

**Locality:** MAFFRA  
**Place address:** 122 JOHNSON STREET  
**Citation date** 2016  
**Place type (when built):** Hotel  
**Recommended heritage protection:** Local government level  
Local Planning Scheme: Yes  
Vic Heritage Register: No  
Heritage Inventory (Archaeological): No

**Place name:** Maffra Hotel



**Architectural Style:** Federation Queen Anne  
**Designer / Architect:** H. W. & T. B. Tompkins  
**Construction Date:** 1900 (and 20<sup>th</sup> century addition)  
Photo above dates to May 2016 (Pauline Hitchins via MDHS facebook page).

## Statement of Significance

This statement of significance is based on the history, description and comparative analysis in this citation. The Criteria A-H is the Heritage Council Criteria for assessing cultural heritage significance (HERCON). Level of Significance, Local, State, National, is in accordance with the level of Government legislation.

### *What is significant?*

Maffra Hotel at 122 Johnson Street, Maffra, is significant. The form, materials and detailing as constructed in 1900 (and the addition constructed in the same style between c1915 and c1940s) is significant.

Later outbuildings, and alterations and additions to the building are not significant.

### *How is it significant?*

The Maffra Hotel is locally significant for its historical, social and aesthetic values to the Shire of Wellington.

### *Why is it significant?*

The Maffra Hotel is **historically and socially significant at a local level** as it illustrates the period of Maffra when it was firmly established as the social and commercial centre of the district, the administrative centre of Maffra Shire and the centre of the Gippsland cattle trade in the northern part of the Shire. The first hotel built on the site was the Camden Hotel built in the 1860s. E. L. Sweetnam purchased the Camden Hotel in June 1900. He demolished the earlier hotel in order to erect the new two-storey building which was named Sweetnam's Maffra Hotel. In August 1900, architects H. W. & T. B. Tompkins advertised for tenders for the erection a brick hotel in Maffra, which aligns with the constructions of Sweetnam's new hotel. The 1900 the hotel was constructed with an elaborate two-storey verandah (removed in the 1960s or 70s but reconstructed in May 2016). Today the building continues to serve as a hotel and is called the Maffra Community Sports Club Hotel. The hotel is significant for continuously serving the local community as a social and entertainment venue for over 115 years. The hotel is also significant for its association with Melbourne architects H. W. & T. B. Tompkins. (Criteria A, G & H)

The Maffra Hotel is **aesthetically significant at a local level** as an example of a moderately intact hotel built in 1900 in the Federation Queen Anne style, with additions dating between c1915 and c1940s in the same style. The architectural elements that reflect the Queen Anne style include the asymmetrical façade, the tower to the southern corner of the parapet with its candle-snuffer roof, tuck-pointed brick walling and round-arched opening below the tower. The style was also originally reflected in the two-storey verandah with elaborate timber friezes, brackets and balustrades (removed in the 1960s or 70s but reconstructed in May 2016). The corner tower finishes above the parapet with a candle-snuffer roof (with a flagpole or very tall finial), supported by four corner piers which extend above the roof. The tower also has openings to the side, in which are small piers with ornate carved capitals. Also notable are the engaged pilasters to the facade, the parapet with its two pointed-arch pediments with a round-arch (which contains two small piers), the tall windows to the first floor with one-over-one sash windows, and lowlights and highlights of plain glass, and the retained one-over-one sash windows with segmental-arched heads. Some ground-floor windows have geometric leadlight highlights to the windows, which probably date to the later addition. Narrower openings of the same style (that may have originally formed entrance doors) have similar glazing, a plain glass highlight and timber panel below. The views of the building from Johnson Street are significant; as it is an important historic building in the streetscape. (Criterion D)

## Statutory Recommendations

This place is recommended for inclusion in the Schedule to the Heritage Overlay of the Wellington Shire Planning Scheme to the extent of the title boundary as shown on the map.

<b>External Paint Controls</b>	Yes
<b>Internal Alteration Controls</b>	No
<b>Tree Controls</b>	No
<b>Outbuildings or fences which are not exempt under Clause 43.01-3</b>	No
<b>Prohibited Uses May Be Permitted</b>	No
<b>Incorporated Plan</b>	No
<b>Aboriginal Heritage Place</b>	Not assessed

## Map of recommended boundary for Heritage Overlay



**KEY**

- Recommended for Heritage Overlay
- Title boundary

**Maffra Hotel**  
**122 Johnson St, Maffra**

Project: Wellington Shire Stage 2 Heritage Study  
Client: Wellington Shire Council  
Author: Heritage Intelligence Pty Ltd  
Date: 12/2/16

## History

### Locality history

The first Europeans known to have reached this part of Gippsland was Angus McMillan and his party in January 1840, when they reached the Macalister River, downstream from the current town of Maffra. In 1842, New South Wales squatter Lachlan Macalister established the Boisdale Run in the region. Macalister may have named a sheep fold on the run 'Maffra' after one of Macalister's properties in New South Wales (which was named after a town in Portugal). In 1845, 640 acres of the Boisdale Run was designated as a Native Police Reserve, located in what was referred to as 'Green Hills' at the time. These 640 acres would become the site of the Maffra township (MDHS web).

