

Central City (Hoddle Grid) Heritage Review 2011

Hoffman's flour stores, later Henry Box & Son  
Company offices and warehouse, 104 A'Beckett Street,  
Melbourne 3000 13

Commonwealth Motors, former, 111-125 A'Beckett  
Street, Melbourne 3000 23

Grange Lynne Pty Ltd, later White & Gillespie Pty Ltd.  
Building, 185-187 A'Beckett Street, Melbourne 3000  
28

Exhibition Boot Company, 160-162 Bourke Street,  
Melbourne 3000 33

Barnett Building, 164-166 Bourke Street, Melbourne  
3000 39

Australia Felix Hotel, later Alhambra, Stutt's, Morells',  
and Richardson's Hotel, and National Australia Bank,  
168-174 Bourke Street, Melbourne 3000 46

Bourke House, 179-183 Bourke Street, Melbourne  
3000 55

Norman's Corner Stores, former, 180-182 Bourke  
Street, Melbourne 3000 61

Carlton Hotel, 193-199 Bourke Street, Melbourne 3000  
67

Hoyts Mid-City Cinemas, 194-200 Bourke Street,  
Melbourne 3000 72

Commonwealth Bank of Australia, 219-225 Bourke  
Street, Melbourne 3000 78

Evans House, later Rochelle House, 415-419 Bourke  
Street, Melbourne 3000 84

Gothic Chambers (City Proprietary Company building),  
418-420 Bourke Street, Melbourne 3000 91

London Assurance House, former, 468-470 Bourke  
Street, Melbourne 3000 97

Hardy Brothers Jewellery Store, 338 Collins Street,  
Melbourne 3000 102

Burke later Burns House, 340-342 Collins Street,  
Melbourne 3000 108

Atlas Assurance Co Ltd, later Guardian Royal  
Exchange Assurance building, 404-406 Collins Street,  
Melbourne 3000 114

Commercial Union Building, later AUC Office, 409-413  
Collins Street, Melbourne 3000 120

Royal Insurance Group Building, 430-442 Collins  
Street, Melbourne 3000 126

National Mutual Life Centre, 435-455 Collins Street,  
Melbourne 3000 133

Huddart Parker Ltd Building, 464-466 Collins Street,  
Melbourne 3000 140

State Savings Bank of Victoria, Western Branch, 615-  
623 Collins Street, Melbourne 3000 146

Sniders & Abrahams tobacco and cigar factory, 9-13  
Drewery Lane, Melbourne 3000 153

Elizabeth Chambers, 21-23 Elizabeth Street,  
Melbourne 3000 160

Knight's shops and dwellings, later Hood and Co and  
Edinburgh Chambers, 215-217 Elizabeth Street,  
Melbourne 3000 165

Wilson's shop & residence, 299 Elizabeth Street,  
Melbourne 3000 171

Pynsent's store and warehouse, 303-305 Elizabeth  
Street, Melbourne 3000 176

Royal Saxon Hotel, former, 441-447 Elizabeth Street,  
Melbourne 3000 204

Alley Building, 30-40 Exhibition Street, Melbourne 3000  
230

Sargood Gardiner Ltd warehouse, 61-73 Flinders Lane,  
Melbourne 3000 252

Denniston & Co Pty. Ltd. clothing factory, later Rosati  
(1986-), 95-101 Flinders Lane, Melbourne 3000  
258

Pawson House, 141-143 Flinders Lane, Melbourne  
3000 272

Griffiths Bros Pty Ltd building, 26-30 Flinders Street,  
Melbourne 3000 278

Victorian Cricket Association Building (VCA), 76-80  
Flinders Street, Melbourne 3000 285

Schuhkraft & Co warehouse, later YMCA, and AHA  
House, 130-132 Flinders Street, Melbourne 3000  
292

Cobden Buildings, later Mercantile & Mutual Chambers  
and Fletcher Jones building, 360-372 Flinders Street,  
Melbourne 3000 298

Waterside Hotel, 508-510 Flinders Street, Melbourne  
3000 308

Coffee Tavern (No. 2), 516-518 Flinders Street,  
Melbourne 3000 315

Savings Bank of Victoria Flinders Street branch,  
former, 520-522 Flinders Street, Melbourne 3000  
322

Prince of Wales Hotel, later Markillie's Hotel, 562-564  
Flinders Street, Melbourne 3000 329

Cyclone Woven Wire Fence Co. factory, 63-67 Franklin  
Street, Melbourne 3000 335

Keep Brothers & Wood workshop and showroom, later  
Stramit Building, 96-102 Franklin Street, Melbourne  
3000 343

Penman & Dalziel's warehouse group, part, 4-6 Goldie  
Place, Melbourne 3000 350

Throstle's stores, 106-112 Hardware Street, Melbourne  
3000 357

Barrow Brothers warehouse, 12-20 King Street,  
Melbourne 3000 363

Union Bond Melbourne Storage Company Ltd, 115-129  
King Street, Melbourne 3000 370

Peoples Palace, 131-135 King Street, Melbourne 3000  
376

Argus Building, former, 284-294 La Trobe Street,  
Melbourne 3000 382

## Appendix 1 contents

- Russell's building, 361-363 Little Bourke Street, Melbourne 3000 390
- Marks' warehouse, 362-364 Little Bourke Street, Melbourne 3000 398
- Warburton's shops & warehouses, 365-367 Little Bourke Street, Melbourne 3000 403
- Drayton House, 373-375 Little Bourke Street, Melbourne 3000 410
- City West Telephone Exchange, 434-436 Little Bourke Street, Melbourne 3000 415
- Bayne's shops and residences, later Little Reata restaurant, 68-70 Little Collins Street, Melbourne 3000 424
- Briscoe & Co warehouse, later EL Yencken & Co Pty. Ltd., 392-396 Little Collins Street, Melbourne 3000 431
- McCracken City Brewery malt store, later Ebsworth House, 538-542 Little Collins Street, Melbourne 3000 438
- Porta and Sons, Steam Bellows Works, 25 Little Lonsdale Street, Melbourne 3000 445
- Collie, R & Co warehouse, 194-196 Little Lonsdale Street, Melbourne 3000 453
- Cavanagh's or Tucker & Co's warehouse, 198-200 Little Lonsdale Street, Melbourne 3000 459
- Women's Venereal Disease Clinic, 372-378 Little Lonsdale Street, Melbourne 3000 466
- Cleve's Bonded Store, later Heymason's Free Stores, 523-525 Little Lonsdale Street, Melbourne 3000 473
- Blessed Sacrament Fathers Monastery, St Francis, 326 Lonsdale Street, Melbourne 3000 479
- Michaelis Hallenstein & Co building, 439-445 Lonsdale Street, Melbourne 3000 485
- Watson's warehouse, later 3LO and 3AR studios, 3AW Radio Theatre, and Kelvin Club, 14-30 Melbourne Place, Melbourne 3000 493
- Yorkshire House, 20-26 Queen Street, Melbourne 3000 502
- Provident Life Building, 37-41 Queen Street, Melbourne 3000 509
- Royal Automobile Club of Victoria (R.A.C.V.) Building, former, 111-129 Queen Street, Melbourne 3000 516
- Australasian Catholic Assurance (ACA) Building, 118-126 Queen Street, Melbourne 3000 523
- Clarke's Shops & Dwellings, 203-205 Queen Street, Melbourne 3000 531
- Grant's factory-warehouse, 217-219 Queen Street, Melbourne 3000 537
- Royal Bank of Australia Ltd, later English Scottish & Australian Bank Ltd., 42-44 Russell Street, Melbourne 3000 543
- Union Hotel, later Tattersalls Hotel, 288-294 Russell Street, Melbourne 3000 549
- Sir Charles Hotham Hotel, 2-8 Spencer Street, Melbourne 3000 555
- McCaughan's Coffee Palace, later Great Southern Private Hotel, 10-22 Spencer Street, Melbourne 3000 563
- Batman's Hill Hotel, 66-70 Spencer Street, Melbourne 3000 569
- Hotel Alexander, later Savoy Plaza Hotel, 122-132 Spencer Street, Melbourne 3000 575
- Elms Family Hotel, 267-271 Spring Street, Melbourne 3000 582
- Cann's Pty. Ltd. building, 135-137 Swanston Street, Melbourne 3000 588
- Swanston House, Ezywalkin Boot shoe and Slipper Store, 163-165 Swanston Street, Melbourne 3000 594
- George Evans shop and residence row, 309-325 Swanston Street, Melbourne 3000 600
- Melbourne Democratic Club and shops & residences, 401-403 Swanston Street, Melbourne 3000 607
- Druids House, 407-409 Swanston Street, Melbourne 3000 613
- W.D. & H.O. Wills (Aust) Ltd tobacco warehouse, 411-423 Swanston Street, Melbourne 3000 620
- County Court Hotel , later Oxford Hotel, Oxford Scholar Hotel, 427-433 Swanston Street, Melbourne 3000 627
- State Electricity Commission of Victoria building, later Lyle House, 22-32 William Street, Melbourne 3000 633
- Dillingham Estates House, Former, 114-128 William Street, Melbourne 3000 640
- Spier and Crawford, warehouse, 259 William Street, Melbourne 3000 648
- James White's hay and corn store, 261 William Street, Melbourne 3000 654

**Hoffman's flour stores, later Henry Box & Son Company offices and warehouse, 104 A'Beckett Street, Melbourne 3000**



- **Figure 1 Store at 104 A'Beckett Street, showing changes to openings**

**Historical associations with persons or events**

**Creation or major development date:** 1853, 1901

**Major owners or occupiers:** Hoffman, William estate; Henry Box & Son (occupier c1907-)

**Designer(s):** Russell, H.D.G. 1853?, Knight, W 1901

**Builder(s):** Simmie McLaughlin & Adamson 1853; Cooper, W.B. Hawthorn 1901

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>1</sup>: A,B,C,D,E,F): **C 2**

**MCC Place Value Definition 1985:**

*Buildings make an important aesthetic or scientific contribution that is important in the local area. This includes well-preserved examples of particular styles of construction, as well as some individually significant buildings that have been altered or defaced.*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>2</sup>: A,B,C,D,E): **C**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **C**

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **B**

**MCC Place Value Definition 2011:**

*These buildings are of regional or metropolitan significance, and stand as important milestones in the architectural development of the metropolis...*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

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**Statement of Significance**

**What is significant?**

This site is part of Crown Allotment 8, Section 41 parish of North Melbourne, being a land package of Elizabeth and A'Beckett Street frontages sold to Port Phillip pioneering merchant and speculator William Hoffman in 1851-2 for £580. Builders Simmie McLaughlin & Adamson erected two stores near the corner of Elizabeth and A'Beckett Streets in 1853 for William Hoffman; the high permit application fee of £4 suggests substantial buildings. The architect HDG Russell called tenders for the construction of two stores for Hoffman in Elizabeth St in the same year, suggesting he was the designer.

Rate records from 1854 describe two 2-storey stone buildings on the site, one a store and the other a store and stable. The plan size of each was about 20'x80'. Hoffman leased the buildings to corn and flour factors, Shields, Garratt & Horely (Shields & Co), from 1858 for seven years.

The property was described in the 1860s as two stone flour mill complexes, one occupied by Wright, as stone flour mills and engine off A'Beckett, and as Finlayson & Co, at 6 A'Beckett St, with stone mill and engine. Later, one building was termed as a stone brewery occupied by

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<sup>1</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>2</sup> Referenced in the Melbourne Planning Scheme clause 22.04

Woolf Isaacs. In 1880 a probate description of this holding was as part of CA8/41, with a 30' frontage to Elizabeth St and 72' to A'Beckett and a stone store of 8 rooms and a bathroom. Probate documents noted that '...the building is old'.

In the Edwardian-era, the estate of William Hoffman (now deceased) commissioned architect W Knight to design the basalt and brick warehouse facing A'Beckett Street; W.B. Cooper of Hawthorn was the contractor. It appears that the A'Beckett Street stone façade of one of the 1853 stone buildings was reused in the new façade, with existing openings refashioned and the parapet built up using red brickwork. This is evident from the cut bricks used to engage the quoining on the side wall.

The second 1850s blue stone mill or store remains behind and adjoining the new brick section of the front structure. The rate description of the front building changed in 1901 to 'brick store' after years listed as a stone store: the valuation increased by 50% suggesting that this building was re-erected then. The Hoffman estate also commissioned a warehouse design from architect Gerald Wight in 1906 for the adjoining '106' A'Beckett St.

In 1917 the Hoffman estate spent £800 to reinstate the rear or northern store after a fire at the warehouse. This store was shown as adjoining the rear of the A'Beckett Street building and, at that time, had an attached residence on the east side facing south into the stone paved side yard, since removed. The architect or engineer for the reconstruction was George Parsons & Son, and the builder was the renowned Clements Langford of Bridge Road, Richmond.

Charles Smith importer and later McLennan were early tenants for the A'Beckett St building but the nationally known Henry Box & Son Company and later, A Pardy & Company, both importers of carriage building materials, were long-term occupiers of what was termed as a workshop or factory. Hurst Bros., wire mattress and bedding manufacturers, had the northern stone store and stable adjoining at the rear, accessed from the pitched side yard east of 104.

This complex is an example of the concentration of the 'metals and engineering' trades in this part of Melbourne in the late Victorian-era, as observed by historian Graeme Davison and as also evident in the subsequent rise of the related motor trade there by the 1920s. Carriage building merged into car building. This transition was complete by the advent of the firm Geo Morgan & Co Ltd motor accessories at the complex that remained there from the 1930s into the 1950s. This historical perpetuation and concentration of

uses has been identified as one of the contributory elements in the significance of the Capital City Zone by Professor Miles Lewis in his history of Melbourne's central business district.

The A'Beckett Street elevation of the southern two-storey warehouse has distinct Edwardian-era character achieved by the segmental archways on both levels as red brick infill within a more conservative stone façade of axed and quarry faced blue stone. The arches spring from stone haunches and the thick timber sections used in the window and doorway joinery take on a typical muscular Edwardian form. The pressed red brickwork is strongly modelled by use of bullnose, squint and regular profile bricks used to form a bold keystone over the entry. The building plinth is fine axed stone with radiused and battered sills. Corbelled ovolo profile terracotta mouldings provide a string mould at first floor level and a cornice at the parapet.

This combination of stone and red brick is very effective as an expression of contrasting natural materials with uncommon but simple detailing which distinguishes this from other similarly scaled Edwardian-era warehouses or the early Victorian-era stone examples. The façade design also possesses the honesty of materials sought after in the contemporary Arts & Crafts influenced approach to architecture.

The warehouse behind the façade is basic red brick with concrete lintels over segmentally arched openings, some infilled with brickwork. A new matching entry has replaced the former window at the west end of the ground level façade and the existing entry doors on the east appear to be sympathetic replacements of the original.

The southern half of the northern or rear 1853 store and stable survives with a gabled roof and rubble bluestone façade walling set within a dressed stone framework of piers, string-moulds and parapet mouldings. A similar string mould (semi-circular in section) is used at the parapet to that used on the A'Beckett Street façade. Stone quoining and lintels are set over double-hung quoined sash windows, flat-arched on the upper level and fully-arched on the lower. Keystones and margin tooling of the architraves adds a custom design aspect that suggests an architect's involvement. This façade is a highly valuable part of City's history which is complemented by the infill brickwork of the rebuilt southern store. Another wing to the north of this building has the monitor roof seen in the 1917 drawings but a red brick east wall which may have been part of the reconstruction: this wing should be inspected and assessed.

### How is it significant?

Hoffman's warehouses are significant historically and aesthetically to the Melbourne Capital City Zone.

### Why is it significant?

The southern Hoffman warehouse is significant aesthetically for the distinctive combination of dressed and quarry-faced blue stone and shaped red brickwork in the A'Beckett St façade, the use of brick allowing formation of the Edwardian segmental arch in the existing stone façade openings but also providing a distinct architectural Arts & Crafts character from the use of moulded brickwork and its juxta-positioning with another natural material, such as the stone. The northern warehouse is also significant architecturally for its articulate stone façade and detailing which is uncommon in the Capital City Zone for that date.

Historically the southern building is a well-preserved exemplar of the transition of the carriage building in the northern part of the City into buildings used by the emerging motor trade. The southern warehouse also has some historical interest from a long and early association with the Henry Box & Son company of carriage building suppliers. The stone parts of both warehouses are significant for their great age, as part of a small group of stone flour mills, breweries and stores from the 1850s in the Capital City Zone, a period which meant massive growth of service industries such as these as a result of the gold rush.

### Recommendations

This report recommends that:

- the building and associated land at 104 A'Beckett Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**B**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.

- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>3</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.



• **Figure 2 stone store or mill house at the rear of 104 A'Beckett St**

<sup>3</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description



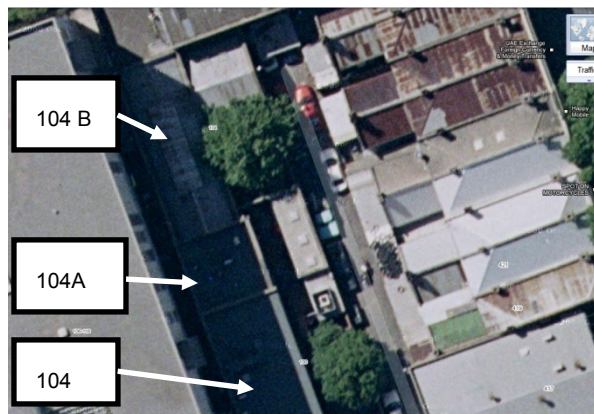
• Figure 3 proposed Heritage Overlay

**Interior elements**

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

**Victorian Heritage Register**

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*



• Figure 4 Aerial view showing three building phases: 104 A'Beckett St, store behind at 104A, and monitor roof wing to north 104B (not inspected)

**Sources used for this assessment**

The following sources and data were used for this assessment:

**General sources**

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

**Historic Buildings Preservation Council**

Yuncken Freeman Architects Pty. Ltd. 1976.. Historic Buildings Preservation Council Melbourne CBD Study Area 5 (82): not assessed. See also 375 Queen St (Bank NSW) for comparison: 1976 study dated as 1916-25 - Inter War Construction Date Ground: c1860; 1st Level: c1925 . (Mahlstedt plan 1910-23: shows outline only circle with storey number blank. Mahlstedt plan of 1924 shown as bank NSW)

**I-Heritage**

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Period: 1876-99 - Victorian Description/Notable Features Notable features include a shop front. High integrity per use type. Alterations / Recommendations: Brick and stone painted (inappropriate - remove by approved method) Openings blocked and upper sign new (inappropriate - remove or reinstate sympathetic alternative) Upper windows reglazed (inappropriate - reinstate original design or sympathetic alternative) Air unit added (inappropriate - remove or reinstate sympathetic alternative). Normanby Chambers 430-436 Lt Collins St linked with H Box & Son firm from 1880s?

**Building Permit Applications**

MCC Building Permit Applications VPRO: 8/6/1853 two stores cnr Elizabeth and A'Beckett B= Simmie McLaughlin & Adamson; O= William Hoffman; fee £4 .

13/9/1901 8391 fee £2/10/ 'store' gives owner, builder architect.

(2/8/1906, 150 '106' A'Beckett St (?) A- Wight, O- Wm Hoffman trustees- 'warehouse' £2/2/- fee (D1906 Sun Foundry Co, D1907 106-116 Simplex Gas engine wks Wm Coulson)

(14/9/ 1910 2177 B= C Carter O= Hoffman trustees, addition to 106-116 A'Beckett St, fee £2/2

18/11/1917 1018 £800 reinstate after fire at warehouse... 104A A'Beckett St for Hoffman estate

## Heritage Assessment of 104 A'Beckett Street, Melbourne

(adjoining at rear of this building with attached residence facing side yard). Architect /engineer is George Parsons & Son, builder is C Langford of Bridge Rd, Richmond and owner is Hoffman Estate c/o V & F Mason, Elizabeth House, Elizabeth St

Building Permit Application 6/6/1906 50 Hoffman Trust alterations to Elizabeth/A'Beckett St corner.

A search of the VPRO MCC application registers from 1900-1916 and the Building Permit Application fiche from 1916- gives no other result for Hoffman as owner

### **Melbourne Metropolitan Board of Works (MMBW) files and plans**

MMBW: PSP: (City West Water) plan from 1990s/1988 only.

MMBW DP1024, 1895 shows Sun Foundry at 106-112 and 104 with 5 buttresses to façade line, adjoining pitched yard on east with shed behind.

MMBW DP1024, 1895- index plan shows masonry 104 in two wings, timber shed adjoining on east with pitched yards to the south and north west of 104 (106?) is new hatching with large timber (foundry?) behind.

MMBW field book VPRS8600 books 456, 488 show as above Index Plan, no change.

MMBW detail plan, No. 1024, City of Melbourne: Publication 1895: shown; store at rear and pitched yard to side. 104 with three façade piers on west side of plan outline (not as existing), pitched yard adjoining.

### **Victorian Titles office (VTO)**

VTO, RGO: General Law:

Application 39765: 1912 (Wm Hoffman trustees) Smith and others.

- part CA8 /41 sold to William Hoffman £580 in 1851-2
- 58-47: 1858 Hoffman 6 year lease of 100-104 A'Beckett (near south-west corner of CA8, west of 12' lane, 39.5'x82.5') to Shields, Garratt & Horely (Shields & Co) £450/pa
- 1888: All Hoffman's lots: appointment of trustees John K Freyer, Harry Perrin and Louisa A Smith.
- 1899: All Hoffman's lots: appointment of trustees Harry Perrin and Louisa A Smith, Francis Grey Smith (in place of Freyer).

Tuxen & Miller 1927 Plan of Survey CAs 8&9/41 shows Hoffman holding (132'x166') and this site as 'stone and brick' 45'x165' land with 'old stone' at rear.

### **Probate**

Probate, VPRO: William Hoffman dies 6 March 1881 at Essendon: probate to JK Freyer & T Smith;

Series number: VPRS 28

Consignment number: P0002

Unit number: 119

Will Sep 1880 describes land adjoining this holding as part CA8/41 30' to Elizabeth St x 72 ' in A'Beckett with stone store 8 rooms and bathroom... 'the building is old'

This site as 43' in A'Beckett St x depth on ROW of c82' 'on which is erected a stone mill and iron shed'- this and other lot leased to Andrew Shields and William Arthur Harley at £15/month. Also property adjoining on west (CA9) with 82.5' frontage to A'Beckett with a large stone building used as a stable and loft also a 4 room brick cottage and large chimney stack- leased from 1877 to Hearn, Craig, (and Brock?), etc. also 9 shops at 419-435 Elizabeth St (existing ) many properties to £48,637/5/- total value .

### **Victoria Heritage Inventory:**

429-435 Elizabeth Street: (Hoffman)

'1866 map - buildings on street frontage. Pre 1872 timber & brick shops on site. No.419-435 - brick shops & residences constructed 1872. Original owner: William Hoffman. 1880 Panorama shows row of shops/residences along Elizabeth St frontage. 1905 - 4 x 2 storey shops Heritage Inventory Significance: Intactness (esp. at rear, WCs, chimney pots) as examples of shops and residences typical of English working class.

### **Australian Architecture Index'**

Lewis, M. Australian Architecture Index:

G. Wight. (See also Wight & Lucas)

Motor garage factory, Melbourne. C. Carter, Essendon, £1,757. Building 12.1.1911, p 88;

Article on the retirement of W. Pestell from Victorian Railways, after nearly 50 years service. Prepared plans for Flinders St. Railway Station for which he won comp. for design (with Mr Gerard Wight). Photo of Mr Pestell. Herald 19.5.1933 in RVIA Press Cuttings 1933-4

Osgood Pritchard (for Hoffman)

Tenders wanted - erection of a family residence and outbuildings for W. Hoffman. Argus 3.10.1856 p 7

H.D.G. Russell

Tenders wanted - erection of 2 stone stores in Elizabeth St., North, for William Hoffman. Argus 3.5.1853 p 6

### **Mahlstedt fire insurance plan series**

Mahlstedt fire insurance plans 1910-23 (MUA): map 12A shows 104 as 2 storey, with 2 windows west of the entry door (as was existing - since altered) and windows on rear side wing - at rear is BR Hurst 2 level bedding factory, yard adjoining on east is labelled 'M Mason'. Adjoining is 106-116 Victory Gas Engine and Engineering works, Sun Foundry with one storey timber buildings at front but mainly open yard.

Mahlstedt fire insurance plans 1924 - map 12A: see above - but George Morgan merchant on 104 and more development at rear

## Heritage Assessment of 104 A'Beckett Street, Melbourne

### 'The Argus':

Thursday 18 September 1856

FENCING WIRE, 63 Tons., 35 Tons No. 4, 28 do. No. 1. Walter Palmer, broker, J. and W. Pattison's, importers, 4 A'Beckett Street.

20 May 1857

TO Farmers and Others.-The undersigned are CASH BUYERS of Colonial WHEAT. J. & W. Pattison, Colonial Stores, 220 Elizabeth-Street and 4 A'Beckett-Street

'The Argus': 19/12/1900

Henry Box & Son of 444 Lt. Collins St, advertises coach building business

'The Argus': 27/1/1904- death of Hon William Box MLC in Hobart - was member of Henry Box & Son firm until 1886.

'The Queenslander' (Brisbane, Qld. : 1866-1939) Saturday 30 January 1904

'Our Hobart correspondent telegraphed on Tuesday: - The death is announced of the Hon. William Draper Box, M.L.C., of Queensland. The deceased was born at Walsail, Staffordshire, in 1841, and was educated in Melbourne. In 1802 Mr. Box came to Queensland, and was for a number of years engaged in commercial pursuits in Brisbane as a member of the firm of Henry Box and Son. In 1886 the deceased severed his connection with the firm, and after wards became manager of the Brisbane branch of the Union Trustee Company of Australia, Limited. Subsequently he resigned this position, and again entered commercial life. He was summoned to the Legislative Council on 2nd January, 1874. Mr. T. Angel Jones, who has been application pointed first teller in the Government Savings Bank, in the position vacated by Mr. Nightingale, retired, was born and educated in Ipswich in 1803. He is a son of Mr. Robert Jones, deceased, who was for many years connected with Messrs. G. H. Wilson and Co., of Ipswich, and in later years with Messrs. G. Raff and Co., Brisbane. After several years' connection as cashier with Messrs. Clark and Treleaven, Queen-Street, Mr. T. Jones entered the Government Savings Bank in 1881. His career as a public servant has been rewarded by steady promotions, culminating in his appointment to the most responsible position in his department. He will enter upon his new duties on 1st February.'

'The Argus' (Melbourne, Vic. : 1848-1954) Tuesday 19 March 1907

Henry Box now of 104 A'Beckett St advertises coach building business for sale

Victorian Heritage Database place details - 27/12/2010 (Box)

'North Woodlands Homestead, Tulkara Navarre Road , TULKARA

...In additional to his acquisition of the North Woodlands estate, McCulloch also purchased the Ensay Estate, 13,000 acres in Gippsland, in conjunction with Foster Bros.; this property was afterwards purchased by the Government, and Colin

McCulloch finally settled on Myora Estate, near Mt. Gambier.

McCulloch was a well known horse breeder, and owned and bred Lieutenant Bill, winner of the 1902 Caulfield Cup. He was appointed a Justice of the Peace for New South Wales in 1900. He married Aimee Rebecca (died 19th December, 1923), daughter of Henry Box, of Melbourne, and niece of Judge Box. He was survived by his son William Burnet, and daughter, Aimee Alice.'

'The Argus':

Tuesday 15 April 1902

E Coulson advertisement for engines at 116 A'Beckett

'The Argus': Saturday 27 October 1917

property sale from the late Henry box

Friday 18 March 1870 (Hoffman)

VICTORIA FIRE and MARINE INSURANCE COMPANY.

Empowered by A/A of the Legislative Council.

Head Office- Market-Street, Collins-Street west

DIRECTORS.

Hon. Henry Miller, Chairman.

Hon. Wm. Hull, Deputy Chairman.

Joseph Sutherland, Esq., William Hoffman, Esq., George Lyell, Esq, George Kirk, Esq

Tuesday 1 March 1887

Late William Hoffman's (of Butzbach, Essendon) widow Elizabeth dies at Ascot Vale

13/10/1888:

'...Executors' Sale.

JOHN BUCHAN and Co.,

In conjunction with Walter Thompson, are Instructed by the trustees under the will of the late William Hoffman, to SELL by PUBLIC AUCTION, at their rooms, 37 Queen-Street, on Tuesday, 28rd October, at twelve o'clock,

Two of the most favourably situated allotments in PORT MELBOURNE...'

### **Hoffman family biography**

Hoffman biography on 'Came to Port Phillip by 1849 News from Victoria, Australia' web site:

- William Hoffman, wed Elizabeth Christie 1842 #664 Presbyterian Melbourne & Geelong
- William Hoffman and Elizabeth Christie baptised William 1843, Elizabeth 1844 died, Louisa Anne 1846
- William Hoffman, jury to hear a criminal case. Source - 'Melbourne Courier' 28 July 1845
- William Hoffman butcher Bourke Street, Source - 1847 Directory



## Heritage Assessment of 104 A'Beckett Street, Melbourne

### **Other sources**

Graeme Butler Melbourne University Architecture Degree: research report into two city blocks: Wm Hoffman owned 63 Queen St 1853, D1846 butcher in Bourke St.

Jones, L & P 'The Flour Mills of Victoria 1840-1990': no mention except for windmill in A'Beckett St.

Melbourne Roll Plan 12 (Bibb's Map) 1856: vacant site.

### **Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1858 A'Beckett St West north side

4 Pattison, J & W Colonial Stores

6 and 8 Home & Purdom, machine brokers

D1870

2 Shields & Co, corn and flour factors

right of way

4 Finlayson, Peter, flock manufacturer and grain crusher

(6 Home, JW and Co, machine brokers)

D1875

(Elizabeth St)

4 Shields & Co, flour factors and grain crushers

Wilding, Joseph and Co, agricultural implement makers,

London Brewery, Isaacs, Woolf Barnett

(12)

(D1884 William B Hoffman timber merchant Yarra Bank, also Carson St, Kew - only W Hoffman)

D1885

4 Shields & Co, corn merchants and wholesale grocers

6, 8, & 10 Robinson & Sons, agricultural engineers

(12)

D1889

94 Shields & Co, corn dlrs, & grocers

104 Knowles & Cummins, printers

106 Robinson & Sons, agric engineers

(118)

D1900 104 vacant

D1904 104a Rust Broths, wire mattress and bedding manuf.

104 Haffkine manufacturing Co & Federal Glass Works- ...

D1906 104a see above

104 McLennan, C. importers of carriage builder materials

D1907 104a- see above

104 Box, Henry & Son Co importers of carriage builder materials

D1910 104a Rust Broths, wire mattress and bedding manuf.

Kinane Bros case manufs

104 Box, Henry & Son Co importers of carriage builder materials

D1915

104a Rust Broths, wire mattress and bedding manuf.

Kinane, Lawrence carrier

104 Box, Henry & Son Co importers of carriage builder materials

D1920- D1924

104a Machin, Ernest A & Co storerooms

104 Pardy, A & Co importers of carriage builder materials

D1930 Geo Morgan & Co Ltd motor accessories

D1935 Geo Morgan & Co Ltd motor accessories

Linacres Auction Garage ....

D1939 Geo Morgan & Co Ltd motor body builder's supplies

D1944-45 R.S. Johnston & Co motor body builder's supplies

D1950 R.S. Johnston & Co motor body builder's supplies

D1955 R.S. Johnston & Co motor body builder's supplies

### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Council (MCC) Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

MCC rate records:

A'Beckett Street 104 – City of Melbourne – Bourke ward

VPRO MCC valuation books VPRS 8915/P1/96, 98 and 99:

- VB1915, 15071568 Box, Henry & Son occ, Louisa Smith (Hoffman Trust) o, 104 A'Beckett 43x82' £110 crossed out to £130
- VB1912 1581 Henry Box & Son w'shop 50x90' £96 to £125; (Rust off A'Beckett brick workshop 50x60' £35)
- VB1911, 1570 Henry Box & Son 104 £96

VPRS 5780/P2 Microfiche

## Heritage Assessment of 104 A'Beckett Street, Melbourne

- 1913 , 1517 Box & son, Henry Smith Louisa 104 Bk. Workshop 50 x 90 110
- 1912 , 1582 Hy Box & Son Hoffman Estate 104 Workshop 50 x 90 96
- 1910 , 1569 Henry Box & Son , Hoffman Estate 104 store yard d x 90 96
- 1909 , 1569 Henry Box & Son , Hoffman Estate 104 Bk. Factory 50 x 90 96
- 1908 , 1563 Henry Box & Son , Hoffman Estate 104 store 50 x 90 96
- 1907 , 1574 Waterstrom McLennan 104 Bk. Store & yard 50 x 90
- 1905 , 1584 Colin McLennon 104 Bk. Shop 90

VPRO MCC valuation books VPRS 8915/P1/98 and 99:

- VB1901, 1595-1597: 1596, (pencil) Sun Foundry Co George Waterstrom stone store crossed out to brick, 2 floors, 24x80' £60 crossed out to £90.
- VB1902, 1594(Coulson and Waterstrom Brick works etc 94x150'.); Charles Smith importer brick store 2 floors 24x80' £90; (Rust Bros stone store and stable 18x40' £60 at 104A at rear)

VPRS 5780/P2 Microfiche

- 1900, 1617 Blank Hoffman Trustees A'Beckett, stone store and stable 18 x 140 60
- 1895, 1657 Richardson Hoffman Trust 104 Stone store 2 flats 24 x 150 60; 1658 Blank Hoffman Trust Stone store & house 18 x 140 60
- 1890 1,662 Knowles & Co Hoffman Trust Stone printing office 24 x 150 120; 1663 Thomas Anthony Hoffman Trust Stone store & house 18 x 140 120
- 1889 1, 1673 Knowles & Comins , Hoffman Trust , 104, Stone printing office 2 flats 25 x 150 ; 1674 Thomas Anthony, Hoffman Trust Stone store & house 18 x 140 120
- 1888 ,1709 Isaac Foster , Hoffman's Trustees I? Factory 50 x 130 120; 1710 Craig Williams, Hoffman's trustees Stone store 18 x 140 120

VPRO MCC valuation books VPRS 8915/P1/96, 98 and 99:

- VB1875, 1178-9: Woolf Isaacs, Wm Hoffman, stone brewery £150; Shields & Co, WH, stone flour mills, £120; (Wilding, Jos., Home, engineers shop)
- VB1874, 1150-1 See above but 'off A'Beckett St' stone brewery £150; Shields & Co, WH, flour mills £120
- VB1872, 1200-1201 McKay, WH, brewery 3 flats, £150; Shields, WH, Stone store, engine (?) £120
- VB1871, 1181-2 Harrison, WH, off A'Beckett, S S 3 flats £150; Shields, WH, crushing motor? £120
- VB1870, 1171-2 -, WH, stone flour mills £100; Shields & Co, WH, stone flour mills, £120
- VB1869, 1154-5 Benjamin Sayers, WH, stone flour mills, £100; Shields Finlayson & Hutchison, stone flour mill, £120
- VB1868, 1143-4 J Walker, WH, stone flour mill, £100; Finlayson & Hutchison, WH, stone flour mill, £120

- VB1867, 1120-1 Wright, WH, off A'Beckett, stone flour mills engine £100; Finlayson & Co, WH, 6 A'Beckett St, engine etc., £120

MCC Rate Books VPRS5708/P2

- 1858, 1313 J&W Pattison stone store; 1314 Thomas H Hadley stone store
- 1856, 1220
- 1855, 803
- 1854, 757 McKenzie Donald & Co timber cottage, 2 rooms, kitchen; stone stable of 2 floors c20x80' £500; 758 (rear of above) B Solomon stone store of 2 floors, c20x80' £450
- 1853, 676- no trace of store.

### Relevant thematic history extract

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 45

#### 3.3 GOLD

CITY ECONOMY...

'The years following the gold rushes were rather traumatic ones in which the enormous population of get-rich-quick gold-diggers had to find new occupations, and in which manufacturing industries were virtually forced into existence. Even by 1856 there were in the CBD nine steam flour mills, thirteen sawmills, the Melbourne Waterworks, the Gasworks, four breweries, three candle and soap factories, eight cordial manufacturers, twenty-five coachworks, one piano manufacturer, one biscuit maker, two machinists, and two agricultural implement makers. Marie Fels comments on the stocks being quoted in 1856 as an indicator of the development explosion – the Colonial Bank, Bank of Victoria, Colonial Insurance, Metropolitan Gas (presumably for the Melbourne Gasworks), Hobson's Bay Railway, Geelong Railway, Victorian Government, Melbourne Corporation and Geelong Corporation...'

Lewis: 60

#### 4.1 BOOM AND BUST

HISTORY...

The city was a conduit for settlers: the immigration intake from Britain boomed during the 1880s. It was a funnel for British investment capital, which during the 1870s and 1880s poured into infant colonial enterprises and government infrastructure developments. It was a service centre which underpinned local rural development by accumulating industries specialising in engineering, vehicle manufacture, the production of simple agricultural implements and boot and shoe manufacture..'

Lewis, 1994: 95-96

#### 5.4 THE CITY BEAUTIFUL

## GOVERNMENT...

Motor car registrations had increased eightfold in the decade 1917-1928, and city traffic increased by 31% in the years 1924-6 alone. Traffic planning was therefore a major concern. Frank Stapley, one of the great protagonists of the town planning movement, had been Mayor of Melbourne in 1918, and had instigated an inquiry into traffic congestion...

The first motor car was a steam-driven one constructed by Herbert Thomson of Malvern, and finished in 1896. In 1897 John Pender of Brunswick imported a car from America, and in the same year the first motorcycle appeared. In 1901 the two motor dealers were accorded a separate section in the Sands & McDougall Directory, and the number of firms dealing in motor cars and cycles increased exponentially to five in 1902, ten in 1903, twenty in 1904 and forty in 1905. In 1906 the first motor garages appeared, and in 1910 it was made compulsory to register motor cars with the Police Department. The number was 1,590 in July 1910, and by 1932-3 it had risen to nearly 125,000 private cars, over 30,000 commercial vehicles, and 23,000 motorcycles. Taxis made their appearance in 1909, and the Railways Department introduced the first motor omnibuses in 1905, though these did not at this stage ply in central Melbourne.

In 1916 the Council was impelled to impose a traffic code, requiring vehicles to travel on the left and to indicate when turning, and square or centre turns were instituted in 1922; safety zones were introduced, and in 1928 automatic lights for traffic control. By 1930 three-quarters of the growers using the Victoria Market had converted to motor trucks...'

## Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date.

This place has value for the combination of its historical associations, construction type and stylistic expression but in addition to the 1985 assessment the rear, rare stone store has been revealed and has added to the significant of the place.

Selected gold-era Capital City Zone stores, mills:  
Street Number Name

- A'Beckett Street 104 Hoffman's flour mills, later Henry Box & Son Company offices and warehouse
- Elizabeth Street 303-305 Pynsent's store and warehouse
- Swanston Street 1-3 Young & Jacksons Hotel
- Highlander Lane 6-8
- Heape Court (rear 361 Lt. Lons) -
- Heape Court (rear 303-5 Eliz.) - Pynsent's store
- A'Beckett Street 71-73 Glass Warehouse, now Victorian Spiritualists Union
- Flinders Street 214-216
- Little Lonsdale Street 523-525 Cleve's Bonded Store, later Heymason's Free Stores
- King Street 242-244
- McKillop Street 15-19

## Selected Edwardian-era warehouse-workshops from Capital City Zone:

- Street Number Name Date
- A'Beckett Street 104 Hoffman's warehouse, later Henry Box & Son Company offices and warehouse 1900-1905
- Flinders Lane 167-173 1901
- Bourke Street 288-292 Sutton Pty Ltd, former 1902
- Flinders Lane 145-149 Metcalfe Building 1902
- Bourke Street 561-563 Abrahams, Former Gollin Building 1902
- Little Lonsdale Street 194-196 Collie, R & Co warehouse 1903
- Little Bourke Street 107-109 Shops & Residences 1903-4
- Queen Street 217-219 Grant's warehouse 1904
- Little Lonsdale Street 198-200 Cavanagh's or Tucker & Co's warehouse 1904-1905
- Flinders Lane 277-279 Tomasetti Building, former Desgraves Mill 1905
- Little Bourke Street 609-623 Eliza Tinsley Machinery Store, former 1905c
- Little Lonsdale Street 202 1905c
- Patrick Street 22-26 1905c
- Bourke Street 640-652 Eliza Tinsley Building, former 1905c
- Lonsdale Street 115 Blakely & Co. Warehouse 1905c ?
- Flinders Lane 189-195 1906
- Little Bourke Street 93-97 Tye & Company Furniture Warehouse (facade) 1907
- Flinders Street 292-298 Rocke Tompsitt Building, former 1908
- Flinders Lane 341-347 Reid House(rear) 1909
- Flinders Lane 308 1909 ?

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### ***Central Activities District Conservation Study 1985***

The building at 104 A'Beckett Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 2(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

*No citation provided.*

#### **Central City Heritage Study Review 1993**

The building at 104 A'Beckett Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>4</sup>. The building at 104 A'Beckett Street was assessed in this review and graded **C** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

*No citation provided.*

### **Other heritage listings**

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

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<sup>4</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Commonwealth Motors, former,  
111-125 A'Beckett Street,  
Melbourne 3000**



• **Figure 5 111-125 A'Beckett Street**

**Historical associations with persons or events**

**Creation or major development date:** 1936

**Major owners or occupiers:** Roman Catholic Church; Commonwealth Motors Pty Ltd

**Designer(s):** San Miguel, Lionel D.

**Builder(s):** Rispin Bros.

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>5</sup>: A,B,C,D,E,F): **B 2**

**MCC Place Value Definition 1985:**

*Buildings of regional or metropolitan significance, and stand as important milestones in the development of the metropolis. ....*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>6</sup>: A,B,C,D,E): **C**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): not assessed.

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **B**

**MCC Place Value Definition 2011:**

*These buildings are of regional or metropolitan significance, and stand as important milestones in the architectural development of the metropolis...*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

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**Statement of Significance**

**What is significant?**

Camberwell architect, Lionel San Miguel, designed this Moderne style motor show-room and offices for the Catholic Church in 1936. Rispin Brothers tendered £4,100 for its erection for a motor-oriented use that continues today. San Miguel received a number of Catholic Church commissions in that era (see also 143-151 A'Beckett Street).

Motor car registrations had increased eightfold in the decade 1917-1928. The number was 1,590 in July 1910 and by 1932-3 it had risen to nearly 125,000 private cars, over 30,000 commercial vehicles, and 23,000 motorcycles. The City saw new building types arrive as motor showrooms and garages. These were located typically along the northern edge of the City close to the main vehicle thoroughfare to Melbourne, the Sydney Road and its southern extension, Elizabeth Street.

The design concept which consists of a vertical entrance feature (with three ribs, flag pole, central window strip) terminating the bold horizontal massing to the east, was also used in the stylistically similar former McPherson's Building, Collins Street, in 1934. McPherson's Building was a European inspiration and more transparent than this building, with its full height show windows and 'visible structure'. Nevertheless Commonwealth Motors, with its long glazing strips with steel-framed multiple panes, curved glazing at the corners, cantilevering showcases, terracotta and brick wall finishes, faceted rainwater heads, and opulent curves is highly representative of this minority style in Victoria; a style that was nearly terminated by the advent of the Second War in 1939.

Set on a corner site to a lane the building's three dimensional design concept is clearly evident. The horizontal main elevation springs from the stair well on the west and terminates on another vertical element set down the east side lane,

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<sup>5</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>6</sup> Referenced in the Melbourne Planning Scheme clause 22.04

followed there by plainer rendered walls with amply sized steel-framed windows facing the lane.

Adjoining the building on the west is another more conservative and altered Moderne Style building. and the former Linacres automobile outlet is opposite, forming an inter-war enclave of motoring-oriented structures, each adopting the latest architectural style of their era.

The façade's tapestry brickwork and moulded terracotta has been sand-blasted which has reduced the integrity of the materials used but not changed their form.

### How is it significant?

Commonwealth Motors is significant historically and aesthetically to the Melbourne Capital City Zone

### Why is it significant?

The Commonwealth Motors is aesthetically significant as a successfully designed and near externally intact building in the Moderne style which reflects relatively new retailing techniques (continuous, large areas of plate glass, ground level) as well as being a good adaptation from the internationally important European Modern movement showcased here on a corner site.

Historically the building is evocative of the transition from a hardware and carriage building part of the City to that of a motor transport centre, located along the streets at the northern flanks of Elizabeth Street, then the main motor way to northern Victoria and Sydney. The building's development parallels with a massive growth in Melbourne car ownership.

### Recommendations

This report recommends that:

- the building and associated land at 111-125 A'Beckett Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**B**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>7</sup>.

- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.

### Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

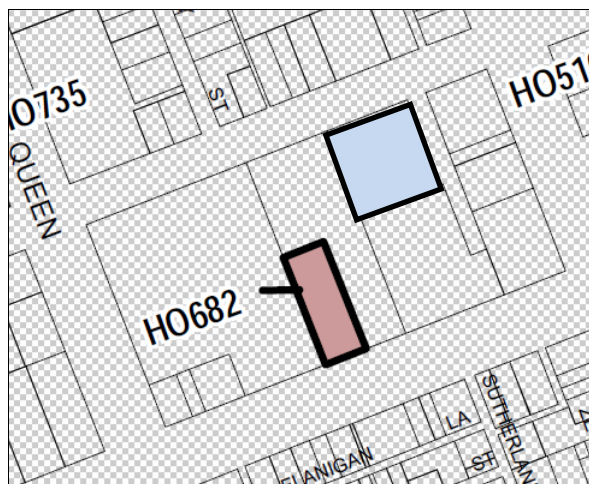
### Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*



- **Figure 6 stair element at west end, showing some of sand blasting damage**

<sup>7</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description



• Figure 7 proposed heritage overlay

## Sources used for this assessment

The following sources and data were used for this assessment:

### General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

### Historic Buildings Preservation Council

Yuncken Freeman Architects Pty. Ltd. 1976. Historic Buildings Preservation Council Melbourne CBD Study Area 5: cites MCC building permit - see early image;

### i-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984: Notable features include unpainted decorative brickwork, terracotta facing clock and curved form. Alterations/ Recommendations: Terracotta painted (inappropriate - remove by approved method) Illuminated signs added (inappropriate - remove or reinstate sympathetic alternative) Other Comments: Integrity - The addition of a profusion of signs, new window displays and air units is obtrusive.

### 'The Argus'

Tuesday 22 January 1935

'INTERNATIONAL Truck, ton, good order, must be sold. Commonwealth Motors, 506 Elizabeth Street.'

4 April 1936:

... COMMONWEALTH MOTORS,

Rep. Vauxhall Cars and Bedford Trucks.

506 Elisabeth St., op. Victoria Markets. F4323.'

Saturday 31 October 1936:

'MECHANICS- four first class men wanted... Good wages to right men

Letter only Manager COMMONWEALTH MOTORS 111- 125 a Beckett Street Melbourne All applications strictly confidential'

### Mahlstedt fire insurance plan series

Mahlstedt 1924-1947 map 12A shows Linacres Motor Auction rooms opposite in place of the Sun Foundry, with Commonwealth Motors (presumably pasted in as amendment)

### Australian Architecture Index (AAI):

Lionel D. San Miguel.

Description of motor showroom & service station now being erected in A'Beckett St., Melbourne, near Elizabeth St.

Illus. Perspective (Commonwealth Motors.) Age 19.5.1936 in RVIA Press Cuttings 1936

### State Library of Victoria collection: image

[Commonwealth Motors premises, Cnr A'Beckett & Elizabeth Sts., Melbourne] [picture]

\* Author/Creator: Lyle Fowler 1891-1969 ;

\* Contributor(s): Commercial Photographic Co., photographer ;

\* Date(s): [1963]

### National Trust of Australia (Vic)

111 A'Beckett Street, MELBOURNE, Melbourne City

File Number

B6256

Level: State

Statement of Significance

'The motor showroom and offices at 111-125 A'Beckett Street were designed by Lionel San Miguel in 1936. This building is architecturally significant at a state level as being a representative example in Victoria, of the popular style that of Streamlined Moderne, having horizontal emphasis with accents of curves. The style of this building followed the precedent of McPhersons in Collins Street west designed in 1934-5 by Keith Reid and John Pearson in association with Stuart Calder. Despite the recent paintwork and the obtrusive air

conditioning units, the design continues to express the formula of a vertical entrance feature with triple flagpole support that terminate the horizontal fenestration set in brick and once gleaming terracotta walls.'

Group: Retail and Wholesale

### **Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1940 Commonwealth Motors used cars

D1944-45 H. A. Chivers aircraft instruments manufacturers

D1950 Commonwealth Motors Pty Ltd Motor Car Agents

D1955 Commonwealth Motors Pty Ltd Motor Car Agents

D1974 Town Auto wholesalers.

### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

*No search carried out.*

### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1994) *Melbourne- the City's history and development*: 95-96

#### **5.4 THE CITY BEAUTIFUL**

##### **GOVERNMENT...**

Motor car registrations had increased eightfold in the decade 1917-1928, and city traffic increased by 31% in the years 1924-6 alone. 31 Traffic planning was therefore a major concern. Frank Stapley, one of the great protagonists of the town planning movement, had been Mayor of Melbourne in 1918, and had instigated an inquiry into traffic congestion...

The first motor car was a steam-driven one constructed by Herbert Thomson of Malvern, and finished in 1896. In 1897 John Pender of Brunswick imported a car from America, and in the same year the first motorcycle appeared. In 1901 the two motor dealers were accorded a separate section in the Sands & McDougall Directory, and the number of firms dealing in motor cars and cycles increased exponentially to five in 1902, ten in 1903, twenty in 1904 and forty in 1905. In 1906

the first motor garages appeared, and in 1910 it was made compulsory to register motor cars with the Police Department. The number was 1,590 in July 1910, and by 1932-3 it had risen to nearly 125,000 private cars, over 30,000 commercial vehicles, and 23,000 motorcycles. Taxis made their appearance in 1909, and the Railways Department introduced the first motor omnibuses in 1905, though these did not at this stage ply in central Melbourne.

In 1916 the Council was impelled to impose a traffic code, requiring vehicles to travel on the left and to indicate when turning, and square or centre turns were instituted. In 1922 safety zones were introduced, and in 1928 automatic lights for traffic control. By 1930 three-quarters of the growers using the Victoria Market had converted to motor trucks...'

### **Comparative examples**

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date.

This building is the only extant stylistically distinctive motor retail site of potential local heritage value identified in the Capital City Zone. The 1985 assessed heritage values for this building have been maintained .

Street Number Name Date

- Exhibition Street 265-273 1935c
- A'Beckett Street 111-125 Commonwealth Motors, former 1936
- Russell Street 196-216 Kellow Falkiner motor showrooms 1938 (demolished/defaced)

## **Previous heritage assessments of this place 1985-2002**

### **Previous heritage assessments**

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 111-125 A'Beckett Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **B** on an A-F individual building scale and a streetscape level of 2(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

##### *History*

*Camberwell architect, Lionel San Miguel, designed this stylishly Moderne motor showroom and offices for comparatively more conservative clients (Catholic Church). Rispin Brothers tendered 4,100 pounds for its*



*erection for a use which continues today. San Miguel's Catholic Church commissions were reputedly numerous (see 143 - 151 A'Beckett Street).*

*Description*

*The design formula which consists of a vertical entrance feature ( with tripartite flag poles ) terminating horizontal massing, was first used in Victorian at the former McPherson's Building, Collins Street in 1934. It was an European inspiration and more correctly transparent, with its full height show windows and 'visible structure' , than this model. Nevertheless the long glazing strips, gleaming terracotta and brick wall finishes, and opulent curves are highly representative of this minority style in Victoria.*

*External Integrity -*

*The addition of a profusion of signs, new window displays and air units is obtrusive.*

*Significance*

*A successfully designed and near intact building in the Moderne style which reflects relatively new retailing techniques (continuous plate glass, ground level ) as well as being a popular adaptation from the important European Modern movement.*

## **Other heritage listings**

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

## **Central City Heritage Study Review 1993**

The building at 111-125 A'Beckett Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

## **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>8</sup>. The building at 111-125 A'Beckett Street was assessed in this review and graded - on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

*No citation provided.*

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<sup>8</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Grange Lynne Pty Ltd, later  
White & Gillespie Pty Ltd.  
Building, 185-187 A'Beckett  
Street, Melbourne 3000**



• **Figure 8 185-187 A'Beckett Street**

**Historical associations with persons  
or events**

**Creation or major development date:** 1937,  
1944

**Major owners or occupiers:** Grange Lynne Pty  
Ltd.; White & Gillespie (Melb) Pty Ltd electrotypers;  
Hawkes Brothers Pty Ltd homeware merchants.

**Designer(s):** Billson, Edward F 1937; King R M & M  
H 1944

**Builder(s):**

**Place evaluation**

**Building grading and streetscape level 1985**  
(Central Activities District Conservation Study  
1985<sup>9</sup>: A,B,C,D,E,F): **B**

**MCC Place Value Definition 1985:**

*Buildings of regional or metropolitan significance, and  
stand as important milestones in the development of  
the metropolis. ....*

**Building grading 1993** (Central Activities District  
Conservation Study 1993<sup>10</sup>: A,B,C,D,E): **B**

**Building grading 2002** (Review of Heritage  
overlay listings in the CBD 2002): **B**

**Building grading level 2011** (Central City  
Heritage Review 2011: A,B,C,D,E): **B**

<sup>9</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>10</sup> Referenced in the Melbourne Planning Scheme clause  
22.04

**MCC Place Value Definition 2011:**

*These buildings are of regional or metropolitan  
significance, and stand as important milestones in the  
architectural development of the metropolis...*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of  
history, important historic events

E.1 Aesthetic importance to the community or cultural  
group, typically judged as representing an architectural  
style

---

**Statement of Significance**

**What is significant?**

Former Burley Griffin associate, Edgar Fielder  
Billson, designed a factory and offices for this site  
in 1937. Replacing two residences, it was built as  
ground and first floor accommodation for Grange  
Lynne Pty Ltd. Another firm, White and Gillespie  
Pty. Ltd. commissioned the addition of a matching  
floor in 1943 under the supervision of the  
Moderne style design specialists, R.M. & M.H  
King.

Hawkes Brothers Pty Ltd wholesale homeware  
merchants and White & Gillespie (Melb.) Pty Ltd  
electrotypers occupied the building over a long  
period, the latter being part of a concentration of  
printing and linotype companies around the north-  
western edge of the City, in areas such as  
Lonsdale Street, in the inter-war period. This was  
particularly so after the construction of The Argus  
building at the Elizabeth and Latrobe Streets  
corner in the mid 1920s.

Billson, the first student to enrol and graduate in  
Architecture at the University of Melbourne, had  
worked in the office of Walter Burley Griffin as a  
student and graduate, and established his own  
practice in the 1920s. By the mid-1930s he was  
acknowledged as a leading architect on the  
Melbourne scene and a noted exponent both of  
the modern idioms emanating from Europe and  
America and of refined decorative brick detailing.  
His work in the 1930s was strongly influenced by  
European modernism, particularly Dutch design  
by Willem Dudok and the Amsterdam School  
(Wendingen) which he had experienced firsthand  
in 1930.

In this factory the long horizontal windows and  
window ledges of the ground and first floors,  
emblematic of contemporary International  
modernism, were juxtaposed against porthole  
stairwell windows and a rounded vertical element  
suggestive of the romantic sculptured work of the  
Wendingen School. The use of dark brown  
textured brick reinforced the Wendingen

association. The composition of the façade as a whole was distinctive for this fusion of the modern and the romantic.

Beyond these elements, the distinctive tapestry and heeler brickwork gives way to common reds and a saw-tooth roof profile facing south at the rear. Concrete sun control hoods act as eyebrows to the facade window strips, curving back onto the wall against another curved vertical element which is an impressive amplification of that on the west-side. This element curves around on to the stair shaft and overshoots the parapet at its top, matching the stair and the other fin in height. Six port holes lend modish light to the stair between the upper window hood and entrance. Set under the semi-circular concrete hood at the stair entry are the street address numbers, floating in boldly executed metal flats tacked to three steel bars behind. Inside, the metal stair handrail shows similar convoluted curves.

The building is visually unrelated to the adjoining streetscape, except for the face brickwork used in nearby buildings.

#### How is it significant?

The Grange Lynne Pty Ltd building is significant historically and aesthetically to the Melbourne Capital City Zone

#### Why is it significant?

Aesthetically the Grange Lynne Pty Ltd building is a successfully designed and highly representative example of the Moderne style, as applied to a City commercial building, which counteracts curved verticals with horizontal elements to achieve a balanced, three-dimensionally perceived design. The decorative aspects of the dark brown brick façade, such as the vertical fin and round windows of the stairwell, are particularly noteworthy. While the skilful addition of a similarly detailed third storey by the firm of R & M King has changed the proportions of the façade, this has detracted little from the integrity of the initial concept, showing the respect held by these architects for the earlier design.

The building is historically significant as a well-preserved inter-war City workshop and warehouse and one of a small number of surviving designs from the noted architect, Edward F Billson, a former pupil and associate of Walter Burley Griffin. The building is also a reflection of long-term industry and warehouse concentration in this part of the City and, in particular, the printing industry grouping near the new Argus newspaper building, showing the historical grouping and evolution of similar uses that have been assessed as significant elements of the City's development.

## Recommendations

This report recommends that:

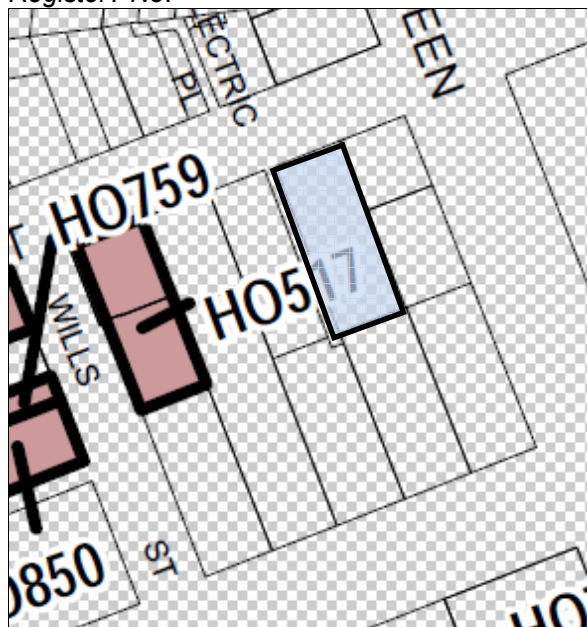
- the building and associated land at 185-187 A'Beckett Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**B**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>11</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.

#### Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

#### Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*



• Figure 9 proposed heritage overlay

<sup>11</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description



• Figure 10 sawtooth workshop wing behind

### Sources used for this assessment

The following sources and data were used for this assessment:

#### General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

#### Historic Buildings Preservation Council

Yuncken Freeman Architects Pty. Ltd. 1976. Historic Buildings Preservation Council Melbourne CBD Study Area 5 (82), p1

#### Building Permit Application

MCC Building Permit Applications (BA): 18986, 22745

#### i-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984: Building Identification Form (BIF): Notable features include unpainted decorative brickwork, massing (modern) and portholes; Alterations / Recommendations: Sign new (inappropriate - remove or reinstate sympathetic alternative) Air unit added (inappropriate - remove or reinstate sympathetic alternative) Interior recommended for inspection.

#### National Trust of Australia (Vic)

Grange Lynne Pty Ltd

Location: 185 A'Beckett Street, MELBOURNE, Melbourne City

File Number: B6568

Level: Regional

Statement of Significance

The former Grange Lynne Pty, Ltd. factory, built in 1937-38 to designs prepared by noted architect E F Billson, is of Regional architectural significance. The Grange Lynne building is one of Melbourne's finest and most distinctive examples of inter-war factory and office design, exhibiting an unusual mixture of international modernism and the Arts and Crafts based aesthetic of the Amsterdam School of the 1920s. The modernism of the horizontal "strip" windows which wrap around the north corner and their continuous thin concrete sunshades, terminated by vertical fins, are combined with elements derived from the Dutch school such as the dark brown tapestry brickwork, a rounded front to the fin near the entrance, and the vertical stack of porthole windows of the stairwell.

Edward Fielder Billson, was a former pupil and associate of Walter Burley Griffin, and was a leading architect in Victoria in the 1930s, and is noted for the strong influence of European modernism in his work.

Group: Manufacturing and Processing

Category: Factory/ Plant'

#### Sands & McDougall Melbourne or Victorian Directories

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

(D1935 185" -Jas. Trainor 187"-Miss Ida Mack)

D1939 Hawkes Brothers Pty Ltd homeware merchants wholesale

White & Gillespie (Melb) Pty Ltd electrotypers

D1944 - 45 Hawkes Brothers Pty Ltd homeware merchants wholesale

White & Gillespie (Melb) Pty Ltd electrotypers

D1950 Hawkes Brothers Pty Ltd homeware merchants wholesale

White & Gillespie (Melb) Pty Ltd electrotypers

D1955 White & Gillespie (Melb.) Pty Ltd electrotypers

- Little Collins Street 276-282 G J Coles Building, rear 1939

## Previous heritage assessments of this place 1985-2002

### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

*No search carried out.*

### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 66

#### **BOOM AND BUST...**

'In other respects the distribution of uses in the central city remained much as before. The banks had occupied Collins Street in the 1840s, and had consolidated there from the mid-1850s onward. By the 1880s all but one of the twelve banks had their headquarters in the street. There were now some more specialised nodes of activity like the retail furniture trade in Bourke Street West, the softgoods merchants between Russell and Elizabeth Streets, and the hardware dealers in Little Collins Street, near Spencer Street. Davison has demonstrated this clustering of activities in map form...

By the 1880s the industries which had occupied the north bank of the Yarra were moving to the south bank, but a new concentration had developed in the west end of the city, especially about La Trobe and Lonsdale Streets'

### **Comparative examples**

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessed heritage values for this building have been maintained while the stylistic expression of this factory warehouse remains as important.

Selected Capital City Zone late inter-war factory warehouses:

Street Number Name Date

- Lonsdale Street 18-30 Taubman Pty Ltd, former 1930c
- Lonsdale Street 10-16 1935c
- Little Bourke Street 209-225 Manton's Store, rear 1937
- A'Beckett Street 185-187 Grange Lynne Pty Ltd, later White & Gillespie Pty Ltd. Building 1937, 1944

### **Previous heritage assessments**

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 185-187 A'Beckett Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **B** on an A-F individual building scale and a streetscape level of (scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

#### *History*

*Former Burley Griffin Burley Griffin associate, Edgar Fielder Billson, designed a factory and offices for this site in 1937. Replacing two residences, it was ground and first floor only accommodation for Grange Lynne Pty Ltd. Another firm, White and Gillespie Pty Ltd added a matching floor in 1943 under the supervision of R.M. & M.H King.*

#### *Description*

*Little changed since 1943, the design seems unaffected by its two-stage dual-designer extension. A Moderne design approach has produced horizontal window emphasis, closing against vertical elements such as the archetypical stair well and a more inventive brick fin cum pier at the west side. Beyond these elements, the heeler brickwork gives way to common reds. Concrete sun control hoods act as eyebrows to the window strips, stopping against another vertical element which is an impressive amplification of the west-side fin. It curves around on to the stair shaft and overshoots the parapet at its top matching the stair and other fin in height. Six port holes lend modish light to the stair between the upper window hood and entrance.*

#### *External Integrity*

*An air unit has been added and a large sign obscures the upper brickwork.*

#### *Streetscape*

*Unrelated except by face brickwork used in adjoining buildings.*

#### *Significance*

*A successfully designed and representative example of the Moderne style which*

*counteracts curved verticals with horizontal elements to achieve a balanced, three-dimensionally perceived design also of interest as one of the few surviving designs from Edgar Billson in this period.*

### Central City Heritage Study Review 1993

The building at 185-187 A'Beckett Street was assessed in this review and graded B on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

#### 'Statement of Significance

*The factory at 185-187 A'Beckett Street is of metropolitan architectural significance as one of Melbourne's finest and most distinctive examples of inter-war factory and office design Built in 1937-38 to designs prepared by noted architect Edward F Billson, a former pupil and associate of Walter Burley Griffin. this building exhibits an unusual marriage of International modernism with the Arts and Crafts based aesthetic of the Dutch Wendingen group The decorative aspects of the dark brown brick façade. such as the vertical fin and rounded windows of the stairwell, are particularly noteworthy The addition of a similarly detailed third storey by the firm of R & M King in 1943 has changed the proportions of the façade, but has detracted little from the integrity of the initial concept.'*

#### 'History & Description:

*This factory was designed by Edward F Billson for Grange Lynne Pty Ltd as a two storey brick warehouse and factory with office front, and was built in 1937-38 ' Billson had also built a block of flats called Grange Lynne (corner Grange Road & Lascelles Avenue) by 1936 for the same company, Grange Lynne (otherwise known as White & Gillespie)*

*Billson, the first student to enrol and graduate in Architecture at the University of Melbourne, had worked in the office of Walter Burley Griffin as a student and graduate, and established his own practice in the 1920s. By the mid-1930s he was acknowledged as a leading architect on the Melbourne scene and a noted exponent both of the modern idioms emanating from Europe and America and of refined. decorative brick detailing. 3 His work in the 1930s was strongly influenced by European modernism, particularly Dutch design by Willem Dudok and the Amsterdam School (Wendingen) which he had experienced firsthand in 1930. In this factory the long horizontal windows and window ledges of the ground and first floors, emblematic of contemporary International modernism, were juxtaposed against porthole stairwell windows and a rounded vertical element suggestive of the romantic sculptured work of the Wendingen school. The use of*

*dark brown textured brick reinforced the Wendingen association. The composition of the façade as a whole was distinctive for this fusion of the modern and the romantic Although the contrast of vertical elements against horizontal had become popular by the late 1930s, other examples within the Melbourne Central Activities District such as 546 Collins Street and 111-125 A'Beckett Street were more strongly influenced by the streamlined, polished aesthetic of International modernism*

*The building behind is a standard saw-tooth roofed red brick warehouse. The addition of a third storey in 1943 by R & M King adversely affected the horizontality of the original proportions, but was otherwise sympathetic 4'*

#### Footnotes

1. 'MCC building permit 18986 10 12 37 Erection of building. £9.500
- 2 .Partially illustrated in *Architecture in Bookwork' Journal of the Royal Victorian Institute of Architects July 1936, pp.69-90 the firm is referred to as White & Gillespie in records held by Edward F Billson & Associates architects*
3. *The gables and porches of the Grange Lynne flats 6 Grange Road. Toorak are also notable for their fine decorative brickwork*
4. *MCC building permit 22745 2 7 43 Alterations and additions £2 800'*

### Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>12</sup>. The building at 185-187 A'Beckett Street was assessed in this review and graded **B** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

*No citation provided.*

### Other heritage listings

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

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<sup>12</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Exhibition Boot Company, 160-162 Bourke Street, Melbourne 3000**



• **Figure 11 160-162 Bourke Street,**

**Historical associations with persons or events**

**Creation or major development date:** 1904

**Major owners or occupiers:** Melbourne Total Abstinence Society and Mrs Tucker Exhibition Boot Company Coon, A & Son

**Designer(s):** Webb, William H

**Builder(s):** Seccull, James

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>13</sup>: A,B,C,D,E,F): **C 3**

**MCC Place Value Definition 1985:**

*Buildings make an important aesthetic or scientific contribution that is important in the local area. This includes well-preserved examples of particular styles of construction, as well as some individually significant buildings that have been altered or defaced..*

<sup>13</sup> Referenced in the Melbourne Planning Scheme clause 22.04

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>14</sup>: A,B,C,D,E): **C**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **C-D**

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **C**

**MCC Place Value Definition 2011:**

*These buildings demonstrate the historical or social development of the local area and/ or make an important aesthetic or scientific contribution. These buildings comprise a variety of styles and buildings types. Architecturally they are substantially intact, but where altered, it is reversible. In some instances, buildings of high individual historic, scientific or social significance may have a greater degree of alteration.*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

---

**Statement of Significance**

**What is significant?**

This shoe retailing shop was created in the Edwardian-era for the well known Exhibition Boot Company, an old colonial boot manufacturer with many shops across Victoria. The shop was later occupied over a long period by successive generations of the Coon family also as a shoe shop. The designer, William Webb had a prolific career creating many houses in the northern suburbs during the Victorian and Edwardian-eras.

Since identified in 1984 a distinctive and visually related tile design has been added to the tympanum, depicting a broad rising sun with yellow rays and a tiled blue sky above, a motif used in the Arts & Crafts movement. Bartzan elements flank the façade in shaped red brickwork while boldly modelled cement work adorns the upper-level. The street facade has English Queen Anne revival façade styling, with red brickwork and Arts & Crafts cement detailing featuring the broad arch across the shopfront.

The building has an early and significant metal-framed shopfront, with tiled plinth, and pressed metal sheeting is evident in the shop entry and interior which has a coved roof lantern over the main shop area. Victorian and Edwardian-era shopfronts are now rare in the Capital City Zone.

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<sup>14</sup> Referenced in the Melbourne Planning Scheme clause 22.04

### How is it significant?

The Exhibition Boot Company is significant historically and aesthetically to the Melbourne Capital City Zone.

### Why is it significant?

The former Exhibition Boot Company is significant for its distinctive architectural detailing and early shopfront form that is now rare in the Melbourne Capital City Zone context.

Historically, the shop is also associated with a prominent boot company in Victorian and Edwardian-era Melbourne and served as a boot retail outlet for some 80 years.

### Recommendations

This report recommends that:

- the building and associated land at 160-162 Bourke Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>15</sup>.
- Investigate the application of interior control in the Schedule to the Heritage Overlay as Clause 43.01 with the following interior elements entered in the schedule.<sup>16</sup>
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.

#### Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

Interior elements include:

Coved roof lantern over the main shop area.

#### Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register.

Recommended for the Victorian Heritage Register? No.



• Figure 12 shopfront – part boarded up



• Figure 13 upper level, added sun rays in tympanum

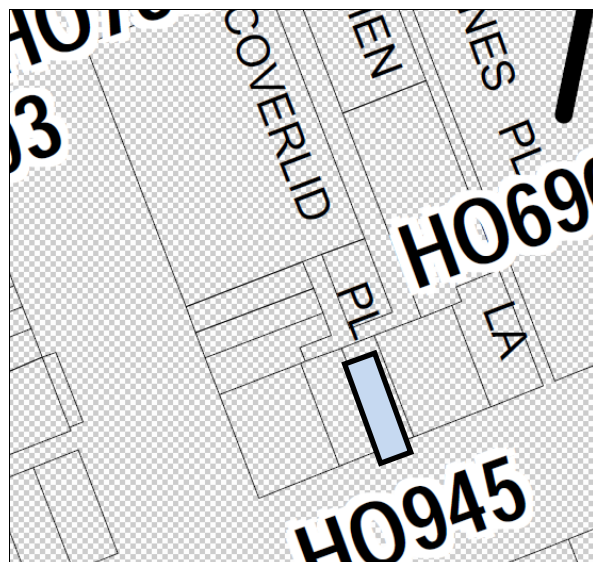


• Figure 14 shop interior roof lantern

<sup>15</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

<sup>16</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description





• Figure 15 proposed heritage overlay

## Sources used for this assessment

The following sources and data were used for this assessment:

### General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

### *i-Heritage*

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984: source Victoria Illustrated: 171; Period 1900-15 - (c1905?) Edwardian; Description/Notable Features: Notable features include an intact shop front. Alterations / Recommendations: Glass painted (inappropriate - remove by approved method). Upper signs (inappropriate - remove or reinstate sympathetic alternative) Other Comments Interior recommended for inspection.

### Building Permit Application

Building Permit Application 1904, 9285

### **Mahlstedt fire insurance plan series**

Mahlstedt fire insurance plan 1910-1940s Plan 4: shown with lantern and showcase windows in shopfront as 'Exhibition Boot Company'

### **National Trust of Australia (Vic),**

Central Activity District Heritage Shopfronts, CAD Shopfront Survey 2000: cites this shopfront: substantially intact. As a one storey building, the architecture is effective and simply framed shopfront.

### Statement of Significance

'Large, finely detailed Edwardian shopfront, integral and original with the building. Notable for the wide ingo, hexagonal tessellated tiling, original door, and very high highlight.'

### **Australian Architecture Index (AAI):**

Webb, William H: (selection)

G. W. H. Webb, Errol Street, North Melbourne proposed for membership to the Vic. Arch. & Eng. Assoc.

Australasian Builder and Contractor's News 10.5.1890 p 1028

W. H. Webb

Paper read before the Arch. & Eng. Assoc. of Vic. on "Health Provisions for Residences" printed.

Australasian Builder and Contractor's News 23.9.1893 p 145-6

W. B. Webb Presidential address before the Arch. & Eng. Association of Victoria.

Building Engineering and Mining Journal 22.5.1897 p 137

W. H. Webb, President A. & E. Association. Paper read on "Healthy homes and how to secure them....."

Building Engineering and Mining Journal 25.9.1897 p 303

W. H. Webb, M.A.E.A., architect and sworn valuator, 14 and 15 Premier Buildings, 229 Collins Street, Melbourne. 1906 Directory

Wm. H. Webb, architect, 248 Abbotsford Street, North Melbourne. 1906 Directory

W. H. Webb of Melbourne signs petition re Canberra in Building 12.7.1913. Building 12.7.1913

W H Webb, North Melbourne.

Tenderers listed for erection of 2 storey additions, Fitzgerald Street, South Yarra (Victoria). Australasian Builder and Contractor's News 7.6.1890, p 1097

W.H. Webb 229 Collins St.

Tenders accepted for erection of factory on cnr. of Westgarth & Ross Sts., Northcote. Building Engineering and Mining Journal 28.6.1902 supplement 5

W. H. Webb. Coach factory, Carlton. J.C. Morrison, Carlton. Building 12.12.1911, p 90

## Heritage Assessment of 160-162 Bourke Street, Melbourne

- Tender accepted for erection of brick laundry in Barwise Street, North Melbourne for F. Kroutruber Esq. Australasian Builder and Contractor's News 14.6.1890 p 1117
- Building Engineering and Mining Journal 17.5.1890 supplement 5  
**Victorian Heritage Inventory**  
Location: 160-162 BOURKE STREET MELBOURNE, Melbourne City
- W.H. Webb, 229 Collins Street.  
Heritage Inventory (HI) Number: H7822-1517
- Tenders accepted for erection of residence, H. Fry. Building Engineering and Mining Journal 20.6.1905 supplement 2  
Heritage Inventory Description  
'Extant building originally designed as a church(?). Ornate pressed metal ceiling & stained glass skylights. 1888 & 1905 - 2 storey building.'
- Contract let in 1908 for erection of brick residence, Brunswick. T. Stabb, £552.  
Building 15.12.1908, p 87
- Contract let in 1908 for erection of brick villa, East Brunswick. J. Clements, £639.  
**'The Argus':**  
Monday 9 June 1902
- Building 15.12.1908, p 87  
Tenders by John Cameron, architect, for factory in Westgarth St for Exhibition Boot Company. (To be their head office)
- Tender let during 1908 to G. Igram and Son for £1,650 for the erection of 2 residences at Caulfield.  
Thursday 23 August 1906
- Building 15.12.1908, p 86  
'PROTECTIONISTS' CAMPAIGN BOOT TRADE...'  
notes 17 shops run by the company were supplied with cured skins from its Northcote factory for all types of boots.. Protectionists wished to preserve local jobs under threat from imports.
- Tenders wanted for erection of wooden cottage in Rose Street; Essendon for Mr G. Sinclair.  
Saturday 3 April 1909:  
Order from your nearest of the 19 Branches of the EXHIBITION BOOT CO PTY LTD -  
EXHIBITION BOOT CO PTY LTD Head Office-W ESTGARTD ST NORTHCOTE.  
Melbourne-160-162 Bourke-Street City  
Suburbs-Collingwood, Prahran, Clifton Hill, Kew, Footscray
- Building Engineering and Mining Journal 7.3.1899 supplement 4  
Residence, at Prince's Hill.  
W. Hannah, £1,135. Building 12.12.1911, p 107  
Tenders wanted for erection of brick villa residence, North Melbourne.  
EXHIBITION BOOT CO PTY LTD Head Office-W ESTGARTD ST NORTHCOTE.  
Melbourne-160-162 Bourke-Street City  
Suburbs-Collingwood, Prahran, Clifton Hill, Kew, Footscray
- Building Engineering and Mining Journal 26.4.1892 supplement 3  
Tenders wanted for erection of 5 roomed brick cottage for A. Travis Esq., North Melbourne.  
Country - Ballarat Bendigo Maryborough, Daylesford, Warracknabeal Terang ... Dandenong..
- Building Engineering and Mining Journal 12.3.1898 supplement 5  
Contract let in 1908 for erection of brick residence, North Melbourne. W.H. Webb. Rose Bros., Middle Park, £1,148. Building 15.12.1908, p 87  
Thursday 15 February 1923  
MISSING BOOTS.  
PURCHASE BY TRAVELLER.  
Salesman Sent to Gaol.
- Building Engineering and Mining Journal 12.3.1898 supplement 5  
Tender accepted for portion of work for 10 houses and shops in Abbotsford Street, North Melbourne (Victoria). Australasian Builder and Contractor's News 20.6.1891 p 481  
Joseph A. Hayes, commercial traveller, was charged in the City Court yesterday with having on February 10 had in his possession three and a half pairs of boots and one pair of shoes, valued at £3/167, the property of Alfred Coon. Hayes, who denied the charge, was represented by Mr.. Shelton. The case was heard before Mr. R. Knight, P.M., and Messrs. T. O'Callaghan, P. Cohen, W. Brookes, C R .Smithwick, W. H. McNaughton, H. J. Carter, and. K.J. Power, JPs
- Building Engineering and Mining Journal 12.3.1898 supplement 5  
Tenders wanted for erection of large villa residence, Canning Street, North Melbourne.  
...Alfred Coon, proprietor of Coon's boot shop, Bourke Street, identified the boots and shoes produced as his property, The articles had not been bought at his shop.'
- Building Engineering and Mining Journal 24.10.1891 supplement 3  
Tenders wanted for erection of 2 storey brick residence in Capel Street, North Melbourne.  
Wednesday 22 April 1925  
CITT SHOP BROKEN INTO.  
BOOTS WORTH £100 STOLEN.  
Thieves Show Discrimination.
- Building Engineering and Mining Journal 19.10.1895 supplement 2  
Tenders accepted for erection of brick villa for DC Stewart Esq.  
at Flemington. Building Engineering and Mining Journal 29.10.1898 sp
- Building Engineering and Mining Journal 19.10.1895 supplement 2  
Tenders wanted for erection of 2 storey brick residence in Capel Street, North Melbourne.
- Building Engineering and Mining Journal 19.10.1895 supplement 2  
Tenders accepted for erection of brick villa for DC Stewart Esq.  
at Flemington. Building Engineering and Mining Journal 29.10.1898 sp
- Building Engineering and Mining Journal 19.10.1895 supplement 2  
Tenderers listed for erection of wooden cottage in Collett Street, Kensington (VIC).

Boots and shoes valued at about £100 were stolen on Monday night from the shop of Mr Alfred Coon, of 160 Bourke Street. The thieves took only the most valuable class of stock...

**Journal and Proceedings of the Royal Victorian Institute of Architects (R.V.I.A.)**

(Melbourne, monthly): Sep/Oct 1938: shows this building in part 'Sample../ Alfred...' signs at arch and spandrel, shopfront form as is but no tiling to tympanum.



- **Figure 16 1938 view of shop, with no tiled tympanum**

**ACU Catholic University web site: Exhibition Boot Factory**

History of the Melbourne Campus:

'At the heart of the Fitzroy neighbourhood stands historic Central Hall, previously known as Cathedral Hall, which has stood at 20 Brunswick Street, near the Victoria Parade corner, since 1904. Connected to the hall is the old Exhibition Boot Factory which, having provided the hall with a foyer, cloakroom, ticket office and club rooms, has been recently restored and renovated.

Connected to the hall is the old Exhibition Boot Factory which, having provided the hall with a foyer, cloakroom, ticket office and club rooms, has been recently restored and renovated.

Built in 1873, the Boot Factory turned out footwear for the Exhibition Boot Company for nearly 30 years before it was bought by the then Archbishop of Melbourne, Dr Thomas Joseph Carr in 1902.

Archbishop Carr set about refurbishing the Boot Factory to provide the Catholic community with its own class, club and meeting rooms. The facility was opened in 1903 when Archbishop Carr also bought two adjacent properties and it is here where Central Hall was built and opened in 1904, followed by a supper room, opened in 1908.'

**Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

(D1900 160-162 Enes, Adolph H watchmaker, jeweller)

D1905 Exhibition Boot Company Stephens, W B mngnr

D1910 Exhibition Boot Company - Pty. Ltd. Buchanan, D mngnr

D1915 160-164 Federal Boot Co Ransom, Ernest prop.

D1920-24 ANA Boot Co. A Coon proprietor

D1935 Coon, A & Son boot shop

D1939 Coon, R & A Pty. Ltd. shoes retail

D1950 Coon, Alfred & Sons Pty. Ltd. shoes retail

D1955 Coon, Alfred & Sons Pty. Ltd. shoes retail

D1974 Coon, Alfred & Sons Pty. Ltd. shoes retail

**Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

*No search carried out.*

**Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 45

**3.3 GOLD**

**CITY ECONOMY**

The retail activity of the city was tending to shift somewhat from the west to the east of Elizabeth Street, and the Eastern Market had for some years been overshadowing its western rival, though it was conducted principally in the open air until 1859...'

Lewis: 60

**4.1 BOOM AND BUST**

**HISTORY**

The city was a conduit for settlers: the immigration intake from Britain boomed during the 1880s. It was a funnel for British investment capital, which during the 1870s and 1880s poured into infant colonial enterprises and government infrastructure developments. It was a service centre which underpinned local rural development by accumulating industries specialising in engineering, vehicle manufacture, the production of simple agricultural implements and boot and shoe manufacture..'

Lewis, 92:

### 5.3 THE CITY BEAUTIFUL

#### CITY ECONOMY

'Melbourne's role was even more guaranteed as a supplier of many goods to the Victorian hinterland, and a very large proportion of goods to the metropolitan area...'

#### Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessed heritage values for this building have been maintained although some enhancement has occurred: the shop and dwelling remains of architectural and historical significance among a small number of similar places with early shopfronts in the City.

Selected Capital City Zone retail from the Edwardian-era:

Street Number Name Date

- Elizabeth Street 148-150 Royal Arcade 1901
- Little Bourke Street 119-125 Anglican Chinese Mission Church of the Epiphany, Retail 1902
- Bourke Street 288-292 Sutton Pty Ltd, former 1902
- Exhibition Street 309 Fancy goods shop & residence 1902-1903
- Bourke Street 160-162 Exhibition Boot Company 1904
- Flinders Street 264-268 1905
- Elizabeth Street 115-117 Paton Building 1905
- Russell Street 209-211 Shop & Residence, former New Olympia Cafe 1907

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 160-162 Bourke Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 3(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

*No citation provided.*

#### **Central City Heritage Study Review 1993**

The building at 160-162 Bourke Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

#### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>17</sup>. The building at 160-162 Bourke Street was assessed in this review and graded **C-D** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

*No citation provided.*

#### **Other heritage listings**

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

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<sup>17</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Barnett Building, 164-166 Bourke Street, Melbourne 3000**



• **Figure 17 164-166 Bourke Street**

**Historical associations with persons or events**

**Creation or major development date:** 1938

**Major owners or occupiers:** Barnett, Louis & Sons Pty. Ltd. Weber & Rice's Health & Strength College

**Designer(s):** Seabrook & Fildes

**Builder(s):** Winwood, G A

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>18</sup>: A,B,C,D,E,F): **B**

**MCC Place Value Definition 1985:**

*Buildings of regional or metropolitan significance, and stand as important milestones in the development of the metropolis. ....*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>19</sup>: A,B,C,D,E): **C**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **B**

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **C**

**MCC Place Value Definition 2011:**

*These buildings demonstrate the historical or social development of the local area and/ or make an important aesthetic or scientific contribution. These buildings comprise a variety of styles and buildings types. Architecturally they are substantially intact, but where altered, it is reversible. In some instances, buildings of high individual historic, scientific or social significance may have a greater degree of alteration.*

**National Estate Heritage Values satisfied:**

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

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**Statement of Significance**

**What is significant?**

Robin Boyd described this building as `...with its blue metal spandrels and white trims, was the most honest and happy city building ever to be despoiled by terrible advertisements'. Now, stripped of the stylishly Moderne style and muscular Weber and Rice mural and the 1350mm tall letters of the `Barnett's' sign (the `terrible advertisements'), Barnett Building has achieved greater respectability in the eyes of Modernists for its architects, Seabrook and Fildes, but lost some of the albeit superficial traits of its construction period. Louis Barnett & Sons Pty. Ltd., hairdressers and perruquiers (wig maker), owned and part occupied the new structure which builder, G.A. Winwood, had costed at £10,000 to erect.

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<sup>18</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>19</sup> Referenced in the Melbourne Planning Scheme clause 22.04



• **Figure 18 contemporary view of original façade (RVIA Journal 1938)**

Designers Seabrook (and Fildes from 1936) had won fame with the premiated girls' secondary school design at Albert Park, sponsored by Sir Macpherson Robertson and completed in 1934. Their fire stations and associated flats at Brunswick (1937), Brighton (1939) and Windsor (1939-40); commercial premises such as those of Gair Manufacturing Co. Pty Ltd, Melbourne (1935-36), the Bank of New South Wales, Moreland (1936), the Royal Exchange Assurance, Pitt Street, Sydney (1936-37), and a store for Miller & Co. at Hamilton (1937) were all distinctive as was 'the largest rural example of the Dudok idiom', the Warracknabeal Town Hall (1939). Phillip Goad has described the Barnett Building as 'A technically unusual design...an early example of a curtain-walled, high-rise building with a roof-top squash court and gymnasium...' in his Australian Dictionary of Biography entry for Seabrook. The Barnett Building was publicised in the RVIA and Architects' Registration Board of Victoria, Guide to Victorian Architecture 1956, and the 'Journal and Proceedings of the Royal

Victorian Institute of Architects' (R.V.I.A., Melbourne, monthly).

Contemporary descriptions termed the Barnett Building as 'severely functional' although its bright blue porcelain enamelled spandrels, used for the first time in Australia, more than compensated for this severity. It was Weber and Rice's Health and Strength College squash court which had contributed a further peculiarity to the building. Located at the building's top the extensive windowless upper walls it created, badly needed the mural for relief, hence the vigorous graphics that have since been removed. Column-free space was also a fitness parameter and another plus claimed for the design: this was ably served by the concrete frame. Location of the lifts at the rear had originally determined a shop-lined corridor on the ground-level, since combined as one tenancy.

Stripped to the aluminium-framed curtain wall and stuccoed concrete essentials, the innovation of the Barnett Building's original façade is now clarified. Only after the 1950s building revival was there to be any design like it in terms of the glass curtain wall. Only Buckley's Men's Store (1933) and Griffin's Leonard House (c1925 demolished) were earlier examples of multi-storey, glazed walls. The fluting of the metal spandrels on the Barnett Building was originally repeated as reeding in the glass to suggest a continuum of glass and glossy spandrel to make one glass facade.

The Barnett Building is a precursor to the many glass curtain walls of the 1950s in the City with their similar opaque spandrel panels alternating with glass between aluminium framing members but the aluminium mullions of this façade are not continuous as in the glass boxes of the 1950s.

The ground floor top-lighting has been covered with a new spandrel and the shop fronts replaced in a bland form. The reeded glass has been replaced with clear and the murals on the upper-level are gone. The building is related to parts of the adjoining streetscape, with some stylistic affinity to the Moderne styled building further to the east.

#### **How is it significant?**

Barnett Building is significant historically and aesthetically to the Melbourne Capital City Zone.

#### **Why is it significant?**

Historically, Barnett Building is the oldest known example of a rationalist Modern commercial glass and aluminium-framed curtain wall design in the Capital City Zone, preceding by 17 years the profusion of multi-storey aluminium and glass curtain walls in the 1950s, with their similarly

brightly coloured spandrels. The building was also one of the key works of the renowned proto-Modernist designers Seabrook & Fildes and was cited in the 1956 Olympics Melbourne guidebooks prepared by the architectural profession as a good example of modern commercial building.

Aesthetically, the building presents an architectural simplicity which underscores its pioneering Modernist concept and contrasts markedly with its contemporaries, such as the adjoining decorated Jazz Modern style example of Patersons Pty. Ltd.

## Recommendations

This report recommends that:

- the building and associated land at 164-166 Bourke Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>20</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.

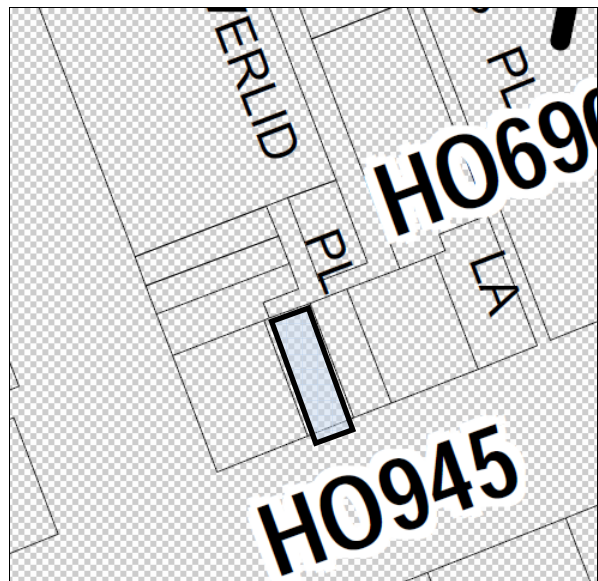
### Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

### Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register.

*Recommended for the Victorian Heritage Register? No.*



• Figure 19 proposed heritage overlay

## Sources used for this assessment

The following sources and data were used for this assessment:

### General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

### 20th Century Architecture Register of the RAlA

Graeme Butler 1982, 20th Century Architecture Register of the RAlA (Vic) cites:

- RVIA and Architects' Registration Board of Victoria, Guide to Victorian Architecture 1956, (Melbourne, 1956): 34
- Journal and Proceedings of the Royal Victorian Institute of Architects (R.V.I.A.) (Melbourne, monthly): Sep/Oct 1938;

<sup>20</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

- Building Permit Application 19245 25/3/1938, also 15/10/1938 application for flood lamps.

### ***i-Heritage:***

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 : Building Identification Form (BIF): `Alterations / Recommendations: Mural / sign gone from parapet (inappropriate - reinstate original design). New spandrel - 1st floor (remove or reinstate original design) New shopfront (reinstate original design or sympathetic alternative). Glazing new (obscured) (inappropriate - reinstate original design or sympathetic alternative). Other Comments - First to adopt curtain wall (spandrel - metal window strip) type. Much predominated in the 1950s - blue colour is original hence start of primary colour use.'

### ***Australian Dictionary of Biography,***

Philip Goad, 'Seabrook, Norman Hugh (1906 - 1978)', *Australian Dictionary of Biography, Volume 16*, Melbourne University Press, 2002, p. 202:

`SEABROOK, NORMAN HUGH (1906-1978), architect, was born on 12 January 1906 at Northcote, Melbourne, third of four children of Charles William Seabrook, a clerk from Tasmania, and his Melbourne-born wife Catherine Jane, née Brown. Norman attended Brighton State School, Wesley College, and Hasset's Commercial College, Prahran. While at Hasset's, he worked for the architect A. R. Barnes, with whom he served his articles in 1924-26.

In 1927 Seabrook enrolled at the University of Melbourne Architectural Atelier, then under the directorship of Leighton Irwin. He gained his diploma in architectural design in 1931. On 26 January that year at her parents' Brighton home he married Linda May Millis with the forms of the Churches of Christ. Soon after, he and his wife sailed for England, where he worked in London and Birmingham. While in Europe, they cycled two thousand miles (3219 km) through the Netherlands, Germany and Belgium to study architecture.

Back in Melbourne, Seabrook was admitted as an associate of the Royal Victorian Institute of Architects in 1933. He set up practice in Little Collins Street and returned to the atelier as senior demonstrator in design. A brilliant renderer, he won a competition to design a girls' secondary school at Albert Park. Sponsored by Sir Macpherson Robertson and completed in 1934 to mark Victoria's centenary, MacRobertson Girls' High School was an early Australian application of de Stijl architectural principles and the first Australian example of the modern functionalist style of architecture developed by the Dutch architect Willem Dudok. The building was characterized by dramatic cubistic juxtapositions of horizontal and vertical forms, all in cream brick, with contrasting bands of blue-glazed brick and vermilion-painted steel windows.

