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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985** C

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**Central City Heritage  
Study 1993** C

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**Review of Heritage  
overlay listings in the  
CBD 2002** Ungraded

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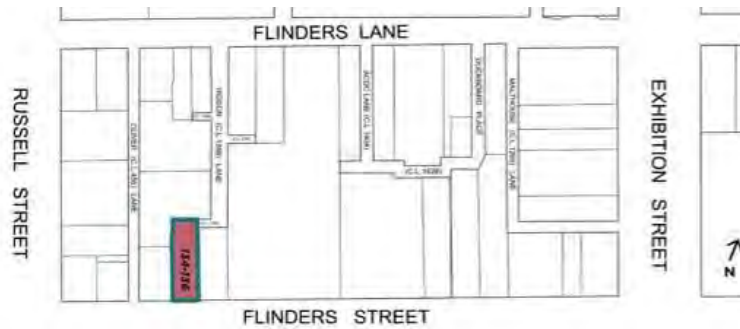
**Central City Heritage  
Review 2011** Ungraded

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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Epstein House

**PS ref no:** [Interim HOHO1274](#)



### What is significant?

Epstein House at 134-136 Flinders Street built for clothing manufacturers the Epstein family in 1926, and designed by architect James A Wood.

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

- The building's original external form, materials and detailing;
- The buildings relatively high level of integrity to its original design;
- The original proportions and patterns of fenestration;
- The engaged pilasters, parapet, rendered ornament, spandrels; ~~and~~

- Decoratively arranged timber mullions and raised lettering 'Epstein House'.

Later alterations at ground level and glazed panels at upper level are not significant.

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**How it is significant?**

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Epstein House at 134-136 Flinders Street is of local historic, representative, aesthetic and associative significance to the City of Melbourne.

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**Why it is significant?**

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Epstein House at 134-136 Flinders Street is historically significant for its association with the textile industry in the City of Melbourne that was strongly represented in the Flinders Lane area. Epstein House is also significant for its association with the Epstein family of tailors. (Criterion A)

Epstein House at 134-136 Flinders Street is a fine example of mid-rise commercial building designed in the interwar classical revival style. (Criterion D)

Epstein House at 134-136 Flinders Street is aesthetically significant for its elaborate façade design including decorative rendered piers and a central projecting glazed bay running the full height of the upper façade. This is complemented by generous glazing comprising a band of four windows across the projecting bay at each level, with glazing bars arranged in vertical and diamond patterning.

It is also aesthetically significant as one of several Flinders Street buildings of the same era and scale including 100-102 Flinders Street and 96-98 Flinders Street, that form an impressive edge to the city. (Criterion E)

Epstein House at 134-136 Flinders Street is significant for its association with the Epstein family. Louis Epstein established himself as a tailor in Melbourne in 1905 and opened Epstein House in 1926 to house his growing clothing manufacturing business, Louis Epstein and Co., which his sons, Keith, Phillip and Garth, also joined. The business gained a reputation as bespoke tailors and uniform and equestrian clothing manufacturers, making most of the uniforms for the Victorian Police Force. (Criterion H)

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**Primary source**

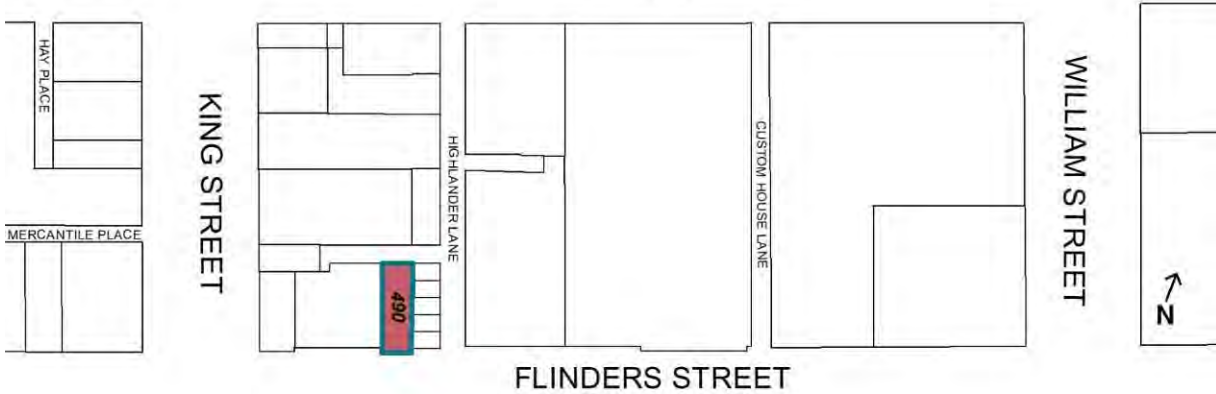
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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ [Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

<b>SITE NAME</b>	Willis' Buildings <a href="#">(Not included in a Heritage Overlay – see Addendum in Volume 1)</a>
<b>STREET ADDRESS</b>	490 Flinders Street Melbourne
<b>PROPERTY ID</b>	103996



FLINDERS LANE



SURVEY DATE: January 2019		SURVEY BY: Context	
<b>HERITAGE INVENTORY</b>	H7822-1863	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
		<b>FORMER GRADE</b>	C
<b>DESIGNER / ARCHITECT / ARTIST:</b>	George Willis (likely)	<b>BUILDER:</b>	George Willis
<b>DEVELOPMENT PERIOD:</b>	Victorian Period (1851-1901)	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1869-70

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here.
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a Commercial City	5.4 Building a retail centre

## LAND USE

HISTORIC LAND USE	
Archaeological block no: 58	Inventory no: 863
Character of Occupation: Commercial, Residential	
Block 2, Crown Allotment 1, purchased by J P Fawkner in the third land sale, 1838.	
1839 Williamson	
1837 & 1840 Hoddle	Subdivisions, lanes and building by 1840
1855 Kearney	
1866 Cox	
1877 Dove	Three two-storey buildings: Grocer, Producer, Fruiterer
1880 Panorama	
1888 Mahlstedt	As above
1905/6 Mahlstedt	As above, occupants not listed
THEMATIC MAPPING AND LAND USE	
1890s	Retail and residential
1920s	Retail and residential
1960s	Retail

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

## SUMMARY

Willis' Buildings, 490 Flinders Street, Melbourne, are a pair of two-storey shop buildings, constructed in the pre-boom period in 1869-70 in the Victorian Italianate style. The buildings were originally constructed as a row of three shop and residences for and by builder George Willis. Until the 1920s, the ground floor spaces operated as shops and the shopkeepers lived in the residences above. The third shop was demolished in c1973. Willis' Buildings have been continuously occupied by a number of retail and service businesses, including, for the first 50 years, a grocery, general store and tailoring business.

## HISTORICAL CONTEXT

### Building a commercial city

#### *Developing a retail centre*

Even before the early 1850s, Melbourne had established the foundational infrastructure for international trade and commerce, including retail markets, shipping agents, and industry and finance houses - the beginnings of an entrepreneurial global city (Context 2012:2).

Distinctive land use precincts had emerged within the city centre by the early 1840s. As Melbourne's population increased, retail activity moved east to the central zone, close to both supplies provided at the port and to demand from residential areas to the north and east. The central area provided an even grade, particularly suitable for high volumes of pedestrians (MPS:86).

By the early 1840s, Elizabeth and Swanston streets, from the Town Hall in the south-east to the General Post Office to the north-west, had become the focus of retail activity, influenced also by the location of the Western Market in the west of the city which operated as the city's premier wholesale fruit and vegetable market until 1930 (May 2016:176). The Eastern Market opened in 1847 as a fruit and vegetable market on the corner of Stephen Street (later Exhibition Street) and Bourke Street and drew retail further east.

With the economic boom of the 1880s, the 1880s–1890s was a decade of significant expansion in Melbourne. Investment funds poured in from Britain, imposing buildings were constructed and speculation reached fever pitch in land, houses, offices and shops (Marsden 2000:28). As historian Graeme Davison states, commercial Melbourne extravagantly asserted 'her wealth in stucco and stone' (cited in Marsden 2000:28).

Suburban retailing increased towards the end of the 1880s as greater Melbourne's population approached 280,000 and tramlines transported shoppers to suburban shops, and conversely, from the suburbs to the city (Young and Spearritt 2008).

Development slowed during the economic depression of the 1890s, only recovering with the revival of immigration in the first decades of the twentieth century. Although affected by World War One in the period 1914-18, by the end of the 1920s, Melbourne's population had reached one million people. In the first decades of the twentieth century, the last residents moved out of the city to the new suburbs, with the retail and manufacturing sectors rapidly taking up city properties (Marsden 2000:29-30).

Retail premises in the nineteenth century and the early twentieth century generally included upper-level accommodation for families involved in the business. Multi-storey shop and dwelling type buildings housing ground-level shop with rooms above were constructed across the retail strips of Melbourne, and three- or more storied commercial and retail buildings began to proliferate between Bourke and Lonsdale streets from the late 1880s (Lovell Chen 2017:220).

## SITE HISTORY

The site at 490 Flinders Street is part of the Crown Allotment 1 of Block 2, purchased by John Pascoe Fawkner in 1838. By 1840, a building had been constructed on the site (Fels, Laver and Mider 1993, Inventory no 863).

The terrace pair at 490 Flinders Street, known as Willis' Buildings and originally built as three two-storey shop buildings, was constructed in 1869-70 by and for George Willis (MCC registration no 3344 as cited in AAI, record no 75807; RB 1870). The third terrace building was demolished c1973 to

form part of the Centre City Flats, built c1975 (*Age* 5 December 1974:23; S&Mc 1974). Figure 1, Figure 2, Figure 3, Figure 4 and Figure 6 show the early configuration of the buildings as a terraced row of three.

The subject site was addressed 105 and 107 Flinders Street from 1870; 488 and 490 from 1890; 488-492 in 1915; and 490 and 490A from c1940s (S&Mc 1870 and 1890; MMBW Detail Plan no 739, 1895; S&Mc 1945).

From 1871 to the 1920s, the ground floor shops were used for retail business, including a grocery store and a general store, with the upper floors used as residences. In 1871, the year after construction was complete, the subject buildings were occupied by Thomas Auld, grocer (number 488), and William Cherrington, who ran a general store until c1885 (number 490) (RB 1871; S&Mc 1871). Auld remained an occupant until c1890 (S&Mc 1890). Cherrington shared occupancy of number 490 with F Roche, importer of colonial produce, from 1875 (S&Mc 1875). From 1875-90 tenants at number 490 included Roche, George Bale, clothing importer, from 1885; and Francis Longmore, chemist, in 1890 (S&Mc 1875, 1885; 1890, 1900; MCC registration no 3344 as cited in AAI, record no 75807).

Ownership changed after the death of George Willis in 1903, and the executors of George Willis' estate held title over the Flinders Street buildings for some years, using the rent paid to the Estate to keep the buildings in repair. In 1907, Herbert Shaws was listed as owner. Adolf Leibner was the owner in 1915 (RB 1907, 1915). Retail tenants continued to lease the property at that time, with tenants including Walter D Spencer, grocer (number 490) and Waller Rickets, tailor (number 488) (S&Mc 1915).

By the 1920s, the upper level residences were turned into retail spaces, and between 1925 and c1950, various retailers occupied the Willis' Building. Operated by different individuals, the upper level of 490 Flinders Street was occupied by hairdressers between 1925 and 1942, while the ground level was used as tea rooms and a spirit store (S&Mc 19250-1945).

By 1948, the two buildings had been joined internally and a single-storey workshop was added to the rear of the land (see Figure 5). From 1950 the use of the building changed, taking on manufacturing association when Newell & Co Irrigation Machinery Manufacturers occupied the buildings in the 1950s and 1960s (S&Mc 1950, 1960). Other retail uses from 1960 included a sandwich bar and hairdresser until 1970 (S&Mc 1950-1974). Entwistle tattoo artist operated from the premises from 1970 (S&Mc 1974).

The westernmost terrace, number 492 Flinders Street (demolished c1973), was long used by tailors Solomon Bros, tenants for more than forty years from the late 1920s until c1970, as seen in Figure 7 (S&Mc 1927-1970). After the demolition of number 492, new openings, awnings and an open staircase were installed at the surviving building pair in 1986 (MBAI 1986). The surviving pair of buildings at 490 Flinders Street is presently being used as a restaurant (CoMMaps).

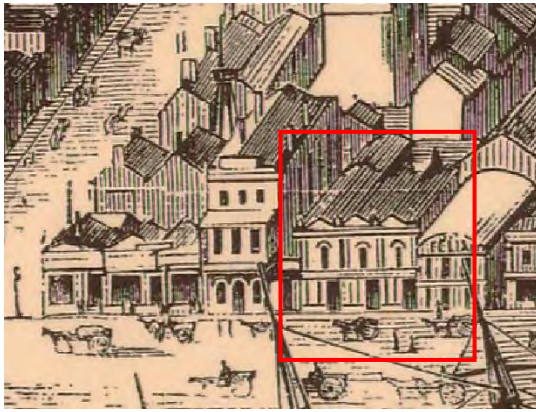


Figure 1. Extract from a lithograph showing Willis' buildings in 1880. (Source: Calvert 1880, NLA)

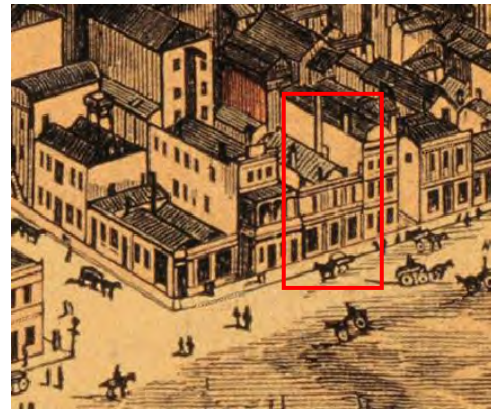


Figure 2. Extract from a lithograph showing Willis' Buildings in 1882. (Source: Cooke 1882, SLV)

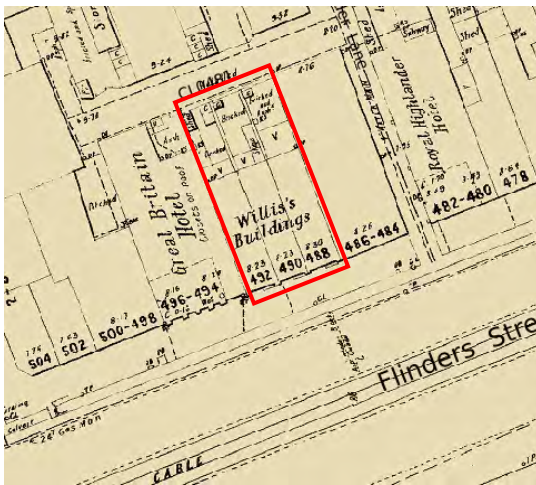


Figure 3. Extract from a MMBW Detail Plan showing the subject site in 1895. (Source: MMBW Detail Plan no 739 1895)



Figure 4. Extract from Mahlstedt map showing the three terraces that formed Willis' Buildings in 1910. (Source: Mahlstedt Map Section 1 no 21 1910)

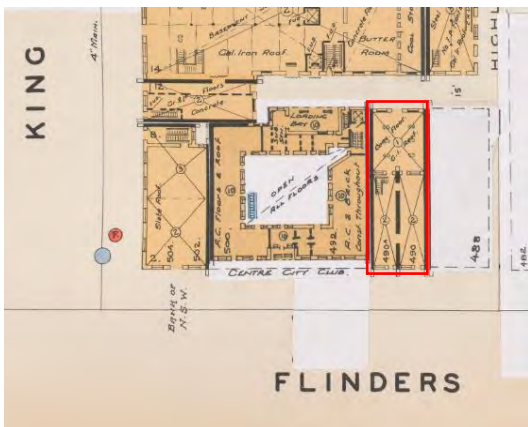


Figure 5. In 1948, the two surviving buildings were connected internally and a single storey workshop added at the rear. The extract from a Mahlstedt map, amended after 1948, showing 490 Flinders Street shows the two buildings after the demolition of the third terrace. (Source: Mahlstedt Map Sect 1, no 21, 1948, SLV)

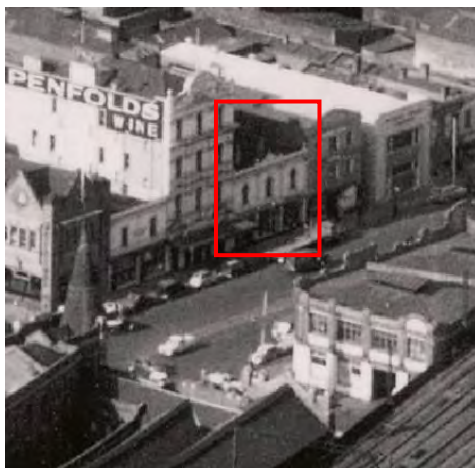


Figure 6. Extract from a 1950s aerial photograph of Melbourne looking northeast showing Willis' Buildings prior to the demolition of the third terrace. (Source: Pratt c1950, SLV copyright)





Figure 7. Photograph showing all three buildings that comprised Willis' Buildings in 1966. The buildings had been joined since 1948; the building on the left (with signage of long-time occupants, Solomon Bros) was demolished c1973. (Source: Halla 1966, SLV [copyright](#))

#### *George Willis, builder*

George Willis was the owner and builder of the row of shop residences at 490 Flinders Street. Not much is known about his practice as a builder. Willis and his wife Ellen were the owner-occupants of a four-roomed brick cottage on the corner of Bridge and Nott Streets in Sandridge (*Age* 7 October 1871:2; ER 1873). At the time of his death in 1877 Willis owned the Sandridge property, a four-roomed wattle and daub house in Moorooduc on the Mornington Peninsula, and the subject buildings (PROV VPRS unit 187, item 15/1000). The probate of his will was granted at £4,220 (*Herald* 23 May 1877:3). It appears that Willis was a successful builder with several properties in Victoria (PROV VPRS unit 187, item 15/1000).

#### **SITE DESCRIPTION**

Located on the northern side of Flinders Street between William and King streets, near the southwestern corner of Hoddle Grid, the row of two (originally three) two-storey shops and residences at 490 Flinders Street, Melbourne was constructed in the pre-boom period in 1869-70, with shops at ground floor and residences above. The pair of attached buildings is in the Victorian Italianate style, and has a modestly decorated painted render façade with some classical detailing, typically seen in other small-scale examples of the type in central Melbourne. Originally built as a row of three shops, the westernmost shop was demolished c1973.

At the first-floor level there is a simple moulded cornice that terminates in an expressed block with a square pyramid motif at each party wall, supported on an acanthus leaf bracket. The first-floor façade is of flush painted render, with rusticated pilasters denoting the party walls, terminating in a cornice and low parapet, also supported by pressed cement acanthus leaf brackets. The surviving westernmost building (originally the central module) has a small triangular pediment with moulded lettering stating 'Willis' Building' surmounted with modestly decorated triangular pediment. The window

openings at the first-floor level have projecting moulded sills and architraves with a semicircular arch with a keystone, all of which is typical mid-Victorian detailing. The windows are simple timber frame double hung sashes, which are either original or of a similar pattern.

One original cement rendered chimney is intact, located in the middle of the two remaining shops.

The ground level shopfronts have been substantially altered from their original configuration, although the base masonry sections clad in green glazed tiles are probably early twentieth century. The pilasters denoting the party walls are expressed at street level as simple painted render elements sitting on plinths. A lightweight cantilevered awning has been added at the first-floor level.

To the rear of the buildings, there is a single-storey gabled brick addition built during the interwar period. It has a cement rendered lintel above a multi-paned industrial window and a roller gate. The lintel had signage 'Newell & Co', which is still evident.

### **INTEGRITY**

The former 'Willis' Buildings' at 490 Flinders Street, Melbourne is largely intact with some changes visible to the original or early elements of the building. Changes include the demolition of the western shop and alterations to the original shopfront at street level. The building retains its original scale; painted render principle façade at the first floor with pilasters, cornices, pediment and masonry window surrounds, as well as the original cement rendered chimney. It substantially retains its original fenestration, pattern of openings and timber frame windows. The integrity of the building is diminished by alterations on the ground floor including the replacement of the original shopfronts. The early twentieth century configuration with base masonry sections clad in green glazed tiles dates from the early-twentieth century modifications and remains extant. The street-level awnings are an unsympathetic addition. Overall, the building is of high integrity.

### **COMPARATIVE ANALYSIS**

The former 'Willis' Buildings' at 490 Flinders Street is a largely intact example of a pair of modest two-storey shops and residences, constructed in the pre-boom period in 1869-70, in the Victorian Italianate style, in close proximity to the port and bustling fish market. It has a modestly decorated painted render façade with some classical detailing, typically seen in other small-scale examples of the type in central Melbourne.

Erected to serve as daily retail points, the small number of surviving shops can be found in both main streets and smaller laneways in precincts peripheral to the city centre. Whilst the upper storeys have come to be used for storage or other uses rather than residential, the ground floors of these examples continue to operate as commercial outlets.

The subject building is comparable with the following examples, being of a similar use, scale, location or creation date. The images and descriptions are adapted from CoM Maps unless stated otherwise, with images dated c2000 or later.

Clarke's Shop & Dwellings, 203-205 Queen Street, 1869 (HO1070)

A two-storey rendered brick retail building with a basement, two ground level shops and an upper level office. Designed in the Italian Renaissance style by George Browne of the firm Browne & Howitz and built for the grazier William John Turner Clarke by Charles Brown in 1869.



Figure 8. Clarke's Shops & Dwellings, 203-205 Queen Street, built in 1869-70 (Source: Butler 2011).

*470-472 Little Lonsdale Street, 1872 (Interim HO1281 – Recommended as significant in the Hoddle Grid Heritage Review)*

A pair of early shops with simple detailing, typical of the mid-Victorian period, which is mostly intact on the upper façade of this pair of shops.



Figure 9. 470-472 Little Lonsdale Street, built in 1872. (Source Context 2017)

*171 Bourke Street, 1867 (Interim HO1237 – Recommended as significant in the Hoddle Grid Heritage Review)*

An early two-storey shop/dwelling dating from 1867. Simple detailing to the upper façade is typical of mid-Victorian era. Distinctive brass framed highlight leadlight windows (c.1910) are intact to the street façade. The building operated as a pharmacy for more than 100 years. Motifs in the leadlight reflect this use.



Figure 10. 171 Bourke Street, built in 1867.

*189-195 Exhibition Street, 1882 (HO630, Significant in HO507 Little Bourke Precinct)*

A row of two-storey brick shops with residences above and a basement. Built in 1882 in the Renaissance Revival style.



Figure 11. 189-195 Exhibition Street, built in 1882. (Source: Butler 2011)

*201-207 Bourke Street, 1874 (Interim HO1239 – Recommended as significant in the Hoddle Grid Heritage Review)*

A row of four three-storey shops with residences above. Built by investors F B Clapp and W G Sprigg in 1874.



Figure 12. 146-150 Bourke Street, built in 1874. (Source: City of Melbourne 2018)

*Bourke Street East Post Office, 35-37 Bourke Street, 1872 (HO527, Significant in HO500 Bourke Hill Precinct)*

Two storey rendered brick shop. Designed in the Renaissance Revival style and built 1872 for J M Langley, a glass and china importer. From 1892 and 1969 it was used as a post office.



Figure 13. 35-37 Bourke Street, built in 1872.

The former 'Willis' Buildings' at 490 Flinders Street is a substantially intact example of two-storey shops and residences constructed in the pre-boom period in 1869-70 in the Victorian Italianate style. Originally built as three two-storey shop residences, one shop was demolished c1974, leaving the extant pair. The building has a modestly decorated painted render façade with some classical detailing, typically seen in other small-scale examples of the type in central Melbourne. More substantial examples of the style, including town halls, post offices and large houses, utilised a more elaborate palette of decorative elements to emphasise its classical references.

Many of these modest Victorian shops and residences are found along Bourke Street, which formed part of the early manufacturing and retail area, whereas Flinders Street during the mid-Victorian period thrived with port-related activities. These examples are becoming increasingly rare, especially on the primary street frontages of the Hoddle Grid, where more recent large-scale developments are in evidence.

490 Flinders Street is comparable with a number of other HO listed examples of the type, including the Bourke Street East Post Office at 35-37 Bourke Street, constructed in 1872. The buildings are of a similar scale and degree of Victorian Italianate detail retained. The building at 35-37 Bourke Street is located within a much more intact context of low scale Victorian shop residences than 490 Flinders Street.

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**ASSESSMENT AGAINST CRITERIA**


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✓ **CRITERION A**  
Importance to the course or pattern of our cultural or natural history (historical significance).

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**CRITERION B**  
Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

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**CRITERION C**  
Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

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✓ **CRITERION D**  
Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

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**CRITERION E**  
Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

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**CRITERION F**  
Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

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**CRITERION G**  
Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

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**CRITERION H**  
Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A



## REFERENCES

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**D

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**Central City Heritage  
Study 1993**C

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**Review of Heritage  
overlay listings in the  
CBD 2002**Ungraded

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**Central City Heritage  
Review 2011**Ungraded

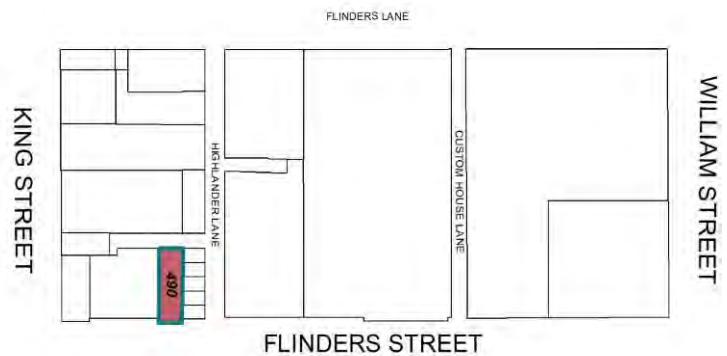
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## STATEMENT OF SIGNIFICANCE

### Heritage Place: Willis' Buildings



PS ref no: [HOXXXXN/A](#)



### What is significant?

Willis' Buildings at 490 Flinders Street, Melbourne, a pair of two-storey shop and residence buildings, built in 1869-70.

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

- The original building form and scale;
- The original painted render and face brick walls and pattern of fenestration including rusticated pilasters, cornice, parapet and pediment with moulded lettering and window openings at the above ground levels with projecting moulded sills and architraves with a semicircular arch with a keystone;
- The cement rendered chimney and shopfront base masonry sections clad in green glazed tiles; ~~and~~
- The original timber double hung windows.

The later alterations made to the street level facades, such as the awnings and plate glass shopfronts, are not significant.

### How it is significant?

Willis' Buildings at 490 Flinders Street, Melbourne is of local historic and representative significance to the City of Melbourne.

### Why it is significant?

The pair of two-storey shop buildings at 490 Flinders Street, Melbourne, originally three two-storey shop residences, constructed in 1869-70 for and by builder George Willis, is historically significant for the evidence the building provides of the need for and provision of daily retail points with associated residences in a part of the city that, during the mid-Victorian period, thrived with port-related activities. The buildings have been continuously occupied by a number of retail and service businesses through to

the present day, including grocery, general store and tailoring businesses for the first 50 years after the building was completed, and used as combined shop residences until the c1920s . (Criterion A)

The former 'Willis' Buildings' at 490 Flinders Street is significant as largely intact two-storey shops and residences constructed in the pre-boom period in 1869-70 in the Victorian Italianate style. Increasingly rare in terms of their use and building typology in this part of the city, they are otherwise typical of retail buildings of the Victorian era where the ground floor operated as a shop and the shopkeeper and their family lived in the residence above. The building is also typical of the modestly scaled and fine-grained retail expansion in central Melbourne until development slowed during the economic depression of the 1890s. The building has the classical detailing often applied to small scale examples of this type in central Melbourne. Elements characteristic of the classical style include its rusticated pilasters, cornice, parapet and pediment with moulded lettering and projecting moulded sills and architraves with a semicircular arch with a keystone on the first level window openings. The building also retains components of its early twentieth century shopfront. (Criterion D)

#### **Primary source**

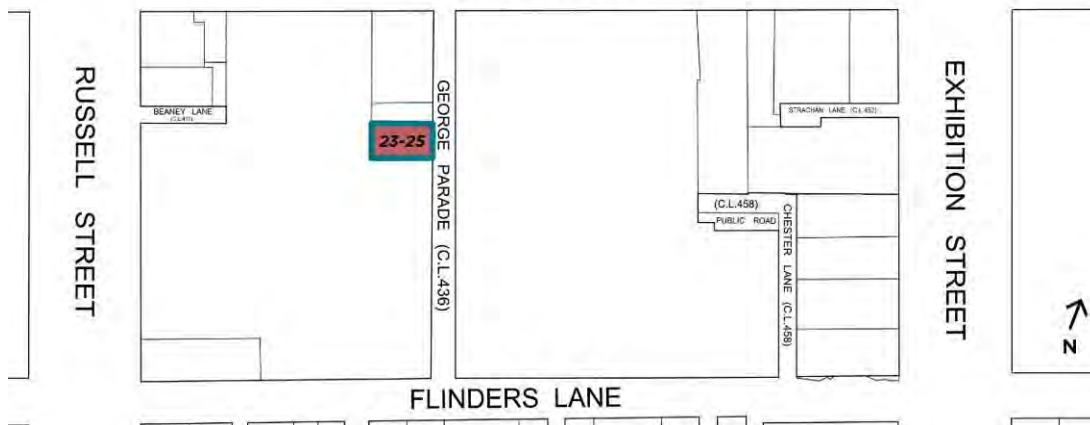
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~~[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

<b>SITE NAME</b>	CitiPower (Formerly Melbourne City Council Substation)
<b>STREET ADDRESS</b>	23-25 George Parade Melbourne
<b>PROPERTY ID</b>	104215



COLLINS STREET



SURVEY DATE: October 2017

SURVEY BY: Context

<b>HERITAGE INVENTORY</b>	H7822-1828	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Not confirmed, but likely to be the architects' office at Melbourne City Council	<b>FORMER GRADE</b>	Ungraded
<b>DEVELOPMENT PERIOD:</b>	Interwar Period (c1919-c1940)	<b>BUILDER:</b>	James Anderson
		<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	c1938

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
6 Creating a functioning city	6.7 Transport
	OTHER SUB-THEMES
	6.3 Providing essential services

## LAND USE

HISTORIC LAND USE	
Archaeological block no: 55	Inventory no: 828
Character of Occupation: Commercial, Services/Infrastructure	
Fourth land sale 1838, Block 7 Allotment 16, Archibald Walker. Subdivisions, lanes by 1840.	
1840 Russell	
1866 Cox	
1880 Panorama	
1888 Mahlstedt	Single-storey building; Veterinary Shoeing Forge.
1905/6 Mahlstedt	Single-storey building.
THEMATIC MAPPING AND LAND USE	
1890s	Not able to be determined.
1920s	Power.
1960s	Power.

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

## SUMMARY

23-25 George Parade is one of several small-scale electrical substations built in the interwar period as part of the expansion of electricity supply and distribution. It operated for over 60 years as part of the Melbourne City Council's Electricity Supply Department. It continues to operate as a substation.

## HISTORICAL CONTEXT

### Creating a functioning city

#### *Transport*

The *Encyclopedia of Melbourne* contains the following information about transportation in early Melbourne:

*Melbourne's first horses came in the mid-1830s with overstraiters from Tasmania and then overland from Sydney. With bullocks, which they eventually superseded in urbanising areas, horses provided the source of motive power on which the city was built, industry, agriculture and transport depended, and the economy was ultimately founded...Horse-drawn omnibuses were the backbone of the public transport system until the 1870s. As a means of private transport, horses were slowly displaced, initially by bicycles and from the early 20th century by the motor car. Until then hansom cabs served the expanding central city area and coaching companies such as Cobb & Co. provided services to regional areas, while a great variety of private horse-drawn vehicles plied the streets of city and suburbs (May 2008).*

Motor vehicles transformed the city. David Wixted writes,

*Motor car numbers rose from around 30 vehicles in 1903 to 1590 in 1910. The Victorian Petroleum Act 1912 introduced regulated petrol storage, resulting in an increase in motor garages selling petrol...By 1923 pumps were permitted at those city motor businesses concentrated in Elizabeth Street, though barred from many other central streets...These stations required safe underground storage and pumping facilities to participate in the bulk-price discount schemes. Growing municipal concern over the safety of kerbside pumps was a factor in the development of drive-in service stations, the first of which were constructed in Malvern and Prahran in 1926 (Wixted 2008).*

#### *Providing essential services*

Melbourne was one of the first major cities in the world, along with London and New York, to have a public electricity supply where electricity was distributed from a central generating station for use by paying private customers and for public street lighting. The nascent electricity supply enterprises adapted quickly to a new public utility technology that had its origins in the UK, USA and Europe but 'which enabled local ingenuity and entrepreneurial spirit to flourish'. In addition, Melbourne's early public electricity supply development encompassed most of the evolutionary technical and structural facets of the industry (Pierce 2009:8). The Melbourne City Council was the first metropolitan council to establish its own electricity supply and distribution network in 1894.

By 1903 the Melbourne City Council Electricity Supply Department (MCCESD) was one of four electricity supply companies in Victoria and supplied 53.6 per cent of total generating capacity. Electric trams relied on this power supply when they commenced operation in Melbourne in 1906. The Melbourne Electricity Supply Co (MES Co.) formed in 1907, when the Electric Light & Traction Company changed its name (Pierce 2009:5-6).

Demand for electricity grew rapidly in the early decades of the twentieth century. The bulk of the Melbourne metropolitan area was supplied by just two companies, the aforementioned MCCESD and MES Co who obtained their supply from the Spencer Street Power Station until the Newport A Power station was built at the mouth of the Yarra River between 1913 and 1918 (Edwards 1969:27-29).

The State Electricity Commission of Victoria (SECV) was established in 1921 under the chairmanship of Sir John Monash. The first SECV projects were the construction of the first brown coal power plant at Newport B (adjacent to the Victorian Railways Newport A traction power station), which came on line in 1923, and Yallourn A (the first Latrobe Valley power station), which opened in stages from 1924. Meanwhile, the SECV began to establish and develop its supply and distribution network. The first stage involved the construction of substations at key locations. In 1930, the MES Co. was formally acquired by the SECV (Pierce 2009:8). The Spencer Street Power Station supplied the inner city of Melbourne with electricity until the 1960s.

In 1994, the Kennett government launched an extensive reform of the Victorian electricity industry, resulting in the creation of five electricity distribution companies based on geographic regions that took over the responsibilities of the SECV and the 11 Municipal Electricity Undertakings in inner Melbourne.

## **SITE HISTORY**

23-25 George Parade (known as Latrobe Parade until 1925) was originally purchased as part of Block 7, Allotment 16, by Archibald Walker in the fourth Crown Land Sale in 1839. The allotment was subdivided the following year, and a lane created between lots 15 and 16, establishing Latrobe Parade. In c1924 the lane's name was changed to George Parade, after the club headquarters of political theorist Henry George was established there (RHSV 2018).

By 1856 a brick building occupied the subject site, addressed then as 3 and 5 Latrobe Parade, with most of the lane comprising brick residences, boarding houses, the Melbourne City Court and General Christian Mission Office (*Age* 21 January 1858:1; *Argus* 28 October 1859:1; PROV VPRS 8168/P3 unit 46). In the 1890s the changes in street numbering throughout the city saw the property readdressed as 25 Latrobe Parade. In 1887 a single-storey brick building was built by James Anderson of 124 Flinders Lane East for farrier and veterinary surgeon William Hunter, for use as a veterinary shoeing forge (MCC registration no 3006, as cited in AAI, record no 74619). Hunter operated his business, Hunter and Son, from the property with his eldest child George, until his death in 1894. Between c1917 and 1920, another farrier, William Hamill, occupied the forge.

Records show that a motor car garage, to service the motor cars and buses that were quickly replacing horse-drawn vehicles, operated from the property from 1921. The property changed hands in 1929 when it was purchased by gentlemen Abraham Howgate and Joseph Redapple (RB 1930). By August of the same year a petrol pump had been installed by Shell Co of Australia, and tenants Bermingham and Doyle operated the garage until 1931 (MBAI 11695; RB 1930 & 1930; S&Mc 1929). Following this brief tenancy, the property, still owned by Howgate and Redapple, lay vacant until 1938 (RB 1931-1938).

The earlier building was replaced with the current building in 1937. In August 1937, the City of Melbourne advertised tenders for the 'erection and completion of electric supply substation' in George Parade (*Age* 21 August 1937:5). It is assumed that these works replaced the nineteenth-century



building. By 1948 the Mahlstedt map shows the building as a substation, occupying the allotment in its entirety (Figure 1 and Figure 2).

The electric substation operated under Melbourne City Council until the privatisation of the electricity industry saw it transferred to CitiPower Ltd in 1995.

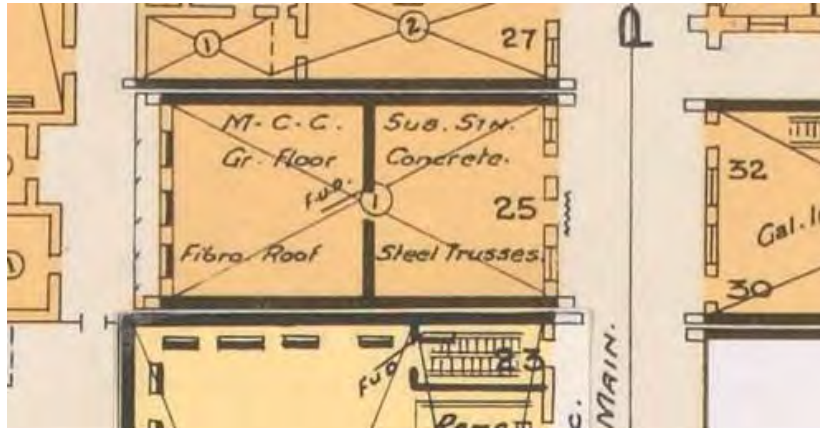


Figure 1. Detail from 1948 Mahlstedt plan shows rebuilding to the subject property. (Source: Mahlstedt Map Section 1, no 6, 1948)



Figure 2. Photograph of George Parade west c.1972, showing the subject property (outlined in red) with former 'M C C' signage above eave. (Source: Halla c1972, SLV).

### SITE DESCRIPTION

The electricity substation at 23-25 George Parade is located in a laneway between Flinders Lane and Collins Street.

The building is a single-storey red brick substation with a hipped cement sheet roof concealed by a façade parapet. It is assumed that the current building replaced the previous building and was

completed in the interwar period. It has typical characteristics of the industrial buildings constructed in the city's laneways in the twentieth century, as well as moderne and art deco design features.

A stepped parapet skyline is offset by decorative brickwork to the façade. Further down, a parallel horizontal line motif formed with raised lines of dark brown manganese bricks intersects with a central vertical stepped fin rising above the parapet. The curvilinear concrete cantilevered eave emphasises horizontality and shelters two asymmetrically set recessed doorways: one, a wide metal roller door and the other a narrower six-pane windowed metal door. Either side of the entrance are two recessed rectangular steel framed windows with small paned upper sashes and louvred lower sashes, soldier brick lintels and curved brick sills. The brickwork 'running bond' changes to 'English bond' one row above the eave.

## **INTEGRITY**

23-25 George Parade exhibits a high degree of integrity. It retains its form and façade detail from the 1930s redevelopment of the site. The laneway character is enhanced by the side elevation of the Austral Buildings at 115 Collins Street (HO575) and the two storey Victorian shop and residence at 27 George Parade (HO504 Collins Street East Precinct). The interior has not been investigated and it is not known whether any of the machinery and equipment remains. The building still retains its original use as a substation.

## **COMPARATIVE ANALYSIS**

The earliest substations were small scaled buildings with their importance not necessarily reflected in their design. The expansion of electricity supply in the interwar period reflected the importance of this new type of industrial building and efforts were made to produce designs that reflected their location and the importance of their function. Substations benefited from the philosophy that saw industrial uses as worthy recipients of design inspiration as a way of celebrating the new development of electricity. Electrical substations across Melbourne show a variety of architectural styles, generally reflecting the civic and urban design concerns of the municipal electricity supply departments, the earlier electric companies and the role of the SEC. Pavilion styles proliferate in parkland areas of the Domain and the Fitzroy Gardens. Substations in urban streetscapes tend to exhibit more austere modernist features or simply adhere to a functional industrial aesthetic or a simple gable roofed 'shed'. Even in the more austere examples there is generally brickwork detail and care taken in their massing and composition (Biosis,2007:19-25).

A large portion of the first power station erected by Melbourne City Council at 651-669 Lonsdale Street is included on the Heritage Overlay (HO737). This complex comprises the surviving remnants of the power station erected in 1894 to power electric lighting in the streets. Several other buildings used as substations are within existing or proposed precinct HOs.

The following examples are comparable with the subject building, being of a similar style, scale and construction date, although their original uses vary. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dated c2000 or later.

*Substation, 651-669 Lonsdale Street, 1915 (HO737)*

It is a three-storey brick substation with two basement levels, built in 1915.



Figure 3. Substation at 651-669 Lonsdale Street constructed 1915.

*Substation, 1-3 Evans Lane, 1913 (Contributory in interim HO1297 Little Lonsdale Street Precinct)*

Built in 1913 by builders Reynolds Bros to designs by architect W Rain, this warehouse was converted to an electrical substation in 1928, as part of a program by the City of Melbourne to supply new substations in the 1920s. It continues to operate as a substation today.



Figure 4. 1-3 Evans Lane, constructed in 1913.

*28 Crossley Street, build date unknown (Contributory in HO500 Bourke Hill Precinct)*

A single-storey substation in Crossley Street, off Bourke Street.



Figure 5. 28 Crossley Street, construction date unknown.

**12-14 Guildford Lane, 1920s (Contributory in HO1205 Guildford & Hardware Laneways Precinct)**

It is a single-storey brick electricity substation built in the 1920s.



Figure 6. 12-14 Guildford Lane, constructed c 1920.

**21 Market Lane, build date unknown (Contributory in HO507 Little Bourke Street Precinct)**

A single-storey brick substation in Market Lane, off Bourke Street.



Figure 7. 21 Market Lane, construction date unknown.

**10-14 Park Street, 1928 (Interim HO1257 – recommended as significant in the Hoddle Grid Heritage Review)**

10-14 Park Street is one of several small-scale electrical substations built in the interwar period as part of the expansion of electricity supply and distribution.



Figure 8. Substation, 10-14 Park Street constructed 1928. (Source: Context 2017)

23-25 George Parade is one of several smaller substations within the City of Melbourne, including 28 Crossley Street, 21 Market Lane and 12-14 Guildford Lane. These substations share a common history in the development of electricity supply in the City of Melbourne and share an industrial aesthetic that contributes to the richness of building form and scale in the Hoddle Grid. 23-25 George Parade is of later construction than these examples and demonstrates an art deco aesthetic. The building remains legible and has a high level of integrity in both form and use.

## ASSESSMENT AGAINST CRITERIA

✓	<p><b>CRITERION A</b> Importance to the course or pattern of our cultural or natural history (historical significance).</p>
	<p><b>CRITERION B</b> Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p>
	<p><b>CRITERION C</b> Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p>
✓	<p><b>CRITERION D</b> Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p>
	<p><b>CRITERION E</b> Importance of exhibiting particular aesthetic characteristics (aesthetic significance).</p>
	<p><b>CRITERION F</b> Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p>
	<p><b>CRITERION G</b> Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).</p>
	<p><b>CRITERION H</b> Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p>

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

## REFERENCES

*Age*, as cited.

*Argus*, as cited.

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Building permit 11695 for 23-25 George Parade, Melbourne, dated 29 July 1929 (MBAI).

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985** Ungraded

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**Central City Heritage  
Study 1993** Ungraded

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**Review of Heritage  
overlay listings in the  
CBD 2002** Ungraded

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**Central City Heritage  
Review 2011** Ungraded

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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** ~~CitiPower (Formerly Melbourne City Council Substation)~~

**PS ref no:** ~~Interim HOHO~~1248



### What is significant?

The electrical substation at 23-25 George Parade Melbourne, built in 1928 for the Melbourne City Council Electricity Supply Department.

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

- The building's original external form;
- The building's external materials and façade detail from the 1930s substation conversion;
- The building's high level of integrity to its 1930s design;
- The building's moderne and art deco design features including the stepped parapet, decorative brickwork to the façade, central vertical stepped fin rising above the parapet, curvilinear concrete cantilevered eave;
- Recessed rectangular steel framed windows with small paned upper sashes and louvred lower sashes, soldier brick lintels and curved brick sills; and
- Recessed doorways: one, a wide metal roller door and the other a narrower six-pane windowed metal door.

Later alterations are not significant.

### How it is significant?

23-25 George Parade is of local historic and representative significance to the City of Melbourne.

### Why it is significant?

23-25 George Parade is historically significant for its association with the development of services provided to Melbourne's evolving private transport system. Constructed in 1887, the building operated

as a shoeing forge to service horse transport from that year until 1920; in 1921 and 1923 the premises were altered to accommodate a garage and petrol station, which operated from the building until 1931.

The electrical substation at 23-25 George Parade is also historically significant for its association with the development of Melbourne's electricity supply network established in 1894. In this year, the Melbourne City Council was the first metropolitan council to establish its own electricity supply and distribution network, which in turn facilitated the residential, commercial and industrial expansion of the city. The former substation is of historic significance as a substantial remnant of the 1930s infrastructure built by the Melbourne City Council as part of Melbourne's expanding electricity network. (Criterion A)

23-25 George Parade is one of several interwar substations, including 28 Crossley Street, 21 Market Lane and 12-14 Guildford Lane. These buildings share an industrial aesthetic that contributes to the richness of building form and small scale within the Hoddle Grid, sharing this scale with 27 George Parade. 23-25 George Parade is distinguished by its art deco aesthetic as a result of its later date of construction compared with the above examples. Its attributes include red brick walls and stucco mouldings above the door openings, a carefully composed pattern of openings across the façade, a decorative stepped parapet with a dark brick motif in moulded brickwork. The substation is enhanced by a high level of integrity and is legible as a modest industrial building in a laneway landscape. (Criterion D)

#### **Primary source**

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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ [Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)



<b>SITE NAME</b>	Former Zander's No 2 Store
<b>STREET ADDRESS</b>	11 Highlander Lane Melbourne
<b>PROPERTY ID</b>	104823



SURVEY DATE: May 2017		SURVEY BY: Context Pty Ltd	
<b>HERITAGE INVENTORY</b>	H7822-1852	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Not known	<b>FORMER GRADE</b>	C
		<b>BUILDER:</b>	Taylor Southward & Co
<b>DEVELOPMENT PERIOD:</b>	Victorian Period (1851-1901)	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1854

**THEMES**

<b>ABORIGINAL THEMES</b>	<b>SUB-THEMES</b>
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
<b>HISTORIC THEMES</b>	<b>DOMINANT SUB-THEMES</b>
5 Building a Commercial City	5.2 Melbourne as a trading port

**LAND USE**

<b>HISTORIC LAND USE</b>	
<b>Archaeological block no:</b> 58	<b>Inventory no:</b> 853
<b>Character of Occupation:</b> Commercial	
Third land sale 1836, Block 2 Allotment 20, J H Wedge.	
1839 Williamson	Buildings on site.
1837 & 1843 Hoddle	
1855 Kearney	1854 – warehouse built on site.
1866 Cox	Building shown.
1877 Dove	Zanders No. 2 Bond Store, Three-storey; yard & laneway
1880 Panorama	
1888 Mahlstedt	Rear of two buildings (no 487-497 Flinders Lane) & three-storey bond store.
1905/6 Mahlstedt	Same.
<b>THEMATIC MAPPING AND LAND USE</b>	
1890s	Warehouses
1920s	Warehouses
1960s	Warehouses

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

**SUMMARY**

This early (1854) bluestone warehouse was built as a warehouse/bonded store facility for local merchants, the Zander family, and forms part of a distinctive warehouse streetscape in Highlander Lane.

## HISTORICAL CONTEXT

### Building a commercial city

#### *Melbourne as a trading port*

In the first years of settlement boats and ships were moored on the Yarra River between Queen Street and William Street. This became known as Queen's Wharf. Bluestone warehouses and bonded stores (a warehouse in which dutiable goods were deposited until duty was paid or the goods cleared for export) were erected close by, as well as a customs house (1841) and market square (1847). Other ports were established further afield at Williamstown and Sandridge (Port Melbourne). Shipping news was relayed at Flagstaff Hill, as a rise on the western side of the township that commanded a fine view of the bay. Although sited some distance from the open sea, Melbourne was connected to major shipping routes, and hence to world markets, via the short access route provided by the Yarra River. By the 1850s, the Yarra River and the docks west of Swanston Street were in essence the 'lifeline' of the city (Context 2012:39-40).

The ports carried large quantities of primary produce for shipment to Britain, principally fine wool but also frozen meat (after a local refrigeration process was patented in 1860). Large warehouses and bonded stores were built, often of bluestone, to serve shipping interests; several of these buildings survive off Flinders Lane at its western end (Context 2012:39).

This area of Flinders Lane is described by the *Encyclopedia of Melbourne*:

*By the 1860s, as...swamps were filled in, and as its proximity to the wharf encouraged the construction of warehouses and showrooms, the street gained a reputation as a busy and important thoroughfare, the chosen location of mercantile houses, importers, brewers, timber yards and wholesalers (May 2008).*

By the 1880s, Melbourne had grown from being a small settlement serving pastoral interests to a major international port (Context 2012:39).

## SITE HISTORY

The site at 11 Highlander Lane was part of the third Crown land sales in 1836 (Block 2, Allotment 20). By 1839, buildings had been constructed on the site.

The former Zander's No 2 Warehouse, the current façade of 11 Highlander Lane, was commissioned by W H Mortimer and erected by builders Taylor Southward and Co in 1854, on land that Mortimer had purchased in 1853.

According to Graeme Butler,

*H. W. Mortimer & Co. were early Melbourne auctioneers, Mortimer having arrived at Port Phillip in 1840 and set up initially as a butcher in Collins Street West (later site of Bank of N.S.W.). He eventually owned many Melbourne sites, including property on Queen's Wharf. He died in July 1887 (Butler 1995).*

The warehouse was located opposite Queens Wharf, Melbourne's first wharf, and in later years, close to Spencer Street Railway Station when the station opened in 1859. The city block bounded by Flinders Street, King Street, Flinders Lane and Custom House Lane comprised multiple produce stores and large-scale bonded stores, including Zander's Bonded Stores and Coles Bonded Stores

(Mahlstedt 1888). Highlander Lane serviced the rear of these stores, and the warehouse at the subject site was without any street number, as were the other warehouses located in the lane.

The subject warehouse was occupied by Zander's Bonded Stores from 1855. Zander also occupied the next-door bluestone warehouse, Zander's No 1 Store (Butler 1995).

J C Zander commenced his warehousing business in La Trobe Street in 1852. Cecilia Zander inherited her husband's business in 1858, expanding the enterprise to a point where she was able to purchase the subject building from the bank in 1867 and build a new warehouse, No 3 Store, in King Street in 1873. By 1887 she owned storage capacity equal to 21,000 tons of merchandise. Cecilia Zander leased out the subject warehouse in the mid-1890s (Butler 1995).

At the time of Cecilia Zander's death in 1896, Zander's Bonded Stores had grown to a complex that occupied most of the northern half of the block between Highlander Lane and King Street. The complex comprised six substantial warehouses numbered one to six in order of occupancy (Mahlstedt Map no 2, 1910; (Figure 1) and a strip of yard (now 11A Highlander Lane) to the south of No 1 Store.

A 1903 sale notice for the warehouses advertised a 'very valuable, centrally situated, well-known, and old-established business premises, known as Zander's Bonded Warehouse' at 22, 24, 26, 28, 30 and 32 King Street. Numbers 22 and 24 King Street were described as 'massive and substantial three-storied bluestone stores, having a frontage...to King Street...through to Highlander Lane.' At this time, the subject site was considered part of 22-24 King Street, being connected to No 1 Store. The advertisement continued:

*The above premises, from their central position in the heart of mercantile Melbourne, and convenience of access from river and rail, have for many years commanded a splendid business connection...In addition to the warehouses...there is a strip of land fronting Highlander lane...This is at present occupied as a storage yard...and would be useful as an adjunct of the warehouse (Argus 24 October 1903:2).*

Patrick John Doyle became the new owner-occupier of the entire Zander complex. Doyle purchased the property for £23,500 as an investment in 1903, soon after buying another major store, Coles Bonded Stores in Flinders Street (*Table Talk* 10 December 1903:5).

The current building at 11 Highlander Lane extends to the boundary of 26 King Street, covering the extent of the former Zander's No 6 Store (No 2 and No 6 Stores were amalgamated in the 1950s) and part of what was previously known as Stubbs Lane. As a blind alley surrounded Zander's warehouses and other commercial buildings, Stubbs Lane was used as rear access and loading zone.



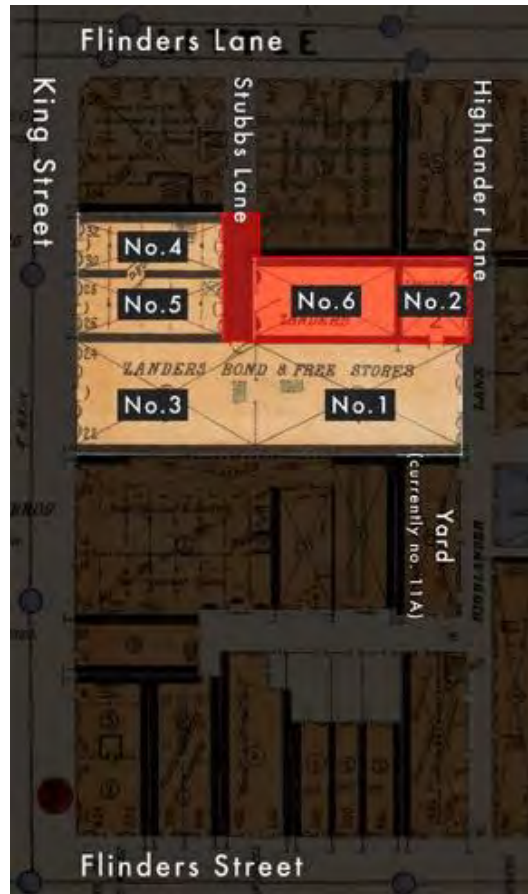


Figure 1. The extent of current subject site (in red outline) marked in a section of Map no. 21, City of Melbourne detail fire survey Section 1 by Mahlstedt's Pty Ltd (Source: SLV).

The height of the former Zander's No 1 Store was reduced to two storeys in the 1950s- 60s (see Figure 3), but the subject building, the former No 2 and No 6 Stores, remained as three storeys (Figure 2, Figure 3, Figure 4). By 1984 it appears that the land that the interconnected complex of stores (Nos 1, 2, 3 and 6) stood on was subdivided in two (Kin Chan Wai 1984). During the 1980s, after being separated from 22-24 King Street, the subject building became addressed as 6-8 Highlander Lane, then readdressed as 11 Highlander Lane in the 1990s.

The loading gates on each level of the 11 Highlander Lane façade were converted to windows with balustrades some time between 1977 and 1985. Now known as Rutherglen House, 11 Highlander Lane was converted to a private residence and social club in the 1980s, with more storeys added to create today's six-storey building (CoMMaps; Age 5 March 2013).



Figure 2. Melbourne. Warehouse (1854) Highlander Lane, off Flinders Lane, 1977, by John T Collins (Source: SLV).



Figure 3. 11 Highlander Lane (in red circle) shown in a section of Melbourne. Warehouses. Highlander Lane, off Flinders Lane, 1977, by John T Collins (Source: SLV).



Figure 4. 11 Highlander (Source: Graeme Butler and Associates 1985).

## SITE DESCRIPTION

This bluestone warehouse is located on the western side of Highlander Lane, close to the north-western corner of the city grid. The three-storey bluestone building at number 11 Highlander Lane sits adjacent to a two-storey bluestone warehouse (the rear of 22-24 King St). The King Street property is not included in this citation and has its own Heritage Overlay (HO670).

The three-storey warehouse building is constructed to the property boundary with walls of face bluestone. It is symmetrical in form with a rendered parapet. The building is typical of the warehouse type, with the simplicity of form and detail indicative of the utilitarian function of the building.

Identical squared window openings with bluestone sills are located to either side of a central access point on the upper levels. At street level, openings are in the same locations as the levels above, however they vary slightly in appearance and function. The opening at the southern end of the building runs to ground level and functions as an entry point. The central opening has been bricked up from ground level and now functions as a window opening.

## INTEGRITY

The building has a high level of integrity with alterations notable to window and door openings. On the upper floor, a Juliet-style balcony has been added to the central opening. Metal grills have been

added to other openings and electrical cabling is notable on the front façade of the building. Additional storeys have been added to the building, in parts one level and other parts two levels.

### COMPARATIVE ANALYSIS

Bluestone warehouses were an important building type in early Victorian Melbourne. Bluestone became a popular construction material for commercial buildings and warehouses in the west end of the central city, with unlimited local supply and the quality far better than contemporary local bricks (Context, 2012:16). Whilst these early warehouses were engaged with port activities, the particular building type is increasingly rare in the central city.

The subject building compares well with the following examples, drawn chiefly from the Central City Heritage Review 2011, being of a similar use, scale, location and creation date. The below images and descriptions are provided by CoM Maps unless stated otherwise.

Selected examples of early Victorian bluestone warehouses include:

#### *Hoffman's Flour Stores, 104 A'Beckett Street, 1853 (HO993)*

A two-storey brick and bluestone building. What were formerly two stone flour mills designed by HDG Russell and built for the merchant and land speculator William Hoffman in 1853. Around 1904 the buildings were substantially refurbished to a design by W Knight. The rear section was retained in its original 1850's form but the section fronting A'Beckett Street was remodelled. Part of the bluestone façade was kept and was infilled with red brick and a new parapet was added. The carriage maker C McLennan and later Henry Box & Son occupied the front of the building and the wire mattress and bedding manufacturer Rust Bros occupied the rear. The Melbourne City Council purchased the property in 1929 and an electricity sub-station was built to the rear. It was refurbished and converted to a childcare facility in 1987.



Figure 5. Hoffman's Flour Stores, 104 A'Beckett Street constructed 1851.

*Central Bonding Warehouses, 15-19 McKillop Street, 1860 (HO724)*

Three-storey bluestone warehouse with basement. Designed by JJ Turner and built by Robert Tuckson around 1860.



Figure 6. 15-19 McKillop Street constructed 1860.

*Victorian Spiritualists' Union, 71-73 A'Beckett Street, 1853-54 (HO516)*

A two-storey bluestone former warehouse, built in 1853-54 for the entrepreneur Hugh Glass, and originally used by McClure Valentine and Company, wine and spirit merchants. It is one of the earliest remaining warehouses in the city and more architecturally refined than many examples from the early Victorian period.



Figure 7. 71-73 A'Beckett Street (façade view), constructed 1854.



Figure 8. 71-73 A'Beckett Street (façade view) constructed 1854. (Source: Google 2019)

*Heape Court Warehouse, Rear of 361 Little Lonsdale, 1854 (HO709, Significant in HO1204 Elizabeth Street West Precinct)*

To the rear facing Heape Court is a section of an early bluestone warehouse built in 1854. The façade facing the lane is substantial but has undergone changes to windows and other openings.



Figure 9. Rear of 361 Little Lonsdale constructed 1854.

*St Vincent De Paul Building, 585 Little Collins Street, 1856 (HO706)*

Two co-joined former warehouse buildings. To Little Collins Street, it comprises a single-storey bluestone building constructed in 1865. To the rear facing Francis Street, it comprises a three-storey brick building with basement parking built in the 1920s.



Figure 10. 585 Little Collins Street constructed 1865.

Although largely altered, the former warehouse at 11 Highlander Lane is an important example of an early Victorian warehouse, comparable to the above examples that are already included in Heritage Overlays. It is much earlier than the example at 585 Little Collins Street (HO706), and is substantially more intact to its original face stone exterior than examples at 71-73 A'Beckett Street (HO516) or 104 A'Beckett Street (HO993).

## ASSESSMENT AGAINST CRITERIA

✓	<p><b>CRITERION A</b> Importance to the course or pattern of our cultural or natural history (historical significance).</p>
✓	<p><b>CRITERION B</b> Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p>
	<p><b>CRITERION C</b> Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p>
✓	<p><b>CRITERION D</b> Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p>
	<p><b>CRITERION E</b> Importance of exhibiting particular aesthetic characteristics (aesthetic significance).</p>
	<p><b>CRITERION F</b> Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p>
	<p><b>CRITERION G</b> Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).</p>
	<p><b>CRITERION H</b> Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p>

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

## REFERENCES

*Age*, as cited.

Butler, Graeme and Associates 1995, 'Melbourne central activities district conservation study building citations 1985-87', prepared for the City of Melbourne.

City of Melbourne Maps (CoMMaps) 2017, <http://maps.melbourne.vic.gov.au/>, accessed 7 June 2017.

Collins, John T 1977, 'Melbourne. Warehouse (1854) Highlander Lane, off Flinders Lane', State Library of Victoria (SLV) J.T. Collins collection. Photographs, accessed 22 June 2017.

Collins, John T 1977, 'Melbourne. Warehouses. Highlander Lane, off Flinders Lane', State Library of Victoria (SLV) J.T. Collins collection. Photographs, accessed 22 June 2017.

City of Melbourne Maps (CoMMaps) 2017, <http://maps.melbourne.vic.gov.au/>, accessed 7 June 2017.

Context Pty Ltd 2012, *Thematic History: A History of the City of Melbourne's Urban Environment*, prepared for the City of Melbourne.

Fels, M, Lavelle S, and Mider D 1993, 'Archaeological Management Plan', prepared for the City of Melbourne.

Mahlstedt and Gee 1888, *Standard plans of the city of Melbourne*, Mahlstedt and Gee, Melbourne.

May, Andrew 2008, 'Flinders Lane' in *eMelbourne*, School of Historical and Philosophical Studies, The University of Melbourne, <http://www.emelbourne.net.au/biogs/EM00586b.htm>, accessed 13 June 2017.

*Table Talk*, as cited.



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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985** C (as 6-8 Highlander Lane)

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**Central City Heritage  
Study 1993** C (as 6-8 Highlander Lane)

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**Review of Heritage  
overlay listings in the  
CBD 2002** Ungraded

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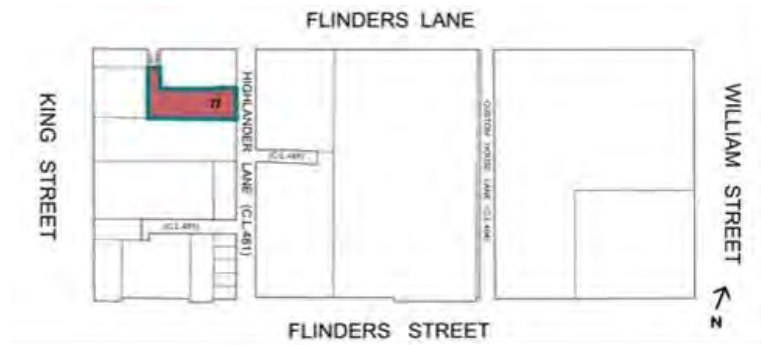
**Central City Heritage  
Review 2011** Ungraded

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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Zander's No 2 Store

**PS ref no:** [Interim HOHO1268](#)



### What is significant?

11 Highlander Lane, a bluestone warehouse built in 1854.

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 high level of integrity to its original design;
- Pattern and size of original fenestration, and bluestone sills;
- Continuous concrete lintel and a string course, forming a semi-circular arch over the doorway entrances; ~~and~~
- Pilasters and angled corbel detailing.

Upper-level additions and later alterations, including those undertaken at ground level and upper-level openings, are not significant.

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**How it is significant?**

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11 Highlander Lane is of local historic, rarity and representative significance to the City of Melbourne.

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**Why it is significant?**

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The former warehouse building at 11 Highlander Lane is historically significant for its association with shipping and warehousing in the City of Melbourne. It demonstrates the former use of the area as Melbourne's first port and links the city with its maritime past. The warehouse was built as part of what was to become an extensive store complex located adjacent to Melbourne's first port and near Spencer Street Railway Station when it first opened in 1859. (Criterion A)

The former warehouse building at 11 Highlander Lane is a rare surviving example of an early bluestone warehouse that provides an opportunity to understand the relationship between the early warehouses in the city and the first port of Melbourne. These buildings were once more common around Highlander and Stubbs Lane during the late nineteenth and the early twentieth century, but are now rare. (Criterion B)

11 Highlander Lane is a fine example of an early warehouse within the City of Melbourne, The building strongly reflects the characteristics of early Victorian-era warehouses, including its bluestone construction and simplicity of form and detail, which is indicative of its once utilitarian function. (Criterion D)

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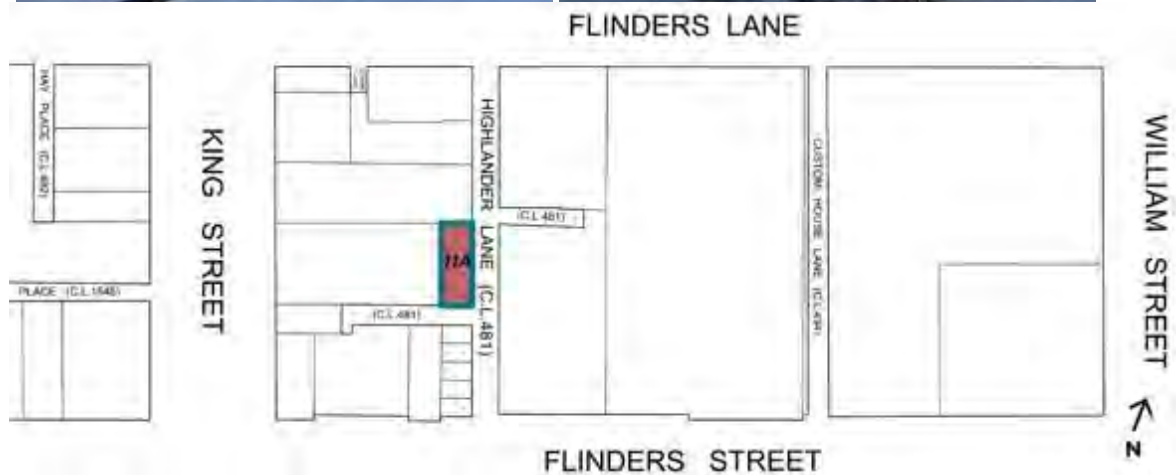
**Primary source**

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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ (updated March 2022)



<b>SITE NAME</b>	Warehouse
<b>STREET ADDRESS</b>	11A Highlander Lane Melbourne
<b>PROPERTY ID</b>	104824



SURVEY DATE: May 2017

SURVEY BY: Context Pty Ltd

<b>HERITAGE INVENTORY</b>	H7822-1852 (as 11-17 Highlander Lane)	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PROPOSED GRADE</b>	Significant	<b>PLACE TYPE</b>	Building
<b>FORMER GRADE</b>	C	<b>BUILDER:</b>	Not known
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Not known	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	c1910s

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a commercial city	5.5 Building a manufacturing capacity

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 58	<b>Inventory no:</b> 852
<b>Character of Occupation:</b> Commercial	
Third land sale 1836, Block 2 Allotment 1, J P Fawkner, Subdivisions, lanes by 1840	
1839 Williamson	
1837 & 1843 Hoddle	
1852 Proeschel	
1855 Kearney	
1866 Cox	
1877 Dove	Shed. McClalland.
1880 Panorama	
1888 Mahlstedt	Box factory.
1905/6 Mahlstedt	Yard.
THEMATIC MAPPING AND LAND USE	
1890s	Yards
1920s	Warehouse and Storeyard
1960s	Warehouses

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an individually significant place.

**Extent of overlay:** Refer to map

## SUMMARY

This early twentieth century brick warehouse, built between 1903 and 1910, was built for local merchants, the Zander family. It forms part of a distinctive warehouse streetscape in Highlander Lane.

## HISTORICAL CONTEXT

### Building a commercial city

#### *Building a manufacturing industry*

As Melbourne developed through the nineteenth century, so did its manufacturing industry. Flinders Lane became an important area for clothing manufacturers, while Chinese cabinet makers were concentrated at the east end of town. Food-processing plants were established in north and west Melbourne. Factories tended to be small and specialised. Large factories, built in the later nineteenth century and early twentieth century tended to be built outside the City of Melbourne, where land was more easily obtainable (Context 2012:44).

The growth of manufacturing was accompanied by the construction of warehouses and stores. From the 1850s, the Yarra River and the docks west of Swanston Street were in essence the 'lifeline' of the city. Port facilities and large warehouses were built in this area to serve shipping interests (Context 2012:39-40). Some of these warehouse facilities were later used by manufacturers.

## SITE HISTORY

The land on which 11A Highlander Lane is situated was sold to J P Fawkner at the third Crown land sale in 1836. Subdivisions and lanes had been established by 1840. In 1877, a shed stood on the land (Fels, Lavelle & Mider 1993).

The site was originally purchased as part of Crown Allotment 2 of section 2, City of Melbourne, with a 67 feet frontage to Highlander Lane and a depth of 25 feet. The site was located opposite Queens Wharf, Melbourne's first wharf, and close to Spencer Street Railway Station when the station opened in 1859. The city block bounded by Flinders Street, King Street, Flinders Lane and Custom House Lane comprised multiple produce stores and large-scale bonded stores, including Zander's Bonded Stores and Coles Bonded Stores (Mahlstedt 1888). Highlander Lane serviced the rear of a number of warehouses and stores.

The *Standard Plans of the City of Melbourne* published in 1888 show that a box factory, with an iron-*façade* and wooden rear wall, operated on the subject site in that year (Mahlstedt Map no 2, 1888). The factory appears to have been replaced with two smaller-sized structures by 1895 (MMBW Detail Plan no 739, 1895).

In 1896, the subject site was owned by Cecilia Zander, who ran Zander's Bonded Stores company. J C Zander commenced his warehousing business in La Trobe Street in 1852. Cecilia Zander inherited her husband's business in 1858, expanding the enterprise to a point where she was able to purchase the subject building from the bank in 1867 and build a new warehouse, No 3 Store, in King Street in 1873. By 1887 she owned storage capacity equal to 21,000 tons of merchandise (Butler 1995).

In 1896 the subject site was used as a storage yard in association with Zander's Bonded Warehouse. Zander's stores occupied most of the west side of Highlander Lane; Stores No 1, 2, 3 and 6 still survive in Highlander Lane and King Street (for more information see the 11 Highlander Lane heritage citation or HO670).

In 1903, the site was still a yard, as reported in a sale notice for Zander's stores at 22, 24, 26, 28, 30 and 32 King Street. The advertisement described 'massive and substantial three-storied bluestone

stores, having a frontage...to King Street...through to Highlander Lane' known as Zander's Bonded Warehouse. The advertisement continued:

*The above premises, from their central position in the heart of mercantile Melbourne, and convenience of access from river and rail, have for many years commanded a splendid business connection...In addition to the warehouses...there is a strip of land fronting Highlander lane [the subject site]. This is at present occupied as a storage yard...and would be useful as an adjunct of the warehouse (Argus 24 October 1903:2).*

Patrick John Doyle became the new owner-occupier of the entire Zander complex in 1903, which included the subject site (*Table Talk* 10 December 1903:5).

A three-storey brick building (Figure 1) was first shown in the City of Melbourne Fire Plan surveyed in 1910, which indicates that the subject building was constructed between 1903 and 1910, likely for Doyle (Mahlstedt Map no 21, 1910). Later occupiers of the site included Pitt P Dixon, sack merchant, in 1925 and Gippsland and Northern Co-operative Co Ltd in 1927 (Mahlstedt Map no 21, 1925, S&Mc 1927).

Adjoining 11A Highlander Lane, at the rear of 12-20 King Street (HO1046), is the former Barrow Brothers complex with two two-storey brick stores, warehouse and basement established in stages from 1917 to 1928. Although a heritage citation for 12-20 King Street states that the subject site was part of this complex (Butler 2011:364), this is not supported by research undertaken as part of this report.

The former warehouse at 11A Highlander Lane was refurbished and converted to a nightclub in 1997 (CoMMaps 2017).



Figure 1. Subject site in 1977, Melbourne. Warehouses. Highlander Lane, off Flinders Lane, 1977, by John T Collins (Source: SLV).

## SITE DESCRIPTION

This three-storey brick warehouse is located on the western side of Highlander Lane, close to the north-western edge of the city grid. Constructed to the property boundary, the solid brick walls of the warehouse enclose a three-storey volume. The roof form is a combination of gabled and hipped and butted against a parapet. The street façade is a symmetrical composition with window openings and doors consistently arrayed across the three levels. The lack of decorative detail is indicative of the utilitarian nature of the building. The design of doors and windows varies across the façade and the central access door at the middle level has been bricked in.



The southern facade of the building is visible from a small laneway at the southern end of the building. Some windows have been bricked over, a double timber door remains at ground level, and the timber pulley beam has been replaced over an upper level access door.

### INTEGRITY

The building is largely intact but with some alterations to the Highlander Lane façade including the replacement of some windows and doors, insertion of metal window grilles to the upper level, the addition of timber shutters at ground level, a cantilevered verandah and modern signage. The southern facade of the building has a lower integrity with some window openings bricked in and the addition of metal gates.

### COMPARATIVE ANALYSIS

Warehouses and industrial buildings in Melbourne are an important building type, representative of the nineteenth century and early twentieth century urban landscape of Melbourne. Many of these early storage or manufacturing facilities are no longer operational, often adapted to accommodate businesses or offices. Face brick warehouses constructed in the Edwardian period are often located at the rear of retail or industrial complexes or in laneways.

The below examples are drawn from the Guildford and Hardware Laneways Heritage Study 2017..

Examples of brick warehouses include:

*25-31 Sutherland Street, c 1900 (Contributory in HO1205 Guildford & Hardware Laneways Precinct)*

A two/three storey warehouse renovated and converted for office use in 1990.



Figure 2. 25-31 Sutherland Street constructed c1900.

*17 Somerset Place, c1907-8 (Significant in HO1204 Elizabeth Street West Precinct).*

Three-storey brick warehouse built for Joseph Kennedy by contractors Peters & Hetherington of King Street.



Figure 3. 17 Somerset Place constructed c1907-8.

*32-34 Guildford Lane, 1908, 1920 (Significant in HO1205 Guildford and Hardware Laneways Precinct).*

A single storey Edwardian bluestone workshop with interwar brick addition above.



Figure 4. 32-34 Guildford Lane constructed 1908, with first floor added c1920.

*Rear of 369 -371 Lonsdale Street, 1888 (HO1212)*

The two-storey brick warehouse exhibits an unusual angled form, which was dictated historically by the allotment's location at the northern termination of Whitehart Lane. The laneway at its northern end has a Y-shape alignment, which is evident as early as the mid-1850s.



Figure 5. Rear of 369-71 Lonsdale Street constructed 1888.

While the subject building at 11A Highlander Lane is comparable with the above examples, in terms of its built form and use of material, the former warehouse is part of a distinctive warehouse streetscape in Highlander Lane. It is a representative example of a brick warehouse, once more commonly observed around Highlander and Stubbs Lanes during the late nineteenth and the early twentieth century.

## ASSESSMENT AGAINST CRITERIA

✓	<p><b>CRITERION A</b> Importance to the course or pattern of our cultural or natural history (historical significance).</p>
	<p><b>CRITERION B</b> Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p>
	<p><b>CRITERION C</b> Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p>
✓	<p><b>CRITERION D</b> Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p>
	<p><b>CRITERION E</b> Importance of exhibiting particular aesthetic characteristics (aesthetic significance).</p>
	<p><b>CRITERION F</b> Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p>
	<p><b>CRITERION G</b> Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).</p>
	<p><b>CRITERION H</b> Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p>

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an individually significant place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

## REFERENCES

*Border Morning Mail and Riverina Times*, as cited.

Butler, Graeme 2011, 'Central City Heritage Review 2011-Heritage Assessments,' prepared for the City of Melbourne.

Collins, John T 1977, 'Melbourne. Warehouses. Highlander Lane, off Flinders Lane', State Library of Victoria (SLV) J.T. Collins collection. Photographs, accessed 22 June 2017.

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Fels, M, Lavelle S, and Mider, D 1993, 'Archaeological Management Plan', prepared for the City of Melbourne.

Lovell Chen 2017, 'Melbourne Planning Scheme Amendments C271 and C301 – Guildford and Hardware Laneways Heritage', prepared for the City of Melbourne.

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May, Andrew 2008, 'Flinders Lane' in *eMelbourne*, School of Historical and Philosophical Studies, The University of Melbourne, <http://www.emelbourne.net.au/biogs/EM00586b.htm>, accessed 13 June 2017.

*Sands and McDougall, Melbourne and Suburban Directories (S&Mc)*, as cited.

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985** D (as 10-14 Highlander Lane)

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**Central City Heritage  
Study Review 1993** C (as 10-14 Highlander Lane)

---

**Review of Heritage  
overlay listings in the  
CBD 2002** Ungraded

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**Central City Heritage  
Review 2011** Ungraded

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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Warehouse

**PS ref no:** [Interim HOHO1269](#)



### What is significant?

11A Highlander Lane, a brick warehouse built between 1903 and 1910.

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

- The building's original external form, materials and detailing;
- Loadbearing face brickwork; ~~and~~
- Pattern and size of original fenestration and original projecting sills (Highlander Lane elevation).

Later alterations including replacement windows and doors, metal window grilles, timber shutters at ground level and cantilevered verandah are not significant.

### How it is significant?

11A Highlander Lane is of local historic and representative significance to the City of Melbourne.

### Why it is significant?

The warehouse building at 11A Highlander Lane is historically significant for its association with warehousing in the City of Melbourne. The former warehouse, located near Melbourne's wharf trade and formerly part of Zander's Bonded Stores, was built between 1903 and 1910 on land owned by Patrick John Doyle. (Criterion A)

11A Highlander Lane is part of a distinctive warehouse streetscape in Highlander Lane. It is a representative example of a utilitarian brick warehouse, once more common around Highlander Lane and Stubbs Lane during the nineteenth and the early twentieth century. Despite some alterations to window and door openings it remains legible as a warehouse as a result of its building form, face brick



walls and window arrangement, including the narrow vertical loading opening with projecting beam.  
(Criterion D)

**Primary source**

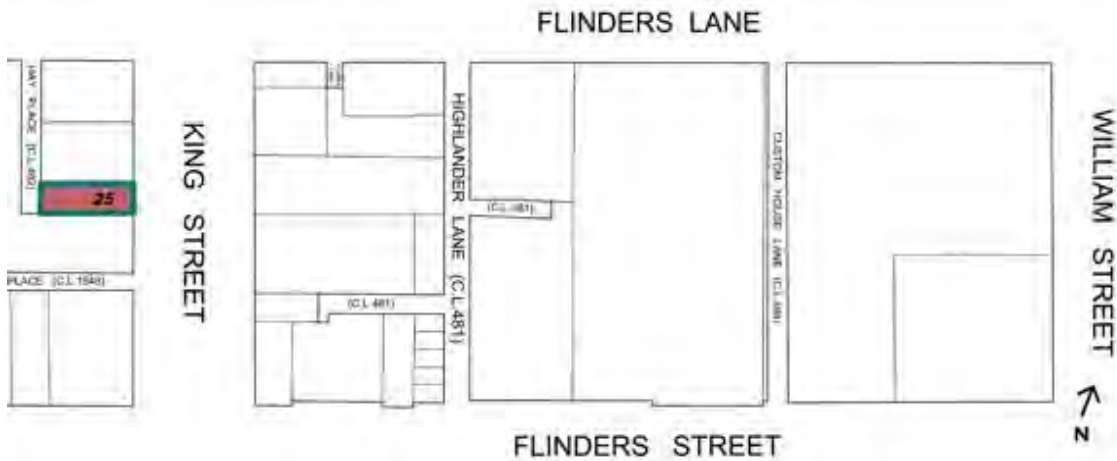
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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ [Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

**SITE NAME** Former Melbourne Shipping Exchange

**STREET ADDRESS** 25 King Street Melbourne

**PROPERTY ID** 105293



**SURVEY DATE:** October 2017

**SURVEY BY:** Context

**HERITAGE INVENTORY** H7822-1848

**EXISTING HERITAGE OVERLAY** No

**PLACE TYPE** Individual Heritage Place

**PROPOSED CATEGORY** Significant

**FORMER GRADE** C

**DESIGNER / ARCHITECT / ARTIST:** Frederick Williams

**BUILDER:** Not known

**DEVELOPMENT PERIOD:** Victorian Period (1851-1901)

**DATE OF CREATION / MAJOR CONSTRUCTION:** 1889

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a Commercial City	5.2 Melbourne as a trading port
	OTHER SUB-THEMES
	5.5 Building a manufacturing industry

## LAND USE

HISTORIC LAND USE	
Archaeological block no: 57	Inventory no: 848
Character of Occupation: Commercial	
Land sale details not provided.	
1866 Cox	Building on site.
1877 Dove	Two-storey building and yard, J Johnson, Store.
1880 Panorama	
1888 Mahlstedt	Two-storey building, yard, shed.
1905/6 Mahlstedt	Three-storey building, Melbourne Steam Ship Company.
THEMATIC MAPPING AND LAND USE	
1890s	Not able to be determined.
1920s	Services.
1960s	Not able to be determined.

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

## SUMMARY

The four-storey commercial building at 25 King Street was built for the Melbourne Steamship Company in 1889. Designed by architect Frederick Williams, the building retains high quality detailing to its front façade.

## HISTORICAL CONTEXT

### **Building a commercial city**

#### *Melbourne as a trading port*

The port on the Yarra River at the western end of the grid, where immigrants arrived and goods into and out of the settlements were handled, determined that this area of the city developed as the mercantile and warehouse district of Melbourne (MPS:6).

Allotments in Flinders Street near King and William streets were close to the river and, as almost all of the commodities needed by the settlement had to be shipped either from Van Diemen's Land or from Sydney, many buildings erected in this area were associated with the storage and sale of goods. Because adequate wharf accommodation was lacking, three waterside allotments adjoining Queens Wharf were offered for sale in August 1841 for the construction of private wharves (Savill 1987).

Cole's and Dobson's wharves were subsequently acquired by the Victorian government after separation from NSW in 1851. With the construction of further extensions, a more or less continuous wharf stretched from Queens Bridge to Spencer Street. In 1853-54 the Australian Wharf, over 2000 feet (600 metres) in length, was constructed downstream from Spencer Street (Trace 2008). Victoria Dock opened in 1892.

A Little Flinders Street (later Flinders Lane) location was ideal for firms requiring access to the main dock at Queens Wharf, the first railway connections at the Hobsons Bay terminal at Flinders Street, and/or the later country terminal at Spencer Street. The heavier goods and bonded stores were located near the wharves and the Customs House in the west (MPS:64).

Little Flinders Street, from Queen Street to Russell Street, became the recognised wholesale trading area for imported goods, including crockery, glassware, manchester, clothing and dress materials. Buyers from retail stores in the suburbs and country towns converged on what became known as 'the Lane'. Commercial travellers employed by the various warehouses travelled the length and breadth of the state with samples of goods from the warehouses (Savill 1987).

The Yarra and the docks west of Swanston Street were in essence the 'lifeline' of the city, providing port facilities and defining the city's siting.

#### *Building a manufacturing industry*

As Melbourne developed through the nineteenth century, so did its manufacturing industry. Flinders Lane became an important area for clothing manufacturers, while Chinese cabinetmakers were concentrated at the east end of town. Food-processing plants were established in north and west Melbourne where factories tended to be small and specialised. Large factories, built in the later nineteenth century and early twentieth century, were mostly built outside the City of Melbourne, where land was more easily obtainable (Context 2011:35).

After being the centre of manufacturing in Australia in the 1920s, Melbourne's importance in this regard began to decline. In the postwar period many city factories and warehouses were left empty or converted for other uses. The industrial area of Southbank has been virtually obliterated by the new developments of the 1990s (Context 2011:35).

## SITE HISTORY

The first documented occupation of the site at 25 King Street, originally 17 King Street, dates to 1854, with previous buildings on the site including Martindale and Steele's store (*Age* 1 November 1854:1; Fels, Lavelle & Mider 1993, Inventory no 848).

### *Melbourne Steamship Co Ltd 1885-1912*

In 1884 shipping businesses James Deane and Co, Melbourne Coal Co and Hobson's Floating Dock Co were sold to a private company directed by H R Reid, Captain James Deane and Captain James McIntyre, and managed by D York Syme. It became the Melbourne Coal, Shipping and Engineering Co (UoM). Reid held many public positions in Melbourne, including the President of the Chamber of Commerce, whilst cousins and Port Phillip Sea pilots Deane and McIntyre were well known identities in shipping circles throughout Victoria (*Maitland Weekly Mercury* 28 September 1907:13; *Muswellbrook Chronicle* 24 April 1909:4; *Williamstown Chronicle* 2 March 1900:3).

In 1885, a brick building of three floors containing a store and offices was constructed on the subject site by builder James Carlton for the Melbourne Coal, Shipping and Engineering Co, and called the 'Shipping Exchange' in Sands and McDougall street directories from c1892 (Figure 1) (MCC registration no 1781, as cited in AAI, record no 71743). Fire damaged the building in 1888, burning the roof and destroying the top storey and the entire contents of the building (*Argus* 8 December 1888:7). This destruction, coupled with severe water damage to the other levels, resulted in the structure's complete rebuilding the following year.

The new three-storey building plus basement was erected on the site in 1889 to the design of architect Frederick Williams (Figure 2) (*Australasian Builder and Contractor's News* 5 January 1889:21). In 1895 the Melbourne Coal, Shipping and Engineering Co was renamed the Melbourne Steamship Co (UoM). Until 1909 the firm operated from the ground floor of the building and Reid, Deane and McIntyre occupied offices on the first level, with executors of Deane's estate taking up his office from his death in 1900 (S&Mc 1890, 1892, 1896-1910). Other tenants during this time included champagne and wine manufacturers, printing goods importer and oil and general merchants, among others.

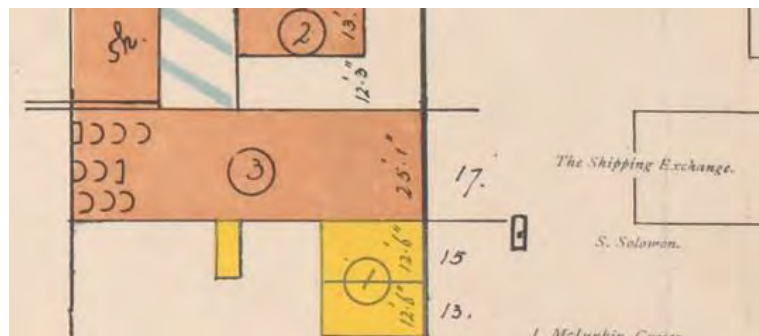


Figure 1. Detail from 1888 Mahlstedt plan shows the original 1885 building on the site before it was destroyed by fire. (Source: Mahlstedt Map, no 1A, 1888)

By 1910 the Melbourne Steamship Co had expanded its offices to occupy all three floors of the building, and by 1913 had vacated the premises at 25 King Street and re-established itself in a new building at 27-31 King Street next door (Figure 2) (MCC registration no 3392, as cited in AAI, record no

71706; S&Mc 1910-1913). The business survived at these new premises into the 1960s, until the sale of its biggest and most well-known ship, Duntroon.

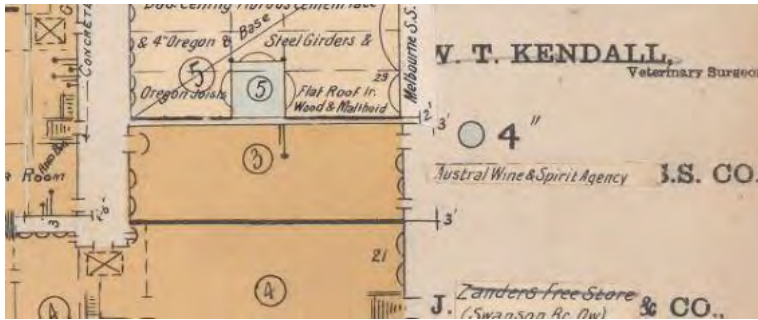


Figure 2. Detail from 1910 Mahlsted plan shows the current building on the subject site. In 1910 25 King Street was still occupied by the Melbourne Shipping Co., despite a tab for 'Austral Wine & Spirit Agency' blocking out the business name on the above plan. (Mahlsted Map, no 24, 1910)

In 1913 25 King Street was sold to Mary Georgina Alston, wife of one of Australia's leading nineteenth century industrialists, James Alston (CT:V3727 F745302). Mary was an avid philanthropist; at her death in 1932 she was president of the Women's Hospital and Loreto Free Kindergarten, as well as patroness of the central executive of St Vincent's Hospital and a vice-president of the Victoria League. During World War One she had been a zealous worker for the Red Cross and she was also a member of the Lyceum Club (Parsons 1979).

#### *Austral Wine and Spirit Agency 1916-1922*

In 1916 merchant Pierce Cody moved his wine and spirit agency from 407 Little Collins Street into the building at 25 King Street, purchasing the property in July 1920 (CT:V03727 F302; S&Mc 1916). On Cody's death in 1923, the property and business were devolved to his sons Patrick and Matthew, and while Austral Wine and Spirit Agency had moved on from 25 King Street in 1922, the property itself remained with the Cody family for the next 50 years. Other tenants during the Cody's ownership included the agency for the Australian Farmers' Service, Colonial Rubber Co Ltd manufacturers, and various ship chandlers (S&Mc 1922-1942).

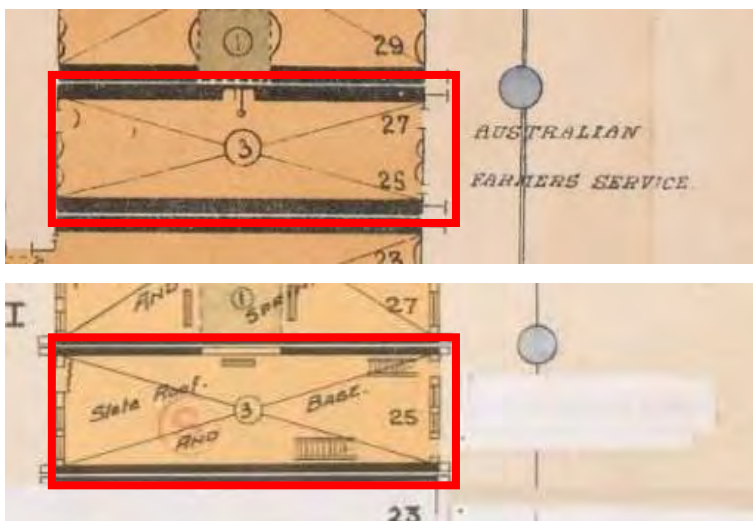


Figure 3. Details from 1925 (top) and 1948 (bottom) Mahlsted plans show the building at 25 King Street remaining unchanged over the years. (Source: Mahlsted Map, no 24, 1925; Mahlsted Map, no 24, 1948)



Figure 4. Photograph from the late 1960s showing 25 King Street delineated in red outline. (Source: Halla 1965-1972, SLV)

#### *Frederick Williams, architect*

Frederick Williams became a councillor (1875-1886) and mayor (1880) of Sandridge Council (Port Melbourne) following his arrival in Melbourne in 1857. Williams commenced his career as an architect and surveyor in 1869 and was engaged in erecting numerous buildings in the city, suburbs and country. He designed many buildings in Port Melbourne including Excelsior Hall, the Holy Trinity Church Hall and Graham's Family Hotel. He also designed the extension to Swallow and Ariell's biscuit factory on the corner of Rouse and Stokes streets, Sandridge (Port Melbourne) as well as its office and counting house on the opposite side of Stokes Street (Gee 2010).

Williams was chosen as the Sandridge Council's representative on the Melbourne Tramways Trust and served in that capacity until 1886, when he retired from Council. He was appointed architect to the Modern Permanent Building Society in 1883. His offices were at 76 Collins Street west and his private residence was in Brighton (Gee 2010).

#### **SITE DESCRIPTION**

25 King Street is a four-storey Victorian commercial Italianate building comprised of three storeys plus a half basement. The rendered brick building has a slate hipped roof concealed by a panelled parapet. The rusticated ground floor is articulated by two engaged pilasters with a simplified Corinthian entablature above. Entry doors are located at each edge of the building with the entry to the upper floors located at the southern end of the building and two bluestone steps leading to a

timber panelled door. A second, timber panelled door is located at the northern end of the building providing access to the basement. Two centrally located half sized windows with steel grilles sit almost at ground level and service the basement, and a non-original tripartite window services the ground floor. Matching rectangular double hung windows are located on the first level, above each of the doors.

The second floor and third floor are separated by a deep moulding and are characterised by generous double hung timber-framed windows. The second-floor featuring four arched window openings is more elaborate than the third floor with a different design of segmented arched window openings framed by moulded architraves and sill brackets. A shallow cornice is located above the windows.

## INTEGRITY

25 King Street maintains a high degree of integrity. It is substantially intact, with some reversible changes including a non-original window centrally located at the first level.

## COMPARATIVE ANALYSIS

Late Victorian buildings constructed during the 1880s helped shape Melbourne into a commercial city. Often with multiple storeys, the use of these buildings varied, from housing walled office spaces to offering large workshop floors. Being influenced by the 1880s property boom, these commercial buildings were popularly treated with Renaissance and Italianate styles, which are closely associated with Melbourne's Boom Style.

The subject building compares well with the following examples, drawn chiefly from the Central City Heritage Review 2011, being of a similar use, scale, location and creation date. The images are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

Selected examples from the 1880s include:

*Former Gordon Building, 384-386 Flinders Lane, 1885 (Interim HO1271 – recommended as significant in the Hoddle Grid Heritage Review)*

This building, also designed by architect Frederick Williams, was built as office accommodation for biscuit manufacturer, Swallow & Ariell. The distinctive four storey (plus basement) office building was originally built as two storeys (plus basement) in 1885, with an additional two storeys built several years later in 1888. The cohesive arrangement of elements such as arched windows openings, moulded cornices and parapet detailing results in an Italianate façade.



Figure 5. 384-386 Flinders Lane constructed 1885. (Source: Context 2017)



*Georgy Robertson & Company Pty Ltd, 392-396 Little Collins Street, 1882-83 (HO1056)*

A five-storey cement rendered brick former warehouse (originally one of a pair). Built for book-selling and publishing company, George Robertson & Company Pty Ltd. Designed by Twentyman & Askew in the Italian Renaissance style and completed in 1883. Refurbished, converted and subdivided into 31 residential units and one ground level retail unit in 1995.



Figure 6. 392-396 Little Collins Street constructed 1882-83. (Source: Butler 2011)

*Schuhkraft & Co Warehouse, 130-132 Flinders Street, 1885 (HO1036)*

A five-storey cement rendered brick former warehouse. Designed by William Henry Ellerker in the Italian Renaissance revival style and built by Charles Butler in 1885 for the printers and stationers Schuhkraft & Co. Refurbished, converted and subdivided into residential units with ground level retail in 1995.



Figure 7. 130-132 Flinders Street constructed 1885. (Source: Butler 2011)

*Former Thomas Warburton Pty Ltd warehouse, 365-367 Little Bourke Street, 1887 (HO1052)*

A pair of three-storey brick former warehouses to Little Bourke and Rankins Lane with another two-storey building to Warburton Lane with ground level parking. Designed by Twentyman & Askew and built by William Radden for the ironmonger and engineer Joseph Warburton in 1887. Refurbished and subdivided into a mix of retail, office and residential units in 2000.



Figure 8. 365-367 Little Bourke Street constructed 1887.

25 King Street is a fine example of an Italianate commercial building from the late Victorian era. It compares well to 384-386 Flinders Lane, having been designed by the same architect, but with a higher level of façade detail. It also compares well to 392-396 Little Collins Street in terms of the rusticated base and the upper floors featuring round and segmented arch-headed windows.

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**ASSESSMENT AGAINST CRITERIA**


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✓ **CRITERION A**  
Importance to the course or pattern of our cultural or natural history (historical significance).

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**CRITERION B**  
Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

---

**CRITERION C**  
Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

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✓ **CRITERION D**  
Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

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✓ **CRITERION E**  
Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

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**CRITERION F**  
Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

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**CRITERION G**  
Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

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**CRITERION H**  
Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

D

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**Central City Heritage  
Study 1993**

C

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**Review of Heritage  
overlay listings in the  
CBD 2002**

Ungraded

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**Central City Heritage  
Review 2011**

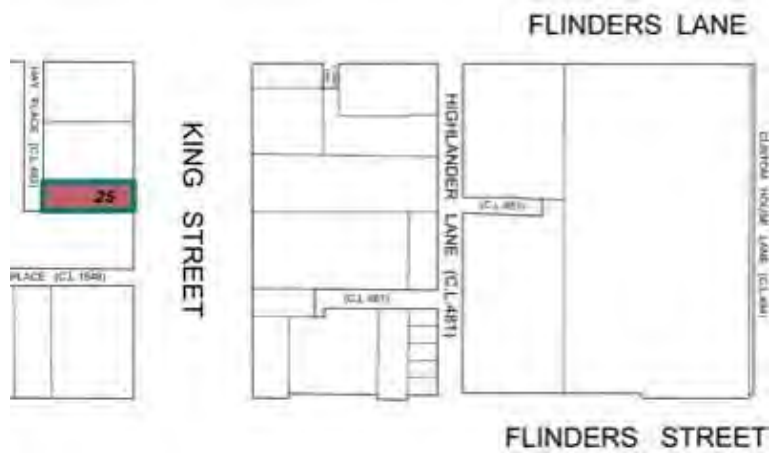
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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Melbourne Shipping Exchange

**PS ref no:** [Interim HOHO1250](#)



### What is significant?

The commercial building at 25 King Street, Melbourne, designed by Frederick Williams and completed in 1889.

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

- The building's original form, materials and detailing;
- The building's high level of integrity to its original design;
- Detailing of the façade including rusticated ground floor, engaged pilasters with entablature above, deep cornices, moulded architraves, sills and sill brackets; ~~and~~
- Pattern and size of original fenestration, and original window joinery.

Later alterations, including a non-original window centrally located at the first level, are not significant.

### How it is significant?

25 King Street, Melbourne is of local historic, representative and aesthetic significance to the City of Melbourne.

### Why it is significant?

25 King Street is of historic significance for its association with Melbourne's foremost late nineteenth and early twentieth century shipping company, the Melbourne Coal, Shipping and Engineering Co, known as the Shipping Exchange and from 1895 as the Melbourne Steamship Company. The present building at 25 King Street served as the company headquarters from 1889-1913 before it relocated next door to 27-31 King Street. (Criterion A)



25 King Street is a fine example of an Italianate commercial building from the late Victorian era. Designed by architect and Sandridge mayor and councillor, Frederick Williams, it is significant for its somewhat unusual feature of a half basement which is also employed at Williams' other building at 384-386 Flinders Lane. The Italianate façade is of high quality featuring moulded stucco work to the façade. (Criterion D)

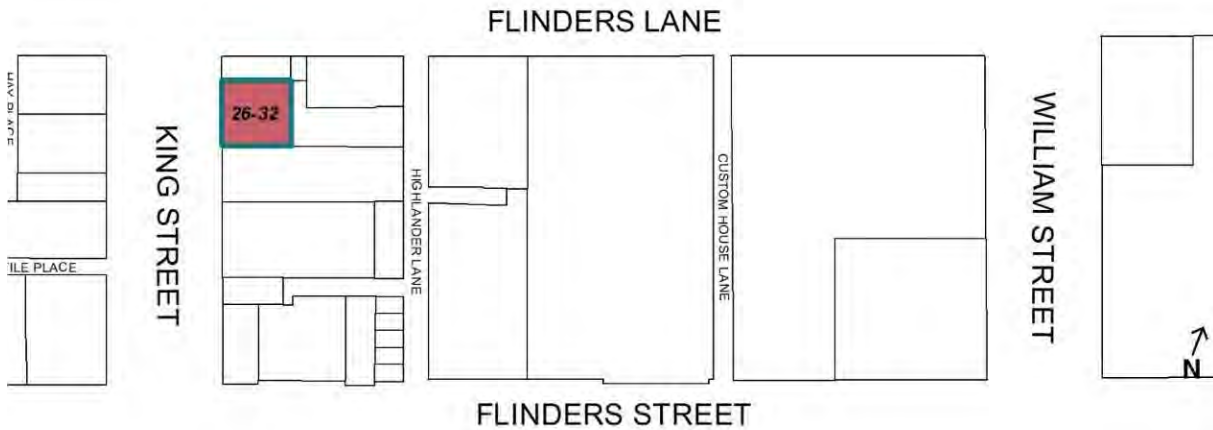
25 King Street is aesthetically significant, demonstrating key characteristics of the Italianate style, including a scholarly arrangement of classical elements such as a decorated parapet, deeply moulded cornices, a variety of windows with segmented, round arched and squared heads and a rusticated ground level with engaged pilasters. 25 King Street is notable for its high degree of integrity to the façade. (Criterion E)

### **Primary source**

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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

<b>SITE NAME</b>	Warehouse
<b>STREET ADDRESS</b>	26-32 King Street, Melbourne
<b>PROPERTY ID</b>	105399



SURVEY DATE: March 2018

SURVEY BY: Context

<b>HERITAGE INVENTORY</b>	H7822-1858	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Not known	<b>FORMER GRADE</b>	C
<b>DEVELOPMENT PERIOD:</b>	Federation/Edwardian Period (1902-c1918)	<b>BUILDER:</b>	Quilty
		<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1911

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here.
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a Commercial City	5.2 Melbourne as a trading port
	OTHER SUB-THEMES
	5.3 Developing a large, city-based economy
POST-WAR THEMES	DOMINANT SUB-THEMES
2 Constructing the economy of Melbourne city centre	2.3 Business, finance and speculation

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 58	<b>Inventory no:</b> 858
<b>Character of Occupation:</b> Commercial	
Third land sale 1838, Block 2 Allotment 20, J H Wedge.	
1850 Proeschel	Building on site
1855 Kearney	Part of Foundry Hotel
1866 Cox	
1877 Dove	Three two-storey buildings; Richmond & Zanders no.4 Bond store
1880 Panorama	
1888 Mahlstedt	Same; Milne & Co, Produce & Commission Agents; Zanders Bond stores
1905/6 Mahlstedt	Same; M Evans Agent; Zanders no 2 & 5 Bonded store
THEMATIC MAPPING AND LAND USE	
1890s	Warehouses
1920s	Warehouses
1960s	Offices

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

## SUMMARY

The former warehouse at 26-32 King Street, Melbourne was built in 1911 and re-faced c1923 with elements of the interwar Chicagoesque style. Replacing a 1877 two-storey warehouse, known as Zander's Bonded Stores No 4 and No 5, this building continued to be known as Zander's Bonded Stores No 4 and No 5 until the 1930s when it was renamed Doyle's Free Stores.

## HISTORICAL CONTEXT

### Building a commercial city

#### *Melbourne as a trading port*

In the first years of settlement boats and ships were moored on the Yarra River between Queen Street and William Street. This became known as Queen's Wharf. Bluestone warehouses and bonded stores (a warehouse in which dutiable goods were deposited until duty was paid or the goods cleared for export) were erected close by, as well as a customs house (1841) and market square (1847). Other ports were established further afield at Williamstown and Sandridge (Port Melbourne). Shipping news was relayed at Flagstaff Hill, as a rise on the western side of the township that commanded a fine view of the bay. Although sited some distance from the open sea, Melbourne was connected to major shipping routes, and hence to world markets, via the short access route provided by the Yarra River. By the 1850s, the Yarra River and the docks west of Swanston Street were in essence the 'lifeline' of the city (Context 2012:39-40).

The ports carried large quantities of primary produce for shipment to Britain, principally fine wool but also frozen meat (after a local refrigeration process was patented in 1860). Large warehouses and bonded stores were built, often of bluestone, to serve shipping interests; several of these buildings survive in the King Street and Flinders Street areas (Context 2012:39).

By the 1880s, Melbourne had grown from being a small settlement serving pastoral interests to a major international port (Context 2012:39).

As Paul De Serville writes, merchants played an important role in the early Melbourne economy: they 'consigned wool to London, made [credit] advances to squatters and usually imported goods for their clients and other colonists to buy'. However after the economic depression of the 1890s, most mercantile houses in Melbourne closed (De Serville 2008).

#### *Developing a large, city-based economy*

After the 1890s economic depression, in the first decades of the twentieth century the retail, office and manufacturing sectors took over existing warehouses and shipping offices, as well as constructing new premises. In the King Street area, for example, in 1913 a newspaper article described how the southwest corner (Flinders Street and Flinders Lane between King and Spencer streets) was experiencing transformation after a period of stagnation and neglect in building enterprise, indicating prosperous development in the 'true Seagate to the city', an area that had recently become a sought-after location for offices and firms (*Herald* 20 February 1913:3). A number of substantial buildings were erected at the west end of King Street in 1911-13, including new offices for the Melbourne Steamship Company, between Flinders Street and Flinders Lane; new banking chambers for the Bank of New South Wales on the corner of King and Flinders streets; and a four-storey storage building on the corner with Flinders Lane (*Herald* 20 February 1913:3).

After the end of World War One in 1918, Melbourne, like other Australian cities, experienced an economic boom. In the first decades of the twentieth century, the last residents moved out of Melbourne city to the new suburbs, with the booming retail and manufacturing sectors rapidly taking up city properties. By 1921, 38 per cent of Melbourne's workers were employed in industry and the growth of manufacturing stimulated urban growth. By the end of the 1920s, Melbourne's population

had reached one million people (Marsden 2000:29-30). Workshops, offices and small factories increasingly took over the city centre.

Development in the city slowed with the widespread economic depression of the late 1920s and early 1930s. Because of a lack of finance over this period, instead of new construction, some city buildings were substantially remodelled to create new office, commercial and industrial spaces, and also for use by government.

The demand for commercial space in the city centre increased again during the boom years after World War Two.

### **Constructing the economy of Melbourne city centre**

#### *Business, finance and speculation*

The most significant increase in commercial enterprise in Australia since 1949 has been in the areas of mining, finance, commerce, and industry. Since the late 1970s, many have undergone significant restructuring. Speculative investment increased after the Commonwealth government lifted restrictions on share dealings in 1947, resulting in a dramatic increase in new company registration (Marsden 2000:44-45). The increased commercial activity spurred the establishment of new bank headquarters.

In Melbourne in the mid-1950s to the mid-1960s, property investment was driven largely by British and American companies, government bodies, large Australian corporations such as AMP and BHP, and property developers, including Lend Lease (formerly Civil and Civic) and LJ Hooker. From the late 1960s private developers, such as Grollo, and Lustig and Moar also contributed to the building boom in the city (Marsden 2000:46-47).

After a decline in manufacturing in the 1960s, significant investment was made in city offices (Marsden 2000:45). The period between 1961 and 1963 was one of business recession, while the years between 1967 and 1969 saw a time of growth due in large part to mineral booms.

From 1967 to 1971 the gross output of new lettable office space in the city centre grew to 2.1 times that of the previous five years, with only defacto planning controls applied up until 1961 (City of Melbourne Strategy Plan 1974 in Clinch 2012:66-67).

The property boom ended in the economic crash of the early 1970s, when many British institutions that had founded the commercial property industry left Australia. Government bodies and banks subsequently took over building construction in the city centre (Marsden 2000:48).

Because of an over-supply of offices, Melbourne's city office boom slowed in the late 1970s (Marsden 2000:58).

### **SITE HISTORY**

The land comprising 26-32 King Street, Melbourne was first purchased by J H Wedge during the third land sale of 1838 as part of Block 2, Crown Allotment 20 (Fels, Lavel and Mider 1993, Inventory no 858). The area surrounding the subject site was known as the 'Seagate to the city' due to the prevalence of shipping and merchandising industries that operated there into the 1950s (Age 10 December 1953:10).

By 1877 two two-storey buildings had been constructed on the subject site. (Fels, Lavel and Mider 1993, Inventory no 858). By 1888 these were known as Zander's Bonded Stores No 4 and No 5 (see Figure 1)

A pair of four-storey bond stores (26-28 and 30-32 King Street), was constructed in 1911 for the then proprietor of the Zander's complex, Patrick J Doyle, produce merchant and wholesale shipper, by a builder named Quilty of 177 Mcllwriath Street, Carlton (*Age* 8 May 1911:12; *Herald* 12 November 1912:5; RB 1912; *Table Talk* 10 December 1903:5; MCC registration no 2559, as cited in AAI, record no 71710). Replacing the earlier two two-storey Zander's bond stores, the new warehouses continued to be known as Zander's Bonded Stores No 4 and No 5 (Mahlstedt Map, section 1, no 21, 1925; S&Mc 1930). The subject building was described in 1913 as a 'complete and modern storage building' (*Herald* 20 February 1913:3).

Major upgrade works occurred to the premises in 1923, as demonstrated by an increased Net Annual Value between 1922 and 1924. This may have involved the refacing of the principal King Street elevation (RB 1922, 1924).

J C Zander commenced his warehousing business in La Trobe Street in 1852. Cecilia Zander inherited her husband's business in 1858, expanding the enterprise to a point where she was able to purchase a site in King Street from the bank in 1867 and build a new warehouse, No 3 Store in 1873. By 1887 she owned storage capacity equal to 21,000 tons of merchandise. Cecilia Zander leased the warehouse out in the mid-1890s (Butler 1995).

At the time of Cecilia Zander's death in 1896, Zander's Bonded Stores had grown to a complex that occupied most of the northern half of the block between Highlander Lane and King Street. The complex comprised six substantial warehouses numbered one to six in order of occupancy (Mahlstedt Map no 2, 1910; Figure 2) and a strip of yard (now occupied by 11A Highlander Lane).

Other former Zander's Bonded Stores are still extant at 22-24 King Street (HO670), and 11A and 11 Highlander Lane (both recommended as individually significant as part of this Review) (see Figure 2). All Zander's buildings in this complex were serviced at the rear by either Highlander or Stubbs Lane. By c1890 the subject site was numbered 26-32 King Street (S&Mc 1890).

A 1903 sale notice for the warehouses advertised a 'very valuable, centrally situated, well-known, and old-established business premises, known as Zander's Bonded Warehouse' at 22, 24, 26, 28, 30 and 32 King Street. Patrick John Doyle became the new owner-occupier of the entire Zander complex, purchasing the property for £23,500 as an investment in 1903, soon after buying another major store, Coles Bonded Stores in Flinders Street (*Table Talk* 10 December 1903:5). Openings were created to the internal party wall by the 1920s, and enlarged during the 1950s, subsequently merging the two warehouses into one building (see Figure 3) (MBAI; Mahlstedt Map section 1, no 21, 1925 & 1948, amended 1960s).

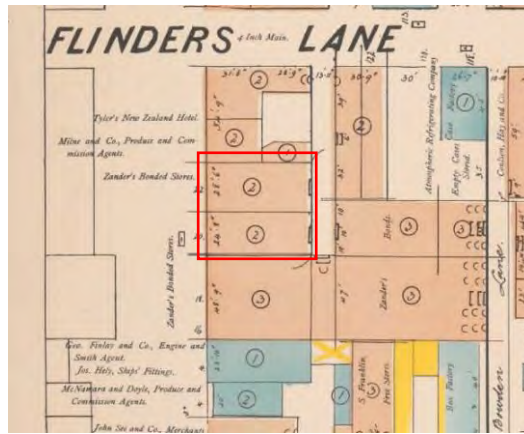


Figure 1. Extract from standard plan showing Zander's Bonded Stores (nos 3 and 4) on the subject site and adjacent Zander's Bonded Stores buildings in 1888. (Source: Mahlstedt Map, section 1, no 2, 1888, SLV)

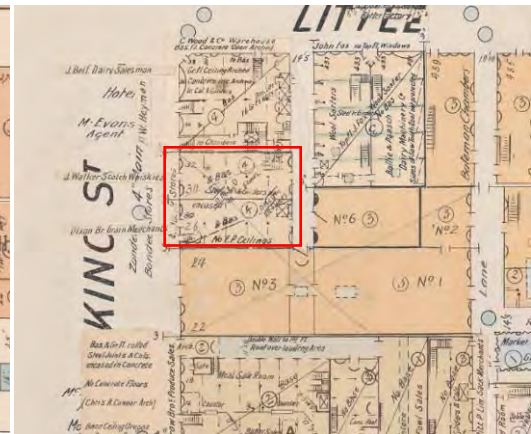


Figure 2. Extract from detail fire survey showing the subject site and Zander's Stores numbering c1912. (The 1910 Mahlstedt plan was amended post 1912). (Source: Mahlstedt Map section 1 no 21, 1910, SLV1)

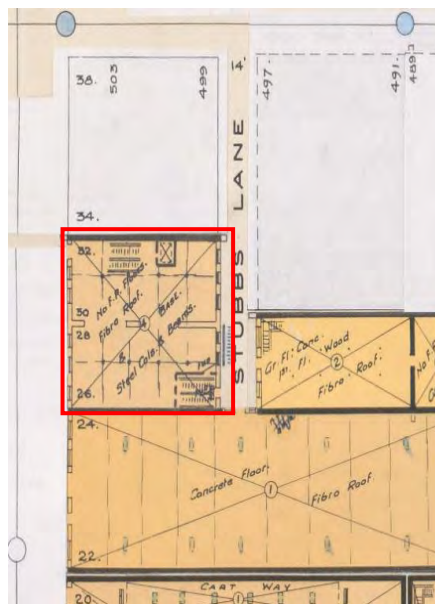


Figure 3. Extract from a survey showing the subject site building in 1948 and the planned demolition of allotments fronting Flinders Lane for the lane expansion. Note that the 1948 Mahlstedt survey has been amended at an unknown date. (Source: Mahlstedt section 1 no 21, 1948, SLV)

Internal and external works, carried out to the subject building from c1932, have changed its appearance and, internally, reflect a change in the building's use.

Birt Elder Pty Ltd, shipping agents, owned the building in 1952 and was responsible for the refurbishments and alterations carried out that year (PROV VPRS 11200/0007 unit 683, item T9; *Argus* 17 April 1948:11). Architects A C Leith Bartlett & Partners carried out substantial alterations and additions in 1952 and 1954 (MBAI). These alterations involved the internal refurbishment of the building and the construction of new concrete and brickwork at the ground level King Street frontage (PROV VPRS 11200/0007 unit 683, item T9). As demonstrated in Figure 4 and Figure 5, the King Street façade retained its original pattern of fenestration and windows above ground level during these works (ground level openings are obscured in Figure 5). These shopfronts have since been altered.

Between 1956-1957 the building sold for £105,100 (*Age* 27 February 1957:6). Following the sale, the building housed a range of occupants, mostly in the field of professional services, including Alliance Assurance Co Ltd; A C Burchill and Sons, tax consultants; H S Ungamells & Co, manufacturers agents; and CW Candy, civil engineer (S&Mc 1955). Advertisements from 1956 describe 26-32 King Street as being a modern office building (*Argus* 24 November 1956:8; MBAI). Internal partitions were subsequently erected on the ground and second floors following the building's sale in 1957 (MBAI).

By 1970 F E Michaelson was the only registered occupant at 26-32 King Street and, in 1974, the Sands & McDougall directory records the eastern side of King Street, extending from numbers 10-32, as 'development' (S&Mc 1970, 1974). In 1980 the building was advertised for sale as a partly tenanted, immaculately maintained city building (*Age* 9 February 1980:29).

New glazing was installed in 1986 (MBAI). In 1988 the building permit details that the building changed in use from an office building to a shop or other building for the sale of retail goods or supply of services direct to the public (MBAI).

In 1965 Melbourne City Council announced that the western end of Flinders Lane would be widened to become part of a two-way street (*Age* 10 June 1965:6). The project was expected to cost £1 million and be carried out over three years. The building adjacent to the subject site, on the northern boundary, was demolished during this time and its allotment truncated as part of the lane expansion (see Figure 4 and Figure 5). Due to the removal of this adjacent building, the northern elevation of the subject property 26-32 King Street was exposed.

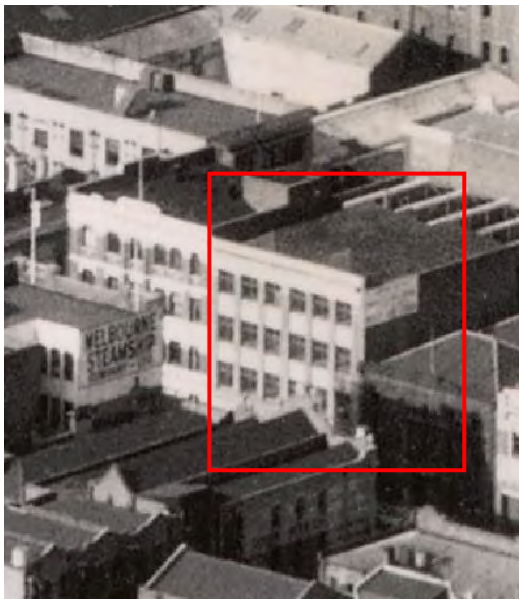


Figure 4. Extract from 1950s aerial photograph of Melbourne looking northeast with the subject building outlined in red and adjacent corner building which was demolished as part of Flinders Lane widening in the 1960s. Note that the ground level openings are obscured (Source: Pratt 1950, SLV [copyright](#))



Figure 5. Photograph showing subject building in 1985. (Source: Butler 1985 [copyright](#))

### *Zander's Bonded Stores*

J C Zander commenced his warehousing business in La Trobe Street in 1852. Cecilia Zander inherited her husband's business in 1858, expanding the enterprise to a point where owned storage



capacity equal to 21,000 tons of merchandise. At the time of Cecilia Zander's death in 1896, Zander's Bonded Stores had grown to a complex that occupied most of the northern half of the block between Highlander Lane and King Street. The complex comprised six substantial warehouses numbered one to six in order of occupancy and a strip of yard (now 11A Highlander Lane) (Mahlstedt Map no 2, 1910).

John Ramsey Corteen was the proprietor of Zanders' Bonded Stores from 1904 to c1930, leasing the properties from Doyle (S&Mc 1904, 1930; CT:V2966 F108). By 1935, the Zander's buildings became known as Doyle's Free Stores, until c1945 (S&Mc 1935, 1945). By the early 1950s Doyle had also acquired the adjacent building and leased both buildings out to a range of tenants. In 1950, Doyle's Free Stores occupied 22-24 King Street, and 26-28 King Street had the following occupants: Doyle & McCarthy Pty Ltd produce merchants; E F Doyle accountant; and Burbank Cheese Pty Ltd, cheese merchants. The occupants for 30-32 were D Lavery, export agent; and E C Marsh, dairy produce merchants (S&Mc 1950).

### **SITE DESCRIPTION**

Located on the eastern side of King Street between Flinders Lane and Flinders Street, 26-32 King Street, Melbourne is a pair of substantial four-storey brick warehouse buildings constructed in 1911 and re-faced in c1923. The building is adjacent to a narrow corner allotment previously occupied by another building and which is irregular in size due to the widening of Flinders Lane in the 1960s.

The principal façade to King Street exhibits elements of the interwar Chicagoesque style, such as a strong vertical emphasis resulting from projecting pilasters with large windows separated by recessed spandrels at each floor. It is constructed of painted render over loadbearing brickwork. The northern elevation is painted brickwork with a large advertising mural while the southern elevation is unpainted face brick above the adjoining two-storey building. The façade to King Street comprises six equal bays separated by pilasters, which terminate in a deep parapet and cornice that stops short of the end walls. The two end and middle pilasters are slightly wider than the four intervening pilasters and feature decorated capitals; these more ornate pilasters are interspersed with smaller pilasters with modest corniced capitals. The pilasters are separated by plain recessed spandrel panels at each floor level, and the original large window openings appear to be extant, along with the original multi-pane steel frame windows. On the roof of the building on the north-eastern corner is a small brick structure that is a later addition.

The ground floor has been significantly altered, although the vertical structural grid expressed by the pilasters above, continue to the street level. New window and door openings have been inserted and electric signage mounted below the first-floor cornice. A photograph of the building from 1985 shows that the entrance was formerly located on the northernmost bay of the King Street frontage (see Figure 5), and the other street level bays were punctuated by windows of the same dimensions as the upper storeys.

### **INTEGRITY**

The building retains its original scale and form as a low-rise but substantial warehouse constructed in the Edwardian period, with no upper floor additions. The building façade retains its interwar appearance, including the early pattern of fenestration, and pilasters, cornices, parapet and window openings have been retained on the upper floors. The original multi-pane steel frame windows are extant.

The integrity of the building has been slightly diminished by the alterations to the original configuration of the building at ground level. In spite of these changes, the building overall is of high integrity.

### COMPARATIVE ANALYSIS

Structural steel and reinforced concrete framing became popular building materials in interwar Melbourne, inspired by Chicagoan architecture in the late nineteenth and early twentieth centuries. Departing from load-bearing brick walls, many 1920s examples employed these new building methods that allowed windows to become larger and more prominent on facades, while also allowing for increased building heights. The more substantial commercial and warehouse buildings during the early interwar period were commonly designed with elements of interwar styles, including Commercial Palazzo or Chicagoesque styles, whereas the lower scale warehouses tended to be designed with a more restrained face brick warehouse aesthetic.

Notwithstanding that 26-32 King Street was constructed in 1911, and therefore predates the majority of other extant examples of interwar warehouse buildings with elements of the Chicagoesque style in central Melbourne, it exhibits characteristics associated with the style in its symmetrical solid form, in its use of expressed pilasters, recessed horizontal spandrels and its modest projecting cornices. The building was refaced in c1923 and retains its interwar appearance.

The following examples of interwar warehouses are comparable with 26-32 King Street, Melbourne, being of a similar style, scale and use, although the construction date varies considerably. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

#### *333 Flinders Lane, 1912 (HO647, Significant in HO506 Flinders Lane Precinct)*

A five-storey brick former warehouse with basement parking. Designed by HW & FB Tompkins and built in 1912 by John Carter for Edward Doery and William Tilley, principals of the boot warehouseman Doery Tilley & Co. In January 1921 fire severely damaged the top storey. It was refurbished and subdivided into offices in 1987.

The upper level façade may have been altered after the 1921 fire.



Figure 6. 333 Flinders Lane, built in 1912.

*Dreman Building, 96-98 Flinders Street, 1904 (HO1272)*

A six-level warehouse building, with shopfront at ground level and a distinctive and consistent façade to the upper five levels. Rendered engaged pilasters run the full height of the building and combine with a decorative parapet to form a rectangular façade with a strong vertical emphasis. Window openings are defined by the intersection vertical and horizontal bands that run across the façade and determine the rhythm and pattern of the façade.



Figure 7. 96-98 Flinders Street, built in 1904. (Source: Context 2017).

*337-339 La Trobe Street, 1923-24 (HO1208)*

A mid-block, three-storey face brick warehouse building with classical derived detailing including bricked pilasters and a dentil cornice.



Figure 8. 337-339 La Trobe Street, built in 1923-24.

*401-405 Little Bourke Street, 1911 (HO1205)*

A five and three storey Edwardian brick building with a basement and ground level parking. Built around 1912 as a store and warehouse which covered the address of 401-403. In 1937 it was refurbished and extended to include 405. The rear three storey extension was completed in 1954. It was fully refurbished and subdivided into retail, office and residential units in 1986.



Figure 9. 401-405 Little Bourke Street, built in 1911.

26-32 King Street is a relatively intact example of an interwar building exhibiting elements of the Chicagoesque style. Although it was constructed in 1911 the façade retains its c1923 appearance. In comparison to some of the HO listed examples, it is modest in scale, utilitarian in its design, and more restrained in its use of stylistic motifs but of comparable levels of integrity. 333 Flinders Lane (HO647, HO506 Flinders Lane Precinct) and 96-98 Flinders Street (HO1272) are comparable as examples of restrained yet refined warehouse buildings showing characteristics of the Chicagoesque style.

401-405 Little Bourke Street (HO1205) and 337-339 La Trobe Street (HO1208) are comparable in terms of scale, but in terms of style they exhibit a more restrained generic face brick warehouse aesthetic rather than the Chicagoesque style commonly utilised for more substantial buildings.

26-32 King Street is comparable to the examples above as a relatively intact, utilitarian example of a substantial warehouse. Although the ground floor has been altered the building retains its interwar appearance above ground level. This is evident in the windows and pattern of fenestration; built form, pilasters, cornices, and parapet. It is therefore comparable in terms of integrity with the HO listed examples.

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**ASSESSMENT AGAINST CRITERIA**


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✓ **CRITERION A**  
Importance to the course or pattern of our cultural or natural history (historical significance).

---

**CRITERION B**  
Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

---

**CRITERION C**  
Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

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✓ **CRITERION D**  
Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

---

**CRITERION E**  
Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

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**CRITERION F**  
Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

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**CRITERION G**  
Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

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**CRITERION H**  
Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

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*Table Talk*, as cited.



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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

D

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**Central City Heritage  
Study 1993**

C

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**Review of Heritage  
overlay listings in the  
CBD 2002**

Ungraded

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**Central City Heritage  
Review 2011**

Ungraded

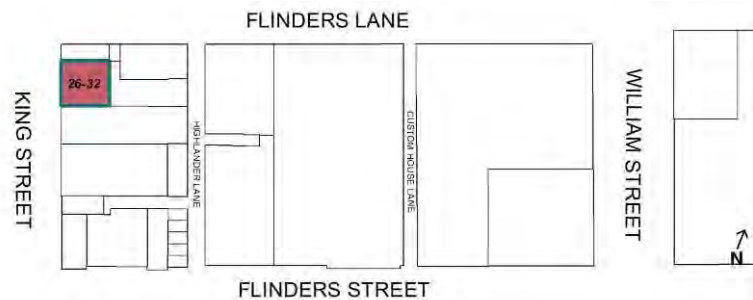
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## STATEMENT OF SIGNIFICANCE

## Heritage Place: Warehouse



PS ref no: HO1338XXXX



## What is significant?

26-32 King Street, Melbourne, a four-storey warehouse building built in 1911 with the principal elevation refaced in c1923.

- ◆ Elements that contribute to the significance of the place include (but are not limited to):
  - The 1911 built form and scale;
  - The original pattern of fenestration and c1923 decorative elements;
  - The external wall surfaces of painted cement render; and
  - The early multipane steel framed windows (c1923) to the upper floors.

Later alterations made to the street level facades are not significant.

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**How it is significant?**

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26-32 King Street, Melbourne, is of local historic and representative significance to the City of Melbourne.

**Why it is significant?**

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The warehouse at 26-32 King Street is historically significant as surviving evidence of warehousing in this part of the city of Melbourne. Located near Melbourne's early transport infrastructure, the first port and Spencer Street Railway Station (opened 1859), it was built to service Melbourne's trading port. From 1877 until c1950s, Zander's Bonded Stores was located on this site; the current five-storey building (built 1911, refaced in c1923), was known as Zander's Bonded Stores No 4 and No 5, and replaced the earlier Zander's two-storey warehouse that existed on the site. 26-32 King Street was part of an extensive store complex owned by produce merchant and wholesale shipper, Patrick John Doyle. Used for storage from 1911 to the 1950s, the building remains as evidence of the importance of warehousing in this part of the city, which was integral to the economic activity of the original port that continued into the 1950s. (Criterion A)

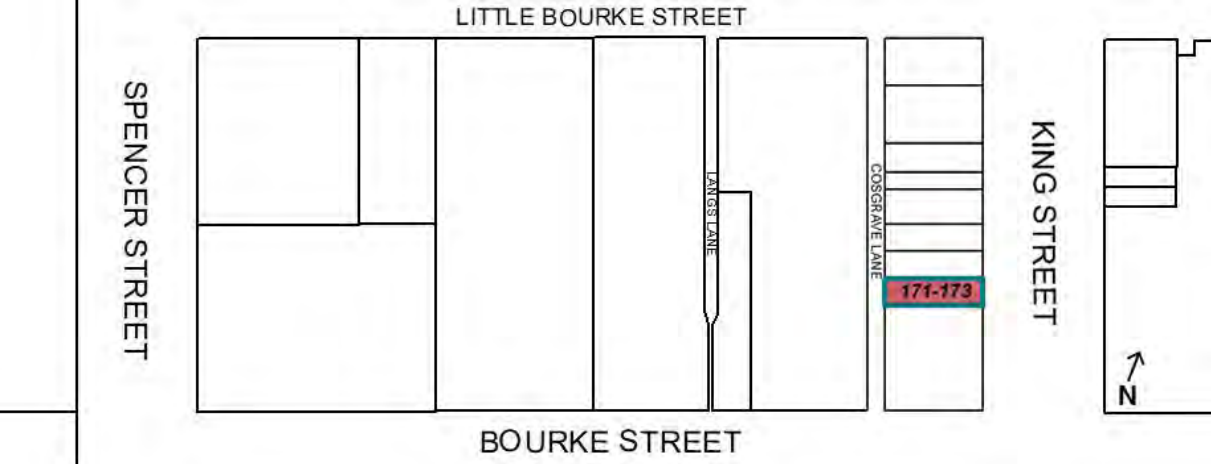
26-32 King Street is significant as a substantially intact example of the wave of warehouse development in the western port area of Melbourne during the late Edwardian and early interwar period that replaced the low scale masonry warehouses of the nineteenth century. The more substantial warehouses from the early interwar period of development commonly utilised the interwar Chicagoesque style. The King Street façade (refaced in c1923) which features a strong vertical emphasis from projecting pilasters with large windows separated by recessed spandrels at each floor), is an intact and representative example of this Chicagoesque stylistic tendency. (Criterion D)

**Primary source**

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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ (updated March 2022)

<b>SITE NAME</b>	Warehouse
<b>STREET ADDRESS</b>	171-173 King Street Melbourne
<b>PROPERTY ID</b>	105300



SURVEY DATE: October 2018		SURVEY BY: Context	
<b>HERITAGE INVENTORY</b>	H7822-1413	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Not known	<b>FORMER GRADE</b>	C
<b>DEVELOPMENT PERIOD :</b>	Interwar Period (c1919-c1940)	<b>BUILDER:</b>	Not known
<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1922		

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here.
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a commercial city	5.5 Building a manufacturing capacity
	OTHER SUB-THEMES
	5.3 Developing a large, city-based economy

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 25	<b>Inventory no:</b> 413
<b>Character of Occupation:</b> Residential, Government, Commercial	
In 1855 Commissariat may have extended into this area.	
1866 Cox	Building on street frontage
1880 Panorama	
1888 Mahlstedt	One & two-storey building, Lidstone, Plumber
1905/6 Mahlstedt	One & two-storey building, Lidstone, Plumber and Slin Lee, Laundry.
THEMATIC MAPPING AND LAND USE	
1890s	Services
1920s	Warehouses, Banks
1960s	Warehouses, Banks

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

## SUMMARY

171-173 King Street, Melbourne is a three-storey interwar warehouse/factory building constructed in 1922. The building was chiefly occupied by J Creffield Pty Ltd, a firm of map mounters, heliographers and printers, for whom the building was constructed, from 1923 to c1985, and the Commercial Bank of Australia from 1926 to c1970.

## HISTORICAL CONTEXT

### Building a commercial city

#### *Building a manufacturing capacity*

From the 1850s, the Yarra River and the docks west of Swanston Street were in essence the 'lifeline' of the city. Port facilities and large warehouses were built in this area to serve shipping interests (Context 2012:39-40). The discovery of gold in Victoria in the early 1850s facilitated a boom in manufacturing in the 1860s when local firms were established to supply goods for miners and machinery and equipment for gold mining.

With the economic boom of the 1880s, the 1880s-1890s was a decade of significant expansion in Melbourne. Investment funds poured in from Britain, imposing architect-designed buildings were constructed, and speculation reached fever pitch in land and buildings (Marsden 2000:28).

The fringes of north and west Melbourne developed as a mixed area of residential, commercial and industrial uses. Small, sometimes substandard workers' housing was built among the factories that provided employment. Manufacturers expanded in the late nineteenth century, often absorbing the adjacent housing. The city's west end manufacturing progressively expanded north to encompass the blocks between Adderley Street and King Street (MPS:34).

As the Municipal Planning Scheme notes, 'With the local impact of Sands & McDougall at the north end of Spencer Street, a printing, publishing and paper goods district was established in West Melbourne by the end of the nineteenth century'. The city's west end manufacturing progressively expanded north to encompass the blocks between Adderley Street and King Street (MPS:34).

Although affected by World War One in the period 1914-1918, by the end of the 1920s Melbourne's population had reached one million people. In the first decades of the twentieth century, the demand for residential development declined in central Melbourne as many residents moved out of the city to the suburbs, and the booming retail and manufacturing sectors rapidly took up available city properties (Marsden 2000:29-30). Multi-storey workshops, factories and warehouses, many designed by architects, increasingly took over the city centre.

Development in the city slowed with the widespread economic depression of the late 1920s and early 1930s. Because of a lack of finance over this period, instead of new construction, some city buildings were substantially remodelled to create new commercial and industrial spaces.

The printing industry in the city's west was further consolidated in the area with the opening of the Argus Building, from where the Argus newspaper was printed and published, on the corner of La Trobe and Elizabeth streets in 1926.

From the 1930s, like the rest of Australia, an increasing proportion of the city's workforce took up jobs in manufacturing, an industry that led Australia's recovery from the economic depression, when, the *Encyclopedia of Melbourne* notes, a

*steep rise in tariffs, devaluation of the Australian pound, falling wages and electricity costs all made local producers far more competitive internationally. Textiles benefited first, then the metals industries and engineering took over as pacemakers* (Dingle 2008).

After being the centre of manufacturing in Australia in the 1930s, Melbourne's importance in this regard began to decline (Context 2012:35).

From the end of World War Two to the beginning of the 1970s, Melbourne underwent the most sustained growth in its history, mostly based on the manufacturing industry (Tsutsumi and O'Connor:80.3-80.4, 80.11).

#### *Developing a large, city-based economy*

After the discovery of gold in 1851 provided financial stability to the colony of Victoria, over the years the locality bounded by Flinders Street, William Street, Bourke Street and Elizabeth Street became the financial heart of the city. Banks, insurance companies, building societies and shipping companies were established and many of them erected substantial buildings (Savill 1987).

As well as managing locally generated income, the banks provided significant overseas capital, principally from Britain, to finance public projects and private investment. But the boom of the 1880s saw over-borrowing and overspending on building projects. Economic depression in the early 1890s saw many banks and land companies close their doors as British capital was rapidly withdrawn. The city recovered to some extent in the early twentieth century, and Melbourne underwent further development in its new role as the nation's capital. The Great Depression followed in the 1930s, which marked another period of decline. Nevertheless, during the long boom of the postwar period that followed, the bulk of Australia's leading public companies had their headquarters in Melbourne. Melbourne remained the financial centre of Australia, a role it maintained until the late twentieth century (Context 2012:41).

### **SITE HISTORY**

The subject site is located on part of Crown Allotment 17, Block 8, offered for sale in 1839 ('Plan of Melbourne' 1838). By 1888, a one- and two-storey building were located on the subject site, and occupied by a Mr Lidstone, plumber. In 1905, the same premises were occupied by Lidstone and Slin Lee; the latter operated a laundry from one of the buildings (Fels, Lavelle and Mider 1993, Inventory no 413).

In 1920, T Gardiner and D J Pemberton & Co advertised a shop and brick building at 171 and 173 King Street, Melbourne for removal, after which a factory for J Creffield Pty Ltd was built in 1922 at a cost of £2,500 (*Age* 23 August 1920:2; MBI 3887). Prior to this, J Creffield Pty Ltd, map mounters, heliographers and contractors to the federal and state governments, operated its business from premises at 493-495 Collins Street, Melbourne (*Argus* 24 August 1916:4). J Creffield Pty Ltd was operating from their new premises at 171 King Street by January of 1923 (*Argus* 4 January 1923:3). The subject building in 1925 can be seen in Figure 1.

J Creffield Pty Ltd was the occupier of 171-173 King Street for over 60 years between 1923 and c1985 (see Figure 3 ) (*Age* 11 May 1985:112). J Creffield Pty Ltd commenced business as map mounters and lithographers in Melbourne in 1888 (CDP 2019). In 1919, the company occupied premises at 493 Collins Street (*Commonwealth of Australia Gazette* 4 December 1919:1815). By 1987 the firm moved its operations to West Melbourne (*Commonwealth of Australia Gazette. Purchasing and Disposals* 19 August 1987:1386).

As map makers, the company held a number of government contracts from 1919 to 1987, including for the production of maps for the Allied forces during World War One (see Figure 3) (*Argus* 24 August 1916:4; CDP 2019; *Commonwealth of Australia Gazette* 4 December 1919:1815; *Commonwealth of Australia Gazette. Purchasing and Disposals* 19 August 1987:1386).

The company was able to produce maps and plans from tracings, and sepia copies from original documents (*Argus* 23 April 1921:5). The company also produced maps and plans for education purposes, manufactured to adhere to contemporary school curricula (*Argus* 3 February 1934:4). J Creffield noted in a 1934 advertisement that the company's maps were 'specially recommended by educational authorities for use in all schools' (*Argus* 3 February 1934:4). Architect plans were also produced by the firm.

The ground floor of 171-173 King Street was occupied by the Commercial Bank of Australia for around 44 years between 1926 and c1970 (S&Mc 1926, 1940, 1970). The Commercial Bank of Australia was established in Melbourne in 1866, and by 1891, the Commercial Bank was the largest bank in the colony of Victoria (Cannon 1967:17). At the bank's height in 1893, it occupied large offices at 30 Collins Street, boasted 35,000 customers and operated more than 100 branches throughout Australia (Cannon 1967:109). However, with the depression and banking scandals of the 1890s, the bank became increasingly unstable (Cannon 1967:114). After almost closing twice in ten years, it took over 30 years for the bank to regain financial security (Cannon 1967:114). The opening of the Commercial Bank of Australia branch at the subject site in 1926 coincides with this period of renewed security for the bank.

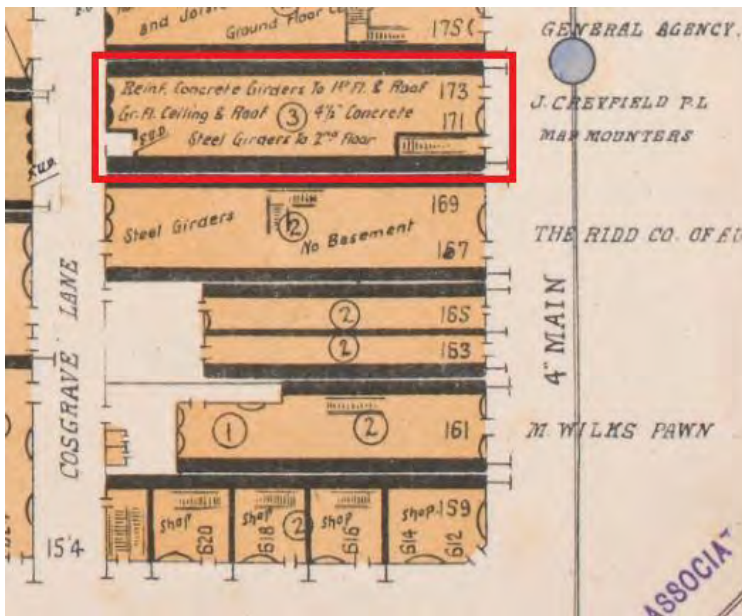


Figure 1. The site as it appeared in 1925. (Source: Mahlsted Map Section 1, no 22, 1925)

After Joseph Creffield died in 1953, his executors advertised the property at 171-173 King Street for sale. Described in a sale notice as a 'substantial three-storey brick building', in that year the ground floor was let to the Commercial Bank of Australia Ltd (addressed as 173 King Street) with J Creffield Pty Ltd occupying the top two floors (addressed as 171 King Street) (*Argus* 7 February 1953:21). This division of tenancies is indicated by the two openings to King Street as seen in Figure 1; 171 King Street was accessed by a staircase while 173 was accessed from street level (Mahlsted Map Section 1, no 22, 1925). The building sold for £14,000 in March 1953 (*Age* 4 March 1953:5).

The Commercial Bank of Australia vacated the building c1970. In 1974 the subject building was occupied solely by J Creffield Pty Ltd (S&Mc 1970, 1974), indicating the proposed sale in 1953 either



did not proceed or Creffield leased the building from the subsequent owner. The subject building was converted to offices in 1974 (CoMMaps).

Four adjoining properties at 171-183 King Street were auctioned in 1982 and purchased by Melbourne Scope Holdings Pty Ltd, a member of the Malaysian-based Garden City group of companies (*Age* 28 April 1982:26; *Age* 23 March 1983:22).

In addition to its occupation of the subject building, the firm operated a showroom in the near vicinity at 165 King Street between 1935 and c1970-74 (S&Mc 1935, 1970, 1974). The company still operates today as Creffield Digital Print, with its business primarily focused on digital printing technologies. The company operates out of West Melbourne, South Melbourne and Geelong (CDP 2019). The entire building at 171-173 King Street was advertised for lease in 1991 (*Age* 27 July 1991:69).

In 1992, the ground level was refurbished and converted into a restaurant, at a cost of \$25,000, and in 2003 the upper levels were converted to a commercial art gallery and studios (MBAI 70670; CoMMaps). The site currently houses one shop and one food outlet (CoMMaps).



Figure 2. The subject site as it appeared in 1984. 'J Creffield' can be seen in gold lettering across the front window, indicating the firm's presence. (Source: Butler 1984 [copyright](#))



Figure 3. A map of European countries during World War One produced by J Creffield Pty Ltd in 1915 (left) and a map showing Australian climatic zones also produced by J Creffield Pty Ltd, in the 1950s, during the operation in the subject building (right). (Source: CDP 2019; J Creffield Pty Ltd 1950s, 'Australian climatic zones', NLA copyright)

### SITE DESCRIPTION

Located on the western side of King Street between Bourke Street and Little Bourke Street, with a rear frontage to Cosgrave Lane, 171-173 King Street, Melbourne comprises a narrow three-storey factory/warehouse building, which was constructed in 1922.

The principal elevation to King Street is of painted (originally unpainted) and partially rendered loadbearing brickwork. The principal elevation is symmetrical, comprising three vertical bays with the prominent central bay substantially wider than the two flanking bays. The style of the building is restrained, but exhibits Free Classical or Romanesque Revival style detailing, which was popular in the early twentieth century, including a strong vertical emphasis with brick columns terminating in semicircular arches constructed with three rows of brick on edge voussoirs, and set back rendered transoms at the first and second floor levels. The building also features other classical motifs such as moulded circular garlands on the spandrels to the flanking bays at the second-floor level, strongly detailed and over scaled brackets supporting a decorative moulded cornice, and a central projecting curved pediment above the low parapet.

The original timber framed windows are extant at the upper levels. The windows to the central bay comprise three sets of vertically proportioned sashes, and the top (second floor) window is in the Diocletian pattern with a semicircular head. The flanking bay windows are narrow timber frame double hung windows, also original. At street level, a contemporary aluminium framed shopfront has replaced the original windows, and the masonry columns have been clad with ceramic tiles. The timber entry door and toplight to the stair appears to be an early element.

The rear elevation to Cosgrave Lane is of plain face brickwork, with a simple horizontal parapet surmounted by what a later plant room structure. This elevation is unusual in that it mirrors in simplified form the three-bay geometry of the King Street elevation terminating in a wide arch. Most of the window openings appear to be original and retain original timber frames and glazing. Some substantial exhaust ducting, air conditioning units and machinery have been fixed to the rear wall.

### INTEGRITY

171-173 King Street is highly intact with few changes visible to the original or early fabric of the building. The building retains its materials and key stylistic details, including pilasters terminating in semicircular arches, original pattern of fenestrations, moulded circular garlands, brackets supporting a

cornice with projecting pediment, recessed transoms at the first and second floor levels, and original timber framed windows. The face brickwork has been overpainted; however, this is reversible. The building also retains original built form and scale. Overall the building has high integrity.

### COMPARATIVE ANALYSIS

Modestly scaled factory/warehouse buildings constructed in the early interwar period, immediately before reinforced concrete became the preferred material for warehouse construction, were typically built of loadbearing brick, with a minimum of ornamental detailing and classical influences, like their Victorian or Federation period precursors. Many of these early twentieth century buildings have been adapted to house businesses or offices with retail at ground level, resulting in changes at street level.

The following examples in Melbourne are comparable with the subject building at 171-173 King Street, Melbourne, being of a similar use, scale, location or construction date. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

#### *337-339 La Trobe Street, 1923-24 (HO1208)*

A three-storey face brick warehouse building with classical derived detailing including bricked pilasters and a dentil cornice. It was built for stationers John Dickson & Co. Contrasting lintels topped with squared corbels make features of these wide factory windows.



Figure 4. 337-339 La Trobe Street, built in 1923-24.

*Former Printcraft House, 428-432 Little Bourke Street, 1923 (Recommended as significant in the Hoddle Grid Heritage Review)*

428-432 Little Bourke Street, Melbourne, formerly Printcraft House, was built in 1923 for the Melbourne firm of printers, Brown, Prior & Co, who operated their printing and bookbinding business there for more than 40 years, 1923-66. The four-storey factory/warehouse building was built to a design by architects Gawler & Drummond. In 1966 it was converted to offices.



