

## Heritage Citation



**Pauls Ice Cream & Milk Office**

### Key details

<b>Addresses</b>	At 62 Montague Road, South Brisbane, Queensland 4101
<b>Type of place</b>	Office building, Factory
<b>Period</b>	World War II 1939-1945
<b>Style</b>	Art Deco
<b>Lot plan</b>	L1_RP211071; L21_B359; L40_B359
<b>Key dates</b>	Local Heritage Place Since — 30 October 2000 Date of Information — August 2011
<b>Construction</b>	Walls: Face brick

**People/associations** A.H. Conrad, T.B.F. Gargett (Architect);  
Pauls Ice Cream & Milk Ltd. (Association);  
T.H. Dennis (Builder)

**Criterion for listing** (A) Historical; (B) Rarity; (E) Aesthetic; (H) Historical association

The Pauls Ice Cream office building with its modern detailing including facade banding and planter boxes was completed in 1944. Its construction, at a time when Brisbane's building industry was fully committed to wartime military projects, is indicative of the importance attributed to dairy food production for the war effort. Pauls had opened a Montague Road factory in 1937 in direct competition with rival Peters Artic Delicacy Co. Ltd. (formed 1923). When both companies merged in 1960, this remained an office building. It is one of four industry-related structures built in the South Brisbane end of Montague Road during the 1930-40s, when that area completed its conversion from nineteenth century residential to twentieth century industrial precinct.

## History

Pauls Ice Cream and Milk Ltd first began its activities in South Brisbane in 1933<sup>1</sup>. The company established a factory in Stanley Street and subsequently became the major milk processor in Brisbane. By 1937, the Pauls Polar Perfection Pty Ltd Ice Cream manufacturers had built a modern new factory on Montague Road. Prominent Brisbane architects Conrad and Gargett designed the new building, with T.H Dennis securing the building contract<sup>2</sup>. Paul's new administration building was erected on the site of an iron and brass foundry, operated by Gelling & Co. and then prior to the foundry, the site had been occupied by private homes<sup>3</sup>.

In the 1870s, rich farming land lined both sides of Montague Road, with only five houses fronting the street. By the mid 1880s, several prestigious riverfront residences facing the Milton Reach of the Brisbane River had been built and on the opposite side of Montague Road were several more modest houses. Some industrial buildings had already been constructed mainly near West End. Among these were Dickson's Boot factory, the West End Saw Mills and the South Brisbane Gas & Light Company. Swimming baths were established at the end of Stanley Street on Montague Road by the early 1890s, and a little further towards Grey Street, James Carmichael had established a sawmill and built a wharf to transport his lumber.

Montague Road remained relatively unchanged, with its predominance of residential buildings on either side, and only a scattering of industrial buildings, well into the 1900s. By the end of 1910 however, industrial development had begun to encroach upon the existing residential nature of the road. Concrete manufacturers, steel and iron founders, glass manufacturers and warehouses were established, particularly on the riverside, to take advantage of the opportunity to transport products along the river and to engage in dredging activities. This pattern of industrial development in Montague Road continued and by the 1940s factories, yards and warehouses lined both sides of Montague Road as far as Hockings Street. Montague Road then became completely dominated by manufacturing, service and warehouse industries.

Queensland United Foods (QUF) acquired the Pauls Company and is the owner of this property. In 1998, QUF became a subsidiary of the Italian multinational corporation Parmalat. This building has been used as a staff cafeteria for QUF employees.

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## Description

This two story brick building on the corner of Hope Street and Montague Road is a finely executed early modern building. This is typified by its horizontal banding broken by its prominent corner entry tower, its face brick construction and its continuous cantilevered sun hoods. The corner entry complements the truncated corner of the Montague/Coronation Hotel (built 1891) opposite. The two-storey offices have been carefully detailed to stand as a separate element of the building with narrow recesses between it and the horizontally expressed elements of the building extending down Hope Street and Montague Road. The tower turns the corner in three 45-degree steps with a greater length of wall directly facing the corner. Narrow recessed bands in line with the narrow windows of both levels extend nearly the length of the tower emphasising its verticality. Brick planter boxes with curved corners lead in to a wider entry doorway flanked by engaged brick piers that penetrate and individual cantilevered concrete awning and taper towards their tops.

The parapet of the tower steps slightly to a row of bricks on their ends. A flagpole held by brackets off the front of the building is located centrally at the top of the tower. The horizontal elements of the building show an equal amount of careful detail. Although the fenestration is generally limited between the horizontal bands of sill and sun hood, this is not the case near the stairwell facing Hope Street where two vertical bands of glass block are punctuated by windows at the landing level. Further along the façade in a neat central location is a stepped recessed entry and in linoleum the floor above it three narrow window openings. To the left of this are three broad rectangular window bays culminating in small circular porthole windows and an exposed rainwater head and down pipe at its extreme edge. The flat parapet of the horizontal elements is capped by a row of bricks on edge. The openings flanking the corner tower are situated so that they turn a 90-degree corner.

The Montague Road façade is slightly less detailed, its upper level windows hidden by a vertical row of louvers and a bland, grey, cantilevered street awning shading the footpath about a ground floor shop with aluminium framed windows. Behind the flat parapets a gable roof can be seen above the body of the building.

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## Statement of significance

### Relevant assessment criteria

This is a place of local heritage significance and meets one or more of the local heritage criteria under the Heritage planning scheme policy of the *Brisbane City Plan 2014*. It is significant because:

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## Historical

### CRITERION A

The place is important in demonstrating the evolution or pattern of the city's or local area's history

being one of four industrial structures that completed the area's transformation into an industrial precinct during the 1930s-40s.

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## Rarity

### CRITERION B

The place demonstrates rare, uncommon or endangered aspects of the city's or local area's cultural heritage

as an early 1940s, two-storey brick commercial office building that addresses the corner and compliments its associated factory located across the road.

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## Aesthetic

### CRITERION E

The place is important because of its aesthetic significance

as a fine example of an early modern commercial/industrial design produced by the prominent and long-established firm of Conrad and Gargett.

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## Historical association

### CRITERION H

The place has a special association with the life or work of a particular person, group or organization of importance in the city's or local area's history

for its association with Brisbane's largest processor and distributor of dairy products, Pauls Ice Cream & Milk Ltd.

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## References

1. *Quick Licks* (Peters) Vol 29, April 1989

2. *Architectural and Building Journal of Queensland*, July 1, 1944, p.24

3. Post Office Directories.

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**Note:** This citation has been prepared on the basis of evidence available at the time including an external examination of the building. The statement of significance is a summary of the most culturally important aspects of the property based on the available evidence, and may be re-assessed if further information becomes available. The purpose of this citation is to provide an informed evaluation for heritage registration and information. This does not negate the necessity for a thorough conservation study by a qualified practitioner, before any action is taken which may affect its heritage significance.

Citation prepared by — Brisbane City Council (page revised September 2020)



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