

## Heritage Citation



### Peters Factory

#### Key details

<b>Also known as</b>	Peters - Arctic Delicacy Co. Ltd. factory
<b>Addresses</b>	At 111 Boundary Street, West End, Queensland 4101
<b>Type of place</b>	Factory
<b>Period</b>	Interwar 1919-1939
<b>Style</b>	Queenslander

**Lot plan**

L3\_SP283500; L4\_SP283498; L201\_SP283499; L202\_SP283499;  
L10101\_SP283499; L10102\_SP283499; L10103\_SP283499; L10201\_SP283499  
; L10202\_SP283499; L10203\_SP283499; L10205\_SP283499;  
L10206\_SP283499; L10207\_SP283499; L10208\_SP283499; L10209\_SP283499  
; L10210\_SP283499; L10301\_SP283499; L10302\_SP283499;  
L10303\_SP283499; L10305\_SP283499; L10306\_SP283499; L10307\_SP283499  
; L10308\_SP283499; L10309\_SP283499; L10310\_SP283499;  
L10311\_SP283499; L10312\_SP283499; L10401\_SP283499; L10402\_SP283499  
; L10403\_SP283499; L10405\_SP283499; L10406\_SP283499;  
L10407\_SP283499; L10408\_SP283499; L10409\_SP283499; L10410\_SP283499  
; L10411\_SP283499; L10412\_SP283499; L10501\_SP283499;  
L10502\_SP283499; L10503\_SP283499; L10505\_SP283499; L10506\_SP283499  
; L10507\_SP283499; L10508\_SP283499; L10509\_SP283499;  
L10510\_SP283499; L10511\_SP283499; L10512\_SP283499; L10601\_SP283499  
; L10602\_SP283499; L10603\_SP283499; L10605\_SP283499;  
L10606\_SP283499; L10607\_SP283499; L10608\_SP283499; L10609\_SP283499  
; L10610\_SP283499; L10611\_SP283499; L10612\_SP283499;  
L10701\_SP283499; L10702\_SP283499; L10703\_SP283499; L10705\_SP283499  
; L10706\_SP283499; L10707\_SP283499; L10708\_SP283499;  
L10709\_SP283499; L10710\_SP283499; L10711\_SP283499; L10712\_SP283499  
; L10801\_SP283499; L10802\_SP283499; L10803\_SP283499;  
L10805\_SP283499; L10806\_SP283499; L10807\_SP283499; L10808\_SP283499  
; L10809\_SP283499; L10810\_SP283499; L10811\_SP283499;  
L10812\_SP283499; L10901\_SP283499; L10902\_SP283499; L10903\_SP283499  
; L10905\_SP283499; L10906\_SP283499; L10907\_SP283499;  
L10908\_SP283499; L10909\_SP283499; L10910\_SP283499; L10911\_SP283499  
; L10912\_SP283499; L11001\_SP283499; L11002\_SP283499;  
L11003\_SP283499; L11005\_SP283499; L11006\_SP283499; L11007\_SP283499  
; L11008\_SP283499; L11009\_SP283499; L11010\_SP283499;  
L11011\_SP283499; L11012\_SP283499; L11101\_SP283499; L11102\_SP283499  
; L11103\_SP283499; L11105\_SP283499; L11106\_SP283499;  
L11107\_SP283499; L11108\_SP283499; L11109\_SP283499; L11110\_SP283499  
; L11111\_SP283499; L11201\_SP283499; L11203\_SP283499;  
L11205\_SP283499; L11206\_SP283499; L11207\_SP283499; L11208\_SP283499  
; L11209\_SP283499; L11210\_SP283499; L11211\_SP283499;  
L11301\_SP283499; L11303\_SP283499; L11305\_SP283499; L11306\_SP283499  
; L11307\_SP283499; L11308\_SP283499; L11309\_SP283499;  
L11310\_SP283499; L11401\_SP283499; L11403\_SP283499; L11405\_SP283499  
; L11406\_SP283499; L11407\_SP283499; L11408\_SP283499;  
L11409\_SP283499; L11410\_SP283499; L20101\_SP283499; L20102\_SP283499  
; L20103\_SP283499; L20105\_SP283499; L20106\_SP283499;  
L20107\_SP283499; L20108\_SP283499; L20109\_SP283499; L20110\_SP283499  
; L20111\_SP283499; L20112\_SP283499; L20113\_SP283499;  
L20114\_SP283499; L20201\_SP283499; L20202\_SP283499; L20203\_SP283499  
; L20205\_SP283499; L20206\_SP283499; L20207\_SP283499;  
L20208\_SP283499; L20209\_SP283499; L20210\_SP283499; L20211\_SP283499  
; L20212\_SP283499; L20213\_SP283499; L20214\_SP283499;  
L20301\_SP283499; L20302\_SP283499; L20303\_SP283499; L20305\_SP283499  
; L20306\_SP283499; L20307\_SP283499; L20308\_SP283499;  
L20309\_SP283499; L20310\_SP283499; L20311\_SP283499; L20312\_SP283499  
; L20313\_SP283499; L20314\_SP283499; L20315\_SP283499;  
L20401\_SP283499; L20402\_SP283499; L20403\_SP283499; L20405\_SP283499  
; L20406\_SP283499; L20407\_SP283499; L20408\_SP283499;  
L20409\_SP283499; L20410\_SP283499; L20411\_SP283499; L20412\_SP283499  
; L20413\_SP283499; L20414\_SP283499; L20415\_SP283499;  
L20501\_SP283499; L20502\_SP283499; L20503\_SP283499; L20505\_SP283499  
; L20506\_SP283499; L20507\_SP283499; L20508\_SP283499;  
L20509\_SP283499; L20510\_SP283499; L20511\_SP283499; L20512\_SP283499  
; L20513\_SP283499; L20514\_SP283499; L20515\_SP283499;  
L20601\_SP283499; L20602\_SP283499; L20603\_SP283499; L20605\_SP283499  
; L20606\_SP283499; L20607\_SP283499; L20608\_SP283499;  
L20609\_SP283499; L20610\_SP283499; L20611\_SP283499; L20612\_SP283499  
; L20613\_SP283499; L20614\_SP283499; L20615\_SP283499;

