

[Part 393-403 Bourke Street, Melbourne](#), is of local historic, representative and aesthetic significance to the City of Melbourne.

### Why it is significant?

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The Foundry (former Danks & Son) building, a six-storey commercial warehouse built in 1915-18 as a retail outlet for hardware manufacturers John Danks & Son Ltd is historically significant. It exemplifies a key phase in Melbourne's development when, in the first decades of the twentieth century during recovery from the economic depression of the 1890s, an increasing number of investors constructed multi-storey premises in the city to house the growing retail industry. The site is historically significant for its long association with and use for, in part and whole, hardware retail. It operated virtually uninterrupted for 148 years from c1859 to 2007 as a retail and wholesale outlet firstly as John Danks & Sons Ltd, retail and wholesale hardware, from the 1890s to 1957; then McEwans Ltd, retail hardware, from 1965 to 1993. (Criterion A)

The former Danks & Son building at [Part 393-403 Bourke Street](#), constructed in 1915-18, is significant as an [largely intact](#) example of the first wave of early twentieth-century mid-rise warehouse building development in central Melbourne. Through its architecture, the building demonstrates the confidence of companies such as John Danks & Son in early twentieth-century Melbourne in constructing a substantial and richly detailed building for retail and warehouse use. Its detailing is characteristic of the Federation Free Style while utilising the new materials of structural steel and reinforced concrete to allow for larger windows and increased building heights. (Criterion D)

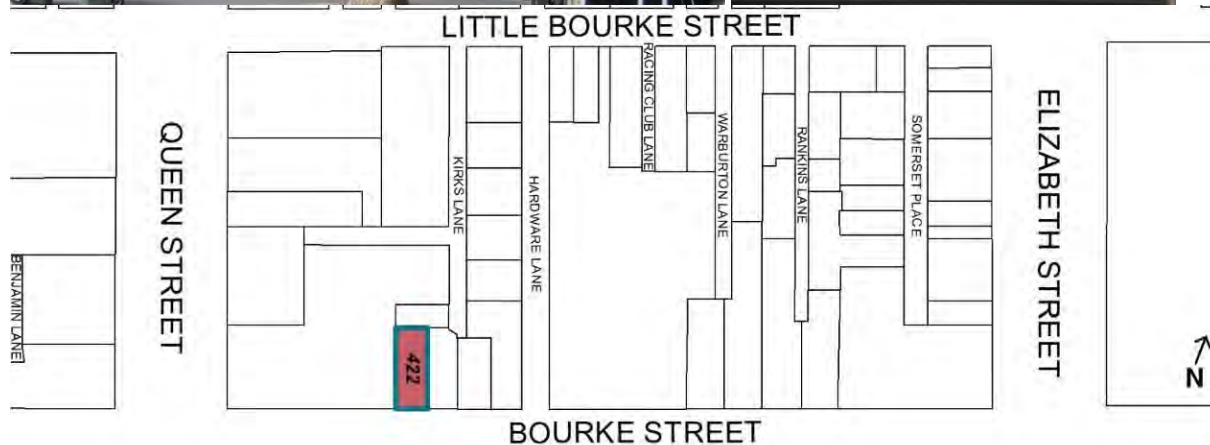
The building is aesthetically significant for its well-executed use of eclectic Art Nouveau and earlier Victorian details, including cornices, semicircular arches, brackets, rusticated end bays, decorative floral garlands, pattern of window openings and oriel windows. The aluminium replacement windows replicate the configuration and leadlight sashes of the original windows, thereby maintaining the repetitive pattern of the windows and their compatibility with the articulation of the façade. The building is notable as having been designed by architects Sydney Smith & Ogg, who were influential during the Edwardian period, designing houses, shops, banks, hotels and churches. (Criterion E)

### Primary source

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

<b>SITE NAME</b>	Offices
<b>STREET ADDRESS</b>	422-424 Bourke Street Melbourne
<b>PROPERTY ID</b>	101183



SURVEY DATE: March 2019

SURVEY BY: Context

**HERITAGE INVENTORY** H7822-1441

**EXISTING HERITAGE OVERLAY** No

**PLACE TYPE** Individual Heritage Place

**PROPOSED CATEGORY** Significant

**FORMER GRADE** C

**DESIGNER / ARCHITECT / ARTIST:** Not known

**BUILDER:** William Ireland

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

**DATE OF CREATION / MAJOR CONSTRUCTION:** 1857-58

## THEMES

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

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 28	<b>Inventory no:</b> 441
<b>Character of Occupation:</b> Commercial	
Building constructed on site 1868.	
1880 Panorama	Two-storey building
1888 Mahlstedt	Two-storey building, Victorian United Victualler's Association
1905/6 Mahlstedt	Two-storey building, Victorian United Victualler's Association
THEMATIC MAPPING AND LAND USE	
1890s	Offices
1920s	Offices, Cafés
1960s	Offices, Cafés

## RECOMMENDATIONS

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

**Extent of overlay:** Refer to map

## SUMMARY

422-424 Bourke Street, Melbourne is a two-storey early Victorian office building constructed in 1857-58. It was built by wealthy and influential Melbourne character, Hugh Glass (d.1871), an Irish-born farmer, livestock and station agent, and property speculator. The building housed a range of tenants into the 1980s, including stock and station agents, solicitors, and from 1985 to c2011 the Melbourne Fine Art Gallery.