Figure 5. 428-432 Little Bourke Street, built in 1923.

*Former Veall's Building, 490-494 Elizabeth Street, 1913 & 1927 (HO1150)*

Four-storey rendered brick former factory originally built as three-storey c1913. The building was altered and added with fourth level in 1927, with the ground level converted to retail (RBA 2013:D21-D22).



Figure 6. 490-494 Elizabeth Street, 1913 & 1927. (Source: RBA 2013:D21)

The 1922 brick building at 171-173 King Street is a highly intact example of an early interwar factory/warehouse building constructed in the period immediately before reinforced concrete became the preferred material for warehouse construction, replacing loadbearing brick. It exhibits some elements characteristic of the Romanesque Revival style, which was popular in the late nineteenth

century and at the turn of the century. The more restrained use of Romanesque details for the subject building reflects its later build date and interwar austerity.

As a utilitarian factory/warehouse constructed in the interwar period, it compares well to several examples in central Melbourne. These utilitarian buildings were generally built of loadbearing face brick, with more restrained decoration compared to their Victorian or Federation period precursors, but still retaining some stylistic references to classical motifs generally seen in the parapet details.

The most closely comparable examples are the three-storey building at 337-339 La Trobe Street (HO1208), originally built as a stationery factory in 1923-24, and the four-storey printing factory building at 428-432 Little Bourke Street (recommended as significant in the Hoddle Grid Heritage Review), originally built as a printing factory in 1923. The four-storey factory building (altered to its present form in 1927) at 490-494 Elizabeth Street (HO1150) shares some stylistic features, in terms of the overall configuration of three vertical bays, all terminating in Romanesque styled semicircular arches.

171-173 King Street and all three examples, built in the same period, are indicative of the industrial development during the early interwar period, stimulated by the increased demand for manufacturing premises in central Melbourne after the end of the World War One.

## ASSESSMENT AGAINST CRITERIA

✓	<p><b>CRITERION A</b> Importance to the course or pattern of our cultural or natural history (historical significance).</p>
	<p><b>CRITERION B</b> Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p>
	<p><b>CRITERION C</b> Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p>
✓	<p><b>CRITERION D</b> Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p>
	<p><b>CRITERION E</b> Importance of exhibiting particular aesthetic characteristics (aesthetic significance).</p>
	<p><b>CRITERION F</b> Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p>
	<p><b>CRITERION G</b> Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).</p>
✓	<p><b>CRITERION H</b> Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p>

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

D

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**Central City Heritage  
Study 1993**

C

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**Review of Heritage  
overlay listings in the  
CBD 2002**

Ungraded

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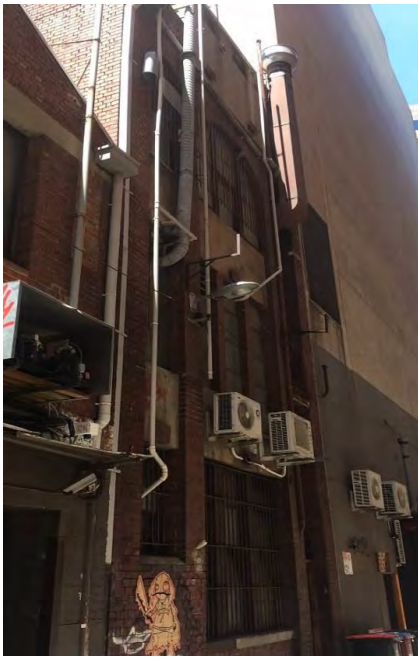
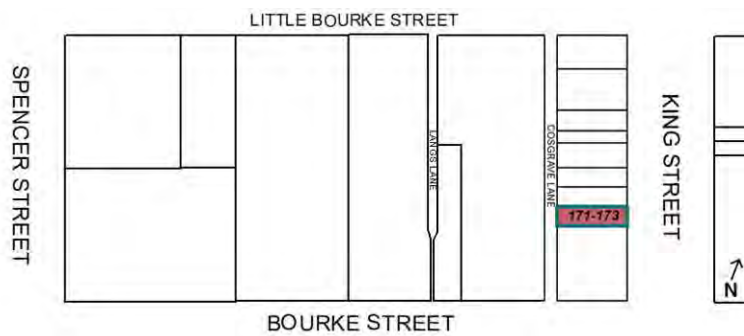
**Central City Heritage  
Review 2011**

Ungraded

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## STATEMENT OF SIGNIFICANCE

## Heritage Place: Warehouse

PS ref no: [HOHOXXXX1339](#)

## What is significant?

171-173 King Street, Melbourne, a three-storey factory/warehouse building built in 1922.

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

- The original building form and scale;
- The original fenestration, including brick pilasters, semicircular arches (King Street and Cosgrave Lane elevations), recessed spandrels, cornice, parapet and pattern of window openings; and
- The original timber frame windows.

Later alterations made to the street level façade, such as the aluminium framed shopfronts, are not significant.

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**How it is significant?**

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171-173 King Street, Melbourne is of local historic, representative and associative significance to the City of Melbourne.

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**Why it is significant?**

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The three-storey warehouse building at 171-173 King Street, Melbourne, constructed in 1922 for J Creffield Pty Ltd, map mounters, heliographers and printers, and occupied by that firm until c1985, is historically significant for representing key phase in Melbourne's manufacturing development: the 1920s recovery period (after the 1890s economic depression) when factory and warehouse premises were in increasing demand in the city to house the growing manufacturing industry. 171-173 King Street demonstrates the historical concentration of businesses connected to the printing, publishing and paper goods industry in the west of the city. (Criterion A)

171-173 King Street is of representative significance, being a highly intact example of an early interwar period factory/warehouse building. Its restrained use of classical and Romanesque details and loadbearing brick construction demonstrate typical characteristics of the early interwar factory/warehouse building constructed in the period immediately before reinforced concrete became the preferred material for warehouse construction, replacing brick. Modestly-scaled factory/warehouses constructed during this period were typically built of loadbearing brick, with the restrained architectural detailing exhibiting classical influences. (Criterion D)

The building is significant for its long association with J Creffield Pty Ltd (1923 to c1985), a prominent firm of map mounters, heliographers and printers, established in Melbourne 35 years earlier in 1888. J Creffield Pty Ltd held a number of government contracts and produced maps for the Allied forces during World War One, as well as maps and plans for educational purposes and for architects. (Criterion H)

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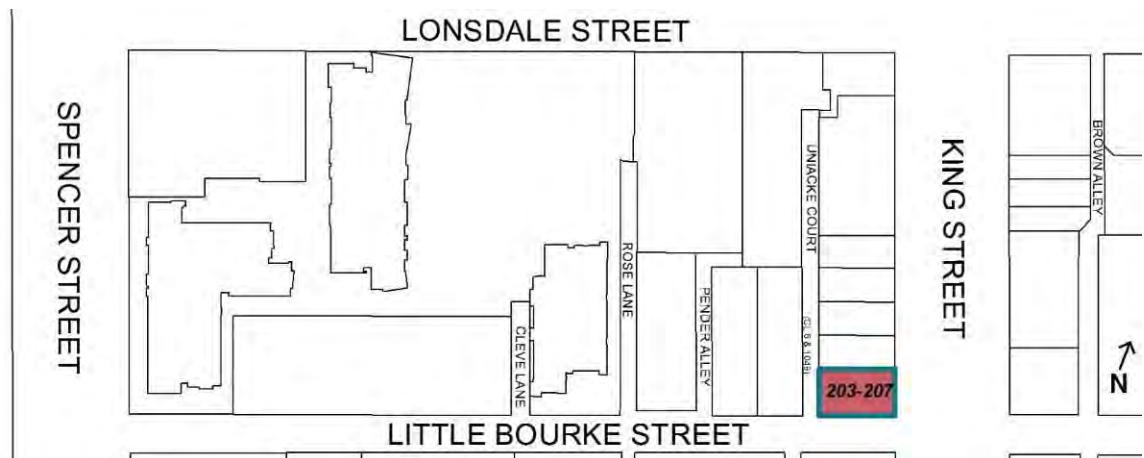
**Primary source**

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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ [\(updated March 2022\)](#)



<b>SITE NAME</b>	Former Factory
<b>STREET ADDRESS</b>	203-207 King Street Melbourne
<b>PROPERTY ID</b>	105308



SURVEY DATE: October 2018

SURVEY BY: Context

<b>HERITAGE INVENTORY</b>	H7822-1210	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
		<b>FORMER GRADE</b>	C
<b>DESIGNER / ARCHITECT / ARTIST:</b>	J A B Koch	<b>BUILDER:</b>	James Wright
<b>DEVELOPMENT PERIOD:</b>	Federation/Edwardian Period (1902-c1918)	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1912-13

**THEMES**

<b>ABORIGINAL THEMES</b>	<b>SUB-THEMES</b>
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
<b>HISTORIC THEMES</b>	<b>DOMINANT SUB-THEMES</b>
5 Building a Commercial City	5.4 Building a manufacturing capacity

**LAND USE**

<b>HISTORIC LAND USE</b>	
<b>Archaeological block no:</b> 17	<b>Inventory no:</b> 210
<b>Character of Occupation:</b> Commercial, Residential	
Land sale details not provided. Current building: two-storeys and basement.	
1866 Cox	Building shown on corner
1880 Panorama	Two-storey building fronting King Street
1888 Mahlstedt	One- and two-storey building, W Child, Butcher.
1905/6 Mahlstedt	One- and two-storey building, Pearson Earthenware shop.
<b>THEMATIC MAPPING AND LAND USE</b>	
1890s	Commercial, Residential
1920s	Manufacturing, Commercial
1960s	Manufacturing, Commercial

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

**SUMMARY**

203-207 King Street is a two-storey Federation period factory building erected in 1912-13 for printer and stationery manufacturer, Thomas George Ramsay. The building was designed by noted architect J A B Koch and constructed by builder James Wright. T G Ramsay & Co occupied the building until 1935. Other long-term occupants included George Wills & Co, shipping agents, from 1950 until at least 1974; and YHA Australia from 1986 to c1999.

## HISTORICAL CONTEXT

### Building a commercial city

#### *Building a manufacturing capacity*

Economic historian Tony Dingle states that, for much of its history, Melbourne has been Australia's largest single centre of manufacturing (Dingle 2008).

The fringes of north and west Melbourne developed as a mixed area of residential, commercial and industrial uses. Small, sometimes substandard workers' housing was built among the factories that provided employment. Manufacturers expanded in the late nineteenth century, often absorbing the adjacent housing. The city's west end manufacturing progressively expanded north to encompass the blocks between Adderley Street and King Street (MPS:34).

As the City of Melbourne's Municipal Planning Scheme notes, 'With the local impact of Sands & McDougall at the north end of Spencer Street, a printing, publishing and paper goods district was established in West Melbourne by the end of the nineteenth century' (MPS:34).

Development slowed during the economic depression of the 1890s, only recovering with the revival of immigration in the first decades of the twentieth century.

Although affected by World War One in the period 1914-1918, by the end of the 1920s Melbourne's population had reached one million people. In the first decades of the twentieth century, the demand for residential development declined in central Melbourne as many residents moved out of the city to the suburbs, and the booming retail and manufacturing sectors rapidly took up available city properties (Marsden 2000:29-30). Multi-storey workshops, factories and warehouses, many designed by architects, increasingly took over the city centre.

Development in the city slowed with the widespread economic depression of the late 1920s and early 1930s. Because of a lack of finance over this period, instead of new construction, some city buildings were substantially remodelled to create new commercial and industrial spaces.

The printing industry in the city's west was further consolidated in the area with the opening of the Argus Building, from where the *Argus* newspaper was printed and published, on the corner of La Trobe and Elizabeth streets in 1926.

From the 1930s, like the rest of Australia, an increasing proportion of the city's workforce took up jobs in manufacturing, an industry that led Australia's recovery from the economic depression, when, the *Encyclopedia of Melbourne* notes, a

*steep rise in tariffs, devaluation of the Australian pound, falling wages and electricity costs all made local producers far more competitive internationally. Textiles benefited first, then the metals industries and engineering took over as pacemakers* (Dingle 2008).

After being the centre of manufacturing in Australia in the 1930s, Melbourne's importance in this regard began to decline (Context 2012:35). However, from the end of World War Two to the beginning of the 1970s, Melbourne underwent the most sustained growth in its history, mostly based on the manufacturing industry.

## SITE HISTORY

The subject site is located on part of Crown Allotment 17, Block 13, offered for sale in 1839 ('Plan of Melbourne' 1838).

During the Victorian period, the area near the corner of King and Little Bourke streets was developed with Victorian-period working-class residences and retail premises. By the first decades of the twentieth century through until the 1950s, the area became associated with the printing and publishing industry, reflecting the significant growth of industry and manufacturing in Melbourne over this time. A two-storey building (likely a store) and a one-storey building (likely a residence) were in existence on the subject site by 1888. In the same year, butcher, W Child, occupied the two-storey building and by 1905, Pearson Earthenware operated from the building (Fels, Lavelle and Mider 1993, Inventory no 210).

The subject building at 203-207 King Street was constructed in 1912-13 for printer and stationery manufacturer, Thomas George Ramsay.

T G Ramsay & Co, printers, had opened premises in Chancery Lane, Melbourne in 1888 (*Age* 28 July 1888:5).

In 1893, Messrs T G Ramsay & Co, letterpress and lithographic printers and manufacturing stationers of Little Collins Street Melbourne, opened a branch office at View Point in Bendigo. By 1894, the firm had moved its Melbourne offices to 87 King Street (*Age* 24 November 1894:3). In 1910, T G Ramsay & Co commenced operations from new premises at 209-211 King Street, which comprised two-storey brick offices and a factory designed by architects Ward & Carleton (*Argus* 30 June 1909:2). New premises for the company, the subject building, were constructed in 1912-13 at 203-207 King Street. Designed by architect J A B Koch, the brick factory building at 203-207 King Street was constructed by builder James Wright (MCC registration no 3377, as cited in AAI, record no 71707).

In 1923, Ramsay Publishing Pty Ltd was registered to acquire the businesses of T G Ramsay & Co and Shipping Publishing Co Pty Ltd, both located at 203-207 King Street (*Daily Commercial News and Shipping List* 15 August 1923:13). In 1925, the two-storey building with basement was described as constructed of steel columns and girders with a galvanised iron roof. In this year it continued to house printers T G Ramsay & Co (see Figure 1) (Mahlstedt Map Section 1, no 22, 1925). By 1934, Ramsay Publishing, who published mainly books, operated from premises addressed as 197-207 King Street (*Argus* 19 April 1934:3). T G Ramsay & Co remained in the building until 1935.



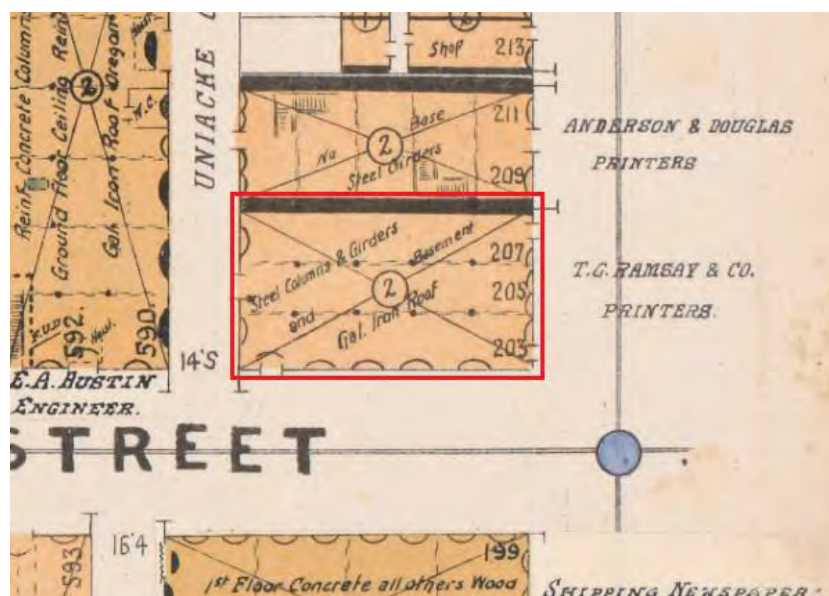


Figure 1. The site as it appeared in 1925. (Source: Mahlstedt Map Section 1, no 22, 1925)

In 1935 the building was briefly occupied by a lithographer by the name of J E Hackett (S&Mc 1935, 1938). In 1939 and 1940, the Textile Technical School Ltd operated from the building at 203-207 King Street (*Age* 27 January 1939:10; *Age* 11 September 1940:2). The building was then used by Kemp & Sheehan, who sold plumbing goods, between 1942 and 1945 (S&Mc 1942, 1945). By 1950, the subject building was occupied by George Wills & Co, shipping agents, who remained there until at least 1974 (S&Mc 1950, 1974).

English born George Wills founded G & R Wills, importers and warehousemen, in Rundle Street Adelaide in 1849, expanding from drapery supplies to include clothing and footwear. By 1922, George Wills & Co had established operations around the world, including London, Manchester, Liverpool, New York, Paris and Morocco (*Advertiser* 23 December 1922:12). To keep up with expansion in Melbourne, the company constructed a large warehouse in Flinders Lane in 1912 (*Advertiser* 23 December 1922:12). G & R Wills became a public company in 1946 *Sydney Morning Herald* 18 November 1946:6).

The subject building in unpainted brick building with signage above the entry reading 'George Wills & Co Limited' c1972 can be seen in Figure 2.

The company was taken over by Industrial Equity c1983, then sold to Southern Farmers which was taken over by Independent Holdings Ltd c1989 (SLSA 2019).

The building was put up for auction in December 1975 and occupied by a law firm named Oakley, Thompson & Co, from 1978 (*Age* 28 April 1977:49; *Age* 25 September 1984; *Age* 11 December 1975:37).

The subject building was refurbished by the Youth Hostels Association (YHA) Australia and converted to a hostel in 1986 (CoMMaps). YHA Australia is a non-for-profit and membership-based organisation that aims to provide affordable accommodation for travellers, whilst encouraging diversity and cross-cultural experiences (YHA 2019). Youth hostels originated in Germany in 1909, with an international federation of youth hostels founded in 1932. The first youth hostel in Australia opened in 1939 in Warrandyte in Victoria, and quickly spread to the other states (YHA 2019). In 1947, a national

meeting took place, which led to the formation of a national body of hostels, which was to be known as YHA. (RCM 2019).

YHA Australia operates 75 hostels that house 8,297 beds with an average of 4,400 guests per night. Over 250,000 people are members of YHA Australia, who hosts 6 million stays per year for guests from over 137 countries (RCM 2019).

YHA Australia remained at the site until at least 1998, and during its occupation the building was used as the headquarters for YHA Victoria (*Age* 29 November 1998:121). The site was sold by YHA Australia in 1999 (CT:V4722 F204).

The subject building was refurbished in 2000 and today operates as a backpacker's hostel (CoMMaps).



Figure 2. Corner Little Bourke Street and King Street, c1972, showing 203-207 King Street on the corner site. (Source: Halla c1972, SLV [copyright](#))

### *J A B Koch, architect*

John Augustus Bernard Koch (1845-1928), architect, was born on 27 August 1845 in Hamburg (Germany), son of Johann Christian Koch, joiner. In 1855 the family migrated to Melbourne. By 1870 Koch was listed in the Melbourne directory as an architect at Richmond, having served his articles with F M White and becoming his assistant (Goad 2012:388).

Appointed architect to the City of Melbourne in 1873, Koch designed the City's hay, horses, cow and pig markets and the corn exchange. Later institutional buildings included two Richmond libraries, the German Club in Alfred Place, and projects associated with the Women's Hospital, Melbourne (of which he was honorary architect and life member) and the Castlemaine hospital. Two of his Richmond hotels, the Spread Eagle and the Prince Alfred, survive in addition to some warehouses, factories and stables (Goad 2012:388). His utilitarian structures are noted for their sound construction, firm lines and sparing use of decorative brickwork (Forge 1983).

Koch is known for his use of classical building styles in the boom period of Melbourne. His best remembered work is the Labassa mansion in Caulfield, Victoria, where he designed and oversaw the complete renovation of an earlier house at great cost (Goad 2012:388). An active community member, Koch was a councillor for Richmond and later mayor (in 1883), as well as being chairman for the local school board. He was president of the Royal Victorian Institute of Architects (RVIA), 1903-04 (Goad 2012:389).

## SITE DESCRIPTION

Located at the northwest corner of the intersection of King Street and Little Bourke Street, 203-207 King Street comprises a two-storey factory/warehouse building with a basement constructed in 1912-13. The King Street and Little Bourke Street elevations are symmetrical comprising four equal vertical bays on King Street and five on Little Bourke Street. The walls are painted (originally unpainted) loadbearing face brickwork. The Federation period warehouse has a restrained design, featuring some elements influenced by Romanesque architecture, including a strong vertical emphasis with brick pilasters featuring curved corners to the reveals, terminating in semicircular arches with four rows of brick on edge voussoirs. The King Street elevation features Art Nouveau style decorated capitals to the brick pilasters at the spring point of the first-floor arches, but these are not present on the Little Bourke Street elevation, indicating a secondary frontage. There are simple recessed spandrels between the pilasters at the first-floor level with a projecting sill below each window opening. The building terminates in a substantial cornice supported on modillions with a simple low brick parapet. Behind the parapet, the roof is pitched and clad in corrugated steel, with a gambrel form at the eastern end.

The original timber frame windows appear to be substantially extant at first floor level, comprising a triple-bay Diocletian pattern. At the ground level, some of the mullions have been removed to create larger shopfront windows although the openings remain unaltered. The ground floor is raised above the street, and is accessed through a doorway on the Little Bourke Street elevation. On both frontages, there are low windows with security bars to allow daylight to enter the basement below the ground floor. The building does not have an awning.

The rear (Uniacke Court) lane elevation is of unpainted loadbearing face brickwork with rendered concrete lintels over the door and window openings, and a simple triangular parapet with roof vent. A face brick chimney with corbelled top rises above the parapet. Most of the window openings appear to be original and retain a mixture of timber and (possibly later) steel framed glazing. Some large exhaust ducting, air conditioning units and machinery have been fixed to the rear wall.

## INTEGRITY

203-207 King Street is substantially intact with only some minor changes visible to original or early fabric. The building retains its original built form, scale and configuration including pilasters, semicircular arches arch tops, Art Nouveau style decorated capitals, cornice supported on modillions and parapets. It retains its original pattern of openings and timber windows, although some of the steel framed windows on the rear (Uniacke Court) elevation may have replaced earlier windows. At street level, the building retains its original refined configuration of masonry and openings. Alterations include the overpainting of the brickwork (which is reversible) and creation of larger windows by the removal of mullions at street level. Overall the building is of high integrity.

## COMPARATIVE ANALYSIS

Modestly scaled factory/ warehouses constructed during the Edwardian/Federation period were an important phase of development in central Melbourne, especially during the late nineteenth and early twentieth centuries. These buildings are typically built of loadbearing face brick, with minimum ornamental detail that, where present, generally references back to classical architecture. Many of these buildings are no longer operating in their original industrial or manufacturing role, often adapted to house businesses or offices with retail at ground level, resulting in substantial changes at street level.

The following examples are comparable with the subject building at 203-207 King Street, being of a similar use, scale, location or construction date. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

### *103-105 Lonsdale Street, 1908 (Significant in HO507 Little Bourke Street Precinct)*

Former warehouse/factory originally of three storeys. Designed in the Romanesque Revival style and built by J J Oliver in 1908. Now an office building with ground level retail it was refurbished and subdivided in 2008 with the addition of two extra storeys and an accessible rooftop.



Figure 3. 103-105 Lonsdale Street, built in 1908.

### *217 Queen Street, 1907 (HO1071)*

A three-storey brick building with ground level retail and upper level offices. Formerly a warehouse and factory. It was designed by Gibbs & Finlay in the American Romanesque style and built by James SG Wright in 1907. It features particularly good Art Nouveau ornamentation.



Figure 4. 217 Queen Street, built in 1907

*612-620 Lonsdale Street, 1911 (HO722)*

Two-storey brick and bluestone building built in 1911 and demolished in mid-2014 with the 1911 heritage façade retained.



Figure 5. 612-620 Lonsdale Street, built in 1911. (Source: Gogle 2019)

The two-storey building at 203-207 King Street is a largely intact example of an early twentieth century factory/warehouse building, utilitarian and functional yet refined in its design, of which there are several surviving examples within central Melbourne (often adapted to house new uses). These buildings were generally built of load-bearing face brick, with restrained decoration compared to their Victorian period precursors, but with some earlier stylistic references.

203-207 King Street is comparable with a number of other HO listed examples of the type, including 103 Lonsdale Street (HO507) and 217 Queen Street (HO1071) where the vertical proportions of the brick pilasters terminating with semicircular arches demonstrate the Romanesque influences often found in Federation period warehouses. It is particularly comparable with 103 Lonsdale Street, (HO507) being relatively austere in its use of applied decoration, especially when compared to 217 Queen Street (HO1071). It is also comparable to 612-620 Lonsdale Street (HO722), although this latter building has a more elaborate parapet.

Unlike most of the other examples, the original brickwork of the subject building has been overpainted, however this change is reversible.

## ASSESSMENT AGAINST CRITERIA

✓	<p><b>CRITERION A</b> Importance to the course or pattern of our cultural or natural history (historical significance).</p>
	<p><b>CRITERION B</b> Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p>
	<p><b>CRITERION C</b> Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p>
✓	<p><b>CRITERION D</b> Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p>
	<p><b>CRITERION E</b> Importance of exhibiting particular aesthetic characteristics (aesthetic significance).</p>
	<p><b>CRITERION F</b> Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p>
	<p><b>CRITERION G</b> Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).</p>
	<p><b>CRITERION H</b> Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p>

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**D

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**Central City Heritage  
Study 1993**C

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**Review of Heritage  
overlay listings in the  
CBD 2002**Ungraded

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**Central City Heritage  
Review 2011**Ungraded

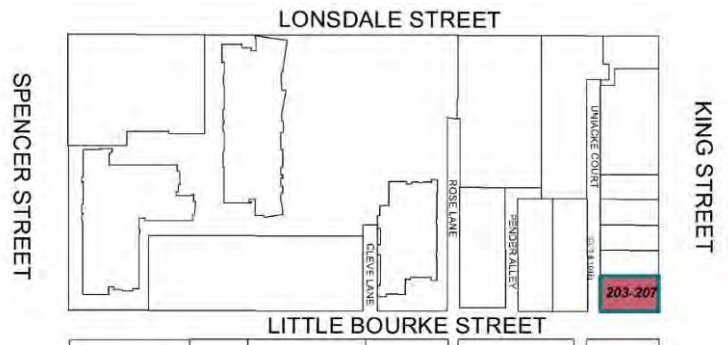
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## STATEMENT OF SIGNIFICANCE

## Heritage Place: Former Factory



PS ref no: HO1340XXXX



## What is significant?

203-207 King Street, Melbourne, a two-storey factory/ warehouse building built in 1912-13.

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

- The original building form and scale;
- The original fenestration, including brick pilasters (some with Art Nouveau capitals), semicircular arches, recessed spandrels, cornice, parapet and pattern of window openings; ~~and~~
- The original timber frame windows.

Later alterations made to the street level facades are not significant.

**How it is significant?**

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203-207 King Street, Melbourne, is of local historic and representative significance to the City of Melbourne.

**Why it is significant?**

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The two-storey factory building at 203-207 King Street is historically significant for the evidence it provides of a key phase in Melbourne's manufacturing history during the first decades of the twentieth century when most residents moved out of the city to the suburbs, and the retail and manufacturing sectors rapidly took up city properties. Multi-storey workshops, factories and warehouses, many designed by architects, were increasingly established in the city centre. The factory building at 203-207 King Street was constructed in 1912-13 to a design by notable architect J A B Koch. Constructed for printer and stationery manufacturer, Thomas George Ramsay, it is also significant as it is indicative of the historical concentration of businesses connected to the printing, publishing and paper goods industry in the west of the city. Ramsay's business, named T G Ramsay & Co, was associated with the Ramsay family, Melbourne printers and publishers since 1888. T G Ramsay & Co occupied the building for 22 years, until 1935. (Criterion A)

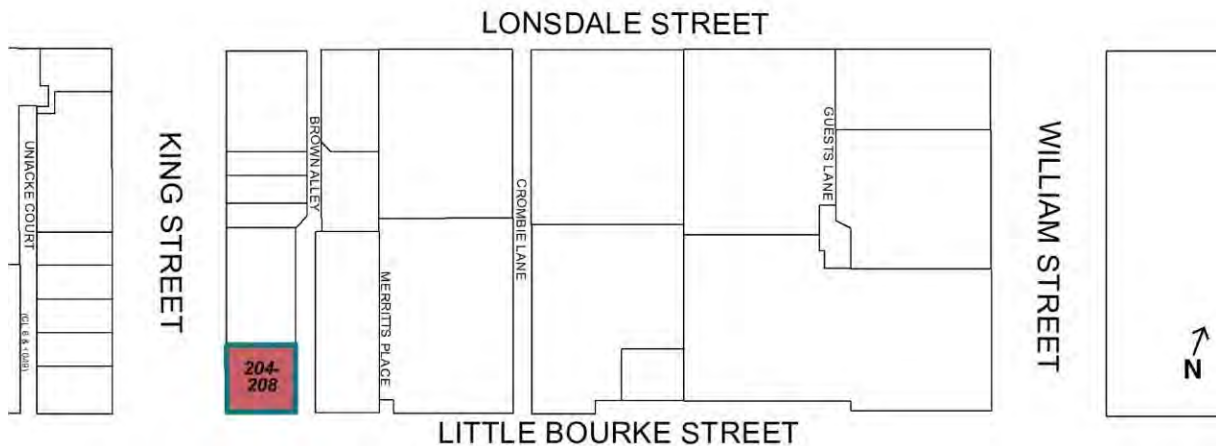
203-207 King Street is significant as a largely intact example of a two-storey Federation period factory/warehouse building featuring some elements influenced by Romanesque architecture. It is one of several such buildings that survive from the period, which are generally low scale and use simple construction of loadbearing face brick walls with either a steel post and beam or reinforced concrete internal structure. It retains its original form and scale, and exhibits key characteristics of its type and style, such as brick pilasters (some with Art Nouveau capitals) terminating in semicircular arches, recessed spandrels, cornice, parapet and pattern of window openings and, at first floor level, timber-framed Diocletian pattern windows. The significance is enhanced by retention at street level of the original refined configuration of masonry and openings. Despite the overpainting, the original form and detailing of the building remain clearly legible. (Criterion D)

**Primary source**

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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ [\(updated March 2022\)](#)

<b>SITE NAME</b>	Great Western Hotel
<b>STREET ADDRESS</b>	204-208 King Street Melbourne
<b>PROPERTY ID</b>	105384



SURVEY DATE: March 2019

SURVEY BY: Context

<b>HERITAGE INVENTORY</b>	H7822-1223	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Not known	<b>FORMER GRADE</b>	C
<b>DEVELOPMENT PERIOD:</b>	Victorian Period (1851-1901)	<b>BUILDER:</b>	Not known
		<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1864

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here.
HISTORIC THEMES	DOMINANT SUB-THEMES
13 Enjoying the city	13.6 Eating and drinking

## LAND USE

HISTORIC LAND USE	
Archaeological block no: 18	Inventory no: 223
Character of Occupation: Commercial, Residential	
Land sale details not provided.	
1866 Cox	Building on King street frontage
1880 Panorama	
1888 Mahlstedt	Two & one-storey buildings, J O'Brien "Star of the West" hotel
1905/6 Mahlstedt	Two & one-storey buildings, "Great Western Hotel"
THEMATIC MAPPING AND LAND USE	
1890s	Hotel and lodging
1920s	Hotel and lodging, pubs
1960s	Pubs

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

## SUMMARY

The former Great Western Hotel at 204-208 King Street is a two-storey early Victorian hotel building. Built in 1864 on a prominent corner site, and extended in the 1920s, the former Great Western Hotel operated as a hotel for 153 years, from 1864 until 2017.

## HISTORICAL CONTEXT

### Enjoying the city

#### *Eating and drinking*

Alcohol was a mainstay of a frontier colonial town. During the early period of settlement, many people resorted to alcoholic beverages rather than drink the city's unpalatable and contaminated water. Hotels were abundant in Melbourne; in working-class areas, such as Carlton, there was virtually one on every corner. One of Melbourne city's first permanent buildings was Fawkner's hotel established in 1836 on the corner of William Street and Flinders Lane (Context 2012: 98).

A weakness for drink was considered by many in the Victorian era as a human failing; self-improvement and moral fortitude were the values to strive for. The consumption of hard liquor generally went hand-in-hand with gambling and with Melbourne's lively night life. Social problems associated with drunkenness in late nineteenth-century Melbourne made alcohol a chief cause for steps towards social reform, resulting in the establishment of the powerful temperance movement and local abstinence societies (Context 2012: 90, 98).

Hotels responded to the changing times and circumstances. In the early 1900s, falling hotel standards and pressure from the temperance movement prompted the state government to reduce the number of liquor licenses. From 1907 the Licences' Reduction Board reduced the number of hotels in all districts to 1885 statutory levels. Many hotel buildings were subsequently demolished or adapted to different uses; other hotel owners upgraded and refurbished their buildings from this period through to the 1920s and 1930s in order to meet the new licensing conditions that were contingent on the provision of adequate accommodation and other facilities (Dunstan 2008).

The 'early closing' of hotels at 6.00pm, an effort to curb drunkenness by restrictive legislation, caused other anti-social behaviour, and was overturned in 1966 (Context 2012:98). Of the approximate 100 hotels in existence in central Melbourne in the 1920s, only approximately 45 hotels remained by the 1960s. In 2018, only approximately 12 hotels in central Melbourne retained their historic use and form (CoM 2018).

## SITE HISTORY

The land comprising 204-208 King Street, Melbourne forms part of Crown Allotment 19, Block 18, first purchased by Alexander Davidson of Sydney for £117.0s.16p in 1838 (CoMMaps; 'Plan of Melbourne' 1838; DCSLV 1839).

The subject building, a two-storey brick corner hotel with bluestone quoining, was built in 1864 for P J Martin, esquire (CoMMaps; *Argus* 21 October 1868:3; S&Mc 1864). Opening by December 1864, it operated continuously as a hotel for over 150 years, firstly as the Star of the West Hotel from 1864 until 1892, and then as the Great Western Hotel from 1892 until its closure in 2017 (S&Mc 1865, 1892; *Argus* 20 December 1864:8). Established in 1864, the subject building continuously served as a pub for over 150 years until its recent closure in 2017.

The Star of the West Hotel, addressed as 172 King Street in the 1860s, originally comprised two narrow rectangular built forms (on allotments 204-206 King Street), each with a single entrance and window and separated internally by a party wall, with an attached outbuilding on the southern elevation (see Figure 1 and Figure 2). In 1868 tenders were called for the hotel to be painted (*Argus* 21 October 1868:3).

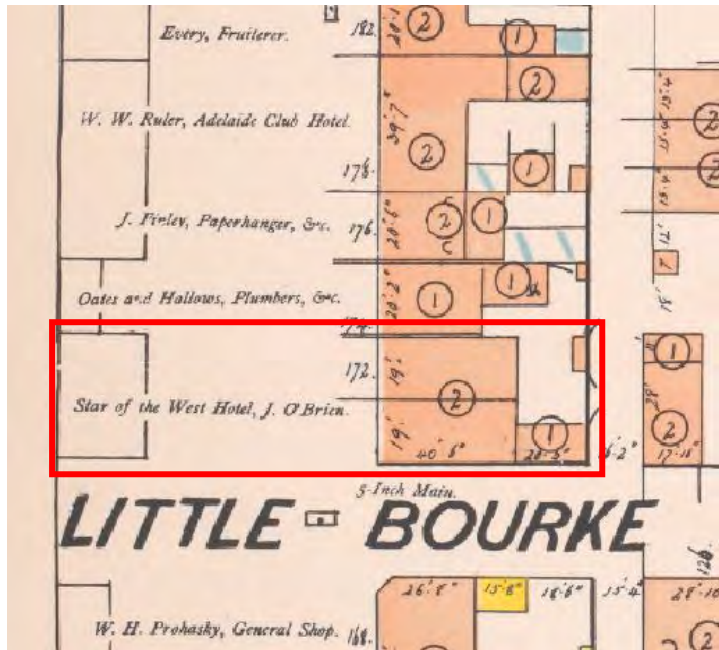


Figure 1. Extract from Mahlstedt fire survey plan showing the original Star of the West Hotel (later Great Western Hotel) building footprint. (Source: Mahlstedt Map no 18, 1888, SLV)



Figure 2. Extract from 1882 engraving of Melbourne, showing the subject building prior to the extension in 1920. (Source: Cooke 1882, SLV)

During the early years, the publican of the hotel changed frequently between 1864-1885, with no single victualler remaining longer than a few years (S&Mc 1870-1890). The first licensee was Thomas Lowrey, followed by John McDonald, who took over as licensee for the subsequent two years (S&Mc 1868). Several inquests were held at the premises in the 1870s, demonstrating that the Hotel had a civic function in early Melbourne (*Age* 18 June 1874:3).

It seems that the Star of the West Hotel also had a reputation for accommodating roguish behaviour; in 1871 then proprietor William Ryan was fined for permitting drunken and disorderly persons to be in his hotel; in 1875 proprietor Bernard O'Hagan was fined for illegally selling liquor on a Sunday; and in 1877 proprietor and landlord Michael Tierney was found guilty of manslaughter of a patron (*Leader* 14 January 1871:23; *Age* March 1875:2; *Argus* 13 January 1877:13). Publicans of the Star of the West



Hotel continued to be fined throughout the 1880s for breaching liquor licensing laws (*Age* 13 July 1888:9; *Melbourne Punch* 10 December 1885:1; *Argus* 17 May 1882:10).

Sydney H Wilson, architect, invited tenders for alterations, general repairs and painting to be carried out to the Star of the West Hotel in 1889 (*Age* 16 October 1889:9). These works were minor repairs and surface treatments as no changes to the building footprint are recorded on the 1895 Melbourne Metropolitan Board of Works Detail Plan (MMBW Detail Plan no 737, 1895). The Star of the West Hotel was renamed the Great Western Hotel by 1892 (S&Mc 1892). Located near Spencer Street Railway Station (now Southern Cross Station), the hotel targeted its advertising towards families and country visitors, offering accommodation, food and drink (*Age* 8 December 1890:3; *Age* 8 December 1890:3).

Thomas Tanner took over the establishment's licence in 1894, and remained the licensee until 1920 (*Age* 26 July 1894:7). A tender was invited for tuck-pointing services for the Great Western Hotel in 1904 (*Age* 11 October 1904:9). After Thomas' death in 1909 his wife Catherine Tanner continued to operate the Great Western Hotel until her death in 1920 (*Argus* 6 September 1920:1)

Thomas Uren was registered as the licensed victualler of the Great Western Hotel in late 1920 (*Argus* 16 October 1920:13). During the proprietorship of Uren, the premises were substantially extended, when 'additions to hotel' were carried out at a cost of £2250, presumably in order to meet new liquor licensing requirements for provision of adequate accommodation and other facilities (MBAI 3079). The two buildings were joined internally by a single opening (see Figure 3) (S&Mc 1905-1920; *Geelong Advertiser* 5 September 1925:5; MBAI). Architect Ernest J Keogh oversaw the 1920 alterations and additions to the Great Western Hotel (*Argus* 20 November 1920:25; MBAI). Uren lived at the hotel with his wife, Elizabeth Uren, until his death in 1922 when the licence was transferred to Elizabeth (*Herald* 25 July 1922:16). Elizabeth Uren transferred the licence of the hotel to John H Gunch in 1938 (*Argus* 5 July 1938:4). After World War Two the hotel management prioritised the employment of returned soldiers (*Age* 1 June 1949:12). W McClure and V H Coleman were registered as directors of the Great Western Hotel in 1947 and subsequently reconfigured the interior as three main sections: bar, dining and saloon (see Figure 4) (*Age* 24 April 1947:8).

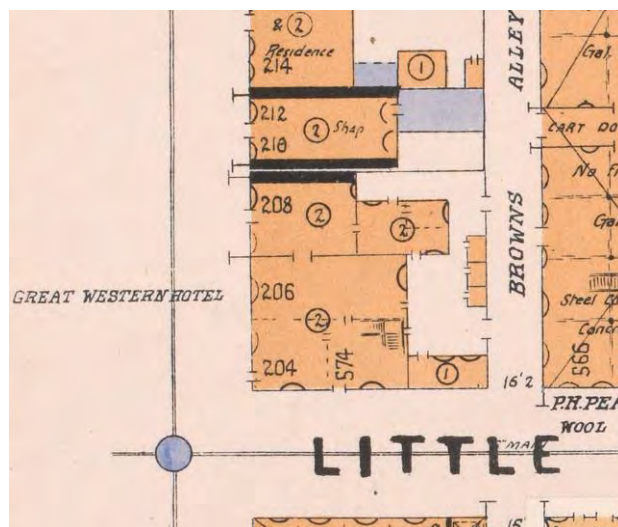


Figure 3. Extract from fire survey plan showing the later, northern addition. (Source: Mahlstedt Map section 1 no 19, 1925, SLV)

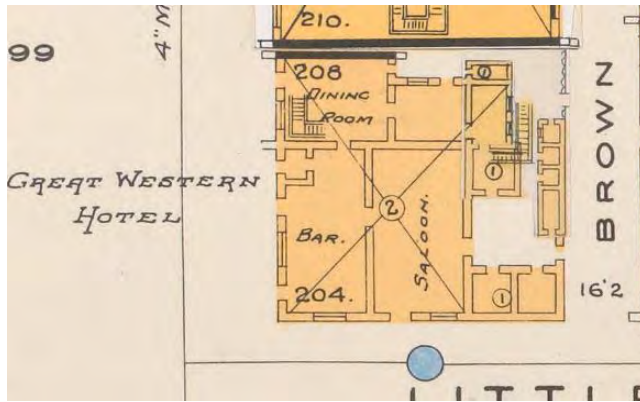


Figure 4. Extract from fire survey plan showing internal layout and reconfiguration. (Source: Mahlstedt Map section 1 no 19, 1948)

The façade of the two-storey addition at 208 King Street replicated in style, materials and window proportions the original 1864 building design at 204–206 King Street, as shown in the cover image and Figure 5. A bathroom was added to the original building in 1928 (MBAI) and in 1938 Robert H McIntyre, architect, invited tenders for alterations and additions to the hotel (*Age* 1 October 1938:5; MBAI).

In the latter decades of the twentieth century the hotel was known as a venue offering affordable food, including ‘legendary dim sim bolognaise’ and \$2 a head pub meals in the 1970s (*Age* 31 May 1991:2; *Age* 22 July 1975:17). The building was numbered 204–210 in 1974 (S&Mc 1974). The Great Western Hotel does not appear to have had any major alterations or additions made since 1972 (see Figure 5). An article published in the *Age* in 1975 describes the décor of the hotel as ‘Victorian Railways Waiting Room 1940s’, suggesting that the interior in the 1970s had not been significantly altered from McIntyre’s works of 1938 (*Age* 22 July 1975:17).

The Great Western Hotel was closed in March 2017. A newspaper article in the same year stated that the ‘pub has been a long-term haunt for barristers and solicitors from the nearby court district, and journalists covering courts and crime’ (*Age* 25 January 2017). Approval for partial demolition of the building and construction of a 26-storey tower was granted in 2017 (*Age* 25 January 2017).



Figure 5. The Great Western Hotel in 1972. Note the ground floor level pattern of fenestration remains unchanged today. (Source: Halla 1972, SLV [copyright](#))

## COMMUNITY CONNECTIONS

### *A traditional pub*

The Star of the West, later the Great Western Hotel, has served as a traditional hotel through its 153-year history, providing accommodation, meals and alcohol to a changing clientele. Changes in clientele most likely reflected the changing nature of this part of the city, and the uses and activities nearby. Even city pubs served a local – often workplace-based – clientele. Located close to the railway and port section of the city, the hotel advertised accommodation for country visitors in the 1890s, presumably taking advantage of its location near Spencer Street Station (now Southern Cross Station), the main terminus for country trains through to today.

During the twentieth century, the Great Western Hotel followed many of the trends used by hotels to survive lean times. In the 1976 for example, it became one of two city hotels – both in King Street – to propose cut-price drinks as part of a weekly “happy hour”, but a bomb threat to both venues, perhaps by a competitor quickly ended this initiative (*Age* 1 April 1976; 2 April 1976). Cheap food was another strategy used by the licensee of the Great Western Hotel to attract clientele. Peter Smark, a highly regarded journalist, started writing independent reviews of Melbourne restaurants for *The Age* in the 1970s, and his work is regarded as setting the standard for Australian newspaper food criticism (*Sydney Morning Herald* 23 June 2000). For example, Smark produced the first edition of *Eating out in Melbourne* in 1977, a forerunner to the Good Food Guide. Smark’s 1975 review of several inner Melbourne pubs comments positively on the food, described as ‘competent and ordinary but at that price (\$2) it’s remarkable’. Cheap meals continued to be a feature of the Great Western right through to its closure in 2017. The 1970s and 80s saw the development of a vibrant pub music scene in Melbourne and the Great Western Hotel followed that trend, advertising live bands and DJs in the weekly EG (Entertainment Guide) in *The Age* in the 1980s and 90s. Other activities held in the hotel included gatherings after the annual ANZAC Day march, and reunions including one for the VICRAIL

Claims Office reunion in 2012, one of many reunions and retirement send-offs held here for railwaymen (Wurr 2017).

By the 2000s, the Great Western Hotel was mainly known for its old-fashioned pub style, regarded as unchanged perhaps since the 1970s or 60s, with its 'bare simplicity', minimal beer-on-tap options and 'a long, beer-mat-covered wooden bar that services two spotless rooms and nondescript patterned carpet dotted with simple two-level tables and bar stools' (Age 9 June 2013). The meals remained cheap and the clientele were 'city workers, footy-heads and folks taken to nostalgia' (Age 9 June 2013). Frank and Shirley Welsford, licensees from the 1990s drew on their experience in running country pubs; they reinforced traditional service, welcoming regulars by their first name, retaining the beer on tap tradition, and not succumbing to trends such as bottled beer over the counter (Wurr 2017). Regulars during this period ranged from public servants to railwaymen; the lunch trade was strong (Vaughn Moore, pers. comm.).

The Great Western was also regarded as a 'long-term haunt (for barristers and solicitors from the nearby court district, as well as journalists covering courts and the crime beat'. Neville Bowler, Walkley Award winning Age photographer frequented the Great Western; his colleague Peter Cox recorded in Bowler's obituary that 'Neville's charm, good humour and ability to tell a good story made him a most popular drinking partner when the usual cleansing ale was consumed at The Great Western Hotel. So popular that a direct phone line was installed from the Age picture desk to the pub' (Age 16 June 2015).

Modernisation of many city hotels, with new facades and interiors, meant that hotels like the Great Western Hotel were sought out by those who liked its traditional, 'old-fashioned' style, décor and the simplicity of its offering. City and Country Hotels Architectural Appreciation Society (CCHAAPS), an informal group of people who enjoy traditional pubs, visited the Great Western Hotel on a number of occasions, regarding its traditional 'country pub' style – one of the last examples in the CBD – as an attraction (Paul Nicholson and Chris Wurr, pers. comm.). Its regular clientele marked the closure of the Great Western Hotel with numerous gatherings for 'last drinks', and a souvenir stubby holder featuring a sketch of the hotel (drawn by a CCHAAPS member) was produced (Chris Wurr, pers. comm.).

## **SITE DESCRIPTION**

Located on the north-eastern corner of King Street and Little Bourke Street, and abutted by Brown Alley at the rear, the former Great Western Hotel at 204-208 King Street, Melbourne is a two-storey early Victorian hotel building. The original 1864 built form comprised two sections, with a third module, dating from the early 1920s, added to the north of the building. The addition has been executed in a manner to appear visually coherent and uniform with the original design, using the same materials and detailing, and it is likely that the 1864 face brick walls were rendered and painted to blend with the 1920s addition at this time.

The principal façade to King Street is of dark painted render over loadbearing brickwork with bluestone quoining framing the first level windows and corners of the building. It comprises three main bays, with the original two bays adjacent to the Little Bourke Street corner being of a consistent width, while the northern addition is similar but slightly wider. At the street level, simple rectangular pilasters with Doric capitals terminate in a moulded cornice at the first-floor level. At the first floor level there are ten window openings; comprising six vertically proportioned window openings on the King Street frontage and four on the Little Bourke Street frontage. The windows are arranged in pairs, located

centrally within each section. The window openings within the original bays feature painted smooth face bluestone quoins, as does the corner of the building at Little Bourke Street. The quoins to the northern 1920s addition are scribed and painted, imitating the original bluestone. The quoins that originally formed the northern corner of the original building are still visible in the painted render finish. At the roof level there is a moulded cornice, a narrow, partially intact stringcourse sitting underneath the cornice and a simple low parapet, which conceals three linear hipped roof forms. On the corner, there is a raised section above the parapet that appears to be of steel profile sheeting. The windows appear to be early or original double hung timber framed windows.

On the minor frontage to Little Bourke Street, the façade comprises simple flush painted render with no cornice, but is otherwise similar to the principal façade with four equally spaced vertically proportioned window openings and bluestone quoins on the first floor level, although in this case the stone is rough face. At the rear elevation to Brown Alley, the southernmost module has a single-storey wing, and there is a two-storey wing to the northern addition, both of simple painted loadbearing brick.

The architectural features of the façade are generally representative of the Victorian Regency/Italianate styles, albeit quite a restrained and rustic version with minimal decoration or design sophistication.

At the street level, the rendered brick walls sit on a bluestone plinth. Along the King and Little Bourke street frontages, the façades are punctuated by an irregular pattern of timber frame windows and doors. It is likely that these replaced the original openings, and probably date from the 1920s alterations and were certainly in place by 1972 (see Figure 5), although the main doorway entrance on King Street retains its bluestone threshold.

## **INTEGRITY**

The former Great Western Hotel at 204-208 King Street, Melbourne is largely intact. The original building remains legible, to its 1864 alongside the northern bay addition in the 1920s. The 1920s modifications appear to have included the rendering and painting of the original face brickwork to facilitate the blending of the addition with the original building.

Notwithstanding the alterations carried out in the 1920s, the 1864 hotel remains legible, and retains much of its original detail, namely its bluestone quoining, street level pilasters, cornices, pattern of openings and early or original window timber frames. Although the pattern of fenestration at the street level has been altered, and the window and door joinery has been replaced, it retains a substantial amount of solid masonry rather than having been replaced with contemporary aluminium shopfronts.

Alterations to the original 1864 building include rendering and overpainting to both the King and Little Bourke street façades, the addition of the raised section of steel profile sheeting above the parapet, and the changes to the façade at street level. The legibility of the original 1864 building has not been diminished by the construction of the 1920s addition. The 1920s addition was associated with the continued operation of the hotel and, constructed as a 'seamless' extension of the original it is not considered to have adversely affected the integrity of the place as a whole. Overall, the building is of moderate to high integrity.

## COMPARATIVE ANALYSIS

The former Great Western Hotel at 204-208 King Street, Melbourne, originally constructed in 1864 and extended during the 1920s, is a substantial two-storey hotel building on a prominent corner site.

Hotels are a building typology in decline in the City of Melbourne. Examples date from the early years of the establishment of Melbourne as a city through until the present. Some hotels occupied corner sites, while others were located mid-block. It is estimated that over one hundred hotels were operating in the Hoddle Grid Heritage Review study area in the 1920s, with this number dropping to about forty-five in the 1960s. Today it is estimated that there are twelve traditional hotels still operating in the city centre with approximately a further fifteen hotel buildings remaining but not in use as hotels. These numbers indicate that hotels are a declining building type and use within central Melbourne (Context 2018:1103).

A number of nineteenth century hotels were re-built or substantially altered during the 1920s and 1930s in response to requirements of the Liquor Licencing Board. This often included the incorporation of residential accommodation, often to the upper level, and improved amenities.

The subject building at 204-208 King Street is an example of a purpose built early Victorian hotel building, an increasingly rare typology in the City of Melbourne, that operated continuously from 1864 until its closure in 2017. It can be compared with the following examples, drawn chiefly from the *Central City Heritage Review 2011* and other earlier studies, being of a similar original use, scale, style and construction date. The images are provided by CoMMaps unless stated otherwise.

*Metropolitan Hotel, 263-267 William Street, 1925 (Interim HO1231 Recommended as significant in the Hoddle Grid Heritage Review)*

The site has been continually operating as a corner hotel site since 1854. The existing building was built in 1925 to replace an earlier hotel dating from 1854. It is a modest hotel building with simple neo-classical styling, typical of many hotels of the period. Windows to both ground and first floor levels and ground floor entry have been altered.



Figure 6. 263-267 William Street, built in 1925.

*Duke of Wellington Hotel, 142-148 Flinders Street, 1850 (VHR H1175; HO652,)*

The corner section of the Duke of Wellington Hotel was originally built as a stone house for Timothy Lane, in 1850. It was licensed as a hotel in 1853. It is the oldest hotel still operating in Melbourne.

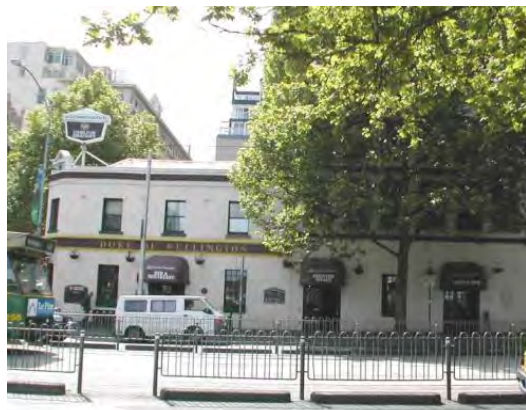


Figure 7. 142-148 Flinders Street, built in 1850.

*Imperial Hotel, 2-8 Bourke Street, 1857 & 1863 (HO524, Significant in HO500 Bourke Hill Precinct)*

Two storey brick and bluestone hotel. Designed in the Renaissance Revival style the first level was built in 1857 and the second storey was added in 1863.



Figure 8. 2-8 Bourke Street, originally built in 1857.

The former Great Western Hotel at 204-208 King Street is a substantial purpose-built early Victorian two-storey hotel building on a prominent corner site, which operated as a hotel for 153 years, from 1864 until 2017. Extended and modified in the 1920s, the original 1864 hotel building remains legible and much of its original detail, namely its bluestone quoining, street level pilasters, cornices has been retained.

Unlike the Metropolitan Hotel at 263-267 William Street, where the windows at ground and first levels have been altered, the former Great Western Hotel retains its original pattern of openings and early or original window timber frames, and other original detail such as its bluestone quoining, street level pilasters, and cornices.

In terms of original and ongoing use, scale, style and construction date, the building is comparable with the Metropolitan Hotel (Interim HO1231), the Duke of Wellington Hotel (HO652) and the Imperial hotel (HO524). The site of the Metropolitan Hotel was in use as a hotel from 1854 although the

original building was replaced in the 1920s. Licensed as a hotel in 1853, the Duke of Wellington Hotel remains the oldest hotel still operating in Melbourne. Unlike the former Great Western Hotel which closed in 2017, the Metropolitan, the Duke of Wellington and the Imperial continue to operate as hotels. The former Great Western Hotel is however notable for its relatively early construction date within the central city.



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**ASSESSMENT AGAINST CRITERIA**


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✓

**CRITERION A**

Importance to the course or pattern of our cultural or natural history (historical significance).

---

**CRITERION B**

Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

---

**CRITERION C**

Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

---

✓

**CRITERION D**

Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

---

**CRITERION E**

Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

---

**CRITERION F**

Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

---

✗

**CRITERION G**

Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

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**CRITERION H**

Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

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Wurr, Chris 2019, personal communication, 21 June 2019.

Wurr, Chris 2017 'Vales the Great Western', *CCHAAPS Chatter*, (City and Country Hotels Architectural Appreciation & Preservation Society), Issue 50, March 2017.

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

D

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**Central City Heritage  
Study 1993**

C

---

**Review of Heritage  
overlay listings in the  
CBD 2002**

Ungraded

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**Central City Heritage  
Review 2011**

Ungraded

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## STATEMENT OF SIGNIFICANCE

Heritage Place: Great Western Hotel

PS ref no: HO1341XXXX



## What is significant?

The two-storey hotel building at 204-208 King Street, Melbourne, built in 1864 and extended in c1920.

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

- The original building form and scale
- The c1920s addition
- The original loadbearing brick walls (later rendered and painted) and pattern of fenestration including pilasters, corner quoins, cornices and parapet, window openings with quoins and projecting sills and rear wings to Brown Alley; and
- The original or early double hung timber frame windows.

Later alterations made to the street level facades and the steel profile sheeting above the parapet are not significant.

## How it is significant?

204-208 King Street is of local historic ~~and~~, representative ~~and social~~ significance to the City of Melbourne.

### Why it is significant?

The former Great Western Hotel is historically significant as a substantial early-Victorian purpose-built hotel in Melbourne. It operated continuously as a hotel for 153 years, from 1864 to 2017, initially under the name the Star of the West Hotel, and from 1892 to 2017 as the Great Western Hotel. Additions in the c1920s were associated with and provide evidence of the continued operation of the hotel under new liquor licensing requirements that required provision of adequate accommodation and other facilities. ~~The former Great Western Hotel was an important meeting place for a diverse clientele, including city workers and the legal and media fraternity, for more than 150 years. It provided a place to meet, socialise and share stories, and was valued for its simple traditional pub-style. The hotel closed in October 2017.~~ (Criterion A)

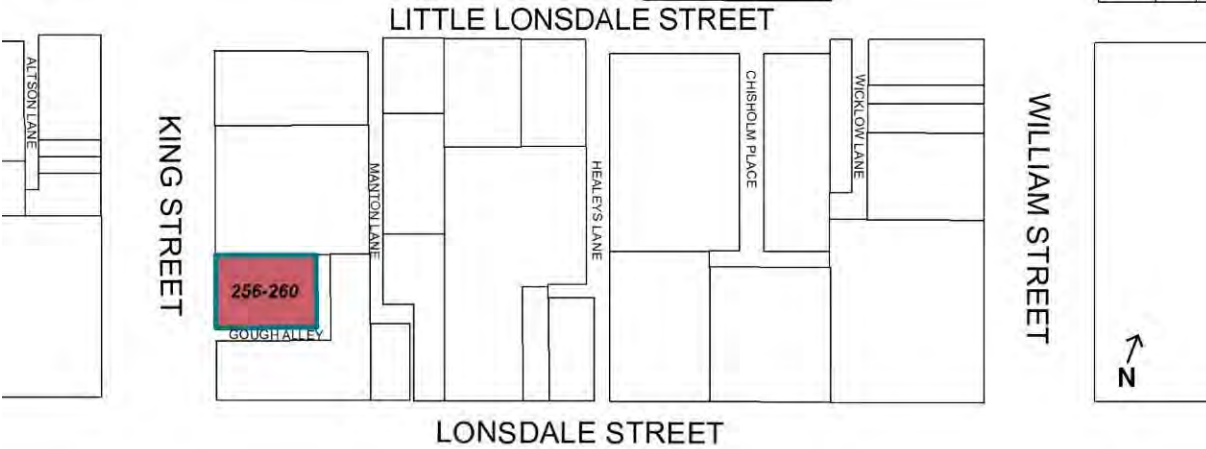
The former Great Western Hotel at 204-208 King Street is significant as a largely intact example of a substantial early Victorian hotel building on a prominent corner site. The building façades retain characteristic architectural features of the Victorian Italianate style, albeit in a restrained and rustic manner with minimal decoration or design sophistication. Extended and modified in the 1920s, the addition replicated the building's original form and detail to create a 'seamless' extension to the north along King Street, while the original building remains legible. The former Great Western Hotel is comparable with other examples of HO listed hotels in central Melbourne with similarly early construction dates and long history of use as a hotel. (Criterion D)

~~The former Great Western Hotel is of social significance for its long connections with the city, serving as a social meeting place for a diverse clientele for more than 150 years. For city workers, and the legal and media fraternity, the Great Western Hotel served as a place to meet, socialise and share stories. Regarded as 'old-fashioned', it attracted a clientele seeking the simple traditional pub style—a bar, good beer, and simple, modestly-priced food. Closure of the hotel in October 2017 was marked by many regulars with farewell visits and online posts expressing a strong sense of connection to the hotel and an appreciation of its ambience, offering a traditional pub style then rare amongst city hotels.~~ (Criterion G)

### Primary source

~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

<b>SITE NAME</b>	Former Paramount House
<b>STREET ADDRESS</b>	256-260 King Street Melbourne
<b>PROPERTY ID</b>	105377



SURVEY DATE: October 2018

SURVEY BY: Context

<b>HERITAGE INVENTORY</b>	H7822-1232	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Eric C Beedham	<b>FORMER GRADE</b>	C
		<b>BUILDER:</b>	Not known
<b>DEVELOPMENT PERIOD:</b>	Interwar Period (c1919-c1940)	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1929



## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here.
HISTORIC THEMES	DOMINANT SUB-THEMES
13 Enjoying the city	13.1 Public recreation

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 10	<b>Inventory no:</b> 132
<b>Character of Occupation:</b> Commercial, Residential	
Land sale details not provided	
1866 Cox	Buildings shown along most of King Street frontage
1880 Panorama	Two-storey building
1905/6 Mahlstedt	Small single-storey building with kitchen at rear
THEMATIC MAPPING AND LAND USE	
1890s	Residential
1920s	Theatres and Cinemas
1960s	Theatres and Cinemas

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

## SUMMARY

The former Paramount House at 256-260 King Street, Melbourne is a two-storey interwar commercial building built in 1929 to a design by architect Eric C Beedham. It was built as one of many 'exchange' centres set up by American film companies around Australia in the 1920s, which were responsible for the distribution and marketing of films. The building initially comprised offices, film vaults, storage accommodation and a small private theatre. The former Paramount House continued to be associated with the moving picture industry for 60 years until 1989. By the 1970s, the building was occupied by Cinema International Corporate Pty Ltd (later CIC-Fox and United International Pictures), a combined distributing venture for American film studios including Paramount Pictures, Universal Pictures, Metro-Goldwyn-Mayer (MGM), United Artists, 20th Century Fox and Walt Disney Productions.

## HISTORICAL CONTEXT

### Enjoying the city

#### *Public recreation*

The first films screened in Melbourne in the 1890s, where audiences watched films in a variety of venues: vaudeville theatres, suburban halls and at open-air venues such as cricket grounds and beaches. Dedicated cinema buildings appeared after 1907. In 1909 T J West opened Melbourne's first purpose-built cinema at the corner of Sturt Street and City Road, South Melbourne. By 1916, there were eight cinemas in Bourke Street presenting continuous screenings (Catrice 2008).

Permanent cinemas were built in the suburbs from 1910. As Daniel Catrice writes:

*By 1919 there were 67 suburban cinemas and 11 cinemas in the city. These cinemas were modest in design and scale compared to the luxury cinemas built during the 1920s. The first of the American-style picture palaces was the Capitol Theatre in Swanston Street, designed by Walter Burley Griffin and opened in 1924. Two of Melbourne's grandest cinemas, the State Theatre in Flinders Street and the Regent Theatre in Collins Street, were opened in 1929. The atmospheric State Theatre was decorated after the style of an ancient Italian courtyard, with trailing clouds and twinkling stars on a blue dome ceiling (Catrice 2008).*

The introduction of sound films in 1929 contributed to changes in cinema design, and the picture palace era ended with the depression of the 1930s. Most of the new construction activity was centred in the suburbs, where Hoyts established itself as the major cinema chain. Construction activity in the city was confined to newsreel cinemas, which screened continuous programs of newsreels (each session lasting about an hour), designed for a smaller, more transient audience (Catrice 2008).

## SITE HISTORY

By 1866, buildings existed along most of the King Street frontage of the subject site at 256-260 King Street, Melbourne. By 1880, a two-storey building had been constructed however, by 1906 this had been replaced with a single-storey building with a separate kitchen at the rear (Fels, Lavelle & Mider 1993, Inventory no 132). The last occupant of the site in 1927, which then consisted of two bluestone and brick cottages, was Lewis John Michel. After Michel's death in 1927, the subject site was sold (*Argus* 21 February 1927:1; *Age* 5 March 1927:3).

The current building at 256-260 King Street was constructed in 1929 (MBAI 11213; *Table Talk* 12 December 1929:26). Built as a two-storey office building for Lasky Films Ltd, it was designed by architect Eric C Beedham (*Royal Victorian Institute of Architects Journal*, September 1931, as cited in AAI, record no 33397).

In 1916, Americans Arthur S Friend and Jesse L Lasky merged their motion picture production companies to establish the Famous Players-Lasky Corporation in Hollywood and acquired Paramount to distribute their films. By 1933 the subject building at 256-260 King Street was occupied by the Paramount Film Service (also called the Paramount Exchange). The aforementioned film companies had a complicated history of merging and name changing directed by their American head office however, from 1933 to the 1960s, the company was almost exclusively referred to under the

Paramount name, as seen in Figure 1 and Figure 2 (S&Mc 1933; Silent Era 2018; Lasky Productions).

By early 1930, at a time when sound had just been introduced to moving pictures, the Paramount organisation was in occupation of the new building (Figure 2), described as 'offices, film vaults and storage accommodation'. In addition, one of the most interesting features of the premises was 'the small private theatre at which trade showings [were] given weekly' (*Argus* 4 February 1930:13).

As Australians developed an appetite for the new visual culture brought by the widening accessibility of films in the 1920s, America's influence over the market began to stifle the production of feature films by Australian companies (NFSA 2018). In 1925, Australians imported 674 films from America in that one year alone (NFSA 2018). With this expansion, American film companies began to set up 'exchange' centres around Australia, which were responsible for the distribution and marketing of films, and as a place from where the business interests of the companies in Australia could be managed (NFSA 2018). The building at 256-260 King Street was an example of one of these exchanges opened by Paramount in Australia.

Very little change was made to the building until 1959, when windows on the ground floor were altered and alterations were made to internal partitions (MBAI 33745).

The former Paramount House was occupied by the dominant international film distributors through to the late 1980s. From the mid-1960s, 256-260 King Street was occupied by two international film distributors; 20th Century Fox Corporation (Australia) Pty Ltd and Paramount Film Services Pty Ltd (S&Mc 1965, 1970).

Due to the decline in cinema audiences in the 1960s, Cinema International Corporation Pty Ltd (CIC) was formed by Paramount Pictures and Universal Pictures as a combined international distribution venture. In 1972, Metro-Goldwyn-Mayer (MGM) joined the CIC, and by the mid-1970s, the 20th Century Fox's Australian distribution arm merged with the CIC to form CIC-Fox. CIC-Fox also represented Walt Disney Productions in Australia (Ross 2016:100, 105; *Age* 14 March 1981:13). Shortly before the merger, in 1974, both the CIC and 20th Century Fox Corporation were listed as the occupants of the subject building. (S&Mc 1974).

The only major alteration to the building during this period was the installation of a theatrette on the first floor in 1975: This is notable due to the building's original use as offices of a film company (MBAI 46076).

In the early 1980s, the CIC became United International Pictures Pty Ltd (UIP), representing American film studios Paramount Pictures, Universal Pictures, MGM and United Artists. A 1982 image of the building shows a cantilevered verandah with attached sign that reads 'Paramount Universal MGM Cinema International Corporation' (see Figure 3). The UIP vacated the building at 256-260 King Street in 1990 (*Age* 30 December 1989:21; 19 September 1990:23).

The building was refurbished in 2002 and is still listed as office space (CoMMaps).

EVERYONE'S  
November 6, 1933 Page 11

# Paramount Short Features

*worth Billing for any show!*

**PARAMOUNT BRITISH SOUND NEWS**  
"The Eyes and Ears of the World"  
Issued every week.

**PARAMOUNT TWO-REEL COMEDIES**  
Harry Langdon,  
Bing Crosby,  
Eugene Pallette,  
Walter Catlett.  
Short Features with long laughs.

**PARAMOUNT SCREEN SONGS**  
Featuring outstanding artists  
produced by Max Fleischer.

**BETTY BOOP CARTOONS**  
Betty Boop and her merry troupe  
of cartoon characters set for  
another season's idyllic.

**PARAMOUNT PICTORIALS**  
Absorbing single-reels.  
A Short that is long on entertainment.

**SCREEN SOUVENIRS**  
Original and first in the field.  
Humorous glimpses of bygone days.

**GRANTLAND RICE SPOTLIGHTS**  
Supreme sport reel of the world.

**PARAMOUNT HEADLINERS**  
Stars of Radio, Stage and Screen.  
Single reels of entertainment and  
amusement.

**POPEYE THE SAILOR**  
New cartoon single reel feature,  
produced by Max Fleischer.

**HOLLYWOOD ON PARADE**  
Intimate glimpses of the who's who  
in Hollywood.

**The Book of the Year!**  
**PARAMOUNT'S  
PRODUCT  
ANNOUNCEMENT  
FOR 1934**

will be mailed next week to every exhibitor  
in Australia and New Zealand.  
If you fail to receive the industry's most  
important announcement get in touch  
immediately with the nearest Paramount  
Exchange.

New South Wales: 66, Rensselaer Street, Sydney.  
E. Gordon, Manager.  
Queensland: 447-471, Ann Street, Brisbane.  
C. Brooker, Manager.  
Victoria: 256-260, King Street, Melbourne (C.L.).  
H. Kelly, Manager.  
Tasmania: 11, Blake Street, Launceston.  
G. Hayes, Manager.  
South Australia: 175-178, Gwyther Place South, Adelaide.  
C. Ahrens, Manager.  
Western Australia: 250, Wilkes Street, Perth.  
G. Newson, Manager.  
New Zealand: Crown Buildings, Cor. Cash and Deane  
Streets, Wellington. S. H. Craig, Manager.  
Auckland: Green House, 291, Queen Street.  
J. Thompson, Manager.



Figure 1. Advertisement in 1933 for Paramount, listing Victoria's Paramount Exchange at 256-260 King Street. (Source: *Everyone's* 1933: 11)

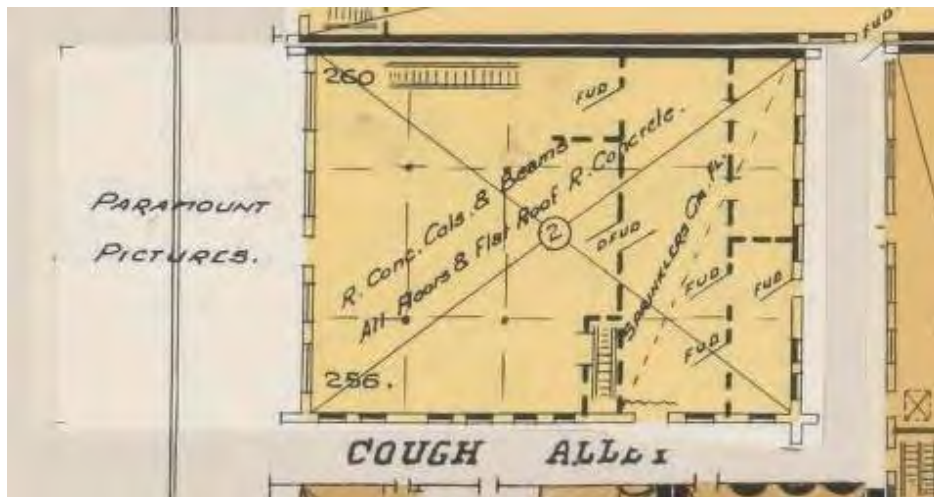


Figure 2. Mahlstedt plans showing subject site labelled Paramamout Pictures c1930. (Source: Mahlstedt Map Section 2, no 2A, 1923 (amended))



Figure 3. The subject site, to the left-hand side of Kilkenny Inn, with a sign on the cantilevered verandah reading 'Paramount Universal MGM Cinema International Corporation'. (Source: Butler 1982 [copyright](#))

*Eric C Beedham, architect*

The *Dictionary of Unsung Architects* contains this entry for architect Eric C Beedham (1895-1947):

*Born in Hobart on 4 September 1895, Eric Claude Beedham...commenced his professional career as an articled pupil of his elder brother, Lancelot Kipling Beedham (1889-1944), who had established an architectural practice in Hobart in 1912. Completing his articles in 1916, the younger Beedham joined the Hobart City Council as an Assistant Engineer & Architect...Later that year, Beedham moved to Sydney and joined the office of John & H G Kirkpatrick, which, at that time, was the preferred architectural firm of the Commonwealth Government. Beedham rose to the position of Managing Assistant for Australia, which required him to oversee the firm's projects undertaken outside New South Wales. In that capacity, Eric Beedham supervised the construction of the Banknote Printing Office in Fitzroy (1923) and the new Commonwealth Bank buildings in Collins Street, Melbourne (1920-24), Moorabool Street, Geelong (1925) and Queen Street, Brisbane (1927-28). Beedham was also involved in the development of the Commonwealth's ambitious War Service Homes programme to provide architect-designed dwellings for returned servicemen.*

*Concurrently, Eric Beedham...maintained a private architectural practice in both Sydney and Melbourne. [In Melbourne] his private practice initially concentrated on residential commissions...by 1930... [Beedham began] to move away from residential projects towards larger-scale commercial and industrial ones. In 1934, he entered into partnership with architect John W Wright (1892-1962)...In partnership for about four years, Beedham & Wright undertook a string of commissions of various types, although the bulk of their output*

*was factories - most of which, moreover, were located in the booming industrial heartland of South Melbourne...By mid-1937, Beedham was again practising on his own, although he continued to specialise in factory design.*

*As was typical for many, Beedham's architectural practice diminished during the later years of the Second World War, but, unlike some, it re-emerged afterwards, when he resumed designing factories in Melbourne's inner industrial suburbs. These, however, proved to be his last projects (Built Heritage 2017).*

## **SITE DESCRIPTION**

The former Paramount House at 256-260 King Street, Melbourne is a two-storey commercial office building constructed in 1929. Located on the eastern side of King Street between Lonsdale and Little Lonsdale streets, it also has a side and rear frontage to Gough Alley.

The King Street façade is generally of painted render over loadbearing brickwork, with some moulded decorative elements above and below the first floor window bays at both ends of the building. Above street level the facade was originally of face brick with the render finish limited to the details (see Figure 3). The façade to the first floor is symmetrical, with a plain wide central bay of three windows and a narrower single window bay at each end. These end windows have recessed semicircular arches above and rectangular panels below, infilled with shields, fluting and other decorative elements. A simple cornice or lintel runs across the tops of all the windows and there is a simple stepped parapet above. The original steel frame windows are extant within the original openings.

The ground floor was substantially altered after 1982. The current shopfronts comprise large panes of glazing set in polished stone clad panels.. A full-length suspended box awning sits above the shopfronts.

The side and rear elevations to Gough Alley are largely intact, being of painted loadbearing face brickwork laid in English bond. The rendered finish applied to the King Street façade continues down for two bays of the southern elevation to Gough Alley. The original or early industrial multi-pane steel frame windows are largely retained on the laneway elevations with painted render lintels over the openings. Some of the windows feature a ventilation system where one row of sashes is angled back and the gap above covered in mesh to provide a measure of permanent ventilation. The steel doors with industrial top-light on the eastern elevation are original. There is a large opening with roller gate on the southern wall, which is a later addition.

## **INTEGRITY**

The former Paramount House at 256-260 King Street is relatively intact with some changes visible to the original or early fabric. The building retains its original scale; principal upper-level façade with decorative panels, cornice and stepped parapet to King Street, fenestrations, pattern of openings and steel framed multipane windows to all elevations. Changes include the rendering of the original face brick walls to its principal façade, the replacement of the original shopfronts, and the over-painting of the side and rear face brick walls. Overall, the building is of moderate/high integrity.

## **COMPARATIVE ANALYSIS**

The former Paramount House was constructed in 1929 as a modest commercial building, incorporating Art Deco influences into its design with reference to classical and regency motifs. As an

example of a low-scale brick building built in the interwar period, the former Paramount House may be compared to the following examples, being of a similar use, scale, or creation date. The below images, dating from 2000s or later, and descriptions are provided by CoMMaps unless stated otherwise.

*307-311 Elizabeth Street, 1927 (Significant in HO1204 Elizabeth Street West Precinct)*

307-311 Elizabeth Street is a two-storey brick building built in 1927 as a motor showroom for Stillwell & Parry (Lovell Chen 2017:51).



Figure 4. 307-311 Elizabeth Street, built in 1927. (Source: Lovell Chen 2017)

*7-9 Elizabeth Street, 1933 (Recommended as significant in the Hoddle Grid Heritage review)*

7-9 Elizabeth Street is a two-storey building built in 1933 by Hansen & Yuncken to a design by architect Harry A Norris. The building originally housed shops and a café on the ground floor with office space above. Built for tobacco retailer, G Damman & Co, the company occupied the building until at least 1974.



Figure 4. 7-9 Elizabeth Street, constructed in 1933.

*114-122 Exhibition Street, 1925 (Recommended as significant in the Hoddle Grid Heritage Review)*

A three-storey brick former office building. Built in 1925. Refurbished and converted to a bar and restaurant in 2003.



Figure 5. 114-122 Exhibition Street, 1925.

256-260 King Street is a relatively intact example of a modest interwar commercial building, utilitarian and functional yet refined in its design. The restrained design features and detailing are typical characteristics of low-scape interwar commercial buildings.

256-260 King Street is comparable to 307-311 Elizabeth Street (Significant to HO1204 Elizabeth Street West Precinct), 7-9 Elizabeth Street, constructed in 1933 (recommended as significant in the Hoddle Grid Heritage Study) and 114-122 Exhibition Street (recommended as significant in the Hoddle Grid Heritage Study), as a stylistically restrained example of small-scale commercial building constructed of brick during the interwar period.

Alterations observed in the former Paramount House are consistent with many central city buildings of this era that have experienced these changes.

#### *Interwar buildings associated with moving picture industry*

By the 1930s new theatres had appeared in many suburbs, built in the 1920s' period of unprecedented growth in the motion picture industry (VHD record for 'Westgarth Theatre, 89 High Street, Northcote'). The architecture of the picture palaces loosely followed that of live theatres. Most had a large auditorium, coved ceilings, and decorative plasterwork. Stylistically, many of the theatres built in the interwar period drew on the Art Deco style, with reference to Classical and Regency styles, Moderne, Ancient Egyptian symbolism, and other flamboyant and fanciful motifs. Within central Melbourne, although being of much greater scales, the Comedy Theatre (1928) at 228-240 Exhibition Street (VHR H2237; HO632) and the former State Theatre (1929) at 150-162 Flinders Street (VHR H0438; HO653) exhibit similar non-conventional, fanciful motifs typically seen in the interwar theatre architecture.

While a number of interwar period picture theatres of similar scale and style survive in other municipalities (with the inner-city examples in Northcote, Collingwood, Richmond and Burnley), there is no comparable individually significant example within the Melbourne CBD. A contributory-grade Palace Theatre at 20-30 Bourke Street (contributory in HO500 Bourke Hill Precinct) is the only example that somewhat comparable to 256-260 King Street, being of a similar style, construction date and use associated with the moving picture industry. Both the subject building and the Palace Theatre demonstrate the moving picture industries' preference towards Art Deco styling with references to classical and regency motifs; however, the comparison is somewhat limited due to their different historical functions and roles in the film industry.



The former Paramount House is of particular interest as it was specifically designed and continued to be used until at least 1989 as the headquarters for a number of moving picture distribution companies. In 1930, there were at least 15 Australian and international film distribution companies operating in central Melbourne (S&Mc 1930, 1931). Most of these companies rented a space in multi-storey office buildings such as Temple Court at 422 Collins Street (HO609) and Masonic Club Building at 164-170 Flinders Street (HO505) (S&Mc 1930, 1931, 1940). By the 1940s, American film distributors Universal Pictures and Metro-Goldwyn-Mayer (MGM) had established their own headquarters at 572-574 Lonsdale Street and 270 Queen Street. Both buildings remain extant but have been considerably altered. Also, the associations between these buildings in Lonsdale and Queen street and the film industry was short-lived because operation of both businesses consequently merged into the former Paramount House (S&Mc 1940, 1955, 1965).

As a result, the former Paramount House is a rare example of an interwar building associated with the film industry in the City of Melbourne, particularly in terms of it being purpose-built as a film distribution centre with exclusive long-term use (from 1930 to 1989) as the headquarters for a number of prominent international film distribution companies.

## ASSESSMENT AGAINST CRITERIA

✓	<p><b>CRITERION A</b> Importance to the course or pattern of our cultural or natural history (historical significance).</p>
✓	<p><b>CRITERION B</b> Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p>
	<p><b>CRITERION C</b> Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p>
	<p><b>CRITERION D</b> Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p>
	<p><b>CRITERION E</b> Importance of exhibiting particular aesthetic characteristics (aesthetic significance).</p>
	<p><b>CRITERION F</b> Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p>
	<p><b>CRITERION G</b> Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).</p>
	<p><b>CRITERION H</b> Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p>

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

D

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**Central City Heritage  
Study 1993**

C

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**Review of Heritage  
overlay listings in the  
CBD 2002**

Ungraded

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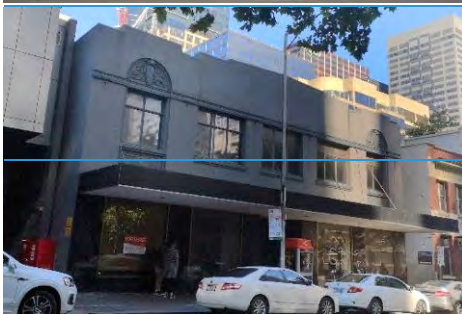
**Central City Heritage  
Review 2011**

Ungraded

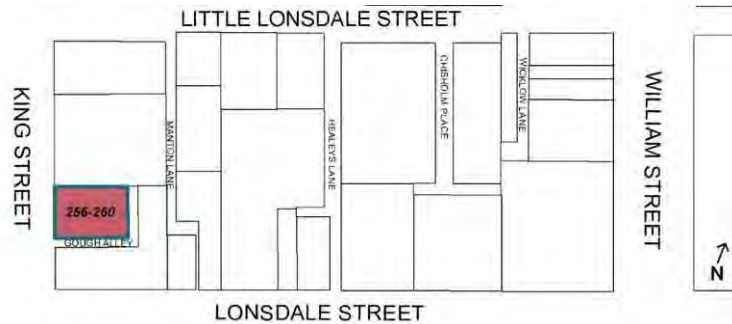
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## STATEMENT OF SIGNIFICANCE

### Heritage Place: Former Paramount House



PS ref no: HO~~1342XXXX~~



### What is significant?

The former Paramount House at 256-260 King Street, Melbourne, a two-storey commercial building built in 1929-30 to a design by architect Eric C Beedham.

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

- The original building form and and scale;
- The original painted render (possibly originally unpainted) and face brick walls and pattern of fenestration including cornice, parapet, decorative recessed semicircular arches above and rectangular panels below upper floor windows, painted render lintels and pattern of window openings; and
- The original multi-pane steel frame windows.

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

### How it is significant?

The former Paramount House at 256-260 King Street, Melbourne, is of local historic and rarity significance to the City of Melbourne.

### Why it is significant?

The former Paramount House at 256-260 King Street, Melbourne, constructed in 1929 is historically significant for its ability to demonstrate one aspect of Melbourne's social and cultural history related to the provision of entertainment and the transmission of American popular culture through film from the interwar period. Through its association with American film company Lasky Films Ltd (later Paramount

Films), the building also demonstrates the increased distribution of American films in Melbourne and Australia at a time when sound was introduced to picture making and film production had increased in America. With this expansion, American film companies established 'exchange' centres for the distribution and marketing of films in countries such as Australia. By the 1970s, the building was occupied by Cinema International Corporate Pty Ltd (later CIC-Fox and United International Pictures), a combined distributing venture for American film studios including Paramount Pictures, Universal Pictures, Metro-Goldwyn-Mayer (MGM), United Artists, 20th Century Fox and Walt Disney Productions. The building was long associated with the moving picture industry, from its construction in 1929 to 1989. The building at 256-260 King Street, opened by Lasky Films Ltd, and including a small private theatre at which trade showings were given, provides tangible evidence of this component in the film distribution industry. (Criterion A)

The former Paramount Film Service building at 256-260 King Street is significant as a rare surviving example of a purpose-built interwar commercial building associated with the film industry. Constructed in 1929 to act as a headquarters of prominent international film distribution companies, the building originally incorporated offices, film vaults and storage accommodation and a small picture theatre for trade showings. Its exclusive long-term use (from 1930 to 1989) as the core distribution centre is significant, as no other building of its type within Hoddle Grid is known to have such long-term associations. (Criterion B)

#### **Primary source**

[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ [Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

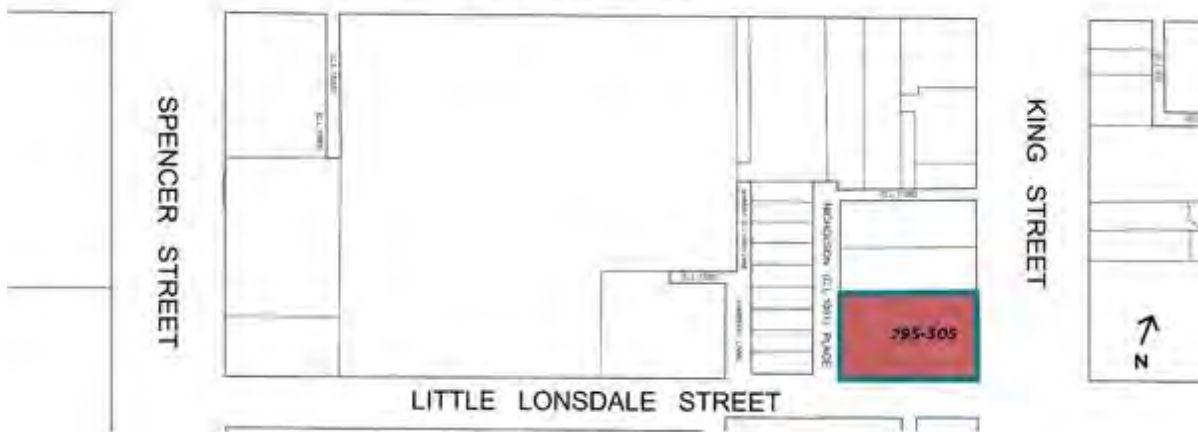




<b>SITE NAME</b>	Former Koorie Heritage Trust building and Zander's Warehouse ( <a href="#">now demolished</a> )
<b>STREET ADDRESS</b>	295-305 King Street Melbourne
<b>PROPERTY ID</b>	105319



LA TROBE STREET



SURVEY DATE: October 2017

SURVEY BY: Context

<b>HERITAGE INVENTORY</b>	H7822-1001	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	T R Ashworth	<b>FORMER GRADE</b>	C
<b>DEVELOPMENT PERIOD:</b>	Interwar Period (c1919-c1940)	<b>BUILDER:</b>	Not known
		<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1919

## THEMES

ABORIGINAL THEMES	SUB-THEMES
5.0 Collecting and exhibiting Aboriginal cultural material and its repatriation	5.6 Developing and managing collections of Aboriginal cultural material
7.0 Expressing cultural and spiritual life	7.3 Commemorating the past
	7.4 Honouring significant people
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a Commercial City	5.5 Building a manufacturing capacity

## LAND USE

HISTORIC LAND USE	
Archaeological block no: 01	Inventory no: 01
Character of Occupation: Commercial	
Land sale details not provided.	
1866 Cox	Row of buildings along King Street frontage
1880 Panoramas	Several single-storey buildings
1905/6 Mahlstedt	Two buildings, one two-storey building and large yard area, Murphy Brothers, Grocer.
THEMATIC MAPPING AND LAND USE	
1890s	Not able to be determined.
1920s	Factories and workshops.
1960s	Factories and workshops.

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommended for referral to Aboriginal Victoria for the Victorian Aboriginal Heritage Register.

**Extent of overlay:** Refer to map

## SUMMARY

295-305 King Street is an interwar factory built for John Bernard Zander in 1919. The Zanders were local merchants who established a warehousing business in Latrobe Street in 1852. Part of the former warehouse was occupied by the Koorie Heritage Trust between 2003-2015.

## HISTORICAL CONTEXT

### Building a Commercial City

#### *Building a manufacturing capacity*

From the 1850s, the Yarra River and the docks west of Swanston Street were in essence the 'lifeline' of the city. Port facilities and large warehouses were built in this area to serve shipping interests (Context 2012:39-40).

By the 1880s, the city block bounded by Flinders Street, King Street, Flinders Lane and Custom House Lane comprised multiple produce stores and large-scale bonded stores, including Zander's Bonded Stores and Coles Bonded Stores.

As Melbourne developed through the nineteenth century, so did her manufacturing industry, much of which was established in close proximity to existing warehouses and stores. Flinders Lane became an important area for clothing manufacturers, while Chinese cabinetmakers were concentrated at the east end of town. Food-processing plants were established in north and west Melbourne where factories tended to be small and specialised. Large factories, built in the later nineteenth century and early twentieth century, were mostly built outside the City of Melbourne where land was more easily obtainable (Context 2012:35).

From the 1930s, like the rest of Australia, an increasing proportion of the city's workforce took up jobs in manufacturing, an industry that led Australia's recovery from the economic depression of the late 1920s-early 1930s, when, The *Encyclopedia of Melbourne* notes, a

*steep rise in tariffs, devaluation of the Australian pound, falling wages and electricity costs all made local producers far more competitive internationally. Textiles benefited first, then the metals industries and engineering took over as pacemakers* (Dingle 2008).

After being the centre of manufacturing in Australia in the 1930s, Melbourne's importance in this regard began to decline. In the post-war period many city factories and warehouses were left empty or converted for other uses. (Context 2012:35).

## SITE HISTORY

The site at 295-305 King Street forms part of Crown Allotment 10, Block 32 in the City of Melbourne, purchased by James Simpson. The site was located near Queens Wharf, Melbourne's first wharf, and close to Spencer Street Railway Station when the station opened in 1859. The first documented occupation of the site dates back to 1866, as part of a row of buildings with frontages to King Street. In 1905 Murphy Brothers grocers occupied two buildings and a large yard area on the site (Fels, Lavelle & Mider 1993, Inventory no 1).

#### *J B Zander Pty Ltd, 1919-1938*

In 1919 a brick factory was erected at the subject site, addressed simply as the 'North West corner of Little Lonsdale & King Streets', to the design of architect Thomas Ramsden Ashworth of 325 Collins Street, for John Bernard Zander (Figure 1; Figure 2) (PROV VPRS 11201/P1 unit 18, item 1531).

John Bernard Zander was the eldest son of local merchants John Charles and Cecilia Zander. J C Zander commenced his warehousing business in La Trobe Street in 1852, moving to Highlander Lane

in 1855. Cecilia Zander inherited her husband's business in 1858, expanding the enterprise to a point where she was able to build a new warehouse in King Street in 1873. By 1887 she owned storage capacity equal to 21,000 tons of merchandise (Butler 1995).

In the late nineteenth century, John Bernard Zander was a prominent figure in intercolonial trade, being a chief exporter of poultry to Western Australia as well as an avid inventor, partnering with John Cooke to create improved refrigeration trays and crates for storing and transporting frozen meats (Figure 3) (*Australian Star* 26 May 1898:2; *Weekly Times* 12 June 1897:24).

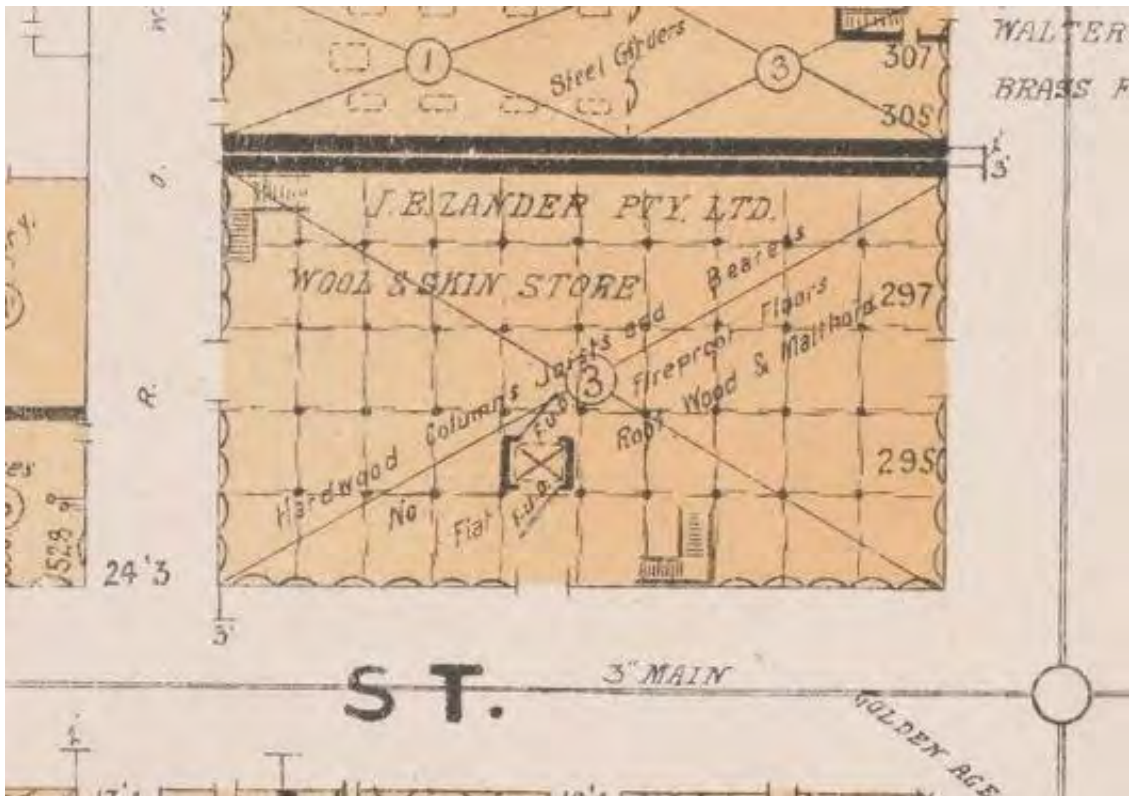


Figure 1. A detail from 1923 Mahlstedt plan shows 482-484 Bourke Street as a three-storey hides, skins, and tallow store operated by J B Zander. (Source: Mahlstedt Map Section 2, no 1a, 1923)

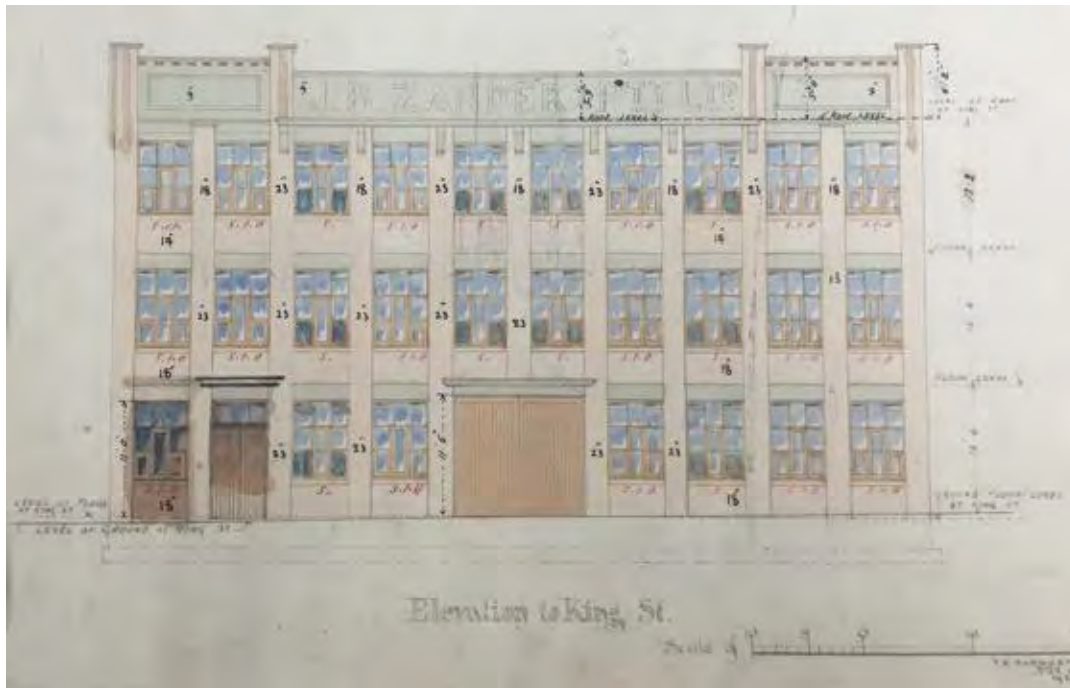


Figure 2. Original building plans show elevations to King Street (top) and Nicholson Place (bottom). (Source: PROV VPRS 11201/P1 unit 18, item 1531)



Figure 3. Produce under Zander's brand being prepared for export. (Source: *Weekly Times* 12 June 1897:24)

Zander operated a store for hides, skins, and tallow from the site before declaring bankruptcy in 1938 (*Argus* 2 June 1938:16). The warehouse was subsequently auctioned and purchased by the Victorian Casing Co, who had a number of alterations carried out by a variety of builders in the same year. This included reducing the size of the large entrances to the Little Lonsdale Street and King Street elevations (CT: V6408 F1538; PROV VPRS 11200/P5 unit 59, item 19536; PROV VPRS 11201/P1 unit 241, item 20047). From this time the property was addressed as 297-299 King Street.

In 1946 J King, stationer and bookbinder, purchased the property and subsequently employed builder W J Townsend to carry out interior alterations (PROV VPRS 11201/P1 unit 286, item 23353). The Victorian Casing Co continued trading in the building for a further twenty years, along with several other sausage-manufacturing companies (S&Mc 1950, 1955, 1960, 1965). By c1965 King had moved on from the property and Carr & Elliott, manufacturers' agents, and builders Pal & Co Pty Ltd, had taken up residency (S&Mc 1950, 1955, 1960, 1965, 1970 & 1974). In 1968 the property was purchased by the Education Department for use as a trades school (CT: V6408 F1538; S&Mc 1970). Records show that the Department occupied the building until at least 1974, though little is known about the building's tenancy immediately after this.

Between 2003 and 2015, the building at 295-305 King Street was occupied by the Koorie Heritage Trust Inc, a not-for-profit organisation led by Aboriginal people.



Figure 4. A 1960s photograph of King Street West between Little Lonsdale Street and Nicholson Place, showing 295-305 King Street. (Source: Halla c1960-1969, SLV)

*Thomas Ramsden Ashworth, architect*

The *Australian Dictionary of Biography* contains the following information about architect Thomas R Ashworth:

*Thomas Ramsden Ashworth (1864-1935) was born on 5 December 1864 at Richmond, Victoria, son of Thomas Ramsden Ashworth and his wife Mary Jane, née Leeson. His father, educated at Eton and Jesus College, Cambridge, had migrated to Australia, married in 1862 and in 1869 graduated M.B. at the University of Melbourne ...*

*At 13 Thomas ran away to sea. Four years later he was in Melbourne working as a carpenter and builder, and studying architecture. He practised as an architect for many years, was elected a fellow of the Royal Victorian Institute of Architects in 1916, and in the early 1920s was associated with H. D. Annear in designing the Church Street Bridge, Richmond. He had also set up as an estate agent in 1893, buying land at Middle Park and building a series of houses in a street named after him; he later built a block of nine flats in St Kilda Road ...*

*In the last years of his life Ashworth lived at Frankston where he had built a model poultry-breeding farm. In 1888 at St Silas' Church, South Melbourne, he had married Emily Ashweek, who died in 1922. Six years later he married Marguerita Adele Young at St James' Old Cathedral; both marriages were childless. Survived by his wife, he died of arteriosclerotic heart disease in hospital at Fitzroy on 23 August 1935 and was buried in the Melbourne general cemetery. He left an estate valued for probate at £27,087 and in his*

*will requested that the University of Melbourne set up in his name a chair or lectureship or a biennial prize in sociology. His portrait by Streeton is held by the Victorian Employers' Federation. (Nicholls 1979)*

## COMMUNITY CONNECTIONS

From 2003-2015, the building at 295-305 King Street was occupied by the Koorie Heritage Trust Inc, a not-for-profit organisation led by Aboriginal people, that celebrates the history and living culture of the Koorie community. Established in 1985 by Ron Merkel QC, the late Ron Castan AM QC and a respected Koorie elder, the Koorie Heritage Trust is a place where Aboriginal cultural material is collected, preserved and curated by Koorie people. Over the years their cross-cultural activities and programs have helped to generate a greater awareness of the Koorie people and their culture throughout the community (Berg and Bishop 2008). The Trust began at the Melbourne Museum, before moving to King Street and then to the Yarra Building at Federation Square in 2015. Key interior spaces within the Trust's Cultural Centre at King Street included permanent exhibition space, art galleries, a library and resource centre, as well as a large multi-use area and retail (Berg and Bishop 2008).

In c1988 a replica of a scar tree located on Ebenezer Mission station was created for the organisation's foremost exhibition at Museum Victoria and was displayed permanently within the building at 295-305 King Street during the Trust's occupancy (Koorie Heritage Trust Inc 2018). Among other design features, the replica scar tree was unable to be relocated to the Trust's Federation Square premises. In its memory, Indigenous Architecture and Design Victoria Director, Jefa Greenaway, designed a canoe-shaped table referencing the scar. Similarly, key interior spaces in the King Street building were named after people who contributed to the Trust's history, either an Elder or a highly respected supporter. These people and their memory remain important to the Trust, and these design elements from the King Street building have been incorporated into the new premises at Federation Square:

*Our many friends, supporters and community members still fondly remember our King Street home... The design of our spaces at Federation Square continue to pay tribute to our time at King Street. In designing our new spaces, Lyons Architecture working with Indigenous Architecture and Design Victoria (IADV), incorporated original design features from King Street into the fabric of our new spaces as memories of our past. (Koorie Heritage Trust Inc 2018)*

## SITE DESCRIPTION

295-305 King Street is a three-storey rendered brick warehouse from the interwar period. It is located on a corner block bounded by King Street, Little Lonsdale Street and Nicholson Place. The building is built to the property boundaries and has frontages to all three streets. While King Street is the primary frontage and address for the property, it does not dominate as an elevation, with the other two street frontages having similar characteristics and detailing.

Primary aesthetic interest is derived from the scale and form of the building, and its dominant location at the corner of King and Little Lonsdale streets. Consistent materiality and the highly articulated façade contribute to the overall character of the building and to an understanding of it as an industrial building.



The building is designed in the free classical style, with a range of classically derived elements arranged symmetrically across all three visible sides of the building. A parapet with simple detailing runs around the top edge of the building. Vertical piers dominate the facades and give a strong vertical character to the building. The piers run the full height of the building with a simple capital detail where the pier meets the parapet. The piers divide the façade into regular bays with steel framed windows and rendered spandrels at each level.

The corner of the building is treated differently, with more detailing at the upper level over two bay widths. Corner piers and piers second from the end extend to the upper edge of the parapet. Piers one bay in have slightly more decoration. The upper edge of the parapet has a cornice with small block detailing.

On the King Street façade, a name band runs across the parapet with a deep cornice supported by scrolled corbels at its base. Early drawings show the name 'J B Zander Pty Ltd' inscribed on the name band.

Alterations have occurred at ground level. Windows have been replaced and openings extended, and two window openings have been altered to accommodate a recessed entry housing automatic glass sliding doors. An earlier photograph shows two original cornices to the King Street frontage, one above a window second from the left and one above the original doorway and adjacent window to its left. These have been removed, and a large curved canopy now shelters the recessed entry, spanning to also protect the windows either side of this opening.

The west elevation, with a frontage to Nicholson Place, retains original door and window openings with the exception of one infilled window opening at ground level and one opening at the first level that has been extended and also boarded up. Four window openings at ground level and an additional seven at the first level have been boarded up.

The north elevation, bound by the south wall of 307-309 King Street, retains its original unfinished brick facade.

## **INTEGRITY**

The building retains a high level of integrity. Original patterns of vertical banding and fenestration are evident at all elevations. Alterations are evident to the King Street façade at ground level. They include the insertion of a recessed entry housing automatic glass sliding doors and the addition of contemporary canopy above this entry.

## **COMPARATIVE ANALYSIS**

295-305 King Street has strong contemporary associations for Aboriginal people. As part of Aboriginal research undertaken for the Hoddle Grid Heritage Review, a number of places across the city centre are noted as being associated with Aboriginal themes 5.0 and 7.0. These places include sites of reburial of cultural material and Keeping Places including most of the major museums and arts institutions. Within the Hoddle Grid study area are Melbourne Town Hall (and City Gallery), the Board for the Protection of Aborigines Offices Government Printing office, the Argus and Age newspaper offices and the Melbourne General Post Office. Expressing cultural and spiritual life is illustrated by the Scar Project Enterprize Park and Federation Square; including Tanderrum, the SBS office (broadcasters of NITV), and the new Koorie Heritage Trust premises.

Warehouses and industrial buildings are an important building type of the nineteenth and early twentieth century urban landscape of Melbourne. Many of these early storage or manufacturing facilities are no longer operational, often now adapted for businesses or offices. These former industrial buildings are gradually gaining recognition as important historic places, representing a distinct period Melbourne's urban development pattern, and historically as reminders of past businesses. Their architectural expression is derived from the solid massed façade, with simple classically derived detailing, suggesting a utilitarian function. Interwar warehouses tended to adopt a more restrained architectural style in a classical mode when compared with earlier examples from the Edwardian period. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

*215-233 Franklin Street (rear of 186-190 A'Beckett Street), 1923 (HO1157)*

A large, three-storey and face red brick and rendered warehouse building built in 1923, with a symmetrical stripped classical style façade. It was designed by Walter & Richard Butler. The original multi-paned windows were removed from the façade (RBA 2013:D41).



Figure 5. 215-233 Franklin Street constructed 1923.

*337-339 La Trobe Street, 1923-24 (HO1208)*

A three-storey face brick warehouse building with classically derived detailing including bricked pilasters and a dentil cornice.



Figure 6. 337-339 La Trobe Street constructed 1923-24.

*401-405 Little Bourke Street, 1911 & 1933 (Significant in HO1205 Guildford & Hardware Laneways Precinct)*

A four-storey face brick warehouse building with some classically derived detailing including bricked pilasters and a dentil cornice. In 1933, a single-storey shop at 405 Little Bourke Street was incorporated into the existing warehouse. the Little Bourke Street façade was remodelled at this time, resulting in the current configuration of the building (Lovell Chen 2016:3).



Figure 7. 401-405 Little Bourke Street, built in 1911 and remodelled in 1933.

295-305 King Street compares favourably with the examples above as an imposing corner warehouse building, with intact upper level free classical styling. It retains a higher level of integrity than the Franklin Street example which has had the windows replaced.

295-305 King Street remains as a place of strong connection for Aboriginal people, having been associated with the Koorie Heritage Trust from 2003-2015.

## ASSESSMENT AGAINST CRITERIA

✓	<p><b>CRITERION A</b> Importance to the course or pattern of our cultural or natural history (historical significance).</p>
	<p><b>CRITERION B</b> Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p>
	<p><b>CRITERION C</b> Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p>
✓	<p><b>CRITERION D</b> Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p>
	<p><b>CRITERION E</b> Importance of exhibiting particular aesthetic characteristics (aesthetic significance).</p>
	<p><b>CRITERION F</b> Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p>
✓	<p><b>CRITERION G</b> Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).</p>
✓	<p><b>CRITERION H</b> Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p>

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

This place is recommended for referral to Aboriginal Victoria for consideration of listing on the Victorian Aboriginal Heritage Register.

## REFERENCES

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*Weekly Times*, as cited.

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**PREVIOUS STUDIES**

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**Central Activities District  
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D

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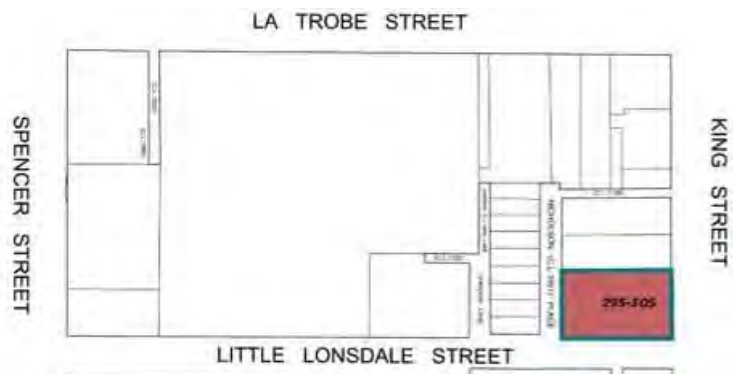
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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Koorie Heritage Trust building and Zander's Warehouse



**PS ref no:** N/A



### What is significant?

The warehouse built for Zanders, a hide tallow and skin store at 295-305 King Street, Melbourne, in 1919.

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 high level of integrity to its original design;
- The parapet, symmetrical arrangement, cornice, vertical piers and capitals;
- The original face brick surface on the norther elevation;
- The opening size and pattern of fenestration, steel framed windows and rendered spandrels; and
- The name band, cornice and scrolled corbels.

Later alterations are not significant.

### How it is significant?

295-305 King Street, Melbourne is of local historic, representative, social and associative significance to the City of Melbourne.

### Why it is significant?

295-305 King Street is historically significant as an example of a factory built in 1919 to a modern design by architect Thomas Ramsden Ashworth. Built for John Bernard Zander, who used the premises for a hides, skins, and tallow store until 1938, the building is also significant for its association with the Zander family, who commenced a warehousing business in La Trobe Street in 1852. 295-305 King Street is historically significant as the second home of the Koorie Heritage Trust and its collection of cultural material, after its move from the Museum of Victoria. (Criterion A)

295-305 King Street is a representative example of an interwar factory/warehouse building, constructed on the city fringe to accommodate industrial/commercial activity such as manufacturing and/or storage of goods. Consistent materiality and its well modelled and characteristic free classical façades with



simplified classical detailing and regular bays of steel framed windows contribute to its overall character and understanding of its use as an industrial building. (Criterion D)

The former Koorie Heritage Trust building at 295-305 King Street is of social significance to Aboriginal people and organisations across south-eastern Australia as the first 'permanent' home for the Trust, an organisation which has played a significant role in asserting Aboriginal identity and expressing traditional and contemporary culture. This first real home for KHT is remembered as an important and formative place that enabled the creation of an Aboriginal-directed central city focus for Aboriginal culture, stories, history and art. The incorporation of design elements from the King Street premises into the new premises at Federation Square demonstrates the important meanings and memories that remain connected to the King Street building. (Criterion G)

295-305 King Street is significant for its use by the Koorie Heritage Trust from 2003-2015. Their cross-cultural activities programs and exhibitions have contributed to generating a greater awareness of the Koorie people and their culture throughout the community. (Criterion H)

#### **Primary source**

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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ [Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

<b>SITE NAME</b>	Former Walton and Scott engineering works <a href="#">(Now demolished)</a>
<b>STREET ADDRESS</b>	307-309 King Street Melbourne
<b>PROPERTY ID</b>	105320



LA TROBE STREET



SURVEY DATE: October 2017		SURVEY BY: Context	
<b>HERITAGE INVENTORY</b>	H7822-1002	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
		<b>FORMER GRADE</b>	C
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Ward & Carleton	<b>BUILDER:</b>	Bade & Co
<b>DEVELOPMENT PERIOD:</b>	Federation/Edwardian Period (1902-c.1918)	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1911

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a Commercial City	5.5 Building a manufacturing capacity

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 01	<b>Inventory no:</b> 02
<b>Character of Occupation:</b> Industrial/Manufacturing	
Land sale details not provided.	
1866 Cox	Row of buildings shown along King Street in 1866.
1880 Panorama	Buildings and vacant lot. 1905 Walter G Scott Brass Foundry, single- and two-storey buildings.
THEMATIC MAPPING AND LAND USE	
1890s	Not able to be determined
1920s	Manufacturing services
1960s	Manufacturing services

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an individually significant place.

**Extent of overlay:** Refer to map

## SUMMARY

The two-storey factory at 307-309 King Street was built for brass workers and engineers Walton and Scott in 1911. Designed by architects Ward and Carleton, the building was constructed in the American Romanesque style - a favoured style for commercial buildings in the Federation/Edwardian period.

## HISTORICAL CONTEXT

### Building a Commercial City

#### *Building a manufacturing capacity*

As Melbourne developed through the nineteenth century, so did her manufacturing industry. Flinders Lane became an important area for clothing manufacturers, while Chinese cabinetmakers were concentrated at the east end of town. Food-processing plants were established in north and west Melbourne where factories tended to be small and specialised. Large factories, built in the later nineteenth century and early twentieth century, were mostly built outside the City of Melbourne, where land was more easily obtainable (Context 2012:35).

After being the centre of manufacturing in Australia in the 1920s, Melbourne's importance in this regard began to decline. In the post-war period many city factories and warehouses were left empty or converted for other uses (Context 2012:35). From the 1930s, like the rest of Australia, an increasing proportion of the city's workforce took up jobs in manufacturing, an industry that led Australia's recovery from the economic depression, when, Tony Dingle notes

*a steep rise in tariffs, devaluation of the Australian pound, falling wages and electricity costs all made local producers far more competitive internationally. Textiles benefited first, then the metals industries and engineering took over as pacemakers (Dingle 2008).*

### Shaping the urban landscape

#### *Expressing an architectural style*

In the central city, the American Romanesque style was the favoured style for commercial buildings and was often combined with Art Nouveau-influenced ornament. Red face brick with limited render accents were the preferred materials, and façades were articulated with large-scale round-arches, sometimes with window bays set into them. Examples of the Romanesque include the Tompkins Bros' Commercial Travellers Building in Flinders Street (1898) and Nahum Barnet's Auditorium Building in Collins Street (1913). The style was also used for more modest factories and warehouses.

## SITE HISTORY

The subject site at 307-309 King Street, originally addressed as 305-307 King Street, is part of the land comprising Crown Allotment 10, Block 32 of the City of Melbourne. The first documented occupation of the site dates to 1866, when a row of buildings with frontages to King Street were in existence (Fels, Lavelle & Mider 1993, Inventory no 2). In 1888-89 Stevenson & Elliot operated a showroom exhibiting landaus, gig buggies and other wheeled vehicles for sale from the site (*Age* 4 March 1890:8).

#### *Walter G Scott's Brass Foundry, 1911-1926*

In 1911 builders Bade & Co of New Street, Brighton, were successful in tendering for the 'erection of a two-storey brick factory at 305 and 307 King Street' for brass workers and engineers, Walton and Scott (*Herald* 7 December 1911:3). Walton and Scott had established their firm in Melbourne in the 1880s and worked from a building at 175-179 Queen Street before moving to the new factory (*Argus* 3 October 1910:9). The well-known firm was successful in winning a number of government contracts,

including the making of metal fittings for railway carriages in 1914 (*Ballarat Courier* 20 February 1914:4).

The architects of the Walton and Scott factory at today's 307-309 King Street were Ward and Carleton, who had also designed a two-storey printing factory on King Street two blocks south of the subject site in 1909. The partnership between Ward and Carleton ended in 1913, and in 1916 and 1923 Ward designed alterations to the factory independently, including the creation of three openings on the northern elevation (later bricked up), and the erection of a north-south brick wall dividing the property in half (Figure 1; Figure 2.) (PROV VPRS 11200/92 unit 6, item 267; PROV VPRS 11201/P1 unit 95, item 7547). Figure 3 shows the building in 1923 as three-storey, with a rear single-storey addition. From examining the 1916 plans and other available evidence it can be assumed that the third storey was an attic floor, and that the rear addition was built at the time of the factory's initial construction (MBAI).

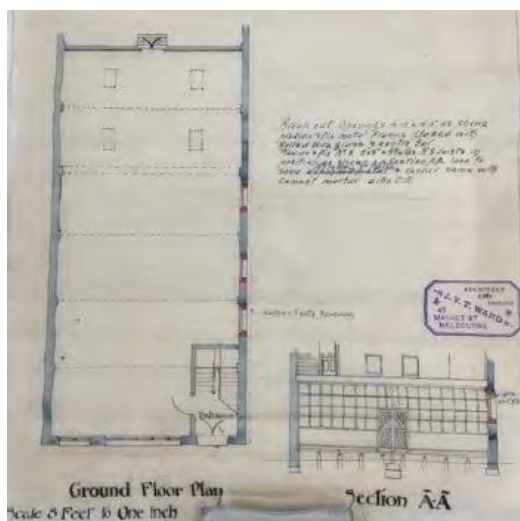


Figure 1. Building application plans from 1916 showing three proposed openings at northern elevation. (Source: PROV VPRS 11200/92 unit 6, item 267)

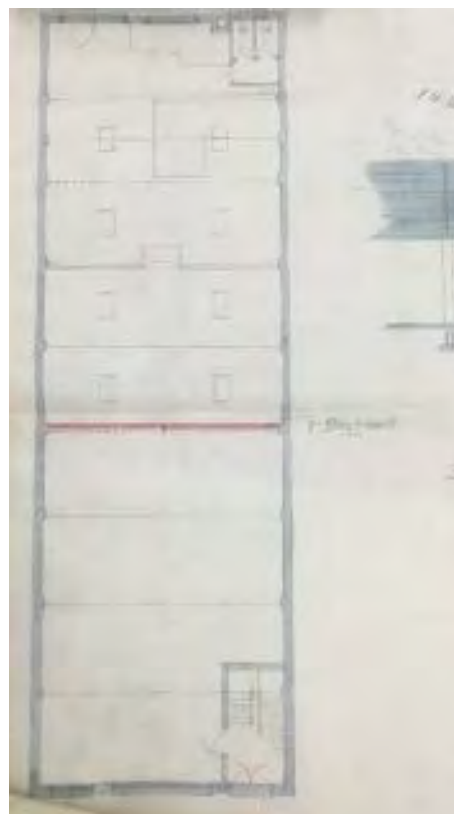


Figure 2. Building application plans from 1923 showing proposed brick wall to divide the building in red. (Source: PROV VPRS 11201/P1 unit 95, item 7547)

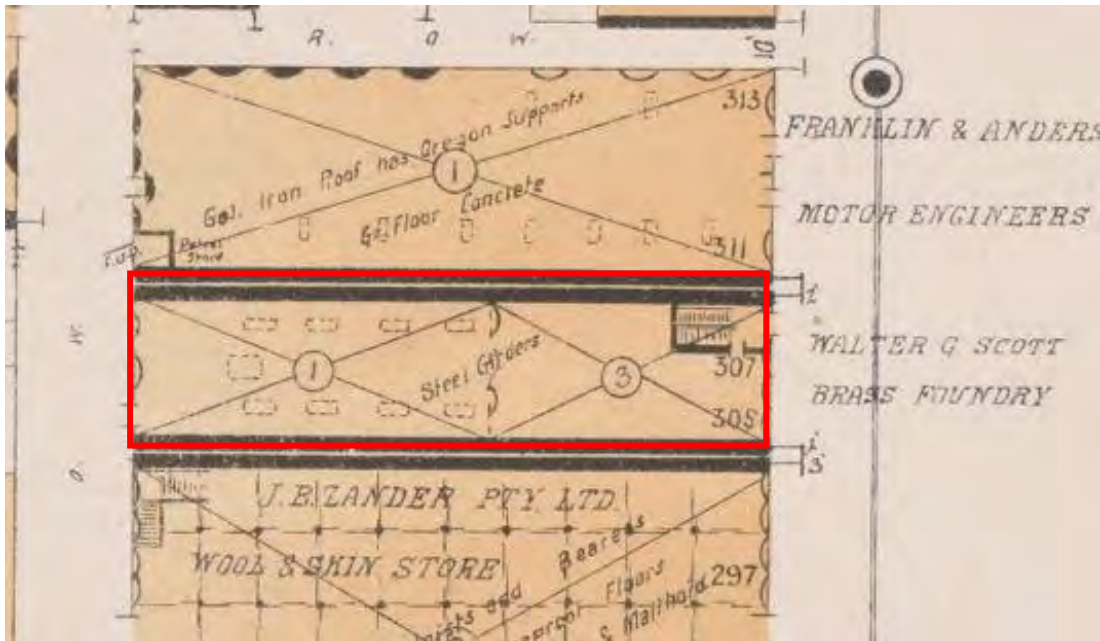


Figure 3. Detail from 1923 Mahlsted plan shows the property at 307-309 (originally 305-307) as a three-storey building with single-storey rear addition. (Source: Mahlsted Map Section 2, no 1a, 1923)

By 1917 Walton had left the partnership, and on Scott's death in 1924 the property was devolved to his wife, Alice (CT: V1829 F602; S&Mc 1918). In 1930 the property was addressed as 307-313 King Street, with general engineers Franklin and Anderson expanding their business from the adjacent property. By 1938 hardware merchants Gilbert-Lodge and Co occupied the building for a short tenancy before it became vacant in 1942. By 1945 engineers and distributors, Wishart's, had taken up tenancy in the building (Figure 4) (*Age* 22 December 1945:5). A few years later the property was transferred from the Scott family to Albert Edward Carroll, a brass founder, who remained in proprietorship until the late 1960s (CT: V1829 F602). Wishart's remained at the property until this time, expanding their business to include Wishart's Tyres in the mid-1950s (S&Mc 1950, 1955, 1960, 1965 & 1970).



Figure 4. An advertisement for Wishart's in the mid-1940s. (Source: *Age* 22 December 1945:5)



Figure 5. A 1960s photograph of King Street West between Little Lonsdale Street and Nicholson Place, showing 307-309 King Street (middle building). (Source: Halla c1960-1969, SLV)

The building at 307-309 King Street is currently occupied by Elizabeth Andrews Corporate Catering, who has operated from the property since the building's refurbishment in 2001.

#### *Ward and Carleton, architect*

From 1897 to 1913, architects John V T Ward (1872-1927) and Alfred E H Carleton (1866-1936) worked in partnership under the name of 'Ward and Carleton Architects and Surveyors', operating from offices at Lincoln Chambers at 341 Collins Street, Melbourne (Brock 2016).

They carried out a broad scope of works in a variety of architectural styles, from the planning of drainage systems and commercial projects, to residential commissions and religious buildings. Ward and Carleton designed numerous bank branches across Melbourne and Victoria, with their largest commercial client being the Commercial Bank of Australia. In 1913 Ward and Carleton went their separate ways, with Carleton remaining at their Lincoln Chambers offices and Ward moving on to practice elsewhere (Brock 2016).

#### **SITE DESCRIPTION**

307-309 King Street is a Federation/Edwardian era brick factory built in a simplified American Romanesque style. The building comprises a principal two-storey structure (with gabled roof) fronting King Street, and a single-storey structure (with flat roof) to the rear with a frontage to Nicholson Place. An external roof shelter was added to this section in 1978.

An early photograph shows the King Street façade as face red brick with rendered accents. It is now finished in cement render. Three vertical piers run the full height of the building which extend past the

parapet at the building edge and divide the façade into three bays. The central bay projects slightly and features a squared gable end with triangular pediment at the top edge. A distinctive semi-circular opening with moulded architrave sits below the gable.

The parapet has simple detailing including a row of rectangular indentations at the upper edge on each side, and a deep cornice with block detail along the base.

A row of four identical windows run across the upper floor. Windows are paired at the lower section and divided into three panes in the upper section.

At street level, (non-original) double doors are located centrally. A window is located on the southern side and, on the northern side, a doorway has a deep cornice above, supported by slender curved brackets.

The north elevation remains as a solid face brick wall (now painted) with a curved section built to meet the parapet end on the front façade. The rear façade is rendered and features a single non-original central opening.

### **INTEGRITY**

The building retains a good level of integrity to the upper King Street façade and other minor elevations. Alterations include full rendering of the façade sometime after the 1960s and alterations to the double entry doors at ground level.

### **COMPARATIVE ANALYSIS**

During the Edwardian era, mid-rise brick warehouse/commercial buildings were frequently built in the central city. While two or three-storey warehouses were most common, some examples of unreinforced brick structure comprising five- to seven-storeys were also built once. The American Romanesque style was favoured for many commercial buildings and was widely adopted.

The subject building compares with the following examples, drawn chiefly from the Central City Heritage Review 2011, being of a similar use, scale, location and creation date. The below images and descriptions are provided by CoMMaps unless stated otherwise, with images dating from c2000 or later.



*103-105 Lonsdale Street, 1908 (Significant in HO507 Little Bourke Street Precinct)*

A three-storey face red brick factory building with rendered panels, tripartite windows and Romanesque style details.



Figure 6. 103-105 Lonsdale Street constructed 1908.

*Former Veall's Building, 490-494 Elizabeth Street, 1913 & 1927 (HO1150)*

Four-storey rendered brick former factory originally built as three-storey c1913. The building was altered and added with fourth level in 1927, with the ground level converted to retail (RBA 2013:D21-D22).



Figure 7. 490-494 Elizabeth Street, built in 1913 & 1927. (Source: RBA 2013:D21)

*87-89 Flinders Lane Melbourne, 1906 (Interim HO1270 – Recommended as significant in the Hoddle Grid Heritage Review)*

A three-storey warehouse and manufacturing premises in the City of Melbourne, built in 1906 for P C Warland by builder Henry Hennigsen and designed in the American Romanesque style by leading commercial architects H W & F B Tompkins.



Figure 7. 87-89 Flinders Lane Melbourne, built in 1906. (Source: Context, May 2017)

The subject building compares with the examples above as a low-scale brick factory/warehouse building, in central Melbourne. The examples all draw inspiration from the American Romanesque or adopt classical detail pared back for industrial buildings. While the subject building retains a similar level of integrity to the examples,

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**ASSESSMENT AGAINST CRITERIA**


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✓ **CRITERION A**  
Importance to the course or pattern of our cultural or natural history (historical significance).

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**CRITERION B**  
Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

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**CRITERION C**  
Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

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✓ **CRITERION D**  
Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

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**CRITERION E**  
Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

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**CRITERION F**  
Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

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**CRITERION G**  
Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

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**CRITERION H**  
Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an individually significant place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

## REFERENCES

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*Argus*, as cited.

*Ballarat Courier*, as cited.

Brock, D 2016, 'Australian Architecture Research Essay: A E H Carleton', *Issuu*, <https://issuu.com/>, accessed online 16 May 2018.

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Fels, M, Lavelle S, and Mider D 1993, 'Archaeological Management Plan', prepared for the City of Melbourne.

Halla, K J c1960-1969, 'King Street West between Little Lonsdale Street North and Nicholson Place, Melbourne', State Library of Victoria (SLV) Halla collection of negatives: views of East Melbourne, Fitzroy, Melbourne and North Melbourne, accessed online 13 April 2018.

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Melbourne Building Application Index (MBAI), retrieved from Ancestry.com 2015, *Victoria, Australia, Selected Trial Brief and Correspondence Registers and Other Images, 1837-1993* [database on-line], <http://ancestry.com>, accessed online March-April 2018.

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Sands & McDougall, *Melbourne and Suburban Directories (S&Mc)*, as cited.

**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985** D

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**Central City Heritage  
Study Review 1993** C

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**Review of Heritage  
overlay listings in the  
CBD 2002** Ungraded

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**Central City Heritage  
Review 2011** Ungraded

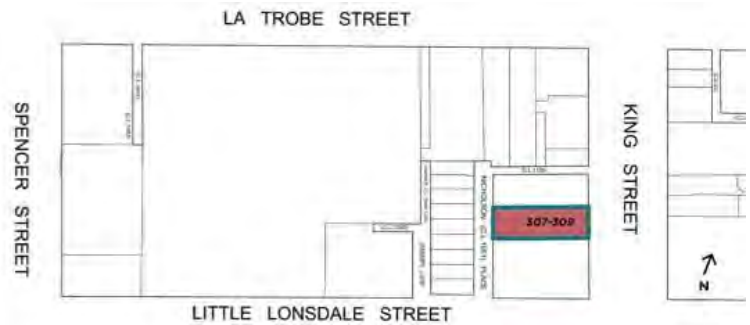
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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Walton and Scott engineering works



**PS ref no:** [Interim HO1252-N/A](#)



### What is significant?

The two-storey brick factory at 307-309 King Street designed by Ward and Carleton and completed in 1911.

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

- The building's remaining original external form, materials and detailing;
- The building's high level of integrity to its original design;
- Pattern and size of original fenestration;
- Central triangular pediment with distinctive semi-circular opening with moulded architrave below;  
~~and~~
- Parapet with row of rectangular indentations at the upper edge on each side and deep cornice with block detail along the base.

More recent alterations, including full rendering of the façade and alterations to the double entry doors at ground level, are not significant

### How it is significant?

307-309 King Street is of local historic and representative significance to the City of Melbourne.

### Why it is significant?

307-309 King Street is historically significant for its demonstration of the development of small-scale engineering in the City of Melbourne in the early twentieth century. It clearly demonstrates this use through its occupation by the engineering firms of Walton and Scott (1911-1924), general engineers Franklin and Anderson (1930-1938), Wishart's (1945-c1950) and brass founder Albert Carroll (c1950-

late 1960s). This long standing use for engineering purposes contributes to the understanding of Melbourne's position as the centre of manufacturing in the 1920s. (Criterion A)

307-309 King Street, designed by well-known architectural practice Ward and Carleton (1897-1913), is a representative example of a low-scale industrial building, and a modest example of the architects' work. Built as an engineering works, the building was designed in a simplified American Romanesque style favoured for commercial buildings in the Federation/Edwardian period. Its gabled roof form and restrained façade detailing is consistent with its use as an industrial building. Architecturally it is distinguished by the large arched window to the second floor, set within a triangular pediment and contrasting with the more restrained manner of the remainder of the building. (Criterion D)

### **Primary source**

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Hoddle Grid Heritage Review (Context & GJM Heritage, 2019)



<b>SITE NAME</b>	Turnverein Hall, later Grand United Order of Oddfellows Hall
<b>STREET ADDRESS</b>	30-34 La Trobe Street Melbourne
<b>PROPERTY ID</b>	105497



SURVEY DATE: May 2017

SURVEY BY: Context Pty Ltd

**HERITAGE INVENTORY** H7822-2168

**EXISTING HERITAGE OVERLAY** No

**PLACE TYPE** Individual Heritage Place

**PROPOSED CATEGORY** Significant

**FORMER GRADE** C

**DESIGNER / ARCHITECT / ARTIST:** Not known

**BUILDER:** Joseph Dean (1871)  
Edward Bennett (1874)

**DEVELOPMENT PERIOD:** Victorian Period (1851-1901)

**DATE OF CREATION / MAJOR CONSTRUCTION:** 1871,  
1874 (façade completed)

**THEMES**

<b>ABORIGINAL THEMES</b>	<b>SUB-THEMES</b>
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
<b>HISTORIC THEMES</b>	<b>DOMINANT SUB-THEMES</b>
10 Shaping cultural life	10.3 Belonging to an ethnic or cultural group
	<b>OTHER SUB-THEMES</b>
3 Shaping the urban landscape	3.2 Expressing an architectural style

**LAND USE**

<b>HISTORIC LAND USE</b>	
<b>Archaeological block no:</b> 82	<b>Inventory no:</b> NA
<b>Character of Occupation:</b> Government, Recreation/Public Space	
Land sale details not provided	
1888 Mahlstedt	
1905/6 Mahlstedt	
<b>THEMATIC MAPPING AND LAND USE</b>	
1890s	Clubs and unions
1920s	Clubs and unions
1960s	Clubs and unions

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Extent of overlay: Refer to map

**SUMMARY**

Constructed in 1871 (with the façade completed in 1874), this four-storey bluestone and rendered masonry building was built for the Melbourne Deutscher Turnverein Society, a social club established by German migrants to support and promote German culture. It was later used by the Grand United Order of the Oddfellows as a meeting and gathering place. The building is notable for its largely intact, classical façade, where a number of decorative elements are arranged to convey a sense of grandeur.

## HISTORICAL CONTEXT

### Shaping cultural life

*Belonging to an ethnic or cultural group: German immigrants*

From the beginning of settlement, colonial society in Melbourne comprised many diverse cultural groups. Germans first arrived in the city in the 1830s.

*Organised immigration of German 'vinedressers' began in the late 1840s at the instigation of merchant William Westgarth (1815-89). The first group arrived in February 1849. By July 1851 some 800 Germans had arrived. They were mostly Lutherans from Prussia and Saxony...*

*Some were 'forty-eighters', who left their homelands after the failed revolutions of 1848-49; some came for scientific adventure, bringing with them high levels of training; most were attracted by the Victorian gold rushes. A lively German community developed, encompassing German-language speakers from across Central Europe. The Deutscher Verein von Victoria (German Association of Victoria), consisting mainly of professionals and businessmen, was formed in 1850, and the Melbourne Deutscher Turnverein in 1860. There were various liedertafels, a German medical benefits society, a German lodge (Teutonia), a German socialist society (Vorwärts), and the Concordia Club, which later became the Tivoli...A succession of German-language newspapers appeared, and a network of German schools, many tied to Melbourne's Lutheran congregations. In 1860 Karl Damm opened a German College in East Melbourne; in 1870 Herr Tegthoff opened a bilingual Lyceum in St Kilda. Census records show Melbourne's German-born population rising to a peak of 4329 by 1891 (Struve 2008).*

*On 1 May 1921 the Deutsche Turnverein Melbourne and the Club Tivoli amalgamated under the name Club Tivoli Deutscher Verein Melbourne. The club bought its present club rooms in Dandenong Road Windsor in 1989...The Club is dedicated to the preservation of German culture through song, dance and the development of German language skills (Tout-Smith 2004).*

*Belonging to an ethnic or cultural group: Grand United Order of Oddfellows:*

Museums Victoria details the history of the Grand United Order of Oddfellows:

*The Grand United Order of Oddfellows (GUOOF) was established in England in the late 18th century when groups of independent lodges merged to become branches of this larger organisation. Belonging to a brotherhood which had thousands of members around the world allowed members to feel more secure in their membership. In those early days, members typically met in Inns, where they gathered for social and business purposes.*

*The Grand United Order of Oddfellows was established in Australia in 1848, with the first Grand Master of the Order being Brother James Reid (1794-1869). In 1854, the Port Phillip District of Grand United separated from the NSW branch to establish Grand United in Victoria. During the First and Second World Wars, many Grand United members enlisted for Active Service, and as with many other friendly societies, funds were created to provide for the medical benefits of serving members and their families (Tout-Smith 2004).*

*In 1948, to commemorate the centenary of Grand United, the Grand United Centenary Centre - Homes for Aged Members (now Constitution Hill) - was opened. In 1985 GUOOF Victoria merged with Manchester Unity and members who wished to continue with the fraternal aspect of their membership were invited to join Manchester Unity. Like other Oddfellow societies including Manchester Unity and the Independent Order of Odd Fellows (IOOF), Grand United had various ceremonies, rituals, regalia and levels of membership (Tout-Smith 2004).*

### **Shaping the urban landscape**

#### *Expressing an architectural style*

The year 1851 marked the separation of the colony of Victoria from New South Wales, with the resultant construction of stately government buildings. It also marked the beginning of the Victorian gold rushes. While the massive rise in wealth from gold allowed the construction of some of Melbourne's finest public buildings, such as the Public Library (now the State Library of Victoria, begun 1854), Parliament House (begun 1856), and the Treasury Building (1858-62), it temporarily halted construction activity. The construction industry had normalised by 1854. In this period bluestone (basalt) became a popular material for commercial buildings (particularly for warehouses in the west end of the central city) and dwellings, as local supply was unlimited and the quality far better than most bricks made locally. The classical style continued well into the 1870s until a more ornate Italianate style became popular during the boom period in the 1880s (Context 2012:13).

### **SITE HISTORY**

The bluestone building at 30-34 La Trobe Street was erected in 1871 (the same year the German Empire came into being) for the Melbourne Deutscher Turnverein Society by builder Joseph Dean (MCC registration no 4559, as cited in AAI record no 77004). The façade was completed in 1874 by another builder Edward Bennett, who was previously commissioned to extend the hall in 1872 (Club Tivoli Deutscher Verein Melbourne 1980; MCC registration no 4967 & 6060, as cited in AAI record no 77007 & 77014).

The Melbourne Deutscher Turnverein Society, also known as the Melbourne German Gymnasts' Association, was formed in April 1860 under the presidency of F Gel Brecht and the gymnastic instruction of Ernst Metzger (Struve 2008). Inspired by the Turner movement that became popular during Napoleon's occupation of Germany in the early nineteenth century, 'turnverein', which translates to 'athletic clubs' in English, were established in countries with large numbers of German migrants throughout the nineteenth century. The clubs promoted exercise while having social functions and supporting a German patriotic spirit. After losing its former premises to fire in 1866, the Melbourne Deutscher Turnverein Society formed a trustee group in 1870 and purchased land measuring 40 feet by 165 feet in La Trobe Street east for £460 (*Argus* 20 August 1932:6). In the following year, a new club building was erected for £971-9-6 (Club Tivoli Deutscher Verein Melbourne 2010:20).

The Society primarily used the club building on La Trobe Street as a gymnasium, but also as a place to encourage their fellow countrymen to express their newly discovered nationalism and have social interactions (Struve 2008). Events run by the Society became widely popular, including an annual picnic and masked ball. At its peak, about 8000 people attended the annual New Year's Day Picnic in 1883, and more than 2000 people gathered for the Annual Turnverein Masked Ball held at the Royal

Exhibition Building in 1884 (*Age* 2 January 1883:3; *Fitzroy City Press* 16 August 1884:3). Turnverein Hall provided space for a range of club activities and social events, including choir meetings, until the Society moved to larger premises in Victoria Parade in April 1906.

On 1 May 1921, the Melbourne Deutsche Turnverein Society and the Club Tivoli amalgamated under the name Club Tivoli Deutscher Verein Melbourne, and this organisation continues today in other premises (Tout-Smith 2004). This amalgamation occurred due to the anti-German sentiment during World War One when the Society was forced to sell their Victoria Parade premises to the government. After the war, the Turnverein Society approached Club Tivoli, who was successful in keeping its club house in Victoria Street, Abbotsford, to join with them (Club Tivoli Deutscher Verein Melbourne 2010:20).

In 1906, the La Trobe Street hall was sold to the Grand United Order of Oddfellows (GUOOF), who used the building for meetings and annual conferences until the 1960s. In 1985, the GUOOF merged with Manchester Unity, another Oddfellows society (Stevenson 2009). Australian Unity as an entity was formed by the merger of the Australian Natives' Association Friendly Society (ANA) and the Manchester Unity Independent Order of Oddfellows (Manchester Unity) in Victoria in 1993 (Australian Unity Limited 2018). It appears that GUOOF were no longer occupying the hall by 1967, since an advertisement for an auditorium space, kitchen, caretakers residence and offices at 30-34 La Trobe Street was posted in May that year (*Age* 27 May 1967:7). The Royal Melbourne Institute of Technology had an administrative office at the subject site in 1971 (*Age* 29 January 1971:11).

The building was refurbished and converted to residential units in 1998 to a design by David Demsky (CoMMaps 2017).

## SITE DESCRIPTION

This grand four-storey building is located on the northern side of La Trobe Street, between Exhibition Street and Russell Street. Constructed of bluestone, it has an elaborate, rendered façade with classical styling commonly used for public buildings in the mid-late nineteenth century.

The simple form has an elaborate façade composed of a variety of classical elements combined to present a traditional appearance. The ground floor is treated as a solid base with minimal decoration and understated openings. A band of rustication runs up each side of the building. A central entry foyer is accessed by steps up from street level. Elaborate timber multi pane leadlight windows have been inserted in the ground floor (c1920s) and are now covered with plate glass for protection.

The middle levels are characterised by more elaborate classical styling. Details include engaged pilasters with capitals which intersect with an entablature at the top of the third level, rounded arched window openings with key stones, decorative mouldings running between window openings at the springing point of the arches, recessed rendered panels under the windows, and rendered panels inscribed with a floral motif between each window opening. Deep moulded cornices run between the levels. The second level varies slightly from the third level. Perhaps designed as a '*Piano Nobile*', it appears to be of grander proportions with a wide central arched opening.

The upper level is designed as an attic storey, with banded rustication running across the façade. Small squared window have angled voussoirs marked in the stucco. A deep cornice runs across the top of the parapet over the windows at this level.

## INTEGRITY

The building façade has a high level of intactness. Recent changes include the cantilevered verandah over the central entry, and alterations to the windows at ground level. The leadlight windows are highly likely to be a later addition.

## COMPARATIVE ANALYSIS

Early gymnastic groups in Melbourne often leased spaces in large buildings rather than having their own premise for gathering. Originally built in 1871, the Turnverein Hall was among the earliest established club buildings purpose-built with gymnasium. Later occupied by GUOOF since 1906, 30-34 La Trobe became part of small group of buildings within Hoddle Grid that have been associated with friendly societies. Within the study area, many Victorian period club or society halls were constructed during the 1880s and reflected the influence of more exuberant Italianate style architecture, typical of public buildings constructed during the boom period in central Melbourne.

The images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

*YMCA, 168 Russell Street, 1878 & YWCA, 60 Russell Street, 1913 (both demolished)*

The YMCA (Figure 1) and the YWCA (Figure 2), which are among the oldest social groups in Melbourne that promoted gymnastic activities. Both examples contained a gymnasium and other member-only facilities.



Figure 1. YMCA Building, 168 Russell Street, erected in 1878 and since demolished. (Source: SLV)



Figure 2. YWCA Building, 60 Russell Street, erected in 1913 and since demolished. (Source: HERMES)

*Former premises of Deutscher Verein von Victoria (German Association of Victoria), 7-19 Alfred Place (Recommended as significant in the Hoddle Grid Heritage Review)*

The former premises of the Deutscher Verein von Victoria (German Association of Victoria) at 7-19 Alfred Place, built in 1885-6 to designs by German-born Australian architect, J A B Koch, and remodelled in the twentieth century for the Naval and Military Club.



Figure 3. 7-9 Alfred Place, former Deutscher Verein von Victoria premises constructed 1885-6 (Source: Context, 2017)

*Horticultural Hall, 31-33 Victoria Street, 1874 (HO495)*

A two-storey brick assembly hall built for the Royal Horticultural Society. Designed by William Ellerker in the Free Classical style and built in 1874.



Figure 4. 30-33 Victoria Street constructed 1874.

*Former Independent Order of Oddfellows (IOOF) Hall, 390-394 Russell Street, 1887 (HO849)*

Formerly known as IOOF House. A two-storey rendered brick building built in 1887. Refurbished, subdivided and converted to 24 apartments and one shop in 2001 with the addition of the top storey.



Figure 5. Former Independent Order of Oddfellows (IOOF) Hall, 390-394 Russell Street constructed 1887.

*Former Forester's Hall, 168-170 La Trobe Street, 1888 (HO481)*

Built in 1888 as the lodge and meeting rooms of the Ancient Order of Foresters, the hall was designed by the architects, Ravenscroft and Freeman. The interior has been substantially modified by RMIT but the exterior survives as a significant example of boom-style architecture in Melbourne and as an indicator of the influence of men's lodges in 19th century Victorian society.



Figure 6. Former Forester's Hall, 168-170 La Trobe Street constructed 1888.

*Former Hibernian Hall, 344 Swanston Street, 1887 (HO482)*

A three-storey hall, designed in a classical revival style, and erected in 1887 by the Hibernian-Australasian Catholic Benefit Society and designed by the architects Tappin, Gilbert and Dennehy. It was acquired by RMIT in 1948. Its impressive scale and form is indicative of the role of Friendly Benefit Societies in Melbourne in the nineteenth century.





Figure 7. Former Hibernian Hall, 344 Swanston Street constructed 1887.

The former Turnverein Hall at 30-34 La Trobe was one of a few buildings designed for physical and gymnastic activities, of which two others built for the YMCA do not survive. It is one of two former places occupied by German clubs in the central city, the other being 7-9 Alfred Place. It is also of importance for its later association with GUOOF, one of many such organisations set up in the nineteenth century to promote fellowship and welfare. Although now converted to apartments, the subject building compares well with the Former IOOF Hall at 390-394 Russell Street (HO849).

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**ASSESSMENT AGAINST CRITERIA**


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|---|--|
| ✓ | <p><b>CRITERION A</b><br/>Importance to the course or pattern of our cultural or natural history (historical significance).</p>  |
|   | <p><b>CRITERION B</b><br/>Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p>   |
|   | <p><b>CRITERION C</b><br/>Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p>   |
| ✓ | <p><b>CRITERION D</b><br/>Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p>   |
| ✓ | <p><b>CRITERION E</b><br/>Importance of exhibiting particular aesthetic characteristics (aesthetic significance).</p>  |
|   | <p><b>CRITERION F</b><br/>Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p>   |
|   | <p><b>CRITERION G</b><br/>Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).</p> |
| ✓ | <p><b>CRITERION H</b><br/>Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p>  |
-

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

**REFERENCES**

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*Argus*, as cited.