This striking style, later claimed by Robin Boyd to have heralded the '1934 Revolution' of modern architecture in Victoria, became a Seabrook signature. Notable examples of the idiom included his own home at Hawthorn (1934-35); fire stations and associated flats at Brunswick (1937), Brighton (1939) and Windsor

(1939-40); commercial premises such as those of Gair Manufacturing Co. Pty Ltd, Melbourne (1935-36), the Bank of New South Wales, Moreland (1936), the Royal Exchange Assurance, Pitt Street, Sydney (1936-37), and a store for Miller & Co. at Hamilton (1937); and the largest rural example of the Dudok idiom, Warracknabeal Town Hall (1939). A technically unusual design was that of Barnett's Building, 164 Bourke Street, Melbourne (1937-38), an early example of a curtain-walled, high-rise building with a roof-top squash court and gymnasium.

In 1936 Seabrook had formed a partnership with Alan Fildes at 84 William Street. Tall and bespectacled, Seabrook was the chief designer: he attracted clients while Fildes took care of production and office management. The practice prospered in the late 1930s with major projects for (Sir) Reginald Ansett, including terminal and hangar buildings (1937) at Essendon Aerodrome. Seabrook also designed another innovative house for himself at Croydon (1941). After World War II Fildes' involvement decreased. Newer associates, among them Eric Atlee Hunt, became prominent in the firm, which moved to Little Collins Street in 1954. In the following year Seabrook, Fildes & Hunt was formed. After Fildes died in 1956, the firm became Seabrook, Hunt & Dale (1958). It moved to Albert Park and then to South Melbourne. The practice undertook further work for Ansett Transport Industries Ltd and St Kevin's College, Toorak, but never regained the momentum for innovation seen in the 1930s. It closed in 1975, following Seabrook's retirement in the previous year.

Seabrook had been divorced on 18 March 1943. Later that day, at the office of the government statist, Melbourne, he married Mavis Black, née Devling, a photographic retoucher and a divorcee. Survived by his wife, and by the daughter of each of his marriages, he died on 9 September 1978 in South Melbourne. He had bequeathed his body to the University of Melbourne.

### Select Bibliography

R. Boyd, *Victorian Modern* (Melb, 1947); D. L. Johnson, *Australian Architecture 1901-51* (Syd, 1980); *Australian Home Beautiful*, July 1935, p 6; *Art in Australia*, 61, Nov 1935, p 91; *Herald* (Melbourne), 9, 13, 14 Dec 1933; P. Dredge, *Biography—Seabrook and Fildes* (research report, 1981, Architecture Library, University of Melbourne); *Seabrook and Fildes files* (National Trust of Australia, Victorian branch, Melbourne).

### ***Australian Building: A Cultural Investigation***

Lewis, M. *Australian Building: A Cultural Investigation* 8.10.7 Metal Windows & Curtain Walling...

`It (Melbourne) had what Donald Johnson has claimed was possibly the first curtain wall in the world, meaning the term in the more limited modern sense. This was the façade wall of W B Griffin's Leonard House, 44-6 Elizabeth Street, Melbourne, of 1923-4, and was a curtain wall in the modern manner - containing a good proportion of glazing, and with a frame of rolled or extruded metal sections expressed as being continuous through the height of a number of floors. As Robin Boyd described it, 'Solid side piers held a single vertical panel composed of fixed and opening glass



## Heritage Assessment of 164-166 Bourke Street, Melbourne

panes and a square cement device which marked floor lines ...'

Another early Melbourne example was Barnett's Building (the Weber & Rice Health & Strength College) at 164 Bourke Street, by Seabrook & Fildes in 1937-8. Here, however, there were full width horizontal spandrels in fluted sheet iron, so that the framing was not expressed as a continuous vertical system.'

### **National Trust of Australia (Vic):**

File Number: B6348

Level: Local

### STATEMENT OF CULTURAL HERITAGE SIGNIFICANCE

What is significant?

Barnett's building was designed and built in 1938 by noted modernist architects Seabrook & Fildes. It was constructed for Louis Barnett and Sons to house their hair and beauty salon business, and their tenant, the Weber & Rice Health & Strength College.

The façade of the four storey building incorporates three rows of metal framed windows, with bright blue enamelled spandrel panels in between, surrounded by a frame. The blank area above originally formed a backdrop for freestanding lettering spelling BARNETT'S, incised coloured lettering for the college, and a striking mural depicting the college's activities, all now removed or covered over.

How is it significant?

Barnett's building is significant for architectural and historical reasons at the Local level.

Why is it significant?

Barnett's building is architecturally significant for a current façade that is a rare example of the influence of European modernist trends, that was once also unusual and idiosyncratic for its use of colour and signage as an integral part of the conception, though these elements are largely removed. The use of metal framed 'strip-windows' with bright blue metal spandrels between was highly adventurous, and anticipated the look of the curtain walling that became standard on office blocks in Melbourne after WWII by 17 years.

Historically, the building was unusual for providing both beauty facilities for women and physical improvement for men on the same site, and in a purpose designed building'

First Classified State 10/6/92

Downgraded: Classified Local 6/5/2002

Other references: Christine Phillips, 'Planting the Seeds of modernism: the Work of Seabrook and Fildes, 1933-1950,' M Arch. Thesis, University of Melbourne, 2007, p. 150.'

### **'The Argus':**

'The Argus': Thursday 8 September 1938

Bright Walls

An interesting and new form of decoration has been adopted for the finish to the reception-room of a ladies' hairdressing business in the new Barnett's building in Bourke Street. The walls have been covered with light blue leather cloth, and the fittings and partitions are in silver ash. The show cases are recessed into the walls, and all lighting is from recessed lights in the ceiling. The wall covering is a new idea which has proved very successful. The architects are Seabrook and Fildes.(image)'

### **Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1939 "Melrose" boot store

Weber & Rice's Health & Strength College physical cult.

J. N. M. Rice solicitor

Louis Barnett & Sons Pty Ltd ladies hairdressers

Epicure Continental Delicacies delicatessen

D1944 - 45 "Melrose" boot store

Weber & Rice's Health & Strength College physical cult.

Louis Barnett & Sons Pty Ltd ladies hairdressers

A.C.Perl leather goods retail

D1950 "Melrose" boot store

Weber & Rice's Health & Strength College physical cult.

Louis Barnett & Sons Pty Ltd ladies hairdressers

A.C.Perl leather goods retail

D1955 "Melrose" boot store

Weber & Rice's Health & Strength College physical cult.

Louis Barnett & Sons Pty Ltd ladies hairdressers

A.C.Perl leather goods retail

D1974

Margies clothing knitted goods

Second Skin frocks

Patersons Pty. Ltd. (offices)

### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

*No search carried out.*

## Relevant thematic history extract

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 120

### 6.8 THE NEW IMAGE

#### BUILDING

'The Australia Hotel was also notable for its Fisk sound proof windows, extending nearly 20 metres along the Collins Street frontage. In these windows there were three sets of glazing spaced about 100 MMBW Detail Plan shows apart, the inner one open at the centre, the middle one at the bottom and the outer one at the top, and the reveals lined in sound absorbent material. Proprietary and patent systems of metal-framed glazing, suitable especially for industrial buildings had been developed from the 1920s, and they were to give rise to the idea of the curtain wall. An early Melbourne example was Barnetts Building (the Weber Rice Health Strength College) at 164 Bourke Street, by Seabrook Fildes in 1937-8. Here, however, there were full width horizontal spandrels in fluted sheet iron, so that the framing was not expressed as a continuous vertical system.

By 1950 there were many built examples of curtain walling and the detailing was widely published by manufacturers such as Aluminex. Aluminex Sidewall Glazing was patented throughout the world, available in both single and double glazing, and was said at this time, to be now extensively used for larger stretches of wall glazing in factories, offices, bus stations and aircraft hangars, and to be suitable for every type of large industrial building. It was not this, however, but the emerging concept of the crystal skyscraper, which gave the idea of the curtain wall such a glamorous image amongst architects in the 1950s.'

Lewis: 121

### 6.9 THE NEW IMAGE

#### ARCHITECTURE AND STREETScape

'The first generally recognised post-war example of a city curtain wall, because it was finished before the Alliance Building, was J.A. La Gerche's Gilbert Court at 100 Collins Street, of 1954-6, straddles the two categories defined above. It is a façade wall, but it covers the entire façade rather than being framed or limited in the manner of Leonard House and the Barnett Building. Technically it is not especially novel even for Victoria, but it suggests the aesthetic of the United Nations Building. Gilbert Court was followed immediately by Hosie's Hotel in Flinders Street, of 1954-5, designed by Mussen, Mackay & Potter ...'

## Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The following examples are from the period and type but do not share the proto-Modern stylistic expression of this building although the facade has been further changed since 1985, meaning its value has been reduced.

Selected Capital City Zone offices from the late inter-war period:

Street Number Name Date

- Queen Street 118-126 Australasian Catholic Assurance (ACA) Building 1935-1936
- La Trobe Street 123-131 E.W. Tilley Buildings 1935-47
- Little Collins Street 273-279 Presgrave Building 1935c
- Bourke Street 151-155 Malcolm Reid & Co. Ltd., former 1935c
- Elizabeth Street 34-36 Carlow House 1935c
- Collins Street 234-238 1935c
- Lonsdale Street 352-362 Mitchell House 1936
- Queen Street 37-41 Provident Life Building 1936-1937
- A'Beckett Street 143-151 Advocate Press Building 1937
- Collins Street 181-187 Melbourne Theosophical Society 1937
- Collins Street 75-81 1937
- Collins Street 401-403 Trustees Chambers 1937
- Lonsdale Street 364-372 Askew House 1937
- Queen Street 18 Alkira House 1937
- Collins Street 4-6 ANZAC House 1937-8
- Collins Street 109-113 CBC Bank 1938
- Bourke Street 164-166 Barnett Building 1938
- King Street 54-60 Victorian Butter Factories Co-operative B 1938
- Little Bourke Street 373-375 Drayton House 1938-1939
- Swanston Street 125-133 Century Building 1938-40
- Collins Street 335-339 Commercial Bank of Australia (facade, new structure) 1939
- Collins Street 335-339 Commercial Banking Co. of Australia(Facade) 1939
- William Street 77-89 Western House, National Bank of Australasia 1939
- Little Bourke Street 361-363 Russell's shop & offices 1939
- Little Collins Street 616-622 MMTB Headquarters 1939
- Queen Street 93-95 National Trustees Executors and Agency Co. 1939
- Elizabeth Street 28-32 Australian Natives Association Building(renovation) 1939
- Collins Street 409-413 Commercial Union Building, later AUC Office 1939-40
- Collins Street 287-301 Royal Banking Chambers 1939-41

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 164-166 Bourke Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **B** on an A-F individual building scale and a streetscape level of (scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

#### *History*

*Robin Boyd described this building as '...with its blue metal spandrels and white trims, was the most honest and happy city building ever to be despoiled by terrible advertisements'. Now, stripped of the stylishly muscular Weber and Rice mural and the 1350mm tall letters of the 'Barnett's' sign, the building has achieved respectability, in the eyes of Modernists, for its architects, Seabrook and Fildes but lost some of the albeit superficial traits of its construction period. Louis Barnett & Sons Pty. Ltd., hairdressers and perruquiers, owned and part occupied the new structure which builder, G.A. Winwood, had costed at 10,000 pounds to erect.*

#### *Description*

*Contemporary descriptions termed it 'severely functional' although its bright blue porcelain enamelled spandrels, used for the first time in Australia, more than compensated. It was Weber and Rice's Health and Strength College squash court which had contributed a further peculiarity to the building. Located at the building's top the extensive blank upper walls it created, badly needed the mural for relief, hence the vigorous graphics. Column-free space was also a fitness parameter and another plus claimed for the design: this was ably served by the concrete frame. Location of the lifts at the rear had originally determined a shop-lined corridor on the ground-level, since combined to one tenancy.*

*Stripped to the aluminium-framed curtain wall and stuccoed concrete essentials, Barnett's Building appears top-heavy. Nevertheless the innovation of its original concept is clarified: only after the 1950s building revival was there to be any design like it. Only Buckley's Men's Store (1933) and Griffin's Leonard House (c1925) were earlier examples of multi-storey, glazed curtain walls. The fluting of the metal*

*spandrels was originally repeated as reeding in the glass, some of which remains.*

#### *External Integrity*

*The ground floor top-lighting has been covered with a new spandrel and the shop fronts replaced in a bland form. Some of the reeded glass has been replaced, with clear, and the murals are gone.*

#### *Streetscape*

*Unrelated.*

#### *Significance*

*The earliest known example of rationalist Modern commercial design, preceding by 17 years the profusion of multi-storey aluminium curtain walls in the 1950s, with their brightly coloured spandrels.*

### **Central City Heritage Study Review 1993**

The building at 164-166 Bourke Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>21</sup>. The building at 164-166 Bourke Street was assessed in this review and graded **B** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

*No citation provided.*

### **Other heritage listings**

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

<sup>21</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Australia Felix Hotel, later Alhambra, Stutt's, Morells', and Richardson's Hotel, and National Australia Bank, 168-174 Bourke Street, Melbourne 3000**



• **Figure 20 168-174 Bourke Street**

**Historical associations with persons or events**

**Creation or major development date:** 1860-61, 1876

**Major owners or occupiers:** Downie, Charles Dawson, Michael later Mrs Fallow, Mrs

**Designer(s):** Matthews, Peter (1876)

**Builder(s):**

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>22</sup>: A,B,C,D,E,F): **C 3**

**MCC Place Value Definition 1985:**

*These buildings demonstrate the historical or social development of the local area and/ or make an important aesthetic or scientific contribution. These buildings comprise a variety of styles and buildings types. Architecturally they are substantially intact, but where altered, it is reversible. In some instances, buildings of high individual historic, scientific or social significance may have a greater degree of alteration.*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>23</sup>: A,B,C,D,E): **B**

<sup>22</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>23</sup> Referenced in the Melbourne Planning Scheme clause 22.04

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **C**

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **C**

**MCC Place Value Definition 2011:**

*These buildings demonstrate the historical or social development of the local area and/ or make an important aesthetic or scientific contribution. These buildings comprise a variety of styles and buildings types. Architecturally they are substantially intact, but where altered, it is reversible. In some instances, buildings of high individual historic, scientific or social significance may have a greater degree of alteration.*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

G.1 Social importance to the community, as demonstrated by documentation or sustained community expression of value for the place

**Statement of Significance**

**What is significant?**

The Australia Felix Family Hotel was first opened in Bourke Street in 1847 by Robert Sawyer: it was shown on the Melbourne Roll Plan 12 (1856) as a substantial building. The hotel was rebuilt in 1862 as dining room, bar, parlour, 19 sitting & sleeping rooms and a cellar, with adjoining shops. It had an upper-floor dance hall called the Alhambra Dancing Saloon. It was renovated again in 1870-1 before opening with Frederick Stewart as the hotelier but was then owned by Charles Downie.

Collins Street architect, Peter Matthews, called tenders in 1876 for alterations to what was by then Stutt's Hotel, in Bourke Street, possibly creating some of the existing architectural character.

From 1884 it was owned by Esteban Morell and became known as Morell's Hotel. James Richardson, a young Scottish barman from the Old White Hart Hotel, became friends with Morell, who in 1893 financed Richardson's lease of Morell's Hotel. Within six years Richardson had purchased the freehold and moved in to live on the top floor. By 1932 Richardson owned and administered eight other city hotels: Hosie's Hotel, the Alexander (later the Savoy), the Kerry Family, the Exchange, the Town Hall, the Cosmopolitan, the Cathedral and the London.

In 1950 the hotel's Kelly's Bar was termed thus: 'In 60 years that bar has heard more bright talk among tragedians, comedians, magicians, and contortionists than any other in Melbourne. It has been a friendly place where everyone meets everyone else...', as a celebration of the long-term barman there, Joseph Kelly.

After Richardson's death at the hotel in 1951, the building was purchased by the National Bank, opening as a branch in 1954. It was classified by the National Trust in 1991.

This two storey Italian Renaissance revival corner building resembles a Leonard Terry designed bank rather than an early Victorian-era City hotel. The elegant aedicules framing upper-level windows vary from bracketed concave hoods to the segmental arch over the corner window; windows are double-hung sash timber framed. Above the dentilated heavily moulded cement cornice is an unusual shallow attic level with applied pilasters on each side of wall panels, as also for the façade upper-level, with small window openings, each surmounted by a victory wreath.

Two extra bays once extending up Bourke Street (replaced by Barnett's Building) and openings at ground level have changed but the classical orders are still applied to frame each opening in a manner that is related to the upper-level. The bank tenancy is echoed by the overnight safe in the west ground floor plinth and perhaps the panelled entry doors at the splayed corner and on the west façade. Adjoining on the north is a related Victorian-era shop and residence pair.

#### How is it significant?

The Australia Felix Hotel is historically and aesthetically significant to the Capital City Zone.

#### Why is it significant?

The Australia Felix Hotel is historically significant as one of the earliest group of corner hotels in the City dating from the financial boost just after the first wave of the 1850s gold rush. Over time the building has held many gatherings and performed a key social role in the area, particularly for theatre goers and performers. The former hotel also has a long association with the noted hotel entrepreneur, James Richardson.

Architecturally, the former hotel shows the elegant restraint of early Renaissance Revival designs in the City with subsequent ground level changes being carried out in manner that is related to the original upper-level façade.

and any new material added in sympathy to the original fabric it replaced.

## Recommendations

This report recommends that:

- the building and associated land at 168-174 Bourke Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**C**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>24</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.

### Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

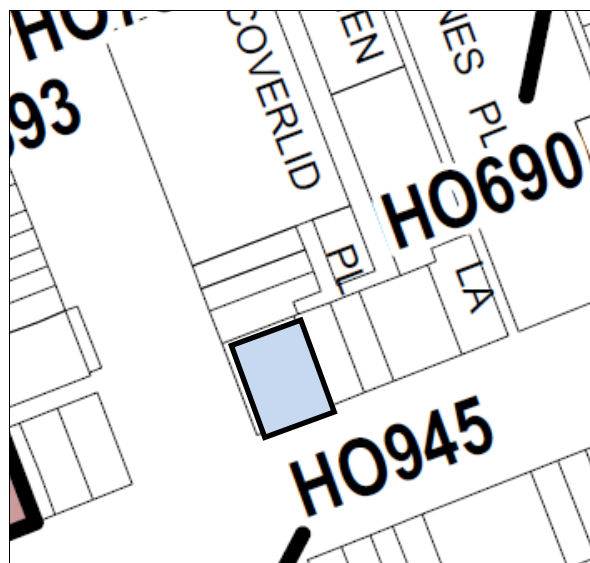


- **Figure 21 upper level**

<sup>24</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

### **Victorian Heritage Register**

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*



• Figure 22 proposed heritage overlay

## **Sources used for this assessment**

The following sources and data were used for this assessment:

### **General sources**

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

### **Historic Buildings Preservation Council**

Lewis, Nigel 1976 Historic and Architectural Survey of the Central City of Melbourne Bourke Street, east, Area 8 of the survey commissioned by the Historic Buildings Preservation Council, p17- Australia Felix Hotel here since 1846, not recommended to Historic Buildings Register (See also Alexander Hotel for James Richardson);

### **i-Heritage:**

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 : Building Identification Form (BIF): Alterations / Recommendations: New openings , ground , new outer doors ( sympathetic - reinstate original design) New glazing, ground, parapet urns gone ( inappropriate - reinstate original design or sympathetic alternative) Entry over-panel (inappropriate - remove or reinstate sympathetic alternative). Other Comments Two thirds of original Bourke St façade. Slim attic windows (?) at parapet. Victoria Illustrated: 166

### **National Trust of Australia (Vic) register:**

Former Felix Hotel, 168 Bourke Street, MELBOURNE, Melbourne City

File Number: B6214, Level: Regional

Statement of Significance

'This corner-sited, two-storey former hotel building in the Italian Renaissance manner was rebuilt in 1860 on the site of an earlier 1846 hotel structure. Last known as Richardson's Hotel, it was licensed to Robert Sawyers in 1847 as the Australian Felix Hotel. This building is of national cultural significance as the headquarters of the Richardson Hotel chain from the turn of the century until 1944. The chain's founder, James Richardson (1865-1951), who also lived in the hotel's upper floor, was acknowledged as Australia's largest hotel magnate at the time of his death and with a fortune of two million pounds was also one of Australia's wealthiest businessmen. Prior to Richardson the hotel was also associated with the Morell family; a son, Sir Stephen Morell, was Lord Mayor of Melbourne in 1926.

This building is of architectural significance as one of Melbourne's, and probably Victoria's, few remaining Italian Renaissance styled hotels. Historically, the early dating of the Australia Felix/Richardson's Hotel's construction and rebuilding makes it a valuable addition within the small group of immediate post-gold era hotels remaining within Melbourne and a contributor to the adjacent Little Bourke Street Historic precinct.'

### **Victorian Heritage Inventory**

Heritage Inventory (HR): H7822-1518

Location

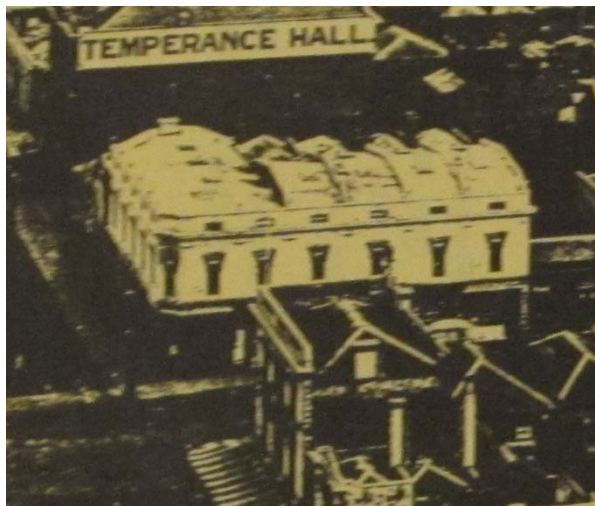
168-174 BOURKE STREET MELBOURNE, Melbourne City

Description

'Australia Felix Hotel on site from 1846. Rebuilt 1860-61. Operated as an hotel until the post-war period. 1880 panorama - large two-storey building. 1888 and 1905 maps - two-storey building, Family Hotel.'

### **Panoramas**

AC Cooke Melbourne panorama 1871: similar building shown.



- **Figure 23 Victoria Illustrated (p.166) detail of c1870 view over area, showing hotel**

AC Cooke, 1882 Melbourne Panorama H17929: shows similar building with attic level as existing.



- **Figure 24 AC Cooke Melbourne panorama 1882, detail showing two extra bays extending up Bourke Street.**

DeGruchy & Leigh 1866: 3 storey building at corner?



- **Figure 25 DeGruchy & Leigh 1866: 3 storey building at corner (State Library of Victoria)**

**Mahlstedt fire insurance and other plan series**

Mahlstedt & Gee fire insurance plans, 1888: Plan 4: shows 2 storey Morell's ... Family Hotel at corner, with billiard room north end along Russell St

Mahlstedt fire insurance plans 1910-: Plan 4: shows 2 storey Richardson's Family Hotel at corner, as 158-160

Google Maps 2011: air view shows two roof bays with hipped form to bay along Russell St.

**Australian Architecture Index (AAI):**

(Leonard) Terry lets contract for manse for St. Andrew's, Carlton, to Downie and Sturgess for £1356.0.0. Building Times, I, 1 (1 Oct. 1869) p 5

Peter Matthews, archt., 52 Collins Street, east.' Tenders called for alterations to Stutts Hotel, Bourke St. 'Argus' 12.8.1876, p 3

**eMelbourne website**

Chrystopher J. Spicer on eMelbourne website: Published by School of Historical Studies Department of History, The University of Melbourne Produced by the School of Historical Studies Department of History, The University of Melbourne Published July 2008 <http://www.emelbourne.net.au/biogs/EM01244b.htm> Updated: 25 February 2010:

**'Richardson's Hotel**

Located on the north-east corner of Bourke and Russell streets, this hotel was first built in 1846 as the Australia Felix Hotel for Robert Sawyer and rebuilt in 1860 for Charles Downie with an upper-floor dance hall called the Alhambra (later the Alfred Hall). From 1884 it was owned by Esteban Morell and became known as Morell's Hotel. James Richardson, a young Scottish barman from the Old White Hart Hotel, became friends with Morell, who in 1893 financed Richardson's lease of Morell's Hotel. Within six years Richardson had purchased the freehold and moved in to live on the top floor. By 1932 he owned and administered eight other city hotels: Hosie's Hotel, the Alexander (later the

Savoy), the Kerry Family, the Exchange, the Town Hall, the Cosmopolitan, the Cathedral and the London. After Richardson's death in 1951, the building was purchased by the National Bank, opening as a branch in 1956. It was classified by the National Trust in 1991.

(Graeme Butler note: Morrell was the licensee when Mrs Dawson was the owner)

### 'The Argus'

'The Argus' 7 October 1862:

'The District Court was occupied yesterday for a considerable time with the case of Louisa Smith v. Laura Gorman, in which the complainant sought to recover £20 damages for injuries she had sustained from the defendant's violent conduct. The affair appeared to have arisen out of a quarrel amongst the females who frequent the Alhambra Dancing Saloon, in the Australia Felix Hotel, Bourke-Street. The evidence of plaintiff and several of her own class was taken, and it was proved that defendant, in the course of the fight that ensued between her and the plaintiff, bit the neck of the latter so violently as to cause a great wound, and a probable disfigurement permanently. The original provocation of the quarrel was plaintiff- jealousy of the defendant having attracted from her the temporary attentions of a gentleman, who treated them until they were both intoxicated. It was stated that defendant, after the assault, swore that she would have plaintiff's blood, and to get it would bite her to pieces. Defendant now said that she was drunk at the time, that she did not mean to hurt the other woman, and that the latter had tried to bite her. Mr. Hackett awarded the plaintiff £10 damages, and 23s. 6d, costs; and, in default of payment, defendant was to go to prison for fourteen days.'

'The Argus' Saturday 2 April 1938 article on old Bourke St:

Australia Felix built 1846- rebuilt 1860, with concert and dance hall on the upper level known as Alhambra- now hotel is Richardson's.

'The Argus': 18/4/1860

Licensing court: Charles Downie, Commercial Hotel, Little Bourke-Street.

28/4/1858: Charles Downie, Commercial Inn, Lit Bourke-Street. Granted.

4/6/1866: court proceedings

'...FORGERY AND UTTERING.

Joseph H. Soden and Chauncy Presley pleaded "Not Guilty" to an information charging them with forging and uttering certain forged notes of the Bank of Victoria, with intent to defraud. There were several counts varying formally the offence charged...'

'...Several witnesses were called to speak to the previous good character of each of the prisoners, amongst them, Mr. Charles Downie, of the Australia Felix Hotel, in whose employment prisoner Presley had been, and to whom one of the forged notes had been passed. Mr. Downie stated that he did not believe that Presley had any intention to defraud him in passing to him the note in question. Another witness stated that

Presley had given him one of the forged notes, and afterwards exchanged it for a good one. Mr. Samuel Haigh, of the firm of Haigh Brothers, said the prisoner Soden had been in their employ from March, 1860 to March, 1863, and he believed him to be an honest well disposed young man, Soden's father also asked for mercy to his son, who, he stated, had had very bad health, and had been for a long time under treatment at the Melbourne Hospital.'

'The Argus': 17 March 1870

Auction notice instructed by Robert Sawyers Esq. to sell that noble city corner property known as THE AUSTRALIA FELIX HOTEL ...with the FOUR SHOPS ADJOINING ...

Sure prospect for realising a handsome fortune. Placed between the Royal and the Duke of Edinburgh and the Princess Theatres, it has taken the lead of many of the old corners, and, like its neighbour opposite...it is increasing in value daily..

In hotel, and Nos. 121, 123, 125; and 125A Bourke street,

Shops Adjoining.

Basement comprises billiard-room 47ft. long by 25ft. 9in., and 11ft.2in. in height (with panelled ceiling and door of best Seyssel asphalt), furnished with lavatory, etc. There is ample room for three billiard tables, with seats all round the apartment. Entrance from Russell-street and by passage opening on the rear of the premises.

Refreshment room, 18ft. 6in. by 25t. 6 in.

The passage is 28ft. long by 2ft. 10in.

Lower cellar, 68ft 6 in. long by 8 ft., with entrances from above passages.

Upper cellar, or store, is 68ft 6n. long by 11ft.

On the ground floor is bar, 20ft. 6in. long by 22ft, finished with panelled decorated ceiling.

At back of bar is a passage, 68ft. 6in long by 4ft. 6in. Has entrance to Bourke.street.

Interior passage is 25 ft 6in.long by 3 ft 8 in. Has panelled *ceiling* and affords private **access** to the parlours and the bar.

Parlour No. 1 is 12ft. 4in. long by 9ft 4 in

Bar parlour is 12ft 3in in length by 8ft.6in

Parlour No. 2 is 12ft. 3in. long by 9ft. 5in,

Parlour No. 3 is 9ft. 6in, long by 8ft. 6in.

Parlour No. 4.—This room is 22ft low by 12ft

All these rooms have handsome panelled ceilings.

At back of premises is a shed, '28ft. 6in. long by 6ft. 9in., affords back entrance to 121 Bourke street.

Open passage or court is 40ft. long by 3it. 7in. in breadth, communicates with metalled right away in rear, and gives back entrance to the whole of the property.



## Heritage Assessment of 168-174 Bourke Street, Melbourne

Staircase to First Floor.—This staircase leads to the Alfred hall, is of ample dimensions, and affords an easy passage for large numbers of people passing to and from the hotel. this staircase is 5ft. in width, and leads to the ante room.

This room is 13ft. 9in long by 12ft. 3in. The walls are finished in distemper colours, with appropriate marginal borders.

The Anteroom abuts. on the Alfred-hall and principal saloon and adjoins the dressing room.

The Dressing room is 13ft. 9in by 8ft.

The Alfred hall (1st floor) is used as a large concert and ball, room, furnished with proscenium and stage, forming a complete miniature theatre. The walls of the hall are expensively finished in distemper, with elaborate coloured borders, and the ceiling is handsomely panelled, and decorated with appropriate ornamentation ; the hail is entered from the anteroom and saloon through decorated archways built in the wall, allowing at all times free entrance and exit to a large audience.

The ball, including the stage, is 63ft in length by 27ft. in breadth...'

'The Argus': 6 March 1871

Hotel des cribbed as closed for 5 months undergoing through renovation and 'great additions' and is now under new management,, being Frederick Stewart. Established 1854.

The Argus (Melbourne, Vic. : Thursday 1 August 1872 Page 2/ 8:

'VALUABLE FREEHOLD PROPERTY,

Situate at Footscray; and having a Frontage to

The SALTWATER RIVER.

By Order of the Administrator of the Freehold Lands of Mr. Charles Downie, Deceased,

For POSITIVE SALE..

WM PERRY and Co, have received Instructions from tho administrator of the freehold lands to Mr. Charles Downie, deceased, to SELL by AUCTION, on the premises, Footscray, on Monday, August 6, at two o'clock prompt, For positive sale,

All that piece or parcel of land situate In the parish of Doutta Galla, In the county of Bourke and colony of Vitoria, being part of Allotment No. 21 of Section - of the said parish, commencing at a point on the north-western aide of the Government road one chain wide, ...

Together with the whole of the buildings erected thereon, Consisting of A very large and substantially-built building, 80ft. wide by 340ft. long, roofed with galvanised corrugated iron. The sides are of battens, and the inside is fitted up for a complete wool-washing establishment.

The weight of iron on the roofs is 35 tons. The whole building was erected at a oust of about £8000.

There Is also A very well-made and strongly-built wharf along about 100ft. of the frontage to the Saltwater

River, which, with the buildings, are all raised above the highest flood level.

... auctioneers are desirous of calling the especial attention of wool\* washers, moat-preserving companies, and manufacturers generally to the above favourable opportunity of purchasing a very valuable property,...'

'The Argus':

Thursday 7 September 1950

'Joe Kelly of "Kellys Bar"

"MAKE it Kelly's bar."

That appointment among actors, journalists, vaudeville artists, detectives, and stage hands for 40 years has meant a drink and a chat in à city bar with personality. Actually it is one of the bars in the hotel at the corner of Bourke and Russell Streets., where Mr. James Richardson founded his hotel fortune.

But it is the only bar in the city that is personified by the name of the kindly and dignified head barman, Mr. Joseph Kelly.

In 60 years that bar has heard more bright talk among tragedians, comedians, magicians, and contortionists than any other in Melbourne. It has been a friendly place where everyone meets everyone else.

A big gathering of friends toasted Mr. Kelly this week, when he completed 40 years of service. Here is the range of ' his reminiscence:

- Big Cricket: Clem Hill to Neil Harvey.
- League Football: Dick Lee to John Coleman. . .
- The Stage: Oscar Asche to Sir Laurence Olivier.
- Boxing: Bill Squires to Mickey Tollis.
- Vaudeville: "Little Tich" to Arthur Askey.'

Saturday 29 September 1951

£643,830

FOR PROBATE

The Equity Trustees Company yesterday applied for probate of the will of the late James Richardson, wine and spirit merchant, of Melbourne.

Assets were provisionally stated at £643,830.

Mr. Richardson, who died on August 12, was a well known owner of hotels and wine and spirit stores.

Wednesday 24 October 1951

"STATE SHOULD TAKE HALF £1M. ESTATE"

-Mr. Cain on probate

'The estate of a bachelor millionaire who died in Melbourne recently should pay at least 50% in State probate duty, Mr. Cain, State Labor, said yesterday. Mr. Cain said it was ridiculous that the State should be able to claim only 12% of the millionaire's fortune in probate when the Federal Government taxed people 15/- in the £...

## Heritage Assessment of 168-174 Bourke Street, Melbourne

Mr. James Richardson, a bachelor hotel owner, left a fortune when he died in August.'

Wednesday 30 June 1954

'Bank buys hotel

An old city landmark, Richardson's Hotel, on the north-east corner of Bourke and Russell Streets., was bought at auction yesterday for £131,500 by the National Bank of Australasia Ltd

The property comprises a three-storey hotel building and two adjoining two-storey shops, at 162-4 Russell St., on land 56ft. to Bourke St. by 96ft. to Russell St., with an area of 5,738 sq. ft. '

The buildings were the last real estate in the estate of the late James Richardson, and were sold, with vacant possession, under instructions ' from the Equity Trustees Co. Ltd.

A value of £10,000 was placed on the victualler's licence and £4,066 on plant and fittings for sale purposes.

Auctioneers in yesterday's sale were Baillieu ' Ainrd Pty. Ltd., J. J., McGee and Co., and W.

D. Sampson and Son. Mr Morris Sallmann acted for the buyer. '

### **Publican Index of 19th Century Victoria:**

SAWYERS, ROBERT Australian Felix Family 1847- new licence

SAWYERS RACHAEL Australia Felix Hotel 1851

### **State Library of Victoria collection: Cole Collection:**

Hotel AUSTRALIA FELIX

Location BOURKE ST

SAWYERS, ROBERT

Date 1847/50

SAWYERS, RACHEL

Date 1850/55

BALCH, WILLIAM

Date 1855/62

DOWNIE, CHAS.

Date 1862/69

DOWNIE, CHAS.

Date 1870

### **Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1857-1860 Balch, Wm. Australia Felix Family Hotel

(D1858 Charles Downie, Commercial Inn, Lt Bourke St east)

D1861 (Russell St at Bourke St) 'Premises erecting' (106 Temperance League office)

D1862-D1863 (Russell St number as above and Bourke St East lists) Downie, Charles Australia Felix Hotel

(121..)

D1864 Bourke St East

Australia Felix Hotel, Charles Downie,

Alhambra Assembly rooms

Basch and Ruppin, tobacconists

(123...)

D1870 Australia Felix Hotel Charles Downie (next east is 121)

D1875 Stutt's Hotel, William Stutt

D1880 Stutt's hotel-Stutt, William

(119A Colbath, Frank, bootmaker)

D1885 Morell's Hotel

D1889 Morell's Hotel (174) Stephen Morell

D1893 (170 Levy, Joseph, tobacconist)

174 Marsh's hotel-Morell, Stephen

D1900 (Samuel Sternberg importer

James Simpson tobacconist )

James Richardson Richardson's hotel

D1905 (Mentiplay & Sons herbalists

James Simpson tobacconist )

James Richardson Richardson's hotel

D1910 (Mentiplay & Sons herbalists

James Simpson tobacconist )

James Richardson Richardson's hotel

D1915 Mentiplay & Sons herbalists

James Simpson tobacconist

James Richardson Richardson's hotel

D1920 John J. Welsh Coee Café

James Simpson tobacconist

James Richardson Richardson's hotel

D1924 Richardson's hotel

D1930 -1935 Richardson's hotel

D1939 Richardson's hotel

D1944 -45 Richardson's hotel

D1950 Richardson's hotel

D1955 National Bank of Australasia Ltd

### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's

valuation books and Rate Books, held at the Victorian Public Records Office.

#### MCC Rate Books:

VPRO: VPRS 5708 (micro fiche)

Bourke Street 168-174 – Gipps Ward (extract)

- 1863 70 Chas Downie Cnr. Bourke & Russel Sts. Australia Felix hotel with bar large concert rm. Parlour and 19 rms. 600; 71 Mr Marsh Downie 121 Bk. Shop 1 rm. 120; 72 T Carpenter Downie 123 Bk. Shop 1 rm. 120; 73 S Skeene Downie 125 Bk. Shop 1 rm. 120; 74 Robert Crofts Downie 125 Bk. Shop 1 rm.
- 1862 136 Charles Dowling Charles Dowling Australia Felix Hotel containing bar, parlour, 19 sitting & sleeping rms. With cellar 700; 137 George Marsh Charles Dowling 121 shop & 1 rm. 140; 138 Thomas Carpenter Charles Dowling 123 shop & 1 rm. 140; 139 Lewis Davis Charles Dowling 125 shop & 1 rm. 140
- 1861 No listing
- 1860 132 W Balch Bar 14 rms. Australia Felix cellar & stables 550

#### Relevant thematic history extract

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1994) *Melbourne- the City's history and development*: 60-61

#### 4.1 BOOM AND BUST

##### HISTORY

In 1861 Melbourne's population had reached 126,000, which was five times what it had been in 1851, and 37,000 of these were living in the City of Melbourne (which of course included the residential suburbs)) Now, more than ever, the history of Melbourne was the history of Victoria. In some respects it was also the history of Australia, for our period opens with the departure on 20 August 1860 of the Burke and Wills expedition, an enterprise planned and sponsored by the Royal Society of Victoria. This tells us nothing about the development of the central city as such, but it tells a great deal about the role and vision, and perhaps also the naivety, of Melbourne colonial society. The legacy of gold was the transformation of Melbourne into an instant metropolis.

Central to this transformation was the city's continuing function as gateway to a much enlarged hinterland, and as clearing-house for an increasingly sophisticated inter-colonial economy.'...

#### 4.2 BOOM AND BUST SOCIAL DEVELOPMENT

Central Melbourne was still to a significant extent a residential area, and it was occupied largely with terraces, lodging houses and medium density accommodation, whose occupants occupied much of their leisure outside the home. The hotels, which were

very numerous and mostly very small, played a much greater role in social life than they were to do in the 20th century.'

#### Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date.

The 1985 assessed heritage values for this building have been maintained with little change in the fabric or the known history, with still some uncertainty about its precise earliest form. The building has been reduced in size by two bays and the interior where most of the historical associations lie has been removed. Nevertheless the place has been a gathering place over a long period and has strong symbolic associations.

#### Capital City Zone Hotels: pre 1870:

- Swanston Street 230-238 Globe Hotel 1848c
- Lonsdale Street 42-44 Black Eagle Hotel, former C 1850
- Russell Street 330-334 City Court Hotel 1851- ?
- Swanston Street 1-3 Young & Jacksons Hotel 1854
- Franklin Street 34-36 Macks Hotel 1854
- Little Lonsdale Street 33-39 Oddfellows Hotel, former 1854
- William Street 261 Old Metropolitan Hotel, part of 1854
- Exhibition Street 280-282 Family Hotel, former Digby Hotel 1854
- Bourke Street 118-122 Market Hotel, former Shops & Residences B 1854c
- Little La Trobe Street 50-52 Devon & Cornwall Hotel, former 1855c
- Elizabeth Street 441-447 Royal Saxon Hotel, former 1858
- Elizabeth Street 380 Federal Club Hotel, later Bulley & Co. Building 1858?, 1888
- Exhibition Street 165-167 Shop & Residence, later Shakespeare Hotel 1858c
- Bourke Street 168-174 Australia Felix Hotel, later Alhambra, Stutt's, Morells', and Richardson's Hotel, and National Australia Bank 1860-61
- Market Lane 2-12 Market Hotel (part?), former B 1860c ?
- Little Lonsdale Street 116-118 Exploration Hotel, former C 1862
- King Street 99 Browns Hotel former) 1867??

### Previous heritage assessments of this place 1985-2002

#### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### *Central Activities District Conservation Study 1985*

The building at 168-174 Bourke Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and

graded **C** on an A-F individual building scale and a streetscape level of 3(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

*No citation provided.*

### **Central City Heritage Study Review 1993**

The building at 168-174 Bourke Street was assessed in this review and graded B on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>25</sup>. The building at 168-174 Bourke Street was assessed in this review and graded **C** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

*No citation provided.*

### **Other heritage listings**

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

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<sup>25</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

## Bourke House, 179-183 Bourke Street, Melbourne 3000



• Figure 26 179-183 Bourke Street

### Historical associations with persons or events

**Creation or major development date:** 1922-1923

**Major owners or occupiers:** Posner Brothers

**Designer(s):** Perrott, Leslie M ARVIA

**Builder(s):** Thompson & Chalmers

### Place evaluation

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>26</sup>: A,B,C,D,E,F): **C 3**

**MCC Place Value Definition 1985:**

*Buildings make an important aesthetic or scientific contribution that is important in the local area. This includes well-preserved examples of particular styles of construction, as well as some individually significant buildings that have been altered or defaced*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>27</sup>: A,B,C,D,E): **C**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): not assessed.

<sup>26</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>27</sup> Referenced in the Melbourne Planning Scheme clause 22.04

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **C**

**MCC Place Value Definition 2011:**

*These buildings demonstrate the historical or social development of the local area and/ or make an important aesthetic or scientific contribution. These buildings comprise a variety of styles and buildings types. Architecturally they are substantially intact, but where altered, it is reversible. In some instances, buildings of high individual historic, scientific or social significance may have a greater degree of alteration.*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

## Statement of Significance

### What is significant?

Bourke House, a six-level reinforced concrete framed and walled office building, was erected for the Posner Brothers, jewellers of Bourke Street, by Thompson & Chalmers at the Russell and Bourke Street corner in 1922-1923. The building design was by concrete specialist architect, Leslie M Perrott and the structural engineering was by the Australian Reinforced Concrete Engineering & Co Pty. Ltd. (WW Robertson, chief engineer). Initially, the ground floor was occupied by shops such as the Nu Food Sandwich Service delicatessen, Rooks Shoes Pty Ltd boot shop and L. Braun tobacconists. In more recent times it was known as the location of Darrell Lea, a treasure trove of confectionary.

Reinforced concrete had been used sparingly for City multi-storey buildings since the Edwardian-era with pioneering examples such as Charles D'Ebro's Scottish House (1907-8, 90-96 William Street). When reinforced concrete was utilised, building surveyors required extensive testing of the structure as it evolved during construction to avoid collapse.

Leslie M Perrott promoted his firm with self-published works on reinforced concrete and its use in building. He was later to design large City hotels such as the Alexander Hotel (1929), Australia Hotel (1939) and Chevron. One year after this building was completed, Perrott toured the United States of America with hotel entrepreneur James Richardson to inspect the latest trends in architecture.

Showcased by the corner site, the two rendered street facades take on an abstracted Modernistic

Greek Revival character that provides a precursor to the Moderne style and later stripped Modernist office blocks that were to follow after the Second War. The simple Bourke House design can be compared to the contemporary but highly ornate Nicholas Building as a pure example of Neo-Grec or Greek Revival, as applied to a commercial City building. At Bourke House, gabled parapeted forms surmount the two main vertical elements, centred on each street façade, acting as simple classical pediments. Projecting spandrel panels are symbolic balconettes and quoining on each vertical façade strip implies classical pilasters. Steel-framed windows take on a stylised multi-paned character, with fixed top lights and casement lower lights. The original 'Bourke House' sign has been preserved at the ground level entry surrounded by new tiling and the lobby stair survives with wrought iron and brass balustrade and terrazzo lobby floor paving.

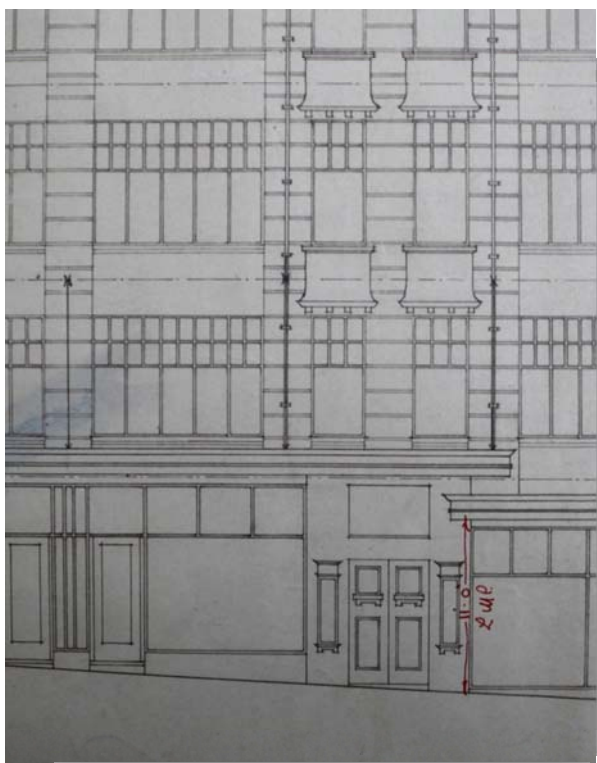
### How is it significant?

Bourke House is historically, aesthetically or architecturally significant to the City of Melbourne.

### Why is it significant?

Bourke House is significant aesthetically for its early progression to a Modernistic façade design, with the simple but effective abstraction of elements of prevailing Greek Revival style commercial City architecture. Bourke House also provides one of a pair of similar designs at the Russell and Bourke Street corner (see also Norman's Corner stores).

Historically, Bourke House is also an early and well-preserved multi-storey example from the design office of reinforced concrete specialist, Leslie M Perrott, who was to make his reputation in large city hotel buildings in the following decades.



- **Figure 27 Building Permit Application east elevation detail ground level**

The upper-levels have a high integrity to the construction date although typically for the Capital City Zone the deep ground-level showcases have gone and new unrelated but transparent canopies added. Bourke House relates well to the former Norman's Corner Stores opposite and the Moderne styled Carlton Hotel and significant former Commonwealth Bank Building to the west.



- **Figure 28 Building Permit Application perspective**

### Recommendations

This report recommends that:

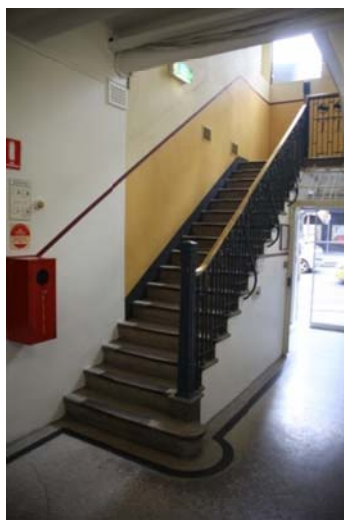
- the building and associated land at 179-183 Bourke Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,

- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>28</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.
- Investigate the application of interior control in the Schedule to the Heritage Overlay as Clause 43.01 with the following interior elements entered in the schedule.<sup>29</sup>

#### Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

Interior elements include: original wrought iron and brass balustrade to lobby stair and terrazzo flooring.



- **Figure 29 original wrought iron and brass balustrade to lobby stair and terrazzo floor**

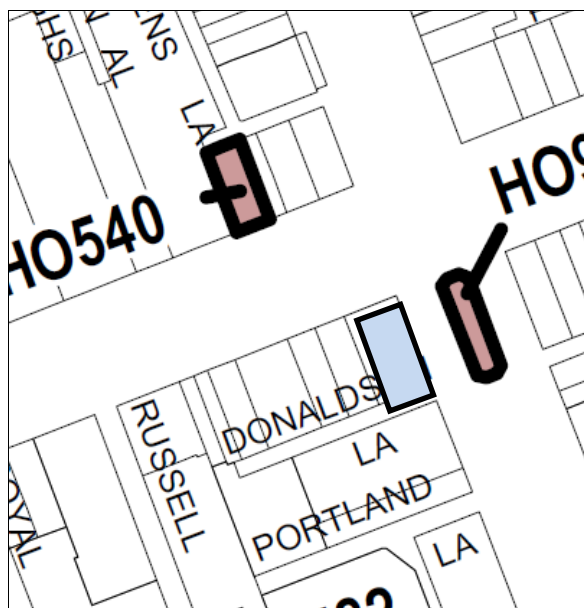
#### Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register.

<sup>28</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

<sup>29</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

*Recommended for the Victorian Heritage Register? No.*



- **Figure 30 proposed heritage overlay**

#### Sources used for this assessment

The following sources and data were used for this assessment:

##### General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

##### *i-Heritage:*

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): also 145-153 Russell St: Period 1916-25 - Inter War ; Description/Notable Features. Notable features include the shop verandah. Corner site, generally original. Alterations / Recommendations: Air units added ( inappropriate - remove or reinstate sympathetic alternative ) Shopfronts new ( inappropriate - reinstate original design or sympathetic

alternative ); MCC Heritage Building Identification Sheet (BIF) image shows added visually unrelated canopies in place of original.

### **Building Permit Applications**

Building Permit Application extract:

1922, 4280 11/7/1922 'erection of new building' £20,000 (VPRS 11200/P1/ 455)

Drawings include perspective, ground floor plan showing 6 shops with showcase shopfronts at street frontages, offices along rear, main stair lobby with one lift or elevator and open stair, alternative jarrah stair with concrete walls, single wc attached. Elevations show suspended street awning at 2 (split) levels and showcase shopfronts with transom lights assumed metal framed, upper-level is as existing. Entry door to offices is pair of two-panel doors, with side wall showcases for tenant directories. Partitions were terracotta blocks, dados and picture rails were provided along with 3 panel timber doors with top lights into main tenancies. Typical upper-levels had offices around perimeter.

1923, 4877 15/2/1923 'extra storey to building in course or erection..' £3000 Engineers Australian Reinforced Concrete Engineering & Co Pty. Ltd. (WW Robertson, chief engineer) drawings for added floor show reinforced concrete frame and walls, two tenancies, open escape stair, timber main stair attached toilet one lift and a light court to one side.

1932, 13661 alterations and additions to building £2000

1935, 16084 alterations and additions to building £8000

1972, 42683 new shopfront to grnd floor.. £3500

1992, modify canopy...

### **'The Argus':**

'The Argus' (Melbourne, Vic.)

Tuesday 23 July 1901

Central Criminal Court

'the accused Hyman to Messrs Posner Brothers, of Bourke street, who undertook to purchase a quantity subject to inquires at the Customs department as to the circumstances under which they came into Hyman's possession These inquiries led to the seizure of the goods by the Customs authorities, and ultimately to the charge now made against the accused..'

Monday 14 September 1908

Posner brothers acquitted of jewellery theft

Wednesday 26 December 1923

'CITY SHOP WINDOW BROKEN.

Man Charged with Theft...' stole four chains and cross from Posner brothers shop, later described as Edward Posner's jewellery shop

Friday 31 August 1923: advert for offices and showrooms in 'up-to-date new building' Bourke House

### **State Library of Victoria**

State Library of Victoria collection: see images c1940



• **Figure 31 K. J. Halla, c1960 – 1969, State Library of Victoria collection**

### **Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1974 Bourke House

Darrell Lea confectioners

Lizas Snack Bar café

Kingston jewellers

Sykiotis, A

D1955 Bourke House

Neville's Tailoring Strs tailors

Nu Food Sandwich Service Pty Ltd delicatessen

L. Braun tobacconists

D1950 Bourke House

Neville's Tailoring Strs tailors

Nu Food Sandwich Service Pty Ltd delicatessen

L. Braun tobacconists

D1944-45 Bourke House

Neville's Tailoring Strs tailors



Nu Food Sandwich Service Pty Ltd delicatessen  
L. Braun tobacconists  
D1939 Bourke House  
London & American Stores mercers  
Nu Food Sandwich Service Pty Ltd delicatessen  
Braun & Cohen tobacconists  
D1935 Bourke House, Boston stores tailors  
Braun & Cohen tobacconists  
D1930 Bourke House  
Harrisons & Samuels tailors & mercers  
Rooks Shoes Pty Ltd boot shop  
183 Vacant  
D1924 179-183 Bourke House  
Jno. M. Jacobs tailors & mercers  
Alfred Coon boot shop  
(D1920 179-181 E. J. Gallagher Australian Hotel  
183 Claude O. Chapman tobacconist)

#### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.  
*No search carried out.*

#### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 111

#### **6.3 THE NEW IMAGE**

##### **CITY ECONOMY**

The decline in industrial production during the Depression was halted in 1932, and in the next two years the number of factories increased by 5% and the average number of employees by 5.1/2%. Much of this industry was still in the heart of Melbourne, and the improvement was sufficient to mitigate the gloom which might otherwise have overwhelmed the centennial celebrations. The 1930s saw a massive upgrading of city retailing, beginning in the Depression, and accelerating during the recovery. Coles had already extended its Bourke Street store in 1930, and Woolworths built a new store on the site of the Britannia Theatre in 1932. The number of small shops available for lease multiplied with the trend to build arcades in the base of new buildings, such as Block

Court in 1930, Howey Court in 1931 and the Australia Arcade in 1938, beneath the rebuilt Australia Hotel. Myers embarked upon a large scale redevelopment. In 1925 they had acquired the freehold of the drapers Stephens & Co., next to the General Post Office and in 1928 that of Robertson & Moffat. This allowed a complete redevelopment of these sites together with the existing Myer store, the bulk of which took place in 1931-3. The result was a modern, vertically finned façade with a full-width strip of display windows without any street awning. Even this was only part of an overall program involving work in Little Bourke Street and the installation of lifts and escalators internally.

After the Second World War the retail dominance of the central city was as high as ever. It accounted for 40% of retail spending and about one third of retail trade employment in the metropolis. Citizens of greater Melbourne still bought the majority of their clothing, furniture, household equipment and motor vehicles in the central area, though only a very small percentage of their food..'

#### **Comparative examples**

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessed heritage values for this building have been maintained with further data uncovered on the history and architecture of the place. Its distinctive architecture, siting are still apparent.

Selected Office buildings built post First War and before 1925:

Street Number Name Date Architect

- Swanston Street 135-137 Cann's Pty. Ltd. building 1919 Barnet, Nahum
- Collins Street 12 Victor Horsley Chambers 1920-1 Blackett & Forster
- Little Collins Street 362-364 1920c
- Little Collins Street 313-315 Display Block 1921 Barnet, Nahum
- Swanston Street 163-165 Ezywalkin Building, later Swanston House 1921 Barnet, Nahum
- Queen Street 20-26 Yorkshire House 1922 Tompkins, HW & FB
- Swanston Street 248-252 Tattersalls Building 1922 Norris, Harry A
- Bourke Street 179-183 Bourke House 1922-1923 Perrott, Leslie M ARVIA
- Collins Street 405-407 Aldersgate House 1923 Sydney Smith & Ogg
- Exhibition Street 30-40 Alley Building 1923, 1936 Oakley, Percy A (1923) Oakley & Parkes (1936)
- Flinders Street 32-74 Herald-Weekly Times Building 1923-29 Tompkins, H W & F B
- Collins Street 422-428 Temple Court (also Little Collins St) 1923-4 Grainger Little Barlow & Hawkins
- Lonsdale Street 439-445 Michaelis Hallenstein & Co building 1924
- Little Collins Street 445-453 Temple Court (rear) 1924 Grainger Little Barlow & Hawkins
- Swanston Street 113 Capitol House 1924 Griffin, Walter Burley and Peck & Kemter
- Flinders Lane 165 McDonald & Co Ltd Building 1924 Robertson & Marks

- Collins Street 71-73 Harley House 1924 Henderson, Anketell & K
- Bourke Street 323-325 Public Benefit Bootery, former 1924 Grainger Little Barlow & Hawkins

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 179-183 Bourke Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 3 (scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

*No citation provided.*

#### **Central City Heritage Study Review 1993**

The building at 179-183 Bourke Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

#### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>30</sup>. The building at 179-183 Bourke Street was assessed in this review and graded - on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

*No citation provided.*

### Other heritage listings

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

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<sup>30</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Norman's Corner Stores, former,  
180-182 Bourke Street,  
Melbourne 3000**



• **Figure 32 180-182 Bourke Street**

**Historical associations with persons or events**

**Creation or major development date:** 1932-35

**Major owners or occupiers:** Norman's Corner Stores; Sharpe, Norman (Norman's)

**Designer(s):** Barlow, Marcus R

**Builder(s):**

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>31</sup>: A,B,C,D,E,F): **C 3**

**MCC Place Value Definition 1985:**

*Buildings make an important aesthetic or scientific contribution that is important in the local area. This includes well-preserved examples of particular styles of construction, as well as some individually significant buildings that have been altered or defaced.*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>32</sup>: A,B,C,D,E): **C**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **C**

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **C**

**MCC Place Value Definition 2011:**

*These buildings demonstrate the historical or social development of the local area and/ or make an important aesthetic or scientific contribution. These buildings comprise a variety of styles and buildings types. Architecturally they are substantially intact, but where altered, it is reversible. In some instances, buildings of high individual historic, scientific or social significance may have a greater degree of alteration.*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

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**Statement of Significance**

**What is significant?**

Architects Sale & Keague (designed the remodelling of an existing warehouse with three levels and a basement (see brickwork on north elevation) to form one occupation for Norman Sharpe in 1932 (Sharpe was the manager of Norman's Corner Stores). Three years later an estimated £8000 was spent on alterations and additions to the design of Marcus Barlow; which added 3 floors, mezzanine, and a pent house to the existing arcuated façade. This completely transformed the building to Moderne Gothic, in the manner of Barlow's earlier Manchester Unity Building but in this case the façade was pressed cement not the more expensive terracotta.

Norman's Corner Store, drapers were the main occupiers of the building from the 1930s well into the 20th century with a prominence gained by the local commercial development and charity work achieved by the firm and the Sharpe family owners.

Melbourne City was the predominant retailing centre in metropolitan Melbourne until challenged by the drive-in retail centres such as Chadstone. Names like McEwan's, Wardrop's, Woolworth's, Norman's, Cann's, Ezywalkin, Foy's, Myer, and Coles were all major shopping destinations in metropolitan Melbourne and Victoria until the growth of the large suburban retail centres in the 1960s. Landmark corner sites such as this one

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<sup>31</sup> Referenced in the Melbourne Planning Scheme clause 22.04

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<sup>32</sup> Referenced in the Melbourne Planning Scheme clause 22.04

were sought after to provide clear identity for the shops below.

The two street elevations rise six storeys with vertical faceted ribs following the Perpendicular Gothic style inspiration. Pressed cement detailing in the spandrels and at the parapet takes on a geometric Jazz-Moderne character, with paired scrolls in bas-relief for each. The parapet has the geometric zigzag modelling associated with jelly-moulds or Art Deco objects, as seen in North American examples of the same era. Norman's Corner Stores forms a couplet with Bourke House, opposite, and relates closely to the more detailed façade of the significant Egyptian style former Bank of NSW (190-192 Bourke St).

The ground level shopfronts (once deep showcases with island displays facing Bourke St) and canopy have been changed and the street awning rebuilt.



- **Figure 33 former ground level display windows, State Library of Victoria collection:**

### How is it significant?

Norman's Corner Stores is significant historically and aesthetically to the Melbourne Capital City Zone.

### Why is it significant?

Norman's Corner Stores is aesthetically significant for its Jazz-Moderne styling which is best expressed on the upper levels of the building in the pressed cement façade detailing and three-dimensional parapet forms. The building continues Marcus Barlow's keynote Modernistic stylism seen in the Manchester Unity (earlier) and Century Buildings (later) in Swanston Street and their use of Jazz Moderne detailing in either terracotta or pressed cement.

Historically, Norman's Corner store was a major retailer in the inter-war and post World War Two era within the Capital City Zone when Melbourne

City was the predominant retailing centre in metropolitan Melbourne. Major retail outlets benefited from corner sites and a Bourke St location such as is exemplified well by this building.

### Recommendations

This report recommends that:

- the building and associated land at 180-182 Bourke Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>33</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.

### Interior elements

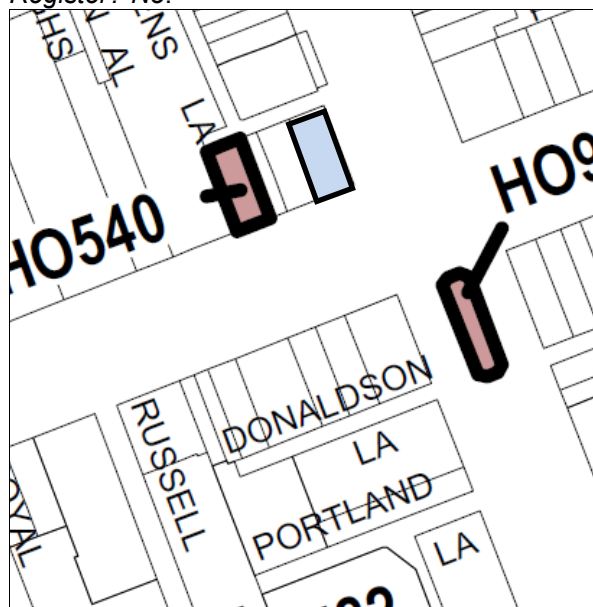
This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

### Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register.

<sup>33</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

*Recommended for the Victorian Heritage Register? No.*



• Figure 34 proposed heritage overlay

sympathetic alternative) Windows obscured (inappropriate - reinstate original design)

#### **Building Permit Applications**

Building Permit Application 1932, 13661 16 May Sale & Keague (A) for remodelling of existing warehouse with 3 levels and basement for one occupation for N Sharpe, (E) Clive Steele

Building Permit Application 1935, 16084 8 Feb £8000 alterations and additions to building; 3086 July 2 electric signs on building face (complete?) (VPRS 11201)

Building Permit Application 1935, (VPRS 11200/P/0001/1830) A= Marcus Barlow; E= John A Laing MCE; (VPRS 11200/P/0001/1831) shows added 4 floors plus roof to existing arcuated façade with shopfronts, drawings dates 21/1/1935.

## Sources used for this assessment

The following sources and data were used for this assessment:

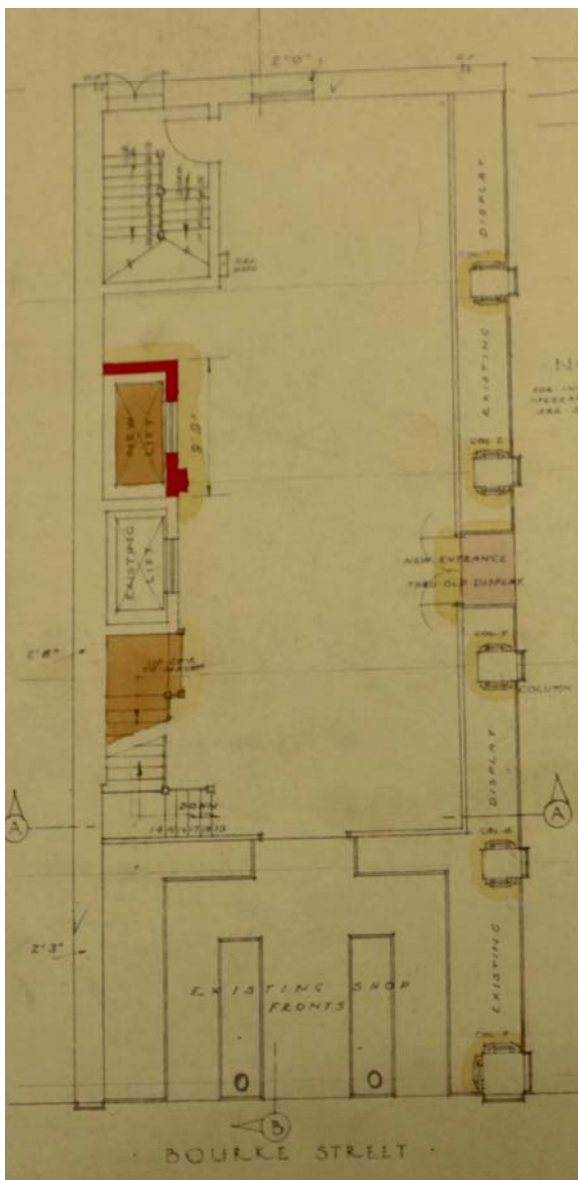
### **General sources**

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

### ***i-Heritage:***

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984 : Building Identification Form (BIF): Description/Notable Features. Notable features include a shop verandah and an elaborate / high standard design of cement rendered surfaces. Notable parapet and corner site. Alterations / Recommendations: Air units added (inappropriate - remove or reinstate sympathetic alternative) Shopfronts new (inappropriate - reinstate original design or



The site is extremely valuable for its frontage to Bourke Street, Little Collins street and lane on the east and west sides.'

Wednesday 12 August 1936

'Staff Ball for Hospital

More than 700 people attended the fourth annual ball organised by the staff of Normans corner stores to aid St Vincent s Hospital which was held at Earl s Court last night The president of the» committee (Mr J Sharpe) was assisted by four hostesses in receiving the guests Mrs J Sharpe wore a black and white spotted net jacket over a white satin frock Mrs Roy Sharpe was In a black velvet gown with flowers at the neckline Mrs J Velik's midnight-blue chiffon frock had a Grecian girdle and Miss A Sharpe was in a frock of Patou pink matelasse woven with silver leaves

Other members or the committee were Messrs N Sharpe (since president) Roy Sharpe (honorary secretary) Il C Hansford (treasurer) the Misses I Falkingham and I Rose (honorary organisers), J, O Orr M Jonas D Hill (ticket secretaries) S Gunther, J McGregor L Reynolds (assistant secretaries) and Messrs N Llpman and N Tullock (assistant treasurer) Special guests representing the hospital committee were Dr W J Newing chairman of the medical staff) and Mrs Newing Dr and Mrs J J Daly and Mr and Mrs G D Bowcher'

Wednesday 10 December 1947 Shopping Spy tail of shopping finds at

Saturday 3 June 1950:

'Bourke St. retail store to extend

THE eight-storey retail, store of Norman's, on the north-west corner of Bourke and Russell Streets., is to be extended along Russell St. Norman's Corner Stores I Pty. Ltd. has bought a block of four old shops Nos. 163 to 169 Russell St., on land 52ft. by 69ft. for £30,500. The vendor was the estate of the late K. T. Crisp, and Mr. R. A. MacLeod, of G. D. Lang- ridge and Son, negotiated the sale.' (Evidently not realised.)

- **Figure 35 Building Permit Application 1935 ground level with show cases**

**'The Argus':**

'The Argus' (Melbourne, Vic. : Saturday 11 July 1936 :

'BIJOU THEATRE SITE

Departmental Store Plan

The option for the purchase of the Bijou Theatre site in Bourke Street which was given some months ago has lapsed and with it the plan to erect a large building containing two theatres, a store and a residential hotel involving a total outlay of £1250 . The holder of the option failed to obtain the necessary financial support

It was reported in real estate circles yesterday than negotiations were now proceeding between the owners and Mr Norman Sharpe managing director of Norman's Corner Stores, 180 Bourke Street, for the purchase of the property as n site for a departmental store.

**Australian Architecture Index (AAI):**

Marcus R. BARLOW Description of Victoria Car Park (4 shops at grnd. flr.) nearing completion at cnr. Russell & Lt. Collins Sts. Age 2.8.1938 in RVIA Press Cuttings 1938;

Plans prepared for 6 story guest house with shops under at cnr. Exhibition & Lonsdale Sts. Illus. Perspective 'Anketell House') Age 19.7.1938 in RVIA Press Cuttings 1938

Manchester Unity Building illustrated (Melbourne) Illus. Plans, perspective. Royal Victorian Institute of Architects Journal Nov 1931, pp 134-5;

Howey Court, Melbourne Illus. photo of exterior. Royal Victorian Institute of Architects Journal May 1931, p xxxii

Building of a proposed new shops & offices building about to commence at 269-279 Lt. Collins St. (cnr Swanston) 'Howey Estate'.

## Heritage Assessment of 180-182 Bourke Street, Melbourne

Description of scheme & also some details of buildings being demolished (2 storey shops built in 1860s & Presgrave Building, which is 3 storey Hawthorn brick Romanesque design). Age 14.5.1935 (also Argus 3.12.1936 ) in Royal Victorian Institute of Architects press cuttings (State Library of Victoria collection:) 1934-5;

Barlow & Hawkins: illustration of their design for Temple Court. Australian Home Builder 1.8.1927 p 38;

Century Building, (nearing completion) at the corner of Little Collins & Swanston Streets, Melbourne. Age 23.1.1940

new Manchester Unity building in Swanston St (M.U. Oddfellows Building) Photograph now Jensen House. Royal Victorian Institute of Architects Journal 12.1940-1.1941 p 129;

Albany Court building at 230 Collins St. Part of Howey Estate 1936; proposed shop at 338 Collins St. for Hardy Bros. Ltd., jewellers. Façade to be combination of terra-cotta faïence & chromium strip. Article. Age 11.4.1933 in RVIA Press Cuttings 1933-4;

New premises of Hardy Bros. Ltd., jewellers, at 338 Collins St. Illus. Photo of interior Age 1.8.1933 in RVIA Press Cuttings 1933-4.

### **Marcus Barlow**

Reeve, S. The Century Building in 'Spirit of progress' issue 44:

'MARCUS BARLOW, ARCHITECT

Architecturally, the Century Building is the finest example of Marcus Barlow's commercial work in the pure Streamlined Moderne idiom. One of Melbourne's most prominent architects of the inter-war period, Barlow embraced this progressive style in the second half of the 1930s and soon became one of its leading exponents. The Century Building is often cited as an important stylistic successor to Barlow's nearby earlier and much celebrated Manchester Unity Building (1932). As the entire building was air-conditioned from the beginning, its façade has not been defaced by individual packaged air-conditioning units (as has been the case with some other city office buildings). But it has lost its flagpole, evident in early photos of the building...'

### **Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

(D1915 Denton Brothers Pty Ltd auctioneers & com agents)

D1920 Charles Bourke, boot and shoe manuf.

D1924 M King & Co Pty. Ltd. drapers, 1st floor F Watkins general offices 2nd universal Film co 3rd vacant. etc.

D1930 180-182 Leber, Leopold milliner

D1935 Norman's Corner Store, drapers

D1939 Norman's Corner Store, drapers

D1944 -45 Norman's Corner Store, drapers

D1950 Norman's Corner Store, drapers

D1955 Norman's Corner Store, drapers

D1974 Norman's Corner Store, drapers

### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

*No search carried out.*

### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 111

'6.3 THE NEW IMAGE

CITY ECONOMY

The decline in industrial production during the Depression was halted in 1932, and in the next two years the number of factories increased by 5% and the average number of employees by 5.1/2%. Much of this industry was still in the heart of Melbourne, and the improvement was sufficient to mitigate the gloom which might otherwise have overwhelmed the centennial celebrations. The 1930s saw a massive upgrading of city retailing, beginning in the Depression, and accelerating during the recovery. Coles had already extended its Bourke Street store in 1930, and Woolworths built a new store on the site of the Britannia Theatre in 1932. The number of small shops available for lease multiplied with the trend to build arcades in the base of new buildings, such as Block Court in 1930, Howey Court in 1931 and the Australia Arcade in 1938, beneath the rebuilt Australia Hotel. Myers embarked upon a large scale redevelopment. In 1925 they had acquired the freehold of the drapers Stephens & Co., next to the General Post Office and in 1928 that of Robertson & Moffat. This allowed a complete redevelopment of these sites together with the existing Myer store, the bulk of which took place in 1931-3. The result was a modern, vertically finned façade with a full-width strip of display windows without any street awning. Even this was only part of an overall program involving work in Little Bourke Street and the installation of lifts and escalators internally.

After the Second World War the retail dominance of the central city was as high as ever. It accounted for 40% of retail spending and about one third of retail trade employment in the metropolis. Citizens of greater

Melbourne still bought the majority of their clothing, furniture, household equipment and motor vehicles in the central area, though only a very small percentage of their food.'

### Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessed heritage values for this building have been maintained with further associations, both historical and architectural, uncovered that distinguish the building among others of a similar type and style.

Selected Office and retail buildings post 1925, pre World War Two.

Street Number Name Value Date Architect

- Collins Street 107 Francis House B 1926-7 Blackett & Forster
- Flinders Street 164-170 Masonic Club B 1927 Plottel, J
- Bourke Street 415-419 Evans House, later Rochelle House C 1929-1930 Hare Alder Peck & Lacey
- Flinders Street 134-136 Epstein House C 1930c
- Swanston Street 91-107 Manchester Unity Building A 1932 Barlow, Marcus R
- Bourke Street 180-182 Norman's Corner Stores, former C 1932-35 Barlow, Marcus R
- Collins Street 546-566 McPhersons Pty. Ltd Building, Former A 1934-7 Calder, Stuart P and Reid & Pearson ass.
- Elizabeth Street 92-94 Beehive Building B 1935 Plottel, J
- Little Collins Street 273-279 Presgrave Building C 1935c
- Bourke Street 151-155 Malcolm Reid & Co. Ltd., former C 1935c

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 180-182 Bourke Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 3(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

*No citation provided.*

### Central City Heritage Study Review 1993

The building at 180-182 Bourke Street was assessed in this review and graded **C** on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

### Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>34</sup>. The building at 180-182 Bourke Street was assessed in this review and graded **C** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

*No citation provided.*

### Other heritage listings

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

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<sup>34</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)



## Carlton Hotel, 193-199 Bourke Street, Melbourne 3000



• Figure 36 193-199 Bourke Street

### Historical associations with persons or events

**Creation or major development date:** 1936

**Major owners or occupiers:** Carlton & United Breweries McCarthy, M.

**Designer(s):** Sydney Smith Ogg & Serpell

**Builder(s):** Thompson and Chalmers Pty. Ltd

### Place evaluation

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>35</sup>: A,B,C,D,E,F): **C**

#### MCC Place Value Definition 1985:

*Buildings make an important aesthetic or scientific contribution that is important in the local area. This includes well-preserved examples of particular styles of construction, as well as some individually significant buildings that have been altered or defaced*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>36</sup>: A,B,C,D,E): **C**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **C**

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **C**

#### MCC Place Value Definition 2011:

*These buildings demonstrate the historical or social development of the local area and/ or make an important aesthetic or scientific contribution. These buildings comprise a variety of styles and buildings types. Architecturally they are substantially intact, but where altered, it is reversible. In some instances, buildings of high individual historic, scientific or social significance may have a greater degree of alteration.*

#### National Estate Heritage Values satisfied:

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

G.1 Social importance to the community, as demonstrated by documentation or sustained community expression of value for the place

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## Statement of Significance

### What is significant?

Reconstruction in 1936 of the Queensland Hotel, an old landmark in Bourke Street, meant an expenditure of nearly £14,000 on this building. The new five-level hotel, on the south side of Bourke Street between Swanston and Russell Streets, was renamed the Carlton Hotel. The freehold of the hotel had been purchased about two years earlier by Carlton and United Breweries Limited. Hotel specialist designers, Sydney Smith, Ogg and Serpell, were the architects and Thompson and Chalmers Pty. Ltd. the builders. Daily newspaper, 'The Argus', noted that the new modern hotel would 'improve the appearance of this section of the city'.

The new hotel was of steel frame construction with fireproof reinforced concrete floors. The façade was finished in textured tapestry bricks and described at the time as 'a modern treatment of the Renaissance style of architecture', meaning perhaps the Palazzo form. More Moderne than Renaissance, the façade is composed of simple vertical piers with windows separated by brick spandrel strips recessed between. The stepped

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<sup>35</sup> Referenced in the Melbourne Planning Scheme clause 22.04

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<sup>36</sup> Referenced in the Melbourne Planning Scheme clause 22.04

cement rendered parapet (still unpainted) is stylised in the Moderne manner but with Greek revival motifs such as the bas-relief urns and parapet frieze. The suspended street awning (replaced in a massive rendered and steel terrace form) was similarly Moderne in style with fluting and bold imposed metal lettering. A vertical neon sign completed the up-to-date imagery needed for a City hotel where most of the existing hotels there had been built in the Edwardian-era or 1920s. The ground level has also been replaced but dividing piers are similar to the original.

The Carlton Hotel relates well to the two corner commercial buildings to the east at Russell Street and the nearby Commonwealth Bank to the west.

### How is it significant?

Carlton Hotel is significant historically and aesthetically to the Melbourne Capital City Zone.

### Why is it significant?

Carlton Hotel is significant historically and socially as one of the small number of hotels built in the Capital City Zone in the inter-war period, as a community gathering place since the 1930s, and as a design by hotel specialist Sydney Smith Ogg and Serpell who had created a large number of significant hotel buildings within the City and inner suburban Melbourne.

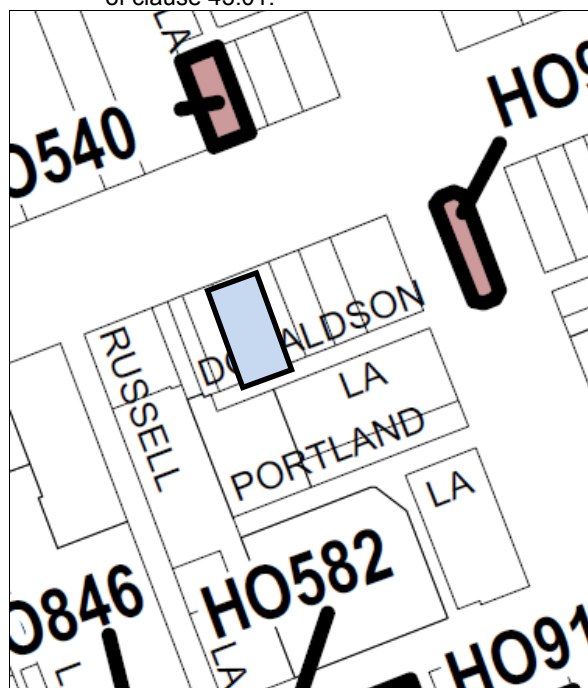
Aesthetically it is a well preserved example (upper-levels only) of the minority inter-war Moderne style in the City and complements the similarly styled former Commonwealth Bank building, the Normans Corner Store and Bourke House at the Russell Street corner.

### Recommendations

This report recommends that:

- the building and associated land at 193-199 Bourke Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>37</sup>.
- Contributory elements or fabric from the creation date or significant period should be

conserved and enhanced as in the objectives of clause 43.01.



• Figure 37 proposed heritage overlay

#### Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

#### Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*

### Sources used for this assessment

The following sources and data were used for this assessment:

#### General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;

<sup>37</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

### **Historic Buildings Preservation Council**

Lewis, Nigel 1976 Historic and Architectural Survey of the Central City of Melbourne Bourke Street, east, Area 8 of the survey commissioned by the Historic Buildings Preservation Council., p26;

### **i-Heritage**

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Notable features include unpainted cement render, unpainted decorative brickwork, shop verandah and an elaborate / high standard design of cement rendered surfaces on parapet. Alterations / Recommendations: Ground level new (inappropriate - reinstate original design or sympathetic alternative) Other Comments: Owner - C.U.B.

### **'The Argus':**

'The Argus': Tuesday 25 February 1936

### **'LICENSING COURT**

Alterations to Bourke Street Hotel

Carlton and United Breweries Limited applied to the Licensing Court yesterday for approval of plans for alterations to the Queensland Hotel, Bourke Street. The plans provide for a number of Internal alterations and the rebuilding of the front portion of the premises. The work will begin in May and be completed about the end of October and the cost is estimated at £9. The plans were approved by the Court which also unproved of the name being changed from the Queensland Hotel to the Carlton Hotel. An application for an existing tension of the licensed area was allowed to stand over'

Tuesday 28 July 1936

'Hotel to be Remodelled

An expenditure of nearly £14,000 is involved in an extensive plan of rebuilding and alterations to the Queensland Hotel, an old landmark in Bourke Street. The hotel, which is on the south side of Bourke Street, between Swanston and Russell Streets, will be renamed the Carlton Hotel.

The freehold of the hotel was purchased about two years ago by Carlton and United Breweries Limited. Messrs. Sydney Smith, Ogg, and Serpell, 349 Collins Street, are the architects, and Thompson and Chalmers Pty. Ltd. the builders.

Tuesday 13 October 1936

### **'NEW CITY HOTEL**

Bourke Street Building

The rebuilding of the Queensland Hotel, a landmark on the south side of Bourke Street, near Russell Street, will improve the appearance of this section of the city. The original intention of the owners was to build to

three-story height, but they have now decided to extend to five floors, to provide additional bedrooms.

The new building will have a frontage of 47ft, to Bourke Street, and will be of steel frame construction with reinforced concrete floors. The façade will be carried out in textured bricks in a modern treatment of the Renaissance style of architecture. The hotel has been renamed the Carlton Hotel, and will be completed early in January.

The architects for the work are Messrs. Sydney Smith, Ogg, and Serpell, of 340 Collins Street. Thompson and 'Chalmers Pty. Ltd. are the builders.'

Friday 8 January 1937

'The erection of the new Carlton Hotel in Malop Street for the Carlton and United Brewery'

Friday 5 February 1937

'LUXURY HOTEL AT GEELONG -4 Standards in Comforts Precedents in style and comfort have been established for travellers at the New Carlton Hotel, Malop Street. Geelong, which was opened at an Informal ...'

18 Feb 1938:

'The North Melbourne (football club) committee completed arrangements last night for a dinner to the retiring president (Dr D Berman) before his departure for overseas. It will be held at the Carlton Hotel Bourke Street on Thursday next. Presentations will be made to Dr Berman and Mr G Woodbridge, an official for many years. A smoke social for players and officials has been arranged by Mr E W Kaiser, a new member of the committee ...'

Tuesday 1 December 1953

'OUR CITY: Well-known Carlton hotel runs a weekly raffle for charity. Last week's prizes were: First, two dozen bottles of beer; second, one dozen bottles of beer; third, a free counter lunch for the week.

Winner of the third prize: The chef of a leading Melbourne hotel.'

**State Library of Victoria collection:**



- **Figure 38 Commercial Photographic Co., photographers; c1940-1949, State Library of Victoria collection**



- **Figure 40 Incident near hotel c1942, State Library of Victoria collection:**



- **Figure 39 Hotel c1940 showing steeped rear upper level (NLA collection)**

**Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

Summary:

- D1940-1937: 195-199 Carlton Hotel
- D1936-1931 195-199 Queensland Hotel
- (D1930 195-197 Queensland Hotel
- 199 Megalos & Florcas café)
- (D1935 195-197 Queensland Hotel
- 199 Golden Age café)
- D1939 M. McCarthy Carlton Hotel
- D1944 -45 M. McCarthy Carlton Hotel
- D1950 M. McCarthy Carlton Hotel
- J. Madden confr.
- D1955 M. McCarthy Carlton Hotel
- J. Madden confr.
- D1974 Carlton Hotel
- Cochrane, SC

### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

*No search carried out.*

### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 61

#### 4.2 BOOM AND BUST

##### SOCIAL DEVELOPMENT

Central Melbourne was still to a significant extent a residential area, and it was occupied largely with terraces, lodging houses and medium density accommodation, whose inhabitants occupied much of their leisure outside the home. The hotels, which were very numerous and mostly very small, played a much greater role in social life than they were to do in the twentieth century...

Context, draft 2010:

#### 3.4 Defining public space

...In the absence of an official city square, people congregated elsewhere — in hotels, coffee palaces, clubs and cafes, 'under the clocks' at Flinders Street Station, on the steps of the General Post Office, and the Public Library forecourt..'

### **Comparative examples**

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessed heritage values for this building have been maintained with the hotel being among a small number of hotels built in this era and there being no major change to the upper level façade since 1985.

Selected City hotels built post 1925 and pre World War Two:

Street Number Name Value Date Architect

- Spencer Street 66-70 Batman's Hill Hotel 1926 Greenwood Bradbury & Allen
- Flinders Street 508-510 Waterside Hotel 1926 Johnson, Harry R
- La Trobe Street 293-299 Duke of Kent Hotel, former 1929 Smith, Sydney & Ogg
- Bourke Street 193-199 Carlton Hotel 1936 Sydney Smith Ogg & Serpell

## **Previous heritage assessments of this place 1985-2002**

### **Previous heritage assessments**

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 193-199 Bourke Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of (scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

*No citation provided.*

#### **Central City Heritage Study Review 1993**

The building at 193-199 Bourke Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

#### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>38</sup>. The building at 193-199 Bourke Street was assessed in this review and graded **C** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

*No citation provided.*

### **Other heritage listings**

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

<sup>38</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

## Hoyts Mid-City Cinemas, 194-200 Bourke Street, Melbourne 3000



• Figure 41 194-200 Bourke Street



• Figure 42 194-200 Bourke Street, rear elevation

### Historical associations with persons or events

**Creation or major development date:** 1969-1970, 1975-76

**Major owners or occupiers:** Ralton Holdings  
Hoyts Cinemas (Aust.) The Hoyts Corporation Pty. Ltd.

**Designer(s):** Bogle & Banfield

**Builder(s):** Watts, E.A. Pty. Ltd.

### Place evaluation

**Building grading and streetscape level 1985**  
(Central Activities District Conservation Study 1985<sup>39</sup>: A,B,C,D,E,F): **B 3**

#### **MCC Place Value Definition 1985:**

*Buildings of regional or metropolitan significance, and stand as important milestones in the development of the metropolis.*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>40</sup>: A,B,C,D,E): **C**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **B**

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **B**

#### **MCC Place Value Definition 2011:**

*These buildings are of regional or metropolitan significance, and stand as important milestones in the architectural development of the metropolis...*

#### **National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

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### Statement of Significance

#### What is significant?

Hoyts Pictures formed in 1909, commenced screenings at St. George's Hall, Bourke Street, (later on, Hoyts De Luxe), and gradually built up their empire of Cinemas. Initially an Australian Company, their success at creating exhibiting venues attracted Hollywood's interest and a controlling share acquired by 20th Century Fox meant that a cartel was formed between film exhibitor and maker. This was in return for the then Hoyts Managing Director, F.W. Thring, (who had sold his holdings to Fox), obtaining a guarantee that his Effe film productions would screen in Hoyts' Cinemas.

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<sup>39</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>40</sup> Referenced in the Melbourne Planning Scheme clause 22.04

Meanwhile, the company built up a suburban chain of over 40 outlets during the period 1920-40, which remained active until the first drive-ins (1953) and the advent of television, in 1956. Contraction of hardtop cinema audiences caused a rationalisation of large outlets. The original Capitol (2200 seats) was rebuilt in the 1960s, the Regent (3200 seats) and Plaza closed in 1969-70 and also the Paris (former Lyceum) c1970.

Mid-City was not a Hoyts' project. Architect and entrepreneur, Gordon Banfield, and the Company, Ralton Holdings, developed two cinemas (932, 250 seats), a shopping arcade and a car park (entered from Little Bourke St) to the 1969 design of Bogle and Banfield, as constructed by E.A. Watts, Pty. Ltd.. The Hoyts company was approached as potential lessees and after fitting out the interior, opened there with a crowd of 5000 in November, 1970; the Hoyts Cinema Centre had already opened the year before, almost completing the Company's rationalisation of their City Cinemas from old venues to new.

Expectations that a third cinema would be incorporated in the complex were realised in December, 1975, when part of the once vast upper level foyer space was taken up for an 'intimate' 220 seat venue. Bogle and Banfield and Dolphin were the architects and builders, respectively. In the years following the opening, Hoyts closed the Esquire.

Another phase of the Theatre's development was superficial renovations, designed by Melbourne architect, Ronald Fitch, in 1979, while the retail arcade, which had never been prosperous, was refurbished in 1977-8.

In the tradition of new cinemas, Mid-City struck a more adventurous note than contemporary city commercial buildings, freed from the needs of fenestration or natural light. Bogle and Banfield's core of designers and project architects (later as the firms PINK and Joyce & Nankervill) had already shown an innovatory approach to design in the Japanese Brutalist Total Car park building, Russell Street, and the striking St. Vincent's Private Hospital, Victoria Parade. Bogle & Banfield had won prizes for their Sandown Racecourse Grandstand (1962) and they designed the former City of Doncaster Municipal Offices 1970.

Mid-City was sculptural and used the then modish exposed off-form concrete finish. An early use of the now ubiquitous trowelled-on aggregate finish, Mid-City used a strident red oxide applied front and back (Little Bourke St) instead of the more monotonous buff-coloured layers poured over scores of investment buildings, and flourished a rich burst of colour in contrast to the natural

concrete of the side walls. Where needed, windows were recessed behind concrete louvres at the top and bottom of each elevation, which formed textural relief from the boldly chamfered concrete forms in a similar manner to the all-louvre precast commercial facades of years before by Seidler or Yuncken Freeman in the State Offices. The Bourke Street awning was supported on two deep beam pairs, accentuating the muscular design.

Unusually smart for a car park entrance, the Little Bourke Street elevation displayed huge streets of curved butt-glazing and, as a focal point, the space-age yellow bubble Cashier's Office guarded car park entry and exit (now gone) which had also been used at the Total Car park. Fashionable fittings and materials like Pirelli rubber were used here and in the arcade beyond (now gone).

Inside there were the spacious lobby areas where the seemingly floating roof plane hovered with lights dotted like stars, since built-in. At the Bourke Street end of the lobby, for a brief period, there was an unusual group of interlocked mushroom coloured cylinders which served as offices, (now demolished), while the Theatres themselves, almost a disappointment, were austere, if comfortably, finished.

Mid-City compared with contemporary Brutalist off-form designs, such as Princes Hill High School (1972), the Amalgamated Metal Workers & Shipwrights Union (1973), the Plumbers & Gasfitters Employees Union (1971 and the similarly formed Y.W.C.A., Elizabeth Street (1975). Although more decorative than functional in its use of bold geometric forms, Mid-City was an early (if not the earliest) large scale commercial design to utilise the now familiar splayed and chamfered forms. Signs have been added and details altered on the exterior and interior.

Of a similar scale to adjoining buildings and neutral in a fenestration sense, the rich colouring and bold forms of Mid-City are a marked contrast within the commercial streetscape. Mid-City cinema has been identified as significant in three heritage reviews of the Capital City Zone over a 20 year period.

#### **How is it significant?**

Hoyts Mid-City Cinemas is significant historically and aesthetically to the Melbourne Capital City Zone.

#### **Why is it significant?**

Hoyts Mid-City Cinemas is significant as a successful blend of traditional romantic cinema design with modern functionalist requirements in

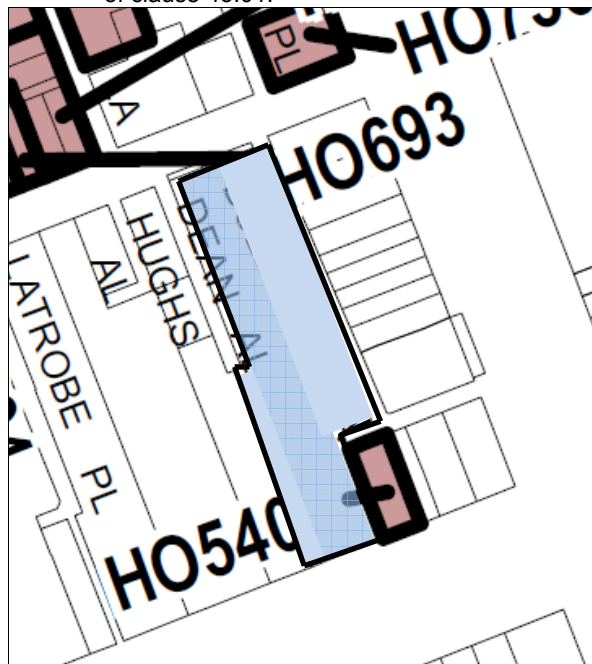
an early use of Brutalist large scale commercial architecture in the State. Both this and Cinema Centre are stylistically distinctive designs which are outstanding among the small number of new cinemas built since World War Two.

Historically, the occupation of Mid-City (and the Cinema Centre) marked a turning point for Hoyts to more modern and intimate cinemas, from the huge picture theatres of pre World War Two. The Bourke Street location of the cinema followed over one hundred and twenty years of tradition of theatre placement in Melbourne.

