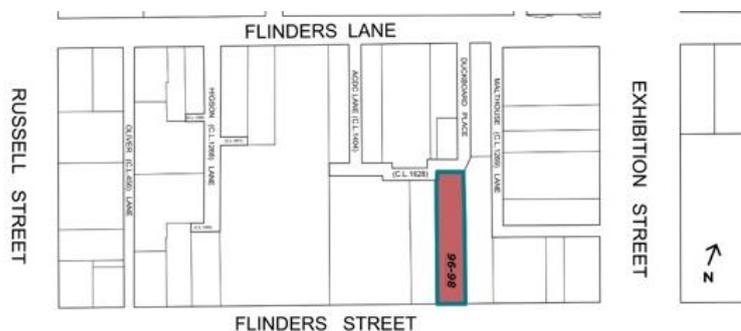


STATEMENT OF SIGNIFICANCE

Heritage Place: Dreman Building

PS ref no: HO1272



What is significant?

The Dreman Building at 96-98 Flinders St, built in 1915.

Elements that contribute to the significance of the place include (but are not limited to):

- The building's original external form, materials and detailing;
- The building's original façade detailing including engaged pilasters, simple capitals, parapet with pediment and scroll details, major cornice with brackets and name plate with 'Dreman Building' inscribed;
- Original pattern and size of fenestrations; and
- Remnant stone wall at western end of ground level.

Later alterations including those made to the street level façade are not significant.

How it is significant?

The Dreman Building is of local historic, representative and associative significance to the City of Melbourne.

Why it is significant?

The Dreman Building, built in 1915 at 96-98 Flinders Street is historically significant for its occupation by the French Gaulois Tyre Company and Rubber Trade Centre from 1915-1920, and from 1920-1954 by Williams the Shoeman. One of several international firms entrusted with providing rubber tyres to the developing motor car industry, Gaulois secured contracts with Melbourne City Council.

The use by the prominent Victorian shoe retailer Williams the Shoeman is significant for its 30-year duration. (Criterion A)

The Dreman Building at 96-98 Flinders Street is significant as part of the warehouse typology that is representative of the city's evolution from low-rise buildings up to four storeys, to a mid-rise city. As one of several Flinders Street buildings, including 100-102 Flinders Street and Epstein House at 134-136 Flinders Street, Dreman House is part of a group that form an impressive edge to the city. While not as intact as some other examples of this type, it remains legible through its scale, form and façade composition including expressed framing and a bracketed parapet with original lettering. (Criterion D)

The Dreman Building at 96-98 Flinders Street is significant for its association with Williams The Shoeman Pty Ltd, a shoe retailing company established by John Williams in Ballarat in 1860. Williams The Shoeman purchased the Dreman Building in 1920, using the building as the headquarters and warehouse for its state-wide branch operations until 1954. (Criterion H)

Primary source

Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)