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<https://www.australianunity.com.au/about-us/our-history>, accessed 15 June 2018.

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Club Tivoli Deutscher Verein Melbourne 1980, *120 Jahre: Club Tivoli 1860: Deutscher Verein Melbourne*, Club Tivoli, Richmond.

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<https://collections.museumvictoria.com.au/articles/1998>, accessed 15 June 2017.

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

C

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**Central City Heritage  
Study 1993**

C

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**Review of Heritage  
overlay listings in the  
CBD 2002**

Ungraded

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**Central City Heritage  
Review 2011**

Ungraded

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**STATEMENT OF SIGNIFICANCE**

**Heritage Place:** Turnverein Hall, later Grand United Order of Oddfellows Hall

**PS ref no:** [Interim HOHO1275](#)



**What is significant?**

The Turnverein Hall, later the Grand United Order of Oddfellows Hall, at 30-34 La Trobe Street, built in 1871 with façade completed in 1874.

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

- The building's original external form, materials and detailing (from 1871 and 1874);
- The building's high level of integrity to its original design (from 1871 and 1874);
- The size and patterns of original fenestration and arched openings (La Trobe Street);
- The size and patterns of extant original fenestration and exposed rock face bluestone walls (Bell Place);
- The decorative elements including engaged pilasters, capitals, entablature, cornices, cement mouldings, key stones and voussoirs;
- The contrasting rusticated and stucco surface treatments, recessed rendered panels; ~~and~~
- The early (c1920s) timber multi pane leadlight windows at ground level.

Later alterations to the window and doors at ground level, and addition of the cantilevered verandah, are not significant.

### **How it is significant?**

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The Turnverein Hall, later the Grand United Order of Oddfellows Hall is of local historic, representative, aesthetic and associative significance to the City of Melbourne.

**Why it is significant?**

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30-34 La Trobe Street is historically significant for its association with German migrants, who arrived in Melbourne from the 1840s and created their own cultural institutions to encourage social interaction, promote German culture and provide activities for newcomers. (Criterion A)

30-34 La Trobe Street is significant as a classically-styled building, which formed part of the landscape of grand public architecture that was constructed in Melbourne in the post-gold rush era. (Criterion D)

30-34 La Trobe Street is aesthetically significant for its largely intact, classically-styled, rendered façade. It is a carefully designed and well-resolved example featuring a symmetrical massing with a simple ground level façade, more ornate upper levels with decorative motifs, ornate columns, rounded arched window openings and detailed cornices. (Criterion E)

30-34 La Trobe Street is significant for its association with the German social and gymnastics club, the Melbourne Deutscher Turnverein Society who constructed the building as their clubrooms in 1871. Following the Society's move from La Trobe Street in 1906, the place is significant for its association with the Grand United Order of Oddfellows who used 30-34 La Trobe Street as their meeting place until the 1960s. (Criterion H)

**Primary source**

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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)



<b>SITE NAME</b>	Former Duke of Kent Hotel <a href="#">(now demolished)</a>
<b>STREET ADDRESS</b>	293-299 La Trobe Street Melbourne
<b>PROPERTY ID</b>	105450



SURVEY DATE: October 2018

SURVEY BY: Context

**HERITAGE INVENTORY** H7822-1055

**EXISTING HERITAGE OVERLAY** No

**PLACE TYPE** Individual Heritage Place

**PROPOSED CATEGORY** Significant

**DESIGNER / ARCHITECT / ARTIST:** W & R Butler

**FORMER GRADE** C

**BUILDER:** F G Farr

**DEVELOPMENT PERIOD:** Interwar Period (c1919-c1940)

**DATE OF CREATION / MAJOR CONSTRUCTION:** 1928

**THEMES**

<b>ABORIGINAL THEMES</b>	<b>SUB-THEMES</b>
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here.
<b>HISTORIC THEMES</b>	<b>DOMINANT SUB-THEMES</b>
13 Enjoying the city	13.6 Eating and drinking
10 Shaping cultural life	10.1 Arts and creative life in the city

**LAND USE**

<b>HISTORIC LAND USE</b>	
<b>Archaeological block no:</b> 4	<b>Inventory no:</b> 55
<b>Character of Occupation:</b> Commercial	
Land sale details not provided. Major reconstruction 1929 (some older fabric retained) Subsequent major alterations 1959 & 1973.	
1850 Proeschel	Boarding house may have partly occupied this site
1855 Kearney	Duke of Kent Hotel on site from 1851. Hotel operations apparently continuous.
1866 Cox	
1880 Panorama	
1905/6 Mahlstedt	Three storey Duke of Kent Hotel, with No. of 293-295; No. 297-299, Boarding House.
<b>THEMATIC MAPPING AND LAND USE</b>	
1890s	Hotels and lodgings
1920s	Retail, factories and workshops, merchants
1960s	As above

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

**SUMMARY**

The Duke of Kent Hotel, 293-299 La Trobe Street, Melbourne, is a three-storey corner hotel, redeveloped to a design in a restrained Egyptian Revival style by architects W & R Butler in 1928-29. It was built on the site of an earlier hotel established in 1851. An adjoining building – a two-storey warehouse built in 1929 – was incorporated into the hotel premises in c1959.

## HISTORICAL CONTEXT

### Enjoying the city

#### *Eating and drinking*

Alcohol was a mainstay of a frontier colonial town. During the early period of settlement, many people resorted to alcoholic beverages rather than drink the city's unpalatable and contaminated water. Hotels were abundant in Melbourne; in working-class areas, such as Carlton, there was virtually one on every corner. One of Melbourne city's first permanent buildings was Fawkner's hotel established in 1836 on the corner of William Street and Flinders Lane (Context 2012: 98).

A weakness for drink was considered by many in the Victorian era as a human failing; self-improvement and moral fortitude were the values to strive for. The consumption of hard liquor generally went hand-in-hand with gambling and with Melbourne's lively night life. Social problems associated with drunkenness in late nineteenth-century Melbourne made alcohol a chief cause for steps towards social reform, resulting in the establishment of the powerful temperance movement and local abstinence societies (Context 2012: 90, 98).

Hotels responded to the changing times and circumstances. In the early 1900s, falling hotel standards and pressure from the temperance movement prompted the state government to reduce the number of liquor licenses. From 1907 the Licences' Reduction Board reduced the number of hotels in all districts to 1885 statutory levels. Many hotel buildings were subsequently demolished or adapted to different uses; other hotel owners upgraded and refurbished their buildings from this period through to the 1920s and 1930s in order to meet the new licensing conditions that were contingent on the provision of adequate accommodation and other facilities (Dunstan 2008).

The 'early closing' of hotels at 6.00pm, an effort to curb drunkenness by restrictive legislation, caused other anti-social behaviour, and was overturned in 1966 (Context 2012:98). Of the approximate 100 hotels in existence in central Melbourne in the 1920s, only approximately 45 hotels remained by the 1960s. Today, only approximately 12 hotels in central Melbourne retain their historic use and form (CoM 2018).

Hotels have and continue to play a distinct role in Australian social and cultural life. J M Freeland described hotels as constituting 'one of the most socially significant, historically valuable, architecturally interesting, and colourful features of Australian society' (Freeland 1966). While privately owned, hotels serve as communal spaces for the consumption and sale of alcohol, and as providers of accommodation. Hotels also generally offer food, ranging from a simple 'counter' lunch (literally eaten at the counter or bar) to a formal dining rooms and fine dining.

In 2018, there were twelve continuing hotels in central Melbourne that retained their historic use and form.

## SITE HISTORY

The site of 293-299 La Trobe Street, Melbourne has been occupied by the Duke of Kent Hotel since at least 1851-56, with a boarding house possibly occupying the site before that time. A three-storey Duke of Kent Hotel (Figure 1) and a boarding house were still extant at 293-299 La Trobe Street (Fels, Lavelle & Mider 1993, Inventory no 55). This is most likely the building marked on MMBW plans in 1895 (see Figure 2).

In central Melbourne twenty annual hotel licences had been issued by 1839 (Dunstan 2008). By the 1850s – the early goldrush years – hotels in central Melbourne and on the routes to the goldfields would have been thriving; an ideal time to invest in a licence and build the Duke of Kent.

The Duke of Kent Hotel served as a public drinking house at the subject site for at least 160 years, from the 1850s until it closed in 2015. The Duke of Kent also offered accommodation, although the number of rooms is not known. When the owner and licensee applied to continue the licence and proposed a major redevelopment in 1927, 'Licensing Inspector Walsh said that the present building was unsatisfactory. He thought that a hotel in the city should have more extensive accommodation than was now provided at the Duke of Kent Hotel' (*Argus* 1 November 1927:13). The 1928 redevelopment resulted in a three-storey hotel being constructed to replace the Victorian-era premises.



Figure 1. The original Duke of Kent Hotel building, at an unknown date between 1900 and 1927. (Source: Bane c1900-1927, SLV)

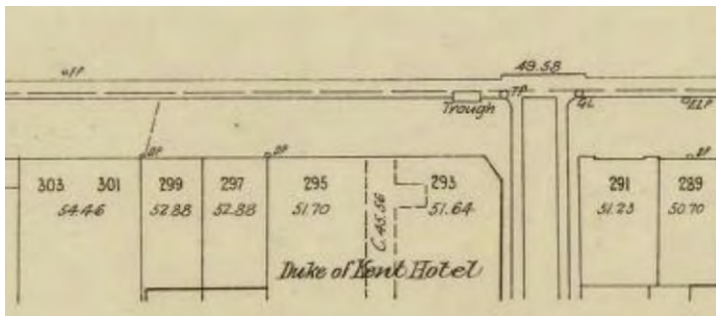


Figure 2. An 1895 plan of the original Duke of Kent Hotel. (Source: MMBW Detail Plan no 1024, 1895, SLV)

Hotels are 'licenced premises' and how they operated were shaped by changes in licencing requirements over time. For example, from the early years of the twentieth century there was a statutory limit on the number of hotels in a defined district. At the time of the major refurbishment of the Duke of Kent Hotel in 1928, there were around 100 hotels in central Melbourne.

The existing building at 293-299 Latrobe Street was largely constructed in 1928 (MBAI 10310). The *Argus* notes at the time that Peter Credgington was the owner, and Nellie Mulvey the licensee (*Argus* 1 November 1927:13). Credgington had hoped to sell the hotel license, demolish the Victorian-era building and erect a warehouse and shop complex to a height of seven-eight storeys on the site.

When the license failed to sell at the expected price however, Credgington had the hotel rebuilt at a cost of £10,000, with a warehouse constructed at the rear (*Argus* 1 November 1927:13). The separation of these two buildings can be seen in Figure 3. The new three-storey reinforced concrete hotel was constructed by F G Farr in 1928 to a design by architects, W & R Butler (see Figure 4). The building apparently retained some of the fabric of the original building. In 1927, Credgington was described as being engaged in 'mercantile business in the city,' while the hotel itself was referred to as 'a very old hostelry' and a 'landmark' (*Argus* 5 July 1927:5). The plans for the new hotel were, in part at least, a response to the local hotel licensing inspector stating that, as a city hotel, the Duke of Kent should have more extensive accommodation than that provided (*Argus* 1 November 1927:13).

Following the construction of the hotel, a two-storey brick warehouse building was built at 299 La Trobe Street, to the immediate west of the hotel (Fels, Lavelle & Mider 1993, Inventory no 55; CoMMaps; MBAI 11824). The two-storey building at 299 La Trobe Street was used by the Duke of Kent Hotel up until the mid-1930s. For about twenty years between 1935 and the late 1950s, the building at 299 La Trobe Street was occupied by other tenants: Bowes Motors, used motor car dealers, during the latter half of the 1930s; then Lewis Bros, cycle manufacturers, who were the tenants through to the 1950s (S&Mc 1935-1960; *Herald* 18 August 1937:21). The Duke of Kent Hotel occupied both sites again from c1959 when the buildings at 293-297 and 299 La Trobe Street were merged (MBAI; Mahlstedt Map Section 2, no 4A, 1962).

The New Theatre met and performed in the second storey of the warehouse at the Duke of Kent Hotel from 1937 until 1939, at a time when the ground floor was occupied by a new and used car dealer. The New Theatre, founded in Sydney in 1932 and in Melbourne in 1936, had its roots in the Workers Theatre Movement of England in the 1920s and the New Theatre of America. The Melbourne New Theatre was a revolutionary avant-garde theatre group notable for hosting a number of political debates and plays, and for its early public opposition to fascism in the decade leading up to World War Two. New Theatre performed the first Melbourne production of Bertolt Brecht, *Remember Pedrocita*, in the warehouse at the rear of the Duke of Kent Hotel. After the theatre space was condemned as unsafe, the theatre company moved to Queen Street in 1939. A 'New Theatre' sign can still be seen in Guildford Lane (Melbourne Heritage Action 2015; *Age* 19 April 1939:5; Australian Live Performance Database 2015; Thompson 1986:9).

The 1929 warehouse was incorporated into the hotel premises, probably around 1959. Prior to that the upper storey of the warehouse had served as a performance venue for the New Theatre from 1937-39 (their first performance venue since the formation of the group); the space was condemned in 1939 and it is assumed may have been unused until the whole warehouse was incorporated into the hotel.

Major alterations took place in 1959 and 1973, when the hotel was expanded to take in the original warehouse building on site, merging both of Credgington's buildings into one; this may have taken place as part of the 1959 alterations (Fels, Lavelle & Mider 1993, Inventory no 55; Mahlstedt Map section 2, no 4a, 1962; MBAI).

The hotel was sold by the Yankos family in 2014 after being in their ownership for around 50 years (since 1965). The Duke of Kent Hotel operated on the site until 2015 (*Age* 9 November 2015). Before its closure in 2015, the Duke of Kent was believed to be the 'oldest continuous [sic] hotel in Melbourne', first granted for the Lonsdale Street location in May 1844 (*Melbourne Weekly Courier* 4 May 1844:3; *Sydney Morning Herald* 9 July 2014).

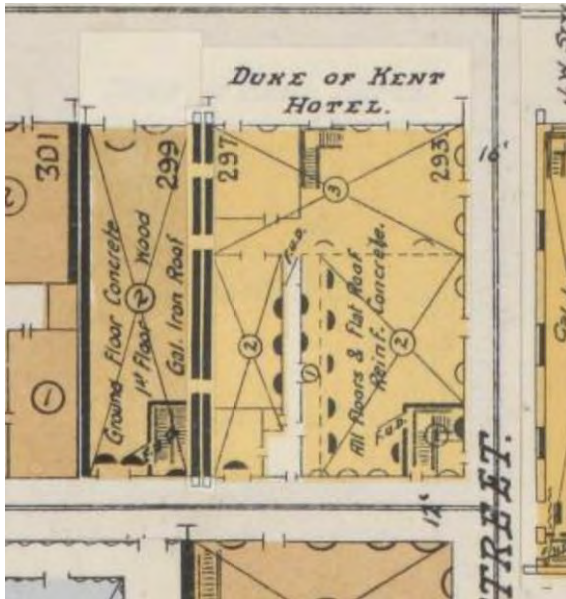


Figure 3. Mahlsiedt plans showing the hotel and separate warehouse (to the west) after the 1928 construction. (Source: Mahlsiedt Map Section 2, no 4A, 1923, amended post-1928)



Figure 4. The Duke of Kent Hotel in 1929 just after completion of the redevelopment. The warehouse to the side was yet to be constructed. (Source: Kauffmann c1929, SLV)

#### *W & R Butler, architects*

The firm of W & R Butler originated from the partnership of influential Anglo-Australian Arts and Crafts architect Walter Butler, and his nephew (Austin) Richard Butler. Walter Butler migrated to Australia from England in 1888, leaving a post as chief assistant to an ecclesiastical architect. In England,

Butler had been a colleague and close friend of important figures within the Arts and Crafts movement. Following a series of partnerships in Melbourne, Butler and his nephew joined in partnership for almost two decades between 1919 and 1938. Katrina Dernelley notes that Walter Butler's son was killed in conflict during World War One, after which he became less interested in his career. During this time, Walter Butler left most of the firm's work to the other partners, preferring instead to work on projects for the firm's influential clientele, such as Dame Nellie Melba. The firm designed a diverse range of both public and private buildings, however they were primarily known for their residential work, with notable examples such as 'Eulinya' in Toorak (Denelly 2012).

## COMMUNITY CONNECTIONS

Within the city – and elsewhere – hotels are commonly located on corner sites, offering different entrances into specific internal spaces – the main bar, a lounge bar, a ladies' lounge. The Duke of Kent appears to have been a relatively traditional hotel, offering a variety of drinking spaces – public bar and ladies lounge – and accommodation.

Melbourne's hotels, like the Duke of Kent, have and continue to provide informal meeting places to a wide range of community and professional groups, and are recognised as important to sport, literature, politics and bohemia (Dunstan 2008). Most hotels have a regular clientele or 'community'.

The Duke of Kent has had a work-place based community for many years: The Duke of Kent Facebook page illustrates many work-related gatherings and farewells (Duke of Kent Hotel FB). The *Herald Sun*'s column 'Desperately Seeking' provides a snapshot of recent reunions planned for the Duke of Kent.

### *ANZAC Day gatherings*

The Duke of Kent appears to have been a favoured place for some regiments to gather after the ANZAC Day march on the 25 April each year. Examples include the Royal Australian Regiment Association, the First BNS Association RAR, 3 RAR South Vietnam, the 65 AASL BTY, and the 13 Armed Regiment (*Herald Sun* 25 April 1999:n.p., 22 April 2000:18, 24 April 2007:24; *Age* 25 April 2003:6, 24 April 2011:10, 24 April 2013:13).

### *The Duke of Kent and staff of the Argus*

One strong and enduring association with the Duke of Kent Hotel is with the staff of the *Argus* newspaper, one of Melbourne's earliest newspapers (1846-1957). Staff at the other major Melbourne newspapers – The Age, Herald and Weekly Times and the Sun Pictorial – had their own favourite hotels. The Phoenix Hotel (82 Flinders Street) was the favoured watering hole for Herald staff; once owned by Collingwood football legend Lou Richards, the site is now occupied by the Phoenix Apartments. The Sun was published from the same offices in Flinders Street, and it is assumed staff also went to the Phoenix. The Age offices were in Collins Street until 1969, and staff were known to drink at the Australia Hotel (demolished in 1989).

The *Argus* moved to new premises – 365 Elizabeth Street – in 1927 and the Duke of Kent soon became the local 'watering hole' for journalists and other staff (Usher 2007:179, 191). When the staff produced their first staff newsletter in June 1953 – 'Home Brew' – the front cover featured a photograph of a staff party at the Duke of Kent (Usher 2007:191). According to the *Herald Sun*, 'one

of Australia's greatest writers, George Johnston, conducted his affair with his [Argus] colleague and literary collaborator, Charmian Clift, in its rooms in the 1940s', a relationship their Argus employers disapproved of (*Herald Sun* 27 August 2014; Wheatley 1993).

Journalist Jim Usher joined the *Argus* in 1948 as a fifteen-year-old, first as a copy boy and later as a cadet journalist, journalist and then sub-editor. An image taken at the Duke of Kent on 14 May 1951 shows a group of cadet journalists – including Usher – celebrating a 21st birthday (Usher 2007:53). Usher recounts the days when women weren't allowed in public bars; they had to drink in the lounge or the saloon bar:

*'One day, there was three or four of us, we had our girlfriends, and we said, "We're gonna break this tradition." We took our girlfriends into a public bar, which is the one in the photograph with all the guys lined up [in the book] ... There was a bit of an uproar. We told them all to shove it and we stayed ... So, that was a first for the Duke of Kent, I think, breaking the taboo that was the women drinking in public bars.'* (Usher 2019)

The most famous protest seeking to break that taboo was in 1965 when two women chained themselves to a public bar in Brisbane, protesting the fact they could not be served there (ABC News 2012).

John Brennan, having moved from Sydney to join the *Argus*, recalled the delights of his first draught beer at the Duke of Kent, bought by Mac Gordon, an *Argus* colleague: 'I was impressed by the way the locals took the old Irish adage to "vote early and vote often" and applied the practise to the more pleasant, "drink early and drink often."' He recalls that the Duke of Kent 'certainly gave the drinkers the benefit of the slowest clock in town' when it came to adhering to the six o'clock closing (Usher 2007: 91).

Jim Usher describes the drinking culture: 'We'd gather over there [at the Duke of Kent Hotel] at about five and you'd line up a few beers or more and you'd have to drink them by ten past six, and that was it. Then you'd go to work or back to work.' As reporters they worked from 2pm to 11pm, and often would drop by the Duke of Kent to meet up with someone on their days off:

*'As a reporter, we'd often go in on our days off. It was such an exciting job. I just loved it. You'd go into the office on your days off to meet up with one of your mates and go and have a beer at the Duke of Kent. You'd walk into the office, and the chief of staff would say, "What are you doing? It's your day off." "I'm just coming over to be with Mac," I'd say. The chief of staff could likely say, "No you're not. There's a bush fire just broken out at ... Grab a photographer and off you go and cover it." So, off you'd go and you'd be away three days. I never knew quite when I'd be home or not.'* (Usher 2019).

As well as counter lunches and 'after-work' drinks, the Duke of Kent was somewhere that Argus staff would arrange to meet up with a contact they wanted to interview for a story. Usher recounts that two of his Argus colleagues – Ron Carter and Peter Banfield – planned to get accreditation to cover the 1952 Olympics in Helsinki. They were both young reporters at the time, and the Duke of Kent would have been where they planned their trip (Jim Usher, pers. comm.).

When the *Argus* closed on 19 January 1957, the staff team, then numbering around 1000, were scattered into other newspaper jobs, but retained strong connections with each other (Usher 2006:87). News of the closure was sudden, and the wake was held in the *Argus* building. Sub-editor Don Christie reflects on the spirit of The Argus ... 'the spirit that was alive then is still there, 50 years on.' (Usher 2007: 140)



The first reunion was held the next year – in 1958 – then on the fifth, tenth and twentieth anniversaries of the paper's closure. The first reunion was held at the Prahran Town Hall, but all subsequent reunions were at the Duke of Kent Hotel. At the fortieth reunion – held exactly 40 years later on 19 January 1997, it was again at the Duke of Kent, described as 'watering hole for Argus employees and a repository of cherished memories.' (Usher 2006:146-148). More than 130 former *Argus* employees attended. At the event, former *Argus* News Editor, Cec Wallace said 'that it was appropriate that we had this re-union at the Duke of Kent hotel' saying: 'some of us may recall the 'pleasant' days of 6 o'clock closing – and making our way, perhaps uncertainly, across there (the road) to complete a night's work at *The Argus* ... Forty years ago newspapermen and newspaper women seemed to get on quite happily with a diet of hot metal, pads, copy paper, pen and ink and beer and rissoles at the Duke of Kent.'

By 2000, the reunions were annual, and held at the Duke of Kent until the hotel closed in 2015. Two further reunions were held after that, both at the Melbourne Institute of Technology in the former Argus Building. Former Argus staff, working with MIT have established a "newsroom" – a small museum – in the Argus Building on the second floor (Usher 2019).

In 2007, Jim Usher, former staff journalist at *The Argus* edited the publication *The Argus: Life and Death of a Newspaper*. It is filled with recollections written by a wide rag of former staff. In his Acknowledgements he refers to the group of around 20 journalists, printers and friends who meet together annually on 19 January each year at the Duke of Kent Hotel opposite the old Argus building, noting that the 'spirit that made *The Argus* such a great newspaper is very much alive'. (Usher 2007: 10). Naturally, the book was launched at the Duke of Kent, in one of the large upstairs rooms, with several hundred people in attendance (Usher 2019).

How did the former Argus staff feel when they heard that the Duke of Kent was about to close? According to Jim Usher: 'It was a great shock to us when we did find out.' The Duke of Kent Hotel was a 'home away from home' for Argus staff. 'It was a terrific place. I've got no idea who the publican was, but he certainly looked after the Argus. There were a lot of employees in the Argus and a lot of them were pretty good drinkers. Their home base was certainly the Duke of Kent,' recalls Jim Usher. Peter Gill describes the Duke of Kent as 'the spiritual drinking place for those who worked at the Argus'

## SITE DESCRIPTION

The Duke of Kent Hotel at 293-299 La Trobe Street is a three-storey hotel constructed in 1928, exhibiting aspects of a restrained Egyptian Revival style. The site comprises the hotel and the two-storey rendered brick warehouse adjacent to the main frontage of the hotel to its west. The buildings are located on the south side of Latrobe Street, their eastern edge delineated by Sutherland Street, and Flanigan Lane to the south.

The La Trobe Street façade of the hotel building is substantially intact above the ground floor level, and is of painted render over loadbearing brickwork. The façade is symmetrical, with a plain wide central bay containing balconies. The flanking bays comprise three narrow windows separated by masonry mullions at the first and second floor levels. A wide spandrel separates the ground and first floor levels with a small projecting portico over the central entry, all covered with linear advertising. The facades terminate at a deep cavetto cornice, which stops short where it meets the raised pediment over the central bay.

The central bay is framed by a projecting architrave, which forms a semicircular arch below the raised pediment which also features some mounded decoration including garlands and rings. The balconies are projecting at the first and recessed at the second-floor levels. Recessed panelling to the spandrels separates the first and second floors at each bay. The original multipane steel frame windows appear to be extant within the original openings. At ground level, the original pattern of wall and openings has been substantially altered.

The eastern elevation to Sutherland Street is similarly substantially intact above the ground floor level, and is of painted render over loadbearing brickwork. The northern section continues the three-storey form and pattern of the La Trobe Street façade, with two bays of three narrow windows separated by masonry mullions, and the original multipane steel frame windows extant. The southern section is two-storey, and the windows are original multipane steel frame double sash variations using the same sash module. At ground level, the original pattern of wall and openings appears to be substantially intact.

The two-storey warehouse adjacent to the hotel to the west is also of painted render over loadbearing brickwork, with a plain stepped parapet. Its ground floor is completely obscured. At the first floor are three vertically-proportioned windows with multipaned steel-framed sashes arranged symmetrically on the centreline. The central window is three panes wide and those either side are two panes wide.

## **INTEGRITY**

The Duke of Kent Hotel at 293-299 La Trobe Street is largely intact with few changes visible to the original or early elements of the building other than the alterations to the ground level frontage to La Trobe Street. The building retains its original scale, painted render principle and eastern façades with central and flanking bays, spandrels, deep cavetto cornice, raised pediment, restrained Egyptian Revival style decoration and patterns of window openings. Most of the original multipane steel frame windows are also extant within the original openings. The two-storey warehouse is also largely intact, notwithstanding its comparative lack of refinement and detail, except it too has been substantially altered at the ground level frontage to La Trobe Street. 293-299 La Trobe Street retains its original built form and scale, materials and stylistic details. Overall, the buildings are of high integrity.

## **COMPARATIVE ANALYSIS**

The Duke of Kent Hotel at 293-299 La Trobe Street was constructed in 1928 as a substantial three-storey hotel building on a prominent corner site which has been occupied by a hotel since 1851. The existing building is of particular interest as it was used continually as a hotel since 1928. It is estimated that over 100 hotels were operating in the Hoddle Grid Study Area in the 1920s, with this declining to about 45 in the 1960s. Today it is estimated that there are 12 traditional hotels still operating in the city centre with approximately a further 15 hotel buildings remaining but not in use as hotels. These numbers indicate that hotels are a declining building type and use within the Hoddle Grid study area.

Hotels are a common building typology in the wider area of City of Melbourne, with examples dating from the early years of the establishment of Melbourne as a city through until the present. Some hotels occupied corner sites, while others were located mid-block. The subject site is the result of an amalgamation of a hotel and warehouse which were commissioned from the same architect by the owner; the warehouse clearly being built as an investment at the time.

The following examples in Melbourne are comparable with The Duke of Kent Hotel, being hotels of a similar scale and construction date, although the styles are varied. The images and descriptions are provided by CoM Maps and iHeritage unless stated otherwise, with images dated c2000 or later.

*Carlton Hotel, 193-199 Bourke Street, 1936 (HO1001)*

Built on the site of the Queensland Hotel, it is a five-storey steel framed brick hotel with basement and rooftop facility. It was designed by Sydney Smith Ogg & Serpell in the Moderne style and built by Thompson & Charters Pty Ltd for Carlton & United Breweries Limited in 1937.



Figure 5. 193-199 Bourke Street, built in 1937.

*Batman's Hill Hotel, 66-70 Spencer Street, 1926-28 (HO 1076)*

Interwar renovation and additions to the Victorian-era three-storey brick Batman's Hill Hotel were constructed in 1926-28 by Ivanhoe builder George Andrew to a design by architects and engineers Greenwood Bradley & Allen working in association with hotel specialist architects Sydney Smith & Ogg. The first design proposed for the new façade and two additional floors had Sydney Smith & Ogg's characteristic Edwardian-Baroque character but a change in direction saw a more sober Greek Revival façade designed solely by Greenwood Bradley & Allen (Butler 2011:570-571).



Figure 6. 66-70 Spencer Street, built in 1926-28.

*Waterside Hotel, 508-514 Flinders Street, 1925 (HO1038)*

The Waterside Hotel was built on the site of the old London and Carnarvon Hotel. It is a three-storey brick hotel with a corner tower, incorporating a two-storey shop. Designed by Harry R Johnson and built in 1925, the hotel was refurbished in 2004. The work included creation of a rooftop bar on the former shop.



Figure 7. 508-514 Flinders Street, built in 1925.

*Elms Family Hotel, 267-271 Spring Street, 1925 (HO1078)*

This corner hotel was designed by architect Harry James and built by W B Harford for Emma Elms in 1924-1925. The two-storey pressed red brick and render hotel is designed in Old English or Neo-Tudor style, with twin high cemented gabled parapet to each street façade, flanked by brick bartizans surmounted by cast cement balls on piers.



Figure 8. 267-271 Spring Street, built in 1925.

*Metropolitan Hotel, 263-267 William Street, 1925 (Interim HO1231 – recommended as significant in the Hoddle Grid Heritage Review)*

The site has been continually operating as a corner hotel site since 1854. The existing building was built in 1925 to replace an earlier hotel dating from 1854. It is a modest hotel building with simple neo-classical styling, typical of many hotels of the period.



Figure 9. 263-267 William Street, built in 1925.

### *Egyptian Revival style buildings In City of Melbourne*

In the City of Melbourne's Heritage Overlay, Interwar period examples of sites with comparable Egyptian Revival qualities include:

#### *Hotel Spencer, 475 Spencer Street, West Melbourne, 1920s (HO781)*

Built on the site of the former James Watt Hotel. A three-storey rendered brick hotel with Egyptian Revival style detailing, built for Carlton Brewery Ltd in the mid-1920s.



Figure 10. 475 Spencer Street, built in the 1920s.

#### *Former Bank of New South Wales, 190-192 Bourke Street, 1929 (VHR H0799; HO540)*

The former Bank of New South Wales, a six-storey reinforced concrete building, was built in 1929 to a design by architects Godfrey & Spowers. The building was faced with terracotta, a technique commonly used for city buildings in the 1920s - 30s. The Art Deco detailing of the exterior of the building uses Egyptian imagery (a fashionable stylistic reference to the popularised work of the archaeologists in Egypt in the 1920s.) Among the early terracotta facades in the central Melbourne and the second design in the Egyptian Revival style.



Figure 11. 190-192 Bourke Street, built in 1929.

*Former Theosophical Society Building, 181-187 Collins Street, 1936-37 (HO586, HO504 Collins East Precinct)*

Seven-storey sandstone and granite residential building with basement and ground floor retail. Designed by Marsh & Mechaelson in the Neo-Egyptian (Moderne) style and built by A R P Crow and Sons in 1936. Refurbished and sub-divided, with an additional 2 levels added at rear, into residential units with ground level retail in 2000. The architect was A Genser & Associates.



Figure 12. 181-187 Collins Street, built in 1936-37.

Historically, as a Victorian-era corner pub demolished and rebuilt in the interwar period to upgrade the hotel facilities according to the new legal requirements, the Duke of Kent Hotel can be compared with the Metropolitan Hotel (HO1231), Elms Family Hotel (HO1078) and the Waterside Hotel (HO1038).

Architecturally, the Duke of Kent Hotel at 293-299 La Trobe Street is a substantial three-storey hotel building on a prominent corner site. It is notable for its scale and degree of integrity, and its restrained use of the Egyptian Revival style. It is substantially intact with few changes visible to the original or early elements of the building other than the alterations to the ground level frontage to La Trobe Street. The two-storey warehouse, which lacks the refinement and detail of the hotel, is also substantially intact.

As an example of the Egyptian Revival style, which was popularised by the opening of Tutankhamun's tomb by Howard Carter in 1922, the Duke of Kent Hotel at 293-299 La Trobe Street is comparable to the Spencer Hotel at 475 Spencer Street (HO781) in terms of the scale, materials and level of detailing. Both buildings are also interwar corner pubs that replaced a Victorian-era hotel. The Duke of Kent is also stylistically comparable to the former Bank of New South Wales at 190-192 Bourke Street (VHR H0799) and the former Theosophical Society Building at 181-187 Collins Street (HO586) although both of these examples are larger-scale and more refined examples of interwar buildings designed in the Egyptian Revival style.

In terms of its scale, construction date, location and use, the Duke of Kent Hotel is comparable with other HO-listed central Melbourne hotels including Waterside Hotel at 508-514 Flinders Street (HO1038), the Elms Family Hotel at 267-271 Spring Street (HO1078), and the Metropolitan Hotel at 263-267 William Street (interim HO1231), all built in 1925.

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**ASSESSMENT AGAINST CRITERIA**


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✓	<p><b>CRITERION A</b> Importance to the course or pattern of our cultural or natural history (historical significance).</p>
	<p><b>CRITERION B</b> Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p>
	<p><b>CRITERION C</b> Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p>
✓	<p><b>CRITERION D</b> Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p>
	<p><b>CRITERION E</b> Importance of exhibiting particular aesthetic characteristics (aesthetic significance).</p>
	<p><b>CRITERION F</b> Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p>
✓	<p><b>CRITERION G</b> Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).</p>
	<p><b>CRITERION H</b> Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p>

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985** C

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**Central City Heritage  
Study 1993** C

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**Review of Heritage  
overlay listings in the  
CBD 2002** Ungraded

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**Central City Heritage  
Review 2011** Ungraded

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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Duke of Kent Hotel

**PS ref no:** [HOXXXXN/A](#)



### What is significant?

The site of the Duke of Kent Hotel and the hotel building at 293-299 Latrobe Street, Melbourne, built in 1929 to a design by W & R Butler, is significant.

- Elements that contribute to the significance of the place include (but are not limited to):
- The original building form and scale of hotel and adjoining warehouse;
- The original painted render principle and eastern façades of hotel with central and flanking bays, spandrels, deep cavetto cornice, raised pediment, restrained Egyptian Revival style decoration and patterns of window openings; and
- The original multipane steel frame windows.

Later alterations made to the street level facades of both buildings are not significant.

### How it is significant?

293-299 Latrobe Street, Melbourne, is of local historic, representative and social significance to the City of Melbourne.

### Why it is significant?

The Duke of Kent Hotel at 293-299 Latrobe Street, Melbourne is historically significant as the site of a public drinking and boarding house for at least 160 years, with the current building being in continual use as a hotel from 1928-2015. It is significant for its survival as a public drinking house through the 1907 changes imposed by the Licences' Reduction Board which reduced the number of hotels in all districts to 1885 statutory levels. As a consequence many hotel buildings were demolished or adapted to different uses; other hotel buildings, such as the Duke of Kent, were upgraded and refurbished from this period through to the 1920s and 1930s in order to meet the new licensing conditions that were contingent on the provision of adequate accommodation and other facilities. (Criterion A).

The Duke of Kent Hotel is significant as a largely intact example of the interwar Egyptian Revival style, which was briefly popular in the 1920s for a range of building types, inspired by the discovery in 1922 of Tutankhamun's tomb by the archaeologist Howard Carter. It was designed by the architectural firm W & R Butler, founded by the influential architect Walter Butler. The Duke of Kent Hotel is a refined yet

restrained example of the style, retaining defining characteristics, including principle and eastern façades with central and flanking bays with pylon form, deep cavetto cornice, raised pediment, restrained Egyptian Revival style decoration and patterns of window openings. (Criterion D)

The Duke of Kent Hotel is socially significant for its strong and enduring connection with former staff of *The Argus* newspaper. It is remembered as the favoured 'watering hole' of Argus staff, possibly from the late-1920s when the Duke of Kent Hotel was rebuilt as a three-storey hotel, close to the newly established and purpose-built Argus offices. Stories told about the place by Argus staff reveal they regarded the Duke of Kent Hotel as a 'second office', using the hotel to socialise, have an 'after work' drink, as a place to meet with contacts for stories, and to plan projects, doing editing and generally 'chew the fat'. Reunions of Argus staff have continued from 1958, one year after the Argus closed, through to 2017, and most reunions have been at the Duke of Kent. (Criterion G)

**Primary source**

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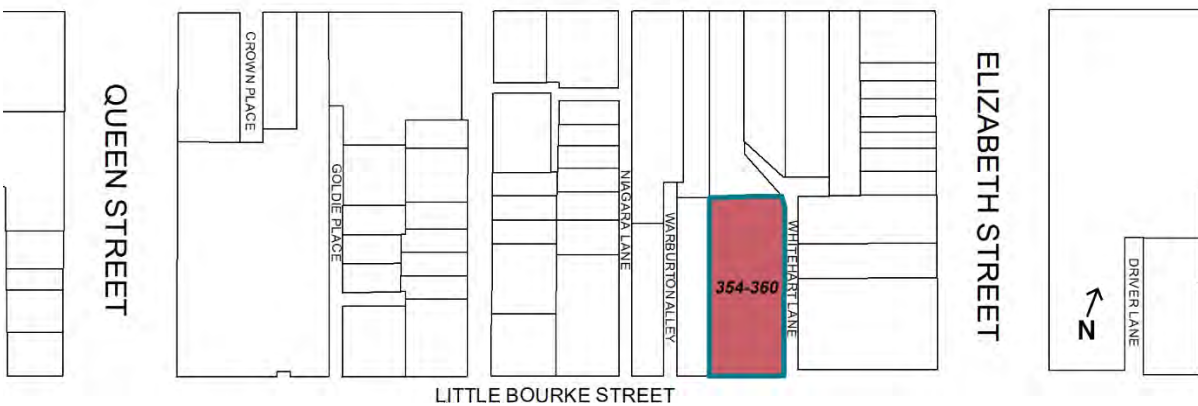
Hoddle Grid Heritage Review (Context & GJM Heritage, 2019)



<b>SITE NAME</b>	Melbourne House
<b>STREET ADDRESS</b>	354-360 Little Bourke Street Melbourne
<b>PROPERTY ID</b>	105874



LONSDALE STREET



SURVEY DATE: October 2018

SURVEY BY: Context

<b>HERITAGE INVENTORY</b>	H7822-1267	<b>EXISTING HERITAGE OVERLAY</b>	No
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<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
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<b>FORMER GRADE</b>	C
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<b>DESIGNER / ARCHITECT / ARTIST:</b>	Sydney Smith, Ogg & Serpell	<b>BUILDER:</b>	Reinforced Concrete & Monier Pipe Construction Co
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<b>DEVELOPMENT PERIOD:</b>	Interwar Period (c1919-c1940)	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1923
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## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a Commercial City	5.5 Building a manufacturing capacity
	OTHER SUB-THEMES
3 Shaping the urban landscape	3.2 Expressing an architectural style

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 20	<b>Inventory no:</b> 267
<b>Character of Occupation:</b> Commercial	
Land sale details not provided	
1839 Williamson	2 buildings on site (lot 12)
1855 Kearney	'White Hart Hotel' on this site
1866 Cox	
1880 Panorama	Two-storey buildings
1888 Mahlstedt	Single- and two-storey buildings; Hutchison Ironworkers and City Family Hotel
1905/6 Mahlstedt	No 354 – 356: single-storey, Metters Bros. Foundry No 358 – 360: two-storey, Bush Inn Hotel
THEMATIC MAPPING AND LAND USE	
1890s	Not able to be determined
1920s	Not able to be determined
1960s	Not able to be determined

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an individual heritage place.

**Extent of overlay:** Refer to map

## SUMMARY

Melbourne House is six-storey interwar Chicagoesque style commercial building built in 1923 to a design by architects Sydney Smith, Ogg & Serpell. It was constructed for A G Healing & Co, cycle works.

## HISTORICAL CONTEXT

### Building a Commercial City

#### *Building a manufacturing capacity*

From the 1850s, the Yarra River and the docks west of Swanston Street were in essence the 'lifeline' of the city. Port facilities and large warehouses were built in this area to serve shipping interests (Context 2012:39-40).

By the 1880s, the areas of Flinders Street, King Street, Little Bourke Street and Spencer Street comprised multiple mercantile offices, produce stores and large-scale bonded stores, including Zander's Bonded Stores and Coles Bonded Stores. As Melbourne developed through the nineteenth century and early twentieth century, so did her manufacturing industry, much of which was established in close proximity to existing warehouses and stores.

Although affected by World War One in the period 1914-1918, by 1921, 38 per cent of Melbourne's workers were employed in industry with almost all new factory jobs in Australia between 1921 and 1947 created in Sydney and Melbourne. The growth of manufacturing, assisted by a new federal tariff in 1921, stimulated urban growth and by the end of the 1920s, Melbourne's population had reached one million people. The expansion of new sectors in the manufacturing industry was maintained by buoyant levels of domestic demand (Marsden 2000:29; Dingle 2008).

In the first decades of the twentieth century, the demand for residential development declined in central Melbourne as many residents moved out of the city to the new suburbs, and the booming retail and manufacturing sectors rapidly took up available city properties (Marsden 2000:29-30). Multi-storey factory, workshop and warehouse buildings, some designed by architects, increasingly took over the city.

Development in the city slowed with the Great Depression that commenced in October 1929 and continued through the early 1930s. Because of a lack of finance over this period, instead of new construction, some city buildings were substantially re-modelled to create new office, commercial and industrial spaces, and also for use by government.

From the 1930s, like the rest of Australia, an increasing proportion of the city's workforce took up jobs in manufacturing, an industry that led Australia's recovery from the economic depression and a time when, the *Encyclopedia of Melbourne* notes, a

*steep rise in tariffs, devaluation of the Australian pound, falling wages and electricity costs all made local producers far more competitive internationally. Textiles benefited first, then the metals industries and engineering took over as pacemakers* (Dingle 2008).

After being the centre of manufacturing in Australia in the 1920s, Melbourne's importance in this regard began to decline. During the 1940s many city factories and warehouses were left empty or converted for other uses (Context 2012:35).

From the end of World War Two to the beginning of the 1970s, Melbourne underwent the most sustained growth in its history, mostly based on the manufacturing industry. At the peak of industrialisation in 1966, 37 per cent of total employment in Melbourne was dedicated to manufacturing, compared to the national average of 27 per cent (Maher cited in Tsutsumi and O'Connor 2006:8.3). Australia's manufacturing output increased 6 per cent per year between 1949

and 1967, and between 1947 and 1966, 155,221 new manufacturing jobs were created in Melbourne alone, roughly one-third of which went to women (Dingle 2008).

However, by the mid-1960s,

*[the] postwar expansion of manufacturing could no longer be contained within the old ring of inner industrial suburbs. They had become crowded and congested. New methods of production required more space and single-storey buildings to accommodate assembly-line techniques. The fork-lift truck led to new kinds of factory buildings. An increasing use of electricity for power and road transport rather than rail to move goods, opened up new locational possibilities...During the 1960s manufacturing expanded most rapidly in Moorabbin and the Oakleigh-Clayton area. When the available sites were taken up the area of fastest growth then transferred to Broadmeadows and Waverley (Dingle 2008).*

City centres retained some manufacturing until the late 1970s, mostly in the areas of clothing, printing and food processing, sectors that increasingly employed women workers. By the 1990s manufacturing had declined to 16 per cent of total employment in Melbourne, and 77 per cent of the workforce were working in the tertiary sector (Marsden 2000:99-100).

### **Shaping the urban landscape**

#### *Expressing an architectural style*

The interwar period brought with it a surge in tall building construction in the central city, made possible by the use of structural steel and reinforced concrete framing. In response, a height limit was imposed by the Melbourne City Council in 1916, dictated by the limitations on fire-fighting at that time. A maximum height of 40 metres (132 feet) was dictated for steel and concrete buildings, a limit that was not broken until the 1950s. Architects experimented with a range of styles to express the increased height in buildings.

Some styles adapted the classical styles from earlier periods. Commercial buildings in the 1920s were mainly of the Commercial Palazzo style, as exemplified by Harry Norris's Nicholas Building in Swanston Street (1925). The style was an early attempt at creating a style suitable for the tall building. It was divided into a base, shaft and cornice, much like a Renaissance palazzo. The scale, however, was greatly enlarged, with the shaft stretching up to ten storeys.

Other styles were more closely associated with the modern movement and expressed a more dynamic and streamlined aesthetic. Emphasis was placed on the horizontal or vertical composition of a building to accentuate certain qualities of the building. In styles such as the Commercial Gothic style and the Jazz Moderne, vertical fins and ribs were used accentuated the increased height of buildings. Landmark examples include, respectively, Marcus Barlow's Manchester Unity Building (1929-32) and the Tompkins Bros' Myer Emporium in Bourke Street (1933). (Context 2012:19-20). The Moderne style typically expressed the horizontal plane with continuous bands of steel framed windows and masonry spandrels running across the full width of a façade, and often returning around a curved corner. A landmark example is Harry A Norris' Mitchell House at 352-362 Lonsdale Street (1937).

### **SITE HISTORY**

In 1839, two buildings existed on the subject site, and by 1855 the White Hart Hotel occupied the land. In 1888, a single-storey building on site housed Hutchison ironworkers and a two-storey building, the City Family Hotel; by 1905 a foundry and the Bush Inn Hotel were in operation on the

site (Fels, Lavelle & Mider 1993, Inventory no 267). Plans show that in 1910, prior to construction of the current building, the site, then addressed as 354-360 Post Office Place (Post Office Place was a portion of Little Bourke Street between Queen and Elizabeth streets), was occupied by A G Healing, a cycle tyre and plating works company (Mahlsted Map no 13, 1910).

A newspaper article of 1922 reported on the planned construction of a four-storey business block for Messrs A G Healing & Co at the corner of Post Office Place and White Hart Lane at a cost of £24,000. With a floor area of 40,000 square feet, the reinforced fire-resistant concrete building was designed by architects Sydney Smith, Ogg & Serpell and constructed by The Reinforced Concrete & Monier Pipe Construction Pty Ltd. Windows utilised fire-resisting glass, fireproof stairs, and fireproof doors. Passenger and goods elevators were included in the design. Messrs Healing planned to occupy the entire ground and first floors, with upper floors let to tenants for warehouse purposes (*Herald* 13 December 1922:16).

The design of the building actually constructed (today's subject building) differed in a number of ways from the original design (see Figure 1). The building constructed was increased in height from four storeys to six storeys (likely due to a growth in business at the time), some of the more decorative features were removed, and 'Melbourne House' was inscribed on the front of the building replacing 'A G Healing Coy Pty Ltd'.

The current six-storey building was constructed in 1923. The construction of a reinforced concrete warehouse had begun by December 1923, and that the warehouse was subdivided in July 1924 (MBAI 6036). By 1929, shop fronts had been constructed (MBAI 10643). The 1925 Mahlstedt plan shows the newly completed building (see Figure 2).

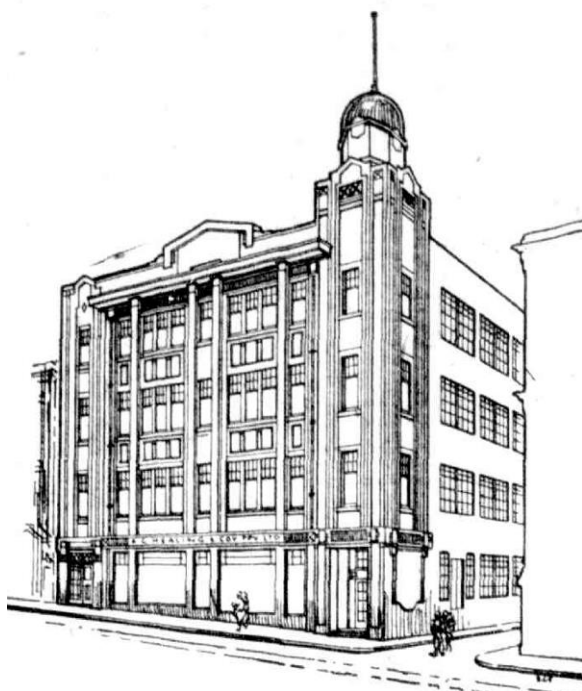


Figure 1. An impression of the building constructed for A G Healing & Co Pty Ltd in 1923 at 354-360 Post Office Place (today's 354-360 Little Bourke Street). The building actually constructed on the subject site differed to the plan shown, most obviously in being built as a six-storey structure, not four-storey and the deletion of the tower as depicted above. (Source: *Herald* 13 December 1922:16).

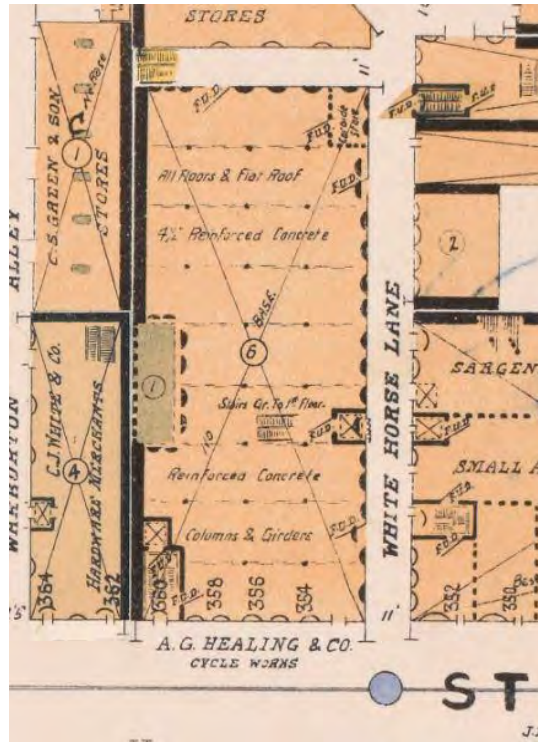


Figure 2. 354-360 Little Bourke Street, Melbourne. (Source: Mahlsted Map Section no 13, 1925)

By 1925, wholesale cycle (motorcycle and bicycle) traders, A G Healing & Co, operated branches in Melbourne, Sydney and Adelaide (*Advertiser* 20 November 1925:18). A description of A G Healing Ltd by Museums Victoria states:

*Alfred George Healing established a business in Bridge Road Richmond in 1896 initially as an agency for the London-based Haddon Cycle Company. By 1902, the A.G. Healing Ltd name appeared with an address in Niagara Lane, Melbourne. The company began importing FN motor cycles in 1903 and also marketed its own motor cycle under the 'Petrel' brand... In 1910, John 'Bert' Rhodes was appointed as Manager and the firm expanded its range of local and imported motor cycle components and engines...By the end of the First World War, Healings had become the largest motor cycle business in Australia. Their Healing bicycle brand was also well-known.*

By the 1930s the company had diversified into domestic goods, especially household radios, and motor cycle manufacture ceased. Just after World War Two, the company produced a powered version of its bicycle using a 30 c.c Wayco two-stroke engine mounted over the rear wheel. The 'auto cycle' concept was popular in the UK and Europe at the time as cars and motorcycles were expensive and hard to obtain. Petrol rationing also stayed in force until 1949 in Australia. The arrival of cheaper mopeds, scooters and cars in the 1950s soon made the auto cycle hard to sell and it largely disappeared. Healings [then] became a major local manufacturer of television sets and whitegoods (Museums Victoria Collections 2018a). Plans of 360 Little Bourke Street from 1925 indicate that A G Healing & Co, cycle works, occupied a new building on the site, which was constructed for the company in the same year (see Figures 1 and 2) (Mahlsted Map no 13, 1925; *Herald* 27 April 1927:1). A new factory was built in 1927 for A G Healing Ltd in Franklin Street, Melbourne, to a design by architects Sydney Smith, Ogg & Serpell (*Age* 27 April 1927:13). The company moved from 354-360 Little Bourke Street to its Franklin Street headquarters in that year. Melbourne House was sold for £68,000 in 1926 and the company closed in the 1970s (*Herald* 25 November 1926:1).

Melbourne directories in 1925 indicate that the building had been named Melbourne House by that year, and that all the floors were occupied by a variety of companies. These companies were almost all manufacturers or importers (S&Mc 1925). This continued to be the case through to 1950, with manufacturers and merchants continuing to be listed at the site (S&Mc 1933, 1938, 1942, 1950).

Some businesses maintained their tenancy in the building for long periods of time: for example, by 1950 Robert A Stevens, shoe adjusters had occupied part of the building for 20 years (*Argus* 21 February 1950:3). The building has not been altered significantly since it was constructed. An electric sign was added to the façade of the building in 1936, and timber staircases were replaced with steel stairs in 1986 (MBAI 16563; 61593). The six-storey building was refurbished in 1986 (MBAI 62155). This coincides with the time period that the building was used by the Leo Cussen Institute of Law; the building permit card indicates that the Institute made further changes in 1988 (MBAI 64638).

In 1992, Melbourne House was put up for auction, and purchased by Leo Cussen Institute in 1993. Described as substantial retail premises with five upper floors, the building was let on long leases to Paddy Pallin and the Leo Cussen Institute (see Figure 3) (*Age* 17 August 1992:26). Leo Cussen Institute of Law, an organisation established in 1972, occupied Melbourne House by 1988 (*Age* 17 September 1988:246).

Leo Cussen Institute of Law, an organisation established in 1972, occupied Melbourne House by 1988 (*Age* 17 September 1988:246). The Leo Cussen Institute purchased Melbourne House in 1993

and continued to operate from the building until selling it in 2017 (CT:V9759 F125; *Sydney Morning Herald* 26 September 2017). Today operating as the Leo Cussen Centre for Law, the institute was named after one of the leading figures in Australian legal history, Sir Leo Cussen (Leo Cussen Centre for Law 2018).

*Sydney Smith, Ogg & Serpell, architects*

Sydney Wigham Smith (1868-1933) and Charles A Ogg (1867-1932) formed a partnership in 1889. Smith was initially articled to his father, Sydney William Smith, who worked as an engineer and municipal surveyor in suburban Melbourne for some 30 years. Ogg worked for Reed, Henderson & Smart for five years before entering the partnership (Coleman 2012: 676).

The firm designed houses, shops, banks, hotels and churches, and their early designs drew on the Arts and Crafts and Art Nouveau styles of the United Kingdom. One of the notable examples in the city is Milton House, Flinders Lane (1901). From c1911 to 1914, the firm produced a series of innovative hotel designs, influenced by Arts and Crafts and Art Nouveau styles, largely in the inner suburbs, including the Bendigo Hotel, Collingwood (1911); Perseverance Hotel, Fitzroy (1911); and Kilkenny Inn, King Street, Melbourne (1913). Similar characteristics can be seen in their designs for a series of State Savings Banks, including Moonee Ponds (1905), Elsternwick (1907), and Yarraville (1909). All have symmetrical, red-brick façades with various combinations of bay, arched and circular window forms and render, wrought iron and terracotta detailing (Coleman 2012).

From the 1920s the work emerging from Sydney Smith, Ogg & Serpell represented some of Melbourne's largest commercial buildings, and reflected changing stylistic influences, including the commercial palazzo form. Awarded the 1933 Royal Victorian Institute of Architects' Street Architecture Medal, the Port Authority Building, Market Street, Melbourne (1929-31) is acknowledged as representing a culmination of these changes in stylistic influences. (Coleman 2012: 677) The Port Authority Building is listed on the Victorian Heritage Register (VHR No. H0965).

Smith and Ogg both died in the early 1930s; Charles Edward Serpell (1879-1962), who joined the partnership in 1921, continued to practice until he retired in 1956 (Coleman 2012: 676).

*Reinforced Concrete & Monier Pipe Construction Co, builders*

The Monier system of construction was patented in 1867 by Joseph Monier, a French manufacturer of garden ware who made planter pots of coarse mortar reinforced with a grid of small-diameter iron bars. The technique and patents were gradually extended to cover, amongst other things, arch bridges. Monier appears to have sold his patents in various territories outright and died in poverty in 1906 (*John Monash*).

In Australia in the late 1890s, the Sydney firm of Carter Gummow & Co (later Gummow & Forrest), with their engineer W J Baltzer, held Australian rights to the Monier reinforced concrete system. Professional interest in the new technique was promoted through engineering societies and journals and at exhibitions. The technique was adopted by The Reinforced Concrete and Monier Pipe Construction Co, formed in 1905 in Melbourne. From 1905 to 1914, John Monash was the engineering director of the company. The company engineered and manufactured reinforced concrete bridges, tanks, silos and buildings (*John Monash*).

## SITE DESCRIPTION

Melbourne House, 354-360 Little Bourke Street, is a six-storey interwar commercial building in the interwar Chicagoesque style. It exhibits some of the main characteristics of the style, such as a strong vertical emphasis resulting from projecting pilasters and mullions and with large horizontally proportioned windows separated by articulated spandrels at each floor. It is constructed using a reinforced concrete frame with a low pitch roof of corrugated iron. The façades are of painted render, over non-loadbearing brickwork. It is located on the north side of Little Bourke Street, a narrow, street with shallow basalt footpaths. Its eastern edge is bound by White Hart Lane.

Melbourne House is a typical and intact example of the early twentieth-century development in Melbourne. The shopfronts at street level have been substantially altered. Above the ground floor, a prominent decorative lintel, with fluted recessed panels, roundels and a panel with the words 'Melbourne House' in relief, provides a base for the upper storeys. Spandrels with recessed panels express the floor levels yet are subdued to emphasise verticality. Plain expressed pilasters and mullions run the entire height of the façade and terminate at a substantial cornice. The cornice extends across the major part of the façade, stopping short of a vertical element at each end, presumably housing the stairwell(s). Fenestration is generally restrained but appears to be substantially intact. The window openings are primarily horizontally proportioned with secondary vertically proportioned items. The windows that were probably steel framed have been replaced with single-pane non-openable windows with aluminium frames.

The eastern elevation, fronting White Hart Lane, is devoid of any extraneous detailing. Fire escape stairs remain fixed to the rear (north) elevation. Window openings at these elevations are original, though as for the principal elevation, the original window frames have been replaced.

## INTEGRITY

The building is relatively intact. Its original scale and form have been retained, with no upper floor additions. The original pattern of fenestration and window openings have been retained at the upper levels and the broad character of the building survives in its presentation to Little Bourke Street. The external wall surfaces of the traditional materials are also intact, as is the decoration to the lintel at the base of the first floor.

Alterations include the alteration of the street-level shopfront window, and replacement of the original windows at the principal and side elevations.

Overall the building is of high integrity.

## COMPARATIVE ANALYSIS

Structural steel and reinforced concrete framing became popular building materials in interwar Melbourne, inspired by Chicagoan architecture in the late nineteenth and early twentieth centuries. Departing from load-bearing brick walls, many 1920s examples employed these new building methods that allowed windows to become larger and more prominent on façades, whilst also allowing for increased building heights. Most of the buildings were designed in the interwar Commercial Palazzo or Chicagoesque styles, both of which derived from the rebuilding of the core area of Chicago after 1871.



Although they were characterised by an expressed structural system of concrete columns and floor plates, these examples typically retained elements of restrained classical detailing in the form of a rusticated base, expressed pilasters, projecting cornices and decorative mouldings.

The following images and descriptions have been adapted from CoMMaps, unless otherwise stated.

*Monier warehouses, 18 and 30 Oliver Lane, 1907 (VHR H1135; HO942)*

Two warehouses were built in 1907 using the Monier system of reinforced concrete. They are early examples of this technique in construction that was adapted from bridge construction. The external walls along Oliver and Higson Lanes consist of non-load bearing concrete infill panels, a precursor of curtain walling.



Figure 3. 18 and 30 Oliver Lane, built in 1907 (Source: VHD)

*Port of Melbourne Authority building, 29-31 Market Street, 1929-1931 (VHR H0965; HO723)*

The Former Port of Melbourne Authority Building is a nine-storey structure erected by Hansen and Yuncken in 1929-1931 to a design by Sydney Smith, Ogg & Serpell. The building's architectural worth was recognised soon after its completion, when it won the 1933 Royal Victorian Institute of Architects' Street Architecture Medal. Additional floors were added c2000.



Figure 4. 29-31 Market Street, built in 1929-1931. (Source: VHD)

*Hardware House, 386-392 Little Bourke Street, 1926 (Significant in HO1205 Guildford & Hardware Laneway Precinct)*

The six-storey corner building was built in 1926 as the new club premises for the Hardware Club, which was originally formed in the mid-1890s as a social club for members of the hardware trade. It was designed by architect J V Ward in the Chicagoesque style and constructed by the Concrete Building Company. Window joinery and glazing to the upper levels have been altered, although the original pattern of fenestration and broad character of the building survives.



Figure 5. 386-392 Little Bourke Street, built in 1926.

*333 Flinders Lane (HO647, Significant in HO506 Flinders Lane Precinct)*

A five-storey brick former warehouse with basement parking. Designed by HW & FB Tompkins in the Chicagoesque style and built in 1912 by John Carter for Edward Doery and William Tilley, principals of the boot warehouseman Doery Tilley & Co. The company held the property until 1969. It was refurbished and subdivided into offices in 1987.



Figure 6. 333 Flinders Lane, built in 1912.

*Benjamin House, 360 Little Collins Street, 1929 (HO1210)*

The commercial building (former warehouse) at 358-360 Little Collins Street, incorporates building components from pre-1869, 1871 and 1929. The latter works are most evident in the current building form and expression, including the five-storey height, Chicagoesque-style façade, and large windows to the east elevation above ground floor level.



Figure 7. 358-360 Little Collins Street, built in 1929.

*London Stores, 341-357 Bourke Street, 1925 (HO545, HO509 Post Office Precinct)*

341-357 Bourke Street consists of three interconnected buildings. The London Stores Building is a 10-storey concrete building with basement designed by HW & FB Tompkins in the Classical Revival style and built in 1925, 341 Bourke is a three storey brick building, while 345 Bourke is a four storey brick building built in the interwar Neo-Baroque style. The property was subdivided in 1995.



Figure 8. 341-357 Bourke Street, built in 1925.

*Equitable House, 335-349 Little Collins Street, 1925 (Recommended as significant in the Hoddle Grid Heritage Review)*

A substantial 1925 asymmetrical Commercial Palazzo style building designed by Stephenson and Meldrum.



Figure 9. 335-349 Little Collins Street, built in 1925. (Source: Context)

Melbourne House is a simple and restrained example of an interwar Chicagoesque style commercial building in Melbourne. It is comparable to other examples in the surrounding area that are included in the Heritage Overlay, in precincts or as individually significant places. Although the ground level shop fronts have been altered and the original windows replaced, the retention of original details such as the 'Melbourne House' lettering to the decorative lintel over the ground floor, is notable. As a reinforced concrete building using the Monier system it is relatively late in the use of this technology. As a building by Sydney Smith, Ogg & Serpell it is a modest example, with the former Port of Melbourne Authority building at 29-31 Market Street considered as an exemplar of their classical revival work.

The subject site is especially comparable to Hardware House, located at 386-392 Little Bourke Street, which has a similar level of intactness and integrity. Like at Melbourne House, the window frames and glazing have been replaced at Hardware House. Hardware House also has visible additions to the top. Hardware House is distinguished from Melbourne House by the retention of its two original shopfronts in broad form. At Melbourne House the street level shopfront window has been altered. Both buildings are in close proximity and were built at a similar time, and are similar in scale. In spite of the changes to upper level window joinery and glazing, both buildings retain the broad architectural character of the original building.

The design and degree of articulation and decoration at Melbourne House is quite restrained compared to more outstanding and elaborate examples of the style, and the façades are of painted render rather than more sophisticated or expensive materials such as glazed terracotta or face brickwork. Although restrained, Melbourne House is a competent and representative example of an architect-designed commercial and manufacturing building in the interwar Chicagoesque style.

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**ASSESSMENT AGAINST CRITERIA**


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✓

**CRITERION A**

Importance to the course or pattern of our cultural or natural history (historical significance).

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**CRITERION B**

Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

---

**CRITERION C**

Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

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✓

**CRITERION D**

Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

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**CRITERION E**

Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

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**CRITERION F**

Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

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**CRITERION G**

Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

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**CRITERION H**

Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an individual heritage place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

**REFERENCES**

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## PREVIOUS STUDIES

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**Central Activities District  
Conservation Study 1985** D

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**Central City Heritage  
Study 1993** C

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**Review of Heritage  
overlay listings in the  
CBD 2002** Ungraded

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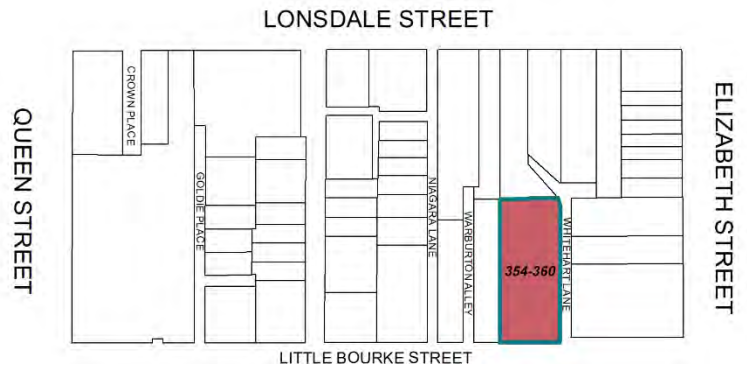
**Central City Heritage  
Review 2011** Ungraded

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## STATEMENT OF SIGNIFICANCE

Heritage Place: Melbourne House

PS ref no: HO ~~1345XXXX~~

## What is significant?

Melbourne House at 354-360 Little Bourke Street, Melbourne, a six-storey commercial and manufacturing building of reinforced concrete built in 1923.

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

- The original building form, materials and detail;
- Pattern and size of original fenestration;
- External wall surfaces of painted cement render; ~~and~~
- Decoration to the lintel at the base of the first floor.

Alterations at the street-level shopfront and replacement of glazing at the principal and side elevations are not significant. They have not resulted in a major adverse impact on the integrity of the place.

**How it is significant?**

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Melbourne House is of local historical and representative significance to the City of Melbourne.

**Why it is significant?**

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Melbourne House at 360 Little Bourke Street is historically significant as a relatively intact example of the first wave of tall buildings constructed between World War One and World War Two that replaced the low-scale buildings dating from the nineteenth and early twentieth century. This wave of development evidences the rapid expansion of Melbourne's business and manufacturing sector. (Criterion A)

Melbourne House at 360 Little Bourke Street is historically significant as a purpose-built building for the business A G Healing & Co. Alfred George Healing established a wholesale motorcycle and bicycle trading business in Richmond in 1896, moving to Niagara Lane by 1902 and to 354-360 Post Office Place (the subject site), by 1910. The commissioning of 360 Little Bourke Street in 1923, corresponded with an interstate expansion of the company, which by the 1930s, had made A G Healing & Co into the largest motorcycle manufacturer and retailer in Australia. A G Healing & Co moved from Melbourne House in 1927. (Criterion A)

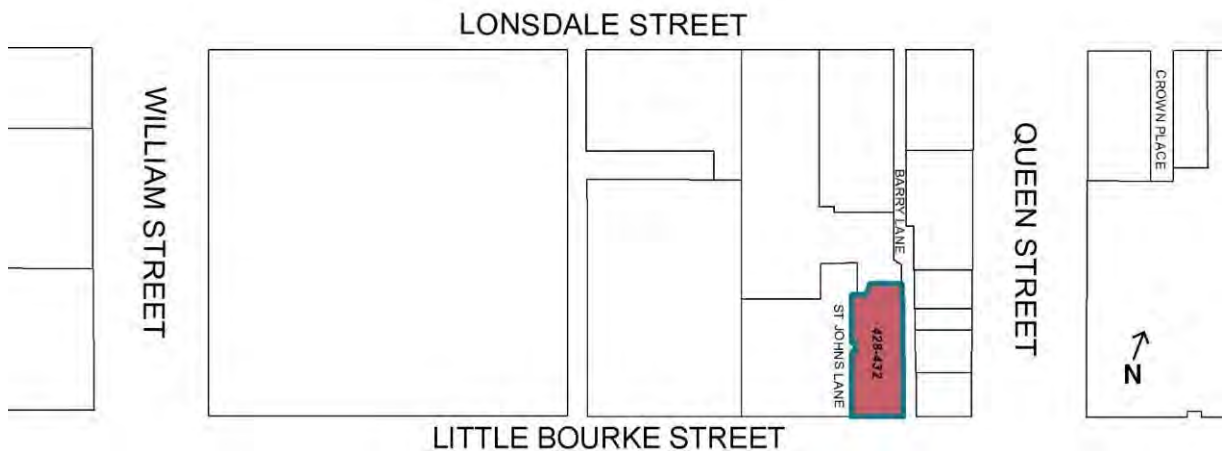
Melbourne House is significant as a relatively intact, competent and representative example of the interwar Chicagoesque style, which demonstrates the exploration of building styles that adapted classical traditions to the new taller forms. The building exhibits a strong vertical emphasis resulting from projecting pilasters and mullions and a substantial cornice. Articulated spandrels at each floor separate the horizontally proportioned windows. In spite of changes to upper level window joinery and glazing the building retains its original pattern of fenestration and the broad character of the original building. Built in 1923 to a design by well-known commercial architects Sydney Smith, Ogg & Serpell, Melbourne House is significant as a modest example of the widespread adoption of reinforced concrete structural frame technology which allowed buildings to be constructed to greater heights, with larger windows and more open floor areas than earlier load bearing building systems allowed. Its use of the patented Monier system of reinforced concrete construction, promoted by the Reinforced Concrete & Monier Pipe Construction Co. from 1905, is a relatively late example. It (Criterion D)

**Primary source**

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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ [\(updated March 2022\)](#)

<b>SITE NAME</b>	Former Printcraft House
<b>STREET ADDRESS</b>	428-432 Little Bourke Street Melbourne
<b>PROPERTY ID</b>	105867



SURVEY DATE: October 2018		SURVEY BY: Context	
<b>HERITAGE INVENTORY</b>	H7822-1232	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Gawler & Drummond	<b>FORMER GRADE</b>	C
<b>BUILDER:</b>		<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	Rispin Brothers 1923
<b>DEVELOPMENT PERIOD:</b>	<a href="#">Interwar Period (c.1919-c.1940)</a> Interwar Period (c1919-c1940)		

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a Commercial City	5.5 Building a manufacturing capacity

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 19	<b>Inventory no:</b> 232
<b>Character of Occupation:</b> Commercial	
Land sale details not provided.	
1866 Cox	Building on site
1880 Panorama	Two storey building
1888 Mahlstedt	Two storey building; E Walsh, Shamrock Hotel
1905/6 Mahlstedt	Two storey building; E Walsh, Shamrock Hotel
THEMATIC MAPPING AND LAND USE	
1890s	Hotels and lodgings
1920s	Factories and Workshops
1960s	Office

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

## SUMMARY

428-432 Little Bourke Street, Melbourne, formerly Printcraft House, was built in 1923 for the Melbourne firm of printers, Brown, Prior & Co, who operated their printing and bookbinding business there for more than 40 years, 1923-66. The four-storey factory/warehouse building was built to a design by architects Gawler & Drummond. In 1966 it was converted to offices.

## HISTORICAL CONTEXT

### Building a Commercial City

#### *Building a manufacturing capacity*

From the 1850s, the Yarra River and the docks west of Swanston Street were in essence the 'lifeline' of the city. Port facilities and large warehouses were built in this area to serve shipping interests (Context 2012:39-40).

By the 1880s, the areas of Flinders Street, King Street, Little Bourke Street and Spencer Street comprised multiple mercantile offices, produce stores and large-scale bonded stores, including Zander's Bonded Stores and Coles Bonded Stores. As Melbourne developed through the nineteenth century and early twentieth century, so did her manufacturing industry, much of which was established in close proximity to existing warehouses and stores.

Although affected by World War One in the period 1914-1918, by 1921, 38 per cent of Melbourne's workers were employed in industry with almost all new factory jobs in Australia between 1921 and 1947 created in Sydney and Melbourne. The growth of manufacturing, assisted by a new federal tariff in 1921, stimulated urban growth and by the end of the 1920s, Melbourne's population had reached one million people. The expansion of new sectors in the manufacturing industry was maintained by buoyant levels of domestic demand (Marsden 2000:29; Dingle 2008).

In the first decades of the twentieth century, the demand for residential development declined in central Melbourne as many residents moved out of the city to the suburbs, and the booming retail and manufacturing sectors rapidly took up available city properties (Marsden 2000:29-30). Multi-storey factory, workshop and warehouse buildings, some designed by architects, increasingly took over the city.

Development in the city slowed with the Great Depression that commenced in October 1929 and continued through the early 1930s. Because of a lack of finance over this period, instead of new construction, some city buildings were substantially re-modelled to create new office, commercial and industrial spaces, and also for use by government.

From the 1930s, like the rest of Australia, an increasing proportion of the city's workforce took up jobs in manufacturing, an industry that led Australia's recovery from the economic depression and a time when, the *Encyclopedia of Melbourne* notes, a

*steep rise in tariffs, devaluation of the Australian pound, falling wages and electricity costs all made local producers far more competitive internationally. Textiles benefited first, then the metals industries and engineering took over as pacemakers* (Dingle 2008).

After being the centre of manufacturing in Australia in the 1920s, Melbourne's importance in this regard began to decline. During the 1940s some city factories and warehouses were left empty or converted for other uses (Context 2012:35).

## SITE HISTORY

The site of 428-432 Little Bourke Street was occupied by a building as early as 1866. By 1880, a two-storeyed building was in existence on the site, which, by 1888, housed the Shamrock Hotel and did so until c1908 (Fels, Lavelle & Mider 1993, Inventory no 232; *Herald* 30 July 1908:3).

The current four-storey building at 428-432 Little Bourke Street was constructed in 1923 as a printer's warehouse and three shops for Brown, Prior & Co, printers and bookbinders. The firm commissioned architects Gawler & Drummond to design the new building, which was built by the Rispin Brothers (MBAI 52870; PROV VPRS 11200/1, unit 66; *Daily Commercial News and Shipping List* 18 July 1923:5). The building was built as a four-storey reinforced concrete structure (see Figure 1).

In 1923, the *Herald* described the new brick and reinforced concrete building to be built in Post Office Place for Brown, Prior & Co (Post Office Place was the portion of Little Bourke Street between Queen and Elizabeth streets):

*The building covers an area of [32 metres] 105 feet by [12 metres] 41 feet, and is of four stories high. In the design a handmade crossman tile is to be used. The upper portion being finished in a glazed white cement. Direct light is obtained on three sides and there is a wide service right-of-way on either side of the building. The construction is brick with all the floors and roof in reinforced concrete...All the windows throughout are of metal frames... A goods lift and service lift will be installed...The building when complete and fitted up will cost approximately £14,000 (Herald 12 September 1923:10).*

Original blueprint plans indicate that the central opening at ground floor level led into a stairwell and that the floorplan was clearly arranged to accommodate a specific layout of shop and office spaces (see Figure 2). The original goods elevator opening is still visible on Barry Lane (PROV VPRS 11200/1, unit 587).

Printers and bookbinders, Brown Prior & Co, established by Francis A Brown and Henry E Prior in Queen Street by 1902, printed most of book seller and publisher Robertson & Mullens's (forerunner to Angus & Roberston) publications from 1922 at a time when Australian publishers rarely owned their own print houses. In 1923 a new company was registered, named Printcraft House Pty Ltd, and in the same year, Brown, Prior & Co built their own premises, Printcraft House, at 428-432 Little Bourke Street.

Brown, Prior & Co became Brown, Prior, Anderson Pty Ltd in 1937 (Figure 3). Bill Anderson completed his printing apprenticeship with the firm from 1908 and worked for the company from 1918. Anderson became the managing director of Brown, Prior and Anderson (BPA) in 1937; in 1966, when he was chairman of directors, the company moved to Burwood (Holroyd 1993). BPA continued as a printing house until 2013, when it went into receivership after buying the assets of failed firm Sands Print Group (Kiernan 2013).

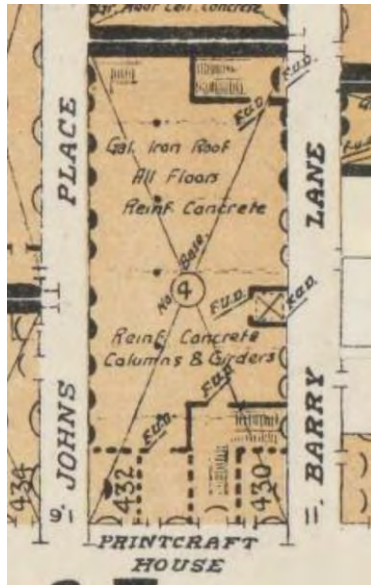


Figure 1. Mahlstedt plans showing Printcraft House in 1925. (Source: Mahlstedt Map Section 1, no 16, 1925)



Figure 2. Front and side elevations of the subject building from architect plans 1923 (Source: PROV VPRS 11200/1, unit 587)



Figure 3. The subject building is shown in the middle ground in 1955 with the multi-storey City West Telephone Exchange in Little Bourke Street under construction behind. A sign for the original occupants Brown, Prior, Anderson P/L. is clearly visible on the side of the building. (Source: Strizic 1955, SLV copyright)

In 1960, alterations were made to the front of the building (MBAI 33888). These alterations probably included the removal of the original decorative details over the shopfronts and entry way, which are visible in the original elevation plans (PROV VPRS 11200/1, unit 587). Early Browne Prior Anderson signage on the building can be seen in the image from 1955 (see Figure 3). The building was converted to offices in 1966 after Brown Prior Anderson vacated the premises (CoMMaps).

By 1970 the building was described as a 'development site' (S&Mc 1965; 1970), and by 1974, the site had become a Post Master General's (PMG) garage (S&Mc 1974).

In 2008, the subject building was refurbished and subdivided into strata offices with a ground level bar (CoMMaps). In the same year the Danish Club leased a floor of the building, and the building became known as Denmark House. The Danish Club, established in Melbourne in 1889, moved to 428-432 Little Bourke Street after selling its former clubrooms located in a Victorian mansion on Beaconsfield Parade in Middle Park. In 2014 the Danish Club celebrated 125 years in Victoria in the subject building (Lorentzen 2014). Today the building is also home to the Swedish Consulate, as well as housing the offices of a number of other businesses.

#### *Gawler & Drummond, architects*

The architect firm Gawler & Drummond consisted of John Stevens Gawler (1885-1978) and Walter Drummond (1890-1930). The firm designed a range of domestic, industrial, commercial and church buildings, as well as buildings for the University of Melbourne Campus, including the Grainger Museum (1935-39). Other noteworthy examples are the McRorie house in Camberwell (1916) and the Deaf and Dumb Society's Church at Jolimont (1929). In 1941 the practice changed its name to Gawler & Churcher after partnering with Eric Churcher (1892-1858). Gawler was active in local politics and served as a council member of the Shire of Nunawading, and later of the City of Box Hill (1927-51). In 1948-50 he was the president of the Municipal Association, and 1949-53 he was a part-time member of the Victorian Housing Commission (Lewis 1996).

#### *Rispin Brothers, builders*

The Rispin Brothers were master builders who constructed a number of large scale projects around Melbourne. Their works include Newspaper House, built in 1932 on Collins Street near the corner of Swanston Street, and the Melbourne Hebrew Congregation Synagogue in South Yarra, built in 1930; the latter is noted for its dome (*Herald*, 15 June 1933:1; *Herald*, 15 May 1930:27).

### **SITE DESCRIPTION**

The former Printcraft House, at 428-432 Little Bourke Street, is a four-storey factory/warehouse building constructed in loadbearing face brick with a reinforced concrete column and slab internal structure. Originally built in 1923 it was converted to offices in 1966 and then refurbished and subdivided into strata offices with a ground level retail space in 2008. Located on the northern side of Little Bourke Street between Queen Street and William Street, the building has laneways running along each side, Barry Lane to the east and St Johns Lane to the west. The building is built to the property boundaries and occupies the entire site.



The principal façade facing Little Bourke Street is of painted render over loadbearing brickwork, and consists of retail spaces at ground level with three levels above. The façade is symmetrical, comprising a wide central bay with a narrower bay each side, separated by wide rendered mullions. The ground level has been significantly altered and , includes the removal of the original shopfronts and decorative details. The levels above have a regular layout of large openings with a mix of fixed and openable casement multi-pane steel framed windows that are original. The façade terminates in a substantial cornice supported on four pairs of brackets.

The east and west façades are finished in loadbearing red face brickwork laid in English bond. They have an irregular array of openings fitted with a mixture of original and replacement multi-pane steel frame windows. Above the ground and upper storey windows are continuous painted render lintels that extend along the full length of the side elevations of the building. The lower half of the rear façade is covered with rough painted render, and has an external air conditioning plant which is supported by two large steel platforms fixed to the wall.

### **INTEGRITY**

The former Printcraft House at 428-432 Little Bourke Street is relatively intact with some changes visible to the original or early fabric. The building retains its original scale; painted render principal façade and cornice to Little Bourke Street and side walls of loadbearing face brick with continuous painted render lintels. It retains its original fenestration, pattern of openings and steel frame windows. Alterations on the ground floor of the Little Bourke Street façade include the replacement of the original shopfronts and removal of decorative details. Overall, the building is of high integrity.

### **COMPARATIVE ANALYSIS**

The construction of warehouses and industrial buildings was an important phase of development in central Melbourne, especially during the late nineteenth and early twentieth century. The buildings were usually low scale and located in minor streets and laneways with rear lane access to facilitate the movement of material in and out of the building. Today most of these early factory or warehouse buildings are no longer operating as such, and have often been adapted to house professional offices or other commercial functions.

The brick warehouses constructed around the early twentieth century and early interwar period are generally of a simple utilitarian character, utilising loadbearing face brick external walls with either a steel post and beam or reinforced concrete internal structure. Windows were generally large to maximise access to natural light at a time when artificial lighting was not adequate for the manufacturing process.

The following examples are comparable with 428-432 Little Bourke Street, being of a similar style, scale, construction date and use. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

#### *562-566 Little Bourke Street, c1920s (HO701)*

The former Sun Electric Building is a four storey brick former warehouse with a basement. Built in the early 1920's it was refurbished into an office in 1987. Converted and subdivided into residential units with ground level retail in 2000.



Figure 4. 562-566 Little Bourke Street, built c1920s.

*337-339 La Trobe Street, 1923-24 (HO1208)*

A mid-block, three-storey face brick warehouse building with classical derived detailing including bricked pilasters and a dentil cornice. Contrasting lintels topped with squared corbels make features of these wide factory windows.



Figure 5. 337-339 La Trobe Street, built in 1923-24.

*353 Exhibition Street, 1926-27 (Recommended as significant in the Hoddle Grid Heritage Review)*

353 Exhibition Street is a narrow-fronted, three-storey factory/warehouse building constructed in 1927 in loadbearing face brick.



Figure 5. 353 Exhibition Street, built in 1926-27.

*Dialogue Melbourne, 27-29 Little Lonsdale Street (Recommended as significant in the Hoddle Grid Heritage Review)*

A two-storey warehouse with contrasting cement rendered lintels and expressed corbels over the ground floor. Windows replaced but in the original scale and form of the building remain intact.



Figure 5. 27-29 Little Lonsdale Street. built in 1924.

*401-405 Little Bourke Street, 1911 (Significant in HO1205 Guildford & Hardware Laneways Precinct)*

A five and three storey Edwardian red brick building with a basement and ground level parking. Built around 1912 as a store and warehouse which covered the address of 401-403. In 1937 it was refurbished and extended to include 405. The rear three storey extension was completed in 1954. It was fully refurbished and subdivided into retail, office and residential units in 1986.



Figure 7. 401-405 Little Bourke Street, built in 1911.

428-432 Little Bourke Street is a relatively intact example of an interwar factory warehouse building, utilitarian and functional and refined in its design, of which there are several surviving examples within central Melbourne (albeit often adapted to house new uses such as professional offices). The building is a now rare example in the area around the central sector of the Hoddle Grid, where its broader streetscape context has been considerably affected by later twentieth century redevelopment.

It is comparable with a number of other HO listed examples of the type, including 337-339 La Trobe Street (HO1208) and 562-566 Little Bourke Street (HO701), being of a similar character, scale and degree of intactness. It is also comparable with 27-29 Little Lonsdale Street, which has been assessed as individually significant as part of the Hoddle Grid Heritage Review.

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**ASSESSMENT AGAINST CRITERIA**


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✓

**CRITERION A**

Importance to the course or pattern of our cultural or natural history (historical significance).

---

**CRITERION B**

Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

---

**CRITERION C**

Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

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✓

**CRITERION D**

Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

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**CRITERION E**

Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

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**CRITERION F**

Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

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**CRITERION G**

Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

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**CRITERION H**

Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**      D

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**Central City Heritage  
Study 1993**      C

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**Review of Heritage  
overlay listings in the  
CBD 2002**      Ungraded

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**Central City Heritage  
Review 2011**      Ungraded

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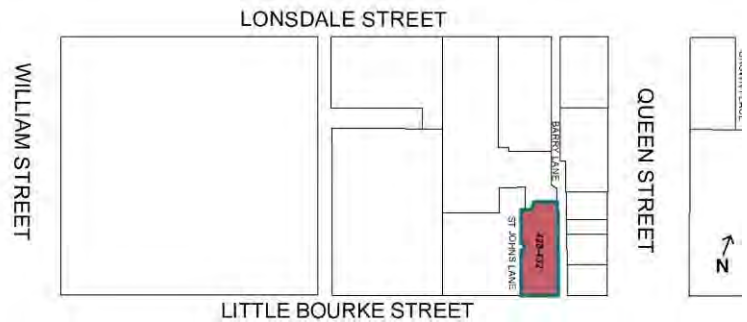


## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Printcraft House



**PS ref no:** HO1346XXXX



### What is significant?

The former Printcraft House building at 428-432 Little Bourke Street, Melbourne, a four storey brick and concrete former warehouse building built in 1923 to a design by architects Gawler & Drummond for the printers Brown, Prior & Co.

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

- The original built form and scale;
- The original painted render and face brick walls and pattern of fenestration including cornice, continuous painted render lintels and pattern of window openings;
- The substantial decorative cornice surmounting the façade; ~~and~~
- The original steel frame windows.

Later alterations made to the street level façade, such as the insertion of new shopfronts, are not significant.

### How it is significant?

428-432 Little Bourke Street, Melbourne, is of local historic and representative significance to the City of Melbourne.

### Why it is significant?

The former Printcraft House building at 428-432 Little Bourke Street, built in 1923 for the Melbourne firm of printers, Brown, Prior & Co, is historically significant for the evidence it provides of the long-term industry and warehouse concentration in this part of the city, and as a remnant of printing industry buildings located in proximity to the 1926 Argus Building at the Elizabeth and Latrobe streets corner. The historical grouping of buildings for similar uses has characterised the city's development.

The building is historically significant for its association with the Melbourne firm of printers and bookbinders, Brown Prior & Co, established by Francis A Brown and Henry E Prior in Queen Street by 1902. Brown Prior & Co printed most of book seller and publisher Robertson & Mullens's (forerunner to Angus & Roberston) publications from 1922 at a time when Australian publishers rarely owned their own print houses. Brown, Prior & Co became Brown, Prior, Anderson Pty Ltd in 1937 and occupied 428-432 Little Bourke Street for more than 40 years from 1923 until 1966. The company continued as a printing house until 2013. (Criterion A)

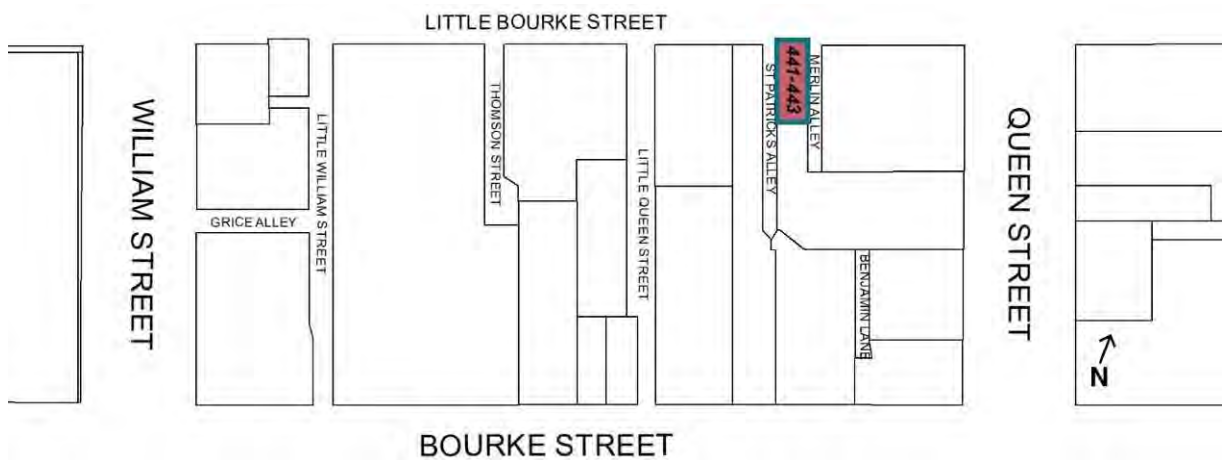
The former Printcraft House building at 428-432 Little Bourke Street is significant as a relatively intact example of an early interwar warehouse/factory building constructed in 1923 as a component of the industrial expansion in central Melbourne during this period. The building is an example of the many low scale warehouse/factory buildings of a simple utilitarian character, that were located in minor streets and laneways with rear lane access to facilitate the movement of goods and materials in and out of the building. These buildings are now becoming increasingly rare in the area around the central sector of the Hoddle Grid, where its broader streetscape context has been considerably affected by later twentieth century redevelopment.

Like other examples of its type, it utilises loadbearing face brick external wall with a reinforced concrete internal structure, and painted render and face brick walls. Built to a design by architects Gawler & Drummond, and like other examples of its type, 428-432 Little Bourke Street demonstrates a refined yet highly functional aesthetic with symmetrical facade with simple parapet, a regular pattern of large efficient steel framed windows with painted render lintels. The lack of superfluous decoration reinforces this simple and disciplined industrial aesthetic. (Criterion D)

### Primary source

[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

<b>SITE NAME</b>	Downs House
<b>STREET ADDRESS</b>	441-443 Little Bourke Street Melbourne
<b>PROPERTY ID</b>	105853



SURVEY DATE: October 2018

SURVEY BY: Context

<b>HERITAGE INVENTORY</b>	N/A
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<b>EXISTING HERITAGE OVERLAY</b>	No
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<b>PLACE TYPE</b>	Individual Heritage Place
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<b>PROPOSED CATEGORY</b>	Significant
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<b>FORMER GRADE</b>	C
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<b>DESIGNER / ARCHITECT / ARTIST:</b>	Norman Hitchcock
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<b>BUILDER:</b>	Farnsworth
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<b>DEVELOPMENT PERIOD:</b>	Victorian Period (1851-1901)
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<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1884
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## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here.
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a Commercial City	5.5 Building a manufacturing capacity

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 27	<b>Inventory no:</b> 433
<b>Character of Occupation:</b> Commercial	
Land sale details not provided.	
1866 Cox	Building on site.
1880 Panorama	
1888 Mahlstedt	Two-storey building, J M Anderson Coppersmith.
1905/06 Mahlstedt	Two-storey building, Victorian Printing Works.
THEMATIC MAPPING AND LAND USE	
1890s	Warehouses
1920s	Warehouses
1960s	Office

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

**SUMMARY**

Downs House at 441-443 Little Bourke Street, Melbourne was built in 1884 as a two-storey brick and stone warehouse to a design by architect Norman Hitchcock, for J M Anderson, coppersmith. It was associated with Melbourne's printing industry, including the Victorian Printing Works (1892-c1925), F W & F A Tucker, printers and lithographers (c1925-30s), and the Victorian Printing Works Pty Ltd (1935-37).

## HISTORICAL CONTEXT

### Building a commercial city

#### *Building a manufacturing capacity*

As economic historian Tony Dingle states, for much of its history Melbourne has been Australia's largest single centre of manufacturing. In the nineteenth century the industry was based on the processing of primary products produced in rural Victoria, often for export, and the making of products for local consumer demand. Dingle continues:

After the gold rushes of the 1850s increased Melbourne's population more than fourfold in a decade and a policy of import protection was implemented in the 1860s, manufacturing became the biggest sector of the Melbourne economy and the main source of employment. By 1871 more than 30 out of every hundred male and female wage-earners in Melbourne worked in manufacturing, by far the largest single category. By 1881 two-thirds of Victoria's 2500 factories were in Melbourne. On the eve of the depression of the 1890s a quarter of the Victorian manufacturing workforce was in the categories of metals, machinery and carriages, another 23% were in building materials and furniture, 19% in clothing and textiles, 15% in food, drink and tobacco, 9% in books, paper and printing, and 4% in leather products and tanning (Dingle 2008).

Manufacturing was relatively inefficient and labour-intensive, providing large numbers of jobs. The economic depression of the 1890s slowed production, but in the first decade of the twentieth century, economic growth resumed.

Although affected by World War One in the period 1914-1918, by 1921, 38 per cent of Melbourne's workers were employed in industry with almost all new factory jobs in Australia between 1921 and 1947 created in Sydney and Melbourne. The growth of manufacturing, assisted by a new federal tariff in 1921, stimulated urban growth and by the end of the 1920s, Melbourne's population had reached one million people. The expansion of new sectors in the manufacturing industry was maintained by buoyant levels of domestic demand (Marsden 2000:29; Dingle 2008).

In the first decades of the twentieth century, the demand for residential development declined in central Melbourne as many residents moved out of the city to the suburbs, and the booming retail and manufacturing sectors rapidly took up available city properties (Marsden 2000:29-30). Multi-storey factory, workshop and warehouse buildings, some designed by architects, increasingly took over the city.

Development in the city slowed with the Great Depression that commenced in October 1929 and continued through the early 1930s. Because of a lack of finance over this period, instead of new construction, some city buildings were substantially re-modelled to create new office, commercial and industrial spaces, and also for use by government.

From the 1930s, like the rest of Australia, an increasing proportion of the city's workforce took up jobs in manufacturing, an industry that led Australia's recovery from the economic depression and a time when, the *Encyclopedia of Melbourne* notes, a

*steep rise in tariffs, devaluation of the Australian pound, falling wages and electricity costs all made local producers far more competitive internationally. Textiles benefited first, then the metals industries and engineering took over as pacemakers* (Dingle 2008).

From the end of the World War Two to the beginning of the 1970s, Melbourne underwent the most sustained growth in its history, mostly based on the manufacturing industry (Tsutsumi and O'Connor:80.3-80.4, 80.11).

## SITE HISTORY

The subject land at 441-443 Little Bourke Street, Melbourne is part of Crown Allotment 8, Block 19, originally purchased by Henry Elmes (CoMMaps).

In 1884, a timber boarding house on the site was replaced by the current two-storey brick and stone warehouse. The new warehouse was constructed for J M Anderson, coppersmith, by Williamstown builder Farnsworth to a design by architect Norman Hitchcock (MCC registration no 853, as cited in AAI, record no 73248).

The land was owned by John Danks, who also owned two adjoining allotments on the east and south sides of the subject site (RB 1884-86). The property was advertised for sale in 1887 as a 'very substantial two-story brick store...with white ornamental brick facings on bluestone foundations' (*Age* 17 December 1887:16). J M Anderson's Australian Copper Works occupied the building in 1888 (Mahlstedt Map section 1, no 19, 1888).

Between 1889 and 1892, the building housed the Australian Ventilating Company, managed by H B Clarendon (*Age* 20 July 1889:5; S&Mc 1890). By c1892, the factory was occupied by Victorian Printing Works, printers, lithographers and stationers, who remained at the premises until c1925. Between c1925 and the mid-1930s, F W & F A Tucker, printers and lithographers, occupied the building (Mahlstedt Map section 1, no 16, 1923; S&Mc 1923-27, 1933). In 1935, the Victorian Printing Works reappeared as the tenant at 441-443 Little Bourke Street (S&Mc 1935). The firm had been registered as a company, Victorian Printing Works Pty Ltd, in 1934 by Frederick Augustus Goodson Tucker, Mary Green Tucker and Edwin Thompson Tucker (*Argus* 27 July 1934:6). Victorian Printing Works Pty Ltd moved to new purpose-built premises in Wills Street in 1937 (*Age* 28 December 1937:11)

Mahlstedt Fire Survey plans dated 1910 and 1925 show the early footprint of the building consisting of single- and two-storey structures. The building was accessed from Little Bourke Street, with a staircase leading to the first floor. A carriageway was also located on the west. The south (rear) section was a single-storey building with three entries from St Patricks Alley (see Figure 1).

The building was listed as vacant in 1938, around the time when it was acquired by the merchant John William Cavanagh Downs and named 'Downs House' (S&Mc 1938). J W C Downs, was director of the Downs & Son Pty Ltd, rope and twine manufacturers, Preston Motors Pty Ltd, Jarke Pty Ltd, sporting goods merchants, and an advisory director of the National Assurance Co of New Zealand Ltd. He died in 1944 aged 77, and was also:

*Past president of the Royal Society of St Georges, chairman of the Empire day movement, under the Lord Mayor; vice-president Royal Victorian Leidertafel, life governor Royal Melbourne Hospital, and a council and executive member of the Overseas League...past-president of Brunswick Technical School and honorary secretary of the Brunswick Park recreation reserve committee for 25 years...a past-grand master of the Independent Order of Oddfellows; a past-master of the Freemasons' Thistle Lodge, and was one of the oldest members of the Royal Automobile Club of Victoria (Age 24 June 1944:3).*

During the 1940s and 1950s, the building housed various manufacturers including firms owned by J W C Downs: Downs & Son Pty Ltd, and Jarke Pty Ltd; H Sutcliffe & Co, textile mercers; and Longwear Boot & Shoe Lace Co, shoe lace manufacturers (S&Mc 1940, 1945, 1950, 1955, 1960).

In 1950, 441-443 Little Bourke Street, described as a 'substantial two-storey brick building suitable [for] offices or warehouse' was sold for £16,250. It was auctioned again in 1959 (*Age* 5 July 1950:6; 19 August 1959:19).

In December 1959, an application to make alterations to the value of £2,000 was lodged with the City of Melbourne (MBAI 32824). The 1948 Mahlstedt Fire Survey plan (amended post-1948), shows alterations to the internal spaces. The construction of a second storey over the southern section may have also occurred at this time. As the result of these alterations, the side entries to the single-storey section were blocked, but the carriage way was retained (see Figure 2).

In 1979, another major alteration to the building was made at a cost of \$55,000 (MBAI 49994). The sixth version of the 1948 Mahlstedt Fire Survey plan shows the changes made to the building, which included alterations to the internal party walls, the installation of a new entrance from St Patricks Alley, and the in-fill of a window facing Merlin Alley (see Figure 3).

In 1989, an 'alteration and addition to existing restaurant' was made to the building at the cost of \$100,000 (MBAI 67273).

Currently the building houses one business and one food and drink outlet (CoMMaps).

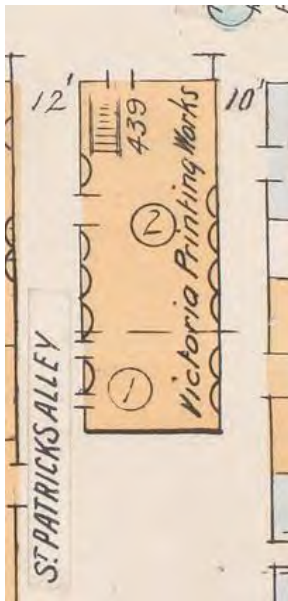


Figure 1. Extract of a 1910 Mahlstedt plan showing the subject building. (Source: Mahlstedt Map section 1, no 16, 1925)

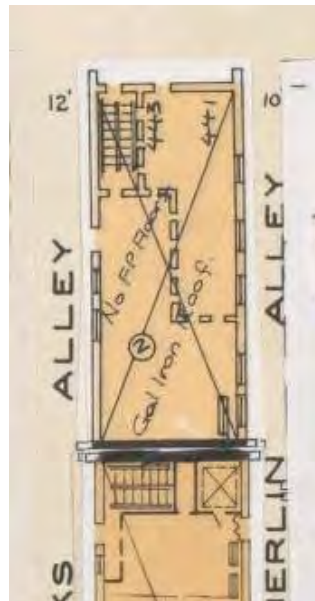


Figure 2. Extract of a 1948 Mahlstedt plan (version 1) showing the building after the first major alterations. (Source: Mahlstedt Map section 1, no 16, 1948)

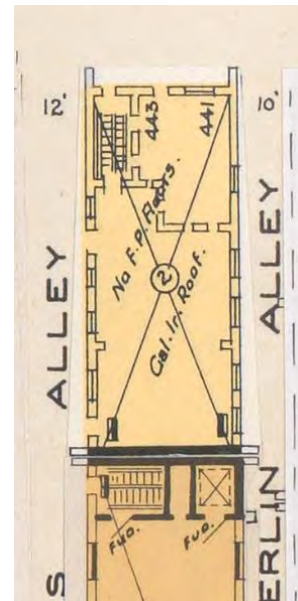


Figure 3. Extract of a 1948 Mahlstedt plan (version 6) showing the building after further alterations, possibly made in 1979. (Source: Mahlstedt Map section 1, no 16, 1948)

#### *Norman Hitchcock, architect*

Arriving in Australia in November 1854, Norman Hitchcock served articles with G M Mathieson at Portland, Victoria. Hitchcock moved to Melbourne to be involved with a building company before



commencing his own practice as a builder-carpenter in 1859. During the late nineteenth century, his practice mainly focused on terrace housing in northern inner suburbs, where his offices were established (Taylor 2014).

Hitchcock established a reputation in Melbourne with his distinctive use of decorative details for speculative terrace housing in the suburbs of Fitzroy, Carlton and Parkville (Taylor 2014). His notable works during this time includes the Melbournia Terrace, 1-13 Drummond Street, Carlton (1877) and terrace houses at 198-204 Faraday Street, Carlton (1886).

When the housing market in Melbourne collapsed in the early 1890s, Hitchcock extended his service and travelled weekly to Yea, 98 kilometres north-east of Melbourne (Taylor 2014).

By 1895, Hitchcock fled the economic depression in Victoria for gold-boom Western Australia, following his colleague Olaf Nichol Nicholson. Hitchcock established his practice at Fremantle, and continued the practice as Hitchcock & Son with his son Alfred. Hitchcock died in 1918 in Perth (Taylor 2014).

## SITE DESCRIPTION

Downs House at 441-443 Little Bourke Street, Melbourne is a Victorian-era two-storey commercial building or warehouse constructed in 1884. Located on the southern side of Little Bourke Street between Queen and William streets, it is on an 'island' site with a laneway on each side; Merlin Alley to the east and St Patricks Alley to the west. The land slopes steeply from west to east.

The Little Bourke Street façade is of painted render over loadbearing brickwork, scribed to resemble stone coursing. While utilitarian in its nature, the architectural features of the façade are representative of a very restrained and late version of the Victorian Free Classical style. Typical elements of the style include the scribed render, a substantial pediment and expressed cornices, segmental arched openings (not utilised in this utilitarian building) and pilasters with simplified capitals, all of which derived from classical architecture.

The principal façade facing Little Bourke Street is divided into three equal vertical bays by four expressed pilasters, which terminate in a simple cornice and parapet with a central raised pediment. There is also a cornice at first floor level. At the upper level, there are three windows with (probably original) timber double-hung windows. The ground floor has two separate openings. The pilaster on the left-hand side is terminated above the wider shopfront opening. This opening is not shown on the 1948 Mahlstedt plan suggesting that this is a more recent intervention to the building. The narrower, arched opening to the western end of the façade appears to be original and provides access to the upper floor via an internal stair. Viewed from the street level, the ground floor is elevated a few steps from the Little Bourke Street entrance, to allow for the at grade entry from St Patricks Alley.

The side elevations along Merlin Alley and St Patricks Alley are of painted load bearing brickwork over a rusticated bluestone base. On the western elevation, the original or early openings are mostly retained, including a wide full height opening at each level that were probably for loading goods and materials, now infilled with multi-pane glazing. The other windows are typical vertically proportioned timber framed windows with flat arches and projecting sills, with six-pane double hung sashes. The windows on the eastern elevation are a mixture of original six-pane double hung sashes and later timber and steel windows, and three of the window openings have been infilled with brickwork.

To the rear (south) of the building, a second level addition made between 1925 and 1948 is distinguishable from the original section, having later industrial windows with brick sills.

## **INTEGRITY**

Downs House at 441-443 Little Bourke Street, Melbourne is largely intact with few changes visible to the original or early fabric. The building retains its original scale; painted render principle façade with pilasters, cornices and pediment to Little Bourke Street. It substantially retains its original fenestration, pattern of openings and timber frame windows. Alterations on the ground floor of the Little Bourke Street façade, including the insertion of a widened contemporary shopfront, has resulted in the termination of the pilaster above. Overall, the building is of high integrity.

## **COMPARATIVE ANALYSIS**

The construction of warehouses and industrial buildings was an important phase of development in central Melbourne, especially during the late nineteenth and early twentieth centuries. The buildings were usually low scale and located in minor streets and laneways with side or rear lane access to facilitate the movement of material in and out of the building. Today most of these early factory or warehouse buildings are no longer operating as such, and have often been adapted to house professional offices or other commercial functions.

The brick warehouses constructed around the late nineteenth century are generally of a simple utilitarian character with minimal decorative detail, utilising loadbearing face brick external walls with either a heavy timber or iron post and beam internal structure.

The following examples are comparable with 441-443 Little Bourke Street, Melbourne, being of a similar style, scale, construction date and use. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

*582-584 Little Collins Street, 1873 (Interim HO1279 – Recommended as significant in the Hoddle Grid Heritage Review)*

A two-storey commercial building erected in 1873 by businessman, colonial magistrate and St Kilda councillor William Welshman. Designed by prominent architects Crouch and Wilson, the building retains much of the high-quality detailing to its front façade.



Figure 4. 582-584 Little Collins Street, built in 1873.

*212 Little Bourke Street, 1883 (HO695, Significant in HO507 Little Bourke Street Precinct)*

Two-storey brick building on of a row of three, built 1883.



Figure 5. 212 Little Bourke Street, built in 1883.

*Currie and Richards Building, 79-81 Franklin Street, 1875 (HO654)*

Three storey brick former factory. Designed in the Italianate manner and built by Martin & Peacock in 1875. Refurbished, subdivided and converted to offices with ground level parking in 1983. Further subdivided into upper level apartments in 1993.



Figure 6. 79-81 Franklin Street, built in 1875.

*380 Elizabeth Street, c1850s, façade 1888 (HO1020)*

A two-storey rendered brick shop and residence. Built in the mid 1850's substantial changes were made in its first 50 years. Initially a simple store and residence it was extended and converted into a hotel by the early 1870's. Originally known as the Prince of Wales it was further extended in 1888 and renamed the Federal Club. The resultant new facade is still in evidence today.



Figure 7. 380 Elizabeth Street, built c1850s, façade 1888

*525 Little Lonsdale Street, 1901 (HO1062)*

Two co-joined former warehouses. Fronting Little Lonsdale Street is a red brick building designed in the Queen Anne style by Thomas Dall and built by Thomas McLean for Frederick Tate in 1901. To the rear is a single storey bluestone building built by Amess & McLaren for Charles Cleve as part of bond store complex around 1855. Refurbished and converted to restaurant in 1988.



Figure 8. 525 Little Lonsdale Street, built in 1901.

*359-363 Lonsdale Street, 1873 (Recommended as significant in the Hoddle Grid Heritage Review)*

A pair of mid Victorian two-storey shops and offices constructed in 1872. The building utilises loadbearing face brick external walls with painted render to the principal façade, and exhibits Victorian Free Classical or Italianate style reflecting the Victorian taste for ornamentation derived from classical architecture.



Figure 9. 359-363 Lonsdale Street, built in 1873.

Except for the alterations to the ground floor, the subject building retains its original Victorian-period details such as rendered parapet and window joineries, and compares well with the above examples on the City of Melbourne's Heritage Overlay, in terms of the use, scale and the restrained use of classical motifs.

441-443 Little Bourke Street is a largely intact example of a modest late nineteenth century warehouse/factory building, utilitarian and functional yet refined in its design, of which there are several surviving examples within central Melbourne (often adapted to house new uses such as professional offices).

It is comparable with a number of other HO listed examples of the type, including 212 Little Bourke Street (HO695, HO507 Little Bourke Street Precinct) and 380 Elizabeth Street (HO1020), being of a similar scale and degree of intactness. These buildings, while utilitarian in their purpose, all exhibit a restrained Victorian Free Classical style reflecting the Victorian taste for ornamentation derived from classical architecture that was common even for small scale buildings of the period. It is also comparable to 359-363 Lonsdale Street which is recommended for HO in the Hoddle Grid Heritage Review.

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**ASSESSMENT AGAINST CRITERIA**


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✓

**CRITERION A**

Importance to the course or pattern of our cultural or natural history (historical significance).

---

**CRITERION B**

Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

---

**CRITERION C**

Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

---

✓

**CRITERION D**

Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

---

**CRITERION E**

Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

---

**CRITERION F**

Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

---

**CRITERION G**

Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

---

**CRITERION H**

Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

---

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

**REFERENCES**

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

D

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**Central City Heritage  
Study 1993**

C

---

**Review of Heritage  
overlay listings in the  
CBD 2002**

Ungraded

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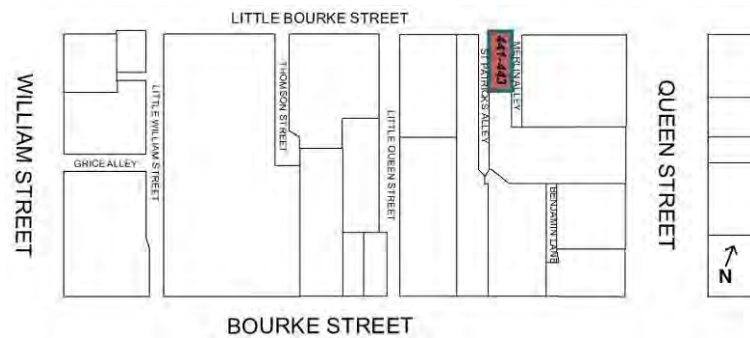
**Central City Heritage  
Review 2011**

Ungraded

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## STATEMENT OF SIGNIFICANCE

Heritage Place: Downs House

PS ref no: HO~~1347XXXX~~

## What is significant?

Downs House at 441-443 Little Bourke Street, Melbourne, built in 1884 to a design by architect Norman Hitchcock.

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

- The original building form and scale;
- The original painted render and face brick walls and pattern of fenestration including pilasters, cornice, cornices and pediment and pattern of window openings; ~~and~~
- Original timber frame multi pane windows.

Later alterations made to the street level façade, such as the insertion of a wider shopfront, are not significant.

## How it is significant?

Downs House at 441-443 Little Bourke Street, Melbourne, is of local historic and representative significance to the City of Melbourne.

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**Why it is significant?**

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The two-storey warehouse building at 441-443 Little Bourke Street, designed by architect Norman Hitchcock and built in 1884 for coppersmith J M Anderson, is historically significant as an early example of a factory building in Melbourne. Manufacturing firms occupied the building from the 1880s through to the late 1950s, evidencing the rise of manufacturing in the city in the 1880s and the boom years of the 1920s when manufacturing led the recovery from the economic depression of the late 1920s to the early 1930s. (Criterion A)

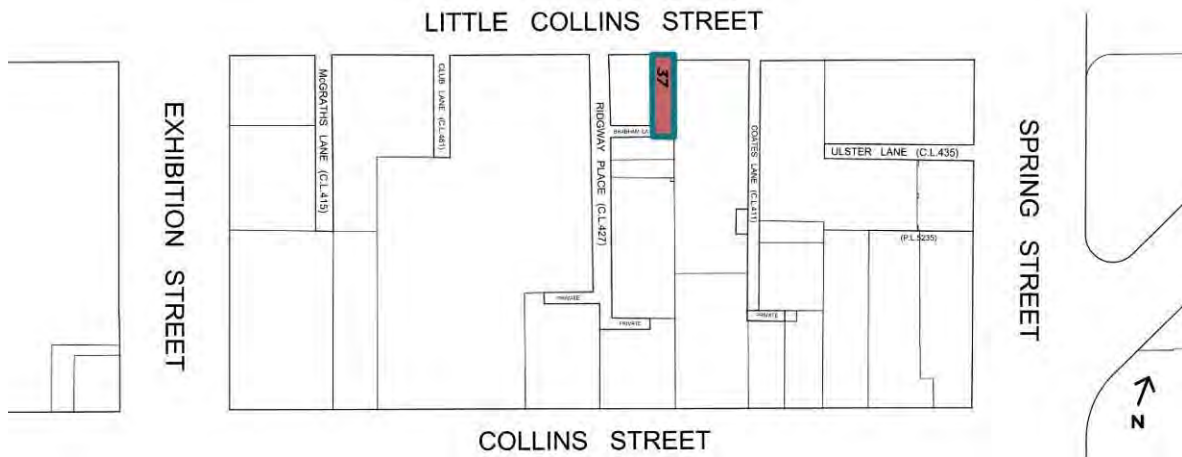
The building is historically significant for its association with printing firms that occupied the premises from 1892 to the late 1930s: the Victorian Printing Works from 1892 to c1925; F W & F A Tucker, printers and lithographers, from c1925 to the mid-1930s, and the Victorian Printing Works Pty Ltd again in 1935 to 1937. It provides important evidence of the long-term industry concentration in this part of the city which, by the interwar period, saw many printing and linotype companies established in the northwest part of the city. (Criterion A)

Downs House at 441-443 Little Bourke Street is significant as a largely intact example of a late Victorian warehouse/factory building constructed in 1884 as a component of Victorian-era industrial expansion in central Melbourne before the economic depression of the 1890s slowed manufacturing development. The building is an example of the many low scale warehouse/factory buildings of a simple utilitarian character constructed in central Melbourne, and commonly located in minor streets and laneways with rear or side lane access to facilitate the movement of goods and materials in and out of the building. Designed by architect Norman Hitchcock, Downs House exhibits key characteristics of its type, which are generally low scale using simple construction of loadbearing painted render and/or face brick walls with a heavy timber or iron post and beam internal structure. These buildings demonstrate a refined yet highly functional aesthetic with their symmetrical façades with simple pilasters, cornices and parapets and a regular pattern of windows. The lack of superfluous decoration reinforces this simple and disciplined industrial aesthetic. (Criterion D)

**Primary source**

[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ [\(updated March 2022\)](#)

<b>SITE NAME</b>	Shop
<b>STREET ADDRESS</b>	37 Little Collins Street Melbourne
<b>PROPERTY ID</b>	105911



SURVEY DATE: May 2017		SURVEY BY: Context Pty Ltd	
<b>HERITAGE INVENTORY</b>	H7822-1773	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
		<b>FORMER GRADE</b>	C
<b>DESIGNER / ARCHITECT / ARTIST:</b>	H W and F B Tompkins	<b>BUILDER:</b>	W A Cooper
<b>DEVELOPMENT PERIOD:</b>	Federation/Edwardian Period (1902-c1918)	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1906

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a commercial city	5.4 Developing a retail centre 5.2 Developing a manufacturing capacity

## LAND USE

HISTORIC LAND USE	
Archaeological block no: 48	Inventory no: 773
<b>Character of Occupation:</b> Commercial, Residential	
Fifth land sale 1839, Allotment 5. Lanes & Subdivisions developed by 1839.	
1850 Proeschel	Building
1855 Kearney	
1866 Cox	Building
1877 Dove	
1880 Panorama	
1888 Mahlstedt	Two single-storey buildings, Wo Lee, Chinese Laundry
1905/6 Mahlstedt	Vacant, used as laneway/access
THEMATIC MAPPING AND LAND USE	
1890s	Retail
1920s	Retail
1960s	Retail

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

## SUMMARY

This two-storey brick commercial building, constructed c.1906, operated as a tea and coffee merchants for a considerable part of its early history. Designed by architects H W and F B Tompkins, the building is notable for its Federation-era styling.

## HISTORICAL CONTEXT

### Building a commercial city

#### *Developing a retail centre*

Even before the early 1850s, Melbourne had established the foundational infrastructure for international trade and commerce, including retail markets, shipping agents, and industry and finance houses - the beginnings of an entrepreneurial global city (Context 2012:2).

Retailing in Melbourne gained official recognition when eight market commissioners were elected in 1841 from a roll of local voters. The commissioners established the Western Market, which became the principal place for selling fresh food, with many goods transported from Melbourne to pastoral settlements. At this time Melbourne's population was 4479, and Australia's was 20,416 (Young and Spearritt 2008). The growth of retailing was accompanied by the construction of warehouses to store goods.

Miles Lewis notes that various precincts within the city centre had emerged by the early 1840s, and that this pattern

*remained little changed into the 20th century and which ... survives today – mercantile and warehousing activity near the Pool and the wharves, banking in central Collins Street, the retailing heart between Swanston and Elizabeth Streets, the medical precinct in the vicinity of Dr Richard Howitt's house in Collins Street East, and so on (cited in Context 2012:12).*

Suburban retailing increased towards the end of the 1880s as greater Melbourne's population approached 280,000 and tramlines transported shoppers to suburban shops (Young and Spearritt 2008).

#### *Building a manufacturing capacity*

As Melbourne developed through the nineteenth century, so did its manufacturing industry. Flinders Lane became an important area for clothing manufacturers, while Chinese cabinet makers were concentrated at the east end of town. Factories tended to be small and specialised. Food-processing plants were established in north and west Melbourne. Large factories, built in the later nineteenth century and early twentieth century tended to be built outside the City of Melbourne, where land was more easily obtainable (Context 2012:44).

## SITE HISTORY

37 Little Collins Street was part of the fifth Crown land sale in Melbourne in 1839. Lane and subdivisions were developed the same year. By 1850 the land housed a building and by 1888 the site comprised two single-storey buildings, one of them Wo Lee's Chinese Laundry. In 1905, the site was vacant and used as an access laneway (Fels, Lavelle & Mider 1993).

The two-storey brick building at 37 Little Collins Street was designed by architects H W and F B Tompkins and constructed by builder W A Cooper. The construction date is estimated to be 1906, with the 'notices of intent to build' lodged in May of that year. The first owner between 1906 and 1910 appears as a 'Miss Moss' (MCC registration no 19, as cited in AAI, record no 76919; Mahlstedt 1910), but it is not known how long she retained the property.

The Edwardian shop first appeared as 'vacant' in the Sands and McDougall Street Directory published in 1907, and in the following year, it became occupied by the Salvation Army for use as its tea depot for the brand 'Hamodava', established by Salvationist Herbert Henry Booth in 1897 (S&Mc). Hamodava Tea Company imported teas, coffee and cocoa to fund the Salvation Army's work in Australia and New Zealand.

The tea, coffee and cocoa was sold to retailers from the Salvation Army Headquarters, or the Melbourne Citadel, at 69-71 Bourke Street (*Table Talk* 11 April 1901:20). The earlier Hamodava warehouses were situated firstly at 12-14 Westwood Place (internally connected to 69-71 Bourke Street), then at 11 Westwood Place until c.1906 (S&Mc 1898-1906). The location of 37 Little Collins Street was convenient, being only metres away from Westwood Place (Figure 1).

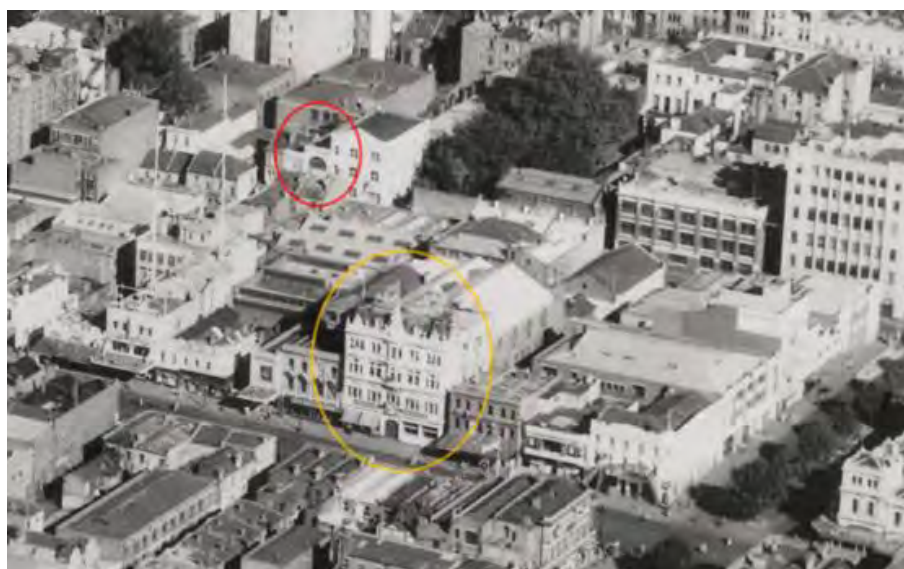


Figure 1. An aerial from 1950 showing 37 Little Collins Street (in red circle) in relation to the Salvation Army Headquarters (in yellow circle) (Source: Pratt 1950).

The Salvation Army warehouse remained at 37 Little Collins until 1920 (S&Mc 1907-1921). Until the early 1930s, the building was continuously leased to tea merchants including Maypole Tea Company in 1922-26 (S&Mc 1922-1926), William Mullin in 1927-31 (S&Mc 1927-1931), and McGuinness and Co Pty Ltd from 1933 (S&Mc 1933). These later tea merchants only stayed for short periods of time, probably due to the depression of the international tea market in the late 1920s and 1930s (Economic History Association).

More recent occupiers of the building included E V Jones, printer, and R E Wilkinson, metal spinner (S&Mc 1935, 1938 & 1942). The building at 37 Little Collins Street was converted into a shop and upper floor office in 1977, and was refurbished as a restaurant in 1995 (CoMMaps).

*H W and F B Tompkins, architects*

*The Encyclopedia of Australian Architecture contains the following entry for architects H W and F B Tompkins:*

*H W & F B TOMPKINS, architects were established in 1898 when the brothers won a design competition for the Commercial Travellers Association CTA Clubhouse, 190*

*Flinders Street, Melbourne. Henry Harry William (1865-1959) and Frank Beauchamp Tompkins (c1867-1952) were born in England and educated in South Africa. They migrated to Australia with their parents in 1886. Harry became an assistant architect to Richard Speight Jnr and Frank worked with several architects including Evander McIver and Nahum Barnet. By the mid-1890s Harry had entered a partnership, forming Speight & Tompkins of 493 Collins Street, Melbourne. He left the partnership in 1896 to take up a position in the Western Australia Public Works Department, but was retrenched in 1898 and returned to Melbourne and formed the partnership of H W & F B Tompkins.*

*The competition win established the firm and by the early 20th century, H W & F B Tompkins was a leading commercial firm. Their commercial work up to WWII reflects the three influences popular at the time: the Romanesque style popularised by such architects as H.H. Richardson in the United States during the late 19th century; the Baroque Revival of the early 20th century, popular in Chicago and San Francisco after 1908; and the Moderne or interwar functionalist style of the 1930s. Both Harry and Frank travelled to the United States and Europe, 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 and the new Commercial Travellers' Association Clubhouse and Commerce House, 318-324 Flinders Street (1912). In 1913, the firm's association with Sidney Myer began with a warehouse building in Bourke Street, the first of many Myer commissions.*

*Harry Tompkins and Sidney Myer travelled in the United States visiting department stores, including the Emporium in San Francisco, which is reputedly the influence for the Myer Emporium in Bourke Street, Melbourne.*

*Harry Tompkins, the public face of the firm, was a prominent member of the RVIA; he was a council member (1905-), vice-president (1913) and president (1914-16). Harry was also president of the Federal Council of the AIA (1918-19) and mayor of Kew, the suburb in which he lived, for the same period.*

*The firm is one of the longest surviving in Victoria. In the 1950s it became Tompkins & Shaw when P.M. Shaw entered the partnership and then Tompkins, Shaw & Evans when Stan Evans joined. In 2003 it was acquired by Michael Davies Associates, forming a new firm, Tompkins MDA Group (Beeston 2012:707-708).*

## **SITE DESCRIPTION**

This two-storey commercial building is located between Ridgeway Place and Coates Lane, close to the eastern edge of the city grid. Constructed of face red brick, with no setback to the street, the building is notable for its Federation-era styling.

Engaged brick piers on either side of the building combine with a bricked parapet to form a rectangular façade. The upper level is dominated by a wide semi-circular opening which is bordered with several courses of end bond brick work and a rounded rendered cornice. An eight-paned timber



framed window is set into the arch, and sits over a concrete spandrel. Brick piers have a stone base (missing on one side), and moulded cornices at the mid and upper sections. Rendered cornices run across the upper and lower edges of the parapet.

At ground level, an original shopfront has a recessed entry to one side, with glazed timber entry doors. Large display windows have timber frames and sit above a deep stone sill (painted) and a low red brick wall.

A double height brick wall is partially visible down the eastern side of the building, forward of the setback of the adjacent building. It has been over-painted.

### **INTEGRITY**

37 Little Collins Street maintains a high level of integrity to the upper façade with an articulated timber framed arch-headed window. Changes to the lower level include conversion to a shop and upper floor office in 1977 and refurbishment as a restaurant in 1995.

### **COMPARATIVE ANALYSIS**

Small shops and warehouses constructed during the Edwardian-era are still located within the central city. These small-scale buildings are typically built of brick, and often have been altered at the ground floor level.

The subject building compares well with the following examples, drawn chiefly from the Central City Heritage Review 2011, being of a similar use, scale, location and creation date. The below images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

#### *Exhibition Boot Company, 160-162 Bourke Street, 1904 (HO996)*

A two-storey Edwardian brick shop with a basement and a mezzanine. Designed by William Webb and built in 1904, the first tenant was the Exhibition Boot Company. By the 1920s another shoe company, Coon and Sons, had purchased the property, and conducted business from this shop until 1986. It was refurbished in 1987. In 2000, it was refurbished and converted to a restaurant.



Figure 2. Exhibition Boot Company, 160-162 Bourke Street constructed 1904.

*Fancy Goods Shop & Residence, 309 Exhibition Street, 1903 (HO1029)*

A two-storey brick shop and residence. Designed by WH Smith in the Queen Anne style and built by AE Timms for the fancy goods importer Mr Khuda Bukhsh in 1903. The shop features original leadlight details and a blue-tiled front.



Figure 3. 309 Exhibition Street constructed 1903.

*Royal Arcade, 148-150 Elizabeth Street, 1902 (HO543, Significant in HO509 Post Office Precinct)*

A three-storey rendered brick arcade including a basement with entrances to Bourke, Little Collins and Elizabeth Streets. Designed for the barrister Howard Spensley by Charles Webb in the Italianate style. It was built in 1869 by Thomas Newton at a contracted price of £14,039. The Elizabeth Street extension was built in 1902. It was subdivided into individual shops in 1991. It is the oldest surviving arcade in Melbourne and is known as the home of the figures of Gog and Magog which were installed in 1892.



Figure 4. Royal Arcade 148-150 Elizabeth Street constructed 1902.

By comparison to the above examples, the two-storey building at 37 Little Collins Street is reasonably intact, with a high degree of integrity to the upper storey façade. The architectural expression of the subject building is comparable to other Edwardian retail buildings that are already included in heritage overlays.

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**ASSESSMENT AGAINST CRITERIA**


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✓ **CRITERION A**  
Importance to the course or pattern of our cultural or natural history (historical significance).

---

**CRITERION B**  
Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

---

**CRITERION C**  
Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

---

✓ **CRITERION D**  
Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

---

✓ **CRITERION E**  
Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

---

**CRITERION F**  
Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

---

**CRITERION G**  
Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

---

**CRITERION H**  
Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

---

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

---

## REFERENCES

Australian Architectural Index (AAI), as cited. Copyright Miles Lewis.

Context Pty Ltd 2012, *Thematic History: A History of the City of Melbourne's Urban Environment*, prepared for the City of Melbourne.

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Economic History Association, *The History of the International Tea Market, 1850-1945*, <https://eh.net/encyclopedia/thehistoryoftheinternationalteamarket18501945/>, accessed 25 May 2017.

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*Sands and McDougall, Melbourne and Suburban Directories* (S&Mc), as cited.

Pratt, Charles Daniel 1950, 'Aerial view of Melbourne looking south east, Victoria', State Library of Victoria (SLV) John Etkins collection, accessed 22 June 2017.

*Table Talk*, as cited.

Young, John and Spearritt, Peter 2008, 'Retailing' in *eMelbourne*, School of Historical and Philosophical Studies, The University of Melbourne, <http://www.emelbourne.net.au/biogs/EM01241b.htm>, accessed 13 June 2017.

**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**                      D

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**Central City Heritage  
Study 1993**                                      C

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**Review of Heritage  
overlay listings in the  
CBD 2002**                                      Ungraded

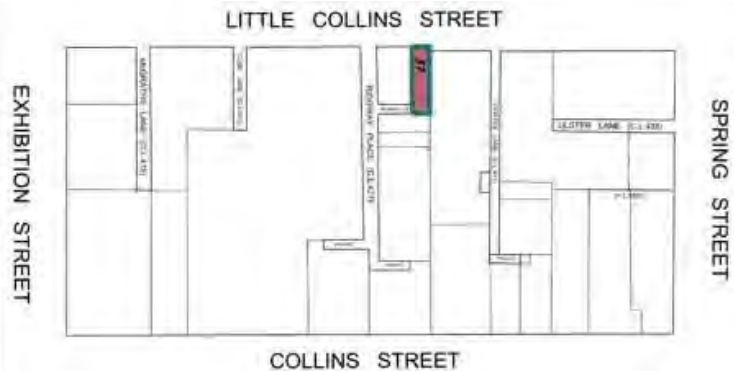
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**Central City Heritage  
Review 2011**                                      Ungraded

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## STATEMENT OF SIGNIFICANCE

Heritage Place: Shop

PS ref no: [Interim HOHO1276](#)

## What is significant?

37 Little Collins Street, built c1906, and designed by architects H W & F B Tompkins.

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 high level of integrity to its original design (upper façade);
- Loadbearing face brickwork;
- Engaged brick piers with stone base and moulded cornices;
- Parapet and rendered cornices; ~~and~~
- Eight-paned timber framed arch-headed window, concrete spandrel and rounded rendered cornice.

Later alterations to the street level façade are not significant.

## How it is significant?

37 Little Collins Street is of local historic, representative and aesthetic significance to the City of Melbourne.

## Why it is significant?

The building at 37 Little Collins Street is historically significant for its association with retailing, warehousing and manufacturing in the City of Melbourne in the early twentieth century. It is significant for its association with tea importation, firstly by the Salvation Army from 1908-1920 as the Hamodava tea depot, and later by a succession of tea merchants until 1933. (Criterion A)

37 Little Collins Street is a fine and representative example of a commercial building type from the early twentieth century period. The buildings are reasonably intact, with detailing still evident to the upper façade. It is also significant as a fine example of the works of architect brothers, H W and F B Tompkins,

who established their architecture practice in Melbourne in 1898 and became a leading architectural firm. (Criterion D)

The building at 37 Little Collins Street is significant for its aesthetic qualities. Its Federation-style red brick façade is aesthetically distinguished and comprises features such as a wide semi-circular window opening, bordered with several courses of end bond brick work and a rounded rendered cornice; a marble spandrel; engaged brick piers running up each edge of the building and intersecting with a brick parapet featuring rendered cornices that contribute to its picturesque composition. (Criterion E)

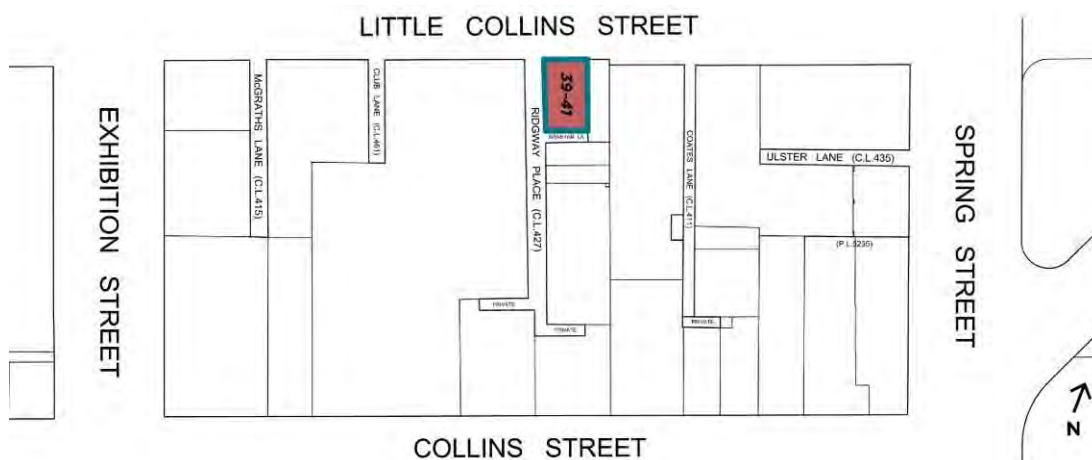
**Primary source**

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~~[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)



<b>SITE NAME</b>	Former Wenley Motor Garage
<b>STREET ADDRESS</b>	39-41 Little Collins Street Melbourne
<b>PROPERTY ID</b>	105912



SURVEY DATE: May 2017

SURVEY BY: Context Pty Ltd

**HERITAGE INVENTORY** H7822-1774

**EXISTING HERITAGE OVERLAY** No

**PLACE TYPE** Individual Heritage Place

**PROPOSED CATEGORY** Significant

**DESIGNER / ARCHITECT / ARTIST:** Not known

**FORMER GRADE** C  
**BUILDER:** Not known

**DEVELOPMENT PERIOD:** Interwar Period (c1919-c1940)

**DATE OF CREATION / MAJOR CONSTRUCTION:** 1919

**THEMES**

<b>ABORIGINAL THEMES</b>	<b>SUB-THEMES</b>
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
<b>HISTORIC THEMES</b>	<b>DOMINANT SUB-THEMES</b>
5 Building a commercial city	5.5 Building a manufacturing capacity
	<b>OTHER SUB-THEMES</b>
6 Creating a functioning city	6.7 Transport

**LAND USE**

<b>HISTORIC LAND USE</b>	
<b>Archaeological block no:</b> 48	<b>Inventory no:</b> 774
<b>Character of Occupation:</b> Commercial, Residential	
Fifth land sale 1839, Allotment 5, Lanes & Subdivisions developed by 1839.	
1850 Proeschel	Building.
1855 Kearney	
1866 Cox	Building.
1877 Dove	
1880 Panorama	
1888 Mahlstedt	Two two-storey buildings.
1905/6 Mahlstedt	Two-storey building.
<b>THEMATIC MAPPING AND LANDUSE</b>	
1890s	Not able to be determined
1920s	Car park
1960s	Not able to be determined

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

**SUMMARY**

This simple three-storey face brick building, built in 1919, is simple in form and in detailing, reflecting its origins as a warehouse building with garage on the ground floor.

## HISTORICAL CONTEXT

### Building a commercial city

#### *Building a manufacturing capacity*

The land that factories were built on tended to be low-lying and undesirable for residential use; factories were mostly concentrated in West Melbourne, North Melbourne and Kensington. The higher ground of East Melbourne, by contrast, was almost free of industry. Another important industrial area was on the south bank of the Yarra, where metal workshops and ship repair yards were located (Context 2012:44).

As Melbourne developed through the nineteenth century, so did its manufacturing industry. Flinders Lane became an important area for clothing manufacturers, while Chinese cabinet makers were concentrated at the east end of town. Food-processing plants were established in north and west Melbourne. Factories tended to be small and specialised. Large factories, built in the later nineteenth century and early twentieth century tended to be built outside the City of Melbourne, where land was more easily obtainable (Context 2012:44).

The textile industry formed an important sector of Melbourne central's economy, an industry 'pioneered by Jewish immigrant families such as Slutzkin, Blashki, Merkel, Haskin, Mollard and Trevaskis' (May 2008).

### Creating a functioning city

#### *Transport*

The first Motor Regulation Act came into force in 1910, and by June 1911 there were 2722 motor cars and 2122 motorcycles registered in Victoria, mostly concentrated in Melbourne. With increasing car ownership, the first motor garages selling petrol and repairing vehicles were established throughout the city (Churchward 2008).

## SITE HISTORY

The site at 39-41 Little Collins Street was part of the fifth Crown land sales in 1839 (Crown allotment 5 of section 9). Lanes and subdivisions were developed by 1839 and by 1850, there was a building on the site. By 1888, two two-storey buildings had been erected, and by 1905, one of them remained on the site (Fels, Lavelle & Mider 1993).

The three-storey warehouse at 39-41 Little Collins Street (Figure 1) was built in 1919, replacing a two-storey building at 41 Little Collins Street and a single-storey building at 39 Little Collins Street (Mahlstedt 1910).



Figure 1. A section of an aerial photo taken in 1950 showing the warehouse at 39-41 Little Collins Street, Aerial view of Melbourne looking south east, Victoria, 1950, by C D Pratt. (Source: SLV)

It is unknown who commissioned or erected the three-storey warehouse at 39-41 Little Collins Street, but by October 1919 the Adelaide Tailoring Company's new workrooms were housed in the building and the Company was advertising for machinists (*Age* 1 October 1919:14). Most of these positions are likely to have been taken up by women. The building first appeared in the *Sands and McDougall Directory* in 1920, with the ground floor noted as vacant and the upper storeys tenanted by the Adelaide Tailoring Co, and the Alpha Manufacturing Co, blouse and underclothing manufacturers.

The Adelaide Tailoring Company was established in Adelaide in 1897 by J L Glick and extended its operations into Western Australia ten years later. The Company commenced operations in Melbourne in 1915 in Elizabeth House, at the corner of Little Collins and Elizabeth streets (Figure 2) and stayed at that address until 1943. It was noted by Glick in 1917 that the 'company makes a speciality of following the best English fashions, providing its customers with sensible, scientifically cut, properly-finished suits on English models, in preference to the exaggerated nonsense of the American caricatures' (*Tribune* 17 May 1917:8). In Victoria by 1941, the company had opened branches at Ballarat, Geelong, Shepparton and Mildura. The Company advertised that it had a reputation for providing reasonably priced tailored suits, 'offering discounts and specials even during the depression or wartimes' (*Sunday Times WA* 9 September 1934:8). In 1943, the Adelaide Tailoring Company moved its headquarters to 370 Collins Street (*Argus* 17 February 1943:5). The Adelaide Tailoring Company retained its workrooms on the first floor of 39-41 Little Collins Street until the end of the 1920s (S&Mc 1920-1931).

The Alpha Manufacturing Company relocated to the second floor of 39-41 Collins Street from St John's Lane off Bourke Street in c.1919 (*Age* 18 May 1917:11). In 1923, the second floor was occupied by new lessees, the Chapman Manufacturing Co. It is possible that the Chapman Manufacturing Co was part of the former firm of Andrews and Chapman, blouse and underclothing manufacturers, whose workrooms in Flinders Lane were severely damaged by fire in January 1923 (S&Mc 1924; *Argus* 29 January 1923:7; S&Mc 1923-24). The Chapman Manufacturing Co stayed at 39-41 Little Collins Street until the 1930s.

The ground floor of 39-41 Little Collins Street was occupied by Wenley Motor Garage by 1920 and was used through to the early 1940s by businesses established to service the growing motorcar industry (Figure 3). Early tenants included motor engineer G A Drury (later Drury and Co) in the early to mid-1930s; and the Parish Motor Service from the late 1930s to early 1940s (S&Mc 1920-1942).

The Parish Motor Service had its hire service office across the street at 42 Little Collins Street (now replaced with an eight-storey carpark), leasing the ground floor of 39-41 Little Collins Street for garage use only (S&Mc 1938-1942).

Throughout the mid-twentieth century, 39-41 Little Collins Street was occupied by various businesses including the Gloria Glove Company (*Age* 22 November 1949:8), Oxford Press Pty Ltd, printers (*Weekly Times* 14 February 1951:48; S&Mc 1938-1942), Yellow Cabs Australia car rental company (*Advocate* 13 November 1952:4), and Sportswear Distributors Pty Ltd (*Age* 28 January 1967:57).

The warehouse was converted to offices and retail in 1966, and the ground floor was refurbished and converted to a restaurant in 2001. The property currently houses three businesses and one food and drink outlet (CoMMaps).



Figure 2. Signage for the Adelaide Tailoring Company is visible on the ground and first floors, at Elizabeth House (now demolished). (Source: University of Melbourne)



Figure 3. A view of 39-41 Little Collins Street with a sign 'Car Rentale' in Aerial views of Melbourne, looking south west and west. (Source: Commercial Photographic Company pre-1965, SLV)

## SITE DESCRIPTION

This three-storey brick warehouse is located on the corner of Little Collins Street and Ridgway Place and is constructed to the property boundary on both street frontages. Facades to each street are simple. The lack of decorative detail is indicative of the utilitarian nature of the building.

Identical, segmented arched windows are evenly spaced at each level around both façades, (with a row of half width windows on the eastern edge of the front façade). A wide entry is located to one side at ground level with a garage at street level. All window and door openings have three courses of end brick work above and a bricked sill as the base of the window.

A simple brick parapet has been built to match the line of the gabled roof form. It has a simple rendered cornice to both the top and bottom edges. Four paned timber window panes are evident on windows to the ground and middle levels. The upper floor has unframed, plate glass.

## INTEGRITY

The building is largely intact. Alterations include overpainting of brick work and alterations to windows.

## COMPARATIVE ANALYSIS

Brick warehouses constructed during the late Edwardian and early interwar period generally exhibit simple utilitarian characteristics. Demonstrating straightforward form and massing, the warehouses form a group in the central city that exemplify a mature late Edwardian warehouse design constructed in the period immediately before reinforced concrete would replace red bricks as the preferred material for warehouse construction (Lovell Chen 2017:159). The below images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

Examples of brick warehouses include:

### *337-339 La Trobe Street, 1923-24 (HO1208)*

A three-storey face brick warehouse building with classically derived detailing including brick pilasters and a dentil cornice.



Figure 4. 337-339 La Trobe Street constructed 1923-24.

### *25-31 Sutherland Street, c 1900 (Contributory in HO1205 Guildford & Hardware Laneways Precinct)*

A two/three-storey warehouse renovated and converted for office use in 1900.



Figure 5. 25-31 Sutherland Street constructed c 1900.

*17 Somerset Place, c1907-08 (Significant in HO1204 Elizabeth Street West Precinct)*

The c1907-08 three-storey warehouse is notable for its high level of intactness and integrity.



Figure 6. 17 Somerset Place constructed c1907-08.

*32-34 Guildford Lane, 1908 & 1920 (Significant in HO1205 Guildford and Hardware Laneways Precinct)*

A single-storey Edwardian bluestone and brick workshop built in 1908 with additions in 1920. Alterations have occurred to one ground floor opening.



Figure 7. 32-34 Guildford Lane constructed 1908 & 1920.

With its simple form, 39-41 Little Collins Street is representative of the particular group of utilitarian brick warehouses constructed during the late Edwardian period. Like other examples at 32-34 Guildford Lane and 25-31 Sutherland Street 39-41 Little Collins Street relies on its three-dimensional form and the pattern of small window openings for its legibility. It is an unusual survivor of this period of development, located at the Spring Street end of Little Collins Street, where the streetscape character has been considerably diminished by postwar development. Its integrity is comparable to

other examples where either the overpainting of brickwork and/or alterations to wall openings has occurred.



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**ASSESSMENT AGAINST CRITERIA**


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✓

**CRITERION A**

Importance to the course or pattern of our cultural or natural history (historical significance).

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**CRITERION B**

Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

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**CRITERION C**

Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

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✓

**CRITERION D**

Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

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**CRITERION E**

Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

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**CRITERION F**

Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

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**CRITERION G**

Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

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**CRITERION H**

Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

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**REFERENCES**

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*Argus*, as cited.

CASSANDRA 2016, 'Brunch, Croissants and Doughnut at Guildford Lane' in *Table To Paper*, <http://tabletopaper.com/2016/08/08/brunch-croissants-and-doughnuts-at-guildford-lane/>, accessed 21 June 2017.

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Lovell Chen 2017, 'Melbourne Planning Scheme Amendments C271 and C301 – Guildford and Hardware Laneways Heritage', prepared for the City of Melbourne.

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*Sands and McDougall, Melbourne and Suburban Directories (S&Mc)*, as cited.

Pratt, Charles Daniel 1950, 'Aerial view of Melbourne looking south east, Victoria', State Library of Victoria (SLV) John Etkins collection, accessed 22 June 2017.

Reinforced Concrete and Monier Pipe Construction Co. Pty Ltd (RCMPCC) 1914, 'Elizabeth House, Elizabeth Street, Melbourne', University of Melbourne Archives, accessed 22 June 2017.