With the discovery of gold in the hills to the north-west, travellers would cross the Macalister River in Green Hills. In 1862 Job Dan built a punt across the Macalister River at this point and the following year, in 1863, the Avon Roads Board surveyed a town at the crossing, which was named Maffra after Macalister's sheep fold. The town of Maffra was gazetted in 1864 (MDHS web). By 1866 the town had two hotels, a bakery, butchers, post office, blacksmith, two stores and a bridge (MDHS web; Fletcher & Kennett 2005:68). Avon District Roads Board was formed in 1864 and proclaimed a Shire in 1865, with Stratford serving as the administrative centre (Context 2005:38). The first selectors in the area grew wheat, oats and barley, but with the improvements in transport, selectors changed their focus to the beet growing and dairying (Fletcher & Kennett 2005:68).

The town's population grew from the late 1860s, with the establishment of churches, a school, and the national bank, with further commercial growth from the 1870s. Soon the town comprised a new hotel, more substantial churches replacing the earlier timber buildings, a newspaper, post office, two cheese factories and a flour mill (MDHS web; Fletcher & Kennett 2005:68-9). By the 1870s, Maffra and the surrounding district had prospered and councillors exerted pressure to move the seat of government to Maffra. This was achieved briefly from 1873 to 1874, before Maffra formed its own Shire in 1875. A courthouse and the railway station opened in Maffra in 1887; the latter ended the region's isolation, significantly shortening the travel time to Melbourne. It also stimulated industries, with cattle and dairy products sent to the Melbourne markets from Maffra (Context 2005:38, 29).

By 1903, Maffra had a National, Commercial and Victoria Bank, along with the Metropolitan, Maffra and Macalister hotels. The town also comprised State School No. 861, the Shire hall, a courthouse and Mechanics Institute at this date. While the four churches built by this date were the Anglican, Presbyterian, Wesleyan and Catholic. Maffra had become a 'great centre of the Gippsland cattle trade' in the northern part of the Shire, with cattleyards operated by three auction firms. In 1903, the beet sugar industry was 'being experimented with by the State Government' (*Australian handbook* 1903).

From 1897 the new venture of beet growing had begun in Maffra, which had a lasting effect on the town's economy. Standing on the outskirts of Maffra near the railway station are the remains of the Maffra sugar beet factory, the only beet sugar factory to operate in the southern hemisphere. The Maffra Sugar Company was formed by local landowners in 1896, and a factory built near the railway station, opening in 1898, the same date as the Commercial Bank was opened. It commenced manufacturing sugar from sugar beet, a root crop grown in temperate climates. However, the factory was closed in 1899 after its second season, to be reopened again by the Department of Agriculture in 1910. In the early twentieth century, the growing of beet sugar became important. To stimulate beet production, further government investment was expended on buying part of the Boisdale Estate and subdividing it into small closer settlement allotments where farmers were required to grow 10 acres of beet. However, with the rise of the local dairying industry, shortage of labour, high wage demands and increasing food prices, the beet industry declined and the factory closed in 1948. Still standing on the factory site is the large brick sugar store designed by Maffra architect Steve Ashton in 1922. The

factory's office and weigh station have been moved to Apex Park and are now the home of the Maffra Sugar Beet Museum (Context 2005:13-14).

The Maffra Sale area grew to become a major cheese-producing region in Victoria, with private operators and companies operating in the region. Subdivision of large estates in the Maffra Sale area also increased dairy production. The private subdivision of the Boisdale Estate in the 1890s inevitably created dairy farms, while the government closer settlement and soldier settlement schemes further increased the number of dairy farms. A series of milk factories were built near the railway station in Maffra, including Nestles, the Commonwealth Milk Factory and the Maffco Factory. Of particular note is the Commonwealth Milk Factory designed by Steve Ashton and completed in 1922 (Context 2005:12). After a series of takeovers, in 2015 there is now one large factory in Maffra, Murray Goulburn (Fletcher & Kennett 2005:68).

In the twentieth century, the town of Maffra was firmly established as the administrative, commercial and social centre of an agricultural and pastoral district. Dairying was widespread in the shire, facilitated by water for irrigation supplied from Glenmaggie Reservoir on the Macalister River. In 1994, Wellington Shire was created by the amalgamation of the former Shires of Alberton, Avon and Maffra, the former City of Sale, most of the former Shire of Rosedale, as well as an area near Dargo which was formerly part of Bairnsdale Shire (Context 2005:39).

## Thematic context

This place is associated with the following themes from the *Wellington Shire Thematic History* (2005):

### 9. Developing cultural Institutions and Way of Life

Hotels were often one of the first buildings erected in a new settlement, as the social centre for the growing community, as a resting place on a coaching route and in the northern part of the Shire, en route to the goldfields. They provided lodgings and stables for travellers and before the establishment of public, commercial and government buildings, the rooms could also serve as meeting rooms for local groups, public meetings and travelling doctors who periodically tended the community.