## Recommendations

This report recommends that:

- the building and associated land at 194-200 Bourke Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**B**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>41</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.



• Figure 43 proposed heritage overlay

## Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

## Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*

## Sources used for this assessment

The following sources and data were used for this assessment:

### General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

### *i-Heritage:*

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): see Statement of Significance; Notable features include unpainted cement, intact shop front, (post supported) shop verandah. Modish chamfered forms of period (Brutalist) & off form concrete (see Gunn's Metalworkers Union) seldom used in large conservative commercial ventures. Interior recommended for inspection (altered parts). Other comments: A= Bogle & Banfield, 2 cinemas; general amalgamation of signs etc. evident and changed details in non-sympathetic mode.

Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): for 179-187 Little Bourke St 'curved shop glazing, custom built cubicle (plastic in form) innovatory stylistically for large commercial work'

### Building Permit Applications

18/7/1969 40693 New Building \$1,309,000

<sup>41</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description



14/4/1975 45610 est. \$120,000 'A Cinema' (194-200)

26/2/1976 46540 \$6000 alterations to ground floor (200)

Peter Wallace, 1986, Hoyts Corporation Pty. Ltd. letter to Graeme Butler: Opening 26/11/1970 (see 'The Age' 27/11/1970: 2) 5000 attend opening

### **National Trust of Australia (Vic)**

File Number B6566 File only

### **'Venue' web site**

(<http://caarp.flinders.edu.au/venue/424/view>)

'Hoyts Mid-City was the second major complex built by Hoyts in Melbourne. It opened in 1970 the year after the Hoyts Cinema Centre, Melbourne just up the road. These two complexes were built to replace the large single screen cinemas that Hoyts were operating in the CBD: Regent, Plaza, Esquire, Paris, Athenaeum and earlier, the Capitol.

It opened as a twin and the theatres were allocated the numbers 4 & 5. This was the continuation of Hoyts Cinemas One, Two and Three that were located at the Hoyts Cinema Centre, Melbourne one block up the street. Tora, Tora, Tora was the opening attraction.

Film Weekly (1971) records a seating capacity of 750 and 932.

In 1976 Hoyts took part of the foyer and turned it into the third screen naming it cinema 6, cinema 4 was renamed cinema 7. Capacity 932, 750, 221. A few years later Cinema Centre added a fourth screen .

Hoyts closed the site in 1991.

### **References**

- Cinema & Theatre Historical Society 1997, Cinema index : Melbourne cinemas, suburban cinemas, Victorian drive-ins. CATHS, Victoria.
- Kilderry, D: <http://www.drive-insdownunder.com.au/projectionbooths/midcitybox.htm>
- Walters, T 2009, The Picture Palaces of Melbourne, p. 235 '

### **Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

1974

194-204 Mid-City Pharmacy

194-204 Mid-City Cinemas 4 & 5

194-204 Mid-City Shopping Centre: lists numerous retailers in centre.

(D1961 200-204 Sharpe Brothers Pty. Ltd., drapers)

### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

*No search carried out.*

### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1994) *Melbourne- the City's history and development: on traditional use locations in the Capital City Zone*: 66

#### **4.6 BOOM AND BUST**

'In other respects the distribution of uses in the central city remained much as before. The banks had occupied Collins Street in the 1840s, and as we have seen had consolidated

there from the mid-1850s onward. By the 1880s all but one of the twelve banks had their headquarters in the street. 44 There were now some more specialised nodes of activity

like the retail furniture trade in Bourke Street West, the softgoods merchants between Russell and Elizabeth Streets, and the hardware dealers in Little Collins Street, near

Spencer Street. Davison has demonstrated this clustering of activities in map form. The theatres and dance halls were in Bourke Street, and the brothels in Exhibition Street.

By the 1880s the industries which had occupied the north bank of the Yarra were moving to the south bank, but a new concentration had developed in the west end of the city, especially about La Trobe and Lonsdale Streets. 46 The brothels were in Stephen (Exhibition) Street and areas opening off it... '

Lewis, Miles and others (1994) *Melbourne- the City's history and development*: 139

#### **7.9 THE URBAN SPURT**

##### **ARCHITECTURE AND STREETScape...**

(Also designed by Bogle & Banfield) '...the Total Car park (as it was known when built at 170-190 Russell Street) is one of the most significant examples in Victoria of Brutalism in the manner employed by prominent Japanese architect Kenzo Tange. The mixed use building has an office block resembling a giant television set supported on cruciform beams above a series of floating car park decks. The precast off-form concrete with its bulky balustrade treatment and direct structural expression recalls Tange's Kagawa Prefectural Offices, 1958. The overall effect is one of bold shadows and the sharp distinction of each functional form. More than any other multi-storey

commercial building in Melbourne, this design achieves the closest empathy to contemporary Japanese Brutalist design. The Mid-City cinema and the Hoyts Cinema Centre in Bourke Street, the MMBW Building in Spencer Street (since changed) and the YWCA in Elizabeth Streets do not compare with the powerful expression of forms exhibited at the Total Car park.'

### Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessed heritage values for this building have been maintained with the building remaining as one of the few purpose built cinemas of its time and stylistically distinctive.

Selected theatres or cinemas from the 1960-70s:  
Street Number Name Date

- Bourke Street 134-144 Hoyts Cinema Centre 1969
- Bourke Street 194-200 Hoyts Mid-City Cinemas 1969-1970, 1975-76

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### Central Activities District Conservation Study 1985

The building at 194-200 Bourke Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **B** on an A-F individual building scale and a streetscape level of 3 (scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

#### History

*Hoyts Pictures formed in 1909, commencing screenings at St. George's Hall, Bourke Street, (later on, Hoyts De Luxe), and gradually building up their empire of Cinemas. Initially an Australian Company, their success at creating exhibiting venues attracted Hollywood's interest and a controlling share acquired by 20th Century Fox meant that a cartel was formed between film exhibitor and maker. This was in return for the then Hoyts Managing Director, F.W. Thring, (who had sold his holdings to Fox), obtaining a guarantee that his Effe film productions would screen in Hoyts' Cinemas. Meanwhile, the company built up a sub urban chain of over 40 outlets during the period 1920-40, which remained active until*

*the first drive-ins (1953) and the advent of television, in 1956. Contraction of hardtop cinema audiences caused a rationalisation of large outlets. The original Capitol (2200 seats) was built in the 1960s, the Regent (3200 seats) and Plaza closed in 1969-70 and the Paris (former Lyceum) c1970. Mid city was not a Hoyts' project. Architect, Gordon Banfield, and the Company, Ralton Holdings, developed two cinemas (932, 250 seats), a shopping arcade and a car park to the design of Bogle and Banfield and as constructed by E.A. Watts, Pty. Ltd., Hoyts was approached as potential lessees and opened there with a crown of 5000 in November, 1970; the Hoyts Cinema Centre had already opened the year before, almost completing the Company's rationalisation of their City Cinemas. Expectations that a third cinema would be incorporated in the complex were realised in December, 1975, when part of the once vast foyer space was taken up for an intimate' 220 seat venue. Bogle and Banfield and Dolphin were the architects and builders, respectively. In the years following the opening, Hoyts closed the Esquire. Another phase of the Theatre's development was superficial renovations, designed by Melbourne architect, Ronald Fitch, in 1979, while the retail arcade, which had never been prosperous, was refurbished in 1977-8.*

#### Description

*In the tradition of new cinemas, Mid-city struck a more adventurous note than contemporary city commercial buildings. Bogle and Banfield's core of designers and project architects (later as the firms PINK and Joyce & Nankervill) had already shown an innovatory approach to design in the Japanese Brutalist Total Car park building, Russell Street, and the striking St. Vincent's Private Hospital, Victoria Parade, seemingly freed from the needs of fenestration or natural light. Mid-city was similarly sculptural, and used the then modish exposed off-form concrete finish. An early use of the now ubiquitous trowelled-on aggregate finish, Mid-city used a strident red oxide, instead of the more monotonous buff-coloured layers poured over scores of investment buildings, and flourished a rich burst of colour over two street frontages. Where needed, windows were recessed behind concrete louvres which formed textural relief between the bold concrete forms, at the top and bottom of each elevation, in a similar manner to Seidler or Yuncken Freeman's all-louvre commercial facades of years before. Unusually smart for a car park entrance, the Little Bourke Street elevation displayed huge streets of curved butt-glazing and, as a focal point, the space-age yellow bubble Cashier's Office guarded car park entry and exit. Fashionable fittings and materials like Pirelli rubber were used here and in the arcade beyond. Inside there was the spacious lobby areas where the seemingly floating roof plane hovered with lights dotted*

*like stars. At the Bourke Street end of the lobby, for a brief period, there was an unusual group of interlocked mushroom coloured cylinders which served as offices, (now demolished), while the Theatres themselves, almost a disappointment, were austere, if comfortably, finished. Comparison can be made with other contemporary Brutalist off-form designs, such as Princes Hill High School (1972), the Amalgamated Metal Workers & Shipwrights Union (1973), the Plumbers & Gasfitters Employees Union (1971 and the similarly formed Y.W.C.A., Elizabeth Street (1975). Although more decorative than functional in its use of bold geometric forms, Mid-city was an early (if not the earliest) large scale commercial design to utilise the now familiar splayed and chamfered forms.*

#### *External Integrity*

*Signs and details added or altered an exterior and interior.*

#### *Streetscape*

*Of a similar scale to adjoining buildings and neutral in a fenestration sense, the rich colouring and bold forms are a marked contrast.*

#### *Significance*

*A successful blend of traditional romantic cinema design with Modern functionalist requirements in an early use of Brutalist large scale commercial architecture in the State. Both this and Cinema Centre are stylistically distinctive designs which are outstanding among the small number of new cinemas built since World War Two.*

Citations from this assessment are incomplete and in draft final form.

*No citation provided.*

### **Other heritage listings**

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

### **Central City Heritage Study Review 1993**

The building at 194-200 Bourke Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>42</sup>. The building at 194-200 Bourke Street was assessed in this review and graded **B** on an A-E individual building scale.

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<sup>42</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Commonwealth Bank of Australia, 219-225 Bourke Street, Melbourne 3000**



• **Figure 44 219-225 Bourke Street**



• **Figure 45 219-225 Bourke Street 1990s (MCC)**

**Historical associations with persons or events**

**Creation or major development date:** 1939-41

**Major owners or occupiers:** Commonwealth of Australia

**Designer(s):** Works Director, Department of the Interior Works & Service Branch (Howard designer)

**Builder(s):** Lewis Construction Co Pty Ltd

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>43</sup>: A,B,C,D,E,F): **B 3**

**MCC Place Value Definition 1985:**

*Buildings of national or state importance, irreplaceable parts of Australia's built heritage.*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>44</sup>: A,B,C,D,E): **B**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **B**

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **A**

**MCC Place Value Definition 2011:**

*These buildings are of national or state importance, and are irreplaceable parts of Australia's built form heritage. Many will be either already included on or recommended for the Victorian Heritage Register or the Register of the National Estate.*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

**Statement of Significance**

**What is significant?**

To provide for business expansion experienced in the two existing Commonwealth Bank of Australia city sites (Head Office, Collins Street and the Victoria Street Branch), the Bijou Theatre site was acquired from Fuller Theatres Pty. Ltd. in 1938 for a total of £62,400. Both the Gaiety and Bijou Theatres occupied the site within the ornate

<sup>43</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>44</sup> Referenced in the Melbourne Planning Scheme clause 22.04

carcass of the Victoria Arcade and, a few doors to the west, was the Lyceum and Tivoli Theatres, then the theatrical centre of Melbourne. After some delay caused by a site boundary dispute, the branch was constructed and opened at the mid-term of the Second War and in a time when Commonwealth Government control of private Australian banks under Chifley was a major controversy. However the war also meant scarcity of building materials and an increase in the estimated cost from £148,000 to £160,489.

Designed and built under the Works Director, Department of the Interior Works & Service Branch Canberra (Mr WJ Cole) the design was by a Mr Howard, carried out under Director of Architecture, HM Rolland, with Melbourne supervising architect, H Anderson. Local works director, MacKenna's office was also in the new building. Star Haulage, Pty. Ltd., carried out the contract for the excavation and foundations, Lewis Constructions, Pty Ltd. were the main Contractors and services installation was given to Oliver J. Neilson, Pty. Ltd. (electrical) and Gardner & Naylor, Ltd. (ventilation, hot water).



- **Figure 46 Commemoration plaque foyer of opening 1941**

The bank was built from 1939 over the next two years, to rise to the Melbourne City 132 feet height limit (basement, ground floor, mezzanine and nine upper floors) but with an additional 12m of non-occupied tower to carry lift machinery, air conditioning equipment and gravitation water supply tanks. Occupation by the Bank and other Commonwealth Government Departments followed in December, 1941. Ground level was devoted to banking (trading, savings accounts) under Manager, R.P. McDonald, while the two floors above held the Department of War Organization of Industry and, above that, all floors by the Department of the Interior. The main contract and fit out sum was £155,795. Architects

Bates, Smart and McCutcheon designed a general refurbishment of the building in the 1980s.

Melbourne was then the financial centre of Australia and Victoria. Expansion of Melbourne banking in the 1930s Post Depression era yielded a number of new and vast bank buildings or bank renovations, including : the Bank of New South Wales, Bourke Street, 1929; the C.B.C. Bank, Collins Street, 1938; the C.B.A. Bank, Collins Street (renovation) 1939; the Bank of N.S.W., Collins Street, 1935 (since demolished); E.S. & A. Bank, Swanston Street, 1928; and the National Bank, William Street, 1939. Most of the later designs adopted a stripped classical formalism, which either retained classical detailing (cornice, pilasters, colonnades) or pursued the now cubist Moderne/Modern outline. The latter group used only the symmetry of the classical forbearers and, with their broken parapet line, resembled the neo-Grec designs of the previous decade. The Bourke Street CBA was styled in Classical Moderne.

Seemingly built up from blocks of stone, the massive upper elevation is relieved only by an implied pilistade set between lesser-height implied pavilions. A two tone polished Victorian granite-clad podium is similarly monumental, allowing entry to the bank as if to an ancient Egyptian tomb, with upper level clad with Stawell sandstone. It invites comparison with the now altered brick Russell Street Police Headquarters (a more articulate design) but among City Banks, only the demolished Bank of N.S.W. resembled its cubist composition, clinging to the traditional cornice. Many suburban Commonwealth Banks of the 1930-40s were similarly composed.

The exterior is generally original, except for details at the entrance where a public lobby clad with marble holds the commemoration plaque of the building's opening. The building remains an important landmark building within the Bourke Street commercial streetscape because of its relative isolation and hence is dominant in scale and form.

#### **How is it significant?**

The former Commonwealth Bank of Australia is significant historically and aesthetically to the Melbourne Capital City Zone.

#### **Why is it significant?**

The former Commonwealth Bank of Australia is a successful and very prominent example in the Capital City Zone of the Moderne style, as applied to a major public building, and is particularly notable for its departure from the established classical revival format typically used for banks. The building is a striking, prominent and externally intact example and remains an

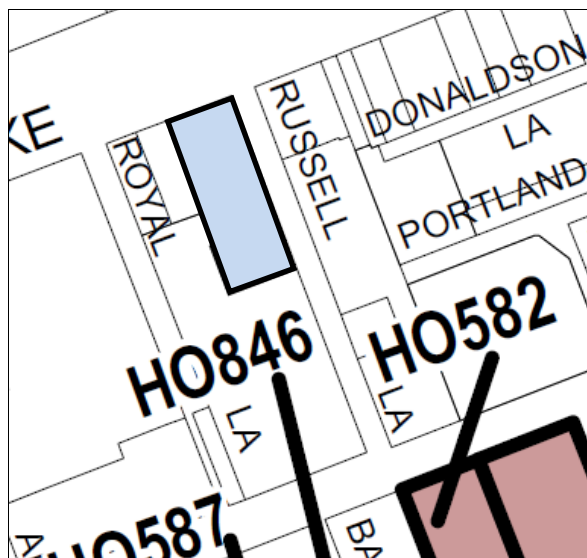
important landmark building within the Bourke Street commercial streetscape, made more so by the choice of Victorian stone wall finishes.

Historically, the new bank was symbolic of the power of the Commonwealth Bank in Australian banking and a major building project during the cessation of private development during World War Two, as well as the expansion of banking through the inter-war post-depression era. The building is particularly evocative of Melbourne's status as the financial centre of Australia and Victoria.

## Recommendations

This report recommends that:

- the building and associated land at 219-225 Bourke Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (A) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>45</sup>.
- Investigate the application of interior control in the Schedule to the Heritage Overlay as Clause 43.01 with the following interior elements entered in the schedule.<sup>46</sup>
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.



• Figure 47 proposed heritage overlay

### Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible. Interior elements include: public lobby clad with marble, the commemoration plaque of the building's opening.



• Figure 48 public lobby with plaque

### Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? Yes.*

## Sources used for this assessment

The following sources and data were used for this assessment:

<sup>45</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

<sup>46</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

### **General sources**

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

### **Historic Buildings Preservation Council**

Lewis, Nigel 1976 Historic and Architectural Survey of the Central City of Melbourne Bourke Street, east, Area 8 of the survey commissioned by the Historic Buildings Preservation Council: 26: Dept of Works Sydney office, lobby and chamber altered;

### **Twentieth Century Architecture Register of Royal Australian Institute of Architects**

Graeme Butler, 1982-3, Twentieth Century Architecture Register of Royal Australian Institute of Architects: cites Nigel Lewis & Wendy Jacobs, 'Historic & Architectural Survey of the Central City of Melbourne, Bourke Street East, Area 8' (bounded by Spring, Little Collins, Swanston & Lonsdale Streets) (1976).

### ***i-Heritage:***

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Alterations / Recommendations: Canopy part new (sympathetic - reinstate original design) Entry altered ( inappropriate - reinstate original design ) BIF notes added since 1985: upper levels refurbished 1991 and bridge built at rear, Notable building status proposed? Cites

- MMBW PSP 7407: 'new building on site' 16/11/1939 Works Director Dept of Interior, Post Office Place, Melb., Indemnity provided by bank June 1940.
- CJ Munns, Commonwealth Banking Corporation 20/10/1986 site purchased 1938 in two lots...also allowance for widening Russell Place.. Design by Dept of Interior, Works & Service Branch, Melbourne, chief architect W Henderson (uncertain). Sale handbill Baillieu Allard Pty. Ltd. etc. 13/7/1938 image of site 209-215 Bourke St.
- 'The Argus' (Melbourne, Vic. Friday 14 November 1941, Monday 29 December 1941

### **Survey 2010:**

Survey 2010: Commemoration plaque of completion: 2nd December 1941 Board of Directors: Chairman Sir Claude Reading, JH Ashton, SG McFarlane, MB Duffy, Sir Clive McPherson, LF Giblin, WC Taylor, HT Armitage - governor, GM Shain deputy.

### **CBA Archives 2010:**

Memo Nov 1941 on opening of the building on 2nd Dec 1941 at 10am

Works Director Correspondence on stone supply

CBA Archives Section Secretary's Department 8 November 1991. COMMONWEALTH BANK OF AUSTRALIA REPRESENTATION AT 225 BOURKE STREET, MELBOURNE VIC.

### **Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1944-1942 219-225 Commonwealth Bank of Australia (D1940

217-223 Motor park

227 vacant)

### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

*No search carried out.*

### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1994) *Melbourne- the City's history and development: on traditional use locations in the Capital City Zone*: 47

### **3.5 GOLD**

#### **TOWN PLANNING**

'...We have seen already how the first decade or so saw the de facto zoning of the CBD into uses which have survived in some cases up to the present day. The mercantile area was already established in the west of the town, as were some of the banks.

The merchants who had concentrated around Queens Wharf and the Customs House, expanded in the 1850s up Flinders Lane and into Queen and Market Streets.

The new financial activity of the 1850s, according to Blake, concentrated by 1854 around the intersection of Flinders and Elizabeth Streets.

However, it did not last long, for soon a new generation of banks was rising in Collins Street between Swanston and Queen Streets, and there the banks for the most part have remained ever since.

### Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The value has been upgraded since 1985 assessment with further historical data coming from the bank archives and greater values placed on the building by professional and community groups.

Selected Capital City Zone banks from the late inter-war period:

Street Number Name Date

- Collins Street 109-113 CBC Bank 1938
- William Street 77-89 Western House, National Bank of Australasia 1939
- Collins Street 335-339 Commercial Banking Co. of Australia (Facade) 1939
- Collins Street 335-339 Commercial Bank of Australia (facade, new structure) 1939
- Collins Street 287-301 Royal Banking Chambers 1939-41
- Bourke Street 219-225 Commonwealth Bank of Australia 1939-41

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 219-225 Bourke Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **B** on an A-F individual building scale and a streetscape level of 3 (scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

#### *History*

*To provide for business expansion experienced in the two existing city sites (Head Office, Collins Street and the Victoria Street Branch), this site was acquired in 1938 for a total of 62,400 pounds. Both the Gaiety and Bijou Theatres occupied the site within the ornate carcass of the Victoria Arcade and, a*

*few doors to the west, was the Lyceum and Tivoli Theatres, the Theatrical Centre of Melbourne.*

*Designed and built under the Victorian Works Director, Department of the Interior (MacKenna) the design was reputedly by William Henderson, chief architect. Star Haulage, Pty. Ltd., carried out the contract for the excavation and foundations, Lewis Constructions, Pty. Ltd. were the main Contractors and services installation was given to Oliver J. Neilson, Pty. Ltd. (electrical) and Gardner & Naylor, Ltd. (ventilation, hot water).*

*Excavation work commenced early in 1939 and the main building works in July, continuing through the difficult wartime period to allow occupation*

*by the Bank and other Government Departments in December, 1941. Ground level was devoted to banking (trading, savings accounts) under Manager, R.P. McDonald, while the two floors above held the Department of War Organization of Industry and, above that, all floors by the Department of the Interior. The main contract and fit out sum was 155,795 pounds.*

*Expansion of banking in the Post Depression era yielded a number of new and vast bank buildings or bank renovations, including : the Bank of New South*

*Wales, Bourke Street, 1929; the C.B.C. Bank, Collins Street, 1938; the C.B.A. Bank, Collins Street (renovation) 1939; the Bank of N.S.W., Collins*

*Street, 1935 (demolished); E.S. & A. Bank, Swanston Street, 1928; and the National Bank, William Street, 1939. Most of the later designs adopted a stripped classical formalism, which either retained classical detailing (cornice, pilasters, colonnades) or pursued the now cubist Moderne/Modern outline. The latter group used only the symmetry of the classical forbearers and, with their broken parapet line, resembled the neo-Grec designs of the previous decade.*

#### *Description*

*Seemingly built up from blocks of stone, the massive upper elevation is relieved only by an implied pilistade set between lesser-height implied pavilions. A granite-clad podium is similarly monumental, allowing entry to the bank as if to an ancient Egyptian tomb. It invites comparison with the brick Russell Street Police Headquarters (a more articulate design) but among City Banks, only the demolished Bank of N.S.W. resembled its cubist composition, clinging to the traditional cornice most suburban Commonwealth*

*Banks of the 1930-40s are often similarly composed.*

#### *External Integrity*



*Generally original, except for details at the entrance.*

#### *Streetscape*

*Isolated and hence dominant in scale and form.*

#### *Significance*

*A successful and prominent example in the Central Activities District Conservation Study - Graeme Butler, 1984 of the Moderne style, as applied to a major public building, particularly notable for its departure from the established classical revival bank format.*

### **Central City Heritage Study Review 1993**

The building at 219-225 Bourke Street was assessed in this review and graded B on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

Central City Heritage Study Review 1993: appendix 4:

#### *'Statement of Significance*

*The Commonwealth Bank, 219-225 Bourke Street, is of regional significance as a striking, prominent and externally intact example of the inter-war vertical Streamlined Moderne mode Designed by the Commonwealth Department of Works in 1939 and built by Lewis Construction Co Pty Ltd over the next two years, it rose to the height limit but with an additional 12m of tower to carry lift machinery, air conditioning equipment and gravitation water supply tanks. It remains an important landmark building within the Bourke Street commercial streetscape.'*

#### *History and Description*

*'The Commonwealth Bank, 219-225 Bourke Street, was designed by the Sydney office of the Commonwealth Department of Works and clearance of the site commenced on the site of the old Bijou Theatre in mid-1939.1 Built by Lewis Construction Co Pty Ltd over the next two years. 2 it rose to the height limit but with an additional 12m [38 feet] of tower to carry lift machinery, air conditioning equipment and gravitation water supply tanks. 3*

*The form of the building which has its frontage to Bourke Street and a façade to the east along its entire length, is that of an austere collection of vertically accentuated abstract cubic forms reminiscent of New York skyscrapers in its stepped form at the upper levels. A polished stone base and the pale stone upper floors reinforce the building's classical severity. The exterior remains substantially intact, and the interior retains some of its original features. The banking chamber was one of the largest in Melbourne and was a striking double storey space. It has been altered in detail but retains its original*

*layout. The rest of the interior, which was let as office space, has been substantially altered. The upper floor interiors were refurbished in 1991 and a sky bridge was constructed to connect to Council House at the rear of the site.*

*The Commonwealth Bank in Bourke Street is part of a collection of austere streamlined Moderne bank designs within the Central Activities District Conservation Study - Graeme Butler, 1984 of the 1930s which include the CBC Bank, 109-113 Collins Street (1938); Royal Banking Chambers, 287-301 Collins Street (1939-41), the façade (now demolished) of the former CBA Bank, 335-339 Collins Street (c.1936). Of all of these examples, the Commonwealth Bank is the largest and most imposing, and remains an important landmark building within the Bourke Street commercial streetscape. Its banking chamber however does not compare with the intactness of Stephenson and Turner's Royal Banking Chambers in Collins Street.'*

#### *Footnotes:*

*'1 'Bank Premises', Age 16 May 1939. p 8. This article provides a drawn perspective of the proposed bank along with a brief description.*

*2 'New City Building' Argus, 16 November 1939. p 7.*

*3 Age, loc. cit..'*

### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>47</sup>. The building at 219-225 Bourke Street was assessed in this review and graded **B** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

*No citation provided.*

### **Other heritage listings**

The subject building is on the Victorian Heritage Register but not the National Heritage Register nor the National Estate Register.

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<sup>47</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Evans House, later Rochelle House, 415-419 Bourke Street, Melbourne 3000**



• **Figure 49 415-419 Bourke Street**



• **Figure 50 parapet detail**

**Historical associations with persons or events**

**Creation or major development date:** 1929-1930

**Major owners or occupiers:** Evans, Thomas Pty. Ltd.

**Designer(s):** Hare Alder Peck & Lacey

**Builder(s):** Prentice, George Pty Ltd

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>48</sup>: A,B,C,D,E,F): **C 3**

**MCC Place Value Definition 1985:**

*Buildings make an important aesthetic or scientific contribution that is important in the local area. This includes well-preserved examples of particular styles of construction, as well as some individually significant buildings that have been altered or defaced.*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>49</sup>: A,B,C,D,E): **C**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **C**

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **C**

**MCC Place Value Definition 2011:**

*These buildings demonstrate the historical or social development of the local area and/ or make an important aesthetic or scientific contribution. These buildings comprise a variety of styles and buildings types. Architecturally they are substantially intact, but where altered, it is reversible. In some instances, buildings of high individual historic, scientific or social significance may have a greater degree of alteration.*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

**Statement of Significance**

**What is significant?**

The canvas goods retailer ( tent, tarp and flag makers.), Thomas Evans Pty. Ltd., commissioned this six level (plus basement) reinforced concrete framed factory and office building (with ground floor retail) as Evans House, to the design of architects, Hare Alder Peck & Lacey, architects and engineers, in 1929. It was erected by George Prentice Pty Ltd. in place of what was described as 'old shops'. Charles Lacey explained how the structure had been designed for 'several

<sup>48</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>49</sup> Referenced in the Melbourne Planning Scheme clause 22.04

additional stories' (4) which were to be added when the demand for office space in the area dictated. Meanwhile a temporary roof was placed over the concrete roof slab.

The façade, clad with steel trowelled cement render and detailed in terra-cotta faïence, has a distinctive bowed centre bay divided into four recessed vertical glazing strips, with spandrels set between windows, and flanked by vertical elements at each end of the façade. The façade render was finished with a coat of Sanduski white cement mixed with a buff sand to achieve the desired freestone colour. Terra-cotta detailing has been applied around openings and at the parapet level using uncommon motifs within the Melbourne context, including two large green urns at the parapet and spiralled vine motifs along window architraves. Large steel-framed windows have been used to provide ample natural light in the north facing façade. The ground and first levels of the street elevation have been given special treatment to underscore their podium role, with bronze joinery, showcases and balconettes. The overall effect is as an early application of the Moderne style with stylised ornament and façade composition departing from direct commercial palazzo or classical precedents.

Entry foyers, stair and lift lobbies are similarly well finished with patterned and panelled polished stone linings, parquet flooring, polished terrazzo and metal joinery; the whole ground level was devoted to retail and also had a polished parquet floor. Pendant light fittings are either as original or visually related to the period. The complex of deep display windows and showcases, with their leaded transom lights, set either side of the lift-foyer and ground floor entry passageways have been removed, along with the suspended street awning, but generally the changes at ground level are visually related to the character of the building; the upper-level is well preserved.

Thomas Evans Pty. Ltd. remained there over a long period. A stone in the pavement outside the building states that this was the site of the first Salvation Army headquarters for Australia in 1883.

The architects Henry Hare & Hare designed the highly significant Neo-Grec styled E.S. & A. Bank in Swanston Street (1928) and Dominion House, Flinders Lane in the inter-war period. Hare was in partnership with Cedric Ballantyne after 1921 succeeding the firm Oakden Ballantyne & Hare but ending in 1926 when Ballantyne practised alone and then practised as an engineer. The firm received publicity (and photo) for Evans House in the national periodical 'Building' of 1933. Alder & lacy were involved mainly with residential

architecture but achieved a great deal of recognition in the architectural press. The building compares directly with the architecturally important Majorca Building (1930) designed by Harry Norris.

#### How is it significant?

Evans House is significant historically and aesthetically to the Melbourne Capital City Zone.

#### Why is it significant?

Evans House is historically significant as a well preserved City retailer and manufacturer from the inter-war period when the Capital City Zone was the paramount retailing centre for the State, as evoked by the scale and finish of this building.

Aesthetically, the façade is particularly well preserved for a retailing premises and contains a high grade of finish and ornament in the Moderne style.

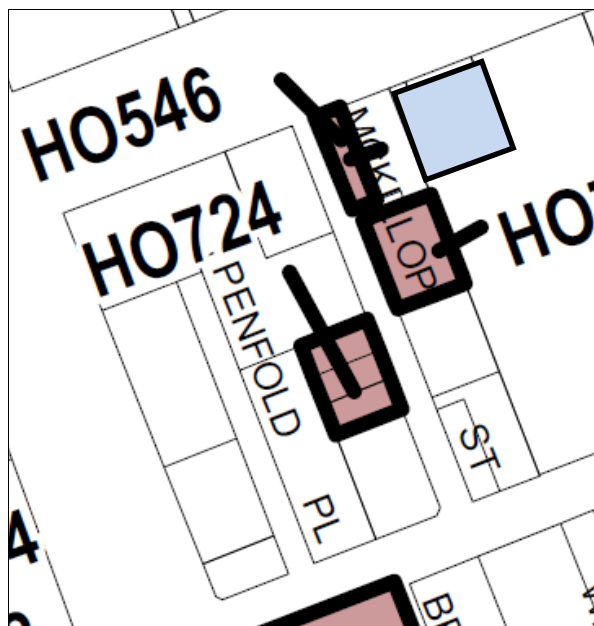
#### Recommendations

This report recommends that:

- the building and associated land at 415-419 Bourke Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>50</sup>.
- Investigate the application of interior control in the Schedule to the Heritage Overlay as Clause 43.01 with the following interior elements entered in the schedule.<sup>51</sup>
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.

<sup>50</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

<sup>51</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description



• Figure 51 proposed heritage overlay

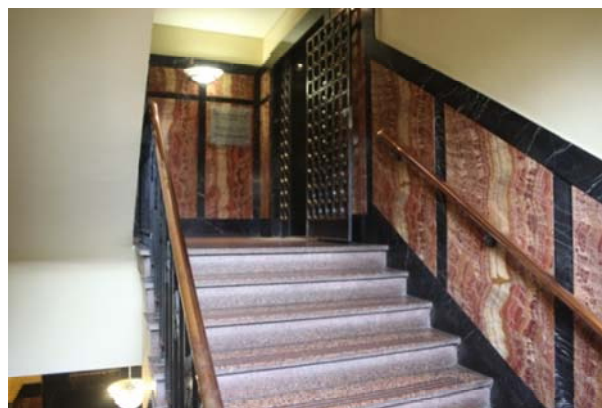
**Interior elements**

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

Interior elements include: entry foyers, stair and lift lobbies: patterned and panelled polished stone linings, parquet flooring, polished terrazzo and metal joinery. Pendant light fittings are either as original or visually related to the period.



• Figure 52 lift lobby



• Figure 53 main stair

**Victorian Heritage Register**

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*

**Sources used for this assessment**

The following sources and data were used for this assessment:

**General sources**

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

**Historic Buildings Preservation Council**

Keith and John Reid, CBD Study Area 7 Historic Buildings Preservation Council, 1976: page 291 cite rate books for date, described a 6 storey and occupied 1931- noted convex bowed centre bay distinctive plus skilful ornament at 1st and top floor levels.. Not recommended to Historic Buildings Register. Notes on report that February 1977 painters had just painted over terra-cotta tiles to façade.

**i-Heritage:**

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Description/Notable Features Notable features include the shop verandah and an elaborate / high standard design of rendered surfaces and terracotta detail. Alterations / Recommendations: Upper illuminated sign, air units added ( all inappropriate - remove or reinstate sympathetic alternative) New shopfront ( inappropriate - reinstate original design or sympathetic alternative) Terracotta detail painted ( inappropriate - remove by approved method) Other Comments (o) Thomas Evans Pty. Ltd. , tent makers.

**'The Argus':**

'The Argus' (Melbourne, Vic. Tuesday 20 May 1930: 13 Evans House completed Bourke St addition - new business premises for Thomas Evans PTY Ltd.

**Building Permit Applications**



- **Figure 54 Building Permit Application 1929: street elevation showing original shopfronts**

Building Permit Application 10 June 1929, 11535 'erection of new building..' £24,000: drawings and files

**National Trust of Australia (Vic),**

Central Activity District Heritage Shopfronts, CAD Shopfront Survey 2000: Graded B, cites this shopfront: Appears to be a modification, rather than original (Graeme Butler note: true).

**Statement of Significance**

'Simple elegant display windows integrated with the architecture.'

**Australian Architecture Index (AAI)**

Alder, Peck & Lacy, Evans House, Bourke St, for Thomas Evans Esq (photo) Building Feb 1933, pp 50-1 Navaretti, Architects of Melbourne.

Also for Alder & Lacy.

## Heritage Assessment of 415-419 Bourke Street, Melbourne

Home of Mr George Prentice, Cotham Rd, Kew (photo)  
Australian Home Beautiful Sept 1939, pp 4-7.

Home of Mr A. Sachs, Marguitte St, St Kilda (photo and plan) *ibid.*, Aug 1935, pp 20-3, 27.

Home of Mr Nathan Grosby, Redcourt Ave, Armadale (photo and plan) *ibid.*, Apr 1939, pp 24-27.

Charles Steele & Co. Ltd., Brunswick, Building and Construction, 6 Aug 1935, p 4

J.W.Handley Esq., Additions, 655 Victoria St, Abbotsford, Building and Construction, 9 Feb 1937, p 30.

Davies Coop & Co. Ltd., Factory, Cardigan St, Carlton, *ibid.*, 18 May 1937, p 30.

Alpha Furnishing Co. Factory premises, 130-6 Church St, Richmond, *ibid.*, 10 Aug 1937, p 30.

Davies Coop Pty. Ltd., Weaving Mill, Carrington Rd, Marrickville, NSW (1940) Building Feb 1941, pp 20-1

Davies Coop & Co. Ltd., factory, Wellington St, Collingwood, Building and Construction, 22 Mar 1938, p 32.

Factory in A'Beckett St, Melbourne *ibid.*, 20 Sept 1938, p 6.-from Navaretti, Architects of Melbourne, s v

### **Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1930 Thomas Evans Pty. Ltd. , tent, tarp and flag makers.

D1935: Thomas Evans Pty. Ltd. , tent makers.

D1944-5: Evans House

Thomas Evans Pty. Ltd. , tent makers.

Jackson, AV tobacconist

Electrolux Pty. Ltd. vacuum cleaners

Victorian Blinded Soldiers association

Western Electric Co

Rosanove, Joan barrister.

D1955: Evans House

Thomas Evans Pty. Ltd. , tent makers.

Jackson, AV tobacconist

Electrolux Pty. Ltd. vacuum cleaners

Orr, JA & Co gen merchants

Landau, N solicitor

Smith Jenkins & Co estate agents

Professional Secretariat accountants

Victorian Blinded Soldiers association

D1974: Evans House

Jackson, P tailor

General Mutual Insurance

Motorist's Mutual Insurance

DB Debt Collection service

Mitchell, MW accountant

Tait booksellers retail

### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

*No search carried out.*

### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

'Victorian Year Book' (VYB) 1973: 369

'By the early 1920s the centre of activity in retailing in Melbourne had come to be located in Bourke Street, where the Myer Emporium had become an important attraction. A marked change in the city's shopping pattern occurred in 1916 possibly as a result of a new type of newspaper advertisement-the introduction of "star bargains". They were offered on Mondays, a time traditionally dull for business. The importance of advertising in retail trade was growing steadily. A new impetus in retailing also resulted from a change in customer tastes and buying habits and in the increasing variety and volume of goods available and demanded. A wider range of domestic appliances-both electrical and non-electrical-made retailers aware of the possibility of sales through newspaper advertising and window displays. Although newspaper advertising had been used previously, its range, style, and format changed towards recognisably modern layouts...

The geographical pattern of retailing in Melbourne has changed over the years. Since the mid-1950s, the actual level of retail sales in the Melbourne city area has risen, but retail sales made in the remainder of the metropolitan area have increased to a much more marked extent. This trend has undoubtedly been influenced by the establishment of regional shopping centres and suburban supermarkets, together with increased facilities for motor car parking in suburban areas. It is also indicative of the ability of the Victorian distribution sector to adapt itself to changes in the pattern of life experienced by the consumers of their goods.'

Lewis, Miles and others (1994, 1995) *Melbourne- the City's history and development*: 111

'6.3 THE NEW IMAGE

CITY ECONOMY

The decline in industrial production during the Depression was halted in 1932, and in the next two years the number of factories increased by 5% and the average number of employees by 1/2%. Much of this industry was still in the heart of Melbourne, and the improvement was sufficient to mitigate the gloom which might otherwise have overwhelmed the centennial celebrations. The 1930s saw a massive upgrading of city retailing, beginning in the Depression, and accelerating during the recovery. Coles had already extended its Bourke Street store in 1930, and Woolworths built a new store on the site of the Britannia Theatre in 1932. The number of small shops available for lease multiplied with the trend to build arcades in the base of new buildings, such as Block Court in 1930, Howey Court in 1931 and the Australia Arcade in 1938, beneath the rebuilt Australia Hotel. Myers embarked upon a large scale redevelopment. In 1925 they had acquired the freehold of the drapers Stephens & Co., next to the General Post Office and in 1928 that of Robertson & Moffat. This allowed a complete redevelopment of these sites together with the existing Myer store, the bulk of which took place in 1931-3. The result was a modern, vertically finned façade with a full-width strip of display windows without any street awning. Even this was only part of an overall program involving work in Little Bourke Street and the installation of lifts and escalators internally.

After the Second World War the retail dominance of the central city was as high as ever. It accounted for 40% of retail spending and about one third of retail trade employment in the metropolis. Citizens of greater Melbourne still bought the majority of their clothing, furniture, household equipment and motor vehicles in the central area, though only a very small percentage of their food..'

### Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessed heritage values for this building have been maintained with its architectural and historical values underscored by further research.

Selected office buildings built between 1925 and 1931 (note this building was also a factory):

Street Number Name Date

- Little Collins Street 306 Christies Piano Warehouse, former 1925c
- Russell Street 27-37 Cavendish House 1925c
- Queen Street 100-104 1925c
- Collins Street 163-165 Charters House 1926
- Swanston Street 27-41 Nicholas Building 1926
- Swanston Street 407-409 Druids House 1926-1927
- Elizabeth Street 351-357 Union Bank of Australia, later A.N.Z. Bank 1926-1927
- Collins Street 141-153 Temperance & General Building 1926-38
- Collins Street 107 Francis House 1926-7
- Collins Street 175-177 Kurrajong House 1926-7
- Exhibition Street 53-55 Kelvin Hall & Club, former 1927
- Collins Street 341-343 Westpac Travel 1927

- Collins Street 271-279 National Bank (rebuilt) 1927
- Flinders Street 164-170 Masonic Club 1927
- Queen Street 106-110 Mercantile Mutual Chambers 1929
- Bourke Street 415-419 Evans House, later Rochelle House 1929-1930
- Collins Street 2 Alcaston House 1930
- Flinders Lane 258-260 Majorca Building 1930
- Market Street 29-31 Port Authority Building, former 1930
- Lonsdale Street 436-450 Taxation Office Building 1930c
- Flinders Street 134-136 Epstein House 1930c

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 415-419 Bourke Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 3 (scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

*No citation provided.*

#### **Central City Heritage Study Review 1993**

The building at 415-419 Bourke Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

#### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>52</sup>. The building at 415-419 Bourke Street was assessed in this review and graded **C** on an A-E individual building scale.

<sup>52</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

Citations from this assessment are incomplete and in draft final form.

*No citation provided.*

**Other heritage listings**

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.



**Gothic Chambers (City Proprietary Company building), 418-420 Bourke Street, Melbourne 3000**



• **Figure 55 418-420 Bourke Street lower facade**



• **Figure 56 upper level facade**



• **Figure 57 Rear lane elevation**

**Historical associations with persons or events**

**Creation or major development date:** 1890-1891

**Major owners or occupiers:** Everard, Mr., of Everard Tea Merchants; City Proprietary Company Ltd

**Designer(s):** D'Ebro, Charles

**Builder(s):** H.W. McMullen

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>53</sup>: A,B,C,D,E,F): **C 3**

**MCC Place Value Definition 1985:**

*Buildings make an important aesthetic or scientific contribution that is important in the local area. This includes well-preserved examples of particular styles of construction, as well as some individually significant buildings that have been altered or defaced.*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>54</sup>: A,B,C,D,E): **C**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **C**

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **C**

**MCC Place Value Definition 2011:**

*These buildings demonstrate the historical or social development of the local area and/ or make an important aesthetic or scientific contribution. These buildings comprise a variety of styles and buildings types. Architecturally they are substantially intact, but*

<sup>53</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>54</sup> Referenced in the Melbourne Planning Scheme clause 22.04

where altered, it is reversible. In some instances, buildings of high individual historic, scientific or social significance may have a greater degree of alteration.

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

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## Statement of Significance

### What is significant?

Designed by the eminent architect, Charles D'Ebro in his favoured Venetian Gothic manner, Gothic Chambers was one of the small number of large commercial designs to go Gothic instead of following the prevailing Italian Renaissance derivatives favoured for most city businesses. The building included a Bourke Street shop and three warehouses, with upper-level offices. The long occupation of saddler Alex Morrison on the ground floor recalls the massive and historic Kirks horse bazaar (established by James Bowie Kirk, late 1840s) that was once located next door and had set the occupancy patterns for the area since the gold rush.

Other key examples of the style included the Metropolitan Tramways Building, the Olderfleet (1891), the Rialto (1890), the Stock Exchange (1891) and (to a lesser extent) the Wool Exchange (1891). Gothic Chambers was, however, constructed to a budget and compares more favourably with the nearby Tramways Building (1880) than the richly detailed and highly significant Olderfleet Building. Terry & Oakden's Gothic banks had been an exception in the mid to late Victorian period but the emerging Medieval or Queen Anne revival preoccupation in the 1890s was cut off abruptly by the financial crash of 1893.

An exposed gabled roof (instead of hipped), a gabled parapet (instead of corniced parapet), face brickwork (instead of stucco) and pointed arches (instead of rectangular window openings) were the main contrasting elements in the Gothic Chambers design compared to the more typical classical revival street facades. Eclectic detail followed, with the parapet corbel table and arcade, the label-moulds over windows and the Romanesque inspired frieze within the iron balustrade (with iron sun flowers) and impost moulding, all supporting the stylistic shift away from classical revival architecture. The letters 'CPC' (City Proprietary Company) are entwined on moulded cement shield at the top of an

ecclesiastical window. A cantilever canopy has been added and new shopfronts but the framing ornamented pilasters at ground level remain.

At the rear in Kirks Lane, the building presents a sheer red brick façade with surviving timber loading doors and a hoisting gantry at the top. Some of the openings have been sheeted over or bricked in but this elevation is surprisingly well-preserved.

### How is it significant?

Gothic Chambers is significant historically and aesthetically to the Melbourne Capital City Zone.

### Why is it significant?

Gothic Chambers is significant aesthetically as a competent if restrained design in a minority Victorian-era commercial Gothic style, which retains some notable detailing and finishes. Its designer, Charles D'Ebro produced a number of significant Gothic or medieval character designs during his career with Gothic Chambers as one of the earliest.

Historically it is one of the few well preserved late Victorian-era office buildings in the Capital City Zone to adopt a Gothic style for its façade and from the long association with saddler Alex Morrison on the ground floor recalls the massive and historic Kirks horse bazaar that was located next door.

## Recommendations

This report recommends that:

- the building and associated land at 418-420 Bourke Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>55</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.

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<sup>55</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description



• Figure 58 proposed heritage overlay

#### **Interior elements**

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

#### **Victorian Heritage Register**

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*

## Sources used for this assessment

The following sources and data were used for this assessment:

#### **General sources**

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

#### **Historic Buildings Preservation Council**

Keith and John Reid, CBD Study Area 7 Historic Buildings Preservation Council, 1976: page 315 cites directories, built for Everard Tea Merchants, not recommended to Historic Buildings Register

#### ***i-Heritage:***

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984 (BIF):  
Changes/Recommendations: Shopfront new (sympathetic - reinstate original design) Canopy added, verandah gone ( inappropriate - reinstate original design or sympathetic alternative) Damaged glazing & stucco (inappropriate - reinstate original design) Illuminated signs new on upper levels ( inappropriate - remove or reinstate sympathetic alternative)

#### **Building Permit Application**

MCC Building Permit Application (BA): 4333, 17/2/1890 -shop and 3 warehouses etc.

#### **Mahlstedt fire insurance plan series**

Mahlstedt & Gee 1888: Block 13 future site west of Kirk's horse bazaar

Mahlstedt 1910-: Block 13: Gothic Chambers, 4 levels, next west to Kirk's horse bazaar: 4 and 3 storey warehouses at rear Kirks lane.

#### **National Trust of Australia (Vic),**

Central Activity District Heritage Shopfronts, CAD Shopfront Survey 2000: Graded B, cites this shopfront: Modern canopy, original metal columns, basalt plinth, modern timber windows and door (Graeme Butler note: since depleted further)

#### **Statement of Significance**

Elements of the unusually large original nineteenth century window survive, with sympathetic 1970s timber detailing.

#### ***eMelbourne:***

Andrew May, Bourke Street:

'West of the post office, the street was renowned for the concentration of horse saleyards (such as Bear's and Kirk's Horse Bazaar), saddlers, whip factories, stock agents, carriage-builders and harness-makers. In the 1850s, the driving of stock in the street and the breaking in of horses gained this section the sobriquet 'Wild West'. The western section also hosted the offices and wool warehouses of Goldsbrough Mort and Dalgety, Selborne Chambers, the Bourke Street West Police Station, and St Augustine's Catholic Church.'

School of Historical Studies, Department of History, The University of Melbourne, Produced by the School of Historical Studies, Department of History, The University of Melbourne, Published July 2008

#### **'The Argus':**

Saturday 30 September 1911

## Heritage Assessment of 418-420 Bourke Street, Melbourne

Ballidu Patterson and Sons Pty. Ltd., 375 Collins Street.

WEDNESDAY OCTOBER 4.

At the Rooms, 375 Collins-Street.

At Twelve O'clock.

MOST IMPORTANT TRUSTEES' REALISATION SALE,

In the Estate of the Late

ALFRED JOSEPH.

Under Instructions from

THE TRUSTEES, EXECUTORS, AND AGENCY CO. LTD, Melbourne,

Messrs. Joseph Joseph and Charles Flemming,

Trustees in the Estate of the late Alfred Joseph....

(lots including the Keep Bros & Wood buildings, Shamrock Hotel, Bendigo, Gothic Buildings Melb)

GOTHIC BUILDINGS.

418-420 BOURKE-STREET,

MELBOURNE.

A Substantial Brick Building, containing on

the ground floor two shops, occupied by Mr. A. Morrison, saddler, with three floors above tenanted by Mr. A. C. Siedel, printer, &c. and at the rear another Brick Building, of basement and four stories, occupied by Messrs. J. A. Newton and Co.

THE LAND has a frontage of

26 FEET...to BOURKE-STREET

by a depth varying- from (60ft, 7in. to 69ft 1in. back to a roadway altered the rear. The warehouse occupied by Messrs. Newton stands on land having 20ft. 1in. frontage to the said roadway by a depth of 44ft. 8in.

The total rentals of the property are £376 per annum.

### ***Sands & McDougall Melbourne or Victorian Directories***

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1893 420 GOTHIC CHAMBERS

Vacant shops

Fenlon, M. J., collar maker

WD1897-8 Alex Morrison

D1900 Gothic Chambers; Alex Morrison, saddler

Everard Brothers, tea merchants.. 1st Floor Louis Kaufman, gen imprt & indenter

Herman Gobersky, mfrs' agt & indenter

D1905 Gothic Chambers; Alex Morrison, saddler... 3rd I Cohen artist art teacher etc

D1910 Gothic Chambers; Alex Morrison, saddler

418a 1st, 2nd, 3rd floor Alfred C.Seidel, lithographic printer

418b J.A. Newton & Co. Pty Ltd

D1915 Gothic Chambers; Alex Morrison, saddler  
Basement Victor Dullard, printer

1st Floor The Parker Air Gas Co Pty Ltd; Peacock & Moore, furniture manufacturers

2nd Floor Greaves & Jefferies, manufacturers; Z.W. Garrington & Sons, electrical engineers

D1920 Gothic Chambers; Alex Morrison, saddler

2nd Floor Greaves & Jefferies, manufacturers; Z.W. Garrington & Sons, electric engineers

D1924 Gothic Chambers; Alex Morrison, saddler

2nd Floor Edward Bridger, mfg electric engineer

Hy. Hyland, physical culture school

D1930 Gothic Chambers; 418a F. Boyd, gymnasium

418-20 Alex Morrison, saddler

D1935 Gothic Chambers; 418a F. Boyd, gymnasium

418-20 Alex Morrison, saddler

D1939 Gothic Chambers; Alex Morrison, saddler

D1944 -45 Gothic Chambers; Alex Morrison, saddler

D1950 Gothic Chambers; Alex Morrison, saddler

D1955 Gothic Chambers; Alex Morrison, saddler

### ***Municipal rate records***

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

RB1892, 37: owner - City Proprietary Company Ltd  
Alex Morrison occ...

### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 63

#### **4.3 BOOM AND BUST**

##### **CITY ECONOMY**

'Between 1861 and 1891 Melbourne's population quadrupled, and the high rate of household formation encouraged massive suburban development, culminating in the land boom. The city centre benefited from the concentration of financial institutions catering not only to Victoria but to much of Australia. Melbourne

wholesale merchants also serviced intercolonial areas, like the Riverina of New South Wales, and the newly opened tracts of Queensland...'

Lewis: 103

## 5.9 THE CITY BEAUTIFUL

### ARCHITECTURE AND STREETScape...

D'Ebro had established a Melbourne practice in 1881, initially in partnership with John Grainger, and he had done some work in a Boom Style or Second Empire manner before the Depression, which he managed to ride out on the strength of his special expertise in abattoirs and freezing works.

In 1901 D'Ebro designed the Gollin Building at 563 Bourke Street in a picturesque Queen Anne manner inspired by Norman Shaw, delightful but by now distinctly outmoded. In 1905 he designed the Adelaide Steamship building in Collins Street, a component of the Rialto group which was quite tragically demolished some years ago. This was a distinctive design with a large segmentally-arched opening, and was more up-to-date, showing influence both of the Art Nouveau and of the Beaux-Arts. D'Ebro regarded it as one of his best works, and conducted a visit of inspection by members of the Royal Victorian Institute of Architects.'

### Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessed heritage values for this building have been maintained with further historical and stylistic values revealed.

Gothic Revival Victorian-era office buildings pre 1900:

Street Number Name Date

- Elizabeth Street 112-118 City of Melbourne Buildings 1888
- Collins Street 483-485 New Zealand Insurance Building, Former 1888
- Collins Street 497-503 Rialto, The (former) 1889-90
- Bourke Street 669-675 Melbourne Tramway & Omnibus Co. Building 1890
- Queen Street 88-92 Melbourne Stock Exchange, former 1891
- Collins Street 487-495 Wool Exchange Building, Former 1891
- Collins Street 473-477 Olderfleet, The 1891
- Collins Street 115-119 Austral Buildings 1891
- Flinders Street 194-196 Metropolitan Gas Co., Former 1892
- Collins Street 389-399 Goode House 1893

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

### Central Activities District Conservation Study 1985

The building at 418-420 Bourke Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 3(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

#### History

*Venetian Gothic, like the Metropolitan Tramways Building, the Olderfleet (1891), the Rialto (1890), the Stock Exchange (1891) and (to a lesser extent) the Wool Exchange (1891), it was one of the small number of large commercial design to go Gothic, instead of following the prevailing Italian Renaissance derivatives favoured for serious businesses. Terry & Oakden's Gothic banks had been an exception in the mid to late Victorian period but the emerging Medieval preoccupation in the 1890's was cut off abruptly by the financial crash of 1893.*

#### Description

*An exposed gabled roof (instead of hipped), a gabled parapet (instead of corniced parapet), face brickwork (instead of stucco) and pointed arches (instead of rectangular window openings) were the main contrasting elements in the design. Eclectic detail followed, with the parapet corbel table and arcade, the label moulds over windows and the Romanesque inspired frieze within the iron balustrade and on post moulding, all supporting the image shift away from the classical. It was, however, apparently done on a budget and compares more with the nearby Tramways Building (1880) than the richly detailed Olderfleet.*

#### Significance

*A competent if restrained design in a minority commercial style, which retains some notable detailing and finishes.*

### Central City Heritage Study Review 1993

The building at 418-420 Bourke Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

### Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital

## Heritage Assessment of 418-420 Bourke Street, Melbourne

City Zone but outside of the heritage overlay<sup>56</sup>.  
The building at 418-420 Bourke Street was assessed in this review and graded **C** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

*No citation provided.*

### **Other heritage listings**

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

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<sup>56</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**London Assurance House,  
former, 468-470 Bourke Street,  
Melbourne 3000**



• **Figure 59 468-470 Bourke Street**



• **Figure 60 ground level entry**

**Historical associations with persons or events**

**Creation or major development date:** 1957-1959

**Major owners or occupiers:** London Assurance Co

**Designer(s):** Evans, Bernard & Partners

**Builder(s):** McDougall-Ireland Pty. Ltd

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>57</sup>: A,B,C,D,E,F): **B 3**

**MCC Place Value Definition 1985:**

*Buildings of regional or metropolitan significance, and stand as important milestones in the development of the metropolis.*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>58</sup>: A,B,C,D,E): **B**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **B**

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **B**

**MCC Place Value Definition 2011:**

*These buildings are of regional or metropolitan significance, and stand as important milestones in the architectural development of the metropolis...*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

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**Statement of Significance**

**What is significant?**

With the announcements in 1959 of stone facing to facades proposed on the new Colonial Mutual Life and Guardian Insurance buildings, came the completion of this highly successful glass curtain wall on London Assurance House. `Cross-Section' magazine hinted at the death of the `glass box' after a short six-year life span starting with Gilbert Court, Collins St. `Cross-Section' also announced that this building's architect (Sir Bernard Evans), had just been elected Lord Mayor. The London Assurance Building which had begun in mid 1957 was estimated to cost £300,000.

The professional journal `Architecture and Arts' noticed the new building and observed that it was on the site of St Patrick's Hall where the first Victorian parliament met in 1851: they cited a bronze commemoration plaque retained on the site. They also noted that the London Assurance

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<sup>57</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>58</sup> Referenced in the Melbourne Planning Scheme clause 22.04

company had been operating since it received its Royal Charter from King George I in 1720. The new building however was totally modern, with use of light-weight building techniques such as open web floor beams protected by vermiculite. One upper level had been set aside for car parking accessed from the rear and the latest elevators were installed and despite the hopper sashes on the façade, all floors were air-conditioned by a high velocity medium pressure double duct system. The entrance attracted their attention with its travertine faced walls, green marble insets, gold ceramic tile panels, and marble stairs and floors. It also had an illuminated ceiling that was then a very new concept (removed). The service core ran down the east side of the building.

The periodical 'Building Ideas' created a special edition to display the City's architectural wealth, with tour guides compiled by architect and academic, Neville Quarry, and others for the Fourteenth Australian Architectural Convention. London Assurance House was listed among the showcase of modern and heritage architecture in the 1965 guide to Melbourne's best architecture prepared for the architectural profession.

London Assurance House was created in an era of the 1950s and early 1960s that saw a major development surge in insurance or assurance architecture in the Capital City Zone, cementing Melbourne's preeminent role in the state for financial institutions.

An aluminium and glass curtain wall is set back within the building's façade to create a picture frame effect, bordered by stone facing to the perimeter frame. Slim black-framed hopper-sash windows open unexpectedly from alternate mid-points of the window glazing. By contrast, the curtain's frame is natural aluminium and is proud of the glass, tracing a fine Mondrian pattern of squares across the glazing. The much favoured mushroom colour had been chosen for the spandrel glass (since modified).

Completing the illusion of total transparency, an almost mullionless glazed entry screen fills the whole gap left by the structure with little fuss. A miniature replica of the building's structural casing, surrounds two pivoted, slimly framed glass doors central to the entrance; completing the symmetry and simplicity of the façade and providing a vehicle for a modicum of upmarket polished granite. This was the ultimate aim of International Modern, transparency to structure and a lightness of street facades, as a clean break from the monumental revivalist elevations of the inter-war period.

The Wolfgang Sievers' image of the building in 1959 shows very little change to its existing form,

with the removal of the serifed building name from the first level fascia the only major difference.

The ground level interior is relatively well preserved and the exterior is generally original. Internal foyer finishes also appear early original with white marble to stairs and travertine to walls.

### How is it significant?

London Assurance House is significant historically and aesthetically to the Melbourne Capital City Zone.

### Why is it significant?

London Assurance House is significant as a well-preserved, elegantly transparent all-glass curtain-walled office building which was begun only three years after Melbourne's first city examples of the international Modernist 'glass box'. The building's design value has been identified by at least two key architectural publications.

Historically the building also represents the rapid growth of the 'insurance architecture' of the 1950s-1960s continuing the expansion of large insurance companies opting for construction and naming rights of new City office buildings as a form of promotion and fund investment. This was when Melbourne was the financial capital of Australia.

### Recommendations

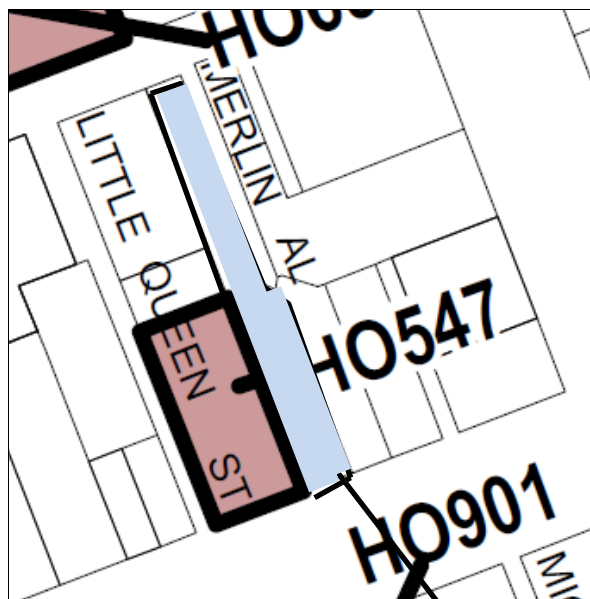
This report recommends that:

- the building and associated land at 468-470 Bourke Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**B**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Investigate interior control based on the elements identified below.
- Paint colour and interior (see interior elements below) control should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>59</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.

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<sup>59</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description





• Figure 61 proposed heritage overlay

**Interior elements**

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible. The transparency to the street of this foyer makes it part of the building's external significance.

Interior elements include: (foyer) stainless steel balustrading, white marble to stairs, green marble and travertine to walls.



• Figure 62 Travertine, white and green marble in lobby, stainless steel handrails.

**Victorian Heritage Register**

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*

**Sources used for this assessment**

The following sources and data were used for this assessment:

**General sources**

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

**Twentieth Century Architecture Register of Royal Australian Institute of Architects**

Graeme Butler, 1982-3, Twentieth Century Architecture Register of Royal Australian Institute of Architects: cites Neville Quarry, 'building ideas' (monthly published by CSR Building Materials Vol. 2, No. 11, March 1965, pps 2-26 March 1965, pps 2-26: Building 100 guide for Architectural Convention; Building Permit Applications 7/8/1957, 31434; 1/6/1959, 33368 (partitions at £1300); 'Architecture and the Arts', (Melbourne periodical) 4/1959: 35

**i-Heritage**

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 (BIF) Other Comments Early curtain wall, unusual hopper sash (pre air condit.), classical simplicity of era.

**Other sources**

Law institute web site 2010: See <http://www.liv.asn.au/News-and-Publications/Law-Institute-Journal/Archived-Issues/LIJ-March-2009/LIV-Celebrating-150-years> (Law institute).



- **Figure 63 W. Sievers 1959, State Library of Victoria collection:**

**Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1961 470 London Assurance House

The London Assurance

Fire

Commercial Insurance Co Ltd Aust. Fire

Master Builders Insurance Co Ltd

Sherrif

(plus various professionals)

D1974 General Accident Fire & Life Assurance Co Ltd.

O'Brien, F & Co solic.

Beck, FD insurance brker

Orr Martin & Waters acctns

Mullett & Nedovic solics

Yorkshire Finance Co

Gibson , AE & Co auctioneers and estate agents

Forrest, J caretaker

**Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's

valuation books and Rate Books, held at the Victorian Public Records Office.

*No search carried out.*

**Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 125

**6.9 THE NEW IMAGE**

**ARCHITECTURE AND STREETScape**

A part of Melbourne's post-war urban building recovery, was the significant entrée of the first glass office boxes, heralding a new age for the office building in central Melbourne. The first was Gilbert Court at 100-104 Collins Street, designed in 1954 by the architect J.A. La Gerche (son of the SEC Chief Architect).

The building was completed in just ten months, built to limit height, and co-operatively owned, and the design was groundbreaking in Melbourne. As Cross-Section noted, 'At least one project indicates heavily the New York influence: a box of glass here doing its best to ignore the regulation setbacks which once were affected as a "skyscraper silhouette'. Gilbert Court was the project in question, and it did just that. It is a box of thirteen floors and, due to its corner site, is glazed on two sides and has sheer walls on the other two landlocked north and west boundaries. The glass curtain had hopper sashes set into it which provided alternative ventilation to the mechanical air service which was provided. Obscure glazing at knee level gave some measure of privacy to the otherwise sheer transparency of the wall. At a technical and aesthetic level, Gilbert Court was ground-breaking, being perhaps the first true glass box in Australia, and more importantly for the city of Melbourne, it symbolized the recovery in commercial building after the Second World War.'

**Comparative examples**

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessed heritage values for this building have been maintained.

Selected Insurance Capital City Zone office buildings of the 1950s.

Street Number Name Date ARCHITECT

- Flinders Street 342-348 Federation Insurance Ltd 1955 Meldrum & Noad
- Collins Street 410 Alliance Insurance Co. 1956 Leith, AC, Bartlett & Ptnrs.
- Queen Street 53-57 Norwich Union Insurance Societies 1957 Yuncken Freeman Bros. Griffiths & Simpson

- Queen Street 43-51 Union Insurance Society of Canton 1957 Bates Smart & McCutcheon
- Queen Street 178-182 National Insurance Co. of N.Z. 1960 Buchan Laird & Buchan Pty. Ltd.
- Bourke Street 491-493 New Zealand Insurance Building, Former 1960- Bates Smart & McCutcheon
- Queen Street 155-161 South British Insurance 1962 Bates Smart & McCutcheon
- Collins Street 430-442 Royal Insurance Group Building 1962-1965 Yuncken Freeman Griffiths & Simpson

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 468-470 Bourke Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **B** on an A-F individual building scale and a streetscape level of 3(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

#### *History*

*With the announcements in 1959 of stone facades proposed on the Colonial Mutual Life and Guardian Insurance buildings, came the completion of this highly successful glass curtain wall. Cross- Section magazine hinted at the death of the 'glass box' after a short six-year life span. Cross-Section also announced that (Sir Bernard Evans) this building's architect, had just been elected Lord Mayor. The London Insurance Building which had begun in mid 1957 was estimated to cost 300,000 pounds.*

*An aluminium and glass curtain wall is set back from the front of its concrete casing to create a picture frame effect. Slim black-framed hopper-sash windows open unexpectedly from alternate mid-points of the window glazing. By contrast, the curtain's frame is natural aluminium and is proud of the glass, tracing a fine pattern of squares across the glazing. The much favoured mushroom colour has been chosen for the spandrel glass.*

*Completing the illusion of total transparency, an almost mullionless glazed entry screen fills the whole gap left by the structure with little fuss. A miniature replica of the building's structural casing, surrounds two pivoted, slimly framed glass doors central to the entrance; completing the symmetry and simplicity of the*

*façade and providing a vehicle for a modicum of upmarket polished stone.*

#### *External Integrity*

*Generally original, externally.*

#### *Streetscape*

*Isolated.*

#### *Significance*

*An elegantly transparent all glass curtain-walled office building which was begun only three years after Melbourne's first city examples. The building also represents the growth of 'insurance architecture' heralding the emergence of large national insurance companies opting for construction and naming rights of new City office buildings.*

### **Central City Heritage Study Review 1993**

The building at 468-470 Bourke Street was assessed in this review and graded B on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>60</sup>. The building at 468-470 Bourke Street was assessed in this review and graded **B** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

*No citation provided.*

### **Other heritage listings**

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

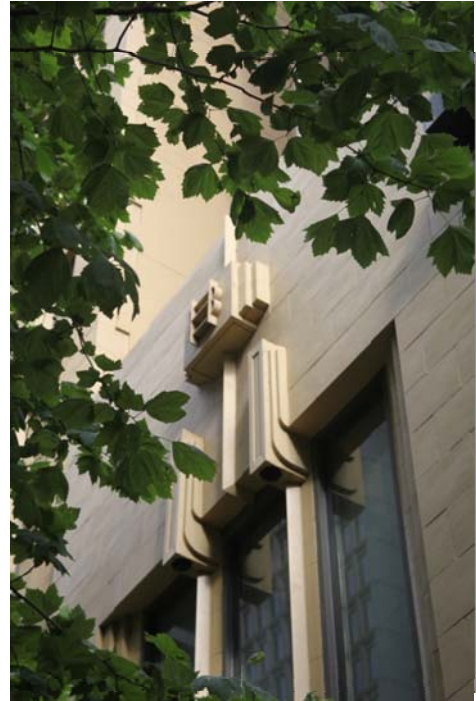
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<sup>60</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Hardy Brothers Jewellery Store,  
338 Collins Street, Melbourne  
3000**



• **Figure 64 338 Collins Street**



• **Figure 65 upper level detail, showing firm monogram in terra-cotta**

**Historical associations with persons or events**

**Creation or major development date:** 1933

**Major owners or occupiers:** Hardy Brothers

**Designer(s):** Barlow, Marcus R

**Builder(s):**

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>61</sup>: A,B,C,D,E,F): **E**

**MCC Place Value Definition 1985:**

*Buildings have generally been substantially altered, and stand in relative isolation from other buildings of similar periods. Because of this they are not considered to make an essential contribution to the character of the area, although retention and restoration may still be beneficial.*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>62</sup>: A,B,C,D,E): **C**

<sup>61</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>62</sup> Referenced in the Melbourne Planning Scheme clause 22.04

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): not assessed.

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **C**

**MCC Place Value Definition 2011:**

*These buildings demonstrate the historical or social development of the local area and/ or make an important aesthetic or scientific contribution. These buildings comprise a variety of styles and buildings types. Architecturally they are substantially intact, but where altered, it is reversible. In some instances, buildings of high individual historic, scientific or social significance may have a greater degree of alteration.*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

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## Statement of Significance

### What is significant?

Hardy Brothers Jewellery Store was erected in 1933 to the design of the prominent commercial architect Marcus R Barlow at an estimated cost of £7600.

John Hardy traded as 'Hardy Brothers' from his rooms in Sydney from 1853, soon opening a showroom in Hunter Street that remained as Hardy Brothers for over 80 years where he introduced products such as silver plate ware and silver cutlery to Australia. Hardy opened a Brisbane showroom in 1894, followed by one at Melbourne, 298 Collins Street, in 1918, and at 338 Collins St from 1933. As 'Silversmiths by Appointment to the Queen' Hardy brothers claim the only Royal Warrant in Australia and manufacture the Emirates Melbourne Cup. Hardy brothers, Dunklings and Edments were for a long period the premier names in Melbourne jewellery and silverware.

Conceived as a modest two level shop, the terracotta clad street elevation had a Moderne styled archetypal stepped profile with central flagpole and the firm's initials set out on a stepped motif centrally located on the upper-level wall. The main façade plate-glass window spanned the two floors as a vertical feature, with ribbing and fluting using terra-cotta and chromium plated steel. Chrome was also used on applied 'Hardy Bros' façade lettering. Flood lamps were carefully concealed in the façade elements to allow innovative street lighting as promotion for the firm. Since replaced, the main ground level display

window was also framed with chrome and based on polished black marble. The single width entry door also held the firm's name in metal lettering stepped down from one corner. The Collins Street elevation as original was masterly but understated Moderne style example.

Inside the main upper-level customer room had a glass dome set under a roof lantern and augmented with 'tubular light', surrounded by moulded plaster ceilings and sand finished walls. The light spilled down onto the ground level show room through an oval well. Timber veneer panelling and rubber matting were also used with every detail carefully formulated by Barlow.

Today the ground level has been changed but remains visually related with its polished black stone finish and a street awning has been added. The firm has absorbed the adjoining architecturally related inter-war Burke House, 340 Collins Street, as part of the business. The building remains as one of a relatively small group of inter-war Moderne style buildings in the Capital City Zone.

### How is it significant?

Hardy Brothers Jewellery Store is historically and architecturally significant to the Capital City Zone.

### Why is it significant?

Hardy Brothers Jewellery Store is architecturally significant as one of a relatively small group of inter-war Moderne style buildings in the Capital City Zone designed by one of the style's distinguished practitioners, Marcus R Barlow. The terracotta façade is an additional distinction.

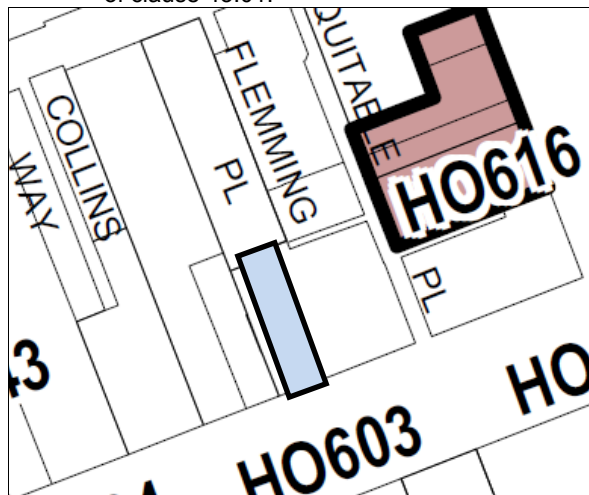
Historically the building is firmly associated with the firm Hardy Brothers and remains as one of the key names in jewellery and silverware retailing in the Capital City Zone and Victoria.

## Recommendations

This report recommends that:

- the building and associated land at 338 Collins Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**C**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.

- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>63</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.



• Figure 66 proposed heritage overlay

**Interior elements**

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

**Victorian Heritage Register**

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*

**Sources used for this assessment**

The following sources and data were used for this assessment:

**General sources**

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';

- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

**Historic Buildings Preservation Council**

Keith and John Reid, CBD Study Area 7 Historic Buildings Preservation Council, 1976:

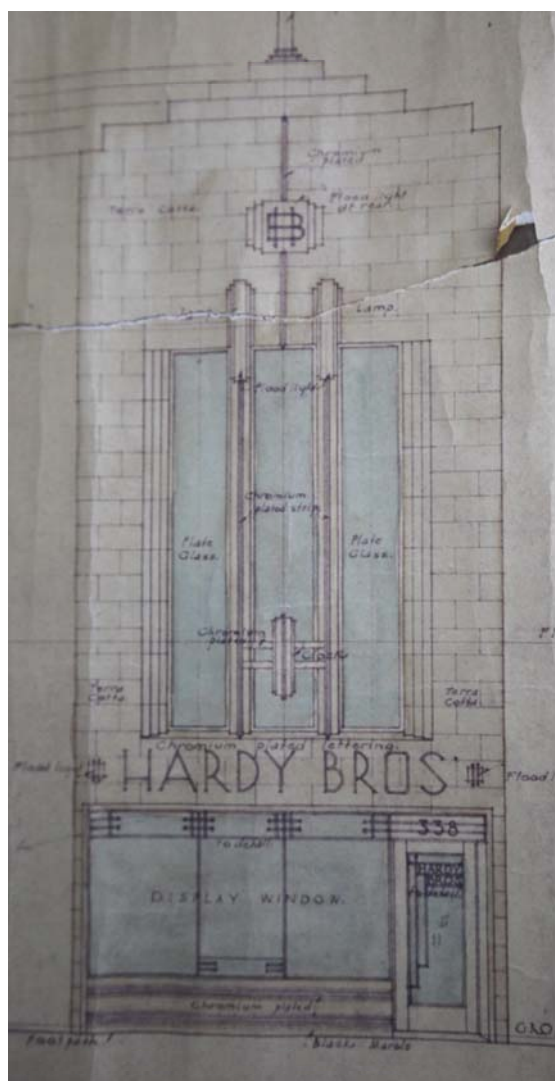
**Building Permit Application**

Building Permit Application for 338:

1933, 14295 'erection of building..' £7600

1962, 35469 new shopfront

1980, 52693 'alterations to ground floor...' and change of use to shop (338)



• Figure 67 Building Permit Application street elevation 1933 with terracotta façade and back lit company logo

<sup>63</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

**'The Argus':**

29/1/1920

YOU SHOULD SELECT YOUR OPTICIAN  
WITH AS MUCH CARE AS YOUR  
PHYSICIAN,

For on his Ability, Honesty, and Reliability depend the effectiveness of Your Glasses. We wish everyone who comes to us would first inquire as to Our Responsibility and Ability.

C. WERNER & CO., Expert Sight Testing Opticians,  
336 Collins St.

'The Argus':

Wednesday 11 October 1922 police chase on roof of  
Werner & Co- 2 storey building at 336 Collins St

'The Argus': Thursday 27 July 1933

SPECIAL ADVERTISEMENTS.

REMOVAL NOTICE.

HARDY BROTHERS LIMITED

WISH TO ANNOUNCE

THAT THEY WILL OCCUPY THEIR

NEW PREMISES

- AT 338 COLLINS STREET

(Just West of Elizabeth Street)

TO-DAY.

Clients are respectfully invited to inspect their display of  
now goods.'

Friday 3 June 1938 >

'£10,000 Australian Pearl in

London for Sale

The most valuable pearl found in Australian waters-one  
of the six best in the world-has arrived in London to be  
sold, according to advice received in Melbourne  
yesterday.

Mr. J. A. V. Rumbold, manager of Hardy Brothers,  
jewellers, said last night that the pearl was insured for £  
10,000 when it was sent by air mail to London. He  
acted on behalf of the Broome (W.A.) pearl divers whose  
native diver found it.

Actually it was so remarkable in size that its price on  
the open market could not be estimated, he said. In  
circumference it was the size of the thumb of a man,  
and for this reason it had to be sent over-1 sea. I

"It is a great pity that it had to be sent out of Australia,  
but there is no occasion to wear such Jewellery in this  
country," ...'

Wednesday 14 January 1948

NEW OPTICAL COMPANY

Associated Optical Industries Ltd, 644 Burwood rd,  
Auburn, manufacturers of optical, surgical, and  
scientific instruments &c, has been registered with

£25,000 capital. Directors will be Messrs W. L.  
Williamson, R. S. Milligan, L. R. C. Werner, C. M.  
Werner, and P. C. H. Werner.

The concern has grown out of war-time manufacturing  
activities carried on by C. Werner and Co, Collins St  
opticians, at its Toorak branch. A new factory has  
recently been acquired at Auburn to cater for the in-  
creased scale of operations.

Shortage of overseas materials during the war and  
continued scarcity of dollar goods have necessitated  
local production of some articles not previously made  
here, especially spectacle frames and the related  
plastics. These are now being supplied to the trade  
generally, and existing- port opportunities are being  
sought. .'

Monday 20 September 1954

Part in plot of crime fiction 'The Robert Walker Story'

'He took me down to Hardy Brothers, the high class  
jewellers in Collins Street, between Elizabeth and  
Queen Streets, Melbourne, and pointed out a small tray  
- training about 50 diamond rings...'

**Other general sources**

**Hardy Bros web site:**

'After arriving in Australia from Nottinghamshire  
England, Mr John Hardy commenced trading as Hardy  
Brothers from his rooms in Jamison Street, Sydney in  
1853. During 1855 John Hardy opened a showroom in  
Hunter Street that became the home of Hardy Brothers  
for over 80 years.

Following the success of the business in Sydney,  
including the introduction of silver plate ware and silver  
cutlery to Australia, Hardy Brothers opened a  
showroom at 116 Queen Street, Brisbane in 1894,  
followed in 1918 by the opening of the Melbourne  
showroom located at 298 Collins Street.

For over 150 years, we at Hardy Brothers have  
continued to serve our clientele with the personal  
service and wide selection of quality merchandise for  
which we have become famous.

Hardy Brothers, Silversmiths by Appointment to the  
Queen is the only holder of a Royal Warrant in  
Australia. We are also the manufacturer of the  
Emirates Melbourne Cup...'

Melb Univ web site: The Wandering Scholar's Guide to  
Melbourne by Charles Sowerwine & Alice Garner  
mention shop

**MARCUS BARLOW**

Reeve, S. The Century Building in 'Spirit of progress'  
issue 44:

'MARCUS BARLOW, ARCHITECT

Architecturally, the Century Building is the finest  
example of Marcus Barlow's commercial work in the  
pure Streamlined Moderne idiom. One of Melbourne's  
most prominent architects of the inter-war period,  
Barlow embraced this progressive style in the second  
half of the 1930s and soon became one of its leading  
exponents. The Century Building is often cited as an

important stylistic successor to Barlow's nearby earlier and much celebrated Manchester Unity Building (1932). As the entire building was air-conditioned from the beginning, its façade has not been defaced by individual packaged air-conditioning units (as has been the case with some other city office buildings). But it has lost its flagpole, evident in early photos of the building...'

#### **Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1961 Hardy Bros Ltd jewellers

D1935, D1939: D1944, D1950: 338 Hardy Bros jewellers, 336 Werner & Co opticians 336a... Geddes, W A dentist

D1930 336 Werner/ 338 Bowen

D1924 (no Hardy) 336 Werner, 338 Gray / Bowen dentist /chemist..

#### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

*No search carried out.*

#### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1994, 1995) *Melbourne- the City's history and development*: 111

#### **6.3 THE NEW IMAGE**

##### **CITY ECONOMY**

The decline in industrial production during the Depression was halted in 1932, and in the next two years the number of factories increased by 5% and the average number of employees by 12%. Much of this industry was still in the heart of Melbourne, and the improvement was sufficient to mitigate the gloom which might otherwise have overwhelmed the centennial celebrations. The 1930s saw a massive upgrading of city retailing, beginning in the Depression, and accelerating during the recovery. Coles had already extended its Bourke Street store in 1930, and Woolworths built a new store on the site of the Britannia Theatre in 1932. The number of small shops available for lease multiplied with the trend to build arcades in the base of new buildings, such as Block Court in 1930, Howey Court in 1931 and the Australia

Arcade in 1938, beneath the rebuilt Australia Hotel. Myers embarked upon a large scale redevelopment. In 1925 they had acquired the freehold of the drapers Stephens & Co., next to the General Post Office and in 1928 that of Robertson & Moffat. This allowed a complete redevelopment of these sites together with the existing Myer store, the bulk of which took place in 1931-3. The result was a modern, vertically finned façade with a full-width strip of display windows without any street awning. Even this was only part of an overall program involving work in Little Bourke Street and the installation of lifts and escalators internally.

After the Second World War the retail dominance of the central city was as high as ever. It accounted for 40% of retail spending and about one third of retail trade employment in the metropolis. Citizens of greater Melbourne still bought the majority of their clothing, furniture, household equipment and

motor vehicles in the central area, though only a very small percentage of their food..'

Lewis: 119

#### **6.8 THE NEW IMAGE**

##### **BUILDING**

'The 1920s had seen the rise of glazed terracotta cladding in city buildings but it was in the 1930s that this material became really important, as in the complete Gothic casing of the Manchester Unity Building...'

#### **Comparative examples**

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessment has been upgraded with reclamation of the upper level façade and further data uncovering the designer and added historical associations.

Selected Capital City Zone retail buildings of the 1930s.

Street Number Name Date

- Flinders Street 134-136 Epstein House 1930c
- Bourke Street 180-182 Norman's Corner Stores, former 1932-35
- Bourke Street 314-336 Myer Emporium (facade) 1933
- Bourke Street 294-296 Buckley & Nunn Men's Store, former 1933
- Bourke Street 152-160 Patersons Furniture Warehouse, former 1934
- Collins Street 546-566 McPhersons Pty. Ltd Building, Former 1934-7
- Elizabeth Street 92-94 Beehive Building 1935
- Bourke Street 79-85 A.J. Building 1935-6
- Little Collins Street 273-279 Presgrave Building 1935c
- Bourke Street 151-155 Malcolm Reid & Co. Ltd., former 1935c
- A'Beckett Street 111-125 Commonwealth Motors, former 1936
- Bourke Street 313-317 Diamond House (upper facade), former 1936



- Little Bourke Street 209-225 Manton's Store, rear 1937
- Swanston Street 125-133 Century Building 1938-40

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### ***Central Activities District Conservation Study 1985***

The building at 338 Collins Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **E?** on an A-F individual building scale and a streetscape level of 2(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

*No citation provided.*

#### **Central City Heritage Study Review 1993**

The building at 338 Collins Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

#### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>64</sup>. The building at 338 Collins Street was assessed in this review and graded - on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

*No citation provided.*

### Other heritage listings

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

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<sup>64</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Burke later Burns House, 340-342 Collins Street, Melbourne 3000**



• **Figure 68 342 Collins Street**



**Figure 69 342 Collins Street upper level**

**Historical associations with persons or events**

**Creation or major development date:** 1929-1930

**Major owners or occupiers:** Burke, TM Pty Ltd

**Designer(s):** Schreiber & Jorgensen

**Builder(s):** Reinforced Concrete & Monier Pipe Construction Company

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>65</sup>: A,B,C,D,E,F): **D**

**MCC Place Value Definition 1985:**

*These buildings are representative of the historical, scientific, architectural or social development of the local area. They are often reasonably intact representatives of particular periods, styles or building types. In many instances alterations will be reversible. They may also be altered examples which stand within a group of similar period, style or type or a street which retains much of its original character. Where they stand in a row or street, the collective group will provide a setting which reinforces the value of the individual buildings.*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>66</sup>: A,B,C,D,E): **C**

<sup>65</sup> Referenced in the Melbourne Planning Scheme clause 22.04

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): not assessed.

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **B**

**MCC Place Value Definition 2011:**

*These buildings are of regional or metropolitan significance, and stand as important milestones in the architectural development of the metropolis...*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

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## Statement of Significance

### What is significant?

Nationally known estate agent, businessman and philanthropist, Thomas Burke (1870-1949) commissioned architects Schreiber & Jorgensen to design this seven-storey (plus basement) reinforced concrete office building in 1929. The Reinforced Concrete & Monier Pipe Construction Company was the builder, with the estimated cost of the project being £25,000.

Building application drawings showed another floor and pent house plus a proposed sub-basement but these were omitted from the final building contract. The ground level also had a stair descending to the basement with a marble balustrade and marble (and then timber) panelling to walls for most of its length but this too was omitted. The façade was clad with terra-cotta faience in highly fanciful Gothic design that was intricately detailed in the architects' drawings. The name Burke House was placed in a panel above the window display and entry, these having copper clad timber tracery and ogee-arch heads to provide a fully medieval character. Burke (and others) occupied the building in the inter-war period.

After an intense early political career, Burke made his name in real estate when he bought land cheaply during the war years, subdivided it and sold it on easy terms after the war had ended during land and housing shortages.

His scale of operations made him one of Australia's best-known real estate agents. His advertising spread the 'new gospel' of '8d. a day'

to secure a stake in an "expanding Australia" (Australian Dictionary of Biography).

By 1924 Burke had diversified into finance and investment, and had set up offices in country centres as well as in Sydney, Newcastle, Brisbane and Adelaide. In August 1924 T. M. Burke Pty Ltd was incorporated as a holding company...' Among other well-known estates such as the Malvern Meadows Estate, Burke sold part of the Noosa resort area development in the late 1920s, amounting to hundreds of acres.

As with his other ventures, Burke took advantage of the Great Depression to erect this building as his head office in times of cheap labour and materials costs, as with the Manchester Unity Building. He set up branches in Auckland, Singapore and London and retired from management in 1936.

The building's architects, Schreiber & Jorgensen, were at their peak of achievement having just completed the magnificent Xavier College chapel design as well as a number of outstanding domestic commissions that illustrated their ability with both Arts & Crafts and classical oriented designs.

The street elevation of Burke House is extravagantly modelled as commercial Gothic as applied to narrow frontage. The parapet is particularly ornate and massive in comparison with the relatively plain façade between it and the first floor balconettes and bartizans. Recently cleaned the façade still has the sandstone character of the faience veneer. The ground level has been integrated with Hardy Brothers next door and an unrelated canopy added.

### How is it significant?

Burke House is significant historically and aesthetically to the Melbourne Capital City Zone.

### Why is it significant?

Burke House is significant aesthetically as a well-preserved commercial Gothic style office building erected at the height of the Great Depression to the design of the then prominent architects Schreiber & Jorgensen and showcasing the historicism of the style and its realisation with the terracotta faience acting as a traditional stone cladding.

Historically Burke House is closely linked with the nationally known estate agent, businessman and philanthropist, Thomas Burke whose skill in financial investment is epitomised by this building.

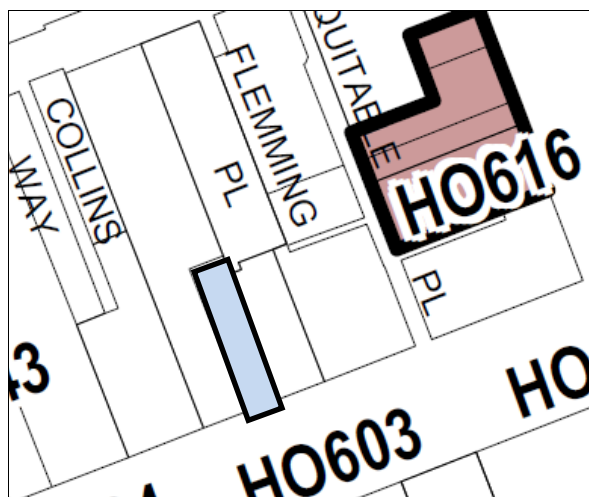
## Recommendations

This report recommends that:

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<sup>66</sup> Referenced in the Melbourne Planning Scheme clause 22.04

- the building and associated land at 340-342 Collins Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (B) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>67</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.



• Figure 70 proposed heritage overlay

#### Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

#### Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*

### Sources used for this assessment

The following sources and data were used for this assessment:

<sup>67</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

#### General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

#### Historic Buildings Preservation Council

Keith & John R. Reid, 'Central Business District Study Area 7' (bounded by Lonsdale, Elizabeth, Flinders & William Streets), (Dec. 1976). (80): 281- Recommended to Historic Buildings Register after comparative analysis; TM Burke estate agents acquire Roach's tailor shop using it til 1924, occupied by AE Higgins to 1929, as Burke house included architects Blackett & Forster. 7 storey, Neo-Gothic but 'courageous example of early modern style', contrast with Hardy's with adjoining streetscape.

#### i-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 graded D, 3 Notable features include an elaborate / high standard design of cement rendered surfaces. Recommended remedy for alterations New shopfront (sympathetic - reinstate original design) Terracotta facing painted (inappropriate - remove by approved method) New canopy (inappropriate - reinstate original design or sympathetic alternative) Other Comments Hardy Brothers Jewellers - once notable complement to this building, has been similarly renovated & hence much altered. (since restored)

#### Building Permit Application

Building Permit Application 6/8/1929 11723 £27,000

#### John Monash web site: Schreiber

Alan Holgate. John Monash web site ([http://home.vicnet.net.au/~aholgate/jm/jm\\_intro.html](http://home.vicnet.net.au/~aholgate/jm/jm_intro.html))

'Cannon's Factory.

This was a "factory", about 80 × 57 feet in plan, in Little Lonsdale St, Melbourne, for Messrs Cannon and Blunden. The architect was R. Schreiber. The external walls were load-bearing masonry and the first floor was of reinforced concrete, supported by 12 internal r.c. columns on spread footings. RCMCP sent quotes of £396-12- to a list of Builders provided by Schreiber. The general contract was won by J D McBride in May

1911 and RCMPC agreed to do the r.c. work for £350 "if given a clear run".

J. E. Menadue, *A Centenary History of the Australian Natives' Association 1871-1971* (Melb, 1971); K. S. C., *Advance Australia*, Mar 1969; A. W. Hannan, *Victorian Catholics, State Aid and Religious Instruction in State Schools, 1901-39* (M.Ed. thesis, Monash University, 1973); T. M. Burke Pty Ltd records (Corporate Affairs Office, Melbourne); private information.

#### ***Australian Dictionary of Biography: Burke***

BURKE, THOMAS MICHAEL (1870-1949), businessman and philanthropist, was born on 30 June 1870 at Norval near Ararat, Victoria, second son of William Marcus Burke, Dublin-born miner, and his wife Mary Ann, née Florence, of Aberdeen, Scotland. After attending Norval State School and Ararat High School, Burke became a railway clerk at Spencer Street, Melbourne, in 1887. Five years later he was promoted to Ararat. There on 25 July 1898 at St Mary's Catholic Church, he married Margaret Duggan Brady, daughter of a railway inspector.

Burke was an active member of the Australian Natives' Association, becoming president of the Ararat branch in the last years of the Federal movement. He was elected vice-president of the Victorian A.N.A. in 1900-1, and chief president in 1902-3, when he led delegations to Western Australia and Tasmania to found branches there.

In March 1902 Burke became secretary of the Civil Service Co-operative Society of Victoria, and was a leader of railwaymen in their confrontation with the (Sir) William Irvine government over its wages and anti-union policies. Burke quit the railways just before the application of coercive legislation against strikers and their spokesmen, and in May 1903 he established the Civil Service Co-operative Store, Flinders Street, Melbourne, becoming manager. In 1904 he was secretary of the first 'Made-in-Australia' Exhibition and frequently spoke out in favour of protection and co-operatives. In September 1914 he stood as Labor Party candidate for the Federal seat of Corangamite but narrowly lost.

Following large trading losses in mid-1914 the Co-operative Store was sold in 1915. Burke then turned to the real estate business. He bought land in the depressed market of the war years, subdivided it and sold it on nominal deposit and easy terms in the immediate post-war period. His scale of operations made him one of Australia's best-known real estate agents. His advertising spread the 'new gospel' of '8d. a day' to secure a stake in an 'expanding Australia'. By 1924 Burke had diversified into finance and investment, and had set up offices in country centres as well as in Sydney, Newcastle, Brisbane and Adelaide. In August 1924 T. M. Burke Pty Ltd was incorporated as a holding company with family shareholding.

The Depression caused the temporary collapse of the land market. By the mid-1930s, however, Burke had reverted to more conventional sales and the company both survived and prospered. Branches were set up in Auckland, Singapore and London. In May 1936 he

handed over day to day management to his sons while remaining chairman of directors.

