manufacturing site.</li> <li>• Purpose-built factory.</li> <li>• Coffee manufacturing equipment evident within the factory.</li> </ul>
<p><b>C. Aesthetic Significance</b> An item is important in demonstrating</p>	<p>The scale of the factory is significantly greater compared to the surrounding development and therefore, is a recognisable landmark in the local area due to its high visibility. Its distinctive</p>	<ul style="list-style-type: none"> <li>• Views to the site from surrounding areas.</li> <li>• The scale of the factory in comparison to the adjacent development.</li> </ul>

Criterion	Assessment of Heritage Value	Attributes
<p>aesthetic characteristics and/or high degree of creative or technical achievement in NSW (state significance); OR it is important in demonstrating aesthetic characteristics and/or high degree of creative or technical achievement in the local area (local significance).</p>	<p>chimney stack and 'B' signage also contribute to its landmark qualities.</p> <p>The overall nature of the subject site with the large industrial building set amidst soft landscaping on the water's edge, creates a pleasing juxtaposition enabling a physically loud structure to sit quietly within its surrounding environment.</p> <p>The factory also demonstrates characteristics specific to multi-storey industrial buildings. These include the following:</p> <ul style="list-style-type: none"> <li>• The large glazed northern and southern walls of the roasting hall which utilises clerestorey aluminium framed glazing;</li> <li>• Sliding steel fire escape doors;</li> <li>• The timber floored service lifts; and</li> <li>• The centralised crane well.</li> </ul>	<ul style="list-style-type: none"> <li>• The factory and surrounding landscaped elements.</li> <li>• 'B' signage.</li> <li>• Chimney stack.</li> <li>• Northern and southern glazed walls of the roasting hall ;</li> <li>• The clerestorey aluminium framed glazing;</li> <li>• Sliding steel fire escape doors.</li> <li>• Timber floored service lifts.</li> <li>• Centralised crane well.</li> </ul>
<p><b>D. Social Significance</b> An item has a strong or special association with a particular community or cultural group in NSW for social, cultural or spiritual reasons (state significance); OR has strong or special association with a particular community or cultural group in NSW for social, cultural or spiritual reasons (local significance).</p>	<p>Throughout the operational history of the subject site a large contingent of people would have been employed such that the site would be important for its special association with the local community as well as for engendering that sense of place within the wider Sydney community. A plaque commemorating the employment of a supervisor was observed at the subject site which suggests that there was a great deal of respect between employer and employees.</p> <p>The factory with its 'B' signage would have and continues to be widely known within the local Concord area.</p> <p>Additionally, the subject site shows characteristics of the 'Factory Garden Movement' which was developed around the ideology that by situating factories within pleasant landscaped spaces which</p>	<ul style="list-style-type: none"> <li>• 'B' signage.</li> <li>• Views to the factory from the surrounding area.</li> <li>• Landscaped setting of the factory which shows characteristics of the 'Factory Garden Movement'.</li> <li>• Commemorative plaque.</li> </ul>

Criterion	Assessment of Heritage Value	Attributes
	<p>employees could enjoy, not only would enhance the aesthetics of the factory but also the health of employees. This awareness of the wellbeing of employees would have enhanced the sense of identity and belonging for employees, their families and the wider community. Accordingly, the subject site has some social significance at a local level.</p>	
<p><b>E. Technical/Research Significance</b> An item has potential to yield information that will contribute to an understanding of NSW's cultural or natural history (state significance); OR has potential to yield information that will contribute to an understanding of the area's cultural or natural history (local significance).</p>	<p>The brick and concrete factory is important for its ability to demonstrate technical aspects with regard to multi-storey industrial building construction.</p> <ul style="list-style-type: none"> <li>• The large glazed northern and southern walls of the roasting hall which utilises clerestorey aluminium framed glazing;</li> <li>• Sliding steel fire escape doors;</li> <li>• The timber floored service lifts;</li> <li>• The centralised crane well.</li> </ul> <p>Accordingly, the subject site has some technical significance at a local level.</p>	<p>The brick and concrete factory and particular features which are characteristic of multi-storey factories:</p> <ul style="list-style-type: none"> <li>• Large glazed northern and southern walls of the roasting hall which utilises clerestorey aluminium framed glazing;</li> <li>• Timber floored service lifts; and</li> <li>• The centralised crane well is a distinctive element of factories involved in heavy-duty manufacturing processes.</li> </ul>
<p><b>F. Rarity</b> An item possesses uncommon, rare or endangered aspects of NSW's cultural or natural history (state significance); OR possesses uncommon, rare or endangered aspects of the area's cultural or natural history (local significance).</p>	<p>The subject site is a rare extant example of an industrial site operating during the twentieth century in the Concord local area. Other industrial sites which were operating in the Concord area during the twentieth century, such as the Farleigh, Nettheim &amp; Company Tannery and the Austral Bronze Factory, have since their closure been demolished and undergone redevelopment to serve other non-industrial purposes.</p> <p>It is also apparent that the subject site is rare in that the whole manufacturing process is confined to one large building rather than separated between numerous smaller buildings. Accordingly the subject</p>	<ul style="list-style-type: none"> <li>• Subject site.</li> <li>• The brick and concrete factory.</li> <li>• Industrial use.</li> </ul>