*Tribune*, as cited.

**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985** D

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**Central City Heritage  
Study 1993** C

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**Review of Heritage  
overlay listings in the  
CBD 2002** Ungraded

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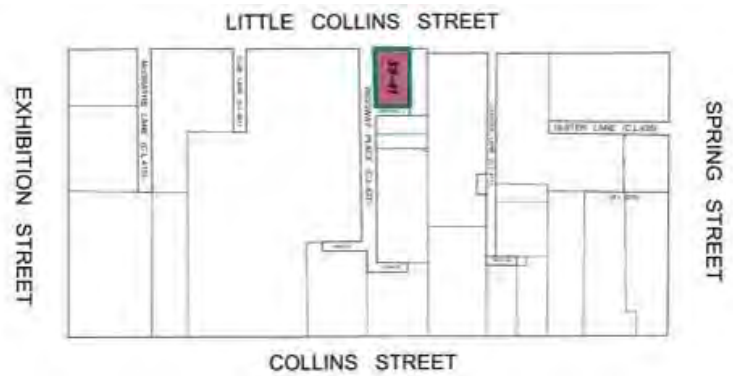
**Central City Heritage  
Review 2011** Ungraded

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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Wenley Motor Garage

**PS ref no:** [Interim HOHO1277](#)



### What is significant?

Former Wenley Motor Garage at 39-41 Little Collins Street, Melbourne, built in 1919.

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

- The building's original external form;
- The building's relatively high level of integrity to its original design;
- The brick parapet and rendered cornice;
- The pattern and size of fenestration, segmented arched windows; **and**
- The brickwork and brick sills.

Later alterations are not significant.

### **How it is significant?**

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The former Wenley Motor Garage at 39-41 Little Collins Street, Melbourne is of local historic and representative significance to the City of Melbourne.

### **Why it is significant?**

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The building at 39-41 Little Collins Street is historically significant for its association with the clothing manufacturing industry and with the provision of services for the motor car which increased significantly in the interwar period. Historically 37-41 Little Collins Street demonstrates overlapping uses by auto mechanics and clothing manufacturing. The upper floor workrooms were used by clothing manufacturers Adelaide Tailoring Co, and Alpha Manufacturing Co until the end of the 1920s and Chapman Manufacturing Co until the 1930s. From the 1920s to the 1940s, the ground floor of 39-41 Little Collins Street was in use by businesses servicing the then new and growing motor car service industry. This use was represented by motor engineer G A Drury (later Drury and Co) throughout the 1920s, and Parish Motor Service from the late 1930s to early 1940s. (Criterion A)

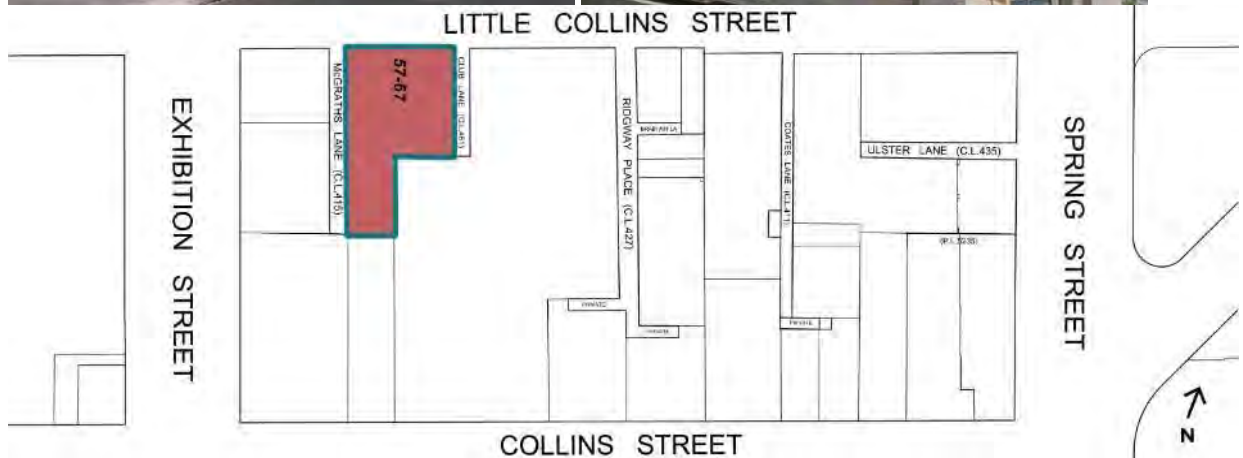
With its simple rectangular built form and small window openings, 39-41 Little Collins Street is representative of utilitarian brick warehouses and other manufacturing buildings constructed during the late Edwardian and the early interwar period. Built in 1919 it is characterised by brick construction with small segmented arched windows with parapet and cornice detail to the upper floor. Although now overpainted and with some alterations to wall openings, it is still legible as a small industrial building constructed in the Edwardian era. (Criterion D)

### **Primary source**

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~~[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~ [Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

<b>SITE NAME</b>	Former Craig, Williamson Pty Ltd complex
<b>STREET ADDRESS</b>	57-67 Little Collins Street Melbourne
<b>PROPERTY ID</b>	105968



SURVEY DATE: January 2018		SURVEY BY: Context	
<b>HERITAGE INVENTORY</b>	H7822-1679	<b>EXISTING HERITAGE OVERLAY</b>	Yes – interim HO1287 (Little Collins Street Precinct)
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	H B Gibbs & Finlay (1912)	<b>FORMER GRADE</b>	D
<b>DEVELOPMENT PERIOD:</b>	Interwar Period (c1919- c1940)	<b>BUILDER:</b>	James Wright (1912)
<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>			1912 (rear), 1925 (façade)

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here.
HISTORICAL THEMES	DOMINANT SUB-THEMES
5 Building a commercial city	5.5 Building a manufacturing capacity
	OTHER SUB-THEMES
	5.4 Developing a retail centre
POSTWAR THEMES	DOMINANT SUB-THEMES
3 Government in Melbourne's city centre	

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 40	<b>Inventory no:</b> 679
<b>Character of Occupation:</b> Commercial, residential	
Fifth land sale in 1839, Allotment 19 Block 9, purchased by P Campbell. Brick cottages on this site by 1847.	
1839 Williamson	
1840 Hoddle	
1866 Cox	
1880 Panorama	
1888 Mahlstedt	Two single-storey buildings and outbuildings, Arden & Hall, photographic manufacturers.
1905/6 Mahlstedt	Site vacant
THEMATIC MAPPING AND LAND USE	
1890s	Retail, Manufacturing, Storage
1920s	Manufacturing, Storage, Motors and service stations
1960s	Telegraphic and telephonic, Laboratory

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

## SUMMARY

57-67 Little Collins Street, Melbourne, is a manufacturing and warehouse complex of two and three storeys, and incorporating buildings from 1912 and 1925 built for Craig, Williamson Pty Ltd, clothing and furniture manufacturers and retailers.



## HISTORICAL CONTEXT

### Building a commercial city

#### *Building a manufacturing capacity*

From the 1850s, the Yarra River and the docks west of Swanston Street were in essence the 'lifeline' of the city. Port facilities and large warehouses were built in this area to serve shipping interests (Context 2012:39-40).

By the 1880s, the areas of Flinders Street, King Street, Little Bourke Street and Spencer Street comprised multiple mercantile offices, produce stores and large-scale bonded stores, including Zander's Bonded Stores and Coles Bonded Stores. As Melbourne developed through the nineteenth century and early twentieth century, so did the manufacturing industry, much of which was established in close proximity to existing warehouses and stores.

Although affected by World War One in the period 1914-1918, by 1921, the manufacturing industry employed 38 per cent of Melbourne's workers. The growth of manufacturing, assisted by a new federal tariff in 1921, stimulated urban growth and by the end of the 1920s, Melbourne's population had reached one million people. The expansion of new sectors in the manufacturing industry was maintained by buoyant levels of domestic demand (Marsden 2000:29; Dingle 2008).

In the first decades of the twentieth century, the demand for residential development declined in central Melbourne as many residents moved out of the city to the suburbs, and the booming retail and manufacturing sectors rapidly took up available city properties (Marsden 2000:29-30). Multi-storey factory, workshop and warehouse buildings, some designed by architects, increasingly took over the city.

Development in the city slowed with the Great Depression, which commenced in October 1929 and continued through the early 1930s. Because of a lack of finance during this period, instead of new construction, some city buildings were substantially re-modelled for commercial and industrial use, as well as new office space, including for government use.

### Government in Melbourne's city centre

#### *Providing essential services*

In the postwar period, the number of government offices increased dramatically in city centres due to two phenomena: an expansion in Commonwealth revenue and powers, and the extension of state government responsibilities to include welfare, housing, education, culture, and public transport services (Marsden 2000:83). A telephone exchange and postal hall building was constructed by the Commonwealth government at 114-120 Russell Street in the period 1948-54. In 1959, the Commonwealth Arbitration Courts opened at 450 Little Bourke Street, and in 1965 the Reserve Bank opened at 60 Collins Street. A telephone exchange was also constructed by the Commonwealth Department of Works at 376-382 Flinders Lane and opened in 1957.

## SITE HISTORY

The subject site is located on Crown Allotment 19, Block 9, City of Melbourne (Fels, Lavelle and Mider 1993). In 1888, several one and two-storey buildings, occupied by Craig, Williamson & Thomas's furniture factory, existed on the subject site at today's 57-67 Little Collins Street (*Camperdown Chronicle* 25 October 1888: 2; Mahlstedt Map Section 1, no 9, 1888). A section

fronting Little Collins Street was vacant in 1888, but by 1895 four two-storey shops had been erected (MMBW Detail Plan no 1013, 1895).

The current building at 57-67 Little Collins Street was constructed in two major stages in 1912 and 1925, for drapers, clothiers and house furnishers, Craig, Williamson Pty Ltd, which had been originally established in 1875 as Craig, Williamson & Thomas. Craig, Williamson Pty Ltd occupied the site from at least 1888, and also had premises in other locations in Melbourne, Ballarat and Bendigo, including a large retail store at 8-26 Elizabeth Street, Melbourne (Figure 1) (S&Mc 1890; Mahlstedt Map Section 1, no 9, 1888; Age 13 February 1899:1).



Figure 1. Craig, Williamson's Elizabeth Street store c1890. (Source: Craig, Williamson Draper and Frank L Carr Jr c1890, SLV)

In 1911, Craig, Williamson Pty Ltd applied for a building permit for two shops at 57-59 Little Collins Street as well as additions to its premises at the rear of 57-67 Little Collins Street. Builder James Wright undertook the work to a design by architects, H B Gibbs & Finlay (MCC registration no 3024, as cited in AAI, record no 76933; *Herald* 12 September 1912:3). The new Craig, Williamson's complex, comprising a three-storey brick factory, store and garage, and single and two-storey stables, was completed by 1912, and the new premises given the address of 61 Little Collins Street (S&Mc 1912, 1913). A two-storey caretaker's residence built in the c1880s in McGrath Lane was retained and incorporated with the new premises (Mahlstedt Map Section 1, no 2, 1905-06 & 1910).

Amendments made to a 1910 fire survey plan show the subject site in c1912 with new structures comprising three-storey shops at 57-59 Little Collins Street and three-storey factory and storage, single and two-storey stabling facilities to the rear between Club Lane and McGrath Lane (Figure 2) (Mahlstedt Map Section 1, no 2, 1905-06 & 1910). The upper floors of the new factory were used for furniture manufacture and for the firm's storerooms.

In 1915, six businesses operated from the shop buildings at 57-67 Little Collins Street, including the stables of Craig, Williamson; these included a picture framer (no 57); dryers and cleaners (no 59); a caterer (no 63); a sign writer (no 65) and a stained-glass artist (no 67) (S&Mc 1915).

By 1925, a new building was erected at the front of the premises at 57-67 Little Collins Street. In November 1924, a permit application for 'alterations and additions to motor showroom and store' was lodged, at an estimated cost of £3500. By 1925, the c1890s row of two-storey shops at 61-67 Little Collins Street was replaced with a three-storey structure, which was incorporated into the three-storey warehouse at the rear. No longer needing provision for stabling, the 1925 addition incorporated a new motor garage, but it is unlikely that the new premises comprised a motor showroom as specified in the permit application. Craig, Williamson Pty Ltd continued trading predominantly as a furniture manufacturer and clothier (*Age* 26 April 1926:15). The shops at 57 and 59 Little Collins Street were retained and continuously leased to J Cornes dryers and cleaners, who had earlier occupied 59 Little Collins Street (S&Mc 1915, 1925-1927)

Amendments to a 1925 fire survey plan shows the 1925 addition at 61-57 Little Collins Street labelled as 'Craig Williamson, Garage & Stores' (Figure 3) (Mahlstedt Map Section 1, no 2, 1925). The City of Melbourne rate books of 1925-26 recorded a substantial increase in net annual value of the site, with the building description changed from 'brick shops, factory and store' to 'brick factory and store' (RB 1925, 1926).

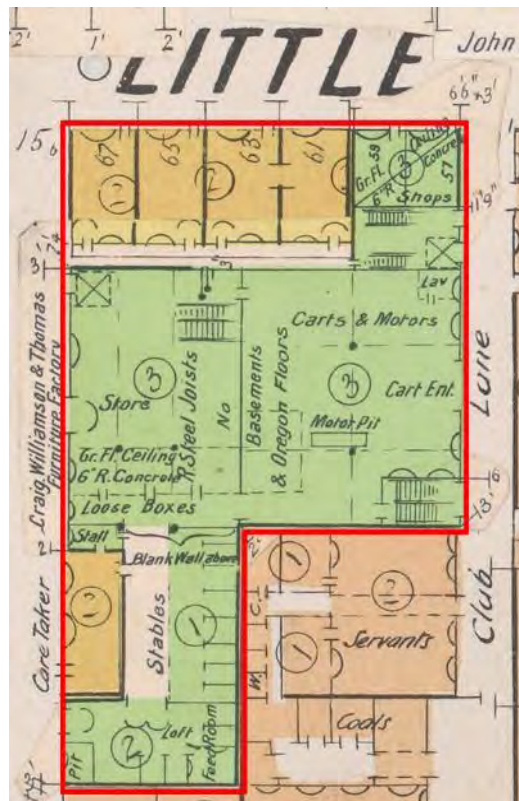


Figure 2. Showing the subject site c1912, outlined in red. The area marked green shows the area constructed by 1912, and the area marked yellow shows the pre-existing buildings from the late nineteenth century. (Source: Mahlstedt Map no 2, 1910).

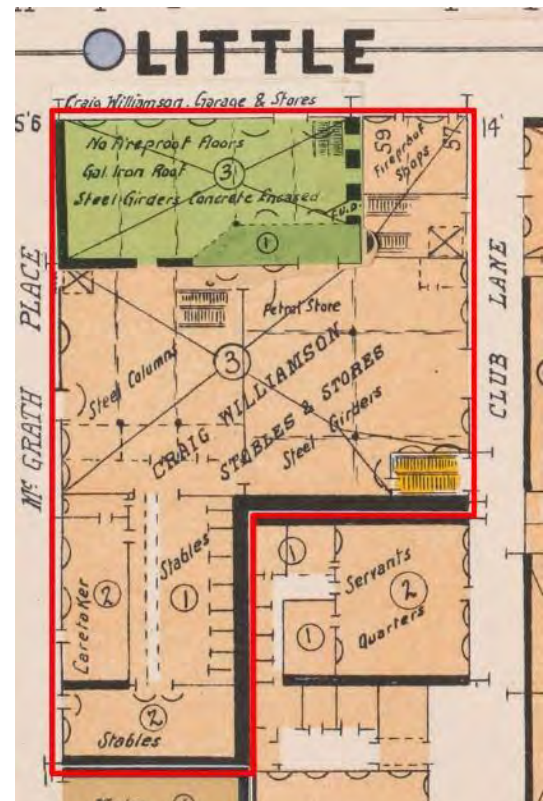


Figure 3. Showing the subject site c1925-26, outlined in red. The area marked green shows the three-storey structure that replaced the c1890s shops. (Source: Mahlstedt Map no 2, 1925).

In 1926 the business Craig, Williamson Pty Ltd came under the ownership of the Sydney retailer Marcus Clark (Victoria) Ltd (*Herald* 4 May 1926:7; Spearritt 1981). After the sale, the business continued operating as Craig, Williamson Pty Ltd. Its furniture factory and bulk store operated from the subject site until 1928 (*Age* 26 April 1926:11; S&Mc 1927, 1929).

In 1927, the Commonwealth Postmaster-General's Department acquired the building to house extensions in preparation for the future automation of Melbourne's telephone system. It was to be known as the Melbourne Central East Exchange. New foundations, designed to provide increased strength, and a fourth storey were planned, as was the complete remodelling of the interior of the building (*Age* Tuesday 25 January 1927:8). The proposed addition of a fourth storey was not carried out, and in 1928, the Department of Works and Railways offered its premises at 57-67 Little Collins Street for lease. The tender stated that the 'substantially-built three-storey brick building' continued to be occupied by Craig, Williamson Pty Ltd as a garage and store (*Commonwealth of Australia Gazette* 26 April 1928:656).

By 1929, Craig, Williamson Pty Ltd vacated the premises, and the shops at 57-59 Little Collins Street were occupied by S G Wilson's motor service (S&Mc 1929). By 1931, S G Wilson relocated to the main part of the building and became known as 59-67 Little Collins Street, with the shop at 57 Little Collins Street being vacant (S&Mc 1930, 1931).

In 1932, tenders were called by the federal Department of the Interior for alterations to the City East Telephone Exchange Building at 57-67 Little Collins Street, and in 1934 the ground and first floors of 61-67 Little Collins Street, together with two lock-up shops at the corner of Club Lane and Little Collins Street, were advertised for lease (*Commonwealth of Australia Gazette* 23 June 1932:832; 9 August 1934:1372). In 1935, the Postmaster-General's (PMG) Research Laboratories and the Victorian Post Institute Club occupied 59 Little Collins Street (*Commonwealth of Australia Gazette* 20 June 1935:877). The remainder of the building was leased to the following tenants in that year: H McConnell, electrical engineer (also at 59); 'Lucy Ann' cake shop at 61; and Wilsons Motor Service Pty Ltd at 63-67 (S&Mc 1935).

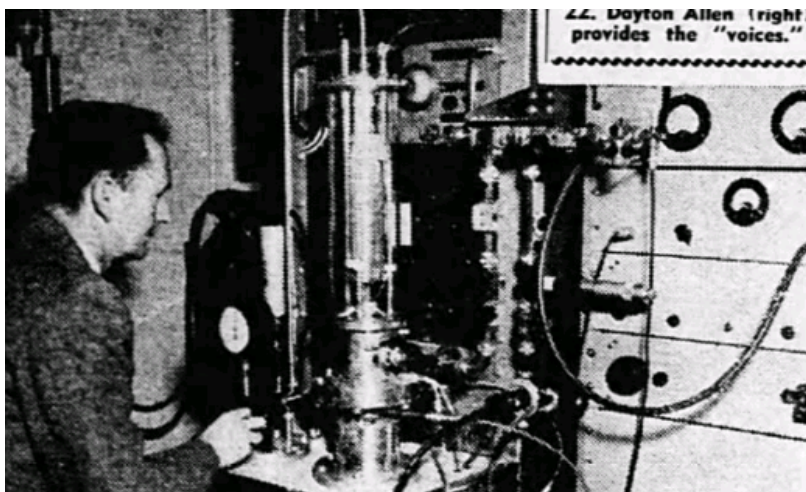


Figure 4. This instrument, popularly called the 'atomic clock', was responsible for keeping accurate time throughout Australia, and was located at the subject site as part of the PMG Research Laboratories. (Source: *Age* 25 May 1961:24)

In 1942, the upper floors of the building at 59-61 Little Collins Street were occupied by the PMG Research Laboratories, and the ground floor was vacant (S&Mc 1942). The PMG Research Laboratories occupied the whole building by 1950 (S&Mc 1950). The Research Laboratories were noted as 'the heart' of time in Australia. The Laboratories contained a Mayser clock, often referred to as an 'atomic clock', which was renowned for its accuracy, and supplied time to the master clocks in the capital cities of Australia (*Age* 25 May 1961: 24). The public were able to call and check the clock, and radio stations, companies and government departments had direct lines to the clock (*Age* 25 May 1961: 24). Aircraft and other transport took their time from stations which were also connected to the clock (*Age* 25 May 1961: 24).

The site was offered for sale under instructions from Telecom Australia in December of 1988, indicating that Telecom had retained the building following the split of the PMG into Telecom and Australia Post in 1976 (*Age* 15 December 1988: 27; Telstra 2019).

In 1998, the site was offered as a development opportunity by the Melbourne Club, which had the title to the property; the rear of its Collins Street premises adjoins the site (*Age* 28 November 1998: 47). The Melbourne Club sought for the existing building to either be renovated or demolished and rebuilt, for investment purposes, and stated that it had no intention of occupying the building (*Age* 28 November 1998: 47).

This site currently contains one business, two shops and three food and drink outlets (CoMMaps).

## SITE DESCRIPTION

The former store and furniture manufacturing business of Craig, Williamson Pty Ltd at 57-67 Little Collins Street is situated between McGrath Lane and Club Lane. These laneways provide an opportunity see the building in three dimensions. A three-storey façade presents to Little Collins Street, while a two-storey component is evident on McGrath Lane. The Little Collins Street frontage is composed of a masonry pier and beam structure that is typical of interwar commercial premises. Between this masonry frame are large square industrial steel-framed windows. Masonry to the façade has been overpainted. The upper floor has stucco detailing and a parapet, a string course and vertical mouldings to the brick piers. The ground floor windows have been altered and part of the façade formerly incorporating narrow shop frontages has been removed to create a recessed entrance.

Behind the three-storey side elevation of the 1925 building, there are earlier buildings at the rear, incorporating a 1912 two-storey brick stable with central upstairs loading door (now a window) and pulley beam. A wide two-storey, red and cream brick building from the c1880s, formerly used as the caretaker's residence has been modified with windows bricked in and a roof deck with glazed balustrade added.

## INTEGRITY

57-67 Little Collins Street is largely intact to the upper floors along Little Collins Street. Above the ground floor level, the building retains its original pattern of openings, brick wall surfaces although these have been overpainted, and some stylistic detailing. All glazing has been replaced and openings enlarged in the ground level. Side elevations are generally intact, with its original face brick walls, although some of the openings have been bricked-in or altered and the glazing replaced. Overall, the built form and scale of the building dating from 1925 has been retained.

## COMPARATIVE ANALYSIS

The construction of warehouses and industrial buildings was an important phase of development in central Melbourne, especially during the nineteenth century and early twentieth century. The buildings were usually low scale and located in minor streets and laneways with rear or side lane access to facilitate the movement of material in and out of the building. Many of these early storage or manufacturing facilities are no longer operating, often adapted to house businesses or offices. These former industrial buildings are gradually gaining recognition as important historic places, representing a distinct period Melbourne's urban development pattern, and historically as reminders of past businesses. Their architectural expression is derived from the solid massed façade, with simple classically derived detailing, suggesting a utilitarian function. Interwar warehouses tended to adopt a more restrained architectural style in a classical mode when compared with earlier examples from the Edwardian period.

Development in the city slowed with the Great Depression that commenced in October 1929 and continued through the early 1930s. Because of a lack of finance over this period, instead of new construction, some city buildings were substantially re-modelled to create new office, commercial and industrial spaces, and also used by government authorities.

The following examples are comparable to 57-67 Little Collins Street for its use, stylistic features, construction date and/or scale. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

### *Former Myer despatch buildings, 258-274 Queensberry Street, Carlton, 1928 & 1934 (HO17)*

A three to four-storey red brick building with three street frontages to Berkeley, Queensberry and Barry streets, built in 1928 as a Myer Emporium despatch building to a design by H W & F W Tompkins. Also designed by Tompkins, the fourth storey was added in 1934 (RBA 2013:C4).



Figure 5. 258-274 Queensberry Street, Carlton, built in 1928.

### *401-405 Little Bourke Street, 1911 & 1933 (Significant in HO1205 Guildford & Hardware Laneways Precinct)*

A four-storey face brick warehouse building with some classically derived detailing including bricked pilasters and a dentil cornice. In 1933, a single-storey shop at 405 Little Bourke Street was incorporated into the existing warehouse. The Little Bourke Street façade was remodelled at this time, resulting in the current configuration of the building (Lovell Chen 2016:3).



Figure 6. 401-405 Little Bourke Street, built in 1911 and remodelled in 1933.

*215-233 Franklin Street (rear of 186-190 A'Beckett Street), 1923 (HO1157)*

A large, three-storey and face red brick and rendered warehouse building built in 1923, with a symmetrical stripped classical style façade. It was designed by Walter & Richard Butler. The original multi-paned windows were removed from the façade (RBA 2013:D41).



Figure 7. 215-233 Franklin Street, Melbourne, constructed 1923.

*411-423 Swanston Street, 1925 (HO1084)*

411-423 Swanston Street, is a five-storey reinforced concrete former warehouse that was designed by Francis J Davies in a conservative Free Edwardian style and built by Walter E Cooper for the tobacco company W D and H O Wills in 1925. It was refurbished for educational usage in 1978.



Figure 8. 411-423 Swanston Street, built in 1925.

*Former Koorie Heritage Trust building and Zander's Warehouse, 295-305 King Street, 1919  
(Recommended as significant within the Hoddle Grid Heritage Review)*

A three-storey brick former factory Designed by Christopher Cowper and built for the eldest son of John Charles and Cecilia Zander, John Bernard Zander in 1919. Extensively refurbished and converted to a museum and cultural centre in 2003.



Figure 9. 295-305 King Street, Melbourne, constructed in 1919.

*Lonsdale Court, 594-610 Lonsdale Street, 1924 (Recommended as significant within the Hoddle Grid Heritage Review)*

594-610 Lonsdale Street was erected in 1924 for Andrew Jack, Dyson & Co Pty Ltd, stationery and printing merchants. Designed by architect R M King as an interwar industrial building, the building was used as the business's offices, warehouse and factory for around forty years. From 1965 to 1983 it was occupied by printer and publisher McCarron, Bird & Co.



Figure 10. 594-610 Lonsdale Street, Melbourne, 1924

*57-67 Little Collins Street compares well to the above HO-listed examples in the City of Melbourne.*

In particular, the former Myer despatch buildings at 258-274 Queensberry Street, Carlton (HO17) share a similar historical context, as warehousing facilities built to serve retail outlets in the city. Both buildings represent the interwar expansion of retail industry in central Melbourne, led by a number of branded department store chains.

Stylistically, the interwar period warehouses 215-233 Franklin Street (HO1157), 401-405 Little Bourke Street (Significant in HO1205 Guildford & Hardware Laneways Precinct), 411-423 Swanston Street



(HO1084), 295-305 King Street and 594-610 Lonsdale Street (both recommended as individual place in Hoddle Grid Heritage Review) are closely comparable with the subject building. These examples have restrained architectural detailing derived from classical architecture. Slightly decorative parapets and vertical bays divided by pilasters are commonly seen in these examples.

Incorporating structures from c1880s, 1912 and 1925, all built for the same business Craig, Williamson Pty Ltd, 57-67 Little Collins Street demonstrates the ongoing expansion of manufacturing and retailing industry in the city from the late nineteenth century through the interwar period.

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**ASSESSMENT AGAINST CRITERIA**


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✓

**CRITERION A**

Importance to the course or pattern of our cultural or natural history (historical significance).

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**CRITERION B**

Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

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**CRITERION C**

Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

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✓

**CRITERION D**

Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

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**CRITERION E**

Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

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**CRITERION F**

Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

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**CRITERION G**

Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

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**CRITERION H**

Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

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**PREVIOUS STUDIES**

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**Central Activities  
District Conservation  
Study 1985** D

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**Central City Heritage  
Study 1993** D

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**Review of Heritage  
overlay listings in the  
CBD 2002** Ungraded

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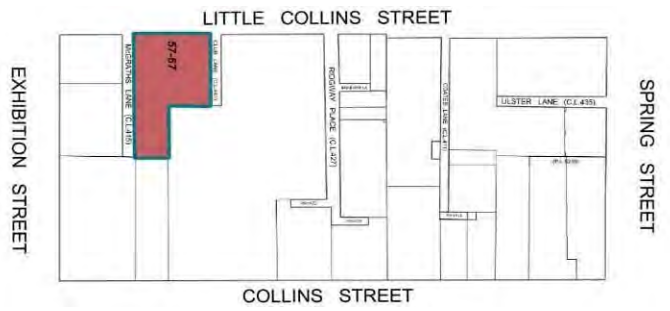
**Central City Heritage  
Review 2011** Ungraded

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**STATEMENT OF SIGNIFICANCE**

**Heritage Place:** Former Craig, Williamson  
Pty Ltd complex

**PS ref no:** [Interim HOHO1287](#)







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**What is significant?**

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57-67 Little Collins Street, Melbourne, built in two major stages in 1912 and 1925 for Craig, Williamson Pty Ltd, is significant.

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

- The buildings' original external form (incorporating buildings from 1912 and 1925), materials and detailing;
- The 1925 three-storey building's high level of integrity to its original design composed of a masonry pier and beam structure;
- Earlier two-storey face brick masonry components (from c1880s and 1912) of the former Craig, Williamson Pty Ltd complex in McGrath Lane and Club Lanes;
- Pattern and size of original fenestration (Little Collins Street, McGrath Lane and Club Lane); and
- Large square industrial steel-framed windows (Little Collins Street).

More recent alterations, including the ground level shopfronts, replacement of glazing, infill to window openings and roof deck with glazed balustrade, are not significant.

**How it is significant?**

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57-67 Little Collins Street, Melbourne, is of local historical and representative significance to the City of Melbourne.

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### Why it is significant?

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The complex at 57-67 Little Collins Street, Melbourne, incorporating structures from c1880s, and built in 1912 and 1925 for drapery, clothing and furniture business Craig, Williamson Pty Ltd, demonstrates the growth in manufacturing that was part of the buoyant new economy in early twentieth century Melbourne following the economic depression of the 1890s and new federal tariffs introduced in the early 1900s.

Craig, Williamson Pty Ltd, who were also major retailers with premises in Elizabeth Street from the 1890s, as well as in Bendigo and Ballarat, consolidated their manufacturing and storage at 57-67 Little Collins Street in the city centre close to their retail operations. (Criterion A)

The building is significant for its association with the Commonwealth Postmaster-General's Department from 1932-88. Having acquired the building in 1927, in preparation for the future automation of Melbourne's telephone system, the first PMG Research Laboratories were established on the upper two floors. The premises are historically significant as the site of the Mayser or 'atomic clock' that supplied accurate timekeeping to all master clocks in Australia. (Criterion A)

57-67 Little Collins Street is representative of an interwar industrial building and maintains its rhythm, scale and form from the 1925 period. This is evident along Little Collins Street where the masonry framework is inset with large metal-framed windows. The interwar characteristics are evident to the upper floors of the Little Collins Street elevation with restrained stucco mouldings over brickwork. Earlier parts of the building are also evident along McGrath and Club lanes where the red brick elevations form part of the urban landscape. (Criterion D)

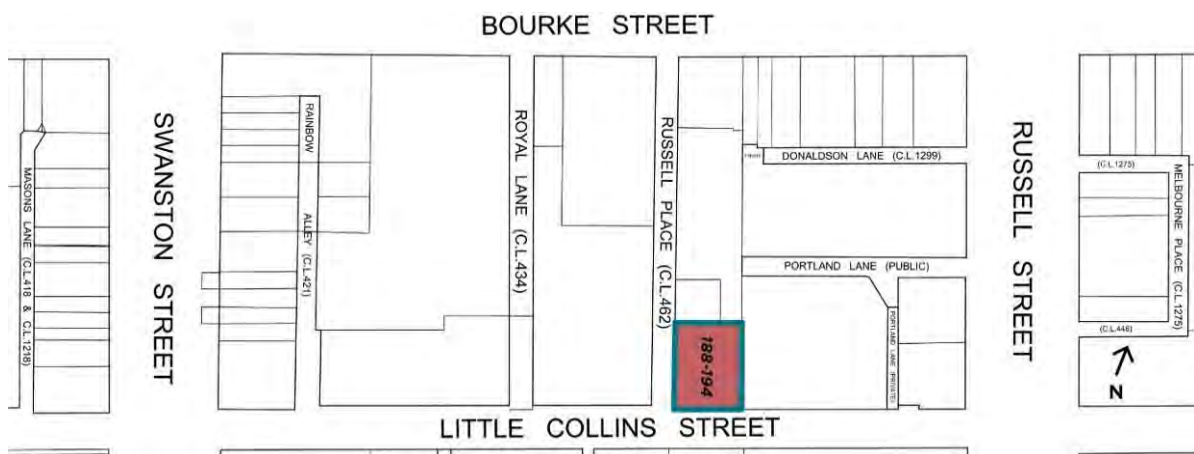
### Primary source

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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

<b>SITE NAME</b>	Shocko House, former Godfrey's Building
<b>STREET ADDRESS</b>	188-194 Little Collins Street Melbourne
<b>PROPERTY ID</b>	105964



SURVEY DATE: October 2017

SURVEY BY: Context

<b>HERITAGE INVENTORY</b>	H7822-1634	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Anketell (Matthew) Henderson	<b>FORMER GRADE</b>	C
<b>DEVELOPMENT PERIOD:</b>	Federation/Edwardian Period (1902-c.1918)	<b>BUILDER:</b>	Stephen Armstrong
		<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1901, 1927

**THEMES**

<b>ABORIGINAL THEMES</b>	<b>SUB-THEMES</b>
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
<b>HISTORIC THEMES</b>	<b>DOMINANT SUB-THEMES</b>
5 Building a Commercial City	5.4 Developing a retail centre 5.5 Building a manufacturing capacity
6 Creating a functioning city	<b>OTHER SUB-THEMES</b>
	6.3 Providing essential services

**LAND USE**

<b>HISTORIC LAND USE</b>	
<b>Archaeological block no:</b> 38	<b>Inventory no:</b> 634
<b>Character of Occupation:</b> Commercial	
Land sale details not provided.	
1855 Kearney	District Court
1866 Cox	
1877 Dove	Three two-storey buildings and yards, Wine Co & Winemaker, Bootmaker
1880 Panorama	
1888 Mahlstedt	Three two-storey buildings, One three-storey building; Architect, Jeweller, Printer, Masonic Journal.
<b>THEMATIC MAPPING AND LAND USE</b>	
1890s	Commercial office
1920s	Retail
1960s	Retail

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

**SUMMARY**

188-194 Little Collins Street, Shocko House, formerly known as Godfreys Buildings was built in 1901 in a free classical style. It was designed by architects Anketell Henderson as a commercial office space. The building is a warehouse conversion with an additional fourth floor that was added in 1927. It was refurbished in 1998.

## HISTORICAL CONTEXT

### Building a Commercial City

#### *Developing a retail centre*

Even before the early 1850s, Melbourne had established the foundational infrastructure for international trade and commerce, including retail markets, shipping agents, and industry and finance houses — the beginnings of an entrepreneurial global city (Context 2012:2).

Retailing in Melbourne gained official recognition when eight market commissioners were elected in 1841 from a roll of local voters. The commissioners established the Western Market, which became the principal place for selling fresh food, with many goods transported from Melbourne to pastoral settlements. At this time Melbourne's population was 4479, and the colony's was 20,416 (Young and Spearritt 2008). The growth of retailing was accompanied by the construction of warehouses to store goods.

Miles Lewis notes that various precincts within the city centre had emerged by the early 1840s, and that this pattern

*remained little changed into the 20<sup>th</sup> century and which ... survives today – mercantile and warehousing activity near the Pool and the wharves, banking in central Collins Street, the retailing heart between Swanston and Elizabeth Streets, the medical precinct in the vicinity of Dr Richard Howitt's house in Collins Street East, and so on (cited in Context 2012:12).*

Suburban retailing increased towards the end of the 1880s as greater Melbourne's population approached 280,000 and tramlines transported shoppers to suburban shops (Young and Spearritt 2008).

### *Building a manufacturing industry*

As Melbourne developed through the nineteenth century, so did its manufacturing industry. Flinders Lane became an important area for clothing manufacturers, while Chinese cabinetmakers were concentrated at the east end of town. Food-processing plants were established in north and west Melbourne, where factories tended to be small and specialised. Large factories, built in the later nineteenth century and early twentieth century were mostly built outside the City of Melbourne, where land was more easily obtainable (Context 2012:35).

After being the centre of manufacturing in Australia in the 1920s, Melbourne's importance in this regard began to decline. In the post-World War Two period many city factories and warehouses were left empty or converted for other uses. The industrial area of Southbank has been virtually obliterated by the new developments of the 1990s (Context 2012:35).

### **Creating a functioning city**

#### Providing essential services

Melbourne was one of the first major cities in the world, along with London and New York, to have a public electricity supply where electricity was distributed from a central generating station for use by paying private customers and for public street lighting. The nascent electricity supply enterprises adapted quickly to a new public utility technology that had its origins in the UK, USA and Europe but "which enabled local ingenuity and entrepreneurial spirit to flourish". In addition, Melbourne's early public electricity supply development encompassed most of the evolutionary technical and structural facets of the industry (Pierce 2009:8). The Melbourne City Council was the first metropolitan council to establish its own electricity supply and distribution network in 1894.

Demand for electricity grew rapidly in the early decades of the twentieth century. The bulk of the Melbourne metropolitan area was supplied by just two companies, the Melbourne City Council Electricity Supply Department (MCCESD) and Melbourne Electricity Supply Co (MES Co.) who obtained their supply from the Spencer Street Power Station until the Newport A Power station was built at the mouth of the Yarra River between 1913 and 1918 (Edwards 1969:27-29).

The State Electricity Commission of Victoria (SECV) was established in 1921 under the chairmanship of Sir John Monash. The first SECV projects were the construction of the first brown coal power plant at Newport B (adjacent to the Victorian Railways Newport A traction power station), which came on line in 1923, and Yallourn A (the first Latrobe Valley power station), which opened in stages from 1924. Meanwhile, the SECV began to establish and develop its supply and distribution network. The first stage involved the construction of substations at key locations. In 1930, the MES Co. was formally acquired by the SECV (Pierce 2009:8).

Russell Place substation, built in 1882 for the Victorian Electric Company and taken over by the Melbourne City Council in 1894, was rebuilt as a rotary converter substation in 1929. It was rebuilt again in 1949 as a total underground substation and was the last substation to supply DC to customers in the CBD.

## SITE HISTORY

188-194 Little Collins Street is part of Section 13, Block 11 purchased by Thomas Walker in September 1838 (DCLS). The first documented occupation of the site was in 1855 when it was occupied by the District Court. By 1877, three two-storey buildings and yards, occupied by a wine company, winemaker and a bootmaker were in existence on the land. In 1888, there was a three-storey warehouse used by a printing company, and three two-storey buildings housing an architect's office, jeweller and masonic journal publisher (Fels, Lavelle & Mider 1993, Inventory no 684; Mahlstedt Map Section1, no 11, 1888).

From the mid-1890s, the two-storey shops at 192-194 Little Collins Street were referred to as Godfrey's Buildings in the Sands and McDougall Street Directory (S&Mc 1896-1901). The name was indicative of its ownership by Hon George Godfrey, a solicitor then based at 325 Collins Street.

The English-born solicitor George Godfrey (1834-1920) was a law stationer in England between c1851 and 1857, and after acting as an assistant at Anglo Australian Gold Mining Co for a short period, he arrived in Melbourne in 1858. He was articled to a local solicitor Winfield Attenborough in 1860 and admitted as a solicitor in 1865. He practised alone until c1879, then as Godfrey & Bullen, and was the company director of Godfrey & Godfrey, a firm established with his sons in 1900. G Godfrey was the treasurer of Melbourne Hospital for many years and served as a Melbourne city councillor in 1885-1891 (Parliament of Victoria 2014).

In March and April 1901, the existing buildings on the subject site were demolished, with auctioneer George G Henderson inviting tenders for the removal of building waste 'to clear the site for new shops and factory to be erected for Hon George Godfrey' (*Age* 25 March 1901:2; *Age* 11 April 1901:8).

On 8 May 1901, a building application was lodged with the City of Melbourne. Designed by Anketell Henderson and built by Stephen Armstrong, a three-storey brick building with a basement was constructed at 188-194 Little Collins Street by late 1901 (MCC registration no 8267, as cited in AAI record no 76912). Businesses opened at the premises by October of the same year (*Age* 5 October 1901:6). The new building was referred to as 'Godfrey's Buildings' in the street directories until the beginning of the 1930s (S&Mc 1901-1931).

It is probable that only the Little Collins Street side shops were built as new, while the former warehouse was partly reused. The rear and front parts of the building at 188-194 Little Collins Street functioned as separate units, divided by a staircase and a small piece of uncovered land in-between.

Early tenants at 188-194 Little Collins Street included: New Boy's Try Society managed by W M Foster; Charles Wood, carpenter; Walter Higginbotham, hairdresser; Urquhart & Nicholson, printers; Boston Brass Company; and Alfred Jenkins, scientific instrument maker (S&Mc 1901-1909).

In 1920, the building and the land at 188-194 Little Collins Street was granted to Ernest Martin Godfrey, son of the late Hon G Godfrey. The value of the property at that time was estimated at £6500 (VPRS 7591/ P2 unit 630, item 174/330).

In 1925, an auction notice for the property described a 'fine city corner...well-built...excellent city freehold in a steadily improving position and one that is much sought after by tenants, affording an opportunity for a sale and profitable investment'. The property at this time was returning an annual rental income of £1992 (*Argus* 21 February 1925:4). Following sale in 1927, the premises were altered with an additional fourth storey constructed at a cost of £6000 (MBAI). According to later

records, this reinforced-concrete addition contained an auditorium constructed for the new owner, the Musician's Union of Australia (Mahlstedt Map Section 1, no 8, 1948; *Age* 9 March 1996:44).

In the 1920s, 188-194 Little Collins Street was tenanted by a number of garments manufacturers and accessory and fancy good sellers: A Meyer, curio dealer; T W Archer, paper and twine merchant; Bradley's Pty Ltd, stationers and fancy goods sellers; and T A Hansen, watchmaker and jeweller occupied the ground-floor shops, while the warehouse spaces were occupied by various garment manufacturers including J C Oliver, M M Crump, Wellcut Manufacturing Company, and Sanders Manufacturing Company (S&Mc 1921-1930).

The Musicians' Union of Australia moved into the premises in 1930, sharing the building with other occupants including garment manufacturers and the South African Soldiers' Association of Victoria (S&Ms 1930-1942).

The building was referred to as 'Godfrey's Buildings' in the street directories until the beginning of the 1930s (S&Mc 1901-1931). In the nineteenth century, a gangway existed to connect the subject building and the Bijou Theatre across Russell Place. It was removed in 1934 when the Bijou Theatre was demolished in this year (Figures Figure 1 and 2) (MMBW Detail Plan no 1012, 1895; Mahlstedt Map Section 1, no 8, 1910 and 1925).

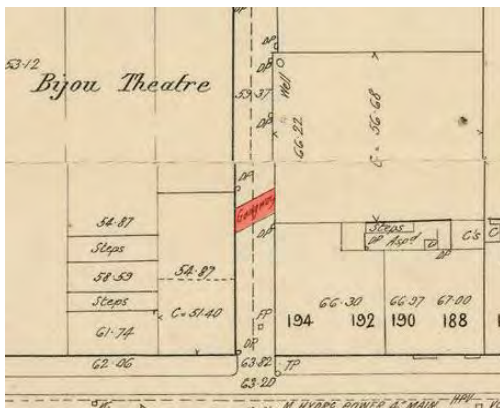


Figure 1. MMBW Detail Plan published in 1895 showing the passage between 188-194 Little Collins Street and the Bijou Theatre across Russell Place. (Source: MMBW 1895, SLV)

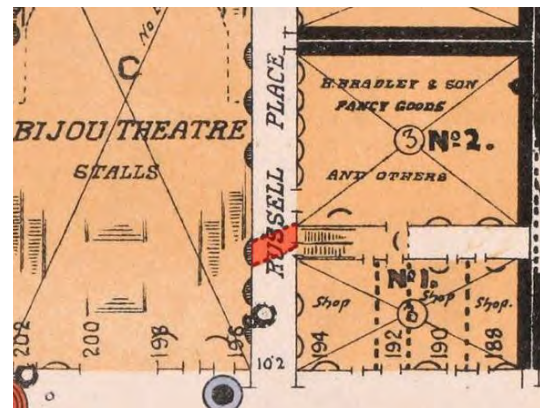


Figure 2. Mahlstedt plan published in 1925 shows that the passage existed until the 1920s. (Source: Mahlstedt 1925, SLV)

### Shocko House

The City of Melbourne Council purchased the building at 188-194 Little Collins Street from the Musicians' Union of Australia for £89,000 in 1959 (*Age* 2 October 1959:3). Adjoining the electric substation in Russell Place, the property was ideal for the council's management and extension of the sub-station facilities. After the acquisition, the building was used to accommodate the departmental activities of council's electric supply committee (*Age* 2 October 1959:3).

According to the Fire Survey Plan, the subject property was connected to the substation through an opening. A lift and a staircase were added probably around the same period (Mahlstedt Map Section 1, no 8, 1948).

Currently known as 'Shocko House', the name appeared in the auction notices when the council placed the property on the market in 1995-96. The name is derived from the building's close



relationship to the power substation. 'Shocko' was an electrical accident gremlin, or imp, a fictional character created by the State Electricity Commission in the early 1950s for public campaigns for warning to avoid electric shocks and accidents with power appliances in the home.

In 1984, significant alterations were made to the exterior of ground and first floors at a cost of £189,000, which involved the removal of original leadlight windows (Figure 3).

In 1998, the building was refurbished and subdivided, with the upper floors converted to residential units. Currently the property comprises 16 residential properties, three shops and two food and drink outlets (CoMMaps).



Figure 3. A 1960s view of 188-194 Little Collins Street, showing the original shopfronts. (Source: Halla c1960s, SLV)

*Anketell (Matthew) Henderson, architect*

The following is an extract from an entry of *Australian Dictionary of Biography*

8. *A-M. Henderson was born on 3 March 1853 at Cork, Ireland, son of an Independent clergyman, and came to Victoria at the age of 10 with his family. After education at Scotch College, Melbourne, he completed the University of Melbourne's engineering certificate course (1872) while articled to Reed & Barnes. The partnership of Reed, Henderson & Smart was formed in 1883 and lasted until 1890, during which time Henderson was responsible for work for the Bank of Australasia and for the university. He retained the bank work when he set up on his own, practising in 1890-1906 as Anketell Henderson, architect, licensed surveyor and sanitary engineer, at 352 Collins Street. In 1890 he was appointed co-examiner in architecture for the*

*university's engineering course and in 1891-1903 and 1905-16 was lecturer in architecture; he continued in an honorary capacity for a few years (Balderstone 1983).*

*In 1897, 1910 and 1913 he was president of the Royal Victorian Institute of Architects. As lecturer in architecture for almost thirty years he was a major influence on students and staff alike both in matters of practice and design theory. His preference for the classical styles was well known, as was his insistence on the practical use of learning. The R.V.I.A.'s eventual support of the teaching of architecture at the university was achieved mainly by his endeavour. A diabetic, he died on 15 November 1922, survived by his wife, whom he had married on 8 January 1880, two sons and two daughters (Balderstone 1983).*

## **SITE DESCRIPTION**

188-194 Little Collins Street is located at the north-east corner of Little Collins Street and Russell Place, an asphalted one-way street that connects Little Collins and Bourke streets. With its corner position and being higher than adjacent buildings, the southern and western elevations are fully visible. The building has five storeys, of which the top two levels are additions from 1927 and c1998. The primary elevation is the south, or Little Collins Street side, which has more design elements whereas the Russell Place elevation has a more utilitarian character. The Russell Place elevation shows that the building was developed in stages, with sections dating from c1880 incorporated into the current building. The building adopts a free classical style in its composition.

Originally built as a three-storey office and factory building with ground-floor retail spaces, its lower three levels are representative of the style popularly seen from the early Federation-era warehouse architecture with its bold render details accented on face brick finish, and the vertical brick piers, terminating in arches at the top. It also has a utilitarian character, well represented by its load-bearing walls and generous provision of windows on all three elevations visible from the street.

The overpainted render details run horizontally across the façade, creating visual contrasts to the vertical brick piers, and returns to the southern section of the Russell Place elevation. Above the ground floor, the rendered stringcourse detailing returns to and continues the full length of the Russell Street elevation. Only the ground floor exterior of the Russell Place elevation is rendered, and upper levels are face brick. Ground floor shopfront windows still retain recessed entrances but have modified windows. There is an arched entry between the shopfronts.

The Little Collins Street elevation incorporates double-hung sash windows, while the Russell Place elevation comprises metal-framed multi-pane windows with exposed stone lintels, representing its early use as a manufactory. To Russell Place, the lower three levels of the northern section, which date from c1880 retain Victorian characteristics, such as segmental arched windows with stone sills. Its darker face brick with rougher surface also suggests its earlier construction date.

## **INTEGRITY**

While the fourth storey was built to a somewhat sympathetic design in 1927, extending the emphasis on the piers and manipulating the rendered stringcourses, the upper level is contemporary in design, which has a significant visual impact on the overall impression of the building. All window panes are replacements and the highlights above the Little Collins Street shops have been removed. Despite the additions and alterations, original design elements are well preserved and highly intact.

Alterations have mainly occurred at the ground-floor shopfronts, which includes overpainted render and windows. The building is highly legible as an Edwardian commercial office and warehouse.

### COMPARATIVE ANALYSIS

During the Edwardian era brick warehouse/commercial buildings were frequently built in the central city. The three to four storey warehouse and commercial building was still controlled to this height by fire regulations. Once this was no longer a concern due to technological advances, many buildings of this height had additional floors added. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

Select examples of Edwardian commercial buildings include:

*179-181 Flinders Lane, 1911 (Significant in HO505 Flinders Gate Precinct, Significant in HO506 Flinders Lane Precinct)*

A four-storey brick former warehouse with ground floor and basement showrooms. It was refurbished in 1989 with the top levels converted to offices. It has architectural similarities to Shocko House.



Figure 4. 179-181 Flinders Lane constructed 1911.

*Gollin & Co Building, 561-563 Bourke Street, 1902 (HO549)*

A five-storey brick office building designed in the Queen Anne Revival style by Charles [D'Ebro](#) and built in 1902.



Figure 5. 561-563 Bourke Street constructed 1902.

*31-35 Flinders Lane, 1909 (Contributory in Interim HO1286 – recommended for inclusion in a heritage precinct in the Hoddle Grid Heritage Review )*

The former brick warehouse and factory at 31-33 Flinders Lane was built for Morris and Walker Pty Ltd, c1909



Figure 6. 31-35 Flinders Lane constructed 1909.

*Swiss Club of Victoria, 87-89 Flinders Lane, 1906 (Interim HO1270, Significant in Interim HO1286 – recommended as significant in the Hoddle Grid Heritage Review)*

A three-storey warehouse and manufacturing premises built in 1906 and designed in the American Romanesque style by leading commercial architects H W and F B Tompkins.



Figure 7. 87-89 Flinders Lane constructed 1906.

*Harstel House, 2 Drewery Place, 1890 (HO1014, Significant in Interim HO1290 Drewery Lane Precinct)*

Designed by Nahum Barnet in 1890 in the Queen Anne revival style.



Figure 8. 2 Drewery Place, architect Nahum Barnet constructed 1890.

Shocko House at 188-194 Little Collins Street is part of the legacy of buildings that demonstrate commercial activities in the central city in the early twentieth century. The period was rich in architectural expression and several practices were renowned for their work in the revival styles of the American Romanesque, Queen Anne, and free classical. It is common for ground floors to be altered and for additional storeys to be added. Shocko House with its face brick and render façades is a representative example of its type and exhibits a level of integrity that is comparable to other examples.

**ASSESSMENT AGAINST CRITERIA**

✓	<p><b>CRITERION A</b> Importance to the course or pattern of our cultural or natural history (historical significance).</p>
	<p><b>CRITERION B</b> Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p>
	<p><b>CRITERION C</b> Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p>
✓	<p><b>CRITERION D</b> Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p>
✓	<p><b>CRITERION E</b> Importance of exhibiting particular aesthetic characteristics (aesthetic significance).</p>
	<p><b>CRITERION F</b> Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p>
	<p><b>CRITERION G</b> Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).</p>
	<p><b>CRITERION H</b> Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p>

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**                      D

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**Central City Heritage  
Study 1993**                                      C

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**Review of Heritage  
overlay listings in the  
CBD 2002**                                      Ungraded

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**Central City Heritage  
Review 2011**                                      Ungraded

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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Shocko House, former Godfrey's Building  
**PS ref no:** [Interim HOHO1255](#)



### What is significant?

188-194 Little Collins Street, Shocko House, formerly known as Godfreys Buildings, built in 1901 and designed by architects Anketell Henderson.

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

- The building's original external form, materials and detailing (three lower levels);
- The building's high level of integrity to its original design (three lower levels only);
- Loadbearing face brickwork;
- Bold rendered details on face brickwork including rendered string course;
- Vertical brick piers terminating in round arches;

- Pattern and size of original fenestration including the curved edges (Russell Place);
- Double-hung sash windows with highlights (Little Collins Street);
- Metal-framed multipaned windows with exposed stone lintels (Russell Place); ~~and~~
- Original ground-level shopfront frames and recessed doorways (Little Collins Street)

The fourth floor built in 1927 in a complementary style is contributory to the significance of the place.

The fifth floor built in c1998 is not significant.

Later alterations made to the street level facades are not significant.

### How it is significant?

188-194 Little Collins Street is of local historic, representative and aesthetic significance to the City of Melbourne.

### Why it is significant?

The building at 188-194 Little Collins Street, constructed in 1901, is historically significant for its association with the development of the retail sector at that time, and the growth in manufacturing in the City of Melbourne in the 1920s. After its sale in 1927 and the addition of a fourth storey, the building was used by a number of garment manufacturers until the 1940s. (Criterion A)

Purchased by Melbourne City Council in 1959, 188-194 Little Collins Street is historically significant as a substantial remnant of the 1950s infrastructure established by the council as part of the expanding electricity network, particularly after the Russell Place substation was rebuilt underground in 1949. Part of the substation, 188-194 Little Collins Street accommodated the departmental activities of Council's electric supply committee. This association is today reflected in the commonly used name for the building, Shocko House. (Criterion A)

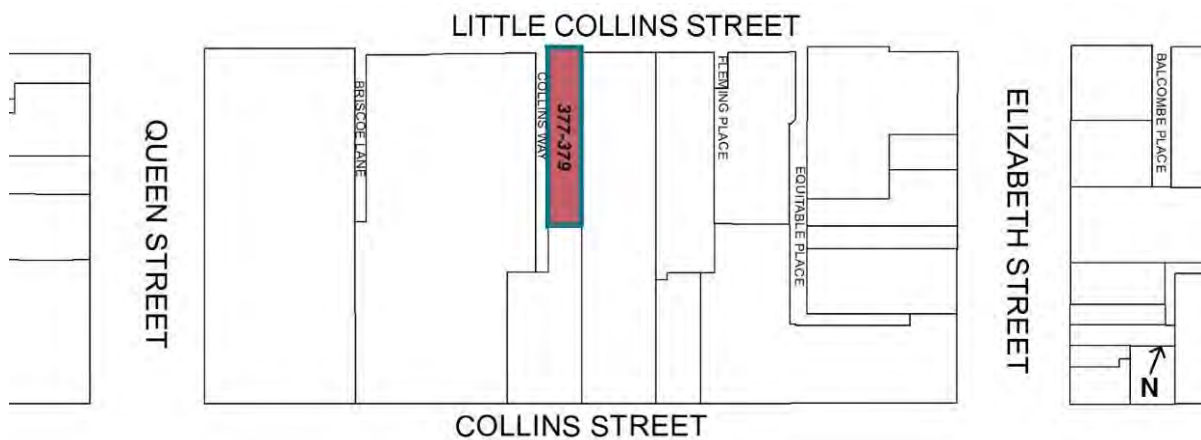
188-194 Little Collins Street is a fine example of an Edwardian commercial warehouse and office building. In its original three storeys it demonstrates the scale of building once appropriate for smaller streets that had limitations in height imposed as a result of fire regulations. Its free classical style is part of the rich architectural expression of the late nineteenth and early twentieth century. Architecturally it is significant as work by prominent architect Anketell Henderson. (Criterion D)

Shocko House is aesthetically significant for its well modelled free-classical façade which uses contrasting materials of render and face red brick for its original three levels. It provides a strong urban edge to Russell Place as well as Little Collins Street. Aesthetic significance is derived from its scale and form, materials and highly articulated façade. At each level an ordering pattern of the three bays is accentuated through bold render details on face brick finish, and the vertical brick piers, which terminate at the top with arches. (Criterion E)

### Primary source

~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ [Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

<b>SITE NAME</b>	Collins Gate
<b>STREET ADDRESS</b>	377-379 Little Collins Street Melbourne
<b>PROPERTY ID</b>	105930



SURVEY DATE: October 2018		SURVEY BY: Context	
<b>HERITAGE INVENTORY</b>	H7822-1717	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Grainger, Little, Barlow & Hawkins	<b>FORMER GRADE</b>	C
		<b>BUILDER:</b>	Not known
<b>DEVELOPMENT PERIOD:</b>	Interwar Period (c.1919- c.1940)	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1924

**THEMES**

<b>ABORIGINAL THEMES</b>	<b>SUB-THEMES</b>
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
<b>HISTORIC THEMES</b>	<b>DOMINANT SUB-THEMES</b>
5 Building a Commercial City	5.5 Developing a large, city-based economy
10 Shaping cultural life	10.1 Arts and creative life in the city

**LAND USE**

<b>HISTORIC LAND USE</b>	
<b>Archaeological block no:</b> 44	<b>Inventory no:</b> 717
<b>Character of Occupation:</b> Commercial, Residential	
First land sale 1837, Part Allotment 4, Block 13, Hugh Maclean	
1839 Williamson	Building possibly on this site
1840 Hoddle	
1855 Kearney	
1866 Cox	
1877 Dove	Two- storey building and three-storey building, jeweller; fishing tackle.
1880 Panorama	
1888 Mahlstedt	Two- storey building and three-storey building
1905/6 Mahlstedt	As above
<b>THEMATIC MAPPING AND LAND USE</b>	
1890s	Not able to be determined
1920s	Retail and Offices
1960s	Retail and Offices

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

**SUMMARY**

Collins Gate, 377-379 Little Collins Street Melbourne, was built in 1924 to a design by architects Grainger, Little, Barlow & Hawkins in the interwar Chicagoesque style. Collins Gate was constructed as an investment property for William Baillieu, who, with others, operated businesses linked to three Broken Hill mining companies from the neighbouring building Collins House, built in 1910. The building housed a number of tenants and had a long-term association with jewelers and gallery owners Koziminsky. As a tenant from 1927 to 1976, the Koziminsky business (established in Melbourne in 1851) operated from the building for almost 50 years.

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## HISTORICAL CONTEXT

### **Building a commercial city**

#### *Developing a large, city-based economy*

Even before the early 1850s, Melbourne had established the foundational infrastructure for international trade and commerce, including retail markets, shipping agents, and industry and finance houses - the beginnings of an entrepreneurial global city (Context 2012:2). From the beginning, merchants formed one of the principal groups in Melbourne. The Yarra River and the docks west of Swanston Street were in essence the 'lifeline' of the city. Port facilities, mercantile offices and large warehouses were built in this area to serve shipping interests (Context 2012:39-40).

As Melbourne developed through the nineteenth century, so did her manufacturing industry, much of which was established in close proximity to existing warehouses and stores.

After the end of World War One in 1918, Melbourne, like other Australian cities, experienced an economic boom. In the first decades of the twentieth century, the last residents moved out of Melbourne city to the new suburbs, with the booming retail and manufacturing sectors rapidly taking up city properties. By 1921, 38 per cent of Melbourne's workers were employed in industry and the growth of manufacturing stimulated urban growth. By the end of the 1920s, Melbourne's population had reached one million people (Marsden 2000:29-30). Workshops, offices and small factories increasingly took over the city centre.

From the 1920s, multi-level office buildings were constructed in the city, some designed by architects, to meet the continued demand for office space by the growing service sectors associated with the retail and manufacturing boom.

Development in the city slowed with the widespread economic depression of the late 1920s and early 1930s. Because of a lack of finance over this period, instead of new construction, some city buildings were substantially remodelled to create new office, commercial and industrial spaces, and also for use by government.

### **Shaping cultural life**

#### *Arts and creative life in the city*

Melbourne's colonial society sought to reproduce the cultural life that they were familiar with at home. In the 1850s it built grand theatres and an opera house. European-born artists and photographers transferred their talents to the colonial city and established successful studios. The work of colonial artists, such as Wilbraham Liardet and S T Gill, provided an historical record of the development of the city (Context 2012:74).

The National Gallery of Victoria and its attached Gallery School was based at the Public Library and National Gallery and Museum building from 1861. The National Gallery School was located on La Trobe Street, near the corner of Russell Street. Many well-known Melbourne artists trained and taught here in the late nineteenth and early twentieth centuries, including Frederick McCubbin, Max Meldrum and Clarice Beckett. The premises of the influential Victorian Artists' Society were acquired in 1892, and remains in use in Albert Street, East Melbourne (Context 2012:74).

Picture dealers and commercial art galleries were also established in the city centre, many of which were associated with artists' suppliers and frame makers, such as Buxton's Artistic Stationery Co (Galbally 2008).

As Melbourne's wealth increased, especially during the 1880s, a number of international art dealers established temporary branches in Melbourne: Koekkek & Co specialised in German art, while London's fashionable Grosvenor Gallery sent out British art. Except for the Melbourne Athenaeum, most galleries closed during the economic depression of the early 1890s (Galbally 2008).

After World War One, as Anne Galbally writes,

*S. H. Gill established the Fine Art Society Gallery at 100 Exhibition Street in 1918 and the Sedon Galleries opened in a space above Robertson & Mullens bookshop in Elizabeth Street in the early 1920s. Decoration Galleries operated in Collins Street for four years from 1920 to 1924 before being rocked by the scandal of police intervention at an exhibition of Norman Lindsay etchings. The Joshua McClelland Print Room opened in 1927 as the Little Gallery in Little Collins Street and moved to 81 Collins Street in 1935, specialising in early Australian art, furniture and silver (Galbally 2008).*

The postwar years of the 1950s and 1960s saw a significant growth in the creation of and interest in local art, and, in addition to art being shown in basements and retail outlets, a plethora of commercial galleries opened in the city and suburbs (Galbally 2008).

## **SITE HISTORY**

The subject site, part of Allotment 4, Block 13, City of Melbourne, was first sold to Hugh Maclean in 1837. By 1839, a building possibly existed on the site, and between 1877 and 1910, a two- and three-storey building was located on the site (Fels, Lavelle & Mider 1993, Inventory no 717; Mahlstedt Map section 1, no. 14, 1910).

Plans for the subject building at 377-379 Little Collins Street, known as Collins Gate, indicate that at the time of construction in 1925 William Baillieu was the owner of the site. Grainger, Little, Barlow & Hawke were listed as the architects for the building, however no builder was named (see Figure 1). Constructed as an investment property for Baillieu, the building was designed to maximise its narrow rectangular block. It housed offices on the upper levels and shops on the ground floor (see Figure 2 and Figure 4) (PROV VRPS, 11201/1, item 86).





Figure 1. Original Little Collins Street elevation drawings in 1923. (Source: PROV VPRS 11200/1, item 804)



Figure 2. Showing an impression of the subject building in 1925. (Source: Herald 21 October 1925: 16)

In October 1925, the *Herald* reported that the Collins House extension (the subject building at 377-379 Collins Street, Collins Gate) was nearing completion:

*The addition will provide further facilities to the portion of Collins House which flanks Little Collins street. There will be four storeys to the new building, which will be constructed of reinforced concrete, and it will contain first-class accommodation on all floors, designed in keeping with the parent structure, the fittings throughout being of the same high standard. The building, which will be named Collins Gate, is designed to accommodate the overflow of tenants applying for offices in Collins House [at 360 Collins Street]. Collins Gate will be separated from Collins House by an asphalted right-of-way. The entrance will be on the western side, and the building will be approachable from Collins street through Collins House. The architects for the addition are Messrs Barlow and Hawkins (Herald 21 October 1925:16).*

In 1910, the substantial eight- and six-storey Collins House was constructed for Baillieu on land at 360-366 Collins Street, adjacent to the subject site, which extended to the rear to 381-389 Little Collins Street. The architects were Butler & Bradshaw. The Collins House and Collins Gate buildings were connected by a gangway (see Figure 3; Figure 4).

William Baillieu was a notable figure in Victorian society. Born in Queenscliff in 1859, Baillieu rose in society through his work as an auctioneer and estate agent as W L Baillieu & Co. In 1901, William Baillieu was elected to the Victorian Legislative Council, where he sat as a non-party member (Poynter 1979). Baillieu had significant interests in mining through his involvement with Broken Hill, as well as interests in the Melbourne Electricity Co. (Poynter 1979).

The building was home to the notable Kozminsky jewellers and gallery for almost 50 years, from 1927-76, where regular art shows were held. Simon Kozminsky, a Polish immigrant from Prussia, opened a jewellery store on the corner of Elizabeth and Bourke streets in 1851. In 1921, after Simon's death in 1916, his brother, Isidore Kozminsky took over the business and opened a gallery in York House at 294-298 Little Collins Street, where a collection of antiquities, art curios, pictures, bronzes, coins, china, glassware and Jacobean furniture were exhibited and sold (*Argus* 9 July 1923:7). In 1927, he moved the gallery to the Collins Gate building, opening as Isidore Kozminsky Pty Ltd Antiquarian and Art Experts. Kozminsky also sold antique jewellery (*Argus* 23 July 1927:30; *Argus*, 14 March 1928:21). By the late 1930s, the business was known as Kozminsky's Gallery (*Argus* 7 June 1938:1). The gallery exhibited works by a number of well-known artists until its closure in 1976, when the business moved to 421 Bourke Street. Australian artists shown at the Collins Gate gallery included the New Melbourne Art Club in 1941; Edith Holmes in 1943; Julius and Tina Wentcher in 1945; Arthur Boyd in 1949; Lorraine Whiting in 1949 and Geoffrey Brown in 1954 (Centre for Australian Art). Kozminsky jewellers continue to operate today in a number of Victorian locations, with the largest store at Level 2, 349 Collins Street.

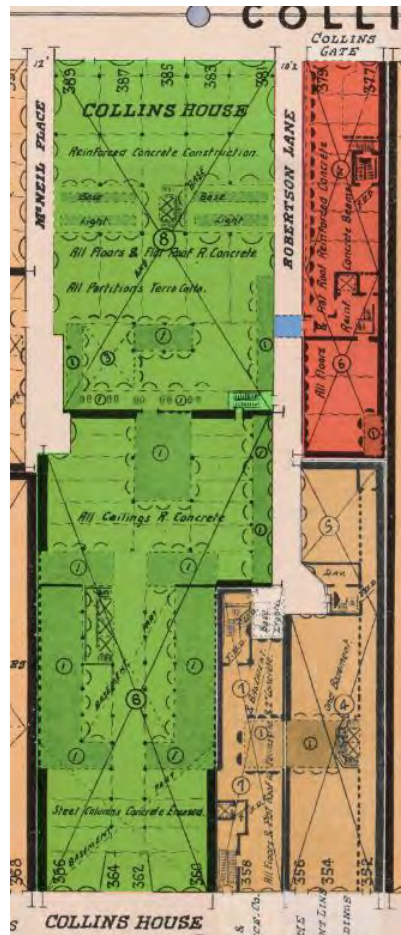


Figure 3. Mahlstedt fire survey plan published in 1925, showing the newly built Collins Gate (shaded in red) next the Collins House first built in 1910 (shaded in Green), and the gangway (shaded in blue) connecting the two buildings over Collins Way (formerly Robertson Lane). (Source: Mahlstedt Map section 1, no 14, 1925)

In 1947, Collins Gate was acquired by Electrolytic Zinc Co of Australasia Ltd to provide the company with space for office expansion. Collins Gate was described at the time as ‘a modern four and six storied building, on land nine by 45 metres (30 by 150 feet), on the south side of Little Collins [Street], and on the east of Collins House’ (*Argus* 28 November 1947:3)

Various businesses were housed in the building at 377-379 Little Collins Street until 1997 (*Age* 5 April 1997:172). The building was refurbished, and additional floors added in 1998 when it was subdivided and turned into a residential building with the ground-floor retail spaces retained (CoMMaps; *Age* 8 August 1998:199). The advertisement for the redevelopment detailed that the top floor contained a two-storey two-bedroom apartment, and the rest of the building comprised one- and two-bedroom apartments priced over \$300,000. It was said to be a ‘luxurious modern new apartment in charming Art Deco [sic] style older building...generous windows make this apartment light and airy overlooking the open space of Collins Gate’ (*Age* 8 August 1998:199).

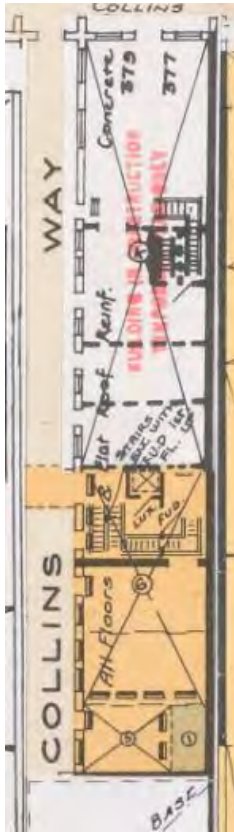


Figure 4. Subject site in 1948, showing Collins Gate. (Source: Mahlstedt Map Section 1, no. 14, 1948).

*Grainger, Little, Barlow & Hawkins, architects*

Marcus Reginald Barlow (1890–1954) was amongst Melbourne’s most prolific architects of the interwar period. He entered partnerships with John Grainger between 1914 and 1917 and with John Little in 1917–1922, before forming a practice with F G B Hawkins in the years 1922 to 1924; from 1925 to 1927 Barlow was a sole practitioner. Barlow’s work was heavily influenced by domestic and commercial architecture in the United States and he promoted the bungalow as a modern style before turning his attention to city architecture including Temple Court, Collins Street (1925) and the celebrated Manchester Unity Building, on the corner of Collins and Swanston Street (1932). Barlow’s streamlined Moderne buildings included the Century Building (1938–1940) and the Manchester Unity Oddfellows Building (1941), both in Swanston Street (Schrader 2012:66).

**SITE DESCRIPTION**

Located on the southern side of Elizabeth and Queen streets, 377-379 Little Collins Street was originally constructed in 1925 as a four-storey commercial corner building in the interwar Chicagoesque style, with some aspects of the Georgian Revival style. It exhibits the pilasters and spandrels, large windows, strong base and cornice of the former style but is somewhat eclectic in its overall use of a range of stylistic devices (for example pyramidal raised panels to the spandrels) that provide three-dimensional interest to the façade rather than the simple configuration of projecting pilasters and recessed spandrels. The building has a narrow frontage to Little Collins Street, but is on a very deep block that extends a considerable distance along Collins Way. Towards the rear of the building it connects with a masonry flat arch across Collins Way with the words ‘Collins Gate’ set out in the rendered finish.

The original building was refurbished and extended in 1998, including the addition of three storeys using a diverse range of forms over the roof and attachments to the upper sections of the side walls to Collins Way.

The principal façade of the building to Little Collins Street, and its return along the northern part of Collins Way, creates a three-dimensional corner element which exhibits a consistency of geometry, windows and decorative elements. These elevations are distinguished from the elongated rear section along Collins Way, which is simpler in design and has a setback from the front section. Both sections are of painted render, probably over loadbearing brickwork walls, and retain their original multi-pane steel framed windows, with some operable sashes as the building predates the use of air conditioning. The façade is notable for the application of lettering to the spandrel at the first-floor level setting out 'No. 377', 'COLLINS GATE' and 'No.379'.

A three storey extension constructed in 1998 surmounts the original building above the parapet, but the additional floors are highly geometric and utilise a range of forms and materials that contrast dramatically with the formality of the original building. The additional elements include new balconies and 'oriel' elements attached to the upper sections of the building fronting Collins Way.

### **INTEGRITY**

The original 'Collins Gate' building is largely intact with some changes visible to original or early fabric. The building retains its original pilasters, fenestrations, defined building base and cornice, moulded spandrel panels and multipaned steel-framed windows. Alterations include the addition of three storeys to the top of the building. This extension utilises a range of forms and materials that do not overwhelm the original building, leaving the original built form clearly legible. Integrity is lower along the Collins Way elevation, particularly towards the rear, where steel Juliet balconies have been added and some windows replaced. At the street level, shop fronts have been altered over time.

Additions above the fourth level, new ground-level shopfronts and the post-1998 additions including steel balconies and oriel windows have not resulted in a major adverse impact on the integrity of the place. Overall the building is of high integrity.

### **COMPARATIVE ANALYSIS**

Structural steel and reinforced concrete framing became a popular building method in interwar Melbourne, inspired by Chicagoan architecture in the late nineteenth and early twentieth centuries. Departing from load-bearing brick walls, many 1920s examples employed these new building materials allowing for larger more prominent windows while also facilitating increased building heights. Most of the buildings during the early interwar period were designed in the interwar Commercial Palazzo or Chicagoesque styles, both of which derived from the rebuilding of the core area of Chicago after the 1871 fire.

Although they were characterised by an expressed structural system of concrete columns and floor plates, these examples typically adopted understated classical detailing in the form of a solid horizontal base, expressed (sometimes rusticated) pilasters, projecting cornices and decorative mouldings.

The following examples are comparable with 377-379 Little Collins Street, being of a similar use, scale, location and/or construction date. The below images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

*482-484 Bourke Street, 1926 (Interim HO1241 – Recommended as significant in the Hoddle Grid Heritage Review)*

482-484 Bourke Street is a four-storey commercial building originally built for the Victorian Amateur Turf Club (later known as the Melbourne Racing Club). The building façade features classical styling associated with the classical revival styles of the interwar period.



Figure 5. 482-484 Bourke Street, built in 1926. (Source: iHeitage)

*480 Bourke Street, 1925 (Interim HO1242 – Recommended as significant in the Hoddle Grid Heritage Review)*

Four storey concrete office building with ground level retail. Designed in the Renaissance Revival style and built in 1925 to a design by A & K Henderson, Alsop & Martin.



Figure 46. 480 Bourke Street, built in 1925.

*Former Union Bank, 351-357 Elizabeth Street 1926-1927 (HO1019)*

A five-storey rendered brick bank building. Designed by Butler & Martin in the Commercial Palazzo style and built for the Union Bank by Thompson & Chalmers in 1928.



Figure 5. 351-357 Elizabeth Street, built in 1926-27.

*Hardware House, 386-392 Little Bourke Street, 1926 (Significant in HO1205 Guildford & Hardware Laneways Precinct)*

The six-storey corner building was built in 1926 for the new club premises for the Hardware Club, which was originally formed in the mid-1890s as a social club for members of the hardware trade. Within a year, it had 148 members, and within ten years, it boasted over 1000 members. It was designed by architect J V Ward and Constructed by the Concrete Building Company.



Figure 6. 386-392 Little Bourke Street, built in 1926.

377-379 Little Collins Street is a low scale and (notwithstanding the 1998 additions) highly intact example of a Chicagoesque style commercial building. While similar to other examples in central Melbourne, it demonstrates a greater degree of decoration and detailing than is usual for the style.

The building is comparable to the HO listed Former Union Bank at 351-357 Elizabeth Street, with pilasters and spandrels, large windows, strong base and cornice that are typical of the Chicagoesque

style, although the latter building is of a larger scale and lacks the fine detail of 377-379 Little Collins Street. The HO listed building at 480 Bourke Street is also comparable, is of a similar scale and is on a corner site, allowing for a three-dimensional corner element which exhibits a consistency of geometry, windows and decorative elements. Both buildings incorporate classical elements, including a decorative cornice and regular pattern of large multi-pane windows, although the latter building features flush facades rather than the configuration of pilasters and spandrels typical of the style.



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**ASSESSMENT AGAINST CRITERIA**


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✓ **CRITERION A**  
Importance to the course or pattern of our cultural or natural history (historical significance).

---

**CRITERION B**  
Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

---

**CRITERION C**  
Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

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✓ **CRITERION D**  
Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

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✓ **CRITERION E**  
Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

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**CRITERION F**  
Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

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**CRITERION G**  
Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

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**CRITERION H**  
Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an individually significant place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**D

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**Central City Heritage  
Study 1993**C

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**Review of Heritage  
overlay listings in the  
CBD 2002**Ungraded

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**Central City Heritage  
Review 2011**Ungraded

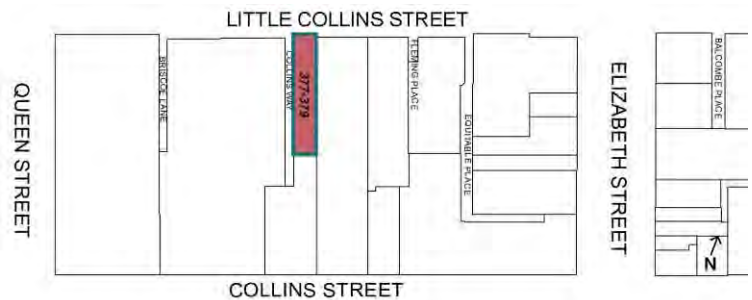
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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Collins Gate



**PS ref no:** HO ~~1351XXXX~~



### What is significant?

Collins Gate at 377-379 Little Collins Street, Melbourne, a four-storey commercial building built in 1924 to a design of Grainger, Little, Barlow & Hawkins.

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

- The original building form and scale;
- The original pattern of fenestration and decoration, including cornice and lettering;
- The external wall surfaces of cement render and paint; ~~and~~
- The original multipaned steel-framed windows; ~~and~~
- The decoration to the principal elevation including the original pilasters and cornice.

Later additions above the fourth level, new ground level shopfronts and other alterations such as the insertion of steel balconies are not significant.

### How it is significant?

Collins Gate at 377-379 Little Collins Street, Melbourne, is of local historic and representative significance to the City of Melbourne.

### Why it is significant?

Collins Gate at 377-379 Little Collins Street, built in 1925, is historically significant for the evidence it provides of Melbourne's post-World War One demand for office space from service sectors related to the growth of manufacturing and retail development in the 1920s. During the economic boom of the 1920s, an increasing number of commercial enterprises constructed architect designed multi-storey premises in the city. Collins Gate was constructed as an investment property for William Baillieu, who,

with others, operated businesses linked to three Broken Hill mining companies from the neighbouring building Collins House, built in 1910. The Collins House Group exercised significant financial and political power in Australian society for the following decades. Collins Gate is historically significant for its long-term association Melbourne jewelry and gallery business Koziminsky. As a tenant from 1927 to 1976, the Koziminsky business (established in Melbourne in 1851) operated from the building for almost 50 years. From this location the business sold antique jewelry and by the 1930s the business became known as Koziminsky's Gallery. The Gallery exhibited works by a number of well-known artists. Australian artists shown at the Collins Gate gallery included the New Melbourne Art Club in 1941; Edith Holmes in 1943; Julius and Tina Wentcher in 1945; Arthur Boyd in 1949; Lorraine Whiting in 1949 and Geoffrey Brown in 1954 (Centre for Australian Art). (Criterion A)

Collins Gate at 377-379 Little Collins Street is significant as a largely intact example of the wave of development in central Melbourne during the early interwar period that replaced the low scale masonry buildings dating from the late nineteenth and early twentieth century. This early wave of building most commonly utilised the interwar Commercial Palazzo or Chicagoesque styles. These styles employed the engineering benefits of steel and concrete frame structures to maximise window areas and to provide flexibility for external articulation and decoration. The use of reinforced concrete structural frames allowed these buildings to be constructed to greater heights, with larger windows and more open floor areas, than earlier load bearing building systems. The building retains key characteristics of the style. (Criterion D)

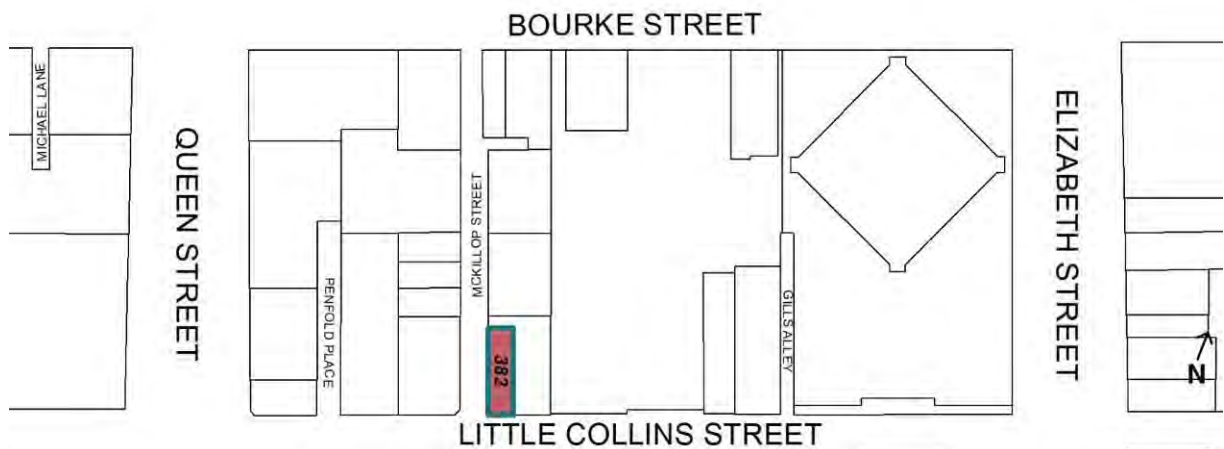
Collins Gate at 377-379 Little Collins Street is of aesthetic significance as a low scale, and (notwithstanding the 1998 additions) highly intact example of the interwar Chicagoesque style. The Little Collins Street section is particularly notable and somewhat eclectic. While similar to many other examples of the Chicagoesque style in central Melbourne, it demonstrates a greater degree of decoration and details than is usual for the style. Its use of a range of stylistic devices provides three-dimensional interest to the façade (for example pyramidal raised panels to the spandrels), rather than the simple configuration of projecting pilasters and recessed spandrels. The façade is notable for the application of lettering to the spandrel at first floor level setting out 'No. 377', 'COLLINS GATE' and 'No.379'. The rear section is more utilitarian in its minimal use of decorative detail but with large windows. Despite the irregular geometry and materiality of the 1998 additions, the original building is clearly legible and is not overwhelmed by the additional forms, and the outcome is an interesting albeit very eclectic composition. (Criterion E)

#### **Primary source**

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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

<b>SITE NAME</b>	Former Law Institute House
<b>STREET ADDRESS</b>	382 Little Collins Street Melbourne
<b>PROPERTY ID</b>	105957



SURVEY DATE: March 2019

SURVEY BY: Context

<b>HERITAGE INVENTORY</b>	H7822-1600	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Peck & Kemter (1924)	<b>FORMER GRADE</b>	C
<b>DEVELOPMENT PERIOD:</b>	Federation/Edwardian Period (1902-c.1918)	<b>BUILDER:</b>	Alex Sturrock (1905)
<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>			1905, 1924

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here.
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a commercial city	5.5 Building a manufacturing capacity 5.4 Developing a retail centre
4 Governing, administrating and policing the city	OTHER SUB-THEMES
	4.6 Administering justice

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 36	<b>Inventory no:</b> 600
<b>Character of Occupation:</b> Commercial	
First land sale part of Allotment 16, Block 13, purchased by James Smith.	
1839 Williamson	No buildings, indication of subdivision and lanes
1840 Hoddle	
1855 Kearney	
1866 Cox	
1877 Dove	Two-storey building & one-storey workshop, Willis Whitesmith
1880 Panorama	
1888 Mahlstedt	Two- and one-storey building, Willis & Co., Locksmith
1905/6 Mahlstedt	
THEMATIC MAPPING AND LAND USE	
1890s	Manufacturing, Merchants
1920s	Offices, Retail
1960s	Offices, Retail

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

## SUMMARY

The former Law Institute House at 382 Little Collins Street is a three-storey brick building constructed in 1905 by builder Alex Sturrock for established hardware manufacturer W Willis & Co. The business was associated with the site for more than 50 years from the late 1860s. The Law Institute of Victoria



purchased the building in 1922, engaging architects Peck & Kemter for alterations in 1924. The institute occupied the building for the next 37 years until 1961.

## HISTORICAL CONTEXT

### Building a commercial city

#### *Developing a retail centre*

Even before the early 1850s, Melbourne had established the foundational infrastructure for international trade and commerce, including retail markets, shipping agents, and industry and finance houses - the beginnings of an entrepreneurial global city (Context 2012:2).

Retailing in Melbourne gained official recognition when eight market commissioners were elected in 1841 from a roll of local voters. The commissioners established the Western Market, which became the principal place for selling fresh food, with many goods transported from Melbourne to pastoral settlements. At this time Melbourne's population was 4479, and that of the colony was 20,416 (Young and Spearritt 2008). The growth of retailing was accompanied by the construction of warehouses to store goods.

Architectural historian Miles Lewis notes that various precincts within the city centre had emerged by the early 1840s, and that this pattern

*remained little changed into the 20th century and which ... survives today – mercantile and warehousing activity near the Pool and the wharves, banking in central Collins Street, the retailing heart between Swanston and Elizabeth Streets, the medical precinct in the vicinity of Dr Richard Howitt's house in Collins Street East, and so on (cited in Context 2012:12).*

During the 1880s' economic boom, multi-storey retail and commercial buildings, often architect designed, were constructed to house ground-level shops with rooms above.

Development slowed during the economic depression of the 1890s, only recovering with the revival of immigration in the first decades of the twentieth century. Although affected by World War One in the period 1914-1918, by the end of the 1920s Melbourne's population had reached one million people. In the first decades of the twentieth century, the demand for residential development declined in central Melbourne as the booming retail and manufacturing sectors rapidly taking up available properties (Marsden 2000:29-30).

Development in the city slowed with the widespread economic depression of the later 1920s and early 1930s.

#### *Building a manufacturing capacity*

As Melbourne developed through the nineteenth century, so did its manufacturing industry accompanied by the building of warehouses. Factories tended to be small and specialised. Food-processing plants were established in north and west Melbourne. Large factories, built in the later nineteenth century and early twentieth century tended to be built outside the City of Melbourne, where land was more easily obtainable (Context 2012:44).

In the first decades of the twentieth century, the demand for residential development declined in central Melbourne as the booming retail and manufacturing sectors rapidly took up city properties (Marsden 2000:29-30).

Similar to the situation in the retail sector, development in the city slowed, in association with the widespread economic depression of the late 1920s and early 1930s, and this had an impact on the manufacturing industry. Because of a lack of finance over this period, instead of new construction, some city buildings were substantially remodelled to create new office, commercial and industrial spaces.

### **Governing, administrating and policing the city**

#### *Administering justice*

The court system in Victoria developed several tiers of authority. During the early years of settlement disputes were handled by police magistrate William Lonsdale (Context 2012:33).

The first gaol was built on the government block and a second one erected on Batman's Hill in 1837. From early 1840, prisoners were held at two police watch houses, and the same year a new brick gaol was built at the western end of Collins Street. A new gaol was established in 1845 in Russell Street, not far from the new Supreme Court building in La Trobe Street, which had opened in 1843. Additions were made to the Melbourne Gaol, so that by the late 1850s, the gaol, Supreme Court, Police Station, and Warders Barracks took up almost an entire city block. Following Separation from New South Wales in 1851, Governor La Trobe created the Supreme Court of Victoria, the district County Courts, and other courts of law (Context 2012:33).

In 1871 construction began of a new Supreme Court in William Street. The opening of the new Supreme Court moved the focus of the legal fraternity — the lawyers' offices and barristers' chambers — from the eastern end of town to the western end around William and Bourke Streets (Context 2012:33).

There were various reforms and redevelopments to Melbourne's courts in the early twentieth century. The High Court of Australia was created in 1903, as a partial replacement for London's Privy Council. The old Supreme Court building on the corner of Russell and La Trobe Streets was demolished in 1909 and replaced by a new Magistrates' Court. The prison system was also reformed in the twentieth century, and the (Old) Melbourne Gaol was closed in 1924 (Context 2012:35).

### **SITE HISTORY**

The land at 382 Little Collins Street was part of the first land sale in 1837. Forming part of Crown Allotment 16, Block 13, it was purchased by James Smith. The first documented occupation was in 1839, though no buildings existed on the site at this time.

The three-storey building at 382 Little Collins Street was built for William Willis, whitesmith (a metalworker who does finishing work on iron and steel) and locksmith, who operated his business in Melbourne from the 1860s (*Hamilton Spectator* 19 September 1905:2). W Willis had established his business in the former building on the subject site by the late 1860s (S&Mc 1867, 1868 & 1870). In 1877, Willis occupied a two-storey building and a single-storey workshop on the site (Fels, Lavelle & Mider 1993, Inventory no 600). In the 1880s, W Willis & Co services specialised in lock smithing; various steel and brass repairing and adjusting; and manufacturing of small-scale tinware for farming

and grazing, including sheep and cattle ear markers (see Figure 1) (*Jewish Herald* Friday 25 March 1881:3; *Leader* 20 October 1888:4).



Figure 1. Newspaper advertisement for W Willis & Co's personalised ear markers and labels. (Source: *Leader* 20 October 1888:4).

In 1888, Willis sold the business to George Edward Hull, who carried on the business under the same name of W Willis & Co (*Age* 20 October 1888:20). From the 1890s, the business expanded their hardware production to include the manufacture of fireproof safes, weighing machines and security doors, items that became the mainstays of the firm's sales. By the turn of the century, the firm was supplying the Commonwealth government, banks and other major merchants in Melbourne with security doors (*Hamilton Spectator* 19 September 1905:2).

When Hull died in 1898, the property was devolved to his widow, Isabella Hull (*Argus* 25 May 1898:1). Isabella commissioned builder Alex Sturrock to construct a new three-storey building to replace the original shop and workshop and accommodate the expanding business (see Figure 2) (RB 1906-8; MCC registration no 9718, AAI record no 76917). In the new building W Willis & Co had its showroom on the ground floor shop, with most manufacturing of the company's goods occurring in their factory in West Melbourne (*Hamilton Spectator* 19 September 1905:2).

The upper storeys of the subject building were accessed through doors in McKillop Street. In 1910, the first floor was leased to Gill & Hambly, printers and stationers, and J L Newbiggin & Co, electrical contractors. From 1913 until 1923, the first and second floors were used for the manufacturing and sales of jewellery by jewellers including Webster & Cohen, William R Addison, Webster & Taunt, and J W Werster & Son (S&Mc 1910-1923).



Figure 2. Showing the subject building occupied by W Willis & Co, c1910. (Source: PickFR 2019)

In 1922, 382 Little Collins Street was sold to the Law Institute of Victoria and W Willis & Co moved to 120A Queen Street c1923, ending its association with the subject land for over 50 years since the late 1860s (*Hamilton Spectator* 19 September 1905:2; S&Mc 1923-25; *Argus* 19 January 1924:5).

In 1924, architects Peck & Kemter invited tenders for alterations to the premises at 382 Little Collins Street for the Law Institute of Victoria (*Argus* 19 January 1924:5). The total cost for the alteration was £13,000, raised by a loan and debentures to members (Peacock 2009:25).

The Law Institute of Victoria occupied the building from 1924 until 1961. 382 Little Collins Street was the institute's third home, following the former Temple Court (demolished in the 1920s) between Collins and Little Collins streets (from 1959 to 1883) and the Supreme Court in William Street (from 1883 to c1923). In March 1859 a group of 26 Melbourne solicitors founded the Law Institute of Victoria. The institute started to play a significant role in the late 1880s, commenting on proposed legislation and, through its complaints committee, referring cases of 'misconduct' to the Supreme Court. In 1905, Flos Greig became the first woman to be admitted to practice as a solicitor in Victoria, and shortly after, was the first female member of the institute. In 1917 the institute finally obtained statutory recognition and it quickly became the pre-eminent voice of the 'lower branch' of the profession (solicitors) in Victoria.

According to the 1924 building plans, the alterations involved: creation of office rooms on upper levels; in-fill of rear and McKillop Street windows; new stair cases for the access to the upper levels; new openings to the western elevation on the first and second floor level, some of which mimicked the original semi-circular arched windows while others were rectangular; replacement of all window frames; and re-modelling of the whole ground floor. At the ground level, three new lettable retail

spaces were created. Two smaller shops were accessed from McKillop Street, while a new corner entrance was created for the larger shop fronting Little Collins Street as seen in Figure 3 (MBAI 5935 & 6152; PROV VPRS11200/P1 unit 670).



Figure 3. Drawing by Peck & Kemter in 1924, showing the proposed changes to the McKillop Street elevations. The coloured sections indicate the proposed changes to this elevation included new windows to the upper-level and all new ground-level façade. (Source: PROV VPRS11200/P1 unit 670)

The building became known as Law Institute House, with the name 'Law Institute of Victoria' expressed on the pediment (see Figure 4 and Figure 5). The organisation's roles and importance in legal practice in Victoria continued to grow during its time at the Law Institute House. A few years after the move, in 1927, the first issue of *Law Institute Journal* was published. In 1931, Legal Women's Association was established, and the Association's annual and monthly meetings were held in the Law Institute House. In 1933, the institute became a constituent member of the newly formed Law Council of Australia. The *Legal Profession Practice Act 1946* entrenched the institute's position as the representative of the solicitor profession by tying membership of the institute to the issue of practising certificates; by 1948, almost all solicitors in Victoria had become members of the institute (Peacock 2009:18-37; McQueen 2008). During this time, upper storey offices were utilised for meetings and gatherings associated with the institute. Some of the regular events hosted in the premises included the University of Melbourne's Annual Convocation and the Annual General Meeting of the Law Institute of Victoria (*Age* 25 November 1941:4; *Argus* 28 February 1934:15; *Argus* 25 February 1929:1).

The Law Institute of Victoria occupied part of the upper levels of the subject building from 1924, sharing the building with a number of tenants. In 1925, the ground floor shop facing Little Collins Street was vacant, but soon became tenanted by Renovations Dry Cleaners, which remained through to the 1940s. Between 1927 and 1942, H Jennings, tobacconist and hairdresser; Leona Tearooms; J H S Campbell, solicitor; and F T Warry, sign writer operated their businesses from the same building (S&Mc 1927-1942).

Throughout the wartime and postwar period, despite the increasing need for more space, the Law Institute of Victoria was required to keep the tenants under wartime landlord and tenant laws. Even when the institute gained possession of the second floor in 1955, there was not enough space for efficient operation of the institute.

In October 1960, the Law Institute of Victoria advertised the building at 382 Little Collins Street for sale. According to the auction notice, it contained three shops on the ground floor, and 'high-class' offices above (*Age* 3 October 1960:2). In 1961 the Law Institute of Victoria relocated to premises at 465 Little Bourke Street (Peacock 2009:18-37).

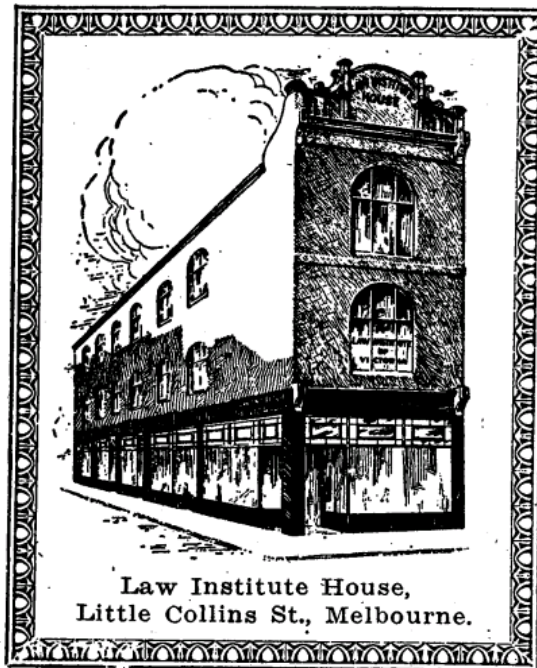


Figure 4. Illustration of 382 Little Collins Street, by 1924 known as 'Law Institute House'. (Source: Law Institute Journal 1927 vol.1:2)



Figure 5. The building still carried the name in the 1970s after the Law Institute had left the building. (Peacock 2009:25)

Following the sale in 1961 tenders were invited to apply tiles to the shop front at 382 Little Collins Street (*Age* 28 April 1961:18). Alterations to the shopfronts were carried out in 1966, and again in 1970 (MBAI). In 1966, two ground floor shops in the subject building were combined into an office facing Little Collins Street. During the 1970s, the office was occupied by the World Permanent Building Society (Figure 6). In 1990, this was converted back to a shop (CoMMaps). The current ground-level elevations have since been altered with modern glazed shopfronts, retaining one of the arched shopfronts to McKillop Street.

In 2018, the building at 382 Little Collins Street contained two businesses and a shop (CoMMaps).

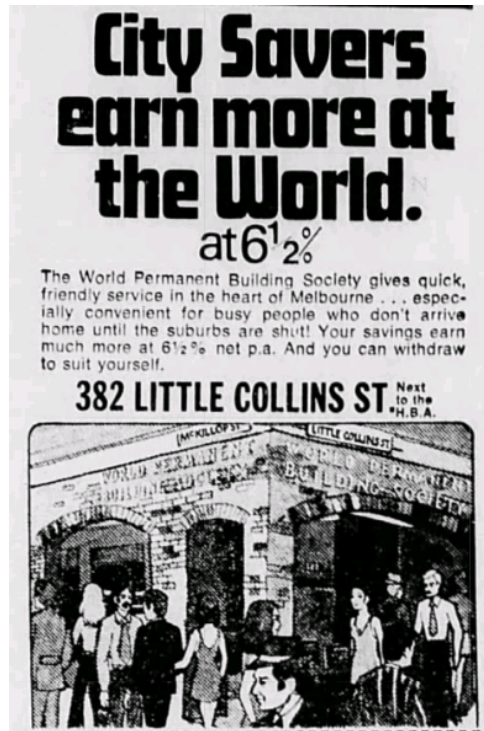


Figure 6. A newspaper advertisement for the World Permanent Building Society. The rendering shows the ground-floor shopfronts altered in c1966-1970. (Source: *Age* 17 April 1973:5)

#### *Peck & Kemter, architects*

Peck & Kemter formed as a partnership between Solon Alonzo Peck (1870-1930) and George Alfred Kemter (1887-1971), becoming known as Peck & Kemter by 1920. As Peck & Kemter, they collaborated with Walter Burley Griffin and Marion Mahony Griffin on the Capitol Theatre building, Melbourne (1920-24) (Paterson 2012). In the same decade they undertook modifications to 382 Little Collins Street, Peck & Kemter carried out renovations to the Brunswick Baths (1928) and designed the Bankers & Traders Insurance building, Collins Street, Melbourne (1928); the Sheep Pavilion, Melbourne Showgrounds (c1928); the Aeolian Building, Swanston Street, Melbourne (c1928); and The Strand, Elizabeth Street, Melbourne (1929) (Paterson 2012).

#### **SITE DESCRIPTION**

The former Law Institute House at 382 Little Collins Street is a three-storey, narrow-fronted Edwardian era building constructed in 1905, and modified in 1924. The building has two street frontages, being located on the north-eastern corner of Little Collins and McKillop Streets between Elizabeth and Queen streets. The land slopes from the rear of the building on McKillop Street to the principal elevation on Little Collins Street.

The principal Little Collins Street façade is painted loadbearing brickwork, with the render finish limited to details such as the narrow spandrels at first and second floor levels, brackets, cornices, parapet and pediment. The façade is symmetrical, and dominated at the first and second floor levels by a large triple bay window with a semicircular arch of three courses of brick voussoirs. At roof level, the building terminates in a cornice with a console bracket at each end supporting a decorative arched parapet topped with a minor cornice and a central raised curved pediment. The name of the building (LAW INSTITUTE HOUSE) is expressed in render on the pediment. The windows are steel

framed, which probably replaced earlier timber framed windows during the 1924 modifications. At the street level, a single wide shopfront has replaced the original configuration, with a top hamper of black material with the name of the current business in large lettering.

While quite restrained and utilitarian, the façade features some elements of both the Victorian period Free Classical style (cornices, arched parapet and pediment) and the Federation period styling (semi-circular arched openings).

The western side elevation to McKillop Street is also of painted loadbearing brickwork. Some of the original window openings at the first and second floor levels have been retained (see Figure 3), comprising large triple bay windows with arched heads of three courses of brick voussoirs. The window frames on this elevation are steel-framed, same as the Little Collins Street frontage.

The modern (post-2001) shopfront to Little Collins Street returns into McKillop Street for approximately half of the length of the frontage. The tile cladding and an arch-headed shopfront on the ground-floor elevation fronting McKillop Street date to 1966.

## INTEGRITY

382 Little Collins Street is largely intact above the ground level with a few changes visible to original (1905) and significant early (1924) fabric. Associated with the building's use by the Law Institute of Victoria, the 1924 changes include the new openings in the McKillop Street frontage and addition of expressed lettering 'Law Institute of Victoria' on the pediment. Above the ground level, the building retains its early (1905 and 1924) fenestration to both street elevations as well as the 1924 steel frame windows. Later changes are mostly limited to the ground level, including the modifications to the shopfronts on both elevations and tile cladding on the McKillop Street elevation.

The building also retains the original built form and scale, expression of materials and stylistic details. Overall, for the evidence retained of the original building and its 1924 modifications for the institute, the building is of high integrity.

## COMPARATIVE ANALYSIS

The modestly scaled small shops or warehouses constructed during the Edwardian era were an important phase of development in central Melbourne, especially during the late nineteenth and early twentieth century. These buildings are typically built of loadbearing brick, with a minimal level of detail that generally reflects Victorian influences. Many of these buildings are no longer operating in their original industrial or manufacturing role, often adapted to house businesses or offices with retail at ground level, resulting in substantial changes to shopfronts.

The following examples are comparable with the subject building at 382 Little Collins Street. Drawn chiefly from the *Central City Heritage Review* 2011, they are of a similar use, scale, location and creation date. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

*37 Little Collins Street, 1906 (Interim HO1276 - Recommended as significant within the Hoddle Grid Heritage Review)*

This two-storey brick commercial building, constructed c1906, operated as a tea and coffee merchants for a considerable part of its early history. Designed by architects H W & F B Tompkins, the building is notable for its Federation era styling.





Figure 7. 37 Little Collins Street, 1906. (Source: Context 2018)

*84-86 Elizabeth Street, 1910 (Significant in HO502 The Block Precinct)*

A three-storey brick building built by builders George Farnsworth & Son in 1910. Showing Arts and Crafts influences, it was designed by Bates, Peebles & Smart for jewellers Henry Newman & Co.



Figure 8. 84-86 Elizabeth Street, built in 1910.

*103-105 Lonsdale Street, 1908 (Significant in HO507 Little Bourke Street Precinct)*

Former warehouse/factory originally of three storeys. Designed in the Romanesque Revival style and built by J J Oliver in 1908. Now an office building with ground level retail it was refurbished and subdivided in 2008 with the addition of two extra storeys and an accessible rooftop.



Figure 9. 103-105 Lonsdale Street, built in 1908.

The three-storey building at 382 Little Collins Street is an intact example of a modest early twentieth century shop/factory building, utilitarian and functional in its design. However, such low scaled central-city examples with restrained design are somewhat under-represented on the current City of Melbourne's HO, which thus provides limited scope of comparison. The subject building shares some similarities with the above Federation period buildings that were built of load-bearing masonry, and has restrained decoration compared to their Victorian period precursors, but still retaining some references to traditional architectural styles.

Like 382 Little Collins Street, a smaller-scale building at 37 Little Collins Street (interim HO1276) demonstrates a similarly restrained yet refined design, which exhibits some decorative brick and render detailing as well as semi-circular upper-level window popular in the Federation period retail/factory buildings. Representing small-scale manufacturing and retailing premises built in the early twentieth century, 382 Little Collins Street is also comparable to 84-86 Elizabeth Street (significant in HO502), which is an example of a narrow-fronted, low-scale Federation period building with refined ornamentations influenced by Arts and Crafts movement.

Architecturally, supervised by a builder rather than an architect, 382 Little Collins Street is relatively austere in its degree of decoration compared to the above-listed architect-designed examples on the HO. In terms of its transitional and highly utilitarian nature of the design, despite their different scales, 382 Little Collins Street is more closely comparable to the builder-designed example at 103-105 Lonsdale Street (significant in HO507) than the above architect-designed examples.

As a modestly ornamented example, the former Law Institute House is an architecturally understated building, however, the building survives in good condition and a high level of intactness and integrity to its original state above the ground level. It is of some architectural value as a three-storey building on a corner site with two street frontages, built during this stylistically transitional period in central Melbourne that is under-represented in the current HO of the City of Melbourne.

Historically, the subject building's long-term use by the Law Institute of Victoria is what sets this place apart from many HO-listed examples of a similar scale, period and early use. Whilst the interwar period conversion of earlier retail and manufacturing buildings was a common practice in central Melbourne context, the subject building's 1924 modification and long association with the Law Institute of Victoria from 1922 to 1961 is highly notable.

The former Law Institute House was the third premises of the Law Institute of Victoria, and the first building owned and named by the institute following its accommodation in the former Temple Court (demolished in the early 1920s) at 422-428 Collins Street and the Supreme Court at 192-228 William Street. With its retention of expressed lettering on the pediment, the building survives as a physical evidence that demonstrates the institute's important history phase throughout the interwar and postwar period, a time when the organisation's roles and importance in legal practice in Victoria continued to expand.

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**ASSESSMENT AGAINST CRITERIA**


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✓

**CRITERION A**

Importance to the course or pattern of our cultural or natural history (historical significance).

---

**CRITERION B**

Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

---

**CRITERION C**

Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

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✓

**CRITERION D**

Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

---

**CRITERION E**

Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

---

**CRITERION F**

Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

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**CRITERION G**

Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

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**CRITERION H**

Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

E

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**Central City Heritage  
Study 1993**

C

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**Review of Heritage  
overlay listings in the  
CBD 2002**

Ungraded

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**Central City Heritage  
Review 2011**

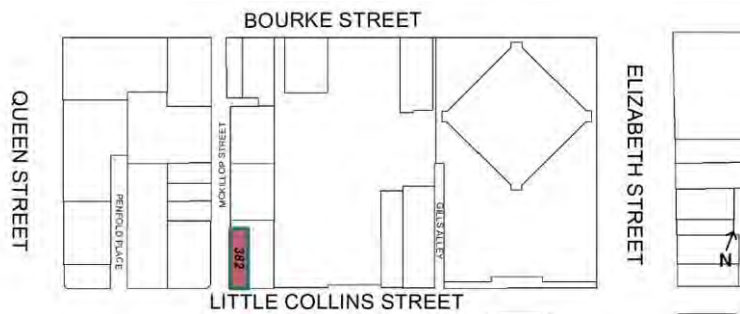
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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Law Institute House

**PS ref no:** HO ~~1352XXXX~~



### What is significant?

The former Law Institute House at 382 Little Collins Street, Melbourne, a three-storey shop built in 1905 and refurbished in 1924 for the Law Institute of Victoria.

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

- The original building form and scale;
- The original face brick principle façade to Little Collins and western side elevation to McKillop Streets, including original (1905) and early (1924) fenestration pattern of semi-circular and flat arched window openings in two upper levels; ~~and~~
- The expressed lettering on the pediment 'Law Institute House'.

Later alterations made to the street level façades are not significant.

### How it is significant?



The former Law Institute House at 382 Little Collins Street, Melbourne, is of local historic and representative significance to the City of Melbourne.

### **Why it is significant?**

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The former Law Institute House at 382 Little Collins Street, Melbourne is historically significant for its demonstration of a key phase in Melbourne's retail and manufacturing development during the first decades of the twentieth century, recovering from the economic depression of the 1890s. The three-storey brick building was originally built in 1905 to house the retail business of established hardware manufacturer W Willis & Co on the ground floor, with other manufacturers on the levels above. The business operated in Melbourne from the 1860s, and from the Little Collins and McKillop streets corner site for over 50 years since the late 1860s. (Criterion A)

The former Law Institute House at 382 Little Collins Street is also historically significant for its long association with the Law Institute of Victoria, pivotal legal society in Victoria established in Melbourne in 1859. The institute purchased 382 Little Collins Street in 1922, modifying the building in 1924 to a design by architects Peck & Kemter. The institute occupied the building for the next 37 years until 1961. Since its establishment, the Law Institute of Victoria played a core regulatory role in Victoria's legal practice until 1996, when *The Legal Practice Act 1996* was introduced. The former Law Institute House was its third premises and the first building owned and named by the institute following its statutory recognition in 1917. With its retention of expressed lettering on the pediment, the building survives as a physical evidence that demonstrates an important phase of the institute's history throughout the interwar and postwar period, a time when the organisation's roles and importance in legal practice in Victoria continued to expand. (Criterion A)

The former Law Institute House at 382 Little Collins Street is significant as a largely intact example of an early twentieth century three-storey, narrow-fronted brick building constructed in 1905 as a component of the industrial expansion in central Melbourne during this period. It retains key characteristics of its type as a low-rise utilitarian building constructed in central Melbourne in the early twentieth century. While quite utilitarian, the façade features elements of both the Victorian period Free Classical style (cornices, arched parapet and pediment) and the Federation period styling (semi-circular arched openings), which was typical of this transitional period. (Criterion D)

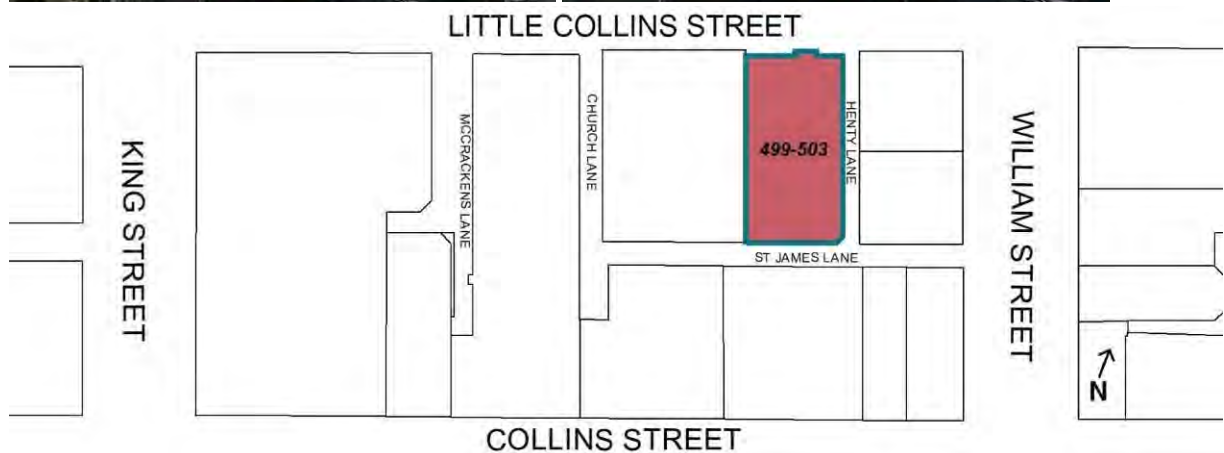
### **Primary source**

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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ [Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)



<b>SITE NAME</b>	Henty House
<b>STREET ADDRESS</b>	499-503 Little Collins Street Melbourne
<b>PROPERTY ID</b>	105939



SURVEY DATE: October 2018

SURVEY BY: Context

**HERITAGE INVENTORY** H7822-1693**EXISTING HERITAGE OVERLAY** No**PLACE TYPE** Individual Heritage Place**PROPOSED CATEGORY** Significant**DESIGNER / ARCHITECT / ARTIST:** W & R Butler**BUILDER:** Thompson & Chalmers**DEVELOPMENT PERIOD:** Interwar Period (c1919-c1940)**DATE OF CREATION / MAJOR CONSTRUCTION:** 1924

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here.
HISTORIC THEMES	DOMINANT SUB-THEMES
3 Shaping the urban landscape	3.2 Expressing an architectural style
5 Building a Commercial City	5.3 Developing a large, city-based economy

## LAND USE

### HISTORIC LAND USE

Archaeological block no: 42

Inventory no: 693

**Character of Occupation:** Commercial, Religious

Land sale details not provided.

1855 Kearney

Part of 'St James', includes part of church site

1866 Cox

1977 Dove

1880 Panorama

Church shown

1888 Mahlstedt

As above

1905/6 Mahlstedt

As above

### THEMATIC MAPPING AND LAND USE

1890s

Religious

1920s

Offices

1960s

Offices

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

## SUMMARY

Henty House, 499-503 Little Collins Street, Melbourne, is a substantial eight-storey plus basement interwar Commercial Palazzo building. It was built in 1924 for James Henty & Co, importers and exporters. It was designed by architects Walter and Richard Butler and constructed in 1924 by contractors Thompson & Chalmers with joinery by James Moore & Sons. It provided office space for a variety of tenants, before it was acquired by the Federal Government for use as Civil Aviation Department offices. The building was converted into apartments in 1996.

## HISTORICAL CONTEXT

### **Building a commercial city**

#### *Developing a large, city-based economy*

Even before the early 1850s, Melbourne had established the foundational infrastructure for international trade and commerce, including retail markets, shipping agents, and industry and finance houses - the beginnings of an entrepreneurial global city (Context 2012:2). From the beginning, merchants formed one of the principal groups in Melbourne. The Yarra River and the docks west of Swanston Street were in essence the 'lifeline' of the city. Port facilities, mercantile offices and large warehouses were built in this area to serve shipping interests (Context 2012:39-40).

As Paul De Serville writes, merchants played an important role in the early Melbourne economy: they 'consigned wool to London, made [credit] advances to squatters and usually imported goods for their clients and other colonists to buy'. However after the economic depression of the 1890s, most mercantile houses in Melbourne closed (De Serville 2008). As Melbourne developed through the nineteenth century, so did her manufacturing industry, much of which was established in close proximity to existing warehouses and stores.

After the end of World War One in 1918, Melbourne, like other Australian cities, experienced an economic boom. In the first decades of the twentieth century, the last residents moved out of Melbourne city to the new suburbs, with the booming retail and manufacturing sectors rapidly taking up city properties. By 1921, 38 per cent of Melbourne's workers were employed in industry and the growth of manufacturing stimulated urban growth. By the end of the 1920s, Melbourne's population had reached one million people (Marsden 2000:29-30). Workshops, offices and small factories increasingly took over the city centre.

From the 1920s, multi-level office buildings were constructed in the city, some designed by architects, to meet the continued demand for office space by the growing service sectors associated with the retail and manufacturing boom.

Development in the city slowed with the widespread economic depression of the late 1920s and early 1930s. Because of a lack of finance over this period, instead of new construction, some city buildings were substantially remodelled to create new office, commercial and industrial spaces, and also for use by government.

### **Shaping the urban landscape**

#### *Expressing an architectural style*

The interwar period brought with it a jump in tall building construction in the central city, made possible by the use of structural steel and reinforced concrete framing. In response, a height limit was imposed by the Melbourne City Council in 1916, dictated by the limitations on fire-fighting at that time. A maximum height of 40 metres (132 feet) was dictated for steel and concrete buildings, a limit that was not broken until the 1950s. Architects experimented with a range of styles to express the increased height in buildings.

Some styles adapted the classical styles from earlier periods. Commercial buildings in the 1920s were mainly of the Commercial Palazzo style, as exemplified by Harry Norris's Nicholas Building in Swanston Street (1925). The style was an early attempt at creating a style suitable for the tall

building. It was divided into a base, shaft and cornice, much like a Renaissance palazzo. The scale, however, was greatly enlarged, with the shaft stretching up to 10 storeys.

Other styles were more closely associated with the modern movement and expressed a more dynamic and streamlined aesthetic. Emphasis was placed on the horizontal or vertical composition of a building to accentuate certain qualities of the building. In styles such as the Commercial Gothic style and the Jazz Moderne, vertical fins and ribs were used accentuated the increased height of buildings. Landmark examples include, respectively, Marcus Barlow's Manchester Unity Building (1929-32) and the Tompkins Bros' Myer Emporium in Bourke Street (1933). (Context 2012:19-20). The Moderne style typically expressed the horizontal plane with continuous bands of steel framed windows and masonry spandrels running across the full width of a façade, and often returning around a curved corner. A landmark example is Harry A Norris' Mitchell House at 352-362 Lonsdale Street (1937).

## **SITE HISTORY**

Henty House at 499-503 Little Collins Street, Melbourne is built on the original site of the St James Cathedral, which was relocated to the corner of Batman and King streets, West Melbourne, in 1914 (Butler 2018:49). The site was originally a Crown grant, with the foundation stone for the church laid by Charles La Trobe in 1839. St James maintained cathedral status for the Diocese of Melbourne until the larger St Pauls Cathedral, on the corner of Swanston and Flinders streets, was opened in early 1891. After this, St James reverted to being a parish church, and congregation numbers dwindled in the following years. St James occupied valuable land, and narrowly escaped demolition before it was moved to its present site (Butler 2018:73). After the relocation of the old cathedral structure, the Church sold the land on which the cathedral had stood, as well as other buildings occupying the land on the original Crown grant (*Age* 29 May 1923:10).

Henty House was constructed by contractors Thomson and Chalmers with joinery by James Moore & Sons in 1924 for the company of James Henty & Co, who had purchased the land by the time plans were drawn in 1923 (see Figure 1, Figure 2 and Figure 3) (PROV VPRS 11201/P1, Unit 60).

The Henty family, Thomas, his wife Frances Elizabeth Hopkins, and children James, Charles Shum, William, Edward, Stephen George, John, Francis, and Jane, were notable for being the first European family to take up (unauthorised) land at Portland in the Port Phillip District of the colony of New South Wales in 1834, after having initially settled in Tasmania. The family grew prosperous, and members held significant positions within the early settler societies of Tasmania and Victoria, including positions within parliament (Bassett 1966).

James Henty (son of Thomas Henty) and his wife Charlotte, née Carter, and sons, Henry, Herbert and Thomas, established James Henty & Co, shippers to England of wool, wheat, whale oil and other merchandise, in Launceston c1833. After bankruptcy in 1846, James Henty returned to England. Arriving back in Victoria in 1851, James re-established James Henty & Co in Little Collins Street where his sons, Herbert and Henry, joined him as partners in 1856. James was elected in 1853 to represent Portland in the old Legislative Council, and from 1856 held a place in the Upper House until his death. A commissioner of the State Savings Bank, he became chairman in 1859; an early director of Victoria's first railway, he was later its chairman. He died in Melbourne in 1882 (Bassett 1966).

After a general decline in trade, most mercantile houses in Melbourne closed their doors in the 1890s. In 1891 the businesses of F Parbury and Co, London, and James Henty and Co, Melbourne, were

amalgamated. James Henty & Co, exists today as Parbury, Henty, Langdon (De Serville 2008; *Courier-Mail* 18 November 1933:7).

Henty House was notable at the time for the adoption of a number of innovative architectural features, including taking advantage of Melbourne city's new height regulations of 40 metres (132 feet). It exceeded the maximum height for buildings abutting the 'little' streets, such as Little Collins Street (being defined as three times the 10 metre (33-foot) width of the street by setting the top storey back from the front face of the building.

Henty House was described by a newspaper article of the time:

*Henty House...is one of the largest structures now under way in the city. A feature of the plan is the setting back of the top story some distance from the street alignment. This has been done to prevent too much shade being cast on the street below, and is in compliance with a recent ruling under the city building regulations. This is the first occasion that this method of securing an additional story in a narrow street has been put into practice.*

*The building is of reinforced concrete, nine stories in height...It is to be let for offices, the basement only being partly given up to stores, Messrs James Henty and Co occupying the whole ground floor [as offices]... it is understood that more than half of the offices are already let, although the top floor is not yet completed...*

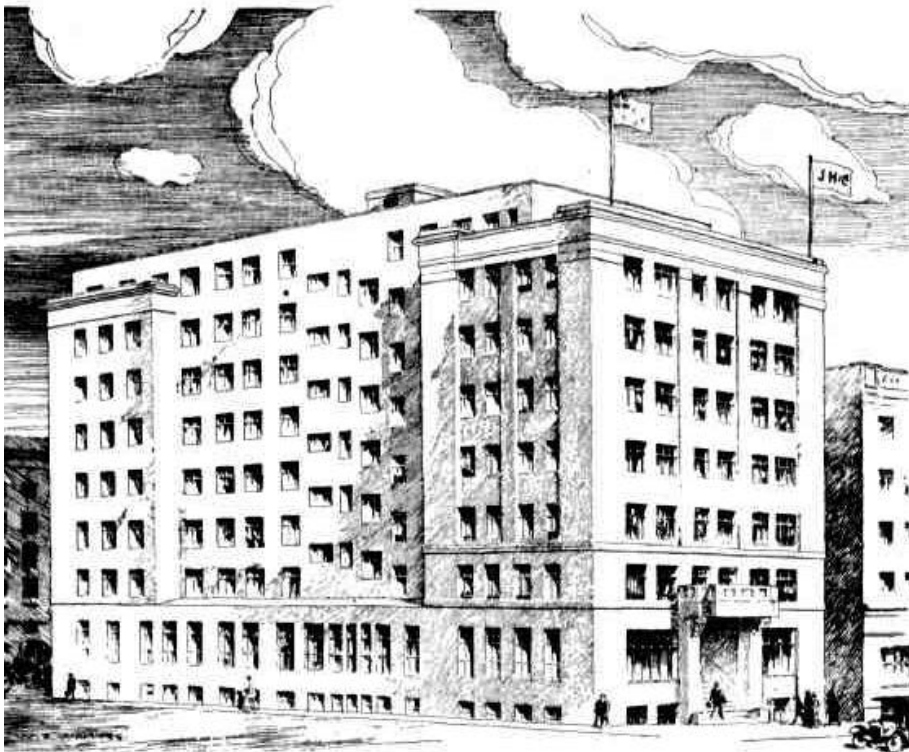
*This is the first building in Little Collins Street, nine stories in height, which has been obtained under the new regulations, by setting the top story back from the front face of the building. The building has also been set back a distance of eight feet from the building line of Little Collins Street in order to make a better entrance and to improve the general appearance of the street in front of the building. The base of the building fronting Little Collins Street is polished Harcourt granite...externally the building is being finished in cement stucco of yellowish colour. The main entrance is being finished in granite and Sandusky white cement (*Herald* 2 April 1924:11).*

Original staircases were floored with marble, as were the walls. The building was also notable for having a Waygood Otis lift (*Herald* 2 April 1924:11).

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**CONCRETE BUILDING, LITTLE COLLINS STREET**


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Upper Story Set Back for Extra Height

Figure 1. Henty House as depicted in a newspaper article in 1924. (Source: *Herald* 2 April 1924:11).

In 1928, letting agents Baillieu Allard Pty Ltd rented offices to a number of tenants including the West End Branch of the Bank of New South Wales, lawyers (presumably because of the building's proximity to the legal precinct), and architects H Vivian Taylor, Soilleux and Overend (S&Mc 1928). By 1930, space in Henty House had been leased as head offices to a plethora of businesses, reflecting the diversity of service sectors located in the city at the time. Offices in Henty House in that year were leased to merchants, importers, wool brokers, manufacturing agents, solicitors, accountants, finance agents, engineers, architects, commercial artists and engineers (S&Mc 1930).

In 1947, the Federal government compulsorily acquired Henty House for use as Civil Aviation Department offices (*Argus* 30 September 1947:7). By the end of World War One, the Commonwealth Government had begun to regard civil aviation as increasingly important. In 1920 the Air Navigation Act was passed. In 1938 the Department of Civil Aviation was established. Policy, planning, finance and development of civil aviation was controlled by the department's head office in Melbourne, with 'outstation' staff supervising air radio, flight control and maintenance. The Department of Civil Aviation was reorganised in 1945 to meet the demands imposed by the expansion of civil aviation and new postwar and international conditions (NAA). The Department of Civil Aviation moved into Henty House in 1947, initially sharing the building with other private businesses including Parbury, Henty & Co Pty Ltd (incorporating Henty & Co). By 1960, the Department of Civil Aviation was listed as the sole occupant of the building (S&Mc 1950, 1960 & 1965).

The building was converted into apartments in 1996. This conversion included the introduction of balconies to the front façade. Changes were also made to the windows and entrance doors on the



ground floor, the latter notably changed to modern glass doors, replacing the timber doors with fan lighting as indicated in the architect's elevations as seen in Figure 3.



Figure 2. Henty House in c1930s. (Source: Kauffman c1915-1935, SLV)

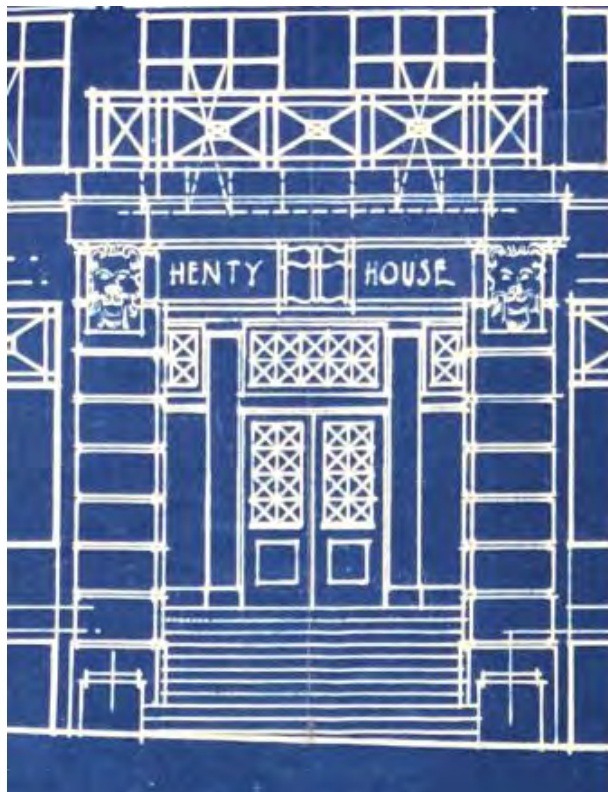


Figure 3. Original designs for front doors on principal facade. (Source: PROV VPRS 11200/P1, Unit 520)

*W & R Butler, architects*

The firm of W & R Butler originated from the partnership of influential Anglo-Australian Arts and Crafts architect Walter Butler, and his nephew (Austin) Richard Butler. Walter Butler migrated to Australia from England in 1888. In England, Butler had been a colleague and close friend of important figures within the Arts and Crafts movement. Following a series of partnerships in Melbourne, Butler and his nephew joined in partnership for almost two decades between 1919 and 1938. The firm designed a diverse range of both public and private buildings, however were primarily known for their residential work, with notable examples such as 'Eulinya' in Toorak (Dernelly 2012).

**SITE DESCRIPTION**

Henty House at 499-503 Little Collins Street, Melbourne is a substantial eight-storey plus basement interwar Commercial Palazzo building constructed of reinforced concrete in 1924. Located on the southern side of the street it is positioned between William Street and King Street. The building occupies the entire narrow block and is bound by Henty Lane to its east, St James Lane to its south and an unnamed lane to its west. The building was refurbished, subdivided and converted to apartments in 1996.

Whilst the building has been refurbished and converted to apartments the primary Little Collins Street elevation retains many of the key characteristics of the interwar Commercial Palazzo style and still maintains its original proportions and configuration. Due to the 40 metre (132 foot) height restriction in place at the time of construction the Little Collins Street elevation is seven storeys high with an eighth level recessed behind.

The ground floor and mezzanine above are expressed as a base to the building, and are partially clad in a veneer of stone (Harcourt granite). The ground floor has large openings with original decorative multipane steel framed windows to the Little Collins street façade. Two simple rectangular projecting spandrels separate the base at first and second floor levels from the floors above. Heavily rusticated engaged columns flank the recessed entry to the building with a balcony above sitting on large console scrolls. Modern automated glass doors have been installed at the entry however the marble cladding to the walls and floor of the lobby, as well as bronze signage 'Henty House' and the glazed timber entry door ensemble appear to be original.

Above the two base levels, the facade originally had three equal vertical bays created by a pair of simple unadorned pilasters, with each bay comprising a pair of square windows per floor. The two outer pairs of windows at each upper level were combined and cantilevered steel framed balconies were inserted as part of the conversion of the building into apartments, while the central bay windows were retained. The facade is of smooth painted render, which is probably over non-loadbearing brickwork, and terminates at a simple coved cornice. Simple incised lines mark the sill and head line of each window and is an original detail of the building. The building edges are marked by shallow rusticated columns which are a later addition.

The side and rear elevations are simple in design, with the first floor spandrel and roof cornice the only aspects of embellishment to relieve the smooth painted render walls, other than a regular pattern of cantilevered balconies added in 1996, replacing original windows. However, many of the original steel-framed windows appear to have been retained, some of which include unusually tall opening sashes.

## INTEGRITY

The building is relatively intact with some changes visible to original or early fabric. The building retains its original built form, fenestrations, parapet and rusticated engaged columns with balcony above at the entry. It also retains its original decorative multipane windows at street level to the Little Collins Street façade and the original glazed timber entry door ensembles with hardware. Several original steel framed windows are also extant. Alterations and additions include the consolidation of window openings and addition of balconies to the front and side elevations, rustication to the building edges and automated entry doors at street level. Overall the building is of moderate to high integrity.

## COMPARATIVE ANALYSIS

Structural steel and reinforced concrete framing became a popular building method in interwar Melbourne, inspired by Chicagoan architecture in the late nineteenth and early twentieth centuries. Departing from load-bearing brick walls, many 1920s examples employed these new building materials allowing for larger more prominent windows whilst also facilitating increased building heights. Most of the buildings were designed in the interwar Commercial Palazzo or Chicagoesque styles, both of which derived from the rebuilding of the core area of Chicago after the 1871 fire. Although they were characterised by an expressed structural system of concrete columns and floor plates, these examples typically included elements of classical detailing (albeit restrained) in the form of a rusticated base, expressed pilasters, projecting cornices and decorative mouldings.

Taking advantage of the new 40 metre (132 foot) height restriction (30 metre or 99 foot for 'little' streets), many 1920s examples adopted architecture styles with the emphasis on vertical façade elements to emphasise the tall height of buildings. During the earlier phase of this interwar period, the more imposing commercial buildings were usually designed in the Commercial Palazzo style, where the upper façade is clearly distinguished from the solid base level in terms of appearance and/or use.

The following examples are comparable with 499-503 Little Collins Street, being of a similar use, scale, style and/or construction date. The images and descriptions are provided by CoM Maps unless stated otherwise.

### *Former Union Bank, 351-357 Elizabeth Street, 1926-1927 (HO1019)*

A five-storey rendered brick bank building. Designed by Butler & Martin in the Commercial Palazzo style and built for the Union Bank by Thompson & Chalmers in 1928.



Figure 4. 351-357 Elizabeth Street, built in 1926-28.

*Former Kelvin Hall, 53-55 Exhibition Street, 1927 (HO1027)*

Formerly known as Kelvin Hall. A seven-storey cement rendered brick office building. Designed by Godfrey & Spowers in the Commercial Palazzo style and built for The Allied Societies Trust Limited in 1927. This entity was an amalgam of various professional societies such as surveyors, engineers and architects and it was these bodies that first tenanted the building. In 1968 the auditorium was converted into a theatre and became known as the Playbox. In 1984 the auditorium was destroyed by fire. The property was subdivided in 1990.



Figure 5. 53-55 Exhibition Street, built in 1927.

*Former Victorian Cricket Association Building, 1-9 Exhibition Street, 1925 (HO1035)*

The former Victorian Cricket Association Building. An eight-storey brick former office building with a mezzanine. Designed by H Croxton Davey in the Commercial Renaissance Palazzo style and built in 1925. Refurbished, subdivided and converted to ground level retail and upper level residential units in 1993.



Figure 6. 1-9 Exhibition Street, built in 1925.

*388-390 Bourke Street, 1930 (HO1206)*

Nine storey brick office building with ground level retail. Designed by AA Fritsch in the Neo-Greco style and built in 1930.



Figure 7. 388-390 Bourke Street, built in 1930.

*Francis House, 107 Collins Street, 1927 (HO573)*

Francis House is a six-storey reinforced concrete office building with a basement. Designed by William Arthur Mordey Blackett and William Blackett Forster in the Neo Renaissance style. Built by Scott & Sorrell and completed in 1927. Noted for being the inaugural winner of the RVIA award for street architecture in 1929.



Figure 8. 107 Collins Street, 1927.

*Collins Gate, 377-379 Little Collins Street, 1924 (Recommended as significant in the Hoddle Grid Heritage Review)*

377-379 Little Collins Street was originally constructed in 1925 as a four-storey interwar commercial corner building with elements of the Chicagoesque style, with some aspects of the Georgian Revival

style. It exhibits the pilasters and spandrels, large windows, strong base and cornice of the former style but is somewhat eclectic in its overall use of a range of stylistic devices.



Figure 9. Collins Gate, 377 Little Collins Street, 1924

Henty House at 499-503 Little Collins Street, Melbourne is a substantial eight-storey plus basement interwar Commercial Palazzo building constructed of reinforced concrete in 1924. It is comparable with a number of other HO listed places within central Melbourne being of a similar scale, style and construction date. These examples all combine elements of classical detailing (albeit restrained) in the form of a prominent base (frequently rusticated), expressed pilasters, projecting cornices and decorative mouldings.

The former Kelvin Hall at 53-55 Exhibition Street is particularly comparable.. Both sites demonstrate characteristics of the Commercial Palazzo style, the buildings are of a similar scale and share many characteristics, including a façade divided into equal bays by projecting pilasters terminating at a cornice and punctuated by multipane steel frame windows. Both buildings are quite restrained in their use of applied ornamentation or exotic materials such as glazed terracotta faience, although the former Kelvin Hall does feature a decorative moulding below the cornice at each end of the building. However, Henty House retains its elaborate entry porch and lobby, which is a notable feature from street level and evidence of its importance as the headquarters of the influential James Henty & Co.

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**ASSESSMENT AGAINST CRITERIA**


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✓ **CRITERION A**  
Importance to the course or pattern of our cultural or natural history (historical significance).

---

**CRITERION B**  
Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

---

**CRITERION C**  
Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

---

✓ **CRITERION D**  
Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

---

**CRITERION E**  
Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

---

**CRITERION F**  
Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

---

**CRITERION G**  
Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

---

**CRITERION H**  
Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A



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**PREVIOUS STUDIES**

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<b>Central Activities District Conservation Study 1985</b>	D
<b>Central City Heritage Study 1993</b>	C
<b>Review of Heritage overlay listings in the CBD 2002</b>	Ungraded
<b>Central City Heritage Review 2011</b>	Ungraded

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## STATEMENT OF SIGNIFICANCE

Heritage Place: Henty House

PS ref no: HO1354XXXX



## What is significant?

Henty House at 499-503 Little Collins Street, Melbourne, an eight-storey Commercial Palazzo building built in 1923 to a design by W & R Butler.

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

- The original built form and scale;
- The external configuration of Little Collins Street facade demonstrating aspects of the interwar Commercial Palazzo style and wall surfaces of painted cement render;
- The original multipane and other steel framed windows;
- The rusticated engaged columns with a balcony above sitting on large console scrolls flanking the recessed entry to the building; ~~and~~
- The original or early details in the lobby including the marble cladding, glazed timber entry door ensembles with hardware, letterboxes and lift surround.

Later alterations, including balconies added to the Little Collins Street elevation, are not significant.

**How it is significant?**

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Henty House at 499-503 Little Collins Street, Melbourne, is of local historic and representative significance to the City of Melbourne.

**Why it is significant?**

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Henty House at 499-503 Little Collins Street, Melbourne, built in 1924, is historically significant for the evidence it provides of Melbourne's post-World War One demand for office space from service sectors related to the 1920s' growth of manufacturing and retail development. During the economic boom of the 1920s, an increasing number of commercial enterprises constructed architect designed multi-storey premises in the city. Henty House is historically significant for being the first multi (nine) storey building in Little Collins Street, obtained under the 1916 height regulations by setting the top storey back from the front facade of the building. It is historically significant as one of only a few merchant houses constructed in the city at the time. (Criterion A)

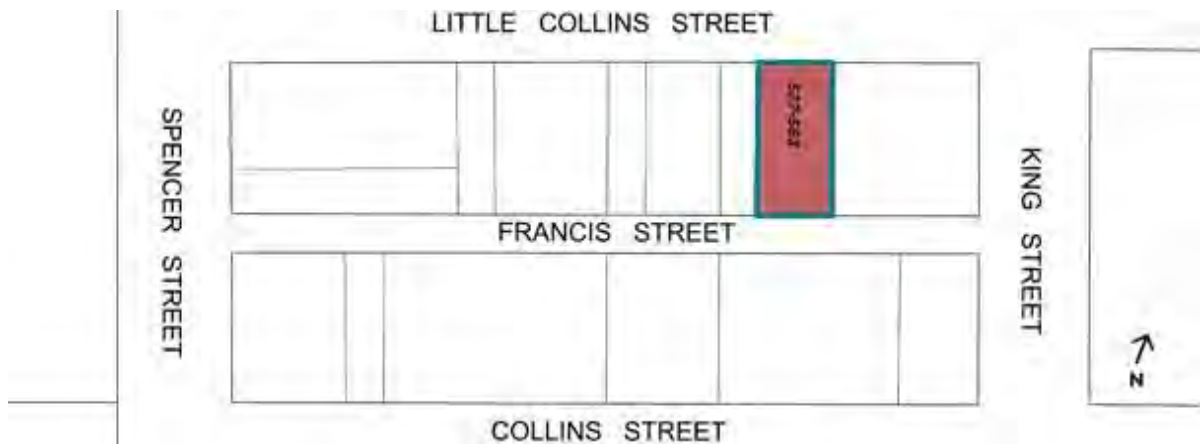
Henty House at 499-503 Little Collins Street is significant as a largely intact example of interwar commercial development in central Melbourne, utilising the interwar Commercial Palazzo style that (along with the Chicagoesque style) characterised the early phase of this wave of development. It demonstrates key characteristics of the style, such as a strong vertical emphasis resulting from the projecting pilasters dividing the façade into three vertical bays sitting above a strong base separated from the upper levels by a pair of simple spandrels and finishing with a modest but interesting coved cornice. While overall, the principal elevation is quite understated in the degree to which it demonstrates the key characteristics of the style its elaborate entry porch and lobby provide evidence of its importance as the headquarters of the influential James Henty & Co. Significant fabric includes the rusticated engaged columns supporting a balcony above sitting on large console scrolls, flanking the recessed entry to the building with its use of quality materials including marble cladding, glazed timber entry door ensembles with hardware, letterboxes and lift surround. (Criterion D)

**Primary source**

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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ [Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

<b>SITE NAME</b>	Warehouses
<b>STREET ADDRESS</b>	577-583 Little Collins Street Melbourne
<b>PROPERTY ID</b>	105941



SURVEY DATE: May 2017

SURVEY BY: Context Pty Ltd

<b>HERITAGE INVENTORY</b>	H7822-2189 (no-577) H7822-1689 (577-583)	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PROPOSED GRADE</b>	Significant	<b>PLACE TYPE</b>	Building
<b>FORMER GRADE</b>	C		
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Not known	<b>BUILDER:</b>	Corkram & Co (577-579)
<b>DEVELOPMENT PERIOD:</b>	Victorian Period (1851-1901)	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1875 (577-579) 1887 (581-583)

**THEMES**

<b>ABORIGINAL THEMES</b>	<b>SUB-THEMES</b>
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
<b>HISTORIC THEMES</b>	<b>DOMINANT SUB-THEMES</b>
5 Building a commercial city	5.5 Building a manufacturing capacity

**LAND USE**

<b>HISTORIC LAND USE</b>	
<b>Archaeological block no:</b> 41	<b>Inventory no:</b> 689
<b>Character of Occupation:</b> Governmental, Commercial	
Land sale details not provided	
1855 Kearney	Part of Immigration Depot (but no buildings shown in this area).
1866 Cox	
1877 Dove	Small shed & vacant allotment (577); 583 Russell Gillespie Flour Mills.
1880 Panorama	
1888 Mahlstedt	Three three-storey buildings.
1905/6 Mahlstedt	Two three-storey buildings; commercial Bulk Store & Leatherworks.
<b>THEMATIC MAPPING AND LAND USE</b>	
1890s	Warehouses
1920s	Warehouses
1960s	Warehouses

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an individually significant place.

**Extent of overlay:** Refer to map

**SUMMARY**

These former warehouse buildings were built separately to accommodate part of a flour mill complex for Russell and Gillespie in 1875. The buildings are complementary in scale, form and materiality, although façade details vary. Number 577-579 retains much of the detail typical of a warehouse building for this period (at the upper level), while the façade of number 581-583 was altered in the 1920s.

## HISTORICAL CONTEXT

### Building a commercial city

#### *Building a manufacturing capacity*

The *Encyclopaedia of Melbourne* writes that the manufacturing industry was significant in Melbourne.

*For much of its history Melbourne has been Australia's largest single centre of manufacturing. Its early manufacturing took two forms. Some of it involved the processing of primary products that had been produced in rural Victoria, often for export. Fellmongering, wool-washing, tallow manufacture and later flour milling and other food processing, as well as agricultural machinery production, fell into this category. It was dependent on the nature and volume of rural production. Other manufacturing was based on local consumer demand for products such as clothing, boots and shoes, beer and biscuits, as well as bricks and timber and other building materials. The growth of such industries was dependent on the size of Melbourne's population, its spending power and the extent to which local manufacturers could produce what was demanded more cheaply than imports... As the Victorian railway network was built with Melbourne at its centre, cheaper, faster travel favoured large Melbourne manufacturers at the expense of smaller producers in regional centres who had previously been protected from the big metropolitan producers by high transport costs. New technologies in industries such as brewing and flour milling had a similar impact. Larger more efficient machinery involved costly investment that was only worthwhile where the large Melbourne market made large-scale production feasible (Dingle 2008).*

As Melbourne's manufacturing developed through the nineteenth century, so did the construction of warehouses and stores for the storage of goods until they were transported to retail markets.

## SITE HISTORY

577-583 Little Collins Street comprises two conjoined three-storey former warehouses, at 577-579 Little Collins Street and 581-583 Little Collins Street.

In 1855, the subject site was part of the Immigration Depot, but no buildings were in existence at this time. By 1877, a small shed stood at 577 Little Collins Street, and the Russell and Gillespie Flour Mills had been built at 583 Little Collins Street (Fels, Lavelle & Mider 1993).

A flour mill was erected at 577-579 Little Collins Street (Crown allotment 29, section 16a) for Russell and Gillespie in 1875 by builders Corkram and Co of 8 O'Connell Street, North Melbourne (MCC registration no 6581, as cited in AAI, record no 76828). The building at 577-579 Little Collins Street and a two-storey brick store at 16-18 Francis Street (at the rear of 577-579 Little Collins Street) were built as part of the flour mill complex (MCC registration no 9346, as cited in AAI, record no 76863) (Figure 1, Figure 2). The flour mill was named the City Flour Mills.

The Gillespie family were well known flour millers in Melbourne and Sydney. Scotsman George Gillespie established himself as a produce and grain merchant in Melbourne, and in the 1870s expanded into flour milling. Sons Robert, John and George Gillespie formed Gillespie Bros and Co (later Gillespie Bros Ltd), and became proprietors of the Anchor Flour Mills, extending their business into New South Wales and Queensland (Amos 1983).

Shipping agents Anderson and Marshall occupied 577-579 Little Collins Street until the early 1880s (Age 1 December 1882:3). The building was vacant for some time after the City Flour Mills company moved from the premises in c1887 (S&Mc 1888). Fawcett and Co Federal Free Stores briefly occupied the building in 1888 (S&Mc 1889). The building was again left vacant for twelve years between 1898 and 1910 (S&Mc 1898-1911), until occupied by the Wholesale and Agency Co Pty Ltd in the latter year, who continued to use the building until 1920 (S&Mc 1912-1920).

The Detailed Fire Survey plan shows that by 1910 577-579 Little Collins and 16-18 Francis Street were interconnected (Mahlstedt Map no 23, 1910).



Figure 1. Russell & Gillespie's flour mill chimney and back building facing Francis Street shown in a section of Melbourne, 1882, by A C Cooke (Source: SLV).



Figure 2. Same building at 16-18 Francis Street in c1972 (Source: Halla c1972, SLV H36133/594 copyright).

A three-storey warehouse was erected at 581-583 Little Collins Street in c1887, with the Eureka Free Store of Dummett and Co occupying the building (S&Mc 1888, Mahlstedt Map no 16, 1888). It was sold by auction in 1889, and described as a 'three storey brick warehouse, newly and most substantially built...right through to Francis Street, also with cellarage accommodation the full depth' (Age 9 March 1889:2).

After the sale, 581-583 Little Collins Street was occupied in 1889-1901 by various tenants, including Virgoe and Sons, John Barwise, and the Fidelity Free Storage Co (S&Mc 1889-1901). From 1902 until the 1960s, James Hardie and Co, merchants and importers, occupied the building (S&Mc 1903-1942; Age 8 February 1961:37).