Burke was a member of all major Victorian racing-clubs, an owner from the 1920s of successful racehorses (including Quintus, who won the Newmarket and Standish handicaps), and president of the Breeders, Owners, and Trainers' Association of Victoria for several years. His philanthropic activities included financial support to the Melbourne University Conservatorium Symphony Orchestra and a gift of land on the summit of Mount Dandenong for a public park. His membership of the Victorian Hospitals and Charities Board in 1931-49 included terms as chairman in 1936-39 and 1944-45. He was also a member of the Victorian Council of the Australian Red Cross. He was appointed consul for Poland in 1933 and kept this post for the rest of his life.

Burke was an ardent Catholic benefactor and lay leader. In 1920 he bought Studley Hall, Kew, and gave it to the Jesuits as a preparatory school for Xavier College; it became known as Burke Hall. His large donations helped to establish Corpus Christi College, Werribee, and St Anthony's Foundling Home, Sydney; smaller gifts sustained many Catholic institutions and activities. He was first national chairman of the Knights of the Southern Cross and in 1926 presented a chalice to Pope Pius XI on behalf of Australian Catholic businessmen. He was on the committee for the National Eucharistic Congress held in Melbourne in December 1934. A member of the Australian Catholic Federation in its heyday, 1911-22, he lobbied in vain Prime Minister (Viscount) Bruce in 1928 to seek a national solution to state aid, gave the opening address in the 'Education Justice' campaign in Victoria in 1929, and was prominent in organizing the Catholic Education Congress of November 1936 in Adelaide, at which he moved the resolution to establish a Catholic Taxpayers' Association.

In 1942 Burke was appointed C.M.G. His last years were spent quietly at his home at Armadale, where he died of cancer on 16 February 1949, survived by his wife, five sons and two daughters; he was buried in Melbourne general cemetery. His portrait by Max Meldrum hangs in the library of Burke Hall. '

#### ***Sands & McDougall Melbourne or Victorian Directories***

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1974 Burns House

Burns Philp & Co Ltd shipping and travel agents

(list of brokers, agents, solicitors and the Taxation Department)

D1961 Burns House

Burns Philp & Co Ltd etc.

D1939: D1944, D1950: 340-342 Burke House with list of occupiers

D1935, 340-342 Burke House, TM Burke Pty. Ltd. estate agents, list of occupiers

D1930 No 340-342

### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Context 2010 draft:

#### CHAPTER 9: WORKING IN THE CITY

The number of operating factories in Melbourne had declined by the middle of the twentieth century. The city's working population moved into the growing number of city offices..'

Lewis, Miles and others (1994, 1995) *Melbourne- the City's history and development*: 119

#### 6.8 THE NEW IMAGE

##### BUILDING

The 1920s had seen the rise of glazed terracotta cladding in city buildings but it was in the 1930s that this material became really important, as in the complete Gothic casing of the Manchester Unity Building. Its final and most horrible manifestation was in the Commonwealth Centre at the corner of Spring and La Trobe Streets in the 1950s.

### **Comparative examples**

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date.

The 1985 assessment of this building has been upgraded after reclamation of the facade revealed its construction materials. The identified historical associations with the owner, Burke, and designer have increased the original values further.

Selected late 1920s offices in the Capital City Zone;

Street Number Name Date

- Russell Street 27-37 Cavendish House 1925c
- Queen Street 100-104 1925c
- Little Collins Street 306 Christies Piano Warehouse, former 1925c
- Swanston Street 27-41 Nicholas Building 1926
- Collins Street 163-165 Charters House 1926
- Elizabeth Street 351-357 Union Bank Chambers, later A.N.Z. Bank 1926-1927

- Swanston Street 407-409 Druids House 1926-1927
- Collins Street 141-153 Temperance & General Building 1926-38
- Collins Street 107 Francis House 1926-7
- Collins Street 175-177 Kurradjong House 1926-7
- Collins Street 341-343 Westpac Travel 1927
- Collins Street 271-279 National Bank (rebuilt) 1927
- Flinders Street 164-170 Masonic Club 1927
- Exhibition Street 53-55 Kelvin Hall & Club, former 1927
- Queen Street 106-110 Mercantile Mutual Chambers 1929
- Little Bourke Street 434-436 City West Telephone Exchange 1929 design, 1935-7
- Bourke Street 415-419 Evans House, later Rochelle House 1929-1930

## **Previous heritage assessments of this place 1985-2002**

### **Previous heritage assessments**

The following studies assessed places in the Capital City Zone for potential local significance.

#### ***Central Activities District Conservation Study 1985***

The building at 340-342 Collins Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **D** on an A-F individual building scale and a streetscape level of (scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

*No citation provided.*

#### **Central City Heritage Study Review 1993**

The building at 340-342 Collins Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

#### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>68</sup>. The building at 340-342 Collins Street was not assessed in this review.

<sup>68</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

Heritage Assessment of 340-342 Collins Street, Melbourne

*No citation provided.*

**Other heritage listings**

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

**Atlas Assurance Co Ltd, later Guardian Royal Exchange Assurance building, 404-406 Collins Street, Melbourne 3000**



• **Figure 71 404-406 Collins Street**



• **Figure 72 changed ground level, relocated Atlas statue on left.**

**Historical associations with persons or events**

**Creation or major development date:** 1957-1958, 1960-1961

**Major owners or occupiers:** Atlas Assurance Co Ltd Guardian Insurance Co

**Designer(s):** Alsop, H Garnett & Partners.

**Builder(s):** Watts, E A Pty Ltd.

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>69</sup>: A,B,C,D,E,F): **C 2**

**MCC Place Value Definition 1985:**

*Buildings make an important aesthetic or scientific contribution that is important in the local area. This includes well-preserved examples of particular styles of construction, as well as some individually significant buildings that have been altered or defaced.*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>70</sup>: A,B,C,D,E): **C**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **C**

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **C**

**MCC Place Value Definition 2011:**

*These buildings demonstrate the historical or social development of the local area and/ or make an important aesthetic or scientific contribution. These buildings comprise a variety of styles and buildings types. Architecturally they are substantially intact, but where altered, it is reversible. In some instances, buildings of high individual historic, scientific or social significance may have a greater degree of alteration.*

**National Estate Heritage Values satisfied:**

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

**Statement of Significance**

**What is significant?**

The Atlas Company was a successful insurance company founded in Britain in 1808, with international branches to follow.

This steel-framed and reinforced concrete building was erected for the Atlas Assurance Co Ltd by builders EA Watts Pty. Ltd., initially as basement, ground, mezzanine and six upper-levels, to the design of architects and engineers H Garnett Alsop & Partners in 1957-8. The estimated cost was £310,000. Within two years of completion, another four levels were added to take it to just over the limit height of 132 feet. The same architects and builder were commissioned

<sup>69</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>70</sup> Referenced in the Melbourne Planning Scheme clause 22.04



and the estimated cost was £238,000 but the company manager had changed.

The façade curtain wall system was anodised aluminium framed with marble spandrels and Polyglass (originally specified as Thermpane) double glazed polished plate window units (78x39") placed by glaziers EL Yencken & Company Pty Ltd. The building was fully air-conditioned and the marble and granite work alone were to cost over £24,000, including the ground level and Assurance Chamber wall linings. All of this meant that this building was among the most expensive per unit area among the 30 buildings erected in the City 1955-1958. The progression from all-glass curtain walls with opaque glass spandrels to those with stone spandrels such as this example eventually provided reconstructed pseudo-structural stone facades such as that used on the Colonial Mutual Life building, Collins St, 1963. This transition was remarked upon in the architectural periodical 'Cross-section'.

Inside, the service core was arranged along the west wall with stairs at either end and a light court midway on the east wall. Suspended plaster ceilings were used throughout with air-conditioning (as an advance on the natural ventilation of the City's first glass box, Gilbert Court) and the floor slabs turned up at the facade edge to provide back-up fire-rated spandrels to sill height, the sills finished in reconstructed granite.

This was the company's head office for both New Zealand and Australia and the manager was L Pettitt: they were the sole occupiers of the building. The building coincided with the erection of a number of large insurance and assurance company offices nearby in what was Melbourne's and therefore Victoria's financial centre.

Coincidentally one of the Alsop firm's partners was one HL Pettitt, with the others being HG Alsop, ND Alsop and IA Freeland. HG Alsop appears to have been the partner in charge of the project. Alsop's firm was to also design the similarly slick facade of the Southern Cross Assurance building, Market Street, built by 1962.

Ground level had a grand folding glass door set across the entry at the west end of the façade, leading to a glass lobby screen and beyond, all with terrazzo paving. The statue of Atlas that once sat on top of the earlier Atlas Assurance Building on the site was reused in the new building but at ground level, set on one end a granite-faced base wall extending for the eastern half of the street ground level façade, and also bearing the incised name of the building and address. As was the practice for the firm, a statue of Atlas was also attached to the inter-war Perth

branch (The Esplanade. 1930-1) as a life-size figure supporting the globe: this was modelled in Architectural Terra Cotta and finished in an ivory colour, the globe being of sheet copper.

The ground level interior and façade were changed in the 1980s and the statue Atlas relocated to a niche at the west end (but a panel on the wall states that the statue is in its original position). However the upper-level façade remains generally as built.

#### **How is it significant?**

The Atlas Assurance Co Ltd is significant historically and aesthetically to the Melbourne Capital City Zone.

#### **Why is it significant?**

The Atlas Assurance Co Ltd is significant historically as a good reflection of the growth of insurance and assurance companies in Victoria during the 1950s-60s resulting in many company-named buildings erected in this, the financial centre of the State. This was the Australian headquarters of a major international company.

Aesthetically the building presents a slick and sealed aluminium-framed curtain wall just a few years after the first multi-storey glass box was built in Australia with its natural ventilation and differing aesthetic. The use of stone on the curtain wall and granite at the base of the building emulated in a modern manner the stone clad classical facades favoured by financial institutions in the pre Second War Era. With its marble spandrel panels, this building marks a transition from the all-glass wall to the pseudo structural reconstructed stone and precast concrete facades of the 1960s and later.

The Edwardian-era Atlas statue is also significant.

#### **Recommendations**

This report recommends that:

- the building and associated land at 404-406 Collins Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.

- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>71</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.



• Figure 73 proposed heritage overlay

**Interior elements**

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

**Victorian Heritage Register**

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*

**Sources used for this assessment**

The following sources and data were used for this assessment:

**General sources**

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';

<sup>71</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

n

- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

**Twentieth Century Architecture Register of Royal Australian Institute of Architects**

Graeme Butler, 1982-3, Twentieth Century Architecture Register of Royal Australian Institute of Architects: cites Building Permit Applications;

**i-Heritage**

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Other Comments Early curtain wall, marble spandrels.

**MCC Building Permit Applications:**

9/6/1957, 31535 £310,000 ;

24/10/1960, 34487 added storey to 406, £238,000 (not at VPRO)

**'Building Ideas' 1965 guide**

March 1965: included on the architectural guide for the Australian architectural convention- 'Royal Exchange Assurance 406 Collins Street H. Garnet Alsop and Partners, Six storeys, 1958; additional four floors, 1961.

**'The Argus':**

Tuesday 3 February 1953

CITY PERSONAL

Sir Norman R. Mighell has been appointed 'chairman of the Australasian head office ' board of Atlas Assurance Co. Ltd.

Tuesday 10 February 1948

'CITY PERSONAL

Mr Harold Harwood has retired from the position of manager for Victoria of the Atlas Assurance Co Ltd after nearly 50 years' service. Mr F. R. McDougall succeeds Mr Harwood Mr L Cutler has been appointed secretary for Victoria, while Mr D L Ross becomes accident secretary for Victoria..'

Monday 15 September 1902

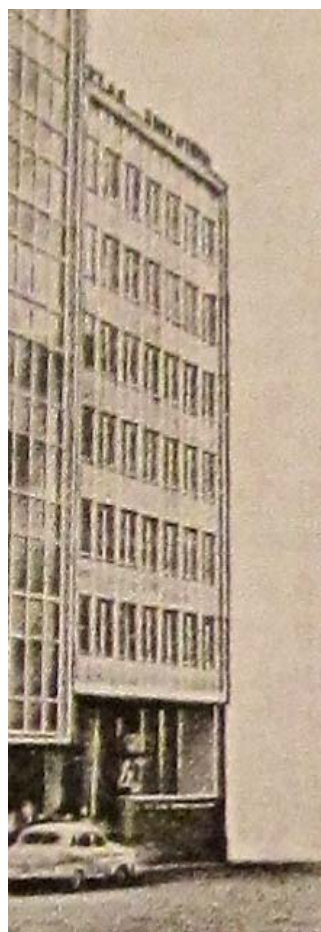
'It is notified in our advertisement columns that the Atlas Assurance Company Limited, which, has. been occupying temporary premises, in Queen-Street,. has. resumed occupation of its offices, at 406 Collins-Street. The building was that formerly occupied by the Mutual Assurance Society of Victoria, but has just been altered, and is now called, the Atlas.-buildings, being surmounted by the familiar figure of the company. The Atlas is an, old London institution, having been founded nearly a century ago. It enjoys a. fire premium income of between £400,000 and, £500,000, and its paid-up

capital and reserves exceed £633,000. The head office of the Australian branch is in Melbourne, as above.'

**State Library of Victoria collection:**

Guardian Royal Exchange Assurance, 406 Collins Street, Melbourne [picture]

- Author/Creator: Wolfgang Sievers 1913-2007 ;
- Date(s): 1976
- Terms of use/Copyright: Reproduction rights: State Library of Victoria
- Description: photograph : chromogenic ; 21 x 26 cm.
- Identifier (s): Accession no(s) H2004.49/69



• **Figure 74 Atlas Assurance Co Ltd  
Architecture in Australia June 1959**

**Royal & Sun Alliance Insurance Group website**

Address:

30 Berkeley Square

London W1J 6EW

United Kingdom

Telephone: (020) 7636-3450

Fax: (020) 7636-3451

<http://www.royalsunalliance.com>

Statistics:

Public Company

Incorporated: 1996

Employees: 38,000

Total Assets: £59.95 billion (\$96.49 billion) (2002)

Stock Exchanges: London

Ticker Symbol: RSA

NAIC: 524126 Direct Property and Casualty Insurance Carriers; 551112 Offices of Other Holding Companies

Company Perspectives:

Our business purpose: to help our customers around the world protect themselves against the risks they face in their businesses and daily lives by providing insurance and investment related solutions to meet their individual needs as we have done for nearly 300 years.

**Key Dates:**

- 1710: The Sun Fire Office is founded as a fire insurer, based in London.
- 1720: London Assurance Corporation is incorporated as a marine insurance operation.
- 1782: Group of sugar refiners form their own fire insurer, the New Fire Office.
- 1813: The New Fire Office is renamed the Phoenix Assurance Company.
- 1824: The Alliance Assurance Company is formed to offer both fire and life insurance.
- 1836: The Liverpool Fire and Life Insurance Company is organized.
- 1845: The Royal Insurance Company, based in Liverpool, is founded to provide property and casualty insurance, life insurance, and annuities.
- 1847: Liverpool Fire and Life merges with the London, Edinburgh and Dublin Insurance Company, forming the Liverpool and London Fire and Life Insurance Company.
- 1864: Liverpool and London Fire and Life acquires the Globe Insurance Company, forming the Liverpool and London and Globe Insurance Company.
- 1891: Sun Fire Office becomes the Sun Insurance Office.
- 1919: Royal Insurance acquires Liverpool and London and Globe Insurance.
- 1959: Sun Insurance and Alliance Assurance merge to form Sun Alliance Insurance.
- 1965: Sun Alliance merges with London Assurance to form the Sun Alliance and London Insurance plc.
- 1984: Sun Alliance and London acquires Phoenix Assurance.
- 1988: Royal Insurance Holdings plc is created as a holding company for the various operating companies of Royal Insurance.
- 1989: Sun Alliance and London changes its name to Sun Alliance Group plc.
- 1996: Sun Alliance and Royal Insurance Holdings merge to create Royal & Sun Alliance Insurance Group plc.

- 1999: Royal & Sun acquires Tyndall Australia Limited, Swedish firm Trygg-Hansa Försäkrings AB, Publikt, and U.S. nonlife insurer Orion Capital Corporation.
- 2002: Radical survival plan is announced, involving a workforce reduction of 12,000 and the divestment of several businesses, including the Australian and New Zealand insurance units.

....The Sun had entered the field of marine insurance in 1921 and sought, both by its 1931 acquisition of the Elder's Insurance Company of Liverpool and its 1938 agreement with the Royal Exchange to operate a joint marine underwriting account, to establish itself in a field still dominated by the London....

In the 1920s, the Sun had several times reorganized its U.S. operations and this process continued in the 1950s, finally resulting in 1958 in a common management structure in the United States for its own operations and for those of the Royal Exchange Assurance and the Atlas Assurance Company. ...

#### **National Trust of Australia (Vic)**

File B5345

Contains article in *Architecture in Australia* June 1959 David Saunders, 'Office Buildings in Melbourne' examining recent office construction types and costs.

#### **Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

(D1944-1955 Atlas Building; 404 Cook & Heathcote Pty Ltd, printers

406 H.W. Lynch, accountant

Atlas Assce Co Ltd

Madden, Butler, Elder & Graham, solicitors

Manchester Assurance Co

Pacific Insurance Co Ltd

Austin T. Prince, caretaker

Provincial Insce Co Ltd

World Auxiliary Insce Corporation Ltd)

D1961

Atlas Assurance Co Ltd (England)

Fire Accident and Marine

Eastern Insurance Co

Marine

Manchester Assurance Co (Eng)

Triton Insurance Co Ltd

Pacific Insurance Co Ltd (Fiji)

Leighton Irwin Co architects

(various accountants, agents etc)

Kettle, FW caretaker

#### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

*No search carried out.*

#### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1994, 1995) *Melbourne- the City's history and development*: 125

#### **6.9 THE NEW IMAGE**

##### **ARCHITECTURE AND STREETScape...**

A part of Melbourne's post-war urban building recovery, was the significant entree of the first glass office boxes, heralding a new age for the office building in central Melbourne. The first was Gilbert Court at 100-104 Collins Street, designed in 1954 by the architect J.A. La Gerche (son of the SEC Chief Architect).

The building was completed in just ten months, built to limit height, and co-operatively owned, and the design was groundbreaking in Melbourne. As Cross-Section noted, 'At least one project indicates heavily the New York influence: a box of glass here doing its best to ignore the regulation setbacks which once were affected as a "skyscraper silhouette'. Gilbert Court was the project in question, and it did just that. It is a box of thirteen floors and, due to its corner site, is glazed on two sides and has sheer walls on the other two landlocked north and west boundaries. The glass curtain had hopper sashes set into it which provided alternative ventilation to the mechanical air service which was provided. Obscure glazing at knee level gave some measure of privacy to the otherwise sheer transparency of the wall. At a technical and aesthetic level, Gilbert Court was ground-breaking, being perhaps the first true glass box in Australia, and more importantly for the City of Melbourne, it symbolized the recovery in commercial building after the Second World War.'

#### **Comparative examples**

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessed heritage values for this building have been maintained .

### Selected Insurance Capital City Zone office buildings of the 1950s

Street Number Name Date ARCHITECT

- Flinders Street 342-348 Federation Insurance Ltd 1955 Meldrum & Noad
- Collins Street 410 Alliance Insurance Co. 1956 Leith, AC, Bartlett & Ptnrs.
- Queen Street 53-57 Norwich Union Insurance Societies 1957 Yuncken Freeman Bros. Griffiths & Simpson
- Queen Street 43-51 Union Insurance Society of Canton 1957 Bates Smart & McCutcheon
- Queen Street 178-182 National Insurance Co. of N.Z. 1960 Buchan Laird & Buchan Pty. Ltd.
- Bourke Street 491-493 New Zealand Insurance Building, Former 1960- Bates Smart & McCutcheon
- Queen Street 155-161 South British Insurance 1962 Bates Smart & McCutcheon
- Collins Street 430-442 Royal Insurance Group Building 1962-1965 Yuncken Freeman Griffiths & Simpson

City Zone but outside of the heritage overlay<sup>72</sup>. The building at 404-406 Collins Street was not assessed.

*No citation provided.*

### Other heritage listings

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### ***Central Activities District Conservation Study 1985***

The building at 404-406 Collins Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 2(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

*No citation provided.*

#### **Central City Heritage Study Review 1993**

The building at 404-406 Collins Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

#### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital

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<sup>72</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Commercial Union Building, later  
AUC Office, 409-413 Collins  
Street, Melbourne 3000**



• **Figure 75 409-413 Collins Street**



• **Figure 76 409-413 Collins Street façade detail**

**Historical associations with persons or events**

**Creation or major development date:** 1939-40

**Major owners or occupiers:** Commercial Union Assurance Co. Ltd

**Designer(s):** Peck, Kemter & Dalton, in association with Phillip B. Hudson.

**Builder(s):**

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>73</sup>: A,B,C,D,E,F): **C 1**

**MCC Place Value Definition 1985:**

*Buildings make an important aesthetic or scientific contribution that is important in the local area. This includes well-preserved examples of particular styles of construction, as well as some individually significant buildings that have been altered or defaced.*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>74</sup>: A,B,C,D,E): **B (N)**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): not assessed.

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **B**

**MCC Place Value Definition 2011:**

*These buildings are of regional or metropolitan significance, and stand as important milestones in the architectural development of the metropolis...*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

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**Statement of Significance**

**What is significant?**

This nine-level reinforced concrete building was constructed in 1939-40 for the Commercial Union Assurance Company Ltd. and designed by Peck, Kemter & Dalton, in association with co-designer of the Shrine of Remembrance (1934) and Alkira House (1937), Phillip B. Hudson.

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<sup>73</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>74</sup> Referenced in the Melbourne Planning Scheme clause 22.04

This is a symmetrical multi-storey elevation clad on the upper level with Sydney sandstone and polished granite at the base. Composed in a Palazzo form, with the high plinth and seemingly diminishing façade storey heights, the façade utilises the new Jazz-Moderne ornamentation at the top, creating the familiar stepped profile of side piers and central window bay. Gothic ornament is also used as a deliberate gesture to the adjoining Modern Gothic Aldersgate House and Goode House at the corner, highlighting the emphasis on street architecture by architectural practices of the era. Window frames are in bronze and detail sparsely applied, including grooved friezes surmounting the implied podium. Wardrop, as one of the designers, was adept at this form of detailing and composition.

The development was on the site of the company's previous offices and continued a long tradition of occupation in the insurance centre of Melbourne. The inter-war period saw a growth in insurance companies along with other financial institutions, with board members and company managers gaining frequent mentions in the 'The Argus' social or vice-regal pages. RG Menzies was one board member who was to achieve greater fame later.

This period saw an increase in the size and number of mining, manufacturing, and service corporations. Unlike in the past, these firms augmented their growth from earnings by investment in stock via the local stock exchange to fund expansion. This showed a greater willingness to hold part of their wealth in the form of financial investments. The world depression of the late 1920s had meant the consolidation of insurance and banking companies in Australia, along the continuing growth of industrial accident and life insurances after 1900.

#### How is it significant?

Commercial Union Assurance Company Ltd. building is significant historically and aesthetically to the Melbourne Capital City Zone.

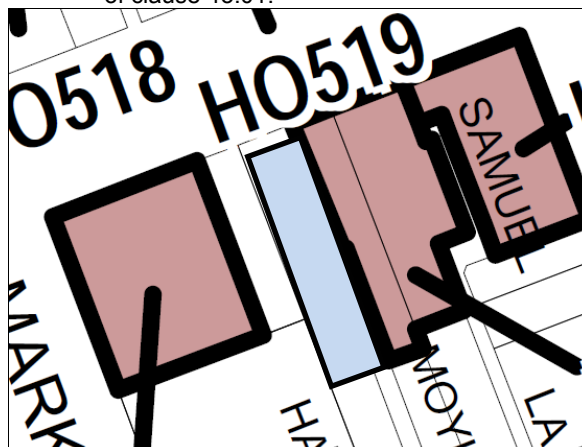
#### Why is it significant?

Commercial Union Assurance Company Ltd. building is significant architecturally as a good example of modern commercial Gothic design, with a deliberate street architecture response typical of the period. Historically the building is an important member of the significant group of early 20th century financial houses between Market and Queen Streets, evocative of Melbourne's continuing role as the finance centre of the State and Australia and this part of the Capital City Zone as the insurance centre of Victoria.

## Recommendations

This report recommends that:

- the building and associated land at 409-413 Collins Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**B**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>75</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.



• Figure 77 proposed heritage overlay

#### Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

#### Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*

## Sources used for this assessment

The following sources and data were used for this assessment:

<sup>75</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

### **General sources**

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

### **Historic Buildings Preservation Council**

Keith and John Reid, CBD Study Area 7 Historic Buildings Preservation Council, 1976: page 71- 9 storey office building with basement, reinforced concrete structure, brick panel walls, stone faced façade. Façade important contribution to the streetscape (see Trustees Building 401-403 Collins St) Recommended at least façade to Historic Buildings Register.

### ***i-Heritage***

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984 : Building Identification Form (BIF): CMCC Building Permit Application (BA): study recommended to Historic Buildings Register (façade); Notable Buildings Citation: states protected by 1982 IDO.

### **Central City Heritage Study Review 1993:**

Central City Heritage Study Review 1993: cites as notable building

### **Melbourne Planning Scheme**

Clause 43.01 schedule: part of HO608: *401-417 Collins Street, Melbourne*. With external paint controls. (no Statement of Significance)

### **Melbourne Central City Development Manual 1982**

V2: 124: Part Streetscape 44: Collins St between Queen and Market Streets.

### **'STATEMENT OF SIGNIFICANCE**

This complete half block contains a number of styles ranging from the high French Gothic of Goode House (1891) to the twentieth century renaissance revival A.M.P. building of 1931. With the exception of Goode House and the three storey 1884 building which was built for the Australian Freehold Banking Corporation, the others were built between 1924 and 1943. Their facades are strongly vertical in composition and have a

variety of fenestration detailing that is typical of early banking and insurance premises.

Apart from the three storey Nos. 415-417, the buildings that compose this streetscape are of similar height, ranging from six to ten storeys. Each of the buildings has a stone facade with the key buildings, Goode House and A.M.P., featuring heavily moulded facade detail and interesting relief relief sculptures in addition, these key buildings display an innovative use of stone, and in the case of Goode House there is much lavish internal detail that is still well maintained.'

### **'The Age'**

'The Age' Mural may see the light after 21 years in darkness November 17, 2003:

'Temple Court was built in 1924 as an office building and is listed by the National Trust as a notable building. But the citation does not mention Waller's mosaic which was commissioned in 1963 by Commercial Union Assurance after it moved its headquarters to Temple Court. Commercial Union sold Temple Court to FAI Insurance in 1982 and the foyer was converted into retail space. The mosaic was covered for 21 years of its 40-year life..'

### **The Argus'**

'The Argus': Saturday 14 December 1935

Mr. R. G. Menzies has Joined the Melbourne board of directors of the Commercial Union Assurance Company Limited...'

Saturday 21 December 1935

'members of the Fire Accident and Marine Underwriters Associations yesterday afternoon to say farewell to Mr W R Herschell branch manager in Melbourne of the Union Insurance Society of Canton Ltd and also to wish bon voyage to Mr S T Davis of the Commercial Union Assurance Co Ltd before his departure on a visit to England The chairman of the Fire Underwriters Association (Mr C W Seabrook) proposed Mr Herschell s health which was supported by the ... toast of Mr Davis's health was proposed by Mr Seabrook and supported by the president of the council of Fire and Accident Underwriters (Mr W J Rice) and Mr Vance'

14 January 1938

Mr. Ernest O'Sullivan has accepted a seat on the board of the Commercial Union Assurance Co. Ltd., Melbourne

Wednesday 7 June 1939

NEW COLLINS ST. BUILDING

Insurance Extension

Plans are being prepared and tenders will soon be invited for a new building containing eight floors and basement for the Commercial Union Assurance Co Ltd l at 409-13 Collins Street on the south side between Queen and Market Streets. The new building will be of steel and reinforced concrete construction and will be faced with Sydney free-stone above a granite base The façade treatment will harmonise with the adjoining new



buildings The site has a frontage of 39ft to Collins Street by a depth of 167ft 6in The front portion of the present building was built about 38 years ago and the rear section is more than 80 years old.

The Commercial Union Assurance Co Ltd will occupy the ground floor and some of the upper floors and other insurance offices will use the sub-ground floor and the first floor. The remaining space will be let as offices

The associated architects are Messrs Peck Kemter and Dalton and Mr Philip B Hudson'

#### **State Library of Victoria collection**



- **Figure 78 Commercial Union of Australia building "Temple Court" and old Royal Insurance buildings, c1964 (State Library of Victoria collection )**

Commercial Union of Australia building "Temple Court" and old Royal Insurance buildings, 420-8 Collins St.] [picture]

- Author/Creator: Lyle Fowler 1891-1969 ;
- Contributor(s): Commercial Photographic Co., photographer ;
- Date(s): [1964]
- Terms of use/Copyright: This work is in copyright
- Cite as: Harold Paynting Collection, State Library of Victoria.
- Description: negative : flexible base ; 20.3 x 25.4 cm. approx.
- Identifier(s): Accession no(s) H92.20/7608.

#### **Other sources**

Merrett, D. & Ville, S. (2009). Financing Growth: New Issues by Australian Firms, 1920-1939. Business History Review, 83 (3): 563-589.

#### **Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

(D1900- Commercial Union Chambers;

Ground floor - Alf Pfaff, consul for Peru, legal manager G.D. Carter & Co., wine and spirit merchs.

1st floor - Billing, Son & Peck, architects)

(D1905 Commercial Union Chambers;

409 - Penfold & Co, wine growers & shippers

H.P.Ham & Watkin stock & share brokers

411- Commercial Union Assurance office

413 - 1st floor -Kimpton & Sons, millers & grain merchants.

Billing, Son & Peck, architects.

Bishop, land, estate & financial agent -Kirkby & Co, wine & spirit merchants

2nd floor - Wilson, Kiddle, Dickson, accountants & broker

3rd floor - N.Bayles, solicitor ..A.G.M. Michell, M.C.E, hydraulic engineer..Wormald Bros &Wears, consulting engineers

4th floor -Nth Melb Terminating Building Soc, Nth Melb & Carlton Permit Building & Investment, Strangward, Shackel, Home, accountants, auditor & solicitor.)

(D1910 Commercial Union Buildings;

409 -H.P.Ham & S.E. Watkins stock & share brokers

411 - Commercial Union Assurance office Co Ltd, A.B. Speeding, local secretary

413- ground.. Watts & Haig, auctioneers & estate agents.. Penfold & Co, wine growers & shippers.,

Doyle & Kerr solicitors & barristers., Thomson, engineer.

1st.. Meudell wood & Co, legal mngrs & accnts..Wormald Bros &Wears, drawing office.. Bishop, land, estate & financial agent..Kirkby & Co, wine & spirit merchants..Kimpton & Sons, millers & grain merchants..Billing, Son & Peck, architects

2nd..Kiddle, Wilson, Dickson, accountants & broker.. Office of New Gracedale hotel..

N.Bayles, solicitor..A.G.M. Michell, M.C.E, hydraulic engineer.. Butler & Bradshaw, architects

4th..Nth Melb & Carlton Permit Building & Investment..Strangward & Shackel accountants. Home & Wilkinson, solicitors..Wormald Bros &Wears, sanitary engineers

5th.. Samuel Mitchell, caretaker

D1915 Commercial Union Buildings;

409 -H.P.Ham & S.E. Watkins stock & share brokers

411 -Commercial Union Assurance Co Ltd (fire, marine & accident)

413 ground. Commercial Union Assurance Co Ltd (accident branch). Doyle & Kerr solicitors & barristers.

Misses Mills & Doolin, typists.

1st..Edamanson, sworn valuer & est. agt. Goodridge, gen agnt. Bishop, land, estate & financial agent. Kirkby & Co, wine & spirit merchants. Kimpton & Sons, millers & grain merchants. Billing, Son & Peck, architects.

2nd..Dickson, Kiddle, Wilson, Watson Solicitor& broker & accnts.

3rd..N.Bayles, Home & Wilkinson, solicitors

4th...Baker, Joseph & Sons Ltd Engineers, bread, biscuit, chocolate, confectionary machinery & ovens

5th..Samual Mitchell, caretaker)

D1939 (409-413) Commercial Union Assurance Company Ltd...

(company and various tenants) ...413 Peck & Kemter and Dalton architects.

D1944-5 (409-413) Commercial Union Assurance Company Ltd...

(company and various tenants) floor by floor to the 7th

D1974 Australian United House

(list of tenants including Molomby & Molomby solictrs)

### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

*No search carried out.*

### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1994, 1995) *Melbourne- the City's history and development*: 123

### **6.9 THE NEW IMAGE**

#### **ARCHITECTURE AND STREETScape...**

Other winners in the central city included the AMP Building at the corner of Collins and Market Streets, the perfect example of the commercial palazzo. The building was designed by Bates Smart and McCutcheon, completed in 1931, and received the Street Architecture Medal for 1932. It was then complemented by a series of 1930s buildings eastward to Queen Street, which form a distinguished commercial streetscape, consistent in scale, use of materials and surface interest. Trustees Chambers at

401-403 Collins Street of 1937 (A. & K. Henderson) and the Commercial Union Insurance Company Ltd Building at 409-413 Collins Street, designed in 1939 and built in 1943-4 (Peck, Kemter & Dalton in association with Philip Hudson) completed the line of buildings between Market and Queen Streets. The virtues of street architecture are admirably demonstrated in this collection of buildings that date from 1891 to 1944, and include a range of styles from Gothic Revival through vertical streamlined Moderne to neo-Renaissance. (Graeme Butler note - above Argus report cites streetscape as a design objective)

### **Comparative examples**

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessment has been upgraded in the light of the 1993 review and added historical data on the designer and owners. Selected Capital City Zone places built for the finance sector, late inter-war period:

Street Number Name Date Value Architect

- Queen Street 118-126 Australian Catholic Assurance Building 1935-1936 A Hennessy Hennessy & Co.
- Collins Street 109-113 CBC Bank 1938 C
- William Street 77-89 Western House, National Bank of Australasia 1939 A Meldrum & Noad
- Collins Street 335-339 Commercial Banking Co. of Australia (Facade) 1939 B Henderson, Anketell & K
- Collins Street 335-339 Commercial Bank of Australia (facade, new structure) 1939 B Henderson, Anketell & K
- Collins Street 287-301 Royal Banking Chambers 1939-41 B Stephenson & Turner.

## **Previous heritage assessments of this place 1985-2002**

### **Previous heritage assessments**

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 409-413 Collins Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 1(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

*No citation provided.*

### **Central City Heritage Study Review 1993**

The building at 409-413 Collins Street was assessed in this review and graded B (N) on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>76</sup>. The building at 409-413 Collins Street was not assessed in this review.

*No citation provided.*

### **Other heritage listings**

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

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<sup>76</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Royal Insurance Group Building,  
430-442 Collins Street,  
Melbourne 3000**



• **Figure 79 430-442 Collins Street**

**Historical associations with persons or events**

**Creation or major development date:** 1962-1965

**Major owners or occupiers:** Royal Insurance Co.

**Designer(s):** Yuncken Freeman Architects Pty Ltd

**Builder(s):** Watts, EA Pty. Ltd.

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>77</sup>: A,B,C,D,E,F): **B**

**MCC Place Value Definition 1985:**

*Buildings of regional or metropolitan significance, and stand as important milestones in the development of the metropolis...*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>78</sup>: A,B,C,D,E): **B**

<sup>77</sup> Referenced in the Melbourne Planning Scheme clause 22.04

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **B**

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **A**

**MCC Place Value Definition 2011:**

*These buildings are of national or state importance, and are irreplaceable parts of Australia's built form heritage. Many will be either already included on or recommended for the Victorian Heritage Register or the Register of the National Estate.*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

G.1 Social importance to the community, as demonstrated by documentation or sustained community expression of value for the place

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**Statement of Significance**

**What is significant?**

Contemporary observers waited with trepidation as the now familiar 18 storey 'black stump' rose from the ground: '...this large dark shaft', they wrote, 'could turn out to be rather grim-looking'. With some relief they found that, '...' now, almost complete, the Royal is realised as an architecture playing it so cool that it makes every other city building in Melbourne look like an over-dressed juke-box'. Bates Smart and McCutcheon's South British Building (1960-2) had already demonstrated the use of pre-cast concrete façade elements, suffering some criticism, however, for its semi-decorative treatment. The State Insurance Building, 480-490 Collins Street, had been a more bland use of the medium but the Royal's façade showed more of the concern for external 'structural' expression than either. The Royal Insurance Company Ltd. had sprung to Melbourne from England in the 19th Century, having been established there in 1845. They had built up national head offices and a host of branches and subsidiaries by the 1960s, all under the watchful eye of old England. The Melbourne head office designers were Yuncken Freeman Architects Pty. Ltd., E.A. Watts Pty. Ltd. the builder and sub-consultants which included structural engineer, Frank C. Dixon; mechanical, Roderick Ross & Associates; and electrical,

<sup>78</sup> Referenced in the Melbourne Planning Scheme clause 22.04

Lincolne Demaine & Scott. The total cost was estimated at 3 million pounds.

When the RAI A gave it, the General Buildings Award for 1967 Cross- Section remarked that popular opinion had disagreed noting, however, that '...formal dress is worn by aristocrats as well as undertakers...'. This was an era of reaction against corporate International Modern among some influential members of the architectural profession as well as the student population who saw the work of Jackson & Walker, among others, as the future direction of architecture.

Reconstructed black granite gave the tower its characteristic dark profile but here the stone grains are cast into pre-glazed concrete panels with structural ribs at the vertical joints. The effect is not unlike the more refined among the past neo-Gothic designs, like Shell Corner (qv) which used decorative terra cotta in traditional but pseudo structural ribbing. However, at the Royal Insurance Building, the separation of each component, by detailing, follows the Modernist principle of the building as an evident assembly of functional parts rather than a decorated monolith. Although here, the dark concrete cladding could easily have been mistaken for one.

Hence, although curtain walls were discarded in the 1960s, the two seemingly different approaches were seen to have evolved from a common source. Because the façade's intermediate ribs did not continue to the ground and hence did not perform as primary structure, was no reason for concern: they were still needed for the lateral strength of each panel and enabled panel thickness to be reduced to the required fire rating's minimum. Neither was the building free of the podium principle, used in the city since the Renaissance revival of the mid 19th century, although the giant colonnades at the Royal were detailed as smooth transitions from the main façade. Internally, however, the lofty space created was used skilfully to accommodate a mezzanine.

### How is it significant?

The Royal Insurance building is significant historically and aesthetically to the Melbourne Capital City Zone.

### Why is it significant?

The Royal Insurance building is significant aesthetically as the most elegant, early pre-cast concrete clad International Modern office design in the city, providing a massive prelude to the similarly black-clad commercial designs by the same firm.

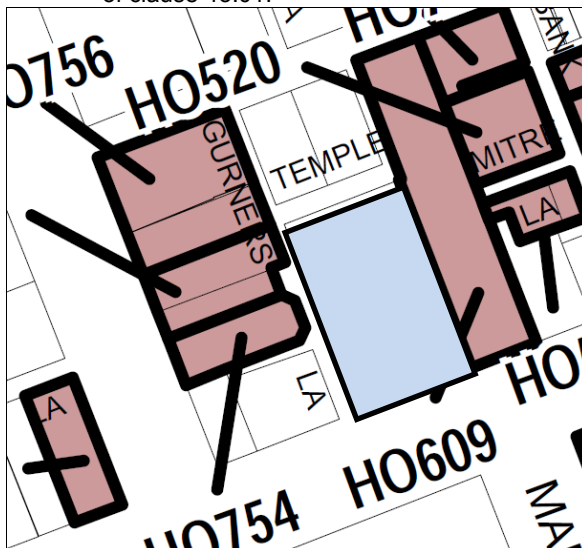
Historically and socially, the building was awarded the 1967 RAI A (Vic) Victorian

Architectural Medal as an indication of high regard by architectural peers and the community.

## Recommendations

This report recommends that:

- the building and associated land at 430-442 Collins Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (A) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>79</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.



• Figure 80 proposed heritage overlay

### Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

### Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register.

<sup>79</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

Recommended for the Victorian Heritage Register? Yes.

Part of a series showing immaculate interiors, furnishings and spaces

## Sources used for this assessment

The following sources and data were used for this assessment:

### General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

### Historic Buildings Preservation Council

Keith and John Reid, CBD Study Area 7 Historic Buildings Preservation Council, 1976

### State Library of Victoria collection



- **Figure 81 Wolfgang Sievers, c1967, State Library of Victoria collection:**

Royal Insurance Group office building, 440 Collins Street, Melbourne] [picture]

- \* Author/Creator: Wolfgang Sievers 1913-2007;
- \* Contributor(s): Yuncken Freeman Architects;
- \* Date(s): 1965

### Twentieth Century Architecture Register

Graeme Butler, 1982-3, Twentieth Century Architecture Register of Royal Australian Institute of Architects: architects as Yuncken Freeman Architects Pty. Ltd.; RAlA (Vic) medal 1967 General Building; Building Permit Application 17/8/1962, 35720; 9/2/1965 for signs indicating open; RAlA (vice) Library of Works card; H. Weston, Summary of Awards for Architecture, report to the R.A.I.A (Victoria) on awards given by the R.A.I.A. (Vic.) and R.V.I.A., (unpublished): 4; periodical articles 1/2/1965 (illus.), 1/5/1967. Est Cost £1,690,000; Roderick Ross & Associates consulting mechanical engineers; Frank C Dixon structural engineer; Lincolne Demaine Scott as electrical engineers; Rider Hunt & Partners QS. Panels have reconstructed black granite finish; typical floor area 12,036 square feet; floor to floor 12'.

### i-Heritage:

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Other Comments Victorian architecture awards : 1967 General building. Materials used include precast concrete window / façade units, tinted glass; revised data has Yuncken Freeman Architects Pty Ltd as designers.

### 'Victorian Year Book'

'Victorian Year Book' (VYB) 1972: 662

'Life insurance

The first purely mutual life office with headquarters in Victoria was established in 1869, although branches of other Australian and overseas insurance offices were operating in the Colony before this time. In 1969 there were forty-seven companies transacting life business in Victoria, compared with twenty in 1946, with assets throughout Australia of more than \$4,900m.'

### National Trust of Australia (Vic):

430-444 Collins Street, MELBOURNE, Melbourne City

File Number

B6854

Level: State

Statement of Significance

'The Royal Insurance Group Building, designed by Yuncken Freeman Architects, and completed in 1965, is of architectural, aesthetic and historical importance at the State level.

Architecturally and aesthetically, it is one of the most elegant of Melbourne's post war skyscrapers. The pre-cast concrete cladding panels are executed in a sombre black polished granite, relieved by vertical ribs which provide a restrained yet textured skin to the large box-like volume. The small set back from the street and the position on the corner of a lane allow the building to appear free-standing, aloof from but not dominating the

surrounding Collins Street commercial development. The ground and first floor are clad in larger versions of the panels, lending a lightness and transparency at ground level, the mass of the main building hovering above.

Historically, Royal Insurance was the most accomplished of the early pre-cast concrete clad office blocks, leading the field away from the light-weight curtain wall facades in Melbourne of the previous seven years. It was also first notable central city office block by the firm of Yuncken Freeman and was a prelude to a number of important black modernist commercial designs by the firm (heavily influenced by the work of US firm Skidmore Owings & Merrill), and who were also responsible for a number of the city's best skyscrapers, most importantly BHP House.

The Royal Insurance Group Building, designed by Yuncken Freeman Architects, and completed in 1965, is of architectural, aesthetic and historical importance at the State level.'

Classified: 25/06/07

Group: Commercial

#### ***Sands & McDougall Melbourne or Victorian Directories***

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

(D1961 430-444 Scotts Hotel, Gullifer, Miss H confectioner, Mitchell's Dry Cleaning, W Parke Shoe repair, D.J. Buchanan)

#### ***Municipal rate records***

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

*No search carried out.*

#### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1994, 1995) *Melbourne- the City's history and development*: 138

External treatment of the high rise building began to change in the early 1960s with a move away from the glass box towards a vocabulary of stone veneer, glass and precast concrete panels. The notion of surface modulation and texture began to reappear in the commercial office tower in an example such as Wales Corner, 221-231 Collins Street, of 1964 (Stephenson & Turner). Precast concrete facades also gained popularity in the 1960s, and the Royal Insurance

Building at 430-444 Collins Street, of 1962-65, was the aesthetic pacesetter, though it was preceded by the

South British Building of 1960-62 (Bates Smart & McCutcheon) and the State Insurance Building at 480-490 Collins Street. Set back from the street, a gesture which gave the simple black form of the building its significant presence, Royal Insurance was noticeable for its complete cladding in precast concrete panels finished in highly polished reconstructed black granite and preglazed before erection with dark thermally tinted glass. Each panel was double glazed and the panel so fitted that it was replaceable from within the building and no frame was visible externally. Critical reaction to the building was mixed. In 1965, Cross Section noted that the Royal Insurance Building, despite appearing rather grim during construction, was 'realised as an architecture playing it so cool that it makes every other city building in Melbourne look like an overdressed juke box'. 84 By 1967, popular opinion as Cross Section then observed, 'does not seem to favour the Royal, its blackness conjures up unfavourable analogies in non-architectural minds who fail to realise that its grimness is only skin deep, and that formal dress is worn by aristocrats as well as undertakers.'

#### **Comparative examples**

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessment has been upgraded after consideration of the 1993 review and the loss of significant similar-era buildings such as the Shell Building and the defacement of the St. James Building.

Selected Capital City Zone office towers from the 1960s:

Street Number Name Date

- Bourke Street 491-493 New Zealand Insurance Building, Former 1960 Lonsdale Street 402-408 1960c
- Collins Street 468-470 Christie Building 1960s-70s
- Market Street 8 Southern Cross Assurance Co. 1962
- Collins Street 435-455 National Mutual Life Centre 1962-1965
- Collins Street 430-442 Royal Insurance Group Building 1962-1965
- Collins Street 308-334 Colonial Mutual Life Building 1963
- Collins Street 454-458 MLC Building 1963
- Russell Street 380 I.O.O.F. Building 1963
- Bourke Street 546-560 ACI House, Former 1964
- Collins Street 319-325 Embank House 1965
- Collins Street 480-490 State Accident & Motor Car Insurance Office 1965
- Bourke Street 527-555 AMP Tower & St. James Building 1965-9
- Lonsdale Street 509-523 Crown Law Department 1965c
- Queen Street 128-146 Scottish Amicable Building 1966
- Queen Street 128-146 Scottish Amicable Life Assurance Society 1966

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### Central Activities District Conservation Study 1985

The building at 430-442 Collins Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **B** on an A-F individual building scale and a streetscape level of (scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

#### History

*Contemporary observers waited with trepidation as the now familiar 18 storey 'black stump' rose from the ground: '...this large dark shaft', they wrote, 'could turn out to be rather grim-looking'. With some relief they found that,...' now, almost complete, the Royal is realised as an architecture playing it so cool that it makes every other city building in Melbourne look like an over-dressed juke-box'. Bates Smart and McCutcheon's South British Building (1960-2) had already demonstrated the use of pre-cast concrete façade elements, suffering some criticism, however, for its semi-decorative treatment. The State Insurance Building, 480-490 Collins Street, had been a more bland use of the medium but the Royal's façade showed more of the*

*concern for external 'structural' expression than either. The Royal Insurance Company Ltd. had sprung to Melbourne from England in the 19th Century, having been established there in 1845. They had built up national head offices and a host of branches and subsidiaries by the 1960s, all under the watchful eye of old England. The Melbourne head office designers were Yuncken Freeman Architects Pty. Ltd., E.A. Watts Pty. Ltd. the builder and sub-consultants which included structural engineer, Frank C. Dixon; mechanical, Roderick Ross & Associates; and electrical, Lincolne Demaine & Scott. The total cost was estimated at 3 million pounds. When the RAlA gave it, the General Buildings Award for 1967 Cross- Section remarked that popular opinion had disagreed noting, however, that '...formal dress is worn by aristocrats as well as undertakers...'*

#### Description

*Reconstructed black granite gave the tower its characteristic dark profile but here the stone grains are cast into pre-glazed concrete panels with structural ribs at the vertical joints. The*

*effect is not unlike the more refined among the past neo-Gothic designs, like Shell Corner (qv) which used decorative terra cotta in traditional but pseudo structural ribbing. However, at the Royal Insurance Building, the separation of each component, by detailing, follows the Modern principle of the building as an evident assembly of functional parts rather than a decorated monolith. Although here, the dark concrete cladding could easily have been mistaken for one.*

*Hence, although curtain walls were discarded in the 1960s, the two seemingly different approaches were seen to have evolved from a common source. Because the façade's intermediate ribs did not continue to the ground and hence did not perform as primary structure, was no reason for concern: they were still needed for the lateral strength of each panel and enabled panel thickness to be reduced to the required fire rating's minimum. Neither was the building free of the podium principle, used in the city since the Renaissance revival of the mid 19th century, although the giant colonnades at the Royal were detailed as smooth transitions from the main façade. Internally, however, the lofty space created was used skilfully to accommodate a mezzanine.*

#### External integrity

*Generally original externally.*

#### Streetscape

*Isolated and set-back.*

#### Significance

*The most elegant, early pre-cast concrete clad International Modern office design in the city, providing a massive prelude to the similarly black-clad commercial designs by the same firm.*

### Central City Heritage Study Review 1993

The building at 430-442 Collins Street was assessed in this review and graded B on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

Central City Heritage Study Review 1993: appendix 4

#### 'Statement of Significance

*Designed in 1962 by Yuncken Freeman Architects and completed in 1965 the Royal Insurance Group Building is of state significance as architecturally being the most elegant early pre-cast concrete clad International Modern office designs in central Melbourne. The building was awarded the 1967 Victorian Architectural Medal and was the Prelude to a series of significant black clad commercial buildings designed by the same architectural firm.'*



*History & Description:*

The Royal insurance Group Building at 430-444 Collins Street was designed by Yuncken Freeman Architects in 19621 and completed in 19652 The '8 storey building was to be the Australian headquarters of the Royal insurance Group and was to be located on a site once occupied in 1837 by the Lamb inn. Melbourne's first licensed premises 3 The builders were E A Watts Ply Ltd Associated consultants included Frank C Dixon, Structural Engineer. Roderick Ross and Associates. Mechanical Engineers, Lincolne Demaine and Scott. Electrical and Lift Engineers, and Rider Hunt. Quantity Surveyors. 4 The total cost was estimated at £3 million

Set back from the street, a gesture which gave the simple black form of the building significant presence, Royal Insurance was noticeable for its complete cladding in pre-cast concrete panels finished in highly polished reconstructed black granite, pre-glazed before erection with dark thermal tinted glass. Each panel was double glazed and the glass so fitted that it was replaceable from within the building and no frame was visible externally Though Bates Smart and McCutcheon's South British Building, 155-161 Queen Street, 1960-62 and McKay and Potter's State Insurance Building, 480-490 Collins Street, 1965 had both employed pre-cast concrete facade elements, each was architecturally undistinguished by comparison with the Royal Insurance Group Building's severe black-ribbed facade which implied a more rigorous structural rationale to its divisions. Although the intermediate ribs of each panel did not continue to the ground and hence did not perform as primary structure, they were still required for the lateral strength of each panel and enabled thickness to be reduced to the required fire-rating minimum. 6 Inside, escalators relieved the burden of the lifts and were planned to carry 8,000 people an hour from the ground floor to the main insurance chamber on the mezzanine level. Externally this feature of the interior was expressed in a completely transparent piano noble level contrasting with the sombre black tower hovering above. On a typical floor, all floor finishes, lighting grids with their innovative Perspex diffusers 7, and partitions were conscientiously inter-related to result in a disciplined Miesian formality similar in many respects to the office interior designs of the contemporary doyens of U S commercial office buildings, the architects Skidmore Owings and Merrill.

Critical reaction to the building was mixed. In 1965, Cross Section noted that the Royal Insurance Building, despite appearing rather grim during construction, was "realised as an architecture playing it so cool that it makes every other city building in Melbourne look like an overdressed juke box.' 8 By 1967, popular

opinion as Cross Section then noted. "does not seem to favour the Royal. Its blackness conjures up unfavourable analogies in non-architectural minds, who fail to realise that its grimness is only skin deep, and that formal dress is worn by aristocrats as well as undertakers ". 9 Professional recognition prevailed when the Royal Insurance Group Building was awarded the 1967 Victorian Architectural Medal in the category of General Building. 10

Footnotes

1. MCC Building File No 35720
- 2 "Skyscraper on Historic Ground Melbourne s first pub site serves insurance" Building Lighting Engineering June 1966 pp 19-20
3. Ibid p 19. "Head Office Collins Street, Melbourne Victoria for Royal insurance Company Limited" Architecture in Australia. February 1967 p 88
- 4 Cross Section. No. 48 February 1965
- 5 Ibid.
- 6 Graeme Butler Central Activities District Conservation Study - Graeme Butler, 1984, Citations 1991. p 66
- 7 "Artificial Lighting" Architecture Today February 1966 p 19
- 8 Cross Section. No. 48 February 1965
- 9 Cross Section No.75. May 1967
- 10 Ibid "Victorian Architectural Medal Awards" Architect March-April 1967, pp20-21 and May-June 1967 p?? Architecture and Arts May 1967 pp 8-9'

### Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>80</sup>. The building at 430-442 Collins Street was assessed in this review and graded **B** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

No citation provided.

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<sup>80</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Other heritage listings**

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

**National Mutual Life Centre, 435-455 Collins Street, Melbourne 3000**



• Figure 82 435-455 Collins Street from north



• Figure 83 435-455 Collins Street from south-east, showing south addition



• Figure 84 part of north plaza with added statuary and plaques.

**Historical associations with persons or events**

**Creation or major development date:** 1962-1965

**Major owners or occupiers:** National Mutual Life Association of Australasia Ltd Melbourne City Council

**Designer(s):** Godfrey & Spowers Hughes Mewton & Lobb & Leith & Bartlett in association.

**Builder(s):** Watts, EA Pty Ltd

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>81</sup>: A,B,C,D,E,F): **C**

**MCC Place Value Definition 1985:**

*Buildings make an important aesthetic or scientific contribution that is important in the local area. This includes well-preserved examples of particular styles of construction, as well as some individually significant buildings that have been altered or defaced.*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>82</sup>: A,B,C,D,E): **C**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): not assessed.

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **C**

**MCC Place Value Definition 2011:**

*These buildings demonstrate the historical or social development of the local area and/ or make an important aesthetic or scientific contribution. These*

<sup>81</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>82</sup> Referenced in the Melbourne Planning Scheme clause 22.04

*buildings comprise a variety of styles and buildings types. Architecturally they are substantially intact, but where altered, it is reversible. In some instances, buildings of high individual historic, scientific or social significance may have a greater degree of alteration.*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

G.1 Social importance to the community, as demonstrated by documentation or sustained community expression of value for the place

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## Statement of Significance

### What is significant?

This was the site of Melbourne's General Market later known as the Western Market which started in 1842 but was demolished for this development in 1961. The market took up the block surrounded by Collins Street, Market Street, Flinders Lane and William Street. Development options for the site were canvassed over an extended period, with one late 1950s option being that of Underhill Investments Ltd who planned a massive triple-tower structure which covered most of the former market reserve.

This was also the era of civic development where the new vision of the Central Business District was one of elegant office tower blocks that because of their greater height, allowed adjacent landscaped forecourts such as the much maligned Gas & Fuel towers in Flinders Street and the associated Princes Gate Plaza. These however were not enough to provide the resting places for the general public roving and enjoying the City centre: there should be grand civic squares not incidental green spaces. To this end the Western Market site, having been considered for near 100% site coverage in the late 1950s, was reconsidered in the role of half investment office tower and half public plaza set over a large area, larger than any city green space before.

Godfrey Spowers, Hughes, Mewton and Lobb, and Leith and Bartlett, were the joint architects and engineers (termed the National Mutual centre Architects), with E Hughes as the project architect. The client was National Mutual Life Association of Australasia Ltd (divisional manager, P Ryan) and the contracting builders were EA Watts Pty Ltd.: the project ran from 1962 to 1965. As with other recent insurance office towers the gold-anodised aluminium framed curtain façade walls were augmented with stone,

in this case 1.1/4 inch thick white marble (requiring a modification of the Uniform Building Regulations). Observers pointed out that the contrast between the sparkling white and gold of the NMLC was a stark contrast to the all-black Royal Insurance tower opposite. Initial plaza plans (232 x 150 feet in area) showed more paving than eventuated, seating and planting area on the east and west sides, and a large central fountain area.

True to the promise of ground level activity there was two levels of shops facing the gallery and concourse or north plaza and an internal arcade. The first three occupied levels covered a larger area than the tower above (which had a 150 feet setback from Collins St), with two and three parking and service levels below. Of the total gross building area of 536,200 square feet, some 186,840 square feet was devoted to housing the car, as a partial answer to the recently opened Chadstone drive-in shopping centre.

The first floor held ample staff facilities including a large cafeteria, a library, lounge, games and billiard rooms. There was also the encircling balcony which were rare among city buildings but allowed for easy window cleaning and shading of the glass facade, avoiding the cracking problems experienced by the ICI Building in 1960. 'Cross-section' periodical noted in 1961 that the provision of these balconies on the NMLC tower demonstrated that 'there are other alternatives to the architecture of multi-storey office blocks than the ubiquitous all glass curtain wall sheath'.

Under the plant room level, there was the top (20<sup>th</sup>) floor observation deck; the general manager's office was one floor down at the 19th. The eight-lift lobby was on the west side and the rest of the typical floor was set out on a strict module, with 2.7m ceiling heights and 3.6m floor to floor- the office standard of the time. Most of the upper-level was leased out.

The completion of the project coincided with the Fourteenth Australian Architectural Convention and the periodical 'Building Ideas' created a special edition to display the City's architectural wealth, with tour guides compiled by architect and academic Neville Quarry and others.

He wrote:

*... The creation of a much needed open plaza in the heart of the office district was made possible by the City Council's move in buying the whole block and leasing it back to National Mutual, with the requirement that only half the area should be built upon and the other half be paved and planted for the use of the public, with parking underneath. Accommodation for 512 cars is provided, 93 with access from Market Street and the rest from Flinders Lane.*

*The plaza, 228 feet x 150 feet, is paved with hexagonal Mintaro slate and a 60-feet-high piece of sculpture, with its associated fountain and pools, will be placed off-centre near Market Street. Planting beds round the edges of the plaza are raised, with a broad wall for sitting on and there is a patch of lawn at the southern end, backed by planting intended eventually to serve as protection from southerly winds up William Street from the river.*

*The overflow of office workers at lunch time will, no doubt, sit informally on the broad flight of steps down to the lower concourse, where there are service shops and a coffee house.*

*Possibly, some day, a record shop will give lunch-time concerts...*

*...To keep the plaza alive when the office crowds are gone, there will be out-of-hours use of the theatre, squash courts, observation deck and roof-top restaurant; and, although a little out of the way for general pedestrian use, the fountain will provide a spectacle worth visiting. It is to be hoped that the restaurant clientele will enter by the plaza in fine weather, rather than from the car park, since gaily dressed diners or theatregoers provide a festive..'*

Thirty years on, Professor Miles Lewis wrote:

'The building itself (NML) was a much more stylish one than the Southern Cross (the other City market site), designed by the architects Godfrey Spowers Hughes Mewton Lobb, and lavishly finished. But the dramatic aspect was the creation of a large forecourt to Collins Street, unparalleled in any other commercial development in the city. The development was open on three sides, with a freestanding tower slab set back on the southern most part of the site overlooking the landscaped plaza. The implications for the city were potentially dramatic. The modernist vision of a city of high rise towers set amidst landscaped greenery at ground level seemed imminent, provided that major corporations were able to purchase large city sites or consolidate a number of titles...'

The building and plaza are general well-preserved with the exception of a four-level discrete glass clad box abutting the south lower level podium that has adopted some of the fenestration patterns of the existing building, has been set in from the podium perimeter, and is bland in its general effect.

### How is it significant?

The National Mutual Life Centre is significant historically and aesthetically to the Melbourne Capital City Zone.

### Why is it significant?

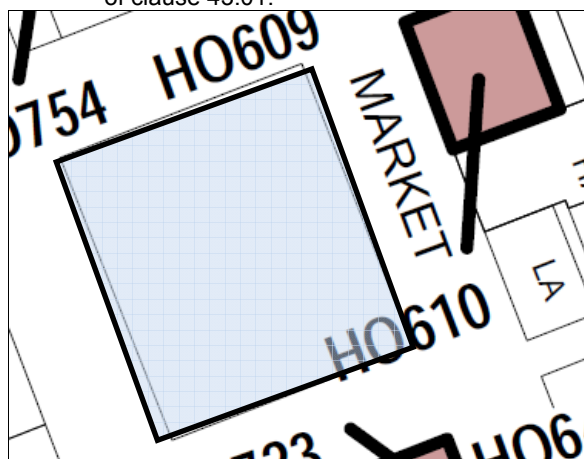
The National Mutual Life Centre is significant historically as a landmark private development within the City's history, distinguished by its scale and combination of office and retail uses, providing for the first major public plaza within the Capital City Zone, along with a major new underground car parking area. The development is also part of the boom eras of post-Second War insurance architecture that made this part of Collins Street the financial centre of Victoria.

Aesthetically it is a well preserved and large example of curtain wall architecture of the time but is distinguished by its free-standing site, the high degree of external finishes and the encircling balconies, one on each floor, that had not been achieved previously for an office tower in the City.

### Recommendations

This report recommends that:

- the building and associated land at 435-455 Collins Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>83</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.



• Figure 85 proposed heritage overlay

<sup>83</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

### **Interior elements**

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

### **Victorian Heritage Register**

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*

## **Sources used for this assessment**

The following sources and data were used for this assessment:

### **General sources**

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

### ***i-Heritage***

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Description/Notable Features First extensive plaza open to 3 sides, early free standing tower. Stone facing & aluminium - long lasting self finished external materials - landscape in plaza , typical. Alterations / Recommendations: Interior recommended for inspection - mural.

### **Building Permit Application**

Building Permit Application 3/4/1961,35439 piling, 35559 new building

### **Twentieth Century Architecture Register**

Graeme Butler, 1982-3, Twentieth Century Architecture Register of Royal Australian Institute of Architects: cites Neville Quarry, 'Building Ideas' (monthly published by CSR Building Materials Vol. 2, No. 11, March 1965, p 10; opening date March 1965, occupied Dec 1964. 'Cross-section' 104, June 1961: model and details of building; WE Bassett & partners mechanical engineers,

Lincolne Demaine & Scott lift and electrical engineers, Rider Hunt & partners, quantity surveyors.

### **The Argus'**

'The Argus': Wednesday 1 March 1950

### **COMPANY REPORT**

### **NATIONAL MUTUAL LIFE'S EXPANSION**

A REVIEW of the tremendous expansion in business written by the Notional Mutual Life Association of Australasia Ltd. in recent years was given by Sir Harold Luxton, chairman, at the 80th annual meeting yesterday.

Sir Harold said that of the £200 million of assurances in force on September 30 last, approximately £50 million, or 25%, were added in the last three years. It took 67 of the association's 80 years to reach £100 million of assurances in force, a further ten years to attain the £150 million mark and only three more years to attain £200 million..

Thursday 5 November 1953

### **Record new business**

National Mutual Life Association of A'asla Ltd wrote in the year to September 30, record new business of £42 443,130 This compares with the previous year's record of £41826 ..

Wednesday 27 October 1954

### **'Big rise in life co.'s new business**

New assurances written by the National Mutual Life Association of Australasia Ltd. rose sharply to a new record of £49,502,833 in the year to September 30

This means £7 million better than the previous year's record £42,444.000.'

'Cross-section' No.83 1959: Underhill Investments Ltd

'Building Ideas' March 1965:

### **'THE ARCHITECT**

### **CIVIC DEVELOPMENT**

### **AND SOCIETY**

### **Open Spaces in the Central City Area**

There are 320 acres of the central city of Melbourne almost devoid of open

spaces for spontaneous use by the public.

This is hard to reconcile with the well-known images of a restful, mellow city—the misty silhouette of cathedral spires beyond broad leafy thoroughfares, or dappled sunlight in Collins Street—but these delightful glimpses are only of thoroughfares; there is nowhere really to rest and relax without seeking the outer parklands. There are only the steps and colonnades and setbacks of the older free-standing buildings, the churches and the Public Library that have always attracted informal use; there is no public gathering space.

It was the modelling of these buildings set within their sites that gave a plastic quality to the walls of the grid-pattern streets, but the more recent flush facades have

made rather severe corridors of them. Today's detailing, too, while disposing of the problem of pigeons, seems to have discouraged equally the gathering of people round the bases of buildings.

In realisation of this there are now paved and planted areas being contributed to the city as part of development schemes, but these are either incomplete or too recent and untried as public spaces for their nature to be fully revealed as yet.

It remains to be seen just what are the conditions, even now being moulded, that will give rise to those intangible qualities that induce the public to confer the spark of life on one space more than another.

In evaluation of these qualities Philip Johnson (CIAM 8) asks of an open space:

"Is it a symbol, is it an enclosure, is it the reason for coming to the place, and does it develop so that you turn and twist into a space in which you feel good?"

[If] . . . none of these exists, [then] my guess is that this will always remain just as an open space."

#### **National Trust of Australia (Vic):**

447 Collins Street, MELBOURNE, Melbourne City

File Number: B7099

Level: ?

File only

Group

Retail and Wholesale

Also cites Former National Mutual Building, also Goode House 389-399 Collins Street, MELBOURNE, Melbourne City as 'Built 1892 .An exceptionally fine example of late 19th century commercial gothic';

National Mutual Building

201 Sturt Street, BALLARAT, Ballarat City

#### **Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

(D1961 Market Buildings

Rebuilding)

#### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

*No search carried out.*

#### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's*

*history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1994) *Melbourne- the City's history and development*: 24

'The town was divided into four wards, rolls of householders were drawn up and eight market commissioners were elected who, together with the police magistrate, Major H. St John, ex officio, made up the Board. They first met on 15 November 1841 and they chose four sites for markets including a general market at what became known as the Western Market site in Collins Street.'

Apart from these exceptions the second sale, not long after the first, disposed of everything left to the west of Swanston Street, and half the original block reserved around the Custom House was sold off, with a north-south street put through the block. Of what the government kept, the south part remained the Customs House reserve and the north part was reserved for a market - hence the little new street became Market Street. There was another public reserve to the east which was not specifically designated for market purposes but was later to become the Eastern Market. In modern times the sites of both the Eastern and the Western Markets have been leased out by the City to private enterprise, so that the Southern Cross Hotel and the National Mutual Centre are the only two substantial developments on leasehold land in the City. The other reserves were the sites of the present Town Hall, General Post Office, Law Courts, and old Mint building. A burial ground had been informally established in 1836 on Flagstaff Hill, and in 1837 a cemetery was surveyed to the north-east of this on part of what is now the Queen Victoria Market site, between Peel and Queen Streets.

(in the early 1850s) Meanwhile a market had sprung up in Flinders Street, between the customs house and the river, where needy migrants sold off their clothes and personal possessions, and in time stalls and regular traders were established there. Finally the Melbourne Corporation moved the market onto the Eastern and Western

Market reserves..

The Western Market had been in decline since the establishment of the Eastern Market, but now it had found a viable use. Here allotments were leased out, and were free from the controls of the Building Act because the land was owned by the Council. Shopkeepers were able 'to heap together the most trumpery wood and canvas structures, alike regardless of the Building Act and common decency'. Because of their lower overheads the shopkeepers could undersell their competitors across the street, but retribution arrived when a fire ravaged the Eastern Market in 1853.

Council now began to plan more ambitious market houses, which would include not only regular market accommodation but other lettable commercial space. A competition was held for the Western Market, and the

winning design by George Donaldson, estimated to cost £60,809, was approved by Council in June 1855. The site fell nearly five metres from Collins Street to Flinders Lane, and Donaldson planned the market operations to be at the Flinders Lane level, so Flinders Lane was widened at this point from 33 to 50 feet (10 to 15 m). The first contract was let in July 1855 to excavate the whole market site to this level. The foundations were built, rising above street level at the frontages, and six brick stores were built within the lower level.

Then work ceased, and the structure was left in this state for eleven years, with makeshift market operations conducted within the part that had been built....

'Between 1861 and 1891 Melbourne's population quadrupled, and the high rate of household formation encouraged massive suburban development, culminating in the land boom. The city centre benefited from the concentration of financial institutions catering not only to Victoria but to much of Australia...'

In 1962 the Western Market site was duly leased out, though for only £45,000 per annum, and in 1962-5 there arose on the site the National Mutual Centre at 435-455 Collins Street. The construction cost £4 million and was twenty-two storeys high.

The building itself was a much more stylish one than the Southern Cross, designed by the architects Godfrey Spowers Hughes Mewton Lobb, and lavishly finished. But the dramatic aspect was the creation of a large forecourt to Collins Street, unparalleled in any other commercial development in the city. The development was open on three sides, with a freestanding tower slab set back on the southern most part of the site overlooking the landscaped plaza. The implications for the city were potentially dramatic. The modernist vision of a city of high rise towers set amidst landscaped greenery at ground level seemed imminent, provided that major corporations were able to purchase large city sites or consolidate a number of titles.

### Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessed heritage values for this building have been maintained with added social values arising from the Lewis thematic history and contemporary accounts. This development of office tower and large public plaza is rare within Melbourne's history.

Selected Capital City Zone office towers of the 1960s:

Street Number Name Date

- Bourke Street 491-493 New Zealand Insurance Building, Former 1960 Lonsdale Street 402-408 1960c
- Collins Street 468-470 Christie Building 1960s-70s
- Market Street 8 Southern Cross Assurance Co. 1962

- Collins Street 435-455 National Mutual Life Centre 1962-1965
- Collins Street 430-442 Royal Insurance Group Building 1962-1965
- Collins Street 308-334 Colonial Mutual Life Building 1963
- Russell Street 380 I.O.O.F. Building 1963
- Collins Street 454-458 MLC Building 1963
- Bourke Street 546-560 ACI House, Former 1964
- Collins Street 480-490 State Accident & Motor Car Insurance Office 1965
- Collins Street 319-325 Embank House 1965
- Bourke Street 527-555 AMP Tower & St. James Building 1965-9
- Lonsdale Street 509-523 Crown Law Department 1965c
- Queen Street 128-146 Scottish Amicable Life Assurance Society 1966
- La Trobe Street 348-358 Gypsum House 1968
- Collins Street 351-357 Stock Exchange House 1968

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 435-455 Collins Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of (scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

*No citation provided.*

#### **Central City Heritage Study Review 1993**

The building at 435-455 Collins Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

#### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital



## Heritage Assessment of 435-455 Collins Street, Melbourne

City Zone but outside of the heritage overlay<sup>84</sup>.  
The building at 435-455 Collins Street was not assessed in this review.

*No citation provided.*

### **Other heritage listings**

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

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<sup>84</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Huddart Parker Ltd Building,  
464-466 Collins Street,  
Melbourne 3000**



• **Figure 86 464-466 Collins Street**



• **Figure 87 464-466 Collins Street**

**Historical associations with persons or events**

**Creation or major development date:** 1908

**Major owners or occupiers:** St James Church of England trustees Huddart Parker Ltd

**Designer(s):** D'Ebro, Charles

**Builder(s):** Shillabeer, FE

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>85</sup>: A,B,C,D,E,F): **C 3**

**MCC Place Value Definition 1985:**

*Buildings make an important aesthetic or scientific contribution that is important in the local area. This includes well-preserved examples of particular styles of construction, as well as some individually significant buildings that have been altered or defaced.*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>86</sup>: A,B,C,D,E): **C**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **C**

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **C**

**MCC Place Value Definition 2011:**

*These buildings demonstrate the historical or social development of the local area and/ or make an important aesthetic or scientific contribution. These buildings comprise a variety of styles and buildings types. Architecturally they are substantially intact, but where altered, it is reversible. In some instances, buildings of high individual historic, scientific or social significance may have a greater degree of alteration.*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

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**Statement of Significance**

**What is significant?**

The building at 464-466 Collins Street, was constructed 1908 by FE Shillabeer, as a three storey office building for the land owner, St James Church of England trustees. The old St James Church of England (1839-) stood near this site at the corner of Collins and William Streets, and served as Melbourne's Anglican Cathedral until St Paul's Cathedral was consecrated in 1891. In 1913-14 it was moved to a new site on the corner of King St and Batman Street, allowing development of the land by the Trust.

The principal tenants of the new building and their head office were steamship owners, Huddart,

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<sup>85</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>86</sup> Referenced in the Melbourne Planning Scheme clause 22.04

Parker and Co., while the Orbost Shipping Co maintained offices on the second floor. The company's initials may still survive on the shield held by the scrolls over the central ground level window (covered by a Makers Mark 'M.M.' panel)

Founded in the 1870s, Huddart Parker & Co, coal importers from Newcastle and merchants, entered the Sydney Melbourne trade in 1882 and inaugurated the Melbourne-Adelaide shipping service by 1886. They were one of the seven major coastal shippers, when this was the principal means of interstate transport. Their steamers including the 'Ulmaroa', were household names along with the more famous and glamorous Port Philip Bay steamers, including the 'Ozone', 'Hygeia' and 'Weerona', at their height from the 1880s to 1920s. By 1910 Huddart Parker had grown to rank 24th of the top 100 companies in Australia by asset value. More recently the building was associated over a long period with Meldrum & Partners architects.

This distinctive symmetrical façade was partitioned into bays by elegant fluted pilasters rising through the full height of the building. The entry was surmounted by an ox-bow moulded cement motif reiterated over the window on the other side. At the top floor is an unusual moulded cornice as a series of connected segmental arches. Façade windows are set out in a Tudoresque manner with bevelled mullions and decorative sills at the lower level. The parapet and pediment above are of particular interest, featuring foliation and tendril designs derived from Art Nouveau or Arts & Crafts sources.

The ground floor openings have been changed and enlarged, with large expanses of glazing and an unrelated but simple modern portico, and the upper level spandrel finishes altered (painting of tile and brickwork) but the building nonetheless remains in good and largely original condition. Early images of the building allow easy restoration.

Charles D'Ebro was one of the City's more creative designers showing an early interest in the tempering of classical architectural influences with those of medieval Europe, introducing an early Queen Anne Revival design in the Oxford Hotel and the Gothic revival Gothic Chambers in Bourke Street. This theme developed after the Great Depression of the 1890s into the Arts & Crafts influenced and highly significant Gollin & Co Building, another firm associated with trade and shipping.

### How is it significant?

The Huddart Parker Ltd Building is significant historically and aesthetically to the Melbourne Capital City Zone.

### Why is it significant?

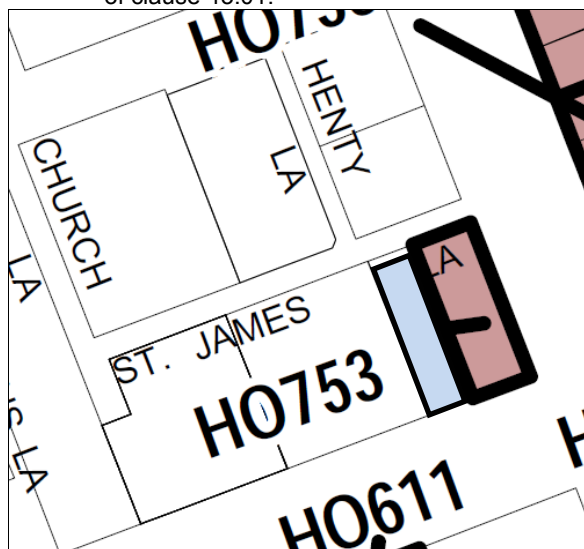
Huddart Parker Ltd Building is of aesthetic significance for its unusual façade composition, combining a variety of contemporary decorative elements into an uncommon and well resolved composition. The façade, drawing on Art Nouveau and other sources, is unusual within Melbourne's Capital City Zone.

Historically the building has a long association with the nationally prominent shipping firm, Huddart Parker & Co., built in an era when shipping was the only form of international commerce transport and a major source of local recreation which is underscored today by the building's relatively high external integrity.

### Recommendations

This report recommends that:

- the building and associated land at 464-466 Collins Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>87</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.



• Figure 88 proposed heritage overlay

<sup>87</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

### **Interior elements**

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

### **Victorian Heritage Register**

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*

## **Sources used for this assessment**

The following sources and data were used for this assessment:

### **General sources**

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

### ***i-Heritage***

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Alterations / Recommendations: New ground level entry / screen, colours ( sympathetic - reinstate original design) Other Comments Materials used include part stone facing.

### **Building Permit Application**

MCC Building Permit Application 1908, 923

### **Walking Melbourne web site:**

Notable features- 'A curvy Art-Nouveau styled building with some Anglo Dutch and Baroque influences. A highly original composition'

### **University of Melbourne Archives**

Has Huddart Parker company files:

### **A Place of sensuous Resort web page:**

Building 48: Royal College of Anaesthetists of Australia and New Zealand (formerly Ulimaroa) 630 St Kilda Road, Melbourne

'In 1867, Skinner died and by 1876, Parker, Webb & Traill joined with Huddart Parker & Co, coal importers from Newcastle, merchants. Huddart Parker expanded rapidly. By 1886 they had inaugurated the Melbourne-Adelaide shipping service and in 1882 entered the Sydney Melbourne trade. By 1890, Traill had moved from Geelong and offices on the wharves, to Collins Street and he had moved into Ulimaroa.

Huddart Parker were one of the seven major coastal shippers, when this was the principal means of interstate transport. Their steamers including the Ulimaroa, were household names. They also operated the famous and glamorous Port Philip steamers, including the Ozone, Hygeia and Weerona. Aboard these, bands played popular songs, couples danced, serenaded by an orchestra on moonlight cruises, for over a hundred years from 1842 until 1949, particularly from the 1880s to 1920s.'

### **Australian Museums & Galleries online Archives**

A. Australian Agricultural Company

Wharf Road, Newcastle.

(B) Hebburn Limited

464 Collins Street, Melbourne.

'A new company, "Hebburn Limited", was incorporated on the 3rd August 1914 to take over the early Hebburn Colliery assets, its administration, its holdings and its control, all of which had previously been part of the Australian Agricultural Company. In the Memorandum and Articles of Association of this new company set out that the capital was to be £1,000,000-- (\$2,000,000.00) in £1-- (\$2.00) shares. Huddart Parker Limited, a shipping company, whose principal office was in Melbourne, took up a substantial shareholding in this newly incorporated company. The head office of Hebburn Limited was at 464 Collins Street, Melbourne, Victoria. The new company, Hebburn Limited, continued to maintain its Newcastle office in the Australian Agricultural Company premises at Wharf Road, Newcastle.'

### **City of Boroondara web site,**

West Hawthorn heritage inventory-

'81 Manningtree Road 81 Manningtree Road was built on Walton's garden in 1887. It is listed as vacant in the Directories for 1888. Its first occupant was Ernest Parker, manager of Huddart, Parker and Co., in Collins Street and probably connected with Parker and Bird's Saw Mills in Burwood Road, Hawthorn from the 1850s. Charles Johnston lived here during the 1890s and later it was the Misses Corries's Nurses' Home before the First World War. During the 1930s, Mrs E. Ayles lived there, possibly the umbrella maker from 633 Burwood Road (1919).'

### **Huddart Parker**

From Wikipedia, the free encyclopedia

Huddart Parker Limited was an Australian shipping company trading in various forms between 1876 and 1961. It was one of the seven major coastal shippers in Australia at a time when shipping was the principal means of interstate and trans-Tasman transport. The company started in Geelong, but in 1890 shifted its offices to Melbourne. By 1910 Huddart Parker had grown to rank 24th of the top 100 companies in Australia by asset value.

The company was founded on August 1, 1876 in Geelong as Huddart, Parker & Co. Pty. Ltd, by James Huddart, T.J. Parker, John. Traill, and Captain T. Webb. Earlier, in the 1850s, James Huddart's uncle, Captain Peter Huddart had made his fortune importing coal for use in the Victorian goldfields. He was the first major operator handling coal from the port of Geelong. Mr. T.J.Parker, was a merchant who arrived in Geelong from London in 1853. The trading activities each built up through the gold-rush era and beyond led to a linking of the businesses of their descendants and successors, to become Huddart Parker & Company.

After 1876 Huddart Parker expanded rapidly. By 1886 it had inaugurated the Melbourne-Adelaide shipping service and in 1882 entered the Sydney Melbourne trade. During the early 1890s its steamers were running to the principal ports of New South Wales, Victoria, South Australia, Western Australia and Tasmania, and in 1893 it was also trading with ports in New Zealand.

One of the original directors, John Traill, had survived the other directors by 1886, and remained chairman until his death at 92, in 1916.

By 1890, Traill had moved the company from offices on the wharves at Geelong to 466 Collins Street, in the heart of Melbourne.

The company registered in Victoria in 1889 as a proprietary company and converted to a public company in 1911.

In 1921 Huddart Parker came to an agreement with the Union Steam Ship Company of New Zealand to establish a joint venture operation on the Bass Strait where both companies owned a 50% stake in the company Tasmanian Steamers

During World War I five of the company's vessels were requisitioned for the war. The SS Wimmera was sunk on 26 June 1918 following collision with a German mine north of Cape Maria van Diemen, New Zealand, killing 26 passengers. Then again in World War II three of the company's passenger ships, Zealandia, Westralia and Wanganella were pressed into war service.

Huddart Parker was finally taken over by Bitumen and Oil Refineries Australia Limited in October 1961'

Cites:

Barker, Anthony (2001), *What Happened When: A Chronology of Australia from 1788*, Allen & Unwin, ISBN 1-86508-426-3

Merrett, David (2000), *Business Institutions and Behaviour in Australia*, Routledge (UK), ISBN -7146-4994-5

Plowman, Peter (2004), *Ferry to Tasmania*, Rosenberg Publishing, ISBN 1-877058-27-

Australia's Merchant Navy: Huddart Parker

Serle, Percival (1949). "Huddart, James". *Dictionary of Australian Biography*. Sydney: Angus and Robertson.

#### **State Library of Victoria collection: (part)**

Exterior of Huddart Parker offices at 466 Collins Street, Melbourne] [picture] / Lyle Fowler.

\* Author/Creator: Lyle Fowler 1891-1969, ;

\* Contributor(s): Commercial Photographic Co., photographer ;

\* Date(s): [1962]

\* Terms of use/Copyright: This work is in copyright

Cite as: Harold Paynting Collection, State Library of Victoria.

\* Description: 1 negative : flexible base ; 20.3 x 25.4 cm. approx.

\* Identifier(s): Accession no(s) H92.20/7350

\* Subjects: Collins Street (Melbourne, Vic.) ; Film negatives ;

\* Contents/Summary: View of offices from across street. Located north side of Collins Street between William and King Street. National Bank of Australasia visible to right. Signs for adjacent businesses visible to left: McKinnon Nicholls Pty. Ltd., Australian, Paterson & Reade, McCulloch Carrying Company Limited, Agents for Wright, Heaton and Co. Limited Sydney, Watt, Brown & Co. Pty. Ltd., and William Kibby & Co.

\* Related works: Series: Harold Paynting collection. H series.



- **Figure 89 Huddart Parker & Co. [Melbourne, Vic.] c1910-20, State Library of Victoria collection:**

#### **Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1905 Edmiston & O'Neill electrical engineers etc..

D1910, 1915, 1920, 1924 Huddart Parker Ltd steamship owners etc 2nd floor...

D1910 Huddart, Parker & Co prop Ltd, steam ship owners

2nd fl.. The Orbost Shipping Co Prop Ltd

D1915 Huddart, Parker & Co prop Ltd, steam ship owners

2nd fl.. The Orbost Shipping Co Prop Ltd

Gippsland Steamers, Pty Ltd

D1920 Huddart Parker & Co prop Ltd, steam ship owners

2nd fl.. Gippsland Steamers, Pty Ltd

D1924 Huddart Parker & Co prop Ltd, steam ship owners

2nd fl.. Gippsland Steamers, Pty Ltd

Tasmanian Steamers Pty Ltd

D1930-1955 Huddart Parker & Co prop Ltd, steam ship owners

Tasmanian Steamers Pty Ltd

D1930 Huddart Parker Ltd steamship owners, Tasmanian Steamers Pty. Ltd.

D1974 Crosby House

Meldrum & Partners architects

#### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

*No search carried out.*

#### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1994) *Melbourne- the City's history and development*: 604.1 BOOM AND BUST

#### **HISTORY**

'Pastoralism reasserted itself as the backbone for these developments, although wool exports never quite so dominated the colonial economy as they had before the discovery of gold. Continuing innovations in communication by road and railway consolidated the growth both of the pastoral economy and of the port metropolis. Marine technological innovation, the opening of the Suez Canal, and reducing transport costs, had by the early 1870s firmly established the Australian run among the world's major shipping networks. An Italian visitor to Australia in the early 1870s recalled that to dock in Melbourne was to be enveloped in a "forest of ships' masts...on all sides."

....

#### **5.8 THE CITY BEAUTIFUL**

##### **BUILDING...**

(Reinforced Concrete)

By introducing a novel patented system, Crawford was the first to significantly challenge the Monier monopoly on reinforced concrete in Melbourne. Another challenger seems to have been C.A. D'Ebro, whose 'Scottish House' of 1907-8, at 90-96 William Street, is of reinforced concrete which does not appear to be on the Monier system. What the system is unclear, but in other structures at about this time D'Ebro was pioneering the use of expanded metal for reinforcement. The 1985 assessed heritage values for this building have been maintained with added historical and architectural data underscoring the identified values.

#### **Comparative examples**

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985

database, being of a similar use, scale, location and creation date.

#### Selected D'Ebro designs in the Capital City Zone:

NAME NUMBER STREET Date

- Scottish House 90-98 William Street 1908
- Abrahams, Former Gollin Building 561-563 Bourke Street 1902
- State Savings Bank, former 31-33 Bourke Street 1906
- Huddart Parker Ltd Building 464-466 Collins Street 1908

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 464-466 Collins Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 3 (scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

*No citation provided.*

#### **Central City Heritage Study Review 1993**

The building at 464-466 Collins Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

#### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>88</sup>.

The building at 464-466 Collins Street was assessed in this review and graded **C** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

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<sup>88</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

### History and Description

The building at 464-466 Collins Street, was constructed c.1910 as a three storey office building. The principal tenants of the new building were steamship owners, Huddart, Parker and Co while the Orbost Shipping Co maintained offices on the second floor 1. The designer and builder of the building are not known.

This distinctive symmetrical street façade is partitioned into bays by elegant fluted pilasters rising through the full height of the building. The entry is surmounted by ... and reiterated over the windows to either side. At the first floor, an unusual-ox-bow device tripartite arrangement of windows with bevelled mullions sat above decorative sills while windows with curved sills on the level above were integrated into a highly modelled cornice. The parapet and pediment above are of particular interest, featuring foliation and tendrill designs derived from Art Nouveau sources. The ground floor entry and windows appear to have been enlarged and now accommodate large expanses of glazing and a modern portico, but the building nonetheless remains in good and largely original condition.

#### Statement of Significance

The building at 464-466 Collins Street is of aesthetic significance at a local level for its unusual façade composition, combining a variety of contemporary decorative elements into an uncommon and well resolved composition. The façade, drawing on Art Nouveau and other sources, is unusual within Melbourne's CBD.

#### Other heritage listings

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

**State Savings Bank of Victoria,  
Western Branch, 615-623 Collins  
Street, Melbourne 3000**



- **Figure 90 615-623 Collins Street from west**

**Historical associations with persons or events**

**Creation or major development date:** 1923-1924

**Major owners or occupiers:** Commissioners State Savings Bank of Victoria

**Designer(s):** Peck & Kemter

**Builder(s):** Farr, FG

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>89</sup>: A,B,C,D,E,F): **B 3**

**MCC Place Value Definition 1985:**

*Buildings of regional or metropolitan significance, and stand as important milestones in the development of the metropolis...*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>90</sup>: A,B,C,D,E): **B**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **B-C**

<sup>89</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>90</sup> Referenced in the Melbourne Planning Scheme clause 22.04

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **B**

**MCC Place Value Definition 2011:**

*These buildings are of regional or metropolitan significance, and stand as important milestones in the architectural development of the metropolis.*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

G.1 Social importance to the community, as demonstrated by documentation or sustained community expression of value for the place

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**Statement of Significance**

**What is significant?**

The basis of the State Savings Bank was formed by the amalgamation of the private Port Phillip Savings Bank (1842-) and the government Post Office Savings Bank (1852-) in 1896. Given the major bank failure of 1893 the government legislated to fully back the savings bank and create the new 'credit foncier' form of finance to help combat the combined effects of the recession and drought on the rural community.

From Federation, many branch banks were built including a modest office at 31-33 Bourke Street (by architects Smith and Ogg), using the former private savings bank's head office in Market Street as the state's headquarters. Around 35 banks were constructed in the 20 years from 1904. Architects, Billing Son and Peck or Billing Peck and Kemter, designed branches at Richmond, Heidelberg, Thornbury, Hawksburn, Surrey Hills and Brunswick prior to Peck and Kemter's involvement with this, the City's western branch, in 1927. This was the first major city office built for the bank since the amalgamation, paralleling with its expansion into a new home finance role, post war.

Following the detailing of the Neo-Grec movement, the former bank and four office levels above were clad in stucco and rested on a quarry finish Harcourt granite base, taking the form of a grand commercial Palazzo. Saltire-cross bronze framed windows light the monumental space of the former banking chamber and nail-head mouldings, both large and small, make up the stylised capitals on the similarly stylised, Tuscan order pilasters which support the exaggerated Doric cornice above. A smooth rusticated base storey completes the graduation of texture from



the smooth upper levels to the roughness of the plinth.

This stylistic combination was commonly used in the 1920s for financial and commercial buildings. Early and relatively conservative use of the Greek Revival style reached the height of its popularity in the late 1920s imparting a suitable imposing temple-like air to, what is this case, almost symmetrical facades which remain substantially intact. As one contemporary description noted, the building was considered to have 'sufficient dignity to be counted among our notable buildings and is a striking note in our civic architecture'.

As a Neo-Grec design, the bank compares with Deva House, Bourke Street and to a lesser degree with Temple Court, Collins Street (qv), both 1924 also the Nicholas Building (1926): it is an early example of the style and the corner siting aids in the showcasing of the style.

This is a major corner building which relates well to the similarly styled former Batman's Hill Hotel (1926) adjoining in Spencer Street. The State Savings Bank contributes significantly to a streetscape interspersed with similarly classically detailed buildings such as the Mail Exchange Building, the former Alexander, later Savoy Hotel, and the former Victorian Railways Building.

#### How is it significant?

The former State Savings Bank of Victoria is significant historically and aesthetically to the Melbourne Capital City Zone.

#### Why is it significant?

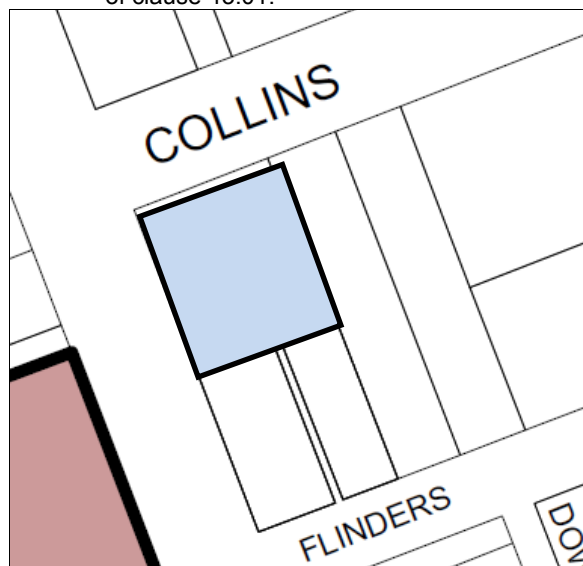
The former State Savings Bank of Victoria is aesthetically significant as an early and good neo-Grec design. The building is a fine and prominent example of the combination of a restrained Renaissance Palazzo form with elements of the Greek Revival style - a combination commonly used in the 1920s for financial and commercial buildings which reached the height of its popularity in the late 1920s. The style imparts a suitably imposing temple-like air to the almost symmetrical street facades which remain substantially intact. As a prominent building on one of Melbourne's major intersections, the former State Savings Bank building contributes significantly to a streetscape interspersed with similarly classically detailed buildings such as the Mail Exchange Building, the former Savoy Hotel, and the former Railway Building.

Historically it was the first major city office built for the State Savings Bank of Victoria since the 1896 amalgamation, paralleling with its expansion into a new home finance role, post war. The building also evokes the supremacy of the Melbourne banking industry within the State and the nation.