Criterion	Assessment of Heritage Value	Attributes
	site has some rarity value at a local level.	
<p><b>G. Representativeness</b> An item is important in demonstrating the principal characteristics of a class of NSW's cultural or natural places or cultural or natural environments (state significance); OR is important in demonstrating the principal characteristics of a class of the area's cultural or natural places or cultural and natural environments (local significance).</p>	<p>The brick and concrete factory is an intact example of a purpose built factory displaying key characteristics of multi-storey industrial building construction. The subject site also exhibits characteristics of the 'Factory Garden Movement' on a modest scale. Accordingly the subject site has some representativeness value at the local level.</p>	<p>The brick and concrete factory and particular features which are characteristic of multi-storey factories:</p> <ul style="list-style-type: none"> <li>• Large glazed northern and southern walls of the roasting hall which illustrates a method used in multi-storey factory construction to provide interior illumination;</li> <li>• Timber floored service lifts; and</li> <li>• The centralised crane well is a distinctive element of factories involved in heavy-duty manufacturing processes.</li> </ul>

### 5.3 Statement of Cultural Significance

The subject site at 160 Burwood Road, Concord is an intact example of a purpose built factory which displays key characteristics of multi-storey industrial building construction. The entire subject site, consisting of a large industrial building situated within a landscaped setting, also exemplifies the 'Factory Garden Movement' ideology. The subject site has rarity as an extant example of an industrial site which was operating in the Concord area during the twentieth century. Additionally, the subject site exhibits rarity because the manufacturing processes are confined to one large building rather than several smaller buildings distributed throughout the site. The subject site also possesses historical, associational, aesthetic, technical and social significance at a local level.

The subject site has the ability to demonstrate important aspects of the historical development of the Concord area, most specifically its period of heavy industrialisation. The subject site is also historically significant as it has been continuously operating as an industrial manufacturing facility for over 60 years.

Associated with the iconic Australian brand Bushells, which has been manufactured in Sydney for over 90 years, the site also has a strong connection with coffee entrepreneur Robert Timms Junior. The scale and form of the factory building give it a distinctive landmark quality and the siting of a

large industrial building amidst soft landscaping on the foreshore of Exile Bay creates a pleasing juxtaposition. The factory also demonstrates distinct attributes of multi-storey industrial buildings. Socially, the subject site is important to the sense of place of the local and wider Sydney community as an iconic building associated with a household brand which provided innovative amenities for its staff. The factory also has technical significance for its ability to yield information in relation to multi-storey industrial building construction.

## 6.0 CONSTRAINTS AND OPPORTUNITIES

The following section discusses a series of factors which are relevant to the site and must be considered when planning for the site's future development and conservation of its heritage significance which was identified in Section 5.0. The following factors will be discussed:

- Implications arising from Heritage Significance;
- Condition and Integrity;
- Owner's Requirements and Use; and
- Listing under the Local Government Local Environment Plan.

### 6.1 Implications arising from Heritage Significance

It was determined in Section 5.0 of this report that the subject site demonstrates local significance for its historical, associational aesthetic, technical and social values in addition to possessing rarity and representativeness values. The identified significance of the subject site places an obligation on the owners of the site (both current and future) to appropriately manage and conserve the place and its heritage values for present and future generations. The identified heritage values, associated attributes and Statement of Significance which are provided in Section 5.0 of this report should be referred to when planning development and proposing alterations to the site. Additionally, the future conservation and development of the place should be carried out in accordance with the principles of *The Burra Charter: The Australia ICOMOS Charter for the Places of Cultural Significance* 2013. The conservation processes outlined in Articles 14-25 of *The Burra Charter* have been reproduced in Table 1 below.