The facade of 581-583 Little Collins Street was altered in the mid-1920s and in 1975, the two warehouses were integrated and converted to an office building. They were refurbished and converted to a night club in 1994 (CoMMaps).



## SITE DESCRIPTION

These two Victorian warehouse buildings are located on the southern side of Little Collins Street, between King Street and Spencer Street. Although they were built several years apart and for different owners, the two buildings are complementary in form, scale and materiality. Façade detailing varies between the buildings. At the upper levels, 577-579 Little Collins Street retains much of its Victorian detailing, while number 581-583 has characteristics of the interwar period following alterations to the façade in the 1920s.

577-579 is a three-storey overpainted brick building. The upper façade remains relatively intact, with simple detailing reflective of the pre-1880s construction date. A set of three identical rounded arched window openings with timber sash windows is located across the facade at both the second and third levels. Each window has a stone sill (now painted). A string course marks the transition between the levels. A simple cornice runs across the parapet and a simple arched pediment is centred over the building. At ground level, there have been significant alterations to the shop front, with a section of bluestone plinth being the only early fabric remaining.

The upper façade of 581-583 Little Collins Street reflects the proportions and scale of the adjacent Victorian building, though detailing is more consistent with the interwar period. The flat rendered façade is reasonably intact, with window openings grouped and consistent across the two levels. Rectangular window openings remain, with a double opening in the centre and single openings at each end. Original windows and window detailing have been removed. Flat engaged pilasters separate the openings, and the parapet is gently curved with no pediment details. The upper cornice matches the cornice on the adjacent building, suggesting it may be an original detail. As with the adjacent building, there have been significant alterations made at street level, with a consistent façade running across both buildings.

The rear elevation to Francis Street remains relatively intact.

## INTEGRITY

At street level, both buildings have undergone substantial alterations. The Victorian detailing to the upper façade of number 577-579 is largely intact, although the brick work has been painted. On number 581-583, the cornice remains at the roof level of the building. The façade of this building was altered in the 1920s. The flatness of the rendered finish and pattern of openings from this period are still evident, however windows have been replaced and no other decorative details are evident.

## COMPARATIVE ANALYSIS

Warehouses and industrial buildings are an important building type of the nineteenth and early twentieth century urban landscape of Melbourne. Many of these early storage or manufacturing facilities are no longer operational, often adapted for businesses or offices. The buildings at 577-583 Little Collins Street comprise two three-storey warehouses dating to the 1870s and 1880s. The subject building compares well with the following examples, being of a similar use, scale, location and creation date. The below images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

Examples of late Victorian warehouse in the CBD include:

*Former McCracken Brewery Malt Warehouse, 538-542 Little Collins Street, 1878 & 1879 (HO1057)*

The former McCracken's City Brewery malt store is a four-storey rendered brick building with a basement and ground level retail. Designed by William Elliot in the Renaissance Revival style and built in two stages in 1878 and 1879. In the 1950s it was converted to an office building and became known as Merino House. Refurbished and subdivided into residential units in 1996.



Figure 3. 538-542 Little Collins Street constructed 1878-79.

*Former Penman & Dalziel warehouse, 55-57 Hardware Lane, 1887 (HO665)*

Three-storey brick former warehouse with basement. Designed by Alfred Dunn and built by William Thomas Hosking & Sons in 1887. Refurbished in 1989.



Figure 4. 55-57 Hardware Lane constructed 1887-88 (Source: Lovell Chen 2017).

*Former Bank of Australasia, 382-384 Elizabeth Street, 1883 (HO1021)*

Two linked rendered brick buildings on Elizabeth Street, the former Bank of Australasia is a two-storey rendered brick building. Designed by Reed & Barnes in the Renaissance Revival style and built by Stephen Armstrong in 1883. The rear part of the building along Little La Trobe Street and attached to the former bank is a late Victorian rendered brick former warehouse refurbished in 1989. It is this part of the building that is most like the 577-583 Little Collins Street.



Figure 5. 382-384 Elizabeth Street constructed 1883.

*Porta and Sons, Steam Bellows Works, 25 Little Lonsdale Street, 1883 (HO1058)*

This warehouse was constructed for Joseph Porta, then of Porta & Sons bellows makers, to the design of William Elliott in 1883. The elevation resembles a simplified version of the McCracken Brewery malt store also designed by Elliott in Little Collins Street in the late 1870s and his warehouse designs in Corrs Lane and for the Currie & Richards' warehouse (1875).



Figure 6. Porta and Sons, Steam Bellows Works, 25 Little Lonsdale Street constructed 1883. (Source: Butler 2011:445).

*Union Bond Melbourne Storage Company Ltd, 115-129 King Street, 1882 (HO1047)*

A three-storey rendered brick former warehouse and bonded store on a bluestone foundation. It includes parking to the rear. Designed by Crouch & Wilson in 1882, it was leased to the Melbourne Storage Company. Refurbished and converted to offices in 1980 and 1998.



Figure 7. Rear of Union Bond Melbourne Storage Company Ltd, 115-129 King Street constructed 1882.

577-583 Little Collins Street comprises nineteenth century building typology like the examples shown. Their origin and use are still legible despite alterations that have affected the Collins Street façade. Like 382-384 Elizabeth Street and 55-57 Hardware Lane, alterations have occurred to windows. 25 Lonsdale Street provides a good comparison with its utilitarian but legible form and plain façade. The two buildings comprising 577-583 Little Collins Street together form a representative example of nineteenth century warehouse typology.

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**ASSESSMENT AGAINST CRITERIA**


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✓

**CRITERION A**

Importance to the course or pattern of our cultural or natural history (historical significance).

---

**CRITERION B**

Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

---

**CRITERION C**

Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

---

✓

**CRITERION D**

Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

---

**CRITERION E**

Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

---

**CRITERION F**

Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

---

**CRITERION G**

Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

---

**CRITERION H**

Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

---

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an individually significant place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

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**REFERENCES**

*Age*, as cited.

Keith Amos 1983, 'Gillespie, Sir Robert Winton (1865–1945)', *Australian Dictionary of Biography*, National Centre of Biography, Australian National University, <http://adb.anu.edu.au/biography/gillespie-sir-robert-winton-6385/text10911>, published first in hardcopy 1983, accessed online 21 June 2017.

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Mahlstedt, G 1910, *Index to City of Melbourne detail fire survey*, Mahlstedt, Melbourne.

*Sands and McDougall, Melbourne and Suburban Directories* (S&Mc), as cited.

**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985** D

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**Central City Heritage  
Study 1993** C

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**Review of Heritage  
overlay listings in the  
CBD 2002** Ungraded

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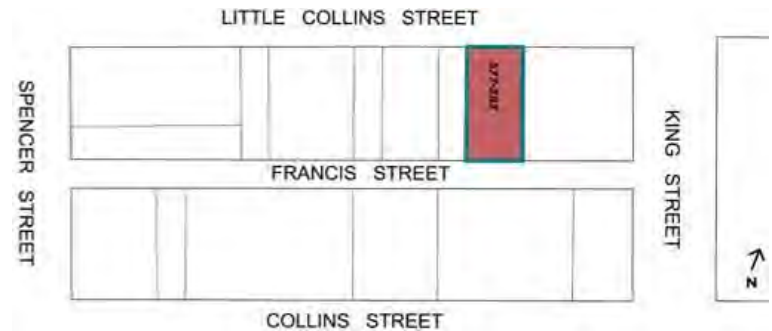
**Central City Heritage  
Review 2011** Ungraded

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## STATEMENT OF SIGNIFICANCE

Heritage Place: Warehouses

PS ref no: [Interim HOHO1278](#)

## What is significant?

The buildings at 577-579 Little Collins Street, Melbourne, built in 1875, and 581-583 Little Collins Street, built in 1887 and altered in the mid-1920s.

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

At 577-579 Little Collins Street:

- The building's original external form, materials and detailing (both the Little Collins Street and Francis Street frontages);
- The building's high level of integrity to its original design;
- Simple corniced parapet with arched pediment; ~~and~~ and
- Moulded string course (Little Collins Street frontage); ~~and~~
- Round arched window openings with timber sash windows and stone sills- (Little Collins Street frontage)(overpainted);
- Gabled parapet and original pattern and size of fenestrations (Francis Street elevation).

More recent alterations made to the street level façade and the Francis Street elevation are not significant.

At 581-583 Little Collins Street:

- The building's original external form and materials (both the Little Collins Street and Francis Street frontages);
- The building's high level of integrity to its mid-1920s design;

- Curved parapet with cornice below [\(Little Collins Street frontage\)](#);
- Original [or early](#) pattern and size of fenestrations [\(both the Little Collins Street and Francis Street frontages\)](#); ~~and~~
- Flat engaged pilasters.

More recent alterations made to the street level façade [and the Francis Street elevation](#) are not significant.

#### How it is significant?

The two buildings at 577-579 Little Collins Street and 581-583 Little Collins Street, Melbourne are of local historic and representative significance to the City of Melbourne.

#### Why it is significant?

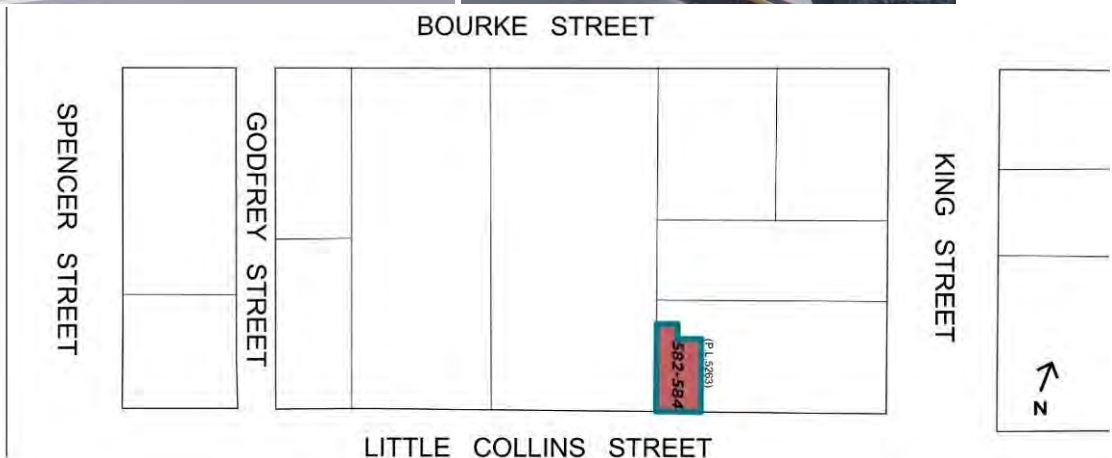
The three-storey buildings at 577-583 Little Collins Street are historically significant for their association with manufacturing and warehousing in the City of Melbourne. 577-579 Little Collins Street, together with the interconnected building at 16–18 Francis Street at the rear, are historically significant as a flour mill complex, known as City Flour Mills constructed for Russell and Gillespie in 1875. [The firm of Russell and Gillespie, founded by Scotsman George Gillespie were well known for their flour milling operations throughout NSW, Victoria and Queensland, eventually as proprietors of the Anchor Flour Mills.](#) 581-583 Little Collins Street and its extension through to Francis Street is historically significant as a [related](#) warehouse occupied by a variety of merchants and importers. (Criterion A)

The buildings at 577-583 Little Collins Street and extending through to 16-18 Francis Street are representative examples of brick and render warehouse buildings constructed in the Victorian period in the City of Melbourne. ~~Both c~~Constructed in 1875 [\(577-579\)](#) and c1887 [\(581-583\)](#), with the façade of 581-583 altered in the 1920s, the pair of warehouses demonstrate the warehouse typology that was an important part of the urban landscape of nineteenth century Melbourne. Despite some changes to their exterior windows, particularly to those of 581-583 Little Collins Street, both buildings remain legible, including the view of them from Francis Street. (Criterion D)

#### Primary source

~~[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

<b>SITE NAME</b>	Commercial building
<b>STREET ADDRESS</b>	582-584 Little Collins Street Melbourne
<b>PROPERTY ID</b>	105948



SURVEY DATE: May 2017		SURVEY BY: Context Pty Ltd	
<b>HERITAGE INVENTORY</b>	H7822-1580	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Crouch & Wilson	<b>FORMER GRADE</b>	C
		<b>BUILDER:</b>	Linacre & Farnsworth
<b>DEVELOPMENT PERIOD:</b>	Victorian Period (1851-1901)	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1873

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a commercial city	5.5 Building a manufacturing capacity

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 33	<b>Inventory no:</b> 580
<b>Character of Occupation:</b> Commercial	
Land sale details not provided.	
1855 Kearney	Immigration Office.
1866 Cox	Building on site.
1880 Panorama	
1888 Mahlstedt	Building, Watt & Co.
1905/6 Mahlstedt	Two-storey building, Price Griffith Merchants.
THEMATIC MAPPING AND LAND USE	
1890s	Commercial
1920s	Commercial
1960s	Commercial

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Extent of overlay: Refer to map

## SUMMARY

This two-storey commercial building was erected by businessman, colonial magistrate and St Kilda councillor William Welshman in 1873. Designed by prominent architects Crouch and Wilson, the building retains much of the high-quality detailing to its front façade.

## HISTORICAL CONTEXT

### Building a commercial city

#### *Building a manufacturing capacity*

As Melbourne developed through the nineteenth century, so did its manufacturing industry. Flinders Lane became an important area for clothing manufacturers, while Chinese cabinet makers were concentrated at the east end of town. Food-processing plants were established in north and west

Melbourne. Factories tended to be small and specialised. Large factories, built in the later nineteenth century and early twentieth century tended to be built outside the City of Melbourne, where land was more easily obtainable (Context 2012:44).

The growth of manufacturing was accompanied by the construction of warehouses and offices. From the 1850s, the Yarra River and the docks west of Swanston Street were in essence the 'lifeline' of the city. Port facilities and large warehouses were built in this area to serve shipping interests (Context 2012:39-40). The area in and around Flinders Lane is described by the *Encyclopedia of Melbourne*:

*By the 1860s, as [Flinders Lane's] swamps were filled in, and as its proximity to the wharf encouraged the construction of warehouses and showrooms, the street gained a reputation as a busy and important thoroughfare, the chosen location of mercantile houses, importers, brewers, timber yards and wholesalers (May 2008).*

### SITE HISTORY

Commercial buildings have existed on this site since 1855. (Fels, Lavelle & Mider 1993).

The existing two-storey commercial building at 582-584 Little Collins Street (Figure 1, Figure 2) was erected in 1873 for owner William Welshman, colonial magistrate and St Kilda councillor. It was designed by prominent architects Crouch and Wilson, and built by Linacre and Farnsworth (MCC registration no 5497, as cited in AAI, record no 76813).

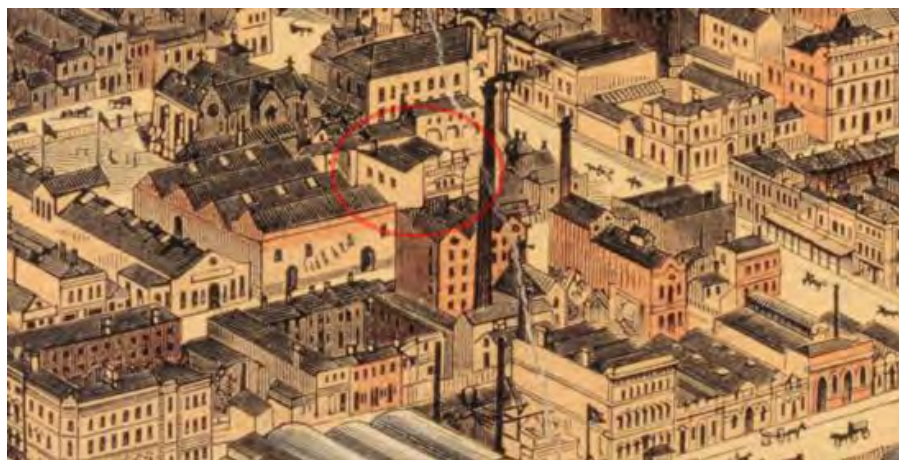


Figure 1. A section of lithograph by A C Cooke (1882), showing the two-storey building at 582-584 Little Collins Street. (Source: Cooke 1882)

In 1884, Welshman advertised:

*having completed the erection of...extensive premises in Little Collins Street west, near Spencer-street Railway Station, [William Welshman] begs to inform Millers, Storekeepers, Farmers, Vignerons, and others that he is now desirous of acting as COMMISSION AGENT for the Sale of Flour, Grain, etc., etc. Superior dry and well-ventilated Cellar for Storage of Wine. Goods- of every description sold or purchased on commission (Ovens and Murray Advertiser 28 February 1874:1).*

Welshman had his agency in the building until 1877, with bitters and cordial manufacturer, Joseph Steane and Co, sharing the premises until the early 1880s (S&Mc 1875-1884).

In 1881, William Welshman commissioned architects Crouch and Wilson, who designed the subject building, to erect bond stores on the adjacent land at the corner of Little Collins and King streets.

Watt and Co's print workshop occupied the building during the 1880s and 1890s, and James Hardie and Co's leather factory used the building until 1902 when the company relocated to 581-583 Little Collins Street, across the road (S&Mc 1892-1901).

The Standard Plan of Melbourne compiled by Mahlstedt and Gee in 1888 shows the two-storey brick building with windows in every elevation and doors to the north and east elevations (Mahlstedt Map no 16, 1888). Adjacent to the northwest corner of the building was an outdoor shed with toilets (MMBW Detail Plan no 738, 1895).

From the early 1900s until the 1940s, the building housed the offices of numerous mercantile businesses, including self-raising flour manufacturer Brockhoff and Co (S&Mc 1903); the Columbus, USA Manufacturing Company (S&Mc1906); wine and spirit merchants, D J Tuomey and Co (S&Mc 1910-1925); and oil fuel importers H C Sleigh (S&Mc 1930-1942).

It appears that by 1948 the outbuilding had been upgraded with fireproof walls, expanded to two storeys, and merged into the main building with a new interior access from the workshop spaces (Mahlstedt Map no 23, 1948).

The building was refurbished and converted to a bar and restaurant in 2001.



Figure 2. 582-584 Little Collins in the 1970s, from Little Collins Street north between Godfrey and King Streets, Melbourne, Vic., c.1972, by K J Halla. (Source: Halla c1972, SLV copyright)

#### *Crouch & Wilson, architects*

Born in Hobart, Tasmania in 1832, Thomas James Crouch (1832/3-1889) was a pupil of Alexander Dawson, an officer of the Royal Engineer's Department, and as such, was one of the first architects to be articulated to a professional in Australia. In 1850, he commenced practice in Tasmania and moved to Melbourne in 1852, recommencing practice there in 1854 after working on the Bendigo and Beechworth goldfields and speculating on real estate in South Yarra. In 1858 he was joined by Ralph Wilson (? - 1886) in the firm Crouch and Wilson, a partnership that lasted until 1881. The partnership name continued with Crouch's son, Ernest W M Crouch, and Wilson's son, Sydney H Wilson, who became principals by 1889 (Tibbits 2012:183-84).

## SITE DESCRIPTION

582-584 Little Collins Street is located on the north side of the street, between King Street and Spencer Street. The two-storey brick building is built to the property boundary and has an elaborate rendered façade.

Built in the Victorian classical style, the ground level, the building has a rusticated façade over a rock-faced bluestone base. A heavy cornice marks the floor level of the building which is elevated above street level. A recessed entry porch is located to one side of the building and has a squared opening at the street edge. A deep architrave runs around the opening and a plaster plaque sits centrally over the opening. A decorated cornice runs across the top of the opening. Entry porch details include fully glazed timber doors with curved brass handles, a brass handrail and chequerboard tiling to the floor. These details are not original.

Across the face of the building at street level, a glazed timber panel has been inserted into an original opening. A cornice and rendered frieze run across the top of this level. Four decorative rosettes were originally spaced across the frieze. The outer two remain and the middle two have been replaced with modern signage.

Three identical rounded arched windows are located across the upper façade. A string course intersects the windows at the springing point of the arch, and a recessed rendered panel is located below each of the windows. At the top of the building, a simple arched pediment is centred over the parapet and a deep bracketed cornice sits just below it.

## INTEGRITY

The building retains a high level of intactness. Alterations include new flooring to the entry, insertion of a large glazed timber panel into the window opening at street level, and removal of two decorative rosettes.

## COMPARATIVE ANALYSIS

Warehouses and commercial buildings are an important building type of the nineteenth century and early twentieth century urban landscape of Melbourne. Many of these early mercantile offices, warehouse or manufacturing facilities are no longer operational, and have often been adapted to businesses or offices. The subject building compares well with the following examples, being of a similar use, scale, location and creation date. The below images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

*Eadies Building, 61-69 A'Beckett Street, 1871 (HO515)*

A two-storey brick former warehouse on a bluestone base. Built in 1871 for the merchants McClure, Valentine & Co., by the 1960s it had been converted to a printing works. In 2006 it was refurbished and converted to a restaurant. Noted for still housing the original hydraulic goods lift that was powered by mains water.



Figure 3. 61-69 A'Beckett Street constructed 1871.

*Currie and Richards Building, 79-81 Franklin Street, 1875 (HO654)*

Three-storey brick former factory. Designed in the Italianate manner and built by Martin & Peacock in 1875. Further subdivided into upper level apartments in 1993. It is notable for its classical Victorian architecture.



Figure 4. 79-81 Franklin Street constructed 1875.

*Wilson's shop & residence, 299 Elizabeth Street (HO1917)*

A three-storey rendered brick shop and former residence. Designed in the Italian Renaissance Revival style by JW Roberts & Company and built for Charles Wilson in 1885.





Figure 5. 299 Elizabeth Street constructed 1885.

Built in the 1870s, the former warehouse at 582-584 Little Collins Street is one of a number of buildings of similar style and scale, which are comparatively rare in the central city. A number of other similar examples within the Hoddle Grid (i.e. 277 & 281 Little Lonsdale Street) are not included in a Heritage Overlay, and by comparison to the above examples already on HO, the subject building is a reasonably intact representative of a Victorian-era office in the City of Melbourne.

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**ASSESSMENT AGAINST CRITERIA**


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|---|--|
| ✓ | <p><b>CRITERION A</b><br/>Importance to the course or pattern of our cultural or natural history (historical significance).</p>  |
|   | <p><b>CRITERION B</b><br/>Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p>   |
|   | <p><b>CRITERION C</b><br/>Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p>   |
| ✓ | <p><b>CRITERION D</b><br/>Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p>   |
| ✓ | <p><b>CRITERION E</b><br/>Importance of exhibiting particular aesthetic characteristics (aesthetic significance).</p>  |
|   | <p><b>CRITERION F</b><br/>Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p>   |
|   | <p><b>CRITERION G</b><br/>Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).</p> |
| ✓ | <p><b>CRITERION H</b><br/>Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p>  |
-

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

## REFERENCES

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- Context Pty Ltd 2012, *Thematic History: A History of the City of Melbourne's Urban Environment*, prepared for the City of Melbourne.
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- Ovens and Murray Advertiser*, as cited.
- Sands and McDougall, Melbourne and Suburban Directories (S&Mc)*, as cited.
- Tibbits, George, 2012 'Crouch & Wilson' in Goad, Philip and Willis, Julie (eds.), *The Encyclopedia of Australian Architecture*, Cambridge University Press, Cambridge.

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

D

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**Central City Heritage  
Study 1993**

C

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**Review of Heritage  
overlay listings in the  
CBD 2002**

Ungraded

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**Central City Heritage  
Review 2011**

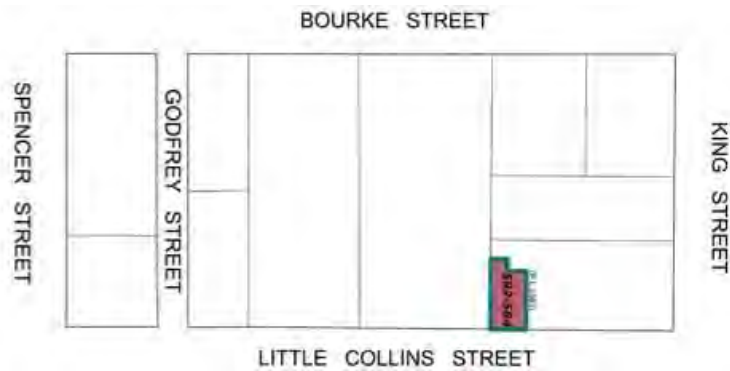
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**STATEMENT OF SIGNIFICANCE**

**Heritage Place:** Commercial building

**PS ref no:** [Interim HOHO1279](#)

**What is significant?**

582-584 Little Collins Street, Melbourne, built in 1873 for William Welshman and designed by architects Crouch and Wilson.

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 high level of integrity to its original design;
- Parapet with simple arched pediment;
- Major bracketed cornice and minor cornices;
- Original size and pattern of fenestrations;

- Decorative rosettes;
- Ground level rusticated façade over rock-faced bluestone base; ~~and~~
- Deep architrave with plaster plaque to recessed porch entry.

Later changes including the insertion of a large glazed timber panel into the window opening at street level and the new flooring to the entry are not significant.

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**How it is significant?**

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582-584 Little Collins Street, Melbourne is of local historic, representative, aesthetic and associative significance to the City of Melbourne.

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**Why it is significant?**

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582-584 Little Collins Street historically significant for its representation of mercantile development in the mid-Victorian period when Melbourne was rapidly expanding. Dating from the early 1870s, the building is a relatively early example of a commercial office of which not a great many remain from this period. (Criterion A)

The building at 582-584 Collins St is a fine example of a classical revival building from the mid-Victorian period. The recessed entry is unusual and the composition of the façade is a scholarly example of Victorian-era classical architectural traditions. (Criterion D)

The building at 582-584 Collins St is of aesthetic significance for the high quality of its Victorian architecture. The quality of detailing to the façade is notable for a building from the early 1870s, with this level of detailing more common in the later Victorian period. Details include a rusticated base at street level, a parapet wall with a heavy bracketed cornice and central pediment, a squared entry porch to one side of the building and a set of three rounded arched windows across the upper façade. (Criterion E)

The building at 582-584 Little Collins Street is significant for its association with businessman, Colonial Magistrate and St Kilda councillor William Welshman who commissioned prominent architects Crouch and Wilson to design both it and the Union Bond Melbourne Storage Company stores in King Street and Little Collins Street. (Criterion H)

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**Primary source**

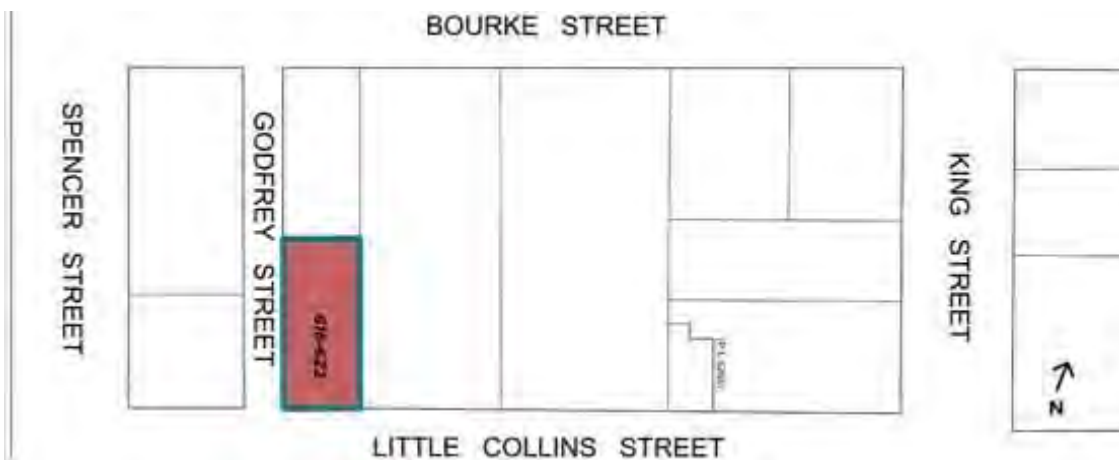
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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ [Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)





<b>SITE NAME</b>	Former Melbourne and Metropolitan Tramways Board Building
<b>STREET ADDRESS</b>	616-622 Little Collins Street Melbourne
<b>PROPERTY ID</b>	105946



SURVEY DATE: May 2017

SURVEY BY: Context Pty Ltd

**HERITAGE INVENTORY** H7822-1581

**EXISTING HERITAGE OVERLAY** No

**PLACE TYPE** Individual Heritage Place

**PROPOSED CATEGORY** Significant

**DESIGNER / ARCHITECT / ARTIST:** A G Monsborough

**FORMER GRADE** C  
**BUILDER:** Not known

**DEVELOPMENT PERIOD:** Interwar Period (c.1919-c.1940)

**DATE OF CREATION / MAJOR CONSTRUCTION:** 1937  
1938-39 (extensions)

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
6 Creating a functioning city	6.7 Transport
	OTHER SUB-THEMES
3 Shaping the urban landscape	3.2 Expressing an architectural style

## LAND USE

HISTORIC LAND USE	
Archaeological block no: 33	Inventory no: 581
<b>Character of Occupation:</b> Governmental, Commercial	
Site occupied by Colonial Police Magistrate & Administrator of Settlement, William Lonsdale.	
1837 & 1843 Hoddle	
1840 Russell	Complex of buildings including Officers Quarters. Some buildings apparently sited partially under Godfrey Street.
1850 Proeschel	
1855 Kearney	
1866 Cox	
1880 Panorama	
1888 Mahlstedt	Three buildings of one and two storeys to Little Collins Street
1905/6 Mahlstedt	Two buildings, one of four storeys; also three buildings to Little Collins St, including Cooper S Downie.
THEMATIC MAPPING AND LAND USE	
1890s	Blacksmiths
1920s	Offices, Public transport, Power
1960s	Offices, Public transport, Power

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** refer to map

## SUMMARY

A large, striking building built in 1937 and extended in 1938-39, for the Melbourne Metropolitan Tramways Board. Designed by architect Alan Gordon Monsborough, the building combines elements of the moderne, stripped classical and art deco architecture.

## HISTORICAL CONTEXT

### Creating a functioning city

#### *Transport*

The earliest trams in Melbourne were horse-drawn trams, which operated in the 1860s and 1870s; these were replaced in 1885 by the cable tram system. Melbourne's tramways extended across the central city and carried passengers to outlying suburbs, including Richmond, Northcote and Kew. In the 1880s Melbourne had one of the largest cable tram networks in the world. Electric trams commenced operations in 1906 and cable trams continued to operate until 1940 (Context 2012:55).

Gary Vines, in his *Melbourne Metropolitan Tramway Heritage Study*, writes that the Melbourne and Metropolitan Tramways Board (MMTB)

*was formed in 1919, as part of a rationalisation of suburban public transport in Melbourne under the State government. The MMTB took over operation of the cable system and the various municipal [tram] trusts, resulting in a wide range of vehicle types and some differences in operation systems...*

*The MMTB [subsequently] undertook a significant modernisation of the system, progressively converting the cable trams to electric traction, constructing new depots, electricity substations and both extensions to the existing lines, and entirely new routes...*

*In 1983 the MMTB was amalgamated with the Victorian Railways suburban services to become the Metropolitan Transit Authority, with "The Met" as its trading name (Vines 2011: 23-31).*

### Shaping the urban landscape

#### *Expressing an architectural style*

The interwar period brought with it a surge in tall building construction in the central city, made possible by the use of structural steel and reinforced concrete framing. In response, a height limit was imposed by the City Council in 1916, dictated by the limitations on firefighting at that time. A maximum height of 40 metres was dictated for steel and concrete buildings, a limit that was not broken until the 1950s. Commercial buildings in the 1920s were mainly of the commercial palazzo style, as exemplified by Harry Norris's Nicholas Building in Swanston Street (1925). The style was an early attempt at creating a style suitable for the tall building. It was divided into a base, shaft and cornice, much like a Renaissance palazzo. The scale, however, was greatly enlarged, with the shaft stretching up to 10 storeys. By the 1930s, the soaring height of the new office towers was embraced and the vertical thrust emphasised in the commercial gothic style and the jazz moderne. Landmark examples include, respectively, Marcus Barlow's Manchester Unity Building (1929-32) and the Tompkins Bros' Myer Emporium in Bourke Street (1933) (Context 2012:19-20).

## SITE HISTORY

The site at 616-622 Little Collins Street was occupied in 1840 by Captain William Lonsdale, first Police Magistrate at Port Phillip in 1836-40. After receiving instructions from London, Governor Richard Bourke dispatched an official party under Lonsdale to take charge of the early settlement at Melbourne (Shaw 2008).

In 1840, the complex of buildings at what was to become known as 616-622 Little Collins Street included officers' quarters, with some buildings apparently sited partially under Godfrey Street (Fels, Lavelle & Mider 1993).

By 1888, there were three buildings of single-storey and two-storeys fronting Little Collins Street. By 1905, two buildings, one one-storey and another four-storey, were on the site; another three buildings fronted Little Collins Street, including premises owned by Cooper S Downie (Fels, Lavelle & Mider 1993).

The Melbourne and Metropolitan Tramways Board (MMTB) built its administrative offices at 616-622 Little Collins Street in 1937. The site was located at the rear of the former Melbourne Tramways and Omnibus Co Ltd (MTOC) building at 673 Bourke Street.

Gary Vines provides this history of the building in his *Melbourne Metropolitan Tramway Heritage Study*:

*With the establishment of the MMTB [in 1919], the cable tram company offices were taken over, as were the various electric tramway trust offices at each depot. However, accommodation was not sufficient and new larger dedicated administrative offices were required. In [1938-39], a new headquarters building was erected in Little Collins Street to house the MMTB, centralising management, administrative and design functions. This was initially an adjunct to the existing offices at which the Board took over from the MTOC.*

*The MMTB, who owned the adjacent MTOC buildings at 669-677 Bourke Street as a result of their takeover of the cable trams, acquired the block at the rear in 1924. This was previously occupied by two double storey brick buildings, one occupied by a merchant, L. Donnellan, and a motor garage and yard along Godfrey Street. (Vines:2011:199-200).*

The building was constructed to a design by the MMTB's architect, A G Monsborough (see Figure 1).



Figure 1. Exterior, Melbourne and Metropolitan Tramways Board, 616-622 Little Collins Street, Melbourne, c.1952, by Lyle Fowler (Source:SLV)

The office building at 616-622 Little Collins Street was in use by 1937, with telephone lines installed by May (*Construction and Real Estate Journal NSW* 5 May 1937:7), the secretary's office in operation by October in the same year (*Construction and Real Estate Journal NSW* 20 October 1937:9).

The MMTB extended its headquarters to a design by Monsborough in stages between 1938 and early 1939 (Vines:2011:200).

As mentioned above, the Melbourne and Metropolitan Tramways Board became the Metropolitan Transit Authority (MTA) in 1983. The MTA remained in occupation of the subject building and the adjoining building at 673 Bourke Street until 31 October 1989. Both buildings were sold by auction on 9 November 1988 (*Age* 29 October 1988:30; *Age* 5 November 1988:246). The auction notice described the building:

*The...building, at 616 Little Collins Street, is both larger and newer [than 673 Bourke Street]. It was completed in 1937 and comprises six floors and a basement. It has two lifts, one of which services the basement where there is parking space for 12 vehicles. The land area is about 809 square meters. The two buildings [673 Bourke and 616 Little Collins Street] are interconnected by a concrete walkway (Age 5 November 1988:246).*

The subject building was sold in early 1994, and in 1995, was converted to residential apartments with two penthouses built on the roof of the six-storey building (CoMMaps; *Age* 14 January 1996:22).

#### *A G Monsborough, architect*

The Melbourne Tramway Museum writes of architect A G Monsborough:

*During the massive expansion of Melbourne's electric tramway system during the 1920s and 1930s, Alan Gordon Monsborough was Architect of the Melbourne & Metropolitan Tramways Board. He produced a huge variety of work during his tenure, ranging from signal boxes and substations to tram depots and workshops. His distinctive architectural style has left a mark on Melbourne's streetscapes that persists to the current day.*

*During his most productive period in the mid-1920s, Monsborough primarily used a stripped Greek Revival style well adapted to industrial settings, particularly for buildings such as tram depots and the bigger substations. His use of columns in the Camberwell Depot and Preston Workshops administration buildings is particularly evocative of Greek Revival.*

*His most well-known building is the Chalet at Wattle Park. However, unlike his industrial buildings for the M&MTB, the Chalet was built in an English domestic style making economic use of recovered materials from demolished cable tram engine houses. This more rustic approach was well suited to the park environment. Other Monsborough buildings in Wattle Park followed the same design motif, which he first used on the small Deepdene substation (1926).*

*His last major work was the former headquarters building of the M&MTB, constructed at 616 Little Collins Street. Not completed until after his death, it is a rather subdued example of late 1930s Moderne architectural style, lacking the confidence of his earlier Greek*

*Revival work. Erected at a cost of £57,000, it served as the headquarters of the Board until it was subsumed into the Metropolitan Transit Authority in 1983.*

*Not surprisingly for such a prolific architect of public buildings, much of his work has been recognised as being of lasting significance to the Melbourne built environment, and has been placed on the Victorian Heritage Register (Jones 2014).*

## **SITE DESCRIPTION**

Gary Vines provides this description of the building at 616-622 Little Collins Street in his *Melbourne Metropolitan Tramway Heritage Study*:

*The striking six storey building is a combination of styles with a main facade facing Little Collins Street and arranged in three 'palazzi' [blocks] along Godfrey Street. It has elements of Moderne, stripped classical and art deco architecture. The facades are each divided into three bays with the entrance in the centre bay framed by brown marble [sic granite] faux Doric columns. These frame each side of a recessed lobby doorway with rectangle surround in marble [sic granite] veneer with subtle cornice emblazoned with the words "Melbourne Metropolitan Tramways Board" in a gilded font. Each central bay extends vertically with piers and spandrels and the Little Collins facade culminates in a flagpole spire and setbacks roof profile.*

Also of note is the detailing to the central enclosed entry porch. A pair of glazed copper doors is set well back from the street, and have triple brass bars across the centre. A horizontal bar etched with a wave pattern separates the doors from a highlight window which is detailed with brass bars and has the street numbers crafted from metal in the same styling. At the street edge, large iron panel gates have similar detailing, with metal rods arranged in a grid pattern. The building retains its original incised signage *Melbourne and Metropolitan Tramways Board* above the main door.

## **INTEGRITY**

Following is an extract from the statement of significance (Biosis 2011):

*The building forms part of a well preserved interwar and Victorian streetscape with neighbouring buildings including the Savoy Hotel on Spencer Street, the MTOC and former Mail Exchange which terminates the vista along Godfrey laneway.*

*In 2010 it was adaptively reused with few exterior modifications and converted for residential use, strata titled and promoted under the name of "Grand City Apartments" (Vines 2011:199).*

The Melbourne Metropolitan Tramways Board building has been adapted for use as apartments, retaining much of its exterior character.

## **COMPARATIVE ANALYSIS**

By the 1930s, the new office towers beyond three or four storeys were embraced and their vertical dimension emphasised by new architectural styles that ranged from the stripped classical to the flamboyant jazz moderne and commercial neo-gothic. (Context 2012:19). Art deco influences, like that of 616-622 Little Collins Street are apparent in a number of office buildings constructed during the late interwar period.

The subject building compares well with the following examples, drawn chiefly from the Central City Heritage Review 2011, being of a similar use, scale, location and creation date. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

*Commonwealth Banking Corporation Building, 225 Bourke Street, 1941 (HO990)*

Originally built for the Commonwealth Bank of Australia. An 11-storey office building with a mezzanine, basement and open space on the rooftop. Includes ground level retail. A walkway joins 200 Little Collins. Built of steel and reinforced concrete it features a granite facade up to the second floor and sandstone above. Designed by Mr W Henderson the Chief Architect of the Commonwealth Department of Works in a later art deco style and built by Lewis Construction Co Pty Ltd being completed in 1941.

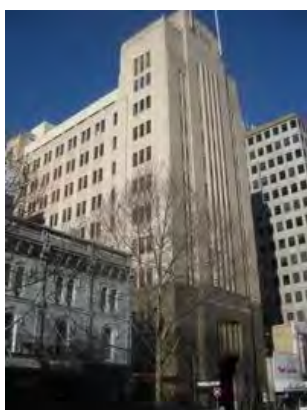


Figure 2. Commonwealth Banking Corporation Building, 225 Bourke Street constructed 1941.

*Commercial Assurance Company Ltd, 409-413 Collins Street, 1940 (HO1009)*

An eight-storey reinforced concrete office building with two basement levels. Clad in polished granite at the base level and sandstone on the upper levels. Designed by Peck, Kemter & Dalton with Phillip B Hudson in the jazz moderne style. Built for the Commercial Assurance Company Limited in 1940.



Figure 3. 409-413 Collins Street constructed 1940.

*Pawson & Co, 141-143 Flinders Lane, 1935 (HO1033)*

A seven-storey reinforced concrete former factory and warehouse with a basement. Designed by H W & F B Tompkins in the moderne style and built for Charles and Emma Pawson of the clothing manufacturing company Pawson and Co in 1935. Most recently refurbished in 2006.



Figure 4. 141-143 Flinders Lane constructed 1935.

*ACA Building, 118-126 Queen Street, 1936 (HO1069)*

A 12-storey brick office building with ground level retail and a basement. Designed by the Sydney firm Hennessy, Hennessy & Co in the jazz moderne style and built by Lewis Construction Company Pty Ltd for the Australasian Catholic Assurance Company in 1936. Of note is the stepped tower and the pink faience made from a manufactured material known as Benedict stone. It was last refurbished in 1997.



Figure 5. ACA Building, 118-126 Queen Street constructed 1936.

*SEC Building, 238 Flinders Street, 1932 (Contributory in HO505 Flinders Gate Precinct, Contributory in HO506 Flinders Lane Precinct)*

A 14-storey brick and cement rendered office building with basement and ground level retail. Designed by A.R.La Gerche in the art deco style and built in 1932.





Figure 6. Former SEC Building, 238 Flinders Street constructed 1932.

The 1930s were a rich period in the development of office buildings in central Melbourne and 616-622 Little Collins Street is highly comparable in architectural quality and integrity to the above examples on the HO. Its art deco style is comparable to 141-143 Flinders Lane and the former SEC building at 238 Flinders Street. The conversion to apartments has been achieved with a high degree of retention of its external integrity.

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**ASSESSMENT AGAINST CRITERIA**


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✓	<p><b>CRITERION A</b> Importance to the course or pattern of our cultural or natural history (historical significance).</p>
	<p><b>CRITERION B</b> Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p>
	<p><b>CRITERION C</b> Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p>
	<p><b>CRITERION D</b> Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p>
✓	<p><b>CRITERION E</b> Importance of exhibiting particular aesthetic characteristics (aesthetic significance).</p>
	<p><b>CRITERION F</b> Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p>
	<p><b>CRITERION G</b> Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).</p>
✓	<p><b>CRITERION H</b> Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p>

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

## REFERENCES

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Fowler, Lyle c.1952, 'Exterior, Melbourne and Metropolitan Tramways Board', 616-622 Little Collins Street, Melbourne, State Library of Victoria (SLV) Harold Paynting collection. K series, accessed online 27 June 2017.

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Shaw, A G L 2008, 'Foundation and early settlement' in *eMelbourne*, School of Historical and Philosophical Studies, The University of Melbourne, <http://www.emelbourne.net.au/biogs/EM00602b.htm>, accessed 26 June 2017.

Vines, Gary (Biosis) 2011, *Melbourne Metropolitan Tramway Heritage Study*, prepared for Heritage Victoria.

## PREVIOUS STUDIES

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<b>Central Activities District Conservation Study 1985</b>	C
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<b>Central City Heritage Study 1993</b>	C
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<b>Review of Heritage overlay listings in the CBD 2002</b>	Ungraded
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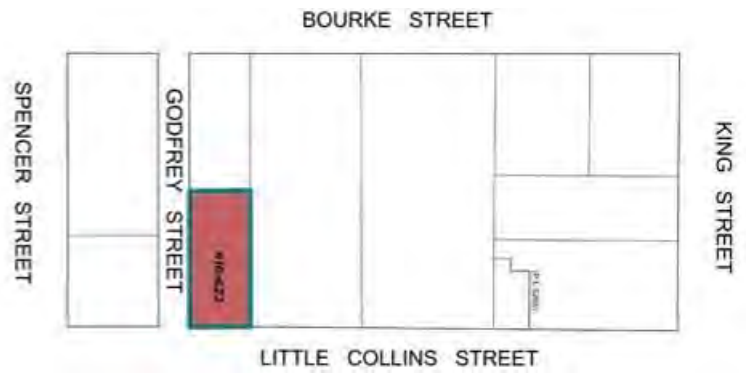
<b>Central City Heritage Review 2011</b>	Ungraded
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**STATEMENT OF SIGNIFICANCE**

**Heritage Place:** Former Melbourne and Metropolitan Tramways Board Building

**PS ref no:** [Interim](#)-HO1280



### What is significant?

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616-622 Little Collins Street, built in 1937 and extended in 1938-39 for the Melbourne Metropolitan Board of Works.

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

- The building's original external form, materials and detailing;
- The building's high level of integrity to its original design;
- The Doric columns; vertical piers, spandrels, and flagpole spire;
- The recessed lobby doorway, surround, cornice, copper doors; and
- The etched bronze signage, emblazoned lettering, and iron panel gates.

Later alterations are not significant.

### How it is significant?

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616-622 Little Collins Street is of local historic, aesthetic and associative significance to the City of Melbourne.

### Why it is significant?

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The site of 616-622 Little Collins Street is historically significant as the location of the 1840 camp of Captain William Lonsdale, the first Police Magistrate of the Port Phillip district. (Criterion A)

Built in 1937 and extended in 1938 and early 1939, the building at 616-622 Little Collins Street is historically significant for its association with the administration of tramways in the City of Melbourne from 1937 to 1983. Formed in 1919, the Melbourne and Metropolitan Tramways Board (MMTB) ran the entire tram network until it was subsumed into the Metropolitan Transit Authority in 1983. 616-622 Little Collins Street is historically significant for its use as the headquarters of the MMTB, housing centralised management, administrative and design functions. (Criterion A)

The building at 616-622 Little Collins St is an intact and striking example of a large public utility building. Extending for three blocks along Godfrey Street, it combines elements of the moderne, stripped classical and art deco architecture. Features include a squared entry framed by brown granite faux Doric columns which sits below a cornice with the words 'Melbourne Metropolitan Tramways Board' in a gilded font; vertical bands of piers inset with regular window and spandrel panels to the front facade, a setback roof profile with flagpole spire, brass entry doors and decorative metal panel gates. (Criterion E)

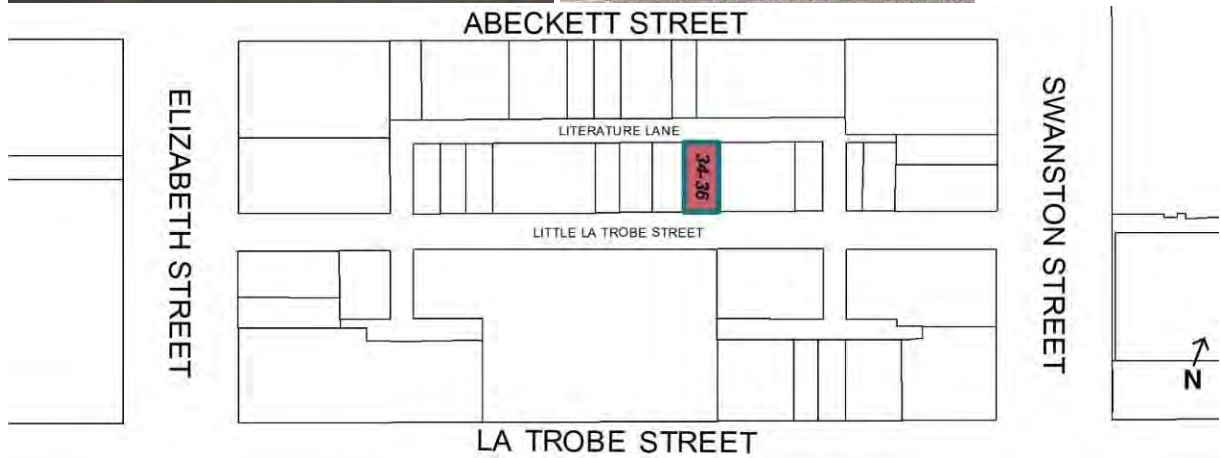
The building at 616-622 Little Collins Street is significant as the last work of prominent MMTB architect, Alan Gordon Monsborough. During the 1920s and 1930s Monsborough was noted for his adaptation of the Greek revival style for industrial settings, particularly for buildings such as tram depots and substations. (Criterion H)

### Primary source

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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ (updated March 2022)

<b>SITE NAME</b>	Warehouse
<b>STREET ADDRESS</b>	34-36 Little La Trobe Street Melbourne
<b>PROPERTY ID</b>	105988



SURVEY DATE: March 2019

SURVEY BY: Context

**HERITAGE INVENTORY**

H7822-2141

**EXISTING HERITAGE OVERLAY**

No

**PLACE TYPE**

Individual Heritage Place

**PROPOSED CATEGORY**

Significant

**FORMER GRADE**

C

**DESIGNER / ARCHITECT / ARTIST:**

Robert Bell Hamilton

**BUILDER:**

A T Orme

**DEVELOPMENT PERIOD:**

Interwar Period (c1919-c1940)

**DATE OF CREATION / MAJOR CONSTRUCTION:**

1928-29

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here.
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a Commercial City	5.5 Building a manufacturing capacity

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 80	<b>Inventory no:</b> 2141
<b>Character of Occupation:</b> Commercial	
Land sale details not provided	
1866 Cox	
1888 Birds Eye View	
1905/6 Mahlstedt	Two single-storey buildings
THEMATIC MAPPING AND LAND USE	
1890s	Residential
1920s	Residential, Manufacturing
1960s	Manufacturing

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map.

## SUMMARY

The two-storey interwar brick warehouse at 34-36 Little La Trobe Street was built in 1928-29 to a design by architect Robert Bell Hamilton (1892-1948). The building was occupied by Nason & Pollard, engineers (later Central Motor Engineers), from 1930-65. The use of the building as a motor engineering workshop from 1930 to 1965 reflected the nature of businesses related to the motorcar that characterised the Little La Trobe Street area at the time. The building was then occupied by a hat manufacturer into the mid-1970s and then used as a café. Since c2000, it has housed Melbourne Artists' Supplies.

## HISTORICAL CONTEXT

### Building a commercial city

*Building a manufacturing capacity*



From the 1850s, the Yarra River and the docks west of Swanston Street were in essence the 'lifeline' of the city. Port facilities and large warehouses were built in this area to serve shipping interests (Context 2012:39-40).

By the 1880s, the areas of Flinders Street, King Street, Little Bourke Street and Spencer Street comprised multiple mercantile offices, produce stores and large-scale bonded stores, including Zander's Bonded Stores and Coles Bonded Stores. As Melbourne developed through the nineteenth century and early twentieth century, so did her manufacturing industry, much of which was established in close proximity to existing warehouses and stores.

Although affected by World War One in the period 1914-1918, by 1921, 38 per cent of Melbourne's workers were employed in industry with almost all new factory jobs in Australia between 1921 and 1947 created in Sydney and Melbourne. The growth of manufacturing, assisted by a new federal tariff in 1921, stimulated urban growth and by the end of the 1920s, Melbourne's population had reached one million people. The expansion of new sectors in the manufacturing industry was maintained by buoyant levels of domestic demand (Marsden 2000:29; Dingle 2008).

In the first decades of the twentieth century, the demand for residential development declined in central Melbourne as many residents moved out of the city to the suburbs, and the booming retail and manufacturing sectors rapidly took up available city properties (Marsden 2000:29-30). Multi-storey factory, workshop and warehouse buildings, some designed by architects, increasingly took over the city.

Development in the city slowed with the Great Depression that commenced in October 1929 and continued through the early 1930s. Because of a lack of finance over this period, instead of new construction, some city buildings were substantially re-modelled to create new office, commercial and industrial spaces, and also for use by government.

From the 1930s, like the rest of Australia, an increasing proportion of the city's workforce took up jobs in manufacturing, an industry that led Australia's recovery from the economic depression and a time when, the *Encyclopedia of Melbourne* notes, a

*steep rise in tariffs, devaluation of the Australian pound, falling wages and electricity costs all made local producers far more competitive internationally. Textiles benefited first, then the metals industries and engineering took over as pacemakers* (Dingle 2008).

After being the centre of manufacturing in Australia in the 1920s, Melbourne's importance in this regard began to decline. During the 1940s some city factories and warehouses were left empty or converted for other uses (Context 2012:35).

From the end of World War Two to the beginning of the 1970s, Melbourne underwent the most sustained growth in its history, mostly based on the manufacturing industry.

## SITE HISTORY

The subject site forms part of Crown Allotment 17, Block 37, which was sold to Ozanne and Payne in 1837 (CoMMaps). The subject site first appears in plans from 1866, and again in 1888. By 1906, the site was occupied by two-single storey buildings (Fels, Lavelle & Mider 1993, Inventory no 2141). The buildings at 34 and 36 Little La Trobe Street were advertised for sale in 1925 as two cottages, on a site, which was described as 'highly suited for the erection of a factory, store or workshop' (*Herald* 7 October 1925: 13).

Tenders were invited by architect Robert Bell Hamilton in November of 1928 for the erection of a two-storey brick factory on the subject site (*Argus* 10 November 1928:24). Construction started that year, with an estimated cost of £1638 (MBAI 11101).

Records indicate that the site was constructed for a P J Kent (PROV VPRS 11201/P1 unit 137), though he does not appear to have occupied the building at any time. The builder was A T Orme (PROV VPRS 11201/P1 unit 137).

The site housed multiple tenants, many of which were associated with motor vehicle businesses, which were concentrated in Little La Trobe Street at the time, the first such business appearing in 1905. In 1930, one floor of the building was occupied by Nason & Pollard, engineers (S&Mc 1930).

Nason & Pollard (later operating as Polson Motor Parts Co Ltd and Central Motor Engineers) occupied the subject property for 35 years from 1930 to 1965.

Edward Roy Nason, an accountant, founded his motorcycle parts manufacturing business with Herbert Pollard in 1927 (AAAA 2016:70). This is reflected in the name of the company when it first occupied the building at 34-36 Little La Trobe Street in 1930: Nason & Pollard. The pair purchased a small engine reconditioning business, and set about manufacturing parts for motorcycles that were difficult to find (AAAA 2016:70). Herbert Pollard died in 1936, at which point Pollard's widow, as executor, dissolved the partnership, leaving the company solely to Nason (*Age* 28 September 1936). The wives of Nason and Pollard were both listed as partners in Polson Motor Parts Co Ltd in 1936 (Polson is presumably a combination of the two surnames) (*Age* 28 September 1936). During World War Two, the company used their new Maidstone factory to produce pistons (AAAA 2016:70).

The company soon after became known as Central Motor Engineers. By 1947, Nason's business pursuits had grown to directing three motor engineering companies: E R Nason & Co Ltd., Central Motor Engineers, and Polson Motor Parts Co Ltd (*Age* 10 April 1947).

The company E R Nason & Co Ltd was founded in 1947 as a machine shop concentrating on the wholesale supply of parts and reconditioned engines (presumably playing a specific role in the broader network of Nason's companies), and it is this company that continues to operate as Nason Engine Parts today (AAAA 2016:70).

C H Simpson & Co, manufacturers' agents, occupied the site by 1935 and remained until 1965 after which the building was used as a store and a hat factory named Material Hats Pty Ltd until at least 1974 (S&Mc 1935, 1960, 1965, 1974). The site operated briefly as a jazz café called The Metropolitan in the late 1990s before it was auctioned in 1998 (see Figure 1) (*Age* 26 June 1996:22, 24 March 2000: 68).

The subject building was converted into a retail space and has been occupied by Melbourne Artists' Supplies, run by the Gardner family, since c2000 (CoMMaps). The first Melbourne Artists' Supplies

store was opened in Hampton East, Melbourne, in 1975, with the second store opened at 34-36 Little La Trobe Street in c2000. Today, its central city position makes it popular with art, design and architecture students. Melbourne Artists' Supplies continues to be run by the Gardner family, who have recently opened another store at Brunswick, making a total of three stores (Elder 2016).

No notable alterations have been made to the building, and the façade closely resembles the original architect's drawings, though it has since been painted (see Figure 2) (MBAI).



Figure 1. Showing the subject building in a sale advertisement in 1998. (Source: Age 4 March 1998:20)



Figure 2. The original façade drawings by RB Hamilton. (Source: PROV VPRS 11200/P1 unit 1368)

*Robert Bell Hamilton, architect*

Robert Bell Hamilton (1892-1948) was educated at Scotch College, before being articled by R B Whitaker for four years. Hamilton then moved to the practice of Klingender & Alsop as their chief draftsman, before seeing service in the AIF (Raworth 2012:313). Hamilton later studied at the Architectural Association in London, before being qualified as an associate of the Royal Institute of British Architects and joining the Bombay Government (India) as an assistant architect (Raworth 2012:314). Hamilton returned to Melbourne in 1921, and re-joined F L Klingender, whom he had worked under at Klingender & Alsop, as a partner. This partnership lasted until 1925, during which time Hamilton's reputation as a domestic architect was established (Raworth 2012:314). By the late 1920s, Hamilton was one of the most prolific architects of the Tudor Revival style in Melbourne, with a strong emphasis on Arts & Crafts details. Many of his works, including flats, houses and shops, are still extant in areas such as South Yarra, Malvern and Toorak. Also, a figure in the public life of Victoria, Hamilton was elected as the MLA for Toorak in 1945, and served variously as a councillor for Prahran and Mornington Shire (Raworth 2012:314).

**SITE DESCRIPTION**

Located on the northern side of Little La Trobe Street between Elizabeth Street and Swanston Street, 34-36 Little La Trobe Street, Melbourne is a two-storey factory building constructed in 1928-29 and designed by architect Robert Bell Hamilton. The building also has a rear frontage to Literature Lane.

The principal façade to Little La Trobe Street is symmetrical and constructed in loadbearing painted face brickwork laid in stretcher bond, suggesting that it is an early example of cavity wall construction. At the first-floor level, the façade features a wide horizontally proportioned and centrally located multi-pane window, flanked by narrower vertically proportioned windows, and separated by brick mullions. The building terminates in a painted render pyramidal parapet with a simple raised horizontal pediment. The parapet and pediment are finished with a subtle projecting cornice. A centrally placed round arched roof ventilator is the only decorative element. Vertical and projecting signs are fixed to the façade towards the western end. A pair of rainwater heads and downpipes are placed at the edges of the building and introduce a vertical element to the otherwise horizontal emphasis of the façade. Four small painted terracotta air vents are extant.

The windows at the first-floor level appear to be the original multi-pane steel framed windows. Consistent with other early twentieth-century industrial buildings in inner city Melbourne, some of the windows feature a ventilation system where one row of sashes is angled back and the gap above covered in mesh to provide a measure of permanent ventilation.

At the street level, the original openings appear to be extant, including the wide central opening that was likely to have been designed to accommodate access by motor vehicles, reflecting the early use of the building and others within Little La Trobe Street. The vehicle crossover is still in place. A contemporary aluminium framed door and window assembly has been fitted to the original opening, however the original timber bi-fold garage doors remain extant behind the later shopfront. At the western end of the building a single door with toplight gives access to the floor level above, and at the eastern end there is a single pane aluminium framed window. A continuous painted render lintel extends across the elevation above the street level openings.

The rear façade to Literature Lane is similar to the principal façade, constructed in loadbearing unpainted painted face brickwork laid in stretcher bond. The first-floor level features a wide horizontally proportioned multi-pane window. The other window openings are not consistent in terms of size and arrangement, although they appear to all retain their original steel frame windows. Continuous painted render lintels extend across the elevation above the street level and first floor level openings.

### **INTEGRITY**

34-36 Little La Trobe Street, Melbourne is highly intact with very few changes visible to the original or early fabric of the building. The building retains its original scale, walls and parapets of loadbearing face brick, continuous painted render lintels and parapet detailing. It retains its original pattern of openings and steel frame windows, original entry door with toplight, timber bifold garage doors and parapet ventilation openings. Alterations include the fitting of a contemporary aluminium shopfront into the large street level opening. This opening and the timber bifold doors are evidence of the building's use in association with the motor industry which dominated Little La Trobe Street in the 1930s. Overall, the building is of high integrity.

### **COMPARATIVE ANALYSIS**

The construction of warehouses and industrial buildings was an important phase of development in central Melbourne, especially during the late nineteenth and early twentieth century. The buildings were usually low scale and located in minor streets and laneways with rear lane access to facilitate the movement of material in and out of the building. Today most of these early factory or warehouse buildings are no longer operating as such, and have often been adapted to house professional offices or other commercial functions.

The brick warehouses constructed around the early twentieth century and early inter-war period are generally of a simple utilitarian character, utilising loadbearing face brick external walls with either a steel post and beam or reinforced concrete internal structure. Windows were generally large to maximise access to natural light at a time when artificial lighting was not adequate for the manufacturing process.

The following examples are comparable with 34-36 Little La Trobe Street, being of a similar style, scale, construction date and use. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dated c2000 or later.

*Former Factory, 225-227 Queensberry Street, Carlton, 1923 (HO1136)*

A two-storey former factory building built in 1923 is an intact example of a factory building from the interwar period with triangular parapet and original steel framed windows.



Figure 3. 225-227 Queensbury Street, Carlton, built in 1923.

*Former Wenley Motor Garage, 39-41 Little Collins Street, 1919 (Interim HO1277 – Recommended as significant in the Hoddle Grid Heritage Review)*

This three-storey face brick building (overpainted), built in 1919, is simple in form and in detailing, reflecting its origins as a warehouse building with garage on the ground floor.



Figure 4. 39-41 Little Collins Street built in 1919.

*27-29 Little Lonsdale Street, 1924 (Recommended as significant in the Hoddle Grid Heritage Review)*

27-29 Little Lonsdale Street is significant as a highly intact example of an early interwar warehouse/factory building constructed in 1924 as a component of the industrial expansion in central Melbourne during this period.



Figure 5. 27-29 Little Lonsdale Street, built in 1924.

34-36 Little La Trobe Street is a low scale and exemplary example of an intact interwar factory warehouse building, utilitarian and functional yet refined in its design, of which there are several surviving examples within central Melbourne (albeit often adapted to house new uses such as professional offices). The building is located within a context that retains a number of other low scale factory warehouse buildings, and which, in the early twentieth century, comprised a conglomeration of businesses providing services to the fledgling motor car industry.

34-36 Little La Trobe Street is comparable with a number of other HO listed examples of the type, including 225-227 Queensbury Street, being of a similar character, scale and degree of intactness and 27-29 Little Lonsdale Street (recommended as significant in the Hoddle Grid Heritage Review)

Of particular note is the original fenestration pattern including a large central opening for motor vehicle access. It is further distinguished by its retention of the original timber bifold garage doors. The retention of the driveway crossover is also important.

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**ASSESSMENT AGAINST CRITERIA**


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✓	<p><b>CRITERION A</b> Importance to the course or pattern of our cultural or natural history (historical significance).</p>
	<p><b>CRITERION B</b> Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p>
	<p><b>CRITERION C</b> Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p>
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	<p><b>CRITERION H</b> Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p> <hr/>



**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

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INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

**REFERENCES**

*Age*, as cited.

*Argus*, as cited.

Australian Automotive Aftermarket Association (AAAA) 2016, 'Nason, An Automotive Name Steeped in History, Looks to the Future', *Australian Automotive Aftermarket Magazine*, November 2016, pp 70-71.

City of Melbourne Interactive Maps (CoMMaps) 2019, <http://maps.melbourne.vic.gov.au/>, accessed 8 April 2019.

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*Herald*, as cited.

Melbourne Building Application Index (MBAI), retrieved from Ancestry.com 2015, Victoria, Australia, Selected Trial Brief and Correspondence Registers and Other Images, 1837-1993 [database on-line], <http://ancestry.com.au>, accessed online February 2019/

Poulton, Fiona 2018, 'Little La Trobe Street and the Historical Significance of Melbourne's Laneways', Public Records Office of Victoria (PROV), <https://prov.vic.gov.au>, accessed 8 April 2019.

Public Records Office of Victoria (PROV), City of Melbourne building plans and permits, VPRS 11200/P1 unit 1368.

Public Records Office of Victoria (PROV), City of Melbourne building plans and permits, VPRS 11201/P1 unit 137.

Sands & McDougall, *Melbourne and Suburban Directories* (S&Mc), as cited.

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

D

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**Central City Heritage  
Study 1993**

C

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**Review of Heritage  
overlay listings in the  
CBD 2002**

Ungraded

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**Central City Heritage  
Review 2011**

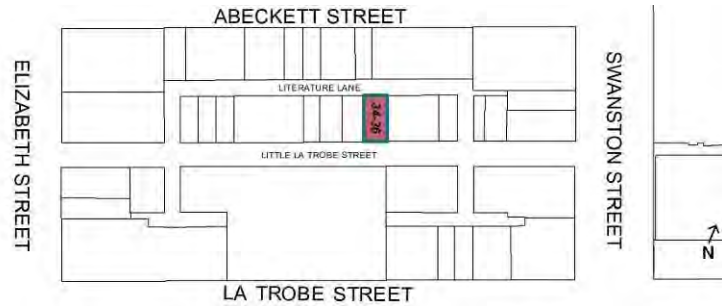
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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Warehouse

**PS ref no:** HO ~~1356XXXX~~



### What is significant?

34-36 Little La Trobe Street, Melbourne, a two-storey former factory and warehouse built in 1928-29.

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

- The original building form and scale;
- The original face brick walls and original fabric including parapets, continuous painted render lintels, pattern of window openings and central doorway;
- The original steel frame windows; ~~and~~
- ~~e~~Original details including the original timber bifold garage doors.

Later alterations including the insertion of an aluminium framed shopfront to the street level façade are not significant.

### How it is significant?

34-36 Little La Trobe Street, Melbourne is of local historic and representative significance to the City of Melbourne.

### Why it is significant?

34-36 Little La Trobe Street, Melbourne, a brick factory and warehouse built in 1928-29, is historically significant for its association with the industrial expansion in central Melbourne during the interwar period, and for the evidence it provides of the former conglomeration of businesses providing services to the fledgling motor vehicle industry. These businesses characterised and came to dominate Little La Trobe Street in the 1920s and 1930s, with the first such business established in Little La Trobe Street in 1905. The site was associated with the motor vehicle industry until 1965. Among its tenants were long-

standing occupants Nason & Pollard, engineers (later Central Motor Engineers) who ran their small engine reconditioning business from 34-36 Little La Trobe Street from 1930-65, initially manufacturing difficult to find parts for motorcycles. (Criterion A)

34-36 Little La Trobe Street is significant as a highly intact example of an early interwar warehouse/factory building, constructed in 1928-29 to a design by architect Robert Bell Hamilton (1892-1948). It is representative of the many low scale warehouse/factory buildings in central Melbourne of a simple utilitarian character, utilising loadbearing face brick external walls with either a steel post and beam or reinforced concrete internal structure. These buildings are frequently located in minor streets and laneways with rear lane access to facilitate the movement of goods and materials in and out of them. It is located within a context that retains a number of low scale factory warehouse buildings, and which, in the early twentieth century, comprised a conglomeration of businesses providing services to the fledgling motor car industry. It is distinguished by its retention of the original fenestration pattern, upper floor steel framed windows, large central opening for motor vehicle access, and the original timber bifold garage doors. (Criterion D)

#### **Primary source**

~~[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~ [Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)



<b>SITE NAME</b>	Warehouse
<b>STREET ADDRESS</b>	27-29 Little Lonsdale Street Melbourne
<b>PROPERTY ID</b>	110722



SURVEY DATE: October 2018		SURVEY BY: Context	
<b>HERITAGE INVENTORY</b>	N/A	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Not known	<b>FORMER GRADE</b>	C
		<b>BUILDER:</b>	William Roger
<b>DEVELOPMENT PERIOD:</b>	Interwar Period (c1919-c1940)	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1924

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here.
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a Commercial City	5.5 Building a manufacturing capacity

## LAND USE

HISTORIC LAND USE	
Archaeological block no: 16	<b>Inventory no:</b> Inventory not provided.
THEMATIC MAPPING AND LAND USE	
1890s	Factories and Workshops
1920s	Factories and Workshops
1960s	Factories and Workshops

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

## SUMMARY

27-29 Little Lonsdale Street, Melbourne, is a two-storey brick warehouse built in 1924 for engineering firm A Lugton & Sons as an investment. The building was let out by A Lugton & Sons, and occupied by various manufacturers for almost 50 years between c1924 and the early 1970s. The Gloria Knitting Mills occupied the site for around 30 years, until the early 1970s.



## HISTORICAL CONTEXT

### Building a Commercial City

#### *Building a manufacturing capacity*

From the 1850s, the Yarra River and the docks west of Swanston Street were in essence the 'lifeline' of the city. Port facilities and large warehouses were built in this area to serve shipping interests (Context 2012:39-40).

By the 1880s, the areas of Flinders Street, King Street, Little Bourke Street and Spencer Street comprised multiple mercantile offices, produce stores and large-scale bonded stores, including Zander's Bonded Stores and Coles Bonded Stores. As Melbourne developed through the nineteenth century and early twentieth century, so did her manufacturing industry, much of which was established in close proximity to existing warehouses and stores.

Although affected by World War One in the period 1914-1918, by 1921, 38 per cent of Melbourne's workers were employed in industry with almost all new factory jobs in Australia between 1921 and 1947 created in Sydney and Melbourne. The growth of manufacturing, assisted by a new federal tariff in 1921, stimulated urban growth and by the end of the 1920s, Melbourne's population had reached one million people. The expansion of new sectors in the manufacturing industry was maintained by buoyant levels of domestic demand (Marsden 2000:29; Dingle 2008).

In the first decades of the twentieth century, the demand for residential development declined in central Melbourne as many residents moved out of the city to the suburbs, and the booming retail and manufacturing sectors rapidly took up available city properties (Marsden 2000:29-30). Multi-storey factory, workshop and warehouse buildings, some designed by architects, increasingly took over the city.

Development in the city slowed with the Great Depression that commenced in October 1929 and continued through the early 1930s. Because of a lack of finance over this period, instead of new construction, some city buildings were substantially re-modelled to create new office, commercial and industrial spaces, and also for use by government.

From the 1930s, like the rest of Australia, an increasing proportion of the city's workforce took up jobs in manufacturing, an industry that led Australia's recovery from the economic depression and a time when, the *Encyclopedia of Melbourne* notes, a

*steep rise in tariffs, devaluation of the Australian pound, falling wages and electricity costs all made local producers far more competitive internationally. Textiles benefited first, then the metals industries and engineering took over as pacemakers* (Dingle 2008).

After being the centre of manufacturing in Australia in the 1920s, Melbourne's importance in this regard began to decline. During the 1940s some city factories and warehouses were left empty or converted for other uses (Context 2012:35).

From the end of World War Two to the beginning of the 1970s, Melbourne underwent the most sustained growth in its history, mostly based on the manufacturing industry. At the peak of industrialisation in 1966, 37 per cent of total employment in Melbourne was dedicated to manufacturing, compared to the national average of 27 per cent (Maher cited in Tsutsumi and O'Connor 2006:8.3). Australia's manufacturing output increased 6 per cent per year between 1949

and 1967, and between 1947 and 1966, 155,221 new manufacturing jobs were created in Melbourne alone, roughly one-third of which went to women (Dingle 2008).

However, by the mid-1960s,

*[the] postwar expansion of manufacturing could no longer be contained within the old ring of inner industrial suburbs. They had become crowded and congested. New methods of production required more space and single-storey buildings to accommodate assembly-line techniques. The fork-lift truck led to new kinds of factory buildings. An increasing use of electricity for power and road transport rather than rail to move goods, opened up new locational possibilities...During the 1960s manufacturing expanded most rapidly in Moorabbin and the Oakleigh-Clayton area. When the available sites were taken up the area of fastest growth then transferred to Broadmeadows and Waverley (Dingle 2008).*

City centres retained some manufacturing until the late 1970s, mostly in the areas of clothing, printing and food processing, sectors that increasingly employed women workers. By the 1990s manufacturing had declined to 16 per cent of total employment in Melbourne, and 77 per cent of the workforce were working in the tertiary sector (Marsden 2000:99-100).

## **SITE HISTORY**

The land at 27-29 Little Lonsdale Street, Melbourne was part of the Crown Allotment 6, Block 25, purchased by James Westwood (CoMMaps). The land was vacant until 1856, and by 1859, an 'engineer and smith' Alexander J Lugton established a factory on the subject site (S&Mc 1860; Bibbs 1856). The 1859 factory was the first building ever erected for the firm A Lugton & Sons, which over an approximate 100 year period came to own and operate multiple engineering premises between Little Lonsdale and Lonsdale streets near Gorman Lane and Casselden Place, up until the 1950s. By March 1889, the subject land previously known as 144 Little Lonsdale Street East was re-addressed as 27-33 Little Lonsdale Street (see Figure 1) (*Warragul Guardian and Buln Buln and Narracan Shire Advocate* 1 March 1889:3).

In 1924, the current two-storey brick building at 27-29 Little Lonsdale Street was constructed for A Lugton & Sons by builder William Roger of Hawksburn to replace the former workshop premises (PROV VPRS11201/1, item 81). Drawings for the new building were prepared by 1923 (see Figure 2) with the building completed by c1925 (S&Mc 1927-1974).

**ESTABLISHED 1859.**  
**A. LUGTON AND SONS,**  
**ENGINEERS, BLACKSMITHS**  
 AND  
**BOILER MAKERS**  
 142 AND 144 LITTLE LONSDALE-STREET EAST,  
**MELBOURNE**  
 (NEAR EXHIBITION).  
 PLANING, TURNING AND BORING DONE FOR  
 THE TRADE.  
 Makers of Steam Engines, Boilers and Vats, Horse-powers,  
 Sausage Chopping Machines and Sausage Fillers, Blinn  
 Pumps, Claff Cutters, Maize and Oat Crushers.  
 SAUSAGE MACHINES from £10 FILLERS from £2  
 STEAM ENGINES and BOILERS, from £70; HORSE  
 POWERS, from £16; BRINE PUMPS, from 65s.

**ESTABLISHED 1859.**  
**A. LUGTON & SONS,**  
 27 TO 33 LITTLE LONSDALE  
 STREET, EAST.  
**ENGINEERS,**  
**Blacksmiths & Boiler Makers.**  
 MANUFACTURERS OF—  
 Engine Boilers, Saw Spindles, Vertical  
 Breaking-down Frames, Pullers, Tram  
 Wheels, Axles and Bearings, Traction  
 Engines for Tramways, Belting, vulcanised  
 and leather or cotton.  
 Engine Oils and Every Requisite for  
 Sawmillers.  
 Manufacturers of Plastic and Semi-dry Brick-  
 making Machinery and Presses, &c.  
 Semi-portable Engines and Boilers for Cream  
 Separators, Butcher's use and Claff-  
 cutting a Speciality.  
 Every Class of Machinery made and repaired.  
**A. LUGTON & SONS.**

Figure 1. Advertisements for A Lugton & Sons: LHS in 1888 at 142-144 Little Lonsdale Street; RHS in 1889 at 27-33 Little Lonsdale Street. (Source: *Leader* 22 December 1888:14; *Warragul Guardian and Buln Buln and Narracan Shire Advocate* 31 December 1889:4)

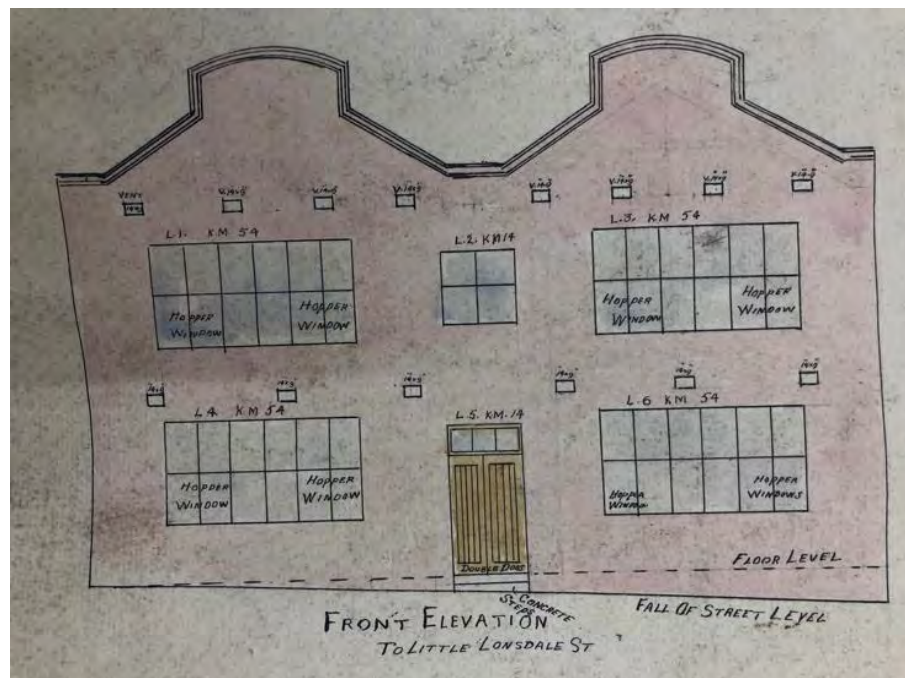


Figure 2. Original elevation drawings of the subject building in 1923 (Source: PROV VPRS 11200/1, item 754).

Alexander Joseph Lugton established an engineering business in Melbourne in 1859, at the subject site, then known as 144 or 146 Little Lonsdale Street East. By 1862, he was working with his sons as A Lugton & Sons, engineers, blacksmiths and boiler makers.

Centring around the servicing laneway Gorman Alley that adjoins the subject site, A Lugton & Sons had established an engineering and manufacturing complex stretching north-south between Little Lonsdale and Lonsdale streets (see Figure 3) (MMBW Detail Plan no 1019, 1895; Mahlstedt Map Section 2, no 8A, 1910 & 1923). A building permit was issued for a brick factory in Casselden Place on 22 June 1910 for owner Alexander J Lugton. This factory was designed by architect R Schriber

and constructed by J Wilson of Carlton (MCC registration no 2013 as cited in AAI, record no 72642). A Lugton & Sons also constructed three two-storey brick factories in Lonsdale Street c1912 (Figure 3), at 32-36 Lonsdale Street (MCC registration no 3504 as cited in AAI, record no 76394). By 1924, the firm had moved from 27-33 Little Lonsdale Street to premises in Lonsdale Street (*Argus* 29 November 1924:1). Historian J A Leckey, in his thesis on the Little Lonsdale area, provides the following information about the firm of A Lugton & Sons:

*The company...won a 'first order of merit' prize for their chaff-making machine at the 1880 Melbourne International Exhibition. The business, which stretched through to Lonsdale Street, advertised itself as 'Makers of engines and boilers, axles and bearings, every class of machinery made and repaired'. Following compulsory acquisition, they sold out to a rival firm in 1952 and closed the site (Leckey 2003: 53).*

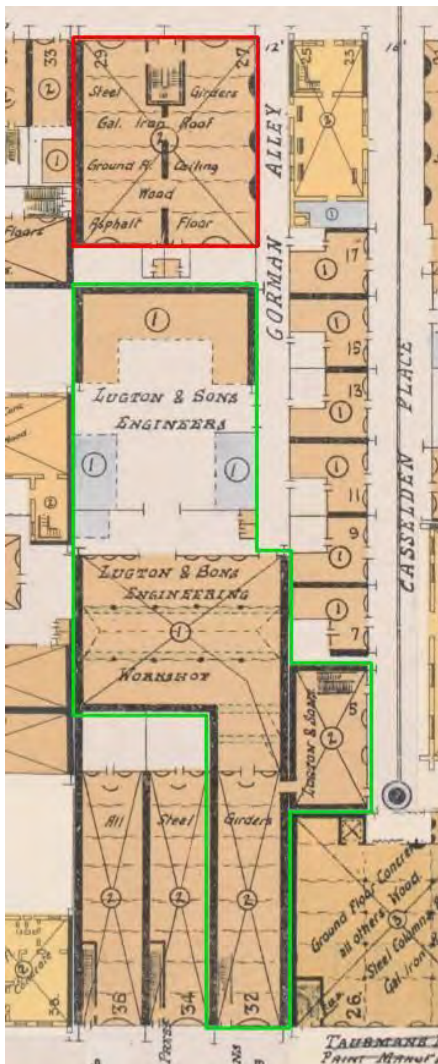


Figure 3. Image showing the subject site at 27-29 Little Lonsdale Street outlined in red, and Lugton & Sons operating in several buildings between Little Lonsdale and Lonsdale streets, addressed as 32 Lonsdale Street and 5 Casselden Place (outlined in green). (Source: Mahlstedt Map Section 2, no 8A, 1923).

The subject building was let out by A Lugton & Sons and occupied by various manufacturers for almost fifty years between c1924 and the early 1970s.

Chinese cabinetmaker, Foo Lung, was the first tenant of the subject building listed in the postal directory in 1927. A large concentration of Chinese traders, especially cabinetmakers, were located in the vicinity in the same year (S&Mc 1927). Foo Lung & Co and Watson Stabilators Pty Ltd were listed as tenants between 1928 and 1930 (S&Mc 1928-1930).

During the 1930s, the site was occupied by Marble Company Ltd, a synthetic marble sheeting producer, before being taken over by the Gloria Knitting Mills c1940 (Figure 4) (S&Mc 1933, 1938, 1940). The Gloria Knitting Mills head office and main factory were located at 279 Spring Street. The knitting mills occupied the site for around 30 years, until the early 1970s. By 1974, the building was listed in a post office directory as a storage warehouse (S&Mc 1970, 1974). The building in c1980s is shown in Figure 5.

In 1988, 27-29 Lonsdale Street was used as the site office for the Victorian Archaeological Survey, which took place at two dig sites on each side of Casselden Place (Age 9 January 1988:1).

The former factory building at 27-29 Little Lonsdale Street was refurbished and restored in 1993. It is now part of a complex of buildings, including a 34-storey office tower built in 2006, addressed as 32-54 Lonsdale Street. The subject building currently operates as a conference centre (CoMMaps).



Figure 4. Image showing subject site as Gloria Knitting Mills c1950. (Source: Australian Department of Housing and Construction c1950, SLV)



Figure 5. Image showing the subject site on the right-hand side c1980s. (Source: Australian Department of Works c1980s, SLV copyright)

## SITE DESCRIPTION

Located on the southern side of Little Lonsdale Street, between Spring Street and Exhibition Street, and abutting Gorman Alley to the east, 27-29 Little Lonsdale Street, Melbourne is a simple 1920s two-storey factory/warehouse building, roughly square in plan, and constructed in loadbearing face brick.

The Little Lonsdale Street façade is a two-bay building form, with a double gabled parapet surmounted with a simple rendered moulding. The gables are an unusual derivative of the Dutch Gable characteristic of some earlier turn of the century buildings. The building is constructed of red face brick laid in colonial bond, with concrete lintels over the window and door openings, typical of earlier inner-city factory buildings.

The brick wall along the Gorman Alley (east) elevation has suffered damage at approximately 1-1.5 metre height, which is probably the outcome of goods vehicles regularly scraping the brickwork. The same vehicle marks are observed in the western elevation of the neighbouring building at 23-25 Little Lonsdale Street, which was erected in 1883-84 (see Figure 6).



Figure 6. Vehicle marks on 27-29 Little Lonsdale (left) and a neighbouring building at 23-25 Little Lonsdale Street. (Source: Context 2018)

The ground floor has two concrete steps leading up to a central timber door and overhead transom window that appears to be original. The brickwork reveals to the door opening have curved corners which terminate with a quirk, a number of courses below the lintel. Directly above the entrance door, on the first storey, is a square steel-framed window, divided into four square panes. Two symmetrical bays of multipane steel frame windows punctuate the ground and first floors, each of these comprising twelve vertical panes, two vertically and six horizontally. The ground floor windows are protected by a later steel palisade barrier.

On this elevation there are some rectangular prism elements which are probably concealing the ends of some tensile rods inserted through the building to prevent the front wall from bulging or rotating.

All of the windows are steel framed and appear to be original (with some reglazing of louvered panes, refer figure 4 and figure 5). Consistent with other twentieth-century industrial buildings in inner city Melbourne, the windows feature a ventilation system where one row of sashes is angled back, and the gap above covered in mesh to provide a measure of permanent ventilation.

A door opening on the eastern elevation, fronting Gorman Alley, has a contemporary aluminium door and window set within an original opening, and a ramp and handrail to provide at grade access. The

other windows on this elevation are similar to those on the Little Lonsdale Street façade but are only three panes in width.

At the rear of the building is a recent cantilevered lightweight glass box addition. The extension is single storey but elevated above ground level so that it creates an undercroft beneath. From the rear the addition is quite prominent but is not readily visible from the street.

### **INTEGRITY**

27-29 Little Lonsdale Street, Melbourne is highly intact with very few changes visible to original or early fabric. The building retains its original scale, walls and parapets of loadbearing face brick, painted render lintels, original fenestration, pattern of openings, steel frame windows and an early or original entrance door.

Alterations include the replacement of some windows and a door on the eastern elevation and the new extension at the rear which is barely visible from the street. Overall, the building is of high integrity.

### **COMPARATIVE ANALYSIS**

The construction of warehouses and industrial buildings was an important phase of development in central Melbourne, especially during the late nineteenth and early twentieth century. The buildings were usually low scale and located in minor streets and laneways with rear lane access to facilitate the movement of material in and out of the building. Today most of these early factory or warehouse buildings are no longer operating and have often been adapted to accommodate professional offices or other commercial functions, in this case a conference centre.

The brick warehouses constructed around the early twentieth century and early interwar period are generally of a simple utilitarian character, utilising loadbearing face brick external walls with either a steel post and beam or reinforced concrete internal structure. Windows were generally large to maximise access to natural light at a time when artificial lighting was not adequate for the manufacturing process.

The following examples are comparable with 27-29 Little Lonsdale Street, being of a similar style, scale, construction date and use. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dated c2000 or later.

#### *562-566 Little Bourke Street, c1920s (HO701)*

The former Sun Electric Building. A four-storey brick former warehouse with a basement. Built in the early 1920's. Refurbished into an office in 1987. Converted and subdivided into residential units with ground level retail in 2000.



Figure 7. 562-566 Little Bourke Street, built in the 1920s.

*337-339 La Trobe Street, 1923-24 (HO1208)*

A mid-block, three-storey face brick warehouse building with classical derived detailing including bricked pilasters and a dentil cornice. Contrasting lintels topped with squared corbels make features of these wide factory windows.



Figure 8. 337-339 La Trobe Street, built in 1923-24.

*34-36 Little La Trobe Street, 1929 (Recommended as significant in the Hoddle Grid Heritage Review)*

The two-storey interwar brick warehouse at 34-36 Little La Trobe Street was built in 1929 to a design by architect Robert Bell Hamilton (1892-1948). The building was occupied by Nason & Pollard, engineers (later Central Motor Engineers), from 1930 to 1965.





Figure 9 34-36 Little Latrobe Street, built in 1929.

27-29 Little Lonsdale Street is an excellent example of an intact interwar warehouse/factory building, utilitarian and functional and refined in its design, of which there are several surviving examples within central Melbourne (albeit often adapted to house new uses such as professional offices). It forms part of a group of now-rare historic buildings associated with smaller-scale manufacturing businesses that once prospered in the northern part of the Hoddle Grid.

It is comparable with a number of other HO listed examples of the type, including 337-339 La Trobe Street (HO1208) and 562-566 Little Bourke Street (HO701), being of a similar character, scale and degree of intactness. It is also comparable with 34-36 Little Lonsdale Street which is proposed for listing on the HO as part of the Hoddle Grid Heritage Review.

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**ASSESSMENT AGAINST CRITERIA**


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✓ **CRITERION A**  
Importance to the course or pattern of our cultural or natural history (historical significance).

---

**CRITERION B**  
Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

---

**CRITERION C**  
Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

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✓ **CRITERION D**  
Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

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**CRITERION E**  
Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

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**CRITERION F**  
Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

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**CRITERION G**  
Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

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**CRITERION H**  
Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

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*Warragul Guardian and Buln Buln and Narracan Shire Advocate*, as cited.

**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**                      D

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**Central City Heritage  
Study 1993**                                      C

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**Review of Heritage  
overlay listings in the  
CBD 2002**                                      Ungraded

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**Central City Heritage  
Review 2011**                                      Ungraded

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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Warehouse

**PS ref no:** HO1357XXXX



### What is significant?

27-29 Little Lonsdale Street, Melbourne, a two-storey face brick warehouse built in 1924.

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

- The original building form and scale;
- The original face brick walls and pattern of fenestration including parapets, painted render lintels and pattern of window openings; ~~and~~
- The original steel frame windows.

Later alterations made to the building, including new windows on the Little Lonsdale façade and a rear extension, are not significant.

### How it is significant?

27-29 Little Lonsdale Street, Melbourne is of local historic and representative significance to the City of Melbourne.

### Why it is significant?

The building at 27-29 Little Lonsdale Street, Melbourne, constructed in 1924 for engineers, blacksmiths and boilermakers, A Lugton & Sons, is historically significant for its association with the long-term industry and warehouse concentration in this part of the city which demonstrates the historical grouping and evolution of similar uses that have been assessed as significant elements of the city's development. The factory/warehouse building at 27-29 Little Lonsdale Street demonstrates the rise of industry in the city in the 1920s, which, like elsewhere in Australia, led the recovery from the economic depression of the late 1920s-early 1930s. From the end of the World War Two to the beginning of the 1970s, Melbourne underwent the most sustained growth in its history, mostly based on the manufacturing industry. The factory building at 27-29 Little Lonsdale Street demonstrates this growth, established in the 1920s for the manufacturing industry, and continuing to be used for manufacturing by Gloria Knitting Mills from the c1940s until the early 1970s. (Criterion A)

27-29 Little Lonsdale Street is significant as a highly intact example of an early interwar warehouse/factory building constructed in 1924 as a component of the industrial expansion in central

Melbourne during this period. The building is a fine example of the many low scale warehouse/factory buildings of a simple utilitarian character, that utilised loadbearing face brick external wall with either a steel post and beam or reinforced concrete internal structure. These buildings were located in minor streets and laneways with rear lane access to facilitate the movement of goods and materials in and out of the building. Like other such buildings that survive from the period, which are generally low scale using simple construction of loadbearing face brick walls with either a steel post and beam or reinforced concrete internal structure, the building demonstrates a refined yet highly functional aesthetic with a symmetrical facade. 27-29 Little Lonsdale Street is distinguished by an unusual, Dutch Gable inspired yet simple double parapet, and regular pattern of large efficient steel framed windows with painted render lintels. The lack of superfluous decoration reinforces this simple and disciplined industrial aesthetic. (Criterion D)

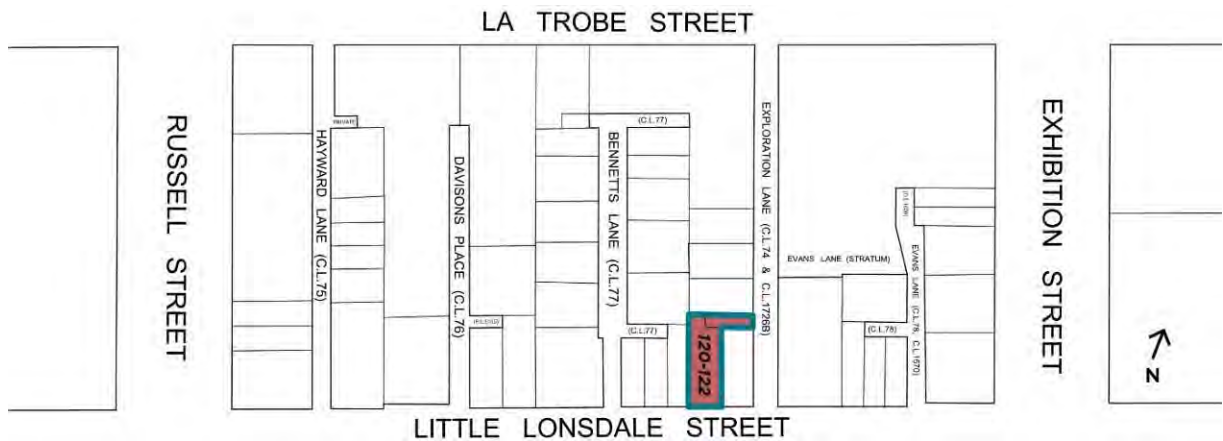
**Primary source**

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~~[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)



<b>SITE NAME</b>	Residences
<b>STREET ADDRESS</b>	120-122 Little Lonsdale Street Melbourne
<b>PROPERTY ID</b>	106054



SURVEY DATE: January 2018

SURVEY BY: Context

**HERITAGE INVENTORY**

H7822-1109

**EXISTING HERITAGE OVERLAY**

HO984 Little Lon Precinct

**PLACE TYPE**

Individual Heritage Place

**PROPOSED CATEGORY**

Significant

**FORMER GRADE**

C

**DESIGNER / ARCHITECT / ARTIST:**

Not known

**BUILDER:**

Not known

**DEVELOPMENT PERIOD:**

Victorian Period (1851-1901)

**DATE OF CREATION / MAJOR CONSTRUCTION:**

c1855/1869-70

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
8 Living in the City	8.1 Housing the population

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no: 7</b>	<b>Inventory no: 109</b>
<b>Character of Occupation:</b> Commercial, Residential	
Original grantee John Wollaston commenced subdivision of this corner in 1850. Owned by Mrs Skinner c1854/5 with ratebook entry for single storey brick pair of three rooms each. Possible boarding house use 1860s & 1870s. Building remodelled c1855. By 1871 purchased by Mr John Glavin (owner of adjoining Exploration Hotel).	
1866 Cox	
1880 Panorama	Shows row of buildings along Little Lonsdale St.
1905/6 Mahlstedt	Two-storey building.
THEMATIC MAPPING AND LAND USE	
1890s	Commercial, Residential
1920s	Commercial, Residential
1960s	Commercial, Residential

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

## SUMMARY

The pair of houses at 120-122 Little Lonsdale Street were built for John Glavin, proprietor of the nearby Exploration Hotel in 1869-70. They are part of the Little Lonsdale Street Precinct.

## HISTORICAL CONTEXT

### Living in the city

Housing the population

After the 1850s goldrushes, the construction of Parliament House (and other new public buildings such as the Town Hall and post office) moved the focus of Melbourne away from the docks. The retail zone of the city developed in the centre, and the west end of town took on a more mercantile and industrial character (MPS:59). The pressure to accommodate and service ever-increasing numbers of gold-seeking immigrants resulted in a dramatic increase in development of the northern city blocks (MPS:72).

Less salubrious 'fringe' areas also evolved. The east end of Little Bourke Street, for example, had an unsavoury reputation by the early 1840s when bawdy houses, unlicensed public houses and shanties erected without permits, were commonly reported. A working class residential precinct, of mostly Irish immigrants, had emerged by the late 1840s and early 1850s in an area referred to as 'Little Lon' (Little Lonsdale Street bounded by Spring Street, Exhibition Street, La Trobe Street and Lonsdale Street) (Mayne 2008). As the Melbourne Planning Scheme notes, in these areas:

Development was generally unregulated, with back-to-back houses, cottages and workshops fitted in any available spaces, ramshackle extensions added on in corrugated iron, timber, canvas and any other available material and in the poorest areas, with large numbers of people occupying the same house or room (MPS:78).

The population boom in Melbourne following the gold rushes of the early 1850s saw increased subdivision in Melbourne's 'Little' streets and lanes for residential use, particularly in the north-east part of the town. By the early 1850s most of the sites between the ubiquitous corner hotels had been occupied by small shops, offices and homes. Over the next thirty years the gaps were filled in and existing buildings added to or face-lifted. In the lanes were an increasing number of new, small cottages and shops, sometimes of only one or two rooms (Butler, 2010)

### SITE HISTORY

Original grantee John Wollaston commenced subdivision of this corner in 1850. In 1854-55 the subject site was owned by Mrs Skinner with the ratebook entry noting that the site comprised a single storey pair of brick houses with each house comprising three rooms. Bibb's plan of 1856 shows a similar outline for each house, and De Gruchy and Leigh's 1866 view appears to show a one-storey pair on the site, while the rate description is unchanged. Rate descriptions from 1868-70 describe houses of 5-6 rooms each indicating that at this time the houses were redeveloped to a two-storey pair (Butler, 2010).

Former policeman and owner of adjoining Exploration Hotel John Glavin called for tenders for 'repairs' in March 1869, but must have decided to rebuild instead, and in April 1869 tenders were called for 'taking down two houses adjoining the Exploration Hotel, Little Lonsdale Street' (Fels, Lavelle & Mider 1993, inventory no 109). Glavin notified Council in May of his intention to build two small houses on the site. Tenders were called in July to erect a closet (toilet) and in September for two kitchens. Two flights of stairs and ledged and braced doors were advertised for sale in July as probable remnants of the previous houses on the site. By 1871 the rate description of both 120 and 122 was 'Bk house 5 rooms 13x70' with a Net Annual Value (NAV) of £40 each (Butler, 2010).

By 1872, the current houses at 120-122 Little Lonsdale Street (then known as 121-123 Little Lonsdale Street East) were certainly erected (S&Mc 1873). In 1875, the properties were advertised for sale by auction, being described as ‘a valuable city property...not long been built’ (*Argus* 27 July 1875:2). Several years later, in 1879, the properties were auctioned again, noted as ‘equal to new’ and ‘the best in the neighbourhood’ with garden, yard and right of way to the rear (*Age* 18 December 1879:4).

John Glavin often appeared in police reports on robberies and assaults in the hotel as well as in the dwellings on the lane side of the hotel. The area of Little Lonsdale Street is often referred to in police reports being made up of brothels, hovels and, in one report from 1862, ‘A School of Vice’ (*National Trust News*, vol 3, no.3:27). In 1895 the site of 120 Little Lonsdale Street (or its adjacent building) is shown as ‘carpenter’s shop’ (Figure 1) (MMBW Detailed Plan 1895).

After a series of owners, the two houses were reunited under a single ownership by James Claude Henderson, a Parkville engineer, in 1941. The whole property was used as a discotheque known as the Mad Hatter in the 1960s Beatle era (Butler, 2010).

120-122 Little Lonsdale Street is part of the Little Lonsdale Street precinct, formerly the Little Lon Precinct.

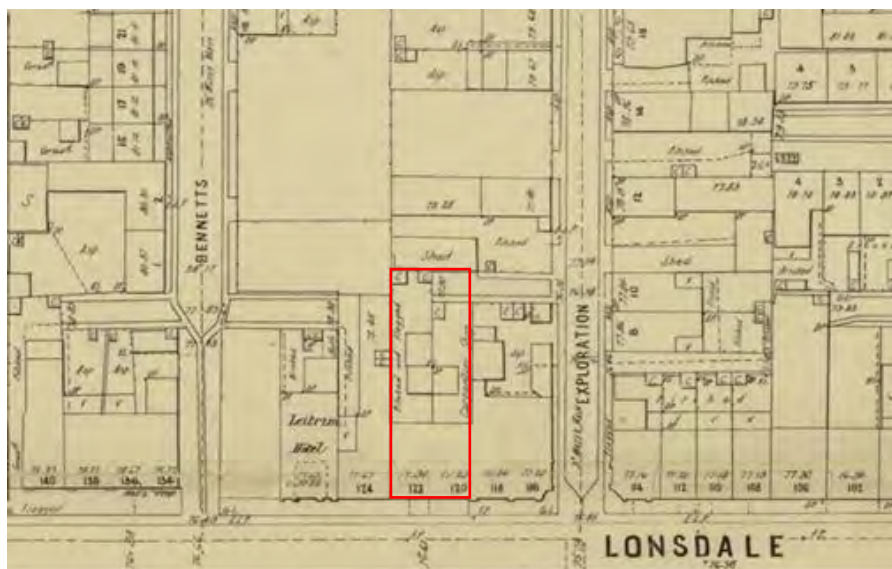


Figure 1. 120-122 Little Lonsdale Street in 1895. (Source: MMBW Detail Plan no 2019, 1895)

## SITE DESCRIPTION

The pair of row houses at 120-122 Little Lonsdale Street were built in 1869-70, replacing two houses built in the early 1850s. The two houses are simple mid-nineteenth century row houses, built to the footpath in front and with rendered brick facades and simple classical detailing. The facades are unadorned apart from a moulded parapet cornice supported by brackets at each end, and a plain string course at the first-floor level. Although now converted into one residence, the original front facades have been retained with the former bluestone doorstep of no.120 kept but a window replacing the former doorway. A substantial two-storey addition has been made to the rear of the house, which is not visible from the street. The site comprises a right-of way access through to Exploration Lane. The window sashes all appear to be replacements. The houses at some time were converted into a single dwelling, and after 1966 the front door to no. 120 was converted into a window, with a new bluestone sill to match the existing window (Butler, 2010).

## INTEGRITY

120-122 Little Lonsdale Street presents to the street as an early pair of houses built to the property boundary. The street frontages present a relatively intact appearance apart from the replacement of sash windows and one door converted to a window. The back yards have been built over and a large extension is visible from Exploration Lane.

## COMPARATIVE ANALYSIS

The theme of living in the city is demonstrated in several different place types. A few early small two storey residences remain from the 1850s and 1860s such as 330 King Street and 215-217 Swanton Street, but the most common type is the mid to late Victorian shop and residence. This type has the ground floor, generally with large windows and a residence above. An example is 474 Little Lonsdale Street. Living in the city above the shop was commonplace up until the early twentieth century when other uses started to dominate and people left the city for the suburbs. The house at 20 Ridgway Place is an unusually late example of housing being built in the city. By the 1920s flats became more popular, resulting in a different building typology.

*17 Casselden Place, 1876 (VHR H2267; HO555;)*

An example of a modest early house is 17 Casselden Place, the only surviving one of six adjoining two-room houses built in 1876. The cottage is largely intact, with its original two rooms with original fittings and toilet and kitchen at the rear.



Figure 2. 17 Casselden Place constructed 1876. (Source: CoMMaps)

*20 Ridgway Place, 1898 (Interim HO1259 – recommended as significant in the Hoddle Grid Heritage Review)*

20 Ridgway Place is one of relatively few residential buildings remaining in the Hoddle Grid. While certainly not the earliest, it is nevertheless an important reminder of living in the city. It is relatively intact, having not undergone conversion to a shop such as some of the above examples.



Figure 3. 20 Ridgway Place constructed 1896. (Source: Context 2017)

*474 Little Lonsdale Street, c1870s (Interim HO1282 – recommended as significant in the Hoddle Grid Heritage Review)*

This two-storey building built in 1879 on the corner of Little Lonsdale and Park Street was originally one of a pair of houses built to face Park Street. Substantial changes occurred in the 1920s resulting in this corner building being merged into a new brick factory that was built along Park Street.



Figure 4. 474 Little Lonsdale Street constructed 1879. (Source: Context 2017)

*Le Louvre, 74 Collins Street, 1855 & 1927 (HO569)*

The only early residential building originally built in 1855 remaining from this period at the top end of Collins Street, which once contained a number of doctor's surgeries and their attached houses.



Figure 5. 74 Collins Street, former residence and surgery constructed 1855 and converted to a shop in 1927 (Source: CoMMaps)

*330 King Street, 1850 (HO680)*

A two-storey rendered brick shop and dwelling. Built by James Heffernan in the Colonial Georgian style in 1850. The two-storey rear section was added in the 1880's.



Figure 6. 330 King Street constructed 1850. (Source: CoMMaps)

*261 William Street, 1856 (HO1088)*

Two-storey brick former warehouse/store. Built in 1856 as part of the old Metropolitan Hotel and converted to a shop in the 1920's.



Figure 7. 261 William Street constructed 1856. (Source :Context, 2016)

120-122 Little Lonsdale Street has the appearance of early housing from the 1850s but has been dated to the early 1870s. It is unusual for its residential appearance at ground level, not having been used as or converted to a shop. Although now altered to become one house, it is still legible as a pair. No.17 Casselden Place corresponds to the same period of construction to 120-122 Little Lonsdale Street. Like 261 William Street and 74 Collins Street, 120-122 Lonsdale Street provides a demonstration of living in the city.



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**ASSESSMENT AGAINST CRITERIA**


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|---|--|
| ✓ | <p><b>CRITERION A</b><br/>Importance to the course or pattern of our cultural or natural history (historical significance).</p>  |
| ✓ | <p><b>CRITERION B</b><br/>Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p>   |
|   | <p><b>CRITERION C</b><br/>Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p>   |
| ✓ | <p><b>CRITERION D</b><br/>Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p>   |
|   | <p><b>CRITERION E</b><br/>Importance of exhibiting particular aesthetic characteristics (aesthetic significance).</p>  |
|   | <p><b>CRITERION F</b><br/>Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p>   |
|   | <p><b>CRITERION G</b><br/>Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).</p> |
|   | <p><b>CRITERION H</b><br/>Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p>  |
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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

120-122 Little Lonsdale Street are also contributory to the Little Lonsdale Street Precinct.

**REFERENCES**

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*Argus*, as cited.

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Fels, M, Lavelle S, and Mider D 1993, 'Archaeological Management Plan', prepared for the City of Melbourne.

Halla, K J 1967, 'Little Lonsdale Street North between Bennetts Lane and Exploration Lane, Melbourne', State Library of Victoria (SLV): Halla collection of negatives: views of East Melbourne, Fitzroy, Melbourne and North Melbourne, accessed online 2 May 2018.

Halla, K J 1966, 'Little Lonsdale Street North, corner [of] Exploration Lane, Melbourne', State Library of Victoria (SLV): Halla collection of negatives: views of East Melbourne, Fitzroy, Melbourne and North Melbourne, accessed online 2 May 2018.

*National Trust News*, November 2010, vol.3,no.3

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Melbourne Planning Scheme (MPS), 'Melbourne and its Heritage Precincts', reference document to Clause 22.06 Heritage Precincts Policy of the Melbourne Planning Scheme, <https://www.melbourne.vic.gov.au>, accessed 2 May 2018.

**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**      B

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**Central City Heritage  
Study 1993**      B

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**Review of Heritage  
overlay listings in the  
CBD 2002**      C

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**Central City Heritage  
Review 2011**      Ungraded

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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Residences



**PS ref no:** [Interim HOHO1296](#)



### What is significant?

The pair of houses at 120-122 Little Lonsdale Street, Melbourne, dated to 1872 and located within the Little Lonsdale Street Precinct.

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 high level of integrity to its original design;
- Pattern and size of original fenestration, and original bluestone sills;
- Simple rendered façade with simple classical detailing;
- Moulded parapet cornice supported by brackets at each end and a plain string course at the first-floor level; ~~and~~
- Original bluestone doorstep (at ~~no.~~ [120 Little Lonsdale Street](#)).

More recent alterations, including the replacement sash windows, are not significant.

### How it is significant?

120-122 Little Lonsdale Street, Melbourne is of local historic, rarity and representative significance.

### Why it is significant?

The pair of houses at 120-122 Little Lonsdale Street is historically significant for its demonstration of less salubrious 'fringe' areas of mostly Irish immigrants, which had emerged by the late 1840s and early 1850s in an area referred to as 'Little Lon'. The two earlier houses on the site of 120-122 Little Lonsdale Street have their origins in this period, with the current houses replacing these in the early 1870s.

(Criterion A)

120-122 Little Lonsdale Street is a rare example of early residences in the central city. Although several other early examples exist (all with individual HOs) at 74 Collins Street, 330 King Street and 261 William Street and 215-217 Swanston Street (recommended for HO), nos.120-122 Little Lonsdale Street is unusual in its retention of the ground floor residential appearance. The pair of houses compare in period and style with 17 Casselden Place of 1876. (Criterion B)

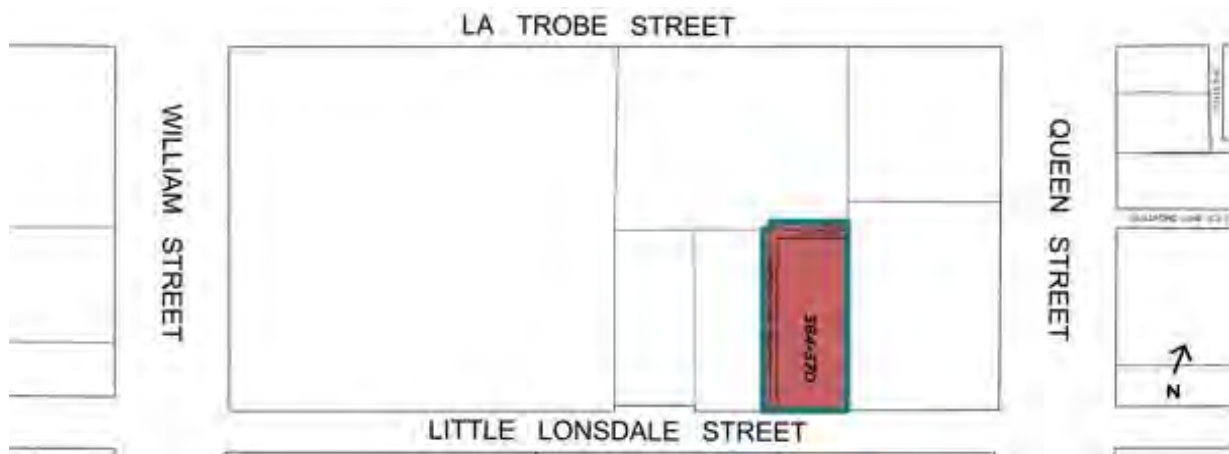
The pair of houses at 120-122 Little Lonsdale Street is significant for its residential typology of the mid-Victorian period. Attributes of the place include the simple and unadorned façade that is reflective of early Victorian design and construction, and the plain rendered wall surface with minimal ornamentation. The sash windows and the one remaining door onto the street reinforce its residential typology. 120-122 Little Lonsdale Street contributes to an unusually cohesive early streetscape in Little Lonsdale Street. (Criterion D)

**Primary source**

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~~[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

<b>SITE NAME</b>	Former Tuberculosis Bureau ( <a href="#">now demolished</a> )
<b>STREET ADDRESS</b>	364-370 Little Lonsdale Street Melbourne
<b>PROPERTY ID</b>	106036



SURVEY DATE: October 2017

SURVEY BY: Context

**HERITAGE INVENTORY** H7822-1024

**EXISTING HERITAGE OVERLAY** No

**PLACE TYPE** Individual Heritage Place

**PROPOSED CATEGORY** Significant

**FORMER GRADE** C

**DESIGNER / ARCHITECT / ARTIST:** Edwin Evan Smith

**BUILDER:** G Philips & Sons Pty Ltd

**DEVELOPMENT PERIOD:** Interwar Period (c1919-c1940)

**DATE OF CREATION / MAJOR CONSTRUCTION:** 1928

**THEMES**

<b>ABORIGINAL THEMES</b>	<b>SUB-THEMES</b>
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
<b>HISTORIC THEMES</b>	<b>DOMINANT SUB-THEMES</b>
11 Caring for the sick and destitute	11.1 Improving public health

**LAND USE**

<b>HISTORIC LAND USE</b>	
Archaeological block no: 03	Inventory no: 24
Character of Occupation: Residential	
Land sale details not provided.	
1880 Panorama	Site appears to be vacant.
1905/6 Mahlstedt	Two one-storey private residences
<b>THEMATIC MAPPING AND LAND USE</b>	
1890s	Residential
1920s	Medical.
1960s	Medical.

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

**SUMMARY**

This single-storey red brick building at 364-370 Little Lonsdale Street was built as a Tuberculosis Bureau, reflecting a State Ministry campaign to eradicate the disease. Completed in 1928, the building was constructed in the interwar Georgian Revival style to the design of Public Works Department Chief Architect Edwin E Smith.



## HISTORICAL CONTEXT

### Caring for the sick and destitute

#### *Improving public health*

In the nineteenth-century infectious diseases like consumption, typhoid, diphtheria, pertussis and others proved fatal to many, especially children. The unhygienic state of the city streets was a major contributor to this state of affairs (Context 2011:64).

Author and historian Janet McCalman writes that 'Tuberculosis deaths in Victoria rose until the mid-1890s, whereupon they participated in the sharp decline that was subsequently recorded in most parts of the developed world' (McCalman 2008).

Graeme Butler explains that tuberculosis was thought a disease of the poor, due to overcrowding and unsanitary living conditions, but that 'it took on a more specific form when isolated as a virus in 1882'. Butler continues:

*The Austin Hospital was established at Heidelberg, specifically to combat the disease. Twenty-one years later, tuberculosis [TB] was declared a notifiable disease in Melbourne and in 1909, throughout the State. From that date, sanatoria, out-patient clinics and laboratories were established in Melbourne and in Bendigo, where the discovery of the disease's connection with respiratory infections among the city's mining population had inspired the initial legislation. A Director of Tuberculosis was appointed in 1927 to co-ordinate and extend existing State facilities combating TB...Chest radiography (among Second War Armed Services recruits) was a further step taken to identify dormant TB and extended, in 1947, to the general community as a further part of the free service initiated for TB sufferers in 1943. Many other services followed, achieving a reduction in the death rate from .19% in 1887 to .002% in the late 1960s (Butler 1984).*

Case numbers plummeted in the decades following World War Two because of 'medical advancements in antibiotic therapy and compulsory chest screening' (McCalman 2008).

## SITE HISTORY

The site at 364-370 Little Lonsdale Street is part of Crown Allotment 3, Block 30 of the City of Melbourne. The first documented occupation of the site dates to 1905, with previous buildings including two single-storey private residences (Fels, Lavelle & Mider 1993, Inventory no 34).

A tuberculosis bureau has existed on the site from c1912, together with a venereal clinic and a branch of the State's Agricultural Department (*Age* 4 May 1918:4; *Age* 7 September 1918:12). As World War One saw throngs of soldiers returning home infected with venereal disease, a direct response to overcrowding was for the tuberculosis bureau and agricultural branch to be relocated, leaving the Lonsdale Street building dedicated to the care of venereal patients (*Age* 21 June 1918:9). The tuberculosis bureau moved to the building at 451 Little Lonsdale Street c1919, opposite 372-378 Little Lonsdale Street (HO1061) which was built as a Women's Venereal Disease Clinic in the same year.

After a Director of Tuberculosis was appointed in 1927 to co-ordinate and extend existing State facilities, the Public Health Department launched a targeted campaign against the disease. In 1928 tenders were invited for 'the erection of Tuberculosis Bureau' in Little Lonsdale Street, adjacent to the Women's Venereal Disease Clinic (*Age* 13 Jan 1928:16). The building was constructed in the interwar

Georgian Revival style creating a stylistic pair with the Women's Venereal Disease Clinic, constructed nine years earlier. The two buildings were often referred to as the Melbourne Health Department Buildings (Figure 1 & Figure 2). Builders G Philips & Sons Pty Ltd were commissioned, and construction was completed later that year to designs by Public Works Department Chief Architect, Edwin Evan Smith (Figure 3). The new bureau was designed to take in tuberculosis sufferers for examination, and then direct them to clinics in regional areas to aid their recovery (Argus 9 July 1928:9).



Figure 1. A 1970s photograph of the Tuberculosis Bureau at 364-370 Little Lonsdale Street. (Source: Collins 1973, SLV)



Figure 2. The Women's Venereal Clinic (1919) on left and Tuberculosis Bureau (1928) formed a stylistic pair of Melbourne Health Department buildings. (Source: Collins 1973, SLV)



Figure 3. Original building plans for the Tuberculosis Bureau erected in Little Lonsdale Street. (Source: PROV VPRS 3686/P19 unit 982)

In the 1940s the Department of Health advanced its campaign against tuberculosis, with plans to not only expand the existing facilities and associated specialists at 364-370 Little Lonsdale Street, encompassing much of the previously vacant lot at the rear, but to also increase patient accommodation at regional sanatoria and improve working conditions for nurses (Figure 4) (*Age* 6 November 1942:3; *Age* 30 January 1947:3).

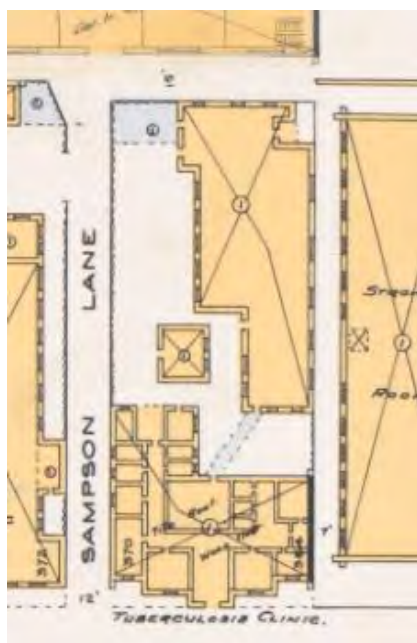


Figure 4. Detail from a reprinted 1962 Mahlstedt plan shows a large, single storey addition to the subject building completed c1950. (Source: Mahlstedt Map Section 2, no 3a, 1962)

The bureau continued to provide its services at 364-370 Little Lonsdale Street until 1979, after which the Melbourne Communicable Diseases Centre, a public sexual health clinic, took up residency in the building. In 1992 the Centre moved to 580 Swanston Street, Carlton, and has operated there as the Melbourne Sexual Health Centre ever since (Jasek et. al. 2017:213). Meanwhile, the Victoria Police Department of Forensic Medicine were outgrowing their base premises at the former Russell Street Police Headquarters, and subsequently moved into the vacated 364-370 Little Lonsdale Street

building in 1992 (Dr M Odell, pers. comm., 25 June 2018; Jasek et. al. 2017:213). The Department operated from the building between 1992-1996, and was responsible for the provision of healthcare to prisoners, as well as delivering clinical forensic medical services to individuals and organisations throughout Victoria (Young, Wells & Jackson 1994:21). Staff utilising the building during this time included four full-time physicians as well as part-time medical officers, forensic nurses and administrative staff. Interior spaces comprised offices, a library and medical examination rooms. A former forensic physician who worked in the building throughout the Department's tenancy also recalls: an old laboratory, in frequent use at the Tuberculosis Bureau's time of residency, a courtyard area, where staff would spend their break time. A suite was dedicated to forensic paediatric medical services, with its own separate entry and children's murals painted on the interior walls, which is believed to still be intact (Dr M Odell, pers. comm., 25 June 2018).

In 1996 the Department of Forensic Medicine disbanded and merged with the Victorian Institute of Forensic Medicine, expanding its role to teaching, training and researching within the field of forensic medicine and related scientific disciplines (Dr M Odell, pers. comm., 25 June 2018; VIFM 2018).

The building at 364-370 Little Lonsdale Street has been vacant since 1996.

#### *Edwin Evan Smith, architect*

Edwin Evan Smith (1870-1965) was born in Montrose, Scotland, migrating to the Queensland colony in 1889. There he joined the office of Oakden, Addison & Kemp. He then worked with Charles McLay, later establishing McLay's Toowoomba office, and worked in sole practice there from 1897 to 1898. He then joined Queensland's Public Works Department as a temporary draftsman before joining the Commonwealth Department of Works (CDW) in 1912. Smith worked in Melbourne for a few years, then in Sydney from 1915, returning to Brisbane in c1917 and working as the Queensland state works director for CDW in 1920-2 (Willis 2012).

In 1922 Smith was appointed chief architect with the Victorian Public Works Department. His projects in this role included the Emily McPherson College of Domestic Economy (1926) in the Greek Revival style, which was awarded the RVIA Street Architecture Medal in 1930, and the Melbourne Boys' High School (1925-8) in the Tudor Gothic style. In 1929 he resigned his position to take up the equivalent as NSW state government architect, designing the new Medical School (Blackburn building) at the University of Sydney (1931-33) in a functional manner with Classical and Art Deco inflections. He held the position until his retirement in 1935 (Willis 2012).

#### **SITE DESCRIPTION**

364-370 Little Lonsdale Street is a modest single-storey red brick building designed in the interwar Georgian Revival style favoured by the Commonwealth at the time.

The site comprises two buildings with the 1927 building to the front and a large addition completed in the 1950s at the rear. These two buildings have been joined with another later extension, comprising a flat roof. Together with the neighbouring Women's Venereal Disease's Clinic of 1919 the two buildings have a unity of style and materials.

The building has a symmetrical stepped frontage with implied quoining at the interior corners. The central bay functions as an entry porch with a large decorative motif featuring urn, scroll and serpent

motifs above the door. The hipped roof form is clad in terracotta tiles and is partially concealed behind a rendered parapet with a deep cornice.

Window openings are placed in regular pairs across the face with brick voussoirs above. Identical double hung timber windows have six-panes to each sash. A painted timber entry door is accessed from a small set of steps with iron railings. Early drawings suggest the current door is not original. A half-glazed timber door with three panels to the lower section and nine-panes in the glazed section is shown. A three-pane highlight window is drawn over the door.

### INTEGRITY

The building retains a high level of integrity to Little Lonsdale Street. Alterations and extensions include buildings to the rear and a non-original front door, highlight window and iron handrail. Wire mesh screens cover the windows.

### COMPARATIVE ANALYSIS

364-370 Little Lonsdale Street is both a Commonwealth building and an example of the interwar neo-Georgian style. Buildings sponsored by the Commonwealth in Melbourne include telephone exchanges and Commonwealth offices. The interwar neo-Georgian is also represented by the Alexandra Club at 81 Collins Street (HO568, HO504 Collins Street East precinct), designed by Anketell & K Henderson in 1937. The neo-Georgian was a style particularly favoured for Commonwealth government buildings in the interwar period, but is not well represented within central Melbourne.

#### *Former Women's Venereal Disease Clinic, 372-378 Little Lonsdale Street, 1919 (HO1061)*

Built as a women's venereal clinic, this two-storey red brick building is located adjacent to the subject building, in close proximity to the original Queen Victoria Hospital. The building has features associated with the neo-Georgian style of the interwar period.



Figure 5. 372-378 Little Lonsdale Street constructed 1919. (Source: CoMMaps)

#### *434-440 Little Bourke Street, 1937 (HO1054)*

This multi-storey Commonwealth Telephone Exchange is built in the neo-Georgian style. Characteristics of the style are adapted to suit a large building.



Figure 6. 434-440 Little Bourke Street constructed 1937.

364-370 Little Lonsdale Street compares with 372-378 Little Lonsdale Street as a modest brick building built to function as an infectious diseases medical clinic to address specific public health concerns at the end of World War One. It compares well to all the examples as a building constructed in the interwar Georgian Revival style - a style favoured for Commonwealth government buildings in the interwar period. It is a representative example of the work of Commonwealth architect and later chief architect of the Victorian Public Works department, E Evan Smith. The former tuberculosis clinic demonstrates how the style could be adapted to suit modest buildings. The subject building retains a similar level of integrity to the example buildings.

Other buildings associated with tuberculosis and public health with heritage listing include:

- Hamilton Base Hospital, the tuberculosis chalet at 14 Tyers Street Hamilton, Southern Grampians Shire (1944-45) by Public Works Department architect Percy Everett (VHR H1066),
- Sanatorium site, Sanatorium Road Yackandandah, Indigo Shire (HO800),
- Timber chalet, Providence Road Greenvale, Hume Shire (HO63).

Identified sites associated with the tuberculosis public health issue appear to be rare. 364 Little Lonsdale Street is earlier than the chalet at Hamilton Base Hospital, having been built as a response to the epidemic after the World War One and as a clinic that referred patients to their regional recuperation facilities.

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**ASSESSMENT AGAINST CRITERIA**


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|---|--|
| ✓ | <p><b>CRITERION A</b><br/>Importance to the course or pattern of our cultural or natural history (historical significance).</p>  |
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|   | <p><b>CRITERION H</b><br/>Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p>  |
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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A



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Young, S, Wells, D & Jackson, G 1994, 'A tiered healthcare system for persons in police custody – the use of a forensic nursing service', *Journal of Clinical Forensic Medicine*, vol. 1, pp. 21-25.

Odell, Dr Morris (Forensic Physician, Victorian Institute of Forensic Medicine; former Forensic Physician, Department of Forensic Medicine), personal communication, 25 June 2018.

Public Record Office Victoria (PROV), Pre-Metric Building plans (1853-1972), as cited.

Victorian Institute of Forensic Medicine (VIFM) 2018, *Who We Are*, <http://www.vifm.org/>, accessed 25 June 2018.

Willis, Julie 'Smith, E Evan', in Goad, Philip & Willis, Julie (eds.) 2012, *The Encyclopedia of Australian Architecture*, Cambridge University Press, Cambridge.

Young, S, Wells, D & Jackson, G 1994, 'A tiered healthcare system for persons in police custody – the use of a forensic nursing service', *Journal of Clinical Forensic Medicine*, vol. 1, pp. 21-25.

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

C

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**Central City Heritage  
Study 1993**

C

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**Review of Heritage  
overlay listings in the  
CBD 2002**

Ungraded

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**Central City Heritage  
Review 2011**

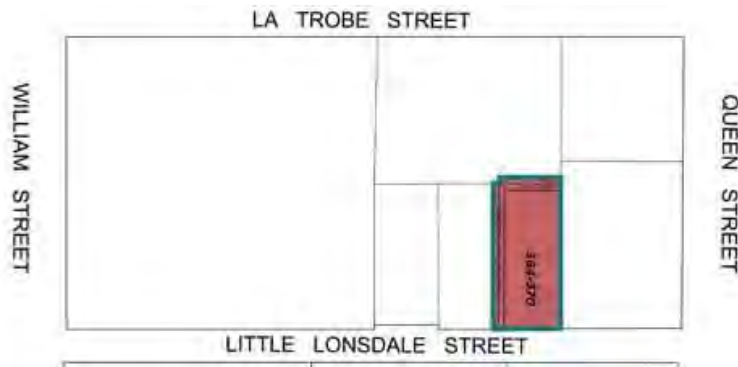
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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Tuberculosis Bureau

**PS ref no:** N/A



### What is significant?

The former Tuberculosis Bureau at 364-370 Little Lonsdale Street, Melbourne, built in 1928 and designed by Commonwealth and Public Works Department chief architect Edwin Evan Smith.

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 high level of integrity to its original design (Little Lonsdale Street);
- Loadbearing face brickwork;
- Hipped roof of terracotta tile;
- Symmetrical stepped frontage with implied quoining at the interior corners;
- Bold rendered details including the parapet, cornice and central decorative motif featuring urn, scroll and serpent motifs;
- Pattern and size of original fenestration; ~~and~~
- Double hung timber-framed windows with six-panes to each sash and brick voussoirs.

Later alterations and extensions including buildings to the rear and non-original front door, highlight window and iron handrail are not significant.

### How it is significant?

364-370 Little Lonsdale Street, Melbourne is of local historical, rarity, representative and aesthetic significance to the City of Melbourne.

### Why it is significant?

364-370 Little Lonsdale Street is historically significant as a reminder of the statewide public health campaign to eradicate tuberculosis, declared a notifiable disease in Victoria in 1909. Built in 1928, after a Director of Tuberculosis was appointed in 1927 to co-ordinate and extend existing State facilities, the building represents the beginnings of state sponsored treatment of a disease now almost forgotten. The place is historically significant for its use between 1992-1996 as the Department of Forensic Medicine

between its operational separation from Russell Street police headquarters and prior to its incorporation as the Victorian Institute of Forensic Medicine. (Criterion A)

The former Tuberculosis Bureau is significant as a rare example of a tuberculosis clinic in Victoria. The VHR listed tuberculosis chalet at Hamilton Base Hospital and two other sanatoria sites in the Cities of Hume and Indigo represent regional treatment facilities, however the former Tuberculosis Bureau was a centralised facility established at an early date to co-ordinate a state-wide response to the disease. (Criterion B)

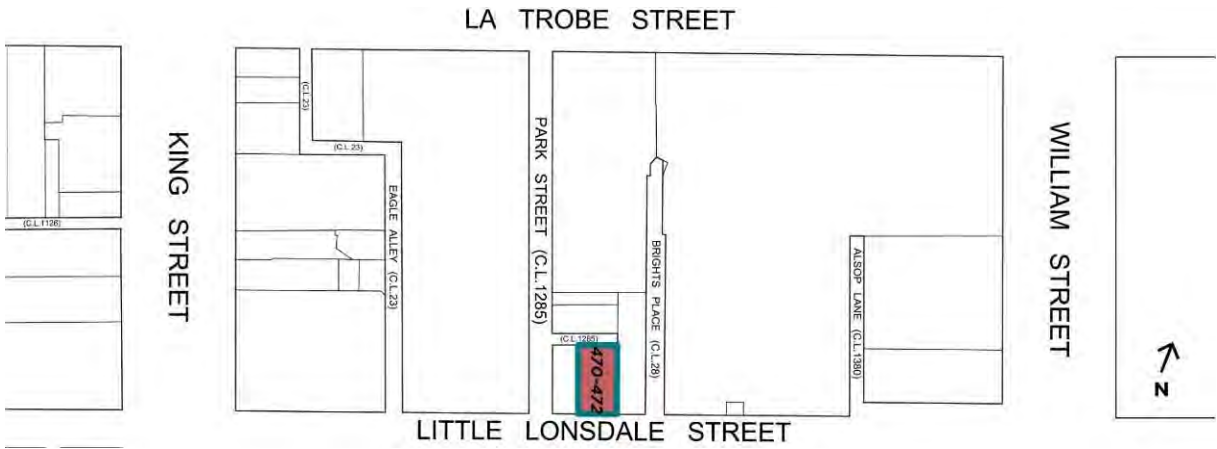
The former Tuberculosis Bureau is a representative example of public architecture of the interwar period when the Georgian Revival styles were popular with both the Commonwealth and State Departments of Works. It is also a representative example of the work of notable public architect Edwin Evan Smith who made major contribution to public architecture in Victoria, Queensland and New South Wales. (Criterion D)

The former Tuberculosis Bureau is aesthetically significant for interwar Georgian Revival characteristics and the manner in which it relates to the earlier but stylistically similar Women's Venereal Diseases Clinic at 372 Little Lonsdale Street. It exhibits key features associated with the style including a symmetrical façade with central stepped entry porch, face red brick work and a tiled hipped roof, partially concealed behind a parapet. Attributes of aesthetic value include a dignified design featuring simplified classical motifs, a deep cornice, and a regular pattern of double hung timber windows with brick voussoirs. (Criterion E)

#### **Primary source**

[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

<b>SITE NAME</b>	Shops
<b>STREET ADDRESS</b>	470-472 Little Lonsdale Street Melbourne
<b>PROPERTY ID</b>	106033



SURVEY DATE: May 2017

SURVEY BY: Context Pty Ltd

<b>HERITAGE INVENTORY</b>	H7822-1020	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Not known	<b>FORMER GRADE</b>	C
		<b>BUILDER:</b>	John Parry
<b>DEVELOPMENT PERIOD:</b>	Victorian Period (1851-1901)	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1872

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a commercial city	5.4 Developing a retail centre
	OTHER SUB-THEMES
8 Living in the city	8.2 Housing the population

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 2	<b>Inventory no:</b> 20
<b>Character of Occupation:</b> Commercial, Residential	
Land sale details not provided.	
1866 Cox	Map shows building on site (between two alleys). Extant building built 1872-3. Owner John Bennett, 1872-89.
1880 Panorama	Two-storey building.
1905/6 Mahlstedt	Building at 470 shown as three storeys.

## THEMATIC MAPPING AND LAND USE

1890s	Residential
1920s	Residential, Commercial
1960s	Commercial

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** refer to map

## SUMMARY

This pair of early shops (built 1872) are part of increasingly rare group of small shop buildings remaining in the city. Erected to serve as daily retail points, similar surviving shops can be found in both main streets and smaller laneways. Whilst the use of upper storey residences became largely extinct, the ground floors of these examples continue to operate as commercial outlets. Simple detailing, typical of the mid-Victorian period, is mostly intact on the upper façade of this pair of shops.

## HISTORICAL CONTEXT

**Building a commercial city**

*Developing a retail centre*

Even before the early 1850s, Melbourne had established the foundational infrastructure for international trade and commerce, including retail markets, shipping agents, and industry and finance houses - the beginnings of an entrepreneurial global city (Context 2012:12).

Retailing in Melbourne gained official recognition when eight market commissioners were elected in 1841 from a roll of local voters. The commissioners established the Western Market, which became the principal place for selling fresh food, with many goods transported from Melbourne to pastoral settlements. At this time Melbourne's population was 4479, and the colony's was 20,416 (Young and Spearritt 2008).

Miles Lewis notes that various precincts within the city centre had emerged by the early 1840s, and that this pattern

*remained little changed into the 20th century and which ... survives today – mercantile and warehousing activity near the Pool and the wharves, banking in central Collins Street, the retailing heart between Swanston and Elizabeth Streets, the medical precinct in the vicinity of Dr Richard Howitt's house in Collins Street East, and so on (cited in Context 2012:12).*

Suburban retailing increased towards the end of the 1880s as greater Melbourne's population approached 280,000 and tramlines transported shoppers to suburban shops (Young and Spearritt 2008).

**Living in the city***Housing the population*

Melbourne's first European residents built cottages from whatever materials were available, sod and timber, followed by timber-framed buildings clad with weatherboard.

*The majority of the population occupied small, single-storey detached houses that were cramped and badly ventilated. A typical house block might also have a well, a cesspit and a poultry pen. Before 1857 water was carted from the river or collected in makeshift tanks. There was no proper sewerage or drainage, which made the low-lying parts of the city particularly unsanitary. Toilet facilities were earth closets...prior to that there were cesspits in backyards...*

*The housing stock greatly expanded in the early Victorian period, with further construction of houses in the central city and surrounding suburbs (Carlton, East Melbourne, North Melbourne and West Melbourne). These were simple houses of one and two storeys, with bluestone or brick walls. Inferior-quality bricks were often rendered to protect them from weathering, and the rendering ruled and often coloured to resemble the more prestigious ashlar stone.*

*While many of Melbourne's poor were accommodated within the city proper, wealthier citizens established more salubrious places of residence away from the city centre on the high side of the river in Kew, Hawthorn, Toorak or South Yarra, or by the bay at Brighton or St Kilda. Within the City of Melbourne there were pockets of better quality housing in East Melbourne, in St Kilda Road, and in parts of South Carlton...Outside of the central city grid, in the surrounding suburbs of Carlton, West Melbourne, North Melbourne and East*



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*Melbourne, there was a greater concentration of residential building and more early housing has survived here than in the central city (Context 2012:16, 64-65).*

Inner city residences were often built by business owners, and lived in by themselves, or leased out to city workers.

## **SITE HISTORY**

In 1866, a map shows that a building existed on the site of today's 470-472 Little Lonsdale Street (Fels, Lavelle & Mider 1993).

The two, two-storey shops at 470-472 Little Lonsdale Street (originally 119-121 Little Lonsdale Street) were built in 1872 by builder John Parry (MCC registration no 4601, as cited in AAI, record no 74243). The owner of the building between 1872 and 1889, John Bennett lived at 121 Little Lonsdale Street for several years from the late 1870s (S&Mc 1878-1884). According to the 'notices intent to build' lodged with the City of Melbourne, the brick buildings were originally built as dwellings, but were tenanted with various shops on the ground floor from the year of completion.

Patrick Bunbury, grocer, was the first tenant at 119 Little Lonsdale Street in 1872. Other early tenants included grocers Harold William and Alfred Philliner. Throughout the late nineteenth and the early twentieth centuries, 119 Little Lonsdale Street housed different food retailers. 121 Little Lonsdale Street was tenanted from 1873 with a store owned by P Burns, then John Flynn. From 1877 onwards, 121 Little Lonsdale Street was used mostly for residential purposes, (S&Mc 1873-1920). A local labourer, Edward McGinley, resided at 121 Little Lonsdale Street for about 40 years between 1898 and 1938 (S&Mc 1898-1938).

The builder of the shops, John Parry, then based at 85 Chancery Lane Melbourne, erected a number of smaller sized buildings in Melbourne and nearby northern suburbs, including dwellings and shops. Parry's career spanned the 1850s to the 1890s (AAI).

Originally, the buildings at 470-472 Little Lonsdale Street were built to a symmetrical plan, each with a backyard with outside toilet and shed. (MMBW 736 1895). The shops have been extended to the north boundary of the subject site.

By the late 1940s-early 1950s, the buildings were completely converted to shops, 470 and 472 Little Lonsdale Street being occupied respectively by a fish shop and a sandwich shop (*Age* 6 June 1952:14; *Age* 7 July 1949:8) (Figure 1). By the 1990s, the shops were merged to house a café (Archaeological Management Plan 1993, v3:20), but were again separated and now house two food outlets (CoMMaps).



Figure 1. 472-470 Little Lonsdale shown in a section of Little Lonsdale Street North between Eagle Alley and William Street, Melbourne, Vic, c.1960-1969, by Halla (Source: SLV).

### **SITE DESCRIPTION**

The pair of brick shops at 470-472 Little Lonsdale Street is located on the northern side of the street, between King Street and William Street. An adjacent shop to the west, also erected in the mid-Victorian era, is complementary to the pair's immediate setting.

Built to the street edge, the rendered masonry building is symmetrical, with simple detailing reflective of the pre-1880s construction date. Although significantly altered at ground level, with recent glazing dominating the façade, the building is relatively intact at the upper level. A simple cornice with dentil feature runs across the top of the parapet. A scroll detail punctuates this cornice at each end as well as in the centre, and bands of rustication delineate these intervals vertically, down to the base of the first floor. Each shop has a pair of identical rectangular window openings with moulded architraves and timber sash windows.

### **INTEGRITY**

The upper façade of the building remains relatively intact. Wrought iron window baskets are a recent addition. Significant alterations have occurred at street level, with no evidence of the original shopfronts.

### **COMPARATIVE ANALYSIS**

These small, early two-storey shop buildings once were common in the central city. Erected to serve as daily retail points, the small number of surviving shops can be found in both main streets and smaller laneways. Whilst the use of upper storey residences became largely extinct, the ground floors of these examples continue to operate as commercial outlets.

The subject buildings compare well with the following examples, drawn chiefly from the Central City Heritage Review 2011, being of a similar use, scale, location and creation date. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

Selected examples of Capital City Zone shop and residence constructed around the 1870s include:

*Bourke Street East Post Office, 35-37 Bourke Street, 1872 (HO527, Significant in HO500 Bourke Hill Precinct)*

Two-storey rendered brick shop. Designed in the Renaissance Revival style and built 1872 for J M Langley, a glass and china importer. From 1892 and 1969 it was used as a post office.



Figure 2. 35-37 Bourke Street constructed 1872.

*Clarke's Shop & Dwellings, 203-205 Queen Street, 1869 (HO1070)*

A two-storey rendered brick retail building with a basement, two ground level shops and an upper level office. Designed in the Italian Renaissance style by George Browne of the firm Browne & Howitz and built for the grazier William John Turner Clarke by Charles Brown in 1869.



Figure 3. Clarke's Shops & Dwellings, 203-205 Queen Street constructed 1869-70 (Source: Butler 2011).

*Edinburgh Chambers, 215-217 Elizabeth Street, 1869 (HO1016)*

One part of a three storey early Victorian rendered brick building with a cellar. Formerly known as Edinburgh Chambers. Built in 1869 by George Freeman for Andrew Halley Knight. By 1875 Mr John Coutie bootmaker, importer and retailer had purchased this section of the building. The family business kept these premises until the late 1960's.



Figure 4. 355. 215-217 Elizabeth Street constructed 1869.

Other examples of shop and residence buildings include a collection of buildings at 419-435 Elizabeth Street (part of HO1125), outside the Hoddle Grid Heritage Review Study area boundary.

The shops at 470-472 Little Lonsdale Street are among rare examples of small-scaled shops and residence type from the late Victorian period. The subject buildings are reasonably intact at the upper floor level, and, stylistically speaking, compare well with other examples remaining in the city. Being smaller than surviving corner shops at 215-217 Elizabeth Street and 203-205 Queen Street, the shops at 470-472 Little Lonsdale Street represent the shop and residence type developed in the residential 'outer area' within the Hoddle Grid.

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**ASSESSMENT AGAINST CRITERIA**


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✓ **CRITERION A**  
Importance to the course or pattern of our cultural or natural history (historical significance).

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**CRITERION B**  
Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

---

**CRITERION C**  
Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

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✓ **CRITERION D**  
Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

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**CRITERION E**  
Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

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**CRITERION F**  
Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

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**CRITERION G**  
Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

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**CRITERION H**  
Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

**REFERENCES**

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City of Melbourne Maps (CoMMaps) 2017, <http://maps.melbourne.vic.gov.au/>, accessed 7 June 2017.

Context Pty Ltd 2012, *Thematic History: A History of the City of Melbourne's Urban Environment*, prepared for the City of Melbourne.

Fels, M, Lavelle, S and Mider, D 1993, 'Archaeological Management Plan', prepared for the City of Melbourne.

Halla, K J c.1960-1969, 'Little Lonsdale Street North between Eagle Alley and William Street, Melbourne, Vic', State Library of Victoria (SLV) Halla collection of negatives. Views of East Melbourne, Fitzroy, Melbourne & North Melbourne, accessed online 26 June 2017.

Nearmap 15 May 2014, 471-472 Little Lonsdale Street, accessed online 26 June 2017.

*Sands and McDougall, Melbourne and Suburban Directories (S&Mc)*, as cited.

Young, John and Spearritt, Peter 2008, 'Retailing' in *eMelbourne*, School of Historical & Philosophical Studies, The University of Melbourne, <http://www.emelbourne.net.au/biogs/EM01241b.htm>, accessed 13 June 2017.

**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985** C

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**Central City Heritage  
Study 1993** C

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**Review of Heritage  
overlay listings in the  
CBD 2002** Ungraded

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**Central City Heritage  
Review 2011** Ungraded

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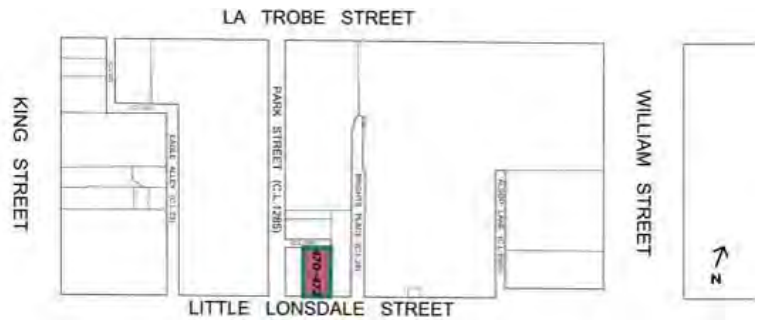


## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Shops



**PS ref no:** [Interim HOHO1281](#)



### What is significant?

The pair of shops at 470-472 Little Lonsdale Street, completed in 1872.

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 high level of integrity to its original design;
- Rendered masonry façade with simple detailing reflective of the pre-1880s construction date;
- Pattern and size of original fenestration, and moulded architraves;
- Timber double-hung sash windows on the upper-level;
- Rustication on the edges of the building; ~~and~~
- Parapet with simple moulded cornice with dentilation and scrolls.

More recent alterations, including the ground level shopfronts and wrought iron window baskets, are not significant.

### How it is significant?

The pair of shops at 470-472 Little Lonsdale Street is of local historic and representative significance to the City of Melbourne.