## Recommendations

This report recommends that:

- the building and associated land at 615-623 Collins Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>91</sup>.
- Investigate interior control for the building based on the elements listed below.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.



• Figure 91 proposed heritage overlay

#### Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

The monumental space of the former banking chamber with its plaster detailing is significant.

#### Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register.

<sup>91</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

*Recommended for the Victorian Heritage Register? No.*

## Sources used for this assessment

The following sources and data were used for this assessment:

### General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

### Historic Buildings Preservation Council

Lawrie Wilson & Associates, 1977. Historic Buildings Preservation Council Report on CBD Block No 6 Dec 1977 (84), page 109;

### *i-Heritage*

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Alterations / Recommendations: Awnings added, new entry doors, illuminated signs added ( all sympathetic - no recommendations) Air units added ( inappropriate - remove or reinstate sympathetic alternative)

### Building Permit Application

MCC Building Permit Application: 1923, 4834

### Museum Victoria web page:

**'The State Savings Bank of Victoria, Melbourne, Victoria**

On 1 January 1842 the Port Phillip Savings Bank opened. It was the offspring of the Bank of New South Wales and the progenitor of the State Savings Bank of Victoria. An earlier Port Phillip Bank had opened in 1839, but was short-lived. The first Board of Trustees included Charles Joseph La Trobe as President, who had recommended the Bank's establishment.

By 1848 there were 641 depositors' accounts held in Melbourne, and by 1850 branches had opened in Geelong and Port Fairy.

In November 1852, when the separation of the colony of Victoria was being facilitated, a Savings Bank of Port Phillip Laws Amendment Bill was introduced. The bill proposed to continue the Port Phillip Bank as the 'Savings Bank of Victoria'. The Bank would operate as a single institution with separate branches. The bill was referred to a select committee for further consideration. The committee unwisely decided that each branch of the Savings Bank should operate as a separate institution, overseen by a Board of Commissioners - as was the case in Britain and New Zealand. It came to this decision under the influence of the inexperienced English barrister Dr George MacKay. On 7 February 1853 the Act to Consolidate and Amend the Laws Relating to Savings Banks was passed. It came into effect on 30 June 1853.

In 1858 a head office opened on the corner of Market Street and Flinders Lane. It remained in this location until 1912.

Between 1857 and 1865 several regional banks were opened under the auspices of the State Savings Bank of Victoria. By 1862 the Commissioners were trying to limit the number of banks opening. Customer numbers continued to grow, however, and by 1890 there were 177,189 bank accounts held in Victoria.

Various attempts were made to amalgamate the banks, and in 1894-95 a Royal Commission was finally held to consider amalgamation and improved bank assistance to farmers. It recommended amalgamation, and on 24 December 1896 the unifying Savings Bank Act 1481 came into effect.

On 1 October the following year the Post Office Savings Bank merged with the State Savings Bank.

In the 1920s the State Savings Bank created a housing estate in Port Melbourne, one of a number of actions to encourage home ownership in the early to mid 20th century. After World War II the Bank began lending on overdraft to the co-operative housing societies. By June 1954 some 51 societies had received overdraft facilities from the State Savings Bank, amounting to £15.7 million.

In 1970 the Bank issued a medal to commemorate the bicentenary of the arrival of Captain James Cook [NU 33158].

On 1 January 1991 the State Savings Bank of Victoria officially merged with the Commonwealth Bank.

References:

History of the Bank is available in Craddock, Trevor, (1967). 125 Years: The Story of the State Savings Bank of Victoria

Abbott, Malcolm J. (1997). A History of the Victorian Co-operative Housing Societies, 1944-1996, Working Paper Series No. 9702, January, Deakin University [http://www.deakin.edu.au/fac\\_buslaw/sch\\_uf/publications/wp/wp9702%20.pdf](http://www.deakin.edu.au/fac_buslaw/sch_uf/publications/wp/wp9702%20.pdf).

Photographs, housing design books, map and plan collection, General Manager's Department correspondence, Commissioners' minute books and annual reports from the State Bank of Victoria are held by the Public Record Office, Victoria.

**'The Argus':**

'The Argus': Thursday 5 August 1920

STATE SAVINGS BANK.

Deposits Largely Increase.

The excess of deposits over the withdrawals in the State Savings Bank of Victoria during the last two months has exceeded all records in the history of the bank, extending over 79 years. The excess in June was £561,000, and in July reached the sum of, £094,000, thus increasing the amount of credit of depositors by £1,258,000 in two months. The record increase for one month previously was £487,900, in February, 1910,

The accumulations was partly due to returned soldiers depositing cash obtained for their gratuity bonds; and the holders of war savings certificates purchased three years ago are depositing cash obtained on the maturity of the certificates. It is also probable that the Savings Bank rate of interest, having been raised to 4 per cent., has attracted some deposits. The interest added to depositors' accounts to June 30 was £1,105,035, and the total funds now exceed £39,000,000...

Tuesday 26 October 1920

THRIFT IN VICTORIA.

SAVINGS BANK EXPANSION...

16 December 1920

State Savings Bank Buys Branch Site.

The commissioners of the State Savings Bank have purchased a site with 52ft. to Collins Street by 102ft. 10 in. along Spencer Street, being the south-east corner and part of tin 1' property now occupied by the Sunshine Harvester showrooms. It is proposed to erect premises on this site for a branch of the State Savings Bank. The commissioners had intended to build on land purchased some time ago in Little Collins Street, close to Spencer Street, and opposite the Board of Works offices, but having now obtained a better position they will offer the Little Collins Street site for sale. There is a very large population to be served by a branch in the western end of the city, which will also be a great convenience to depositors arriving from the country. The only branch of the bank in that vicinity at present is in Flinders Street, near King Street, which branch may ultimately be absorbed into the new business in Collins-Spencer Streets, if that is found to be convenient for the depositors. The price paid for the new site is £15,000, or about £288 per foot.

Friday 23 March 1923

NEW SAVINGS BANK,

Messrs. Peck and Kemter, architects, are the designers -of this fine building, which is to be erected at the corner of Collins Street and Spencer Street, to the order of the commissioners of the State Savings Bank of Victoria at a cost of £70,000. Details are given in an adjoining column. Below is a photograph of the site of the new building; the premises, formerly occupied by H. V. McKay Pty. Ltd., are in course of demolition...

STATE SAVINGS BANK.

New Branch Building

Demolition work is now in progress to make way for new banking premises and offices at the corner of Collins Street and Spencer Street for the commissioners of the State Savings Bank of Victoria. The plans for the building provide for an imposing structure of five stories and basement. It is proposed to use the whole of the ground floor as the banking chamber with entrance from Collins and Spencer Streets. The upper floors are divided into offices. The plans provide for stone and brick construction, with fire resisting floors of reinforced concrete, internal walls of terracotta and flat roof of concrete. A corner elevation of the building is reproduced in the pictorial columns to day. Features of the design are the external doors and the windows to the ground floor story constructed of bronze and eight ornamental lamps also of bronze, which will illuminate both fronts at night. The windows of the upper floors are to be constructed of steel. The entrances are to be carried out in a treatment of Australian marbles, and the hall, corridors, and stairs surfaced with terrazzo. Parquet floors are to be provided through out to the offices, and the banking chamber, halls, and corridors carpeted with rubber. Polished Queensland maple is to be used for the offices and the counters, fittings, and panelled walls of the banking chamber. Three fast running elevators are to be installed. Mr J G Farr, builder, has been entrusted with the contract for the erection of the building, which is to be carried out in accordance with the design and under the supervision of Peck and Kemter, architects. The cost of the completed building will be about £70,000.'

Friday 10 August 1923 (copy held)

STATE SAVINGS BANK.

DEPOSITS EXCEED £,50,000,000

OVER A MILLION ACCOUNTS.

New Spencer Street Branch,...

Harcourt granite to base.

### Other sources



- **Figure 92 State Savings Bank of Victoria head office in Elizabeth Street (demolished) children's money box of the 1930s as an indication of the symbolism of the major bank structures to Victorians.**

### **Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1950 623 State Savings Bank of Victoria

(lists many other tenants)

D1930 623 State Savings Bank of Victoria, Western Branch

Rowntree & Co (Aust) Pty. Ltd. confectioners

Victorian Railways branch offices

Lord, P Oswald surgeon

### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

*No search carried out.*

### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1994) *Melbourne- the City's history and development*:

'In other respects the distribution of uses in the central city remained much as before. The banks had occupied Collins Street in the 1840s, and as we have seen had

consolidated there from the mid-1850s onward. By the 1880s all but one of the twelve banks had their headquarters in the street.'

'We have seen already how the first decade or so saw the de facto zoning of the CBD into uses which have survived in some cases up to the present day. The mercantile area was already established in the west of the town, as were some of the banks...'

### **Comparative examples**

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessment has been marinated despite changes in the internal and external integrity of the building but additional social values have been identified from press reports of the day.

Selected Capital City Zone banks from the 1920s:  
Street Number Name Date

- Collins Street 615-623 State Savings Bank of Victoria 1923-1924
- Queen Street 373-375 Bank of New South Wales (former) 1925c ?
- Elizabeth Street 351-357 Union Bank Chambers, later A.N.Z. Bank 1926-1927
- Collins Street 271-279 National Bank (rebuilt) 1927
- Swanston Street 219-225 E.S. & A.Bank, Former 1928
- Bourke Street 190-192 Bank of New South Wales, former 1929

## **Previous heritage assessments of this place 1985-2002**

### **Previous heritage assessments**

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 615-623 Collins Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **B** on an A-F individual building scale and a streetscape level of 3(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

#### **History**

The basis of the State Savings Bank was formed by the amalgamation of the private Port Phillip Savings Bank (1842-) and the government Post Office Savings Bank (1852-) in 1896. Given the recent bank failure the government legislated to fully back the bank and create the new 'credit foncier' form of finance to help combat the combined effects of the recession and drought on

the rural community. From Federation, many branch banks were built including a modest office at 31-33 Bourke Street (by architects Smith and Ogg), using the former private savings bank's head office in Market Street as the state's headquarters. Around 35 banks were constructed in the 20 years from 1904.

Architects, Billing Son and Peck or Billing Peck and Kemter, designed branches at Richmond, Heidelberg, Thornbury, Hawksburn, Surrey Hills and Brunswick prior to Peck and Kemter's involvement with this, the city's western branch, in 1927. This was the first major city office built for the bank since the amalgamation, paralleling with its expansion into a new home finance role, post war.

#### Description

Following the chaste lines of the Neo-Grec movement, the bank and four office levels above are clad in stucco and rest on a quarry finish granite base. Saltire-cross bronze framed windows light the monumental space of the banking chamber and nail-head mouldings, both large and small, make up the stylised capitals on the similarly stylised,

Tuscan order pilasters which support the exaggerated Doric cornice above. A smooth rusticated base storey completes the graduation of texture from the smooth upper levels to the roughness of the plinth.

As a Neo-Grec design, the bank compares with Deva House, Bourke Street and to a lesser degree with Temple Court, Collins Street (qv), both 1924. Also the Nicholas Building (1926): it appears to be an early example of the style.

#### External Integrity

Sympathetically shaped and coloured signs and awnings, and air units have been added.

#### Streetscape

Isolated, but a major corner building.

#### Significance

An early and good neo-Grec design and the first major city office built for the bank since the amalgamation, paralleling with its expansion into a new home finance role, post war.

### Central City Heritage Study Review 1993

The building at 615-623 Collins Street was assessed in this review and graded B on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

Central City Heritage Study Review 1993-3 appendix 4:

#### 'Statement of Significance

Designed by Peck and Kemter for use as the Western Branch of the State Savings Bank of Victoria the building at 615-623 Collins Street was constructed in 1923 and is of regional significance as a fine and prominent example of the combination of a restrained Renaissance Palazzo form with elements of the Greek Revival style a combination commonly used in the

1920s for financial and commercial buildings Early and relatively conservative use of the Greek Revival style which reached the height of its popularity in the late 1920s imparts a suitable imposing temple-like air to the almost symmetrical facades which remain substantially intact As a prominent building on one of Melbourne's major intersections, the former State Savings Bank building contributes significantly to a streetscape interspersed with similarly classically detailed buildings such as the Mail Exchange Building, the former Savoy Hotel, and the former Railway Building.'

#### 'History & Description:

Although now no longer in existence due to its sale to the Commonwealth Bank in 1991, the State Savings Bank of Victoria was formed almost 100 years earlier in 1896, by the amalgamation of the private Port Phillip Savings Bank. The disastrous recession in Victoria in the early 1890's, caused in part by widespread bank and finance company failures, motivated the government to legislate to fully back the new State bank and institute reforms' in banking. 1

Constructed in 1923, the State Savings Bank building at 615-623 Collins Street was designed by Peck and Kemter as the bank's Western Branch. 2 Many branch banks, designed by a number of prominent Melbourne architectural firms, had been erected throughout the suburbs and state in the first few decades of the twentieth century but this appears to have been the first major city branch to be constructed. 3 Befitting their serious financial role within the State, a restrained Renaissance Palazzo style was chosen for the façade giving the overall form an imposing monumentality; as one contemporary description noted, the building was considered to have 'sufficient dignity to be counted among our notable buildings and is a striking note in our civic architecture.' 4 The general appearance of the rendered façade shows a disciplined approach to the detailing with less emphasis on ornament than earlier financial and commercial buildings, but with stylised elements of Greek Revival Classicism such as are also found at the Nicholas Building (1924-26) and the London Stores (1925).

Constructed of reinforced concrete, the four upper levels of the building and the double height ground floor sit on top of a rough faced granite plinth sited directly on the south-east corner of Collins and Spencer Streets. Above the plinth, piers to the double height ground level base are rusticated with clearly articulated horizontal joints contrasted with smooth rendered bands The piers themselves are interspaced with bronze framed windows that light the former banking chamber The entire base is capped by a frieze that features stylised head details positioned above each pier and made up of small and large hammerhead mouldings. At the skyline an exaggerated Greek Doric cornice surmounts a plan frieze and architrave to form an impressive entablature supported by four storey high piers. Each of the smoothly rendered piers is interspaced with window and spandrel panels, and features a simplified Tuscan base and a stylised capital that features the same nailhead details seen on the frieze below The subtly curved articulation of the corner of the building has been well considered and enables each street elevation to read as a separate temple-like façade. Matching entrance doorways, reached by

marble steps and placed symmetrically about the corner on each façade, further emphasise the imposing position of the building on this major city intersection.'

Footnotes:

<sup>1</sup> Graeme Butler '20th Century Multi storey Office Buildings of Melbourne'. no date p A2-21

<sup>2</sup> Drawings accompanying MCC Permit Application No 4834 lodged 3 February 1923

<sup>3</sup> Butler. op cit

<sup>4</sup> The Australian Home Beautiful August 1927. p 40'

### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>92</sup>. The building at 615-623 Collins Street was assessed in this review and graded **B-C** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

*No citation provided.*

### **Other heritage listings**

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

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<sup>92</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Sniders & Abrahams tobacco and cigar factory, 9-13 Drewery Lane, Melbourne 3000**



• **Figure 93 9-13 Drewery Lane**



• **Figure 94 9-13 Drewery Lane, entry**



• **Figure 95 9-13 Drewery Lane, statuary addition**

**Historical associations with persons or events**

**Creation or major development date:** 1890

**Major owners or occupiers:** Sniders & Abrahams; Blockey Stone Pty. Ltd. hardware merchants

**Designer(s):** Barnet, Nahum

**Builder(s):** Gaul & Barter

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>93</sup>: A,B,C,D,E,F): **C 3**

**MCC Place Value Definition 1985:**

*Buildings make an important aesthetic or scientific contribution that is important in the local area. This includes well-preserved examples of particular styles of construction, as well as some individually significant buildings that have been altered or defaced.*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>94</sup>: A,B,C,D,E): **C**

<sup>93</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>94</sup> Referenced in the Melbourne Planning Scheme clause 22.04

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **C**

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **C**

**MCC Place Value Definition 2011:**

*These buildings demonstrate the historical or social development of the local area and/ or make an important aesthetic or scientific contribution. These buildings comprise a variety of styles and buildings types. Architecturally they are substantially intact, but where altered, it is reversible. In some instances, buildings of high individual historic, scientific or social significance may have a greater degree of alteration.*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

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## Statement of Significance

### What is significant?

The established and eminent cigar and cigarette manufacturing firm, Sniders and Abrahams Pty Ltd. commissioned architect Nahum Barnet to design what was termed as two factories in Drewery lane, erected in 1890. This part of Melbourne saw a concentration of tobacco oriented firms that established large factories and warehouses in the late Victorian-era and Edwardian period (see British & Australasian Tobacco Company Building, Swanston Street). Snider & Abrahams was to erect a number of large buildings in this locality.

The Sniders & Abrahams tobacco and cigar factory is in the English Queen Anne revival style, with the recent painting of the red brickwork only slightly diminishing the power of the elevation in its confined lane-way siting. Taking on the basic Palazzo form of podium base and deeply modelled cornice, the building rises four levels, with deeply recessed window strips as pilaster motifs and scrolled Queen Anne detailing in cement under window cills and a crowning central parapet pediment. The entry facing Drewery Lane has the distinctive bracketed pediment that is also seen in Barnet's King Street warehouse for Spiers and Crawford in 1889. Designed just at the decline of the Victorian-era boom period, the building follows only a few other early Queen Anne examples such as the residential Queen Bess Row, East Melbourne, and the Oxford Hotel, Swanston Street, before the cessation of building caused by the great financial depression of the 1890s.

Barnet specialised in tobacco and cigar warehouse and factory architecture (see factory for Moss, White and Co., tobacco manufacturers, corner Wills and A'Beckett Streets, 1889 also Messrs Cameron Bros & Co Ltd in A'Beckett St 1890) with many significant buildings accredited to his design in the Capital City Zone to follow. Her Majesty's Theatre 199-225 Exhibition Street and the Gill Memorial Home for Men (also a former tobacco factory) at 217-219 A'Beckett Street preceded this building.

Miles Lewis has noted that the adjoining Sniders & Abrahams building (1908-9, Victorian Heritage Register) at 7 Drewery Lane was designed by the engineer H.R. Crawford, using the American flat plate reinforced concrete slab system of C.A.P. Turner. Later the Innes-Bell system of flat plate and waffle slab was also used in many Melbourne buildings. 'The heroic age of reinforced concrete in Melbourne closed with the dramatic collapse of the British Australasian Tobacco Building, Swanston Street, in 1925' (q.v.).

Sniders & Abrahams tobacco and cigar factory forms an invaluable precinct with surviving examples from the Sniders & Abrahams' occupation such as Drewery Place, the five level American Romanesque style former cigar factory facing Lonsdale St (268-270) of 1904. The building relates well with the architecturally significant warehouse group nearby in Little Lonsdale Street.

### How is it significant?

Sniders & Abrahams tobacco and cigar factory is aesthetically and historically significant to the Melbourne Capital City Zone.

### Why is it significant?

Sniders & Abrahams tobacco and cigar factory is significant aesthetically for its early and successful use of the English Queen Anne revival style in a City factory building, as the precursor to many other examples to follow after 1900. The expression of the style is made more distinct by the confined lane setting and the large scale of the building. It is also part of an immediate warehouse building cluster in little Lonsdale St and Drewery Lane and is opposite the highly significant reinforced concrete warehouse built for the same firm.

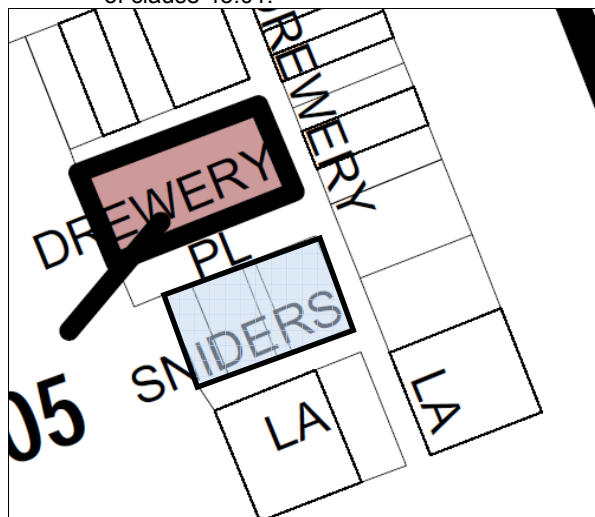
The factory building is historically significant for its role in the development of a cigar and tobacco manufacturing and warehousing precinct in this part of the City and its association with the eminent firm Sniders & Abrahams and Nahum Barnet, a noted architect and specialist in tobacco and cigar oriented architecture.



## Recommendations

This report recommends that:

- the building and associated land at 9-13 Drewery Lane, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>95</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.



• Figure 96 proposed heritage overlay

### Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

### Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register.

<sup>95</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

*Recommended for the Victorian Heritage Register? No.*

## Sources used for this assessment

The following sources and data were used for this assessment:

### General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

### Building Permit Application

Building Permit Application 4573 23/7/1890 'two factories';

(See also Building Permit Application 1/6/1905, 9635 Sydney Smith & Ogg factory cnr Drewery lane and Lonsdale St for S&A, fee £3/10/ )

### Mahlstedt fire insurance plan series

Mahlstedt 1910- Block plan 5A: shows as 4 levels 'Sniders & Abrahams Cigarette Factory' (also 'tobacco factory' in Drewery Place, a five level cigar factory facing Lonsdale St (268-270), and a 3 level 'tobacco bond' fronting Lt Lonsdale St).

### i-Heritage:

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Notable features include an elaborate / high standard design of rendered surfaces. Alterations / Recommendations: Bricks painted (inappropriate - remove by approved method) Air units added (inappropriate - remove or reinstate sympathetic alternative) Openings altered in detail /closed in (inappropriate - reinstate original design or sympathetic alternative) Additions to parapet (inappropriate - remove or reinstate original design or sympathetic alternative) Other Comments Citiscope 14/62 ; Shown on DP 1018 (1894) as 9 - 13 Drewery Lane & 1 - 3 Drewery Place - Possible Snider & Abraham's former factory ? See 18 Drewery Place. (see also 7 Drewery lane- Sniders & Abrahams.

**Australian Architecture Index (AAI)**

Nahum BARNET

Design of factory for Moss, White and Co., tobacco manufacturers, cnr Wills and A'Beckett Streets, Melbourne. Australasian Builder and Contractor's News 2.11.1889 p 418

**Australian War Memorial web site:**

list cigarette cards collection including: Australian VCs and Officers A-C issued by Sniders & Abrahams. 'The cigarette and trade card collection consists of series of cards which were issued by cigarette companies, or other companies such as confectionery firms, cereal manufacturers and clothes companies. Beginning with advertisement cards, they soon progressed to numbered series (ranging from 10 to 100 cards) on particular themes ...'

**Australian Cartophilic Society web page:**

'Undoubtedly the cards issued by the Melbourne firm Sniders & Abrahams (later Sniders & Abrahams Pty Ltd) are the "jewels in the crown" of Australian card issues. They issued some thirty-three series, with numerous sub-series and allied issues such as metal badges, metal football shields, celluloid flags etc., which ensured that the hobbyist had a vast range from which to collect. Sporting themes – football, cricket, and horse racing – dominate, indicating the Australians' love of sport and the outdoors was as strong in those earlier times as it is today. Military, animals and birds themes were also to the fore, with a touch of culture being provided by "Shakespeare", "Dickens", actresses and even classical "Statuary". Humour was not forgotten with "Cartoons and Caricatures", "Naval and Cricket (double meaning) Terms" and the "Jokes" series. Art and history were covered by the artist, S.T. Gill's "Views of Victoria in 1857" while the stereoscopic "Views of the World" expanded the collectors' knowledge of the world as a whole.

The Sniders & Abrahams series began in 1904 and by 1919 the company was in decline and was eventually taken over by G.G. Goode & Co. Ltd. This company produced one set only, the highly collectable "Prominent Cricketer Series" issued in 1924. During the early to mid-1920s, J.J. Schuh Tobacco Pty Ltd issued eight series, again containing the popular subjects of sport and war. At least two provincial tobacconists, Lentens of Bendigo and Baillies of Warrnambool, issued private football series. The last series of cards issued by a truly Australian firm was Dudgeon & Arnell's "1934 Australian Cricket Team".

**'The Argus'**

'The Argus' Friday 30 July 1875 (see also Friday 14 September 1883 p 11) : petition signed by major tobacco firms in Victoria: MOSS, WHITE, and Co., JOSEPH SPRY, BENJAMIN NATHAN, J. J. SCHUH, C. J. PARTRIDGE, C. HOFFMAN. J. SCRIVEN, SNIDERS and ABRAHAMS, and E. MOSES.

'That your petitioners have hoard with alarm that proposals have been made to your honourable House to alter and increase the existing duties on

unmanufactured leaf, which, if such becomes law, will severely hamper, if not entirely crush, the cigar making industry ; and we desire to inform you of the fact that unmanufactured imported leaf is easily distinguishable from that which is imported for the manufacture of plug tobacco. The leaf imported for making up as cigars is of a decidedly different quality and character to that for plug tobacco, of which we have sent samples to the Hon. Jas. Service, Esq., the Treasurer...'

'The Argus' 10 January 1885 testimonial given to Sniders

'TRADE SOCIETY MEETINGS.

A meeting of the Cigarmakers Society was held last night at the Trades hall. It was stated that Mr G Snider of the firm of Messrs. Sniders and Abraham who has always shown a friendly disposition towards the society, was about to visit Europe and a committee was appointed to present him with a testimonial prior to his departure expressive of the esteem in which he was held by his employees and the members of the society generally.'

'The Argus' 22 Jan 1895: 5

'FIRE IN THE CITY.

A BROOM FACTORY DESTROYED.

Considerable excitement was caused last night at 9 o'clock in the compact square of factories and dwellings bounded by Lonsdale and Little Lonsdale streets on the south and north, and by Drury lane and Patrick Street on the east and west, when the glare of fire showed that the existence of the block was menaced The lanes and the alleys which abound there very soon overflowed with men, women and children, and while some busied themselves in securing their little articles of value ready for a precipitate retreat, one little street urchin had wit enough to break a street alarm, and bring the fire brigade speedily to the spot The danger of a big fire was obvious to the chief officer of the brigade, Mr Stein, and he consequently took to the scene five hose carts, one steamer, the Shand and Mason ladder carriage, a salvage wagon, and 87 men With this equipment the fire was attacked It had commenced at the rear of the cigar factory of Messrs Snider and Abrahams, in a three story brick building occupied by Messrs M'Kenzie and Kolbe, broom manufacturers. The building was full of brooms, manufactured, in process of manufacture, and in the native millet - and in consequence the fire advanced by leaps and bounds until the whole building was in flames The building was awkward to reach Drury lane runs north off Lonsdale Street, and Drury place and an unnamed alley run west off Drury lane In the front of the block between the two alleys stands the factory of Messrs. Snider and Abrahams. Immediately behind that is the brush factory, and all round at the rear are a few good dwelling houses and many rookeries, the abode of the poor and the unfortunate. Mr Stein pierced every lane with hoses innumerable, and, extending the ladder of the Shand and Mason carriage, sent men into the air upon it. From their points of vantage they commanded the whole building, and within a few moments were pouring streams of water into every window. From the outset it was certain the brush factory was doomed, so the firemen directed

their efforts to confining the Humes to the one building. If the fire had got hold of any of the dwellings in the neighbourhood it would have done incalculable mischief. Within an hour the flames were well in check and though at midnight the fire still blazed fitfully and the streams of water had to be kept running, the stuff of firemen was reduced, and the fire was considered practically over.

Of the damage done not even an approximate estimate can be given, as neither of the principals of the firm could be found last night. Whatever stock and machinery were in the building were destroyed, so the loss its far as the occupier is concerned is total. The building, too, is severely damaged may have to be rebuilt. No particulars of insurance were obtainable in the absence of the owners or their representatives.'

Saturday 13 December 1902

Advertising by firm care of 'Drury-lane' regarding libel of firm- provides letter sent by Collector of Customs confirming that no opium was placed in the firm's cigarettes. Also that their 'Standard cigarettes' are 'absolutely pure' and 'better than ever'

Friday 4 December 1903

Death of Louis Abrahams, of S&A - shot himself in the basement of the Drewery place factory, depression etc. from libel - see above

### **Central City Heritage Study Review 1993**

Appendix 4: for 7 Drewery Lane, part of group:

'Statement of Significance

The former Snider (sic) & Abrahams warehouse at 7 Drewery Lane designed and constructed by engineer H R Crawford in 1908-9 is of State significance as the first example in Australia of a radical new concrete construction system from America known as the Turner Mushroom System. It is also a large prominent and generally handsome example of an inner city industrial complex, in this case associated with the eminent Melbourne tobacco manufacturers and merchants. Snider & Abrahams'.

History & Description:

The building at 7 Drewery Lane was constructed in 1908-1909 using a 'radical new method of reinforced concrete construction comprising thin flat slab floor plates, reinforced in four directions and supported by columns with flared 'mushroom' column heads, in this instance all octagonal in shape. Invented by the American, C A P Turner, this construction system, known as the Turner Mushroom System, was employed by his Australian agent - the engineer and designer H R Crawford - in the design and erection of this warehouse for the established cigar and cigarette manufacturing firm, Snider and Abrahams Pty Ltd. Plans had originally been prepared for floors in the standard concrete slab and girder system but financial considerations relating to the cost of formwork caused the abandonment of this form of construction, not long after the erection commenced, and led to the substitution of Turner's Mushroom System. Contemporary in date of construction with Turner's first use of his mushroom system in the Lindeke-Warner

Building in Minnesota U S A., the Snider & Abrahams warehouse may well be the first extant example of this system in the world 1

The architectural treatment of the stucco-clad façade is quite spare, featuring giant order pilasters that divide the façade into shallow bays infilled with glazing and concrete spandrel panels. The upper level of what was the original five storey building with basement features segmental arches with plain indented spandrel panels. The capitals of the pilasters are ornately foliated, fluted brackets support a plain cornice edge to the parapet.

Sometime in 1922 the warehouse appears to have been sold to an E.C. Dyason who leased it to the Myer Emporium. 2 Dyason later sold the building to Godfrey Philips (Australia) Ltd who, in 1938, commissioned HR Crawford to design and construct two additional storeys to the original five storey building with basement 3. These upper two storeys appear more classically derived in style with smooth rustication to the pilasters facing Drewery Lane and one bay on either side, these pilasters also feature fluted capitals. The simple cuboid form of the uppermost storeys, while different in articulation to the original lower storeys, is nevertheless relatively sympathetic to the overall massing of the building which remains substantially intact in form and general appearance.

For many years the building was used as a printery by Dovers, subsequently becoming known as Dovers Building 4. Recently, town planning and Historic Buildings Council approval was given for the conversion of the building to residential apartments, now on sale, but building works have yet to commence 5'.

Footnotes:

'1 MCC Valuation Books Gipps Ward. MCC Records - 'Notice of Intent to Build', No 1011, lodged 2 September 1908.

Building. 11 June 1910. pp 57-62, National Trust of Australia (Victoria) 'Statement Of Significance' from File No 5516, Graeme Butler, MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Conservation Study Citations. 1991. p 68. Miles Lewis. MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Study Notes on Buildings, 9 July 1993

2 MCC Valuation Books. Gipps Ward

3 Ibid. Levi's op cit MCC Permit Application No 19036 lodged 10 January 1938

4 Sands and McDougall Post Office Directories

5 HBC File No 605570T'

6. Lewis, Miles (2010): E-Melbourne City Past and Present web site: Building Technology

### **Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

## Heritage Assessment of 9-13 Drewery Lane, Melbourne

D1900 -1905 (281 Lt Lonsdale St) Sniders & Abrahams, cigar manufacturers

D1920 Sniders & Abrahams, Pty. Ltd. cigarette manufacturers

D1924 Goode, GG Ltd, tobacco manufs

Traders co-op Ltd merchants and manuf. grocery sundries

D1930 Blockey Stone Pty. Ltd. hardware merchants

D1935-1945:

Blockey Stone Pty. Ltd. hardware merchants

(Godfrey Phillips Aust Pty Ltd. cigarette manuf., Drewery Place is listed as Snyder lane)

D1950-D1955 Blockey Stone & Co hardware merchants (Godfrey Phillips Aust Pty Ltd. are in Drewery Place)

### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

*No search carried out.*

### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 60

The city was a conduit for settlers: the immigration intake from Britain boomed during the 1880s. It was a funnel for British investment capital, which during the 1870s and 1880s poured into infant colonial enterprises and government infrastructure developments. It was a service centre which underpinned local rural development by accumulating industries specialising in engineering, vehicle manufacture, the production of simple agricultural implements and boot and shoe manufacture. It handled the growing volume of imported manufactured products which was consumed by the city's expanding hinterland. Simultaneously, it channelled the accumulating rural products of that hinterland to world markets...'

Lewis, 1994: 85

'Hyndman & Bates's 'Flinders Building' in Flinders Street of

1890 (long demolished), though triangular gables at either end of the facade also recalled the British Queen Anne. It was to be another eight years before the style was taken any further in Melbourne, but it gained some currency in Sydney, and it is not surprising that it was the Sydney architects Sulman and Power who

designed Royston House at 247-251 Flinders Lane, of 1898. This was essentially in a giant order red brick Romanesque mode, but with a window form derived explicitly from the English Queen Anne. Its distinctive characteristic is that the bay is recessed between the adjoining piers rather than projecting from the facade. This form is first found in Norman Shaw's New Zealand Chambers, London, of 1871, and the reason for it is that the fire regulations prohibited the projection of timberwork.

The same motif was subsequently used elsewhere in Melbourne.'

Lewis: 100

'The building permit application for the Sniders and Abrahams cigarette factory in Drewery Lane (not to be confused with their Lonsdale Street building) was lodged on 2 September 1908 by H.R. Crawford as both architect and builder ... The factory was planned on a conventional beam and slab design with square twisted steel reinforcement, but in 1909 Crawford decided to change to the Turner system...the Sniders & Abrahams building may well be the oldest Turner flat plate building now in existence.'

Lewis: 102

Some examples of the American Romanesque, after the turn of the century, were 149-153 Swanston Street, possibly by Reed, Smart & Tappin (1900-1); the Bedgood building at 172

Flinders Lane (1902); 'The Strand', by William Pitt, probably

unbuilt (1902); Sniders & Abrahams, 270-2 Lonsdale Street

(1904)...'

### **Comparative examples**

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessed heritage values for this building have been maintained with added historical data underscoring its identified values and special use type.

#### **Capital City Zone Barnet designs:**

- Her Majesty's Theatre 199-225 Exhibition Street
- Gill Memorial Home for Men; former tobacco factory 217-219 A'Beckett Street
- Sniders & Abrahams tobacco and cigar factory 9-13 Drewery Lane
- Austral Buildings 115-119 Collins Street
- Shops & Residences 107-109 Little Bourke Street
- Altsons Corner, former 298-304 Collins Street
- Paton Building 115-117 Elizabeth Street
- Hotel London 97-99 Elizabeth Street
- Francis & Co. Chemists, former 280-282 Bourke Street
- Reliance House 301-311 Flinders Lane
- Roughton Buildings, former 284-288 Bourke Street
- Clyde House 182 Collins Street
- Ezywalkin Building, later Swanston House 163-165 Swanston Street

- Display Block 313-315 Little Collins Street
- Friendly Societies House 55-57 Elizabeth Street
- Auditorium Theatre, Former 167-173 Collins Street
- Spiers and Crawford, warehouse 259 William Street
- Anglican Chinese Mission Church of the Epiphany, Retail 119-125 Little Bourke Street
- Bank House, former 19 Bank Place
- Selby House 318-324 Flinders Lane.

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### ***Central Activities District Conservation Study 1985***

The building at 9-13 Drewery Lane was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 3(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

*No citation provided.*

#### **Central City Heritage Study Review 1993**

The building at 9-13 Drewery Lane was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

#### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>96</sup>. The building at 9-13 Drewery Lane was assessed in this review and graded **C** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

#### History and Description

The building at 9-13 Drewery Lane, was constructed in c1890 1 (it is visible on the MMBW plan of 1894) as a four storey warehouse. The red brick and render

design comprises a simple arrangement of hold brick pilasters with decorative scroll devices in the spandrels. An ornate entry and arch-beaded windows at ground floor level have been modified but the simpler fenestration and window joinery at the upper levels remains largely intact. The building has been painted but generally remains in good condition.

#### Statement of Significance

The building at 9-13 Drewery Lane is of aesthetic significance at a local level as a good example of an early warehouse within Melbourne's CBD.

#### Other heritage listings

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

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<sup>96</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Elizabeth Chambers, 21-23  
Elizabeth Street, Melbourne 3000**



• Figure 97 21-23 Elizabeth Street



• Figure 98 21-23 Elizabeth Street upper level

**Historical associations with persons or events**

**Creation or major development date:** 1889

**Major owners or occupiers:** Barker, Mrs. Elizabeth Eliza wholesale and retail butcher

**Designer(s):** Salway, William

**Builder(s):** Martin & Peacock

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>97</sup>: A,B,C,D,E,F): **B 2**

**MCC Place Value Definition 1985:**

*Buildings of regional or metropolitan significance, and stand as important milestones in the development of the metropolis...*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>98</sup>: A,B,C,D,E): **B**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **B**

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **B**

**MCC Place Value Definition 2011:**

*These buildings are of regional or metropolitan significance, and stand as important milestones in the architectural development of the metropolis...*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

**Statement of Significance**

**What is significant?**

Elizabeth E Barker's successful commercial pursuit as a pork butcher was an uncommon one for her sex and for the period. She claimed a large clientele, serving pork patrons in Adelaide and Sydney and, since 1880, she had been appointed to the special post of pork purveyor to Her Majesty's representatives in the colony. She was also a donor of choice pork pies to the Melbourne Immigrants Home. Elizabeth

<sup>97</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>98</sup> Referenced in the Melbourne Planning Scheme clause 22.04

expanded her Elizabeth Street premises to four-storeys of shops and offices, in 1889-1890, aided by Elizabeth Street builders, Martin and Peacock, and the architectural skills of William Salway. She was dead within a year.

With Elizabeth Chambers, Salway had extended his commission from the new warehouse to the north (25, since defaced) which he had designed for Mrs William Hordern in late 1888. Salway was also responsible for Dr Beaney's house (133-139 Collins Street), in the previous year, and the imposing Dr. Snowball's residence at the Victoria and Drummond Streets corner (1889) as well as many other commercial projects.

Later occupiers of Elizabeth Chambers included Wilson's India rubber Gutta Percha and Telegraph Works Co. Ltd. in the first 20 years of this century (the pork butcher business having moved to 25), a gramophone merchant in the 1930s and Law Somner, seedsmen in 1940.

Elizabeth Chambers is distinguished by its ornate stucco ornament, the facade rising through three levels of highly enriched Italian Renaissance revival ornament into a fourth crowned by a bold foliated Elizabethan gable housing the building's name. A pronounced cornice divides the two style sources but commonality of the profuse stucco detail unites the facade. A canopy and shopfront have been added.

Elizabeth Chambers adjoins an altered design by the same architect and relates well to the neo-classic styling of Excelsior House on the south.

### How is it significant?

Elizabeth Chambers is significant historically and aesthetically to the Melbourne Capital City Zone.

### Why is it significant?

Elizabeth Chambers is significant aesthetically as a skilfully and ornately ornamented classical revival façade which because of its florid detailing is particularly expressive of the Melbourne's Victorian-era property boom and is a contributory part of a significant Victorian-era commercial streetscape.

Historically the scale and design of the building recalls the success of a locally prominent pork butcher, Mrs Chambers.

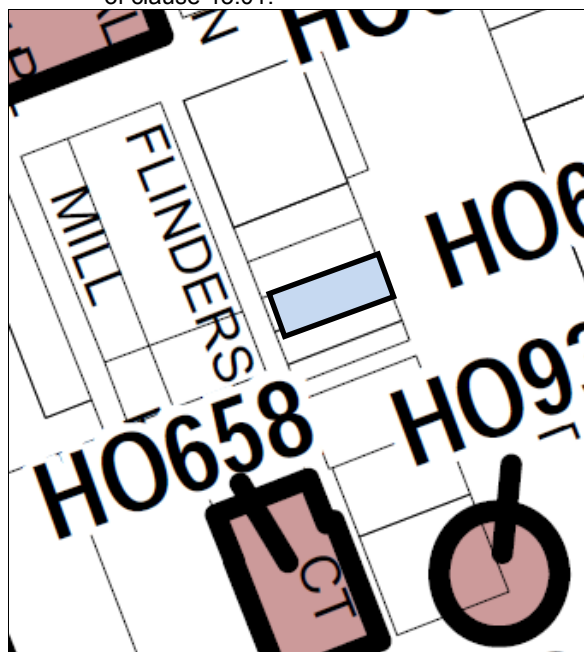
### Recommendations

This report recommends that:

- the building and associated land at 21-23 Elizabeth Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**B**) should be applied in the context of the

associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.

- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>99</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.



• Figure 99 proposed heritage overlay

### Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

### Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*

## Sources used for this assessment

The following sources and data were used for this assessment:

### General sources

The following data was typically drawn from:

<sup>99</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

## Heritage Assessment of 21-23 Elizabeth Street, Melbourne

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

### **Historic Buildings Preservation Council**

Keith and John Reid, CBD Study Area 7 Historic Buildings Preservation Council, 1976: p201;

### **Building Permit Application**

MCC Building Permit Application 3889;

### ***i-Heritage***

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): see Graeme Butler rate search

### **'The Argus':**

'The Argus': Saturday 31 July 1886

THE CARLTON FEMALE REFUGE.

By the departure of the bishop of Melbourne the committee had lost the valued services of Mrs Moorhouse, their president, and the vacancy had been filled by the appointment of **Mrs Barker**, who for 29 years had acted as a member of the committee. Lady Loch, the patroness of the society, had paid a second visit to the home, and the committee were gratified to know that she was deeply interested in the welfare of the institution...')

'The Argus' Monday 19 September 1887:

'THE IMMIGRANTS' HOME.

The weekly meeting of the committee of management of the Immigrants' Aid Society was held on Friday in the hospital division of the institution, St. Kilda road. Present Messrs, A. Woolley, H. Moore, J. Loutlan, W. levers, sen., and G. T. Johnson, who occupied the chair. The superintendent reported the state of the house to be as follows, vis:- Number remaining last week, 670 admitted since, 39; discharged, 33; died, 3 James Charlwood or Easenilen, Rd, native of Sydney; James Henderson, 72, native of Edinburgh; and Thomas Nutley, 83, native of Wiltshire, England; still remaining inmates, 681. the average number of casual cases sheltered and supplied with supper and breakfast during the week was 177 males and 42 females. 170 dinners were granted to unemployed men during the week. The following donations were

thankfully acknowledged :-**Mrs. Barker**, Elizabeth Street, quantity pork pies,...

Tuesday 14 February 1888 (see also Tuesday 18 September 1888, 16 April 1889, Monday 17 June 1889, Monday 22 July 1889 etc)

'THE IMMIGRANTS' HOME....

.. **Mrs. Barker**, Elizabeth-Street, quantity of sausages

Friday 12 December 1890

Notice of Elizabeth Eliza Barker estate.. by Trustees Executors agency.. purchase of good will and plant of business 'so successfully carried on for the last 14 years by the late Mrs Barker..'

'The Argus' 19 Dec 1890:

'Probate was granted to-day in respect of the will of Elizabeth Eliza Barker, of Elizabeth Street, pork butcher. The property is valued at £22,755 realty, and £2093 personally.'

### ***Sands & McDougall Melbourne or Victorian Directories***

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1900 Elizabeth Chambers;

Ground... John Mackenzie, pastry cook

1st, 2nd, 3rd & 4th.. Vacant

D1905- Elizabeth Chambers; 1st.. Langley & Co, importers & agents

2nd.. Joseph King, paper ruler & bookbinder

A.N. Scott, importer of music

3rd & 4th.. Carton Pierre Decorating Co...

D1910-1920 Elizabeth Chambers;

India Rubber, Gutta Percha & Telegraph works Co Ltd

Elizabeth Chambers;

### ***Municipal rate records***

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

*No search carried out.*

### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.



Lewis, Miles and others (1994) Melbourne- the City's history and development: 23

'...It was during the (1840s) recession that the economic functions of the central area began to crystallise into a pattern which remained little changed into the twentieth century and which to a significant degree survives today – mercantile and warehousing activity areas near the Pool and the wharves, banking in central Collins Street, the retailing heart between Swanston and Elizabeth Streets..

Lewis: 45

'The retail activity of the city was tending to shift somewhat from the west to the east of Elizabeth Street, and the Eastern Market had for some years been overshadowing its western rival, though it was conducted principally in the open air until 1859.'

Lewis: 63

'Between 1861 and 1891 Melbourne's population quadrupled, and the high rate of household formation encouraged massive suburban development, culminating in the land boom. The city centre benefited from the concentration of financial institutions catering not only to Victoria but to much of Australia...Retailers included the ironmongery giant, James McEwan & Co., and familiar firms like Buckleys, The Leviathan and Samuel Mullens (later Robertson & Mullens) were established in this period... Robertson & Moffat's Little Bourke Street frontage was added to in 1883-4 to the design of William Salway (and survives in part of Myer and part of David Jones).'

### Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessed heritage values for this building have been maintained.

Selected retail buildings in the Capital City Zone of the late Victorian-era:

Street Number Name Date

- Little Bourke Street 212-220 Shops and Residences 1883
- Flinders Lane 312-314 Flinders Chambers 1883
- Collins Street 162-168 George & Georges, Former Equitable Coop. Society Build. 1883-91
- Elizabeth Street 299 Wilson's shop & residence 1884-1885
- Swanston Street 119-121 Buxtons Gallery, former 1885-6
- Exhibition Street 189-195 Shops & Residences 1885c
- Swanston Street 427-433 Oxford Hotel 1887
- Little Bourke Street 365-367 Warburton's shops & warehouse 1887
- Elizabeth Street 112-118 City of Melbourne Buildings 1888
- Elizabeth Street 107-113 Angus and Robertsons, former McLean Brothers & Rigg Ltd. 1889
- Elizabeth Street 21-23 Elizabeth Chambers 1889

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 21-23 Elizabeth Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **B** on an A-F individual building scale and a streetscape level of 2 (scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

#### *History*

*Elizabeth E Barker's successful pursuit as a pork butcher was an uncommon one for her sex and for the period. She claimed a large clientele, serving pork patrons in Adelaide and Sydney and, since 1880, she had*

*been appointed to the special post of pork purveyor to Her Majesty's representatives in the colony. She expanded her Elizabeth Street premises to four-storeys of shops and offices, in 1889-1890, aided by Elizabeth Street builders, Martin and Peacock, and the architectural skills of William Salway. Salway, it seems, had extended his commission from the new warehouse to the north (25) which he had designed for Mrs William Hordern in late 1888. Salway was also responsible for Dr Beaney's house (133-139 Collins Street), in the previous year, and the imposing Dr. Snowball's residence at the Victoria and Drummond Streets corner (1889) as well as many other commercial projects. Later occupiers included Wilson's India rubber Gutta Percha and Telegraph Works Co. Ltd. in the first 20 years of this century (the pork butcher business having moved to 25), a gramophone merchant in the 1930s and Law Somner, seedsmen in 1940.*

#### *Description*

*Distinguished by its ornate stucco ornament, the facade rises through three levels of Italian Renaissance revival into a fourth crowned by a foliated Elizabethan gable. A pronounced cornice divides the two style sources but commonality of the profuse stucco detail unites the facade.*

#### *External Integrity*

*A canopy and shopfront have been added.*

#### *Streetscape:*

*Adjoins an altered design by the same architect and relates to the neo-classic styling of Excelsior House on the south.*

#### *Significance*

*A skilfully and ornately ornamented classical revival façade, built during the property boom period of Melbourne's 19th century architecture also part of a streetscape.*

*Elizabeth Chambers is of aesthetic significance at a local level for its skilfully and elaborately ornamented Classical Revival facade. The building derives some additional significance from its associations with noted local architect William Salway.*

### **Central City Heritage Study Review 1993**

The building at 21-23 Elizabeth Street was assessed in this review and graded B on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>100</sup>. The building at 21-23 Elizabeth Street was assessed in this review and graded **B** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

#### *History and Description*

*Elizabeth Chambers, was constructed in 18901 as a five storey office building. Designed by noted local architect, William Salway and constructed by Elizabeth Street builders, Martin & Peacock, it is a skilfully realised and mannered example of Classical Revival design'. Distinguished by its ornate stucco ornament, the facade rises through three levels of Italianate decorative elements including balustrades, string courses and decorative hood mouldings to an unusual foliate gable end drawing its inspiration from Elizabethan sources. A pronounced cornice divides the two styles but the richness of the stucco detail works to unify the composition Salway was active in the city in this period, having designed the warehouse adjacent at no. 25 Elizabeth Street in 1888 and houses for Doctor Beariey at 133-139 Collins Street (1887) and for Doctor Snowball at the corner of Victoria and Drummond Streets (1889), as well as many other commercial projects.*

*The building has been extensively modified at ground floor level. A modern cantilever verandah has been added and some inappropriate signage erected. Nonetheless, the upper portions of the building demonstrate a high level of integrity to their original state and the building remains in good condition for its age.*

#### *Statement of Significance*

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<sup>100</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Knight's shops and dwellings,  
later Hood and Co and  
Edinburgh Chambers, 215-217  
Elizabeth Street, Melbourne 3000**



• **Figure 100 215-217 Elizabeth Street**



• **Figure 101 215-217 Elizabeth Street side, rear**



• **Figure 102 215-217 Elizabeth Street**

**Historical associations with persons or events**

**Creation or major development date:** 1869-1870

**Major owners or occupiers:** Knight, Andrew H (Alison & Knight ) Hood and Co., Pharmaceutical Chemists

**Designer(s):** (Reed & Barnes?)

**Builder(s):** Freeman, George of Richmond

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>101</sup>: A,B,C,D,E,F): **C 3**

**MCC Place Value Definition 1985:**

*Buildings make an important aesthetic or scientific contribution that is important in the local area. This includes well-preserved examples of particular styles of construction, as well as some individually significant buildings that have been altered or defaced.*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>102</sup>: A,B,C,D,E): **C**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **B-C**

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **B**

**MCC Place Value Definition 2011:**

*These buildings are of regional or metropolitan significance, and stand as important milestones in the architectural development of the metropolis...*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

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**Statement of Significance**

**What is significant?**

Knight's shops and dwellings were constructed by Richmond builder, George Freeman, for Andrew Knight in 1869 as three storey retail premises on a prominent corner site.

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<sup>101</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>102</sup> Referenced in the Melbourne Planning Scheme clause 22.04

John Allison and Andrew H Knight, as Allison and Knight, had many interests in the colony, including the first commercial flour mill in Melbourne erected at Flinders Lane west 1840-41. Other flour millers such as Dight, Manton, Coulstock Hurlstone and Sergeantson followed in the same decade to provide flour from local crops at the new Port Phillip colony. Allison & Knight were no longer milling flour in Melbourne by 1849, having become general merchants and investors there, and opened a new flour mill near Port Fairy (Rosebrook) in 1847. Their mill engine had gone to Shannon's Mill on the Barwon river.

The architect is unknown but the architecture suggests the notable designers, Reed & Barnes. The building features elaborate polychrome brickwork around window openings and at the cornice. The building is contemporary with, and stylistically related to, Joseph Reed's polychrome works throughout Melbourne in the 1860s (see St Judes Anglican Church 1866-67, and Collins Street Independent Church, later St Michael's Uniting Church, Melbourne 1867-). Reed had visited Europe in 1863 and was instrumental in the introduction of the polychrome brick architecture of Lombardy to Melbourne (although some earlier examples of polychromy, based on English models, are known to have existed). Knight's buildings are of a similar age to Reed's earliest work in the polychrome mode and hence is among the earliest polychrome commercial buildings in the Capital City Zone.

In addition to its use of coloured brickwork, the building is further distinguished by its uncommon decorative details. The ground floor has been altered but the upper storeys retain elaborate window groupings (pairs, triples) with dog-toothed arched heads, associated vousoirs, stop-chamfered reveals, splayed cills, and either bold decorative columns drawn from eastern or Lombardic Gothic sources (north) or uncommon corbelled dividing piers (east). The eaves have bracketing and a moulded terracotta cornice with a scalloped frieze under, as echoed more simply by the string mould. Each chimney has a bracketed and corbelled cap and a squinted base. Openings in the rear elevation to the lane appear well-preserved in part with the shape of some suggesting use as upper level loading doors but the rear façade has been refinished.

The brick facades have been painted over in the relatively recent past (reversible). Nonetheless, the building remains in good condition for its age.

### How is it significant?

Knight's shops and dwellings are significant historically and aesthetically to the Melbourne Capital City Zone.

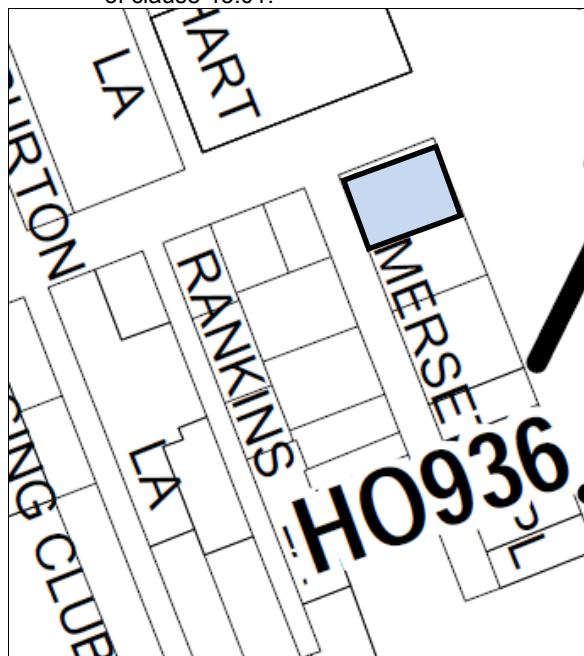
### Why is it significant?

Knight's shops and dwellings are of aesthetic and historic significance for their skilfully and elaborately ornamented polychrome brickwork facades and their status as the earliest known commercial examples of the Lombardic style and associated coloured brickwork in the Capital City Zone. Historically they are linked with the locally prominent investor, Andrew knight, of the Colonial pioneering flour factors, Allison & Knight.

### Recommendations

This report recommends that:

- the building and associated land at 215-217 Elizabeth Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**B**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>103</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.



• Figure 103 proposed heritage overlay

<sup>103</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

### **Interior elements**

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

### **Victorian Heritage Register**

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*

## **Sources used for this assessment**

The following sources and data were used for this assessment:

### **General sources**

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

### **Historic Buildings Preservation Council**

Keith and John Reid, CBD Study Area 7 Historic Buildings Preservation Council, 1976: p309 cites MCC rate books; See SLV photo H2519, John Noone 1869 (VI: 113-114)

### **CHRONOLOGY:**

Pre 1866 No. 217 building was occupied by Joseph Gray, grocer, and No. 215 by E. Nathan, a Masonic Jeweller, the latter preceded by a Bookmaker in the 50's.

1867 The buildings (one incorrectly numbered) were apparently jointly owned by Wilson and occupied by Browning, and listed as two brick shops of six rooms each.

1868 No. 217 was a wooden shop of three rooms owned by Knight and occupied by Phillip Picot, grocer. No. 215 was a stone store of two floors owned by Rose and occupied by Fitzwilliam Eyre. This conflicts with the previous year and may have been the recorder's assumption, although owners differ.

1869 Rate book listings as above, except No. 215 owned by Rose's agent. However, the buildings show clearly in Noone's photographic panoramas (32) taken in 1869 (date not precise?).

1870-92 Knight remains owner of both properties with various occupiers. The present owner, Coutie, apparently had a forebear J. W. Coutie who commenced occupation in No. 217, c. 1880.'

AC Cooke Melbourne panorama 1871: obscured

### **ANALYSIS**

In 1869 the buildings were significant in Elizabeth Street because of size and style. This suited the occupiers, as grocers were providers to the community in somewhat the same way that the supermarket is today.

Unfortunately the exact date of building cannot be determined. Discrepancies, listed in the Chronology, indicate building as being possible between 1866 and 1870, however the buildings clearly show in the 1869 panorama and 1868 would appear the most likely date at this stage.

The particular importance of the buildings is the polychromatic brickwork. It is cane of the earliest surviving examples of this in the CBD and is apparently only preceded by St. Jude's, Carlton, built in 1867.

### **RECOMMENDATION**

Due to its unique use of materials and historical occupation, retention of the whole of the buildings is recommended as important. Recommended retention';

### ***i-Heritage***

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Alterations / Recommendations: Brick painted ( inappropriate - remove by approved method) Canopy shopfront new, roof replaced, verandah gone ( all inappropriate - reinstate original design or sympathetic alternative) Upper level signs new ( inappropriate - remove or reinstate sympathetic alternative) Other Comments Stone dressings, rear elevation.

DeGruchy & Leigh 1866, State Library of Victoria collection: shows single storey shops at corner

### ***Mahlstedt fire insurance plan series***

Mahlstedt & Gee 1888, Block plan 13: shows 3 level shop pair cnr Lt Bourke St - 149 J Coutie, boot warehouse, 147 Hood & Co, chemist

Mahlstedt c1910-, Block plan 13: shows 3 level shop pair cnr Lt Bourke St - 217 J Coutie, boot merchant 215 Hood & Co, chemist

### ***Building Permit Application***

Building Permit Application 24/3/1869 3116: builder/owner 'two shops'

### ***Victorian Titles Office (VTO):***

Title Vol 71, Fol. 186:

## Heritage Assessment of 215-217 Elizabeth Street, Melbourne

Part CA9/20 Town of Melbourne

Andrew Halley Knight, 1864

Lease: 1864-5 to Joseph Alfred Gray, 1865-, 1869- to Philip Henry Picott; 1869- John Hood and John W Hood

Transfer: 1874 to Elizabeth H Knight.

### **Victorian Heritage Database (VHD):**

Allison & Knight

FORMER YORK BUTTER FACTORY

62-66 KING STREET MELBOURNE, Melbourne City

Victorian Heritage Register (Victorian Heritage Register) Number H0396

Heritage Overlay Number HO675

Level of Significance Registered

'The York Butter Factory was originally two separate three storey bluestone warehouses, each with a basement. One section was built in 1852 by the owners of the land, Allison & Knight...'

### **'The Argus':**

Thursday 9 August 1849

John Hood chemist advertises in Collins St

Wednesday 27 November 1867

THE ILLUMINATIONS

IN THE CITY AND SUBURBS...

ELIZABETH-STREET.

In this street there were comparatively so few large public buildings that the display made ranked after that of Collins-street and Bourke-street. The Liverpool, London and Globe Insurance Company had a very excellent device for their illumination but the wind at first prevented it showing to advantage though after a time this difficulty was overcome. The splendid illuminations of the Colonial Bank were also greatly admired and the devices at J. M'Ewan & Co.s and the transparencies at George Robertsons and William Clarke and Sons, came in for a good share of praise. From the roof of the Colonial Bank, from the London Tavern, and from Hood and Co.'s lime lights were kept burning for a length of time, which had a very pretty effect; whilst from other places a quantity of rockets were let on, which added not a little to the beauty of the scene. At the English, Scottish and Australian Chartered Bank, it was intended in addition to the lines of gas jets to have had a transparency by Chevalier but that artist to his great regret, was unable to finish it in time....

2 December 1871:

(THE NATIONAL AGRICULTURAL SOCIETY show exhibits) ... should insure a good demand for these fertilisers. In the same tent Messrs. Hood and Co., the manufacturing chemists, have a series of exhibits of cattle medicines, annatto, and other farm requisites ;

### **State Library of Victoria collection:**

Records, 1870-1981. [manuscript].

\* Author/Creator: Hood & Co. Pharmaceutical Chemists ;

\* Date(s): 1870-1981

\* Access conditions: Available for reference

\* Description: Bd. vols., (6.4 cm.)

\* Identifier(s): Accession no(s) MS 12276

\* Subjects: Hood, John ; Hood & Co. Pharmaceutical Chemists -- Archives ; S. J. Hood Manufacturing Co., Manufacturers and Veterinary Supplies ; Pharmacy -- Victoria ; Veterinary medicine ; Registers (lists) ; Ledgers (account books) ; Formulas ; Cashbooks ; Records ;

\* Contents/Summary: Records of Hood & Co., Pharmaceutical Chemists, 215 Elizabeth Street, Melbourne, 1870-1981, including prescription books, veterinary prescription books, book of formulae, sales of poison register book, day books, journals, cash books, ledgers, stocktaking registers, price list and order book.

Looking North-west showing Swanston and Bourke Streets, with Post Office: shown



• **Figure 104 1875 view, part, State Library of Victoria collection:**

Date(s) of creation: [1875]

Reproduction rights owned by the State Library of Victoria

Accession No: H8010

Image No: b47468

### **Academy of Technological Sciences and Engineering, Technology in Australia 1788-1988,**

Online edn, Australian Science and Technology Heritage Centre, Melbourne, 3 May 2000, (<http://www.austehc.unimelb.edu.au/tia/scripts/tia-dynindex.php3?EID=A000306>): Allison & Knight

### **Other sources**

Jones, 'The Flour Mills of Victoria..' 170-171 Allison & Knight and the Rosebrook Steam Flour Mills- firm's career: 27-30 etc.

Stockland, 2007. POINT LONSDALE - RESIDENTIAL & WATERWAYS PROPOSAL ENVIRONMENT EFFECTS STATEMENT: notes on Allison & Knight

**Australian Architecture Index (AAI):**

Arthur E. Johnson 126 La Trobe St.W

Tenders wanted - erection of a bluestone warehouse in Flinders Lane for Alison and Knight.

Argus 13.5.1853 p 6

**Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1905 215 Hood & Co chemists and druggists, 217 Coutie, John boot importer

D1893 215 Hood & Co, chemists and druggists 217 Coutie, John, boot importer /corner site Little Bourke

D1880 147 Hood and Co, wholesale druggists and manufacturing chemists 149 Coutie, John, boot manufacturer and dealer

D1870 147 Hood and Co, wholesale druggists and manufacturing chemists (first listing of Hood and address)

149 Fleet, Phillip H grocer, wine and spirit merchant

Alphabetical listing: Andrew H Knight of Alison & Knight 111 Lt Flinders St west (bond store).

D1867-D1869 - no 147 (149 at Lt Bourke St is Picot, next corner is Bush Inn, a Reed & Barnes design of 1862)

**Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

VPRS 5780 Microfiche

Elizabeth Street 215-217- City of Melbourne – Bourke ward

Date Rate no Occupier Owner Description Nav

1900 361 White & Bond Andrew Knight 215, Bk. shop, 3 flats 20 x 80 300

362 John Coutie & others Andrew Knight 217 Bk. Shop, 3 flats 20 x 80 320

1890 340 White & Band Knight 215 Bk. Shop 5 rms. 20 x 60 350

341 John Coutie Knight 217 Bk. Shop, 3 flats 20 x 80 350

1880 234 Jno. Coutie Knight Bk. Shop 6 rms. & cellar 20 x 51 320

235 Jno Thomas Knight Bk. Shop 5 rms. 19 x 51 300

1870 228 Picot Knight 149 Bk. shop, 3 flats 6rms. & cellar 400

229 Hood & Co Knight 147 Bk. shop, 3 flats, cellar & c 350

1869 191 Picot Knight 149 Wood shop 3 rms. 400

**Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1994) *Melbourne- the City's history and development*: 23

'...It was during the (1840s) recession that the economic functions of the central area began to crystallise into a pattern which remained little changed into the twentieth century and which to a significant degree survives today – mercantile and warehousing activity areas near the Pool and the wharves, banking in central Collins Street, the retailing heart between Swanston and Elizabeth Streets..

Lewis: 45

'The retail activity of the city was tending to shift somewhat from the west to the east of Elizabeth Street, and the Eastern Market had for some years been overshadowing its western rival, though it was conducted principally in the open air until 1859.'

Lewis: 63

'Between 1861 and 1891 Melbourne's population quadrupled, and the high rate of household formation encouraged massive suburban development, culminating in the land boom. The city centre benefited from the concentration of financial institutions catering not only to Victoria but to much of Australia

**Comparative examples**

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessment of heritage values for this building has been upgraded with additional knowledge of its history and the findings of the 2002 review.

Selected Capital City Zone shops and dwellings from the 1860s-70s:

Street Number Name Date

- Exhibition Street 159-161 1865c
- Bourke Street 565-569 1869
- Elizabeth Street 215-217 Knight's shops and dwellings, later Hood and Co and Edinburgh Chambers 1869-1870
- Bourke Street 331-339 Royal Arcade 1869-70
- Russell Street 288-294 Union, later Tattersalls Hotel 1872
- Bourke Street 35-37 Bourke St. East Post Office, former 1872
- Little Lonsdale Street 470 1873

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 215-217 Elizabeth Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 3 (scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

*No citation provided.*

#### **Central City Heritage Study Review 1993**

The building at 215-217 Elizabeth Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

#### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>104</sup>. The building at 215-217 Elizabeth Street was assessed in this review and graded **B-C** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

##### *History and Description*

*Edinburgh Chambers was constructed before 1865 as three storey retail premises on a prominent corner site. The architect and builders are unknown.*

*As constructed, the building featured elaborate polychrome brickwork around window openings and at the cornice. The building is contemporary with, and stylistically related to, Joseph Reed's, polychrome works throughout Melbourne in the 1860s. Reed had visited Europe in 1863 and was instrumental in the introduction of the polychrome brick architecture of*

*Lombardy to Melbourne (although some earlier examples of polychromy, based on English models, are known to have existed).*

*Edinburgh Chambers is of approximately the same age as Reed's earliest work in the mode and is among the earliest polychrome buildings in the CBD.*

*In addition to its use of polychrome, the building is further distinguished by its uncommon decorative details. The ground floor has been considerably altered and is now painted and tiled but the upper storeys retain elaborate window openings with corbelled heads and hold decorative columns drawn from eastern Gothic sources.*

*The brick facades have been painted over in the relatively recent past. Nonetheless, the building remains in good condition for its age.*

##### *Statement of Significance*

*Edinburgh Chambers is of aesthetic significance at a local level for its skilfully and elaborately ornamented polychrome brickwork facades. It is believed to be among the earliest examples of polychrome brickwork in the CBD.*

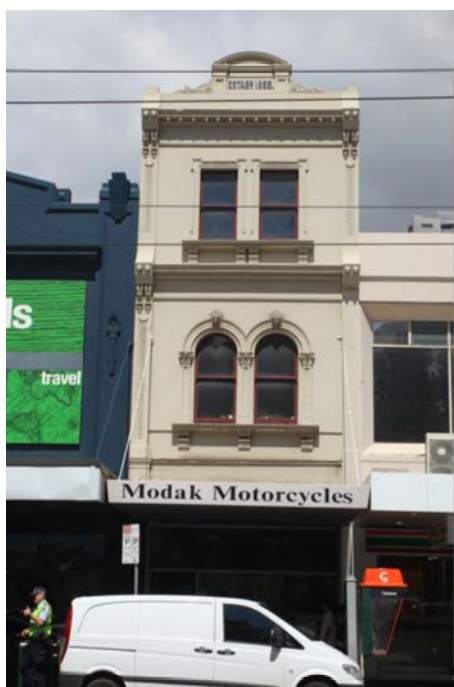
### Other heritage listings

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

<sup>104</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)



**Wilson's shop & residence, 299  
Elizabeth Street, Melbourne 3000**



• **Figure 105 299 Elizabeth Street**

**Historical associations with persons or events**

**Creation or major development date:** 1884-1885

**Major owners or occupiers:** Wilson, Charles Boyes Bros. (occ)

**Designer(s):** Roberts, JW & Co

**Builder(s):** Wilson, Charles

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>105</sup>: A,B,C,D,E,F): **C 3**

**MCC Place Value Definition 1985:**

*Buildings make an important aesthetic or scientific contribution that is important in the local area. This includes well-preserved examples of particular styles of construction, as well as some individually significant buildings that have been altered or defaced*

<sup>105</sup> Referenced in the Melbourne Planning Scheme clause 22.04

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>106</sup>: A,B,C,D,E): **C**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **C**

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **C**

**MCC Place Value Definition 2011:**

*These buildings demonstrate the historical or social development of the local area and/ or make an important aesthetic or scientific contribution. These buildings comprise a variety of styles and buildings types. Architecturally they are substantially intact, but where altered, it is reversible. In some instances, buildings of high individual historic, scientific or social significance may have a greater degree of alteration.*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

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**Statement of Significance**

**What is significant?**

Wilson's shop & residence was created by and for Charles Wilson in 1884-5 to the design of JW Roberts & Company. The development appears to have been speculative as persons such as J. & A Boyes, ironmongers and hardware importers, occupied the building on completion.

Rising three levels the upper-levels evoke a conservative Italian renaissance revival character in moulded cement, set out with pilasters on either side of the facade supporting the raised segmentally arched entablature and cornice of the parapet which has the words 'Estabd 1859'. Twin arched openings at the first floor level, with bracketed sills, deeply moulded architraves, keystones and foliated capitals, progress to rectangular openings at the top level with bracketed sills, and label moulds for diversity of ornament. The ground floor has been changed and a suspended canopy added. Judged within the inner Melbourne context, the three-level scale of the building is uncommon among other Victorian-era commercial places.

Within the Capital City Zone, the building is one of a group of over thirty shop & dwellings that date from the mid 1880s or earlier and have been valued individually- being around 9.4% of the

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<sup>106</sup> Referenced in the Melbourne Planning Scheme clause 22.04

identified buildings within the Zone . This building has been identified in four heritage studies of the Capital City Zone conducted in the 1970s, 1980s, 1990s and 2002: all have valued it as an individually significant place within the local context.

### How is it significant?

Wilson's shop & residence is aesthetically and historically significant to the Melbourne Capital City Zone.

### Why is it significant?

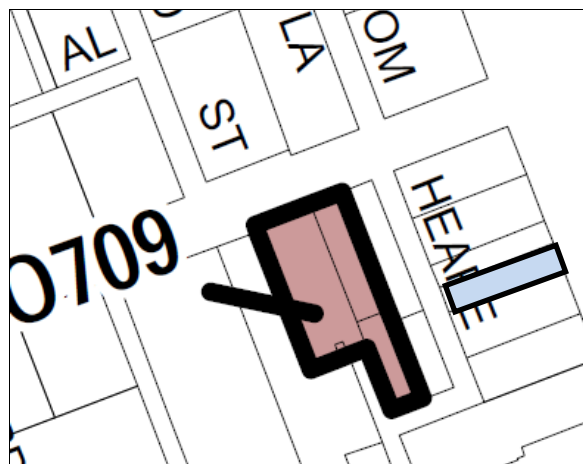
Wilson's shop & residence is aesthetically significant as a conservative but well executed Italian Renaissance Revival design evocative of the architectural restraint offered in the pre boom era, as applied to a medium sized Victorian-era commercial building.

Historically the place is among a relatively small early to mid Victorian-era shop & dwelling group within the Capital City Zone.

### Recommendations

This report recommends that:

- the building and associated land at 299 Elizabeth Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>107</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.



• Figure 106 proposed heritage overlay

### Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

### Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*

## Sources used for this assessment

The following sources and data were used for this assessment:

### General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

### Historic Buildings Preservation Council

Yuncken Freeman Architects Pty. Ltd. 1976.. Historic Buildings Preservation Council Melbourne CBD Study Area 5 (82), p21 states rate books 1864 list a brick

<sup>107</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

## Heritage Assessment of 299 Elizabeth Street, Melbourne

shop 1 room, 3 floors, Not recommended to Victorian Historic Buildings Register

### **Building Permit Application**

Building Permit Application 1884,1239

### **i-Heritage**

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 : Building Identification Form (BIF): Alterations / Recommendations: Bricks painted (side) (inappropriate - remove) Shopfront / canopy new (inappropriate - reinstate original design or sympathetic alternative) Other Comments CBD study (82, p.21) implies c 1864 - as date , not shown in 1869 . Possible renovation late 1800s. Parapet `est. 1859`

### **Australian Architecture Index (AAI):**

J.W. Roberts & Co.

Tenders wanted for brick additions, for coach factory, Elizabeth St. for Ward and Reid.

Argus 2.7.1883, p 2;

J.W. Roberts and Co.

Tenders wanted for additions to Lincoln House, Bouverie St., Carlton, for Thomas Roberts, Esq.

Argus 14.2.1887, p 3;

J.W. Roberts & Co.

Tenders wanted for additions, (brick and wood) to residence at Kensington, near Melbourne.

Argus 1.3.1884, p 15;

J.W. Roberts & Co.

Tenders wanted for cementing fronts of 2 shops (labour only) in Elizabeth St.

Argus 4.12.1884, p 3;

J.W. Roberts.

Tenders wanted for blacksmith and wheelwright's shop for Burton & Sons, Latrobe St.

Argus 10.3.1886, p 3;

J.W. Roberts & Co.

Tenders wanted for 3 shops and dwellings in Lygon St., Carlton, for Mrs Williams.

Argus 30.4.1881, p 10;

J.W. Roberts & Co..

Tenders wanted for erection of wood shop and dwelling at South Yarra for Frederick Tate.

Argus 21.10.1882, p 5;

J.W. Roberts & Co.

Tenders wanted for additions to stabling in Latrobe St. east for Burton & Sons, coachbuilders.

At risk of former contractor.

Argus 26.9.1882 p 3;

J. W. Roberts & Co.

Tenders wanted for brick warehouse in Elizabeth St. for Anthon Sage, Esq., iron merchant.

Argus 15.9.1883, p 15;

J.W. Roberts and Co., architects.

Tenders wanted for erecting warehouse in Flinders La. for Warne and Reid.

Argus 12.2.1881, p 11;

### **Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1930 299 Cooper, John & Sons ironmongers (297 Pellegrini and Co church furnishers)

D1924 299 Cooper, John & Sons ironmongers  
The Union Manufacturing Agency Co

D1920, D1915 The Union Manufacturing Agency Co

D1910 299 Gibband & Son, Pty. Ltd. brush manufacts.

D1905 Pellegrini and Co modellers and importers

D1889-1893: 299 Boyes , J. & A., ironmongers and hardw importers

(D1880-D1885: 299 Carew, Thomas, saddler)

### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

City of Melbourne rate books: VPRS 5780 Microfiche Elizabeth Street 299 – Bourke ward (extract)

- 1886 373 Chas Wilson Chas Wilson 201 Bk. Shop 3 flats 15 x 60 200
- 1885 370 Chas Wilson Chas Wilson 201 Bk. Shop 2 flats 15 x 60 200
- (1884 218 Chas Wilson Chas Wilson Bk. shop 1 rm. 15 x 60 65)

### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1994) *Melbourne- the City's history and development*: 23

`...It was during the (1840s) recession that the economic functions of the central area began to crystallise into a pattern which remained little changed

into the twentieth century and which to a significant degree survives today – mercantile and warehousing activity areas near the Pool and the wharves, banking in central Collins Street, the retailing heart between Swanston and Elizabeth Streets..

Lewis: 45

'The retail activity of the city was tending to shift somewhat from the west to the east of Elizabeth Street, and the Eastern Market had for some years been overshadowing its western rival, though it was conducted principally in the open air until 1859.'

Lewis: 63

'Between 1861 and 1891 Melbourne's population quadrupled, and the high rate of household formation encouraged massive suburban development, culminating in the land boom. The city centre benefited from the concentration of financial institutions catering not only to Victoria but to much of Australia

### Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 and following heritage assessments have been maintained.

Selected Capital City Zone shops & dwellings from the 1880s:

Street Number Name Date

- Little Bourke Street 212-220 Shops and Residences 1883
- Flinders Lane 312-314 Flinders Chambers 1883
- Collins Street 162-168 George & Georges, Former Equitable Coop. Society Build. 1883-91
- Elizabeth Street 299 Wilson's shop & residence 1884-1885
- Swanston Street 119-121 Buxton's Gallery, former 1885-6
- Exhibition Street 189-195 Shops & Residences 1885c

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 299 Elizabeth Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 3(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

*No citation provided.*

### Central City Heritage Study Review 1993

The building at 299 Elizabeth Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

### Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>108</sup>. The building at 299 Elizabeth Street was assessed in this review and graded **C** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

#### *History and Description*

*299 Elizabeth Street was constructed c.1864 as three storey retail premises finished in rendered brick. The architect and builders are not known. It is an unusual example of an early Victorian retail establishment employing uncommon and particularly intricate Italianate decorative details to good effect. The ground floor has been completely refurbished and a cantilevering verandah added but at the upper levels, the arcades retain a high level of integrity to their early state. Paired windows at the first floor feature pilasters and capitals to either side and architraves with faces in the keystones. The upper storey features simpler rectangular fenestration. Pilasters rise to either side of the facade at each of the upper storeys. String courses below the top floor and the parapet are supported on paired consoles with lion's head motifs integrated into the design of the console. The pediment features the inscription, Estab'd 1859 which may refer to the establishment of the first business to occupy the premises, a saddlery operated by T Carew, rather than the construction date of the building. The building is generally in good condition.*

#### *Statement of Significance*

*299 Elizabeth Street is of aesthetic significance at a local level as an unusually decorative example of a three storey retail premises within Melbourne's CBD.*

#### References

Graeme Butler MCC i-Heritage: Central Activities District Conservation Study 1985 BIF, Sands & MacDougall, Directory of Victoria, 1865-1886 show

<sup>108</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

## Heritage Assessment of 299 Elizabeth Street, Melbourne

uninterrupted tenancy of T Carew, a saddler, at 299 Elizabeth Street.

### **Other heritage listings**

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

**Pynsent's store and warehouse,  
303-305 Elizabeth Street,  
Melbourne 3000**



Figure 107 Elizabeth Street facade



Figure 108 Rear façade and context

**Historical associations with persons or events**

**Creation or major development date:** 1853-, 1917 (Elizabeth St facade)

**Major owners or occupiers:** Pynsent, Burton merchant

**Designer(s):** Webb, James & Charles (1853), Kempson & Conolly (1917)

**Builder(s):** Lawrence & Co

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>109</sup>: A,B,C,D,E,F): **C 3**

**MCC Place Value Definition 1985:**

*Buildings make an important aesthetic or scientific contribution that is important in the local area. This includes well-preserved examples of particular styles of construction, as well as some individually significant buildings that have been altered or defaced.*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>110</sup>: A,B,C,D,E): **C**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): -

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **B**

**MCC Place Value Definition 2011:**

*These buildings are of regional or metropolitan significance, and stand as important milestones in the architectural development of the metropolis...*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

B.2 Rarity

**Statement of Significance**

**What is significant?**

The Hugh Glass subdivision of this land created two lots, one at the rear of 303-5 Elizabeth Street and one in Heape Court. Glass sold both lots to Joseph Burton Pynsent (c1807-1874). Builder Lawrence & Company then lodged a building permit application to build a 'store' for Pynsent on 28/5/1853, located in Elizabeth Street nearly opposite the Catholic Chapel (St Francis).

The brothers, James & Charles Webb called tenders in 1853 for the erection of this bluestone warehouse in Elizabeth Street for Burton Pynsent. James Webb had retired from the building trade and with his brother, Charles Webb (who had just arrived from England in 1849), commenced

<sup>109</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>110</sup> Referenced in the Melbourne Planning Scheme clause 22.04

business as Architects & Surveyors in August 1849. The stone Wesleyan Church, Brunswick Street, Fitzroy, (1850) was to their design, with extensions in 1852 and re-opened in 1854. The Webbs were pioneering architects in Melbourne and designed many of its early buildings.

The store was located in Elizabeth Street or the Sydney Road, then the main commercial strip of Melbourne, prior to the advent of a comprehensive railway system for carrying overland goods. Pynsent was well located for a wine and spirit merchant, starting a long trend of licensed grocers in this building that ended in the 1930s, overtaken by another land-use evolution that saw engineering and transport oriented businesses locate in the north and north-west of Melbourne town from the early Victorian-era onwards.

The *Melbourne Roll Plan 12* (Bibb's) of 1856 shows one large building on the site: the rate book of 1854 describes it as a 'stone store of 2 floors' owned by Burton Rynsent' (sic), with a similar description of stone store on land 32'x65' into the 1890s. The warehouse is shown in the 1866 Melbourne Isometric and in a c1881 view from the law courts tower as a simple gabled two-storey structure of quarry-faced stone running through to Elizabeth Street. The Heape court warehouse is shown nearby facing a gap between the two stores.

Later occupiers of the store included Robert Garrett & Co, grain merchants, in the 1890s; Crothers & Co, William H. Adcock, and Peter Robertson, all grocers in the Edwardian-era; followed by Blight Bros, grocers & wine & spirit merchants, and Melbourne Stores, a licensed grocer. From this point the effects of motor industry growth in this part of Melbourne were felt, with a new type of occupier including Mayfair Motors Pty Ltd, motorcycle importers and Bucton Motor Co., motorcycle importers, in the 1930s-40s. This use remains in the area and in this building.

The Pynsent store Elizabeth Street façade has an Edwardian-era origin (1917) as designed by the architects Kempson & Conolly for owners, Mr & Miss MacDonald, and expressed by the broad central archway and face brickwork (painted over) with quoining. An aerial view shows a new hipped roof at this point, as part of the new street façade. The ground floor has been replaced and an awning added. The segmentally arched raised entablature with its scrolling is an addition to what was a gabled parapet like the rear elevation with perhaps some dressed stone quoining and mouldings. However, the rugged rear elevation is that of a well-preserved and early quarry-faced basalt coursed rubble warehouse which remains

highly representative in scale, form and materials of Melbourne's warehouses of this period, despite the new opening at ground level. One archway has been blocked but the voussoirs and keystone remain as does the cathead seen in the 1881 image.

Pynsent's Elizabeth Street and Heape Court stores give this area (particularly along the stone paved Heape Court) a distinctive early Victorian-era character with the brick and stone warehouses and narrow lanes demonstrating the scale, and form of warehouse districts of mid nineteenth century Melbourne. The Pynsent stores were the first in this area while the warehouse at the rear of 359 Little Lonsdale Street was built in 1887 as a typical medium scale brick warehouse building of Melbourne's Boom years.

### **How is it significant?**

Pynsent's store is significant historically and aesthetically to the Melbourne Capital City Zone.

### **Why is it significant?**

Pynsent's store is significant historically as one of the earliest group of stores in the Capital City Zone and for its location in the City's first commercial strip along the Sydney Road. It is distinguished by its basalt construction and well-preserved rear elevation to provide a strong expression of the area in combination with the stone lane and nearby warehouses.

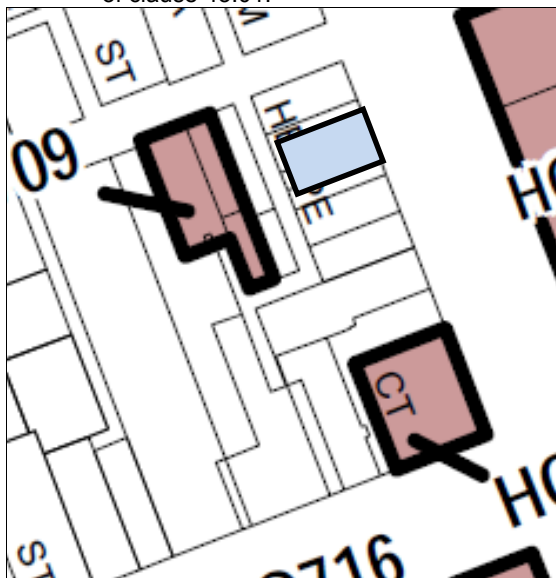
The store is architecturally significant for the early and bold use of stone construction facing Heape Court, as a design by pioneering architects, the Webb brothers, in combination with the contribution of the later, but visually related, Elizabeth Street upper level to this distinctive character.

### **Recommendations**

This report recommends that:

- the building and associated land at 303-305 Elizabeth Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**B**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.

- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>111</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.



• Figure 109 proposed heritage overlay

#### Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

#### Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*

### Sources used for this assessment

The following sources and data were used for this assessment:

#### General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;

- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

#### Historic Buildings Preservation Council

Yuncken Freeman Architects Pty. Ltd. 1976.. Historic Buildings Preservation Council Melbourne CBD Study Area 5: 67 first owner Burton Rynsent (sic), Splatt by 1870; occupier, then owner-occupier Robert Garrett 1890s; cites rate books 1854, as 205 'stone store of 2 floors- Burton Rynsent' (sic), 1860, 1870, 1884, 1895 stone store 32'x65'; 1880 image from law courts tower; Recommended add to Historic Buildings Register along with Heape Court building

#### i-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Heape Court (rear of 303 - 305 Elizabeth Street building) Alterations / Recommendations: Stone painted (inappropriate - remove by approved method), openings altered, loading doors: windows (both inappropriate - reinstate original design or sympathetic alternative). Other Comments CBD study: Historic Buildings Register; see photo (1880) of store.

#### Graeme Butler report 1989

Research for Heape Court: cites RGO search notes 43230 (A L Wooley, 1919) Hugh Glass subdivision covers two lots- rear 303-5 and Heape Court warehouse- Glass sells to Joseph B Pynsent 1854 for £450; also 8019 (Martha Steel, 1876):

#### Melbourne Roll Plan 12 (Bibb's) 1856:

shown;

<sup>111</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description





- **Figure 110 Google Earth view showing store and other stores behind in Heape Court.**

#### ***Building Permit Application***

Building Permit Application 28/5/1853, 862 Builder Lawrence & Company then lodges a building permit application to build a 'store' for Pynsent in 28/5/1853, located in Elizabeth Street nearly opposite the Catholic Chapel (St Francis), fee £2/10/-- see also 1854, 1516 for Pynsent's Heape Court warehouse 'brick and stone store' built by Holmes Bros.

#### ***Mahlstedt fire insurance plan series***

Mahlstedt 1910-1923: map 4A: 'P Robertson, grocer'

#### ***Australian Electoral Rolls,***

Burton Pynsent gender 1856 Victoria Melbourne

#### ***'The Argus':***

1 August 1851

#### **TRANSFER OF RUNS.**

The following runs have been transferred, with the sanction of Government, in accordance with the regulations viz.:...Wimmera District. - Lockhart run, from Baird and Hodgkinson to Matthew Hamilton Baird ; Narong, from Donald J. McLeod to James Hamilton ; Wonwondah, from W. F. Splatt to Splatt and Pynsent.

9 July 1855

SPIRIT MERCHANTS.-The supplementary return of spirit merchants who have recently registered their names and premises, in conformity with the act of Council, 13 Victoria, No. 20, section 10, has just been published:-City of Melbourne.-Burton Pynsent, 205 Elizabeth Street ; H. W. Farrer and Co., 98 Bourke-Street ... (shipping intelligence from earlier years has Pynsent receiving many goods)

30 Oct 1856

#### **MELDRUM V. PYNSENT.**

Mr. Michle and Mr. Wood for the plaintiff Mr. Wright for the defendant.

I) An action to recover the value of five ton: of flour, which the defendant, as " carriers agent," had contracted to carry from Dight's mills to the plaintiff's store at Wangaratta The contract to carry was made between Mr. Dight and the defendant, the former acting as agent of the plaintiff in the transaction The defendant agreed with one Murphy for the conveyance of the flour, and Murphy proceeded to Dight's mills, where upon his showing defendant's written order to deliver Dight's men placed the flour upon the two drays which Murphy brought with him, and! the journey to Wangaratta was commenced. Whether it was ever concluded did not appear, as neither Murphy nor the flour was ever heard of again. A dispute arose about the loss between Mr. Dight and the plaintiff which was settled by arbitration, and the next stage of the proceedings was the present action, brought by the plaintiff against Pynsent. The defendant adopted a line of defence which put the plaintiff to the strictest proof of every minute portion of his case, and it was contended on defendant' behalf that it had not been shown that there was any contract proved to have existed between the plaintiff and defendant.

Verdict for the defendant.

4 Feb 1860

LAW REPORT.

INSOLVENT COURT.

...Adjourned Third Meetings.

...Edward Humphrey, Charles Williams, Robert Christenson, Andrew mason, and Burton Pynsent.

In several of these estates debts were proved, reports read, and other business transacted.

30 July 1862 Burton William Pynsent:

'At the St. Kilda Police Court yesterday, Burton (William) Pynsent, outfitter, Collins-Street, Melbourne, was summoned to show cause why he should not contribute to the maintenance of four illegitimate children, of which he was alleged to be the father, and of which a woman named Bridget Fogarty is the mother. The complainant came to this colony about seven years ago, and was engaged by the defendant as a servant. In about a month afterwards, an improper intimacy commenced between them, and has continued ever since. The result of that intimacy has been the birth of six children, two of whom have since died. Latterly, Fogarty has resided in a cottage at St. Kilda, and for some time the defendant allowed her £2 a-week for the maintenance of the children. About six weeks ago, he stopped payment of the money, and consequently the complainant obtained a summons against him. The defendant did not deny the paternity of the children, but pleaded no liability to continue to support them. He was examined as to his means of livelihood, and he stated that he was some time ago insolvent, and that the present profits from his business were only about £1 a-week. He, however, occasionally received remittances from England. The magistrates made an order to the effect that the defendant should take charge of the eldest child (which he was willing to

do), and pay 303. a-week for the next six months towards the maintenance of the other three children, At the expiration of the six months, the mother will be at liberty to make another application to the magistrates.'

Saturday 28 December 1918

PYNSSENT.—In sad and loving remembrance of Alfred Thomas Pynsent (late of South African war), who departed this life at Sydney, December 27, 1911, youngest son of the late Burton Pynsent, of Melbourne, brother of M. Taylor, E. Bohm, and J. Pynsent, of Sydney.

**Encyclopedia of Melbourne (eMelbourne) 2010:**

Heape Court

Heape Court is located between Queen and Elizabeth Streets, extending south from Little Lonsdale Street, doglegging to the west, and extending further south to a dead-end. The lane was named in 1858 for pastoralist and merchant Benjamin Heape, owner of the Heape and Grice business which operated from Little Lonsdale Street. The Heape Court warehouse located at the rear of 361-65 Little Lonsdale Street was built in 1854, and today is listed on the Victorian Heritage Register as a rare and intact example of a gold rush era brick warehouse. The building is a simple two-storey brick structure with a gable room, built by the Holmes Bros firm for Joseph Burton Pynsent (sic), a merchant and general outfitter. It was later used as a blacksmith store for John Cooper and Sons, a wholesale ironmonger and importing firm. In 1860, Heape Court was the location of the Gideon Heard and Co., a tobacco and snuff manufacturing business.'

by Alexandra Gerner

References

Sands & McDougall's commercial and general Melbourne directory, Sands & McDougall, Melbourne, 1892. Details

Sands & McDougall's commercial and general Melbourne directory, Sands & McDougall, Melbourne, 1930. Details

'Heape Court Warehouse, 361 - 365 Little Lonsdale Street, Number H0826. File Number 602735', in Victorian Heritage Register On-Line, 2000, <http://www.doi.vic.gov.au/doi/hvolr.nsf>. Details

'Central Melbourne - Lanes F-H', in Amendment C105 - CBD Laneways Review, City of Melbourne, 2007, [http://www.melbourne.vic.gov.au/info.cfm?top=195&partgroup=3065&bricks painted =1902&coll=8](http://www.melbourne.vic.gov.au/info.cfm?top=195&partgroup=3065&bricks%20painted=1902&coll=8). Details

Bate, Weston, Essential but unplanned: The story of Melbourne's lanes, State Library of Victoria and the City of Melbourne, Melbourne, 1994.

**Victorian Heritage Register**

HEAPE COURT WAREHOUSE

REAR OF 361-365 LITTLE LONSDALE STREET  
MELBOURNE, MELBOURNE

Victorian Heritage Register (Victorian Heritage Register) H0826:

Statement of Significance

*What is significant?*

*The Heape Court warehouse at the rear of 361-365 Little Lonsdale Street was built in 1854. This simple two storey brick and bluestone structure with gable roof was built for Joseph Burton Pynsent, a merchant and general outfitter. The building firm was Holmes Bros. of North Melbourne. The gable ends are parapeted and the south gable has a simple coping detail. It was later used as a blacksmith's shop for John Cooper and Sons, wholesale ironmongers and importers, who owned a complex of buildings in the vicinity including shops, stores and large yards. Heape Court has been an important commercial precinct since the early 1850s, housing a variety of businesses. Heape Court, as one of the remaining intact 19th century laneways in the central city, evokes memories of Melbourne's commercial life during the last century.*

*How is it significant?*

*The Heape Court warehouse at the rear of 361-365 Little Lonsdale Street is of historical and architectural significance.*

*Why is it significant?*

*The Heape Court warehouse at the rear of 361-365 Little Lonsdale Street is historically significant as part of Heape Court, which has been an important commercial precinct since the early 1850s.*

*The Heape Court warehouse at the rear of 361-365 Little Lonsdale Street is architecturally significant as a rare surviving and relatively intact example of a gold rush period brick warehouse that exhibits the traditional building techniques of the early 1850s. The scale of the building is representative of the type of mid-nineteenth century development that used to characterise the whole Elizabeth Street area.'*

See Central City Heritage Study Review 1993: Appendix 4 for historically related Heape Court warehouse at rear also Graeme Butler 1989 report: RB1854, 866; Wm Splatt rated owner in 1860s; see MMBW PSF 1899; MCC Building Permit Application (BA): 862 28 May 1853

**National Trust of Australia (Vic):**

File B6125:

Includes Allom Lovell & Associates 1990. 'Heape court Warehouses...Historical and Architectural Analysis' cite MCC Building Permit Applications, etc.; also Victorian Heritage Council 1990 Kellaway & Green report.