Table 1: Articles 14-25 of *The Burra Charter*

Article number	Description
<b>Article 14</b>	<b>Conservation processes</b>
	<i>Conservation</i> may, according to circumstance, include the processes of: retention or reintroduction of a <i>use</i> ; retention of <i>associations</i> and <i>meanings</i> ; <i>maintenance</i> , <i>preservation</i> , <i>restoration</i> , <i>reconstruction</i> , <i>adaptation</i> and <i>interpretation</i> ; and will commonly include a combination of more than one of these.
<b>Article 15</b>	<b>Change</b>
15.1	Change may be necessary to retain <i>cultural significance</i> , but is undesirable where it reduces cultural significance. The amount of change to a <i>place</i> should be guided by the <i>cultural significance</i> of the place and its appropriate <i>interpretation</i> .
15.2	Changes, which reduce cultural significance, should be reversible, and be reversed when circumstances permit.
15.3	Demolition of significant <i>fabric</i> of a <i>place</i> is generally not acceptable. However, in some cases minor demolition may be appropriate as part of <i>conservation</i> . Removed significant fabric should be reinstated when circumstances permit.
15.4	The contributions of all aspects of <i>cultural significance</i> of a <i>place</i> should be respected. If a place includes <i>fabric</i> , <i>uses</i> , <i>associations</i> or <i>meanings</i> of different periods, or different aspects of cultural significance, emphasising or interpreting

Article number	Description
	one period or aspect at the expense of another can only be justified when what is left out, removed or diminished is of slight cultural significance and that which is emphasised or interpreted is of much greater cultural significance.
<b>Article 16</b>	<b>Maintenance</b>
	<i>Maintenance</i> is fundamental to <i>conservation</i> and should be undertaken where <i>fabric</i> is of <i>cultural significance</i> and its <i>maintenance</i> is necessary to retain that <i>cultural significance</i> .
<b>Article 17</b>	<b>Preservation</b>
	<i>Preservation</i> is appropriate where the existing <i>fabric</i> or its condition constitutes evidence of <i>cultural significance</i> , or where insufficient evidence is available to allow other <i>conservation</i> processes to be carried out.
<b>Article 18</b>	<b>Restoration and reconstruction</b>
	<i>Restoration</i> and <i>reconstruction</i> should reveal culturally significant aspects of the <i>place</i> .
<b>Article 19</b>	<b>Restoration</b>
	<i>Restoration</i> is appropriate only if there is sufficient evidence of an earlier state of the <i>fabric</i> .
<b>Article 20</b>	<b>Reconstruction</b>
20.1	<i>Reconstruction</i> is appropriate only where a <i>place</i> is incomplete through damage or alteration, and only where there is sufficient evidence to reproduce an earlier state of the <i>fabric</i> . In rare cases, reconstruction may also be appropriate as part of a <i>use</i> or practice that retains the <i>cultural significance</i> of the place.
20.2	<i>Reconstruction</i> should be identifiable on close inspection or through additional <i>interpretation</i> .
<b>Article 21</b>	<b>Adaptation</b>
	<i>Adaptation</i> must be limited to that which is essential to a use for the place determined in accordance with Articles 6 and 7.
21.1	<i>Adaptation</i> is acceptable only where the adaptation has minimal impact on the <i>cultural significance</i> of the <i>place</i> .
21.2	<i>Adaptation</i> should involve minimal change to significant fabric, achieved only after considering alternatives.
<b>Article 22</b>	<b>New work</b>
22.1	New work such as additions to the <i>place</i> may be acceptable where it does not distort or obscure the <i>cultural significance</i> of the place, or detract from its <i>interpretation</i> and appreciation.
22.2	New work should be readily identifiable as such.
<b>Article 23</b>	<b>Conserving use</b>
	Continuing, modifying or reinstating a significant <i>use</i> may be appropriate and preferred forms of <i>conservation</i> .
<b>Article 24</b>	<b>Retaining associations and meanings</b>
24.1	Significant associations between people and a place should be respected, retained and not obscured. Opportunities for the interpretation, commemoration and

Article number	Description
	celebration of these associations should be investigated and implemented.
24.2	Significant meanings, including spiritual values, of a place should be respected. Opportunities for the continuation or revival of these meanings should be investigated and implemented.
<b>Article 25</b>	<b>Interpretation</b>
	The cultural significance of many places is not readily apparent, and should be explained by interpretation. Interpretation should enhance understanding and engagement, and be culturally appropriate.

## 6.2 Physical Condition and Integrity

Condition is the measure of a place's physical deterioration while integrity is the measure of the condition of a place's heritage values. The condition and integrity of a heritage place do not necessarily correlate. A heritage place may be in poor condition yet have high integrity and vice versa.

In relation to the subject site, it has been previously discussed in Section 5.0 that the identified heritage values are embedded in both tangible and intangible features (attributes) of the place. Therefore there is a correlation between condition and integrity and this correlation needs to be taken into account with regard to future conservation management of the subject site.

Currently the subject site appears to be well maintained and generally in good condition. Similarly, the integrity of the subject site is high. In order to maintain this integrity a detailed fabric analysis is recommended (see Section 7.0) to better understand the existing elements of the site and the contribution that each makes to the overall significance of the site. This, in turn, will ascertain the level and type of conservation required for particular areas and will provide a clear understanding of where change to the site can occur without compromising integrity.