### Why it is significant?

The pair of two-storey shops at 470-472 Little Lonsdale Street, constructed in 1872 by builder John Parry and originally built as residences, is historically significant as a once common building typology demonstrating integrated uses of both retailing and housing. The building demonstrates a once common type of housing for city dwellers within the Hoddle Grid in the 1870s. (Criterion A)

The pair of shops at 470-472 Little Lonsdale Street is an fine example of a mid-Victorian residential and commercial building. Once used as daily retail points, a number of these surviving shops are found in both the main streets and smaller streets of the Hoddle Grid. While the use of upper storey residences has become largely outdated, the ground floors of these examples continue to operate as retail outlets. The pair of buildings are legible and

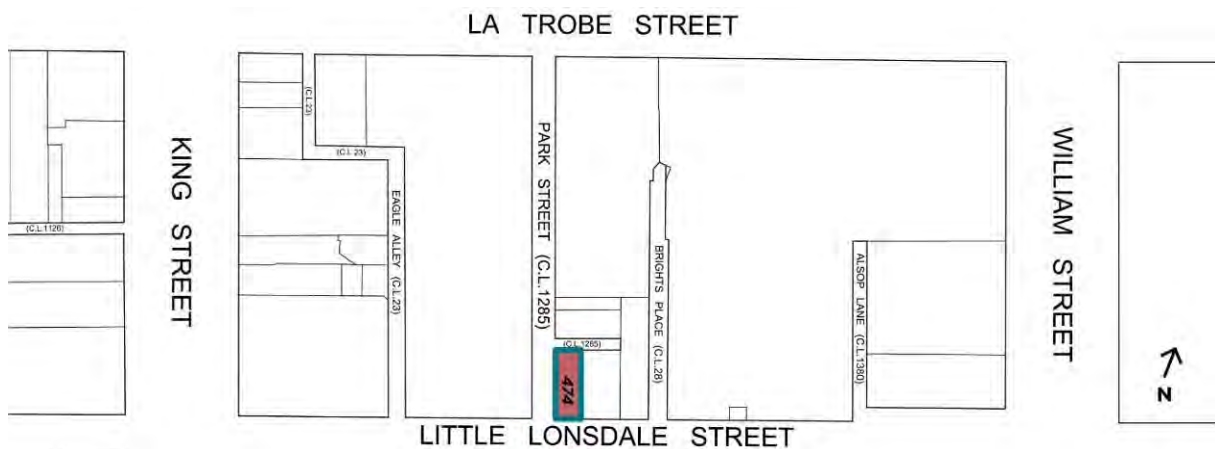
reasonably intact, with typical Victorian detail of rendered masonry, cornices with dentil features, scroll details, rusticated quoins, and Victorian-era windows with moulded architraves still evident to the upper façade. (Criterion D)

**Primary source**

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~~[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

<b>SITE NAME</b>	Residence
<b>STREET ADDRESS</b>	474 Little Lonsdale Street Melbourne
<b>PROPERTY ID</b>	106032



SURVEY DATE: May 2017

SURVEY BY: Context Pty Ltd

<b>HERITAGE INVENTORY</b>	H7822-1021	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Not known	<b>FORMER GRADE</b>	C
<b>DEVELOPMENT PERIOD:</b>	Victorian Period (1851-1901)	<b>BUILDER:</b>	Timmins & Kinniard
		<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1879

**THEMES**

<b>ABORIGINAL THEMES</b>	<b>SUB-THEMES</b>
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
<b>HISTORIC THEMES</b>	<b>DOMINANT SUB-THEMES</b>
8 Living in the city	8.2 Housing the population
	<b>OTHER SUB-THEMES</b>
5 Building a commercial city	5.5 Building a manufacturing industry

**LAND USE**

<b>HISTORIC LAND USE</b>	
Archaeological block no: 2	Inventory no: 21
<b>Character of Occupation:</b> Commercial, Residential	
Land sale details not provided.	
1866 Cox	Map shows building occupying the area between the two alleyways (Bright's Place and Part St). extant building, two-storeys 1870s.
1880 Panorama	Two-storey building.
1905/6 Mahlstedt	Two-storey building.
<b>THEMATIC MAPPING AND LAND USE</b>	
1890s	Residential
1920s	Residential, Commercial
1960s	Commercial

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

**SUMMARY**

This small two-storey building built in 1879 on the corner of Little Lonsdale and Park Street was originally one of a pair of houses built to face Park Street. Substantial changes occurred in the 1920s resulting in this corner building being merged into a new brick factory that was built along Park Street. At the time, the building entrance was relocated to Little Lonsdale Street, and the address was changed accordingly. While the building has undergone substantial changes to its use, orientation and appearance, it still retains the early residential form and elements of the mid-Victorian detailing to its upper façade.

## HISTORICAL CONTEXT

### Living in the city

#### *Housing the population*

Melbourne's first European residents built cottages from whatever materials were available, sod and timber, followed by timber-framed buildings clad with weatherboard.

*The majority of the population occupied small, single-storey detached houses that were cramped and badly ventilated. A typical house block might also have a well, a cesspit and a poultry pen. Before 1857 water was carted from the river or collected in makeshift tanks. There was no proper sewerage or drainage, which made the low-lying parts of the city particularly unsanitary. Toilet facilities were earth closets...prior to that there were cesspits in backyards...*

*The housing stock greatly expanded in the early Victorian period, with further construction of houses in the central city and surrounding suburbs (Carlton, East Melbourne, North Melbourne and West Melbourne). These were simple houses of one and two storeys, with bluestone or brick walls. Inferior-quality bricks were often rendered to protect them from weathering, and the rendering ruled and often coloured to resemble the more prestigious ashlar stone.*

*While many of Melbourne's poor were accommodated within the city proper, wealthier citizens established more salubrious places of residence away from the city centre on the high side of the river in Kew, Hawthorn, Toorak or South Yarra, or by the bay at Brighton or St Kilda. Within the City of Melbourne there were pockets of better quality housing in East Melbourne, in St Kilda Road, and in parts of South Carlton...Outside of the central city grid, in the surrounding suburbs of Carlton, West Melbourne, North Melbourne and East Melbourne, there was a greater concentration of residential building and more early housing has survived here than in the central city (Context 2012:16, 64-65).*

Inner city residences were often built by business owners, and lived in by themselves, or leased out to city workers.

### Building a commercial city

#### *Building a manufacturing capacity*

As Melbourne developed through the nineteenth century, so did its manufacturing industry. Flinders Lane became an important area for clothing manufacturers, while Chinese cabinet makers were concentrated at the east end of town. Food-processing plants were established in North and West Melbourne. Factories tended to be small and specialised. Large factories, built in the later nineteenth century and early twentieth century tended to be built outside the City of Melbourne, where land was more easily obtainable (Context 2012:44).

The growth of manufacturing was accompanied by the construction of offices to house administration staff and warehouses to store goods.

From the 1930s, like the rest of Australia, an increasing proportion of the city's workforce took up jobs in manufacturing, an industry that led Australia's recovery from the economic depression of the late 1920s-early 1930s, when, The *Encyclopedia of Melbourne* notes, a

*steep rise in tariffs, devaluation of the Australian pound, falling wages and electricity costs all made local producers far more competitive internationally. Textiles benefited first, then the metals industries and engineering took over as pacemakers...Manufacturing output increased 6% per year between 1949 and 1967, significantly faster than the economy as a whole...The long boom came to a sudden end from 1973-74 as world oil prices rose fourfold and inflation gathered pace (Dingle 2008).*

## SITE HISTORY

In 1866, a building existed in the area between two alleyways: Brights Place and Part Street (Fels, Lavelle & Mider 1993).

474 Little Lonsdale Street comprises two brick cottages previously numbered 6 and 8 Park Street, both built in 1879 by builders Timmins and Kinniard of Bouverie Street, Carlton (MCC registration no 8118, as cited in AAI, record no 74268). Located at the corner of Park and Little Lonsdale streets, the pair of houses opened to Park Street.

The land on which the cottages were built has 22 feet frontage to Little Lonsdale Street with a depth of 60 feet along Park Street. Although built as a pair of cottages with L-shaped plans, 8 Park Street (now demolished) was significantly smaller in size. As can be seen from the present building, 6 Park Street was constructed as a two-storey building, with six rooms and a bath; 8 Park Street was single-storeyed with three rooms (*Argus* 8 May 1920:3).

In the late nineteenth century, Park Street mostly comprised residential terrace rows. The residences were developed by local builder William Hill over several stages during the 1870s (MCC registration no 4320, 4282, 4898 & 6546, as cited in AAI, record no 74241, 74240, 74248 & 77015). With their entrances to Park Street, the brick cottages at 6-8 were in line with Binfield Terrace, a group of four to 10 semi-attached houses, on the east side of Park Street. Ennis Terrace, nine semi-attached houses, was located on the west side of Park Street (MMBW Detail Plan no 736, 1895). The co-joined cottages in Ennis Terrace were modest in size, being described as 'very small cottages suitable for Lilliputian newly married couples' (MCC registration no 6546, as cited in AAI, record no 77015). In this streetscape, as a corner building, the two-storey house at 8 Park Street would have had a noticeable presence.

According to the Sands and McDougall directories, both houses at 6-8 Park Street were leased to tenants who stayed only a year or two. The early tenants at 6 Park Street in the period 1884-93 were mostly female, with tenants including Mrs McNamara (S&Mc 1884), Miss H Coughlan (S&Mc 1892) and Mrs Anna Schellnack (S&Mc 1893). The residence at 8 Park Street continued to house various short-term tenants until its demolition in 1920.

The houses at 6-8 Park Street were sold by auction in 1920. The description in the *Argus* read: 'these Buildings could with advantage be converted into one or two factories, the position being well suited for such alteration' (*Argus* 8 May 1920:3). Following the sale, the house at 8 Park Street was pulled down and a brick warehouse was built, at the cost of £1,250, in its place and joined with 6 Park Street to form a unified building (CoMMaps; Figure 1). As a consequence, a new opening to Little Lonsdale Street was added and the buildings became known as 474 Little Lonsdale Street (S&Mc 1922).

After the alterations in 1920, 474 Little Lonsdale Street became a commercial building shared by two different businesses (S&Mc 1924-1938). The first tenants were Kimton and Jordan, chair manufacturers, and Josh Hubball, locksmith (S&Mc 1922). Hubball remained at 474 Little Lonsdale Street through to the 1940s (S&Mc 1924-1942).

474 Little Lonsdale Street was damaged by fire in 1977, and restored and refurbished in 1990 to house a ground level bar and upper floor office (CAD study 1993; CoMMaps).



Figure 1. The boundary between the original 1870s rendered wall and newly added face brick part is clearly shown, from Aerial View of Melbourne, c.1945, by Victorian Railways (Source: SLV).

### SITE DESCRIPTION

This two-storey, brick building is located on the corner of Little Lonsdale Street and Park Street, close to the north-western corner of the city grid. Originally built as one of a pair of houses facing Park Street (6 and 8 Park Street), the building's use and orientation has changed over time. As noted in the history above, the pair of houses was sold in 1920. The single storey house (8 Park Street) was demolished to make way for a new brick factory building along Park Street. The two-storey corner building (6 Park Street) was retained and merged into the new factory building. An entry was created to Little Lonsdale St and the address was changed to 474 Little Lonsdale Street.

Despite the various changes and alterations that have occurred, the small corner building can still be distinguished as an early residential building. A simple moulded cornice runs along the top of the parapet which runs around both the Park Street and Little Lonsdale Street faces. Banded rustication can be noted at the corner of the building and at the building edge on each frontage. Facing Park Street, window openings have been blocked but evidence of the entry door remains, with a bluestone threshold still visible.

The upper storey of the Little Lonsdale Street façade retains its rectangular window openings with simple moulded architraves. At street level the building has been altered to accommodate two shop fronts.

### INTEGRITY

As noted, this building has undergone a number of changes of use, orientation and appearance over time. However, the original corner building form retains some of the simple mid-Victorian detailing to the upper façades. The bluestone threshold remains on Park Street, indicating the original opening of the early residential building.

### COMPARATIVE ANALYSIS

Many residential buildings constructed during the mid-nineteenth century are now gone, and the city streets which were once densely populated with small scale cottages, such as aforementioned Park Street, have been demolished.

The subject building compares well with the following 1870s examples being of a similar use, scale, location and creation date. The below images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

Selected examples include:

*470-472 Little Lonsdale Street, 1872 (Interim HO1281 – recommended as significant in the Hoddle Grid Heritage Review)*

The pair of residences is part of increasingly rare group of small commercial and residential buildings remaining in the city.



Figure 2. 470-472 Little Lonsdale Street constructed 1872.

*Bourke Street East Post Office, 35-37 Bourke Street, 1872 (HO527, Significant in HO500 Bourke Hill Precinct)*

Two storey rendered brick shop. Designed in the Renaissance Revival style and built 1872 for J M Langley, a glass and china importer. From 1892 and 1969 it was used as a post office.





Figure 3. 35-37 Bourke Street constructed 1872.

*17 Casselden Place, 1876 (VHR H2267; HO555)*

Another very intact example of a modest early house is 17 Casselden Place, the only surviving one of six adjoining two-room houses built in 1876. The cottage is largely intact, with its original two rooms with original fittings and toilet and kitchen at the rear, and is on the VHR.



Figure 4. 17 Casselden Place constructed 1876.

The former residence, later warehouse at 474 Little Lonsdale is the last remnant of what once formed the residential streetscape of Park Street. With its Victorian character, 474 Little Lonsdale Street is a representative example of residential buildings in inner Melbourne. It is one of a small group of such places that represent working class housing in the nineteenth century.

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**ASSESSMENT AGAINST CRITERIA**


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- |   |  |
|---|--|
| ✓ | <p><b>CRITERION A</b><br/>Importance to the course or pattern of our cultural or natural history (historical significance).</p>  |
| ✓ | <p><b>CRITERION B</b><br/>Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p>   |
|   | <p><b>CRITERION C</b><br/>Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p>   |
| ✓ | <p><b>CRITERION D</b><br/>Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p>   |
|   | <p><b>CRITERION E</b><br/>Importance of exhibiting particular aesthetic characteristics (aesthetic significance).</p>  |
|   | <p><b>CRITERION F</b><br/>Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p>   |
|   | <p><b>CRITERION G</b><br/>Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).</p> |
|   | <p><b>CRITERION H</b><br/>Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p>  |
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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

**REFERENCES**

*Argus*, as cited.

Australian Architectural Index (AAI), as cited. Copyright Miles Lewis.

City of Melbourne Maps (CoMMaps) 2017, <http://maps.melbourne.vic.gov.au/>, accessed 7 June 2017.

Context Pty Ltd 2012, *Thematic History: A History of the City of Melbourne's Urban Environment*, prepared for the City of Melbourne.

Dingle, Tony 2008, 'Manufacturing' in *eMelbourne*, School of Historical and Philosophical Studies, University of Melbourne, <http://www.emelbourne.net.au/biogs/EM00896b.htm>, accessed 13 June 2017.

Halla, K J c.1960-1969, 'Little Lonsdale Street North between Eagle Alley and William Street, Melbourne, VIC', State Library of Victoria (SLV) Halla collection of negatives. Views of East Melbourne, Fitzroy, Melbourne & North Melbourne, accessed online 22 June 2017.

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*Sands and McDougall, Melbourne and Suburban Directories (S&Mc)*, as cited.

Vears Walter 1938, 'Little Lonsdale Street looking north east from King Street', State Library of Victoria (SLV) Vears Walter photographic collection, accessed online 22 June 2017.

Victorian Railways c.1945-1954, 'Aerial View of Melbourne', State Library of Victoria (SLV) Victorian Railways collection. Scenic negatives, accessed online 22 June 2017.

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**PREVIOUS STUDIES**

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**Central Activities  
District Conservation  
Study 1985** D

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**Central City Heritage  
Study 1993** C

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**Review of Heritage  
overlay listings in the  
CBD 2002** Ungraded

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**Central City Heritage  
Review 2011** Ungraded

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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Residence

**PS ref no:** [Interim HOHO1282](#)



### What is significant?

474 Little Lonsdale Street, Melbourne, built in 1879.

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

- The building's original external form, materials and detailing reflective of its mid-Victorian construction;
- Pattern and size of original fenestration with simple moulded architraves; and
- Parapet with simple moulded cornice, and rustication to the edges of the buildings.

More recent alterations including the ground level shopfronts and changes to the openings on the Park Street elevation are not significant.

### How it is significant?

474 Little Lonsdale Street, Melbourne is of local historic, rarity and representative significance to the City of Melbourne.

### Why it is significant?

The building at 474 Little Lonsdale Street is historically significant for its demonstration of both living in the city in the late 1870s and also its demonstration of commercial use as a result of remodelling and additions in 1920. (Criterion A)

474 Little Lonsdale Street is significant as one of a small group of houses remaining from the mid-Victorian period. It is a rare survivor of the residential terrace rows of Park Street and surroundings. While the building has undergone changes to its use, orientation and appearance, it still retains its early residential form. (Criterion B)

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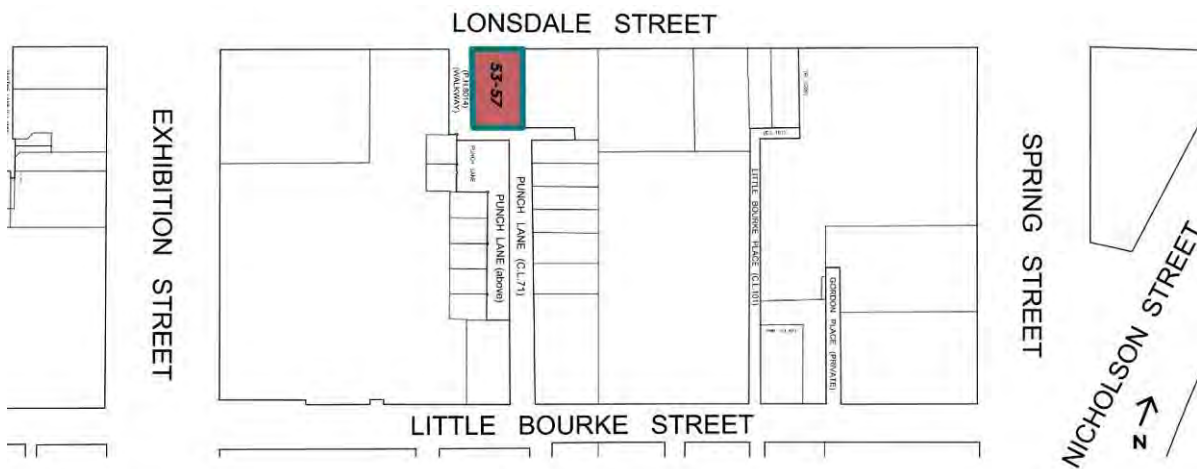
474 Little Lonsdale Street is a notable example of a mid Victorian city residence that is still legible as both a commercial and a residential building. Attributes include the corner location and building form with both Lonsdale Street and Park Street elevations, and its restrained Victorian stucco façade detail. The use and evolution of the building is evidenced in its window and door openings, including recessed shopfronts and a bluestone threshold on Park Street, indicating the original opening of the early residential building. Architecturally the moulded cornice, banded rustication and plain window openings are characteristic of its mid-Victorian origins. (Criterion D)

**Primary source**

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~~[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

<b>SITE NAME</b>	Shops and residences
<b>STREET ADDRESS</b>	53-57 Lonsdale Street Melbourne
<b>PROPERTY ID</b>	105672



SURVEY DATE: October 2017		SURVEY BY: Context	
<b>HERITAGE INVENTORY</b>	H7822-1399	<b>EXISTING HERITAGE OVERLAY</b>	Interim HO1253
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
		<b>FORMER GRADE</b>	C
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Crouch & Wilson	<b>BUILDER:</b>	Henry Gardner
<b>DEVELOPMENT PERIOD:</b>	Victorian Period (1851-1901)	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	c1880-1881



## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
13 Enjoying the City	13.6 Eating and drinking
	OTHER SUB-THEMES
5 Building a commercial city	5.4 Developing a retail centre
10 Shaping cultural life	10.3 Belonging to an ethnic or cultural group

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no: 24</b>	<b>Inventory no: 399</b>
<b>Character of Occupation:</b> Commercial, residential	
Land sale details not provided.	
1866 Cox	Building on site
1880 Panorama	
1888 Mahlstedt	Three two-storey buildings (Levy, Wallis, Davis)
1905/6 Mahlstedt	Three two-storey buildings
THEMATIC MAPPING AND LAND USE	
1890s	Retail and residential
1920s	Restaurant
1960s	Cafes

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

## SUMMARY

Originally built as a row of three two-storey shops with residences above, the building is closely associated with Italian wine bars/café/restaurants, with similar business operating from the premises continually from 1901 to 2001. John Rinaldi opened a wine shop at 55 Lonsdale Street in 1901. Most recently it was the site of Marchetti's Latin restaurant.

## HISTORICAL CONTEXT

### Building a commercial city

#### *Developing a retail centre*

Even before the early 1850s, Melbourne had established the foundational infrastructure for international trade and commerce, including retail markets, shipping agents, and industry and finance houses - the beginnings of an entrepreneurial global city (Context 2012:2).

Retailing in Melbourne gained official recognition when eight market commissioners were elected in 1841 from a roll of local voters. The commissioners established the Western Market, which became the principal place for selling fresh food, with many goods transported from Melbourne to pastoral settlements. At this time Melbourne's population was 4479, and the colony's was 20,416 (Young and Spearritt 2008). The growth of retailing was accompanied by the construction of warehouses to store goods.

Miles Lewis notes that various precincts within the city centre had emerged by the early 1840s, and that this pattern

*remained little changed into the 20th century and which ... survives today – mercantile and warehousing activity near the Pool and the wharves, banking in central Collins Street, the retailing heart between Swanston and Elizabeth Streets, the medical precinct in the vicinity of Dr Richard Howitt's house in Collins Street East, and so on (cited in Context 2012:12).*

Suburban retailing increased towards the end of the 1880s as greater Melbourne's population approached 280,000 and tramlines transported shoppers to suburban shops (Young and Spearritt 2008).

### Shaping cultural Life

#### *Belonging to an ethnic or cultural group*

By the 1920s, Chinese, Jews, Italians, Greeks and Germans had settled in inner Melbourne in significant numbers and formed themselves into close-knit communities with a strong ethnic identity. Typically, these groups favoured poorer, low rental neighbourhoods, hence the congregation of the Chinese at the eastern end of Little Bourke Street. Over time, these ethnic communities prospered, with many Jewish businesses achieving prominence, and the Chinese becoming successful merchants and furniture-makers around Little Lonsdale and Russell Streets.

The mass immigration of Europeans during the post-war period led Melbourne to become one of the most multi-cultural cities in the world. Italians and Greeks occupied run-down Victorian workers' cottages, and rejuvenated them, often in a Mediterranean style, and established cafes and other places of business. Italians congregated in Carlton, where they transformed Lygon Street into Melbourne's Little Italy, while Greek businesses and eateries were concentrated in Lonsdale Street (Context 2012:80).

## Enjoying the city

### *Eating and drinking*

Fine dining had been the preserve of the wealthy in nineteenth century Melbourne. Restaurants were few and gentlemen enjoyed good meals at their clubs. Others generally made do with the 'plain fare' served up at the city hotels. The mix of different cultural traditions in Melbourne contributed to varied culinary offerings from around the middle of the nineteenth century. One observer described Bourke Street as 'packed with foreign cafes'. Gunster's Vienna Café on 'the Block', for example, was popular in the 1870s. Vincent Fasoli opened Fasoli's restaurant at 108 Lonsdale Street c1897, the popularity of his establishment amongst Melbourne's bohemians and intelligentsia set a precedent for the flourishing café society developed by Italian communities in subsequent decades (Context 2012:98; Swinbank 1994:5).

In the 1950s and 1960s an influx of Italian World War Two migrants disseminated Italian culture in Melbourne as restaurants and pizza cafes sprung up across the inner-city area, including Pellegrini's in the city and Toto's in Carlton. The significant influence of Italian culture upon Australian culinary traditions had its roots in the nineteenth century and continues to have enduring presence and value in Melbourne today.

## SITE HISTORY

The site of 53-57 Lonsdale Street, part of Crown allotment 16, Block 24 of the City of Melbourne, was first submitted for sale in 1840. James Williamson purchased the allotment, which had frontages to Lonsdale and Little Bourke streets. Punch Lane (formerly Princes Place) abuts the rear of the site (*Port Phillip Patriot and Melbourne Advertiser*, 14 September 1840: 4).

Three buildings dating from c1869-73 existed on the subject site, then numbered 214-218 Lonsdale Street (Mahlstedt Map Section 1, no 24, 1888; MMBW Detail Plan no 1014, 1895). Sands and McDougall directories indicate that between 1869 and 1873, three buildings were erected on the lot; it is probable that these buildings were primarily used for residential purposes. By 1880, the buildings at 214-218 Lonsdale Street were listed as vacant and were subsequently demolished (S&M 1869-1880).

Between 1880-1881 Henry Gardner constructed a row of three two-storey brick shop and residences to the design of Thomas Crouch and Ralph Wilson on the site. Edmund Ashley, the landowner, commissioned the new building for commercial use (MCC registration no 8624 as cited in AAI, record no 76303). Hyman Goldman, tailor (number 57); Charles Trick, furniture dealer (55); and Louis Davis, dealer (53), were the occupants of the buildings in 1884. Neither Goldman nor Davis remained at the premises for long. In 1892, Mrs J M Jacobsen ran a ladies' underclothing shop at 53 Lonsdale Street, but the following year her tenancy was replaced by that of Abraham Davis, who initially ran a ladies' underclothing business but who turned his business to drapery by 1904. The vacancy at 57 Lonsdale Street following Goldman's departure in 1892 was filled by Joseph Levy, also a tailor, who remained there until 1904. From 1884 to 1893 a Mr Frick was the occupant of 55 Lonsdale Street, recorded variously in the Sands and McDougall directories as a furniture dealer, French polisher, and repairer (S&M 1884-1904).

From 1901 to 2001 the building housed an Italian wine bar/café/restaurant. John Rinaldi was the first in what became a lineage of Italian restaurateurs here, opening a wine shop and café, Cucina Italiana, at 55 Lonsdale Street in 1901. Rinaldi was one of the earliest contributors to Melbourne's Italian dining culture. In 1912, Paul Zapardi replaced Rinaldi as the occupier, and expanded the wine

shop to include 55-57 Lonsdale Street (S&M 1901-1912). Victor Maroco, former chef at the Savoy Melbourne, was the next tenant, who ran an Italian wine café named Café d'Italia at the site from 1914 to c1917 (*Truth* 20 June 1914:4). The wine café was subsequently run by Giuseppe Noli (1917-20) then Andrea and Lilian De Campo (1921-22) (S&M 1901-22).

The Molina family ran Molina's Café d'Italia at 53-57 Lonsdale Street from 1922-1951. Ernesto Molina was born in Rome c1886 and arrived in Adelaide in 1922 with his friend, and later Florentino chef, Salvatore who he worked with at the South Australia Hotel for two years before coming to Melbourne (Swinbank 1994:5). In 1918 Molina operated Café Roma on Swanston Street and before that worked as a chef at the Grand Hotel on Spring Street (now the Hotel Windsor) (*Punch*, 5 September 1918:2). He received his Australian naturalisation certificate in 1920, and two years later he replaced his predecessors, the De Campo's, as the proprietor of Café d'Italia (Ancestry 015). After tobacconist/confectioner Rachel Collins vacated 53 Lonsdale Street, Molina extended the café to 53-57 Lonsdale Street (S&M 1922). Electoral rolls show that, from 1922, Molina lived above the café at 55 Lonsdale Street with his wife, Francesca, and their three children, Yolanda, Joseph and Luciano. (AEC, 1922). The café was well patronised and served quality, home-cooked Italian cuisine; a typical meal there may have consisted of 'minestrone, followed by spaghetti, lasagne or ravioli, then a main course of perhaps cutlets Milanese etc with salad, beans and bread, finishing off with fruit and cheese' (Swinbank 1994).

Internal alterations were carried out in the 1930s, and photos from this period indicate that the exterior was repainted, and typographical signage added to the façade c1925 (Figures 1 and 2) (*Herald* 11 July 1930:14). During World War Two the café name was shortened to the more Anglicised name of Molina's Café, a result of hostility toward Italians during World War Two (COASIT, P-06454).

Anglicising Italian names was not an uncommon practice: Giuseppe Codognotto, founder of the Italian Society on Little Bourke Street, also removed the word Italian from its name during World War Two (Swinbank 1994:7). Following Ernesto Molina's death in 1949, the license for the site was transferred to Joseph Molina, Ernesto's son (*Argus* 1 February 1950:9). The family operated Molina's at Lonsdale Street for a short time before closing the premises in 1951 and reopening the business as Molina's Imperial at the Imperial Hotel on Bourke Street (*Argus* 21 December 1951:4).

Italian cafes/restaurants remained at 53-55 Lonsdale Street until 2001. J Nicotra operated a restaurant at the site between 1955 and 1958, followed by Guido Cipolato (1958-64), trading as Venezia Café; David Triaca (1964-84) trading as Café Latin; and Bill and Cheryl Marchetti (1984 - 2001) trading as Marchetti's Latin restaurant (COASIT, P-06454).

Many of the proprietors of the eating establishments housed in the subject building came from families well known for their culinary expertise. David Triaca was the son of Camillo Triaca, a sculptor from Lucca, who, in 1924, purchased Café Latin with Rinaldo Massoni when it was located in Exhibition Street (Swinbank 1994:6). Triaca made an effort to educate Australians about the importance of pairing quality wine and food; his son David, and Massoni's son, Leon, also had a significant influence upon Melbourne's dining culture in their own right (Swinbank 1994:6). The Marchetti's ran the successful Café Latin at the site after Triaca. Bavarian born Bob Marchetti, who started as an apprentice at Florentino, also ran Marchetti's Tuscan Grill in Melbourne (Mietta's Restaurant Guide, 2018).

Extensive renovations were carried out at 53-57 Lonsdale Street during Marchetti's occupation of the site (1984-2001), and it appears that the windows and entry on the façade were altered at this time and a single storey extension made to the rear of the building (Erlich 2008). The subject site presently

hosts three separate eating establishments in the ground floor, two occupying the original buildings, and the third located in the new addition to the rear of the lot. The upper level now houses an office (CoMMaps).



Figure 1. Café d'Italia Restaurant, c1922. (Source: COASIT 2006)



Figure 2. Molina's Café d'Italia, c1925, showing new signage. (Source: Swinbank 1994:6)

#### *Crouch & Wilson, architects*

Thomas James Crouch (1832/3-1889) was born in Hobart and began his architectural practice under the tutelage of Alexander Dawson, an officer of the Royal Engineer's Department. Crouch was one of the first architects to be articled to a professional in Australia and he commenced practice in Tasmania in 1850. Two years later Crouch relocated to Melbourne, spending some time working on the goldfields before recommencing his practice in Melbourne in 1854. In 1858 Crouch entered a professional partnership with Ralph Wilson (? – 1886) that lasted until 1881. Together, the architects designed several notable civic and religious buildings, including the Wesleyan Chinese Mission,

Victoria's largest nineteenth-century synagogue on Albert Street in East Melbourne, the Prahran Town Hall, and the Homeopathic Hospital (later Prince Henry's Hospital). Crouch and Wilson are most well known for their involvement in the Melbourne General Post Office design competition. The architects were awarded first prize for their design submission, however, the government instead adopted the design of A E Johnson, to whom they had awarded second prize. The General Post Office was subsequently built to a composited design by Johnson with elements of Crouch & Wilson's design included (Tibbits 2012:183).

### **SITE DESCRIPTION**

The row of rendered brick shops/residences at 53-57 Lonsdale Street is comprised of three identical shops, demarcated by engaged pilasters running to the top of a simple parapet. Each pilaster has a scroll detail and other decorative markings. Ball finials were originally located on the top of each pilaster, but no longer exist. A deep moulded cornice runs the full width of the building at the base of the parapet. Each shop has a pair of segmented arched window openings with moulded architraves over and a matching cornice running between the openings, at springing point. A square grill is located over the top of each windows and a rosette detail occurs at the corners of the moulded cornice. Double hung timber windows are intact. A moulded cornice runs along the bottom of the upper façade.

At the rear of the buildings, early form and face red brick finish is still visible, with a number of brick chimney also intact. Number 53 is located on the corner of Punch Lane and has a large window to the laneway.

Alterations have occurred at ground level. Early photos (Figure 1 [and](#) Figure 2) show a verandah with cast iron posts over the footpath, signage to the upper façade (1930s), ball finials on the tops of the pilasters over the parapet, and glazed shopfronts with low stalls and a recessed entry to one side of each shop. These features no longer exist.

During the Marchetti's occupancy of the site, the entry and windows to the façade were remodelled. The buildings now feature clear-glazed frontages to Lonsdale Street and part of Punch Lane. Two, single storey extensions have been constructed at the rear of the site and a single-storey extension has been added along the rear of the building. It is likely these additions were made when the Marchetti's refurbished the premises (CoMMaps).

### **INTEGRITY**

The upper façade of the building remains relatively intact. Wrought iron window baskets are a recent addition. Significant alterations have occurred at street level, with no evidence of the original shopfronts remaining. New additions have been made at the rear of the site.

### **COMPARATIVE ANALYSIS**

Within the central city area Bourke Street was once known for its 'foreign cafes', but businesses tended to congregate in Lonsdale Street and Carlton in the early decades of the twentieth century. Lonsdale Street continues with a strong Greek tradition in its dining, whereas Carlton became the home of Italian restaurants. Grossi Fiorentino remains as a long-standing Italian traditional restaurant at 78-84 Bourke Street.

These small, two-storey shop buildings, erected to serve as daily retail points, were once common in the central city. Some surviving shops can be found in both main and smaller streets and laneways, and while the use of upper storey residences became largely extinct, the ground floors of these examples continue to operate as commercial outlets.

The subject row of shops compares well with the following examples, drawn chiefly from the Central City Heritage Review 2011, being of a similar use, scale, location and creation date. The below images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

Selected examples of Capital City Zone shop and residences constructed around the early 1880s include:

*212 Little Bourke Street, 1883 (HO695, Significant in HO507 Little Bourke Precinct)*

A two-storey brick building, one of a row of three, built 1883. The building retains its simple Victorian detailing at the upper level but has been altered at ground level.



Figure 3. 212 Little Bourke Street constructed 1883.

*113-117 Little Bourke Street, 1882 (HO690 113-125 Little Bourke Street, Melbourne, Significant in HO507 Little Bourke Precinct)*

A row of two-storey brick shops built 1882. The building retains its simple Victorian detailing at the upper level but has been altered at ground level.

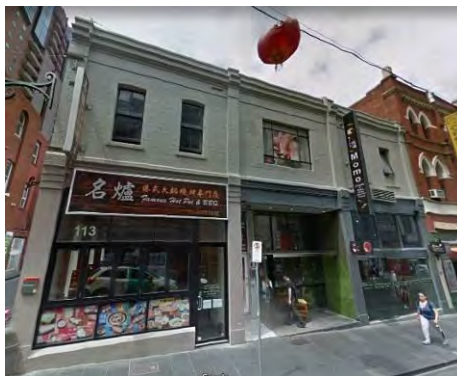


Figure 4. 113-117 Little Bourke Street constructed 1882. (Google)

*73-77 Bourke Street, c1880 (HO536, Significant in HO500 Bourke Hill Precinct)*

A row of three three-storey brick shops built around 1880. The building retains its Victorian detailing at the upper level but has been altered at ground level.



Figure 5. 73-77 Bourke Street constructed c1880.

*Grossi Florentino, 78-84 Bourke Street, 1860, 1922 (HO537, Significant in HO500 Bourke Hill Precinct)*

A two-storey brick building incorporating two former shops. 78-80 Bourke was built in 1860 and 82-84 Bourke was built in 1922. The buildings were incorporated in 1944. The building has a long association with Italian wine bar/restaurants. In 1871, a wine bar was established on the site, and in 1928 a café named Café Florentino was established. The renowned Italian restaurant Grossi Florentino has operated from the site for several decades. (<http://www.grossi.com.au/history>)



Figure 6. 78-84 Bourke Street constructed 1860 and 82-84 Bourke Street constructed 1922.

Historically, together with Grossi Florentino, Marchetti's Latin is a place that has continually operated as an Italian bar/restaurant/café since the late nineteenth century.

As a place 53-57 Lonsdale Street compares with the examples above as a row of shops from the early 1880s, built at a time when Melbourne was developing rapidly as a retail and commercial centre. The Victorian detailing to the upper façade of the subject building is more finely resolved than that of the first two examples and quite intact. Alterations have occurred to the shopfronts in all the examples.



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**ASSESSMENT AGAINST CRITERIA**


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- |   |  |
|---|--|
| ✓ | <p><b>CRITERION A</b><br/>Importance to the course or pattern of our cultural or natural history (historical significance).</p>  |
|   | <p><b>CRITERION B</b><br/>Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p>   |
|   | <p><b>CRITERION C</b><br/>Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p>   |
| ✓ | <p><b>CRITERION D</b><br/>Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p>   |
|   | <p><b>CRITERION E</b><br/>Importance of exhibiting particular aesthetic characteristics (aesthetic significance).</p>  |
|   | <p><b>CRITERION F</b><br/>Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p>   |
|   | <p><b>CRITERION G</b><br/>Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).</p> |
| ✓ | <p><b>CRITERION H</b><br/>Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p>  |
-

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**                      D

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**Central City Heritage  
Study 1993**                                      C

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**Review of Heritage  
overlay listings in the  
CBD 2002**                                      Ungraded

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**Central City Heritage  
Review 2011**                                      Ungraded

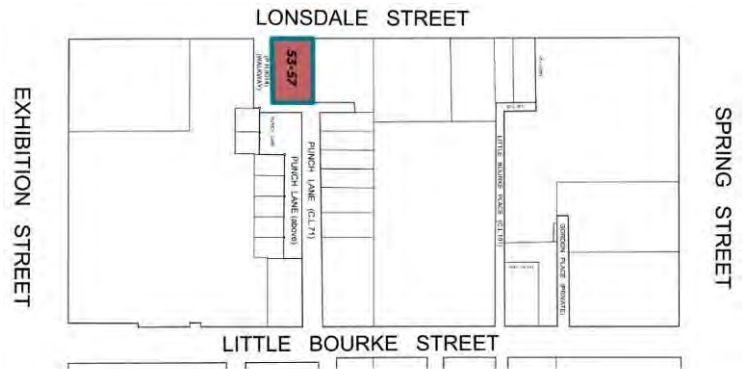
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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Shops and residences



**PS ref no:** [Interim HQHO1253](#)



### What is significant?

The row of shops at 53-57 Lonsdale Street, completed [c1880-84/1881](#).

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 buildings high level of integrity to its original design;
- Simple parapet;
- Engaged pilasters with scroll detail and decorative markings;
- Deep moulded cornice with rosettes;
- Segmented arched window openings with moulded architraves;
- Minor cornice connecting spring point of window arches;
- Original wall vents;
- Double hung timber windows;
- Minor moulded cornice at bottom of upper façade; ~~and~~
- Brick chimneys.

Later alterations made to the street level façade, [western elevation](#), the wrought iron window baskets and single storey extensions at the rear of the site are not significant.

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### How it is significant?

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53-57 Lonsdale Street is of local historic, representative and associative significance to the City of Melbourne.

### Why it is significant?

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53-57 Lonsdale Street is historically significant for its ~~links-long-standing association~~ with ~~various~~ Melbourne Italian restaurateur families who conducted eating houses in the building from 1901 to 2001. These families included the ~~Rinaldis (1901-12)~~, the Molinas (1922-51), ~~and~~ the Triacas (1964-84) ~~and the Marchettis (1984-2001)~~. The ~~Italian restaurants that operated from the building formed part of the building is historically significant for its demonstration of the flourishing~~ Italian café society that developed in the first decades of the twentieth century prior to Italian migrants establishing restaurants and pizza cafes in the inner-city area in the 1950s and 1960s. ~~The influence of Italian culture upon Australian culinary traditions continues to have enduring presence and value in Melbourne today.~~ (Criterion A)

~~Designed by Crouch and Wilson in 1880~~ 53-57 Lonsdale Street is a ~~fine-representative~~ example of a small-scaled shop and residence from the mid-late Victorian period, built at a time when Melbourne was developing rapidly as a retail and commercial centre. ~~53-57 Lonsdale Street is a modest example of the work of noted civic and institutional architects Crouch and Wilson, whose practice operated in Melbourne between 1854-1881.~~ ~~Above the non-original shopfronts,~~ the façade of 53-57 Lonsdale Street is characterised by classical ~~Italian~~ Victorian-era detailing with paired segmented arched windows, pilasters, scrolls and cornice detail typical of the period. The rear facades ~~above ground floor level~~ and chimneys are largely intact and contribute to the building's integrity. (Criterion D)

53-57 Lonsdale Street is significant for its long association with Italian restaurants, restaurateurs and their clientele for nearly a century (1901-2001) as part Melbourne dining traditions, serving generations of Melbournians and reflecting the celebrated 'Italianisation' of food and wine culture during the twentieth century. It is significant for its direct and long-standing associations with several important Italian restaurateurs/families who have significantly influenced Melbourne's culinary culture, and who introduced new cuisines and dining styles to Melbourne. From 1922 to 1951 the Molina family operated Molina's Café d'Italia at the subject site, and for some time lived at the upstairs residence. David Triaca ran Café Latin at the subject site from 1964 to 1984, followed by Bill and Cheryl Marchetti trading as Marchetti's Latin from 1984-2001. (Criterion H)

### Primary source

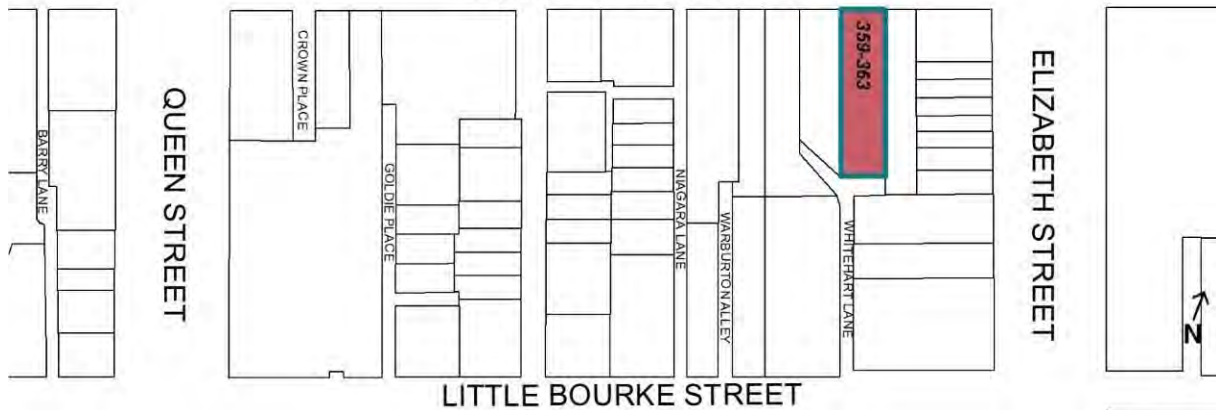
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~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ [Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

<b>SITE NAME</b>	Shops and offices
<b>STREET ADDRESS</b>	359-363 Lonsdale Street Melbourne
<b>PROPERTY ID</b>	105700



LONSDALE STREET



SURVEY DATE: March 2019

SURVEY BY: Context

HERITAGE INVENTORY H7822-1275

EXISTING HERITAGE OVERLAY No

PLACE TYPE Individual Heritage Place

PROPOSED CATEGORY Significant

DESIGNER / ARCHITECT / ARTIST: Robert Risby Cowl

FORMER GRADE C  
BUILDER: Not known

DEVELOPMENT PERIOD: Victorian Period (1851-1901)

DATE OF CREATION / MAJOR CONSTRUCTION: 1872

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here.
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a Commercial City	5.4 Developing a retail centre

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 20	<b>Inventory no:</b> 275
<b>Character of Occupation:</b> Commercial	
Land sale details not provided.	
1839 Williamson	Building shown on Lot 11 (set back from Lonsdale Street), either this site or no. 355-357 Lonsdale Street.
1866 Cox	Building and some vacant land
1880 Panorama	
1888 Mahlstedt	Two-storey building, one-storey at the rear
1905/6 Mahlstedt	Two-storey building, one-storey at the rear
THEMATIC MAPPING AND LAND USE	
1890s	Factories and workshops, Offices
1920s	Factories and workshops, Offices
1960s	Factories and workshops, Offices, Retail

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map.

## SUMMARY

The pair of two-storey mid-Victorian-era shops and offices at 359-363 Lonsdale Street were built in 1872 to a design by Robert Risby Cowl. The buildings were constructed for Pausacker, Evans & Co, one of Melbourne's leading portmanteau manufacturers. Pausacker & Evans occupied the site for 22 years, from c1869 to 1891. The building was subsequently occupied by various manufacturing and retail businesses.



## HISTORICAL CONTEXT

### Building a Commercial City

#### *Developing a retail centre*

Even before the early 1850s, Melbourne had established the foundational infrastructure for international trade and commerce, including retail markets, shipping agents, and industry and finance houses - the beginnings of an entrepreneurial global city (Context 2012:2).

Retailing in Melbourne gained official recognition when eight market commissioners were elected in 1841 from a roll of local voters. The commissioners established the Western Market, which became the principal place for selling fresh food, with many goods transported from Melbourne to pastoral settlements. At this time Melbourne's population was 4479, and the colony's was 20,416 (Young and Spearritt 2008).

By the early 1840s, Elizabeth and Swanston streets, from the Town Hall in the south-east to the General Post Office to the north-west, had become the focus of retail activity, influenced also by the location of the Western Market in the west of the city which operated as the city's premier wholesale fruit and vegetable market until 1930 (May 2016:176). The Eastern Market opened in 1847 as a fruit and vegetable market on the corner of Stephen Street (later Exhibition Street) and Bourke Street and drew retail further east.

Department stores offered customers a wide range of goods, organised into 'departments', under the one roof. In Melbourne, department store Buckley & Nunn, which opened in 1854, established Bourke Street as the preferred retail strip.

Because of the area's distance from the Yarra River, the less desirable fringe development of mixed factories and artisans' residences developed in the north of the city grid, along Lonsdale Street and La Trobe Street (MPS:6). The area became a centre for furniture and clothing manufacture and engineering works, particularly from the 1860s after the 1850s gold rushes. The gold rushes accelerated Melbourne's growth and by 1861 the city's population was 125,000, more than twice that of San Francisco (Frost 2008). Manufacturers and retailers subsequently erected substantial buildings to meet the demands of a booming population.

With the economic boom of the 1880s, the 1880s-1890s was a decade of significant expansion in Melbourne. Investment funds poured in from Britain, imposing architect-designed buildings were constructed, and speculation reached fever pitch in land and buildings (Marsden 2000:28). As Graeme Davison states, commercial Melbourne extravagantly asserted 'her wealth in stucco and stone' (cited in Marsden 2000:28). The growth facilitated the construction of retail outlets, offices and factories.

Retail premises in the nineteenth century and the early twentieth century generally included upper-level accommodation for families involved in the business. Multi-storey shop and dwelling type buildings housing ground-level shop with rooms above were constructed across the retail strips of Melbourne, and three- or more storeyed commercial and retail buildings began to proliferate from the late 1880s (Lovell Chen 2017:220).

## SITE HISTORY

359-363 Lonsdale Street, which forms part of the Crown Allotment 11, Block 20, was purchased by J Shaw ('Plan of Melbourne' 1838). The area around the subject site was occupied by buildings from 1839, with a building recorded in the vicinity in maps from that year (Fels, Lavelle & Mider 1993, Inventory no 275). By 1866, the subject site had been built on (Fels, Lavelle & Midler 1993, Inventory no 275).

Pausacker, Evans & Co, operated from the subject site from at least 1869 (see Figure 1).



Figure 1. An advertisement for Pausacker & Evans in 1869, noting their location at 10 Lonsdale Street (the subject site) and their first prize medal at the Intercolonial Exhibition of 1866-67. (Source: *Record* 16 December 1869: 8)

In September 1872, architect Robert Risby Cowl invited tenders for owner S (Szymanski) Leon Esq for the erection of stores in Lonsdale Street for the occupation by Pausacker, Evans & Co (*Argus* 30 September 1872:3; *Argus* 5 September 1872:7, as cited in AAI, record no 45392). In October 1872, tenders were called by Pausacker, Evans & Co for the removal of old buildings at 10 Lonsdale Street west (*Argus* 22 October 1872:3). Construction of the subject building and a factory at the rear presumably commenced soon after, as tenders were advertised for plasterwork at the site in January 1873 (*Argus* 22 January 1873:3).

In 1888 and 1905 a two-storey building with a single-storey at the rear was recorded on the site (Fels, Lavelle & Mider 1993, Inventory no 275) which presumably are the two-storey brick shops facing Lonsdale Street and a single storey factory at the rear (now demolished). The subject site was addressed as 8-10 Lonsdale Street west, then 372 Lonsdale Street west up until 1891, then 359 Lonsdale Street from 1892 (S&Mc 1885, 1890; *Age* 28 May 1891:2; 23 January 1892:2).

Pausacker, Evans & Co established their portmanteau manufacturing business c1864, and were located at 32 Lonsdale Street west by 1866. The business moved into 10 Lonsdale Street west (the subject site) by 1869, erecting the current two-storey building in 1972 (*Herald*, 19 Feb 1867: 3, *Argus* 5 June 1866:1). Prior to Pausacker, Evans & Co commencing business in Melbourne, Victorians had to rely on shipments from London to supply leather goods such as portmanteaus. By 1867 though, the company was noted as having 'most of the trade in their own hands' (*Herald*, 19 Feb 1867:3). Pausacker, Evans & Co won a First Prize Medal at the Intercolonial Exhibition in Melbourne in 1866-1867. The goods exhibited by the company were then selected to represent the colony of Victoria in Paris at the Universal Exhibition of 1867 (*Herald*, 19 Feb 1867:3). Reporting on entrants to the

tanning, curing and manufacturing sector of the 1880 Melbourne Exhibition, the *Mercury and Weekly Courier* wrote:

Messrs Pausacker, Evans & Co., of Lonsdale-street West, make a fine display of leather work in bags, portmanteaus, travelling trunks, &c. Many of these are of sole leather with registered edges. There is every variety, such as Gladstone bags of ox hide, expanding ladies' trunks, wardrobe trunks, portmanteaus, valises, plain and japanned leather... The work shown, we understand, is similar to their general stock and order goods, and evidences considerable skill and patience in execution. We should judge the goods equal to the imported in every respect. The firm ought certainly to command a considerable amount of the Victorian and intercolonial trade (*Mercury and Weekly Courier* 13 November 1880:3).

In 1891, Pausacker, Evans & Co closed their business and sold their stock, machinery and plant at a clearing sale on 28 May 1891 (*Age* 28 May 1891:2). It is not known if the business continued after vacating the subject building in 1891.

By 1892 the subject building was occupied by an importer named P P Schaefer , and was leased to numerous importers, merchants and shopfitters until 1910, all of which remained for short periods of time (*S&Mc* 1892, 1897, 1902, 1905, 1910).

Rope makers Geo Kinnear and Sons Pty Ltd maintained city offices and a warehouse at the subject site for 12 years, from 1913 until 1925 (see Figure 2) (*S&M* 1913, 1925).



Figure 2. An advertisement noting the address of Geo Kinnear and Sons city offices and warehouse as 359 Lonsdale Street. (Source: *The Advance Australia* 1917:432)

Geo Kinnear & Sons Pty Ltd was one of Victoria's three major rope works and the largest and longest continually operating in Melbourne. Geo Kinnear & Sons Pty Ltd was founded by George Kinnear in Moonee Ponds in 1874. The company specialised in lashings, clotheslines and haybands made by imported advanced machinery from overseas (Lack 1983).

After Geo Kinnear & Sons' tenancy ended, in 1928 the building was occupied by a hairdresser, James Graham, and a tyre repairer (*S&Mc* 1928). James Graham remained at the site until 1955

(S&Mc 1955). By 1945, Frank Mussett, motorcycle repairer and restorer, operated from the rear factory at 359 Lonsdale Street (*Argus* 18 July 1946:18).

The subject building was sold in 1952 for £17,000, when it was described as being two brick shops fronting Lonsdale Street with a factory behind. An auction advertisement in 1952 for the property noted that number 359 was let to Nutting & Young Pty Ltd, sports goods manufacturers (who occupied the site – likely the factory at the rear - from 1950 to 1955), and number 363 to Blasebalk & Hart, electrical suppliers (who occupied the building until 1960) (*Argus* 29 November 1952:23; *Age* 12 December 1952:3; S&Mc 1955, 1960).

By 1970 359 Lonsdale Street was occupied by the Catholic Schools Provident Fund (S&Mc 1970).

The subject building has been altered on numerous occasions, with most changes pertaining to the shop front (MBAI). The shop front was altered in 1931, and the building was again significantly altered in 1955, however the precise extent of these alterations is not known (MBAI 13346, 29404). The shopfront was altered again in 1964 (MBAI 37195). A large sale of building materials from the rear of the site took place in November 1964, where 20,000 bricks, doors, windows, lintels and flooring were offered for sale, indicating this may have been the date when the rear factory was demolished (*Age* 25 November 1964:41). The subject building c1972 can be seen in Figure 3. The shop was again altered in 1988. The building was put up for auction in 1989, at which time the vacant section of the site at the rear was noted (see Figure 4) (MBAI 64391).

Antiquities dealer, P J Downie Pty Ltd, founded in Melbourne in 1932, operated a shop and gallery from the building in 1989 (*Age* 18 July 1989:21). Hunts solicitors had offices at 359 Lonsdale Street in 1994, and City Cycles occupied the subject building in 1996 (*Age* 17 February 1996:135; 29 September 1994:12).

A bar was recently constructed on the section of the site that the factory once occupied, with access from Lonsdale Street and Whitehart Lane. The property contains one business, one shop and two food and drink outlets (CoMMaps).



Figure 3. The site as it appeared c1972. (Source: Halla c1972, SLV copyright)

**CITY AUCTION**  
 Wednesday 15th March, 1989, 3pm at the AMP Theatre

**1989's FIRST EXCITING REDEVELOPMENT OPPORTUNITY**

**359-363 Lonsdale Street, Melbourne.**

Situated in the heart of the C.B.D. near Elizabeth Street and notable office/retail buildings, including Myer House and one of Melbourne's most significant new developments, Melbourne Central. The property comprises ground floor retail/showroom with upper floor office space and a large car park on vacant land at the rear. The total site area is 529 m<sup>2</sup> (5,690 sq ft) approx.

Figure 4. An advertisement for the subject building in 1989. (Source: *Age* 22 February 1989:22)

## SITE DESCRIPTION

359-363 Lonsdale Street comprises a pair of two-storey mid Victorian shops and offices constructed in 1872 during Melbourne's pre-boom period. It was originally used for the manufacture of luggage. It is located on the southern side of Lonsdale Street between Elizabeth Street and William Street. The land at 359-363 Lonsdale Street includes a rear yard with access from Whitehart Lane, off Little Bourke Street, and a private alleyway, off Lonsdale Street, that runs along the eastern elevation of the subject building.

The principal façade to Lonsdale Street is of painted render over loadbearing brickwork. At the first-floor level the façade is symmetrical with a narrow pilaster at each end topped with console brackets supporting a substantial dentilled cornice. A centrally placed pediment, with small arched top, sits on a large triangular boss edged with a minor cornice. The first-floor level comprises four vertically proportioned window openings with (probably original) timber framed double hung windows with a semi-circular arched top and projecting sill. A decorative mould runs around the semi-circular head of each window, and connects with a minor cornice that connects the spring points of the windows. Between each window is a large decorative floriated roundel.

While utilitarian in its nature, the use of classically derived architectural features of the façade is representative of a restrained version of the Victorian Free Classical style. Typical elements of the style include a decorative substantial pediment and cornice, arched window openings and pilasters with simplified capitals.

At the ground floor level, the building is divided into two equal modules between three original pilasters with a capital and moulded square pyramided boss at the first-floor level. The original shop fronts have been replaced with aluminium frames. A door at the eastern end provides access to the first floor.

To the rear of the building, a bar has been recently constructed on the section of the site that the factory once occupied, with access from Lonsdale Street and Whitehart Lane.

## INTEGRITY

359-363 Lonsdale Street is largely intact with some changes visible to the original or early fabric of the building. The building retains its original built form and scale; fenestration; pattern of openings and painted render, principal façade with pilasters, cornices, pediment and other decorative elements such as the roundels. Alterations include the replacement of the original shop fronts. Overall, the building is of high integrity.

## COMPARATIVE ANALYSIS

The construction of shops and small warehouses and industrial buildings was an important phase of development in central Melbourne, especially during the late nineteenth and early twentieth century. The buildings were usually low scale and located in minor streets and laneways with side or rear lane access to facilitate the movement of material in and out of the building, although in this case the main frontage is to Lonsdale Street.

359-363 Lonsdale Street is a largely intact example of a pair of modest two storey shops constructed in the pre-boom period in 1872 in a restrained version of the Victorian Free Classical style.

The following examples are comparable with 359-363 Lonsdale Street, being of a similar style, scale, construction date and use. The below images and descriptions are provided by CoMMaps unless stated otherwise, with images dated c2000 or later.

*Clarke's Shop & Dwellings, 203-205 Queen Street, 1869 (HO1070)*

A double-storey rendered brick retail building with a basement, two ground level shops and an upper level office. Designed in the Italian Renaissance style by George Browne of the firm Browne & Howitz and built for the grazier William John Turner Clarke by Charles Brown in 1869.



Figure 5. Clarke's Shops & Dwellings, 203-205 Queen Street, built in 1869-70. (Source: Butler 2011)

*470-472 Little Lonsdale Street, 1872 (Interim HO1281 – Recommended as significant in the Hoddle Grid Heritage Review)*

A pair of early shops (built 1872) with simple detailing, typical of the mid-Victorian period, which is mostly intact on the upper façade of this pair of shops.



Figure 6. 470-472 Little Lonsdale Street, built in 1872. (Source: Context 2017)

*171 Bourke Street, 1867 (Interim HO1237 – Recommended as significant in the Hoddle Grid Heritage Review)*

An early two-storey shop/dwelling dating from 1867. Simple detailing to the upper façade is typical of mid-Victorian era. Distinctive brass framed highlight leadlight windows (c.1910) are intact to the street façade. The building operated as a pharmacy for more than 100 years. Motifs in the leadlight reflect this use.



Figure 7. 171 Bourke Street, built in 1867.

*189-195 Exhibition Street, 1882 (HO630, HO507 Little Bourke Precinct)*

A row of two-storey brick shops with residences above and a basement. Built in 1882 in the Renaissance Revival style.



Figure 8. 189-195 Exhibition Street, built in 1882. (Source: Butler 2011)

*201-207 Bourke Street, 1874 (Interim HO1239 – Recommended as significant in the Hoddle Grid Heritage Review)*

A row of four three-storey shops with residences above. Built by investors F B Clapp and W G Sprigg in 1874.



Figure 9. 146-150 Bourke Street built in 1874. (Source: City of Melbourne 2018)

*Bourke Street East Post Office, 35-37 Bourke Street, 1872 (HO527, HO500 Bourke Hill Precinct)*

Two storey rendered brick shop. Designed in the Renaissance Revival style and built 1872 for J M Langley, a glass and china importer. From 1892 and 1969 it was used as a post office.



Figure 10. 35-37 Bourke Street, built in 1872.

*212 Little Bourke Street, 1883 (HO695, HO507 Little Bourke Street Precinct)*

Two storey brick building on of a row of three, Built 1883.



Figure 11. 212 Little Bourke Street built in 1883.

*Wilson's shop & residence, 299 Elizabeth Street (HO1917)*

A three-storey rendered brick shop and former residence. Designed in the Italian Renaissance Revival style by JW Roberts & Company and built for Charles Wilson in 1885.



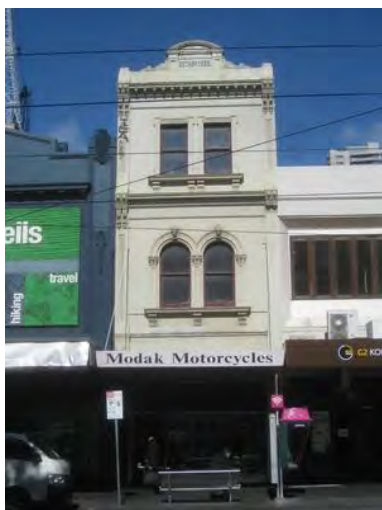


Figure 12. 299 Elizabeth Street, built in 1885.

Constructed in 1872 in the pre-boom period, the two-storey pair of shops at 359-363 Lonsdale Street is a largely intact example of a modest mid-nineteenth century shop and office building that compares well to the above examples. It demonstrates restrained but finely detailed elements of the Victorian Free Classical style, reflecting the Victorian taste for ornamentation derived from classical architecture. The building retains its original decorative elements including pilasters, cornices, pediment and other elements such as roundels.

It is comparable with a number of other HO listed examples of the type, including the Bourke Street East Post Office at 35-37 Bourke Street (HO527, HO500 Bourke Hill Precinct), 189-195 Exhibition Street (HO630, HO507 Little Bourke Precinct) and 171 Bourke Street (HO1237) being of a similar scale and degree of intactness. These buildings, while utilitarian in their purpose, all exhibit a restrained Victorian Free Classical style reflecting Victorian taste for ornamentation derived from classical architecture that was common even for small scale buildings of the period.

It also shares with the above examples of modest mid-Victorian period shops a primary street frontage, which is becoming increasingly rare within the Hoddle Grid, where they have been largely replaced by large scale commercial development.

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**ASSESSMENT AGAINST CRITERIA**


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✓	<p><b>CRITERION A</b> Importance to the course or pattern of our cultural or natural history (historical significance).</p>
	<p><b>CRITERION B</b> Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p>
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	<p><b>CRITERION F</b> Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p>
	<p><b>CRITERION G</b> Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).</p>
	<p><b>CRITERION H</b> Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p> <hr/>

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

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TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**E

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**Central City Heritage  
Study 1993**C

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**Review of Heritage  
overlay listings in the  
CBD 2002**Ungraded

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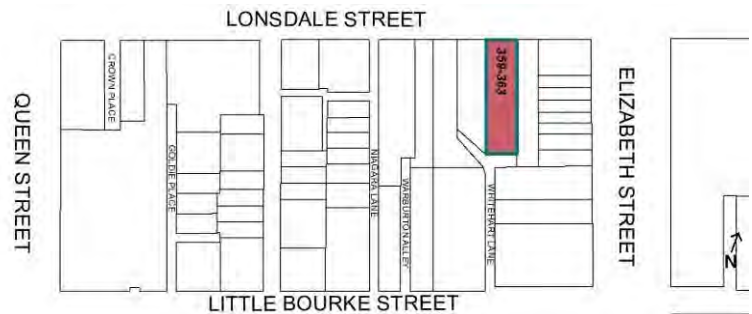
**Central City Heritage  
Review 2011**Ungraded

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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Shops and offices

**PS ref no:** HO1358XXXX



### What is significant?

359-363 Lonsdale Street, Melbourne, two-storey shops and offices built in 1872.

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

- The original building form and scale;
- The original painted render walls and pattern of fenestration including pilasters, cornice, cornices and pediment, decorative elements including roundels and pattern of window openings; and
- The original timber frame windows.

Later alterations made to the street level facades, including the insertion of new shopfronts, are not significant.

### How it is significant?

359-363 Lonsdale Street, Melbourne, is of local historic and representative significance to the City of Melbourne.

### Why it is significant?

The pair of two-storey mid Victorian brick shops with offices above built in 1872 at 359-363 Lonsdale Street, Melbourne is historically significant for its association with a key phase in Melbourne's manufacturing and retail history. From the 1860s, investors constructed premises in the city to house the growing retail and manufacturing industry established to meet the demands of an increasing population brought to the city and the colony of Victoria by gold rushes from the 1850s. (Criterion A)

The building is historically significant for its association with Pausacker, Evans & Co, one of Melbourne's leading portmanteau manufacturers, that established their business in c1864 and occupied the subject site for 22 years, from c1869; 19 of those years in the subject buildings. Another prominent tenant included rope manufacturer Geo Kinnear & Sons Pty Ltd, which occupied the subject site for 12 years from 1913 to 1925. (Criterion A)

359-363 Lonsdale Street is significant as a largely intact example of a pair of mid Victorian two-storey shops and offices constructed in 1872 during Melbourne's pre-boom period, as a component of the

industrial expansion in central Melbourne before the economic depression of the 1890s slowed manufacturing development. Like other examples of their type, the building utilises loadbearing face brick external walls with painted render to the principal façade, and exhibits elements of the Victorian Free Classical style reflecting the Victorian taste for ornamentation derived from classical architecture that was common even for small scale buildings of the period. The building is of high integrity, retaining its original form and scale and much of its original architectural expression including pilasters, cornices, pediment and roundels. (Criterion D)

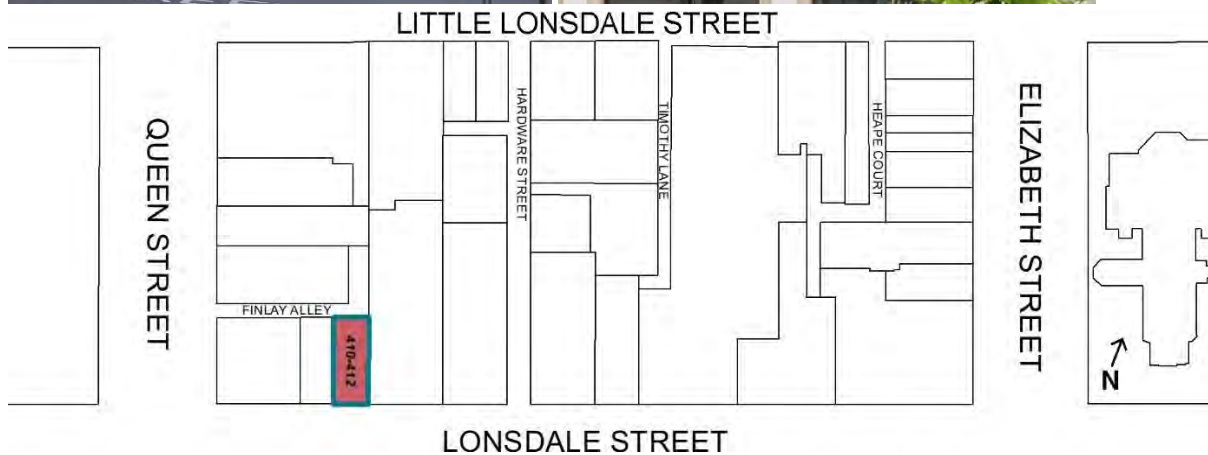
**Primary source**

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~~[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)



<b>SITE NAME</b>	Warehouse
<b>STREET ADDRESS</b>	410-412 Lonsdale Street, Melbourne
<b>PROPERTY ID</b>	105736



SURVEY DATE: October 2018

SURVEY BY: Context

**HERITAGE INVENTORY** H7822-2183

**EXISTING HERITAGE OVERLAY** No

**PLACE TYPE** Individual Heritage Place

**PROPOSED CATEGORY** Significant

**FORMER GRADE** C

**DESIGNER / ARCHITECT / ARTIST:** H W & F B Tompkins

**BUILDER:** Not known

**DEVELOPMENT PERIOD:** Interwar Period (c.1919- c.1940 )

**DATE OF CREATION / MAJOR CONSTRUCTION:** 1922

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here.
HISTORIC THEMES	DOMINANT SUB-THEMES
2 Building a Commercial City	2.4 Building a retail centre
3 Shaping the urban landscape	3.2 Expressing an architectural style

## LAND USE

HISTORIC LAND USE	
Archaeological block no: 12	<b>Inventory no:</b> Inventory not provided.
THEMATIC MAPPING AND LAND USE	
1890s	Not able to be determined
1920s	Warehouses
1960s	Offices

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

## SUMMARY

410-412 Lonsdale Street, Melbourne is a five-storey interwar commercial warehouse, built in the Chicagoesque style in 1923 for hardware merchants J S Kidd & Co Pty Ltd to a design by architects H W & F B Tompkins. From 1935 it was occupied by electrical engineers and machinery merchants Thomas Brothers Pty Ltd who were associated with the building for at least the next 25 years.

## **HISTORICAL CONTEXT**

### **Building a Commercial City**

#### *Developing a retail centre*

Even before the early 1850s, Melbourne had established the foundational infrastructure for international trade and commerce, including retail markets, shipping agents, and industry and finance houses - the beginnings of an entrepreneurial global city (Context 2012:2).

By the early 1840s, Elizabeth and Swanston streets, from the Town Hall in the east and the General Post Office to the west, had become the focus of retail activity, influenced also by the location of the Western Market in the west of the city. The Eastern Market opened in 1847 as a fruit and vegetable market on the corner of Stephen Street (later Exhibition Street) and Bourke Street and drew retail activities further east (MPS:86). Because of the distance from the Yarra River, the less desirable fringe development of mixed factories and artisans residences developed in the north of the grid, along Lonsdale Street and La Trobe Street (MPS:6). This area became a centre for furniture and clothing manufacture and engineering works.

With the economic boom of the 1880s, the 1880s-1890s was a decade of significant expansion in Melbourne. Investment funds poured in from Britain, imposing buildings were constructed, and speculation reached fever pitch in land, houses, offices and shops (Marsden 2000:28). As Graeme Davison states, commercial Melbourne extravagantly asserted 'her wealth in stucco and stone' (cited in Marsden 2000:28). The growth of retailing was accompanied by the construction of warehouses to store goods.

Development slowed during the economic depression of the 1890s, only recovering with the revival of immigration in the first decades of the twentieth century. Although affected by World War I in the period 1914-1918, by the end of the 1920s, Melbourne's population had reached one million people. In the first decades of the twentieth century, the last residents moved out of the city to the new suburbs, with the retail and manufacturing sectors rapidly taking up city properties (Marsden 2000:29-30).

Multi-storey retail, factory and warehouse buildings were constructed across Melbourne, with three- or more storied buildings proliferating between Bourke and Lonsdale streets from the 1880s to the 1920s.

Development in the city slowed with the widespread economic depression of the late 1920s and early 1930s. Because of a lack of finance over this period, instead of new construction, some city buildings were substantially remodelled to create new commercial spaces.

### **Shaping the urban landscape**

#### *Expressing an architectural style*

The interwar period brought with it a jump in tall building construction in the central city, made possible by the use of structural steel and reinforced concrete framing. In response, a height limit was imposed by the Melbourne City Council in 1916, dictated by the limitations on fire-fighting at that time. A maximum height of 40 metres (132 feet) was dictated for steel and concrete buildings, a limit that was not broken until the 1950s. Architects experimented with a range of styles to express the increased height in buildings.

Some styles adapted the classical styles from earlier periods. Commercial buildings in the 1920s were mainly of the Commercial Palazzo style, as exemplified by Harry Norris's Nicholas Building in Swanston Street (1925). The style was an early attempt at creating a style suitable for the tall building. It was divided into a base, shaft and cornice, much like a Renaissance palazzo. The scale, however, was greatly enlarged, with the shaft stretching up to ten storeys.

Other styles were more closely associated with the modern movement and expressed a more dynamic and streamlined aesthetic. Emphasis was placed on the horizontal or vertical composition of a building to accentuate certain qualities of the building. In styles such as the Commercial Gothic style and the Jazz Moderne, vertical fins and ribs were used accentuated the increased height of buildings. Landmark examples include, respectively, Marcus Barlow's Manchester Unity Building (1929-32) and the Tompkins Bros' Myer Emporium in Bourke Street (1933). (Context 2012:19-20). The Moderne style typically expressed the horizontal plane with continuous bands of steel framed windows and masonry spandrels running across the full width of a façade, and often returning around a curved corner. A landmark example is Harry A Norris' Mitchell House at 352-362 Lonsdale Street (1937).

### **SITE HISTORY**

The land at 410-412 Lonsdale Street, Melbourne was part of the Crown Allotment 1, Block 29, purchased by Matthew Cantlon (CoMMaps). A map from 1856 indicates that there was a building on the subject site along the Lonsdale Street frontage (Bibbs 1856). The Mahlstedt fire insurance plans show that the subject site was occupied by a two-storey structure in 1910 (Mahlstedt Map Section 2, no. 4A, 1910).

The existing building at 410-412 Lonsdale Street was erected in 1923 as premises for J S Kidd & Co Pty Ltd (*Herald* 4 July 1923: 4). J S Kidd & Co Pty Ltd was a firm of wholesale ironmongers founded by James Swan Kidd and established in Brunswick Street, Fitzroy, in 1881 (*Fitzroy City Press* 16 July 1881:1). In the 1890s, J S Kidd & Co established several suburban branches, importing 'English, American and Continental hardware', including 'tools of all descriptions for carpenters, plumbers, plasterers, farmers and others; wire netting, fencing and barb wire, wire staples, axes, augers, spades, shovels, crosscut saws, colonial ovens, paints; oils and white lead'. The firm also imported bicycles (*Weekly Times* 11 July 1896:3).

By 1935, J S Kidd & Co Pty Ltd relocated to a new two-storey warehouse in Leister Street, Carlton (*Herald* 13 November 1935:21). The new five-storey premises for J S Kidd & Co Pty Ltd at 410-412 Lonsdale Street (see Figure 1) was designed by architects H W & F B Tompkins. The building was constructed from bricks with a cement finish to the front elevation and featured steel frame windows. It also included an electric goods elevator and polished maple office partitions. The basement was protected by a concrete fireproof floor finished with a granolithic surface (*Herald* 4 July 1923:4). A fire occurred at the warehouse in 1934, causing damage estimated at £20,000 (*Weekly Times* 20 October 1934:6).

The Lonsdale Street building, described as 'a modern warehouse containing basement and five floors', was sold in 1935 to Richard R Thomas, chairman of R & C Thomas Brothers Pty Ltd, electrical engineers and machinery merchants (*Age* 26 October 1935:1). The firm sold ASEA (Allmänna Svenska Elektriska Aktiebolaget) electrical equipment and the building had been renamed 410-412 Lonsdale Street 'ASEA House' by 1938 (S&Mc 1938). Thomas Brothers supplied transformers to the Department of Civil Aviation in 1951 (*Commonwealth of Australia Gazette* 8 February 1951:360). R & C Thomas Brothers Pty Ltd remained at the premises until at least 1955, and by 1960 the site was

occupied by electrical engineers under the name of ASEA Electric (Figure 2) (S&Mc 1955; 1960). It is not clear whether this was Thomas Brothers Pty Ltd under a new name, although given the earlier naming of the building as ASEA House during their occupation, it seems likely.

By 1970, the building at 410-412 Lonsdale Street had been renamed AEWL House, and was used as offices (S&Mc 1970). AEW UK Long Lease REIT PLC (AEWL) is a United Kingdom-based, closed-ended investment company (Reuters n.d.).

The building permit card indicates that the site had an illuminated sign erected on the façade of the building in 1957 (MBAI 31738). Later alterations followed, mainly pertaining to internal alterations and the erection of partitions (MBAI 40697). The shop front and foyer were renovated in 1986, and the shop was again refitted in 1990 (BP 61092; 67687). Today the building contains four businesses and one shop (CoMMaps).



Figure 1. New five-storey premises at 410-412 Lonsdale Street designed for J S Kidd & Co Pty Ltd and built in 1923. (Source: *Herald* 4 July 1923:4)



Figure 2. Group of buildings in Lonsdale Street in 1958, including 410-412 Lonsdale Street then known as ASEA House. (Source: Sievers 1958, SLV)

#### *H W & F B Tompkins, architects*

The firm of H W & F B Tompkins, architects, was established in 1898, when the two brothers won the design competition for the Commercial Travellers Association (CTA) Clubhouse in Melbourne. Born in England and educated in South Africa, Henry William and Frank Beauchamp Tompkins emigrated to Australia in 1886. Harry worked under Richard Speight Jnr, and Frank worked with ecclesiastical architects including Evander McIver. The firm grew in popularity after winning the CTA competition, becoming a leading commercial firm in the early twentieth century. Their work prior to World War II reflects the influence of the Romanesque, Baroque Revival and the Moderne, particularly that popularised in the United States. Better known for their department stores, and in particular the

relationship established with Sidney Myer from 1913, the firm constructed the different phases of the Myer Emporium in Melbourne. H W & F B Tompkins operated until the 1950s, when they became Tompkins & Shaw and then Tompkins, Shaw & Evans. The firm was acquired in 2003 and became Tompkins MDA Group, and remains one of the longest surviving firms in Victoria (Beeston 2012:707-708).

### **SITE DESCRIPTION**

410-412 Lonsdale Street, Melbourne is a narrow fronted five-storey interwar warehouse building, designed in the interwar Chicagoesque style. The façade is of painted render, probably over non-loadbearing brickwork. It has a hip and gable corrugated iron roof, concealed behind a parapet. It sits on the north side of Lonsdale Street, the land falling to the east.

The ground floor is separated from the upper levels by a deep spandrel, which has been enlarged with the replacement of the original shop front (see Figure 1 and Figure 2), providing a prominent base for the upper levels. Above the spandrel the façade is divided into three equal width vertical panels separated by projecting pilasters to provide the vertical emphasis characteristic of the style. There is a single large window opening per module at each floor level, separated at each floor level by a recessed spandrel with decorative panels and faux Juliet balcony, and the top floor level is differentiated from the other levels by a flush spandrel and minor cornice. The pilasters terminate in a parapet and substantial dentilled cornice supported by a bracket at each end.

The original steel framed four-pane windows appear to survive at the upper levels. The ground floor has been significantly altered with contemporary shopfronts and entry foyer.

### **INTEGRITY**

410-412 Lonsdale Street, Melbourne is highly intact with few changes visible to original or early fabric. The building retains its original scale and built form including the original pattern of fenestration, pilasters, decorative spandrels, window openings and steel framed glazing, cornice and parapet. Alterations include deepening of the spandrel at first floor level and replacement of the original shopfronts with contemporary glazing and entry doors. Overall the building is of high integrity.

### **COMPARATIVE ANALYSIS**

Structural steel and reinforced concrete framing became popular building materials in interwar Melbourne, inspired by Chicagoan architecture in the late nineteenth and early twentieth centuries. Departing from load-bearing brick walls, many 1920s examples employed these new building methods that allowed windows to become larger and more prominent on facades, whilst also allowing for increased building heights. Most of the buildings during the early interwar period were designed in the interwar Commercial Palazzo or Chicagoesque styles, both of which emerged with the rebuilding of the core area of Chicago after the 1871 fire.

Buildings of this style were characterised by an expressed structural system of concrete columns and floor plates, and typically retained elements of classical detailing (albeit restrained) in the form of a solid horizontal base, expressed (often rusticated) pilasters, projecting cornices and decorative mouldings.

The following examples are comparable with 410-412 Lonsdale Street, being of a similar use, scale, location and/or creation date. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dated c2000 or later.

*Benjamin House, 360 Little Collins Street, 1929 (HO1210)*

The commercial building (former warehouse) at 358-360 Little Collins Street, incorporates building components from pre-1869, 1871 and 1929. The latter works are most evident in the current building form and expression, including the five-storey height, Chicagoesque-style facade, and large windows to the east elevation above ground floor level.



Figure 3. 358-360 Little Collins Street, built in 1929.

*482-484 Bourke Street, 1926 (Interim HO1241 – Recommended as significant in the Hoddle Grid Heritage Review)*

482-484 Bourke Street is a four-storey reinforced concrete commercial building originally built for the Victorian Amateur Turf Club (later known as the Melbourne Racing Club). The building façade features classical styling associated with the classical revival styles of the interwar period.



Figure 4. 482-484 Bourke Street, built in 1926. (Source: iHeritage)

*Dreman Building, 96-98 Flinders Street, 1915 (Interim HO1272 – Recommended as significant in the Hoddle Grid Heritage Review)*

The Dreman Building, built in 1915, is a six-storey brick Edwardian/Federation era commercial/warehouse building. Built on a narrow city block, the building has a shopfront at ground level and a distinctive façade to the upper five levels. The building is associated with a number of commercial operators including the French Gaulois Tyre Company and Williams the Shoemen Pty Ltd.



Figure 5. 96-98 Flinders Street, built in 1915. (Source: Context 2017).

*480 Bourke Street, 1925 (Interim HO1242 – Recommended as significant in the Hoddle Grid Heritage Review)*

480 Bourke Street is a four-storey interwar office building designed by A & K Henderson, Alsop & Martin in 1925.





Figure 6. 480 Bourke Street, built in 1925 (Source: Context, 2017)

*Former Union Bank, 351-357 Elizabeth Street, 1926-1927 (HO1019)*

A five-storey rendered brick bank building. Designed by Butler & Martin in the Commercial Palazzo style and built for the Union Bank by Thompson & Chalmers in 1928.



Figure 7. 351-357 Elizabeth Street, built in 1926-27.

The former warehouse at 410-412 Lonsdale Street is a simple and restrained example of a Chicagoesque style commercial building similar to other examples in central Melbourne. Although the ground level shop fronts have been replaced and first floor spandrel altered and replaced, the retention of the original steel framed windows and subtle details such as the spandrels with decorative panels and faux Juliet balconies and the differentiation of the top floor level is notable.

The subject site is especially comparable to the HO listed building at 482-484 Bourke Street. Both buildings were constructed at a similar time, are similar in scale, and exhibit key characteristics of the interwar Chicagoesque style.

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**ASSESSMENT AGAINST CRITERIA**


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**CRITERION A**

Importance to the course or pattern of our cultural or natural history (historical significance).

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**CRITERION B**

Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

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**CRITERION C**

Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

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✓

**CRITERION D**

Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

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**CRITERION E**

Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

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**CRITERION F**

Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

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**CRITERION G**

Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

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**CRITERION H**

Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

**REFERENCES**

*Age*, as cited.

City of Melbourne Interactive Maps (CoMMaps) 2017, <http://maps.melbourne.vic.gov.au/>, accessed 17 December 2018.

*Commonwealth of Australia Gazette*, as cited.

Context Pty Ltd 2012, 'Thematic History: A History of the City of Melbourne's Urban Environment', prepared for the City of Melbourne.

Context Pty Ltd 2017, 'Canterbury Heritage Gap Assessment', prepared for the City of Boroondara.

*Fitzroy City Press*, as cited.

*Herald*, as cited.

Lewis, Miles (with Philip Goad and Alan Mayne) 1994, *Melbourne: The city's history and development*, City of Melbourne, Melbourne.

Marsden, Susan 2000, *Urban Heritage: the rise and postwar development of Australia's capital city centres*, Australian Council of National Trusts and Australian Heritage Commission, Canberra.

Melbourne Planning Scheme (MPS), 'Melbourne and its Heritage Precincts', reference document to Clause 22.06 Heritage Precincts Policy of the Melbourne Planning Scheme, <https://www.melbourne.vic.gov.au>, accessed 9 December 2018.

Reuters n.d., *AEW UK Long Lease REIT PLC (AEWL.L)*, <https://www.reuters.com/companies/>, accessed June 2019.

Sievers, Wolfgang 1958, 'Office building at 406 Lonsdale Street, Melbourne and surrounding buildings', State Library of Victoria (SLV) Wolfgang Sievers collection, accessed online 18 December 2018.

*Weekly Times*, as cited.

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

E

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**Central City Heritage  
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C

---

**Review of Heritage  
overlay listings in the  
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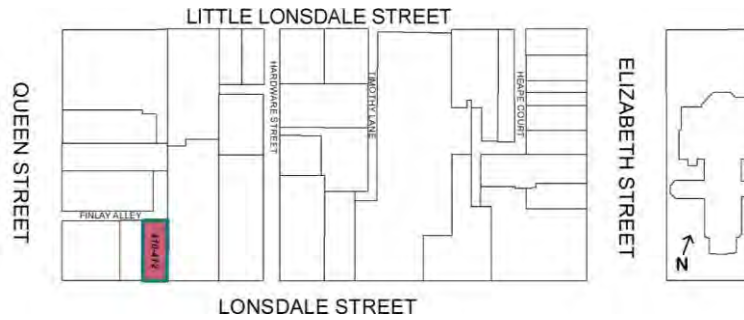
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## STATEMENT OF SIGNIFICANCE

### Heritage Place: Warehouse



PS ref no: HO1360XXXX



### What is significant?

The warehouse at 410-412 Lonsdale Street, a narrow fronted five-storey warehouse building built in 1923 in the interwar Chicagoesque style.

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

- The original building form and scale;
- The original pattern of fenestration;
- The external wall surfaces of painted cement render;
- The original steel framed windows to the upper floors; and
- The external decoration to the façade, including pilasters, parapet, substantial dentilled cornice supported by a brackets and decorative spandrels.

Later alterations made to the shopfront and first floor level spandrels are not significant.

### How it is significant?

The warehouse at 410-412 Lonsdale Street, Melbourne, is of local historic and representative significance to the City of Melbourne.

### Why it is significant?

The five-storey building at 410-412 Lonsdale Street is historically significant for its association with development that proliferated in this part of the city, between Bourke and Lonsdale streets, from the 1880s to 1920s. Commonly comprised of three- or more-storeys these buildings were used for retail, factory and warehouse purposes. The building continued to be associated with hardware and electrical industry for almost 40 years. The building at 410-412 Lonsdale Street exemplifies a key phase in Melbourne's development when, during the economic boom of the 1920s, an increasing number of

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commercial enterprises constructed architect designed multi-storey premises in the city to house retail and manufacturing outlets and associated warehouses. (Criterion A)

The building is significant as a highly intact example of the wave of development in central Melbourne during the early interwar period that replaced the low scale masonry buildings dating from the late nineteenth and early twentieth century. This early wave of building most commonly featured the interwar Commercial Palazzo or Chicagoesque styles, which utilised the engineering benefits of steel and concrete frame structures. This allowed for window areas and open floor areas to be maximised, and provided flexibility for external articulation and decoration. The building at 410-412 Lonsdale Street is a modestly scaled, restrained and highly intact example of the interwar Chicagoesque style. It retains key characteristics of the style, such as a strong vertical emphasis resulting from projecting pilasters and mullions, terminating in a substantial cornice, and with large windows separated by recessed spandrels with decorative panels and faux Juliet balcony, and the top floor level is differentiated from the other levels by a flush spandrel and minor cornice at each floor. The building is also notable as a work of the eminent firm of Melbourne architects H W & F B Tompkins. (Criterion D)

#### **Primary source**

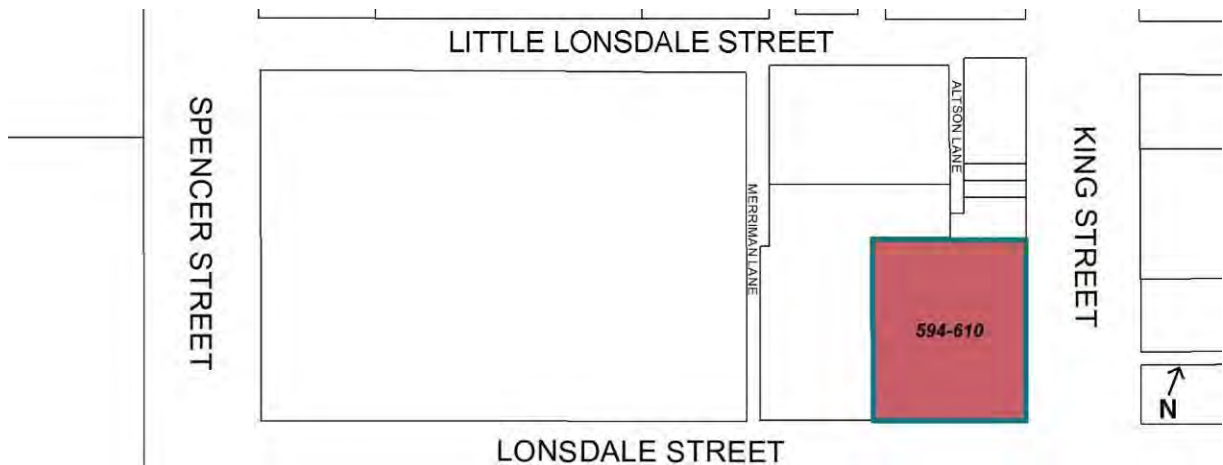
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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ [Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)





<b>SITE NAME</b>	Former Andrew Jack, Dyson & Co factory
<b>STREET ADDRESS</b>	594-610 Lonsdale Street Melbourne
<b>PROPERTY ID</b>	105720



SURVEY DATE: October 2018

SURVEY BY: Context

**HERITAGE INVENTORY**

H7822-1125

**EXISTING HERITAGE OVERLAY**

No

**PLACE TYPE**

Individual Heritage Place

**PROPOSED CATEGORY**

Significant

**FORMER GRADE**

Ungraded

**DESIGNER / ARCHITECT / ARTIST:**

R M King

**BUILDER:**

Not known

**DEVELOPMENT PERIOD:**

Interwar Period (c.1919-c.1940)

**DATE OF CREATION / MAJOR CONSTRUCTION:**

1924

**THEMES**

<b>ABORIGINAL THEMES</b>	<b>SUB-THEMES</b>
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here.
<b>HISTORIC THEMES</b>	<b>DOMINANT SUB-THEMES</b>
5 Building a Commercial City	5.5 Building a manufacturing capacity

**LAND USE**

<b>HISTORIC LAND USE</b>	
Archaeological block no: 1	Inventory no: 125
Character of Occupation: Commercial	
Land sale details not provided.	
1866 Cox	Building shown on corner King and Lonsdale Streets
1880 Panorama	Shows linked single-storey buildings (shops?) on this corner
1905/6 Mahlstedt	Series of buildings including two-storey wool store (J B Zander), condemned buildings, blacksmiths shop, other two-storey buildings and shed
<b>THEMATIC MAPPING AND LAND USE</b>	
1890s	Warehouses
1920s	Factories and Warehouses
1960s	Factories and Warehouses

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

**SUMMARY**

594-610 Lonsdale Street was erected in 1924 for Andrew Jack, Dyson & Co Pty Ltd, stationery and printing merchants. Designed by architect R M King as an interwar industrial building with elements of the Chicagoesque style, the building was used as the business's offices, warehouse and factory for around 40 years. From 1965 to 1983 it was occupied by printer and publisher McCarron, Bird & Co. The building was one of many printing and linotype companies established in the northwest of the city in the interwar period and was associated with the printing industry for almost 60 years.

## HISTORICAL CONTEXT

### Building a commercial city

#### *Building a manufacturing capacity*

Economic historian Tony Dingle states that, for much of its history, Melbourne has been Australia's largest single centre of manufacturing. In the nineteenth century the industry was based on the processing of primary products produced in rural Victoria, often for export, and the making of products for local consumer demand. Dingle continues:

*After the gold rushes of the 1850s increased Melbourne's population more than fourfold in a decade and a policy of import protection was implemented in the 1860s, manufacturing became the biggest sector of the Melbourne economy and the main source of employment. By 1871 more than 30 out of every hundred male and female wage-earners in Melbourne worked in manufacturing, by far the largest single category. By 1881 two-thirds of Victoria's 2500 factories were in Melbourne. On the eve of the depression of the 1890s a quarter of the Victorian manufacturing workforce was in the categories of metals, machinery and carriages, another 23% were in building materials and furniture, 19% in clothing and textiles, 15% in food, drink and tobacco, 9% in books, paper and printing, and 4% in leather products and tanning (Dingle 2008).*

Manufacturing was relatively inefficient and labour-intensive, providing large numbers of jobs. The economic depression of the 1890s slowed production, but in the first decade of the twentieth century, economic growth resumed.

Although affected by World War One in the period 1914-1918, by 1921, 38 per cent of Melbourne's workers were employed in industry with almost all new factory jobs in Australia between 1921 and 1947 created in Sydney and Melbourne. The growth of manufacturing, assisted by a new federal tariff in 1921, stimulated urban growth and by the end of the 1920s, Melbourne's population had reached one million people. The expansion of new sectors in the manufacturing industry was maintained by buoyant levels of domestic demand (Marsden 2000:29; Dingle 2008).

Workshops and small factories increasingly took over the northwest area of the city. By the first decades of the twentieth century, for example, settlement around Little Lonsdale Street comprised small houses with rear yards and outhouses facing laneways, but other entire allotments were taken up by multi-storey industrial and warehouse buildings, some designed by architects. Printing and linotype companies were established in the area in the inter-war period, particularly after the construction of the Argus Building, home of the *Argus* newspaper, at the Elizabeth and Latrobe streets corner in 1926.

Development in the city slowed with the Great Depression that commenced in October 1929 and continued through the early 1930s. Because of a lack of finance over this period, instead of new construction, some city buildings were substantially remodelled to create new office, commercial and industrial spaces.

After being the centre of manufacturing in Australia in the 1920s, Melbourne's importance in this regard began to decline. During the 1940s some city factories and warehouses were left empty or converted for other uses (Context 2012:35).

From the end of World War Two to the beginning of the 1970s, Melbourne underwent the most sustained growth in its history, mostly based on the manufacturing industry. At the peak of industrialisation in 1966, 37 per cent of total employment in Melbourne was dedicated to manufacturing, compared to the national average of 27 per cent (Maher cited in Tsutsumi and O'Connor 2006:8.3). Australia's manufacturing output increased 6 per cent per year between 1949 and 1967, and between 1947 and 1966, 155,221 new manufacturing jobs were created in Melbourne alone, roughly one-third of which went to women (Dingle 2008).

However, by the mid-1960s,

*[the] postwar expansion of manufacturing could no longer be contained within the old ring of inner industrial suburbs. They had become crowded and congested. New methods of production required more space and single-storey buildings to accommodate assembly-line techniques. The fork-lift truck led to new kinds of factory buildings. An increasing use of electricity for power and road transport rather than rail to move goods, opened up new locational possibilities...During the 1960s manufacturing expanded most rapidly in Moorabbin and the Oakleigh-Clayton area. When the available sites were taken up the area of fastest growth then transferred to Broadmeadows and Waverley (Dingle 2008).*

City centres retained some manufacturing until the late 1970s, mostly in the areas of clothing, printing and food processing, sectors that increasingly employed women workers. By the 1990s manufacturing had declined to 16 per cent of total employment in Melbourne, and 77 per cent of the workforce were working in the tertiary sector (Marsden 2000:99-100).

## SITE HISTORY

The land at 594-610 Lonsdale Street, Melbourne is part of Crown Allotment 8, Block 32, first purchased by Henry J White from Melbourne ('Plan of Town of Melbourne 1837', 1892). Located at the corner of King and Lonsdale streets, the extent of the original area of Crown Allotment 8 appears to have been retained (CoMMaps).

By 1866, a building was in existence at the corner of King and Lonsdale streets, and by 1880, linked single storey buildings were on site (Fels, Lavelle & Mider 1993, Inventory no 125). By c1905, the land was occupied by a number of buildings: J B Zander's two-storey wool store (labelled as a 'condemned building' on a 1905 map); a two-storey store on the southwest corner of the land; two single-storey stores, including a blacksmith shop; an open shed; and multiple toilets and a manure pit. The King Street side boundary was fenced with palings (Mahlstedt Map section 2, no 1a, 1905).

By 1920, Zander's had relocated to 297-205 King Street and the subject land was cleared of buildings. Between 1920 and c1923, the land remained vacant (S&Mc 1920-1923; Mahlstedt Map section 2, no 1a, 1923).

In 1924, the building at 594-610 Lonsdale Street was erected for Andrew Jack, Dyson & Co Pty Ltd, stationery and printing merchants. Andrew Jack, Dyson & Co Pty Ltd was a wholesale paper and printing firm established by Scottish businessman Andrew Jack in 1865. Andrew Jack was the sole director until 1885 when John Francis Dyson, English businessman, was taken into partnership. The business was once at the corner of Elizabeth and Lonsdale streets before relocating to Flinders Lane by 1874, and later to Collins Street (*Brighton Southern Cross* 2 March 1912:8). In 1892, the business was run by J F Dyson, John Blyth and his brother Richard Jack (*Argus* 27 June 1896:7). In 1912, Andrew Jack died at the age of 80, and the business was carried on by Dyson and Jack's son,

Andrew Winton Jack, who was the president of the Commercial Traveller's Association (*Australasian* 11 April 1896:32; *Brighton Southern Cross* 2 March 1912:8). In 1928, the company expanded, purchasing a Victorian and Tasmanian business, P J Firth Pty Ltd (*Age* 10 January 1928:10). A W Jack died in 1929 and J F Dyson retired around the same time and died in 1931 (*Argus* 1 July 1929:7; *Herald* 28 July 1931:7). Andrew Jack, Dyson & Co Pty Ltd continued its operation at the subject site through to the 1960s.

Designed by architect R M King, the new building was used as the business's offices, warehouse and factory. The original architect's impression published in the *Argus* shows a substantial three-storey building with two street frontages (Figure 1). Constructed of reinforced concrete, the building was said to embody the latest features of factory construction, including luncheon rooms on the flat roof. The office entrance was finished with Harcourt granite (*Argus* 7 June 1924:19). Constructed at a cost of £33,000, the finished building differed from the original plan. It comprised two- and three-storey sections rather than a consistent three-storeys, with the section at the corner of Lonsdale and King streets being two-storey (see Figure 1 and Figure 2) (MBAI 33000).

#### NEW CONCRETE BUILDING IN LONSDALE STREET

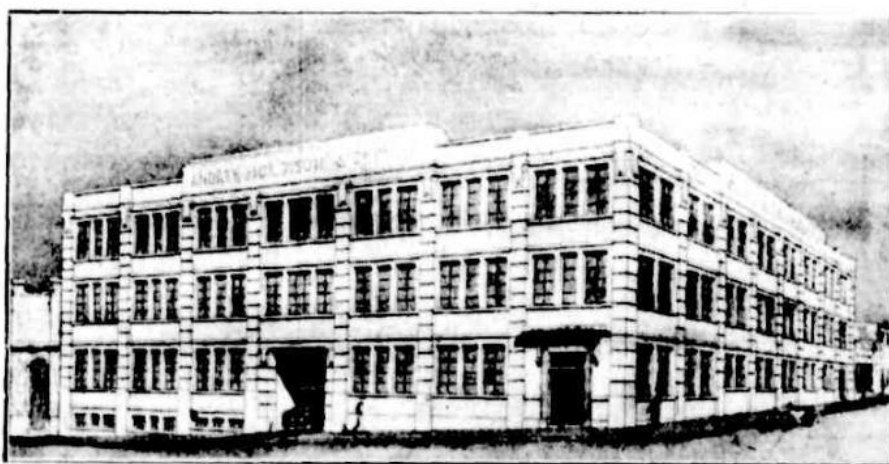


Figure 1. An illustration of the subject building prepared by architect R M King and published in 1924. The finished building differed to the above illustration of three-storeys as it consisted of both two- and three-storey sections. (Source: *Argus* 7 June 1924:19)

The building at 594-610 Lonsdale Street comprised a square-shaped footprint, enclosing a courtyard/open space accessed from the archway midway along the Lonsdale Street elevation. As the only access point for vehicles, the 20-foot wide courtyard functioned as a service and loading zone for the factory. This use of an inner court as a loading zone is uncommon in the context of the city centre, where its laneway network characteristically provided rear and side access. .

Andrew Jack, Dyson & Co Pty Ltd occupied the subject building through to the early 1960s. In 1960, the Sands & McDougall postal directory listed the business as 'wholesale stationery, paper bag and toilet rolls manufacturers and printers' (S&Mc 1960).

In 1962, a substantial alteration to the building was made at the cost of £55,000, including re-partitioning of the interior, likely for new tenants (MBAI 35741). By 1965, McCarron Bird Pty Ltd, printers, occupied the premises. John Francis McCarron established McCarron, Bird & Co in Flinders Street in Melbourne in April 1872 with Hermann Püttmann and Andrew Stewart as partners. The

printing and publishing business grew rapidly. In 1877 the firm founded the monthly *Australasian Insurance and Banking Record* and in 1887 Bird retired and the firm moved to Collins Street, enlarging its business to include sections on lithography, engraving, bookbinding and stationery. In 1888 the firm published *Victoria and its Metropolis* and in 1891 the *Australasian Pastoralists' Review*. McCarron died in 1900 (Close 1974) In 1967, a loading dock was installed for \$15,000 (MBAI 38915).

The subject building in the 1960s can be seen in Figure 3 and Figure 4.

In 1983, the factory was modified as an office, and was sold in 1984 for \$1.1 million to K Blake and Partners, who planned to redevelop the building into 20 strata title office suites (Age 8 August 1984:30) ( see Figure 5). Multiple building works were subsequently carried out between 1983 and 1987 (MBAI). Major alterations occurred in 1985, which included the refurbishment and subdivision of the building into 17 office units. In addition, a terrace, gym and sauna were installed. The building, now named Lonsdale Court, currently contains 19 businesses (CoMMaps).

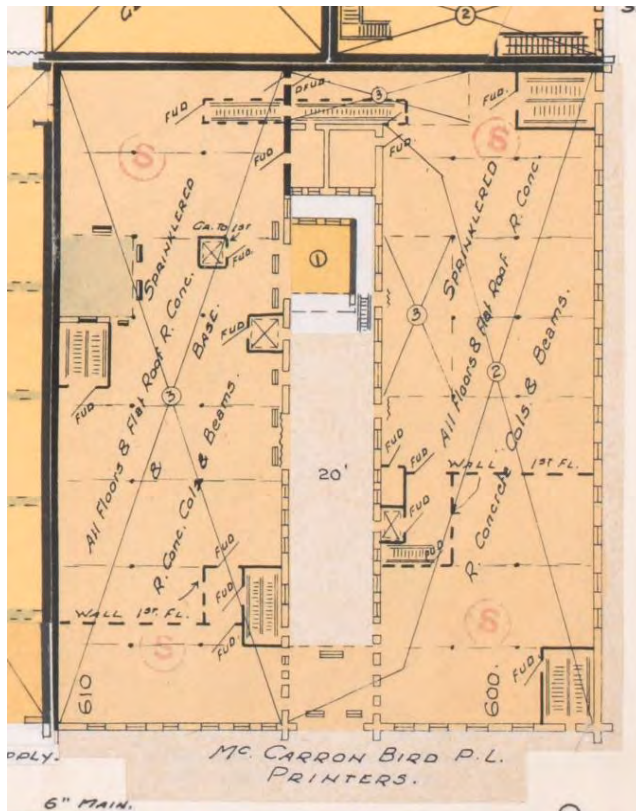


Figure 2. Section of a Mahlstedt plan, amended post-1962, showing the subject building. (Source: Mahlstedt Map section 2, no 1a, 1962)





Figure 5. Photo of the subject building when it was sold in 1984. (Source: *Age* 8 August 1984:30)

*R M King, architect*

The website of the Kurrajong House, 175 Collins Street contains the following biography of the architect Ray Maurice King:

The architects of Kurrajong House, R M & M H King, had Adelaide origins, where Ray Maurice King began practicing as an architect in 1891. The following year he moved to Melbourne and over the next sixty years he and his son, Maurice Harrington King, who he went into partnership with in 1926, designed many industrial and residential buildings in Victoria. Maurice, who was trained as an engineer, is regarded as having transformed the fledgling practice established by his father into one of Melbourne's most prolific architectural firms of the mid-twentieth century.

Kurrajong House is one of the few buildings in central Melbourne designed by the Kings. Other commercial work undertaken by the firm includes the showroom for the Colonial Gas Company at Box Hill and the Hopkins Odlum Apex Belting factory at Footscray... Many of the firm's clients were high profile Victorians including, in addition to the Taits, Arthur Rylah, lawyer and later Chief Secretary and Deputy Premier of Victoria; the Myttons and the Beaurepaires. Ray King died in the early 1950s. Maurice King died prematurely in 1956 and the practice was closed shortly afterwards.

### **SITE DESCRIPTION**

594-610 Lonsdale Street, Melbourne, is an interwar industrial building with some characteristics of the Chicagoesque style. Located on a substantial corner site at the northwest corner of Lonsdale and King streets, the building is predominantly two-storey, with a three-storey section at the western end of the Lonsdale Street elevation.

Although the interwar Chicagoesque style was more commonly used for medium rise buildings, 594-610 Lonsdale Street exhibits many of its main characteristics. This includes a regular rhythm resulting from projecting pilasters and recessed articulated spandrels at each floor with large horizontally proportioned window openings. It is constructed using a reinforced concrete frame. The facades are



of painted course render, probably over non-loadbearing brickwork and have a gravelly finish that is similar to the exposed aggregate finish of Shanghai plaster. Shanghai plaster is a dull grey render finish that is recognisable throughout south-east Asia and was commonly used by major British corporations during the interwar period.

Built in 1924 as a printing factory, the building has modest and simplified decorative details inspired from classical architecture, represented in elements such as stylised rustication and modillion-like brackets on the top of each pilaster.

At the ground level, on Lonsdale Street elevation, there is a large opening (labelled as 'archway' in the 1925 survey plan), which provided entry for vehicles. The main doorway in Lonsdale Street is surrounded by granite architrave and an awning over the top of the stylised brackets.

The original opening patterns are reasonably intact, except for the larger openings on the eastern elevation near the Lonsdale Street entrance. On the Lonsdale Street elevation, the windows are grouped in threes and there are paired windows on the King Street elevation.

Now converted into strata offices and residences, the exteriors including the physical fabric of the enclosed courtyard appear to be reasonably intact, with some changes visible from the public domain. While the decorative details are intact, most changes were made to the openings, possibly due to the installation of the air conditioning units or central heating systems. All of the original multi-pane industrial windows have been removed and replaced either with a single pane glazing or a multi-pane window with opaque glass.

On the King Street elevation, the lower-level openings have been extended vertically, stopping above the moulded stringcourse work. The Lonsdale Street elevation is more intact, with almost all opening patterns retained, except for the shortened windows with multi-pane glazing on the ground floor of the three-storey section. The doorway and roller gate under the shortened windows are also recent additions. The doors on the Lonsdale Street and King Street elevations are also new. Other notable changes include the removal of highlight above the Lonsdale Street entrance and a new steel gate inserted to the former vehicle entrance.

## **INTEGRITY**

594-610 Lonsdale Street, Melbourne is relatively intact with some changes visible to original or early fabric. The building retains its original footprint with internal courtyard, and its original scale and form as a low rise but large-scale printing factory have been maintained, with no upper floor additions. Much of the original pattern of fenestration and window openings has been retained, especially on the Lonsdale Street elevation, although all of the original multi-pane industrial windows had been replaced. The external wall surfaces of course render are also intact.

Overall the building is of high integrity.

## **COMPARATIVE ANALYSIS**

Structural steel and reinforced concrete framing became popular building materials in interwar Melbourne, inspired by Chicagoan architecture in the late nineteenth and early twentieth centuries. Departing from load-bearing brick walls, many 1920s examples employed these new building methods that allowed windows to become larger and more prominent on facades, whilst also allowing for increased building heights. Most of the buildings during the early interwar period were designed in

the Inter-War Commercial Palazzo or Chicagoesque styles, both of which derived from the rebuilding of the core area of Chicago.

Although they were characterised by an expressed structural system of concrete columns and floor plates, these examples typically retained elements of classical detailing (albeit restrained). Classical details include a solid horizontal base, expressed rusticated pilasters, projecting cornices (not evident in this case) and decorative mouldings.

The following examples are comparable with 594-610 Lonsdale Street, being of a similar use, scale, location and/or creation date. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

*215-233 Franklin Street (rear of 186-190 A'Beckett Street), 1923 (HO1157)*

A large, three-storey and face red brick and rendered warehouse building built in 1923, with a symmetrical stripped classical style façade. It was designed by Walter & Richard Butler. The original multi-paned windows were removed from the façade (RBA 2013:D41).



Figure 6. 215-233 Franklin Street, built in 1923.

*Former Myer despatch buildings, 258-274 Queensberry Street, Carlton, 1928 & 1934 (HO17)*

A three to four-storey red brick building with three street frontages to Berkeley, Queensberry and Barry Streets, built in 1928 as a Myer Emporium despatch building to a design by H W & F W Tompkins. Also designed by Tompkins, the fourth storey was added in 1934 (RBA 2013:C4).



Figure 7. 258-274 Queensberry Street, Carlton, built in 1928.

*411-423 Swanston Street, 1925 (HO1084)*

411-423 Swanston Street, Melbourne is a five-storey reinforced concrete former warehouse that was designed by Francis J Davies in a conservative Free Edwardian style and built by Walter E Cooper for the tobacco company W D and H O Wills in 1925. It was refurbished for educational usage in 1978.



Figure 8. 411-423 Swanston Street, built in 1925.

*Former Koorie Heritage Trust building and Zander's Warehouse, 295-305 King Street, 1919  
(Recommended as significant in the Hoddle Grid Heritage Review)*

A three-storey brick former factory Designed by Christopher Cowper and built for the eldest son of John Charles and Cecilia Zander, John Bernard Zander in 1919. Extensively refurbished and converted to a museum and cultural centre in 2003.



Figure 9. 295-305 King Street, constructed in 1919.

594-610 Lonsdale Street, Melbourne is a restrained example of a low-rise industrial building on a substantial corner site. It exhibits some elements of Chicagoesque style such as the vertical bays divided by pilasters, albeit of a lower height than is commonly the case for buildings in this style in central Melbourne. Although there have been alterations to the building, including the removal of the original multi-pane industrial windows, which is commonly observed in other similar HO-listed places in the City of Melbourne (see above examples), most of the original pattern of fenestration and window openings has been retained, especially on the Lonsdale Street elevation.

The building functioned as the offices, warehouse, and factory for two successive printing companies for almost 60 years, and its prior use remains legible in the building form and the original footprint with central courtyard which have also been retained. The original storey height and legible form make it a representative example of a low-rise industrial building, which forms part of a group of now-rare historic buildings associated with low-rise but large-scale manufacturing premises that once prospered in the northern part of Hoddle Grid and in the northwest part of the central Melbourne where, from the interwar period, many industrial companies were established.

The subject site is especially comparable to the warehouse building at 295-305 King Street, constructed slightly earlier in 1919, as the buildings are of a similar scale and exhibit many of the characteristics of the Chicagoesque style, albeit in the restrained fashion as commensurate with a horizontally proportioned low rise industrial building. Built in 1923, 215-233 Franklin Street (HO1157) is also comparable in terms of its relatively formal treatment of the façade for a utilitarian building type.

The subject building is distinguished from other examples of similar low-rise warehouse type buildings for its use of reinforced concrete construction in 1924, when brick was still preferred building materials for low-rise utilitarian buildings. 411-423 Swanston Street (HO1084), a five-storey warehouse, is another example of a reinforced concrete warehouse with restrained detailing.

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**ASSESSMENT AGAINST CRITERIA**


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✓ **CRITERION A**  
Importance to the course or pattern of our cultural or natural history (historical significance).

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**CRITERION B**  
Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

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**CRITERION C**  
Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

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✓ **CRITERION D**  
Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

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**CRITERION E**  
Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

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**CRITERION F**  
Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

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**CRITERION G**  
Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

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**CRITERION H**  
Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985** Ungraded

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**Central City Heritage  
Study 1993** Ungraded

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**Review of Heritage  
overlay listings in the  
CBD 2002** Ungraded

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**Central City Heritage  
Review 2011** Ungraded

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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Andrew Jack, Dyson & Co factory

**PS ref no:** HO~~XX1362XX~~



### What is significant?

The former Andrew Jack, Dyson & Co factory at 594-610 Lonsdale Street, Melbourne, constructed in 1924.

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

- The original building layout, form and scale, including the courtyard
- The original pattern of window openings, fenestration and decoration, such as the projecting pilasters and recessed articulated spandrels; ~~and~~
- The external wall surface finish of course render similar to Shanghai plaster.

Later alterations made to the ground level facades, and windows replaced with modern glazing, are not significant.

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**How it is significant?**

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The former Andrew Jack, Dyson & Co factory at 594-610 Lonsdale Street, Melbourne, is of local historic and representative significance to the City of Melbourne.

**Why it is significant?**

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The building at 594-610 Lonsdale Street, Melbourne, constructed in 1924 for Andrew Jack, Dyson & Co Pty Ltd, stationery and printing merchants, to a design by architect R M King, is historically significant for the evidence it provides of the rise in manufacturing in the city from the 1920s, of the long-term industry and warehouse concentration in this part of the city, and of the many printing and linotype companies established from the interwar period in this northwest part of the city, including in 1926 the Argus Building. It is historically significant for its long association with printers and stationary merchants, initially with Andrew Jack, Dyson & Co Pty Ltd who occupied the building as their business offices, warehouse and factory for around 40 years, from 1924 to the early 1960s. By 1965, printers McCarron Bird Pty Ltd had purchased the premises and operated from there until the early 1980s, at a time when most city manufacturers had moved to the suburbs or closed. (Criterion A)

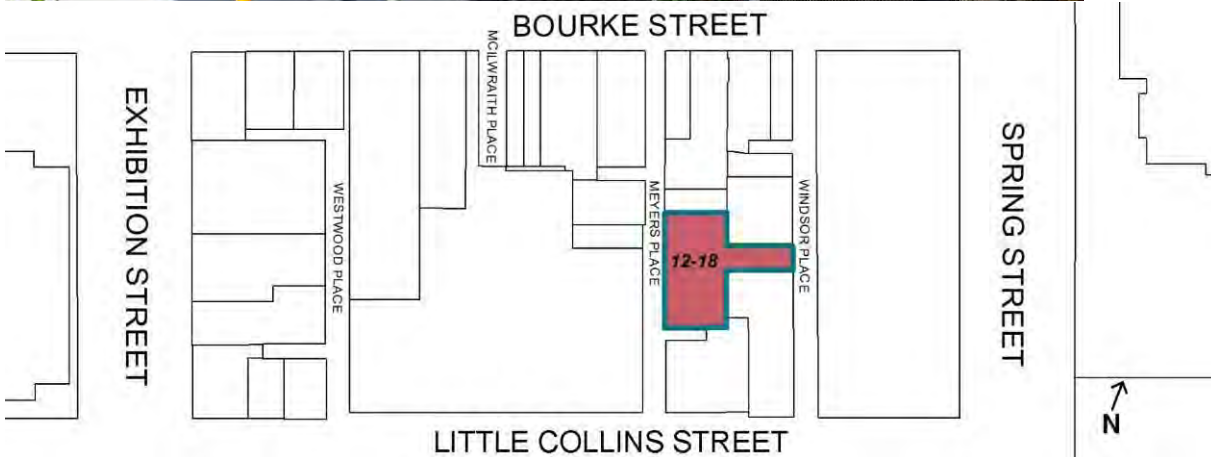
594-610 Lonsdale Street is significant as a relatively intact example of the wave of development in central Melbourne during the early interwar period that replaced the low rise masonry buildings dating from the late nineteenth and early twentieth century. This early wave of building most commonly utilised the interwar Chicagoesque styles. The building exhibits many of the main characteristics of this style. This includes a regular rhythm resulting from projecting pilasters and recessed articulated spandrels at each floor with large horizontally proportioned window openings. More unusually the wall surfaces are treated with a course render similar to Shanghai plaster. (Criterion D)

**Primary source**

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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ [Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

<b>SITE NAME</b>	Former Kantay House
<b>STREET ADDRESS</b>	12-18 Meyers Place Melbourne
<b>PROPERTY ID</b>	106560



SURVEY DATE: October 2018

SURVEY BY: Context

<b>HERITAGE INVENTORY</b>	H7822-1682	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Harry A Norris	<b>FORMER GRADE</b>	Ungraded
		<b>BUILDER:</b>	George Prentice
<b>DEVELOPMENT PERIOD:</b>	Interwar Period (c1919-c1940)	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1940

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here.
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a Commercial City	5.5 Building a manufacturing capacity

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no: 40</b>	<b>Inventory no: 682</b>
<b>Character of Occupation: Commercial, residential</b>	
Offered at fifth land sale 1839, Allotment 12, Block 9.	
1839 Williamson	
1840 Hoddle	
1866 Cox	Building on site
1880 Panorama	
1888 Mahlsted	Four single-storey buildings; houses and yards.
1905/6 Mahlsted	Two single-storey buildings; one house and workshop, Ah Pay, Cabinetmaker.
THEMATIC MAPPING AND LAND USE	
1890s	Residential, yards, workshop
1920s	Factories, stables
1960s	Warehouse

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

## SUMMARY

The former Kantay House at 12-18 Meyers Place, Melbourne is a two-storey brick warehouse/factory building, built in 1940 in the interwar Functionalist style to a design by noted architect Harry A Norris. The building had a long association with the manufacturing industry in Melbourne from 1940 to 1987.

## HISTORICAL CONTEXT

### Building a Commercial City

#### *Building a manufacturing capacity*

From the 1850s, the Yarra River and the docks west of Swanston Street were in essence the 'lifeline' of the city. Port facilities and large warehouses were built in this area to serve shipping interests (Context 2012:39-40).

By the 1880s, the areas of Flinders Street, King Street, Little Bourke Street and Spencer Street comprised multiple mercantile offices, produce stores and large-scale bonded stores, including Zander's Bonded Stores and Coles Bonded Stores. As Melbourne developed through the nineteenth century and early twentieth century, so did her manufacturing industry, much of which was established in close proximity to existing warehouses and stores.

Although affected by World War One in the period 1914-1918, by 1921, 38 per cent of Melbourne's workers were employed in industry with almost all new factory jobs in Australia between 1921 and 1947 created in Sydney and Melbourne. The growth of manufacturing, assisted by a new federal tariff in 1921, stimulated urban growth and by the end of the 1920s, Melbourne's population had reached one million people. The expansion of new sectors in the manufacturing industry was maintained by buoyant levels of domestic demand (Marsden 2000:29; Dingle 2008).

In the first decades of the twentieth century, the demand for residential development declined in central Melbourne as many residents moved out of the city to the suburbs, and the booming retail and manufacturing sectors rapidly took up available city properties (Marsden 2000:29-30). Multi-storey factory, workshop and warehouse buildings, some designed by architects, increasingly took over the city.

Development in the city slowed with the Great Depression that commenced in October 1929 and continued through the early 1930s. Because of a lack of finance over this period, instead of new construction, some city buildings were substantially re-modelled to create new office, commercial and industrial spaces, and also for use by government.

From the 1930s, like the rest of Australia, an increasing proportion of the city's workforce took up jobs in manufacturing, an industry that led Australia's recovery from the economic depression and a time when, the *Encyclopedia of Melbourne* notes, a

*steep rise in tariffs, devaluation of the Australian pound, falling wages and electricity costs all made local producers far more competitive internationally. Textiles benefited first, then the metals industries and engineering took over as pacemakers (Dingle 2008).*

*After being the centre of manufacturing in Australia in the 1920s, Melbourne's importance in this regard began to decline. During the 1940s some city factories and warehouses were left empty or converted for other uses (Context 2012:35).*

From the end of World War Two to the beginning of the 1970s, Melbourne underwent the most sustained growth in its history, mostly based on the manufacturing industry. At the peak of industrialisation in 1966, 37 per cent of total employment in Melbourne was dedicated to manufacturing, compared to the national average of 27 per cent (Maher cited in Tsutsumi and O'Connor 2006:8.3). Australia's manufacturing output increased 6 per cent per year between 1949

and 1967, and between 1947 and 1966, 155,221 new manufacturing jobs were created in Melbourne alone, roughly one-third of which went to women (Dingle 2008).

However, by the mid-1960s,

*[the] postwar expansion of manufacturing could no longer be contained within the old ring of inner industrial suburbs. They had become crowded and congested. New methods of production required more space and single-storey buildings to accommodate assembly-line techniques. The fork-lift truck led to new kinds of factory buildings. An increasing use of electricity for power and road transport rather than rail to move goods, opened up new locational possibilities...During the 1960s manufacturing expanded most rapidly in Moorabbin and the Oakleigh-Clayton area. When the available sites were taken up the area of fastest growth then transferred to Broadmeadows and Waverley (Dingle 2008).*

City centres retained some manufacturing until the late 1970s, mostly in the areas of clothing, printing and food processing, sectors that increasingly employed women workers. By the 1990s manufacturing had declined to 16 per cent of total employment in Melbourne, and 77 per cent of the workforce were working in the tertiary sector (Marsden 2000:99-100).

## SITE HISTORY

The subject building at 12-18 Meyers Place, Melbourne is constructed on Allotment 12, Block 9, City of Melbourne, which was offered for sale in the fifth land sale of 1839. By 1866, a building had been constructed on site, and by 1888 four one-storey buildings comprising houses and yards were in existence on the site. By 1905-06, Ah Pay, cabinetmaker, occupied a single-storey house and workshop on the site (Fels, Lavelle & Mider 1993, Inventory no 682).

Mahlstedt plans from 1910 indicate that the site was occupied by a factory and stables for S Meyer's Ice Cream Works prior to the construction of the existing building (see Figure 1). At this time, the site did not include the small strip of land that runs through to Windsor Lane (Mahlsted Map Section 1, no 2, 1910). Meyers Place, formerly known as Nicholas Lane, was likely named after S Meyer's Ice Cream Works.



Figure 1. The subject site in 1910, outlined in red, prior to the erection of the subject building. (Source: Mahlsted Map Section 1, no 2, 1910).

F W Kain was listed as the owner of the subject site in 1940. That year, he commissioned the two-storey reinforced concrete factory building to the design of architect Harry A Norris and constructed by builder George Prentice (see Figure 2) (PROV VPRS 11201/1, unit 255; MBI 21104). For 47 years, the two-storey building at 12-18 Meyers Place was associated with clothing and goods manufacturers and importers. F W Kain & Co, millinery manufacturers, was listed as the first occupant of one of the factories in Kantay House, as the building was named (*Herald* 16 July 1940:12). By 1947, F W Kain was trading under the name of Crossleigh Hats, and had left the premises by 1960 (S&Mc 1960; *Argus* 8 January 1947:22).

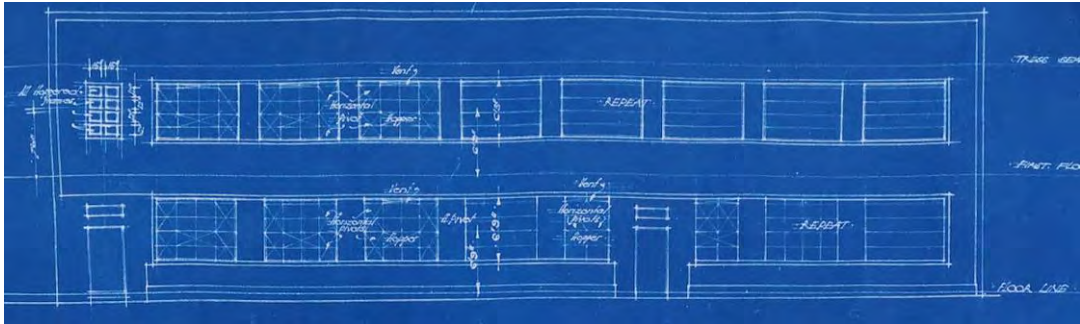


Figure 2. The front facade of 12-18 Meyers Place, designed by architect Harry Norris and constructed in 1940. (Source: PROV VPRS 11200/4, unit 510).

The factory was designed as two premises, both with entrances to Meyers Place (see Figure 3). In June 1940, an advertisement was published announcing the availability to let the ground floor of the new building in Meyers Place, described as suitable for showrooms, factory or warehouse (*Argus* 29 June 1940:1).

By 1942, the building was named Kantay House (S&Mc 1942). Mahsted maps produced after the construction of the current building show it incorporated the strip of land that runs through to Windsor Lane (see Figure 3).

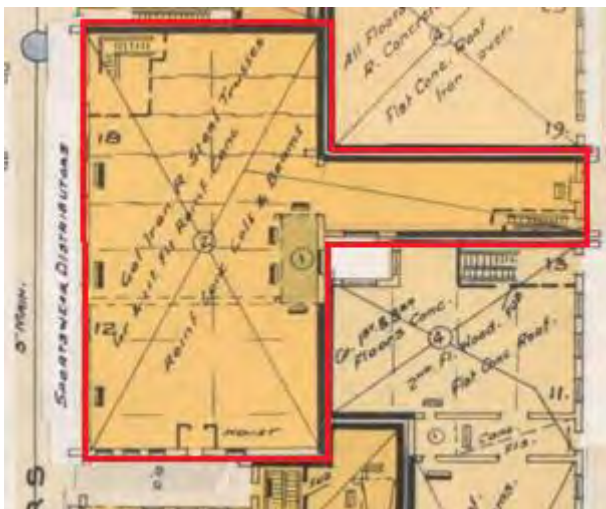


Figure 3. The subject site in 1948, showing the subject building outlined in red. (Source: Mahsted Map Section 1, no 2, 1948).



The first occupant of the other factory in Kantay House was Michaelis, Hallenstein & Co, who used part of the site as one of their workrooms until c1960. Michaelis, Hallenstein & Co, a large firm of tanners, curriers and leather goods dealers with foundations back to the 1860s. Established by two German Jewish migrants, who were uncle and nephew, the firm developed from a tannery in Footscray to a widespread organisation that saw offices set up in London at its peak (Associated Leathers Ltd 1965:12). The company owned a number of premises around the city, including a shop front on Lonsdale Street (Associated Leathers Ltd 1965:13). Their business expanded beyond leather-based products, with canvas goods making up a large portion of their sales by the 1960s (Associated Leathers Ltd 1965:17). Directories indicate that Michaelis, Hallenstein & Co remained in the Meyers Place building until sometime after 1955, but like F W Kain & Co, had left by 1960 (S&Mc 1955, 1960).

The premises were continually occupied by clothing manufacturers and importers through to the 1980s. In 1965, the building was renamed as Sandoz House after Sandoz Australia Pty Ltd, importers, who left the factory by 1970, when Sportswear Distributors Pty Ltd, manufacturing agents, was recorded as the main tenant. Other short-term tenants involved the importers Incorporated Agencies Pty Ltd and Drezz Pty Ltd (reported liquidation in 1981) (S&Mc 1965, 1970 & 1974; *Age* 8 July 1981:27). Clothing company Witchery Pty Ltd had its buying office at 12-18 Meyers Place from around 1975 until c1986 (*Age* 25 January 1975:59; 14 June 1986:179).

Coinciding with the alterations in 1987, by 1988, the building was used as the headquarters of Melbourne City Libraries ('Dynix Launch' 1988, MLS). The building was rented by the Melbourne City Council with a 10-year lease and one five-year renewal option (*Age* 14 August 1993:75).

The ground floor was refurbished in 2006 and converted to four shops (CoMMaps). The façade of the building has changed very little from the original plans, except for the installation of an intrusive exhaust pipe (PROV VPRS 11200/4, unit 510). The ground floor of the building is currently used as a restaurant and a bar; the building also houses a Japanese-style bathhouse.

#### *Harry A Norris, architect*

Harry Albert Norris (1888-1967) was born in Hawthorn, son of a bootmaker. He was articled to architects Ward & Carleton between 1906 and 1911, a Melbourne firm that undertook modest domestic, commercial and industrial commissions. In 1910, he won second prize in the Royal Victorian Institute of Architecture student competition (Gurr and Willis 2012:502-3).

Norris commenced his sole practice from c1915, and by 1920 he was established in an office in Collins Street. His early works included domestic and commercial projects, with a significant number of motor garages, factories and bakeries (Gurr and Willis 2012:502-3).

Harry Norris also participated in a number of business ventures with Alfred M Nicholas, director of the highly successful Nicholas Pty Ltd. The close relationship between Norris and Nicholas resulted in a number of substantial architectural commissions, including the Nicholas Building, Swanston Street (1925-26), and two Nicholas residences: 'Carn Brea', Hawthorn (rebuilt in 1928) and 'Burnham Beeches', Sherbrooke (1930-33).

Norris also had a long relationship with G J Coles, who sent him to the United States in 1929 to investigate chain store architecture. Norris was responsible for designing and altering many Coles

stores across Victoria from c1927, and in Sydney from c1938 (Gurr and Willis 2012:502-3). Norris retired at aged 75, dying six months later.

#### *George Prentice, builder*

George Prentice was a Scottish immigrant who arrived in Melbourne c1919 (*Argus* 11 August 1949:11). Prentice Builders Pty Ltd, with George and his son Robert as directors, was incorporated in 1940, and had offices at 200 Riversdale Road, Hawthorn (*Argus* 5 December 1940:14). By 1948 George Prentice was the president of the Master Builders' Association (*Age* 9 September 1948:5).

### **SITE DESCRIPTION**

The former Kantay House at 12-18 Meyers Place, Melbourne, constructed in 1940, is a two-storey industrial warehouse building in the interwar Functionalist style. The building has a strong horizontal emphasis. It is located between Bourke Street to the north, Little Collins Street to the south, and abuts Windsor Place to the rear.

The building structure is of reinforced concrete post and slab construction, although the masonry façade walls are likely to be loadbearing. The principal façade is constructed of cream face brick laid in stretcher bond with the side walls (the northern and southern elevations) constructed of common red bricks. The side walls themselves are industrial in character, typical of earlier inner-city factory buildings with simple concrete lintels over the steel frame windows. The transition between the Meyers Place façade and side walls is treated with a corner treatment of thin dark 'Roman' bricks which are slightly recessed. A simple parapet, capped with the same Roman bricks laid on edge, conceals the roof.

The first floor is intact with eight bays of original steel framed windows comprising sixteen rectangular panes, four horizontally by four vertically. Each set of windows is separated by a slightly recessed vertical panel of 'Roman' bricks matching the parapet capping and corner treatment. Projecting painted concrete frames, typical of the style, surround the row of windows, providing a strong horizontal emphasis.

Consistent with other twentieth-century industrial buildings in Melbourne city, the windows feature a ventilation system where one row of sashes is angled back and the gap above covered in mesh to provide a measure of permanent ventilation. At the northern end of the first floor is a modular concrete grill projecting slightly from the plane of the wall which is subdivided into 8 panels, 2 across 4 vertically.

The ground floor façade to Meyers Place has been substantially altered with modifications to some of the window and door openings and new surface material of small dark coloured ceramic tiles, and later window frames.

### **INTEGRITY**

The former Kantay House at 12-18 Meyers Place, Melbourne retains its original scale and form, and substantial evidence of original interwar Functionalist style fenestration and wall surface material at the upper floor levels. Alterations have been made to the ground level façade, including the replacement of original windows and doors, replacement of wall surface material with new cladding and the addition of a cantilevered box awning. The steel ventilation shaft affixed to the face of the

building, in between two bays of windows is intrusive but is removable. Overall, the building is of moderate to high integrity.

### COMPARATIVE ANALYSIS

From the 1930s, like the rest of Australia, an increasing proportion of Melbourne's workforce took up jobs in manufacturing, an industry that led Australia's recovery from the economic depression of the late 1920s-early 1930s. After the end of World War Two, building activity in the central city slowly revived after a period of stagnation caused by building restrictions and materials shortages during wartime.

Elements of the interwar Functionalist style first emerged in Australian architecture c1915 and continued to be applied after 1945, usually for low rise industrial buildings, schools, other modern service facilities such as car showrooms and institutional buildings. The style was used to emphasise a modern aesthetic using 'streamlined' horizontal spandrels and extensive horizontal bands of glazing. From c1940, the postwar International style became more widespread and elements of this style were increasingly incorporated into designs for commercial buildings being constructed in central Melbourne from the 1960s.

The following examples are comparable with 12-18 Meyers Place, being of a similar style and use, although their construction date and scale varies. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dated c2000 or later.

#### *Russell's Building, 361-363 Little Bourke Street, 1939 (HO1050)*

A three-storey brick building. Built in 1939 it was designed by Arthur and Hugh Peck in an early modernist style for Robert Geoffrey Russell.



Figure 4. 361-363 Little Bourke Street, built in 1939.

#### *Grange Lynne Pty Ltd, 185-187 A'Beckett Street, 1937 (Interim HO995 – Recommended as significant in the Hoddle Grid Heritage Review)*

A three-storey factory and office designed for Grange Lynne Pty Ltd by architect Edward Billson in 1937. It is part of a group of printing and linotype companies which was located around the north-western edge of the city in the interwar period.



Figure 5. 185-187 A'Beckett Street, built in 1937.

*McPherson's Building, 546-566 Collins Street, 1935 (VHR H0942; HO614)*

A five-storey reinforced concrete office building with basement parking and ground level retail. Designed by Stewart Calder in association with Reid & Pearson in the International style and built as offices and showrooms for McPherson's Proprietary Limited in 1935.



Figure 6. 546-566 Collins Street, built in 1935. (Source: iHeritage)

*17-23 Wills Street, 1930s (HO850)*

Two storey brick and concrete warehouse/factory. Designed in the Moderne style and built in the mid 1930's.



Figure 7. 17-23 Wills Street, built c1930s.

*Former Patron's Brake Replacement Factory, 198-202 Queensberry Street, Carlton, 1943 (HO1134)*

Three-storey building built in 1943 in the Functionalist style with a restrained, efficient expression consisting of a prismatic volume with bands of windows. The façade is finished with brown clinker bricks, with red ricks to the side and rear elevations (RBA 2013:D39).



Figure 8. 198-202 Queensberry Street, Carlton, built in 1943.

*111-125 A'Beckett Street, 1936 (HO994)*

A two-storey brick and concrete building. Designed by Lionel Sam Miguel in the Moderne style as a purpose-built motor showroom. It was built by Rispin Brothers in 1936 for a cost of £20,000. Built for Commonwealth Motors which reconditioned motor trucks and was the agent for Vauxhall and Bedford commercial vehicles. It is still used by the motor trade.



Figure 9. 111-125 A'Beckett Street, built in 1936.

The former Kantay House at 12-18 Meyers Place, Melbourne, constructed in 1940 is a good representative example of a low scale industrial building in the interwar Functionalist style. It is comparable with a number of other HO listed examples of the style constructed prior to and post-World War Two, including the 1939 Russell's Building at 361-363 Little Bourke Street (HO1050) and the 1953 building at 198-202 Queensberry Street, Carlton (HO1134). All of these buildings demonstrate key aspects of the style, including 'streamlined' horizontal spandrels and extensive bands of glazing with expressed frames, despite their varying uses and construction dates.

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**ASSESSMENT AGAINST CRITERIA**


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✓

**CRITERION A**

Importance to the course or pattern of our cultural or natural history (historical significance).

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**CRITERION B**

Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

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**CRITERION C**

Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

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✓

**CRITERION D**

Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

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**CRITERION E**

Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

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**CRITERION F**

Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

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**CRITERION G**

Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

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**CRITERION H**

Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985** Ungraded

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**Central City Heritage  
Study 1993** Ungraded

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**Review of Heritage  
overlay listings in the  
CBD 2002** Ungraded

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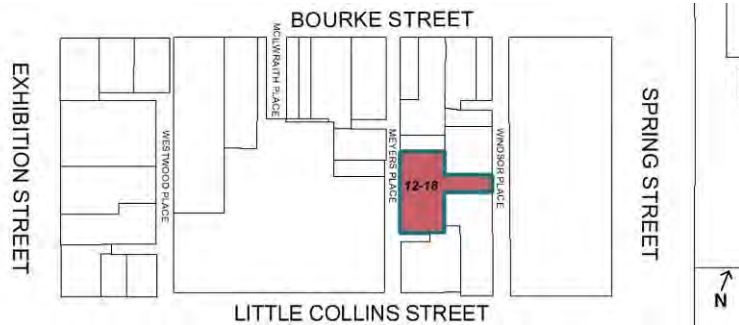
**Central City Heritage  
Review 2011** Ungraded

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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Kantay House

**PS ref no:** HO~~XXXX~~1363



### What is significant?

The former Kantay House at 12-18 Meyers Place, Melbourne, a two-storey interwar Functionalist style warehouse built in 1940 to a design by architect Harry A Norris is significant.

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

- The original scale and form and scale;
- The original face brick walls original pattern of fenestration, including corner treatment of thin dark 'Roman' bricks, parapet capped with Roman bricks laid on edge, modular concrete ventilation grill; and
- The recessed vertical panels of 'Roman' bricks separating panels of original steel windows.

Later alterations made to the street level façade, and the affixed ventilation shaft, are not significant.

### How it is significant?

The former Kantay House at 12-18 Meyers Place, Melbourne, is of local historic and representative significance to the City of Melbourne.

### Why it is significant?

The former factory building at 12-18 Meyers Place, named Kantay House and constructed in 1940 for F W Kain, is historically significant for the evidence it provides of the rise of industry in the city from the 1940s. From the 1940s to the 1970s, Melbourne underwent the most sustained growth in its history, mostly based on the manufacturing industry. Built as two factory spaces under the one roof, the first occupiers of the factory in 1940 were F W Kain & Co, millinery manufacturers, and Michaelis,

Hallenstein & Co, tanners, curriers and leather goods dealers. Both firms occupied the building until c1960, demonstrating Melbourne's sustained growth from the end of World War Two to the beginning of the 1970s, mostly based on its manufacturing industry. (Criterion A)

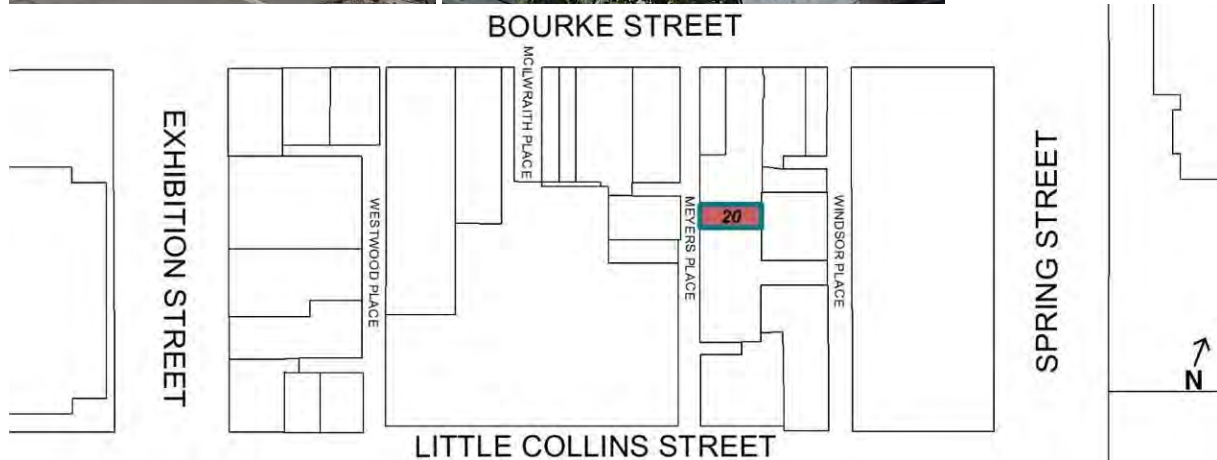
The former Kantay House at 12-18 Meyers Place is significant as a substantially intact, modest example of industrial development in central Melbourne as the city recovered from the Great Depression and responded to the industrial demands of World War Two. It was built in the interwar Functionalist style to a design by architect Harry A Norris, one of Victoria's most prolific commercial architects in the 1920s and 1930s. The interwar Functionalist style was popular during the interwar and early postwar periods, usually for low rise industrial buildings, schools and institutional buildings. These new 'modern' industrial buildings were often located in minor streets and laneways with rear lane access to facilitate the movement of material in and out of the building. 12-18 Meyers Place exhibits key characteristics of the style, which emphasised a modern or progressive aesthetic and was characterised by its progressive image, using 'streamlined' horizontal spandrels and extensive horizontal bands of glazing. The building has a moderate to high degree of integrity, retaining defining elements of its style, including the blond face brick façade, recessed vertical panels of 'Roman' bricks separating panels of original steel windows and modular concrete ventilation grill. (Criterion D)

#### **Primary source**

[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ [Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)



<b>SITE NAME</b>	The Waiters Restaurant
<b>STREET ADDRESS</b>	20 Meyers Place Melbourne
<b>PROPERTY ID</b>	106559



SURVEY DATE: March 2019

SURVEY BY: Context

<b>HERITAGE INVENTORY</b>	H7822-1683	<b>EXISTING HERITAGE OVERLAY</b>	HO500 Bourke Hill Precinct
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Not known	<b>FORMER GRADE</b>	E, contributory
<b>DEVELOPMENT PERIOD:</b>	Victorian Period (1851-1901)	<b>BUILDER:</b>	Not known
<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>			c1886-1887

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a Commercial City	5.5 Building a manufacturing capacity
10 Enjoying the City	10.3 Eating and drinking

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no: 40</b>	<b>Inventory no: 683</b>
<b>Character of Occupation: Commercial, residential</b>	
Offered at fifth land sale 1839, Allotment 12.	
1839 Williamson	
1840 Hoddle	
1866 Cox	Building on site
1880 Panorama	
1888 Mahlsted	Two-storey building, Jones Bootmaker
1905/6 Mahlsted	Two-storey building
THEMATIC MAPPING AND LAND USE	
1890s	Warehouses
1920s	Factories and Workshops
1960s	Restaurant

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

## SUMMARY

20 Meyers Place is a two storey Victorian warehouse built in c1886-87 in association with Melbourne's manufacturing industry. It was later used as a factory until the 1940s. The Italian Waiters Club opened on the first floor in 1947. It was established as a place for waiters, mainly of Italian, Spanish and Greek backgrounds, to come together and eat, drink and play cards after finishing work at their respective restaurants. Today the building houses the Waiters Restaurant and a bar on the ground floor.

## HISTORICAL CONTEXT

### Building a commercial city

#### *Building a manufacturing capacity*

From the 1850s, the Yarra River and the docks west of Swanston Street were in essence the 'lifeline' of the city. Port facilities and large warehouses were built in this area to serve shipping interests (Context 2012:39-40).

By the 1880s, the areas of Flinders Street, King Street, Little Bourke Street and Spencer Street comprised multiple mercantile offices, produce stores and large-scale bonded stores, including Zander's Bonded Stores and Coles Bonded Stores. As Melbourne developed through the nineteenth century and early twentieth century, so did her manufacturing industry, much of which was established in close proximity to existing warehouses and stores.

Although affected by World War One in the period 1914-1918, by 1921, 38 per cent of Melbourne's workers were employed in industry with almost all new factory jobs in Australia between 1921 and 1947 created in Sydney and Melbourne. The growth of manufacturing, assisted by a new federal tariff in 1921, stimulated urban growth and by the end of the 1920s, Melbourne's population had reached one million people. The expansion of new sectors in the manufacturing industry was maintained by buoyant levels of domestic demand (Marsden 2000:29; Dingle 2008).

In the first decades of the twentieth century, the demand for residential development declined in central Melbourne as many residents moved out of the city to the suburbs, and the booming retail and manufacturing sectors rapidly took up available city properties (Marsden 2000:29-30). Multi-storey factory, workshop and warehouse buildings, some designed by architects, increasingly took over the city.

Development in the city slowed with the Great Depression that commenced in October 1929 and continued through the early 1930s. Because of a lack of finance over this period, instead of new construction, some city buildings were substantially re-modelled to create new office, commercial and industrial spaces, and also for use by government.

From the 1930s, like the rest of Australia, an increasing proportion of the city's workforce took up jobs in manufacturing, an industry that led Australia's recovery from the economic depression and a time when, the *Encyclopedia of Melbourne* notes, a

*steep rise in tariffs, devaluation of the Australian pound, falling wages and electricity costs all made local producers far more competitive internationally. Textiles benefited first, then the metals industries and engineering took over as pacemakers* (Dingle 2008).

After being the centre of manufacturing in Australia in the 1920s, Melbourne's importance in this regard began to decline. During the 1940s some city factories and warehouses were left empty or converted for other uses (Context 2012:35).

From the end of the World War Two to the beginning of the 1970s, Melbourne underwent the most sustained growth in its history, mostly based on the manufacturing industry.

## Enjoying the city

### *Eating and drinking*

Fine dining had been the preserve of the wealthy in nineteenth century Melbourne. Restaurants were few and gentlemen enjoyed good meals at their clubs. Others generally made do with the 'plain fare' served up at the city hotels. The mix of different cultural traditions in Melbourne contributed to varied culinary offerings from around the middle of the nineteenth century. One observer described Bourke Street as 'packed with foreign cafes'. Gunster's Vienna Café on 'the Block', for example, was popular in the 1870s. Vincent Fasoli opened Fasoli's restaurant at 108 Lonsdale Street c1897, the popularity of his establishment amongst Melbourne's bohemians and intelligentsia set a precedent for the flourishing café society developed by Italian communities in subsequent decades (Context 2012:98; Swinbank 1994:5).

In the 1950s-1960s an influx of Italian World War Two migrants disseminated Italian culture in Melbourne as restaurants and pizza cafes sprung up across the inner-city area, including Pellegrini's in the city and Toto's in Carlton. The significant influence of Italian culture upon Australian culinary traditions had its roots in the nineteenth century and continues to have enduring presence and value in Melbourne today.

In the 1980s, the Cain government reviewed Victoria's licensing laws, which were consequently turned from the most restrictive in the country to the most liberal. The Kennett government revisited the liquor laws in 1994, mostly because the newly built Crown Casino wanted to operate bars in the complex without the obligation to serve food. The General Licence Class B was created to give Crown what it wanted, but it also opened the door for the Melbourne small bar boom. In 1994, there were eight small bar applications (including the casino's). By 1997, there were 152. After a ban on smoking in bars was implemented in 2007, city bars proliferated (Harden 2012).

In more recent years the number of restaurants and cafes has grown enormously, aided by the development of Southbank and Docklands. Melbourne's laneways and rooftops have been turned over to small bars and cafes, rejuvenating the city centre and forging a new era in eating and drinking in Melbourne (Context 2011:76).

## SITE HISTORY

The subject site is part of Crown Allotment 12, Block 9, offered for sale in 1839. By 1866, a building existed on the site (Fels, Lavelle & Mider 1993, Inventory no 683).

In September 1886 the National Boot Company, boot importers, operated from the subject site, then addressed as 4 Nicholas Lane (*Advocate* 25 September 1886:22). A newspaper article reporting on a fire in May 1887 noted that the two-storey brick building at 4 Nicholas Lane had been newly erected for the proprietor of the company, John Jones (*Age* 31 May 1887:6). In the same year, Jones advertised his boot warehouse at 4 Nicholas Lane (*Age* 19 November 1887:5). By 1888, a two-storey building was present, and was occupied by boot importer John Jones (Figure 1). A two-storey building was still present on site in 1906 (Fels, Lavelle & Mider 1993, Inventory no 683).

John Jones was a bootmaker and importer, and the owner of the National Boot Company. A report from 1889 stated that Jones had conducted his business in Melbourne for 'almost 30 years', at varying addresses around the city (*Age* 31 May 1887:6, *Narracoorte Herald* 28 November 1889:3). Jones' occupancy of the subject building ended in 1889 with the sale of his property due to insolvency and his exit to Adelaide to escape his creditors (*Argus* 12 December 1889:5).