Some of the earliest remaining hotels in the study area are the Exchange Hotel, Rosedale (c1863), Macalister Hotel in Maffra (c1863, 1922 additions), Railway Hotel in Heyfield (1885, 1940 additions) and Briagolong Hotel (1874; altered). Later hotels appeared once the towns were further established and provided competition to the earlier hotels, such as the Maffra Hotel (1900). In the twentieth century, earlier buildings were replaced, or re-built due to fires, such as the Tinamba Hotel (1924), Cricket Club Hotel in Cowwarr (1929), and Commercial Hotel in Heyfield (1930). The hotels continue to serve as social and entertainment venues for the present communities.

## Place history

The current 122 Johnson Street was originally part of lot 4 (section 6, Township of Maffra), which was purchased from the Crown by T. Quirk in August 1864. At this date, the lot extended from Johnson Street to Queen Street to the north (Township Plan). The first hotel on the site was the Camden Hotel. While Quirk was the licensee, the hotel was built for his brother-in-law J. (James) M. Clarke (Pearce 1991:14; *Gippsland Times*, 23 Nov 1925:3). Quirk later sold the property to Clarke. The Camden Hotel was a modest single-storey timber building. An early photo showed the hotel with a sign that read 'Clarke's Camden Hotel'. A second early photo showed that the hotel had soon expanded, comprising a billiards saloon and bar (Pearce 1991:14). In 1866, a local newspaper reported on a flood in the town, referring to 'Mr Clarke's hotel' that was partially submerged in the floodwaters (*Crooked River Chronicle*, 1866). In 1878, James Clarke sold the hotel to William Bannister. The hotel was still known as the Camden Hotel in 1884 (Pearce 1991:15).

In June 1900, Bannister sold the Camden Hotel to Mr Sweetnam of Traralgon (*Gippsland Times*, 4 Jun 1900:4). In October 1900, E. L. Sweetnam advertised his new ownership of the Camden Hotel and its

good stabling, wine and spirits (*Maffra Spectator*, 4 Oct 1900:4). In August 1900, architects H. W. & T. B. Tompkins advertised for tenders for the erection a brick hotel in Maffra, which aligns with the constructions of Sweetnam's new hotel (BE&M, 18 Aug 1900). Sweetnam pulled down the earlier hotel and constructed the two-storey hotel that exists today. Hence the hotel became Sweetnam's Maffra Hotel (*Gippsland Times*, 1 May 1924:4; Pearce 1991:14).

By August 1901, the name 'Sweetnam's Maffra Hotel' appeared in local newspapers, along with the name 'Camden's Hotel, Maffra' (*Maffra Spectator*, 8 Aug 1901:1). In October 1901, Mr and Mrs Sweetnam, the popular host and hostess of the Maffra Hotel, were bid farewell after only residing in Maffra for only 16-17 months. The pair were given a very mournful farewell by many prominent locals (*Maffra Spectator*, 3 Oct 1901:3). However, by December 1902, the *Maffra Spectator* (25 Dec 1902:3) reported that Mr and Mrs Sweetnam were returning to Maffra to re-take over the Maffra Hotel and purchase it back from S. H. Wenlock from 2 Jan 1903. In 1913, the hotel was still referred to in local newspapers as 'Sweetnam's Hotel' (*Gippsland Times*, 13 Feb 1913:3).

An early postcard (probably early 1900s) (Figure H1) showed a photo (painted in colour) of 'Sweetnam's Maffra Hotel, Maffra', with people, a buggy and carriage posed in front (SLV). The facade comprised the parapet with two pediments and corner tower (as they appear in 2015). The facade was coloured red (representing red brick; since over-painted), and coloured light colour (possibly representing unpainted render) to the horizontal rendered mouldings. The two-storey verandah (removed in the 1970s but reconstructed in May 2016) appeared a green colour with the cast iron balustrade to the first floor and frieze to the ground floor, painted white/cream. A path led to the right of the hotel (without any gate structures at this date).

A photo dating to 1915 (Figure H2) showed the facade of the two-storey hotel with its parapet (with two pediments) and corner tower (as they appear in 2015) (MDHS). The ornate two-storey verandah had two small gables at the first floor with finials and a vertical timber valence and arched brackets below. There was an ornate iron balustrade to the first floor and frieze to the ground floor. All supports were double posts and the whole verandah structure was painted a light colour. To the left of the verandah was a single storey timber building. To the right of the tower was an arched structure above a side lane (removed). Another photo dating to this period (c1915) (Figure H3) showed the hotel and part of the east elevation with its square-headed windows to the ground floor, and the verandah posts are again a dark colour. (SLV).