Heape Court Warehouses - Group Classification

303 - 305 Elizabeth Street, MELBOURNE, Melbourne City

File Number B6125

Level of Significance: State

*Statement of Significance*

361-365 Little Lonsdale Street (Rear)  
Pynsent's Second Store

Heape Court, dating from the early 1850s, is an important surviving example of a nineteenth century commercial laneway precinct. It contains two rare examples of gold-rush period warehouses, the 1854 brick Pynsent's Second Store and Cooper's Blacksmith Shop at the rear of 361-5 Little Lonsdale Street, and the 1853 bluestone Pynsent's First Store at 303-305 Elizabeth Street constructed by the notable firm of James Lawrence & son.

The laneway also contains the three-storey brick Cooper's Warehouse at the rear of 359 Little Lonsdale Street, designed in 1887 by the significant Melbourne architects Twentyman and Askew for the ironmongers and importers J Cooper & Son. All three buildings and the laneway remain substantially original and have been in continuous use for commercial purposes for over 130 years. The precinct retains an intimate scale coupled with a consistent 19th century architectural character.

Classified: 11/8/1990'

**Central City Heritage Study Review 1993**

Appendix 4 for Heape Court warehouse:

*Statement of Significance*

The warehouse at the rear of 361-365 Little Lonsdale Street is of state significance as a building demonstrating the character, scale and form of mid-nineteenth century warehouses in Melbourne. It is an unusually early brick and basalt structure (1854) that exhibits the traditional back building techniques of the initial gold rush period. Its significance is enhanced through its contribution to the complex of warehouse buildings which give Heape Court its distinctive character, including 303-305 Elizabeth Street and the rear of 359 Little Lonsdale Street. These buildings and their narrow lanes demonstrate a character, scale, and form peculiar to warehouse districts of nineteenth century urban Melbourne. Together, they create an unusual and notable precinct. Their continued use as buildings of light-industrial activity and storage reinforce the continuing character of this important precinct. The warehouse at the rear of 361-365 Little Lonsdale Street remains substantially intact, although its southern face has been rendered and many of its openings altered in detail or closed up.'

*History & Description:*

The building at the rear of 361-365 Little Lonsdale Street is a simple gable roofed structure in brick and basalt of 1854 that exhibits the traditional building techniques of the 1850s, and is a rare survivor in the MCC i-

*Heritage: Central Activities District from this early period of Victoria's development. Built as a (second) store for Joseph Burton Pynsent, a city merchant and general outfitter, after August 1854, the building is shown on Bibb's 1855 map of Melbourne.*

*Pynsent's store was sold to John Quartermain in 1876, but was used as a warehouse and/or small shop by a great number of different merchants and tradespeople from the surrounding area throughout the ensuing years. Since the late 1930s the building has been used as a motorcycle repair shop.' It remains essentially intact, although its southern face has been rendered and some openings to adjacent buildings closed up. The original floor, presumably timber has been replaced with concrete to suit its modern use, a number of the windows have been altered or replaced, and the roof has been replaced with corrugated iron. The internal space is punctuated by a mezzanine floor which appears to be either early or original.*

*The complex of warehouse buildings which give Heape Court its distinctive character and constitute its history, the rear of 361-365 Little Lonsdale Street, 303-305 Elizabeth Street, and the rear of 359 Little Lonsdale Street, are of significance as a series of buildings that with the narrow lanes within which they are set demonstrate a character, scale, and form of warehouse districts of nineteenth century urban Melbourne. 303-305 Elizabeth Street, designed by Charles and James Webb and built in 1853 as Pynsent's first store in this area, is a similarly early basalt warehouse which, despite extensive alterations on its Elizabeth Street face, remains representative in scale, form and materials of Melbourne's warehouses in this period. The rear of 359 Little Lonsdale Street, built in 1887, is a typical medium scale brick warehouse building of Melbourne's Boom years.*

Together, these buildings create in Melbourne an unusual and notable precinct. Their continued use as buildings of light-industrial activity and storage reinforce the continuing character of this important precinct.'

Footnotes:

<sup>1</sup> Pynsent purchased the land in May 1854. C Kellaway. unpublished research report on Heape Court. May 1990 A building permit was granted in August: MCC Building Permit no 1516. 23 August 1864

2 MCC Rate books. 1876-77

3 Sands & McDougall [Melbourne] Directories, various, 1876-1940

4 Melbourne Herald 22 April 1853. p 1

5 MCC Building Permit no 3077. 4 October 1887'

City of Melbourne, 2007. Central Melbourne - Lanes F-H, Amendment C105 - CBD Laneways Review: cites Heape Court,

### **Australian Architecture Index (AAI)**

Jas and Chas Webb

'Melbourne Herald' 15.8.1849 p 3 Webbs commence practice

Tenders wanted - erection of a shop and dwelling in Elizabeth Street. Melb. Herald 1.2.1851 p 3

J & C Webb

Tenders wanted - erecting 2 shops and dwellings in Elizabeth Street,

Melb. Herald 15.7.1853 p 1

J & C Webb

Tenders wanted - erection of a bluestone warehouse in Elizabeth Street for Burton Pynsent. Melb. Herald 22.4.1853 p 1 etc.

Foundation stone of Wesleyan Church, Brunswick Street, Fitzroy, by James Webb. Opened early 1850. Extensions begun 1852; difficulties during gold rush, but re-opened 1854. (n.b. Seems not to be by Webb but by George Wharton Q.V. MBL 1979) Freeland, Melbourne Churches, p 89

### **Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1880: (203 Hogan, James, bootmaker

205 Garrett, R, and Co, produce merchants

(207 Kemp, F. W, watchmaker and jeweller

(209 Johnstone, Edward, and Co, wholesale grocers

D1893: 305 Garrett, Robert, & Co, grain merchants

D1900 Crothers & Co, grocers

D1905 William H. Adcock, grocer

D1910 Peter Robertson, licensed grocer

D1915 -1920 Blight Bros, grocers & wine & spirit merchants

D1924-1935 Melbourne Stores, licensed grocer

D1939 Mayfair Motors Pty Ltd, motorcycle importers

1944 -45 Bucton Motor Co., motorcycle importers

### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

Yuncken Freeman Architects Pty. Ltd. 1976.. Historic Buildings Preservation Council Melbourne CBD Study Area 5: 67 cites rate books

- 1854, as 205 'stone store of 2 floors- Burton Rynsent' (sic),
- 1860, 1870, 1884, 1895 stone store 32'x65';

- RB1864,701, 702;
- RB1863,683.

### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 44

GOLD...

And for many there were financial gains to be made from supplying the diggers with meat and grain ...In the city .. Importers and merchants, by contrast, worked overtime. British exporters had learnt from the Californian experience that there would be a lucrative market for those goods which could be got to the colony quickly, but this knowledge did not prevent a repeat of the Californian cycle of dearth, glut, commercial panic and recession. For all this, however, the effect of a sixfold increase in population and a complete change in the economic base was not nearly so great as it would be in a more sensitive and integrated modern economy

Lewis, 1994: 66

GOLD

UTILITIES...

There were now some more specialised nodes of activity like the retail furniture trade in Bourke Street West, the softgoods merchants between Russell and Elizabeth Streets, and the hardware dealers in Little Collins Street, near Spencer Street. Davison has demonstrated this clustering of activities in map form. The theatres and dance halls were in Bourke Street, and the brothels in Exhibition Street.

By the 1880s the industries which had occupied the north bank of the Yarra were moving to the south bank, but a new concentration had developed in the west end of the city, especially about La Trobe and Lonsdale Streets. ..

### **Comparative examples**

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessment has been upgraded based on the additional historical background and research reports provided by Allom Lovell and the Victorian Heritage Council. The rear facade remains as a significant element in the City within a similarly significant warehouse context.

Selected Capital City Zone stores of the 1850s:

Street Number Name Date

- Elizabeth Street 303-305 Pynsent's store and warehouse 1853-, c1910
- Highlander Lane 6-8 1854
- Swanston Street 1-3 Young & Jacksons Hotel 1854
- Heape Court (rear 361 Lt. Lons) - 1854
- A'Beckett Street 71-73 Glass Warehouse, now Victorian Spiritualists Union 1854
- Flinders Street 214-216 1854 Little Lonsdale Street 523-525 Cleve's Bonded Store, later Heymason's Free Stores 1854, 1899
- King Street 242-244 1854-5
- McKillop Street 15-19 1854-60
- King Street 62-66 York Butter Factory 1855
- Flinders Street 224-226 1856 Little Collins Street 281-283 1857
- King Street 347-349 Fenwick Brothers shop & store 1857
- King Street 234-240 1858
- Flinders Street 390-398 Holyman House 1858
- Flinders Lane 129-131 1858
- Lonsdale Street 573-577 1858
- King Street 46-52 1859

City Zone but outside of the heritage overlay<sup>112</sup>. The building at 303-305 Elizabeth Street was assessed in this review and graded - on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

*No citation provided.*

### Other heritage listings

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 303-305 Elizabeth Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 3(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

*No citation provided.*

#### **Central City Heritage Study Review 1993**

The building at 303-305 Elizabeth Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

#### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital

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<sup>112</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Union Bank Chambers, later  
A.N.Z. Bank, 351-357 Elizabeth  
Street, Melbourne 3000**



• Figure 111 351-357 Elizabeth Street

**Historical associations with persons  
or events**

**Creation or major development date:** 1926-1927

**Major owners or occupiers:** Union Bank of Australia Ltd. Australian and New Zealand banking company

**Designer(s):** Butler, W & R & Martin Architects

**Builder(s):** Thompson & Chalmers

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>113</sup>: A,B,C,D,E,F): **C 2**

**MCC Place Value Definition 1985:**

*These buildings demonstrate the historical or social development of the local area and/ or make an important aesthetic or scientific contribution. These buildings comprise a variety of styles and buildings types. Architecturally they are substantially intact, but where altered, it is reversible. In some instances, buildings of high individual historic, scientific or social significance may have a greater degree of alteration.*

<sup>113</sup> Referenced in the Melbourne Planning Scheme clause 22.04

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>114</sup>: A,B,C,D,E): **C**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **C**

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **C**

**MCC Place Value Definition 2011:**

*These buildings demonstrate the historical or social development of the local area and/ or make an important aesthetic or scientific contribution. These buildings comprise a variety of styles and buildings types. Architecturally they are substantially intact, but where altered, it is reversible. In some instances, buildings of high individual historic, scientific or social significance may have a greater degree of alteration.*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

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**Statement of Significance**

**What is significant?**

This basement and five storey branch of the Union Bank was completed 1927 on the south western corner of Elizabeth and Latrobe Streets at a cost of £30,000, replacing an earlier bank. The building was constructed by Thompson & Chalmers, to designs by noted architects W & R Butler and Martin. Clive Steele was the engineer for the project. The Union Bank occupied the building until the name change to the parent company, the Australian and New Zealand banking company (ANZ) in 1951.

'The Argus' noted that the new building would add to the rapidly improving architectural character of the area where the motor trade (and other retail and wholesale businesses) had grown and prospered and hence created the need for upgraded banking facilities. They noted the modern reinforced concrete fireproof construction, the corner site that allowed good natural light and ventilation, and the generous banking chamber of 55'x22' (rest of the ground floor leased as a shop allowing for expansion). The bank fittings were to include Australian marble on chamber walls, stair and entry dado, rubber or wood block floor finishes. The facades were simply treated in buff shade of cement render (to harmonise with the new Argus building opposite)

<sup>114</sup> Referenced in the Melbourne Planning Scheme clause 22.04

above a shallow granite plinth, with balconettes extending the full length of both frontages. Embellishment included the iron railing at first floor and the iron lamp standards at the corners of the building.

The bank is a handsome and substantially intact example of the interwar Commercial Palazzo style. Key features of the style found here include the division of the façade into a heavy stone-clad base with strong horizontal render banding in the form of smooth rustication, and neutral intermediate floors with vertical window strips (multi-pane, steel framed), all surmounted by a prominent and stylised classical cornice and detailing. The prominent corner location allows for an appreciation of the palazzo form.

The entry recess has ornamented borders and panelling and the shopfront at 351 has elements of the original such as the bronze finish framing. The lobby is marble lined (two colours) as is the staircase and polished copper directory cases remain on the lobby walls. The stair has a wreathed blackwood handrail with restrained metal balusters

The building remains in good and near original condition despite application of a large boxed sign over the two facades at the first floor line in place of the corner lamp standards, changes to the entry and addition of air units at upper levels. It has remained in continuous use as a bank since its construction. The bank is contemporary with and visually related to the landmark Argus building on the opposite corner.

#### How is it significant?

The former Union Bank is significant historically and aesthetically to the Melbourne Capital City Zone.

#### Why is it significant?

The former Union Bank is of aesthetic significance as a handsome and substantially intact example of a Commercial Palazzo within the Capital City Zone. Historically it has a long association with banking in the northern part of the City (specifically the now defunct Union Bank) and parallels the emergence of a new motor trade in this area requiring larger banking facilities. This was an era when Melbourne City was the nation's capital of finance.

The bank is also contemporary with and visually related to the landmark Argus building on the opposite corner.

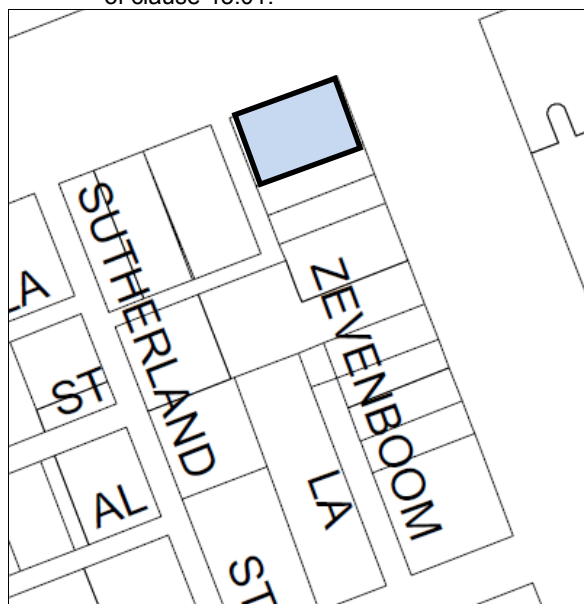
#### Recommendations

This report recommends that:

- the building and associated land at 351-357 Elizabeth Street, Melbourne, should be added

to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,

- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>115</sup>.
- Investigate the application of interior control in the Schedule to the Heritage Overlay as Clause 43.01 with the following interior elements entered in the schedule.<sup>116</sup>
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.



• Figure 112 proposed heritage overlay

#### Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

Interior elements include:

The lobby is marble lined (two colours) as is the staircase and polished copper directory cases remain on the lobby walls. The stair has a wreathed blackwood handrail with restrained metal balusters.

<sup>115</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

<sup>116</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description



• **Figure 113 Australian marble cladding in lobby.**



• **Figure 114 matching copper directory case, from ANZ tenure, 1951-.**

**Victorian Heritage Register**

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*

**Sources used for this assessment**

The following sources and data were used for this assessment:

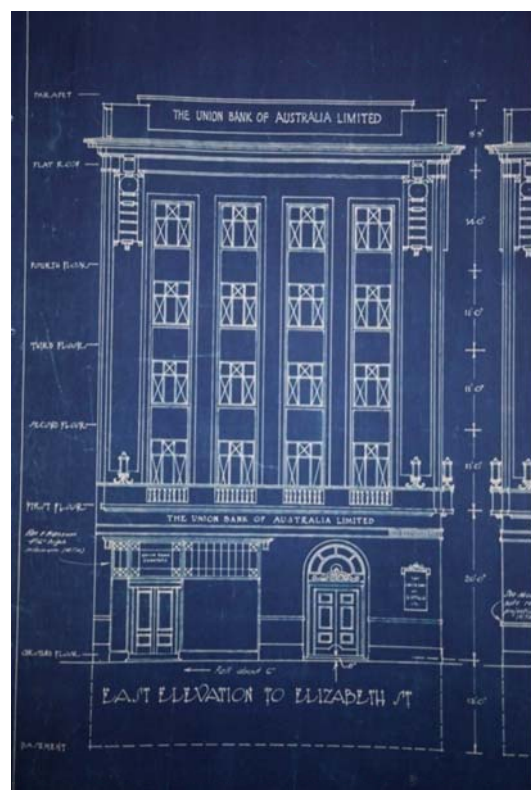
**General sources**

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

**Historic Buildings Preservation Council**

Yuncken Freeman Architects Pty. Ltd. 1976.. Historic Buildings Preservation Council Melbourne CBD Study Area 5 (82), page 39: dates as 1928 built for Union Bank, not historic. Not Recommended to the Historic Buildings register.



• **Figure 115 Building Permit Application 1926**

***i-Heritage***

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984 Alterations / Recommendations: Air units added ( inappropriate - remove or reinstate sympathetic alternative); Other Comments Corner site



**Building Permit Application**

Building Permit Application 1926, 9088: 9/11/1926  
 'erection of new premises' £30,000;

**Royal Victorian Institute of Architects Journal**

March 1939 image of Collins St branch Modern style  
 'dignified façade in well-chosen brick and granite  
 Architects WR Butler & Pettitt.

**'The Argus'**

'The Argus': Thursday 8 June 1922

tenders invited for new banking premises for the Union  
 Bank of Australia Ltd by Walter & Richard Butler,  
 William St...quantities by Anderson, Alexander and  
 May.

Saturday 16 September 1922

Tenders for additions to Fitzroy branch Union Bank

Saturday 23 June 1923

IMPORTANT AUCTION SALE of CITY FREEHOLD  
 HOTEL, SHOPS, and BUILDING SITE.

CORNER of ELIZABETH and LATROBE STREETS,

occupying a Very Fine Central and Improving Business  
 position, Opposite the Recently Acquired

Site by "The Argus" Proprietor for Erection of New  
 Premises, and the Union Bank.

TO CITY INVESTORS. HOTEL PROPRIETORS, AND  
 OTHERS.

W. F. VALE and Co.

CITY OF MELBOURNE.

...The Buildings Thereon Comprise-

THE CITY ARMS HOTEL (at corner), a two and partly  
 three storied brick building, containing bar, parlour,  
 sitting room, large dining room, lounge, kitchen, 27  
 bedrooms, 3 bathroom

The City Arms is well and favourably known as one of  
 the leading old established hotels with a large, lucrative  
 and well established connection, in a commanding  
 situation, and in a part of the city that ha« great  
 possibilities of further Immediate expansion. The large  
 area of land offers special opportunities for safe  
 Investment in an extensive, up-to-date rebuilding  
 proposition.

4/2/1927



• **Figure 116 'The Argus': 1927**

UNION BANK BUILDING.

£30,000 BRANCH OFFICE.

Elizabeth Street North Progress....

cost est. £30,000 on sit of existing bank, land allows for  
 a 'massive structure' which will add to the rapidly  
 improving architectural character of area where motor  
 trade (and other retail and wholesale businesses)  
 centred- need for upgraded bank. Modern reinforced  
 concrete fireproof construction to have basement and 5  
 storeys, corner site allows good natural light and  
 ventilation, banking chamber 55x22' with rest of ground  
 as shop allowing for expansion, upper levels to be  
 leased out, fittings to be Australian marble on chamber  
 walls, stair and entry dado, rubber or wood block floor  
 finishes, facades simply treated in buff shade of  
 cement render (to harmonise with the Argus building  
 opposite) above granite plinth, balconettes extends full  
 length of both frontages, iron railing at first floor, iron  
 lamp standards at corners of building, E= Clive Steele,

**Sands & McDougall Melbourne or Victorian  
 Directories**

Where required directory extracts were obtained  
 chiefly from Sands & McDougall Melbourne or  
 Victorian Directories dating from the 1850s to  
 1974.

D1930-35 Union Bank Chambers;....

Berry Roche & Tamac, motor accessories...

Bishop Bros Pty Ltd, publishers...

D. D. Donaldson, Caretaker

D1935 -39 A. J. Ferguson, radio manufacturer..  
Miss O. Dixon.. Confr..  
E.W. Moyes, mnfrs agt..  
W.H. Sweeting Pty Ltd, mnfrs agt..  
Victorian Automobile Chamber of Commerce..  
Bishop Bros Pty Ltd, publishers...  
Stock Geo. E., manfrs' agent..  
D. D. Donaldson, Caretaker  
D1939 -1945 Union Bank Chambers;  
Union Bank of Australia Ltd..  
A. J. Ferguson, radio manufacturer..  
J.R. Hancock Pty Ltd, mnfrs agents..  
E.W. Moyes, mnfrs agt..  
Bishop Bros Pty Ltd, publishers...  
Coach & Motorbody Builder, Decorator & Painter..  
Stock Geo. E., manfrs' agent..  
D. D. Donaldson, Caretaker.

#### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.  
*No search carried out.*

#### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Context (draft 2010) banking:

There was recovery 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 post-war period, 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.

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 92

Despite everything, Melbourne remained the financial centre of Australia. Companies had their headquarters there and some, notably the Broken Hill Proprietary (BHP), were expanding dramatically.

#### **Comparative examples**

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained.

#### **Selected Capital City Zone inter-war bank buildings:**

STREET NUMBER NAME Date ARCHITECT

- Collins Street 615-623 State Savings Bank of Victoria 1923-1924 Peck & Kemter
- Queen Street 373-375 Bank of New South Wales (former) 1925c ?
- Elizabeth Street 351-357 Union Bank Chambers, later A.N.Z. Bank 1926-1927 Butler, W & R & Martin Architects
- Collins Street 271-279 National Bank (rebuilt) 1927 Henderson, Anketell & K
- Swanston Street 219-225 E.S. & A. Bank, Former 1928 Hare, Henry & Hare
- Bourke Street 190-192 Bank of New South Wales, former 1929 Godfrey & Spowers
- Collins Street 109-113 CBC Bank 1938
- William Street 77-89 Western House, National Bank of Australasia 1939 Meldrum & Noad
- Collins Street 335-339 Commercial Banking Co. of Australia (Façade) 1939 Henderson, Anketell & K
- Collins Street 335-339 Commercial Bank of Australia (façade, new structure) 1939 Henderson, Anketell & K
- Collins Street 287-301 Royal Banking Chambers 1939-41 Stephenson & Turner
- Bourke Street 219-225 Commonwealth Bank of Australia 1939-41 Works Director, Department of the Interior Works & Service Branch (Howard designer)

### **Previous heritage assessments of this place 1985-2002**

#### **Previous heritage assessments**

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 351-357 Elizabeth Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 2(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

*No citation provided.*

### **Central City Heritage Study Review 1993**

The building at 351-357 Elizabeth Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

### **Review of Heritage overlay listings in the CBD 2000-2002**

*Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>117</sup>. The building at 351-357 Elizabeth Street was assessed in this review and graded C on an A-E individual building scale.*

*Citations from this assessment are incomplete and in draft final form.*

#### *History and Description*

*The five storey branch of the Union Bank was completed c. 1928' on the south western corner of Elizabeth and LaTrobe Streets at a cost of £30,000. The building was constructed by Thompson & Chalmers, to designs by noted architects W & R Butler and Martine. Clyde Steele was the engineer for the project.*

*The building is a handsome and substantially intact example of an interwar Commercial Palazzo. Key features of the style found here include the vertical tripartite division of the facade into a heavy base with horizontal banding and neutral intermediate floors surmounted by a prominent classical cornice. The prominent corner location allows for an appreciation of the palazzo form. Despite the addition of some inappropriate signage and air conditioning units, the building remains in good and very original condition. It has remained in continuous use as a bank since its construction.*

#### *Statement of Significance*

*The ANZ Bank at 353-57 Elizabeth Street is of aesthetic significance at a local level as a handsome and substantially intact example of a Commercial Palazzo within the Melbourne CBD*

### **Other heritage listings**

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

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<sup>117</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Pattinson's general store, later Prince of Wales and Federal Club hotels, later Bulley & Co. Building, 380 Elizabeth Street, Melbourne 3000**



• **Figure 117 380 Elizabeth Street**



• **Figure 118 Aerial view showing 1850s wing at front of site, with simple hipped roof**



• **Figure 119 380 Elizabeth Street upper level**

**Historical associations with persons or events**

**Creation or major development date:** 1853, 1887

**Major owners or occupiers:** Jamieson brothers, later John Arthur & Hosea Jamieson Fogarty, Doyle, and Co Bulley & Co

**Designer(s):** Crouch, TJ (1887)

**Builder(s):** Snowball, John

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>118</sup>: A,B,C,D,E,F): **C 2**

**MCC Place Value Definition 1985:**

*These buildings demonstrate the historical or social development of the local area and/ or make an important aesthetic or scientific contribution. These buildings comprise a variety of styles and buildings types. Architecturally they are substantially intact, but where altered, it is reversible. In some instances, buildings of high individual historic, scientific or social significance may have a greater degree of alteration.*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>119</sup>: A,B,C,D,E): **C**

<sup>118</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>119</sup> Referenced in the Melbourne Planning Scheme clause 22.04

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **C**

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **C**

**MCC Place Value Definition 2011:**

*These buildings demonstrate the historical or social development of the local area and/ or make an important aesthetic or scientific contribution. These buildings comprise a variety of styles and buildings types. Architecturally they are substantially intact, but where altered, it is reversible. In some instances, buildings of high individual historic, scientific or social significance may have a greater degree of alteration.*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

G.1 Social importance to the community, as demonstrated by documentation or sustained community expression of value for the place

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## Statement of Significance

### What is significant?

The first stage of this building appears to have been constructed in the 1850s when in 1853 builder, John Snowball of Little Collins St east applied to build a store and dwelling in Elizabeth St north, on the east side, for the Jamieson Brothers. Initially listed in rate records as a brick house and store, with 3 rooms above, it was later described as a six-room two storey shop and dwelling. Early occupiers included J & W Pattinson, general merchants, and Edward Petheridge, an outfitter, and the electoral register of the nearby St Francis church.

The building operated as a hotel during the latter part of the nineteenth century trading under a variety of names including the Prince of Wales (10 rooms) later Federal Club Hotel (10 then 17 rooms) before its eventual delicensing around 1918.

During the hotel period the existing Italian Renaissance Revival façade was created by the architect Thomas J Crouch in 1888 for its freeholder, Jamieson, increasing the room number to seventeen. It was described in the 1880s as '...a substantial brick and stone building' and commanding 'the best trade done by any house in the neighbourhood' for the licensee Mr Fitzpatrick.

Shortly after delicensing, Frederick Bulley and his son Charles Frederick transferred their well-known Little Bourke Street leather shop to 380 Elizabeth Street. The Bulleys adapted the building to suit the requirements of their workmen and the firm traded from this location until c1990. The street awning, with its patterned soffit, is from this period.

The building is inspired by the architecture of the late Renaissance and distinguished by an unusual decorative parapet in which a curved pediment is raised high above the parapet line on elongated ornamental consoles. Much of the ornamental detail at the parapet is reiterated at first floor windows as aedicules. A distinctive cruciform design in sgraffito, or incised render, is located between the upper floor windows.

The rear wing, as seen from the lane, is constructed from machine-made pressed red brickwork with an earlier brick section in front and the old 1850s section at the street frontage: this has been rendered and may be stone.

The ground floor has been rebuilt between the remaining Victorian-era pilasters to either side of the façade but the upper storey retains a high level of integrity to its early state.

### How is it significant?

The former Federal Club hotel is significant historically, socially and aesthetically to the Melbourne Capital City Zone.

### Why is it significant?

The former Federal Club hotel is of aesthetic significance as a distinctive example of late nineteenth century hotel façade in an Italianate mode within Melbourne's Capital City Zone. The decorative treatment at the upper sections of the façade is of particular note, including the sgraffito between the upper floor windows and the aedicule treatment of these windows.

Historically the building had served as a hotel since the 1850s and has social significance as a long-term gathering place into the 20<sup>th</sup> century.

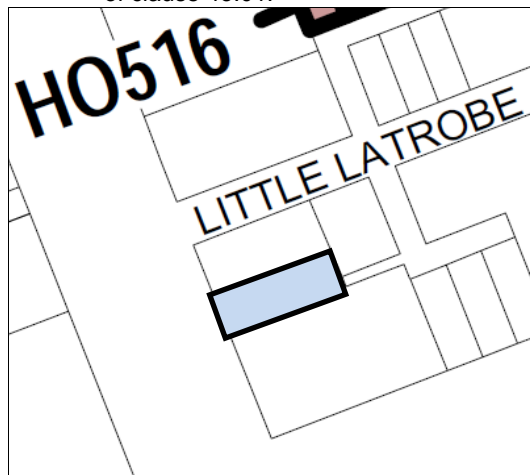
## Recommendations

This report recommends that:

- the building and associated land at 380 Elizabeth Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**C**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the

reference document *Urban Conservation in the City of Melbourne*.

- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>120</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.



• Figure 120 proposed heritage overlay

#### **Interior elements**

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

#### **Victorian Heritage Register**

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*

## **Sources used for this assessment**

The following sources and data were used for this assessment:

#### **General sources**

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';

<sup>120</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

#### **Historic Buildings Preservation Council**

Willingham, Alan 1976. A survey of Historic buildings in Area no. 3 of the Central Business District Melbourne (for the Historic Buildings Preservation council) (83).p 20 states erected as a hotel in 1875, part upper level has original layout, altered façade in 1930s and no longer represent the original design....;

#### **Building Permit Application**

MCC Building Permit Application 23/6/1853 store and dwelling in Elizabeth St north, east side by John Snowball of Little Collins St east for Jamieson Brothers fee £1/10/- ;

#### **Victoria Illustrated:**

Victoria Illustrated: 116 shows Bulley & Co

#### **Melbourne Roll Plan 12**

VPRO: Melbourne Roll Plan 12 1856: building shown, small adjoining building on north then vacant lot at Lt Latrobe- current aerial view shows simply hipped front wing similar to 1856 with large rectangular wing at rear onto lane.

#### **Mahlstedt fire insurance plan series**

Mahlstedt Plan 13A: 1910-1923 (MUA) Federal Club Hotel shown as 2 storey with front wing as 2 rooms (bar, parlour) and stair, rear wing has side court, passage, 4 rooms.

#### **DeGruchy & Leigh 1866**

DeGruchy & Leigh 1866 isometric shows 2 storey building with hipped roof, adjoining corner ?

#### **i-Heritage**

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Description/Notable Features Notable features include an elaborate / high standard design of cement rendered surfaces. 1. Probable refacing late 1800s or early 1900's. Alterations / Recommendations: Colours (sympathetic - no recommendations) Verandah and shopfront new, Parapet urns gone, verandah gone (inappropriate - reinstate original design or sympathetic alternative) References...

VTO: RGO application 36018 A Fogarty & L Doyle 1906, part CA20/37 North Melbourne 26'x88'

1852 Hugh Glass to Jane Jamieson £650 with carriageway

1864 Jamieson to John Arthur & Hosea Jamieson £650

245-757 1875 Mortgage HJ to land & Mortgage Bank of Vict. Ltd £1000. (recon 1877)

## Heritage Assessment of 380 Elizabeth Street, Melbourne

1877 Mortgage HJ to JA Jamieson £1000 plus £300

1880 charge for extension of time £400

1885 recon v JAJ to HJ £1700

1885 JAJ & HJ to Thomas Fogarty and Lawrence Doyle. £4450

1885-1888 mtge. F&D to Seventh Union Terminating building Socy. £7000

1888 F&D to Isaac & Benjamin Allen £5000 owing (from mtge?)

1897 recon v. Mtge. Allens to F&D, £4142/13/4 paid

### **Australian Architecture Index (AAI)**

Robertson & Hale

Tender's wanted - erection of two 2-storey shops and offices in Elizabeth Street for J. Jamieson.

Argus 9.9.1858 p 8?

(see also as follows for Robertson & Hale:

Tenders wanted - erection of a two-storey building for the Bank of NSW - fronts of finely-picked bluestone. Argus 28.2.1857 p 3

Illustration of the Oriental Bank, situated at the Western intersection of Flinders Lane & Queen Street.

Perspective. Illustrated Melbourne Post 2.8.1862 p 2

Tenders wanted - erection of a hotel and also a range of dwelling houses in Melbourne for J. Philp.

Argus 15.6.1858 p 3 Tenders wanted - erection of shop and warehouse of 3 storeys for Craig in Bourke Street (ironmonger). Argus 7.2.1857 p 6

Tenders wanted - erection of 6 shops in Bourke Street East. Argus 23.11.1857 p 8

Tenders wanted - erection of 2 shops and other buildings in Collins Street. Argus 23.11.1857 p 8

Tenders wanted - erection of 2 shops in Elizabeth Street for G. Nicholson. Argus 31.8.1857 p 8

Tenders wanted - erection of a 3-storey shop and offices in Elizabeth Street for T.A. Mouatt. Argus 3.3.1859 p 7

Sketch: Front Elevation of 2 shops in Elizabeth Street. Australian Builder 21.1.1860

Tenders wanted - erection of a grandstand on the Melbourne Cricket Ground for Spiers and Pond:

Argus 1.11.1861 p 2

Tenders wanted - erection of a 2 storey stone and brick store in Flinders Lane. Argus 27.10.1856 p 7

tenders for the erection of a store in Flinders Street for Henry Millar. Australian Builder 25.9.1856

Tenders wanted - erection of a 4 storey bluestone store in Little Collins Street. Argus 1.11.1856 p 7

Tenders wanted - erection of extensive warehouses, of 3 storeys for Prince, Bray & Ogg, rear of their premises, 27 Collins Street East. Argus 19.3.1857 p 8

Tenders wanted - erection of 3 stores in Little Collins Street West. Argus 11.5.1857 p 3)

### **'The Argus':**

12 December 1884

ANNUAL LICENSING

MEETINGS...

The applications to W. C. Beck, of the Federal Club Hotel, Elizabeth-Street, and Frank Gold, of the Criterion Hotel, Bourke Street east, were opposed by the police, on the grounds that since the applicants had taken possession the house» were not well conducted. The applications were adjourned until the 22nd inst

Saturday 19 September 1885

CENTRAL CITY PROPERTY

ELIZABETH STREET

FEDERAL CLUB HOTEL

Occupying one of the Best

Business Positions

In that Portion of this Main Thoroughfare.

To Investors, Brewers, Speculators, and Others.

JOHN BUCHAN and Co are favoured with Instructions from the Trustees Executors and Agency Company as agents for the owners to SELL by PUBLIC AUCTION, at their rooms, 37 Queen Street, on Tuesday 6th October at twelve o'clock noon, between Latrobe and Little Latrobe Streets, and adjoining the

BANK of AUSTRALASIA

The land has a frontage of 20ft In a depth of lot to a good roadway at rear on which is erected a substantial brick and stone building, containing in all 14 rooms occupied by Mr Fitzpatrick, and known as the FEDERAL CLUB HOTEL which commands the best trade done by any house In the neighbourhood

The building is in good order and the hotel is now let on lease expiring 1st January 1889, at £200 per

annum. Title perfect Terms at sale

Solicitor-W Walduck Esq Chancery lane

Saturday 20 November 1886:

TJ Crouch, architect and licensed surveyor Invites TENDER. for ADDITIONS to The Federal Club Hotel, Elizabeth Street for Messrs Fogarty, Doyle, and Co Drawings and specifications may be seen at his offices 46 Elizabeth Street.

UNION CLUB HOTEL TENDERS invited for

sundry ALTERATIONS to above Thos. Watts and Sons. Architects and surveyors 45 Swanston St.

Monday 22 November 1886

see Crouch above but no tender called from Watts

Friday 29 April 1892

A PUBLICAN HEAVILY FINED

## Heritage Assessment of 380 Elizabeth Street, Melbourne

FOR ASSAULT.

...Bartholomew Almond, the licensee of the Federal Club Hotel, Elizabeth-Street, was charged with assaulting a young man named William Dunn on the 21st inst. It was alleged that on the date mentioned Almond illegally used a vehicle belonging to Dunn, and that when Dunn seized him to give him into custody he turned upon Dunn and beat and kicked him savagely-. The injuries thus indicted were so severe that Dunn remained in the Melbourne Hospital under treatment for a fortnight...

Friday 8 May 1908

THE DISTRICT COURT. "NOT A POLICEMAN'S COURT."

Hahnah Mogg, licensee of the Federal Club Hotel, Elizabeth-Street, was proceeded against yesterday at the District Court upon a charge of selling liquor during prohibited hours on April 12. ...(description of police entry etc)

Tuesday 13 October 1908

TWO SPLENDID FREEHOLD HOTEL

PROPERTIES,

CITY and RICHMOND.

Under Instructions from THE EQUITY TRUSTEES

COMPANY LIMITED, and L. DOYLE, Esq

Lot 1-FEDERAL CLUB HOTEL. 380 ELIZABETH-STREET, CITY (close Latrobe-Street and adjoining the Bank of Australasia), SUPERIOR URICIC BUILDING, containing bar, bar-parlour, and about 12 rooms; land about 20ft. frontage to Elisabeth-Street, The main artery of the city of Melbourne, by a depth of 86ft. Rental, £182 per annum, and all rates.' (also Richmond Bowling Club Hotel, Duke of Devonshire St Kilda)

### **State Library of Victoria collection:**

Cole Collection

(uses early street number)

1. FEDERAL CLUB

Location: 220 ELIZABETH ST  
FEB 1905

2. FEDERAL CLUB

Location: 220 ELIZABETH ST  
1895

3. FEDERAL CLUB

Location: 220 ELIZABETH ST  
SEP 1913

4. FEDERAL CLUB

Location: 220 ELIZABETH ST  
1898

5. FEDERAL CLUB

Location: 220 ELIZABETH ST  
SEP 1902

6. FEDERAL CLUB

Location: 220 ELIZABETH ST  
MAR 1908

7. FEDERAL CLUB

Location: 220 ELIZABETH ST  
1890

8. FEDERAL CLUB

Location: 220 ELIZABETH ST  
SEP 1903

Location: 220 ELIZABETH ST  
1899

Location: 220 ELIZABETH ST  
1888

1. FEDERAL CLUB

Location: 220 ELIZABETH ST  
1885

12. FEDERAL CLUB

Location: 220 ELIZABETH ST  
1887

13. FEDERAL CLUB

Location: 220 ELIZABETH ST  
1896

14. FEDERAL CLUB

Location: 220 ELIZABETH ST  
1900

15. FEDERAL CLUB

Location: 220 ELIZABETH ST  
MAR 1906

16. FEDERAL CLUB

Location: 220 ELIZABETH ST  
1895

17. FEDERAL CLUB

Location: 220 ELIZABETH ST  
1894/95

18. FEDERAL CLUB

Location: 220 ELIZABETH ST  
1893

19. FEDERAL CLUB

Location: 220 ELIZABETH ST  
1892

20. FEDERAL CLUB

Location: 220 ELIZABETH ST  
MAR 1901

21. FEDERAL CLUB

Location: 220 ELIZABETH ST  
1897

### **Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1895 - 6 , Federal Club Hotel (see also D.P.) - no verandah shown.

D1904 380 Federal Club hotel—McFarlane, Mrs May  
(384 Bank of Australasia—Lipscombe, J. T., mgr)

D1893

(378 McLaren & Co, tent, tarpaulin and flag makers)

380 Federal Club hotel-Almond, Bartholomew

(384 Bank of Australasia-Christie, Alexander, mngr)

D1880:

224 Prince of Wales hotel, Saunders, John

(226 Iddles, J, tinsmith

226 Heffernan, William, saddler)

D1875:



## Heritage Assessment of 380 Elizabeth Street, Melbourne

220 Prince of Wales hotel, Kelloch, JC

(222, 224 to Lt Latrobe)

D1870 220 Petheridge, Edward outfitter, electoral register of St Francis, (see rate book), 222, 224 to Lt Latrobe

D1865 see above (222 Bentley, 224 Anderson, L plumber)

D1861 Petheridge, Anthony outfitter (222 vacant, 224 Tochhi, A wholesale and retail ironmonger next Lt Latrobe)

D1860 220 vacant (22 vacant, 224 Kirk)

D1859 220 Pattinson, J & W general merchants (222, Watton, 224 Kirk)

D1858 see above

D1857 see above

(D1856 no Pattinson in alphabetical)

### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

City of Melbourne rate books: VPRS 5708 – micro fiche Elizabeth Street 380 – Gipps Ward – (extract)

(Date Rate no Occupier Owner Description NAV £)

- 1895 1429 Mary Bartholomew Jamieson 380 Bk. Hotel, Federal Club Hotel, 15, 29 x 99 180
- 1889 1512 Longrbridge Jamieson 380 Bk. Hotel, Federal Club Hotel, 17 rms., 29 x 99 240
- 1888 1526 Longrbridge Jamieson Bk. Hotel, Federal Club, 17 rms. 29 x 99 240
- 1887 1539 Mrs Fitzpatrick Jamieson Bk. Hotel, Federal Club, 10 rms., 29 x 99 150
- 1886 1538 Mrs Fitzpatrick Jamieson Bk. Hotel, Federal Club, 10 rms., 29 x 99 150
- 1885 1550 Mrs Fitzpatrick Jamieson Bk. Hotel, Federal Club Hotel, 10 rms., 29 x 99 150
- 1880 1638 John Sanderson Jamieson Bk. Hotel, Prince of Wales Hotel, 10 rms., 29 x 99 130
- 1875 1638 Joseph Kellock Jamieson 218 Bk. Hotel 9 rms. 29 x 99 120
- 1874 1647 Hardin Gallium Jamieson 218 Bk. Hotel 9 rms. 29 x 99 Prince of Wales 120
- 1873 1652 W O'Rourke Jamieson 218 Bk. Hotel 7 rms. 29 x 90 100
- 1872 1654 J O'Rourke Jamieson 118 Bk. Hotel 7 rms. 29 x 90 100
- 1871 1665 John O'Rourke Jamieson 218 Bar & 7 rms. 26 x 90 100
- 1870 1595 Edward Petheridge Jamieson 220 Bk. shop & 6 rms. 100
- 1865 1770 Anthony Petheridge Jamieson 220, 24 x 40 Bk. House shopfront & 6ms s. 10
- MCC Valuers Books:

- VB1861, 1650 Anthony Pethebridge, Jamieson owner, brick house and shop 4 rooms, store £120
- VB1859, 1701 J&W Pattison 220 Elizabeth St owned by Jamieson- brick house and store, 3 rooms above £150
- (VB1853, 1105 region- no Jamieson, highest number 194 Elizabeth St)

### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 44

GOLD...

And for many there were financial gains to be made from supplying the diggers with meat and grain ...In the city .. Importers and merchants, by contrast, worked overtime. British exporters had learnt from the Californian experience that there would be a lucrative market for those goods which could be got to the colony quickly, but this knowledge did not prevent a repeat of the Californian cycle of dearth, glut, commercial panic and recession. For all this, however, the effect of a sixfold increase in population and a complete change in the economic base was not nearly so great as it would be in a more sensitive and integrated modern economy

Lewis: 61

### **4.2 BOOM AND BUST**

#### **SOCIAL DEVELOPMENT**

'Central Melbourne was still to a significant extent a residential area, and it was occupied largely with terraces, lodging houses and medium density accommodation, whose inhabitants occupied much of their leisure outside the home. The hotels, which were very numerous and mostly very small, played a much greater role in social life than they were to do in the twentieth century...'

### **Comparative examples**

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained.

Selected hotels in the Capital City Zone from the 1850s-1880s:

STREET NUMBER NAME Date

- Lonsdale Street 42-44 Black Eagle Hotel, former 1850 Russell Street 330-334 City Court Hotel 1851-?

- Little Lonsdale Street 33-39 Oddfellows Hotel, former 1854
- Franklin Street 34-36 Macks Hotel 1854
- Exhibition Street 280-282 Family Hotel, former Digby Hotel 1854 Bourke Street 118-122 Market Hotel, former Shops & Residences 1854c Little La Trobe Street 50-52 Devon & Cornwall Hotel, former 1855c
- Elizabeth Street 380 Pattinson's general store, later Prince of Wales and Federal Club hotels, later Bulley & Co. Building 1856?, 1887
- Elizabeth Street 441-447 Royal Saxon Hotel, former 1858
- Bourke Street 168-174 Australia Felix Hotel, later Alhambra, Stutt's, Morells', and Richardson's Hotel, and National Australia Bank 1860-61
- Market Lane 2-12 Market Hotel (part?), former 1860c ?
- Little Lonsdale Street 116-118 Exploration Hotel, former 1862
- King Street 99 Browns Hotel (former) 1867??
- Bank Place 1-3 Mitre Tavern 1868 Russell Street 288-294 Union Hotel 1872
- Queen Street 320-326 West Bourke Hotel later Celtic Club Building 1876, 1924
- Spring Street 103 Windsor, former Grand Hotel 1883-8
- Swanston Street 427-433 County Court Hotel , later Oxford Hotel, Oxford Scholar Hotel 1887
- Swanston Street 226-228 Ballarat Star Hotel 1887
- Little Lonsdale Street 128-130 Leitrim Hotel, former 1888

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 380 Elizabeth Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 2(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

*No citation provided.*

#### **Central City Heritage Study Review 1993**

The building at 380 Elizabeth Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

### Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>121</sup>. The building at 380 Elizabeth Street was assessed in this review and graded **C** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

#### *History and Description*

*This building was constructed c1879 1 as a two storey commercial premises. The architect and builder are not known. Accounts of the original use vary with the building described variously as a general store run by William Brenbel 2 and as a hotel 3. The building did operate as a hotel during the latter part of the nineteenth century trading under a variety of names including the Federal Club Hotel before its eventual delicensing around 19184. Shortly afterwards Frederick Bulley and his son Charles Frederick transferred their well-known Little Bourke Street leather shop to 380 Elizabeth Street. The Bulleys adapted the building to suit the requirements of their workmen and the firm traded from this location until c.1990.*

*The building is inspired by the architecture of the late Renaissance and distinguished by an unusual decorative parapet in which a curved pediment is raised above the line of the parapet on bold ornamental consoles. Much of the ornamental detail at the parapet is reiterated at first floor windows. A cruciform design in sgraffito, or incised render, is located between the upper floor windows.*

*The ground floor has been completely rebuilt between pilasters to either side of the facade but the upper storey retains a high level of integrity to its early state. The building has been painted and is currently in need of some basic maintenance but is otherwise in fair condition.*

#### *Statement of Significance*

*The former Federal Club Hotel is of aesthetic significance at a local level as a distinctive example of late nineteenth century hotel in an Italianate mode within Melbourne's CBD. The decorative treatment at the upper sections of the facade is of particular note.*

### References

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<sup>121</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

## Heritage Assessment of 380 Elizabeth Street, Melbourne

1-Graeme Butler, CAD Conservation Study, Building Identification form, Bulley & Co Ltd, 1985 suggests that the building was constructed in 1875; 2 Sands & MacDougall, Directory of Victoria show no listing in 1875 but Brenbel present in 1879; 3 Harold H Paynting & Malcolm Grant., Victoria Illustrated, Port Melbourne, 1985, p.116

### **Other heritage listings**

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

**Bank of Australasia, former, 384 Elizabeth Street, Melbourne 3000**



• **Figure 121 384 Elizabeth Street facade**



• **Figure 122 384 Elizabeth Street from north**

**Historical associations with persons or events**

**Creation or major development date:** 1882-1883

**Major owners or occupiers:** Bank of Australasia

**Designer(s):** Reed & Barnes

**Builder(s):** Armstrong, Stephen

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>122</sup>: A,B,C,D,E,F): **B 2**

**MCC Place Value Definition 1985:**

*These buildings are of regional or metropolitan significance, and stand as important milestones in the architectural development of the metropolis...*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>123</sup>: A,B,C,D,E): **B**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **B**

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **B**

**MCC Place Value Definition 2011:**

*These buildings are of regional or metropolitan significance, and stand as important milestones in the architectural development of the metropolis...*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

G.1 Social importance to the community, as demonstrated by documentation or sustained community expression of value for the place

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**Statement of Significance**

**What is significant?**

The architectural firm of Reed and Barnes and all its progeny, (Reed, Henderson and Smart, Reed Smart and Tappin and Henderson) designed near to all of the 28 known banks built for this company until 1939, after success in its head office design of 1876 (the altered 394 Collins Street).

Following branch banks erected at Williamstown and Yackandandah, Reed and Barnes designed this city branch in 1882; the contractor being Stephen Armstrong. The Bank of Australasia was founded in Sydney in 1835, opening branches in Hobart and Launceston, and then in Melbourne as the third bank to open there (1838). The, by then, London based Bank of Australasia

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<sup>122</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>123</sup> Referenced in the Melbourne Planning Scheme clause 22.04

possessed the highest paid-up capital of any Australian bank by the end of the 1880s. The company became the ANZ in a merger with the Union Bank, 1959.

Two-storeyed stuccoed and Italian Renaissance derived, the bank resembles generally many later designs by this firm and contemporary bank designs by other architects (refer to the arcuated design of Reed and Barnes' Williamstown branch, 1876). However the Corinthian pilaster trabeation, applied at first level, is an early use of trabeation and arcuation. The smooth rusticated ground level is more typical.

A more richly decorated but similarly trabeated façade is the Oakden Addison and Kemp former Northcote branch of the London Bank, 342 High Street. It was 8 years after the Elizabeth Street building and has been recently altered. Cast-iron balconettes at Elizabeth Street, a central raised pediment and balustraded parapet are contributory details to this bank example.

Changes include the addition of a pediment into the first floor cornice, the removal of urns from the parapet balustrade, repositioning of the entry door to the centre of the façade on Elizabeth Street and the replacing of panellised pilasters at ground level with smooth rustication. Casement sashes and glazing appear to have been introduced over the hung sashes on most windows and trim colours (façade cement mouldings) are inappropriate. These changes however are minor and do not affect the significant architectural elements of the building.

The former Bank of Australasia relates to the Bulley and Co.'s building to the south and buildings adjoining along Little Latrobe St to the east.

### How is it significant?

The Bank of Australasia is significant historically and aesthetically to the Melbourne Capital City Zone.

### Why is it significant?

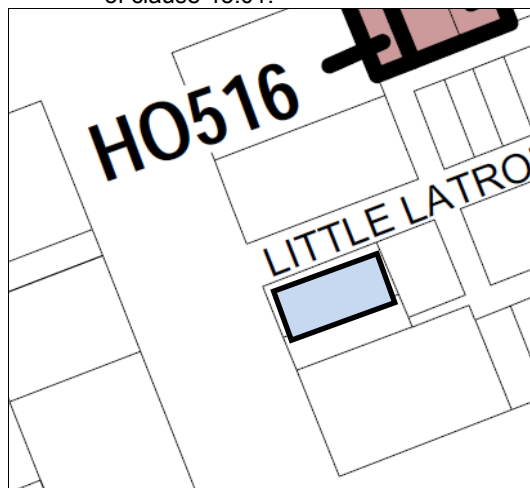
This Bank of Australasia is aesthetically significant as among the earliest trabeated Renaissance Revival branch bank designs in Melbourne and it was the second built for the Bank of Australasia in the metropolitan area and is their earliest near original Melbourne City bank.

Historically the building is one of the early Bank of Australasia branches built in an era when the bank was the foremost in the Colony, also as a prototype for later branch bank designs by the eminent architectural firm, Reed and Barnes (and later manifestations) who designed near to all of the 28 known banks built for this company until 1939.

## Recommendations

This report recommends that:

- the building and associated land at 384 Elizabeth Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**B**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>124</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.



• Figure 123 pt heritage overlay

### Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

### Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*

## Sources used for this assessment

The following sources and data were used for this assessment:

<sup>124</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

### **General sources**

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

### **Historic Buildings Preservation Council**

Willingham, Alan 1976. A survey of Historic buildings in Area no. 3 of the Central Business District Melbourne (for the Historic Buildings Preservation council) (83),p20 erected 1883;

### **Building Permit Application**

Building Permit Application 9203 1882

### **Australian Architecture Index (AAI)**

Reed & Barnes.

Tenders wanted for erection of bank buildings in Elizabeth St. north for the Bank of Australasia. Argus 24.4.1882, p 3

### **i-Heritage**

MCC i-Heritage: Central Activities District Conservation Study 2000 cites : 1 MCC Building Permit 9203, 12.5.1882

### **National Trust of Australia (Vic):**

Classified: Former Bank Of Australasia, later Sebel Hotel

394 - 398 Collins Street, MELBOURNE, Melbourne City constructed in 1876.

### **Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1950

384 Bank of Australasia-Grinlington, JV, mgr

D1904

384 Bank of Australasia—Lipscombe, J. T., mgr

D1893

(380 Federal Club hotel-Almond, Bartholomew) 384 Bank of Australasia-Christie, Alexander, mgr, corner site to Lt Latrobe.

D1889

Bank of Australasia-Christie, Alexander, mgr

D1885

Bank of Australasia-Christie, Alexander, mgr

D1880

(224 Prince of Wales hotel, Saunders, John

226 Iddles, J, tinsmith

226 Heffernan, William, saddler)

### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

*No search carried out.*

### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 22

#### **2.3 FRONTIER TOWN**

##### **CITY ECONOMY**

'The settlement process, and the competition to occupy the best pastoral land, inevitably resulted in a great influx of capital, and an expansion in all the trades and businesses which served the pastoral industry. Melbourne was the principal gateway to the interior, the financial hub, the market place. The newly chartered banks, the Australasia, Port Phillip and Union, opened branches in Melbourne in 1838 and 1839, and in 1839 the Melbourne Fire and Marine Insurance Company was formed...

Lewis: 63

'Between 1861 and 1891 Melbourne's population quadrupled, and the high rate of household formation encouraged massive suburban development, culminating in the land boom. The city centre benefited from the concentration of financial institutions catering not only to Victoria but to much of Australia.'

### **Comparative examples**

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985

database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained.

#### Selected Capital City Zone late Victorian-era banks:

Street Number Name Date ARCHITECT VALUE

- Elizabeth Street 384 Bank of Australasia, former 1882-1883 Reed & Barnes B
- King Street 239-241 A.N.Z. (former E S & A) 1884 Terry & Oakden B
- Collins Street 382-390 E S & A Bank (former) 1884 Wardell, W W A
- Collins Street 345-349 Mercantile Chambers, former 1889 Wight & Lucas A
- Collins Street 335-339 Commercial Bank of Australia (Dome & Chamber) 1891-93 Tayler, Lloyd & Dunn, Alfred B

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 384 Elizabeth Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **B** on an A-F individual building scale and a streetscape level of 2(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

#### *History*

*The architectural firm of Reed and Barnes and all its progeny, (Reed, Henderson and Smart, Reed Smart and Tappin and Henderson) designed near to all of the 28 known banks built for this company until 1939, after success in its head office design of 1876. Following banks erected at Williamstown and Yackandandah, Reed and Barnes designed this city branch in 1882; the contractor being Stephen Armstrong. The third bank to open in Melbourne (1838), the London based Bank of Australia possessed the highest paid-up capital of any Australian bank by the end of the 1880s. The company became the ANZ in a merger with the Union Bank, 1959.*

#### *Description*

*Two-storeyed stuccoed and Italian Renaissance derived, the bank resembles generally many later designs by this firm and contemporary bank designs by other architects (refer to the arcuated design of Reed and Barnes' Williamstown branch, 1876). However the Corinthian pilaster trabeation, applied at*

*first level, is an early use of trabeation and arcuation. The smooth rusticated ground level is more typical.*

*A more richly decorated but similarly trabeated façade is the Oakden Addison and Kemp former Northcote branch of the London Bank, 342 High Street. It was 8 years after the Elizabeth Street building.*

*Cast-iron balconettes at Elizabeth Street, a central raised pediment and balustraded parapet are contributory details.*

#### *External Integrity*

*Casement sashes and glazing appear to have been introduced over the hung sashes on most windows and trim colours (façade cement mouldings) are inappropriate. The main wall colour is sympathetic to the probable original unpainted stucco and the added awnings do not obscure the façade.*

#### *Streetscape*

*Relates to Bulley and Co.'s building to the south and buildings adjoining on the east.*

#### *Significance*

*Among the earliest trabeated Renaissance revival branch bank designs; it was the second built for the Bank of Australasia in the metropolitan area and is their earliest near original Melbourne city bank.*

### **Central City Heritage Study Review 1993**

The building at 384 Elizabeth Street was assessed in this review and graded B on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

Central City Heritage Study Review 1993: appendix 4:

#### *Statement of Significance*

*Built in 1883. the former Bank of Australasia at 384 Elizabeth Street is of regional significance as being one of the earliest trabeated Renaissance Revival branch bank designs in Victoria. and the second bank built for the Bank of Australasia in the metropolitan area The architects for the building. Reed and Barnes (and all their later manifestations) designed near to all of the 28 known banks built for this company until 1939. including their first premises in Melbourne, the 1876 head office at 394 Collins Street'*

#### *History & Description:*

*In 1876, the architectural firm of Reed & Barnes designed the Bank of Australasia Head Office at 394 Collins Street ' Until 1939, all new bank buildings were designed by the firm or its later manifestations On 12 May 1882, the firm lodged a Notice of Intent to Build with the Melbourne City Council, describing the building*

*at 384 Elizabeth Street as "banking premises" and listing the builder as Stephen Armstrong, Fitzgerald Street South Yarra 2 The Bank of Australasia established in 1835 in London, was one of the earliest banking institutions in Melbourne having been requested by the NSW Governor, Sir Richard Bourke, to provide facilities for the Port Phillip District 3 The fledgling city had few comforts to offer the bank's managers who "had to be content to commence business in back street cottages, which also formed their dwellings" 4*

*This two storey stuccoed building displays an early use in Melbourne of arcuation and trabeation employing Corinthian pilaster treatment applied to the first floor. This superimposition of the trabeated system had characterised the design of the Head Office six years previously and is seen as heralding the period of "boom classicism" 5, a style which this 1882 design typifies. An early photograph of the building indicates that it has been substantially altered over time with the introduction of a pediment into the first floor cornice, the removal of urns from the parapet balustrading, repositioning of the door to the centre of the facade on Elizabeth Street and the replacing of panellised pilasters at ground level with smooth rustication, transforming the building from an Italian Renaissance Palazzo design into a Baroque centralised design. This may have been carried out when the bank sold the building and it was altered to its present use as a shop.'*

Footnotes:

<sup>1</sup> B Trethowan, "A Study of Banks in Victoria, 1851 - 1939" for the Historic Buildings Preservation Council, December 1976. p 8

<sup>2</sup> MCC Notice of intent to build, no 9203.

<sup>3</sup> D T. Merrett, ANZ Bank A History of the Australia and New Zealand Banking Group Limited and its Constituents. p 10

<sup>4</sup> Victoria - The First Century, Centenary Celebrations Council (Victoria) Historical Sub-committee, p 101

<sup>5</sup> Trethowan, op.cit., p 39'

## **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>125</sup>. The building at 384 Elizabeth Street was assessed in this review and graded **B** on an A-E individual building scale.

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<sup>125</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

Citations from this assessment are incomplete and in draft final form.

### *History and Description*

*The architectural firm of Reed & Barnes (1861-1886) and its descendants including, Reed Henderson & Smart (1883-1891), Reed Smart & Tappin (1890-1906) later, Reed Smart Tappin & Henderson, designed almost all of the 28 banks known to have been built by the Bank of Australasia prior to 1939. The firm's first commission was the bank's head office in 1876. Branches in Williamstown and Yackandandah followed. The Elizabeth Street branch of the Bank of Australasia was constructed in 1883 to designs by Reed & Barnes, 1 and was built by Stephen Armstrong.*

*The Bank of Australasia was the third bank to open in Melbourne, trading from 1838. By 1890, it possessed the highest paid-up capital of all banks within Australia. The company merged with the Union bank in 1951 and the English Scottish and Australian Bank in 1959 to form the ANZ Bank.*

*The two storeyed rendered brick building draws inspiration from Italian Renaissance sources. It is broadly similar to a number of later designs by this and other firms working in Melbourne at the time. However the Corinthian-pilaster trabeation applied at first floor level is an early use of trabeation in conjunction with arcuation. The smooth rusticated ground level is more typical. Cast iron balconettes to the Elizabeth Street facade, a central raised parapet and balustraded parapet contribute to the composition. A more richly decorated but similarly trabeated facade can be found in the former Northcote branch of the London Bank by Oakden Addison & Kemp completed 8 years after the Elizabeth Street building.*

*The ground floor of the former bank has been extensively remodelled with enlarged window openings and a new entry but the decorative detail to the upper sections of the building is largely intact. The building has also been painted. Nonetheless, the building retains the character and much of the detail of an early bank and makes a significant contribution to the CBD. The building appears generally to be in good condition.*

### *Statement of Significance*

*The former Bank of Australasia is of aesthetic significance at a local level as a good, example of an early Italianate bank design within Melbourne's CBD. It is believed to be among the earliest trabeated branch facade designs by the noted architectural firm Reed & Barnes. The branch is also the earliest surviving branch of the ANZ in the metropolitan area and is largely intact.*



**Other heritage listings**

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

**Royal Saxon Hotel, former, 441-447 Elizabeth Street, Melbourne 3000**



• **Figure 124 441-447 Elizabeth Street**



• **Figure 125 441-447 Elizabeth Street**

**Historical associations with persons or events**

**Creation or major development date:** 1858

**Major owners or occupiers:** Mortimer, William Pitches, Peter

**Designer(s):** Shalless, Henry (1879); Wolf, William (1889)

**Builder(s):** Cliff, Samuel

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>126</sup>: A,B,C,D,E,F): **C 3**

**MCC Place Value Definition 1985:**

*Buildings make an important aesthetic or scientific contribution that is important in the local area. This includes well-preserved examples of particular styles of construction, as well as some individually significant buildings that have been altered or defaced.*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>127</sup>: A,B,C,D,E): **C**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **B-C**

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **B**

**MCC Place Value Definition 2011:**

*These buildings are of regional or metropolitan significance, and stand as important milestones in the architectural development of the metropolis...*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

B.2 Rarity

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

G.1 Social importance to the community, as demonstrated by documentation or sustained community expression of value for the place

**Statement of Significance**

**What is significant?**

Built by Samuel Cliff in 1858 for William Mortimer, then Inspector of the City of Melbourne cattle market and a former innkeeper, the Royal Saxon Hotel is a two and three-storey, brick and stone Regency style hotel building with a carriageway through to the former rear stabling and once flanked by two two-storey stone wings (the southern one having been demolished). As a major hotel building on the then main approach by road to Melbourne via Elizabeth Street, the hotel was the venue for many key events in early Melbourne history, including inquests, electoral addresses and as meeting rooms for many colonial associations. It was the venue for the

<sup>126</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>127</sup> Referenced in the Melbourne Planning Scheme clause 22.04

meeting that established the Queen Victoria Vegetable wholesale market, as part of its evident lasting connection with the produce market sector at the top of Elizabeth Street. The architects, Henry Shalless (1879); and William Wolf (1889) designed modifications to the building complex in the Victorian-era.

The ground floor is of coursed rubble bluestone construction, while the upper two floors are of red brick (now painted). The building's façade reveals simplicity and symmetry of design, with four double-hung sash windows on each of the upper two floors. Each window is crisply delineated by stucco relief edging which forms above the first floor windows a more elaborate key-stone based decoration. Each floor level is distinguished by a string course moulding above the window line on the façade and the building is capped by a short parapet above a heavy projecting cornice. The original distinctive framing quality of the rectangular blocked corner facings has unfortunately now been obscured by their being painted in the same colour as the main body of the façade.

The façade at ground floor level has undergone some alteration since the 1950s. A photograph of the Royal Saxon Hotel in 'Early Melbourne Architecture' depicts the building close to its appearance when built. A central ground floor window, with a wood-panelled lower section, was flanked by twin arched doorways, framed with columns, which provided entry into the front bar. This area has now been separated from the hotel proper and converted into retail space. The northern door was originally covered by a verandah according to MMBW maps. The timber-ceilinged, pitched carriageway, above which the upper two floors of the hotel were constructed, originally provided access to extensive stabling facilities behind the hotel. This is now a shop and enclosed.

#### How is it significant?

Royal Saxon Hotel is significant historically, socially and aesthetically to the Melbourne Capital City Zone.

#### Why is it significant?

The Royal Saxon Hotel is historically and socially significant as one of Melbourne's earliest surviving and continuously occupied hotels. It is one of a small number of 1850s hotels within central Melbourne to have survived with a relatively original exterior. A rare and distinctive feature is the pitched carriage lane off Elizabeth Street over which the first and second floors of the hotel have been constructed. It was the venue for the meeting that established the Queen Victoria vegetable wholesale market, as part of its

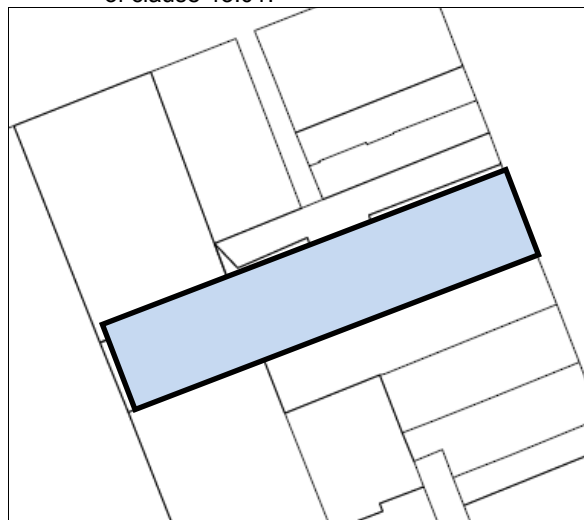
evident lasting connection with the produce market sector at the top of Elizabeth Street.

Of bluestone and brick construction, this three-storey Victorian Regency style hotel building is aesthetically significant for its elegantly simple and symmetrical facade composition.

#### Recommendations

This report recommends that:

- the building and associated land at 441-447 Elizabeth Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**B**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>128</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.



- **Figure 126 proposed heritage overlay (internal inspection may allow reduction of this proposed area)**

#### Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

<sup>128</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

### **Victorian Heritage Register**

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*

## **Sources used for this assessment**

The following sources and data were used for this assessment:

### **General sources**

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

### **Historic Buildings Preservation Council**

Yuncken Freeman Architects Pty. Ltd. 1976.. Historic Buildings Preservation Council Melbourne CBD Study Area 5 (81), page 90-93: states 1859, original use hotel and grocer's shop, stone and brick, once occupied by Bush Livery stables, Purnell 1859 licensee, dining room at 439 (then a new bank, removing symmetry); cites rate books 1860-1 occupied by P Pitches, Recommended to Victorian Heritage Register



- **Figure 127 DeGruchy & Leigh 1866, detail**

### **Melbourne Roll Plan 12, 1856:**

Not shown

### **Building Permit Application**

Building Permit Application 1858, 62 (see also many other applications by Wm Mortimer 1853-1856 such as stone store 1853, 2277)

### **DeGruchy & Leigh 1866:**

3 storey building, two main hipped roof bays, adjoining 2 storey

### **i-Heritage**

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Alterations / Recommendations: Brick and stone painted (inappropriate - remove by approved method) Upper signs new (inappropriate - remove or reinstate sympathetic alternative) Shopfront new, shop to south gone, doors new, verandah gone (inappropriate - reinstate original design or sympathetic alternative), **Refer** Casey etc. Early Melb Architecture p. 68 (photo) National Trust of Australia (Vic) - classified. (See also Graeme Butler Australian Heritage Commission National Estate Register review report)

### **National Trust of Australia (Vic)**

File Number: B0120, Level Local

Statement of Significance

*Built in 1858 for William Mortimer by Samuel Cliff of Collingwood, the three-storey Royal Saxon Hotel is of significance as one of Melbourne's earliest surviving and continuously occupied hotels. It is one of only two 1850s hotels within central Melbourne to have survived with a relatively original exterior. Of bluestone and brick construction, this three-storey Victorian Regency style hotel building has an elegantly simple and symmetrical composition. A rare and distinctive feature is*

*the pitched carriage lane off Elizabeth Street over which the first and second floors of the hotel have been constructed.*

Classified: 5/06/1968, Upgraded: 12/12/19???. Revised 3/08/1998

### **Australian Architecture Index (AAI)**

Tenders required, painting and paperhanging, Royal Saxon Hotel, Elizabeth St. Argus 25.6.1879, p 3

H. Shalless.

Tenders required for additions and alterations to the Royal Saxon Hotel, Elizabeth Street, north. Argus 13.12.1879, p 10

W. WOLF

Acceptance of tender - alterations and additions to Royal Saxon Hotel, Elizabeth Street Australasian Builder and Contractor's News 25.5.1889 p 502

### **'The Argus':**

10 May 1850

Councillor Smith then moved that Mr. William Mortimer, being the Lessee of the Melbourne Cattle Market for the year which will end on the 30th day of April, 1851, be appointed Inspector of the said Market, with full power to collect and receive all Tolls and Dues accruing within the same, and to discharge the several duties appertaining to such Office, ...

Monday 5 August 1850: 2

SUPREME COURT.

CIVIL SITTINGS.

Court proceedings- William Mortimer was in the occupation of the Angel Inn at the time of John Mills' decease, and gave it up shortly after that person's death..'

5 May 1858: 6

'CITY OF MELBOURNE ADJOURNED

ANNUAL LICENSING SESSION....

William Mortimer applied for a licence for the Royal Saxon Hotel, Elizabeth-Street- a fine but unfinished house. Postponed for seven days. '

Wednesday 22 December 1858

Licence transferred from Mortimer to Thomas Purnell (Mortimer dies Dec 1858 see 'The Argus': Tuesday 11 June 1861)

Wednesday 16 March 1859:4

Tale of burglary attempt in upper level bedroom of licensee Mr RW Kitchen

Saturday 7 April 1860: tale of horse theft from outside of hotel.

Thursday 23 August 1860: A general meeting of the Victorian United Carriers' Society was held last night, at the Royal Saxon Hotel, Elizabeth-Street. The rules drawn up for the conduct of the society were adopted, and a committee, secretary, and treasurer were

elected. Some discussion took place on the subject of Sunday travelling, which there is a disposition on the part of the society to discontinue as soon as practicable.

Thursday 31 October 1861 and Friday 1 November 1861 -MCC Bourke Ward electors addressed there. 'Mr. Kennedy addressed a meeting of the electors of Bourke Ward last evening, at the Royal Saxon Hotel, chair being taken by Mr. Sidenhour. After stating his ..., a vote of confidence was unanimously carried.'

Thursday 23 January 1862

An inquest was held on the body of a suicide by Dr. Glendinning, on Monday morning, at the Royal Saxon Hotel,

Wednesday 27 November 1867 (Prince Regent visit)

'THE ILLUMINATIONS

IN THE CITY AND SUBURBS...

Royal Saxon Hotel-Transparency, 23ft. by 9ft., painted by Hickford and Hughes, representing the Prince in naval uniform, surrounded by guns, anchors, &c. ; a view in the distance of the Galatea lying in the bay. To the left, Britannia with the national emblems ; to the right, Neptune in his triumphal car, drawn by sea-horses, and surrounded by dolphins.'

18 Jan 1870

THE CABMEN AND THEIR GRIEVANCES.

A meeting of cab proprietors was held yesterday afternoon in the Western Market, for the purpose of discussing the present system of licensing cabs, and other matters affecting the interests of proprietors. There were between 30 and 40 cabmen present...meeting was held in the evening in the Royal Saxon Hotel, Elizabeth-Street. Mr H. J. Wheeler took the chair, and there were about 100 persons present.

Tuesday 23 August 1870

An adjourned special meeting of master blacksmiths, wheelwrights, and coachbuilders, was held at the Royal Saxon Hotel last night. Mr. Mair occupied the chair. The chairman reported that since the last meeting the committee appointed had held two meetings, and had drawn up a code of laws for the association, which it was proposed to form. The proposed laws were then read by the secretary, and with a few alterations of a minor character, adopted.

30 Sep 1873

PROPOSED NEW VEGETABLE

MARKET.

A Well attended meeting was held at the Royal Saxon Hotel, Elizabeth Street north, last evening, for the purpose of considering the desirability of having a wholesale vegetable market established on a piece of land situate between the Old Cemetery and Victoria Street, and also on the site of the Meat Market.'

13 March 1874

GRAND UNITED ORDER OF ODDFELLO WS.

The third biennial meeting of the Grand United Order of Oddfellows was commenced on Tuesday at the Royal Saxon Hotel, Elizabeth Street The grand master presided and there were representatives of lodges present ...'

**State Library of Victoria collection:**



- **Figure 128 Melbourne. Royal Saxon Hotel. 445 Elizabeth St., c1963 State Library of Victoria collection:**

Melbourne. Royal Saxon Hotel. 445 Elizabeth St. [picture] Author/Creator: John T. Collins 1907-2001 , ; Date(s): [Oct. 18, 1963] Terms of use/Copyright: Cite as: J.T. Collins Collection, La Trobe Picture Collection, State Library of Victoria. Description: 2 photographs : gelatin silver ; 8.8 x 12.5 cm. approx. Identifier(s): Accession no(s) H98.252/1257; H98.252/1258



- **Figure 129 Royal Saxon c1955 (detail) from Early Melbourne architecture, eighteen forty to eighteen eighty-eight. Compiled by Maie Casey and others.**

**Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or

Victorian Directories dating from the 1850s to 1974.

D1904 443-445 Royal Saxon hotel—Ryan, Patrick

D1893 443 Royal Saxon hotel-Ryan, Patrick

D1880 283 Royal Saxon hotel, McAuley, Charles

(285 McDowall, Mrs Ann, restaurant; German , J. L., brass founder

285 Hazelton and Co, importers of ironmongery and general hardware 287 Buckham, John, tent and)

1870 283 Peter Pitches

**Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

No search carried out.

**Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 61

**4.2 BOOM AND BUST**

**SOCIAL DEVELOPMENT**

'Central Melbourne was still to a significant extent a residential area, and it was occupied largely with terraces, lodging houses and medium density accommodation, whose inhabitants occupied much of their leisure outside the home. The hotels, which were very numerous and mostly very small, played a much greater role in social life than they were to do in the twentieth century...'

**Comparative examples**

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessment has been upgraded in the light of the 2002 review and additional historical data. The building remains distinctive as an early hotel, within a small group for the central City, and with a rare carriageway.

**Selected early Capital City Zone hotels:**

Street Number Name Date

- Lonsdale Street 42-44 Black Eagle Hotel, former 1850 Russell Street 330-334 City Court Hotel 1851-?
- Franklin Street 34-36 Macks Hotel 1854

- Little Lonsdale Street 33-39 Oddfellows Hotel, former 1854
- Exhibition Street 280-282 Family Hotel, former Digby Hotel 1854 Bourke Street 118-122 Market Hotel, former Shops & Residences 1854c Little La Trobe Street 50-52 Devon & Cornwall Hotel, former 1855c
- Elizabeth Street 441-447 Royal Saxon Hotel, former 1858
- Elizabeth Street 380 Federal Club Hotel, later Bulley & Co. Building 1858?, 1888
- Bourke Street 168-174 Australia Felix Hotel, later Alhambra, Stutt's, Morells', and Richardson's Hotel, and National Australia Bank 1860-61
- Market Lane 2-12 Market Hotel (part?), former 1860c ?
- Little Lonsdale Street 116-118 Exploration Hotel, former 1862
- King Street 99 Browns Hotel (former) 1867??
- Bank Place 1-3 Mitre Tavern 1868 Russell Street 288-294 Union Hotel 1872
- Queen Street 320-326 West Bourke Hotel later Celtic Club Building 1876, 1924

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 441-447 Elizabeth Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 3(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

#### *Description/ External Integrity*

*The Royal Saxon Hotel is a three-storey, iron-roofed, Victorian Regency style hotel building. The ground floor is of coursed rubble bluestone construction, while the upper two floors are of red brick (now painted). The building's facade reveals simplicity and symmetry of design, with four double-hung sash windows on each of the upper two floors. Each window is crisply delineated by stucco relief edging which forms above the first floor windows a more elaborate key-stone based decoration. Each floor level is distinguished by a string course moulding above the window line on the facade and the building is capped by a short parapet above a heavy projecting cornice. The original distinctive framing quality of the rectangular blocked corner facings has unfortunately now been obscured by their being painted in the same colour as the main body of the facade.*

*The facade at ground floor level has undergone some alteration during the last forty years. A photograph of the Royal Saxon Hotel circa early 1950s in 'Early Melbourne Architecture' depicts the building probably much as it was when built. A central ground floor window, with a wood-panelled lower section, was bracketed by twin arched doorways framed with columns that provided entry into the front bar. This area has now been separated from the hotel proper and converted into retail space. The northern door was originally covered by a verandah which, according to MMBW maps, continued on around the corner into Franklin Street. Entry to the present ground floor entry is by a southern side door under the carriage archway. This timber-ceilinged, pitched carriageway, above which the upper two floors of the hotel were constructed, originally provided access to extensive stabling facilities behind the hotel. The western rubble blue-stone wall of the stables which was a common wall with a neighbouring timber yard (now a car park) has, remarkably, survived.*

#### *Significance*

*The Royal Saxon Hotel is significant as one of Melbourne's earliest surviving and continuously occupied hotels. It is one of only two 1850s hotels within central Melbourne to have survived with a relatively original exterior. Of bluestone and brick construction, this three-storey Victorian Regency style hotel building has an elegantly simple and symmetrical composition. A rare and distinctive feature is the pitched carriage lane off Elizabeth Street over which the first and second floor of the hotel have been constructed.*

### **Central City Heritage Study Review 1993**

The building at 441-447 Elizabeth Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>129</sup>. The building at 441-447 Elizabeth Street was assessed in this review and graded **B-C** on an A-E individual building scale.

<sup>129</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

Citations from this assessment are incomplete and in draft final form.

*History and Description*

*The former Royal Saxon Hotel was constructed in 1858 for William Mortimer of Collingwood by Samuel Cliff on a site formerly occupied by the Bush Livery Stable. The three-storey hotel is one of Melbourne's earliest surviving and continuously occupied hotels. It is one of only two 1850s hotels within the CBD to have survived with a relatively original exterior. Of Bluestone and brick construction, this Victorian Regency style hotel has an elegantly simple and broadly symmetrical composition. Decorative details such as string courses, quoins, cornices and window treatments are typically understated. A rare and distinctive feature is the pitched carriage lane off Elizabeth Street over which the first and second floors of the hotel have been constructed. 2 Early photographs of the building show contrasting two storey wings to the north and south of the hotel. The structure to the south has been demolished 4 but the structure to the north remains in good condition and contributes to the significance of the site.*

*The building has been painted and some inappropriate signage has been added but the building remains in remarkably good and original condition for its age.*

*The building has been classified by the Register of the National Trust. 1*

*Statement of Significance*

*The former Royal Saxon Hotel is significant at a local level as one of Melbourne's earliest surviving and continuously occupied hotels within the CBD.*

**Other heritage listings**

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.



**English Scottish & Australian  
Banking Co., former, 453-457  
Elizabeth Street, Melbourne 3000**



- Figure 130 453-457 Elizabeth Street



- Figure 131 453-457 Elizabeth Street prior to additions



- Figure 132 453-457 Elizabeth Street, ground level

### Historical associations with persons or events

**Creation or major development date:** 1958-1960,

**Major owners or occupiers:** English Scottish & Australian Bank

**Designer(s):** Chancellor & Patrick

**Builder(s):** Langford, Clements Pty. Ltd.

### Place evaluation

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>130</sup>: A,B,C,D,E,F): **B 3**

### MCC Place Value Definition 1985:

*Buildings of regional or metropolitan significance, and stand as important milestones in the development of the metropolis...*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>131</sup>: A,B,C,D,E): **B**

<sup>130</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>131</sup> Referenced in the Melbourne Planning Scheme clause 22.04

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **B**

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **C**

**MCC Place Value Definition 2011:**

*These buildings demonstrate the historical or social development of the local area and/ or make an important aesthetic or scientific contribution. These buildings comprise a variety of styles and buildings types. Architecturally they are substantially intact, but where altered, it is reversible. In some instances, buildings of high individual historic, scientific or social significance may have a greater degree of alteration.*

**National Estate Heritage Values satisfied:**

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

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## Statement of Significance

### What is significant?

In the Frank Lloyd Wright, 'Falling Water' mode, the familiar structural pi-sign thrusting cantilevered balcony and roof slab, rough stone cladding and geometric precast screens provided for a design which was unusual for the city but not for its designers, Chancellor & Patrick who specialised in reinterpretations of the Wright oeuvre. The influential periodical Cross-section published illustrations of the existing 1st stage and the proposed 2nd stage of 9 additional floors to the limit height of 132 feet (as existing in 2010). The report notes that the 1st stage looked monumental because of the missing 2nd stage, dominating its surroundings. It was a 'clear statement of opposition to the glass house idea'.

The innovatory nature of the design also had roots in the E S & A architectural department's products at Ringwood (1954) and Malvern. The bank's Collins Street head office (qv) had also been progressive, for a bank (1941) but in a different mode.

Recent major upper level additions have interpreted the proposed second stage of the original design, completing the project in a similar architectural character to the Hoyts Cinema Centre. The additions have reduced the integrity of the building to its construction date but not to the original intent and have not removed the significant elements cited above.

### How is it significant?

The English Scottish & Australian Banking Co. is significant historically and aesthetically to the Melbourne Capital City Zone.

### Why is it significant?

English Scottish & Australian Banking Co. is significant aesthetically as a successful interpretation of the Prairie School style, achieved against the economics and architectural precedents of prevailing city architecture by the style's most proficient Australian exponents of the period.

Historically it and the Commonwealth bank on the opposite corner exemplified the new branches in the City perimeter to serve the post Second War expansion. The bank was also the subject of professional periodicals and cited in the 1965 'Building Ideas' guide to Melbourne architecture.

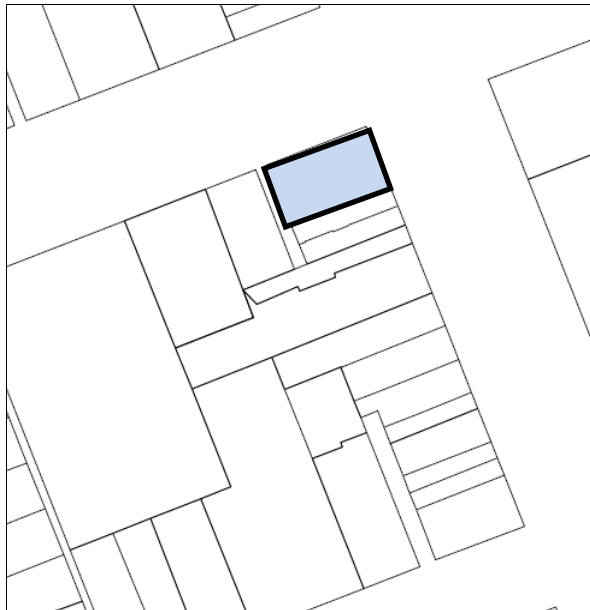
### Recommendations

This report recommends that:

- the building and associated land at 453-457 Elizabeth Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**C**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>132</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.

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<sup>132</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description



• **Figure 133 proposed heritage overlay**

#### **Interior elements**

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

#### **Victorian Heritage Register**

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*

### **Sources used for this assessment**

The following sources and data were used for this assessment:

#### **General sources**

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

#### **Twentieth Century Architecture Register**

Graeme Butler, 1982-3, Twentieth Century Architecture Register of Royal Australian Institute of Architects: cites Cross-section 1/9/1960: illustrations of existing 1st stage and 2nd stage of 9 additional floors (see as existing ) notes 1st stage monumental because of missing 2nd stage, dominates surroundings.

#### **Building Permit Application**

Building Permit Application 9/6/1958: 32381.

#### **I-Heritage**

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 (BIF): Notable features include unpainted decorative stone work. Frank Lloyd Wright influence, successfully materialised - 1965 guide to Melbourne. See Victoria Illustrated: 8 (note: since - major upper level additions- based on original C&P sketches?)

#### **National Trust of Australia (Vic)**

File Number B6258

Level State

Statement of Significance

'The former English Scottish and Australian Bank, designed by the prominent Melbourne firm Chancellor and Patrick, and built between 1958-1960 by Clements Langford Pty Ltd, is architecturally of State significance as a rare and notable city example of a regional manner that developed in Melbourne during the 1950s and 1960s. Generally intact, the steel and concrete building is of interest for the emphasis on stonework in the design. The use of Dromana granite for the massive rock faced corner blocks was a deliberate reference by the architects to stone as a traditional building material of the city, the building clearly showing an affinity with the work of Griffin and Wright. The thrusting cantilevered balcony and roof slab, vertical piers, and geometric precast screens breaking the roofline, evidence Chancellor and Patrick's alignment with the then current interest in structure by a number of Melbourne architects. At the same time the bank draws out of Chancellor and Patrick's "post and beam" regional work on the Mornington Peninsula, acknowledged as part of a "Peninsula Style". It is also seen to have roots in the ES & A architectural department's innovative designs at Ringwood (1954) and Malvern.

With its intended nine extra stories the bank design sits at counterpoint to the surrounding streetscape, particularly the warehouses of the area, and to the then prevailing city architecture of the curtain wall façade. That such continuity in their work was achieved against the economic pressures for use of the curtain wall in commercial building, in both Sydney and Melbourne, is also to the architects' credit.'

#### **Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or

Victorian Directories dating from the 1850s to 1974.

D1961 453-457 ES&A Bank Ltd

Howden, J & Co Aust Pty. Ltd. engineers

### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

*No search carried out.*

### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 138

Another notable exception to the rule of the surface modulated box and the glass tower was Chancellor and Patrick's E.S. & A. Bank (1960) on the corner of Elizabeth and A'Beckett Streets which was designed to extend to limit height, but of which only three storeys were constructed. Described by Cross Section as a 'clear statement of opposition to the glass house idea', the bank consisted visually of massive corner pylons faced in coarse stonework, with grillework infill panels and a floating flat roof.

The design was suggestive of not only Frank Lloyd Wright's geometric Prairie School designs but also of Walter Burley Griffin's symmetrical pylon compositions.

### **Comparative examples**

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, and location and creation date. The 1985 assessment has been downgraded because of the massive additions but the original significant fabric has been largely maintained, nevertheless. The building remains as part of a small group within the City context.

Post Second war banks built in the Capital City Zone:

Street Number Name Date ARCHITECT

- Elizabeth Street 463-465 Commonwealth Banking Corporation of Australia branch bank, former 1956 Crocker, F J (Architect- In- Charge Bank Section – Commonwealth Department of Works)
- Elizabeth Street 453-457 English Scottish & Australian Banking Co., former 1958-1960, Chancellor & Patrick

## **Previous heritage assessments of this place 1985-2002**

### **Previous heritage assessments**

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 453-457 Elizabeth Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **B** on an A-F individual building scale and a streetscape level of 3(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

#### *History*

*This bank replaced an earlier branch of the same institution and was heralded as the first use of stone, the traditional stuff of banking, on the 'facade' for many years. 'Cross-Section' thought its deep balcony and roof overhang were creditable responses to the climate, despite the initial eastern orientation of the shading overhang. They were pondering the intended nine extra floors and their deep balconies, to three sides of the building, shown in an 'artists impression'. They wondered 'in this age of curtain walls' that clients could be persuaded to give so much of their site away to such extensive balconies. All glass curtain walls had already taught the folly of discarding sun control: the 'decorative' precast concrete sun shading and its ability to absorb heat, and shade from radiation, were congratulated as a further means to unload the air- conditioning.*

*'Cross-Section' also remarked upon current bank designs and the predilection for an 'espresso-bar' treatment in their design. The construction stage of this bank had raised their expectations but completion brought an anti-climax. Perhaps what 'Cross-Section' had failed to realise was that the architects, Chancellor and Patrick, were dedicated to the Prairie School and the bank's strong forms, natural materials and geometric decoration were all part of an American tradition commenced by Wright in the late 19th century. The builders were Clements Langford Pty. Ltd.*

#### *Description*

*In the Wright, 'Falling Water' mode, the familiar structural pi-sign, thrusting cantilevered balcony and roof slab, rough stone cladding and geometric precast screens provided for a design which was unusual for the city. Wright aside, the design also had roots in the E S & A architectural department's products at Ringwood (1954) and Malvern.*

*The bank's Collins Street head office (qv) had also been progressive, for a bank (1941) but in a different mode.*

*External Integrity*

*Generally externally original.*

*Streetscape*

*'Cross-Section' had correctly remarked that its heavily modelled elevation and materials were contradictory to the surrounding Victorian period streetscape.*

*Significance*

*A successful interpretation of the prairie school style, achieved against the economics and architectural precedents of prevailing city architecture, by the style's most proficient Australian exponents of the period.*

### **Central City Heritage Study Review 1993**

The building at 453-457 Elizabeth Street was assessed in this review and graded B on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>133</sup>. The building at 453-457 Elizabeth Street was assessed in this review and graded B on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

*History and Description*

*The former ES&A Bank was constructed in 1958-60. It was designed by prolific Mornington Peninsula architects Chancellor & Patrick and built by Clements Langford Pty Ltd.. The bank is unusual both within the CBD and within the catalogue of Chancellor and Patrick, who are remembered principally for their residential work in outlying areas of Melbourne. This is their only commission within Melbourne proper. As such, it is unique and substantially original example of their commercial design and demonstrates a clear alternative to the glass box approach which had come to dominate commercial design in Melbourne during the 1950s. The bank*

*consisted visually of massive corner pylons faced in coarse stonework, with grille work infill panels and a floating flat roof. Although principally designed in steel and concrete, the building was acclaimed for its liberal use of Dromana granite. The former ES&A Bank was designed for eventual extension to the height limit although only three storeys were built*

*The design recalls not only the geometric Prairie School designs of Frank Lloyd Wright but also of Walter Burley Griffin's symmetrical pylon compositions, and can be seen as a precursor to innovative designs for branches of the ES&A bank at Ringwood (1954) and Malvern (1959-60) by the bank's own architectural department.*

*In recent years the bank has vacated the premises and the multiple entries to the original banking chamber now service different tenancies. Consequently, the two entries have been painted to reflect the different tenants within. While this has, to some extent, undermined the unity of the composition, the building remains in excellent original condition and is a notable and distinctive element within the CBD.*

*The building has been classified by the National Trust.*

*Statement of Significance*

*The former ES&A Bank is of aesthetic significance at a local level as a unique example of bank design within Melbourne's CBD. It is of note both for the quality of its design and as the only work by noted architects Chancellor & Patrick to be constructed within the CBD.*

### **Other heritage listings**

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

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<sup>133</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Commonwealth Banking Corporation of Australia branch bank, former, 463-465 Elizabeth Street, Melbourne 3000**



- **Figure 134 463-465 Elizabeth Street**



- **Figure 135 463-465 Elizabeth Street as built (Commonwealth Banking Corporation archives)**

**Historical associations with persons or events**

**Creation or major development date:** 1956

**Major owners or occupiers:** Commonwealth Banking Corporation

**Designer(s):** Crocker, F J (Architect- In- Charge Bank Section – Commonwealth Department of Works)

**Builder(s):** Watts, E A Pty Ltd.

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>134</sup>: A,B,C,D,E,F): **C 3**

**MCC Place Value Definition 1985:**

*Buildings make an important aesthetic or scientific contribution that is important in the local area. This includes well-preserved examples of particular styles of construction, as well as some individually significant buildings that have been altered or defaced.*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>135</sup>: A,B,C,D,E):

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **C**

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **C**

**MCC Place Value Definition 2011:**

*These buildings demonstrate the historical or social development of the local area and/ or make an important aesthetic or scientific contribution. These buildings comprise a variety of styles and buildings types. Architecturally they are substantially intact, but where altered, it is reversible. In some instances, buildings of high individual historic, scientific or social significance may have a greater degree of alteration.*

**National Estate Heritage Values satisfied:**

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

**Statement of Significance**

**What is significant?**

This Commonwealth Banking Corporation Elizabeth Street North branch was opened on 12 Nov 1956 just in time for the Melbourne Olympic Games. The architect was the CBA Bank Architect F J Crocker, Architect- In- Charge Bank Section – Department of Works, having prepared the plans in 3 Nov 1955. The contractor was E A Watts Pty Ltd. The building replaced the old two-storey Sir Walter Scott Hotel (463 Elizabeth Street), then part of a strong Victorian-era precinct. The finished result was photographed by RAI A (Vic) secretary Peter Wille to add to the institute's collection.