Following Jones' departure, through to 1903 the building was used for manufacturing purposes, including multiple cabinet makers (S&M 1895, 1898, 1903). From 1905 until 1910, the building was occupied by the Magnet Motor & Cycle Company (S&M 1905, 1910).

By 1911, Boehme & Owen occupied the building. The firm, by 1915 known as Justice Manufacturing, was successful in winning several Commonwealth government contracts for the supply of bridle rings, likely for horses used by Australian troops overseas, from 1913 to 1915, as well as other government tenders for items such as coin boxes and galvanised iron, from 1917 to 1923 (*Commonwealth of Australia Gazette* 2 August 1913:1815; 8 February 1917:228; 5 July 1923:997).

The subject site was advertised for sale as a two-storey brick factory in December 1917 (*Herald* 6 December 1917:14). The property was again offered for sale in 1929, as part of a sale of S Meyers' land in the street. S Meyers owned other sites in the street, and he is presumably the person the street is named for (Figure 2) (*Argus* 2 February 1929:3).

Between 1920 and 1924 the building was used by Edgar Owen, an engineer and merchant (S&Mc 1920, 1924). By 1926, Samuel Meyers, an ice-cream manufacturer, who is listed as occupying multiple buildings in Myers Place at the time, occupied the building (S&Mc 1926). By 1935, the ground floor of the building was occupied by J M Cook, a printer, who remained there until at least 1942. By 1945, the building was occupied by W R Crichton, a caterer, who remained there until at least 1955 (S&Mc 1945, 1955). The building was sold to Wallace (Wally) Crichton in 1952, who continued to own the property until 1959 (CT:V7749 F104).

From 1947, the first floor of the building was occupied by the Italian Waiters Club, which continues to operate from the building today as the Waiters Restaurant (Cody 2018). The Italian Waiters Club was established at a time when Wallace (Wally) Crichton's catering business occupied the building (c1945 to c1955). It is not known who established the Italian Waiters Club, although one source suggests that Filippo Lentini owned the restaurant for many years. Lentini also operated Filippo's Restaurant in Exhibition Street in the 1980s, and in c1983 opened Lentini's restaurant in Lygon Street, Carlton (*Age* 1 May 1984:28; 30 March 1985:194). Carlo and Fernanda Sabbadini purchased the Italian Waiters Club in the late 1970s.

The ground floor of the building was briefly used as a sandwich bar, before being occupied by two different confectioners from the 1960s until 1970 (S&Mc 1960, 1965, 1970). By 1974, the ground floor had been converted into an office for Apeco Office Systems (S&Mc 1974).

The property was sold in 1959, 1961, 1964, 1985 and 1989, before Denis and Sergio Sabbadini, the sons of Carlo and Fernanda Sabbadini, became the owners in 1993 (CT:V9632 F464).

The 20 Meyers Place Bar opened on the ground floor of 20 Meyers Place in 1994.

The subject building today houses the Waiters Restaurant (first floor) and Bar Carlo (ground floor) (CoMMaps).

The subject building was recorded in 1888, 1910 and 1948 as a two-storey building (Mahlstedt Map Section 1, no 9A, 1888; Mahlstedt Map Section 1, no 2, 1910; 1948). This building is evidently the building still extant on the subject site, which maintains the same original form except for the staircase inserted into the narrow strip of land on the southern perimeter of the site (see Figure 1; Figure 2; Figure 3).

The facade at 20 Meyers Place does not appear to be original and is representative of a later architectural style. Changes to the facade may have been undertaken in January 1934, when

'alterations' were made to the building (MBAI 14919). Other minor work has been carried out to the building in the following decades (MBAI). A new shop front was added in 1985, and this is presumably when the large roller-door was installed on the facade of the building at ground floor (MBAI 59679). The large sunblinds on the facade of the building were also added in 1985 (MBAI V2649).

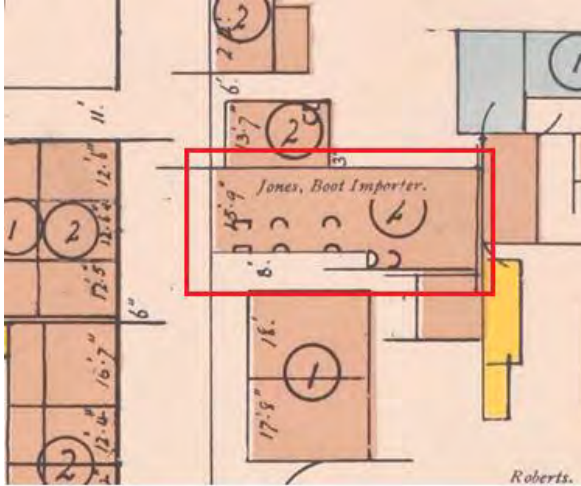


Figure 1. The subject site in 1888, showing a two-storey building with the label 'Jones, Boot Importer'. (Source: Mahlstedt Map Section 1, no 9, 1888)

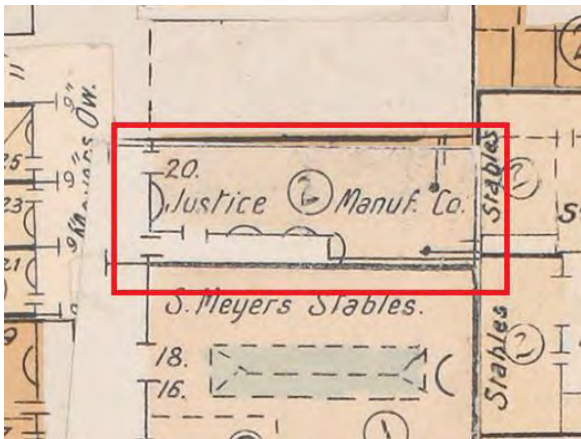


Figure 2. The subject site in 1910, which maintained the same form as the 1888 plan. (Source: Mahlstedt Map Section 1, no 2, 1910)

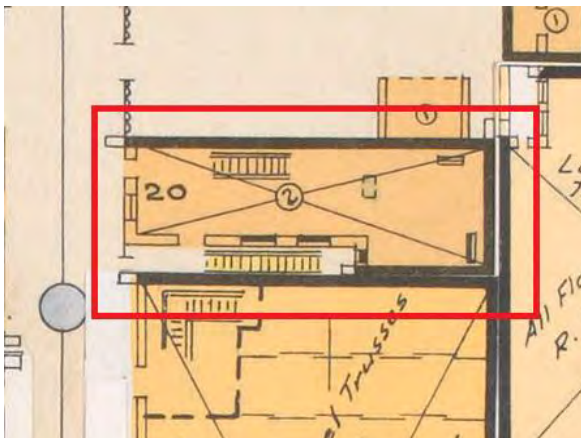


Figure 3. Showing the subject site in 1948, which maintained the same form as the 1888 plan. The building differs only by the insertion of a staircase in the narrow strip of land on the south perimeter of the site. (Source: Mahlstedt Map Section 1, no 2, 1948)

## COMMUNITY CONNECTIONS

*Italian Waiters Club (Waiters Restaurant), occupier 1947-present; and bar, occupier 1994-present*

The Italian Waiters Club, opened in 1947, was established as a place for waiters, mainly of Italian, Spanish and Greek backgrounds, to come together and eat, drink and play cards after finishing work at their respective restaurants. It was an after-work club, and according to current (and second-generation) owner Denis Sabbadini, the waiters were able to tap into 'a winery source', then adding a single stove. Alcohol was sold clandestinely at a time when selling alcohol after 6.00pm was illegal in Melbourne (the club remained unlicensed up until 1992). Fitted out with a kitchen in the 1950s, the restaurant became infamous for its clientele, which included politicians, police, journalists and gangsters, due to its isolated location and discreet nature (Cody 2018).

The Italian Waiters Club (now the Waiters Restaurant) is a popular and well-known Melbourne late-night eatery, despite or perhaps because of its apparent anonymity and lack of external signage. Said to require a password to gain entry, its attraction was as a place where 'a decent feed and a passable claret' were available after legal closing times (Dennis 2018).

Italians have been highly influential in the development of Melbourne's restaurant scene from the late nineteenth century through to today; the scene was dominated by Italians in the 1920s-30s. After the Second World War, which was a difficult period for Italians living in Australia, Italian cafes such as the Italian Waiters Club, Pelligrini's (1954) and several others in Lygon Street (Carlton) were established, each serving a particular clientele and with their own style. Research has not revealed when the secret of the Italian Waiters Club slipped out – perhaps around 1962 – creating a clientele that has expanded significantly in the seventy plus years since the late 1940s (Erlich 2008; Age 15 November 1995:7).

The Italian Waiters Club continues to reflect a *casalinga* style of cuisine – in essence home-cooking – and this is a recognised part of its attraction. The Sabbadini family, owners since the 1970s, have continued this tradition across three generations, serving dishes from the northern Italian Friuli-Venezia-Giulia region. The Italian Waiters Club remains a Melbourne legend: knowing how to find it, recalling the wine served in cups or 'vegemite' jars and 'legendary brusque waiter Paolo', are part of being a Melburnian.

The ground floor of the subject building is notable for its contribution to 'bar culture' in Melbourne (Six Degrees 2019). Opened in 1994, the 20 Meyers Place Bar was one of the first to open in a laneway setting, which helped to 'revolutionise' Melbourne's laneways (Six Degrees 2019). The site was designed by the Six Degrees architecture firm and won architectural awards for its design in 1995 and 1997 (Six Degrees 2019). The bar is now known as Bar Carlo.

*W R (Wally) Crichton, owner 1952-1959, occupier 1945-c1955*

Wallace (Wally) Roy Crichton, a well-known Melbourne caterer, owned the building from 1952 to 1959, and operated his catering business from the premises from 1945 to c1955. Crichton owned a number of pastry shops in the suburbs in the 1930s and 1940s, and provided services as a caterer and hirer in the 1930s (*Argus* 24 July 1945:4; *Herald* 2 December 1933:38; *Herald* 28 May 1935:18).

During the economic depression of the 1930s, Crichton, then president of the Flemington and Kensington branch of the All-For-Australian League, organised a soup kitchen from the Kensington Town Hall that provided about 100 meals a day, mostly to school children (*Herald* 6 August 1931:12).

Crichton was a Melbourne City councillor for the Hopetoun Ward (1945-54) and was elected general president of the Victorian Chamber of Catering Industries in 1948 (*Advocate* 19 November 1945:2; *Argus* 27 August 1954:1; *Argus* 6 December 1948:3).

An avid supporter of the Essendon Football Club, Crichton served the club continuously, sometimes in multiple roles, for an unbroken period of 34 years, including as long-serving club administrator. He was appointed Essendon president 1941 and held the position until his death in 1959. As a mark of the esteem with which Wally Crichton is held, the Essendon Football Club's best and fairest award was renamed the Crichton Medal in his honour (Essendon 2019).

*Sabbadini family, owner 1993-present, occupier 1970s-present*

Carlo and Fernanda Sabbadini purchased the Italian Waiters Club, located at 20 Meyers Place, in the late 1970s after they migrated to Australia in 1949 from the Friuli-Venezia-Giulia region in Italy's north. Settling in Fitzroy in 1950 Carlo started working in Melbourne's hospitality scene. The restaurant came into the spotlight in 1978 with Victoria's newly formed anti-terrorist squad being utilised for the first time when a gunman held 29 patrons in the restaurant under siege (*Age* 1 April 1978:5). The building was purchased by the Sabbadini family in the 1990s. The Waiters Restaurant continues to operate today under the management of Denis Sabbadini, the son of Carlo and Fernanda Sabbadini (*CBD News* 30 August 2016, Cody 2018).

## **SITE DESCRIPTION**

Located on the eastern side of Meyers Place between Bourke Street and Little Collins Street, 20 Meyers Place is a small two-storey warehouse/factory built in c1886-87. The northern side wall of the building is visible above the adjoining allotment. On the southern side, the building is set back to accommodate an external stair to the upper floor level.

The principal façade to Meyers Place is of loadbearing brickwork, finished in painted render. It is symmetrical at the first-floor level, with a pilaster at each end supporting a moulded cornice below a simple triangulated pediment. The space between the pilasters is dominated by a large window with an arched head and a moulded balustrade sill, below which is a recessed spandrel with three square pyramidal panels. The windows are aluminium framed whereas the original windows would probably have been timber framed. Given the original construction date of c1886, it is likely that the large central window, balustrade and possibly the triangulated pediment were later revisions, perhaps added when the building was altered in 1934. The window was fitted with a large canvas awning in 1985.

The pilasters continue through to the ground level. The ground floor level consists of a large single opening set between the pilasters. The opening is fitted with a single roller shutter door allowing for the whole shop front to be opened to the street. A walkway along the western boundary can be closed to the street by a single door and is fitted with a timber stair protected by a transparent corrugated roof. This provides sheltered access to the restaurant above.

The northern side wall is also rendered and painted for approximately a quarter of the depth of the building and then continues as painted brickwork laid in English bond. At the upper level, the side wall has an early graphic featuring a black and white checkerboard band and the text '*Waiters Restaurant, 20 Meyers Place Upstairs*' and includes an early telephone number.

### INTEGRITY

20 Meyers Place is generally intact to its 1934 configuration, with changes visible to early elements of the building. It retains its original fenestration (pilasters and cornice) but demonstrates later stylistic influences associated with the 1934 alterations with the first-floor window configuration dating from this period. The original timber frame windows have been replaced with aluminium frame windows, and it is possible that in the interim the first-floor window opening may have been a recessed balcony. The building retains evidence of its long occupation by the Waiters Restaurant, in the form of the painted graphics on the northern side wall and the narrow entry and stair along the southern boundary that has provided direct access to the Waiters Restaurant since at least 1948 (see Figure 3).

### COMPARATIVE ANALYSIS

Low scale unadorned brick warehouses and industrial buildings provide tangible evidence of the important phase of development of central Melbourne during the late nineteenth century and early twentieth centuries. Utilitarian two-storey warehouses similar to 20 Meyers Place are a common building typology in the Hoddle Grid, especially in laneways and the 'Little' streets. These buildings are typically built of loadbearing brick, with a minimum of detail that generally references the Victorian period. Many of these buildings are no longer operating in their original industrial or manufacturing role, often adapted to house businesses or offices with retail at ground level, resulting in substantial changes to shopfronts.

The following examples are comparable with 20 Meyers Place, in terms of the long-term association with the Italian culinary culture. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

*Grossi Florentino, 78-84 Bourke Street, 1860 & 1922 (VHR H0493; HO537, Significant in HO500 Bourke Hill Precinct)*

A two-storey brick building incorporating two former shops. 78-80 Bourke was built in 1860 and 82-84 Bourke was built in 1922 to a design by Frank Stapley. The buildings were incorporated in 1944. Of note is the interior which was designed by John W Wright in 1928 with further alterations designed by Robin Boyd in 1958. It contains a selection of murals designed by Napier Waller.

Grossi Florentino is Melbourne's quintessential Italian restaurant, established in 1928 by Rinaldo Massoni, at the current site at 78 Bourke Street which formerly housed Café Denat, Melbourne's first wine saloon (established 1900) (Grossi and McGuinness 2003:6-7).

The Cafe Florentino buildings are socially significant for reflecting the evolution of a culinary institution to become Melbourne's most famous European wine cafe. It remains the meeting place of intellectuals and politicians in Melbourne's theatre district. The buildings have been continuously used as a wine bar, cafe or restaurant since 1900. They illustrate early twentieth century wine selling and restaurant decor and character, including the Cafe Denat. Today the Cafe Florentino is one of

Melbourne's leading Italian restaurants (VHR record for Café Florentino, 78-84 Bourke Street, Melbourne).



Figure 4. Grossi Florentino, 78-84 Bourke Street, built in 1860 & 1922.

*Pellegrini's Espresso Bar, 1860 (refurbished 1955) (HO534 66-70 Bourke Street, Significant in HO500 Bourke Hill Precinct)*

One of a row of three, two storey brick shops, built in 1860. Of note is the intact 1955 refurbishment into a purpose-built restaurant. Pellegrini's is a Melbourne institution, unchanged in decades. The Bourke Hill Precinct is historically and socially significant as an entertainment and leisure precinct, containing well known cultural places such as Pellegrini's and Florentino's cafés. Pellegrini's was nevertheless established in an area already famous for its Italian cafes and restaurants (Florentino, Society, Molina's, Latin). It is among the first of Melbourne's cafes to feature an espresso coffee machine and continues to serve authentic Italian food and coffee.



Figure 5. Pellegrini's Espresso Bar built in 1860 (refurbished as restaurant in 1955).

*53-57 Lonsdale Street, c1880-81 (Interim HO1253 – Recommended as significant in Hoddle Grid Heritage Review)*

Originally built as a row of three double storey shops with residences above, the building is closely associated with Italian wine bars/café/restaurants, with similar business operating from the premises continually from 1901 to 2001. John Rinaldi opened a wine shop at 55 Lonsdale Street in 1901. Most recently it was the site of Marchetti's Latin restaurant.



Figure 6. 53-57 Lonsdale Street, built c1880-81.

*Café Society, 23-29 Bourke Street, 1901 (HO526, Significant in HO500 Bourke Hill Precinct)*

Three-storey brick restaurant designed by William Salway in the Neo-Romanesque style and built by H Hemmingsen in 1901. The Italian-themed Society restaurant was first opened by immigrant Giuseppe Codognotto in 1924, and continued for over 90 years until it closed in 2016. One of the earliest of Melbourne's restaurants with a cosmopolitan flavour, in this case essentially Italian, the Society remains well established in Melbourne's social scene.



Figure 7. 23-29 Bourke Street, built in 1901.

The building compares well with other examples of places in the HO with long-term associations with Italian culinary culture, as wine bars, cafes and restaurants. It has long been used as the Waiters Restaurant, since c1947, which was informally established as a meeting place for waiters after their night shift. It has since become an institution within Melbourne's café culture. It compares well with above examples in the City of Melbourne's Heritage Overlay such as Grossi Florentino (HO537, HO500 Bourke Hill Precinct, VHR H0493) and Pellegrini's Espresso Bar (HO534 66-70 Bourke Street, HO500 Bourke Hill Precinct), both of which were noted for social significance in Bourke Hill Precinct. These examples and the subject building all share an iconic status and long-standing operation as restaurants. They hold continuing association with Melbourne's café and restaurant scene, and

demonstrate the post-World War Two influence of the Italian community on Melbourne’s restaurant and café culture.



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**ASSESSMENT AGAINST CRITERIA**


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✓

**CRITERION A**

Importance to the course or pattern of our cultural or natural history (historical significance).

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**CRITERION B**

Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

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**CRITERION C**

Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

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**CRITERION D**

Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

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**CRITERION E**

Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

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**CRITERION F**

Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

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✓

**CRITERION G**

Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

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**CRITERION H**

Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

E

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**Central City Heritage  
Study 1993**

Ungraded

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**Review of Heritage  
overlay listings in the  
CBD 2002**

Ungraded

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**Central City Heritage  
Review 2011**

Ungraded

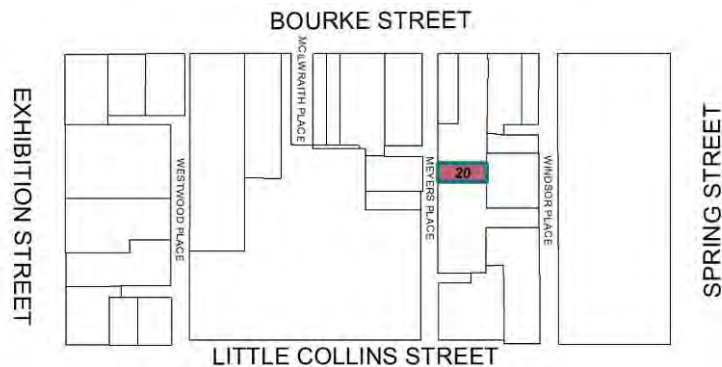
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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** The Waiters  
Restaurant



**PS ref no:** HO~~XXXX~~1364



### What is significant?

20 Meyers Place, Melbourne, a two-storey warehouse built in c1886-87.

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

- The original building form and scale;
- The pre-1995 Waiters Restaurant painted sign on the northern side wall; its continuing presentation as a casual style Italian restaurant, with a continuity of Sabbadini ownership over three generations; ~~and~~
- Its continuing presentation as a casual style Italian restaurant, with a continuity of Sabbadini ownership over three generations; ~~and~~
- The traditions and stories associated with the restaurant which are 'legendary' within Melbourne.

More recent alterations made to the street level façade are not significant.

### How it is significant?

20 Meyers Place, Melbourne, is of local historic and social significance to the City of Melbourne.

### Why it is significant?

20 Meyers Place is historically significant for its long-standing and direct connection with Melbourne's café and restaurant industry from the early post-World War Two period to the present, demonstrating the influence of the Italian community on Melbourne's restaurant and café culture. It is associated with the Italian Waiters Club established in the building in c1947, a business that continues today as the Waiters

Restaurant. Italians have been highly influential in the development of Melbourne's restaurant scene from the late nineteenth century through to today; the scene was dominated by Italians in the 1920s-30s. After the Second World War, which was a difficult period for Italians living in Australia, Italian cafes such as the Italian Waiters Club, Pelligrini's (1954) and several others in Lygon Street (Carlton) were established, each serving a particular clientele and with their own style. The Italian Waiters Club specialises in a casalinga style of cuisine – in essence home-cooking – and this is a recognised part of its attraction. The Sabbadini family, owners since the 1970s, have continued this tradition across three generations, serving dishes from the northern Italian Friuli-Venezia-Giulia region. (Criterion A)

The Italian Waiters Club is of social significance for its strong and enduring associations as a Melbourne eating institution, made famous by its 'secret' location, unlicensed drinking, the casalinga style of cooking and as a place to see many renowned Melburnians – politicians, journalists and sometimes underworld figures. It is an important place of informal social congregation for Melburnians, initially created as an informal club by waiters seeking a place to socialise after work, but soon becoming a highly desirable place to those 'in the know', with its anonymity forming part of the attraction. Its social significance is evidenced by its regular, long-term and continuous use as a casalinga style restaurant and informal meeting place for around 55-60 years, and longer if the early club period is included. (Criterion G)

The Italian Waiters Club has become a Melbourne institution over the course of its 72-year operation and colourful history. For its iconic status and long-standing operation as a restaurant, it is comparable with the nearby Florentino's and Pellegrini's, both located on Bourke Street. While established later than both these examples, it is distinguished by its different role in Melbourne's café and dining culture because it was established as a place for waiters, mainly of Italian, Spanish and Greek backgrounds, to come together and eat, drink and play cards after finishing work at their respective restaurants, at a time when selling alcohol after 6.00pm was illegal in Melbourne. The Italian Waiters Club remains a Melbourne legend: knowing how to find it, recalling the wine served in cups or 'vegemite' jars and 'legendary brusque waiter Paolo', are part of being a Melburnian. Its early painted sign on the northern side wall is tangible evidence of its long-term use as and occupation by the Waiters Restaurant, an institution within Melbourne's café culture. (Criterion G)

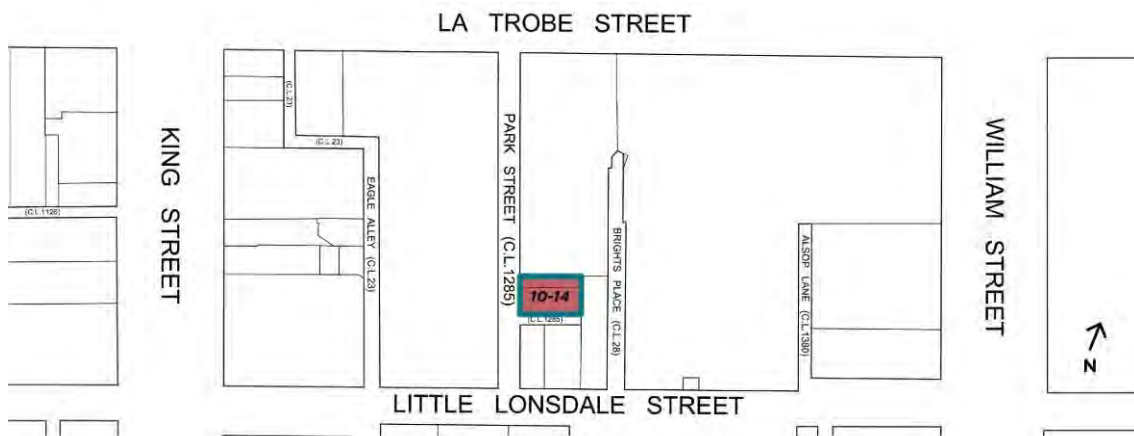
### **Primary source**

[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020) (updated March 2022)~~





<b>SITE NAME</b>	CitiPower (Former Melbourne City Council Substation)
<b>STREET ADDRESS</b>	10-14 Park Street Melbourne
<b>PROPERTY ID</b>	107422



SURVEY DATE: October 2017

SURVEY BY: Context

**HERITAGE INVENTORY** H7822-1022

**EXISTING HERITAGE OVERLAY** No

**PLACE TYPE** Individual Heritage Place

**PROPOSED CATEGORY** Significant

**FORMER GRADE** C

**DESIGNER / ARCHITECT / ARTIST:** Not confirmed, but likely to be the architects' office at Melbourne City Council

**BUILDER:** Not known

**DEVELOPMENT PERIOD:** Interwar Period (c.1919-c.1940)

**DATE OF CREATION / MAJOR CONSTRUCTION:** 1928

**THEMES**

<b>ABORIGINAL THEMES</b>	<b>SUB-THEMES</b>
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review Vols. 3 & 4 June 2016) have therefore not been identified here
<b>HISTORIC THEMES</b>	<b>DOMINANT SUB-THEMES</b>
6 Creating a functioning city	6.3 Providing essential services

**LAND USE**

<b>HISTORIC LAND USE</b>	
Archaeological block no: 02	Inventory no: 22
<b>Character of Occupation:</b> Governmental, Services/Infrastructure	
Land sale details not provided.	
1866 Cox	Map shows building fronting La Trobe Street, possibly extending into this site.
1905/6 Mahlstedt	3 small single storey buildings on site.
<b>THEMATIC MAPPING AND LAND USE</b>	
1890s	Not able to be determined
1920s	Power
1960s	Power

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

**SUMMARY**

10-14 Park Street is one of several small-scale electrical substations built in the interwar period as part of the expansion of electricity supply and distribution. It operated for over 60 years as part of the Melbourne City Council's electricity supply department. It continues to operate as a substation.

## HISTORICAL CONTEXT

### Creating a functioning city

#### *Providing essential services*

Melbourne was one of the first major cities in the world, along with London and New York, to have a public electricity supply where electricity was distributed from a central generating station for use by paying private customers and for public street lighting. The nascent electricity supply enterprises adapted quickly to a new public utility technology that had its origins in the UK, USA and Europe but 'which enabled local ingenuity and entrepreneurial spirit to flourish'. In addition, Melbourne's early public electricity supply development encompassed most of the evolutionary technical and structural facets of the industry (Pierce 2009:8). The Melbourne City Council was the first metropolitan council to establish its own electricity supply and distribution network in 1894.

Ray Proudley in the *Encyclopædia of Melbourne* writes that:

*In the late 1870s...electric lighting had its first impact on gas companies around the world. In [Australia] in 1881 the Victorian Electric Light Co. displayed an electric lamp (with the generator powered by a gas engine) outside its Swanston Street premises and the first Melbourne Electrical Exhibition took place in the following year...*

*Small electricity generating plants were [subsequently] installed to illuminate individual premises. The Victorian Electric Light Co. was succeeded by the Australian Electric Co. and later by the Melbourne Electric Supply Co. among numerous others. Locally, the first example of the general supply of electricity from a central point was the establishment by the Melbourne City Council of the Spencer Street Power Station from which the streets of the central business district were first illuminated on 7 March 1894...*

*[The first production and supply of electricity in Melbourne was commenced by private companies in the 1880s and 1890s.] In 1896 the Victorian Parliament enacted the Electric Light and Power Act to bring some sense of order and regulation to what until then had been a new and totally unregulated industry dealing in a potentially hazardous field (Proudley 2008).*

Under the 1896 Act, a number of local councils operated Municipal Electricity Undertakings (MEUs), enabling them to manage electricity distribution and retailing to their ratepayers. The City of Melbourne took up the first MEU in 1897.

By 1903 the Melbourne City Council Electricity Supply Department (MCCESD) was one of four electricity supply companies in Victoria and supplied 53.6 per cent of total generating capacity. Electric trams relied on this power supply when they commenced operation in Melbourne in 1906. The Melbourne Electricity Supply Co (MES Co.) formed in 1907, when the Electric Light & Traction Company changed its name (Pierce 2009:5-6).

Demand for electricity grew rapidly in the early decades of the twentieth century. The bulk of the Melbourne metropolitan area was supplied by just two companies, the aforementioned MCCESD and MES Co. They obtained their supply from the Spencer Street Power Station until the Newport A Power station was built at the mouth of the Yarra River between 1913 and 1918. It was constructed

by the Victorian Railways to supply energy for the electrification of the suburban rail system, but also supplied bulk electricity to the MCCESD and MES Co (Edwards 1969:27-29).

The State Electricity Commission of Victoria (SECV) was established in 1921 under the chairmanship of Sir John Monash. The first SECV projects were the construction of the first brown coal power plant at Newport B (adjacent to the Victorian Railways Newport A traction power station), which came on line in 1923, and Yallourn A (the first Latrobe Valley power station), which opened in stages from 1924. Meanwhile, the SECV began to establish and develop its supply and distribution network. The first stage involved the construction of substations at key locations, which enabled the SECV to progressively assume control for the supply and distribution of power in the metropolitan area. From 1922 to 1924 four metropolitan substations were constructed: in the Melbourne City Council area, in operation from 1923; in Ascot Vale, in operation from 1924; in Brunswick, in operation from 1924; and in Collingwood, in operation from 1924. In 1930, the MES Co. was formally acquired by the SECV (Pierce 2009:8).

As Proudley writes,

*However, as a consequence of the earlier private ownership, electricity distribution remained at least partly in the domain of local government with eleven Municipal Electrical Undertakings distributing and selling electricity purchased from the SECV [State Electricity Commission of Victoria], [which] [f]rom the 1950s to the early 1980s...expanded dramatically (Proudley 2008)*

The Spencer Street Power Station supplied the inner city of Melbourne with electricity until the 1960s.

In 1994, the Kennett government launched an extensive reform of the Victorian electricity industry, resulting in the creation of five electricity distribution companies based on geographic regions that took over the responsibilities of the SECV and the 11 MEUs in inner Melbourne.

## SITE HISTORY

The site at 10-14 Park Street was part of Allotment 15, Section 31 in the City of Melbourne (CoMMaps). By c1877 Park Street had been formed opposite Flagstaff Gardens to allow access between La Trobe and Little Lonsdale streets (RHSV 2018). Occupation of the site appears to have been mainly residential until 1921, with three small single-storey dwellings, presumably terrace housing, occupying the site from 1895, possibly earlier (MMBW Detail Plan no 736, 1895).

### *Electrical substation*

Between 1898 and 1900 the Melbourne City Council acquired the assets of three private electricity companies operating within its municipal boundaries, creating a new company known as the Melbourne City Council Electricity Supply Department (MCCESD), and subsequently constructed a number of electric substations. In 1907, the City of Melbourne called for tenders for the erection of electric substations to plans and specifications available from the City Architect's Office (Age 3 July 1907:4).

In 1921, the MCCESD supply capacity was augmented by provision for importing up to 5000kW at 6.6kV from the newly constructed Victorian Railways power station at Newport. In addition, in 1925 the first stage of conversion to three-phase importation from the State Electricity Commission of Victoria (SECV) for the Melbourne Electric Supply Company (MES Co.) supply areas was introduced (Pierce 2009: 7-8). A number of substations throughout the city were upgraded or rebuilt in order to

convert the 22,000v alternating current generated at the Newport power station to a 1,500 direct current before it was transmitted to overhead wires for use by electric trains.

It is likely that the subject site was one of the substations nominated for an upgrade, as, in September 1928 the City of Melbourne advertised tenders for the erection of an electric substation in Park Street (Age 12 September 1928:4). It is assumed that the building was constructed later in 1928. No information about the building's designer could be found, although it is likely to have been designed by the then city architect. A 1962 map shows the substation in situ (Figure 1).

The electric substation operated under Melbourne City Council for over sixty years until the privatisation of the electricity industry saw it transferred to CitiPower Ltd in 1995 (CT:V2919 F671).

Today, 10-14 Park Street continues to operate as an electric substation.

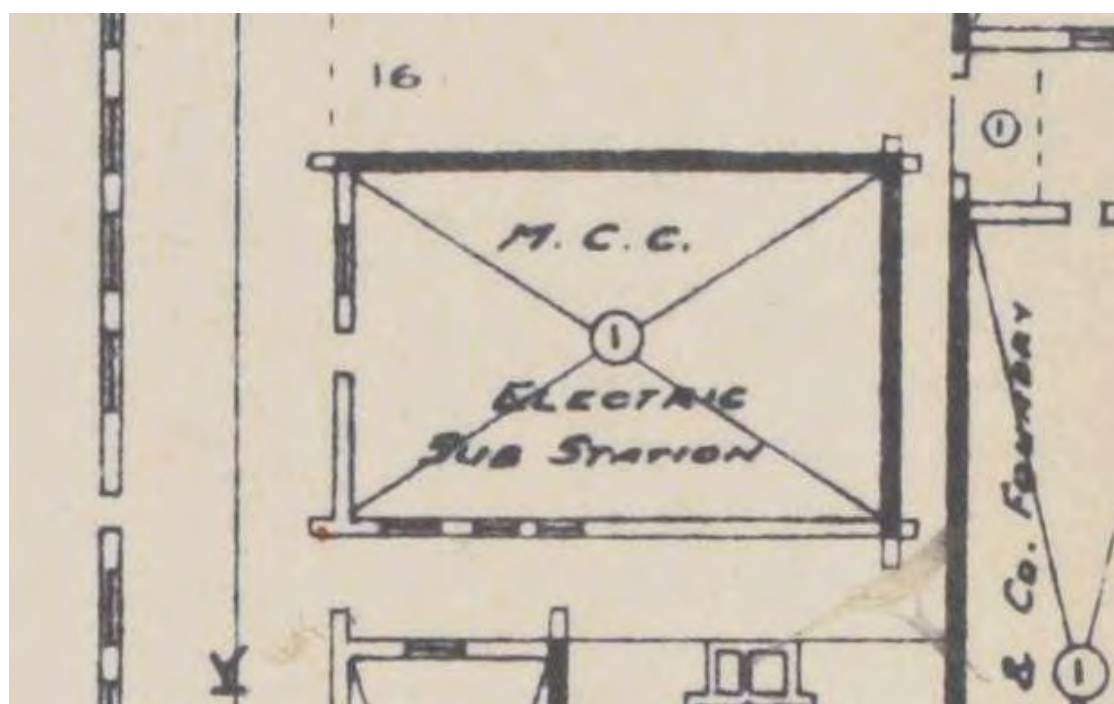


Figure 1. Detail from a reprinted 1962 Mahlstedt plan shows the Melbourne City council (MCC) electric substation occupying the subject site. (Source: Mahlstedt Map Section 2, no 2a, 1962).

## SITE DESCRIPTION

10-14 Park Street is situated in a laneway between LaTrobe and Lonsdale Streets near Flagstaff Gardens. Its immediate surroundings are those of tall buildings to the north and east and two-storey shops and residence to the south, separated by a small laneway (470-474 Little Lonsdale Street, also assessed as part of the Hoddle Grid Heritage Review).

10-14 Park Street is a single-storey Interwar red brick substation with an industrial aesthetic. It has a hipped roof concealed by a façade parapet. It combines a brick structure expressed across the façade as large piers between the large door and square format window with steel framed glazing. The stucco parapet is gabled above a moulded string course and there is an oculus window with timber ventilator. The large window has a sill with sheet panelling below before a second sill located just above pavement level. This feature appears in other substations (Figure 6, Figure 7) and appears to be an important design feature, providing ventilation to the machinery within.

## INTEGRITY

10-14 Park Street is a site that has high integrity with no visible alterations to the exterior. It retains its original face brick wall surface and window and door openings. The ventilation panels have been sheeted over underneath the window sill. Whilst its surroundings have been mostly redeveloped, 470-474 Little Lonsdale Street provide comparable scale to the substation. The interior has not been investigated and it is not known whether any of the machinery and equipment remains. The building still retains its original use as a substation.

## COMPARATIVE ANALYSIS

The earliest substations were small-scale buildings and their importance is not necessarily reflected in their design. The expansion of electricity supply in the interwar period reflected the importance of this new type of industrial building and efforts were made to produce designs that reflected their location and the importance of their function. Substations benefited from the philosophy that saw industrial uses as worthy recipients of design inspiration and sometimes even flamboyance as a way of celebrating the new development of electricity. Electrical substations across Melbourne show a variety of architectural manners, generally reflecting the civic and urban design concerns of the municipal electricity supply departments, the earlier electric companies and the role of the SEC. Pavilion styles proliferate in parkland areas of the Domain and the Fitzroy Gardens. Other substations in urban streetscapes tend to more austere modernism or simply adhere to a functional industrial aesthetic or a simple gable roofed 'shed'. Even in the more austere examples there is generally brickwork detail and care taken in their massing and composition (Biosis, 2007:19-25).

A large portion of the first power station erected by Melbourne City Council is included on the Heritage Overlay (HO737). This complex comprises the surviving remnants of the power station erected in 1894 to power electric lighting in the streets (Figure 2). Several other buildings used as substations are within existing or proposed precinct HOs.

The following examples are comparable with the subject building, being of a similar style, scale and construction date, although their original uses vary. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dated c2000 or later.

### *Substation, 651-669 Lonsdale Street, 1915 (HO737)*

It is a three-storey brick substation with two basement levels, built in 1915.



Figure 2. Substation at 651-669 Lonsdale Street constructed 1915.

*620-648 Little Bourke Street, c1910-1925 (HO737 – recommended as significant in the Hoddle Grid Heritage Review)*

CitiPower substation at (part of) 620-648 Little Bourke Street Melbourne is a two-storey interwar brick warehouse building constructed between 1910 and 1925 by Melbourne City Council Electricity for use as a carpenter's workshop to service its electricity supply station situated on the same site. The building was converted for use as an electric substation, likely in the 1920s or 1930s, and remains in use for that purpose today.



Figure 3. Substation at 620-648 Little Bourke Street constructed between 1910 and 1925.

*1-3 Evans Lane, 1913 (Contributory in interim HO1297 Little Lonsdale Street Precinct)*

Built in 1913 by builders Reynolds Bros to designs by architect W Rain, this warehouse was converted to an electrical substation in 1928, as part of a program by the City of Melbourne to supply new substations in the 1920s. It continues to operate as a substation today.



Figure 4. 1-3 Evans Lane constructed 1913.

*28 Crossley Street, build date unknown (Contributory in HO500 Bourke Hill Precinct)*

A single-storey substation in Crossley Street, off Bourke Street.



Figure 5. Substation at 28 Crossley Street, unknown built date.

*12-14 Guildford Lane, 1920s (Contributory in HO1205 Guildford & Hardware Laneways Precinct)*

It is a single-storey brick electricity substation built in the 1920s.



Figure 6., Substation at 12-14 Guildford Lane constructed c1920.

*21 Market Lane, build date unknown (Contributory in HO507 Little Bourke Street Precinct)*

It is a single-storey brick substation in Market Lane, off Bourke Street.



Figure 7. 21 Market Lane, unknown built date



*23-25 George Street, 1938 (Interim HO1248 – recommended as significant in the Hoddle Grid Heritage Review)*

23-25 George Parade is one of several small-scale electrical substations built in the interwar period as part of the expansion of electricity supply and distribution.



Figure 8. 23-25 George Parade constructed 1938. (Source: Context 2017)

10-14 Park Street is one of several smaller substations within the City of Melbourne including 28 Crossley Street, 21 Market Lane, and 12-14 Guildford Lane. They share a common history in the development of electricity supply in the City of Melbourne and an interwar industrial aesthetic. It is comparable to 620-648 Little Bourke Street (HO737), 12-14 Guildford Lane (contributory within HO1205) and 21 Market Lane (contributory within HO507). Like the other substations, 10-14 Park Street exhibits a high level of integrity of form and use.

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**ASSESSMENT AGAINST CRITERIA**


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✓

**CRITERION A**

Importance to the course or pattern of our cultural or natural history (historical significance).

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**CRITERION B**

Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

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**CRITERION C**

Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

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✓

**CRITERION D**

Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

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**CRITERION E**

Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

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**CRITERION F**

Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

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**CRITERION G**

Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

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**CRITERION H**

Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

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City of Melbourne Interactive Maps (CoMMaps) 2018, <http://maps.melbourne.vic.gov.au/>, accessed 1 April 2018.

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Proudley, Ray 2008, 'Light and Power' in *eMelbourne*, School of Historical and Philosophical Studies, The University of Melbourne, <http://www.emelbourne.net.au/>, accessed 1 April 2018.

Royal Historical Society of Victoria (RHSV) 2018, *Discovery Series Brochures: Melbourne's streets and lanes: what's in a name?*, <http://historyvictoria.org.au>, accessed online 14 March 2018.

Mahlstedt's Pty Ltd 1962 *City of Melbourne detail fire survey. Section 2*, Mahlstedt Pty Ltd, Melbourne.

Melbourne Metropolitan Board of Works (MMBW) Detail Plan, as cited, State Library of Victoria.

Sands & McDougall, *Melbourne and Suburban Directories (S&Mc)*, as cited.

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

D

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**Central City Heritage  
Study 1993**

C

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**Review of Heritage  
overlay listings in the  
CBD 2002**

Ungraded

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**Central City Heritage  
Review 2011**

Ungraded

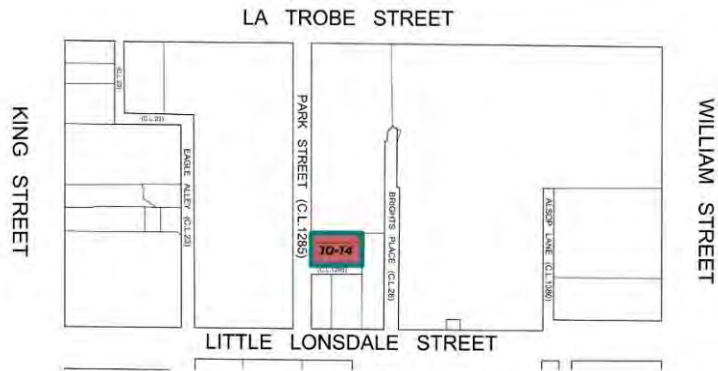
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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** ~~CitiPower (Former Melbourne City Council Substation)~~



**PS ref no:** ~~Interim HOHO1257~~



### What is significant?

The electrical substation at 10-14 Park Street Melbourne, built in 1928 for the Melbourne City Council Electricity Supply Department.

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 high level of integrity to its original design;
- Loadbearing face brickwork;
- Gabled stucco parapet with oculus window and timber ventilator
- Moulded string course;
- Pattern and size of original fenestration (Park Street (west) and south elevations); ~~and~~
- Steel-framed window and ventilation panels (Park Street (west) elevation).

### How it is significant?

10-14 Park Street is of local historic and representative significance to the City of Melbourne.

### Why it is significant?

The electrical substation at 10-14 Park Street is historically significant for its association with the development of services provided to Melbourne's evolving electricity system. Constructed in 1928, the building still operates as a substation for CitiPower. It demonstrates the expansion of the electricity supply system established in 1894 by the Melbourne City Council Electricity Supply Department, in particular to accommodate the conversion of alternating to direct current for use by trains and other users. (Criterion A)

10-14 Park Street is representative of an Interwar substation similar to others at 620-648 Little Bourke Street, 21 Market Lane and 12-14 Guildford Lane. These buildings share a common history in the development of electricity supply in the City of Melbourne and an industrial aesthetic that contributes to the richness of building form and small scale of the Hoddle Grid, also relating to the scale of 470-474 Little Lonsdale Street. Attributes of the building are its red brick walls and stucco mouldings, parapet and

original door and window to the main façade. The building is enhanced by a high level of integrity and is legible as an industrial building in a laneway landscape. (Criterion D)

**Primary source**

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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ [Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

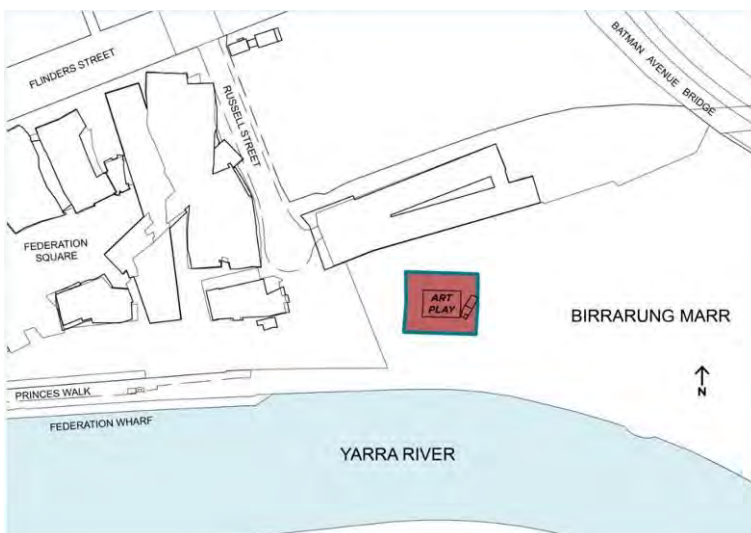




**SITE NAME** Former Princes Bridge Lecture Room [also known as ArtPlay (current name)]

**STREET ADDRESS** Princes Walk, Birrarung Marr Melbourne

**PROPERTY ID** 592820



**SURVEY DATE:** June 2020

**SURVEY BY:** GJM Heritage

**HERITAGE INVENTORY** No

**EXISTING HERITAGE OVERLAY** No

**PLACE TYPE** Individual Heritage Place

**PROPOSED CATEGORY** Significant

**FORMER GRADE** C

**DESIGNER / ARCHITECT / ARTIST:** Victorian Railways Department

**BUILDER:** Not known

**DEVELOPMENT PERIOD:** Federation/Edwardian Period (1902-c1918)

**DATE OF CREATION / MAJOR CONSTRUCTION:** 1916-17

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**THEMES**

<b>ABORIGINAL THEMES</b>	<b>SUB-THEMES</b>
Research undertaken in preparing this citation focused on the rail history of the site and did not address associations with Aboriginal people or organisations	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
<b>HISTORIC THEMES</b>	<b>DOMINANT SUB-THEMES</b>
6 Creating a functioning city	6.7 Transport

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**LAND USE**

<b>THEMATIC MAPPING AND LANDUSE</b>	
1890s	Railway yards, baths, morgue
1920s	Railway yards
1960s	Railway yards

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an individual heritage place.

**Extent of overlay:** To an extent of 10m from each original building elevation

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**SUMMARY**

The Former Princes Bridge Lecture Room was constructed in 1916-17 as a purpose-built training facility for the Victorian Railways Department. Training of railway staff was an essential part of the process to electrify the metropolitan rail network and special facilities were required to adequately provide instruction on the control of electrically operated trains.

## CONTEXTUAL HISTORY

### Development of the Princes Bridge/Jolimont Railway Yards

[The following historical information is largely drawn from Mike Williams 'Jolimont Railway Yards', *The Encyclopedia of Melbourne*].

The Princes Bridge railway yards (later the Jolimont railway yards) developed to the east of Princes Bridge, on the southern edge of the Hoddle Grid and adjacent to the Yarra River. This site was included in a large tract of land set aside by 1838 as a 'Reserve for Public Purposes' (Lovell Chen:7).

Flinders Street station, to the west of Princes Bridge, was opened by the Melbourne and Hobson's Bay Railway Company in 1854. In 1859 the Melbourne and Suburban Railway Company opened Princes Bridge station – opposite Flinders Street station and east of Princes Bridge – as the city terminal for the new railway line to Richmond (Harrigan:179). In 1865 the companies amalgamated to form the Melbourne and Hobson's Bay United Railway Company and two culverts were excavated under Swanston Street to link the two stations. All passenger traffic was relocated to Flinders Street station (Harrigan:58) and the area east of Princes Bridge was opened up as a marshalling and repair yard for the newly formed company. A two-track viaduct connection, linking the Princes Bridge railway yards with Spencer Street station and the western railway network, was constructed in 1888 and a large locomotive depot was built concurrently in the Princes Bridge railway yards.

The Victorian Railways Department commenced preparation for the electrification of the Melbourne metropolitan railway system in the 1910s and two substantial buildings were constructed at the eastern end of the renamed Jolimont railway yards in c1917. The 1888 locomotive depot was replaced by the Jolimont car shed and workshops - built for the initial conversion of suburban trains for electric operation and for the ongoing maintenance and repair of the electric fleet, while the Jolimont substation – the largest of the seven substations built to distribute power to the railway network – was built further to the east. A third building, the Princes Bridge lecture room, was constructed concurrently in Batman Avenue at the southern boundary of the railway yards, adjacent to the Corporation Free Baths which had been established in this location in the 1870s (*The Australasian*, 2 November 1872:21) and the City Morgue (see Figure 1).

Throughout the twentieth century the Jolimont railway yards were considered an unsightly and divisive expanse which separated the city from the Yarra River and the public reserves to the south (Figure 2). From as early as the 1920s development proposals suggested roofing the yards to enable utilisation of the air space above (eg *Weekly Times*, 18 February 1928:5) (Figure 3) however, it was not until the 1960s that the Princes Bridge station buildings were demolished and the Princes Gate development constructed, spanning across the railway tracks above the north-western portion of the railway yards. This development provided a public plaza, two 15-storey office towers and a new station entrance and platforms (Brown-May & Day:20).

Major changes were made to the Jolimont railway yards in the 1970s and 1990s. Construction of the underground city loop railway in the 1970s resulted in the demolition of the Jolimont substation and the replacement of a number of signal boxes with a single Metro train control facility in Batman Avenue (Dornan & Henderson:94) (Figure 4). In the 1990s much of the western and southern portions of the Jolimont railway yards were altered due to the expansion of the Melbourne Park tennis centre, the diversion of Batman Avenue over the Jolimont railway yards to connect to Exhibition Street, the closure of the western end of Batman Avenue and the creation of an extensive public recreation

reserve along the Yarra River. As a result, many buildings were demolished including the Jolimont car shed and workshops, the majority of buildings in Batman Avenue - including the recently constructed Metro train control facility - and the 1960s Princes Gate development. A large public space, Federation Square, was constructed above the western portion of the former railway yards and the land between the Yarra River and the Batman Avenue diversion was developed into the public recreation reserve, Birrarung Marr. The Princes Bridge lecture room is the only building from the Jolimont railway yards to remain after extensive redevelopment in the 1990s.



Figure 1. Map of the Princes Bridge railway yards prior to construction of the lecture room, Melbourne & Suburbs, Dept of Crown Lands & Survey, 1910 and later (note: the 'Electric car shed's and 'substation' were built after 1910). Red star indicates location of the Princes Bridge lecture hall, blue star: Jolimont car shed & workshops and yellow star: Jolimont substation. (Source: SLV)



Figure 2. Aerial view from the north-west, showing the extent of the Jolimont railway yards, Victorian Railways, c 1945-c1954 (Source: SLV).

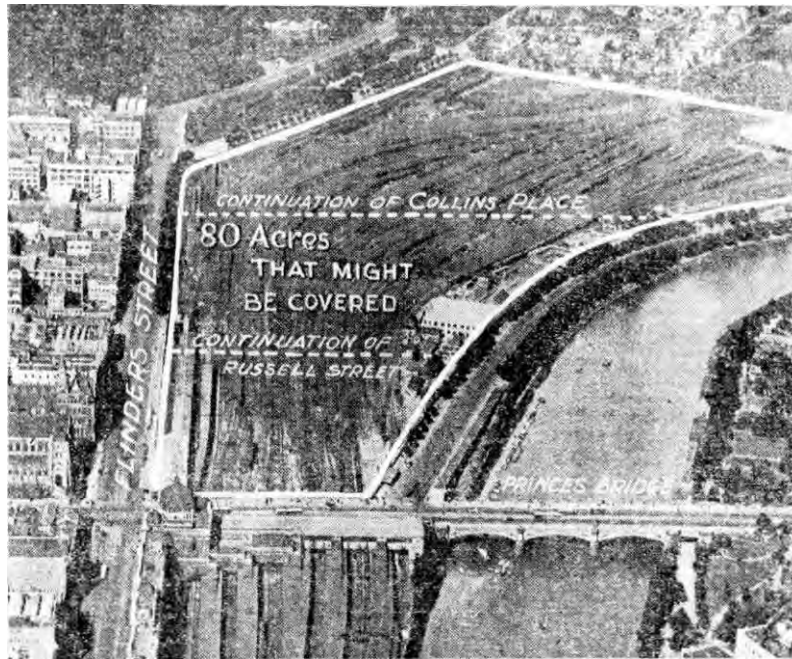


Figure 3. Weekly Times, 18 February 1928, p 5



Figure 4. View of Jolimont Railway Yards from ANZ Tower, 1979, showing subject building (circled), Metro train control facility under construction (arrow) and Princes Gate tower to the right. (Source: Culture Victoria website).

### Electrification of the Melbourne Metropolitan Railway System

[The following historical information is drawn from A Ward & Assoc, *Metropolitan Railway System Electricity Substations Heritage Analysis*, 1991]

Electrification of the Melbourne metropolitan railway network was first considered in the 1890s; however, it was not until 1907 that negotiations were entered into with English engineer Charles H Merz to investigate the conversion of the existing railway system to an electrical system. With experience of railway electrification as an engineer in England, Merz was engaged by the Victorian Government in June 1907 to examine the existing rail network and report on the feasibility of the conversion of 124 route miles (200 kilometres) of the metropolitan system by 1912. After

consideration it was decided that electrification was not warranted at the time, however some preparatory steps were taken.

Conversion was again recommended as a part of general improvements to Melbourne's transport services and Merz, now in partnership with William MacLellan, was engaged in 1912 to review his electrification plan. His scheme of utilising an overhead wire system was adopted, resulting in the authorised electrification of the entire suburban rail system of 150 route miles (241 kilometres). Merz subsequently travelled to London to arrange tenders and prepare contract specifications for drawings and E P Grove was appointed Chief Superintending Engineer for the project in October 1913.

Merz's initial proposal for electrification required the construction of a main power station and a number of substations to be placed in strategic positions on already established railway lines. The proposed location of the power station was Yarraville, with substations at Princes Bridge, Middle Brighton, Newmarket, Glenroy, Newport, Albion, Macleod, Caulfield, Springvale, Mentone, Seaford, East Camberwell, Mitcham, North Fitzroy and Reservoir (*Victorian Railways Annual Report* year ending 1914). By August 1913, a number of suitable sites had been selected: these were as close as possible to the tracks to be electrified and, in the majority of cases, on railway land (*Age* 27 August 1913:11).

The proposed power station was moved from Yarraville to Newport, at the mouth of the Yarra River to ensure an adequate flow of circulating water, and construction of this building commenced in December 1913 (Harrigan:110). The first turbo-generator at the power station began to supply energy on 20 June 1918 (Harrigan:111). The power station has since been demolished.

In early 1914, sites for a number of substations, including Newport, Princes Bridge (known as Jolimont after 1918), Newmarket, Middle Brighton and Glenroy, had been approved and contemporary photographs indicate that construction commenced that year. Construction of this group neared completion by the end of 1915 and additional substations at North Fitzroy and Albion were completed soon after. The substation at Princes Bridge (Jolimont) was the largest of these (Dorman & Henderson:15).

The first electric train service on the suburban railway network began operation between Essendon and Sandringham in May 1919, however it took another four years to complete the scheme, with lines to Ringwood and Eltham completed in 1923. On completion, the system was the first electric train service in Australia, the largest electrified suburban train service converted from steam operation in the world, and included the largest power generating plant in the southern hemisphere.

Electrification of the rail network resulted in reduced travel times and encouraged the development of many outlying Melbourne suburbs.

The original substations at Jolimont and Brighton have been demolished – the former was demolished in 1973 to enable construction of the underground city loop.

## **SITE HISTORY**

The Former Princes Bridge Lecture Room, Birrarung Marr was completed in 1917 as part of the electrification of the Melbourne suburban railway network. Training of railway staff was an essential part of the electrification process and special facilities were required to adequately provide instruction on the control of electrically operated trains. It was estimated that approximately 150 skilled men would be required for the first section of line and railway employees were selected to attend classes (*Argus* 25 January 1918:6).

Initial plans were to equip the existing lecture theatre at Flinders Street station with electrical apparatus to provide technical instruction to motormen, guards and shunters (*Argus* 7 January 1916:4; *Age* 7 January 1916:6). The necessary installation of large pieces of demonstration equipment resulted in a decision to construct an entirely new facility for this purpose and a site in Batman Avenue, at the southern boundary of the Princes Bridge/Jolimont railway yards, was selected. The extensive Victorian Railway Jolimont car shed and workshop and the Jolimont substation, were being constructed at this time within the yards, on separate sites further to the east, also as part of the electrification of the Melbourne metropolitan railway system (Figure 5).



Figure 5. Part of Panoramic view of Flinders Street yard from C T Stephenson, *The Electrification of the metropolitan railway system of Melbourne*, 1919.

Drawings for the lecture room were completed in 1914 (see Figures 6-10), various tenders were called in 1915 (*The Argus*, 4 May:3 & 22 May 1915:11) and the building was nearing completion by early 1917 (*The Herald*, 18 January 1917:1). Samples of the apparatus that the staff were required to operate were installed and classes commenced on 1 February 1917 (*The Argus*, 25 January 1918:6) under the direction of instructor Mr J Rist, an employee of the Central London Railway with wide experience as an instructor of motormen (*The Herald*, 18 January 1917:1) (Figures 11-16).

The building was specifically designed as a single, well-lit double-height space with exposed steel trusses and large highlight windows. This enabled the accommodation of necessary equipment, including:

*..... a complete car equipment arranged so to leave each part of the equipment easily accessible to the scholars and teacher. Adequate writing diagrams are hung on the walls, and when the men have received some knowledge of the principles underlying trains operation they are taken out on the trains and receive practical training under working conditions* (C T Stephenson:58).

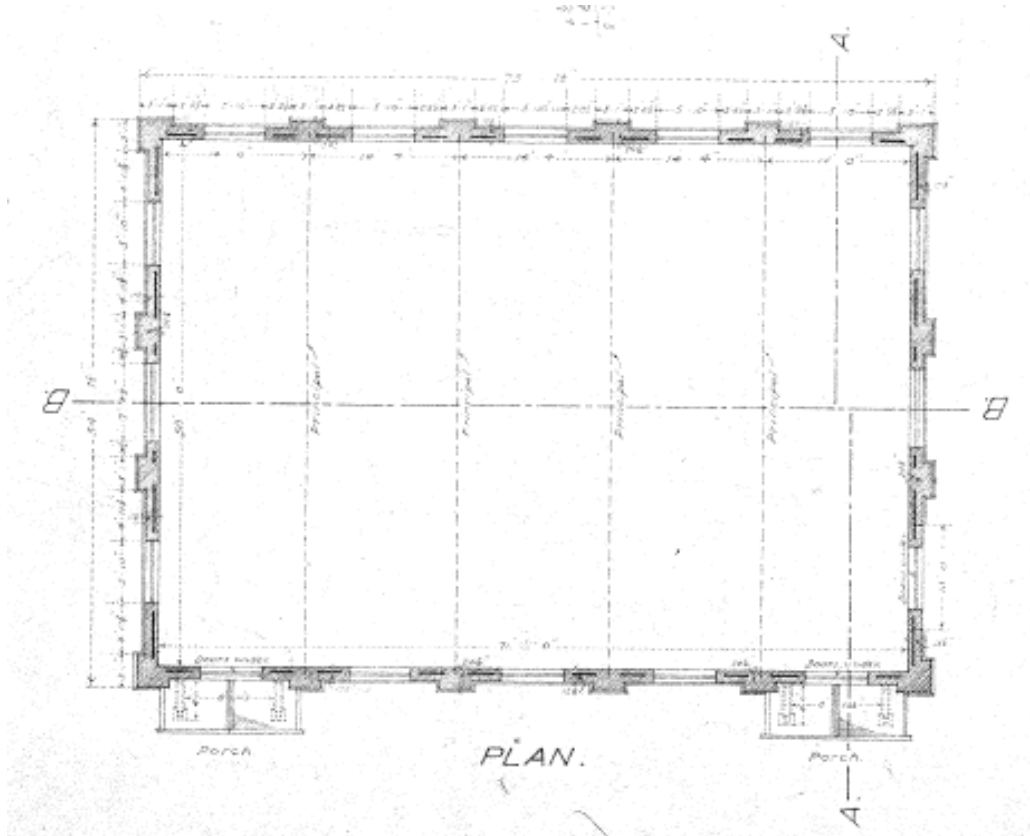
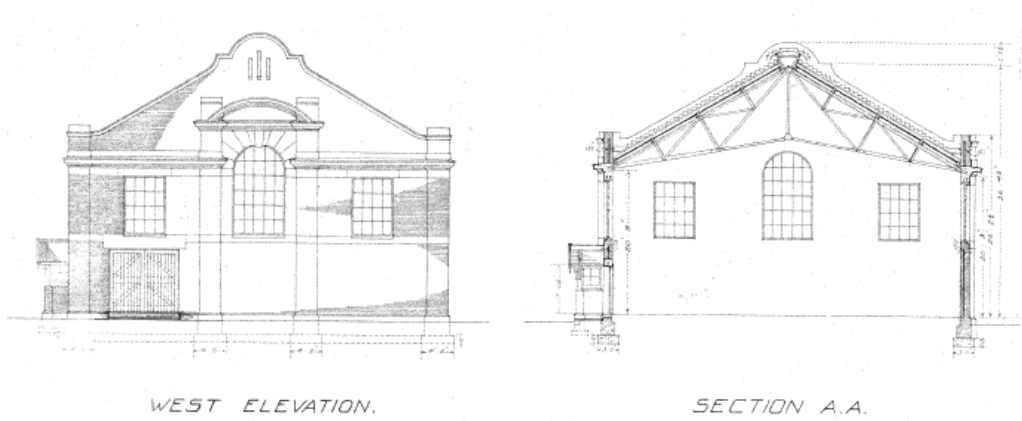


Figure 6. Plan of the Princes Bridge Lecture Room, dated 1914. (Source: PTV Drawing Management System)



Figures 7 & 8. West elevation and section, Princes Bridge Lecture Room, dated 1914. (Source: PTV Drawing Management System)



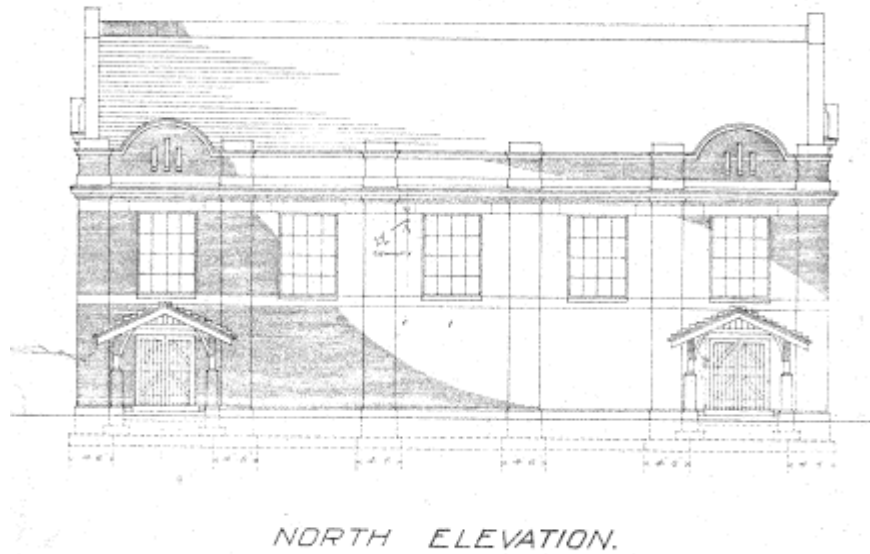


Figure 9. North elevation, Princes Bridge Lecture Room, dated 1914. (Source: PTV Drawing Management System)

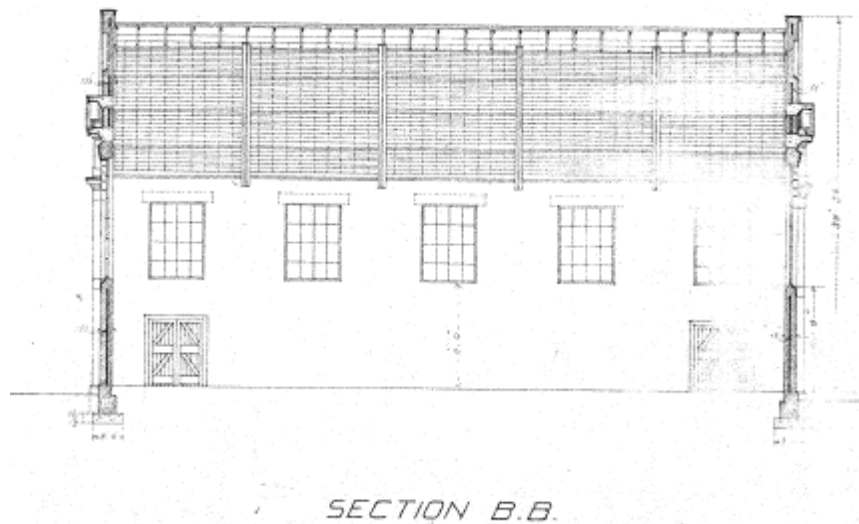


Figure 10. Longitudinal section, Princes Bridge Lecture Room, dated 1914. (Source: PTV Drawing Management System)



Figures 11 & 12. Photographs of the interior of the Princes Bridge Lecture Room, undated (Source: PROV, VPRS 12903/P1 item 012)



Figures 13 & 14. Photographs of the interior of the Princes Bridge Lecture Room, undated (Source: PROV, VPRS 12903/P1 item 012)



Figures 15 & 16. Photographs of the interior of the Princes Bridge Lecture Room, undated (Source: PROV, VPRS 12903/P1 item 012)

Over the next twenty years a number of railway buildings were constructed on railway land in the vicinity of the lecture room. By 1920, electrical offices and accommodation for motormen and car cleaners had been built and by 1925 an overhead depot and motor garages, signal supervisor's depot, office of the assistant senior yard superintendent, train examiners' room and equipment examiners' room had been added to the site (S&Mc, 1920 and 1925) (Figures 17-19).

Drawings indicate that the lecture room remained in use as a training facility until at least the late 1970s with instruction coaches in place along the northern length of the building. Minor changes were made to the building at this time - an enclosed mezzanine level was inserted along the southern side of the double-height interior and a separate lecture room (since removed) was added at the northern end of the east side. An external porch over the northern entrance at the west end had been removed by this date (Figures 20-21).

The Former Princes Bridge Lecture Room was opened as Art Play in 2002, a children's art and cultural centre. A large addition, with minimal connection to the original building, has been made at the east end and external screens have been added to the north, east (part) and west (part) elevations (Figures 23-27).

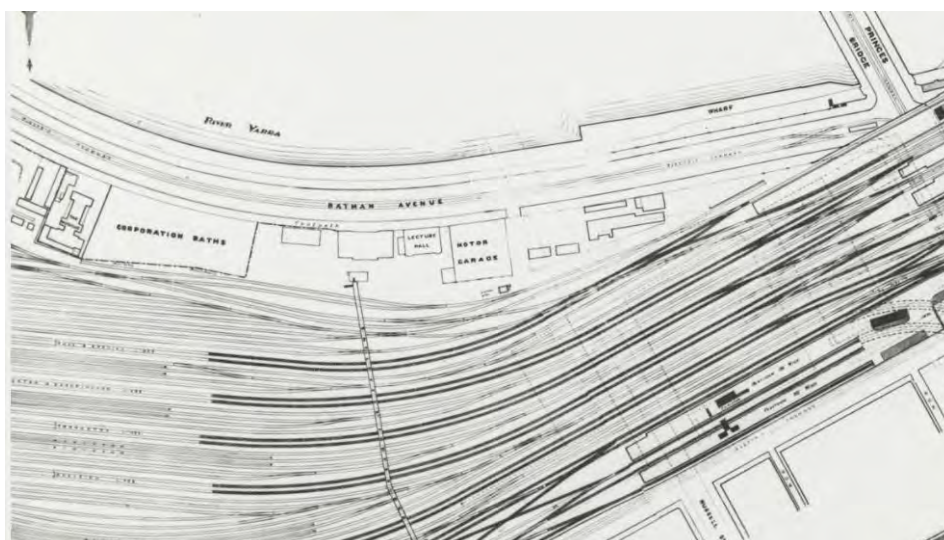


Figure 17. Detail of Flinders Street Station, showing Batman Avenue with labelled buildings from left: The Morgue, Corporation Baths, Lecture Room and Motor Garage, Victorian Railways c1930-c1950. (Source: SLV)



Figure 18. Detail of Aerial Panorama of Melbourne, Airspy, c1920-54 (Source:SLV).



Figure 19. Aerial view showing the greatest extent of the western part of the Jolimont railway yards in c1950s, photographer unknown. Subject building circled. (Source: <http://geoffsrailpix.com/aerial.html>)

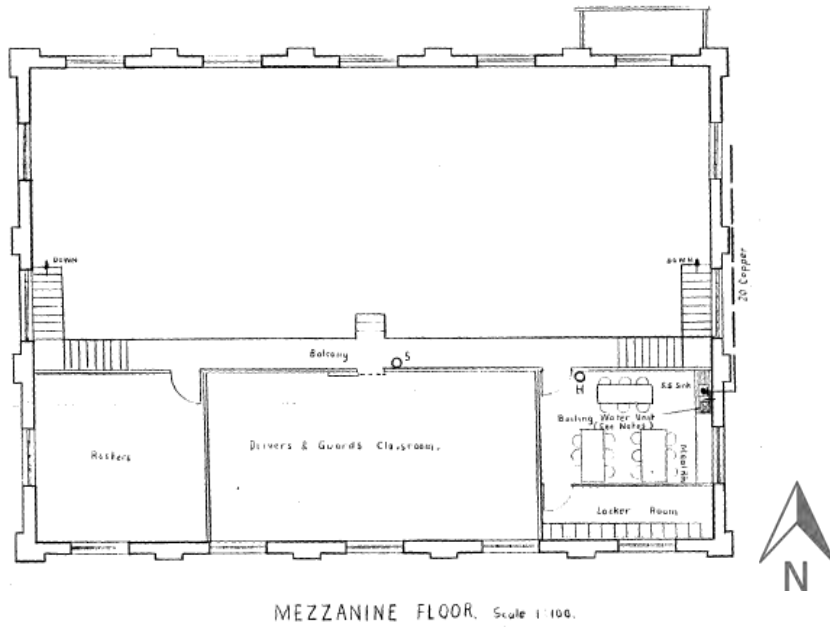


Figure 20. Plan of mezzanine floor added to the south side of the building, dated 1977. (Source: PTV Drawing Management System)

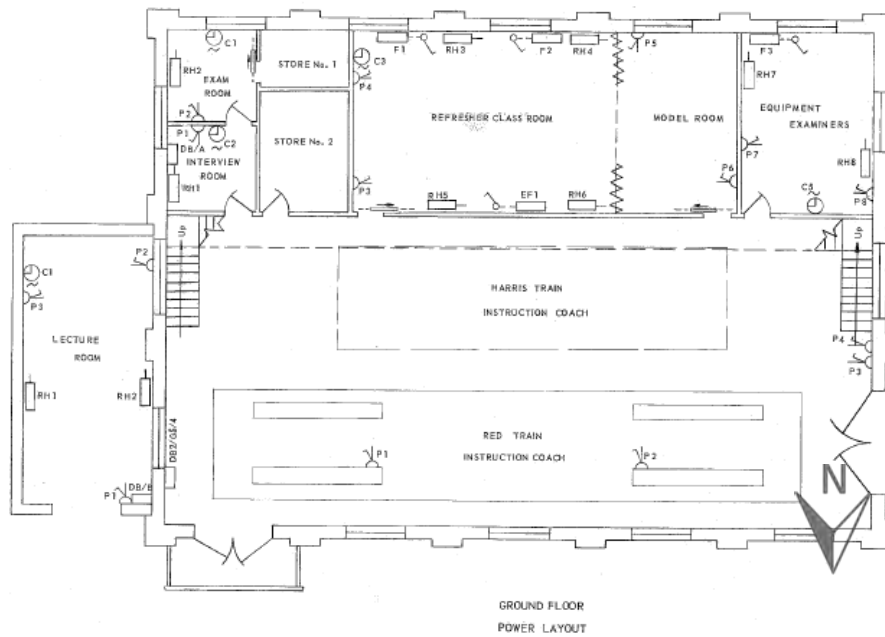


Figure 21. Plan of ground floor (power layout), showing later lecture theatre to east (since removed) and instruction coaches, dated 1977. (Source: PTV Drawing Management System)



Figure 22. View of Birrarung Marr from the east, undated. (Source: City of Melbourne Interactive Map).

### SITE DESCRIPTION

The Former Princes Bridge Lecture Room is a two-storey building located on the north bank of the Yarra River, at the western end of the public recreation reserve known as Birrarung Marr. The building is set amongst landscaped parkland with Princes Walk and the Yarra River to the south and Federation Square to the west and north.

The building is a simple rectangular double-height gabled structure with parapetted red brick walls and contrasting cement render detailing. It has a corrugated steel-clad roof, with full length ridge-line ventilator, supported internally by canted steel trusses. Full height brick piers divide the north and south side elevations into regular bays with large rectangular multi-paned steel-framed windows at the upper level. Three large rectangular ground floor openings, with concrete lintels and sills, are located at the end bays of the building – at the east and west ends of the north elevation and at the north end of the west elevation. A fourth opening at the west end of the south elevation is a later doorway. All openings contain modern steel doors. A broad gable-roofed porch, with half-height brick side walls which support timber framing with large timber brackets, covers the west opening of the northern elevation. A similar porch has been removed from the opening at the east end of this elevation (removed prior to 1977).

East and west elevations are symmetrical with simple Dutch gable roof forms, a dominant central bay and flanking rectangular windows. Central bays contain a single large multi-paned arch-headed window with exaggerated keystone and rendered spandrel, framed by brick piers and crowning rendered segmental pediment. The curved parapet of the end Dutch gables, with distinctive triple vertical recessed motif, is repeated above the end bays of the side elevations. Contrasting cement render is applied to a broad string course at window head height with projecting ledge, a simple string course below the window sills and the parapet edge.

A large addition, with minimal connection to the earlier building, has been made to the east end and steel screens have been bolted to the northern, part of the eastern and part of the western elevations of the building. These obscure the upper part of these elevations. Four solar panels have been placed on the centre of the northern roof gable and three large ventilation cowls have been added to the southern roof gable.



Figure 23. South elevation of the Former Princes Bridge Lecture Room. (Source: GJM Heritage May 2020)



Figure 24. West elevation of the Former Princes Bridge Lecture Room. (Source: GJM Heritage May 2020)



Figure 25. North elevation of the Former Princes Bridge Lecture Room, showing later external screen. (Source: GJM Heritage May 2020)



Figure 26. East elevation of the Former Princes Bridge Lecture Room, showing later addition. (Source: GJM Heritage May 2020)



Figure 27. Detail of connection between original building and later addition to the east. (Source: GJM Heritage May 2020)

## INTEGRITY

The Former Princes Bridge Lecture Room, including the original form and the detailing of the exterior of the building, remains highly intact from its original construction in 1916-17.

The building retains a high degree of architectural integrity to the early twentieth century in fabric, form and detail. While additions have been made to the building – a large structure to the east end with minimal connection to the original building and a steel screen bolted to the north and part east and west elevations – these do not diminish the ability to understand and appreciate the place as a fine example of an early twentieth century railway building. Both additions could be removed from the original structure without adverse impact to early fabric.

## COMPARATIVE ANALYSIS

Built to support the electrification of the Melbourne suburban railway network, the Former Princes Bridge Lecture Room remains as a fine and highly intact example of a purpose-built lecture hall constructed by the Victorian Railways Department.

The subject building has few comparators in the City of Melbourne. A lecture room for the use of railway employees was included in the new Flinders Street station (1910) and in the 1960s a lecture room was part of a proposed addition to the Victorian Railways Way and Works Maintenance Workshop, Laurens Street, North Melbourne (since demolished).

### *Flinders Street Station*

Completed in 1910, Flinders Street station contained a large lecture hall that was situated on the top floor of the building, at the Elizabeth Street end. As part of a suite of facilities which were provided for the welfare of railway employees by the newly formed Victorian Railways Institute, the lecture hall provided a venue for evening educational classes which were intended to improve promotion opportunities within the Victorian Railways Department. The lecture room was adapted for use as a concert hall in 1912 and was altered and set up as a ballroom as part of a refurbishment programme in 1933 (Lovell Chen:45-46).



Figure 28. Opening of the Lecture Hall of the Victorian Railways Institute, at the Central Station, Melbourne, from Weekly Times, 29 January 1910, p 26

### *Victorian Railways Way and Works Maintenance Workshop at 191-99 Laurens Street, North Melbourne*

The Victorian Railways Way and Works workshop was established c1913 and became part of a larger railway complex in Laurens Street, North Melbourne. In 1959-60, drawings indicate that a lecture room was part of a proposed addition to the maintenance workshop.

This complex has been demolished.



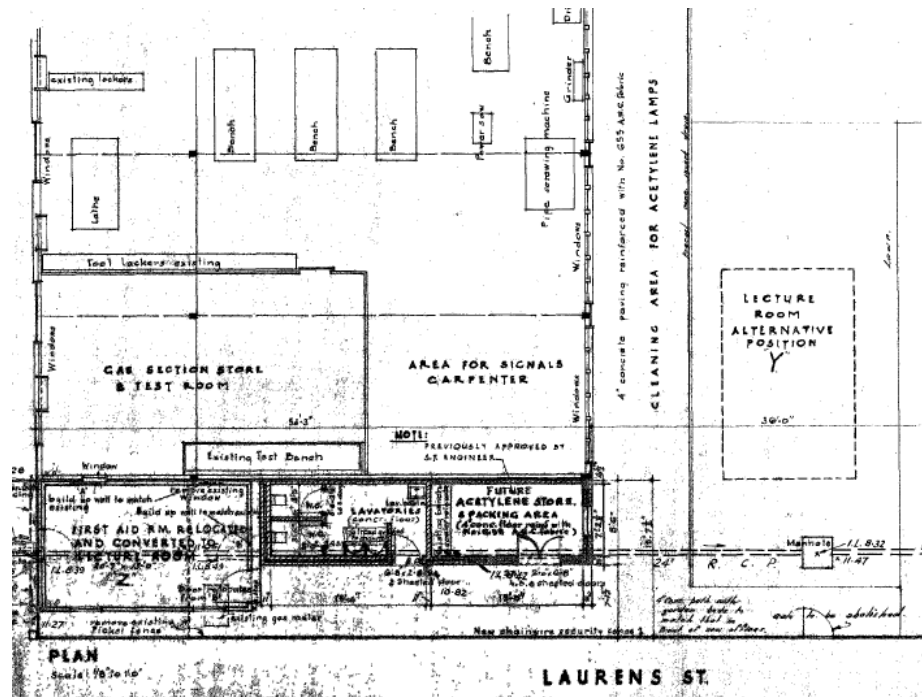


Figure 29. Drawing showing proposed lecture room addition to the Victorian Railways Way and Works Maintenance Workshop, North Melbourne, 1960. (Source: PTV Drawing Management System).

### Analysis

The Former Princes Bridge Lecture Room is the only known example of a purpose-built lecture hall built by the Victorian Railways Department in the City of Melbourne. The Flinders Street station lecture room was subsequently converted to a ballroom and a lecture room was part of a proposed addition to the Victorian Railways Way and Works Maintenance Workshop in North Melbourne c1960 (since demolished).

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**ASSESSMENT AGAINST CRITERIA**


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✓	<p><b>CRITERION A</b> Importance to the course or pattern of our cultural or natural history (historical significance).</p>
✓	<p><b>CRITERION B</b> Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p>
	<p><b>CRITERION C</b> Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p>
	<p><b>CRITERION D</b> Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p>
	<p><b>CRITERION E</b> Importance of exhibiting particular aesthetic characteristics (aesthetic significance).</p>
	<p><b>CRITERION F</b> Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p>
	<p><b>CRITERION G</b> Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).</p>
	<p><b>CRITERION H</b> Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p> <hr/>

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-43)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

## REFERENCES

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- Ward, A & Assoc (1991), *Metropolitan Railway System Electricity Substations Heritage Analysis*.
- Sands & McDougall Directories (S&Mc).
- Stephenson, C T, ed (1919), *The Electrification of the Metropolitan Railway System of Melbourne*, Melbourne.
- The Age*.
- The Argus*.
- The Australasian*.
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- Weekly Times*.
- Williams, M (2005), 'Jolimont Railway Yards', *The Encyclopedia of Melbourne*, p 380.

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985** Ungraded

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**Central City Heritage  
Review 1993** C [Note: unclear if grading referred to subject building, appears to  
be noted as one of two 1917 workshops]

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**Review of Heritage  
Overlay Listings in the  
CBD 2002** Ungraded

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**Central City Heritage  
Review 2011** Ungraded

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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Princes Bridge Lecture Room

**PS ref no:** HO1379XXXX



### What is significant?

The Former Princes Bridge Lecture Room, Princes Walk, Birrarung Marr, a purpose-built railway training building constructed in 1916-17.

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

- The building's original external form, materials and detailing; ~~and~~
- The building's high level of integrity to its original design.

Later additions and alterations made to the building, including the building addition to the east and screens added to the northern, part of the eastern and part of the western elevations, are not significant.

### How it is significant?

The Former Princes Bridge Lecture Room, Birrarung Marr, Russell Street Extension is of historical significance to the City of Melbourne. It has rarity value as a lecture room constructed by the Victorian Railways Department.

### Why it is significant?

Constructed in 1916-17, the Former Princes Bridge Lecture Room was built to support the electrification of the Melbourne metropolitan railway network by providing a training facility for railway staff. The electrification of the railway network in Melbourne in the twentieth century represented a substantial shift in the development of the rail network by increasing the efficiency of train services, increasing rail patronage and facilitating the growth and development of central Melbourne and surrounding suburbs. The building continued to play an important educational role for railway employees until at least the 1970s (Criterion A).

The Former Princes Bridge Lecture Room is the only remaining purpose-built educational facility constructed by the Victorian Railways Department within the City of Melbourne. Designed for the

practical training of railway employees in preparation for the electrification of the railway network, the building remains highly intact to clearly demonstrate this uncommon building type in the City of Melbourne (Criterion B).

**Primary source**

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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ [Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

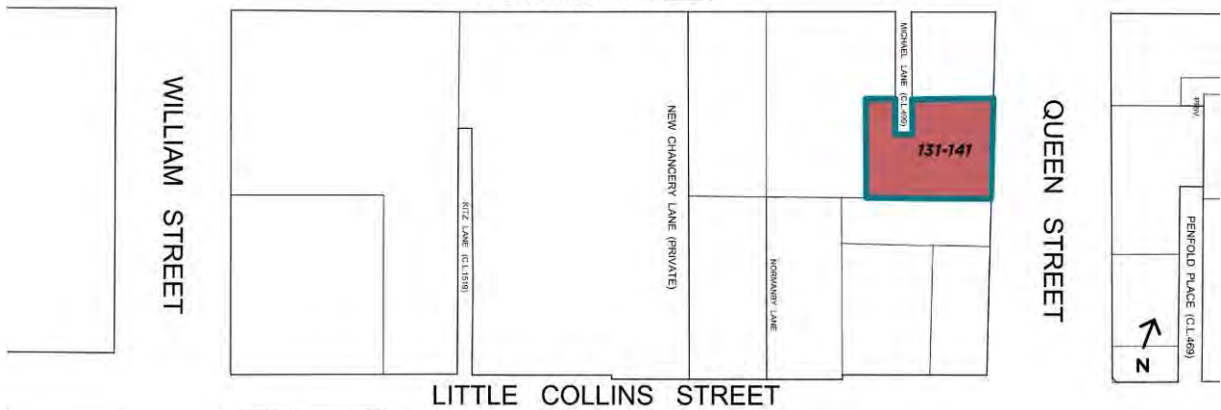




<b>SITE NAME</b>	Former Victoria Club building
<b>STREET ADDRESS</b>	131-141 Queen Street Melbourne
<b>PROPERTY ID</b>	108069



BOURKE STREET



SURVEY DATE: November 2017		SURVEY BY: Context	
<b>HERITAGE INVENTORY</b>	N/A	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Plottel, Bunnett, & Alsop	<b>FORMER GRADE</b>	C
<b>DEVELOPMENT PERIOD:</b>	Interwar Period (c1919-c1940)	<b>BUILDER:</b>	Not known
<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>		<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1927

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
13 Enjoying the city	13.1 Public recreation
	OTHER SUB-THEMES
12 Expressing social and political opinion	12.4 Celebrating the larrikin spirit

## LAND USE

HISTORIC LAND USE	
Archaeological block no: 35	Inventory no: Inventory not provided
THEMATIC MAPPING AND LAND USE	
1890s	Warehouse and Yards
1920s	Offices
1960s	Offices

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

## SUMMARY

131-141 Queen Street was built as the private Victoria Club, a forerunner of the Victorian Racing Club. Originally built as a three-storey building with elaborate interior finishes in 1927, it was extended with additional storeys in 1956.

## HISTORICAL CONTEXT

### Enjoying the city

#### *Public recreation*

By the time the British settlement of Melbourne was taking shape, horseracing was already a well-organised sport in New South Wales and Tasmania.

*The racing interest gradually assumed a formal structure, in 1842 forming the short-lived Port Phillip Turf Club and then the Victoria Turf Club in 1852. In 1856 the Victoria Jockey Club appeared but in 1864 the two amalgamated to form the Victoria Racing Club (VRC)...*

*The wealth produced during the gold rushes made Melbourne the centre of Australian horseracing... the introduction of the Melbourne Cup in 1861 invited inter-colonial interest with the Sydney horse Archer winning the first two Cups....Private entrepreneurs also developed racecourses...*

*Horseracing was the main public forum for betting and gambling in the colony. Racing clubs raised prize money from the bookmakers, horse owners used the betting ring to support their pursuit and, as horseracing became more organised, betting on the horses became a popular pastime. Betting was legal but unregulated and horseracing became the target of all those who wished to change public behaviour by removing gambling from organised sport.*

*The battle-lines were drawn in the Parliament of Victoria. By the late 1870s the pari-mutuel or totalisator form of betting challenged the primacy of the bookmaker in offering a betting service to the public...In 1906...[the] totalisator was closed, gambling was restricted to licensed on-course bookmakers, and the number of racing days allocated to proprietary racecourses reduced. Although the on-course totalisator was legalised in 1930, illegal off-course betting continued until 1960 when off-course betting through the Totalisator Agency Board (TAB) was legalised.*

*In the 1920s horseracing in Melbourne was given a major boost by the introduction of radio...After World War II horseracing was consolidated, centralised on the racing clubs based at Caulfield, Flemington and Moonee Valley, and at Sandown where a new course was opened in 1965. The late 1940s saw record crowds...*

*When the first TAB betting shops opened in 1961 the face of horseracing changed. The televising of races in hotels and TABs transformed the spectator experience. From the 1980s the racing clubs began to reconstruct facilities at the courses and to offer spectators a more attractive environment... (Senyard 2008).*

### Expressing social and political opinion

#### *Celebrating the larrikin spirit*

Melbourne has long been a city of contrast. Alongside its churches, free-thinkers and deep-seated Victorian respectability, it has also long been a city of gamblers, drinkers and larrikins. The very motivation to immigrate to an unknown life in the distant colonies was itself a gamble, and success often relied on luck as much as it did on talent and hard work. Much of Melbourne's wealth in the

nineteenth century derived from the game of speculation — itself a gamble of sorts — on the price of land and on the chance of finding gold. Betting and gambling were also carried on in private clubs, hotels, public parks, and elsewhere (Context 2012:90).

## SITE HISTORY

The land comprising the subject property at 131-141 Queen Street was first purchased by George Mercer as part of Crown Allotment 31, Block 14, in the City of Melbourne (CoM Maps). Before 1895, the buildings on the subject site were previously numbered 61-69 (Figure 1).

The listing of occupants in the Sands and McDougall street directory indicates that buildings existed on the subject site by 1861 (S&Mc 1861). In 1888, three, two-storey structures existed on the subject site for commercial and possibly residential purposes (Mahlstedt Map no 14, 1888).

It appears that the former buildings were demolished between late 1926 and 1927, as, by 1927, a new building was being erected on the site for the Victoria Club (S&Mc 1926,1927). A group of bookmakers who had split away from Tattersalls Subscription Betting Rooms founded the Victoria Club in 1880 for the purpose of calling cards and settling bets in a social, club environment (de Serville 2008). The Victoria Club, alternatively known as the Victorian Club, flourished, and, with increasing membership figures, its needs outgrew the old club premises on Bourke Street (*Argus* 8 March 1927:13). At a council meeting in 1923, the Victoria Club made the decision to purchase the land and buildings at Queen Street for £37,000 with further plans to borrow money for the purchase of the adjoining land (*Sporting Globe*, 3 October 1923:5). Similar clubs were in the process of expansion in the mid-to-late 1920s; Tattersalls clubs in Sydney and Brisbane had recently moved into elaborate new buildings and the design for the Victoria Club was developed to compare favourably with these buildings (*Argus* 8 March 1927:13).

Architects J Plottel, Bunnett, and Alsop prepared the plans for the new club in 1927 after engaging, at the club committee's request, in a thorough study of club architecture in England and America (*Argus* 8 March 1927:13). Plans were drawn for a 10-storey building with the intention to start works on the first three storeys immediately and the remainder to be built once the club had secured occupancy of the entire building (*Argus* 8 March 1927:13). The contract for the works was for £90,000 and construction completed by 1928 (MBAI 9615).

The design for the building was elaborate, featuring a façade modelled on Italian lines (Figure 4, Figure 5, Figure 6) and an interior replete with dining, reading and card rooms, a bar and buffet service, a barrel-vaulted lobby (Figure 11), mezzanine floor and marble stair-case (*Argus* 8 March 1927:13). H Oliver and Sons were the decoration contractors for the club; contemporaneous media described their use of freestone walls, oak panelling and the chosen colour scheme of cerulean blue, gold and vermillion, as unusual decorative features (*Real Property and Architecture* 18 July 1928:11).

### *Postwar additions*

In 1954, Plottel Bunnett & Alsop Partners Architects invited tenders on behalf of the Trustees of the Victoria Club for the construction of a seven-storey addition to the building (*Argus* 11 December 1954:13). The Commonwealth Oil Refineries planned to lease the seven-storey extension, which was expected to be completed before the 1956 Olympic Games, at an estimated cost of £500,000 (*Argus* 23 August 1955:6).

Queen Street was undergoing significant transformation in the 1950s and the Victoria Club was one of three buildings on the street that was built to the existing 40 m (132 ft) height limit level (set by the

planning regulations) at the time of its construction (*Argus* 6 April 1956: 19). Works were delayed in March 1956, by a building stoppage involving 75 workers walking off site work in protest against the failure of master builders to implement an agreement giving the workers an increase of 36 shillings per week (*Age* 14 March 1956: 3). However, it appears the matter was resolved as the additions were completed by 1956. By 1958, BP Australia were occupying the new seven-floor extension. Before the relocation, COR/BP head office was based at 90 William Street, Melbourne (*Commonwealth of Australia Gazette* 20 April 1950:891). The company continued to sell fuel under the COR brand until 1959 (BP Australia 2016). A photograph of the building from 1958 shows the building displaying both the BP and COR logos on its northern façade (Figure 8). During BP's occupation of the subject site, several reconfigurations of the interior took place via the instalment of partitions on the third, fourth and eighth floors in 1969, 1970 and 1973 respectively (MBAI).

#### *Victoria Club robbery*

On 21 April 1976 at the Victoria Club which had been founded as a breakaway social betting club, six masked gunmen invaded the club premises and made off with the takings from the Easter Racing Carnival (McConville 2008). The robbery, dubbed the 'great bookie robbery', drew significant media attention both in Australia and overseas (*Chicago Tribune* 22 April 1976:12). Following the robbery new windows and a mechanical door were installed in the building in 1977 and alterations to the staircases were made in 1978 (MBAI 49259). The Amateur Sports Club moved into the building in 1978, sharing premises with the Victoria Club who had been experiencing financial difficulty since the robbery (*Age* 7 February 1978:32). Internal alterations continued into the 1980s with partitions being erected in the fourth and eighth floors (MBAI). The robbery continues to be a subject of interest to Victorians; in 1986 a television miniseries dramatising the event was made and in June 2018 a segment on the robbery aired on the ABC's Nightlife radio program (IMDb 2018; ABC 2018).

In 1986 the Victoria Club sold their headquarters, moving the club premises to the 41st level of the Rialto Towers in 1987, again moving several times before the organisation folded between 2008 and 2012 (de Serville 2008; *Age* 4 April 2012).

#### *Other associations*

The Commercial Banking Company of Sydney moved into the building in 1928, the same year the basement was subdivided (S&Mc 1928; MBAI 10905). The following year Mrs R Rolls opened a café on the subject site and further additions were made in 1929 and 1930 (S&Mc 1929; MBAI). Between 1931-1938, the Victoria Club shared the premises with R Rolls Café (which became Rosa Café in 1935), the Commercial Banking Company of Sydney, and the Typewriter Service Company, later Sydney Pincombe Ltd Typewriter Imports. By 1942 the Victoria Club and the Commercial Bank of Sydney were the only listed occupants for the address (S&Mc 1942). Little building activity occurred in the 1930s-1940s except for partitions erected in 1946 (MBAI).

The subject site presently hosts a variety of occupants, including the Turf Sports Bar; the Universal Institute of Technology; and offices providing professional services. In early 2009 the *Growing Up* competition, initiated by the Committee for Melbourne's Future Focus Group, called for design submissions for a roof top garden on the subject site; the Committee received 32 submissions, awarding first place to 'Head for the Hill' by Bent Architecture (Ehrmann 2011). The roof top garden was officially opened in July 2010.

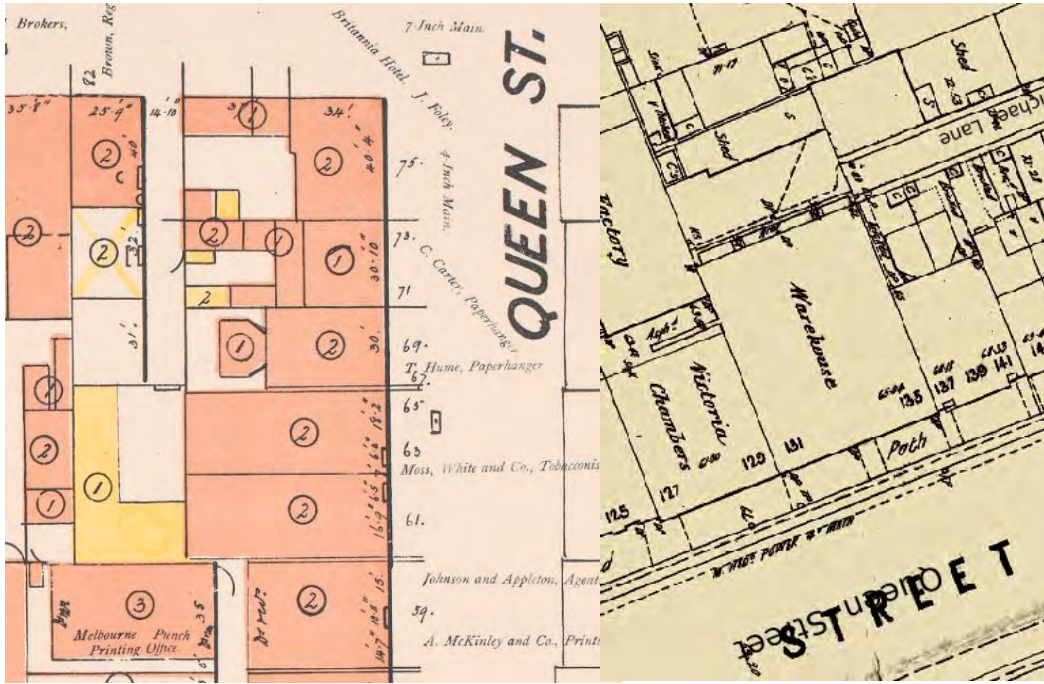


Figure 1. An extract from 1888 Mahlstedt Map showing the subject site numbered 61-69. (Source: Mahlstedt & Gee, no 14, 1888).

Figure 2. An extract from 1895 Melbourne Metropolitan Board of Works detail plan showing subject site numbered 131-141. (Source: CoMMaps).

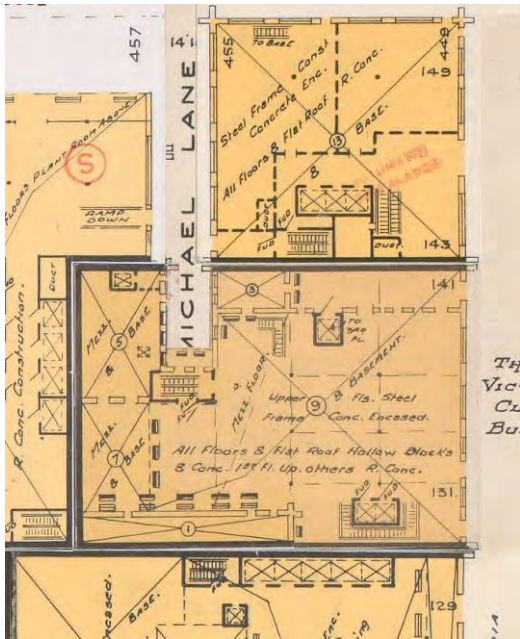


Figure 3. An extract from a 1948 Mahlstedt Map. Note that the map has been amended and shows the building post-1956 extensions. (Source: Mahlstedt Map Section 1, no 17, 1948).



Figure 4. Extract from 1927 building plans showing elevation and section of 131-141 Queen Street. (Source: PROV VPRS 11200/P1, unit 1175, item 9615)

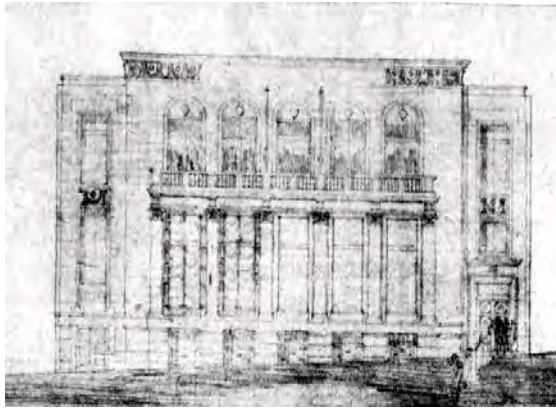


Figure 5. Elevation of the Victorian Club building's first three storeys. (Source: *Herald* 1 June 1927:13).



Figure 6. Victorian Club's new building. (Source: *Herald* 18 July 1928:11).

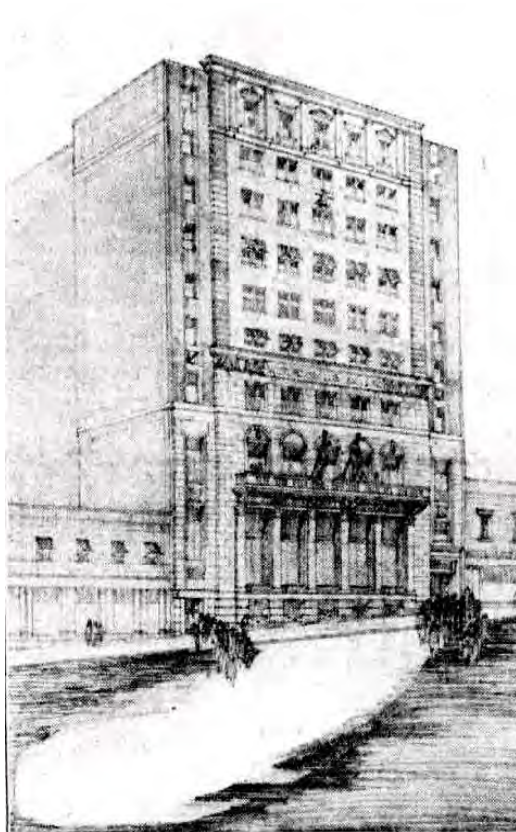


Figure 7. Victorian Club building as it will appear when the whole of the plans have been carried out (Source: *Herald* 1 June 1927:13).



Figure 8. BP Australia 131-141 Queens Street, showing BP and COR signage on the northern façade. (Source: Sievers 1958, SLV).

*Plottell, Ernest Bunett & George Alsop, architects*

There is little information available about Plottell, Ernest Bunett & George Alsop's partnership. It appears, from advertisements, that they commenced practice in the early 1920s working in both Canberra and Melbourne. During their brief partnership, the architects' works included the Golf Club House, Melbourne (*Herald* 14 September 1927:15); Barnet Glass Rubber Co Ltd factory, Footscray (*Construction and Local Government Journal* 26 June 1929:15); and major extensions to the Riverine

Club, Wagga Wagga (*Daily Advertiser* 21 September 1929:9). A notice in the Canberra Times in 1930, announced that the partnership had been dissolved by mutual consent on the 29 December 1929 (*Canberra Times* 10 February 1930:3).

Joseph Plottel, the most well-known of the partners, was born in Yorkshire in 1883. Plottel received his architectural training in London before moving to South Africa in 1903. In 1906, Plottel moved to Melbourne and worked for the railways, then in the office of Nahum Barnett before opening his own office in 1911. Plottel produced designs for a range of building types, including industrial, residential and commercial. His architectural style combined a Mediterranean influence with Moderne aesthetics. Plottel's works include the St Kilda Synagogue (1926) and the Beehive Building, Elizabeth Street, Melbourne (1935) (Grow 2012:545).

## **SITE DESCRIPTION**

The 10-storey Victoria Club building is situated between two buildings of a similar height and serviced by Michael Lane at the rear. The building was originally constructed as three storeys, with the final seven storeys added by the same architects but to a more restrained post war design. Queen Street was undergoing significant transformation in the 1950s and the Victoria Club was one of three buildings on the street being extended to the height limit applicable at the time of its construction in 1927.

The Victoria Club is designed in the interwar neo-classical style with three entrances; a central bay slightly projecting from each side that has its own entrance to the street and two symmetrically spaced side entrances. Interestingly the two side entrances are designed differently, one in grey granite and one in red. Both feature moulded door surrounds with the red entrance also including an entablature above the doorway and a combination of scrolled and egg and dart stone carving. The double timber doors feature a medallion motif.

The first three storeys are highly modelled and are composed of a base of granite with windows lighting a half basement. Entrances are located in the centre and to each side of the frontage with a half flight of stairs leading to the lofty space of the first-floor chamber (Figure 9). The exceptionally tall proportions of this room form a 'piano nobile' or principal first floor and have five floor to ceiling windows across the front. These are set within deep reveals of decorative moulded stucco with columns between. Above this floor is a full-length Italianate-style balconette opening from the first-floor board room. This floor has a repeating series of arch headed openings with blind arches decorated with a wreath motif. Windows and doors are multipaned as are the those of the floor below. Above the first three floors are seven floors of plain stucco facing and regular plain windows in contrast to the decorative floors below. A small cornice crowns the flat roof, now with landscaping and converted to a roof top bar.

The interior decoration noted in contemporaneous media described the use of freestone walls, oak panelling and the chosen colour scheme of cerulean blue, gold and vermillion, as unusual decorative features. Paint schemes still appear to reflect some of this detail in the way in which plaster detail is picked out. The barrel-vaulted lobby retains its decorative plaster ceiling, the ground floor chamber its ceiling and moulded column capitals, and the boardroom has a highly decorative geometric medallion ceiling.





Figure 9. First floor board room with decorative ceiling. (Source: Melbourne Heritage Action)



Figure 10. Ground level chamber ceiling and column detail ceiling. (Source: Melbourne Heritage Action)



Figure 11. Entry with decorative plaster vaulted ceiling. (Source: Melbourne Heritage Action)

## INTEGRITY

The Victoria Club building, completed in two stages – 1927 and 1956 – represents the culmination of the work of a single firm of architects over a 30 year period. Internally the main spaces have retained much of their original form and decorative elements. Overall the Victoria Club retains a high degree of integrity.

## COMPARATIVE ANALYSIS

The tradition of private member clubs from the nineteenth century such as the Melbourne, Australian, Naval and Military, Savage and Kelvin Clubs flourished in the early years of the twentieth century, particularly expanding the opportunities for women to enjoy the same benefits of a club as men had long enjoyed. Other specialist clubs such as RACV and Tattersall's also invested in city real estate and build social and accommodation facilities for their members.

The images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

*Curtin House, 248-258 Swanston Street, 1922 (Significant in HO507 Little Bourke Street precinct)*

Curtin House, in the Little Bourke Street precinct originally known as the Tattersall's Club is a seven-storey building of 1922. It includes the interior of the Tattersall's Club on the first floor with original columns and a coffered ceiling. The exterior is a fine example of the interwar classical style with a balconette across the entire frontage on the sixth floor.



Figure 12. Curtin House, 248-258 Swanston Street, formerly the Tattersall's Club constructed 1922.

*The Alexandra Club, 81 Collins Street, 1934 (HO568, Significant in HO504 Collins Street East precinct)*

The Alexandra Club was designed by Anketell & K Henderson in 1937. It features a neo-Georgian brick façade of five storeys. The interior retains its' 1930s design in decorative columns and coffered ceiling, concierge's cabin and lift lobby.



Figure 13. 81 Collins Street, Alexandra Club constructed 1934.

*Athenaeum Club, 83 Collins Street, 1929 (HO568, Significant in HO504 Collins Street East precinct)*

The Athenaeum Club is a six-storey brick and stucco building designed by Cedric Ballantyne in 1929.



Figure 14. Athenaeum Club, 79 Collins Street constructed 1929.

The three examples above are typologically quite similar to the Victoria Club in their scale and form and use. All employ aspects of the interwar architectural vocabulary of either neo-Classical or neo-Georgian design. The Victoria Club, a product of two different eras, was completed in the postwar era in an austere fashion resulting in a less elaborate overall design than that originally proposed. The Athenaeum, Tattersall's and the Alexandra clubs all represent a more united composition than the Victoria Club building. Tattersall's retains a significant interior as does the Victoria. Each club, including the Victoria, makes a significant contribution to the understanding of use and enjoyment of the city and its urban form.

**ASSESSMENT AGAINST CRITERIA**

✓	<p><b>CRITERION A</b> Importance to the course or pattern of our cultural or natural history (historical significance).</p>
	<p><b>CRITERION B</b> Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p>
	<p><b>CRITERION C</b> Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p>
✓	<p><b>CRITERION D</b> Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p>
✓	<p><b>CRITERION E</b> Importance of exhibiting particular aesthetic characteristics (aesthetic significance).</p>
	<p><b>CRITERION F</b> Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p>
	<p><b>CRITERION G</b> Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).</p>
✓	<p><b>CRITERION H</b> Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p>

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

The interior space or spaces of this place have been assessed as significant. Further comparative work on interiors in a future stage of the Hoddle Grid Heritage Review will inform whether interior controls for this place may be applied.

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**                      D

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**Central City Heritage  
Study 1993**                                      C

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**Review of Heritage  
overlay listings in the  
CBD 2002**                                      Ungraded

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**Central City Heritage  
Review 2011**                                      Ungraded

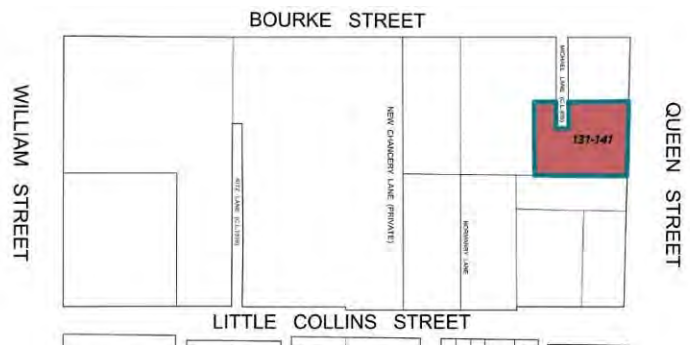
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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Victoria Club building

**PS ref no:** [Interim HHO1258](#)



### What is significant?

The former Victoria Club at 131-141 Queen Street, built as a three-storey building in 1927 and extended in 1956 with an additional seven storeys.

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 high level of integrity to its original design;
- The original pattern and size of fenestration; arch head openings and blind arches
- The entrance door surrounds, entablature, scrolled egg and dart stone relief, double timber doors with medallion motif;
- The granite cladding, balconette, columns, wreath motifs and cornice on the Queen Street elevation; [and](#)
- Original decorative interior features in the barrel-vaulted lobby, the ground floor chamber, and the boardroom.

Any later alterations are not significant.

**How it is significant?**

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131-141 Queen Street is of local historic, representative, aesthetic and associative significance.

**Why it is significant?**

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Historically the Victoria Club demonstrates the tradition of private member clubs in the central city. 131-141 Queen Street is of historic significance for its association with the Victoria Club and with the history of horse racing in Victoria. The Victoria Club, founded in 1880 by a group of bookmakers who split away from Tattersalls Subscription Betting Rooms, was set up for the purpose of calling cards and settling bets. A seven-storey addition to the building in 1956 demonstrates the growth of the club after World War Two. 131-141 Queen Street is of historical significance as the clubrooms, from 1927 to 1986, of one of the earliest and longest running clubs in the state. It is of historical significance as the location in 1976 of the 'great bookie robbery', an event which attracted widespread public attention and ultimately contributed to the demise of the Victoria Club. (Criterion A)

131-141 Queen Street is a notable example of interwar neo-Classicism. This is evident in the highly elaborate first three levels that are articulated through manipulating floor to ceiling heights and giving importance to the first floor in the form of a 'piano nobile'. The building also demonstrates the practice of extending low rise buildings of two or three storeys to meet the 40-metre height limit, once this became possible in the 1950s. (Criterion D)

The Victoria Club is aesthetically significant for its exterior and interior to the extent of its 1920s features designed by Joseph Plottel, Ernest Bunett & George Alsop. Attributes of aesthetic significance include the first three floors as expressed on the exterior and the interior spaces of the entrance with its barrel-vaulted ceiling, ground floor chamber and first floor board room. The granite half basement and grey and red granite surrounds to the entrance doorways are highly decorative as are the timber double doors to the northernmost entrance. Other attributes include the windows, doors and balconette to the Queen Street elevation. (Criterion E)

The Victoria Club Building is of significance for its long association with the Victoria Club, an organisation established by and for bookmakers, and an important part of Victoria's racing history. The Victoria Club building was designed for and built by the Victoria Club and was 'home' to club members – bookmakers – for nearly 60 years; it was their first permanent clubrooms and the location of the event that brought them notoriety, and that may have ultimately impacted the ability of the club to survive. (Criterion H)

**Primary source**

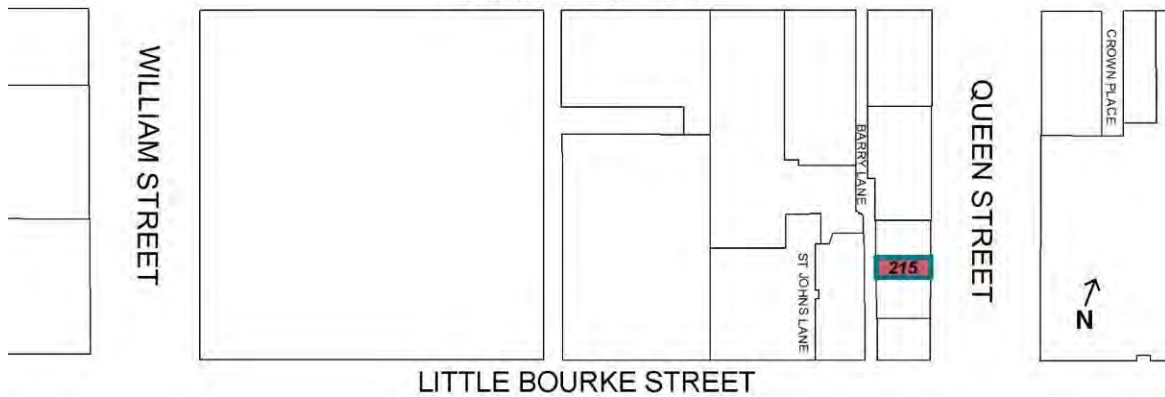
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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

<b>SITE NAME</b>	Shop
<b>STREET ADDRESS</b>	215 Queen Street Melbourne
<b>PROPERTY ID</b>	108077



LONSDALE STREET



SURVEY DATE: October 2018

SURVEY BY: Context

**HERITAGE INVENTORY** H7822-1238

**EXISTING HERITAGE OVERLAY** No

**PLACE TYPE** Individual Heritage Place

**PROPOSED CATEGORY** Significant

**DESIGNER / ARCHITECT / ARTIST:** Henry Hare & Hare

**FORMER GRADE** C  
**BUILDER:** Not known

**DEVELOPMENT PERIOD:** Interwar Period (c1919-c1940)

**DATE OF CREATION / MAJOR CONSTRUCTION:** 1927

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review Vols. 3 & 4 June 2016) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a Commercial City	5.5 Building a manufacturing capacity

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no: 19</b>	<b>Inventory no: 238</b>
<b>Character of Occupation: Commercial, Residential</b>	
Land sale details not provided	
1866 Cox	Two-storey building
1880 Panorama	Two-storey building
1888 Mahlstedt	Two-storey building, J Reid then F Harlem, Tailor
1905/6 Mahlstedt	Two-storey building, J Reid then F Harlem, Tailor
THEMATIC MAPPING AND LAND USE	
1890s	Manufacturing
1920s	Bank, Café
1960s	Manufacturing, Offices

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

## SUMMARY

215 Queen Street, Melbourne, is a two-storey shop and business premises, constructed in 1927 to a design by Henry Hare & Hare, architects and consulting engineers. The building was long associated with the manufacturing industry in Melbourne, including around 30 years with tailor, Phillip Alfred Whitcroft.

## HISTORICAL CONTEXT

### Building a commercial city

#### *Building a manufacturing capacity*

Even before the early 1850s, Melbourne had established the foundational infrastructure for international trade and commerce, including retail markets, shipping agents, and industry and finance houses - the beginnings of an entrepreneurial global city (Context 2012:2).

By the early 1840s, Elizabeth and Swanston streets, from the Town Hall in the east and the General Post Office to the west, had become the focus of retail activity, influenced also by the location of the Western Market in the west of the city. The Eastern Market opened in 1847 as a fruit and vegetable market on the corner of Stephen Street (later Exhibition Street) and Bourke Street and drew retail further east. The department store Buckley and Nunn opened in 1854, establishing Bourke Street as the preferred retail strip.

With the economic boom of the 1880s, the 1880s-1890s was a decade of significant expansion in Melbourne. Investment funds poured in from Britain, imposing buildings were constructed, and speculation reached fever pitch in land, houses, offices and shops (Marsden 2000:28). As Graeme Davison states, commercial Melbourne extravagantly asserted 'her wealth in stucco and stone' (cited in Marsden 2000:28). Multi-storey shop and dwelling type buildings housing ground-level shop with rooms above were constructed across the retail strips of Melbourne (Lovell Chen 2017:220).

Development slowed during the economic depression of the 1890s, only recovering with the revival of immigration in the first decades of the twentieth century. Although affected by World War One in the period 1914-1918, by the end of the 1920s Melbourne's population had reached one million people. In the first decades of the twentieth century, the demand for residential development declined in central Melbourne as many residents moved out of the city to the suburbs, and the booming retail and manufacturing sectors rapidly took up available city properties (Marsden 2000:29-30).

Development in the city slowed with the widespread economic depression of the later 1920s and early 1930s. Because of a lack of finance over this period, instead of new construction, some city buildings were substantially remodelled to create new commercial spaces.

Through until the 1940s many city factories and warehouses were left empty or converted for other uses (Context 2012:35). From the end of World War Two to the beginning of the 1970s, Melbourne underwent the most sustained growth in its history, mostly based on the manufacturing industry.

### SITE HISTORY

The site at 215 Queen Street is part of Crown Allotment 10, Block 19, originally purchased by C Scott from Melbourne. The site was occupied by a two-storey building from 1866. Between c1888 and c1910, tailor F Harlem was the tenant of the building (Fels, Lavelle, Mider 1993, Inventory no 238). The former Victorian building was replaced with the current two-storey shop in 1927.

In March 1927, Henry Hare & Hare, architects and consulting engineers, invited tenders for erecting a two-storey shop and business premises at 215 Queen Street for the owner Harris Dunman Hurst (*Argus* 23 March 1927:4; RB 1927-29). The building application was lodged with the City of Melbourne in April 1927, with the construction cost stated as £1280. The building works continued throughout the year, and in November 1927, a shopfront was erected on the ground floor at a cost of

£150 (MBAI 9580, 10145). In 1929, the City of Melbourne Rate Book listed the building as a 'brick counting house' (RB 1929).

A Fire Survey Plan shows the double-storey brick shop with reinforced concrete floors and steps to the upper level located near the southern wall of the building. There was also a rear entrance to the building as seen in Figure 1 (RM 1929; Mahlstedt Map section 1, no 16, 1923 - amended after 1927).

During the first years, several short-term tenants traded in the building. The ground floor was initially tenanted to the National Bank of Australasia, which opened on 23 January 1928 with E H Wreford as the chief manager (*Herald* 19 January 1928:7). The branch had moved from the premises by c1934 (S&Mc 1935). Jerdan & Eyton tea rooms were located on the upper level, then addressed as 215a Queen Street, between 1928 and c1931 (S&Mc 1929-32). For a short period in 1935, the Ruskin Ticket Writing School provided classes at 215 Queen Street (*Age* 5 Age 1935:3).

From c1934 to the late 1950s, Arthur Elwyn Parsons, New South Wales-born scientific instrument maker, occupied 215a Queen Street, likely to be the upper level of 215 Queen Street. Parsons sold metal cabinets and professional surveying and scientific tools, employing full-time cabinetmakers and joiners to manufacture the items (S&Mc 1935-55; *Age* 13 June 1942:12; 12 July 1950:19).

Around the same period, between 1936 and the early 1960s, the main address 215 Queen Street, presumably the ground floor, was tenanted by Phillip Alfred Whitcroft, tailor. A newspaper advertisement published in August 1936 described the new premises of Whitcroft as a 'commodious and up-to-date' space that had fitting rooms, workrooms and a window display (*Advocate* 13 August 1936:9; S&Mc 2938-1960). Well known to Melbourne's Catholic community, Whitcroft opened the premises at 215 Queen Street for church gatherings and meetings. In 1938, a meeting was held at the subject site for arranging the La Verna Ball, which was held at Earl's Court, St Kilda, with supervision of St Paschal's Franciscan House of Studies, Box Hill (*Argus* 5 August 1938:4). In 1949, members representing 18 groups of the Catholic War Veteran's Association held their quarterly meeting at the office of Whitcroft (*Advocate* 23 June 1949:23).

Later tenants at 215 Queen Street included Bancroft's dry cleaners, c1960-65; Top 4, c1970; Spotless, c1974, and I Amiet, photographer (S&Mc 1960-1974).



Figure 1. Extract from Mahlstedt map showing 215 Queen Street in 1923. (Source: Mahlstedt Map Section 1 no 16 1923)

In mid-1988, the shopfront was altered at a cost of \$6000, and in April 1989, the property was advertised for sale (MBAI 64700; Age 1 April 1989). The building was refurbished again in 1996, and currently houses a restaurant (CoMMaps).

*Henry Hare & Hare, architects*

The Victorian Heritage Register citation for the Neo-Greco styled former ES&A Bank at 219-225 Swanston Street Melbourne, also designed by Hare & Hare, describes the firm as follows:

*Henry Hare was an engineer for Johns and Waygood before entering into partnership with C H Ballantyne in 1919, following the death of Ballantyne's partner, Percy Oakden, in 1917. This partnership appears to have continued until 1925 and the partnership of Henry Hare & Hare was then formed. Few buildings are recorded as being designed by this firm of architects, however their work includes the ES&A Bank, Swanston Street; Rycroft Hall, South Yarra (by 1929); a distillery, Corio (by 1929) and Dominion House, 57 Flinders Lane (by 1931). The latter is an example of a very simple stripped classical building with alternating pilaster strips (originally of red brick but now painted) and vertical rows of multi-paned windows (VHD).*

## SITE DESCRIPTION

Located on the western side of Queen Street between Lonsdale and Little Bourke streets, and with a rear boundary to Barry Lane to the west, 215 Queen Street, is a two-storey shop with rendered finish to the Queen Street façade, constructed in 1927. The Barry Lane elevation is of face brickwork, which has been partially overpainted in the lower section.

The Queen Street façade is symmetrical and exhibits some aspects of the Neo-Greco or Classical Revival styles, as well as the influence of the Inter-War Commercial Palazzo style, which was in vogue at the time for much more substantial buildings. Projecting rusticated pilasters, a deep parapet with simple triangulated pediment and restrained geometric motifs are the characteristics of the Neo-Classical style buildings. At the upper level, the façade is of painted render over loadbearing brickwork, and there are three vertically proportioned rectangular window openings with simple masonry architraves. The original steel framed windows appear to be extant, although they may be contemporary replicas of the originals.

At street level, the original shopfront appears to be largely intact, including the leaded glass toplight with a diagonal geometric pattern that extends across the full extent of the shopfront, and the metal frame shopfront with recessed entry door also appears to be original. A masonry pilaster with a fluted capital supports the first floor spandrel at each end of the building.

The Barry Lane elevation is of unpainted loadbearing face brickwork with a low parapet. The original window openings with their steel frame windows and large central loading door are extant, with a continuous rendered lintel over. Low windows with fitted with later security bars allow for lighting into the rear section of the ground floor.

## INTEGRITY

215 Queen Street is highly intact with few changes visible to the original or early elements of the building. The building retains painted render principle façade to Queen Street, with rusticated

pilasters, a deep parapet with simple triangulated parapet and restrained geometric motifs. It substantially retains its original shopfront and possibly upper floor steel frame windows, pattern of openings and timber frame windows. The building also retains its original built form and scale, as well as materials and stylistic details. Overall, the building has very high integrity.

### COMPARATIVE ANALYSIS

215 Queen Street is a highly intact example of a modest two-storey shop, constructed in the early interwar period and exhibiting some aspects of the Neo-Greco or Classical Revival styles. With its modest scale, detailing and commercial use, it can be compared with other interwar period commercial or retail buildings. Erected to serve as daily retail points, the small number of surviving shops can be found in both main streets and smaller laneways in the peripheral precincts around the main commercial area of central Melbourne. Whilst the upper storeys have become more used for storage or other uses rather than residential, the ground floors of these examples continue to operate as commercial outlets.

The subject building is comparable with the following examples, being of a similar use, scale, location and creation date. The below images and descriptions are provided by CoMMaps unless stated otherwise, with images dating from c2000 or later.

*Hill of Content Bookshop, 86 Bourke Street, 1925 (HO538, HO500 Bourke Hill Precinct)*

Three storey rendered brick shop. Designed by Peck & Kempter in the Grecian Revival style and built in 1925. Architecturally a typical neo-Grecian commercial design which retains much of its upper level and canopy detailing but more significant for its (continuing) association with book selling and publishing in an area haunted by the Melbourne bohemians of the interwar period.



Figure 2. 86 Bourke Street, built in 1925.

*307-311 Elizabeth Street, 1927 (Significant in HO1204 Elizabeth Street West Precinct)*

Two-storey brick building built in 1927 as a motor showroom for Stillwell & Parry (Lovell Chen 2017:51).





Figure 3. 307-311 Elizabeth Street, built in 1927. (Source: Lovell Chen 2017)

*295-297 Elizabeth Street, circa 1930s (Contributory in HO1204 Elizabeth Street West Precinct)*

Two- storey rendered brick shop. Built in the early 1930s.



Figure 4. 295-297 Elizabeth Street, built in the early 1930s. (Source: Google 2019)

*349 Elizabeth Street, c1920s (Contributory in HO1204 Elizabeth Street West Precinct)*

Two-storey concrete rendered shop. Built in the 1920s in Neo-Greco style.



Figure 5. 349 Elizabeth Street, built in the c1920s.

*349-351 Little Bourke Street, c1916-25 (Contributory in HO1204 Elizabeth Street West Precinct)*

Two-storey brick building. Built inter-war.



Figure 6. 349-351 Little Bourke Street, built between c1916-1925.

215 Queen Street is a highly intact example of a modest two-storey shop/office, a common building typology in central Melbourne throughout the period from the mid nineteenth century into the interwar period. The building is somewhat unusual in that, having been constructed in the latter part of this phase of low scale retail development, it exhibits some aspects of the Neo-Greco or Classical Revival styles that gained popularity during the interwar period, generally reserved for much more substantial buildings. Moreover, it is highly intact, especially as it substantially retains its original shopfront, as in most cases these elements have been replaced over time in response to changing retail requirements.

In terms of typology and period, 215 Queen Street is generally comparable to the above HO listed interwar period buildings with some aspects of the Neo-Greco style or other decorative detailing derived from classic architecture. It is particularly comparable to Hill of Content Bookshop at 86 Bourke Street, constructed in 1925, and the building at 307-311 Elizabeth Street, constructed in 1927. 215 Queen Street is also comparable to the modest examples such as 295-297 Elizabeth Street, 349 Elizabeth Street and 349-351 Little Bourke Street, but is distinguished for its high degree of integrity, retaining early elements including the metal-framed shopfronts on the ground level.

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**ASSESSMENT AGAINST CRITERIA**


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✓

**CRITERION A**

Importance to the course or pattern of our cultural or natural history (historical significance).

---

**CRITERION B**

Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

---

**CRITERION C**

Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

---

✓

**CRITERION D**

Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

---

**CRITERION E**

Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

---

**CRITERION F**

Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

---

**CRITERION G**

Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

---

**CRITERION H**

Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

**REFERENCES**

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Age, as cited.

Argus, as cited.

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

D

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**Central City Heritage  
Study 1993**

C

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**Review of Heritage  
overlay listings in the  
CBD 2002**

Ungraded

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**Central City Heritage  
Review 2011**

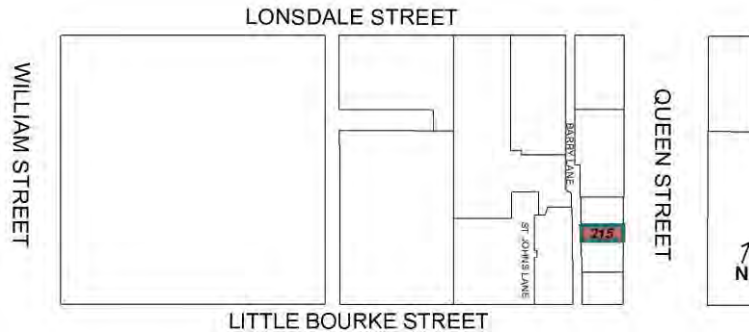
Ungraded

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## STATEMENT OF SIGNIFICANCE

Heritage Place: Shop

PS ref no: HO1371XXXX



## What is significant?

The two-storey building at 215 Queen Street, Melbourne, built in 1927 to a design by architects Henry Hare & Hare, is significant.

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

- The original building form and scale;
- The original painted render brick wall façade to Queen Street and pattern of fenestration including rusticated pilasters, deep parapet with triangulated pediment, restrained geometric motifs and rectangular window openings;



- The original components of metal frame shopfront with recessed entry door and leaded glass toplight;
- The original steel framed windows (although may be contemporary replicas of the originals); ~~and~~
- The original face brick elevation to Barry Lane and pattern of fenestration and original steel frame windows.

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**How it is significant?**

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215 Queen Street, Melbourne, is of local historic and representative significance to the City of Melbourne.

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**Why it is significant?**

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The building at 215 Queen Street, built for the owner Harris Dunman Hurst in 1927 to a design by architects Henry Hare & Hare, is historically significant for the evidence it provides of the retail and manufacturing expansion in central Melbourne in the 1920s, a key phase in the expansion of commercial development in the city of Melbourne prior to the widespread economic depression of the later 1920s and early 1930s. By the end of the 1920s Melbourne's population had reached one million, and many residents moved out of the city to suburbs, with the retail and manufacturing sectors rapidly taking up city properties. Two long-term tenants of the building were scientific instrument maker Arthur Elwyn Parsons, from c1934 to the late 1950s, and tailor Phillip Alfred Whitcroft, from 1936 to the early 1960s. As small-scale manufacturers Parsons and Whitcroft typified the businesses that contributed to Melbourne's most sustained growth in its history from the end of World War Two to the beginning of the 1970s, mostly based on the manufacturing industry. (Criterion A)

The building at 215 Queen Street is significant as a highly intact, somewhat unusual and well executed example of an interwar two-storey shop and business premises that exhibits some aspects of the Neo-Greco or Classical Revival styles derived from classic architecture, in vogue at the time for much more substantial (especially commercial) buildings. The shop building features key characteristics of the style and building type, including rusticated pilasters, deep parapet with triangulated pediment, restrained geometric motifs and rectangular window openings. The building is also notable for its substantially intact shopfront, including the leaded glass toplight that includes the geometric pattern continued in the decorative theme of the upper section of the building. (Criterion D)

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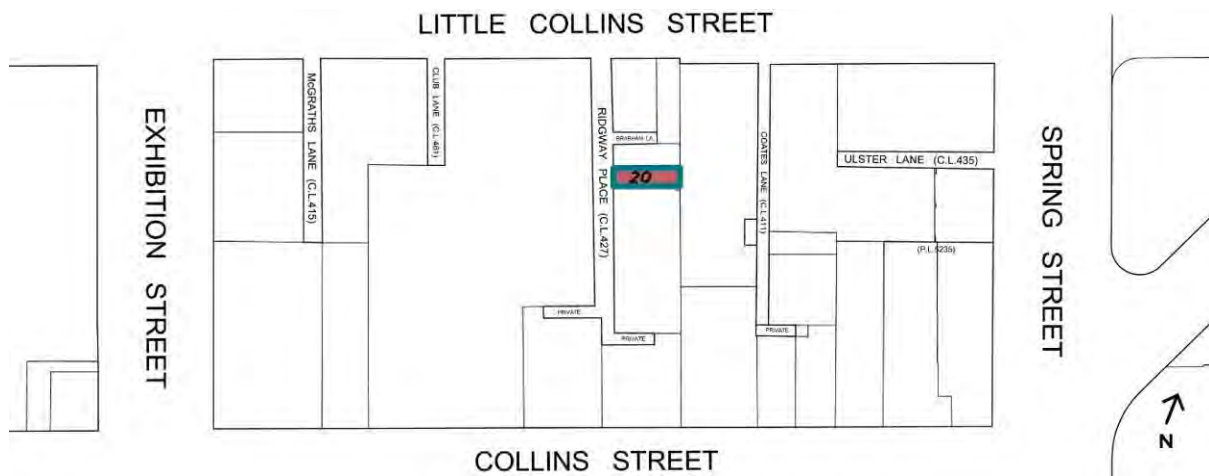
**Primary source**

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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ (updated March 2022)



<b>SITE NAME</b>	Former Ridgway Terrace
<b>STREET ADDRESS</b>	20 Ridgway Place Melbourne
<b>PROPERTY ID</b>	108273



SURVEY DATE: October 2017

SURVEY BY: Context

<b>HERITAGE INVENTORY</b>	H7822-1776	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Laver, Fick & Vance	<b>FORMER GRADE</b>	D
		<b>BUILDER:</b>	W A Cooper
<b>DEVELOPMENT PERIOD:</b>	Victorian Period (1851-1901)	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1898

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
8 Living in the city	8.2 Housing the population

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no: 48</b>	<b>Inventory no: 776</b>
<b>Character of Occupation: Commercial, residential</b>	
Fifth land sale 1839, Allotment 5. Lanes and subdivisions developed by 1839.	
1850 Proeschel	Building on site
1855 Kearney	Building on site
1866 Cox	Building on site
1877 Dove	
1880 Panorama	
1888 Mahlstedt	Part of one-storey house
1905/6 Mahlstedt	Part of two-storey house, also lane.
THEMATIC MAPPING AND LAND USE	
1890s	Residential
1920s	Residential
1960s	Residential

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

## SUMMARY

20 Ridgway Place, a two-storey residence built in 1898, designed by Laver, Fick and Vance and built by William Cooper is a surviving example of the modest houses that were built along the back lanes of the central city. It demonstrates a way of life of the city's poorer residents.

## HISTORICAL CONTEXT

### Living in the City

*Housing the population*

While many of Melbourne's poor were accommodated within the city proper, wealthier citizens established more salubrious places of residence away from the city centre on the high side of the river in Kew, Hawthorn, Toorak or South Yarra, or by the bay at Brighton or St Kilda. Within the City of Melbourne there were pockets of higher quality housing in East Melbourne, in St Kilda Road, and in parts of South Carlton. The disparity between the villas of East Melbourne and the simple workers' cottages of West Melbourne reflected on a small scale the broader tendency in Melbourne's suburbs of what has been termed 'the poor west vs affluent east syndrome'. Outside the central city grid, in the surrounding suburbs of Carlton, West Melbourne, North Melbourne and East Melbourne, there was a greater concentration of residential building and more early housing has survived here than in the central city (Context 2012:65).

Accommodation was also provided for single men and women, and others in non-traditional living arrangements. Gordon House in Little Bourke Street was a notable early attempt at subsidised housing. Built in 1883, this innovative development was designed to provide accommodation for low-income families. Some large city residences were divided up into apartments in the 1880s, but it wasn't until the early twentieth century that self-contained flats became popular. They provided a cheaper and more desirable housing option for many and were popular with single men and 'bohemian' types (Context 2012:65).

## SITE HISTORY

The land at 20 Ridgway Place was part of Section 5, Block 9, purchased by Captain Henry W Wigmore after 1839 (DCLS). Ridgway Place and subdivisions within it had been developed by 1839, with the name, 'Ridgway Place' adopted prior to 1863 (Zhang 2008). The earliest documented occupation of the site was in 1850 (Fels, Lavelle & Mider 1993, inventory no 776). Ridgway Place was also referred to as Ridgway Street (Mahlstedt Map, section 1, no 2, 1910). In 1888 a single storey house occupied the site (Mahlstedt Map, section 1, no 9A, 1888).

In 1898-99, the subject site was part of an allotment measuring 100 feet by 56 feet with a frontage to Ridgway Place. This allotment included land formerly numbered as 10-20 Ridgway Place, now occupied by the Lyceum Club (*Age* 10 June 1898:2). Following a land sale in June 1898, six two-storey brick dwellings were erected by the owner, the Australian Widows' Fund Life Assurance Society Ltd (AWF). The architect was Laver, Fick & Vance, and the builder was W A Cooper (MCC registration no 7342, as cited in AAI record no 76907). The six modest semi-detached cottages were built in two rows of three five-roomed houses (Mahlstedt 1910, section 1, no 2; *Age* 13 June 1898:2).

AWF was formed in 1871 and was absorbed into the Mutual Life & Citizens Assurance Co Ltd (MLC) in 1910. With a particular focus on insurance policies for widows, the company had branches in Melbourne, Sydney, Adelaide, Brisbane and Launceston (AusPostalHistory 2008). The six cottages were auctioned in 1906, presumably due to the economic hardship of AWF, which led to its amalgamation with MLC (*Age* 22 November 1906:2; AusPostalHistory 2008).

The cottages were referred to as 'Ridgway Terrace' in a 1919 auction notice (*Age* 27 August 1919:2). According to the notice, at this time each cottage contained five rooms, a bath, troughs, and an asphalted backyard. With its position opposite the Melbourne Club, the two-storey cottages took in views overlooking the Club's garden. The rental profit of the terrace row in 1919 was £239 (*Age* 27 August 1919:2).

Between 1930 and 1950, both terrace rows were owned by the adjacent Melbourne Club; the cottages are believed to have been used as lodgings for the men (grooms, drivers etc.) who accompanied country members of the Club to Melbourne. At this point, the land had approximately 140 feet frontage to Ridgway Place and incorporated 2 Ridgway Place (*Argus* 9 September 1950:20).

The current allotment at 20 Ridgway Place, measuring 16 by 56 feet, was separated from the land at 2-18 Ridgway Place in c1956. Jean Vera Armstrong, wife of Maxwell Thomas Armstrong, retailer, was the owner in 1955-57 (RB 1955-57; Australia Electoral Commission, *Australian Electoral Rolls*, 1954). After the change of ownership, the Net Annual Value of the building increased to £150, more than double that of the other cottages in the row (RB 1955-60). In 1960, the residence at 20 Ridgway Place was owned by Felicity Addison Clemons, wife of doctor, George Maxwell Wilmore Clemons, (RB 1960; Australia Electoral Commission, *Australian Electoral Rolls*, 1954).

With the subdivision of the allotments, the subject dwelling remained as the only surviving residence in the laneway, as all the other cottages were removed to make way for the Lyceum Club erected in 1959 on the land known as 2-18 Ridgway Place (RB 1959-60).

The cottage at 20 Ridgway Place provided a home for city workers, being described in 1930 as 'suitable for two friends or single' (*Age* 10 February 1930:3). The first tenant at 20 Ridgway Place was William F Beckett, livery stable proprietor, and his wife, followed by Chone Marget, confectioner (S&Mc 1900-1910). Between the 1910s and 1950s, the residence was tenanted by single or married women. Mrs Catherine Ryan lived in the house for over fifteen years from 1910 to the mid-1930s (RB 1910-1930; S&Mc 1935). Miss Keara G Tuson was the tenant in the early 1940s (RB 1940; S&Mc 1942).

Today, 20 Ridgway Place continues to be used as a residential building (CoMMaps).

## **SITE DESCRIPTION**

20 Ridgway Place, originally built as two-storey brick dwelling, is located in Ridgway Place off the southern side of Little Collins Street. Its distinctive setting includes the masonry wall and overhanging trees of the Melbourne Club, a contemporary infill at 22 Ridgway Place and the Lyceum Club (individually significant in the Hoddle Grid Heritage Review, Stage 1) The house sits on the property boundary with no setback. It has painted masonry wall and a rendered parapet, with simple detailing reflective of the working-class residential buildings in the city. Although its original setting within the terrace row has been lost, the building façade is relatively intact with face brick and rendered panels. An original parapet with plain render finish and lintels are intact. On the upper level, a pair of double-hung windows and continuous window sill are set within a plain rendered panel. A doorway and a single rectangular window are on the ground level. The wrought iron grille in the ground floor window is a more recent addition. The dwelling has two additional levels set-back from the frontage and has been extended to the rear. A second-storey addition is visible from the street level.

## **INTEGRITY**

The façade of the building remains generally intact although there is a two-storey addition is setback behind the parapet. The balustrading above the parapet is not original. The house remains legible as a residential building.

## COMPARATIVE ANALYSIS

Many residential buildings constructed during the nineteenth century are now gone, and the city streets once densely populated with small scale cottages has been transformed in character. This is particularly true of the working-class houses that did not survive the 1880s boom period within the Hoddle Grid. There are many examples of the shop and residence typology with the ground floor designed as a commercial tenancy and the residence located on the first floor. There are far fewer remaining examples of residential buildings without the commercial component.

The following examples are comparable with the subject building, being of a similar style, scale and construction date, although their original uses vary. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dated c2000 or later.

*474 Little Lonsdale Street, 1879 (Interim HO1282 – recommended as significant in the Hoddle Grid Heritage Review)*

This small two-storey building built in 1879 on the corner of Little Lonsdale and Park Street was originally one of a pair of houses built to face Park Street. While the building has undergone substantial changes to its use, orientation and appearance, it still retains the early residential form and elements of the mid-Victorian detailing to its upper façade.



Figure 1. 474 Little Lonsdale Street constructed 1879.

*Shop and residence, 74 Collins Street, 1855 (HO569)*

The only early residential building remaining from this period at the top end of Collins Street, which once contained a number of doctor's surgeries and their attached houses. It was converted to a shop in 1927 but still retains the appearance of a mid-Victorian-era residence



Figure 2. 74 Collins Street, former residence and surgery constructed 1855.

*215-217 Swanston Street, 1856 (Interim HO1291, Significant in Interim HO1288 Swanston Street North Precinct – recommended as significant in the Hoddle Grid Heritage Review)*

215-217 Swanston Street is a shop/residence from pre-1860. Once part of a terrace of four identical buildings, it is the sole survivor of the row. 215-217 Swanston Street is legible as an early building of the 1850s at the upper level. The windows to the ground floor have been changed.



Figure 3. 215-217 Swanston Street constructed pre-1860. (Source: Context, 2017)

20 Ridgway Place is one of relatively few residential buildings remaining in the Hoddle Grid. While certainly not the earliest, it is nevertheless an important reminder of living in the city. It is relatively intact, having not undergone conversion to a shop such as 74 Collins Street and 215-217 Swanston Street. Its integrity is higher than that of 38-40 Lonsdale Street. Like 215-217 Swanston Street, 20 Ridgway Place remains as a survivor from a row of houses since demolished.



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**ASSESSMENT AGAINST CRITERIA**


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✓ **CRITERION A**  
Importance to the course or pattern of our cultural or natural history (historical significance).

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✓ **CRITERION B**  
Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

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**CRITERION C**  
Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

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✓ **CRITERION D**  
Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

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**CRITERION E**  
Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

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**CRITERION F**  
Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

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**CRITERION G**  
Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

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**CRITERION H**  
Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

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**REFERENCES**

*Age*, as cited.

*Argus*, as cited.

AusPostalHistory 2008, 'THE AUSTRALIAN WIDOWS' FUND: BOOM & BUST', *Australian Postal History & Social Philately*, <http://www.auspostalhistory.com/>, accessed March-April 2018.

Australia Electoral Commission, *Australian Electoral Rolls, 1903-1980*

Australian Architectural Index (AAI), as cited. Copyright Miles Lewis.

City of Melbourne Interactive Maps (CoMMaps) 2017, <http://maps.melbourne.vic.gov.au/>, accessed 7 June 2017.

City of Melbourne Municipal Rate Books (RB), as cited.

Context Pty Ltd 2012, *Thematic History: A History of the City of Melbourne's Urban Environment*, prepared for the City of Melbourne.

Department of Crown Lands and Survey, Victoria (DCLS) c1839, 'Names of purchasers and amounts paid for allotments at first land sales held in Melbourne in 1837, 1838 and 1839', State Library of Victoria (SLV): Land subdivisions of Melbourne and suburbs, 1837-1876 Map key, accessed online 11 May 2018.

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Mahlstedt and Gee 1888, *Standard plans of the city of Melbourne*, Mahlstedt and Gee, Melbourne.

Mahlstedt, G 1910, *Index to City of Melbourne detail fire survey*, Mahlstedt, Melbourne.

Mahlstedt's Pty Ltd 1925 *City of Melbourne detail fire survey. Section 1*, Mahlstedt Pty Ltd, Melbourne.

Sands & McDougall, *Melbourne and Suburban Directories (S&Mc)*, as cited.

Zhang, Biheng 2008, 'Ridgway Place' in *eMelbourne*, School of Historical and Philosophical Studies, The University of Melbourne, <http://www.emelbourne.net.au/>, accessed April 2018.

**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985** D

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**Central City Heritage  
Study 1993** D

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**Review of Heritage  
overlay listings in the  
CBD 2002** Ungraded

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**Central City Heritage  
Review 2011** Ungraded

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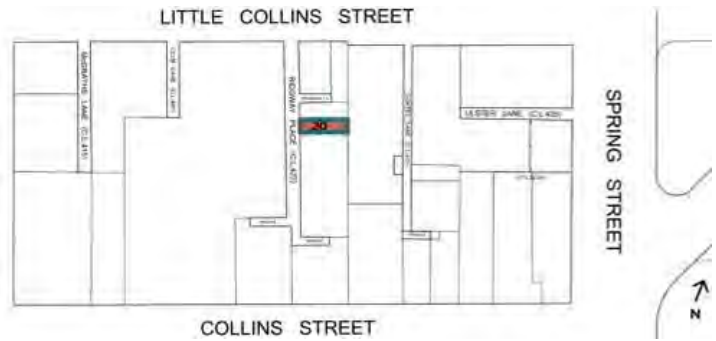
## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Ridgway Terrace

**PS ref no:** [Interim](#) HO1252



EXHIBITION STREET



### What is significant?

20 Ridgway Place, Melbourne, a two-storey residence built in 1898, designed by Laver, Fick and Vance and built by William Cooper.

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 high level of integrity to its original design;
- Loadbearing brickwork and a plain rendered parapet;
- Pattern and size of original fenestration; ~~and~~
- Timber double-hung windows, original continuous sills and lintels above the openings.

Upper-level additions setback behind the parapet, and more recent alterations, including the wrought iron grille in the ground floor window and the balustrading above the parapet, are not significant.

**How it is significant?**

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20 Ridgway Place, Melbourne is of local historic, rarity and representative significance to the City of Melbourne.