In 1920 the hotel was still referred to as Sweetnam's Maffra Hotel, advertised with excellent cuisine, accommodation, spacious billiard, commercial and sample rooms and livery (*Maffra Spectator*, 22 Jul 1920:1). In 1924, Jack Pollard took over the hotel (Pearce 1991:14). An article in 1927 reported that the 'appointments just completed (the hotel has been renovated throughout; new lounge and new bar-parlours and dining room) have placed the Maffra Hotel in line with the best hotel in Gippsland', offering accommodation to permanent boarders (*Gippsland Times*, 15 Aug 1927:6).

A photo dating to the c1940s or 1950s (Figure H4) showed the original verandah in closer detail (Pearce 1991:15). The exterior of the ground floor had been tiled (the lower portion) by this date. The decorative frieze had been removed from the ground level by this date, but the timber valences that were positioned below remained.

The verandah was completely removed c1970s. Some of the iron lace work is known to have been added to 'Corio', a house on Pearson Street (Pearce 1991:14). A photo dating to the 1970s (Figure H5) showed the hotel without the verandah. The building had four entrance doors with modern doors and hoods. The exterior of the ground floor was still tiled (the lower portion) at this date.

In 2015, the building continues to serve as a hotel and is called the Maffra Community Sports Club Hotel. A short verandah has recently been built at the entrance, with two gabled-ends (using some elements of the original verandah design). Modern signs are attached to the facade and verandah. The main entrance doors have been replaced with modern sliding doors. The three additional entrance

doors that were apparent in the 1970s photos have since been replaced with windows. In January 2016 restoration works commenced on the exterior of the building and the two-storey verandah was reconstructed to the facade, completed by May 2016.

### **H. W. & T. B. Tompkins, architects**

The following is extracted from Janet Beeston's biography for 'H.W. & F.B. Tompkins' (2012:707-8):

Henry (Harry) William (1865-1959) and Frank Beauchamp (c1867-1952) Tompkins were born in England and educated in South Africa and in 1886 the family migrated to Australia. Harry became an assistant architect to Richard Speight Junior and Frank worked with a number of architects including Evander McIver and Nahum Barnet. By the mid-1890s Harry had entered a partnership, forming Speight & Tompkins, based in Melbourne. In 1896 he left the partnership to take a position in the Western Australia Public Works Department, but was retrenched in 1898 and returned to Melbourne.

The firm H.W. & F. B. Tompkins was established in 1898 when the brothers won a design competition for the Commercial Travellers Association Clubhouse at 190 Flinders Street, Melbourne. The competition win established the firm and by the early 20<sup>th</sup> century, H.W. & F.B. Tompkins was a leading commercial firm. Their commercial work up to WW2 reflects the influences popular at the time: the Romanesque, the Baroque Revival and later the Moderne or interwar functionalist style of the 1930s.

The firm is known to have designed a small number of churches, including St Andrew's Uniting Church in Maffra (1904), which is almost identical to St Andrews Uniting Church, Sunbury, which they designed the same year (which retains the original entrance porch). They also designed the Uniting Church, Power Street, Hawthorn (1910) and later, St John's Uniting Church, Moonee Ponds (1927). In regional Victoria, the firm is known to have designed Sweetnam's Maffra Hotel in Maffra (1900).

Both architects travelled Europe and the United States studying the latest trends in design and construction technology. They were the first architects in Melbourne to implement modern methods of steel frame construction and reinforced concrete in the Centre Way, Collins Street (1911), the new Commercial Traveller's Association Clubhouse, and Commerce House at 318-324 Flinders Street (1912). In 1913, the firm's association with Sydney Myer commenced with a warehouse building in Bourke Street which was the first of many commissions from Myer.

Harry Tompkins, the public face of the firm, was prominent member of the RVIA; holding the positions of council member, vice-president and president between 1905 and 1916. He was also president of the Federal Council of the AIA in 1918-1919 and mayor of Kew, where he lived, in 1918-1919. The firm is one of the longest surviving in Victoria. In the 1950s it became Tompkins & Shaw, when P.M. Shaw entered the partnership, then Tompkins, Shaw & Evans, with Stan Evans. In 2003 the firm was acquired by Michael Davis Associates, forming TompkinsMDA Group.



Figure H1. A postcard of 'Sweetnam's Maffra Hotel' that showed a photo (painted in colour) of people, a buggy and carriage posed in front. The facade comprised the two-storey verandah, parapet with two pediments, and corner tower (as they appear in 2015) (SLV).



Figure H2. A photo dating to 1915 that showed the facade of the two-storey hotel. To the right of the tower was an arched structure above a side lane (removed) (MDHS web).



**Figure H3.** A c1915 photo shows the hotel and part of the east elevation. The photo showed the square-headed windows to the ground floor of the side elevation (SLV).



**Figure H4.** This c1940s or 50s photo showed a detail of the original verandah in closer detail. The frieze had been removed from the ground level by this date, but the timber valences that were positioned below remained. The exterior of the ground floor had been tiled (the lower portion) by this date (Pearce 1991:15).



**Figure H5. The hotel without the verandah in the 1970s. The building had four entrance doors with modern doors and hoods (MDHS ID. P02063VMFF 1970s).**

### Sources

*Australian handbook* (1903), as cited in Victorian Places 'Maffra', <<http://www.victorianplaces.com.au/maffra>>, accessed Feb 2016.