## 6.3 Owner Requirements and Proposed Use

The subject site is currently owned by FreshFood Australia Holdings Pty Ltd and as Heritage 21 understands it, the factory in its current capacity may be nearing the end of its use. Therefore, the current owners would like to investigate the possibility of redeveloping the site for a non-industrial purpose.

## 6.4 Listing under the Local Government Local Environment Plan

The Assessment of Heritage Significance provided in Section 5.0 of this report has concluded that the subject site has local significance for its historical, associational, aesthetic, technical and social values in addition to its rarity and representativeness values. These findings were summarised in a Statement of Significance provided in Section 5.3. Thus, there is an opportunity for the inclusion of the place within Section 5 of the *Canada Bay Local Environmental Plan 2013*.

Listing of a heritage item requires an amendment to be made to the Local Government's Local Environmental Plan (LEP). This is a lengthy process consisting of numerous stages such as notifying the proposed listing to all stakeholders in the catchment area and allowing time for their comment. Additionally, listing of local heritage items often only occurs when numerous items have been identified, as a result of a heritage study, with Council generally reluctant to consider one single listing. Once an item is locally listed, owners do have the opportunity to use the Conservation Incentives clause under 5.10(10) of the LEP. This Clause allows for development which would not normally be permissible under the current zoning to be investigated and potentially achieved once it has been determined that the future conservation of the heritage item would be facilitated by the non-permissible development.

## 7.0 HERITAGE FRAMEWORK

Taking into account this identified significance and the other constraints and opportunities discussed in the previous section (see Section 6.0), Heritage 21 presents the following broad framework with regard to the subject site and the retention of its identified heritage values and significance.

### 7.1 General Management

- Formal heritage listing of the subject site would be desirable, however, it is unlikely that a heritage status would be given to the site in the timeframe of its redevelopment. Therefore, the following guidelines provided in this section, the Statement of Cultural Significance (see Section 5.3) along with a Detailed Fabric Analysis would assist in the future planning, design, management and development of the site.
- Expert heritage advice should be sought where necessary to provide advice on heritage management issues and to assist in the conservation and maintenance of the place.

### 7.2 Use

- In a similar fashion to other industrial sites in Sydney, such as the former Arnott's Biscuit Factory site in Homebush, the site presents a unique opportunity to enable the conservation of the subject site, a place of local heritage significance, via adaptive re-use. Any new use must respect the significance of the place. Possible uses which could be compatible include residential, commercial, educational or industrial.

### 7.3 Alterations and Additions

- A heritage architect should be commissioned to ascertain the condition and significance of each element of the factory's fabric ( a Detailed Fabric Analysis) and subsequently identify required conservation actions to guide future development.
- New development on the site should respect the scale of the Factory.

### 7.4 Setting and Views

- The factory should be maintained within a landscaped setting.
- New development should not obstruct significant views associated with the significance of the place, specifically views towards the eastern façade and the distinctive 'B' signage and also views of the chimney stack which give the place landmark qualities because it can be seen from numerous vantage points.

## 7.5 Interpretation

- An Interpretation Strategy should be prepared by a heritage professional. This would identify key users of the site, develop themes and key messages for the identified audience, and propose options for communication of heritage values to visitors and users of the site. This may be in the form of graphic display, art installations, design features or other interpretive media.

Specific forms of interpretation for the subject site could include the following:

- Interpretive naming conventions: the naming of new precincts could take inspiration from the former use of the factory;
- Interpretive design features: retention of notable elements of the factory such as the steel sliding fire escape doors;
- Interpretive displays: various pieces of machinery associated with Bushells could be displayed throughout the site or particular spaces within the factory could be used as display areas such as the centralised crane well;
- Interpretive signage: a series of plaques or art installations such as the Bushells advertisements could be distributed throughout the site creating a historical walk which takes community members through the historical development of the site; and
- Art installation; a local artist could be commissioned to create an artwork by recycling some elements of the site fabric that would otherwise be disposed of.

## 7.6 Research

- Any proposed subterranean work, both terrestrial and maritime, shall first be informed by a suitably qualified archaeologist who will determine archaeological potential. Appropriate management measures shall be taken to ensure that archaeological resource is appropriately investigated and recorded prior to any action being taken that may involve any type of excavation during the carrying out of conservation works or future development to the place. No ground disturbance works shall proceed in areas identified by the archaeologist as having archaeological potential without first obtaining an excavation permit from the relevant authority or an appropriate exemption. The archaeological assessment and research methodology shall be prepared by a suitably qualified historic archaeologist.

## 7.7 Recording

- An accurate record of the subject site should be maintained. Records may consist of reports, checklists, quotations and receipts, other written records and photographs. They should include what was involved in the work, who conducted the work, when the work was conducted and the cost. Photographs taken before, during and after works will form a useful

part of these records. On completion, all recording is to be placed in a retrievable archive for government and public access.

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