<b>Key dates</b>	Local Heritage Place Since — 30 October 2000 Date of Citation — May 2011
<b>Construction</b>	Roof: Corrugated iron; Walls: Masonry
<b>People/associations</b>	Peters Ice Cream (Association)
<b>Criterion for listing</b>	(A) Historical; (H) Historical association

The original Peters Factory was constructed in 1928 at a cost of £100,000. A second building was added in the mid 1930s. The buildings are illustrative of the development of industry in West End in the early twentieth century.

## History

Peters American Delicacy Company was established in Sydney in 1907 when F. A. B. Peters first began making and delivering ice cream daily. Peters' business grew and in 1912 he expanded his company to Queensland and Western Australia. In Brisbane around 1923 a company named Arctic Ice Creams Ltd. began making Eskimo Pies. In 1927 this company merged with Peters to form Peters-Arctic Delicacy Co. Ltd, operating throughout Queensland.

In December 1928 this reinforced concrete and brick ice cream factory was opened for operation. It cost £100,000 and provided work for hundreds of people. At the time of its opening the new factory was described as "...one of the most efficient ice cream factories in Australia." The company prided itself on the fact that from the time the milk and cream were received into the factory until they reached the consumer, they were not touched by human hands, the whole of the various processes being by means of modern machinery. To cope with the manufacturing of sufficient ice, huge ice tanks were built on the roof.

When the factory was completed, it was fronted by a forecourt reserve and driveway which was later laid out in a formal, award-winning garden. This garden earned Peters the nickname the "garden factory".

Sometime during the 1930s a second factory building was constructed facing Wilson Street. This is an indication of Peters' growth in the middle decades of the 1900s century. The Peters business continued to expand, offering new services to localities throughout Queensland until, in 1960, it and Pauls Ice Cream and Milk Ltd were merged into Queensland United Foods Industries Ltd.

## Description

The original factory of the late twenties is now greatly hidden by later additions. The roofscape of this building has also changed dramatically since its inception presumably due to the changes in technology requiring the

removal of the original ice tanks. The building has a reinforced concrete frame with brick infill panels, but this is now less obvious due to the building being painted. The building has truncated corner bays at each end facing Mollison Street. The original parapet has been covered by a taller one consisting of galvanised iron roof sheeting. Two structural bays remain visible in front of a more recent brick tower from the Mollison Street entry. At the utilitarian rear of the factory more of the extent of the original factory can be determined.

At the rear of this building the more recent section of the factory is less altered. It is a large brick rectangular structure with a gabled clerestory roof. Its symmetrically arranged ends have six brick pilasters rising to parapet level and central doorways. The fenestration consists of predominantly horizontal openings occurring on three levels with painted concrete lintels. The parapet follows the line of the roofs except at their edges where it becomes horizontal. Cast iron rainwater heads decorated with a diamond motif and downpipes occur at each edge of the end facades.

---

## 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:

---

#### Historical

##### CRITERION A

The place is important in demonstrating the evolution or pattern of the city's or local area's history  
as it is a group of industrial buildings reflecting the nature of industry in West End in the early twentieth century.

---

#### 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 their association with Peters Ice Cream a well-known company established in Queensland in 1912.

## References

1. Quick Licks, (Peters), Vol. 29 (April 1989)
  2. Brisbane Courier
  3. Queensland Manufacturers Year Book, 1962, p. 41
- 

## Copyright Brisbane City Council

**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)



*Dedicated to a better Brisbane*