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Context Pty Ltd (2005), *Wellington Shire Heritage Study Thematic Environmental History*, prepared for Wellington Shire Council.

*Crooked River Chronicle*, as cited in Pearce 1991.

Fletcher, Meredith & Linda Kennett (2005), *Wellington Landscapes, History and Heritage in a Gippsland Shire*, Maffra.

*Gippsland Times*

Maffra & District Historical Society (MDHS) collection: historical information and photos generously provided by Linda Barraclough, Pauline Hitchins & Carol Kitchenn, provided Nov 2015. MDHS website, 'Maffra Township History', <<http://www.maffra.net.au/heritage/histown.htm>>, accessed 2 Feb 2016.

*Maffra Spectator*

Pearce, Florence (1991), *The Street Where You Live, Historic Buildings of Maffra*, Boisdale [Vic.].

State Library of Victoria (SLV), picture collection, image nos. b51728, a07447, a09554, <<http://www.slv.vic.gov.au/>>, accessed 10 January 2016.

## Township of Maffra Plan

## Description

This section describes the place in 2015. Refer to the Place History for additional important details describing historical changes in the physical fabric.

N.B. The original verandah was reconstructed after the site inspection was carried out for this place (which was completed May 2016). The Description and photos below are based on the extent of the building in 2015 at the date of the site inspection.

The Maffra Hotel was built on the north-east side of Johnson Street, the main commercial street of Maffra. The building is positioned on the front boundary line, with a modern entrance porch that projects over the pedestrian footpath. The original section of the hotel was built in 1900 and originally reflected the Federation Queen Anne style, while additions made between c1915 and c1940s are of the same architectural style. The fabric dating to the 1900s, including the three northern bays of the facade constructed between c1915 and c1940s, are in good condition and retain a moderate level of integrity.

**Figure D1 & Aerial.** The large two-storey building has a hipped roof, clad with (recent) corrugated metal, that is concealed from the Johnson Street elevation by a parapet, but visible from the side. The facade has a smooth render to the ground floor and tuck pointed brick to the first floor and parapet (the entire facade is overpainted; it was all originally face-brick). The ground level has a c1930s tiled dado, in green, grey and orange glazed tiles. The facade is divided into narrow bay by engaged pilasters that extend from ground level to the parapet. The three bays at the north end of the facade were built between c1915 and c1940s (see Figures H3 & H4). Between the engaged piers at parapet level, are two pointed-arch pediments with a round-arch which contains two small piers (which were originally placed centrally to the facade).

Very large single-storey sections are located to the rear of the hotel (dates not confirmed).

**Figure D2.** At the southern end of the facade is a tower that finishes above the parapet with a candle-snuffer roof (with a flagpole or very tall finial), supported by four corner piers which extend above the roof. The tower also has openings to the side, in which are small piers with ornate capitals. Below the parapet, the tower has a round-arched window (with a later window). At the south end of the hotel is a gateway with a pedimented parapet in the same style as the 1900 building, but is a recent construction.

**Figure D1 & D2.** The section of the facade built in 1900 retains tall windows to the first floor with one-over-one sash windows, and lowlights and highlights of plain glass (originally would have provided access to the first-floor verandah). The southern end of the ground floor retains two original one-over-one sash windows with segmental-arched heads, while the northern end has wider openings.

Some ground-floor windows have geometric leadlight highlights to the windows (in the 1900 section and later addition). Narrower openings (that may have originally formed entrance doors) have similar glazing, a plain glass highlight and timber panel below. It has not been confirmed if these ground floor openings are later alterations.

**Figure D3.** Underneath the porch, the entrance doors have been replaced with a modern entrance.

**Figure D4.** The long hipped-roof section of the 1900 building that projects to the rear (north-east) is a red-brick structure with a hipped corrugated metal roof. The south-east elevation has one-over-one double hung sash windows with red brick voussoirs radiating above. It appears to be undergoing restoration in 2015.



Figure D1. The facade has a smooth render to the ground floor and tuck pointed brick to the first floor and parapet (the entire facade is overpainted). The ground level has a c1930s tiled dado, in green, grey and orange glazed tiles. The facade is divided into narrow bay by engaged pilasters that extend from ground level to the parapet.



Figure D2. At the southern end of the facade is a tower that finishes above the parapet with a candle-snuffer roof (with a flagpole or very tall finial), supported by four corner piers which extend above the roof. Below the parapet, the tower has a round-arched window (with a later

window). The southern end of the ground floor retains two original one-over-one sash windows.



Figure D3. Underneath the porch, the entrance doors have been replaced with a modern entrance.



Figure D4. The long hipped-roof section of the 1900 building that projects to the rear (north-east) is a red-brick structure.

### Sources

All photos taken in 2015 by Heritage Intelligence Pty Ltd as part of Wellington Shire Stage 2 Heritage Study.

