

HERITAGE PLACE

NAME OF PLACE: LUDBROOK'S

ADDRESS/LOCATION OF PLACE: 34 McBride Avenue WONTHAGGI

STUDY NUMBER: 529

HERITAGE OVERLAY NUMBER: HO166

LOCAL GOVERNMENT AREA: Bass Coast Shire

PARISH: PARISH OF WONTHAGGI

SIGNIFICANCE RATING: Local



Ludbrook's, 34 McBride Avenue, Wonthaggi

Image Date: March 2002

EXTENT OF LISTING:

Whole allotment.

LUDBROOK'S

Heritage Overlay No **HO166**
PropertyNo
File Number
Heritage Study No **529**
Heritage Grading

HPD Number 110

HI Number

VHR Number

Other Names/s

Precinct

Group Number

Extra Files

Location 34 McBride Avenue WONTHAGGI

PARISH OF WONTHAGGI

COUNTY OF MORNINGTON

WONTHAGGI (T)

Planning Authority

Ward Hovell

Access Description

Map Number

0

Map Scale 1:100000

Latitude

Longitude

UMG Zone

Easting

Northing

Location Validity

Spatial Accuracy

Extent of Listing

Whole allotment.

Published Extent of Listing

Significance Local

Statement of Significance

Ludbrook's, 34 McBride Avenue, Wonthaggi, is of local historical and aesthetic significance. Constructed 1910, it is of historic significance as it demonstrates the accelerated development of the town following the opening of the State Coal Mine in 1909. Aesthetically it a fine example of an Edwardian shop building. With its elaborate parapet and corner tower rising above the predominately single-storey streetscape, Ludbrook's has local landmark qualities.

Gazettal Details

Permit Exemptions

Exemptions Policy

Assessment Against Criteria

AHC A.4 Importance for association with events, developments or cultural phases which have had a significant role in the human occupation and evolution of the nation, State, region or community.

AHC D.2 Importance in demonstrating the principal characteristics of the range of human activities in the Australian environment (including way of life, philosophy, custom, process, land use, function, design or technique).

AHC E.1 Importance for a community for aesthetic characteristics held in high esteem or otherwise valued by the community.

Date Assessed 13/08/2004 Assessed By F Woodhouse

Comparisons

Rare Assessment

Intact Assessment

Good.

Include in VHR Include in RNE Include in Local Planning Scheme No Recommendations for Inclusions

Recommended Management

Reconstruct verandah and missing original shopfront elements

Investigate original external paint colours when due for a repaint. A uniform external paint scheme should be maintained regardless of individual tenancies.

New signage should be kept to a minimum and should not be placed above the awning

No second storey additions should be permitted

Heritage Act Categories

Heritage Item Groups

Heritage Item Categories

Title Details

LUDBROOK'S

Heritage Overlay No HO166

Property No

File Number

Heritage Study No 529

Heritage Grading

HPD Number 110

HI Number

VHR Number

Other Names/s

Precinct

Group Number

Extra Files

Physical Description

Ludbrook's, McBride Avenue, Wonthaggi, is a single-storey rendered brick Edwardian shop building with a prominent double-storey corner tower. The shops address McBride Avenue and Graham Street. The shops have segmental arched parapets with moulded cornices, divided into regular bays by rendered and capped pilasters. The shopfronts at 106-110 Graham Street have original splayed ingoing entrances with glazed timber-framed doors, pressed metal soffits and leadlight fanlights. The corner tower contains oval shaped openings, which are sheeted over with rendered drip mouldings. The tower parapet features the words 'Est. 1910' in painted lettering. The corner shopfront contains aluminium-framed windows and there is a modern cantilvered awning.

Physical Condition and/or Archaeological Potential

Good

Usage Shops.

Associated People

Historical Notes

Wonthaggi was established as a mining town in 1909 to supply the Victorian Railways with black coal, and thus make Victoria independent of the privately owned New South Wales coalfields, the previous source of coal for the railways. The decision to proceed with mining coal from the Powlett Coalfield was prompted by the coal miners in New South Wales strike in 1909. When established, the coal was worked by the State Coal Mine from the Dudley and Kirrak Basins. The township of Wonthaggi is located on a ridge between the two basins. Initially the miners lived in a tent city; by 1910 the Government had laid out a model township. By 1921 Wonthaggi had a population of 5,000, making it one of the largest towns in Gippsland at the time. Wonthaggi's population peaked at around 12,000 in the mid-1920s when the mine was at its operational peak. The township was divided into commercial and residential areas. Its infrastructure provided for housing, water, churches, schools, and other social facilities.

The Ludbrook's building is located on Allotment 10 in Section 2 of the Township of Wonthaggi, which was first sold to a Mr Ludbrook in 1917, though it was probably leased for some years beforehand. This building dates from c.1910. Ludbrook's retail and family drapers, costumers and milliners are listed in commercial directories from 1912 onwards, the site then being known as 'Ludbrook's Corner'. Since the Ludbrook's era, occupants of the building have included a wireless shop, drapery, furniture shop, jewellers, millners, butchers, a clothing store, shoe store and barber. Tenants in the three smaller shops have included a bakery, clothing store, and milk bar.

Historic Themes

Thematic Environmental History

13.1 Larger Centres: Wonthaggi, the site of the former State Coal Mine, was established to supply coal to the Victorian Railways and eventually other industries. Today it is a flourishing town and the largest shopping centre in South Gippsland. Wonthaggi's commercial area includes an extensive range of shops. As a tourist destination, the area supports hotels, motels, caravan parks and accommodation for holiday rentals. Nearby attractions include Cape Paterson and its fine surf beaches and the adjoining Bunurong Marine Park. The State Coal Mine and Mining Museum, now a tourist attraction, is managed by Parks Victoria.

Listings

References

Author	Title	Year	Shelf	Location
Department of Land and Survey	Parish Plan of Township of Wonthaggi, Parish of Wonthaggi, County of Mornington			
John Bordignon, pers comm		2004		
John M Coghlan	The State Coal Mine and Wonthaggi 1909-1968	1979		
T.J. Gannon (ed.)	Wonthaggi and District, Past and Present	1934		

Conservation Plans

Owner Type

Section 32 Recommendation

Owners/Occupants/Managers

Other Notes

LUDBROOK'S

Heritage Overlay No HO166

PropertyNo

File Number

Heritage Study No 529

Heritage Grading

HPD Number 110

HI Number

VHR Number

Other Names/s

Precinct

Group Number

Extra Files

Application Detail

Adviser Comments

Planning Scheme Amendments

Overlay Controls

Planning Scheme Schedule

External Paint Controls? Yes

Included in Vic Heritage Register? No

Internal Alteration Controls? No

Prohibited uses may be permitted? Yes

Tree Controls? No

Name of incorporated plan No

Outbuildings/fences not exempt? No

Aboriginal Heritage Place? No