When completed the new bank had a distinctive buttressed skillion form with the battered

<sup>134</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>135</sup> Referenced in the Melbourne Planning Scheme clause 22.04

Elizabeth Street façade reminiscent of the angled walls of the McIntyre Stargazer House, North Balwyn, of the same period. This boldly faceted façade abutted a sturdy vertical pier on the north side.

The side upper level was clad with a freestone tile, each corner pinned to the wall by polished metal decals, while on the Elizabeth Street elevation, mosaic tiles were used below the awning highlight windows. The company name was attached to the upper level discreetly in the form of individual metal letters.

Inside, an elegant open stair with metal balustrading floating concrete treads, ascended to the upper level. The banking chamber was ceiling was also angled, aligned with the underside of the skillion main roof. The overall effect was very modern, casting aside the conservatism of inter-war banking architecture. The significant but altered Chancellor & Patrick design on the opposite corner was two years after this pioneering concept and took a different branch of the Modern style.

Since it was constructed the bank's side street glazing and upper level tile and stone facing (Franklin St) have all been painted over, the highlight windows covered with metal grille, together making for a major if easily reversible visual change in character. Part of the ground floor shopfront has been changed, engaging the rear of the angled façade buttresses. Visually unrelated illuminated signs have been added.

### How is it significant?

This Commonwealth Banking Corporation of Australia branch bank is significant aesthetically to the Melbourne Capital City Zone.

### Why is it significant?

Although superficially altered, this Commonwealth Banking Corporation of Australia branch bank is aesthetically significant for its innovatory design in a an architectural field that had been dominated by conservative design during the inter-war period. It was only one of only two banks erected in the Capital City Zone after the Second War.

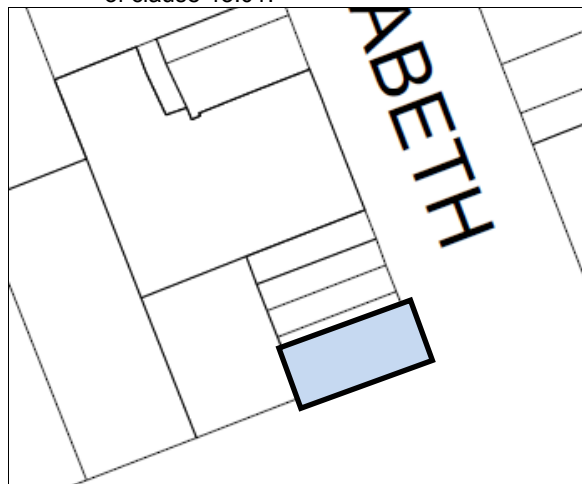
### Recommendations

This report recommends that:

- the building and associated land at 463-465 Elizabeth Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the

*Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.

- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>136</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.



• Figure 136 proposed heritage overlay

### Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

### Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*

## Sources used for this assessment

The following sources and data were used for this assessment:

### General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;

<sup>136</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

## Heritage Assessment of 463-465 Elizabeth Street, Melbourne

- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

### ***I-Heritage***

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984: Building Identification Form (BIF): Alterations / Recommendations: Signs to window (inappropriate - remove or reinstate sympathetic alternative).

#### ***Building Permit Application:***

(No new building listing for site, part 463-471 Commonwealth exemption from building application ...) 1957, 32077 illuminated sign for 463 etc? (no VPRO holding)

#### ***State Library of Victoria collection:***

Peter Wille (RAIA, Vic) image of bank

Commonwealth Bank. 463 Elizabeth Street - at Franklin Street - Melbourne. Commonwealth Dept of Works. 1956

Creator

Wille, Peter 1932-1972 photographer.

Image number: H91.244/449

Format: transparency : colour slide ; 35 mm.

Managed by: Item held by State Library of Victoria

Collection or series: Is part Of Peter Wille collection of architectural slides

Date or place: 1956.

#### ***MMBW***

MMBW PSP various plans with relevant construction plan dated Feb 1956 completed 1957- no architect cited.

#### ***Commonwealth Bank archives***

Feroz Hussein, Information and Archives Analyst, Data Governance & Solutions Delivery (Enterprise Services) Commonwealth Bank:



- **Figure 137 Hotel on site prior to construction (Commonwealth Bank archives)**

Opened on 12 Nov 1956. The architect was the CBA Bank Architect F J Crocker, Architect- In- Charge Bank Section – Department of Works, prepared the architectural plans in 3 Nov 1955. The contactor of the building was E A Watts Pty Ltd. images show 463 Elizabeth Street – Sir Walter Scott Hotel taken in 1954 and later when the branch was built in 1956.

Other Victorian designs that was undertaken by F J Crocker

1. Elizabeth Street North, Melbourne
2. Box Hill, VIC
3. Moonee Ponds, VIC
4. Elizabeth Street South – Melbourne
5. Hargreaves Street, Bendigo – VIC

Also F J Crocker was involved in building projects and inspections carried out in :

1. Clayton, VIC
2. Sunshine, VIC
3. Springvale, VIC
4. Footscray, VIC
5. Dandenong, VIC
6. Bentleigh, VIC
7. Moorabbin, VIC
8. 225 Bourke Street, Melbourne
9. Burnie, TAS

#### ***Sands & McDougall Melbourne or Victorian Directories***

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1973 463 (-465) Cwealth Banking Corporation



D1962 463 see above, 465 Eva, JP & Town Pty. Ltd. elect engineers

D1952 463- 469 Sir Walter Scott Hotel

### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

*No search carried out.*

### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Context, draft, 2010: 28

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

Following the establishment of savings banks in England, their popularity spread to Australian colonies. Designed primarily to assist ordinary working people to practice thrift and save money, the humble savings bank was central to the ethos of discipline and self-improvement promoted amongst the British working class in the early nineteenth century. 73 Police Magistrate William Lonsdale had first proposed a savings bank for Melbourne in 1838. The Melbourne Savings Bank (or Savings Bank of Port Phillip) was established in 1842.74 It was administered from Sydney as a branch of the government-run Savings Bank of New South Wales. 75 Banks were initially local-based, serving the pastoral industry, but the discovery of gold dramatically transformed the economic functions of the city. By the late 1850s Melbourne had become a thriving commercial centre. A large and imposing Treasury Building was erected in 1858, to a design by the masterful young architect J.J. Clark. A large number of commercial banks were also established, which by the 1870s and 1880s had become grand and ornate edifices lining Collins Street. The corner of Collins and Queen Street became the city's, and indeed the nation's, 'financial heart'. Here each corner building competed with each other in terms of architectural style and mastery. Adjacent to the elegant Gothic Revival ES&A Bank was the Melbourne Stock Exchange, designed with a vaulted ceiling like a cathedral. 76 The surrounding buildings provided offices for the city's bankers, financiers and stock brokers. 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. There was recovery 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 post-war period, the bulk of Australia's leading public companies had their headquarters in Melbourne. 77 Melbourne remained the financial centre of Australia, a role it maintained until the late twentieth century. '

### **Comparative examples**

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessment has been maintained with the additional data that will allow restoration of the building. It remains one of a small number for its type and era in the central City.

Post Second war banks built in the Capital City Zone:

Street Number Name Date ARCHITECT

- Elizabeth Street 463-465 Commonwealth Banking Corporation of Australia branch bank, former 1956 Crocker, F J (Architect- In- Charge Bank Section – Commonwealth Department of Works)
- Elizabeth Street 453-457 English Scottish & Australian Banking Co., former 1958-1960, Chancellor & Patrick

## **Previous heritage assessments of this place 1985-2002**

### **Previous heritage assessments**

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 463-465 Elizabeth Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 3(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

*No citation provided.*

#### **Central City Heritage Study Review 1993**

The building at 463-465 Elizabeth Street was assessed in this review and graded - on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>137</sup>. The building at 463-465 Elizabeth Street was assessed in this review and graded **C** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

*No citation provided.*

### **Other heritage listings**

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

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<sup>137</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Currie & Richards showrooms & warehouses, 473-481 Elizabeth Street, Melbourne 3000**

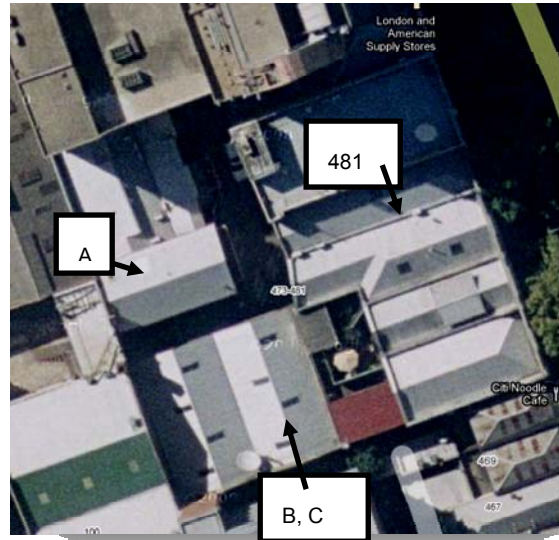
[



- **Figure 138** South part of 473-481 Elizabeth Street, c1908



- **Figure 139** 479 Elizabeth Street: carriageway to rear yard, with rubble stone wall remnant of previous row to north, c1853.



- **Figure 140** air view



- **Figure 141** Warehouse 'A', west side of rear yard, with additions, c1900.



- **Figure 142** Two warehouses 'B' and 'C': south side of yard (c1908)



- **Figure 143** 481 Elizabeth Street, with early shopfront



- **Figure 144** Carriageway to 479 Elizabeth Street and rear yard, 481 adjoining

## Historical associations with persons or events

**Creation or major development date:** 1853, 1908

**Major owners or occupiers:** Grant, John & Ellen Currie & Richards

**Designer(s):** Oakden & Ballantyne 1908

**Builder(s):**

## Place evaluation

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>138</sup>: A,B,C,D,E,F): **C 2**

### MCC Place Value Definition 1985:

*Buildings make an important aesthetic or scientific contribution that is important in the local area. This includes well-preserved examples of particular styles of construction, as well as some individually significant buildings that have been altered or defaced.*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>139</sup>: A,B,C,D,E): **C**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **C**

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **C**

### MCC Place Value Definition 2011:

*These buildings demonstrate the historical or social development of the local area and/ or make an important aesthetic or scientific contribution. These buildings comprise a variety of styles and buildings types. Architecturally they are substantially intact, but where altered, it is reversible. In some instances, buildings of high individual historic, scientific or social significance may have a greater degree of alteration.*

### National Estate Heritage Values satisfied:

A.4 Demonstrates well the course and pattern of history, important historic events

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## Statement of Significance

### What is significant?

The grantee of CA9/2 was Charles Rochford, paying £710 for the land in 1852. He mortgaged the land (most of the allotment is covered by the complex) in 1853 to Samuel Ramsden for a significant £2000, indicating that the core of the

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<sup>138</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>139</sup> Referenced in the Melbourne Planning Scheme clause 22.04

complex arose in that year. One of Rochford's later borrowings appears to have meant the loss of the land to Michael Shanaghan, by 1865, who eventually owned both allotments nine and ten. Rate descriptions of this period describe Shanaghan's 14 room hotel adjacent to a row of three four-room (two-storey) brick shops. Adjoining on the south was Mr. Comte's coal yard, offices, etc., and three brick and stone shops (467-71).

The northern part of this showrooms and warehouse row is shown in the DeGruchy & Leigh 1866 isometric of Melbourne close to, or part of, what was once the Royal George (later Limerick Castle) Hotel to the north of this site. Melbourne Roll Plan 12 (1856) shows a row of three similar buildings to that existing on the site with a carriage way dividing the northernmost from the rest. The northern building is set back from the street unlike the others: the existing north wall of the existing carriageway (479) shows rubble stone work also set back from the street, since infilled with brick.



- **Figure 145 DeGruchy & Leigh 1866 isometric of Melbourne (State Library of Victoria collection)**

The hardware firm, Currie & Richards (1869-), began leasing the land (then owned by John Hughes) c1871-2. Builder, Walter Webster, applied to build 'Addition to premises' on their behalf in 1874 at 305-7 Elizabeth Street. George Grant was the next land owner (1890s) with Currie & Richards leasing a brick and iron store and John Walton, William Jones and George Williamson occupying the three brick shops which occupied the site between the store and the hotel to the north. This carriage way was then access to the Royal George Hotel Livery Stables as well as the other stores.

The MMBW Drainage Plan (160 feet to the inch, c1895) shows the stores at 473-7 Elizabeth Street as constructed substantially of timber with rear timber-framed sheds. Similarly the site of the two-storey rear workshop was occupied by a coach house connected with the Royal George Hotel stabling'. The first entry for the two-storey workshop at the rear of 481 was in 1899-1900 when it was listed as Miss E Bowden's underclothing manufactory, soon to be occupied by Currie & Richard

In the period 1900-1910, the brick and iron stores fronting Elizabeth Street (473-477) and the inner yard rose in value. These stores with those at the rear were built in 1908 to the design of Oakden & Ballantyne for Ellen Grant of Clutha, East Melbourne. It is probable that 481 was refaced in conjunction with the construction of 473-7 Elizabeth Street, all in a style vaguely similar to the Italian Renaissance revival architecture used in the 1874 Franklin Street (79-81) sheet metal workshop building acquired by Currie & Richards c1904-5. Ellen Grant owned all of 473-491 Elizabeth Street. The carriageway continued to be used for the livery stables well into this Century, as did the Currie & Richards' occupation of both the street frontage and most of the rear stores.

Further works on the complex included minor alterations to the warehouse at 473- 77 in 1924, alterations to the store<sup>140</sup> in 1936 and work on the shopfront to 473 in 1937. Currie & Richards remained there until relatively recently, being succeeded by Stramit Industries also builders sheet-metal suppliers.

This is a two storey rendered showroom row (473-477, 481) with warehouses (479) and carriage-way at 479 Elizabeth St leading to the rear courtyard. The carriageway wall of the adjoining 481 is part stone rubble but most of the rear courtyard buildings are face brick. Within the rear courtyard are brick gabled one and two level stores or warehouses and the rear wings to the shops facing Elizabeth Street. Of the two single level gabled brick warehouses (1908) on the south side of the courtyard, the eastern warehouse has a new opening but presumably once resembled the smaller warehouse on the west which has an arched opening. The third warehouse (1899-1900) is on two levels with a deep quarry faced bluestone plinth (4 courses) and an added balcony to what was the upper level loading door (cathead over, since removed).

The upper level parapeted street façade is near intact and rendered as smooth rusticated ashlar and divided with low relief bays or pilasters, the

<sup>140</sup> new doorway to eastern store at rear?

bays resting on panelled plinths with Queen Anne scrolls either side. The main cornice is dentilated but the parapet wall above is plain. Basalt is also used in the yard as bollards and rubbing strips. The wrought and cast iron carriage gates appear of recent construction. Shopfronts survived in the 1980s on 473 - 477 Elizabeth Street but have since been replaced; a related early 20th century shopfront is at 481 which is probably original. In the 1980s the warehouses had timber frames, with stop-chamfered columns as well as overhead travelling gantries, used for lifting the builders' materials once stored there by Currie & Richards. There was also evidence of a stone pitched yard but this has been replaced.

One other early City complex (also in Elizabeth Street) has a similar carriageway but no associated warehouse buildings facing onto it. This complex is the only one of its type in the central city in this respect. Although of mixed development eras the courtyard and carriageway layout derives in part from the 1850s. The shops relate closely to the altered stone shop pair at 469-471 Elizabeth St.

#### How is it significant?

This showroom & warehouse group is significant historically to the Melbourne Capital City Zone.

#### Why is it significant?

This showroom & warehouse complex is significant, historically, as an extensive Victorian and Edwardian-era complex built up over some 60 years, which nevertheless presents an homogenous 19th century warehouse character and contains elements and land use patterns created in the 1850s by the original grantee.

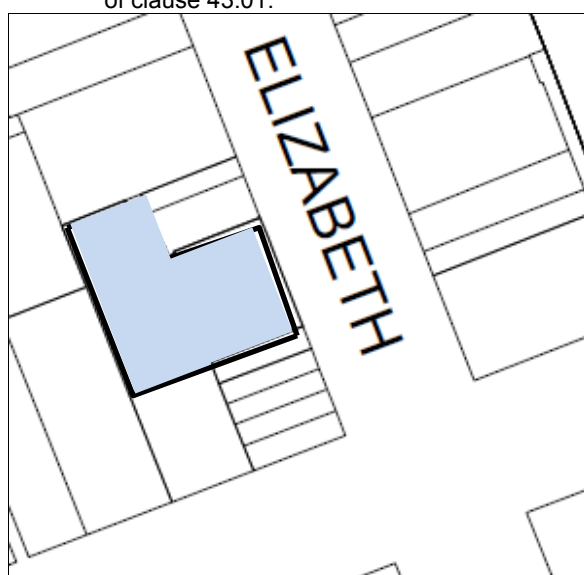
The combination of Edwardian-era showrooms facing Elizabeth Street, stores at the rear, a Victorian-era workshop, the courtyard and the carriageway which served them is not repeated as a courtyard-oriented complex in the City of Melbourne, although once more common in the early Victorian-era, and is now uncommon in the state.

With the Franklin Street building, this complex remains as a good representation of the firm Currie & Richards' extensive hardware business, particularly the carriageway and private internal courtyard. It also contains relatively well-preserved if austere examples of the work of the noted architects, Oakden & Ballantyne, as applied to a show room and warehouse complex within a traditional courtyard.

#### Recommendations

This report recommends that:

- the building and associated land at 473-481 Elizabeth Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>141</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.



• Figure 146 proposed heritage overlay

#### Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

#### Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*

#### Sources used for this assessment

The following sources and data were used for this assessment:

<sup>141</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

### **General sources**

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

### **Historic Buildings Preservation Council**

Yuncken Freeman Architects Pty. Ltd. 1976.. Historic Buildings Preservation Council Melbourne CBD Study Area 5 (81), page 42-44 Recommended to the Historic Buildings Register as early Melbourne shops and for rear courtyard ;cite RBs 1870 (307) coach maker's shop and yard, plus iron store, plus 2 flats 25x60' John Hughes the owner-1871 (305) yard and iron shed, 2 flats 25x60' (307) coal yard and shed, 1/8 acre; 1895 brick and iron store 50x100' with wood and iron stable 90x50'; quotes Currie & Richards company records as on this site since 1868 leasing an iron shed and erected the present structure just before 1895; states carriageway part of royal George Hotel complex (most demolished except for 487) leading to stables; .

### ***i-Heritage***

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984 : Building Identification Form (BIF): Description/Notable Features Notable features include an intact shop front (Nos. 473 - 5). Alterations / Recommendations: Parapet altered, shopfronts new, colour ( all sympathetic - no recommendations) Upper level signs new, verandah gone ( reinstate original design or sympathetic alternative) Awnings added ( inappropriate - remove or reinstate sympathetic alternative) Shopfront painted over ( inappropriate - remove by approved method) Cladding to parapet ( inappropriate - remove); see also Graeme Butler Expert Evidence for AAT hearing 473-481 Elizabeth St. n.d., summary dates- shops to Elizabeth St (473-477) refacing of 481 plus two rear single level stores: 1908, rear detached 2 storey workshop 1899-1900.

Raworth, B. MCC *i-Heritage*: Central Activities District Conservation Study 2000:

Citation provided for 463-471 Elizabeth Street  
'History and Description

The two-storey pair of shops at 463-71 Elizabeth Street were constructed c.1854 1. The designer and builder are not known. They are of simple construction

executed in a Victorian Regency style. The ground floor has been extensively modified on a number of occasions. New shop fronts were installed in 1917 to designs by WM Shiels for Messrs Brooks Robinson & Coe. These have since been replaced. Nonetheless, the upper storey retains a high degree of integrity to its early state. At the first floor level, bluestone quoins and window surrounds distinguish the rendered facade which rises to a simple deco -alive parapet. The building has been painted but appears to be in good condition.

Statement of Significance

The pair of early shops at 463-71 Elizabeth Street are of aesthetic significance at a local level as very early retail premises within Melbourne's CBD.'

### **Building Permit Application**

Building Permit Application 5986 24 July 1874: (305-307 Elizabeth St) addition to premises B=Walter Webster, O= Currie & Richards

### **Mahlstedt fire insurance plan series**

Mahlstedt c1910-15 (MUA) plan 16A: Currie & Richards 473-477 (473-475 being two wide tenancies along Elizabeth St compared to the narrower frontages north of the carriageway at 481-) with two 2-storey shop buildings to the south of a carriageway with single storey stores behind as existing with 2 storey detached store on west side of court, stables and yard to north; on the west side of the carriageway ('Archway') is a one storey store with three 2 storey buildings and the Royal George to the north.

Mahlstedt 1924 (State Library of Victoria collection: ) is similar but now shows a 2 storey building north of the Archway, with concrete floors, all as Currie & Richards. the three storey building on the north of the group (former hotel) is now Henderson's Building.

### **Aerial view (2010)**

Google maps aerial view (2010) shows narrow frontages with hipped roofs on 467-471, three roof forms on 473-481 being narrow gabled roof bay central to two similar width roof bays on north and south, one hipped and one gabled.

### **DeGruchy & Leigh 1866 isometric**

DeGruchy & Leigh 1866 isometric, State Library of Victoria collection: shows a row of about six 2 storey buildings with the hotel at the north end (hotel and 4 shop and residences) , with what may be a carriage way thro to a large rear stable yard, no stores except to north on Elizabeth St (bowed roof possible iron store), the old hotel at the A'Beckett St corner

### **Australian Dictionary of Biography**

David Dunstan, 'Brunton, Sir William (1867 - 1938)', Australian Dictionary of Biography, Volume 7, Melbourne University Press, 1979, pp 466-467.

BRUNTON, Sir WILLIAM (1867-1938), businessman and lord mayor, was born on 1 February 1867 at Carlton, Victoria, son of David Brunton, mason, and his

## Heritage Assessment of 473-481 Elizabeth Street, Melbourne

wife Margaret, née Lonie, both Scottish-born. He was educated at Princes Hill State School and, after his father died, was apprenticed in 1880 as a carpenter and joiner. Seven years later Brunton was invited to join his uncle's business, **Currie & Richards**, manufacturers of galvanized spouting and ironware. He became a partner and, in 1918 when a proprietary company was formed, a managing director, retaining a lifelong connexion with the firm. He consolidated his business career by accepting directorships with London Stores Ltd, the Standard Mutual Building Society, and the Metropolitan Gas and Australasian Advertising companies...'

RGO SN 605 (Shanahan)

MUA hold Currie & Richards Pty Ltd records

### ***Sands & McDougall Melbourne or Victorian Directories***

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1880:

305 and 307 Currie and Richards, galvanised iron merchants

and spouting manufacturers

309 Royal George livery stables-Craik, J. (rear yard)

311 Watton, J. and J, tinsmiths

313 Jones, William W, oil and color merchant

315 Williamson, George, tailor

(317 Royal George hotel-McPoyle, John)

D1893:

477 Currie & Richards galvanised iron merchants

479 Royal George livery stables (rear yard)

483 Mayne, Alfred, & Co, tinsmiths and ironworkers  
Elfenbein & Richard joiners and incubator works

485 Williamson, George, tailor

487 Vacant

491 Royal George hotel-Maskell,

603 McEwan, Jas., & Co Ltd, machinery merchants

WD1895:

473-477 Currie & Richards

479 O'Donnell livery stables

481 Maynot & Co, tinsmiths

D1920:

473-481 Currie & Richards

### ***Municipal rate records***

Where required rate record extracts were obtained from the Melbourne City Valuer's

valuation books and Rate Books, held at the Victorian Public Records Office.

MCC Rate Books:

VPRS 5780 Microfiche

Elizabeth Street 473-481 – City of Melbourne – Bourke Ward

Date Rate no Occupier Owner Description nav

- 1900 446 Currie & Richards George Grant 473 Bk. & Iron Store 50 x 100 200; 447 John O'Donnell George Grant Off Elizabeth Bk. Stables 90 x 50 40; 448 Currie & Richards George Grant 481 Bk. Shop 2 flats 16 x 66 44
- 1895 441 Currie & Richards George Grant 473 Bk. & Iron Store 50 x 100 200; 442 Blank George Grant Off 473 stabling 90 x 100 50; 443 Walton & Co George Grant 481 Bk. Shop 16 x 66 60
- 1890 422 Currie & Richard George Grant 473 Bk. & Iron Store 50 x 100 300; 423 Watson & Co George Grant 481 Bk. Shop & workshop 16 x 66 90
- 1885 1129 Currie & Richard Hughes Trust 309 Bk. & iron Store 33 x100 160; 1130 John Watton Hughes Trust 311 Bk. Shop 4 rms. 16 x 66 60
- 1880 153 J Watton Hughes Trustees Bk. Shop 4 rms. 16 x 66 60; 154 Currie & Co Hughes Trustees Bk. & iron store 33 x100 150
- 1875 151 Edwin Watton John Hughes Bk. Shop 4 rms. 16 x 66 60; 152 Currie & Richards John Hughes Bk. & iron store ¼ acre 150
- 1874 153 Edward Watton John Hughes 311 Bk. Shop 4 rms. 16 x 66 60; 154 Currie & Company John Hughes 307 Iron & Bk. store 18 x 60 50; 155 Blank John Hughes Off Elizabeth St. store yard 1/3 acre 35
- 1870 211 Ed Watton John Hughes 311 Bk. shop 4 rms. 50; 212 David Pullar John Hughes 309 Coal yard & shed 35; 213 Currie & Richards John Hughes 307 Bk. & iron. coach makers, shop & yard 45
- 1869 209 E Watton John Hughes 311 Bk. Shop 4 rms. 50; 210 Pullar & Co John Hughes 309 Coal yard & shed 35; 211 Millar John Hughes 307 Bk. & iron. coach makers shop 45
- 1867, (201 (317) Hoyle, M Shanaghan, brick hotel 14 rooms, £160); 202 (315) Peiton or Patton (?), Shanaghan, brick and stone 4 rooms £50; 203 (313) Purdon?, M Shanaghan, brick and stone 4 rooms £50; 204 (311) Walton, M Shanaghan, brick and stone 4 rooms £50; (rest in street owned by M Conte- coal yard and offices etc.; 303 brick and stone 4 rooms £50; 301 brick and stone 4 rooms £50; 299 brick and stone 4 rooms £50)
- 1862, 486317 M Shanaghan owner-occupier, Limerick Castle hotel 14 rooms £220; 315 David Patton, M Shanaghan, stone shop plus 4 rooms £ 52; 313 T Henderson, M Shanaghan, stone shop plus 4 rooms £ 52; 311 Ed Walton, M Shanaghan, stone shop plus 4 rooms £ 52



## Relevant thematic history extract

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1994) *Melbourne- the City's history and development*: 66

### 4.6 BOOM AND BUST

'In other respects the distribution of uses in the central city remained much as before. The banks had occupied Collins Street in the 1840s, and as we have seen had consolidated there from the mid-1850s onward. By the 1880s all but one of the twelve banks had their headquarters in the street. There were now some more specialised nodes of activity like the retail furniture trade in Bourke Street West, the softgoods merchants between Russell and Elizabeth Streets, and the hardware dealers in Little Collins Street, near Spencer Street. Davison has demonstrated this clustering of activities in map form. The theatres and dance halls were in Bourke Street, and the brothels in Exhibition Street.

By the 1880s the industries which had occupied the north bank of the Yarra were moving to the south bank, but a new concentration had developed in the west end of the city, especially about La Trobe and Lonsdale Streets. The brothels were in Stephen (Exhibition) Street and areas opening off it...'

## Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessment has been maintained with the courtyard and carriageway still as distinctive elements in the City.

Selected Edwardian and late Victorian-era warehouses in the Capital City Zone, many grander and more ornate than these examples:  
STREET NUMBER NAME Date

- Little Bourke Street 629-631 Younghusband Wool Warehouse 1895c
- Flinders Lane 257-265 1899
- Little Lonsdale Street 523-525 1899
- Flinders Lane 267-275 Lane Building, The 1899
- Flinders Lane 253-255 1900
- Flinders Lane 167-173 1901
- Flinders Lane 145-149 Metcalfe Building 1902
- Bourke Street 561-563 Abrahams, Former Gollin Building 1902
- Little Lonsdale Street 194-196 Collie, R & Co warehouse 1903
- Little Bourke Street 107-109 Shops & Residences 1903-4
- Queen Street 217-219 Grant's warehouse 1904

- Little Lonsdale Street 198-200 Cavanagh's or Tucker & Co's warehouse 1904-1905
- Flinders Lane 277-279 Tomasetti Building, former Desgraves Mill 1905
- Little Bourke Street 609-623 Eliza Tinsley Machinery Store, former 1905c
- Little Lonsdale Street 202 1905c
- Patrick Street 22-26 1905c
- Bourke Street 640-652 Eliza Tinsley Building, former 1905c
- Lonsdale Street 115 Blakely & Co. Warehouse 1905c ?
- Flinders Lane 189-195 1906
- Little Bourke Street 93-97 Tye & Company Furniture Warehouse (façade) 1907
- Flinders Street 292-298 Rocke Tompsitt Building, former 1908
- Flinders Lane 341-347 Reid House(rear) 1909
- Flinders Lane 308 1909 ?

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 473-481 Elizabeth Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 2(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

#### *History*

*The northern part of this shop, residence and warehouse row, appears to be shown in an 1866 isometric of Melbourne as occupying a similar volume and close to what was the Royal George (later Limerick Castle) Hotel (now Y.M.C.A.). Bibb's c1856 plan shows a row of differently planned buildings on the site and carriage ways, like the present one. It is likely that the northern building of the current complex (stone) is the southernmost of the three, as shown in Bibb's plan, (the stone shops adjoining on the south, 469-71, also appear on this plan) and that these were divided from the hotel on the north by a carriage way on the site of 487 Elizabeth.*

*The grantee of CA9/2 was Charles Rochford, paying £710 in 1852. He mortgaged the land (most of this allotment is occupied by this complex) in 1853 (to Samuel Ramsden) for a significant 2000 pounds, indicating that the core of the complex arose in that year. One of Rochford's later borrowings appears to have meant the loss of the land to Michael*

*Shanahan, by 1865, who eventually owned both allotments nine and ten. Rate descriptions of this period describe Shanahan's 14 room hotel adjacent to a row of three four-room (two-storey) brick shops. Adjoining on the south was Mr. Comte's coal yard, offices, etc., and three brick and stone shops (467-71).*

*The hardware firm, Currie & Richards, began leasing the land (then owned by John Hughes) in c1871-2. Builder, Walter Webster, applied to build 'Addition to premises' on their behalf in 1874 at 305-7 Elizabeth Street, which may have been one of the rear store buildings. George Grant was the next owner (1890s) with Currie & Richards occupying a brick and iron store and Joh Walton, William Jones and George Williamson occupying the three brick shops which occupied the site between the store and the hotel to the north. The difference between this description and one in 1885, was the size of Currie & Richards' store; it was now 50 x 100 feet, which approximates the frontage of the present warehouse building south of the carriage way. This carriage way then operated as the access to the Royal George Livery Stable.*

*It is possible that 481 was refaced in conjunction with 473-5 in the period c1885-90, in a style vaguely similar to the architecture use in the 1875 Franklin Street, Currie & Richards' building. Similarly the same might be supposed for the 1874 Elizabeth Street addition, except for the lesser store frontage of 33 feet. It is also possible that the architectural treatment was commenced in 1874 and matched later. However, the rated value of the 'brick shops' (481) rose by 50% in 1885-90. Why also would a similar image be sought for both sides of the carriage way when different firms occupied the buildings. This is presumably only explained by the common ownership (Grant).*

*Another more probable explanation is that it was done when Currie & Richards did occupy all of the site, which first occurred during c1899-10. This also explains the larger scale of the details and austerity of the façade, particularly the parapet. The carriageway continued to be used for the livery stables well into this Century, as did the Currie & Richards' occupation of both the street frontage and most of the rear stores.*

#### *Description*

*A two storey shop, residence and warehouse row with carriage-way at the 479 equivalent position in the façade. Shopfronts survive on 473-477 and in plan on 481 Elizabeth Street. The upper levels are rendered as smooth rusticated ashlar and divided in low relief bays and piers, the bays resting on panelled plinths with Queen Anne scrolls either side. The main cornice is dentilated but the parapet above has been stripped of detail or rebuilt. Colonial bonded brickwork is visible on the south wall of*

*the carriage-way and rubble basalt on the north, with the new façade visible as a thin layer of brickwork. Basalt is also used in the pitched lane and yard also as bollards and rubbing strips. The wrought and cast iron carriage gates appear of recent construction and the rear brick warehouse structures from a variety of dates.*

#### *External Integrity*

*Shopfront sheeted over at 481, awnings added, parapet rebuilt and signs added.*

#### *Streetscape*

*Relates closely to the stone shop pair at 469-471.*

#### *Significance*

*An extensive complex built up over some 50 years, which nevertheless presents an homogenous 19th Century warehouse cum showroom character and contains elements and land-use patterns created in the 1850s by the original grantee. Given the total internal renovation of the Franklin Street building, this remains as the most faithful representation of the firm Currie & Richards' extensive hardware business, particularly the private internal courtyard which was once common for city factories and warehouses, but is now rare (see also Carlton Brewery).*

### **Central City Heritage Study Review 1993**

The building at 473-481 Elizabeth Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>142</sup>. The building at 473-481 Elizabeth Street was assessed in this review and graded C on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

#### *History and Description*

*473-481 Elizabeth Street is an extensive complex built up over 50 years from 1853'. The original grantee was Charles Rochford but the*

<sup>142</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

*site is generally associated with the hardware firm Currie & Richards, who began leasing the land from c.1871. The complex comprises a two-storey shop, residence and warehouse row and has retained a number of early shopfronts and a carriage way to the internal court. The facade has retained much of its early decoration with upper levels rendered as smooth rusticated ashlar and divided into bays by low relief piers, the bays resting on panelled plinths with Queen Anne scrolls on either side. The main cornice is dentilated but the parapet above appears to have been stripped or rebuilt. Colonial bonded brickwork is visible on the south side of the carriageway and rubble basalt to the north with the new facade visible as a thin layer of brickwork. The internal basalt courtyard is of special note as unusual the site retains built elements and land-use patterns dating back to the 1850s. The group has undergone a number of alterations externally including the reconstruction of shopfronts and the addition of awnings but remains in good and remarkably original condition for its age.*

*Statement of Significance*

*The former Currie & Richards complex is of historical significance at a local level as an example of an early group of retail premises within Melbourne's CBD. It is of particular interest for its early facade and internal courtyard space.*

**Other heritage listings**

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

## Alley Building, 30-40 Exhibition Street, Melbourne 3000



- Figure 147 30-40 Exhibition Street

### Historical associations with persons or events

**Creation or major development date:** 1923, 1936

**Major owners or occupiers:** Alley Bros Pty. Ltd.

**Designer(s):** Oakley, Percy A (1923); Oakley & Parkes (1936)

**Builder(s):**

### Place evaluation

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>143</sup>: A,B,C,D,E,F): **C 2**

**MCC Place Value Definition 1985:**

*Buildings make an important aesthetic or scientific contribution that is important in the local area. This includes well-preserved examples of particular styles of construction, as well as some individually significant buildings that have been altered or defaced.*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>144</sup>: A,B,C,D,E): **C**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **C**

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **C**

**MCC Place Value Definition 2011:**

<sup>143</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>144</sup> Referenced in the Melbourne Planning Scheme clause 22.04

*These buildings demonstrate the historical or social development of the local area and/ or make an important aesthetic or scientific contribution. These buildings comprise a variety of styles and buildings types. Architecturally they are substantially intact, but where altered, it is reversible. In some instances, buildings of high individual historic, scientific or social significance may have a greater degree of alteration.*

### National Estate Heritage Values satisfied:

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

## Statement of Significance

### What is significant?

Preceded by fire in both stages of the Alley Building Flinders Lane and Exhibition Street development, the first stage was a brick and cement rendered building of 4 storeys and Greek Revival in character, as designed by Percy A Oakley, FRVIA. The next was the addition of two floors and a penthouse to the design of Oakley & Parkes, giving the building a new Jazz Moderne styling. Oakley & Parkes were noted for their Moderne architectural landmarks such as Kodak and Yule House, the taxation office in Lonsdale St and others such as Anzac House, Collins St. and the Equity Trustees building. Fire was no doubt a continuing hazard in the rag trade as applied up and down this part of Flinders Lane.

The owners, Alley Brothers, were long-term Flinders Lane clothing manufacturers and formed part of the dominance of this industry in the immediate locality.

The street elevations have a classical order, with a ground level plinth and applied pilasters. The cladding is face brick (since painted) with concrete or cement spandrels and multi-paned steel-framed windows set between pilasters and separated by the spandrels. The Exhibition Street elevation is framed by vertical elements at each end which rise above the parapet in a Modernistic design with applied chevrons and jelly-mould forms. Windows are multi-paned and steel framed. Floors were constructed with hollow terra-cotta blocks as sacrificed formwork and concrete. The entry to upper-levels was from Flinders Lane (75-77) with a cantilevering canopy adorned with Neo-Grec details. The foyer is timber panelled with early brass fittings and a jarrah main stair protected by use of pressed metal sheeting on the soffit.

### How is it significant?

The Alley Building is significant historically and aesthetically to the Melbourne Capital City Zone.

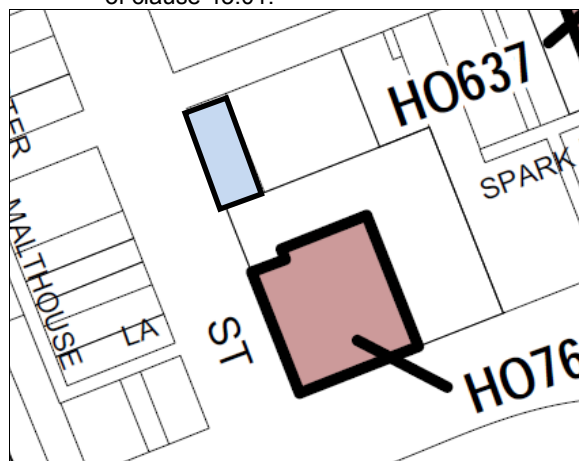
### Why is it significant?

The Alley Building is significant architecturally as a Modern style warehouse and factory designed by one of the key practitioners of the style, Oakley & Parkes, and historically as a representative building of the clothing trade dominance in this part of the City up until World War Two.

### Recommendations

This report recommends that:

- the building and associated land at 30-40 Exhibition Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>145</sup>.
- Investigate the application of interior control in the Schedule to the Heritage Overlay as Clause 43.01 with the following interior elements entered in the schedule.<sup>146</sup>
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.



• Figure 148 proposed heritage overlay

<sup>145</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

<sup>146</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

### Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

Interior elements include:

Timber panelled foyer is with early brass fittings and a jarrah main stair protected by use of pressed metal sheeting on the soffit.

### Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*

## Sources used for this assessment

The following sources and data were used for this assessment:

### General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

### Building Permit Application

Building Permit Application 5740 VPRS 11200/P1/644 drawings, 4 storeys and Greek Revival character

### i-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Alterations / Recommendations: Colour (sympathetic - no recommendation) Other Comments Relates to Herald Sun building.

MCC i-Heritage: Central Activities District Conservation Study 2000 cites Sands & MacDougall, Directory of Victoria, 1924.

### **Real Estate News**

Real Estate News Victoria Wednesday, 14 May 2008 : THE art deco Alley Building, on the corner of Exhibition Street and opposite the Collins Place twin towers, has been snapped up by a private investor for \$10.25 million. They said the new owner planned to keep the asset, which has 1842 sq m of A-grade office space over five levels and three ground-floor shops, as an investment. The property sold on a low yield of 6.65%.

### **John Monash web site: Monash and Alley'**

(see <http://home.vicnet.net.au/~aholgate/jm/bldgtext/bldgs19.html> )

John Monash papers

Notes on Building Projects, Monash and Alley:

'Spinks & Alley's Building (enquiry).

A memorandum by Fairway dated 12 February 1913 records: "Mr McColl of Yeo, Crosthwaite & Co called and said he wished to discuss a very confidential matter with me. He then told me that some very old clients and friends of his (Messrs Spinks & Alley) were proposing to erect a building about 5 storeys in height, on land 70' x 30' in Flinders Lane, and anticipated spending at least £7000 on same. Mr McColl told me that in previous similar cases Mr Wm Pitt had been architect and Mr R McDonald contractor, that no matter what tenders were called for, McDonald always managed to secure the work at a very high figure. Messrs Spinks and Alley have a very high opinion of Mr McDonald, and refused to think that he would, under any circumstances, overcharge them, although Mr McColl has, upon occasions, pointed this out to them." McColl had asked for particulars and an estimate for a reinforced concrete building to press the matter. He wanted no commission and was doing it for the benefit of Spinks & Alley and RCMPC.

The estimate was duly prepared, but Pitt was evidently unconvinced and gave McColl his reasons for avoiding reinforced concrete. On 1 March, PTF reported to McColl that RCMPC had tried to get in touch with Mr Pitt, but he had left for New Zealand. "In regard to his contention that Reinforced Concrete is a slow method, we would like to point out that in no case have we been overtime with our work except where drastic alterations in the building have been made." RCMPC would be willing to build to a definite "reasonable time" fixed by the architect, based on other types of construction, and would adhere to it with time penalties. There is no evidence that they were successful.

### **'The Argus'**

28/3/1934 (see also 8 Dec 1933)

..SUPREME COURT of VICTORIA In the Matter of the Companies Act 1928 and In the Matter of ALLEY BUILDING PROPRIETARY LIMITED - Notice Is hereby given, that the order of the Supreme Court of Victoria, dated the seventh day of March, 1934, confirming the reduction of the capital of the above named company from £60 to £25,009 and the minute approved by the Court showing with respect to the capital of the

company as altered, the several particulars required by the above mentioned act was REGISTERED by the Registrar-General on the twenty-fourth day of March 1934 The above mentioned reduction of capital involves the repayment to shareholders of paid-up capital to the extent of £24,000

Dated this twenty-seventh day of March, 1934

BULLEN & BURT of Bank of Australasia Building, 304-390 Collins Street, Melbourne, solicitors for the company.

'The Argus':

Friday 20 May 1921

'WORK AND WAGES.

EQUAL PAY FOR EQUAL WORK

- Dyers and "Spotters."

Equal pay for equal work was strongly advocated by female unionists in the Commonwealth Arbitration Court . yesterday in the case of the clothes cleaning section of the Federated Clothing Trades of the Commonwealth against Alley Brothers, R B Lawrence and others claimed that any part of the work could be done quite as by women as by men'.

(see also Unions and Arbitration: A Dependent Relationship? Evidence from Historical Case Studies

by Peter Gahan refers to Amalgamated Clothing and Allied Trades Union of Australia and Alley Brothers and ors. (1925) 21 CAR 924.)

Wednesday 24 October 1923

'FIRE IN FLINDERS LANE.

It was stated yesterday that a fire occurred on the second floor of a building in Flinders lane, owned and occupied by Messrs. J. Higson and Sons. The fire, which was noticed about 9 o'clock, was on the third floor, in the rooms of Messrs. Alley Bros., who are tenants of Messrs. J. Higson and Sons.'

Tuesday 28 July 1936

FIRE IN MANTLE SHOWROOMS

City Outbreak

Textile Stocks Saved

Firemen saved large stocks of silk, woollen, and rayon goods and manufacturers' supplies after an outbreak of fire In the mantle showrooms of Selby Gowns, in Alley Building, on the south-eastern corner of Flinders lane and Collins place, at 5 45 pm yesterday.

The fire was confined to the showrooms on the first floor The premises of G. Doxey, manufactures representative, and R Dudfields Successors, on the Collins place frontage, were slightly damaged by water, and the showrooms and workrooms of Alley Bros Pty Ltd, on the second and third floors, were damaged by smoke and heat

...The total damage was estimated at several hundred pounds...'

Tuesday 6 February 1945

## Heritage Assessment of 30-40 Exhibition Street, Melbourne

FINISHERS, female (over 45), required for ladies' frocks, coats, &c. Apply Alley Bros. Pty, Ltd., 75 Flinders lane.

### **Australian Architecture Index (AAI):**

Brick warehouses for Messrs. Alley Bros. S.E. Corner, Collins Place & Flinders Lane, Melb. (T.S.E.) Urban Conservation Projects Survey of Architectural Drawings

Additional storeys in 1936 to warehouse, S.E. Cnr. Collins Place & Flinders Lane, Melbourne.

Designed, Oakley, 1923. (TSE) Urban Conservation Projects, Survey of Architectural Drawings

Oakley & Parkes - architect for the building of the Taxation Offices. Lonsdale St., Melbourne, Age 3.8.1933 in RVIA Press Cuttings 1933-4

Equity Trustees Co. Building, Bourke St., Melbourne described and illustrated., Royal Victorian Institute of Architects Journal Nov. 1931 pp 116-129

Anzac House, Collins St., Melbourne, Royal Victorian Institute of Architects Journal July-Aug. 1938 pp 88-97

Kodak Pty. Ltd., at 252 Collins Street. Age 19.3.1935 in RVIA Press Cuttings 1934-5

British Phosphate Commissioners 8 storey office building commencing construction at 515-519 Collins Street . Age 28.2.1939 in Royal Victorian Institute of Architects press cuttings (State Library of Victoria collection:), 1938-9

Second place-getters in competition for design of Allied Societies Building.

Royal Victorian Institute of Architects Journal May 1925 p 56

Yule House, Little Collins Street, Melbourne, illustrated, Royal Victorian Institute of Architects Journal Sept. 1932 p 83

remodelling of the Titles Office. Age 3.8.1933 in RVIA Press

Cuttings 1933-4

remodelling & addition of. 2 floors to building for Malcolm Reid & Co. in Bourke St.

Age 9.8.1938 in Royal Victorian Institute of Architects press cuttings (State Library of Victoria collection:) 1938-9

Woolworths, on site of Britannia Theatre & Bull A Mouth Hotel, Bourke St. (with A. & H.L. Peck )

Age 30.5.1933 in Royal Victorian Institute of Architects press cuttings (State Library of Victoria collection:), 1933 Lane's Motors, cnr. Exhibition & Lt. Collins Street. Age, 11.5.1937 in RVIA Press Cuttings 1937

Canada Cycle & Motor Car (VIC) Pty. Ltd.. at cnr. Queen & A'Beckett Sts. Age 30.8.1938 in Royal Victorian Institute of Architects press cuttings (State Library of Victoria collection :) 1938-9 re-modelling of warehouse for H.B. Selby & Co. Pty. Ltd., at 393 Swanston St.

Argus 17.9.1936 in Royal Victorian Institute of Architects press cuttings (State Library of Victoria collection:) 1936

### **Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1939: Alley Buildings etc. as Collins Place corner site 75-77 Flinders lane

Alley Bros Pty. Ltd. costume manufacturers

Peerless Modes mantle manufs.

Cyclax (Aust) Pty. Ltd. toilet preparations importers

D1935: Alley Buildings etc. as Collins Place

D1930 (30-40) Alley Buildings as Collins Place

D1924 no Alley Buildings in Collins Place

### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

*No search carried out.*

### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 9-10

'In the heart of Melbourne these economic phases have been laid one over another, each transforming though not totally obscuring its predecessor. Hardly anything survives of the pastoral period. A number of structures remain from the gold period but they are small and have lost their context. A very much stronger imprint remains of the industries established between 1860 and 1890, especially in areas like clothing and footwear, though less in the cases of coach building, ironmongery, woodworking and so on. Not only do the associated buildings remain in significant numbers in areas like Flinders Lane, but the industries themselves have survived in the metropolis, if not always in the old heartland, fairly robustly until about the 1950s, and vestigially even today.'

Statement of Significance (part)

'Melbourne's character has also been positively affected by the manner in which various groups and activities have positioned themselves within its matrix, as happens in many cities. The Chinese in and around

Little Bourke Street, the mercantile zone near the Customs House in Flinders Street, the clothing trade in Flinders Lane...'

### Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessment has been maintained for the building's Flinders Lane context and architectural associations.

#### Selected Oakley & Parkes buildings Capital City Zone:

Street Number Name Date ARCHITECT VALUE (A-E)

- Lonsdale Street 436-450 Taxation Office Building 1930c Oakley and Parkes B
- Bourke Street 472-478 Equity Chambers 1931 Oakley & Parkes B
- Little Collins Street 309-311 Yule House 1932 Oakley & Parkes A
- Collins Street 252 Kodak House 1935 Oakley & Parkes B
- Collins Street 4-6 ANZAC House 1937-8 Oakley & Parkes A

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### Central Activities District Conservation Study 1985

The building at 30-40 Exhibition Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 2 (scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

*No citation provided.*

#### Central City Heritage Study Review 1993

The building at 30-40 Exhibition Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

### Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>147</sup>. The building at 30-40 Exhibition Street was assessed in this review and graded **C** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

#### History and Description

*The Alley Building, was constructed c. 1925, possibly as a part of the adjacent Herald and Weekly Times complex.' It is a six storey office development occupying a long, narrow block with its principal frontage to Exhibition street. The designer and builder are not known. The building is designed in a stripped Classical mode and draws upon the work of Chicagoan architects such as William Le Baron Jenney and the firm of Holabird & Roche. Key features of the style found here include the division of the facade into a grid with ornamentation limited to the cornice level. Vertical pilasters extend for the full height of the building and contain the largely unadorned spandrel elements. Window openings are generally large with understated framing. This rational, pragmatic, American style was considered appropriate to Australia for commercial buildings not seeking a particularly prestigious image.*

*The brickwork of this building has been painted but it is otherwise in good condition with high degree of integrity to its original state.*

#### Statement of Significance

*The Alley Building is of aesthetic significance at a local level as a good example of a large interwar office development drawing upon Chicagoan antecedents\_*

### Other heritage listings

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

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<sup>147</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)



**Kelvin Hall & Club, former, 53-55 Exhibition Street, Melbourne 3000**



• Figure 149 53-55 Exhibition Street



• Figure 150 53-55 Exhibition Street

**Historical associations with persons or events**

**Creation or major development date:** 1927

**Major owners or occupiers:** Allied Societies Trust Ltd.

**Designer(s):** Godfrey & Spowers

**Builder(s):**

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>148</sup>: A,B,C,D,E,F): **C 3**

**MCC Place Value Definition 1985:**

*Buildings make an important aesthetic or scientific contribution that is important in the local area. This includes well-preserved examples of particular styles of construction, as well as some individually significant buildings that have been altered or defaced.*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>149</sup>: A,B,C,D,E): **C**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **B-C**

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **B**

**MCC Place Value Definition 2011:**

*These buildings are of regional or metropolitan significance, and stand as important milestones in the architectural development of the metropolis...*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

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**Statement of Significance**

**What is significant?**

After several years of discussion three professional institutes (Architects, Engineers and Surveyors) agreed to form the Allied Societies Trust Limited to allow acquisition of a building for the use of its member bodies, allowing further sharing of services in the building. Other bodies joined them, such as the Australian Chemical Institute.

A scheme to cost £35,000 was proposed for a piece of land in Collins Street and at a meeting of 30th September 1925 an appeal brought immediate promises of £4000 before the meeting closed. This proposal also collapsed when an even better buy turned up in Collins Place. The

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<sup>148</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>149</sup> Referenced in the Melbourne Planning Scheme clause 22.04

block was purchased, Godfrey and Spowers produced a design, and in 1927 the members of the Allied Societies Trust Limited moved into their own building, which they named Kelvin Hall. For over forty years they remained there until in 1969 the Allied Societies Trust was disbanded, the building sold to a theatrical entrepreneur, and the headquarters of the architectural profession in Victoria purchased and moved into the appropriately dignified calm of a Victorian boom-style house at 616 St Kilda Road.' The Victorian Chapter of the RAAI had wound up its relationships with the other members of the Allied Societies.

Another professional union, the marriage between the federal architecture body, the A.R.A.I.A., and the State architecture institutes was formalized in fifteen minutes at the inaugural and first general meeting at the R.V.I.A. headquarters, Kelvin Hall, Collins Street, on 18th November, 1930. The Memorandum of Agreement and a copy for each State had been signed and sealed beforehand. The president opened the meeting, the secretary read the Agreement and handed a copy to each State president..'

Kelvin Hall was also a venue for music competitions such as the 1930s Programme of Entertainment by Melbourne Comptometer Graduates, the 1951 Brunswick Musical and Dancing Competitions and there was the serious professional work such as Asdruebal James Keast's Melbourne address delivered at meeting of members of the Institute of Industrial Management at Kelvin Hall, June 5th, 1945 which was then launched as a book. The presentation of the RVIA architecture medal by the Lord Mayor of Melbourne Cr. T. S. Nettlefold, J. P. at Kelvin Hall on November 25 1942 to Miss Ellison Harvie for the 1941 King George V. Jubilee maternal and infant welfare pathological building, Women's Hospital Swanston Street, Carlton. (architect - Stephenson and Turner.).

More controversial events included the intellectual, film promoter and film distributor, Ken Coldicutt, who was contemplating joining the International Brigades to fight the Fascists in Spain during the 1930s. He had imported a copy of 'Defence of Madrid' which is thought to have been the turning point in Coldicutt's thinking about political action and the use of film.

Kelvin Hall was sold to Melbourne architect and developer Gordon Banfield for \$135,000. Banfield suggested entrepreneurs Kenn Brodziak and Harry Miller take it on as a licensed theatre project, successfully making the first application for a theatre liquor licence in Victoria. Banfield had already developed Total House over the old

Lido Theatre site and the Hoyts Mid-City Cinemas in Bourke Street.

A remodelled Kelvin Hall was renamed the Playbox Theatre to stage a contentious play about homosexuals, 'The Boys in the Band', in 1969. Criminal charges were laid after the first performance for obscene language.

*'At the Playbox Theatre Kenn maintained his own office, an old style office which eventually was decorated by some of the cast members of The Boys In The Band, it was done with Thai silk in autumn tones. Harry Miller's Melbourne representative, Gary Van Egmond, had a suite of offices in the building, Kenn occupied two adjoining offices and Miller the penthouse there.'*

In 1977, the Hoopla Theatre Foundation (started by Carrillo Gantner, actor and former General Manager of the Melbourne Theatre Company, Graeme Blundell and Garrie Hutchinson in 1976) made their home at the Playbox Theatre. However, in 1984, the theatre was destroyed by fire. The building nevertheless has long-term associations with creative life in Melbourne.

Kelvin Hall is a tall and elegant Greek Revival cemented façade set on a classically detailed Ionic order podium, with twin pediment openings either side of one with a small balconette. The upper level of five floors, is arranged symmetrically with punched multi-paned windows set out under a deeply bracketed parapet cornice supported on four bracket pairs. The top-level has another central balconette also set on bracket pairs. Ornament is sparingly but skilfully applied as one would expect for a building created for the Victorian institute of architects. It is comparable with the VCA Building and Druid's House.

#### **How is it significant?**

Kelvin Hall is significant historically, socially and aesthetically to the Melbourne Capital City Zone.

#### **Why is it significant?**

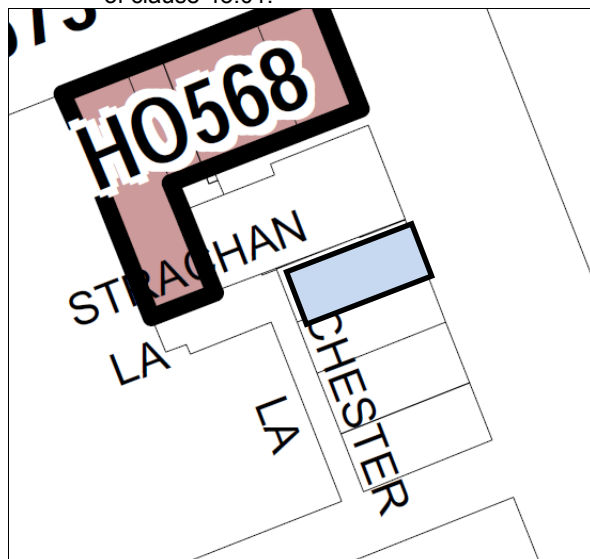
Kelvin Hall is significant historically as symbolic of a near 60 year association with intellectual life in Melbourne, as well as a close link with many of its professional bodies. Kelvin Hall is also cited in the history of live theatre development in Australia, albeit no longer functioning as such.

Architecturally, Kelvin Hall has a fine and well-preserved Greek revival façade created by a prominent local design firm for the Institute that represented them professionally. The refined restraint of the façade reflected the Institute's attitude towards 'good mannered' City architecture: an assembly of sophisticated streetscape elements, as seen in the prevailing Street Architecture Awards.

## Recommendations

This report recommends that:

- the building and associated land at 53-55 Exhibition Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**B**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>150</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.



- **Figure 151 proposed heritage overlay**

### Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

### Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register.

*Recommended for the Victorian Heritage Register? No.*

## Sources used for this assessment

The following sources and data were used for this assessment:

### General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

### Building Permit Application

MCC Building Permit Application: card 1 missing? MCC query lodged.

<sup>150</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description



- **Figure 152 53-55 Exhibition Street 1968 (State Library of Victoria collection)**

#### **-Heritage**

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984: Building Identification Form (BIF): Description/Notable Features Notable features include an elaborate / high standard design of cement rendered surfaces.

Freeland, 1971 'The Making of a Profession' p41, 161, 188: Three institutes of architects and engineers offices until 1969- then sold to theatre entrepreneur.

#### **Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1930 list of various professionals including Allied Trust, Kelvin Hall

D1935 Kelvin Hall & Club RVIA etc

D1939 Kelvin Hall & Club in Collins PI

D1940 Kelvin Hall..

D1944 Kelvin Hall, apartments

#### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's

valuation books and Rate Books, held at the Victorian Public Records Office.

*No search carried out.*

#### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 123

....the winners of the Street Architecture Medal of the Royal Victorian Institute of Architects reflected the established architectural profession's attitude towards the city during the 1930s. Blakett and Forster's Francis House at 107 Collins Street, of 1926-7, had been the first medal winner in 1929. The building's restrained Georgian styling suited perfectly the: profession's perception of central Melbourne as a gentlemanly urbane environment suitable for the pedestrian. Subsequent winners during the 1930s continued that philosophy. Though non-metropolitan buildings were not excluded, the award was directed at benefiting city architecture...'

#### **Comparative examples**

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessment has been upgraded given the historical data uncovered, and the architect and associations revealed.

#### **Selected inter-war theatres or halls in the Capital City Zone:**

- | Street Number             | Name                                    | Date      | ARCHITECT                              | VALUE |
|---------------------------|---|-----------|--|-------|
| Collins Street 184-192    | Melbourne Athenaeum Theatre (interior)  | 1924      | White, H E & Gurney B                  |       |
| Exhibition Street 228-240 | Comedy Theatre                          | 1928      | Walkley & Hollinshed B                 |       |
| Flinders Street 150-162   | State Theatre, Former                   | 1929      | Bohringer Taylor & Johnson Pty. Ltd. A |       |
| Exhibition Street 104-110 | Centenary Hall, former                  | 1934-1935 | Philp, Hugh & Bottoms, Geoffrey C      |       |
| Victoria Street 49-53     | Royal Melbourne Regiment, 6th Battalion | 1937      | Mackennal, H J CDI Chief Architect A   |       |
| Lonsdale Street 124-148   | Nicholas Hall                           | 1938      | Norris, Harry A C                      |       |

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 53-55 Exhibition Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 3 (scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

*No citation provided.*

#### **Central City Heritage Study Review 1993**

The building at 53-55 Exhibition Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

#### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>151</sup>. The building at 53-55 Exhibition Street was assessed in this review and graded **B-C** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

##### *History and Description*

*53-55 Exhibition Street, was constructed in 1930-1.1 The designer and builder are not known. In 1934, the building was known as Kelvin Hall and incorporated the Playbox theatre at ground floor. 2*

*It is a representative example of an interwar commercial palazzo. Key features of the style found here include formal entry and pedimented windows to either side, intermediate floors, with ornament limited to*

*understated quoins and window trims; and a prominent classical cornice. The building is broadly comparable to a number of other commercial palazzo within the CBD such as the Savoy Hotel 1928-9 by Leslie M Perrott. In the mid 1930s the building was known as Kelvin Hall.*

*Apart from some minor alterations to the windows at ground floor level, the window appears to be intact to its original state. The building is a particularly elegant example of the mode in excellent condition.*

##### *Statement of Significance*

*53-5 Exhibition Street is of aesthetic significance at a local level as a good generally intact example of an interwar commercial palazzo within Melbourne's CBD.*

References: 1. Sands & MacDougall, Directory of Victoria, 1930 and 1931; 2. Sands & MacDougall, Directory of Victoria, 1930 and 1931,

### Other heritage listings

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

<sup>151</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Centenary Hall, 104-110  
Exhibition Street, Melbourne  
3000**



• **Figure 153 104-110 Exhibition Street**



• **Figure 154 104-110 Exhibition Street, ground level west face.**



• **Figure 155 104-110 Exhibition Street, west ground level: shopfront plinths and basement lights**

**Historical associations with persons or events**

**Creation or major development date:** 1934-1935

**Major owners or occupiers:** Victorian Protestant Hall Co. Ltd State Rivers and Water Supply Commission

**Designer(s):** Philp, Hugh & Bottoms, Geoffrey

**Builder(s):**

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>152</sup>: A,B,C,D,E,F): **C**

**MCC Place Value Definition 1985:**

*Buildings make an important aesthetic or scientific contribution that is important in the local area. This includes well-preserved examples of particular styles of construction, as well as some individually significant buildings that have been altered or defaced.*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>153</sup>: A,B,C,D,E): **C**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **C**

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **B**

<sup>152</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>153</sup> Referenced in the Melbourne Planning Scheme clause 22.04

### **MCC Place Value Definition 2011:**

*These buildings are of regional or metropolitan significance, and stand as important milestones in the architectural development of the metropolis...*

#### **National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

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## **Statement of Significance**

### **What is significant?**

Arising from a 1933 competition for a new concert hall for the Victorian Protestant Hall Co. Ltd., this six storey reinforced concrete building with basement, first floor public hall, rehearsal and lodge rooms, rooftop caretakers residence, and upper-level residential and offices was completed as 'Centenary Hall' in 1935 to the design of prize winning architects, Hugh Philp and Geoffrey Bottoms. It replaced a highly decorative French Renaissance Revival Protestant Hall designed by WH Ellerker in 1881 which in turn replaced the first hall on the site, designed by Robert Meredith and built in 1847 on land purchased specifically for a Protestant Hall in 1846 for £162 by the Loyal Orange Institution of Victoria. This site was dedicated in perpetuity as the site for a Protestant hall.

The nationally prominent Presbyterian minister, Andrew Ramsay who had come to Melbourne 1847, was asked by Presbyterians to form a congregation in Melbourne 'unconnected with the state'. Initially he used Scots Church, Melbourne, but soon began his own services in Little Collins Street, later in the Temperance Hall, Russell Street, and at the end of 1848 in the Protestant Hall in Exhibition Street.

During the life of the first hall the 23 year-old Prince Alfred, the second son of Queen Victoria, had been scheduled in 1867 to view the decorations on the Protestant Hall which showed William of Orange smiting the Catholic armies of King James, stirring up sectarian violence. The associated 'Free Public Banquet' there had been abandoned when a combination of hot weather and a rowdy crowd led to a public riot. The royal party had not helped, engaging in openly 'fast' behaviour, such as visiting the Stephen Street brothels, drinking and gambling.

Initially planned to cost about £20 the new Centenary Hall was hoped to be completed before the Melbourne Centenary celebrations in

1934. The ground floor was to resemble a theatre with a large stage and seating accommodation for about 1200 persons. The building was to include two small halls and a supper room on the second floor, the company's offices on the third floor, rooms suitable for professional tenants the fourth floor and on the fifth, the lodge rooms for the Loyal Orange Institution. Company directors were Councillor A E Kane, Dr C H Johnson, Messrs C Mayberry, H Waldbuck, J A Baker, A S Blake, and A K Bradberry.

'The Argus' updated these intentions reporting that now the new building was 'expected to cost £30 and it would be raised to the limit of 132ft allowed by the City Council. On the first floor would be a hall with seating accommodation for 600 Administrative offices would occupy the second floor and lodge rooms would be provided on the third and fourth floors. A rehearsal room would be on the fifth floor. A modern façade with simple lines was a feature of the chosen design. By the time of the opening, the cost had risen to £40,000 when a memorial tablet was unveiled by the Grand Master of the Loyal Orange Institution (Dr C H Johnson). The building was declared open by the Rev W Albiston Past Grand Chaplain who delivered an address on Protestantism and the Next Century. A prayer of dedication was offered by the president of the Council of Churches (the Rev W J Harris)

Once open, the hall was the venue for Christian revival meetings and a number of local and visiting speakers, with the boast that 'This new hall in the centre of Melbourne, is beautifully apportioned, comfortably seated, and is kept at an even temperature summer or winter'. They cried: 'Come and enjoy these Revival Services.'

Moderne in style the two cemented street facades have multi-pane steel framed windows set in vertical recessed strips between fluted ribs, pressed cement grooves to spandrel panels, pylon motifs at either end of the two facades and, on the Exhibition St elevation, a podium or piano-nobile is implied by a change in fenestration and application of ornament. There is a projecting balconette at first floor level adorned with intricate pressed cement detail depicting the thistle and scrolls placed between grooved buttresses as continuation of the facade ribbing.

Basement lights and the former showroom showcase window base underpin a new but neutral shopfronts facing Little Collins and Exhibition Streets with moulded bronze joinery still evident at ground level, particularly around the public hall entrance from Exhibition Street. Here there are two-coloured Buchan marble dadoes, lacquered timber entry door joinery with etched glass to top lights, door glazing and brass

fittings. Coloured and patterned terrazzo is used for the foyer flooring using the Orange order star motif, and there is a cascading entry stair to the first level hall with streamlined metal balustrading.

The building is an uncommon combination of uses (see also Kelvin Hall) and well preserved externally and in the public foyer: the interior should be assessed, particularly the public hall.

### How is it significant?

Centenary Hall is significant historically and aesthetically to the Melbourne Capital City Zone.

### Why is it significant?

Centenary Hall is of aesthetic significance as a good and well preserved example of the Moderne style which is uncommon among Capital City Zone buildings and, historically, as an unusual building type combining residential, clubrooms, offices and a meeting hall. Buildings of this type are rare within the central city.

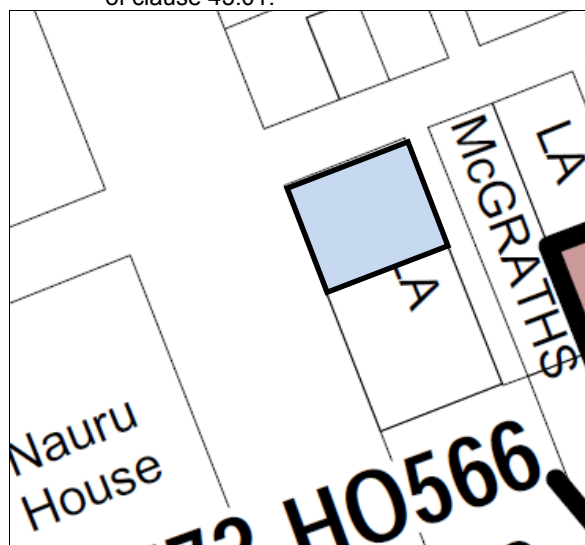
Centenary Hall gains further significance as a development on the site of two previous Protestant Halls, perpetuating a tradition commenced in the 1840s during the foundation of Melbourne itself. The hall has been the venue of many public events, particularly associated with Christianity and Protestantism in this City since the 1930s.

### Recommendations

This report recommends that:

- the building and associated land at 104-110 Exhibition Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (B) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>154</sup>;
- Interior control should be investigated for the elements listed below in the Schedule to the Heritage Overlay as Clause 43.01<sup>155</sup>.
- Contributory elements or fabric from the creation date or significant period should be

conserved and enhanced as in the objectives of clause 43.01.



• Figure 156 proposed heritage overlay

### Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible. The hall should be inspected.

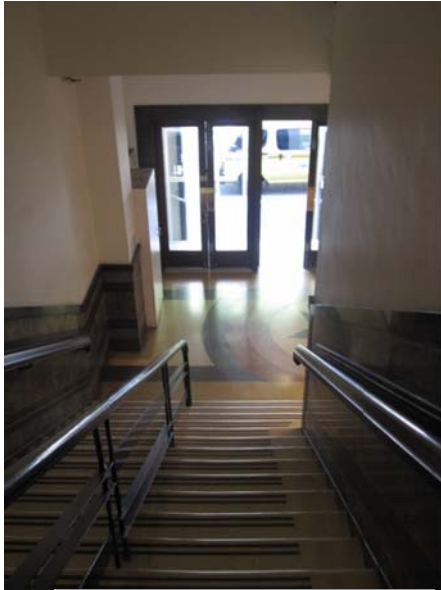
Interior elements include:

- Two-coloured Buchan marble dadoes;
- lacquered timber entry door joinery with etched glass to top lights;
- Door glazing and brass fittings;
- Coloured and patterned terrazzo in the foyer flooring with the Orange order star motif, and
- a cascading entry stair to the first level hall with streamlined metal balustrading.

<sup>154</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

<sup>155</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description





- **Figure 157 Entry stair to hall from Exhibition Street, with marble dadoes and terrazzo.**

#### **Victorian Heritage Register**

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*

### **Sources used for this assessment**

The following sources and data were used for this assessment:

#### **General sources**

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

#### ***i-Heritage***

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Description/Notable Features Notable features include an elaborate / high standard design of cement rendered surfaces. Alterations / recommendations: Shopfronts altered ( sympathetic - no recommendations). Other Comments Interior recommended for inspection - renovated.

#### **Building Permit Application**

Building Permit Application 1934, 15198: shows hall, offices, apartments, amending plans

#### **'The Argus':**

Friday 17 November 1933

'NEW CITY BUILDING

For Protestant Hall

Company

The directors of the Victorian Protestant Hall Co Ltd have decided to replace the company's building at the corner of Little Collins Street and Exhibition Street with one of six stories to cost about £ 20 It is hoped to complete the building before the Centenary celebrations begin There will be a competition among architects for a design The ground floor will resemble a theatre with a large stage and seating accommodation for about 1200 persons There will also be two small halls and a supper room on the second floor The company's offices will be on the third floor The fourth floor will comprise looms suitable for professional tenants and on the fifth floor will be lodge looms for the Loyal Orange Institution

Directors of the company are Councillor A E Kane, Dr C H Johnson, Messrs C Mayberry, H Waldbuck, J A Baker, A S Blake, and .A K Bradberry'.

9 January 1934

A design submitted by Messrs H G Bottoms and Hugh Philp for the new Centenary Hall which the Protestant Hall Co Ltd proposes to erect on the corner of Exhibition Street and Little Collins Street was selected by the directors of the company..'

Tuesday 9 January 1934

'PROTESTANT HALL

Tuesday 9 January 1934

Centenary Building to be Erected at Once

Having considered plans submitted in a competition for a new Centenary Hall the directors of the Protestant Hall Co Ltd have chosen a design prepared by Messrs H G Bottoms and Hugh Philp. Mr A K Bradbury one of the directors of the Protestant Hall Co Ltd said yesterday that the present building on the corner of Exhibition Street and Little Collins Street would be demolished almost immediately and the Centenary Hall would be ready for occupation by the end of September. The new building was expected to cost £30 and it would be raised to the limit of 132ft allowed by the City Council. On the first floor would be a hall with

## Heritage Assessment of 104-110 Exhibition Street, Melbourne

seating accommodation for 600 Administrative offices would occupy the second floor and lodge rooms would be provided on the third and fourth floors. A rehearsal room would be on the fifth floor. A modern façade with simple lines was a feature of the chosen design.'

Saturday 19 January 1935

THE APOSTOLIC CHURCH.

IMPORTANT ANNOUNCEMENT.

SPECIAL MISSIONARY WEEK-END.

TWO SPECIAL SERVICES TO BE HELD IN THE  
NEW CENTENARY HALL.

110 Exhibition Street Melbourne

(Known Formerly as the Protestant Hal). SUNDAY, at 3 p.m., SPECIAL ADDRESS, By PASTOR D. P. WILLIAMS (Wales)

(President of the Apostolic International Council).

SUNDAY, at 7 p.m., SPECIAL ADDRESS By PASTOR W. J. WILLIAMS (Wales).

Both Completing a World Tour.

Thursday 24 January 1935

MR. J. ISHERWOOD, Psychologist, India and U.S.A., Thurs., 24th, 3 and 8 p.m. Meeting, Hall, Nicholas Bldg., op. St. Paul's. "Science of success," with Illustrations. Sun., 27th, 3rd floor, Centenary Hall, Exhibition St...

Saturday 26 January 1935

THE APOSTOLIC CHURCH AUSTRALIA,  
CENTENARY HALL.

Exhibition Street. Melbourne,

GREAT REVIVAL SERVICE,

SUNDAY, AT 7 P.M.

Subject: "THROUGH THE NIGHT INTO THE LIGHT."

Speaker: PASTOR ALEX. GARDINER.

Bring Your Friends to Hear This Stirring Gospel

Address. The Sick and Infirm Will be Prayed for at Tills Service.

OTHER SERVICES:

SUNDAY, at 3 p.m.: COMMUNION.

A JOURNEY WITH ABRAHAM.'

This new hall in the centre of Melbourne Is beautifully apportioned, comfortably seated, and Is kept at an even temperature summer or winter. Come and enjoy these Revival Services.'

16 April 1935

CENTENARY HALL

Opening; of £40,000 Building;

Built on land purchased in 1846 for £162 by the Loyal Orange Institution of Victoria and dedicated in perpetuity as the site for a Protestant hall the

Centenary Hall erected last year at a cost of £ 40 was opened last night It is at the corner of Exhibition and Little Collins Streets. A memorial tablet was unveiled by the Grand Master of the Loyal Orange Institution (Dr C H Johnson) and the building was declared open by the Rev W Albiston Past Grand Chaplain who delivered an address on Protestantism and the Next Century A prayer of dedication was offered by the president of the council of Churches (the Rev W J Harris)

The building is of five stories and a basement and It contains a recreation hall, concert hall, lodge rooms offices and two floors of residential chambers.'

Saturday 13 April 1935

'...The land on which the (new) building stands was purchased for a Protestant Hall in 1846..'

### **Australian Architecture Index (AAI):**

Hugh Philp...designed new dormitory for the Try Society's Farm for Boys at Melrose.

Age 13.12.1938 in Royal Victorian Institute of Architects press cuttings (SLV), 1938-9

H.J. Little & H.G. Bottoms, 239 Collins St.

Home nearing completion at Los Angeles Court, St. Kilda. Article. Age 15.6.1933 in Royal Victorian Institute of Architects press cuttings (State Library of Victoria collection:) 1933-4

Protestant Hall:

Tenders wanted - putting in foundation of the Protestant Hall & School Room, cnr. Stephen & Little Collins Sts. Argus 26.2.1847 p 2

Opening of the Protestant Hall. Argus 25.4.1848 p 2

The old Protestant Hall and schoolroom, which was built in 1847 at Exhibition and Lt. Collins St., is demolished. The foundation stone was laid on 5.4.1847 and the archt. for the building was Robert Meredith.

1882 New building being erected. Argus 31.1.1882, p 5

W.H. Ellerker & Co.

Tenders wanted for erection of Protestant Hall, Exhibition St., Melbourne. Argus 15.11.1881, p 3

W.H. Ellerker & Co's winning design for a new Protestant Hall at cnr. Exhibition & Lt. Collins St. is now under construction. Designed in style most suited to hot climate, Italian. Lower windows are circular headed, relieved by pilasters between and insticated (sic) basement.

Upper floor windows are square pediment headed, with trusses and enriched panels.

They are divided by Corinthian pilasters, the whole surmounted by large modillioned cornice and balustrade. At the corner of the 2 streets ,is a 70 foot high tower with a mansard roof, and square platform enriched by cast iron railing.

Brief description of internal layout. Argus 31.1.1882, p 5

The foundation stone of the new Protestant Hall, Exhibition St., will be laid today by Rev Dr Gilchrist. Argus 4.2.1882, p 9

Terry and Oakden.

Tenders wanted for alterations to Protestant Hall, Exhibition Street. Argus 19.3.1887, p 7

Competition planned for new concert hall for the Victorian Protestant Hall Co. Ltd. at s.e. corner of Exhibition & Lt. Collins St. Age 17.11.1933 in Royal Victorian Institute of Architects press cuttings (SLV) 1933-4

#### **La Trobe Journal**

Madeleine Say in the La Trobe Journal, The, Spring, 2007 'During the royal visit in 1867 by the 23 year-old Prince Alfred, the second son of Queen Victoria, decorations on the Protestant Hall, showing William of Orange smiting the Catholic armies of King James, stirred sectarian violence; and the 'Free Public Banquet' was abandoned when a combination of hot weather and a rowdy crowd led to a public riot.

The royal party also did not help either, engaging in openly 'fast' behaviour, such as visiting the Stephen Street brothels, drinking and gambling'

#### **Australian Dictionary of Biography**

F. Maxwell Bradshaw, 'Ramsay, Andrew Mitchell (1809 - 1869)', Australian Dictionary of Biography, Volume 6, Melbourne University Press, 1976, p. 3. 'Ramsay reached Melbourne in the Anne Milne on 4 January 1847 with his wife and two children, a son having died on the voyage. Within a month a meeting of Presbyterians asked Ramsay to form a congregation in Melbourne 'unconnected with the state'. He supplied the pulpit of the Scots Church, Melbourne, from March to May but soon began his own services in Little Collins Street, later in the Temperance Hall, Russell Street, and at the end of 1848 in the Protestant Hall in Exhibition Street.'

#### **Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1939- list of occupiers including Protestant Alliance & Friendly Socy

D1944-5 100-110 Red Cross Service Club- American

D1950 100-110 State Rivers and Water Supply Commission

D1955,D1961 96--110 State Rivers and Water Supply Commission

#### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's

valuation books and Rate Books, held at the Victorian Public Records Office.

No search carried out.

#### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Context, 2010, draft:

10.2

Belonging to a religious denomination.

'Melbourne's churches have played an influential role in society since the beginnings of settlement. They have strongly shaped the city's social fabric as well as providing rich architectural interest in the urban landscape. The principal churches established were Anglican (Episcopalian), Catholic, Presbyterian, Methodist, and Baptist. But the tolerant new world society allowed room for all manner of denominations and sects, both traditional and conservative, including fire-and-brimstone evangelicals, a community of Quakers, and the humanist reformers who followed Charles Strong's Australian Church.'

#### **Comparative examples**

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessment has been upgraded given the historical data uncovered, and the architect and associations revealed.

Selected inter-war theatres or halls in the Capital City Zone:

Street Number	Name	Date	ARCHITECT	VALUE
Collins Street 184-192	Melbourne Athenaeum Theatre (interior)	1924	White, H E & Gurney B	
Exhibition Street 228-240	Comedy Theatre	1928	Walkley & Hollinshed B	
Flinders Street 150-162	State Theatre, Former	1929	Bohringer Taylor & Johnson Pty. Ltd. A	
Exhibition Street 104-110	Centenary Hall, former	1934-1935	Philp, Hugh & Bottoms, Geoffrey C	
Victoria Street 49-53	Royal Melbourne Regiment, 6th Battalion	1937	Mackennal, H J CDI Chief Architect A	
Lonsdale Street 124-148	Nicholas Hall	1938	Norris, Harry A C	

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 104-110 Exhibition Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of (scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

*No citation provided.*

#### **Central City Heritage Study Review 1993**

The building at 104-110 Exhibition Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

#### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>156</sup>. The building at 104-110 Exhibition Street was assessed in this review and graded **C** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

##### *History and Description*

*The Centenary Hall was designed as a concert hall, with construction being completed in April 1935 (1). It replaced the Protestant Hall that had formerly occupied the site at the south east corner of Exhibition Street and Lt Collins Street. The building was designed by H Philp and HG Bottoms of 239 Collins Street for the Victorian Protestant Hall Pty Ltd (2). Philp and Bottoms seem to have won the commission in competition but are otherwise little known (4).*

*The building was initially occupied by a number of organisations affiliated with the Protestant Church including the Protestant Alliance Friendly Society and the Loyal Orange Institution of Victoria'.*

*As constructed, the six storey. building comprised a concert hall with offices above in an understated Modern style'. The building, particularly decorative at ground floor level with ornate entries located to either side of a large window onto the original foyer space. A decorative balcony at first floor level forms a canopy above the street, and the parapet is ornamented with Art Deco motifs.*

*The building is generally intact to its early state, having retained many of its original ground floor door and window treatments, including some of its decorative etched glass. The only major change is to the central ground floor shopfront The building survives in good condition.*

##### *Statement of Significance*

*The former Centenary Hall is of aesthetic significance at a local level for its understated Moderne facade and of some architectural significance as an unusual building type combining offices and a meeting hall. Buildings of this type are rare within the Melbourne CBD.*

### References

1 MCC building permit 15198; 2 Ibid; 3 State Library of Victoria catalogues suggest that 'The Argus' of 17 November 1935 carries an article describing the impending competition. This date appears inconsistent with MCC records Bottoms went on to work at the Public Works Department under Percy Everett and eventually rose to the position of Chief Architect; 4 Sands & MacDougall, Directory of Victoria, 1935; 5 Graeme Butler, CAD Conservation Study, Building Identification form, Former Centenary Hall, 1985

### Other heritage listings

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

<sup>156</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Fancy goods shop & residence,  
309 Exhibition Street, Melbourne  
3000**



• **Figure 158 309 Exhibition Street (MCC)**



• **Figure 159 309 Exhibition Street upper level**



• **Figure 160 309 Exhibition Street, part shopfront with tiles and entry recess (tiles covered/removed at plinth)**

**Historical associations with persons or events**

**Creation or major development date:** 1902-1903

**Major owners or occupiers:** Khuda Bukhsh, Saith

**Designer(s):** Smith, W H

**Builder(s):** Timms, A E

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>157</sup>: A,B,C,D,E,F): **C 3**

**MCC Place Value Definition 1985:**

*Buildings make an important aesthetic or scientific contribution that is important in the local area. This includes well-preserved examples of particular styles of construction, as well as some individually significant buildings that have been altered or defaced.*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>158</sup>: A,B,C,D,E): **C**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **C**

<sup>157</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>158</sup> Referenced in the Melbourne Planning Scheme clause 22.04

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **C**

**MCC Place Value Definition 2011:**

*These buildings demonstrate the historical or social development of the local area and/ or make an important aesthetic or scientific contribution. These buildings comprise a variety of styles and buildings types. Architecturally they are substantially intact, but where altered, it is reversible. In some instances, buildings of high individual historic, scientific or social significance may have a greater degree of alteration.*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

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## Statement of Significance

### What is significant?

This two storey brick shop and dwelling was erected for Saith Khuda Bukhsh, a fancy goods importer, by builder AE Timms to the design the architect, a Mr WH Smith in 1902-3. The shop was next used by J Lee Yen, cabinetmaker, and was then located among other fancy goods outlets populated by Indian, Pakistani and Chinese shopkeepers as part of the exotica that prevailed within Greater Chinatown in streets such as Little Bourke, Bourke St east, Little Lonsdale and Exhibition Street north.

Designed in the English Queen Anne revival style, the street elevation is clad with shaped red brick and surmounted by a boldly modelled entablature, cornice and raised entablature, ornamented with cement mouldings. The first floor window is deeply bracketed with the cast-iron balconette railing adding to the ornate detailing.

The metal framed shopfront is particularly well preserved and has glazed blue tiles to piers at either side of the ground floor, a recessed entry and a deep transom light with significant coloured leadlight detailing. An image from 2000 shows that the formerly tiled shopfront plinth has been reclad, albeit in a neutral manner.

This shop and dwelling has been assessed as locally significant by three Capital City Zone heritage reviews (1985, 1993, 2002), following identification by one of the first Melbourne City conservation studies of the 1970s. This is a demonstration of continued heritage value of the property over a near 30 year period.

### How is it significant?

This fancy goods shop & residence is aesthetically and historically significant to the Capital City Zone.

### Why is it significant?

This fancy goods shop & residence is significant aesthetically for its well preserved brickwork and cement detailing in the Queen Anne revival style, with a strong Arts & Crafts character exhibited by the early shopfront with its lead lighting and tiles.

Historically the shop is significant as commissioned for a use synonymous with the extended Chinatown District of the Melbourne Edwardian-era and for its high integrity to its creation date and thus is a good demonstration of the once typical two-storey Edwardian-era shop and residence type now rare in the Capital City Zone.

## Recommendations

This report recommends that:

- the building and associated land at 309 Exhibition Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**C**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>159</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.

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<sup>159</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description



• Figure 161 proposed heritage overlay

### Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

### Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*

## Sources used for this assessment

The following sources and data were used for this assessment:

### General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

### Historic Buildings Preservation Council

Daryl Jackson Evan Walker Architects Pty. Ltd 1976 for Historic Buildings Preservation Council ; Melbourne: the area bounded by Victoria, Spring, Lonsdale and Swanston Sts., (77): 60: intact exterior, shown Mahlstedt c1910, cites RB1903 Gipps Ward, number???.; previously occupied by shop from c1858 owned by Moses Rintell and then the Cohen Bros, Saith occupied upper level; Israel Pollock , dealer, occupied it and later William Young's oyster saloon. Recommendation: not for HBR

### Building Permit Application

Building Permit Application 1902, 8658, Architect: WH Smith, see also Building Permit Application 27/3/1913 brick factory 67-69 Lt Lonsdale St, rear, for Michael Bacash, architect W Smith, M Kingswell =B)

### National Trust of Australia (Vic),

National Trust of Australia (Vic), Central Activity District Heritage Shopfronts, CAD Shopfront Survey 2000: Graded B, cites this shopfront: ceramic tile stall board, gilding metal glass frame, leadlight over display window. Possibly original with building due to stylistic similarities.

### Statement of Significance

'A fairly elaborate Edwardian shopfront, probably original with the building. The leadlight highlight includes Art Nouveau coloured glass motifs, rare in the CAD.'

### Australian Architecture Index (AAI)

'W.H. SMITH

tenders wanted - erection of 3 -storey factory, Lonsdale St., Melbourne for A. Skeen. Australasian Builder and Contractor's News 26.5.1888'

'The Argus' Wednesday 26 February 1902: notice of probate for Mary Ann Marks of 289 Exhibition St to go to Margaret Ann Kliuda Bukhsh of the same address.

### I-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): The original owner was Saith Khodabuksh Description/Notable Features Notable features include unpainted decorative brickwork, and an intact shop front. Tiles to façade notable. Alterations / Recommendations: Colours (sympathetic - no recommendation) Verandah gone ( inappropriate - reinstate original design or sympathetic alternative)

### State Library of Victoria collection:

Books by Khuda Bukhsh, S. (Salahuddin), 1877-1931 on Indian and Islamic culture, 1912, 1927

'Essays Indian and Islamic' / by S. Khuda Bukhsh. - London : Probsthain 1912; THE AWAKENING OF ISLAM essays

### **Wikipedia: 'Indian Australian'**

'The first Indians that arrived in Australia were predominantly Punjabis from the Punjab region in north-western India, religiously, they were predominantly Sikhs and Hindus. Between 1860 and 1901, more Indians arrived and worked as agricultural labourers, hawkers and domestic help. A number of Indians also worked in the gold fields.

Migration from India was curtailed after the Australian Government introduced the Immigration Restriction Act 1901, but following India's independence from Britain in 1947, the number of Anglo-Indians and Indian-born British citizens immigrating to Australia increased'

### **Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1904-D1905 309 Khuda Bukhsh, fancy goods Importer

D1910 Yen, J Lee cabinetmaker

D1915 Wooten, Mrs Julia confectionary

D1920 Robbins, Mrs Julia confectionary

D1924 Advanced Manufacturing Co, elastic and leather goods.

D1930 Purtell, LL cafe

D1935 Batrouney, G hairdresser

D1939 Batrouney, G hairdresser

### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

*No search carried out.*

### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 61

#### **4.2 BOOM AND BUST**

##### **SOCIAL DEVELOPMENT**

Central Melbourne was still to a significant extent a residential area, and it was occupied largely with terraces, lodging houses and medium density accommodation, whose inhabitants occupied much of their leisure outside the home. The hotels, which were

very numerous and mostly very small, played a much greater role in social life than they were to do in the twentieth century. Chinatown achieved its greatest population and area in the four decades from 1871 to 1910. Between 1871 and 1891, as alluvial gold was worked out, the Chinese population in Victoria declined from 25,000 to between four and five thousand. But many of those who remained came to Melbourne, where by 1891 there were 2,500, or over 30% of the Chinese population of the colony.

### **Comparative examples**

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessment has been maintained.

Selected shop & residence examples from the Edwardian-era in the Capital City Zone:

Street Number	Name	Date	Architect	Value	
	Little Bourke Street 105	Hughes'	Workshop & Warehouse	1890c	Barker, William C
	Exhibition Street 309	Fancy goods shop & residence	1902-1903	Smith, W H C	
	Russell Street 209-211	Shop & Residence, former New Olympia Cafe	1907	Wood, W J C	

## **Previous heritage assessments of this place 1985-2002**

### **Previous heritage assessments**

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 309 Exhibition Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 3(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

*No citation provided.*

#### **Central City Heritage Study Review 1993**

The building at 309 Exhibition Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*



## Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>160</sup>. The building at 309 Exhibition Street was assessed in this review and graded **C** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

### *History and Description*

*309 Exhibition Street was constructed in 19031 for Saith Khudabuksh, a fancy goods importer, as a two storey shop and residence. The building is a reasonably typical Federation shop with classically derived decorative elements and a recessed entry. The extensively glazed shopfront at the ground floor level appears to have been added in 1925 by builder TS Gill and Son. The early (or original) shopfront is executed in a sympathetic style and contributes to the early character of the facade. The shop front is remarkably intact to its early state with many of the original glazing bars in place and early leadlight evident in the upper sections of the principal window. Above the shopfront is a decorative cornice with unusual triangular pediment devices to either end. At the first floor, round window heads with vermiculated keystones are incorporated into a decorative string course while the window sill and its decorative ironwork is supported on paired consoles. The parapet is particularly ornate with large rendered central pediment.*

*Despite the general intactness to its early state, some inappropriate modifications have taken place over the last century, principally the partial tiling of the pilasters to either side of the facade, the rendering of the brickwork below the principal ground floor window and the removal of balusters to either side of the pediment. Nonetheless, the building retains the form and much of the early detail of a Federation era shop and residence.*

### *Statement of Significance*

*The building at 309 Exhibition Street is of aesthetic significance at a local level as a reasonably intact example of a Federation era shop within Melbourne's CBD. The building is of especial note for its largely intact early shop front*

## Other heritage listings

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

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<sup>160</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Sargood Gardiner Ltd  
warehouse, 61-73 Flinders Lane,  
Melbourne 3000**



• **Figure 162 61-73 Flinders Lane (NTA)**



• **Figure 163 61-73 Flinders Lane, ground level colonnade.**

**Historical associations with persons or events**

**Creation or major development date:** 1928-9, 1936

**Major owners or occupiers:** Sargood Gardiner Ltd

**Designer(s):** Godfrey & Spowers

**Builder(s):** Hansen & Yunken

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>161</sup>: A,B,C,D,E,F): **B**<sup>162</sup>

**MCC Place Value Definition 1985:**

*Buildings of regional or metropolitan significance, and stand as important milestones in the development of the metropolis....*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>163</sup>: A,B,C,D,E): not assessed.

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): not assessed.

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **B**

**MCC Place Value Definition 2011:**

*These buildings are of regional or metropolitan significance, and stand as important milestones in the architectural development of the metropolis...*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

**Statement of Significance**

**What is significant?**

Architects Godfrey & Spowers designed this initially seven storey (plus basement) steel-framed and concrete floored warehouse for Sargood Gardiner Ltd of 238 Flinders Street (a combination of the old firm of Sargood Brothers and W Gardiner & Co) and builders Hansen & Yunken erected it for an estimated cost of £80,000, 1928-9. Another floor was added by 1936 designed by Godfrey & Spowers but built by Swanson Brothers and costed at £5000. The distinctive ground level giant-order loggia facing Flinders Lane was built as a light well for the basement which the architects were quick to claim for goods storage and delivery only, not for

<sup>161</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>162</sup> assumed rear part of Herald & Weekly Times Building

<sup>163</sup> Referenced in the Melbourne Planning Scheme clause 22.04

show rooms or offices (there was large loading dock onto the rear lane). The company claimed a great saving in being able to store oversized and bulk goods there instead of at South Melbourne. They also noted the change in use of Flinders Lane west of Swanston Street to retail and the need to shift their operations up the hill resulting in one of the biggest relocation of stock ever undertaken in Melbourne from the old Sargood Brothers to the new Sargood & Gardiner building. When the main building opened in 1930, accompanied by entertainment of the staff by director AW Rolph and DH Sargood, it was described as 'dazzling white' and conspicuous, rising high above the adjoining Alley Building which by then had not received its extra level. This dazzling appearance was achieved using Goliath cement and selected sand to achieve a 'Sydney stone' colour. In the new enlightened age of staff facilities, there was a rooftop staff dining room with magnificent views to the gardens and river.