## Comparative Analysis

It is common, in many parts of the State, for many of the historic posted verandahs to have been removed from this type of building, (often due to road safety concerns of Shire engineers around the State, during the 1960s) and this comparative analysis illustrates that it does not impact the overall significance of the place in Wellington Shire, especially as the verandahs are being reconstructed

when finances permit ( eg Maffra Hotel verandah 2016) and engineers have found innovative ways such as moving the kerb further from the posts or installing low concrete bollards, to ensure cars do not crash into the posts.

Maffra Hotel, 122 Johnson St, Maffra – 1900 (with a 20<sup>th</sup> century addition at the north end of the facade) two-storey brick hotel in the Federation Queen Anne style. The elaborate Queen Anne verandah had been removed, but it was recently reconstructed using early photographs for historical accuracy. The hotel and its corner tower are intact, with some alterations to the openings on the ground floor. Recommended for the Heritage Overlay as part of this Study.

Comparable places:

Exchange Hotel (former), 2-10 Prince St, Rosedale – 1863 two-storey rendered brick hotel on a corner lot that addresses two streets, in the Victorian Georgian style. The two storey timber verandah structure probably dates to 1911, with a modern balustrade. The hotel is highly intact except for slight alterations to the openings on the ground floor. It is a landmark building located on a prominent site in Rosedale and significant as an early building in the town, and for its association with local builder William Allen. Recommended for the Heritage Overlay as part of this Study.

Metropolitan Hotel (former), 95 Johnson St, Maffra – 1889-90 two-storey brick hotel built in the Victorian Filligree style with elaborate Classical details. The two-storey verandah structure was rebuilt, but retains the original cast iron work. The building has been incorporated into a large supermarket building, but retains the two highly intact main elevations which are dominant elements in the Maffra streetscape. Recommended for the Heritage Overlay as part of this Study.

Yarram Club Hotel, 287 Commercial Rd, Yarram – c1912 rendered brick Federation Free Style hotel. A highly intact and elaborately detailed dominant building that is a landmark in the Yarram streetscape. The c1908 Stockdale Building and the c1912 Yarram Club Hotel are notable for the very early use of an extensive cantilevered verandah on a commercial building in a rural town, illustrating the bold adoption of new technology of the time. This compares with Geelong where the earliest use of a cantilevered verandah is a small shop built in 1912 on the NE corner of Gheringhap and Ryrrie Streets and designed by Geelong architects Tombs and Durran for Norris Macrow. The Federation Free Style building is also comparable with the exuberant design of the 1909 Provincial Hotel, in Lydiard St North, Ballarat, by architect P S Richards. Recommended for the Heritage Overlay as part of this Study.

Victoria Hotel, 53 Turnbull St, Alberton – 1889 two-storey Victoria hotel is Classical in style originally with Second Empire influences. It is significant as one of the best examples of a boom style hotel in the Gippsland region, historically associated with the railway, and one of the few remaining 19<sup>th</sup> century commercial buildings in Turnbull Street. The building is rendered (overpainted), the doors replaced, the two-storey cast-iron verandah has been removed and the tower and widows walk appears to have been removed (a dominant element). (HO10)

Rosedale Hotel, 29-31 Lyons St, Rosedale – built as a single-storey building in 1858 with additions dating to 1927. A two-storey brick construction with a facade, roof form and parapet that dates to the Interwar period. It is significant as an important early hotel complex in Gippsland, for its association with builder William Allen (and others), for the plan of the complex, and for their contribution to the townscape. Retains 1858 stables and a two-storey kitchen and staff quarters dating to 1863. (VHR H645)

Criterion Hotel, 90-94 Macalister Street, Sale – 1866 two-storey rendered brick hotel with simple Classical detailing, located on a corner lot that addresses two streets. It is significant as one of the oldest and largest, intact, 19<sup>th</sup> century hotels in Victoria, with a two-storey cast iron verandah which is amongst the largest in Victoria. The two-storey cast iron verandah dating to c1877 was restored (or reconstructed) c2008, probably with the original cast-iron re-installed. (VHR H215)

Star Hotel, 173-85 Raymond St, Sale – 1888-89 two-storey (overpainted) brick hotel with rendered Classical details. Located on a corner lot, the hotel addresses two streets. It is significant for representing one of the finest architectural expressions of the period in the work of Sale architect J.H.W. Pettit and as a landmark corner building in the town centre precinct. The two-storey timber verandah (early but not original) has been removed. (HO277)

## Management Guidelines

Whilst landowners are not obliged to undertake restoration works, these guidelines provide recommendations to facilitate the retention and enhancement of the culturally significant place, its fabric and its setting, when restoration works or alterations to the building are proposed. They also identify issues particular to the place and provide further detailed advice where relevant. The guidelines are not intended to be prescriptive and a pragmatic approach will be taken when considering development proposals. Alternative approaches to those specified in the guidelines will be considered where it can be demonstrated that a desirable development outcome can be achieved that does not impact on a place's heritage integrity.

This building is in very good condition and well maintained, however, there are some recommendations below especially relating to guidelines for future development and heritage enhancement.