**Why it is significant?**

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20 Ridgway Place is historically significant as an example of residential development in central Melbourne in the late-Victorian period. As the only remaining cottage of six two-storey brick dwellings erected c1898 as an investment by the Australian Widows' Fund Life Assurance Society Ltd, the house at 20 Ridgway Place demonstrates the modest houses that were built along the back lanes of the central city from the late nineteenth century. The residence is also significant for its association with the Australian Widows' Fund Life Assurance Society, formed in 1871 with a particular focus on providing insurance policies for widows. (Criterion A)

20 Ridgway Place is a rare example of a residential building in the Hoddle Grid area. It survives as one of a diminishing number of small residences in the central city and the only one that has been identified from the late Victorian era. Rarity also extends to it being the last remaining house in a terrace row and as an early form of social housing. (Criterion B)

20 Ridgway Place is significant as a residential building with attributes including the laneway setting, a two-storey form with narrow frontage and an arrangement of door and window openings characteristic of terrace houses. Its late-Victorian attributes extend to its materials of brick and render construction (now overpainted). (Criterion D)

**Primary source**

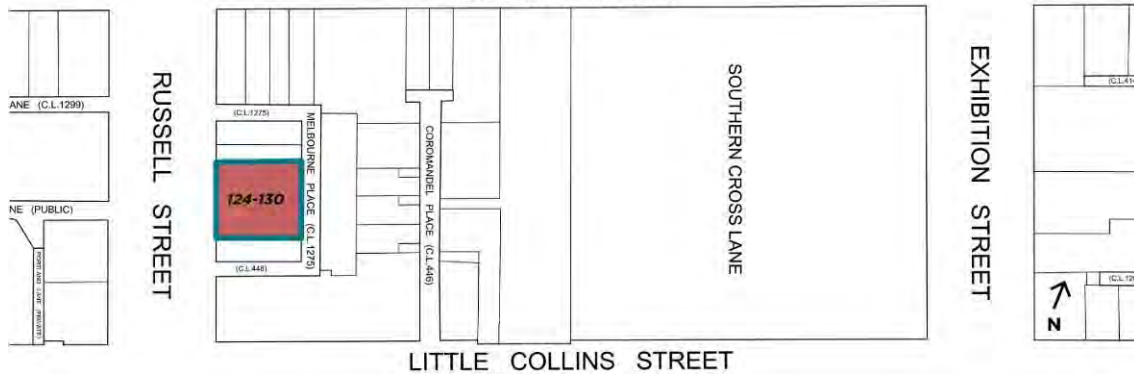
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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ (updated March 2022)

<b>SITE NAME</b>	Melbourne Theosophical Society (former Russell House) <a href="#">(now demolished)</a>
<b>STREET ADDRESS</b>	124-130 Russell Street Melbourne
<b>PROPERTY ID</b>	101126



BOURKE STREET



SURVEY DATE: February 2018

SURVEY BY: Context

<b>HERITAGE INVENTORY</b>	H7822-1662	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Meldrum Burrows & Partners (1972-75)	<b>FORMER GRADE</b>	Ungraded
<b>DEVELOPMENT PERIOD:</b>	Interwar Period (c1919-c1940)	<b>BUILDER:</b>	Swanson Bros (1972-75)
		<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1923, 1972-75 (refurbished)

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a Commercial City	5.5 Building a manufacturing capacity
	OTHER SUB-THEMES
6 Creating a Functioning City	6.7 Transport
10 Shaping Cultural Life	10.3 Belonging to an Ethnic or Cultural Group

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no: 39</b>	<b>Inventory no: 662</b>
<b>Character of Occupation: Commercial, Residential, Religions</b>	
Fourth land sale 1839, Block 10 Allotment 19 & part of Allotment 18, both purchased by A Hordern	
1839 Williamson	
1840 Hoddle	
1850 Proeschel	Building shown
1855 Kearney	
1866 Cox	Building shown
1880 Panorama	
1888, 1905/6 Mahlstedt	Four two-storey buildings; Registry office, Venetian blinds, pharmacy
THEMATIC MAPPING AND LAND USE	
1890s	Not able to be determined
1920s	Not able to be determined
1960s	Not able to be determined

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

## SUMMARY

This five-storey commercial building was built in 1923, as a car showroom at ground level and with manufacturing/retail spaces on the four upper floors. The building retains its interwar upper façade.



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## HISTORICAL CONTEXT

### Building a commercial city

#### *Building a manufacturing industry*

As Melbourne developed through the nineteenth century, so did its manufacturing industry. Flinders Lane became an important area for clothing manufacturers, while Chinese cabinet makers were concentrated at the east end of town. Food-processing plants were established in North and West Melbourne. Factories tended to be small and specialised. Large factories, built in the later nineteenth century and early twentieth century tended to be built outside the City of Melbourne, where land was more easily obtainable (Context 2012:44).

The growth of manufacturing was accompanied by the construction of offices to house administration staff and warehouses to store goods.

After being the centre of manufacturing in Australia in the 1920s, Melbourne's importance in this regard began to decline. In the postwar period many city factories and warehouses were left empty or converted for other uses (Context 2012:35).

### Creating a functioning city

#### *Transport*

The first Motor Regulation Act came into force in 1910, and by June 1911 there were 2722 motor cars and 2122 motorcycles registered in Victoria, mostly concentrated in Melbourne. With increasing car ownership, the first motor garages selling petrol and repairing vehicles were established throughout the city (Churchward 2008).

Through the early twentieth century motor cars and buses and electric trams slowly replaced horse-drawn vehicles. As Melbourne's population grew, there was greater competition for parking spaces. The first multi-storey car park was built in Russell Street in 1938 (Context 2012:44).

During the 1930s depression the rate of motor car ownership slowed from that of the late 1920s. During World War Two when petrol was rationed and new vehicles were unprocurable, ownership further stagnated (emelbourne.net.au).

### Shaping Cultural Life

#### *Belonging to an ethnic or cultural group*

From the beginning of settlement, colonial society in Melbourne comprised many diverse cultural groups. One of these societies was the Theosophical Society, formed in New York in 1875 by Helena Blavatsky to advance the study of theosophy. Later the society was incorporated in India with its headquarters at Adyar, Madras. The Australian Theosophical Society was officially chartered on 1 January 1895. Prior to that, the Melbourne section of the Society, or Lodge, was unofficially formed in 1890.

## SITE HISTORY

The site was part of the original Allotment 18, Block 10, purchased by Anthony Hordern Senior at the fourth Crown Land Sale in 1839. A Hordern purchased two allotments (18 and 19) in Block 10, which is bounded by Bourke, Russell and Little Collins Streets and the west boundary of the Allotment 17.

The first documented occupation of the land was in 1850, and until the early 1870s, the east side of Russell Street between Little Collins and Bourke streets was more residential than commercial (Age 16 September 1872:4). By 1888 there were four two-storey brick buildings housing the following businesses: a registry office, signwriter, venetian blinds, and the Botanic and Electric Pharmacy (Mahlstedt 1888). The shops were originally numbered nos. 82-88 Russell Street, and became nos. 124-130 Russell Street by the early 1890s (S&Mc 1888-1894).

The four brick shops formerly at 124-130 Russell Street were replaced with an interwar office building, Russell House, in 1923.



Figure 1. Coloured in yellow is the extent of the allotments 18 & 19, Block 10, and the orange outline shows the extent of the land at current 124-130 Russell Street. The U-shaped Melbourne Place was established to serve all commercial buildings in the area. (Source: SLV)

### *Russell House*

The current five-storey concrete office building at 124-130 Russell Street (often referred to just as no. 126) was constructed in 1923, for Russell Investments Pty Ltd, a company founded in 1920 (Age 3 March 1920; CoMMaps). Named 'Russell House', the ground floor originally housed a motorcar showroom and was leased to Olympia Motors Pty Ltd who specialised in Durant, Wolseley and Rugby-branded cars (CoMMaps). The upper stories were occupied by: Brooklands (motor) Accessories Pty Ltd on the first floor; Lewisco (military and handkerchiefs) Manufacturing Co Pty Ltd and Horsely & Co Pty Ltd (mantles and costumes) on the second floor; the Ruskin Press (printers) and Nu Mode Manufacturing Co (mantles) on the third floor; and Waratah Manufacturing Co (mantles) on the fourth floor (S&Mc 1924-5).

The ground floor had an open plan supported by a dividing wall and concrete columns and girders. Three openings were provided on the Russell Street elevation for entering the ground floor

showroom, and one for accessing the upper floor premises. There were four rear doors facing Melbourne Place. The building was fitted with two lifts and two staircases (Mahlstedt 1925; Figure 2).

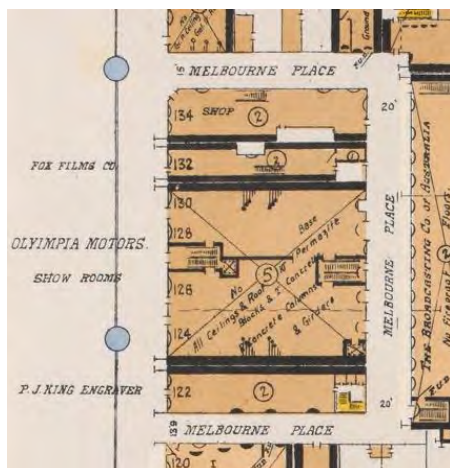


Figure 2. A fire survey plan surveyed in 1924 showing the internal plan of the building at 124-130 Russell Street. (Source: SLV)



Figure 3 1950s, showing the verandah in its current condition and the original windows to the upper levels. (Source: CD Pratt, SLV)

In 1930, the ground showroom was occupied by Knight Motors Pty Ltd, motorcar sellers, and the first floor by A F Greferson Motors Pty Ltd, motor shop. The upper stories were still utilised by various clothing manufacturers (S&Mc 1930). In c1930-31, the ground floor was divided into two separate retail spaces, respectively numbered 124-126 and 128-130 Russell Street. Around that time, nos. 124-126 were occupied by Victorian Taxi Bus Services, and 128-130 by a furniture warehouse run by M L Copolov. Apart from this short period, both shops were continually associated with a number of motorcar sellers until the late 1940s, including Carsall's Class Cars Pty Ltd, Clemenger Motors Pty Ltd and Condon Philpott Motors Pty Ltd, used motorcar sellers (S&Mc 1933-1942).

Between 1947 and 1968, the National Cash Register, automated teller machine sellers, occupied 124-130 Russell Street (*Age* 14 November 1947:4; 24 April 1968:43).

In 1972, the Melbourne Theosophical Society purchased the building.

In 1916, the Melbourne Theosophical Society, then known as the Melbourne Lodge, purchased premises in Collins Street from the Continental Tyre Co Ltd. The Melbourne Lodge expanded and attracted many new members between 1920 and 1935, and the headquarters at 181-187 Collins Street was built in 1936 for £16,000.

In December 1971, the Melbourne Theosophical Society agreed to sell its headquarters in Collins Street to the Melbourne City Council, at a cost of \$1.9 million, to make way for the City Square project. (*Age* 22 December 1971:2).

After signing of the contract, the Collins Street building was required to be vacated by 31 December 1971. The Society temporarily leased the Athenaeum Hall (188 Collins Street) across the road from 1 January 1972. Later in the year, Russell House at 124-130 Russell Street was purchased by the Melbourne Theosophical Society for \$810,000. It was completely refurbished for the Society by Swanson Bros to a design by Meldrum Burrows & Partners (CoMMaps).

According to the alteration plans prepared in 1972, the original façade was not heavily changed except for the ground floor highlight window, which was bricked and rendered over (Figure 4). More changes were made to the rear of the building, where the ground floor entrances and original loading gates on each floor were bricked and new gates and windows introduced (Figure 5).



Figure 4. West (Russell Street) elevation drawn by Meldrum Burrows & Partners in 1972. Coloured in orange shows openings to be bricked. (PROV Public Building Plan VPRS8044/P/3)



Figure 5. East (Melbourne Place) elevation drawn by Meldrum Burrows & Partners in 1972. Coloured in orange are original openings to be bricked and coloured in yellow are new openings introduced to the rear elevation. (PROV Public Building Plan VPRS8044/P/3)

While the second to fifth floors remained as rented office spaces, the most significant changes were made to the ground and first floors (Figure 6). Most of the ground floor space was reserved for an auditorium, fundamental to the Theosophical Society's day-to-day activities including public lectures and general assembly. The floor level was slightly lowered for the new auditorium, utilising the limited floor height. On the first floor the meditation room, kitchen, dining space, committee room and library were constructed for the members of the society (PROV Public Building Plan VPRS8044/P/3).

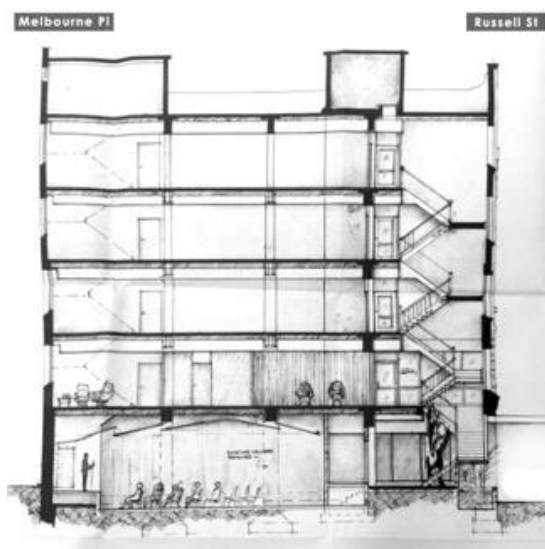


Figure 6. Section drawn by Meldrum Burrows & Partners in 1972. The floor level in the ground floor auditorium was to be lowered and sloped. (PROV Public Building Plan VPRS8044/P/3)

Following the completion, its first meeting and first public lecture ‘the Keystone of the Arch’ was held at the new premises on 23 March 1975, led by the President Mr Hal Steele (*Age* 22 March 1975:18). The Theosophical Society Building has since provided space for various activities and classes for its members.

The Theosophical Society Bookshop (or TS Bookshop) was established on the second floor in 1975 and continues to trade today (TS Bookshop n.d.). Mick Lewis’s Music Store on the ground floor has been in existence since 1963. Other lessees since 1975 include the Electric Development Association of Victoria (*Age* 12 November 1976:22); the Vegan Society of Victoria (*age* 24 February 1978:44); and a medical clinic run by Dr W C Chen (*Age* 22 July 1978:20).

Currently, the Melbourne Theosophical Society building at 124-130 Russell Street is tenanted by 10 businesses including the Melbourne Theosophical Society, four shops and one food and drink outlet (CoMMaps).

#### *Meldrum Burrows & Partners, architects*

The architectural practice Meldrum & Partners was formed in 1959 by Percy Hayman Meldrum (1887-1968), and it became Meldrum Burrows when Sydney-based Bill Burrows joined the firm. Meldrum was joined in practice by his son, Richard John Meldrum (1928-2004). Meldrum Snr retired from practice in 1965. Meldrum Burrows gained particular prominence in the 1970s and 1980s and were involved in advising on and strategic planning for large projects (Willis 2012).

Percy Hayman Meldrum had been articled to A A Fritsch from 1907 to 1913. Moving to London in 1914, Meldrum practiced as an aircraft designer at the War Office. At the end of World War One Meldrum joined the staff of the Architectural Association later returning to Australia to join A G Stephenson as Stephenson & Meldrum. His work during this time include Newspaper House, Collins Street (1932) and Castlemaine Art Gallery and Historic Museum (1930). Meldrum went on to practice as Meldrum & Noad between 1937 and the 1950s, during which time he won the 1942 RVIA Street Architecture Medal for the National Bank of Australasia building in Collins Street (1938) (Willis 2012).

### **COMMUNITY CONNECTIONS**

124-130 Russell Street, fully between 1972 and 1975 for the Theosophical Society, has been closely associated with the Society for over 40 years.

Formed in 1875 in New York, with international headquarters at Adyar, South India, the Theosophical Society has branches in around seventy countries. The Australian Section dates back to 1895 (TSAML n.d.). Promoting ancient philosophies and their metaphysical thoughts, the Society’s three declared objects were:

- To form a nucleus of the Universal Brotherhood of Humanity, without distinction of race, creed, sex, caste or colour.
- To encourage the study of Comparative Religion, Philosophy and Science.
- To investigate unexplained laws of Nature and the powers latent in man.

Since the opening of the Melbourne Lodge in 1916, a range of activities was developed for the Theosophical Society. A regular Sunday night public lecture had been provided throughout the year, continuing for over 75 years. Regular member nights provided space for liberal and critical discussions on a wide range of Theosophical and kindred topics.

Today, classes and group activities held at the premises include mental healing groups, yoga, meditation, astrology, discussion groups and metaphysical workshops and studies (TSAML n.d.).

It is anticipated that the Theosophical Society Building at 124-130 Russell Street, Melbourne is of social significance for its association with the Society. The relevant significance indicators include:

- The community or cultural group has a deep sense of ownership/stewardship and/or connectedness to the place or object
- The place is important to this community's sense identity
- Important as a place of community service (including health, education, worship, pastoral care, communications, emergency services, museums, etc.)

It may also be important to this community as an 'Important as a place of collective socialisation'.

### **SITE DESCRIPTION**

124-130 Russell Street is located on the eastern side of Russell Street, between Bourke Street and Little Collins Street. The building is constructed of a concrete structural frame with brick walls. The front façade is rendered, and the side elevations are of face brick (now painted).

The symmetrical front façade is divided into three vertical bays with the entry located in the narrow central bay. Rendered spandrels run horizontally across the building, marking the location of each floor level, and contrasting with the strong vertical lines of the columns. Each column is decorated with a rusticated base and a squared rendered motif at the top. The existing windows are not original (updated prior to the 1970s renovations but after the 1950s (Figure 3)).

A parapet runs across the top of the building, and is shaped to correspond to the vertical bays, rising to a pedimented arrangement over each of the side bays. Decoration of the façade consists of simple rendered geometric patterns and shapes, currently painted in a contrasting colour. Three large round motifs run down the central bay, corresponding with the middle floor levels. The upper and lower motifs are identical – an open circular rendered arrangement. The central motif is a round solid metal feature inscribed with a star motif – the emblem of the Theosophical Society.

At the ground floor level, a cantilevered verandah steps up to the main entrance from the shopfronts and contains the lettering of the Melbourne Theosophical Society. It appears to be either original or early. The street entrance is clad with marble tiles and bronze shopfront window frames. A wide entrance with steps leads to the entry foyer.

### **INTEGRITY**

The upper façade is relatively intact, although windows are non-original. At the street level, the building has been altered, with shop fronts replacing the original showroom openings. Some alteration to window openings at the rear was carried out in the early 1970s along with changes to the ground and first floor interiors. Examination of a large number of places for the Hoddle Grid Review has shown that building alterations to windows are very common. This building is considered to be at benchmark for integrity when compared with a large sample across the Hoddle Grid.

## COMPARATIVE ANALYSIS

The building can be compared to other commercial buildings of a similar scale and form from the interwar period; car showrooms, and / or buildings associated with a particular social/cultural/spiritual group. The following buildings are of a similar scale and form to 124-130 Russell St. The buildings are five or six storeys with rendered facades. The upper façade is treated as one element and is clearly distinguished from the ground level in terms of both use and appearance. Primary aesthetic interest is derived from an interplay of strong vertical elements and regular horizontal banding.

### *131 King Street, 1926 (HO1048)*

The former Salvation Army's People Palace is a seven-storey rendered reinforced concrete building. Designed in the Greek Revival style by Adjutant Percival Dale of the Salvation Army and built in 1926, it was refurbished and converted to a hotel and restaurant in 1979.



Figure 7. 131-137 King Street, Melbourne constructed 1926. (Source: iheritage)

### *Benjamin House, 358-360 Little Collins Street, 1929 (HO1210)*

358-260 Little Collins Street is a five-storey interwar commercial building with restrained render detail to the spandrels and vertical columns expressed on the façade.



Figure 8. 358-360 Little Collins Street constructed 1929. (Source: iheritage)



The following buildings are comparable to 124-130 Russell Street, as examples of a new building type – the car showroom, that evolved in the 1920s and 30s in response to a rapid growth in personal car ownership.

*Melbourne City Toyota, 615-645 Elizabeth Street, 1937 & 1955 (VHR H2306; Significant in HO294 HO1124 Elizabeth Street North (Boulevard) Precinct)*

Three interlinked brick three-storey buildings with an open-air car yard used as showrooms and offices for motorcar retailing. The southern property bounded by Elizabeth, Queensberry and O'Connell Streets was designed by Harry Norris in a moderne style in 1937. The northern section of the building was completed in 1955 in a complementary style.



Figure 9. 615-645 Elizabeth St constructed 1937 and extended in 1955. (Source: HERMES)

*Former Kellow Falkiner showrooms, 375-385 St Kilda Road, 1926-29 (VHR H668; HO490)*

These interwar buildings were built as car showrooms. They demonstrate a high level of architectural detail and integrity, particularly the ground floor car display area, which is still legible.



Figure 10. 375-385 St Kilda Road constructed 1926-29. (Source: HERMES)

The following buildings are comparable to 124-130 Russell Street, as buildings associated with a particular social/cultural/spiritual group.

*YWCA building, 489 Elizabeth Street, 1939 (non contributory to HO1125 Elizabeth Street Precinct)*

The Young Women's Christian Association (YWCA), an organisation with a mission to nurture the physical and spiritual well being of young women outside of the mainstream established religious institutions. A building was constructed in 1939 but was rebuilt in 1975.



Figure 11. 489 Elizabeth Street constructed 1939 and 1975. (Source: CoMMaps)

124-130 Russell Street remains legible in scale, form and detail as an interwar commercial building. Other interwar buildings including 131-137 King Street and 104-106 Elizabeth Street have more complex ornamentation and retain their original windows, leading to a higher degree of integrity than 124-130 Russell Street. 158-160 Little Collins Street is most architecturally comparable to 124-130 Russell Street however the former Theosophical Society building unusually retains an early cantilevered verandah. Historically it is of interest for its use as a car showroom, a building typology that emerged in the 1920s and 30s, although that aspect of its use is not now as apparent as in the other examples provided. Its association with a group with a social/spiritual mission from 1972 falls into the contemporary period of use, and may have meaning for the Society's current members.

**ASSESSMENT AGAINST CRITERIA**

✓	<p><b>CRITERION A</b> Importance to the course or pattern of our cultural or natural history (historical significance).</p>
	<p><b>CRITERION B</b> Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p>
	<p><b>CRITERION C</b> Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p>
✓	<p><b>CRITERION D</b> Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p>
✓	<p><b>CRITERION E</b> Importance of exhibiting particular aesthetic characteristics (aesthetic significance).</p>
	<p><b>CRITERION F</b> Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p>
✓	<p><b>CRITERION G</b> Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).</p>
	<p><b>CRITERION H</b> Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p>

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

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Willis, Julie 2012 'Meldrum, Percy' in Goad, Philip and Willis, Julie (eds.), *The Encyclopedia of Australian Architecture*, Cambridge University Press, Cambridge.

**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**      Ungraded

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**Central City Heritage  
Study 1993**      Ungraded

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**Review of Heritage  
overlay listings in the  
CBD 2002**      Ungraded

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**Central City Heritage  
Review 2011**      Ungraded

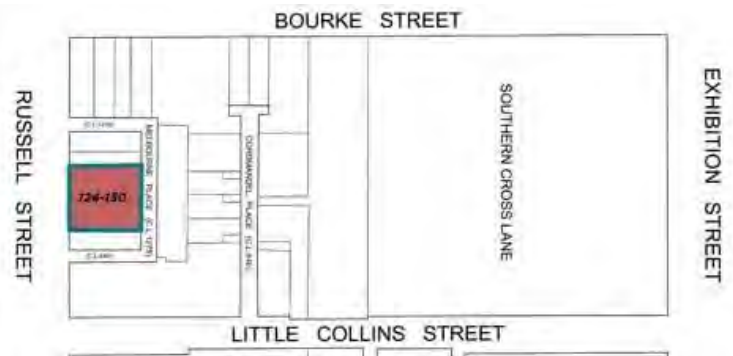
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**STATEMENT OF SIGNIFICANCE**

**Heritage Place:** Melbourne Theosophical Society (former Russell House)



**PS ref no:** N/A

**What is significant?**

Russell House at 124-130 Russell Street, Melbourne, built in 1923 as a car showroom and offices and used from 1972 as the office of the Melbourne Theosophical Society.

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 relatively high level of integrity to its original design;
- The original size and pattern of fenestration;
- The pedimented parapet, spandrels, columns and rendered geometric shapes;
- The round solid metal feature with star motif; and early signage; ~~and~~
- The marble tiles and bronze shopfront window frames at street level.

Later alterations made at ground level are not significant.

**How it is significant?**

124-130 Russell Street, Melbourne is of local historic, representative, aesthetic and social significance to the City of Melbourne.

**Why it is significant?**

Russell House at 124-130 Russell Street is historically significant for its demonstration of car sales in the early years of motoring in Victoria. With car ownership concentrated in Melbourne in the 1920s, motor garages represent an important use for a small number of buildings in the central city.

124-130 Russell Street is historically significant for its association with the Melbourne Theosophical Society, which was formed to encourage the study of comparative religion, philosophy and science. The Society was formed unofficially in Australia in 1890 following its New York formation in 1875, and became a chartered organisation in 1895. Since 1936 the Melbourne Theosophical Society was located at 181-187 Collins Street, then subsequently leased the Athenaeum Hall (188 Collins Street), and in 1972 purchased Russell House, converting several floors to suit its purposes in 1972. (Criterion A)

As a commercial building designed in the interwar classical style, 124-130 Russell Street is significant for its form, scale and façade detail of the period, and its level of integrity. (Criterion D)

124-130 Russell Street is aesthetically significant for its relatively intact façade. This is evident in the simple rendered geometric patterns to the rendered surfaces including the parapet with circular motifs and a round solid metal feature inscribed with a star motif - the emblem of the Theosophical Society. Aesthetic significance is attributed to the original cantilevered verandah and the wide entry with steps leading from street level and clad with marble tiles and bronze shopfront window frames. (Criterion E)

124-130 Russell Street is of social significance for its long-standing associations with the Melbourne Theosophical Society as its headquarters and the location of its library, bookshop and meeting spaces. 124-130 Russell Street is of social significance as a long-standing meeting place where those interested in theosophy meet, learn and exchange ideas. (Criterion G)

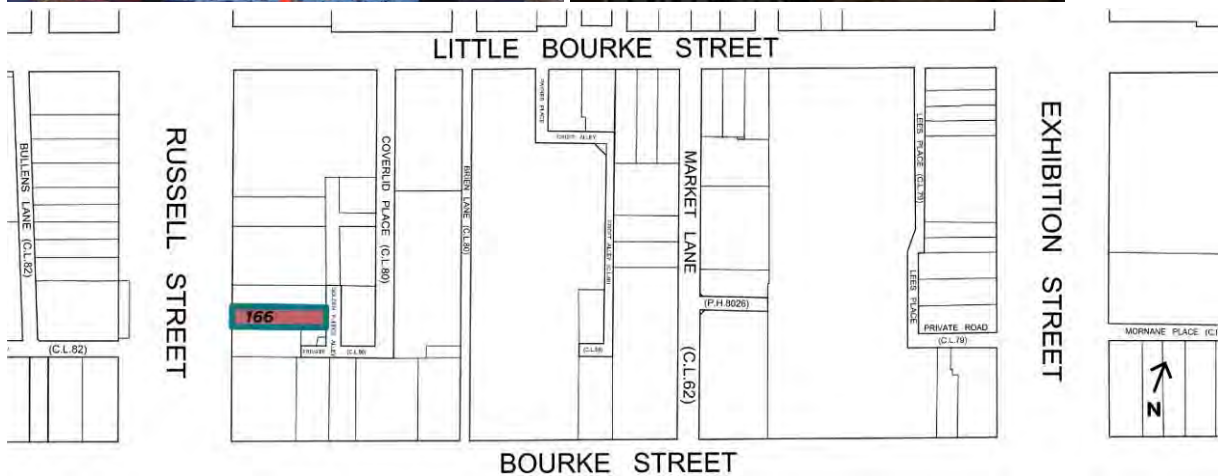
### **Primary source**

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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ [Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)



<b>SITE NAME</b>	Shop
<b>STREET ADDRESS</b>	166 Russell Street Melbourne
<b>PROPERTY ID</b>	108586



SURVEY DATE: October 2017

SURVEY BY: Context

<b>HERITAGE INVENTORY</b>	H7822-1540	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Possibly William J Ellis (not confirmed)	<b>FORMER GRADE</b>	C
<b>DEVELOPMENT PERIOD:</b>	Victorian Period (1851-1901)	<b>BUILDER:</b>	Thomas Dally
		<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1877

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a Commercial City	5.5 Developing a retail centre
	OTHER SUB-THEMES
3 Shaping the urban landscape	3.2 Expressing an architectural style

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no: 31</b>	<b>Inventory no: 540</b>
<b>Character of Occupation: Commercial</b>	
Land sale details not provided.	
1866 Cox	Building on site
1880 Panorama	
1888 Mahlstedt	Shop and residence
1905/1906	Shop and residence
THEMATIC MAPPING AND LAND USE	
1890s	Shop and residence
1920s	Cafes and Temperance.
1960s	Not able to be determined.

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Extent of overlay: Refer to map

## SUMMARY

Originally built as one of an identical pair, this four-storey commercial building now stands as a single building, following the demolition of 168 Russell Street c.1970. The cohesive arrangement of elements such as arched windows openings, moulded cornices and parapet detailing forms an Italianate façade to the upper floors.

## HISTORICAL CONTEXT

### Building a commercial city

#### *Developing a retail centre*

Even before the early 1850s, Melbourne had established the foundational infrastructure for international trade and commerce, including retail markets, shipping agents, and industry and finance houses - the beginnings of an entrepreneurial global city (Context 2012:2).

Retailing in Melbourne gained official recognition when eight market commissioners were elected in 1841 from a roll of local voters. The commissioners established the Western Market, which became the principal place for selling fresh food, with many goods transported from Melbourne to pastoral settlements. At this time Melbourne's population was 4479, and the colony's was 20,416 (Young and Spearritt 2008). The growth of retailing was accompanied by the construction of warehouses to store goods.

Miles Lewis notes that various precincts within the city centre had emerged by the early 1840s, and that this pattern

*remained little changed into the 20th century and which ... survives today – mercantile and warehousing activity near the Pool and the wharves, banking in central Collins Street, the retailing heart between Swanston and Elizabeth Streets, the medical precinct in the vicinity of Dr Richard Howitt's house in Collins Street East, and so on (cited in Context 2012:12).*

The department store Buckley and Nunn opened in 1854, establishing Bourke Street as the preferred retail strip.

Suburban retailing increased towards the end of the 1880s as greater Melbourne's population approached 280,000 and tramlines transported shoppers to suburban shops (Young and Spearritt 2008).

Retail premises in the nineteenth century and the early twentieth century generally included upper-level accommodation for families involved in the business. Multi-storey shop and dwelling type buildings housing ground-level shop with rooms above were constructed across the retail strips of Melbourne, and three- or more storied commercial and retail buildings began to proliferate between Bourke and Lonsdale streets from the late 1880s (Lovell Chen 2017:220).

### Shaping the urban landscape

#### *Expressing an architectural style*

In the 1870s and 1880s there was a building boom, both commercial and residential. The 1880s property boom made its mark on commercial design in the central city, with a new, bold generation of architects. Renaissance and Italianate revival influences with simpler form and detail were commonly used throughout the Victorian period from the 1850s to the 1880s. The extent to which these styles could be reproduced was dependent on several factors including the skill of the architect, the importance of the building and its cost. From the 1880s Boom Style commercial buildings, such as William Pitt's Windsor Hotel and the Block Arcade, were characterised by increasingly rich decoration (Context 2012: 17).

## SITE HISTORY

The land at 166 Russell Street is part of Crown Allotment 1, Block 23, purchased in April 1839 by a Sydney businessman Archibald Mossman, who also bought Allotments 2, 3, 4 and 20 in the same block (DCLS). The first documented occupation of the land at 166 Russell Street was in 1866 (Fels, Lavelle & Mider 1993). In a study of the Little Bourke Street Precinct, Graeme Butler noted that there is a remnant rubble basalt wall incorporated into the rear wall of 166 Russell Street, which presumably dates from the precinct's main growth period in the mid-nineteenth century (Butler 1989:43).

In 1877, the current mid-Victorian four-storey building replaced the single- and two-storey buildings that existed on the site. The current building at 166 Russell Street was one of a row of identical shops known as 166-168 Russell Street (Figure 1, Figure 2).



Figure 1. A 1920s bird-eye view over Bourke Street shows the subject building at its full extent. (Source: Row 1932, SLV)

In October 1877, the then owner, watchmaker John Powell, submitted a building application to erect two three-storey shops on the land formerly numbered 108-110 (currently 166-168) Russell Street. The builder was Thomas Dally, and it is probable that the architect was William J Ellis, who invited tenders for erecting 'two three-storey shops and dwellings' in Russell Street at the same time (MCC registration no 7379, as cited in AAI record no 73082; *Argus* 8 September 1877:11). In December of the same year, tenders were invited for slating the roofs of two shops next to the Temperance Hall, and the shops were completed by early 1878 (*Argus* 7 December 1877:3; RB 1878).

Although the building application and the tender notice specified the building as three storeys, it is likely that the building was completed as a pair of four-storey premises, as the first Net Annual Value (NAV) of each shop at 166-168 Russell Street in 1877-78 was £200, which was significantly higher than the NAV of £160 of the adjoining three-storey Temperance Hall at 170 Russell Street (RB 1878). Each containing eight rooms and a ground-floor shop, the shops at 166-168 Russell Street were as tall as the Temperance Hall, later the Savoy Theatre, now demolished (Figure 2).



Figure 2. 166-168 Russell Street before the demolition of no 168. (Source: VHD)

According to the Mahlstedt Fire Survey Plans until the mid-nineteenth century, both 166-168 Russell Street and the Savoy Hotel were the tallest buildings on the east side of Russell Street between Bourke and Lonsdale streets, an area that had been developed mainly with one or two-storey retail buildings (Figure 2) (S&Mc 1884-1942; Mahlstedt Map, section 1, no 4, 1910, 1925 & 1948).

The tenants at 166 Russell Street between 1877 and 1880 were Daniel O'Connell, tailor, and John Powell & Co, watchmakers, who were also the first owner of the subject building. Between 1880 and the mid-1880s, it was leased to Joseph Davis's furniture warehouse, until it was replaced by pawnbroker Jacob Solomon's office in the late 1890s. Later, the building housed the Commercial Bank of Australia in the early 1920s (S&Mc 1920) and a Chinese café called 'Eastern Café' between the mid-1920s and the mid-1940s (S&Mc 1925-1942). In the 1970s, a Chinese restaurant occupied the site.

The land at 166-168 Russell Street was subdivided in 1921 when number 168 was sold to Josephine Ignatius and Benjamin Alentorn, who lived and ran a restaurant on the site at 168 Russell Street (S&Mc 1922). The building at 168 Russell Street was demolished c1970 to make way for the current three-storey office building (CoMMaps).

## SITE DESCRIPTION

The building at 166 Russell Street was originally built as one of an identical pair (166 and 168 Russell Street). Number 168 was demolished c1978. 166 Russell Street remains as a separate single building.

The four-storey brick building has a stuccoed front façade, with face brick to each side. The cohesive arrangement of elements such as arched window openings, moulded cornices and parapet detailing results in an Italianate façade to the upper floors.

Each floor has a set of three identical window openings. The first floor and third floor have rounded arched openings with key stones and moulded architraves. A moulded cornice and decorative frieze run along the façade at the spring point of the arches. The second floor has segmented arched openings, with keystones and moulded architraves. Double hung timber windows occur on each level. A decorative moulded cornice runs along the base of each level.

A decorative parapet at the top of the building conceals a hipped roof. Originally, the parapet had a pediment located centrally over the pair of buildings (see Figure 2). This has now been removed, but

a scroll end detail remains on the south end. On the northern edge of the building, a rough edge to the rendered finish marks the location where the paired building (now demolished) joined the subject building (Figure 3).



Figure 3. The rough edging at the northern end bordering a c1970 building currently at 168 Russell Street. (Source: Context, January 2018).

The rear form of the early building is intact with face red brick and original windows still evident. A remnant rubble basalt wall is evident at the rear of the property. It likely dates from the precinct's main growth period in the mid-nineteenth century (Figure 4) (Butler 1989:43).



Figure 4. Bluestone section dating from the mid-nineteenth century. (Source: Context, November 2017)

### INTEGRITY

The building form at 166 Russell Street is still intact although the paired building has been demolished. The upper front façade retains a high level of intactness apart from the central pediment that is missing. Substantial alterations have occurred at street level.

## COMPARATIVE ANALYSIS

Late Victorian buildings constructed during the 1880s contributed to shaping Melbourne into a commercial city. Often with multiple storeys, the buildings accommodated commercial or retail business at ground level and office, workshop floors or residences to the upper floors. Being influenced by the 1880s property boom, these buildings were popularly treated with Renaissance revival and Italianate styles, which are closely associated with Melbourne's Boom Style.

The subject building compares well with the following examples, drawn chiefly from the Central City Heritage Review 2011, being of a similar use, scale, location and creation date. The images are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

Selected examples from the 1880s include:

*209 -215 Bourke Street, 1876 (Interim HO124 – recommended as significant in the Hoddle Grid Heritage Review )*

Built in 1876 this three-storey, late Victorian building is comprised of four shops with residences above. The upper façade presents a unified arrangement and exhibits the classical styling typical of the period.



Figure 5. 209-215 Bourke Street constructed 1876. (Context 2018)

*Former Gordon Building, 384-386 Flinders Lane, 1885 & 1888 (Interim HO1271 – recommended as significant in the Hoddle Grid Heritage Review)*

Also designed by architect Frederick Williams, 384-386 Flinders Lane was built as office accommodation. The distinctive four-storey (plus basement) office building was originally built as two-storeys (plus basement) in 1885, with an additional two-storeys built several years later in 1888. The cohesive arrangement of elements such as arched window openings, moulded cornices and parapet detailing results in an integrated Italianate façade.



Figure 6. 384-386 Flinders Lane constructed 1885 and 1888. (Source: Context 2017)

*Former Wilson's shop & residence, 299 Elizabeth Street, 1885 (HO1017)*

A three-storey rendered brick shop and former residence. Designed in the Italian Renaissance Revival style and built for Charles Wilson in 1885.



Figure 7. Former Wilson's shop & residence, 299 Elizabeth Street constructed 1885. (Source: CoMMaps)

*Former Warburton's shops & warehouse, 365 Little Bourke Street, 1887 (HO1052)*

A pair of three-storey brick former warehouses to Little Bourke and Rankins Lane with another two-storey building to Warburton Lane with ground level parking. Designed by Twentyman & Askew and built by William Radden. It was refurbished and subdivided into a mix of retail, office and residential units in 2000.





Figure 8. Former Warburton's shops and warehouse, 365 Little Bourke Street constructed 1887. (Source: CoMMaps)

166 Russell Street is similar to 209-215 Bourke Street. Both were early examples of three/four-storey retail and residential buildings constructed in the late 1870s. 166 Russell Street compares well with the other examples as a relatively intact example of a late Victorian building constructed in a simplified Italianate style.

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**ASSESSMENT AGAINST CRITERIA**


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✓

**CRITERION A**

Importance to the course or pattern of our cultural or natural history (historical significance).

---

**CRITERION B**

Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

---

**CRITERION C**

Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

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✓

**CRITERION D**

Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

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✓

**CRITERION E**

Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

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**CRITERION F**

Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

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**CRITERION G**

Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

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**CRITERION H**

Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

## REFERENCES

Argus, as cited.

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**PREVIOUS STUDIES**

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**Central Activities  
District Conservation  
Study 1985** D

---

**Central City Heritage  
Study 1993** C

---

**Review of Heritage  
overlay listings in the  
CBD 2002** Ungraded

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**Central City Heritage  
Review 2011** Ungraded

---

## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Shop

**PS ref no:** [Interim-HO1260](#)



### What is significant?

The four-storey building at 166 Russell Street, Melbourne, which was completed in 1877 and which survives as part of a pair.

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 high level of integrity to its original design;
- Decorative parapet with scroll end detail (southern end);
- Round and segmented arched window openings with keystones and moulded architraves;
- Moulded major and minor cornices;
- Double-hung timber framed windows;
- Early built form at rear of building with face red brickwork and extant windows; ~~and~~
- Remnant rubble basalt wall (at rear).

Later alterations made to the street level façade is not significant.

### How it is significant?

166 Russell Street, Melbourne is of local historic, representative and aesthetic significance to the City of Melbourne.

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**Why it is significant?**

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166 Russell Street is historically significant as a Victorian-era building that represents a key phase in the retail development of Melbourne when investment in city property from the late 1870s culminated in the economic and building boom of the 1880s. Built for owner and watchmaker John Powell, 166 Russell Street is typical of buildings of the Victorian era that housed retail outlets at ground level with residences and workspaces for business-owners on the floors above. It is a relatively early example, predating the 1880s boom period of development. The remains of a bluestone wall that border Golden Fleece Alley is significant as a reminder of earlier site development. (Criterion A)

166 Russell Street is a representative example of a retail and residential building from the mid-Victorian era. It demonstrates the Italianate style that was popular for many buildings of this period. While the building with which it was paired has been demolished, 166 Russell Street remains legible with its attributes of Victorian form, scale and stucco wall decoration. (Criterion D)

166 Russell Street is aesthetically significant as it exhibits key characteristics of the Italianate style, including a cohesive arrangement of classical elements such as a decorated parapet, moulded cornices, and arched window openings with moulded architraves and keystones. (Criterion E)

**Primary source**

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~~[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

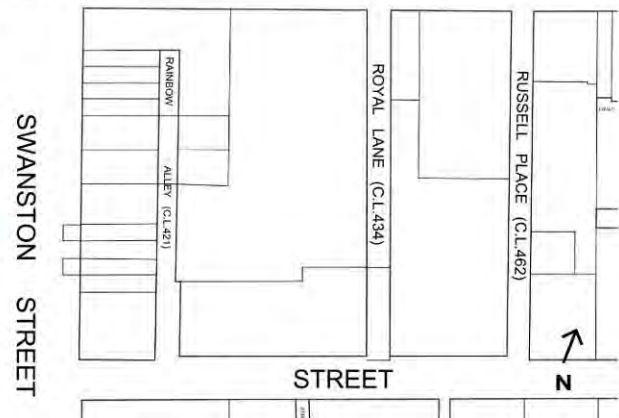
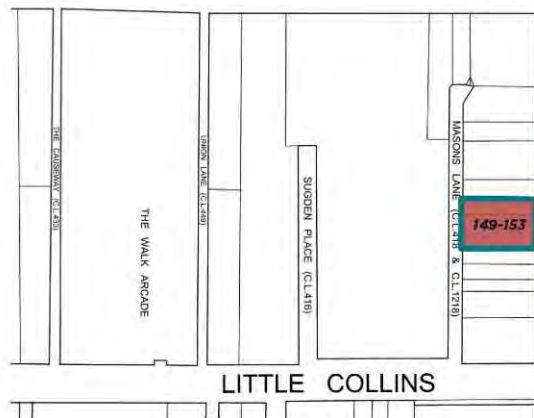




<b>SITE NAME</b>	Sanders and Levy Building
<b>STREET ADDRESS</b>	149-153 Swanston Street Melbourne
<b>PROPERTY ID</b>	109277



BOURKE STREET



SURVEY DATE: January 2018

SURVEY BY: Context

**HERITAGE INVENTORY** H7822-1618

**EXISTING HERITAGE OVERLAY** No

**PLACE TYPE** Individual Heritage Place

**PROPOSED CATEGORY** Significant

**FORMER GRADE** C

**DESIGNER / ARCHITECT / ARTIST:** Reed Smart & Tappin

**BUILDER:** McConnell & McIntosh

**DEVELOPMENT PERIOD:** Federation/Edwardian Period (1902-c1918)

**DATE OF CREATION / MAJOR CONSTRUCTION:** 1900

**THEMES**

<b>ABORIGINAL THEMES</b>	<b>SUB-THEMES</b>
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
<b>HISTORIC THEMES</b>	<b>DOMINANT SUB-THEMES</b>
5 Building a Commercial City	5.4 Developing a retail centre

**LAND USE**

<b>HISTORIC LAND USE</b>	
<b>Archaeological block no: 37</b>	<b>Inventory no: 618</b>
<b>Character of Occupation: Commercial</b>	
inventory sheet not found	
<b>THEMATIC MAPPING AND LAND USE</b>	
1890s	Commercial
1920s	Commercial
1960s	Commercial

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

**SUMMARY**

149-153 Swanston Street is located in the Swanston Street South Precinct and part of the retail core of the Hoddle Grid. The building comprising shops and studios was built in 1900 for Sanders and Company in the Romanesque revival style by architects Reed Smart & Tappin.

## HISTORICAL CONTEXT

### Building a Commercial City

#### *Developing a retail centre*

Even before the early 1850s, Melbourne had established the foundational infrastructure for international trade and commerce, including retail markets, shipping agents, and industry and finance houses - the beginnings of an entrepreneurial global city (Context 2012:2).

Retailing in Melbourne gained official recognition when eight market commissioners were elected in 1841 from a roll of local voters. The commissioners established the Western Market, which became the principal place for selling fresh food, with many goods transported from Melbourne to pastoral settlements. At this time Melbourne's population was 4479, and the colony's was 20,416 (Young and Spearritt 2008). The growth of retailing was accompanied by the construction of warehouses to store goods.

Miles Lewis notes that various precincts within the city centre had emerged by the early 1840s, and that this pattern

*remained little changed into the 20th century and which ... survives today – mercantile and warehousing activity near the Pool and the wharves, banking in central Collins Street, the retailing heart between Swanston and Elizabeth Streets, the medical precinct in the vicinity of Dr Richard Howitt's house in Collins Street East, and so on (cited in Context 2012:12).*

Suburban retailing increased towards the end of the 1880s as greater Melbourne's population approached 280,000 and tramlines transported shoppers to suburban shops (Young and Spearritt 2008).

## SITE HISTORY

Lewis Sanders, Abraham Levy and Joseph L Levy were partners in Sanders & Company, a retail emporium that appears to have its origins in the 1850s, with the Levy Brothers establishing a fancy goods and importing business (Regan, 2004). The Levy family business occupied many sites throughout the central city, culminating in the large Leviathan Stores at the south-west corner of Bourke and Swanston Streets (271-281 Bourke Street).

A three-storey shop was first constructed at today's 149-153 Swanston Street in 1876 for owners Sanders & Company, and built by builder Harry Lockington (MCC registration no 7005, as cited in AAI, record no 77701). In 1900, the shop was demolished and three shops with studios, designed by architects Reed Smart & Tappin were built by McConnell & McIntosh (*Age* 18 September 1900:2; MCC registration no 8058, as cited in AAI, record no 77740). A 1910 fire survey plan shows three three-storey shops in existence, which, by 1925, were occupied by a variety of businesses, including a chemist, an auctioneer, the Children's Welfare Association, a dentist, photographer, dance teacher, dressmaker and milliner (Mahlstedt Map no 11, 1910; S&Mc 1925).

*Reed & Tappin, architects*

Established by Joseph Reed upon his arrival to Victoria in July 1853, the practice changed its names time to time with the changes of key members. The University of Melbourne Archives describes the early history of the firm as follows:

*One of Melbourne's leading architecture practices, the firm has designed many of Victoria's most prominent buildings. The firm was established by Joseph Reed, an architect who arrived from England in July 1853. Reed executed some important commissions before entering into partnership with Frederick Barnes in 1862.*

*In 1883 Anketell M Henderson and F J Smart, former employees of Reed and Barnes who had left to set up their own practice, re-joined the firm as partners. In 1890 Henderson left the partnership (UMA 2012).*

In April 1883, W B Tappin joined the firm, and the adoption of the name Reed Smart & Tappin was announced on 17 April 1890 (Argus 25 April 1890:10). Reed died shortly after the announcement, and Tappin in 1905 (UMA 2012).

Following the deaths of Reed and Tappin;

*F J Smart, now the head of the firm, died two years later and N.G. Peebles, head draughtsman, became a partner with C.P. Smart (son of F.J.) under the style of Smart, Tappin and Peebles.*

*E A Bates, who had been trained with the firm and entered into practice with R G Hyndman, re-joined Bates, Peebles and Smart to proceed with work on the new Reading Room of the Public Library.*

*In 1922 Peebles died; and in 1936 Bates and Smart were joined by W O McCutcheon. The name of Bates, Smart & McCutcheon was retained through subsequent changes... (UMA 2012).*

Trading as Bates Smart from 1996, the firm is known as the oldest continually operating architectural firm in Australia.

**SITE DESCRIPTION**

149-153 Swanston Street is located in the Swanston Street South Precinct and part of the retail core of the Hoddle Grid. The building is designed in the Romanesque revival style and is three bays wide and three storeys high with a parapet and signage panel above the top floor windows. The dominant feature of the composition are the three large windows per floor that take up most of the façade. The first-floor windows are faceted bays and the second-floor features round arch-headed windows. The masonry which features banded brick and render is framed as large giant order arches around the windows. Decorative panels fill the spaces between the first and second floors and ornamental stucco in Art Nouveau style is draped around the upper floor windows. Much of the original timber joinery appears to be intact, dividing each into six sashes per window. An unusual curved transom to the second-floor windows provides more decoration to the façade.

## INTEGRITY

149-153 Swanston Street has high integrity to the upper two floors but has been altered at the ground floor level by the addition of new shopfront windows and a cantilevered verandah. The painted surface conceals banded brick and render pillars to the upper floors.

## COMPARATIVE ANALYSIS

### *Other retail buildings by Reed Smart & Tappin*

Reed Smart & Tappin were amongst the most prominent architects of the 1880s and 1890s in Melbourne. The practice was highly skilled in the prevailing architectural styles of the period and their capabilities included Gothic revival for churches and institutions, Edwardian baroque for department stores, Romanesque and Renaissance revival styles for commercial premises. In the 1890s and early 1900s Romanesque revival was a popular choice for Melbourne's commercial buildings, both large and small. This style was closely followed c.1910-1920 by large department stores in the Edwardian baroque style. The images and descriptions below are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

### *Mutual Store, 256 Flinders Street Melbourne, 1891 (HO656, Significant in HO506 Flinders Lane Precinct)*

The original Mutual Store was established in 1872 and the present Edwardian baroque building resulted from a major reconstruction in 1891. The Mutual Store was one of several large variety warehouses in Flinders Street and was also constructed by McConnell and McIntosh.



Figure 1.256-258 Flinders Street constructed 1891.

### *Ball and Welch Building, 172-192 Flinders Street, 1899 (Significant in HO505 Flinders Gate Precinct, Significant in HO506 Flinders Lane Precinct)*

The former Ball and Welch department store has been incorporated (with the Travellers Association building) into the Flinders Gate carpark. It features quite similar façade elements to 149-153 Swanston Street, although a much larger building with a storey added.



Figure 2. 172-192 Flinders Street constructed 1899.

#### *Other Edwardian-era retail premises*

In the central city, the Romanesque revival style was adopted in the 1880s-1900, often combined with Art Nouveau-influenced ornament. Red brick with limited render accents were the preferred materials, and facades were articulated with large-scale round-arches, sometimes with window bays set into them. The style was also used for more modest factories and warehouses along Flinders Lane. Many small shops or warehouses constructed during the Edwardian era in Romanesque revival styles are still found around the central city. These small scale buildings are typically built of face brick and contrasting render detail and feature rounded arch windows.

#### *Tye & Company, former furniture store, 93 Little Bourke Street, 1907 (HO686, Significant in HO507 Little Bourke Street Precinct)*

Incorporated into the rear of the Paramount development, this four-storey retail building was designed in 1907 in the Romanesque style.



Figure 3. 91 Little Bourke Street constructed 1907. (Source: HERMES 131386)

#### *37 Little Collins Street, 1906 (Interim HO1276 – recommended as significant in the Hoddle Grid Heritage Review)*

The two-storey brick building at 37 Little Collins Street was designed by architects H W & F B Tompkins. The construction date is estimated to be 1906.



Figure 4. 37 Little Collins Street constructed. (Source: CoM, 2018)

*209-211 Russell Street, 1907 (Contributory in HO507 Little Bourke Street Precinct)*

A two-storey brick building with ground level retail. Built for the tobacconist and property investor Mr Ross Lewin in 1907. The facade features some Art Nouveau decorative detailing.



Figure 5. 209-211 Russell Street constructed 1907.

*Royal Arcade, 148-150 Elizabeth Street, 1902 (HO543; Significant in HO509 Post Office Precinct)*

A three-storey rendered brick arcade including a basement with entrances to Bourke, Little Collins and Elizabeth Streets. Designed for the barrister Howard Spensley by Charles Webb in the Italianate style. The Elizabeth Street extension in Romanesque revival style pictured below was built in 1902.



Figure 6. Royal Arcade 148-150 Elizabeth Street constructed 1902.

The Sanders & Company retail store and studios is an equivalent architectural quality and a particularly high level of integrity when compared with the examples above. It is also a modest example of the work of Reed Smart & Tappin whose practice completed many major commissions. While displaying similar characteristics to other examples at 93 Bourke Street and 37 Little Collins Street, 149-153 Swanston Street is notable for its applied stucco ornamentation and the integrity of the window joinery to the two upper storeys.



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**ASSESSMENT AGAINST CRITERIA**


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- |   |  |
|---|--|
| ✓ | <p><b>CRITERION A</b><br/>Importance to the course or pattern of our cultural or natural history (historical significance).</p>  |
|   | <p><b>CRITERION B</b><br/>Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p>   |
|   | <p><b>CRITERION C</b><br/>Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p>   |
| ✓ | <p><b>CRITERION D</b><br/>Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p>   |
| ✓ | <p><b>CRITERION E</b><br/>Importance of exhibiting particular aesthetic characteristics (aesthetic significance).</p>  |
|   | <p><b>CRITERION F</b><br/>Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p>   |
|   | <p><b>CRITERION G</b><br/>Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).</p> |
|   | <p><b>CRITERION H</b><br/>Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p>  |
-

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

149-153 Swanston Street is also contributory to the Swanston Street South Precinct.

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**REFERENCES**

- Australian Architectural Index (AAI), as cited. Copyright Miles Lewis.
- Context Pty Ltd 2012, *Thematic History: A History of the City of Melbourne's Urban Environment*, prepared for the City of Melbourne.
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<http://www.emelbourne.net.au/biogs/EM01241b.htm>, accessed 13 June 2017.

**PREVIOUS STUDIES**


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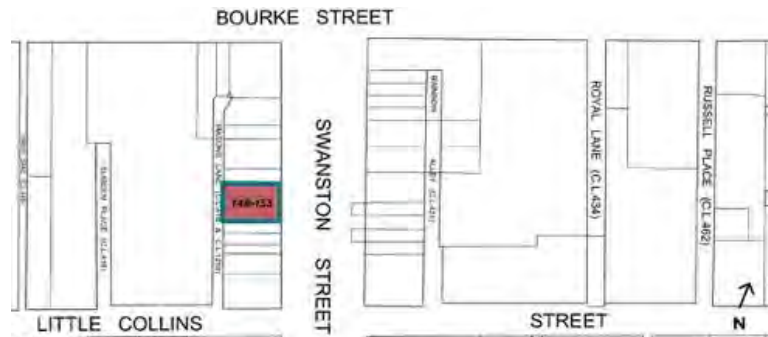
<b>Central Activities District Conservation Study 1985</b>	D
<b>Central City Heritage Study 1993</b>	C
<b>Review of Heritage overlay listings in the CBD 2002</b>	Ungraded
<b>Central City Heritage Review 2011</b>	Ungraded

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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Sanders and Levy Building

**PS ref no:** ~~Interim HOHO1294, Significant in Interim HOHO1289~~



### What is significant?

The three-storey shops and studios at 149-153 Swanston Street, Melbourne, built in 1900 by Sanders & Company and designed by Reed Smart & Tappin.

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

- The building's original external form, materials and detailing (first and second floors);
- The building's high level of integrity to its original design (first and second floors);
- Banded brick and render to the façade;
- Pattern and size of original fenestration, and original window joinery;
- Giant order arches framing the windows;
- Parapet and signage panel; ~~and~~
- Decorative spandrels and ornamental Art Nouveau style stucco detailing around upper floor windows.

Later alterations made at the ground level are not significant.

### How it is significant?

149-153 Swanston Street, Melbourne, is of local historic, representative and aesthetic significance to the City of Melbourne.

### Why it is significant?

The Sanders & Company building at 149-153 Swanston Street is historically significant for its demonstration of retailing and other commercial activity at the turn of the century. Historically the

building is associated with the Levy family of Lewis Sanders, Abraham Levy and Joseph L Levy who as Sanders & Company, established stores from the 1850s, culminating in the nearby Leviathan Stores at 271-281 Bourke Street. (Criterion A)

The three-storey building at 149-153 Swanston Street is a notable example of an Edwardian commercial building in the Romanesque revival style. The present buildings share characteristics with other larger and more prominent retail buildings by Reed Smart & Tappin such as the Mutual Store and the Ball and Welch building, both in Flinders Street. 149-153 Swanston Street is distinguished by its relatively high integrity compared with the Ball and Welch building and 93 Little Bourke Street that have been incorporated into contemporary developments. (Criterion D)

149-153 Swanston Street is aesthetically significant for its contribution to the Swanston Street South Precinct. Characteristics that contribute to its individual significance include the masonry arches banded in face brick and render (now overpainted but just visible), the elaborate windows to first and second floor levels, each with their original or early timber joinery and the ornate stucco decoration around the upper floor windows in Art Nouveau style. (Criterion E)

#### **Primary source**

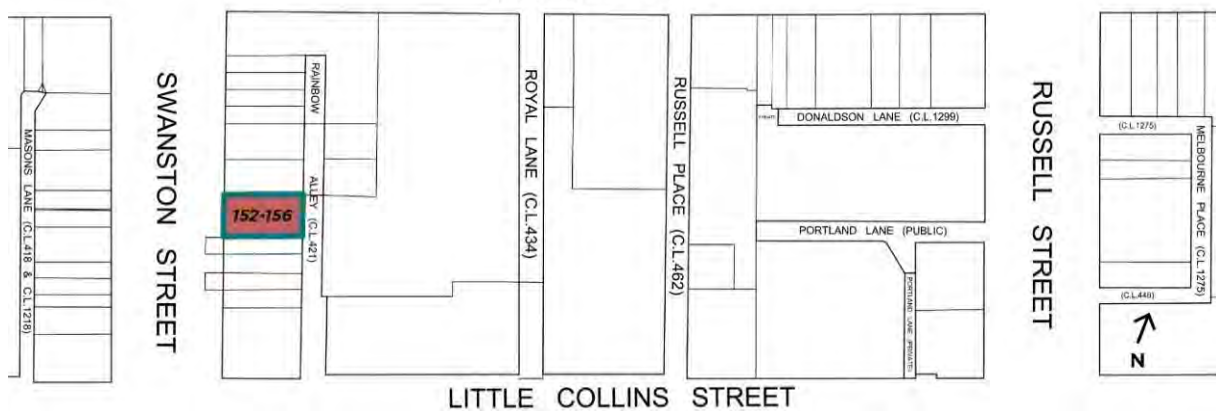
~~[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)



<b>SITE NAME</b>	Former Bank of Australasia
<b>STREET ADDRESS</b>	152-156 Swanston Street Melbourne
<b>PROPERTY ID</b>	109410



BOURKE STREET



SURVEY DATE: January 2018

SURVEY BY: Context

**HERITAGE INVENTORY** H7822-1643

**EXISTING HERITAGE OVERLAY** No

**PLACE TYPE** Individual Heritage Place

**PROPOSED CATEGORY** Significant

**FORMER GRADE** C

**DESIGNER / ARCHITECT / ARTIST:** A & K Henderson

**BUILDER:** Not known

**DEVELOPMENT PERIOD** Interwar Period (c1919-c1940)

**DATE OF CREATION / MAJOR CONSTRUCTION:** 1888, 1938 (remodelled)

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a Commercial City	5.3 Developing a large, city-based economy
	OTHER SUB-THEMES
3.0 Shaping the Urban Landscape	3.2 Expressing an architectural style

## LAND USE

HISTORIC LAND USE	
Archaeological block no: 38	Inventory no: Inventory not provided
THEMATIC MAPPING AND LAND USE	
1890s	Commercial
1920s	Commercial
1960s	Commercial

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

## SUMMARY

The former Bank of Australasia at 152-156 Swanston Street was remodelled from two Victorian shops by A & K Henderson in 1938-39. It is an excellent example of an interwar bank and is a significant place within the Swanston Street South Precinct.



## HISTORICAL CONTEXT

### Building a Commercial City

#### *Developing a large, city-based economy*

Banks, insurance companies, building societies and shipping companies were first established in the block bounded by Flinders Street, William Street, Bourke Street and Elizabeth Street and many of them erected substantial buildings by the 1880s (Savill 1987). By this time other professional and business uses were also in evidence, including legal chambers (MPS:50).

As well as managing locally generated income, the banks provided significant overseas capital, principally from Britain, to finance public projects and private investment. But the boom of the 1880s saw over-borrowing and overspending on building projects. Economic depression in the early 1890s saw many banks and land companies close their doors as British capital was rapidly withdrawn. The city recovered to some extent in the early twentieth century, and Melbourne underwent further development in its new role as the nation's capital. The Great Depression followed in the 1930s, which marked another period of decline. Nevertheless, during the long boom of the postwar period that followed, the bulk of Australia's leading public companies had their headquarters in Melbourne. Melbourne remained the financial centre of Australia, a role it maintained until the late twentieth century (Context 2012:33).

### Shaping the urban landscape

#### *Expressing an architectural style*

In the interwar period, a variety of styles was used in the design of commercial buildings, as architects and designers explored ways of treating buildings with new height limits, made possible by innovations such as the elevator and changes in regulations. In some instances, classical revival styles were used, while at other times, styles more closely associated with modern movement were used to express a streamlined, progressive aesthetic. The classical revival Commercial Palazzo style was commonly used, as exemplified by Harry Norris's Nicholas Building in Swanston Street of 1925 (Context, 2012:15). The style was an early attempt at creating a style suitable for the tall building. It was divided into a base, shaft and cornice, much like a Renaissance palazzo. The scale, however, was greatly enlarged, with the shaft stretching up to 10 storeys.

From the 1920s, onward, cantilevered verandahs came into fashion, for their clean lines and modern appearance. At this time the City Council began to encourage the removal of the cast iron 'corporation verandahs', and encourage their replacement with hung verandahs (which visually emulated the cantilevered ones). The corporation verandahs, with their iron posts and the city's coat of arms on the frieze, had characterised almost all commercial buildings in Melbourne and its suburbs up to this time (Context, 2012:15).

## SITE HISTORY

Two three-storey brick buildings at today's 152-156 Swanston Street were in existence in 1888 and housed shirtmakers A A Benjamin and tobacconist J Josephs (Mahlstedt Map no 8, 1888). In 1917, the buildings were purchased by butchers T K Bennett and Woolcock Pty Ltd, who occupied the buildings, addressed as 154-156 Swanston Street, until 1938 (*Herald* 25 October 1917:10).

In 1938, the buildings were purchased by the Bank of Australasia for £60,000. As part of a complete remodelling, a newspaper report of the day stated that the bank planned to add an extra storey and mansard roof, covered in copper. A banking chamber and shop were to be located on the ground floor, with upper floors leased for offices and professional chambers. In addition, the report continued, the 'whole of the present architecture will be removed from the façade, and the new work will be carried out in brick, with a stucco finish'. The architects for the project were A & K Henderson & Partners of Bank Place, Melbourne (*Argus* 5 February 1938:2). The Bank of Australasia branch at 152-156 Swanston Street opened in the ground floor, addressed as 154-156 Swanston Street, in August 1938 (*Argus* 5 August 1938:5).

The upper premises all addressed as 156 Swanston Street, were occupied by various businesses including: Astor Studio, portrait photographers; Austral Lighting Supplies Co, electric wholesalers; W Broadhead, photographic suppliers; Ingram & Co, accountants; Skin Treatment, beauty salon; Radio Rentals Pty Ltd, radio retailers; and Romney Tea & Coffee Lounge (S&Mc 1942). The Ingram & Co also established the 'Ingram School of Commerce' on the premises and provided classes until the mid-1950s (S&Mc 1942; *Age* 16 June 1954:20). The current occupant of the ground floor is Salera's, a long-standing jewellery business founded in 1953.



Figure 1. 152 Swanston Street, date unknown. (Source: Melbourne Heritage Action 2015)

### *A & K Henderson*

A & K Henderson (1906-1942) was a father and son practice with A M Henderson senior having worked with Reed & Barnes (1869-1872) and forming Henderson & Smart 1879-1906). With his son K A Henderson the firm became A & K Henderson (1906-1942) and continued a strong commercial clientele throughout the interwar period. Alcaston House at the corner of Spring and Collins Streets is an example of their restrained classical design. The partnership was extended in 1920 to include Rodney Alsop and Marcus Martin and it was as A & K Henderson, Alsop & Martin that they secured a major commercial client in Temperance & General Life Assurance. After Henderson Snr's death in 1922 the firm completed many commercial buildings under Kingsley Henderson's direction, working across styles such as the Renaissance revival and modern (Willis in Goad & Willis, 2012:322-3).

### **SITE DESCRIPTION**

152-156 Swanston Street is part of the Swanston Street South Precinct. The site extends through to Rainbow Alley at the rear, and the building is built to the site boundaries. Rising to a height of four storeys and with a fifth storey under a pitched mansard roof, it is considerably taller than the two-storey scale of adjacent Victorian era places in this block of Swanston Street.

The interwar classical building is based on a remodelling of two earlier shops. The façade features a stucco finish with a regular pattern of vertically oriented windows that graduate in size reflecting the importance of each floor level. Each storey also employs a different type of classical decorative treatment to the windows. There is an overhanging cornice and a balustraded parapet with urns. The pitched roof over the front rooms contains an attic floor with dormer windows, a relatively unusual feature when most commercial buildings employ a parapet to conceal the roof entirely. At street level there is a cantilevered verandah and a recessed entry between faceted shopfront glazing. The shop front glazing is contemporary in manner with frameless sheets butted together. Overall the building at 152-156 Swanston Street is relatively conservative in its styling for its construction date of 1938.

### **INTEGRITY**

156-162 Swanston Street retains high integrity to the upper floors and retains a cantilevered verandah. The ground floor shopfronts are highly likely to have been remodelled from the previous use as a bank. The historic photo, although undated shows that there has been little change to the building's façade apart from the removal of some window hoods or awning blinds.

### **COMPARATIVE ANALYSIS**

The interwar period provided many new commercial buildings in the city centre. At the same time the use of different styles including neo-Gothic, Renaissance revival and classical revival was promoted by several prominent architectural practices including that of A & K Henderson. The images and descriptions below are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

#### *Other works by A & K Henderson*

In the interwar period A & K Henderson were responsible for many large-scale commissions within the City of Melbourne. Their association with several banks and with the Temperance and General Life Assurance Society (T&G) throughout the 1920s and 1930s resulted in some fine buildings, many of which are on the Heritage Overlay and the Victorian Heritage Register. Their interpretation of

classical styling was widely used, even with taller and more modern buildings such as the former National Bank of Australasia headquarters at 271-275 Collins Street.

*480 Bourke Street, 1925 (Interim HO1242 – recommended as significant in the Hoddle Grid Heritage Review)*

480 Bourke Street is a four-storey Interwar office building designed by A & K Henderson, Alsop & Martin in 1925, also in the classical revival style.



Figure 2. 480 Bourke Street constructed 1925. (Source: Context 2017)

*Alcaston House, 2 Collins Street and 69-81 Spring Street, 1930 (VHR H0500; HO559, Significant in HO504 Collins Street East precinct)*

Alcaston House is of architectural significance for its combination of Renaissance revival motifs within an essentially modern framework and for the way in which its design expresses its mixed uses. The use of detailing such as the smooth rustication and round-headed windows and the colour of the main structure complement the other buildings in this important precinct, especially the Old Treasury.



Figure 3. Alcaston House, cnr Collins and Spring streets constructed 1930. (Source: VHD)

*Former Bank of Australasia, 394-398 Collins Street and 73-83 Queen Street, 1929 (VHR H0033; HO606)*

The former Bank of Australasia was designed in two stages by two different architects. The architects for the first stage, Reeds & Barnes, designed a restrained two-storey classical building, constructed of imported Oamaru stone, with a rusticated base, a prominent cornice and grouped corner pilasters. The architects for the second stage of the building, in 1929, were A & K Henderson. Three stories were added which matched the original building in both external style and materials.



Figure 4. Former Bank of Australasia, cnr. Collins and Queen Streets constructed 1929. (Source: VHD)

*Former National Bank of Australasia, 271-275 Collins Street, 1924-25 (VHR H2064; HO595)*

In 1924-5 the architects A & K Henderson won the competition for the design of a new building, designing a five bay, 10-storey steel framed structure with reinforced concrete floors. The building rose to the maximum permitted height limit, 132ft (40.2m). The design is that of an elongated commercial palazzo.



Figure 5. Former National Bank of Australasia, 271-275 Collins Street constructed 1924-25. (Source: VHD)

*T & G building, 141-165 Collins Street, 1929 (HO731)*

12-storey office building with ground level retail and 4 level basement car park. Designed by Anketell & K Henderson in the neo-Baroque style it was built by the Macleod brothers in stages from 1926, 1938 & 1959. Of note is the 1929 Napier Waller mural in the foyer.



Figure 6. 141-165 Collins Street constructed 1929. (Source: VHD)

*National Trustees and Executors Company offices, 93-95 Queen Street, 1939 (HO731)*

A seven-storey brick office building designed by A & K Henderson in the neo-Gothic style and built in 1939.



Figure 7. 93-95 Queen Street constructed 1939.

### Interwar banks

The interwar bank forms a prominent part of the landscape of the Hoddle Grid. Amongst the examples below are several State listed banks and some with Heritage Overlays. Banking buildings of the early 1920s were generally three to four storeys but by the 1930s had grown to 10 storeys or more. The styles deemed appropriate included the classical Greek and Renaissance revival styles

whilst employing concrete structures and sometimes terra cotta faience as facing. Later buildings in the 1930s started to express themselves through modernism.

*Former Bank of New South Wales, 137-139 Flinders Lane, 1924 (Interim HO1292, HO1286 Flinders Lane East Precinct – recommended as significant in the Hoddle Grid Heritage Review)*

137-139 Flinders Lane, the former ES& A and Bank of New South Wales, now Flinders Lane Gallery dates from 1924. It contributes to the Flinders Lane East Precinct and is individually significant. It is a reinforced concrete building with neo-Gothic styling.



Figure 8. 137-139 Flinders Lane constructed 1924. (Source: Context 2018)

*Former State Savings Bank, 615-623 Collins Street, 1923-1924 (HO1013)*

615-623 Collins Street is a five-storey rendered brick former State Savings Bank building. Designed in the Renaissance revival style by Peck & Kemter.



Figure 9. 615-623 Collins Street constructed 1924.

*Former Union Bank, 351-357 Elizabeth Street, 1928 (HO1019)*

A five-storey rendered brick bank building. Designed by Butler & Martin in the Commercial Palazzo style and built for the Union Bank by Thompson & Chalmers in 1928.



Figure 10. 351-357 Elizabeth Street constructed 1928.

*Former ES&A Bank, 219-225 Swanston Street, 1928 (VHR H0390; HO749)*

The Former ES&A Bank at 219-225 Swanston Street of 1928 by Hare, Henry & Hare is of architectural significance as a notable example of the popular 1920s Greek neo-Classical revival. The Greek Revival style was favoured by the ES&A Bank and a number of its branches were built in this style in the 1920s. This appears to be the most intact and best example of the style in its relatively unabstracted form. The style emphasises solidity in its classical references, a characteristic no doubt valued by a bank.



Figure 11. 219-225 Swanston Street constructed 1928.

*Former Bank of New South Wales, 190-192 Bourke Street, 1929 (VHR H0799; HO540)*

The former Bank of New South Wales building of 1929 by Godfrey & Spowers is architecturally significant for exemplifying the architectural eclecticism and exoticism of the late 1920s and early 1930s. It is very unusual for the application of Egyptian motifs. It is an excellent example of the use of decorative terra-cotta faience, which was a popular cladding material in the inter-war years.





Figure 12 190-192 Bourke Street constructed 1929.

*77-89 William Street, 1939 (HO753)*

Nine-storey concrete office building with a sandstone faience. It contains a ground floor banking chamber. Designed by Meldrum & Noad in the neo-Renaissance modernist style and built in 1939. It received the Victorian Institute of Architects Street Architecture Medal in 1942.



Figure 13. 77-89 William Street constructed 1939.

In the context of the commercial work of A & K Henderson, 152-156 Swanston Street is a modest example and most similar to 480 Bourke Street. It adopts the relatively conservative styling adopted for many of the practice's larger commissions, probably reflecting the wishes of their banking and other commercial clientele. When compared with other smaller interwar banks it is comparable in architectural quality and integrity to several examples already on the HO.

**ASSESSMENT AGAINST CRITERIA**

✓	<p><b>CRITERION A</b> Importance to the course or pattern of our cultural or natural history (historical significance).</p>
	<p><b>CRITERION B</b> Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p>
	<p><b>CRITERION C</b> Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p>
✓	<p><b>CRITERION D</b> Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p>
✓	<p><b>CRITERION E</b> Importance of exhibiting particular aesthetic characteristics (aesthetic significance).</p>
	<p><b>CRITERION F</b> Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p>
	<p><b>CRITERION G</b> Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).</p>
	<p><b>CRITERION H</b> Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p>

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

152-156 Swanston Street is also contributory to the Swanston Street South Precinct.

**REFERENCES**

*Argus*, as cited.

Context 2012, *Thematic History: A History of the City of Melbourne's Urban Environment*, prepared for the City of Melbourne.

*Herald*, as cited.

Melbourne Planning Scheme (MPS), 'Melbourne and its Heritage Precincts', reference document to Clause 22.06 Heritage Precincts Policy of the Melbourne Planning Scheme, <https://www.melbourne.vic.gov.au/SiteCollectionDocuments/heritage-precincts-history-significance.pdf>, accessed 2 February 2018.

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

D

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**Central City Heritage  
Study 1993**

C

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**Review of Heritage  
overlay listings in the  
CBD 2002**

Ungraded

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**Central City Heritage  
Review 2011**

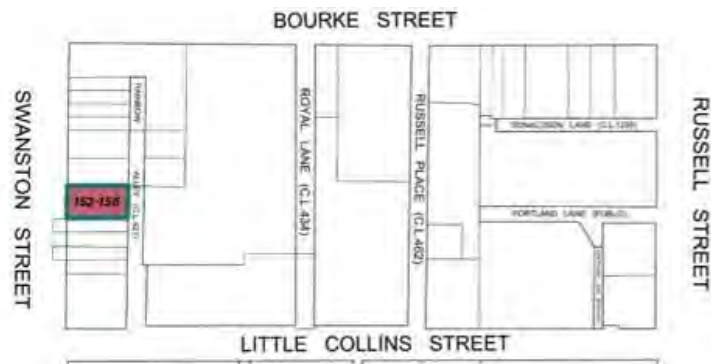
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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Bank of Australasia

**PS ref no:** [Interim HOHO1295](#)



### What is significant?

The former Bank of Australasia at 152-156 Swanston Street, Melbourne, constructed in 1938 and designed by A & K Henderson.

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 high level of integrity to its original design;
- The pitched mansard roof, balustraded parapet with urns and cornice;
- The original pattern and size of fenestration; ~~and~~
- The recessed entry.

Later alterations at ground level are not significant.

### How it is significant?

152-156 Swanston Street, Melbourne is of local historic, representative and aesthetic significance to the City of Melbourne.

### Why it is significant?

The former Bank of Australasia at 152-156 Swanston Street, Melbourne is historically significant for its association with the interwar boom in banking, financial services and insurance that followed the recovery from the great economic depression of the 1890s. The interwar period saw many banks construct new premises in the central city, contributing to Melbourne's growth and consolidation of a large, city-based economy. (Criterion A)

152-156 Swanston Street is representative both of the form and development of commercial buildings in the interwar period and as a work of prominent city-based architects A & K Henderson. It represents a substantially intact interwar bank that compares favourably to other examples on the HO including the former State Savings Bank, 615-623 Collins Street and the former Union Bank at 351-357 Elizabeth Street. It is also a modest example of the work of A & K Henderson who completed many commissions for major banks throughout the 1920s and 30s. 152-156 Swanston Street employs architectural classicism which was routinely used for their commercial projects. (Criterion D)

152-156 Swanston Street is of aesthetic significance for its contribution to the Swanston Street South Precinct. Its form and scale are both prominent, yet not out of scale with other buildings in the precinct. 152-156 Swanston Street demonstrates aesthetic value in its classically styled façade that is of high integrity. Particular characteristics include the stucco finish, vertically oriented windows of graduating proportions and distinctive decorative treatment, reflecting the importance of each floor. Other features include the cornice and balustraded parapet with urns. Amongst commercial buildings, the roof feature with dormer windows and an attic floor is unusual. A further characteristic of the style and period, and integral to the building is the cantilevered verandah. (Criterion E)

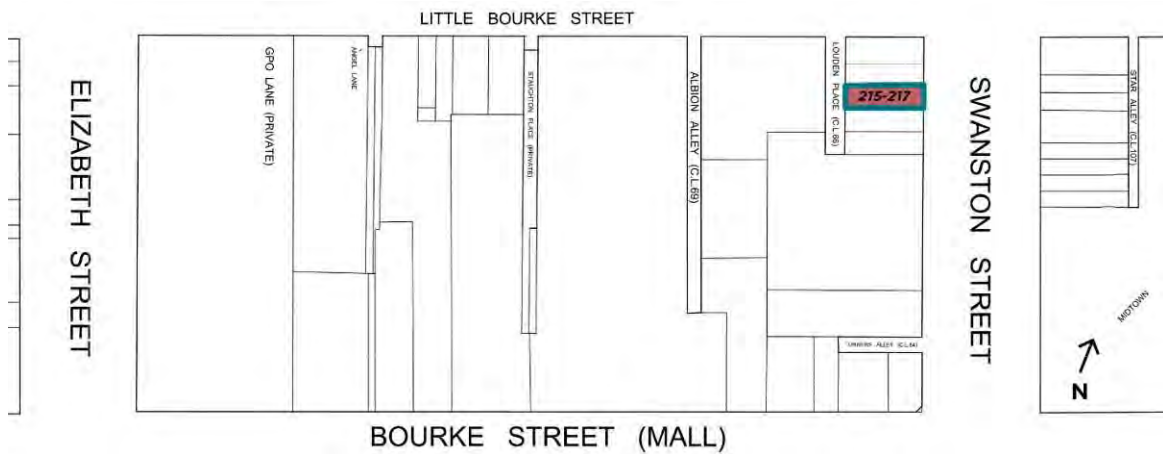
#### **Primary source**

~~[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)





<b>SITE NAME</b>	Shop and residence
<b>STREET ADDRESS</b>	215-217 Swanston Street Melbourne
<b>PROPERTY ID</b>	109287



SURVEY DATE: January 2018

SURVEY BY: Context

**HERITAGE INVENTORY** H7822-1488

**EXISTING HERITAGE OVERLAY** No

**PLACE TYPE** Individual Heritage Place

**PROPOSED CATEGORY** Significant

**FORMER GRADE** D

**DESIGNER / ARCHITECT / ARTIST:** Not known

**BUILDER:** Not known

**DEVELOPMENT PERIOD:** Victorian Period (1851-1901)

**DATE OF CREATION / MAJOR CONSTRUCTION:** 1856

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
8 Living in the city	8.1 Housing the population
	OTHER SUB-THEMES
5 Building a Commercial City	5.4 Developing a retail centre

## LAND USE

HISTORIC LAND USE	
Archaeological block no: 29	Inventory no: 488
Character of Occupation: Commercial	
Extant building (shop) built 1856, occupants W Davis & Co. Owner 1859-1889 George Swanston.	
1866 Cox	
1880 Panorama	Two-storey building.
1888 Mahlstedt	Two-storey building.
1905/6 Mahlstedt	
THEMATIC MAPPING AND LAND USE	
1890s	Residential, Commercial
1920s	Commercial
1960s	Commercial

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

## SUMMARY

215-217 Swanston Street is a rare surviving shop/residence from pre-1860. Once part of a terrace of four identical buildings it is the sole survivor of the row. It is a significant place in the Swanston Street South Precinct as a result of its early date of construction.

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## HISTORICAL CONTEXT

### Living in the city

#### *Housing the population*

While many of Melbourne's poor were accommodated within the city proper, wealthier citizens established more salubrious places of residence away from the city centre. Within the City of Melbourne there were pockets of better-quality housing in East Melbourne, in St Kilda Road, and in parts of South Carlton. Outside the central city grid, in the surrounding suburbs of Carlton, West Melbourne, North Melbourne and East Melbourne, more early housing has survived than in the central city (Context 2012:65).

Accommodation was also provided for single men and women, and others in non-traditional living arrangements. Gordon House in Little Bourke Street was a notable early attempt at subsidised housing. Built in 1883, this innovative development was designed to provide accommodation for low-income families. Some large city residences were divided up into apartments in the 1880s, but it wasn't until the early twentieth century that self-contained flats became popular. They provided a cheaper and more desirable housing option for many and were popular with single men and 'bohemian' types (Context 2012:65).

### Building a commercial city

#### *Developing a retail centre*

Even before the early 1850s, Melbourne had established the foundational infrastructure for international trade and commerce, including retail markets, shipping agents, and industry and finance houses - the beginnings of an entrepreneurial global city (Context 2012:2).

Retailing in Melbourne gained official recognition when eight market commissioners were elected in 1841 from a roll of local voters. The commissioners established the Western Market, which became the principal place for selling fresh food, with many goods transported from Melbourne to pastoral settlements. At this time Melbourne's population was 4479, and the colony's was 20,416 (Young and Spearritt 2008). The growth of retailing was accompanied by the construction of warehouses to store goods.

By the early 1840s, Elizabeth and Swanston streets, from the Town Hall in the east and the General Post Office to the west, had become the focus of retail activity, influenced also by the location of the Western Market in the west of the city. The Eastern Market opened in 1847 as a fruit and vegetable market on the corner of Stephen Street (later Exhibition Street) and Bourke Street and drew retail further east. The department store Buckley and Nunn opened in 1854, establishing Bourke Street as the preferred retail strip.

Retail premises in the nineteenth century and the early twentieth century generally included upper-level accommodation for families involved in the business. Multi-storey shop and dwelling type buildings housing ground-level shop with rooms above were constructed across the retail strips of Melbourne, and three- or more storied commercial and retail buildings began to proliferate between Bourke and Lonsdale streets from the late 1880s (Lovell Chen 2017:220).

## SITE HISTORY

The subject place is located on Crown Allotments 9, Section 21, City of Melbourne. In 1866, allotment 9 was owned by Charles Driver (*Plan of Melbourne* 1866).

The two-storey building at 215-217 Swanston Street is an early Victorian building constructed in 1856, likely as part of a row of four shop and dwellings (Figure 1). It was occupied by W Davis and Co, coopers, in that year (Fels, Lavelle and Mider 1993, Inventory no 488).



Figure 1. A group of two-storey brick shops and residences in Swanston Street, c1860. 215-217 Swanston Street is the third building from the left. (Source: Melbourne Heritage Action 2015)

The building continued to be occupied by merchants throughout the nineteenth century. In 1867, C Dyer, boot and shoe maker, was the tenant (S&Mc). In 1870, J F Mullarky advertised that he had 'enlarged and fitted up' premises at 133 (today's 215-217) Swanston Street. Called 'Commercial House' by Mullarky, he used the building to house his millinery, drapery and outfitting business (*Advocate* 24 December 1870:2). George Swanston was the owner of the building until 1889 (Fels, Lavelle and Mider 1993, Inventory no 488). In 1888, the building accommodated M J Scully's bootery and hosiery business (Mahlstedt Map section 1, no 21, 1888).

From the early 1910s up until 1927, 215-217 Swanston Street was occupied by New South Wales Monte Piete Co, loan and deposit company (S&Mc 1912-27). Around the same time of the Monte Piete's departure, adjoining shops to the north (217-221 and 223-225 Swanston Street) were demolished to make way for a new building for the English, Scottish & Australian Bank; and by the 1930s, the remaining shops at 211-213 Swanston Street had been demolished and replaced with a two-storey reinforced concrete building for PH McElroy, electricians and radio dealers. Consequently, the subject shops at 215-217 Swanston Street remained the only surviving building in the row of four shop and dwellings (Figure 2).

During the postwar years, the premises had been extended to the western allotment boundary (Figure 3).





Figure 4. 74 Collins Street constructed 1855 and converted to a shop in 1927.

***330 King Street, 1850 (HO680)***

A two-storey rendered brick shop and dwelling. Built by James Heffernan in the Colonial Georgian style in 1850. The two-storey rear section was added in the 1880's.



Figure 5. 330 King Street constructed 1850.

***261 William Street, 1856 (HO1088)***

Two-storey brick former warehouse/store. Built in 1856 as part of the old Metropolitan Hotel and converted to a shop in the 1920's.



Figure 6. 261 William Street constructed 1856.

*120-122 Little Lonsdale Street, 1872 (Interim HO1296, Significant in interim HO1297 Little Lonsdale Street Precinct – recommended as significant in the Hoddle Grid Heritage Review)*

The pair of row houses at 120-122 Little Lonsdale Street were built in 1872, and have rendered brick facades and simple classical detailing.



Figure 7. 120 Little Lonsdale Street constructed 1872. (Source: Context 2018)

*Housing conforming to the typology but constructed after 1860*

*20 Ridgway Place, 1898 (Interim HO1259 – recommended as significant in the Hoddle Grid Heritage Review)*

The two-storey brick dwelling is located in Ridgway Place on the property boundary. Its simple design and detailing is reflective of working-class residential buildings in the city.



Figure 8. 20 Ridgway Place constructed 1898. (Source: Context 2017)

*474 Little Lonsdale Street, c1870s (Interim HO1282 – recommended as significant in the Hoddle Grid Heritage Review)*

A two-storey, brick building was built as one of a pair of houses facing Park Street. The small corner building can still be read as an early residential building. At street level the building has been altered to accommodate two shop fronts.



Figure 9. 474 Little Lonsdale Street constructed 1870s. (Source: Context 2017)

215-217 Swanston Street is a fine example of the type of residence and commercial premises that was once common across the city. It is the sole survivor of a terrace row comprising at least four identical buildings with verandahs at ground level. As a building dated to pre-1860, it is one of very few shop/residences remaining from this period in the central city. 215-217 Swanston Street is significant for its early date of construction and integrity of its upper floor when compared with other like places.



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**ASSESSMENT AGAINST CRITERIA**


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✓ **CRITERION A**  
Importance to the course or pattern of our cultural or natural history (historical significance).

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✓ **CRITERION B**  
Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

---

**CRITERION C**  
Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

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✓ **CRITERION D**  
Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

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✓ **CRITERION E**  
Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

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**CRITERION F**  
Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

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**CRITERION G**  
Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

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**CRITERION H**  
Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	-

**OTHER**

215-217 Swanston Street is also contributory to the Swanston Street North Precinct.

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**REFERENCES**

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Context Pty Ltd 2012, *Thematic History: A History of the City of Melbourne's Urban Environment*, prepared for the City of Melbourne.

DeGruchy, H G 1873, 'City property, plan of subdivision of Crown allotments, 10,11,12 & 13, section 21', Melbourne, State Library of Victoria (SLV) Land subdivisions of Melbourne and suburbs 1837-1876; Vale Collection, accessed 20 March 2018.

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Royal Historical Society of Victoria (RHSV), 'Melbourne's Streets and Lanes', [http://www.historyvictoria.org.au/wp-content/uploads/2012/10/Melbournes-Streets-and-Lanes\\_Discovery-Series-No.-2.pdf](http://www.historyvictoria.org.au/wp-content/uploads/2012/10/Melbournes-Streets-and-Lanes_Discovery-Series-No.-2.pdf), accessed 12 February 2018.

Young and Spearritt 2008, 'Department Stores' in *eMelbourne*, School of Historical and Philosophical Studies, The University of Melbourne, <http://www.emelbourne.net.au/>, accessed 16 June 2017.

**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985** D

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**Central City Heritage  
Study 1993** C

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**Review of Heritage  
overlay listings in the  
CBD 2002** Ungraded

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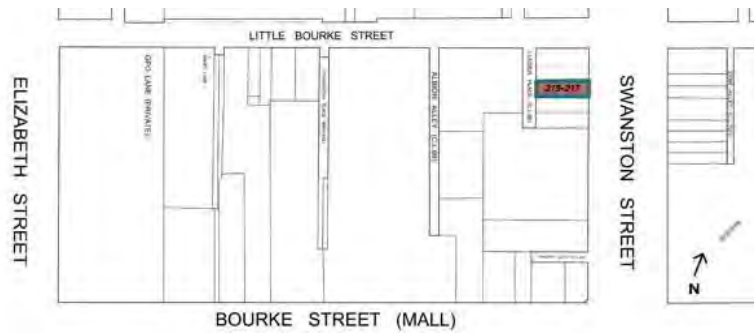
**Central City Heritage  
Review 2011** Ungraded

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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Shop and residence

**PS ref no:** [Interim HOHO1291](#)



### What is significant?

215-217 Swanston Street, Melbourne, a two-storey shop and residence from 1856.

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 high level of integrity to its original design;
- Pattern and size of original fenestration;
- Windows with aedicules and corbelled brackets;
- A pair of stuccoed pilasters with simple moulded architraves; ~~and~~
- Parapet with simple moulded cornice.

More recent alterations including the large glazed shopfront windows in the ground floor and modern canvas awning are not significant.

### How it is significant?

215-217 Swanston Street, Melbourne is of local historic, rarity, representative and aesthetic significance.

### Why it is significant?

215-217 Swanston Street is historically significant for its demonstration of a combined retail premises and residence in the central city. Together with several other examples (all with individual HOs) including 74 Collins Street, 330 King Street and 261 William Street, it demonstrates the type of residential properties built during the early years of Melbourne's development. (Criterion A)

With a construction date of 1856, 215-217 Swanston Street is a rare pre-1860s shop/residence to survive within the Hoddle Grid study area. Although once part of a terrace row of four identical buildings,

it is now the sole survivor of this group since the demolition of 211-213 and 223-225 Swanston Street. (Criterion B)

215-217 Swanston Street is a fine example of a Victorian-era building typology where retail premises in the nineteenth and early twentieth century included upper-level accommodation for families involved in the business. (Criterion D)

215-217 Swanston Street is aesthetically significant for its two-storey form and scale within Swanston Street and its restrained classical revival facade. Characteristics include the rendered masonry exterior, parapet, cornice and a pair of windows with classically derived corbels, window mouldings (aedicules) and moulded pilasters in stucco. (Criterion E)

### **Primary source**

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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ [Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

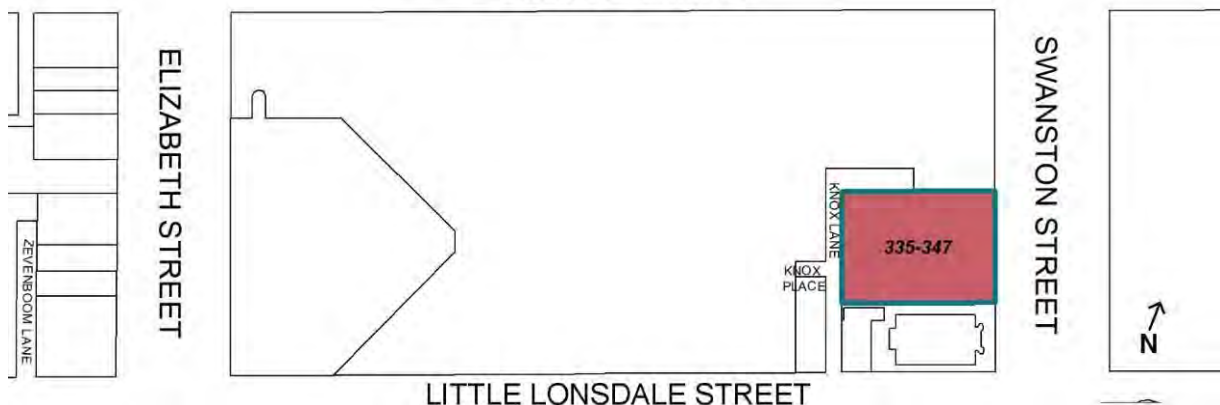
**SITE NAME** Former Manchester Unity Oddfellows Building

**STREET ADDRESS** 335-347 Swanston Street Melbourne

**PROPERTY ID** 109311



LA TROBE STREET



SURVEY DATE: October 2018

SURVEY BY: Context

**HERITAGE INVENTORY**

N/A

**EXISTING HERITAGE OVERLAY**

No

**PLACE TYPE**

Individual Heritage Place

**PROPOSED CATEGORY**

Significant

**FORMER GRADE**

Ungraded

**DESIGNER / ARCHITECT / ARTIST:**

Marcus Barlow

**BUILDER:**

Morrison Bros Pty Ltd

<b>DEVELOPMENT PERIOD:</b>	Interwar Period (c1919-c1940)	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1940-41
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## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
10 Shaping cultural life	10.3 Belonging to an ethnic or cultural group: Manchester Unity Independent Order of Oddfellows
11 Caring for the sick and the destitute	11.2 Providing welfare services
3 Shaping the urban landscape	3.2 Expressing an architectural style
POST WAR THEMES	DOMINANT SUB-THEMES
3 Government in Melbourne's city centre	
2 Constructing the economy of Melbourne City Centre	2.6 Housing and lodging

## LAND USE

HISTORIC LAND USE	
Archaeological block no: 5	Inventory no: Inventory not provided
THEMATIC MAPPING AND LAND USE	
1890s	Clubs and unions
1920s	Clubs and unions
1960s	Government

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

## SUMMARY

The 12-storey Manchester Unity Oddfellows Building at 335-347 Swanston Street Melbourne, was constructed in 1940-41 to a design by architect Marcus Barlow in the interwar Functionalist style. The site was long associated with the Manchester Unity Independent Order of Oddfellows (MUIIOF) who first provided welfare to Melburnians at the site from 1863, until 1946. The building was compulsorily acquired by the Commonwealth government for use by the Department of Munitions in 1946. The building was sold and three additional storeys were added in 1996-97 as part of the Melbourne Campus Apartments development.



## HISTORICAL CONTEXT

### Caring for the sick and the destitute

#### *Providing welfare services*

The demands of the growing population of Melbourne included provisions for social welfare. Initially these services were offered by private or church-run charities, or friendly societies. One of the city's first hospitals, the Melbourne Benevolent Asylum, opened in 1848 to cater for the poor. Babies' homes, orphanages and women's refuges were also established in the inner city where people's means of livelihood (especially for single women) were limited (Context 2012:82-83).

The hardships of the 1890s depression highlighted the need for improved welfare provisions. There was soon a high rate of unemployment in Melbourne and, as a result, families suffered, especially children, who were often left in the care of others or placed in institutional care. Working men were forced to queue for work on government projects (Context 2012:82-83).

The Wesley Central Mission was established in 1893 in direct response to this crisis. Other organisations, mostly church welfare groups, did their best to alleviate hardship. Welfare organisations included the Salvation Army, which established new headquarters in Victoria Parade in 1900 (Context 2012:82-83).

In the twentieth century, significant contributions to social welfare in Melbourne were also made by private benefactors. Notable among these were successful businessmen, such as the retailers Alfred Edmonds and Sidney Myer. Myer famously provided Christmas dinner for Melbourne's poor and homeless at the Exhibition Building each year (Context 2012:82-83).

Following the large-scale immigration of Europeans to Melbourne in the post war period, there were new demands for assistance and various communities established their own welfare programs. The German–Australian Welfare Association, for example, was established in the 1950s at the Lutheran Church in East Melbourne. The Italian welfare organisation, Co.As.It. was formed in Carlton in 1967. Aboriginal people living in Melbourne benefited from the welfare programs of the Victorian Aborigines Advancement League, originally based at 48 Russell Street Melbourne and later based outside the study area in Thornbury (Context 2012:82-83).

### Shaping cultural life

#### *Belonging to an ethnic or cultural group: Manchester Unity Independent Order of Oddfellows*

The Manchester Unity Independent Order of Oddfellows (MUIOOF) was a friendly society founded in Manchester, England, in 1810 to provide financial and social assistance to members experiencing hardship (Willis 2008). The MUIOOF was established in Melbourne by Augustus Greeves, a member of Manchester Unity in England who had migrated to Australia. The first meeting of the Australia Felix Lodge of the MUIOOF was held in 1840. Manchester Unity's first Grand Master in Melbourne was Dr Augustus Frederick Adolphus, a doctor of medicine who held a number of prestigious positions, including Mayor (1849-50), and editor of the *Port Phillip Gazette* and the *Melbourne Morning Herald* (Australian Unity 2017-18; Stevenson 2009).

Manchester Unity members had to pay a weekly fee for management expenses of their Lodge and a quarterly fee for doctors and medicine. Basic benefits covered sick pay and funeral expenses, though varying levels of hospital benefits could be paid for through additional contributions. Although based

on Christian values, Manchester Unity prided itself on being non-sectarian and non-political (Stevenson 2009).

In 1870, Manchester Unity was granted approximately 1.25 acres of Crown land to establish a home for aged and disadvantaged members. Bounded by Newry, Station, Freeman and Canning streets in Carlton, the land was to be used to build a facility for 'aged, infirm, decayed, distressed or indigent members'. In 1935, the Order decided to dispose of the property and use the proceeds to build a convalescent home in Woodend, Victoria (Australian Unity 2017-18).

Manchester Unity opened its first Aged Members' Centre in 1962 in Glen Waverley (Australian Unity 2017-18).

In 1985 the Grand United Order of Oddfellows (GUOOF) merged with Manchester Unity and those members who wished to continue the fraternal aspect of their membership were invited to join Manchester Unity (Stevenson 2009).

In 1993 the Australian Natives' Association Friendly Society (ANA) and the Manchester Unity Independent Order of Oddfellows (Manchester Unity) Victoria merged to form the Australian Unity Friendly Society Limited, now Australian Unity (Australian Unity 2017-18). Manchester Unity continues today as a charitable and fraternal wing of Australian Unity (Stevenson 2009).

### **Shaping the urban landscape**

#### *Expressing an architectural style*

Architectural historian Miles Lewis writes that after World War Two (1939-1945), modernism became a permanent part of Australian architecture, with only a small number of buildings built in traditional historic styles. Although few buildings were constructed in the city in the 1940s, almost all those that were built adopted modernism as the preferred aesthetic (Lewis 2012:185).

The modern movement encompassed a range of styles, which, in an Australian context, sometimes combined elements of Art Deco with International modernist styles. Interwar Functionalism was popularised in the period c1915-c1940. Drawing inspiration from European modern architecture of the 1920s and 1930s, this period of architecture in Australia is characterised by asymmetric massing of geometric shapes, contrasting vertical and horizontal motifs, plain surfaces, light-toned cement or face brick, and flat roofs concealed behind parapets. Fenestration typically took the form of horizontal bands to give a 'streamlined' effect, and decoration was minimal often articulated through the use of integrated lettering or parallel lines. Structurally, concrete and reinforced steel were the favoured building materials, which were used to achieve wide spans, continuous windows and cantilevered balconies. Windows were typically metal-framed, and smooth-surfaced facing materials, such as faience or polished granite, were popular. Architects Le Corbusier, Eric Mendelssohn, Willem Dudok, and the Bauhaus group, were principal proponents of this style (Apperly, Irving and Reynolds 1989:187).

By the end of the interwar period, sweeping horizontal lines came into favour, foreshadowing the postwar period, but in a far more ornamented form. Some of the finest examples are the McPherson Building in Collins Street (Reid & Pearson, 1934-37) and Mitchell House in Lonsdale Street (Harry Norris, 1936) (Context 2012).

## Government in Melbourne's City Centre

Public administration related to the colonial and state government provision of services to Australian cities has always been based in capital cities. The earliest buildings established for colonial administration in Melbourne were located at the western end of the city, but through the latter half of the nineteenth century Melbourne's chief public buildings were clustered at Eastern Hill. A group of government buildings, including the Mint and the Land Titles Office, remained at the western end as did the Supreme Court. With Federation in 1901, Melbourne became the de facto Federal capital and filled this role until 1927; during this time Commonwealth government administration occupied areas set aside for the State Government. Government departments in Melbourne increased steadily from the late nineteenth century and continued to be of major significance after World War Two (Context 2019). During World War Two government regulations controlled every aspect of civilian life, from cinema opening hours to transport routes to employment options. From 1901, defence came under Commonwealth jurisdiction and many private homes, public reserves and public buildings, including the Royal Melbourne Hospital, were requisitioned for military needs (Darian-Smith, 2008).

## SITE HISTORY

The subject building, the Melbourne Campus Apartments was constructed as the Manchester Unity Independent Order of Oddfellows' building between 1940 and 1941 to the design of architect Marcus Barlow (CoMMaps). It was addressed as 339 Swanston Street until 1997, when it was renumbered 335-347 Swanston Street to coincide with the development of the Melbourne Campus Apartments (Age 25 June 1997:24).

The subject site at 335-347 Swanston Street, part of Crown Allotment 10, Block 28, was purchased by Matthew Orr in 1847 (CoMMaps).

From 1863 to c1940 the MUIOOF occupied half of the subject site (see Figure and Figure 2). The society was a fraternal organisation and one of several friendly societies established in Melbourne during the Victorian period to assist members and their families in meeting the financial and social consequences of illness, unemployment or death. Member subscriptions contributed to a common fund that was used to support a member in need. Such societies were early providers of sick pay, funeral benefits and subsidised medical care (Willis, 2008).

Located adjacent to the former John Knox Free Presbyterian Church (1863), now Church of Christ, the Public Library and Hospital, the Manchester Unity Hall was centrally located. Upon its opening in 1863, the building and its central location was noted:

*The site has a frontage to Swanston Street of 50ft and faces the Melbourne Hospital so that from its position the Hall will be easily accessible from any part of the city. There is nothing particularly remarkable in the architectural appearance of the front elevation, which, by the way, is not intended to be the permanent façade but, not withstanding, it will be a decided ornament to the street (Herald 11 December 1863:2).*

A two-storey building comprising warehouses and showrooms was erected on the northern half of the site in c1895 (Herald 11 December 1863:2; MMBW Detail Plan no 1018, 1895).



Figure 1. Former Manchester Unity Hall building at subject site outlined in red. (Source: Lyle Fowler c1940, State Library of Victoria copyright)

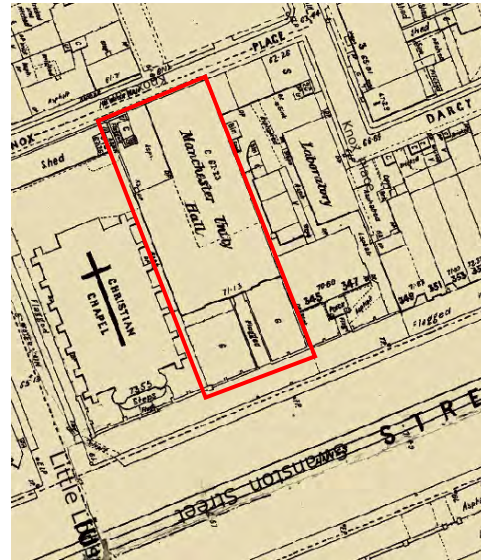


Figure 2. Extract from Melbourne Metropolitan Board of Works Detail Plan showing former Manchester Unity Hall building covering half of the subject site outlined in red (Source: MMBW Detail Plan no 1018, 1895)

In 1928 the society purchased the Stewart Dawson building on the corner of Collins and Swanston Streets with the intention of constructing an office and retail building. In 1931-32, at the height of the economic depression, the 11 storey Manchester Unity Building was constructed – in less than a year – to the design of the society’s architect, Marcus Barlow (Schrader 2008). As a benevolent society, the MUIOOF felt it was important at the time to show confidence that the economy would improve and also wished to provide a source of employment.

In the 1930s, the MUIOOF regularly hosted events, reunions, and meetings in the building then situated at today’s 335-347 Swanston Street for veteran groups such as the Australian Imperial Force and Disabled Soldier’s Association (*Argus* 25 October 1933:4; *Age* 28 August 1930:9). It also served as place of worship for a Christian congregation of 60 in 1937, who, fifteen years later, took over the adjacent John Knox Free Presbyterian Church as the Church of Christ (*Age* 29 December 1937:11).

In 1938 the MUIOOF purchased a block of land adjoining the subject site and the following year made the decision to rebuild the Manchester Unity Hall at a cost of over £100,000 (*Building* 24 October 1939:93; *West Australian*, 21 October 1939:6). The building was intended to mark the centenary of the MUIOOF in Victoria, but the decision was spurred, in part, by the fear that building costs would rise sharply after the outbreak of war (*Building* 24 September 1941:57; *Building* 24 October 1939:93; *West Australian*, 21 October 1939:6).

The 11-storey building was constructed to the 40 metre (132 feet) height limit and was intended to be the ‘most outstanding structure to the north of the city’ (*West Australian*, 21 October 1939:6; *Building* 24 September 1941:57; *Herald* 11 January 1940:3). The building was to provide 143,000 square metres of floor space, with most floors available for letting. The building comprised a large hall and rooms for the use of the society, as well as factory space and shops (*West Australian*, 21 October 1939:6; *Building* 24 September 1941:57; *Herald* 11 January 1940:3).

Morrison Bros Pty Ltd built the new Manchester Unity Oddfellows Building in 1940-41 to the design of Marcus R Barlow & Associates (see Figure 3 and Figure 4) (*JRVIA* 1940-1941:129). Upon

completion, the building was described as a 'landmark at the north end of Swanston Street' (*Building* 24 September 1941:57). Originally, the exterior walls were painted with Boncote – a cement-based paint designed for use on unpainted cement, stucco, brick and concrete surfaces and in use from the 1920s. The vertical features were faced with Wunderlich Ltd blue faience, and the recessed panels under the horizontal spandrels were painted light blue. The roof was Neuchatele Asphalte. The interior incorporated a hall 14.6 by 31 metres (48ft by 102ft) finished with a special dance floor sprung on rubber. It also included a supper room, kitchens, cloak rooms and foyers; a large lodge room, preparation rooms and district officers' rooms, two electric lifts, a goods lift and six shop fronts onto Swanston Street (*Building* 24 September 1941:57). A flagpole was originally affixed atop the building (see Figure 5).

In 1945 the Victorian Military Lines of Communication occupied the building (*Morning Bulletin* 4 October 1945:4). The following year the Commonwealth government compulsorily acquired the Manchester Unity Oddfellows Building (*Argus* 24 May 1946:2). The government intended to convert the building into future headquarters for the Department of Munitions, by refitting the building with air-conditioning, fluorescent lighting in central areas, sound absorbent ceilings, and sound-reducing windows (*Argus* 13 June 1947:3; *Herald* 30 September 1947:7). The Munitions Department moved into the premises in 1947, joining existing tenants of the building including the headquarters of Trans-Australia Airlines and the Aircraft Production Division of the Munitions Department (*Argus* 13 June 1947:3).

By 1955 the building was occupied entirely by Commonwealth agencies; of these, only the Trans-Australia Airlines paid council rates (*Age* 8 July 1955:3). The Commonwealth Department of Supply renamed the building 'Jensen House' in 1969, in recognition of the former head of the Department, Sir John Jensen, who contributed significantly to the development of Australian industry, particularly in the war years. Jensen House housed government offices and the Commonwealth Government Bookshop until 1996 (*Age* 26 June 1996:61).

In 1996 Pacific East Coast Ltd purchased the site for development with financing from the Macquarie Bank (*Age* 26 June 1996:61). Completed in 1997, the \$35 million Melbourne Campus Apartment project saw the redevelopment of the building into student accommodation (*Age* 26 June 1996:61). The development was to house up to 440 students in 270 apartments, capitalising on the niche accommodation market for overseas students that was emerging at the time. Melbourne Campus Apartments were described in one article published contemporaneously as 'Melbourne's first high-quality, international student accommodation complex' (*Age* 26 June 1996:61). Three additional floors were added to the building as part of the Melbourne Campus Apartments development (*Age* 26 June 1996:61).

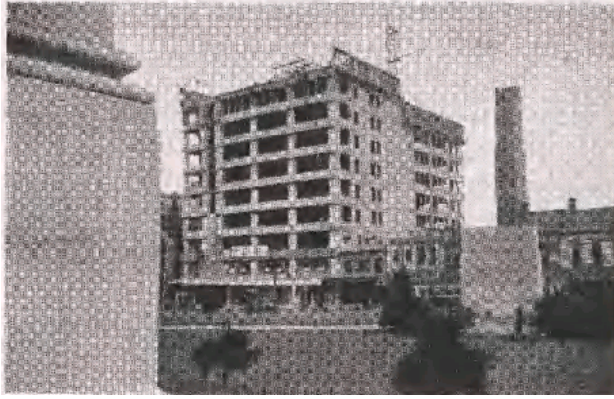


Figure 3. Photograph showing Manchester Unity Oddfellows Building under construction in 1940. (Source: JRVIA December 1940-January 1941, Vol 38, No 6: 129)



Figure 4. Photograph showing the MUOB in 1941. (Source: *Building* Vol 69, No 9, September 24 1941:10 copyright)



Figure 5. Manchester Unity Building in 1985, with flagpole intact . (Source: Graeme Butler, 1985 CAD Survey Hermes)

Marcus Barlow, architect

Marcus Barlow (1890-1954) was a strong advocate of skyscrapers and American urbanism, as well as embracing the motorcar and the typology of car-parking stations. His major contribution to the city of Melbourne is the Manchester Unity building at the corner of Swanston and Collins streets. As one of the most prolific and accomplished architects of the interwar period he campaigned to overturn Melbourne's 132 feet (40 metre) height limit on buildings, which later occurred in 1958, several years after his death. His early partnership with John Grainger (1914-1917) and Harry Little (1917-1922) was followed by a partnership with F G B Hawkins (1924-1927). Barlow is credited with reshaping Melbourne's interwar central business district (Schrader 2012).

## SITE DESCRIPTION

The Melbourne Campus Apartments building at 335-347 Swanston Street, originally completed in 1941 is a 15-storey interwar commercial building. It exhibits characteristics of the interwar Functionalist style, particularly in the strong horizontal emphasis of the projecting spandrels with the counterpoint of the vertical element, probably containing the stair. The original building was refurbished and extended in 1997, including the addition of three additional set back storeys to the original 12 storeys. The subject site is located on the western side of Swanston Street, on the block bounded by La Trobe Street to the north, Little Lonsdale Street to the south and Elizabeth Street to the west.

The building structure is of reinforced concrete post and slab construction. The principal façade elements to Swanston Street comprise rendered and painted concrete spandrels on each of the above ground storeys providing the strong horizontal emphasis typical of the style, to which the vertical form of the stair element (originally faced with Wunderlich blue glazed terracotta faience, but now painted) asymmetrically placed on the southernmost side of the façade provides a counterpoint. The concrete spandrels terminate in a curved end where they meet the recessed plane of the façade. These sections align with wide recessed mullions separating the panels of windows, and are faced with light colored face brick (possibly calcium silicate) over the reinforced concrete columns.

The panels of windows exhibit a similar horizontal emphasis to that of the spandrels. Each panel consists of multiple panes, and are either the original steel frame items or possibly contemporary aluminium frames replicating the original framing pattern.

Atop the vertical stair element is a simple parapet upon which there was mounted a flagpole. The words 'Melbourne Campus Apartments' are affixed centrally to the original horizontal parapet.

The southern elevation of the building is much more prosaic, punctuated by smaller, mostly square, openings infilled with either original steel or replacement aluminium framed windows similar to those of the principle façade, but without the three-dimensional depth of the Swanston Street facade.

A three storey extension surmounts the original building above the parapet, set back from the original wall plane and utilising a similar style, modulation, and window glazing pattern.

## INTEGRITY

The original scale and form of the former Manchester Unity Oddfellows Building is retained and most of the original features that characterise the building's design as interwar Functionalist have been retained, including projecting spandrels and vertical element, recessed brickwork panels and large horizontal bays of multipane windows. Three storeys were added above the parapet in 1997. This addition is generously set back so that it is not overly prominent as well as being modest in scale. The mounted flagpole and faience cladding have been removed, and the ground floor shopfronts have been altered. Overall, and in spite of these changes, the building is of high integrity.

## COMPARATIVE ANALYSIS

Structural steel and reinforced concrete framing became popular building materials in interwar Melbourne, inspired by Chicagoan architecture in the late nineteenth and early twentieth centuries, as there was a surge in the construction of high buildings within the 40 metre (132 foot) height limit then in force. Departing from load-bearing brick walls, many 1920s examples employed these new building

methods that allowed windows to become larger and more prominent on facades, whilst also facilitating increased building heights.

Most of the buildings were designed in the interwar Commercial Palazzo, Chicagoesque or Moderne styles. In the 1930s and 1940s new lower scale buildings such as factories and other modern service facilities such as car showrooms often utilised the interwar Functionalist style, emphasising a modern aesthetic, using 'streamlined' horizontal spandrels and extensive horizontal bands of glazing. However, in the period prior to and following World War Two, the style was also used for some high-rise commercial buildings, including the Manchester Unity Oddfellows Building at 335-347 Swanston Street.

The following examples are comparable with at 335-347 Swanston Street, being of a similar style and use, although their construction date and scale varies. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dated c2000 or later.

*Manchester Unity Building, 220-226 Collins Street, 1932 (HO590, HO502)*

A twelve-storey concrete encased steel office building clad with a glazed terracotta faience. Designed by Marcus R Barlow in the interwar Gothic revival style and built for the Manchester Unity Independent Order of Oddfellows by WE Cooper Pty Ltd in 1932.



Figure 6. 220-226 Collins Street, Melbourne, built in 1932.

*Russell's Building, 361-363 Little Bourke Street, 1939 (HO1050)*

A three-storey brick building built in 1939 and designed by Arthur & Hugh Peck in an early modernist style for Robert Geoffrey Russell.



Figure 7. 361-363 Little Bourke Street, built in 1939.



*Mitchell House, 352-362 Lonsdale Street, 1937 (VHR H2232; HO715)*

This seven-storey rendered brick office building with ground level retail was designed by architect Harry A Norris in the interwar Functionalist style. The ground level was originally a motorcar showroom.



Figure 8. 352-362 Lonsdale Street, built in 1937.

*Presgrave Building, 273-279 Little Collins Street, 1938, (Significant in HO502 The Block Precinct)*

A six-storey cement rendered office building with shops at street level and foyer. Designed by Marcus Barlow in the interwar Functionalist style and built in 1938. The upper floors were refurbished and converted to hotel accommodation in 2000.



Figure 9. 352-362 Lonsdale Street, built in 1937.

*Palmer's Emporium, 220 Bourke Street, 1937 (Interim HO1243 – Recommended as significant in the Hoddle Grid Heritage Review)*

220 Bourke Street is a four-storey commercial building designed by architect Harry A Norris in 1937. Built to accommodate a multilevel department store, the design embraces modern construction technology (reinforced concrete construction) and interwar Functionalist styling to express a progressive and modern aesthetic.



Figure 10. 220 Bourke Street, built in 1937. (Source: Context, 2017)

*McPherson's Building, 546-566 Collins Street, 1935 (VHR H0942; HO614)*

A five-storey reinforced concrete office building with basement parking and ground level retail. Designed by Stewart Calder in association with Reid & Pearson in the International style (with influences of interwar Functionalist style) and built as offices and showrooms for McPherson's Proprietary Limited in 1935.



Figure 11. 546-566 Collins Street, built in 1935. (Source: iHeritage)

*12-18 Meyers Place, 1940 (Recommended as significant in the Hoddle Grid Heritage Review)*

Designed by Harry A Norris, a two-storey factory in interwar Functionalist style, built in 1940.



Figure 12. 12-18 Meyers Place, built in 1940. (Source: Context 2018)

The former Manchester Unity Oddfellows Building at 335-347 Swanston Street is an example of a substantial commercial building completed in 1941 in the interwar Functionalist style. It is comparable with a number of HO listed examples of the style constructed prior to and following World War Two, including Mitchell House at 352-362 Lonsdale Street (also VHR listed), constructed in 1937 and also exhibiting the 'streamlined' horizontal spandrels, extensive horizontal bands of glazing and contrasting asymmetric vertical stair element that characterise the style. Mitchell House has a higher degree of intactness as it retains its original form without additions. 335-347 Swanston Street is distinguished as a more substantial building (15 storeys compared to six), and as a purer example of the style, with none of the decorative articulation seen in other examples that derives from earlier styles.

The Manchester Unity building at 220 Collins Streets was also designed by Marcus Barlow for the MUJOOFF. Barlow is credited with reshaping Melbourne's interwar central business district. Although 220 Collins Street is a more ornate example exhibiting elements of the interwar Gothic revival style, it is comparable in terms of having the same designer owner and use, being constructed of similar materials (such as the use of faience cladding), and being comparable in terms of its substantial scale, prominent vertical element and streamlined form.

335-347 Swanston Street is also comparable to the HO listed McPherson's Building at 546-566 Collins Street. Although the latter building is low scale at only four-storeys, it demonstrates a similar strongly horizontal pattern of glazing and masonry spandrels that typify the more 'stripped back' examples of the style.

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**ASSESSMENT AGAINST CRITERIA**


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- |   |  |
|---|--|
| ✓ | <p><b>CRITERION A</b><br/>Importance to the course or pattern of our cultural or natural history (historical significance).</p>  |
|   | <p><b>CRITERION B</b><br/>Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p>   |
|   | <p><b>CRITERION C</b><br/>Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p>   |
| ✓ | <p><b>CRITERION D</b><br/>Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p>   |
| ✓ | <p><b>CRITERION E</b><br/>Importance of exhibiting particular aesthetic characteristics (aesthetic significance).</p>  |
|   | <p><b>CRITERION F</b><br/>Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p>   |
|   | <p><b>CRITERION G</b><br/>Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).</p> |
| ✓ | <p><b>CRITERION H</b><br/>Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p>  |
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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985** Ungraded

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**Central City Heritage  
Study 1993** Ungraded

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**Review of Heritage  
overlay listings in the  
CBD 2002** Ungraded

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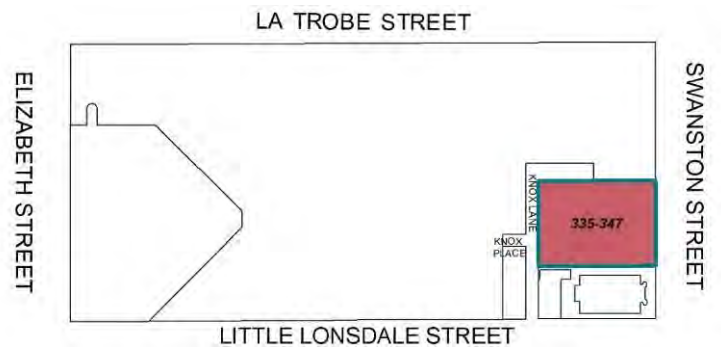
**Central City Heritage  
Review 2011** Ungraded

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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Manchester  
Unity Oddfellows Building

**PS ref no:** HO ~~1376XXXX~~



### What is significant?

Former Manchester Unity Oddfellows Building at 335-347 Swanston Street, Melbourne, a 15-storey (three levels added in 1996-96) interwar Functionalist style office building built in 1940-41 to a design by architect Marcus Barlow.

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

- The original built form and scale;
- The original pattern of fenestration, including 'streamlined' horizontal spandrels, extensive horizontal bands of glazing and contrasting asymmetric vertical stair element; and
- The original multipane steel frame windows.

Later alterations made to the street level façade, and the additional storeys constructed in 1997, are not significant.



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**How it is significant?**

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335-347 Swanston Street, Melbourne is of local historical, representative, aesthetic and associative significance to the City of Melbourne.

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**Why it is significant?**

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The building at 335-347 Swanston Street is historically significant for the evidence it provides of the importance of welfare provision in Melbourne. The building was constructed for the Manchester Unity Independent Order of Oddfellows to the design of architect Marcus Barlow in 1940-41. The site on which it stands has a longer association with the Manchester Unity Independent Order of Oddfellows, who first provided welfare to Melburnians at the site from 1863 continuing until 1946. The 1940-41 building had a mix of uses, incorporating a large hall and rooms for the use of the society, and factory space and shops available for lease. Compulsorily acquired by the Commonwealth government for use by the Department of Munitions in 1946, the building is also significant for its connection with the history of Commonwealth acquisition of land and buildings in Melbourne for use in association with military and defence, during and as a consequence of war. (Criterion A)

The former Manchester Unity Oddfellows building at 335-347 Swanston Street is significant as a largely intact example of commercial development in central Melbourne. It demonstrates the 40 metre (132 foot) height limit then in force during the period when the city had recovered from the Great Depression but World War Two imposed constraints on new buildings. The interwar Functionalist style was popular during the interwar and early postwar periods, usually for low rise industrial buildings, schools and institutional buildings. However, there were a number of commercial developments in central Melbourne that utilised the style for its modern or progressive aesthetic, including the building at 335-347 Swanston Street. The building at 335-347 Swanston Street exhibits the same design aesthetic and quality as other examples of the style. The building has a high degree of integrity, retaining its 'streamlined' horizontal spandrels, extensive horizontal bands of glazing and contrasting asymmetric vertical stair element that characterise the style. (Criterion D)

The former Manchester Unity Oddfellows building is of aesthetic significance as a substantial commercial building built in the interwar Functionalist style. Built to a design by architect Marcus Barlow, the building is distinguished as a pure example of the style, without the decorative articulation that derives from earlier styles. Barlow was a strong advocate of skyscrapers and American urbanism, the aesthetic influence of which can be observed in his design for the subject building. (Criterion E)

The site at 335-347 Swanson Street was long associated with the Manchester Unity Independent Order of Oddfellows (MUIOOF), a friendly society founded in Manchester, England, in 1810, for the purpose of providing financial and social assistance to members experiencing hardship. The first meeting of the Australia Felix Lodge of the MUIOOF was held in Melbourne in 1840. The society subsequently built a hall on part of the subject site c1863, which it occupied for 80 years. After constructing the new 12 storey premises on the site in 1940-41, the MUIOOF remained at today's 335-347 Swanston Street until the building was forcibly acquired by the Commonwealth in 1946 for military needs. The building's subsequent occupation by the Commonwealth Government is also significant for its connection to defence history and the requisition of land and buildings by the Commonwealth in World War Two. (Criterion H)

**Primary source**

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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

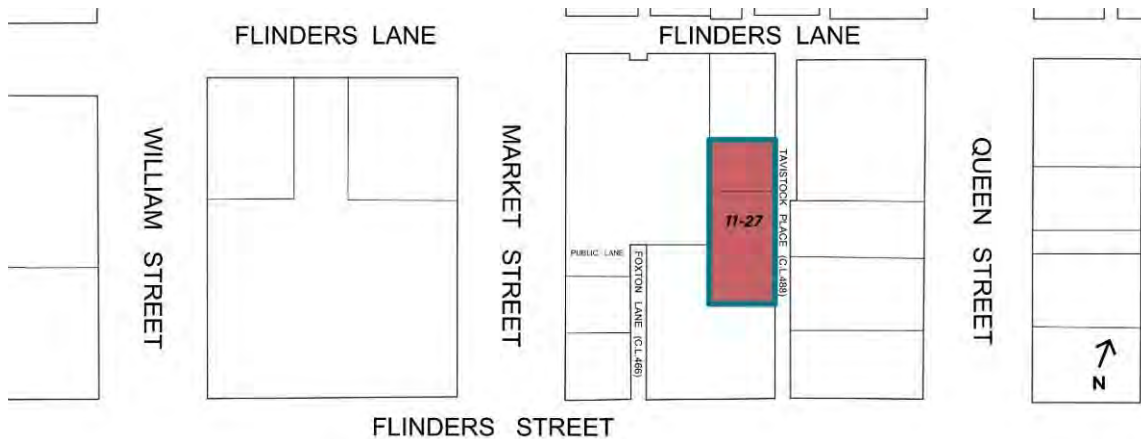
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**SITE NAME** CitiPower (Former Melbourne City Council substation)

**STREET ADDRESS** 11-27 Tavistock Place Melbourne

**PROPERTY ID** 109438



SURVEY DATE: October 2017

SURVEY BY: Context

**HERITAGE INVENTORY** H7822-1874

**HERITAGE OVERLAY** No

**PLACE TYPE** Individual Heritage Place

**PROPOSED CATEGORY** Significant

**FORMER GRADE** C

**DESIGNER / ARCHITECT / ARTIST:** Not confirmed, but likely to be the architects' office at Melbourne City Council

**BUILDER:** Not known

**DEVELOPMENT PERIOD:** Interwar Period (c1919-c1940)

**DATE OF CREATION / MAJOR CONSTRUCTION:** 1926

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
6 Creating a functioning city	6.3 Providing essential services

## LAND USE

### HISTORIC LAND USE

**Archaeological block no: 59**

**Inventory no: 874**

**Character of Occupation:** Commercial, Residential, Services/Infrastructure

Second land sale 1837, Block 3 Allotment 7, R. S. Webb.

1839 Williamson	Building possibly on site.
1837 & 1840 Hoddle	
1855 Kearney	
1866 Cox	
1877 Dove	Two-storey store and timber building in former yard areas.
1880 Panorama	
1888 Mahlstedt	Two-storey store and timber building in former yard areas.
1905/6 Mahlstedt	Two-buildings, Peterson & Co. Store, Valentine Fruit Store.

### THEMATIC MAPPING AND LAND USE

1890s	Warehouses and Yards
1920s	Power
1960s	Power

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

## SUMMARY

11-27 Tavistock Place is a large electrical substation built by the Melbourne City Council Electricity Supply Department in 1927 as part of an upgrade of electrical supply and distribution. It is one of several built at the edges of the Hoddle Grid which facilitated the residential, commercial and industrial expansion of the city.

## HISTORICAL CONTEXT

### Creating a functioning city

#### *Providing essential services*

Melbourne was one of the first major cities in the world, along with London and New York, to have a public electricity supply where electricity was distributed from a central generating station for use by paying private customers and for public street lighting. The nascent electricity supply enterprises adapted quickly to a new public utility technology that had its origins in the UK, USA and Europe but 'which enabled local ingenuity and entrepreneurial spirit to flourish'. In addition, Melbourne's early public electricity supply development encompassed most of the evolutionary technical and structural facets of the industry (Pierce 2009:8). The Melbourne City council was the first metropolitan council to establish its own electricity supply and distribution network in 1894.

Ray Proudley in the *Encyclopædia of Melbourne* writes that:

*Locally, the first example of the general supply of electricity from a central point was the establishment by the Melbourne City Council of the Spencer Street Power Station from which the streets of the central business district were first illuminated on 7 March 1894...*

*[The first production and supply of electricity in Melbourne was commenced by private companies in the 1880s and 1890s.] In 1896 the Victorian Parliament enacted the Electric Light and Power Act to bring some sense of order and regulation to what until then had been a new and totally unregulated industry dealing in a potentially hazardous field (Proudley 2008).*

Under the 1896 Act, a number of local councils operated Municipal Electricity Undertakings (MEUs), enabling them to manage electricity distribution and retailing to their ratepayers. The City of Melbourne took up the first MEU in 1897.

By 1903 the Melbourne City Council Electricity Supply Department (MCCESD) was one of four electricity supply companies in Victoria and supplied 53.6 per cent of total generating capacity. Electric trams relied on this power supply when they commenced operation in Melbourne in 1906. The Melbourne Electricity Supply Co (MES Co.) formed in 1907, when the Electric Light & Traction Company changed its name (Pierce 2009:5-6).

Demand for electricity grew rapidly in the early decades of the twentieth century. The bulk of the Melbourne metropolitan area was supplied by just two companies, the aforementioned MCCESD and MES Co. They obtained their supply from the Spencer Street Power Station until the Newport A Power station was built at the mouth of the Yarra River between 1913 and 1918. It was constructed by the Victorian Railways to supply energy for the electrification of the suburban rail system, but also supplied bulk electricity to the MCCESD and MES Co (Edwards 1969:27-29).

The State Electricity Commission of Victoria (SECV) was established in 1921 under the chairmanship of Sir John Monash. The first SECV projects were the construction of the first brown coal power plant at Newport B (adjacent to the Victorian Railways Newport A traction power station), which came on line in 1923, and Yallourn A (the first Latrobe Valley power station), which opened in stages from 1924. Meanwhile, the SECV began to establish and develop its supply and distribution network. The first stage involved the construction of substations at key locations, which enabled the SECV to progressively assume control for the supply and distribution of power in the metropolitan area. From

1922 to 1924 four metropolitan substations were constructed and operating in the following areas: Melbourne City Council area (1923); Ascot Vale (1924); Brunswick (1924); and Collingwood (1924). In 1930, the MES Co. was formally acquired by the SECV (Pierce 2009:8).

As Proudley writes,

*However, as a consequence of the earlier private ownership, electricity distribution remained at least partly in the domain of local government with eleven Municipal Electrical Undertakings distributing and selling electricity purchased from the SECV [State Electricity Commission of Victoria], [which] [f]rom the 1950s to the early 1980s...expanded dramatically... (Proudley 2008).*

The Spencer Street Power Station supplied the inner city of Melbourne with electricity until the 1960s.

In 1994, the Kennett government launched an extensive reform of the Victorian electricity industry, resulting in the creation of five electricity distribution companies based on geographic regions that took over the responsibilities of the SECV and the 11 MEUs in inner Melbourne.

## SITE HISTORY

The site at 11-27 Tavistock Place was originally part of Crown Allotment 7, Section 3, purchased by R S Webb during the second Crown Land Sale in 1837 (Fels, Lavelle & Mider 1993, Inventory no 874). By 1839 the allotment had been subdivided and a right-of-way established, connecting Flinders and Little Flinders streets between Market and Queen streets (*Port Phillip Gazette* 16 March 1839:4). Tavistock Place was named as a lane by 1865, possibly after London's Tavistock Street (RHSV 2018).

Previous buildings on the subject site included a two-storey store and timber house occupied by Burns & Co in 1877, with a third building built in 1888. In 1910 Peterson & Co operated a store on the southern portion of the lot, while Valentine's Fruit Store occupied the northern end (Fels, Lavelle & Mider 1993, Inventory no 874; Mahlstedt Map, no 18, 1910). In 1922 the Bank of Victoria occupied 11-27 Tavistock Place (CT:V4196 F101).

### *Electrical substation*

Between 1898 and 1900 the Melbourne City Council acquired the assets of three private electricity companies operating within its municipal boundaries, creating a new company known as the Melbourne City Council Electricity Supply Department (MCCESD). In 1907, the City of Melbourne called for tenders for the erection of electric substations to plans and specifications available from the City Architect's Office (*Age* 3 July 1907:4).

A number of electric substations were subsequently constructed, including one in Park Street that was in existence by 1914 (*Brunswick and Coburg Leader* 6 February 1914:5). Many of the substations were erected as part of the electrification of Melbourne's suburban railway system.

In 1921, the MCCESD supply capacity was augmented by provision for importing up to 5000kW at 6.6kV from the newly constructed Victorian Railways power station at Newport. In addition, in 1925 the first stage of conversion to three-phase importation from the State Electricity Commission of Victoria (SECV) for the Melbourne Electric Supply Company (MES Co.) supply areas was introduced (Pierce 2009: 7-8). A number of substations throughout the city were upgraded or newly built in order

to convert the 22,000v alternating current generated at the Newport power station to a 1,500 direct current before it was transmitted to overhead wires for use by electric trains.

The subject site was nominated for the construction of an electrical substation at a Melbourne City Council meeting held at the Melbourne Town Hall on 24 April 1926. The electric supply committee recommended that authority be given for the purchase of land in Tavistock Place from owners, customs and shipping agents Mullaly and Byrne Pty Ltd, for £15,000 (*Age* 12 March 1915:14; 24 April 1926:16). The subject site, having a frontage of 103 feet 5 inches to the west of Tavistock Lane with buildings erected thereon, was required for the erection of a rotary substation. The cost of the purchase was charged to loan, as part of a broader undertaking of the council's electrical supply (*Age* 24 April 1926:16). In January 1927 the City of Melbourne advertised tenders for the erection of an electric substation in Tavistock Place, and it is assumed that construction would have taken place later that year (*Argus* 12 January 1927:3). No information about the building's designer could be found, although it is likely to have been designed by the then city architect. A 1925 map shows the substation in situ (Figure 1).

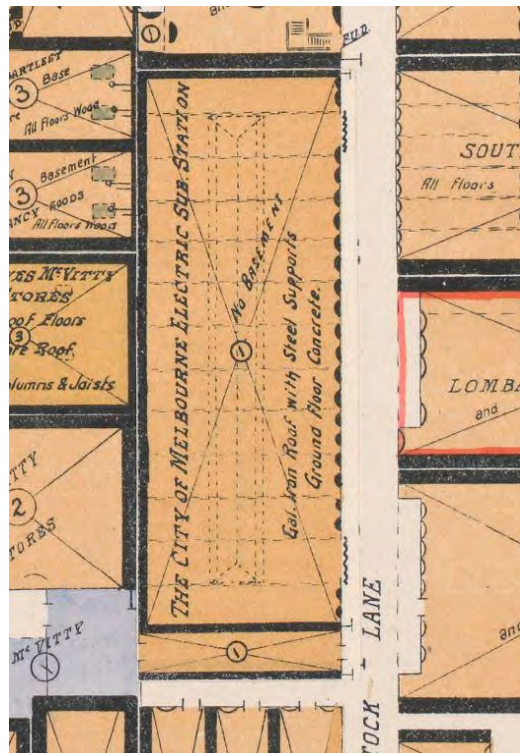


Figure 1. Detail from a 1925 Mahlstedt plan shows a substation occupying the subject site; presumably this map was updated after its construction in 1927. (Source: Mahlstedt Map Section 1, no 18, 1925)

The electric substation was operated by Melbourne City Council until the privatisation of the electricity industry saw it transferred to CitiPower Ltd in 1995 (CT:V4196 F101).

In recent years, 11-27 Tavistock Place has been used for storage and a band rehearsal space, until it was recently converted into corporate office space for Beon Energy Solutions, a subsidiary of CitiPower (DRIVENxDESIGN 2018).

## SITE DESCRIPTION

11-27 Tavistock Place is situated in a small laneway between Flinders Street and Flinders Lane. Like other substations in Spencer Street, George Parade and Park Street, these buildings are situated on the edges of the Hoddle Grid. 11-27 Tavistock Place is a large sub-station with a long rectangular footprint and two-storey height. The substation is built to the property boundary, forming an edge to the laneway. It is designed in an interwar industrial aesthetic with plain face brickwork and concrete lintels. The lower floor has recessed panels in an otherwise plain brick wall. These are now bricked in but probably formerly with ventilation louvres. The upper floor is lit from a regular pattern of windows set in pairs between pilasters. The window frames have been replaced. Above these is a continuous concrete lintel and a string course that forms a semi-circular arch over the doorway entrances. A similar detail of angled corbels leading from the concealed gutter to the pilasters, also found at 10-14 Park Street, is likely to indicate the same designer.

## INTEGRITY

11-27 Tavistock Place is a site that has high integrity. It retains its form and façade detail from the 1920s redevelopment of the site. The windows are replacements and the ventilation openings at ground level have been bricked up. The laneway character is enhanced by the side elevation of the similarly two-storey scale Tavistock House at 383 Flinders Lane (HO648). The interior has not been investigated and it is not known whether any of the machinery and equipment remains. The building does not retain its original use.

## COMPARATIVE ANALYSIS

### Electrical substations

The earliest substations were small-scaled buildings and their importance not necessarily reflected in their design. The expansion of electricity supply in the interwar period reflected the importance of this new type of industrial building and efforts were made to produce designs that reflected their location and the importance of their function. Substations benefited from the philosophy that saw industrial uses as worthy recipients of design inspiration and sometimes even flamboyance as a way of celebrating the new development of electricity. Electrical substations across Melbourne show a variety of architectural manners, generally reflecting the civic and urban design concerns of the municipal electricity supply departments, the earlier electric companies and the role of the SEC. Pavilion styles proliferate in parkland areas of the Domain and the Fitzroy Gardens. Other substations in urban streetscapes tend to more austere modernism or simply adhere to a functional industrial aesthetic or a simple gable roofed 'shed'. Even in the more austere examples there is generally brickwork detail and care taken in their massing and composition (Biosis, 2007:19-25).

A large portion of the first power station erected by Melbourne City Council is included on the Heritage Overlay (HO737). This complex comprises the surviving remnants of the power station erected in 1894 to power electric lighting in the streets (Figure 2). Several other buildings used as substations are within existing or proposed precinct HOs.

The following examples are comparable with the subject building, being of a similar style, scale and construction date, although their original uses vary. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dated c2000 or later.



*Substation, 651-669 Lonsdale Street, 1915 (HO737)*

It is a three-storey brick substation with two basement levels, built in 1915.



Figure 2. Substation at 651-669 Lonsdale Street constructed 1915.

*620-648 Little Bourke Street, c1910-1925 (HO737 – recommended as significant in the Hoddle Grid Heritage Review)*

CitiPower substation at (part of) 620-648 Little Bourke Street Melbourne is a two-storey interwar brick warehouse building constructed between 1910 and 1925 by Melbourne City Council Electricity for use as a carpenter's workshop to service its electricity supply station situated on the same site. The building was converted for use as an electric substation, likely in the 1920s or 1930s, and remains in use for that purpose today.



Figure 3. Substation at 620-648 Little Bourke Street constructed 1910-1925.

*1-3 Evans Lane, 1913 (Contributory in interim HO1297 Little Lonsdale Street Precinct)*

Built in 1913 by builders Reynolds Bros to designs by architect W Rain, this warehouse was converted to an electrical substation in 1928, as part of a program by the City of Melbourne to supply new substations in the 1920s. It continues to operate as a substation today.



Figure 4. 1-3 Evans Lane, constructed in 1913.

*28 Crossley Street, build date unknown (Contributory in HO500 Bourke Hill Precinct)*

A single-storey substation in Crossley Street, off Bourke Street.



Figure 5. Substation at 28 Crossley Street, unknown build date.

*12-14 Guildford Lane, 1920s (Contributory in HO1205 Guildford & Hardware Laneways Precinct)*

It is a single-storey brick electricity substation built in the 1920s.



Figure 6. 12-14 Guildford Lane, substation constructed c1920.

*21 Market Lane, build date unknown (Contributory in HO507 Little Bourke Street Precinct)*

It is a single-storey brick substation in Market Lane, off Bourke Street.



Figure 7. 21 Market Lane, build date unknown.

*10-14 Park Street, 1928 (Interim HO1257 – recommended as significant in the Hoddle Grid Heritage Review)*

10-14 Park Street is one of several small-scale electrical substations built in the interwar period as part of the expansion of electricity supply and distribution. It operated for over 60 years as part of the Melbourne City Council's electricity supply department. It continues to operate as a substation.



Figure 8. Substation, 10-14 Park Street constructed 1928. (Source: Context 2017)

*23-25 George Street, 1938 (Interim HO1248 – recommended as significant in the Hoddle Grid Heritage Review)*

23-25 George Parade is one of several small-scale electrical substations built in the interwar period as part of the expansion of electricity supply and distribution.



Figure 9. 23-25 George Parade constructed 1938. (Source: Context 2017)

11-27 Tavistock Place is a particularly large substation occupying a large extent of Tavistock Place. In size it is comparable to the substations at 651-699 Lonsdale Street and 620-648 Little Bourke Street (HO737). It is very similar to 651-699 Lonsdale Street in scale, form and detail, although the location of this place allows it to be viewed as a three-dimensional building, an aspect that is not possible in the confined space of Tavistock Place. Compared with other substations including 23-25 George Parade and 10-14 Park Street, 11-27 Tavistock Place is a more sophisticated composition with brickwork articulated by pilasters, a curved parapet highlighting the entry and the rhythm of paired windows. The substations share a common history in the development of electricity supply in the City of Melbourne and share an Interwar industrial aesthetic that contributes to the richness of building form and scale within Hoddle Grid Study Area.

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**ASSESSMENT AGAINST CRITERIA**


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✓

**CRITERION A**

Importance to the course or pattern of our cultural or natural history (historical significance).

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**CRITERION B**

Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

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**CRITERION C**

Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

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✓

**CRITERION D**

Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

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✓

**CRITERION E**

Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

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**CRITERION F**

Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

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**CRITERION G**

Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

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**CRITERION H**

Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

**REFERENCES**

*Age*, as cited.

*Argus*, as cited.

*Brunswick and Coburg Leader*, as cited.

DRIVENxDESIGN 2018, *Powercor, Tavistock*, <https://drivenxdesign.com/>, accessed online 1 April 2018.

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Mahlstedt, G 1910, *Index to the City of Melbourne detail fire survey*, Mahlstedt, Melbourne.

*Port Phillip Gazette*, as cited.

Royal Historical Society of Victoria (RHSV) 2018, *Discovery Series Brochures: Melbourne's streets and lanes: what's in a name?*, <http://historyvictoria.org.au>, accessed online 14 March 2018.

**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985** E

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**Central City Heritage  
Study 1993** C

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**Review of Heritage  
overlay listings in the  
CBD 2002** Ungraded

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**Central City Heritage  
Review 2011** Ungraded

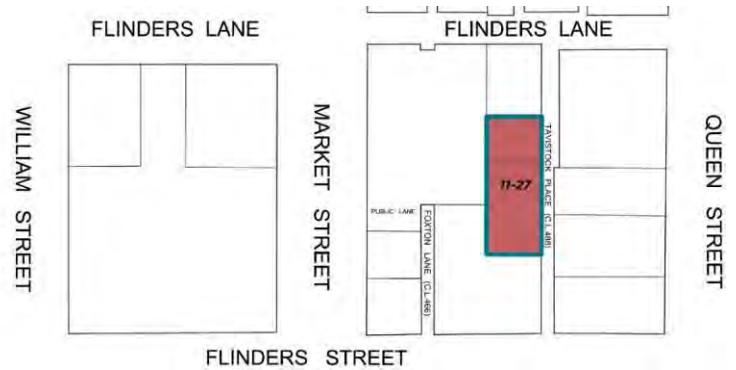
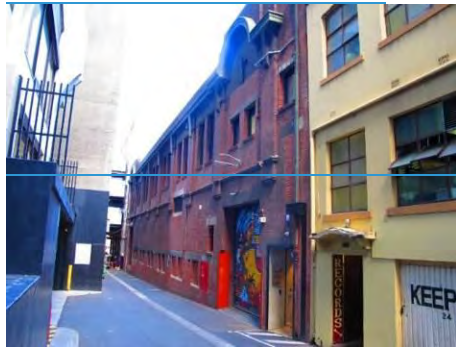
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## STATEMENT OF SIGNIFICANCE

Heritage Place: [CitiPower \(Former Melbourne City Council substation\)](#)

PS ref no: [Interim-HO1249](#)



### What is significant?

The electrical substation at 11-27 Tavistock Place Melbourne, built in 1927 for the Melbourne City Council Electricity Supply Department as part of the augmentation of supply from the Victorian Railways power station at Newport.

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 high level of integrity to its original design;

- Pattern and size of original fenestration, and rendered lintels;
- Continuous concrete lintel and a string course, forming a semi-circular arch over the doorway entrances; ~~and~~
- Pilasters and angled corbel detailing.

Later alterations, including those undertaken at ground level and replacement window frames, are not significant.

#### **How it is significant?**

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11-27 Tavistock Place, Melbourne, is of local historic, representative and aesthetic significance to the City of Melbourne.

#### **Why it is significant?**

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The electrical substation at 11-27 Tavistock Place is historically significant for its association with the development of Melbourne's electricity supply network established in 1894. In this year, the Melbourne City Council was the first metropolitan council to establish its own electricity supply and distribution network, which, in turn, facilitated the residential, commercial and industrial expansion of the city. The former substation is of historical significance as a substantial remnant of the interwar infrastructure built by the Melbourne City council as part of Melbourne's expanding electricity network. (Criterion A)

11-27 Tavistock Place is a representative example of a Melbourne City Council substation designed by its own architects' branch. As one of the larger substations it shares characteristics of form, scale and materials with 651-699 Lonsdale Street and 620-648 Little Bourke Street. 11-27 Tavistock Place shares a common history in the development of electricity supply in the City of Melbourne and contributes to the architectural character of Tavistock Place. (Criterion D)

11-27 Tavistock Place is aesthetically significant for its sophisticated composition featuring red brickwork articulated by pilasters and stucco mouldings at eaves level and a horizontal string course. Other attributes include a curved parapet highlighting the entry and a rhythm of paired windows with continuous lintel to both ground and first floor levels. The angled corbels leading from the concealed gutter to the pilasters provide a pleasing rhythm to its façade that is accentuated by the window repetition. (Criterion E)

#### **Primary source**

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~~[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~ [Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)