The firm, Sargood Gardiner Ltd, softgoods manufacturers, importers and wholesalers, was established in 1926 through the amalgamation of Sargood Bros. and W. Gardiner & Son. The company was based in Melbourne with branches in Sydney and New Zealand. Sir Frederick Sargood, principal of the Sargood business 1871-1903, built the Melbourne mansion Rippon Lea. The firm was taken over by Australian United Corporation Limited 11 April 1963.

Like Sargood's previous warehouse buildings the Flinders Lane elevation utilised giant order architectural elements to great effect but is distinguished among Sargood buildings and others in the Capital City Zone by its giant order colonnade that creates a second façade set back behind the tall rusticated piers, each with a stylised capitals in pressed cement and polished granite ground level facings. Above this podium base the main elevation rises in three pilistraded bays, with deep primary and secondary cornices. Vertical fenestration strips house metal framed windows and recessed spandrel panels. The impressive central main entry is elevated over street level and approached by a terrazzo-paved stairway with an Egyptian character custom designed entry portal with dentilated cornice and roundels set into architraves. Perhaps contrary to the stipulation made when the warehouse was built, the lower levels (basement and 'intermediate floor') have been since utilised for commercial activity with associated shopfronts on the intermediate or sub-basement level, stairways and modification of the curved wrought-iron balustrading. The upper level steel-framed windows have been replaced with simpler but similar, visually related multi-pane glazing. The

firm's name, once faced with gold with vermillion edges, has been removed from the podium fascia. The Sargood Gardiner warehouse is part of a good inter-war warehouse streetscape extending to the Exhibition Street corner.

#### How is it significant?

The Sargood Gardiner Ltd warehouse is significant historically and aesthetically to the Melbourne Capital City Zone.

#### Why is it significant?

The Sargood Gardiner Ltd warehouse is significant historically for its evocation of the continuing major role played by the nationally prominent Sargood firm and its affiliates from the 19th into the 20th century and with its well-preserved exterior the building exemplifies the key warehousing function of the Capital City Zone in the 19th and early 20th centuries. The shift in location for the firm from near to the old swinging basin on the Yarra to a more elevated site on the eastern hill of Melbourne highlights the change in transport modes needed for warehousing in the City.

Aesthetically, the warehouse is a fine architectural composition using both classical and Egyptian revival motifs in the arrangement of a distinctive street elevation, made more so by its colonnaded lower levels.

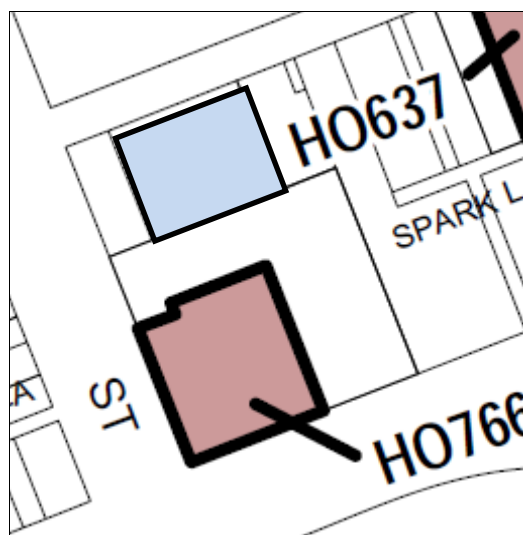
#### Recommendations

This report recommends that:

- the building and associated land at 61-73 Flinders Lane, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**B2**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>164</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.

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<sup>164</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description



• Figure 164 proposed heritage overlay

#### **Interior elements**

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

#### **Victorian Heritage Register**

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*

### **Sources used for this assessment**

The following sources and data were used for this assessment:

#### **General sources**

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

#### ***i-Heritage***

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984: \*surveyed as the rear part of the former Herald - Weekly Times Building, 46 to 74 FLINDERS STREET MELBOURNE, 1923, 1926, 1929 (additions) graded B2

#### **Central City heritage Study Review 1993**

Goad, Lewis, Mayne, Raworth, Turnbull 1993. Central City heritage Study Review: not assessed under existing identified buildings or those not identified in 1985, presumably because of 1985 listing anomaly (included in Herald and Weekly Times complex).

#### **Review Of Heritage Overlay Listings In the CBD**

Raworth, Bryce Pty Ltd, 2000-2002. Review Of Heritage Overlay Listings In the CBD: not listed because of 1985 listing anomaly.

#### **Building Permit Application**

MCC Building Permit Application 1928, 10985 1st stage; 1935, 16960 added floor;

#### **Melbourne University Archives**

Melbourne University Archives: Sargood Gardiner Ltd.: Company records Sargood Gardiner Ltd. 1891-1964, 37m, Record I.D.: NBD9315357

#### **'The Argus'**

7 January, 1930

Image of new building described as 'Dazzling white' and conspicuous among other warehouses in Flinders lane. Built to 9 storeys on reinforced concrete, steel fittings in office, opened yesterday at a gathering of staff.

Predicted savings for company to store bulk goods in basement rather than at South Melbourne. Rooftop dining room for staff with magnificent views of City and gardens. Melbourne directors AW Ralph and DH Sargood entrained staff, noting that existing firm had been formed after death of AH Sargood from Sargood Bros. and W Gardiner & Co., and long-standing association of the two firms. Business of each retained but overhead costs reduced, buying power increased. WH Gardiner directed the London office. Amalgamation perhaps the largest in Australia.

Central Flinders Lane was turning to retail so old location unsuitable and sold to Melbourne Electricity Supply Company. DH Sargood, the elder great grandson of the founder, opening the building..



• Figure 165 'The Argus' 7 January, 1930

***Australian Dictionary of Biography (ADB)- Sargood***

John Rickard, 'Sargood, Sir Frederick Thomas (1834 - 1903)', *Australian Dictionary of Biography*, Volume 6, Melbourne University Press, 1976, pp 87-88:.

'SARGOOD, Sir FREDERICK THOMAS (1834-1903), merchant and politician, was born on 30 May 1834 at Walworth, London, son of Frederick James Sargood (d.1873), merchant, and his wife Emma, née Rippon, daughter of a chief cashier of the Bank of England. Young Sargood, his education at 'private schools' in England presumably complete, arrived with his parents and five sisters in Melbourne in the Clifton on 12 February 1850. He worked briefly as a clerk in the Public Works Department before joining the wholesale softgoods business of Sargood, King & Co., which his father had already established. He spent some time on the Mount Alexander goldfields in 1852-54, and managed the firm's business in the Bendigo-Castlemaine district. In 1858 he married Marian Australia, daughter of George Rolfe, merchant and later a member of the Legislative Council; next year he became a junior partner in the firm. His father, a radical in politics and a voluntarist in religion, was member of the Legislative Council for Melbourne in 1853-56 and of the Legislative Assembly for St Kilda in 1856-57 before returning to England. Meanwhile the firm had prospered, extending its operations to other colonies, including New Zealand in 1863. Partners came and went, but the Sargoods remained dominant.

Sargood entered the Legislative Council in 1874 at a by-election for the Central Province, and a merger in 1879 with the firm of Martin, Butler and Nichol gave him more time for public affairs. His wife had died in childbirth on 6 January and in March 1880 he resigned from the council to take his nine children to England. On 2 December at the Independent Chapel, Ventnor, Isle of Wight, Sargood married Julia Tomlin, aged 34, and the family returned in October 1882.

Sargood held the Legislative Council seat of South Yarra in 1882-1901. On 13 November 1883 he joined the Service-Berry ministry as Victoria's first minister of

defence. He had long had an interest in the subject, having joined the Victorian Volunteer Artillery in 1859 as a private, rising to the rank of lieutenant-colonel. Described as 'one of the best shots in Victoria' he was also closely involved in the rifle club movement; he had formed the St Kilda Rifle Corps in 1859. As minister Sargood backed an energetic programme to build up the Victorian navy, local fortifications and armament supplies, especially during the Russian war scare in March-May 1885. His task of organizing the change-over from volunteer to paid militia forces involved him in controversy with the new commandant, Colonel Disney, who believed that he should report direct to the governor. Sargood quickly disabused him and in 1885 appointed Major-General M. F. Downes as departmental secretary. This issue forced the Colonial Office to accept local control of defence. Many of Sargood's admirers considered the formation of the school cadet corps in 1884 his greatest monument. Commissioner of water-supply from April 1884 to 18 February 1886, he again held the defence portfolio, together with public instruction, in the Munro government in 1890-92 and for three months under Turner in 1894, when he was also vice-president of the Board of Land and Works. Created C.M.G. in 1885 he became K.C.M.G. in 1890.

In 1888 Sargood had succeeded W. E. Hearn as unofficial leader of the Legislative Council. Like many other free traders in Victoria he became reconciled to a lost cause, and 'did not trouble to state whether he was a Conservative or Liberal'; his opposition to 'One Man One Vote' and to land taxation reveal his conservatism. Nevertheless, when introducing the factory bill in the council in 1885, he deplored the long hours he had worked as a young man, and praised his father's part in the early closing movement. In 1895-96 he was a leader in the consensus supporting legislation to set up the first wages boards; and in 1900 he persuaded the council temporarily to accept new boards, thereby ensuring that the system would become the basis of industrial relations in Victoria. A firm believer in the role of the Upper House, Sargood was tactful and reasonable in his dealings with the assembly; indeed, by avoiding constitutional crises he consolidated the council's authority. A supporter of Federation, he was omitted from the Age list, and missed out on the 1897 Convention but, appropriately, was elected to the first Senate in 1901.

Sargood was a commissioner of savings banks in 1874-80 and of the Melbourne Harbor Trust in 1877-80, also a director of the Commercial Bank until about 1895. By the 1880s he was very wealthy, with land-holdings in New South Wales including Ellerslie (Tumut) and Jerilderie (Urana). Although he has not been identified as a 'land boomer', as president of the Melbourne Chamber of Commerce in 1886-88 he did not doubt the sound basis of 'this unprecedented wave of prosperity'. His firm actually expanded in the depression of the 1890s. He was closely involved with the Melbourne Centennial International Exhibition, but his appointment as executive vice-president of the organizing commission provoked the resignation of Chief Justice Higginbotham from the presidency. Under Sargood the exhibition was a success but expensive.

Sargood was dapper and of medium height, with conventional beard and moustache and more than a suggestion of military style. With common sense, cool judgment and grasp of detail, he combined kindness and a sense of duty. Sidney and Beatrice Webb found him pleasant and sensible. Although a prominent supporter of the Congregational Church he refrained from joining, reputedly because he held opinions on rites and ceremonies similar to those of the Quakers. As a philanthropist he was 'not ostentatious in his charity, but large in his gifts'. He was also renowned as a generous host at his exuberant and famous mansion, Rippon Lea, designed by J. Reed, built in 1868-69 and set in superb gardens and grounds, complete with miniature rifle range.

Sargood died suddenly on 2 January 1903, on a holiday in New Zealand. On a scorching day in Melbourne thousands watched his funeral procession, which included eight massed bands, 1200 cadets and a firing-party of 300. He was buried in St Kilda cemetery, where members of the Metropolitan Liedertafel, of which he had been president, sang Sullivan's 'The Long Day Closes'. He was survived by Lady Sargood and their daughter, and by five sons and four daughters of his first marriage. His estate was valued for probate at £680,000; he also had substantial property in New South Wales, Western Australia and New Zealand.

#### Select Bibliography

A. Sutherland et altered, *Victoria and its Metropolis*, vol 2 (Melb, 1888); B. Webb, *The Webbs' Australian Diary*, 1898, A. G. Austin ed (Melb, 1965); F. Strahan, 'Rippon Lea', *National Trusts of Aust, Historic Houses of Australia* (Melb, 1974); *Parliamentary Debates* (Victoria), 1885, 2199, 1902-3, 1530; *Argus* (Melbourne), 2 Sept 1885, 24 Apr 1888, 3, 19 Jan 1903; *Age* (Melbourne), 3, 5, 19 Jan 1903; *Table Talk*, 8 Jan 1903; *Punch* (Melbourne), 27 Aug 1907; J. E. Parnaby, *The Economic and Political Development of Victoria, 1877-1881* (Ph.D. thesis, University of Melbourne, 1951

#### ***Sands & McDougall Melbourne or Victorian Directories***

Where required directory extracts were obtained chiefly from *Sands & McDougall Melbourne or Victorian Directories* dating from the 1850s to 1974.

(D1930: 55-61 Sargood Gardiner Ltd warehousemen and others;)

D1935, D1939, D1950, D1961 61-73 Sargood Gardiner Ltd warehousemen

#### ***Municipal rate records***

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

*No search carried out.*

#### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 23

'It was during the recession (1840s) that the economic functions of the central area began to crystallise into a pattern which remained little changed into the twentieth century and which to a significant degree survives today – mercantile and warehousing activity areas near the Pool and the wharves....'

Lewis: 63

Between 1861 and 1891 Melbourne's population quadrupled, and the high rate of household formation encouraged massive suburban development, culminating in the land boom. The city centre benefited from the concentration of financial institutions catering not only to Victoria but to much of Australia.

Melbourne wholesale merchants also serviced intercolonial areas, like the Riverina of New South Wales, and the newly opened tracts of Queensland...'

Context 2010 draft :

#### 3.2 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 City Council in 1916, dictated by the limitations on fire fighting 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' 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).'

#### **Comparative examples**

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessment has been maintained with architectural and historical values underscored by the research undertaken.

Selected Capital City Zone warehouses in the inter-war period:

STREET NUMBER NAME Date

- Little Bourke Street 633 1920c
- Flinders Lane 84-94 1920c
- Flinders Lane 165 McDonald & Co Ltd Building 1924
- Little Collins Street 306 Christies Piano Warehouse, former 1925c
- La Trobe Street 394-400 G J Coles Warehouse 1925c
- Flinders Lane 61-73 Sargood Gardiner Ltd warehouse 1928-9, 1936
- Lonsdale Street 18-30 Taubman Pty Ltd, former 1930c
- Lonsdale Street 10-16 1935c
- A'Beckett Street 185-187 Grange Lynne Pty Ltd, later White & Gillespie Pty Ltd. Building 1937, 1944

The building at 61-73 Flinders Lane was assessed in this review and graded on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

*No citation provided.*

### Other heritage listings

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 61-73 Flinders Lane was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **B\*** on an A-F individual building scale and a streetscape level of (scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

*No citation provided.*

#### **Central City Heritage Study Review 1993**

The building at 61-73 Flinders Lane was assessed in this review and graded on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

#### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>165</sup>.

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<sup>165</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Denniston & Co Pty. Ltd. clothing factory, later Rosati (1986-), 95-101 Flinders Lane, Melbourne 3000**



• Figure 166 95-101 Flinders Lane



• Figure 167 rear of 95-101 Flinders Lane

**Historical associations with persons or events**

**Creation or major development date:** 1907-1908, 1938, 1986

**Major owners or occupiers:** Denniston & Co Pty. Ltd.

**Designer(s):** Wilson, Sydney Herbert

**Builder(s):** McDonald, R

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>166</sup>: A,B,C,D,E,F): **D 3**

**MCC Place Value Definition 1985:**

*Buildings are either reasonably intact representatives of particular periods or styles or they have been substantially altered but stand in a row or street which retains much of its original character*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>167</sup>: A,B,C,D,E): **C**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): not assessed.

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **C**

**MCC Place Value Definition 2011:**

*These buildings demonstrate the historical or social development of the local area and/ or make an important aesthetic or scientific contribution. These buildings comprise a variety of styles and buildings types. Architecturally they are substantially intact, but where altered, it is reversible. In some instances, buildings of high individual historic, scientific or social significance may have a greater degree of alteration.*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

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**Statement of Significance**

**What is significant?**

Architect Sydney Herbert Wilson designed a single storey brick factory and basement, sited in the clothing supply centre of Melbourne, for Denniston & Company Pty. Ltd., wholesales clothiers, in 1907. R McDonald was the builder. The façade of this building remains today with embellishments but most of the building dates from 1938, erected after a disastrous fire and designed by Melbourne architects, AS & RA Eggleston.

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<sup>166</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>167</sup> Referenced in the Melbourne Planning Scheme clause 22.04



Manager, HB Denniston, was prominent in Melbourne society, particularly in religious circles. Denniston & Company Pty. Ltd. had arisen from Pearson & Company Ltd. which was formed in 1896 after the Doveton Woollen Mill Company Limited, Ballarat, approached Ernest Pearson with the idea of establishing a clothing factory in Melbourne, to manufacture their woollen products. H. B Denniston, son of J. F. Denniston, Esq., the manager of the Woollen Mills was his partner in the business. The firm's name changed in 1905 to Denniston & Company Pty Ltd. with premises in Russell Street, changing to Flinders lane in 1908.

A fire at the factory in 1938 caused some £50,000 damage and meant reconstruction of the rear building as two levels behind the single-level street façade, with a sawtooth roof, and addition of the steel framed windows. Nevertheless a conscious effort was made to retain this façade where every other part of the building was renewed. HB Denniston died within months of the fire.

Known as Rosati the existing café and restaurant business commenced here December 12, 1986, as a pioneer in the Melbourne's avant-garde dining when warehouse conversion for restaurants in lane locations was still new.

John Lethlean 'The Age' food critic wrote in 2006, '...many of (Rosati's) design elements still look great: the mosaic-tiled floor, the fabulous stained plywood bucket dining chairs, the massive timber central bar with its passenger ship "funnel" centrepiece, the sheer vastness of the place... Rosati was, for a time at least, the zenith of cool in Melbourne. The must-visit, must-drink, must-eat, must-coffee, see-and-be-seen epicentre of buoyant, pre-crash Melbourne...' 'The early history of the place is interesting, because Rosati started as a joint venture between the young Rinaldo diStasio and the designer/fashion retailer Piero Gesualdi. As diStasio tells the story, he found the building - in then-forlorn Flinders Lane - to fit his vision for a vast, European bar/brasserie that felt and operated a bit like the food-and-beverage operations at Italian railway stations. Gesualdi - with great flair - designed it.'

'Melbourne had seen nothing like it, and it worked from day one. The place opened to lunches for 500, dinner for 600. It could seat 500, for goodness sake. It was a time of marvellous excess that preceded the stock market crash of 1987. A year later, with plans for the South Yarra sibling Pieroni (Piero/Ronnie) already in train, diStasio left the partnership.'

Architects Bruce Tilley & Associates, designer, Piero Gesualdi, successfully created their European-style brasserie and bar with mosaic

tiled floors and a frescoed courtyard area. The extensive use of mosaic and careful design has maintained the existing fabric while introducing an exotic Italian character to the former clothing warehouse.

What remains of the original Denniston factory is a simply composed symmetrical façade with the large segmentally arched window openings made more apparent by the new 1980s glazing (replacing the inter-war metal framed windows). A stepped and simply ornamented parapet with 'Established 1896' (Pearson & Company), and a gabled cement pediment placed over the arched entryway: this is not shown on the diagrammatic 1938 existing façade drawings. Neither is the pediment located over the central arched entry but all of this is in place on the 1980s existing conditions drawings. Simple architraves frame the openings, suggesting that perhaps the original façade was face brickwork and the render applied later. The façade remains symbolic of Denniston, particularly given the deliberate retention of the old façade in 1938, and is also indicative of the Rosati transformation. However most of the rest of the building exterior was erected for the clothing manufacturers and suppliers that dominated Flinders lane during the late 19th and early 20th centuries and provides one of the identified contributory aspects of its significance as a City.

Denniston & Co Pty. Ltd. clothing factory has been identification and confirmed as a potential heritage place by successive Melbourne City conservation studies since the 1970s, demonstrating a continued heritage interest in the property over a near 30 year period.

#### **How is it significant?**

Denniston & Co Pty. Ltd. clothing factory, later Rosati is significant historically and aesthetically to the Melbourne Capital City Zone .

#### **Why is it significant?**

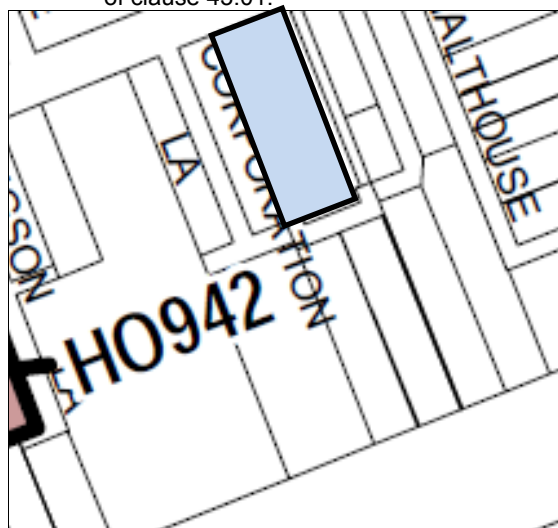
Denniston & Co Pty. Ltd. clothing factory, later Rosati, is significant historically for its long association with clothing manufacturing in the Capital City Zone and Flinders Lane, being the longest occupied by a clothing manufacturer within the City; this activity and its Flinders Lane location being contributory factors in the cultural significance of Melbourne. Historically the creation of Rosati as new café concept in the 1980s is also of cultural interest. Aesthetically the building is a successful fusion of an Edwardian-era factory, with 1938 sawtooth addition, into what was regarded by contemporary writers as one of the more avant-grade restaurant creations of the late 20th century within the City, being a style of culinary architecture that was a

successful blend of new and old fabric towards the evocation of a romantic Italian theme.

## Recommendations

This report recommends that:

- the building and associated land at 95-101 Flinders Lane, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>168</sup>.
- Investigate the application of interior control in the Schedule to the Heritage Overlay as Clause 43.01 with the following interior elements entered in the schedule.<sup>169</sup>
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.



• **Figure 168** proposed heritage overlay

### Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

Interior elements include:

Mosaic-tiled floor, the stained plywood bucket dining chairs, the massive timber central bar with its passenger ship "funnel" centrepiece.



• **Figure 169** interior as seen from street with mosaic floor

### Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*

## Sources used for this assessment

The following sources and data were used for this assessment:

### General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

### *i-Heritage*

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Alterations / Recommendations: Facade stuccoed ( sympathetic - no recommendation) Window details altered ( inappropriate - reinstate original design

<sup>168</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

<sup>169</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

or sympathetic alternative) Other Comments Parapet - 'Established 1896'.

Building Permit Application 1907, 588 (Sep 4); 23/8/1938 19690 drawings showing existing after fire

**Australian Architecture Index (AAI):**

Sydney H. Wilson Temple Crt.

Collins St.

Tenders accepted for erection of brick factory opposite Prince's bridge, Melbourne. Building Engineering and Mining Journal 7.9.1901 sp

Sydney H. Wilson

Drawings shown at RVIA exhibition -competitive designs for Assembly Hall, Collins St. Royal Victoria

S.H. Wilson

Acceptance of tender - alterations etc, to Star of the West Hotel, Melbourne. Australasian Builder and Contractor's News 26.10.1889 p 411 Institute of Architects Journal Jan 1908 p 178

S.H. Wilson

Letting of tenders - erection of 2 two-storey houses at Latrobe Street. Australasian Builder and Contractor's News 13.8.1887

New building in Swanston St. to be the first to use Crane's patent shop front. Mr Sydney Wilson, architect. (See Australasian Decorator and Painter 1.2.1907, p 117, for description of Crane's patent shop front.)

Australasian Decorator and Painter 1.3.1907, p 143

S.H. Wilson

Letting of tenders - additions and alterations to warehouse, Flinders Lane, Melb. Australasian Builder and Contractor's News 7.7.1888

Sydney H. Wilson Temple Court,

Collins St.

Tenders accepted for erection of 3 storey warehouse & factory in Flinders St., Melbourne. Building Engineering and Mining Journal 23.3.1901 sp

Sydney H. Wilson Temple Crt., Collins St., Melbourne.

Tenders accepted for erection of warehouse in Lonsdale St., Melbourne. Building Engineering and Mining Journal 27.7.1901 sp

**State Library of Victoria collection:**

Biographical Index

'Australian Storekeepers journal' 29/4/1905: 15 also 30 Nov 1907: 17 SF670.5 Au78

Denniston & Co change of name and history- woollen goods, clothing manuf.

**Mahlstedt fire insurance plan series**

Mahlstedt (MUA): c1910-1923: plan 6: shows vacant site

Mahlstedt c1910 (State Library of Victoria collection)- plan 6: shows Denniston & Co clothing factory, as one level no basement for main building but stair down to rear basement which had hw columns, Oregon and steel girders (later burnt) , central entry, 2 windows either side; Denniston also at 91 then 3 storey building;

Mahlstedt 1924 (State Library of Victoria collection)- plan 6, shows similar to above.

**National Trust of Australia (Vic) :**

`19 Flinders Lane

19 Women's Walk Tour Flinders Lane ..

Cross Collins Street and go to the south-west corner of Collins St and Russell St. Look in the direction of Flinders Lane and Flinders Street. Thousands of women worked in the rag trade in the eastern end of Flinders Lane and endured poor working conditions such as long hours and low wages. Few buildings of the textile and clothing industries remain. Rosati's, a former clothing warehouse, is one of them. . '

John Lethlean, 'The Age' March 21, 2006 review

<http://www.theage.com.au/news/restaurant-reviews/rosati/2006/03/20/1142703270282.html>

Jane Faulkner, Rita Erlich, Michael Lallo, June 5, 2007 'The Age':

'Back in 1986, a less experienced but nonetheless determined Distinctive Stasio helped create Rosati restaurant in Flinders Lane, a huge space reminiscent of an Italian trattoria, except this one could seat about 500. There was nothing in Melbourne quite like it. In a sense, Rosati was ahead of its time and overly ambitious.'

**Smith, 'Cyclopedia of Victoria': 150**

Mr. ERNEST A. PEARSON,

Manager for Pearson and Co. Limited, is a native of Geelong. His father came out from the old land in the year 1851, in the "City of Manchester," made Geelong his home, and afterwards married the daughter of the late Ebenezer Davies, Esq., of that town, and sister of Sir Matthew and the Hon. J. M. Davies. Mr. E. A. Pearson was educated at the Geelong Grammar School, and served his apprenticeship at Messrs. Bright and Hitchcock's', the well - known drapers of that town, and at the age of nineteen started business for himself, and has been his own master ever since, carrying on business in most of the leading towns of the North-Eastern District, making Wangaratta his headquarters, where he resided for ten years.

The directors of the Doveton Woollen Mill Company Limited, Ballarat, approached him with the idea of establishing a clothing factory in Melbourne, having for its object the manufacture of the whole of their woollens. Finding wider scope for his business ability, the offer thus presented was accepted, and the firm of Pearson and Co. Limited was duly established in the year 1896, the other active partner in the business being Mr. H. B Denniston, son of J. F. Denniston, Esq., the manager of the Woollen Mills. The firm has rapidly grown under their capable management, and, under

## Heritage Assessment of 95-101 Flinders Lane, Melbourne

the present conditions of interstate free trade, is doing an extensive business with the other States. Mr. Pearson is the president of the Victorian Clothing Manufacturers' Association, but is

more closely identified with organisations of a religious nature, being on the Y.M.C.A. board, a member of the executive council of the Baptist Union of Victoria, hon. secretary of the West Melbourne Baptist Church,

hon. treasurer of the South Africa Compound Mission, a lay preacher. S.S. teacher, one of the committee and local correspondent of the simultaneous mission, which is regarded as one of the biggest and most successful undertakings of its kind ever witnessed in the Southern Hemisphere.

### **Building and Planning Permit Applications**

(see <https://existing.melbourne.vic.gov.au/icompassweb/picker.asp?prop=flinders+lane&startno=95> )

Property Address 95-101 Flinders Lane MELBOURNE VIC 3000

Permit Number Description Date Lodged:

TP-2010-1023 Demolition and buildings and work to carry out external alterations and construction of a 10 storey building 20/12/2010

TP-2006-542 Carry out development, including façade alterations and removal of part of roof to create an outdoor deck 19/06/2006

TP-1996-692 Use basement as Tavern/Bistro (change of use from restaurant to tavern) 22/07/1996

### **'The Argus'**

Saturday 6 March 1915

HB Denniston leads Bible Talks at Protestant Hall.

'Protestant Hall, Exhibition Street

The Four "Days" of Prophecy.

Last of the Special Bible Talks on the Second Coming of Christ,

By-Mr. H. B. DENNISTON.

Tonight. 7.45, Mr. DENNISTON will answer questions and give short closing address'

27/4/1938 Fire at factory 50,000 pounds damage-destroys one storey building and basement (rebuilt-See rear is later, with sawtooth roof)

24 May 1938

'DAMAGED STOCKS

PURCHASED |

Snow's Men's Wear Ltd. yesterday completed the purchase of 67 per cent, of the stock of Denniston and Co., wholesale manufacturers, whose Flinders lane premises were destroyed by fire recently. The purchase includes men's and boy's suits and overcoats, and thousands of pairs of trousers. There will be sales of this stock shortly at each of Snow's 10 store.'

Friday 2 September 1938

'MR. H. B. DENNISTON

In a large attendance yesterday at the funeral of Mr Henry Britain Denniston managing director of Denniston and Co Pty Ltd of Flinders lane there were many representatives of Church circles and of commercial and manufacturing interests. The service at Mr Denniston s home in Marshall avenue Kew was conducted by the Rev J E Newnham of the Kew Baptist Church assisted by Colonel H Saunders chief secretary of the Salvation Army and by Evangelist M C Lumsden of the Melbourne Bible Institute

The funeral left for the Springvale Crematorium Many wreaths and other flowers were carried Mr Newnham conducted the service at the Crematorium chapel The chief mourners were Mr J A Denniston Mr C H Denniston and Mr S Denniston (sons) and Mr C E Denniston (brother) The pall-bearers were Dr Carl Wood and Messrs R W Neville Alex Eggleston J Renshaw R G Holding and Edgar Millar..'

### **Victorian Heritage Database (VHD):**

Heritage Study Nillumbik Shire Heritage Study 2001, Graeme Butler & Assoc, 2001 : 100 MOUNT PLEASANT ROAD ELTHAM, NILLUMBIK SHIRE, After WW1 the property was purchased by Henry B Denniston, a manufacturer, of 101 Flinders lane, Melbourne. A subdivision (LP 7894) in the early 1920s yielded a 24 acre block (lots 11 & 12) where Denniston had a house rated at an annual valuation of £32. He sold 12 acres of this to Charles E Taylor, care of 'The Sun' office, Melbourne.

### **Ronnie DiStasio:**

Wikipedia, the free encyclopedia, ( see [http://en.wikipedia.org/wiki/Ronnie\\_di\\_Stasio](http://en.wikipedia.org/wiki/Ronnie_di_Stasio)) cites *The Age Good Food Guide*, Melinda Houston (May 22, 2004). "The Godfather". [theage.com.au](http://www.theage.com.au). <http://www.theage.com.au/articles/2004/05/19/1084917646794.html>. Retrieved January 24, 2010; Café DiStasio website; The Age Newspaper; Best Restaurants website...

### **Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

(D1906 first listing of Denniston & Company Pty Ltd. with premises in Russell Street.)

D1910 Denniston & Co Pty. Ltd. wholesales clothiers

D1915, D1920 Denniston & Co Pty. Ltd. wholesales clothing manuf.

D1905 corporation yard

D1939, 1944-5, 1950 Denniston & Co clothing manuf.

### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

*No search carried out.*

### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1995) *Melbourne- the City's history and development*:

Statement of Significance (part)

'Melbourne's character has also been positively affected by the manner in which various groups and activities have positioned themselves within its matrix, as happens in many cities. The Chinese in and around Little Bourke Street, the mercantile zone near the Customs House in Flinders Street, the rag trade in Flinders Lane...'

Lewis: 9-10

'In the heart of Melbourne these economic phases have been laid one over another, each transforming though not totally obscuring its predecessor. Hardly anything survives of the pastoral period. A number of structures remain from the gold period but they are small and have lost their context. A very much stronger imprint remains of the industries established between 1860 and 1890, especially in areas like clothing and footwear, though less in the cases of coach building, ironmongery, woodworking and so on. Not only do the associated buildings remain in significant numbers in areas like Flinders Lane, but the industries themselves have survived in the metropolis, if not always in the old heartland, fairly robustly until about the 1950s, and vestigially even today.'

Lewis: 128

It is hard to pinpoint the themes of modern social development in central Melbourne. First and foremost, it has ceased to be a discrete social or cultural unit. The residential population has become so small, and the catchment area so large, that there is no definable social group associated with the central city in particular. However, it does remain possible to identify certain lifestyle trends amongst the populations that work in and use the city. Since the 1950s its multicultural character has been enormously enhanced. It was then that Pellegrini's, in Bourke Street, introduced espresso coffee to Melbourne. In 1975 it was reported that Melbourne had become the third largest Greek -speaking city in the world, preceded only by Athens and Salonika. The Greek colony in Lonsdale Street has expanded,

espresso coffee and Italian food are now everywhere,....'

Context, 2010, draft:

`10.3

Belonging to an ethnic or cultural group

The mass immigration of Europeans during the post-war period established Melbourne as one of the most multi-cultural cities in the world. Italians and Greeks settled in large numbers within the municipality, where they occupied run-down Victorian workers' cottages, and rejuvenated them, often in a Mediterranean style, and established cafes and other places of business...'

### **Comparative examples**

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessment has been upgraded given the subsequent restaurant development, with its added cultural values, and the Lewis thematic history promoting the values of Flinders Lane buildings linked with clothing manufacture.

Selected Edwardian-era factories in the Capital City Zone:

STREET NUMBER NAME Date

- Franklin Street 96-102 Keep Bros & Wood workshop and showroom, later Stramit Building 1903
- King Street 307-309 Melbourne School of Decoration 1905c
- Franklin Street 63-67 Cyclone Woven Wire Fence Co. factory 1906, 1914, 1925
- Watson Place 14 Watson Building 1907
- Flinders Lane 95-101 Denniston & Co Pty. Ltd. clothing factory, later Rosati 1907-1908, 1938
- Drewery Place - Sniders & Abrahams Pty. Ltd. Building 1910
- Exhibition Street 272-274 P.N. Hong Nam Building 1910-11
- Lonsdale Street 103-105 Factory 1910c
- Swanston Street 330-334 RMIT Building 22 1913

## **Previous heritage assessments of this place 1985-2002**

### **Previous heritage assessments**

The following studies assessed places in the Capital City Zone for potential local significance.

#### ***Central Activities District Conservation Study 1985***

The building at 95-101 Flinders Lane was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **D** on an A-F individual building scale and a streetscape level of 3(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the

period 1985-1987 using existing historical data where possible.

*No citation provided.*

### **Central City Heritage Study Review 1993**

The building at 95-101 Flinders Lane was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>170</sup>. The building at 95-101 Flinders Lane was not assessed in this review.

Citations from this assessment are incomplete and in draft final form.

*No citation provided.*

### **Other heritage listings**

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

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<sup>170</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Higson Building, 125-127  
Flinders Lane, Melbourne 3000**



• **Figure 170 125-127 Flinders Lane**



• **Figure 171 125-127 Flinders Lane ground level**

**Historical associations with persons or events**

**Creation or major development date:** 1912-1913

**Major owners or occupiers:** Higson, John & Sons

**Designer(s):** Billing Peck & Kemter

**Builder(s):** Bade & Co.

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>171</sup>: A,B,C,D,E,F): **B 2**

**MCC Place Value Definition 1985:**

*Buildings of regional or metropolitan significance, and stand as important milestones in the development of the metropolis...*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>172</sup>: A,B,C,D,E): **B**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): **B**

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **A**

**MCC Place Value Definition 2011:**

*These buildings are of national or state importance, and are irreplaceable parts of Australia's built form heritage. Many will be either already included on or recommended for the Victorian Heritage Register or the Register of the National Estate.*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

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**Statement of Significance**

**What is significant?**

Established in 1885, John Higson and Sons made harness, collars, trunks, portmanteaux, travelling bags, taggings and all descriptions of leather goods, particularly saddles. They also provided tents and tarpaulins, whip thongs and laces, fishing lines and cricketing materials. In short, they serviced the pursuits of a vigorous outdoors

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<sup>171</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>172</sup> Referenced in the Melbourne Planning Scheme clause 22.04

existence. In return, they purchased beeswax, horsehair and skins, giving the 'highest prices'. The highest acclamation they had received to-date was the Gold Medal, gained at a Geelong exhibition in 1888.

This was their new warehouse, built to the design of Billing, Peck and Kemter who, with their own stock and station agent connections (via Harry Peck) did their share for the pastoral population in the architectural field. Billing, Peck and Kemter designed this five-storey warehouse with basement in 1912 for the firm whose original premises were at 129-131 Flinders Lane. Higsons remained as the major occupier for many years, sharing the building with the clothing manufacturers and milliners, more typical of the lane, such as Alley Brothers.

American Romanesque revival in style, the elevation follows an established warehouse formula with its giant arcade, attic arcade level and foliated column capitals. Bayed and bellied windows and a distinctive segment arch trio at ground level combine with its overall high integrity to make this one of the most successful examples of the style, despite its relatively late date. Of note are the unusual brackets supporting the applied piers, at the sides of the elevations and the trellis pattern to the window spandrels.

Although a late example of this style introduced to Melbourne by the 1890s, this building incorporates the main stylistic elements in a strongly individual manner and is significantly intact externally.

The Flinders Lane facade is divided into three bays and features a giant order arcade over four storeys with a unifying attic level above divided into a run of smaller arcading. A heavily toothed and moulded cement rendered cornice caps the top of the building. At ground level the entrance doorway is emphasised by a distinctive segment arch, and flanked on either side by windows also headed by segment arches. The first and second floors of the facade feature two-storey high oriel windows to the side bays only, separated by trellis-patterned, cement rendered panels. The windows to the central bay are separated by plain cement rendered panels. The third storey features arched windows highlighted by cement rendered mouldings. The capitals to the main piers are foliated, and applied piers to either side of the Flinders Lane facade are supported just below first floor level by plain curved brackets.

Although constructed on a relatively narrow site, the corner position enabled the architects to give the building greater prominence by extending the detailing of the principle facade to the first bay of the building's Higson Lane frontage. The facade thus wraps around the corner but unlike the

Metcalf Barnard warehouse at 147-149 Flinders Lane, on the corner of Russell Street. The rest of the side elevation is of plain unrendered brick with no decoration since it only faces a minor lane.

#### **How is it significant?**

Higson Building is significant historically and aesthetically to the Melbourne Capital City Zone.

#### **Why is it significant?**

Higson Building is architecturally significant as among the best preserved and most successfully designed of the American-derived Romanesque Revival style tall-arched warehouse facades in Victoria.

Significantly intact externally the building contributes individually to the streetscape through its strongly modelled facade and the extension of the detailing of the main facade to one bay of the side elevation. The Higson Building also contributes strongly to the general precinct, particularly in Flinders Lane where such factory warehouses are still prominent.

Historically the building is closely associated with the Higson firm which pioneered this part of commercial Melbourne and won renown and prosperity in their field as well as the long association with the clothing trade which helped form the early history of Flinders Lane.

#### **Recommendations**

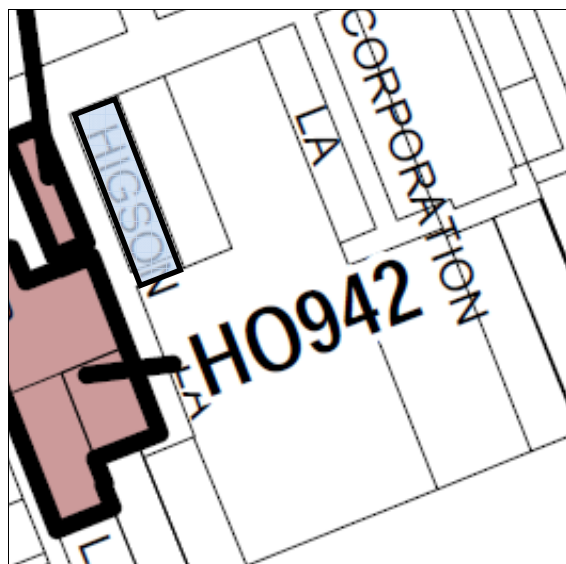
This report recommends that:

- the building and associated land at 125-127 Flinders Lane, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (A) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>173</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.

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<sup>173</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description





• Figure 172 proposed heritage overlay

#### **Interior elements**

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

#### **Victorian Heritage Register**

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? Yes.*

### **Sources used for this assessment**

The following sources and data were used for this assessment:

#### **General sources**

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

#### **Building Permit Application**

Burchett Index: MCC Building Permit Application: 1912, 3470; VPRO Building Permit Application 24/12/1914 5351 brick warehouse, Higson lane, for Herbert Higson. £3/3/-

#### **i-Heritage**

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Description/Notable Features: Notable features include unpainted decorative brickwork, an intact shop front, and an elaborate / high standard rendered surfaces... Tall arched motif.

Data on adjoining warehouse, 129-131 includes Higson and occupier Edwardian-era:

4th land sale 1839, Block 7, Allotment 2, Thomas Gone. Iron store with stone cellar on this site 1857. Replaced 1858 by current stone warehouse. Original cellar probably incorporated into new building, 2 storeys bluestone & brick. First occupants, Levy Robinson & Co., Levy Bros. This form commenced in 1850s, importing & wholesale business. 1866 - building shown on site. 1877 - 3 storey building, iron shed, store; Rowbottom Brush Factory. 1888 - same building; Painter & Fancy Brush Manufacturer. 1905 - same; Higson & Son, Saddler.'

#### **Register of The National Estate:**

Building Citation, 131 Flinders Lane:

The former warehouse, 131 Flinders Lane, was erected for Levy and Robertson in 1857. The contractors were Nation And Co. And the building was possibly designed by Robertson and Hale. The two storey façade is composed of rusticated stone on the ground floor and rendered on the first floor. Levy and Robertson moved to larger premises in the late 1860s and since that time the building has had a number of tenants. This is one of the oldest and finest warehouses in the C B D and the oldest building of its type in this part of the city. The façade is a fine example of the conservative classical style. It is well proportioned and detailed. The fine quality rusticated ground floor stonework with the large centre arch is a distinctive feature. Levy and Robertson, later Levy Bros. and Co. who initially constructed the building, were established in the 1850s and became a large importing and wholesale business. The building is remarkable intact, the front façade has however been painted, and some painted signs remain on the side façade. Some of the mouldings require restoration.

Of state significance.'

#### **'The Argus':**

Saturday 8 February 1913

For lease City Factory Floor, new premises, exceptional light..100 hands Higson buildings, 127 Flinders lane.

Wednesday 24 October 1923

'FIRE IN FLINDERS LANE.

It was stated yesterday that a fire occurred on the second floor of a building in Flinders lane, owned and occupied by Messrs. J. Higson and Sons. The fire, which was noticed about 9 o'clock, was on the third floor, in the rooms of Messrs. Alley Bros., who are tenants of Messrs. J. Higson and Sons.'

#### **Australian Architecture Index (AAI)**

Billing, Peck & Kemter design 'Higson Building', Flinders Lane, Melbourne.

Errey "Vic. Arch. Ornament" p 234

Lewis (2nd edit): 102

#### 5.9 THE CITY BEAUTIFUL

##### ARCHITECTURE AND STREETScape

'Architecturally, though, the picture is not nearly as simple as this. Even the skyscrapers of the 1880s and early 1890s were still entirely British in style, and relied more upon British than American technology. It was during the next few years that the American Romanesque which had made an appearance in Melbourne in the 1890s, emerged as the dominant commercial style, whereas it was much less prominent in Sydney, and almost unknown in some other Australian capitals. To this was now added hints of the Art Nouveau, the first significant influence from Continental Europe.

By about 1910 architects like Harry Tompkins were going to America to learn about modern office and department store design, and returning as advocates of the steel frame, of reticulated vacuum cleaning systems and, before much longer, of escalators. The architects of importance in these developments are Nahum Barnet, Robert Haddon and Harry Tompkins.'...

'Some examples of the American Romanesque, after the turn of the century, were 149-153 Swanston Street, possibly by Reed, Smart & Tappin (1900-1); the Bedggood building at 172

Flinders Lane (1902); 'The Strand', by William Pitt, probably unbuilt (1902); Sniders & Abrahams, 270-2 Lonsdale Street (1904); Edwards & Co., Flinders St (1905); F.W. Niven & Co,

Flinders Street (1905); the Higson Building, 125-7 Flinders Lane (1913); and scores of others, including some by Nahum Barnet.

Meanwhile the Tompkins brothers, who had more or less introduced the style in the first instance, designed the J. Harvey Metcalfe warehouse at the south-east corner of Russell Street and Flinders Lane (1901-2) again in a form of red brick Romanesque, but with mild Art Nouveau overtones. In 1906 they were responsible for a warehouse for Ball & Welch at 187-193 Flinders Lane, and now they seemed launched as the leading practice for warehouse and department store work. They refaced Borsdorff & Co's 'Oriental Building', 277-9 Flinders Lane (now Tomasetti House), in 1907, and did the first stage of the Dimelow & Gaylard (Dimmey's) building in Swan Street, Richmond, in the same year (the famous clock tower followed in 1910).'

#### **Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1920 Higson Building:

ground Higson, J & Sons saddlery ironmonger maufact.

1st Higson, J & Sons factory, Alley Bros. costume manufacts.

2nd-3rd Alley Bros. costume manufacts

4th Reeve FC & Co Pty. Ltd. blouse manufacts.

D1930

Higson, J & Sons saddlery ironmonger maufact.

AB Law & Son wholesale milliners

Kennedy, David tailors trimmings

Kitchen, DL Clothing Co Pty. Ltd. manufact

D1944-5 Higson Building:

Higson, J & Sons saddlery ironmonger maufact.

Kitchen, DL Clothing Co Pty. Ltd. manufact

Clothing Manufacturers

#### **Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

- RB1913,255 details held;

#### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1995) *Melbourne- the City's history and development*:

Statement of Significance

'Other elements of the city fabric reflect the hiatus of the 1890s depression, followed by tentative developments from 1905 to 1910 when an austere version of the American Romanesque prevailed as the major commercial architectural expression, most noticeable in the warehouses and emporia of Flinders Street and Flinders Lane...'

'Melbourne's character has also been positively affected by the manner in which various groups and activities have positioned themselves within its matrix, as happens in many cities. The Chinese in and around Little Bourke Street, the mercantile zone near the

Customs House in Flinders Street, the rag trade in Flinders Lane...'

Lewis: 84

It was during the next few years that American stylistic influence became important, for the Depression saw the rise of the American Romanesque — a style less prominent in Sydney, and almost unknown in some other Australian capitals. The American Romanesque style was derived from France, where so many of the leading American architects were trained... Henceforward an austere red brick version of the American Romanesque style was widely adopted in Melbourne, and was to prove ideally suited to city warehouses and clothing factories.'

### Comparative examples

The following examples used for comparison in the assessment being of a similar use, scale, location and creation date. The 1985 assessment has been upgraded in the light of general external enhancement, the 1993 and 2002 reviews and the Lewis thematic history observations on the significance of this special Melbourne style. The building is one of the best examples of American-derived Romanesque Revival style warehouses in Melbourne.

American Romanesque style buildings (cited by Lewis, 1993):

- 149-153 Swanston Street, possibly by Reed, Smart & Tappin (1900-1);
- the Bedgood building at 172 Flinders Lane (1902); 'The Strand', by William Pitt, probably unbuilt (1902);
- Sniders & Abrahams, 270-2 Lonsdale Street (1904);
- Edwards & Co., Flinders St (1905);
- F.W. Niven & Co, Flinders Street (1905);
- Higson Building, 125-7 Flinders Lane (1913);
- Tompkins brothers: J. Harvey Metcalfe warehouse at the south-east corner of Russell Street and Flinders Lane (1901-2) warehouse for Ball & Welch at 187-193 Flinders Lane 1906 ,
- Refacing Borsdorff & Co's 'Oriental Building', 277-9 Flinders Lane (now Tomasetti House), in 1907, and first stage of the Dimelow & Gaylard (Dimmey's) building in Swan Street, Richmond, in the same year.

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 125-127 Flinders Lane was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **B** on an A-F individual building scale and a streetscape level of 2 (scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

#### *History*

*Established in 1885, John Higson and Sons made harness, collars, trunks, portmanteaux, travelling bags, taggings and all descriptions of leather goods, particularly saddles. They also provided tents and tarpaulins, whip thongs and laces, fishing lines and cricketing materials. In short, they serviced the pursuits of a vigorous outdoors existence. In return, they purchased beeswax, horsehair and skins, giving the 'highest prices'. The highest acclamation they had received to-date was the Gold Medal, gained at a Geelong exhibition in 1888.*

*This was their new warehouse, built to the design of Billing, Peck and Kemter who, with their own stock and station agent connections did their share for the pastoral population in the architectural field. Higsons remained as the major occupier for many years, sharing the building with the clothing manufacturers and milliners, more typical of the lane.*

#### *Description*

*Romanesque revival (see Fontevault Abbey ambulatory) in style, the elevation follows an established warehouse formula with its giant arcade, attic arcade level and foliated column capitals. Bayed and bellied windows and a distinctive segment arch trio at ground level combine with its overall high integrity to make this one of the most successful examples of the style, despite its relatively late date. Of note are the unusual brackets supporting the applied piers, at the sides of the elevations and the trellis pattern to the window spandrels.*

#### *Integrity*

*Generally externally original.*

#### *Streetscape*

*Adjoins a building of similar scale, detail and fenestration pattern.*

#### *Significance*

*Of the tall-arched warehouse facades in Victoria, this is among the best preserved and successfully designed.*

### Central City Heritage Study Review 1993

The building at 125-127 Flinders Lane was assessed in this review and graded B on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

Central City Heritage Study Review 1993: appendix 4:

*'Statement of Significance*

*The Higson Building 125-127 Flinders Lane was designed by Billing Peck and Kemter as a warehouse for J Higson & Sons and was constructed in 1912. The building is of regional significance as one of the best examples of American-derived Romanesque Revival style warehouses in Melbourne. Although a late example, this building incorporates the main elements of the style in a successfully individual manner. Significantly intact externally the building contributes individually to the streetscape through its strongly modelled facade and the extension of the detailing of the main facade to one bay of the side elevation. The Higson Building also contributes significantly to the general precinct, particularly in Flinders Lane where such warehouses were once prominent.'*

*'History & Description:*

*In 1912 the architectural firm Billing, Peck and Kemter designed this five-storey warehouse with basement at 125-127 Flinders Lane for the firm J Higson and Sons, whose original premises were at 129-131 Flinders Lane. Predominantly manufacturers of leather and sporting goods, J Higson & Sons moved across Higson Lane to the Higson Building, as their new premises was called, on the opposite corner of Flinders and Higson Lanes sometime late in 1912. They remained the major occupier for many years, sharing the building with various tenants from clothing and millinery trades 1*

*Constructed of steel columns and girders and clad in red brick with cement render detailing, the front elevation to the warehouse was designed in the American-derived Romanesque Revival style. Its appearance thus exhibited what was by now an established approach to the exterior design of warehouses in Melbourne and particularly in Flinders Lane. Although a late example of this style, introduced to Melbourne by the early 1890s 2 this building incorporates the main stylistic elements in a strongly individual manner and is significantly intact externally 3*

*The Flinders Lane facade is divided into three bays and features a giant order arcade over four storeys with a unifying attic level above divided into a run of smaller arcading. A heavily toothed and moulded cement rendered cornice caps the top of the building. At ground level the entrance doorway is emphasised by a distinctive segment arch, and flanked on either side by windows also headed by segment arches. The first and second floors of the facade feature two-storey high oriel windows to the side bays only, separated by trellis-patterned, cement rendered panels. The windows to the central bay are separated by plain cement rendered panels. The third storey features arched windows highlighted by cement rendered mouldings. The capitals to the main piers are foliated, and applied piers to either side of the Flinders Lane facade are*

*supported just below first floor level by plain curved brackets*

*Although constructed on a relatively narrow site, the corner position enabled the architects to give the building greater prominence by extending the detailing of the principle facade to the first bay of the building's Higson Lane frontage. The facade thus wraps around the corner but unlike the Metcalfe Barnard warehouse at 147-149 Flinders Lane, on the corner of Russell Street, the rest of the side elevation is of plain unrendered brick with no decoration since it only faces a minor lane.'*

*Footnotes:*

*1. MCC Records Notice of Intent to Build No 3490 lodged 22 July 1912, MCC Valuation Books. Latrobe Ward*

*Sands and McDougall Post office Directories (sic)*

*2 Myra Dickman Orth. 'The Influence of the 'American Romanesque in Australia'. in Journal of the Society of Architectural Historians March 1975 pp 3-18*

*3 Mahlstadt Plan 1924. No 6'.*

## **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>174</sup>. The building at 125-127 Flinders Lane was assessed in this review and graded **B** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

### *History and Description*

*In 1912 the architectural firm Billing, Peck and Kemter designed this five-storey warehouse with basement at 125-127 Flinders Lane for the firm J. Higson and Sons, whose original premises were at 129-131 Flinders Lane. Predominantly manufacturers of leather and sporting goods, J. Higson & Sons moved across Higson Lane to the Higson Building, as their new premises was called, on the opposite corner of Flinders and Higson Lanes, sometime late in 1912. They remained the major occupiers for many years, sharing the building with various tenants from clothing and millinery trades.*

*Constructed of steel columns and girders and clad in red brick with cement render detailing, the front elevation to the warehouse was*

<sup>174</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

*designed in the American-derived Romanesque Revival style. Its appearance thus exhibited what was by now an established approach to the exterior design of warehouses in Melbourne and particularly in Flinders Lane. Although a relatively late example of this style, introduced to Melbourne by the early 1890s, this building incorporates the main stylistic elements in a strongly individual manner and is significantly intact externally 2.*

*The Flinders Lane facade is divided into three bays and features a giant order arcade over four storeys with a unifying attic level above divided into a run of smaller arcading. A heavily toothed and moulded cement rendered cornice caps the top of the building. At ground level the entrance doorway is emphasised by a distinctive segment arch, and flanked on either side by windows also headed by segment arches. The first and second floors of the facade feature two-storey high oriel windows to the side bays only, separated by trellis-patterned, cement rendered panels. The windows to the central bay are separated by plain cement rendered panels. The third storey features arched windows highlighted by cement rendered mouldings. The capitals to the main piers are foliated, and applied piers to either side of the Flinders Lane facade are supported just below first floor level by plain curved brackets.*

*Although constructed on a relatively narrow site, the corner position enabled the architects to give the building greater prominence by extending the detailing of the principle facade to the first bay of the building's Higson Lane frontage. The facade thus wraps around the corner but unlike the Metcalfe Barnard warehouse at 147-149 Flinders Lane, on the corner of Russell Street, the rest of the side elevation is of plain unrendered brick with no decoration since it only faces a minor lane.*

*Although some minor modifications to the ground floor windows have taken place, the building is generally intact to its original state and is in good condition.*

#### *Statement of Significance*

*The Higson Building, 125-127 Flinders Lane was designed by Billing, Peck and Kemter as a warehouse for J Higson & Sons and was constructed in 1912. The building is of local significance as one of the best examples of American-derived Romanesque Revival style warehouses in Melbourne. A relatively late example, this building incorporates the main elements of the style in a successful and individual manner. Significantly intact externally, the building contributes individually to the streetscape through its strongly modelled facade and the extension of the detailing of the main facade to one bay of the side elevation. The Higson Building also contributes significantly to the general precinct,*

*particularly in Flinders Lane where such warehouses were once prominent.*

#### **Other heritage listings**

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

**Pawson House, 141-143 Flinders Lane, Melbourne 3000**



• **Figure 173 141-143 Flinders Lane**



• **Figure 174 141-143 Flinders Lane, ground level**



• **Figure 175 141-143 Flinders Lane context**

**Historical associations with persons or events**

**Creation or major development date:** 1935

**Major owners or occupiers:** Pawson & Co

**Designer(s):** Tompkins, HR & FB

**Builder(s):**

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>175</sup>: A,B,C,D,E,F): **D 2**

**MCC Place Value Definition 1985:**

*Buildings are either reasonably intact representatives of particular periods or styles or they have been substantially altered but stand in a row or street which retains much of its original character*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>176</sup>: A,B,C,D,E): **C**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): not assessed.

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **C**

**MCC Place Value Definition 2011:**

*These buildings demonstrate the historical or social development of the local area and/ or make an important aesthetic or scientific contribution. These buildings comprise a variety of styles and buildings types. Architecturally they are substantially intact, but where altered, it is reversible. In some instances,*

<sup>175</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>176</sup> Referenced in the Melbourne Planning Scheme clause 22.04

*buildings of high individual historic, scientific or social significance may have a greater degree of alteration.*

**National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

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## Statement of Significance

### What is significant?

Pawson House was erected for clothing manufacturers Pawson and Company in 1935 to the design of the prolific commercial architects, HW & FB Tompkins, for an estimated costs of £9000. Built of reinforced concrete its structure was designed by the pioneering reinforced concrete engineer, HR Crawford. In 1935 it was promoted as '...This splendid building is the last word in modern construction perfect natural light central heating and hot water service. Floors 2400 sq ft or subdivide to suit tenants'.

Typical of this part of Flinders Lane, the tenants were mainly from the clothing industry with, for example, Alexander Eastaugh and Co Pty Ltd, manufacturing specialists in hosiery, underwear, and knitwear announcing in 1938 that it would take over the entire plant floor space and fittings and fixtures of Pawson and Co to manufacture specials and as a finishing plant for the company's Romney mills and that showrooms would be located at Pawson House. This was because of the expanding demand for their products. Other occupiers included various art flower and clothing manufacturers such as Hollywood Modes, and their agents.

Initially planned as four floors above ground and basement, a floor was added during construction. Inside, the three upper levels were originally planned as factory spaces and the three lower, as showrooms. A small entry lobby was served by the stair and a lift, repeated at the escape stair at the other end of the building onto Oliver Lane.

The building façade is composed of vertical elements with recessed panels for windows, each panel divided vertically by a rib. Windows either side are a vertical multi-pane glazing format, with grooved spandrels between. At the parapet the recessed panels cascade into Moderne style moulded and bifurcated facets, set in fours either side of the central rib. The elevation reverts to plain walls and steel framed windows down the side lane after one return façade bay. The entry has a terra-cotta tiled surround with the street number set into a recessed panel. A fluted

pressed cement frieze with a central keystone marks the stylised termination of the façade panel above which traces the path of the stair well up the building, lit by a continuous metal-framed and glazed slit. The double polished timber entry doors have been replaced with a glazed screen. A flagpole once adorned the parapet at the crown of this panel. The simple Moderne treatment used here is another example of the preamble to Modernism in Melbourne commercial building.

### How is it significant?

Pawson House is historically and aesthetically to the Melbourne Capital City Zone.

### Why is it significant?

Pawson House is a well-preserved factory warehouse that symbolises historically the dominance of this part of Melbourne by clothing manufactures since the late Victorian-era. Aesthetically it is a well-preserved example of a Modern style by the prominent commercial architects, the Tompkins Brothers.

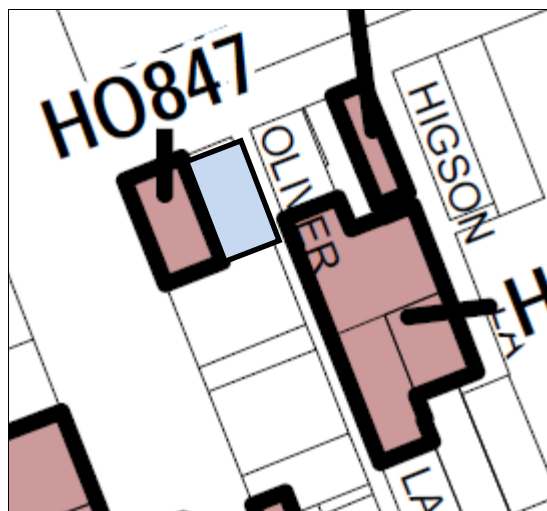
## Recommendations

This report recommends that:

- the building and associated land at 141-143 Flinders Lane, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>177</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.

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<sup>177</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description



• Figure 176 proposed heritage overlay

#### Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

#### Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*

### Sources used for this assessment

The following sources and data were used for this assessment:

#### General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

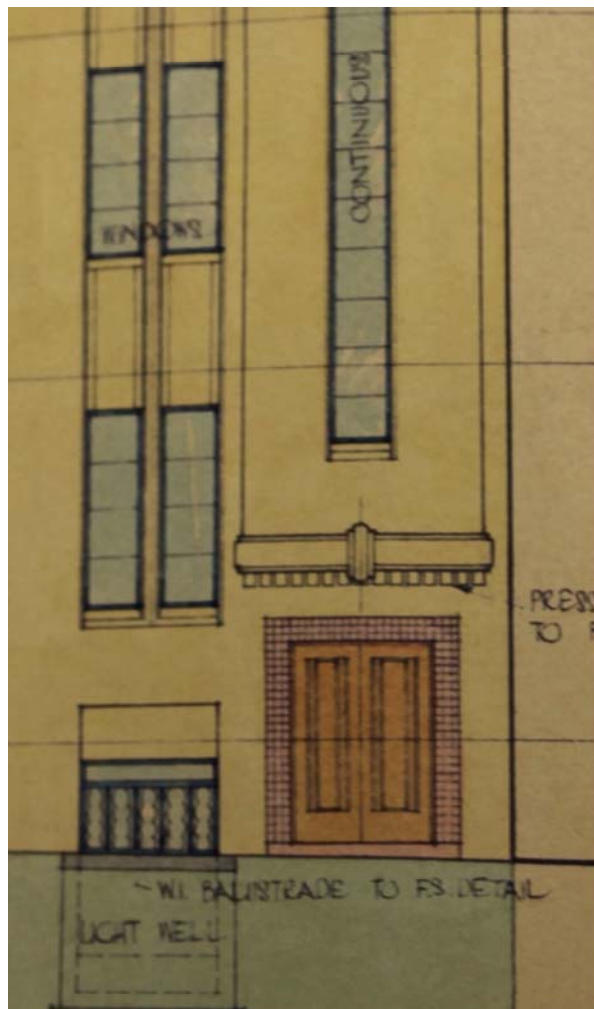
#### *i-Heritage*

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification

Form (BIF): Light added (inappropriate - remove or reinstate sympathetic alternative).

#### Building Permit Application

Building Permit Application 1935, 16250 14/4/1935 'erection of building..' £9,000: 'new Building of concrete construction ... for Pawson & Co HR Crawford engineer- see images held. Show added storey 1935 10/7



• Figure 177 Building Permit Application 1935, 1625: detail of street elevation showing original doors

#### 'The Argus':

Saturday 31 August 1935

'PAWSON HOUSE

FLINDERS LANE

This splendid building is the last word in modern construction perfect natural light central heating and hot water service. Floors 2400 sq ft or subdivide to suit tenants'

7 June 1938:



## ALEXANDER EASTAUGH

Because of the expanding demand for the products of Alexander Eastaugh and Co Pty Ltd, manufacturing specialists in hosiery, underwear, and knitwear, the company has taken over the entire plant floor space and fittings and fixtures of Pawson and Co 137-139 Flinders lane. Directors of Alexander Eastaugh and Co L announce that all this plant and floor space will be used in the manufacture of specials and as a finishing plant for the company's Romney -mills Showrooms will be «located as usual at Pawson House, 141-143 Flinders lane '

### *eMelbourne*

Andrew May, eMelbourne (Monash University, Encyclopedia for Melbourne)

'Flinders Lane

One of Melbourne's most important business centres, Flinders Lane runs east-west from Spring to Spencer Streets. The name Flinders Lane, which varied from the nomenclature of Melbourne's other little streets, was officially gazetted in 1843. For much of its history, however, 'Flinders Lane' and 'Little Flinders Street' have both appeared on maps and business letterheads as alternative versions. Melbourne City Council Street nameplates indicated 'Little Flinders Street' at least until the 1930s, but a council resolution in 1948 reaffirmed the official name as Flinders Lane. More generally known as simply 'the Lane', in its late 19th-century heyday it was renowned as the centre of Melbourne's wholesale (and especially soft-goods) trade.

The lane, as laid down in Hoddle's 1837 grid, roughly followed the course of one of the settlement's first rough tracks. Through the 1840s it was notorious as an often muddy, rutted and scarcely passable passage. By the 1860s, as its 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. As one of the city's narrowest streets, Flinders Lane and its network of side lanes and alleys bustled with traffic and were commonly congested with travellers' buggies backed into shops, or by the lifting or lowering of boxes, sacks and other heavy goods.

Most of its bluestone warehouses have now been demolished, some replaced by hotels or car parks. They were exemplified by the New Zealand Loan Wool store, built in 1882 at 546 Flinders Lane, backing the firm's offices on Collins Street. The imposing six-storey warehouse section had massive load-bearing walls, floor-to-floor bale chutes and a sawtooth glazed clear span roof. By the 1890s Flinders Lane's palatial emporiums and multi-storey warehouses gave it a canyon-like appearance, and some of its well-known premises included the warehouses and factories of the Denton Hat Mills, Beath, Schiess & Co. (clothing), W. McNaughton, Love & Co. (soft goods), Borsdorff & Co. (corsets and hosiery), W. Detmold (stationer), Melbourne Chilled Butter & Produce Co. Ltd, Felton, Grimwade & Co. (wholesale druggists and

manufacturers), Sargood's, and Paterson, Laing & Bruce. From Spring to Queen Streets, clothing warehouses, manufacturers, mill suppliers, button-and belt-makers, and clothes designers made the lane the centre of fashion, an industry pioneered by Jewish immigrant families such as Slutzkin, Blashki, Merkel, Haskin, Mollard and Trevaskis.

In the 1920s, the growth of specialty houses saw retailers increasingly importing their own goods. Property values rose as ground floor frontages were given over to shops (costumier, tailoring, luxury goods), with soft-goods merchants retreating to the upper floors. Problems with space and parking forced the rag trade into decline from the 1960s. The former Port Authority Building (1929) at the corner of Market Street is a link to the area's maritime and mercantile past, while the old Western Market boasted great low colonnaded façades with remarkable bluestone catacombs, once entered from the lane.

By Andrew May

### References

Salter, Robert, 'Flinders Lane ... memory lane', Journal of the Australian Jewish Historical Society, vol. 10, no. 7, 1989, pp. 583-9'

### **Wikipedia 2011:**

Flinders Lane, Melbourne

From Wikipedia, the free encyclopedia

'Flinders Lane, heart of the schmatte business - Jews in the Australian garment trade.

For a large part of the twentieth century, the garment trade was an important industry in the southern Australian state of Victoria. Since clothing was a big part of the country's manufacturing, the Jews of the garment trade, initially migrants or refugees post WWII, made a large contribution to Australia's economy. This multi-faceted industry, located in Flinders Lane, Melbourne and expanding during the interwar years, had its own economic and social history, gorgeous products, and vibrant life and camaraderie at its heart.

In the 1880s, big softgoods-importing warehouses established Flinders Lane in the central business district of the Victorian capital, Melbourne, as the heart of the trade, because of the Lane's proximity to wharves and railway stations, and its centrality to Melbourne's population. These warehouses, which dominated the Flinders Lane trade for the first two decades of the twentieth century, were not Jewish. A notable exception was the underclothing business of Lazar Slutzkin, probably the first Jewish clothing manufacturer in Melbourne.

Lazar Slutzkin arrived in 1893 from Russia. About the turn of the century, he opened a warehouse making and selling ladies' white underwear. No ready-to-wear garments had been produced in real quantity before this; most goods were imported by warehouses. Lazar's brother Sholem joined him in the business and eventually took over when Lazar retired. Both brothers were very religious; twice daily the business came to a standstill when they and their staff, consisting of fellow Jewish migrants, stopped for morning and afternoon

prayers. 'Makers-up' (or 'maker-uppers') were not given material on Fridays lest they work on Shabbat.

Much of the early Jewishness of Flinders Lane was due to Slutzkin, as he employed so many Jewish newcomers to Melbourne and doled out generous advice when they wanted to set up their own businesses.

For over a hundred years 'The Lane' was an Australian institution. Through boom and bust fortunes were made and lost. Well known fashion houses like Henry Haskin, (who won Melbourne's Gown of the Year two years running) Charlotte of Fifth Avenue, Cherry Lane, Hartnell, and Saba flourished and fell, and characters larger than life wheeled and dealt in this little street that was the home and heart of Australian fashion manufacturing.

Large and small factories, Jewish retailers and especially woollen mills also existed outside Flinders Lane and indeed all around country Victoria. In the 1940s the government encouraged decentralisation and in the boom years between 1945 and 1960 when migrants created such a huge demand, it was easy to get workers in the country plants, which trained completely inexperienced country workers. So whilst the trade was not limited to Flinders Lane, the Lane still had many advantages. It was close to shops, department stores, transport terminals, and financial institutions, to suppliers, to the labour pool and the potential market. Buyers could come from the country and 'do' the Lane in one session; 'comparison buying' was important: they needed to survey the scene, and then backtrack to place orders.

For the manufacturers there was easy communication with rival firms. They could keep up with market trends and sometimes help with urgent orders – in this there was reciprocity of favours. And importantly, the ancillary services were within walking distance: pressers, machine importers, embroiderers, button coverers, and so on.

With modern fabrics and modern manufacturing processes, it was a glamorous industry, but over the years the Lane hardly changed physically, and the conditions were far from glamorous. The decrepit buildings housed rats that ate the sequins off the garments. The vermin came from the wharves, and fox terriers were used to chase them between floors. With no air-conditioning it was hot in summer and cold in winter; open radiators to relieve the cold combined with the new, flammable materials and caused fires. No-one is willing to say to what degree fires and financial trouble went together. What they have said is that the manufacturer was always under-capitalised and took big risks, so that between the 1950s and the 1970s, there were plenty of bankruptcies with many fires starting at night or on weekends.'

#### ***Sands & McDougall Melbourne or Victorian Directories***

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

(D1920 alphabetical: no Pawson & Co)

D1935 141-3 Pawson & Co workrooms, Budgeons shop fitters and electrical contractors, Greig Bros Pty. Ltd. carpets and linos.

D1939- PAWSON HOUSE, list of occupiers- art flower, clothing manufacturers, agents etc. such as Hollywood Modes..

D1944-45 see above

D1950 see above- includes Pawson & Co investors

D1955 see above

#### ***Municipal rate records***

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

*No search carried out.*

#### **Relevant thematic history extract**

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1994) *Melbourne- the City's history and development*: 64

#### **Introduction**

'...In the heart of Melbourne these economic phases have been laid one over another, each transforming though not totally obscuring its predecessor. Hardly anything survives of the pastoral period. A number of structures remain from the gold period but they are small and have lost their context. A very much stronger imprint remains of the industries established between 1860 and 1890, especially in areas like clothing and footwear, though less in the cases of coach building, ironmongery, woodworking and so on. Not only do the associated buildings remain in significant numbers in areas like Flinders Lane, but the industries themselves have survived in the metropolis, if not always in the old heartland, fairly robustly until about the 1950s, and vestigially even today'.

Context, 2010 draft: 31

#### **'5.5 Building a Manufacturing industry**

As Melbourne developed through the nineteenth century, so did her 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.'

Lewis: (Tompkins and style trends)

We must turn back to the Tompkinses to see how the Beaux-Arts style became the standard for Melbourne commercial architecture until the 1930s. Harry Tompkins was elected a fellow of the Royal Victorian Institute of Architects in 1903, and in 1908 became the institute's honorary treasurer, but his more retiring brother became an associate only in 1912 and after that time ceases to be heard of as an individual. 99 Not so Harry, who made a well-publicised trip to Europe and the United States, leaving Melbourne in March 1910, 100 and returning at the end of the year full of enthusiasm for things American, but critical of 'the slavish worship of old forms and the dilettantism of many of the English architects'.

Despite these strong words, he was speaking of an America in which classicism had been revived and the Romanesque largely discredited. What Tompkins now developed was a classical style. The Tompkinses won the competition for the Centreway Arcade in Collins Street in 1911, and this, together with the Myer building itself, the new Commercial Travellers Association building at 318-324 Flinders Street, of 1913, and then the Robert Denyer building in Swanston Street of 1914, represents the new phase of Edwardian Baroque/palazzo classicism in the Tompkins oeuvre. This was no doubt due to Tompkins' trip, and his consequent realisation that the Romanesque was now well and truly passé...'

### Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessment has been upgraded in the light of the 1993 review and Lewis thematic history findings on the significance of clothing trade in Flinders Lane and greater recognition of the Moderne style seen in this building and the importance of its designer.

Selected Capital City Zone factory warehouses from the 1930s:

Street Number Name Date

- Lonsdale Street 18-30 Taubman Pty Ltd, former 1930c
- A'Beckett Street 190 1935c
- A'Beckett Street 143-151 Advocate Press Building 1937
- King Street 54-60 Victorian Butter Factories Co-operative B 1938
- Little Bourke Street 373-375 Drayton House 1938-1939

Tompkins designs of the 1930s:

Name Number Street Date

- Diamond House (upper facade), former 313-317 Bourke Street 1936
- Pawson House 141-143 Flinders Lane 1935
- Myer Emporium (facade) 314-336 Bourke Street 1933
- Manton's Store, rear 209-225 Little Bourke Street 1937

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### **Central Activities District Conservation Study 1985**

The building at 141-143 Flinders Lane was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **D** on an A-F individual building scale and a streetscape level of 2(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

*No citation provided.*

#### **Central City Heritage Study Review 1993**

The building at 141-143 Flinders Lane was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

#### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>178</sup>. The building at 141-143 Flinders Lane was not assessed in this review and graded - on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

*No citation provided.*

### Other heritage listings

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

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<sup>178</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Griffiths Bros Pty Ltd building,  
26-30 Flinders Street, Melbourne  
3000**



• **Figure 178 26-30 Flinders Street**



• **Figure 179 26-30 Flinders Street, upper level**



• **Figure 180 26-30 Flinders Street, ground level**

**Historical associations with persons or events**

**Creation or major development date:** 1899-1900

**Major owners or occupiers:** Griffiths Brothers, tea merchants Griffiths Bros Pty Ltd Herald and Weekly Times

**Designer(s):** Ward & Carleton

**Builder(s):** Henningsen, H Hawthorn

**Place evaluation**

**Building grading and streetscape level 1985** (Central Activities District Conservation Study 1985<sup>179</sup>: A,B,C,D,E,F): **E 3**

**MCC Place Value Definition 1985:**

*Buildings have generally been substantially altered, and stand in relative isolation from other buildings of similar periods. Because of this they are not considered to make an essential contribution to the character of the area, although retention and restoration may still be beneficial.*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>180</sup>: A,B,C,D,E): **C**

**Building grading 2002** (Review of Heritage overlay listings in the CBD 2002): not assessed.

**Building grading level 2011** (Central City Heritage Review 2011: A,B,C,D,E): **B**

<sup>179</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>180</sup> Referenced in the Melbourne Planning Scheme clause 22.04

### **MCC Place Value Definition 2011:**

*These buildings are of regional or metropolitan significance, and stand as important milestones in the architectural development of the metropolis...*

#### **National Estate Heritage Values satisfied:**

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

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## **Statement of Significance**

### **What is significant?**

Griffiths Bros Pty Ltd building was designed by architects Ward & Carleton in 1899 and built by H Henningsen of Hawthorn for this firm of tea and coffee merchants in 1900. It was a new store and sales room for teas, coffees and cocoas.

Three years later Edwards, another tea merchant, commissioned the architect McCormack, to design a similar styled warehouse which with other examples like Ball & Welch and the Commercial Travellers Association buildings presented a group of innovative Edwardian-era buildings eventually fronting the new railway station (1910). City plans of 1910 show the building as on five levels, divided with six compartments on either side of the ground level, a stair and a lift. A six stall stable was at the rear and beside it was the Australian Church.

James Griffiths migrated to Australia in 1873 and founded this successful tea business. Griffiths and his wife were committed to Christian missionary work and in 1902 Mrs Griffiths was appointed President of the Women's Missionary Council. St. Hilda's (Victorian Heritage Register, Clarendon St., East Melbourne) was built in 1907 by R.S. Phillips for James Griffiths as a Church of England Missionary Training Home. The architects were also Ward and Carleton. The Griffiths family lived at The Basin in Ferndale during the late nineteenth and early twentieth century, James being a leading local resident. However Griffiths was killed with his wife and two others at the Bayswater railway crossing in 1925.

The Griffiths brothers built '...one of the great tea, coffee and cocoas importation firms in Australia with the head office at 28 Flinders Street and with branches in at least four other Australian States (N.S.W., Queensland, South and Western Australia). 'The firm's advertising was scattered throughout Australia, particularly along train lines, telling the distance, say, from Sydney and where you could have a refreshing cup of tea...'

Registered in Victoria in 1898 as Griffiths Brothers Pty Ltd., the company was re-registered in 1913, and in 1920 was converted to a public company. In the 1960s the business was taken over by the Robur Tea Company Limited.

More recent history of the buildings includes a lease to Verona Press in the 1940s, being close to the Herald and Weekly Times Building. It was acquired in the mid 1960s by the Herald and Weekly Times who renamed it Gravure House and was occupied by various subsidiaries including Colorgravure Publications, United Press and Home Beautiful. It was leased as a billiard and snooker centre, from 1973 to 1988, by Dolly Lindrum and named after her famous uncle Walter Lindrum. The Hotel Lindrum opened here the 12th of July 1999 after conversion by Swaney Draper Architects.

Elevated in red brick with pressed cement Arts & Crafts ornament, the façade follows the American tall-arched Romanesque revival manner that had evolved in Melbourne during the late Victorian-era into a distinctive style for warehouses built in the Edwardian-era. Framed by foliated bartizan motifs, the middle façade has a series of oriels windows projecting out over the street above a secondary set of broad arches to give it a great richness of form and materials. Down the side lane the austere brick façade is well-preserved but has been painted over. The ground level has been modified (originally had two stairway entries and windows either side) but has some generously sized polished stone plinths, columns and moulded cement capitals framing the new entry.

### **How is it significant?**

The Griffiths Bros Pty Ltd building is significant historically and aesthetically to the Melbourne Capital City Zone.

### **Why is it significant?**

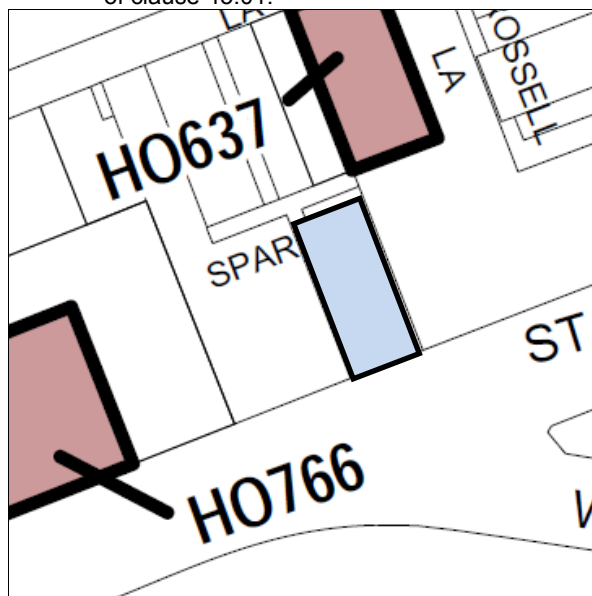
The Griffiths Bros Pty Ltd building is significant historically for its close link with a tea and cocoa marketing firm that was nationally known in the early 20th century and specifically to James Griffiths who was active in charity and evangelistic works. Aesthetically it is superb and relatively well-preserved example of the Tall Arched American Romanesque revival which with other similar sites located in Flinders Street and Lane provides one of Melbourne's key architectural characteristics.

## **Recommendations**

This report recommends that:

- the building and associated land at 26-30 Flinders Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited

- in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (B) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>181</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.



- Figure 181 proposed heritage overlay

#### Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

#### Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register? No.*

### Sources used for this assessment

The following sources and data were used for this assessment:

<sup>181</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

#### General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

#### i-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984: Notable features include side wall elevation. Alterations / Recommendations: Bricks painted (inappropriate - remove by approved method), ground level rebuilt (inappropriate - reinstate original design or sympathetic alternative).

#### Building Permit Application

Building Permit Application 20 Nov 1899,7723 £6 fee, builder, owner, architect

(Building Permit Application 1903, 9135 Edwards, RC tea merchants A=McCormack, P similar company, location and building style)

#### Mahlstedt fire insurance plan series

Mahlstedt 1910-1923 Plan 3: show the building as on five levels, six compartments on ground level, a stair and a lift. A six stall stable was at the rear and beside it was the Australian Church.

#### Australia Postal History website

Griffiths

<http://www.auspostalhistory.com/articles/1611.shtml>

'The brothers built one of the great tea, coffee and cocoas importation firms located at 28 Flinders Street, Melbourne, with branches in at least 4 other Australian Colonies (N.S.W., Queensland, South and Western Australia), in addition to the main base in Melbourne, Victoria. ... the firms advertising was scattered throughout Australia, particularly along train lines, telling the distance, say, from Sydney and where you could have a refreshing cup of tea...'

'The Guide to Australian Business Records describes the company of Griffiths Bros Limited (1898-1960s) as follows: Location Melbourne, Victoria. Registered in Victoria in 1898 as Griffiths Brothers Pty Ltd. The company was re-registered in 1913, and in 1920 was converted to a public company. In the 1960s the

business was taken over by the Robur Tea Company Limited. Founded by Griffiths, James ( ? - 1925), ...

"James Griffiths had migrated to Australia in 1873 and founded the successful tea business of the same name. Both Griffiths and his wife were committed to Christian missionary work and in 1902 Mrs Griffiths was appointed President of the Women's Missionary Council. St. Hilda's (in Clarendon St., East Melbourne) was built in 1907 by R.S. Phillips for James Griffiths. The architects were Ward and Carleton. Almost immediately (when) the house was completed it was given in trust to the Christian Missionary Society to become a Church of England Missionary Training Home".

" Nestled in the foothills of Mount Dandenong (33km to the east of Melbourne), the Basin is a mixture of outer suburban and rural landscapes. Land purchases in The Basin began in 1866. James Griffiths (Tea Merchant famous for 'Griffith Teas) lived on the property Ferndale in the late nineteenth/early twentieth century. A leading local figure in The Basin, Griffiths was killed with his wife and two others at the Bayswater railway crossing in (December) 1925".

"After the First World War, there developed in Melbourne the strongest, the best-organised, and the most determined network of lay evangelicals in Australian History. Names that come readily to mind include .....James and John Griffiths (tea importers)."

By the mid 1940s the Griffiths building was leased to Verona Press and became a printing headquarters. From 1973 to 1988 the building was used as the Melbourne billiard and snooker- playing establishment, leased by Dolly Lindrum, named after her famous uncle Walter Lindrum. The building is now the home to 'Hotel Lindrum', which displays items from the 'Griffith Bros' occupation in memory of its history. The building site is seen in Figure 4.'

### **Victorian Heritage Register**

1-19 CLARENDON STREET EAST MELBOURNE, Melbourne City

Victorian Heritage Register (Victorian Heritage Register) Number H0481

#### Statement of Significance

What is significant?

St Hilda's was built in 1907 by R S Phillips for James Griffiths. The architects were Ward and Carleton. Griffiths had migrated to Australia in 1873 and founded the successful tea business of the same name. Both Griffiths and his wife were committed to Christian missionary work and in 1902 Mrs Griffiths was appointed President of the Women's Missionary Council. Almost immediately the house was completed it was given in trust to the Christian Missionary Society to become a Church of England Missionary Training Home.

Missionary zeal was still an important component of the Anglican faith at the turn of the twentieth century, and missionaries trained at St Hilda's could find work in many parts of Asia, as well as at Aboriginal missions in Victoria and other parts of Australia. In 1907 it seems

that St Hilda's was used exclusively for training women missionaries, as a separate facility for men existed in North Melbourne. When St Hilda's was finished in 1908 the Sister-in-Charge was Miss Clara Odgers, and three women were accepted for training. Thirty-three missionaries were already working both overseas and at the Aboriginal Missions at Lake Condah and Lake Tyers.

In the 1930s the house changed use to become the St Hilda's Church of England Deaconess House. In the 1960s it was sold and converted into apartments. From 1982 until 2001 the building was an office of Bates Smart, architects. Bates Smart restored the house, retaining much of the original fabric and fittings, and researched and reproduced the original paint scheme.

St Hilda's is a two storey house constructed of red brick relieved by panels of terra cotta with large areas of the exterior of the first floor covered in roughcast. The building possesses elements derived from the English Elizabethan, Romanesque and Norman periods of architecture. Half-timbered gables, arcading and cushion column capitals express these influences, whilst the corner tower with its flared eight sided spire and walls and the roof terracotta grotesques (... eagle) are typical of the grander so-called Queen Anne style residences of the Federation period.

Internally the British Arts and Crafts movement inspired the tiled mantels, foliated leadlight patterns, fretted decorative trusswork and stained timber wainscoting. Extant elements include the linoleum floor in the hallway; the main bathroom, complete with pressed metal dado, glazed tiling, bath and washbasins; the built-in linen cupboards at the top of the rear stairs; and the stencilled Evangelical inscriptions on the walls of the dining room and reception room.

A modern two storey rear addition with open-plan studio space is linked to the main house via a two level glass-walled walkway. This building does not form part of the registration.

Why is it significant?

St Hilda's is architecturally significant as a fine example of the Arts and Crafts style of architecture. Its picturesque approach is a variation of the so-called Queen Anne style, which was dominated by red brick, terracotta and asymmetrical planning. Additionally, in the execution of detail, the design draws on the influence of Art-Nouveau. It is significant for its essentially intact interior, including both layout and fittings. The timber wainscoting, the robust pressed metal dado in the dining room and the coloured leadlight glass representation of plants and foliage contribute to an impressive and highly intact Arts & Crafts interior.'

St Hilda's is historically significant both within the history of the Church of England and within the context of female employment at the turn of the twentieth century. As a training home for missionaries it was one of the few places to provide vocational training for women.

**Australian Architecture Index (AAI)**

Photos of work shown at RVIA Exhibition includes Griffiths Bros. Warehouse. Royal Victorian Institute of Architects Journal Jan. 1908 p 179

Partnership formed between J V T Ward and A E H Carleton. Royal Victorian Institute of Architects Journal Mar 1936 p 19

Tender accepted for erection of Presbyterian Church in Rathmines Road, Auburn. Building Engineering and Mining Journal 2.2.1901 sp

J.W. Atkinson is to erect a brick warehouse & factory in Little Bourke Street at a cost of £5500. Building 12.6.1911, p 27

Tenders accepted for erection of two 3-story factories cnr. Francis Street and Church Lane, Melbourne. Building Engineering and Mining Journal 1.9.1900 sp

Two storey brick factory in King Street, Melbourne. Bade and Co., £1,836. Building 12.12.1911, p 109

Additions to Austin Hospital, Heidelberg. Rose and Wales, Richmond, £868. Building 12.1.1911, pp 87-88

RVIA exhibition includes St. Hilda's Missionary Training Home, East Melbourne. (1 Clarendon St., n.w. cnr. Albert St.- Historic Buildings Register ) Royal Victorian Institute of Architects Journal Jan. 1908 p 179

Tenders accepted for erection of brick warehouse in Little Lonsdale Street, Melbourne, for M. Abrahams & Co. Building Engineering and Mining Journal 5.1.1901 sp.

RVIA exhibition includes Massey Harris Co's. warehouse. Royal Victorian Institute of Architects Journal Jan. 1908 p 179

Brick warehouse and factory, Melbourne. J. Watkinson, £5,500. Building 12.12.1911, p 94

(P. McCormack, architect of offices & warehouses of Edwards & Co., Cotton millers, Flinders St. (Julie Selmon, The use of Arcaded Facades in the Design of Melbourne warehouses 1890-1910) Research report 1974, p 22 ref.) (Smith, Cyclopaedia of Vic III, p 78 (copy held) & Clements Langford Photograph in M.U. archive).

**'The Argus':**

Saturday 31 January 1903

`...GRIFFITHS BROS.

PROPTY. LTD. .

HAVE REMOVED THEIR CENTRAL SALES ROOM  
From Flinders-lane

To

66 ELIZABETH-STREET,... Teas, Cocoas, Coffees.

Wednesday 26 August 1908

Advert for machine sale care of 30 Flinders St

Saturday 13 May 1916

advert Boy wanted for chocolate dept apply 30 Flinders.

14 Nov 1929

GRIFFITHS BROS. LTD.

Improved Position... chairman of directors JM Griffiths told general meeting at Flinders St offices of start on upward grade... rest of Australia affected by depression. Wm Roberts reappointed as a director.

**State Library of Victoria collection**



• **Figure 182 Griffiths Bros Pty Ltd building in c1910 (State Library of Victoria collection)**

**Sands & McDougall Melbourne or Victorian Directories**

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1939, D1935, D1930, D1924, D1920, D1915 Griffiths Bros Ltd tea and coffee merchants

D1910 Griffiths Bros Pty Ltd tea and coffee merchants

D1905-1901 26-30 Griffiths Bros Pty Ltd tea merchants

D1900 24 Australian Church

**Municipal rate records**

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

No search carried out.



## Relevant thematic history extract

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1994) *Melbourne- the City's history and development*: 102

Statement of Significance

'...Other elements of the city fabric reflect the

hiatus of the 1890s depression, followed by tentative developments from 1905-10 when an austere version of the American Romanesque prevailed as the major commercial architectural expression, most noticeable in the warehouses and emporia of Flinders Street and Flinders Lane..'

### ARCHITECTURE & STREETScape

Architecturally, though, the picture is not nearly as simple as this.

Even the skyscrapers of the 1880s and early 1890s were still entirely British in style, and relied more upon British than American technology. It was during the next few years that the American Romanesque which had made an appearance in Melbourne in the 1890s, emerged as the dominant commercial style, whereas it was much less prominent in Sydney, and almost unknown in some other Australian capitals. To this was now added hints of the Art Nouveau, the first significant influence from Continental Europe.

By about 1910 architects like Harry Tompkins were going to America to learn about modern office and department store design, and returning as advocates of the steel frame, of reticulated vacuum cleaning systems and, before much longer, of escalators. The architects of importance in these developments are Nahum Barnet, Robert Haddon and Harry Tompkins...'

## Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessment has been upgraded in the light of general external enhancement, the 1993 and 2002 reviews and the Lewis thematic history observations on the significance of this special Melbourne style. The building is a good example of the American-derived Romanesque Revival style warehouses in Melbourne.

American Romanesque style buildings cited by Lewis, 1993:

- 149-153 Swanston Street, possibly by Reed, Smart & Tappin (1900-1);

- Bedgood building at 172 Flinders Lane (1902); 'The Strand', by William Pitt, probably unbuilt (1902);
- Sniders & Abrahams, 270-2 Lonsdale Street (1904);
- Edwards & Co., Flinders St (1905);
- F.W. Niven & Co, Flinders Street (1905);
- Higson Building, 125-7 Flinders Lane (1913);
- Tompkins brothers: J. Harvey Metcalfe warehouse at the south-east corner of Russell Street and Flinders Lane (1901-2) warehouse for Ball & Welch at 187-193 Flinders Lane 1906 ,
- Refacing Borsdorff & Co's 'Oriental Building', 277-9 Flinders Lane (now Tomasetti House), in 1907, and first stage of the Dimelow & Gaylard (Dimmey's) building in Swan Street, Richmond, in the same year.

## Selected warehouses in the Capital City Zone built around 1900:

Street Number Name Date

- Little Bourke Street 629-631 Younghusband Wool Warehouse 1895c
- Little Lonsdale Street 523-525 1899
- Flinders Lane 267-275 Lane Building, The 1899
- Flinders Lane 257-265 1899
- Flinders Lane 253-255 1900
- Flinders Lane 167-173 1901
- Flinders Lane 145-149 Metcalfe Building 1902
- Bourke Street 561-563 Abrahams, Former Gollin Building 1902
- Little Lonsdale Street 194-196 Collie, R & Co warehouse 1903
- Little Bourke Street 107-109 Shops & Residences 1903-4
- Queen Street 217-219 Grant's warehouse 1904
- Little Lonsdale Street 198-200 Cavanagh's or Tucker & Co's warehouse 1904-1905

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

#### ***Central Activities District Conservation Study 1985***

The building at 26-30 Flinders Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **E** on an A-F individual building scale and a streetscape level of 3(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

*No citation provided.*

#### **Central City Heritage Study Review 1993**

The building at 26-30 Flinders Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

*No citation provided.*

### **Review of Heritage overlay listings in the CBD 2000-2002**

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>182</sup>. The building at 26-30 Flinders Street was assessed in this review and graded - on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

*No citation provided.*

### **Other heritage listings**

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

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<sup>182</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)