### 1. **Setting** (views, streetscape)

1.1. Retain clear views of the front section and rear section, as seen in Figs D2 and D4.

#### 1.2. Paving

1.2.1. Ensure the asphalt or concrete does not adhere to the building itself. Insert 10mm x 10mm grey polyurethane seal over a zipped Ableflex joint filler around the plinth, to ensure concrete does not adhere to it, and to allow expansion and joint movement and prevent water from seeping below the building.

### 2. **Additions and New Structures**

2.1. New structures should be restricted to area shown in the blue polygon on the aerial map below.

2.2. Sympathetic extensions are preferred. E.g. New parts that are in the same view lines as the historic building as seen from Johnson Street, should be parallel and perpendicular to the existing building, no higher than the existing building, similar proportions, height, wall colours, steep gable or hip roofs, with rectangular timber framed windows with a vertical axis. But the parts that are not visible in those views could be of any design, colours and materials.

2.3. Where possible, make changes that are easily reversible. E.g. The current needs might mean that a doorway in a brick wall is not used, or located where an extension is desired. Rather than bricking up the doorway, frame it up with timber and sheet it over with plaster, weatherboards, etc.

2.4. To avoid damage to the brick walls, signs should be attached in such a way that they do not damage the brickwork. Preferably fix them into the mortar rather than the bricks.

2.5. If an extension is to have a concrete slab floor, ensure it will not reduce the air flow under the historic brick building.

2.6. Avoid hard paths against the walls. Install them 500mm away from the walls and 250mm lower than the ground level inside the building. Fill the gap between the path and wall with very coarse gravel to allow moisture to evaporate from the base of the wall. See section 7.

### 3. Reconstruction and Restoration

If an opportunity arises, consider restoring and reconstructing the following.

- 3.1. Remove the render and tiles from the ground floor façade, and the paint from the whole facade. See below for more details.
- 3.2. Repair damaged brickwork with lime mortar.
- 3.3. Roofing, spouting and down pipes
  - 3.3.1. Use galvanised corrugated iron roofing, spouting, down pipes and rain heads.
  - 3.3.2. Don't use Zinalume or Colorbond.
  - 3.3.3. Use Ogee profile spouting, and round diameter down pipes.
- 3.4. Restore the decorative finials, flagpole,
- 3.5. Joinery
  - 3.5.1. Reconstruct the missing 1900 doors, windows, and repair others.

### 4. Brick and Render Walls

- 4.1. Mortar: Match the lime mortar, do not use cement mortar. Traditional mortar mixes were commonly 1:3 lime:sand.
- 4.2. Tuck pointing is now a rare craft and expensive to repair or reconstruct, which makes caring for the existing remnants particularly important.
- 4.3. Paint and Colours (also see Paint Colours and Paint Removal)
  - 4.3.1. It is recommended to paint the exterior joinery of the building using original colours (Fig H3; paint scrapes may reveal the colours) to enhance the historic architecture and character.
  - 4.3.2. Note, even though some paints claim to 'breathe', there are no paints available, that adequately allow the walls to 'breathe'.
  - 4.3.3. Paint removal: It is strongly recommended that the paint be removed chemically (never sand, water or soda blast the building as this will permanently damage the bricks, mortar and render. Never seal the bricks or render as that will create perpetual damp problems). Removal of the paint will not only restore the elegance of the architecture, but it will remove the ongoing costs of repainting it every 10 or so years.
- 4.4. Remove any dark grey patches to the mortar joints - this is cement mortar which will damage the bricks, as noted above, and reduce the longevity of the walls. Repoint those joints with lime mortar. The mortar is not the problem it is the messenger, alerting you to a damp problem (also see Water Damage and Damp)
- 4.5. Modern products: Do not use modern products on these historic, brick walls as they will cause expensive damage. Use lime mortar to match existing.
- 4.6. **Do not seal** the bricks with modern sealants or with paint. Solid masonry buildings **must be able to evaporate water** when water enters from leaking roofs, pipes, pooling of water, storms, etc. The biggest risk to solid masonry buildings is permanent damage by the use of cleaning materials, painting, and sealing agents and methods. None of the modern products that claim to 'breathe' do this adequately for historic solid masonry buildings.

### 5. Care and Maintenance

- 5.1. Retaining and restoring the heritage fabric is always a preferable heritage outcome than replacing original fabric with new.
- 5.2. Key References
  - 5.2.1. Obtain a copy of "Salt Attack and Rising Damp" by David Young (2008), which is a free booklet available for download from Heritage Victoria website. It is in plain English, well illustrated and has very important instructions and should be used by tradesmen,

Council maintenance staff and designers.

5.2.2. Further assistance is available from the Shire's heritage advisor.

### 5.3. Roofing, spouting and down pipes

5.3.1. Use galvanised corrugated iron roofing, spouting, down pipes and rain heads. It is preferable to use short sheet corrugated iron and lap them, rather than single long sheets, but it is not essential.

5.3.2. Do not use Zinalume or Colorbond.

5.3.3. Use Ogee profile spouting, and round diameter down pipes.

### 5.4. Joinery

5.4.1. It is important to repair rather than replace where possible, as this retains the historic fabric. This may involve cutting out rotten timber and splicing in new timber, which is a better heritage outcome than complete replacement.

## 6. Water Damage and Damp

6.1. Signs of damp in the walls include: lime mortar falling out of the joints, moss growing in the mortar, white (salt) powder or crystals on the brickwork, existing patches with grey cement mortar, or the timber floor failing. These causes of damp are, in most cases, due to simple drainage problems, lack of correct maintenance, inserting concrete next to the solid masonry walls, sealing the walls, sub floor ventilation blocked, or the ground level too high on the outside.

6.2. Always remove the **source** of the water damage first (see Care and Maintenance).

6.3. Water falling, splashing or seeping from damaged spouting and down pipes causes severe and expensive damage to the brick walls.

6.4. Repairing damage from damp may involve lowering of the ground outside so that it is lower than the ground level inside under the floor, installation of agricultural drains, running the downpipes into drainage inspection pits instead of straight into the ground. The reason for the pits is that a blocked drain will not be noticed until so much water has seeped in and around the base of the building and damage commenced (which may take weeks or months to be visible), whereas, the pit will immediately fill with water and the problem can be fixed before the floor rots or the building smells musty.

6.5. Subfloor ventilation is critical. Check that sub floor vents are not blocked and introduce additional ones if necessary. Ensure the exterior ground level is 250mm or more, lower than the ground level inside the building. Good subfloor ventilation works for free, and is therefore very cost effective. Do not rely on fans being inserted under the floor as these are difficult to monitor, they can breakdown as they get clogged with dust, etc, and there are ongoing costs for servicing and electricity.

6.6. Engineering: If a structural engineer is required, it is recommended that one experienced with historic buildings and the Burra Charter principle of doing 'as little as possible but as much as necessary', be engaged. Some of them are listed on Heritage Victoria's Directory of Consultants and Contractors.

6.7. Never install a concrete floor inside a solid masonry building, as it will, after a year or so, cause long term chronic damp problems in the walls.

6.8. Never use cement mortar, always match the original lime mortar. Cement is stronger than the bricks and therefore the bricks will eventually crumble, leaving the cement mortar intact! Lime mortar lasts for hundreds of years. When it starts to powder, it is the 'canary in the mine', alerting you to a damp problem – fix the source of the damp problem and then repoint with lime mortar.

6.9. Do not install a new damp proof course (DPC) until the drainage has been fixed, even an expensive DPC may not work unless the ground has been lowered appropriately.

## 7. Paint Colours and Paint Removal

- 7.1. A permit is required if you wish to paint a previously unpainted exterior, and if you wish to change the colours from the existing colours.
- 7.2. Even if the existing colour scheme is not original, or appropriate for that style of architecture, repainting using the existing colours is considered maintenance and no planning permit is required.
- 7.3. If it is proposed to change the existing colour scheme, a planning permit is required and it would be important to use colours that enhance the architectural style and age of the building.
- 7.4. Rather than repainting, it would be preferred if earlier paint was chemically removed from brick, stone and rendered surfaces, revealing the original finish.
- 7.5. Chemical removal of paint will not damage the surface of the stone, bricks or render or even the delicate tuck pointing, hidden under many painted surfaces. Removal of the paint will not only restore the elegance of the architecture, but it will remove the ongoing costs of repainting it every 10 or so years.
- 7.6. Sand, soda or water blasting removes the skilled decorative works of craftsmen as well as the fired surface on bricks and the lime mortar from between the bricks. It is irreversible and reduces the life of the building due to the severe damp that the damage encourages. Never seal the bricks or render as that will create perpetual damp problems.

## 8. Services

- 8.1. Ensure new services and conduits, down pipes etc, are not conspicuous. Locate them at the rear of the building whenever possible, and when that is not practical, paint them the same colour as the building or fabric behind them, or enclose them behind a screen the same colour as the building fabric that also provides adequate ventilation around the device. Therefore, if a conduit goes up a red brick wall, it should be painted red, and when it passes over say, a cream coloured detail, it should be painted cream.

## 9. Signage (including new signage and locations and scale of adjacent advertising signage)

- 9.1. Ensure all signage is designed to fit around the significant architectural design features, not over them.

## Resources

Wellington Shire Heritage Advisor

Young, David (2008), "Salt Attack and Rising Damp, a guide to salt damp in historic and older buildings" Technical Guide, prepared for Heritage Victoria. Download from the Heritage Victoria website or a copy can be emailed by Wellington Shire's Heritage Advisor.

NOTE: The blue shaded area is the preferred location for additions and new development



**KEY**

- Recommended for Heritage Overlay
- Title boundary

**Maffra Hotel**  
**122 Johnson St. Maffra**

Project: Wellington Shire Stage 2 Heritage Study  
Client: Wellington Shire Council  
Author: Heritage Intelligence Pty Ltd  
Date: 12/2/16