## HISTORICAL CONTEXT

### Building a commercial city

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

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

As Lionel Frost writes, most of Melbourne's early commerce depended on resources from its rural hinterland, and vice versa:

*Both city and country shared a common past and both reshaped each other: Melbourne, by providing the commercial and transport services and production inputs that farmers and pastoralists needed to produce commercially for overseas markets; and the rural areas, by producing the wool, farm products and minerals that created jobs in Melbourne. After pastoralists from Tasmania established a settlement at Melbourne, the wool industry stimulated the growth of the town as a financial centre that channelled British investment to pastoralists and as the headquarters of merchants who arranged exports of raw materials to British factories. It was these links with the countryside that shaped the nature and growth of the Melbourne economy before World War I (Frost 2008).*

The gold rushes accelerated Melbourne's growth and by 1861 the city's population was 125 000, more than twice that of San Francisco (Frost 2008). The area bounded by Flinders Street, William Street, Bourke Street and Elizabeth Street developed as the financial heart of the city in the years following the discovery of gold in 1851. Banks, insurance companies, stock and station agents, building societies and shipping companies were established and many of them erected substantial buildings (Savill 1987).

In the boom years of the 1880s, Melbourne's population approached half a million, becoming Australia's largest city. More than a third of the New South Wales wool clip was exported through Melbourne, and the city's commercial institutions organised trade and investment in areas as far afield as Broken Hill, northern Queensland, Fiji and New Zealand (Frost 2008). As a consequence, office, retail and manufacturing space was in demand and multi-storeyed architect designed buildings were constructed to provide this accommodation.

However, the boom of the 1880s saw over-borrowing and overspending on building projects, and the subsequent economic depression in the early 1890s saw many banks and land companies close their doors as British capital was rapidly withdrawn. The city recovered to some extent in the early twentieth century, and Melbourne underwent further development in its new role as the nation's capital. The economic depression followed in the 1930s, which marked another period of decline. Nevertheless, during the long boom of the postwar period that followed, the bulk of Australia's leading public companies established their headquarters in Melbourne. Melbourne remained the financial centre of Australia, a role it maintained until the late twentieth century (Context 2012:41).

## SITE HISTORY

The subject building at 422-424 Bourke Street is located on land that was sold to S J Brown in 1837 as part of Crown Allotment 2, Block 20 ('Plan of Melbourne' 1838). The site was addressed as 55-57



Bourke Street west until c1889, and 422-424 Bourke Street thereafter (see Figure 1, Figure 2 and Figure 3) (RB 1868, S&Mc 1890).

Speculator, squatter and merchant, Hugh Glass, purchased at least 15 allotments in the north of Melbourne city in the land sales of 1847 and 1848 ('Plan of Melbourne' 1838). He became the owner of a number of other allotments in later years, including, by 1870, land in the immediate vicinity of the subject site (RB 1870). Between 1850 and 1861, at least 20 buildings, including houses, warehouses and shops, were constructed in the city for Glass. Only two of these buildings comprised offices: the subject building at today's 422-424 Bourke Street in 1858, and a building in Little Collins Street, near Queen Street, c1859 (AAI records).

A notice of intent to build an office building in Bourke Street west, near the intersection of Queen Street, was lodged with Melbourne City Council in December 1857, with Glass listed as the owner and William Ireland as the builder (MCC registration no 1074, as cited in AAI, record no 73606). The building first appears tenanted in street directories of 1858, indicating it had been constructed by this time (S&Mc 1858). Melbourne City rate books of 1861 (the first year of available rate books) show a multi-tenanted office building at the subject site (RB 1861). Glass likely built the offices as an investment, as there is no evidence that he occupied the building himself. Rate books indicate that the subject building was owned by Glass until 1870, and by the 1871 rateable year, it had changed ownership to Mathew Craig (RB 1870, 1871).

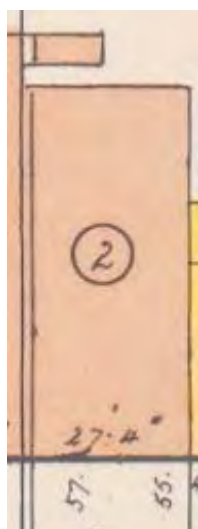


Figure 1. The two-storey building as it appeared in 1888, addressed as 55-57 Bourke Street. (Source: Mahlstedt Map Section 1, no 20, 1888)



Figure 2. The building in 1910. By this time, the property was addressed as 422-424 Bourke Street. (Source: Mahlstedt Map Section 1, no 13, 1910)



Figure 3. The building in 1925. The Bourke Street frontage has been altered to create one large glazed shopfront. (Source: Mahlstedt Map Section 1, no 13, 1925)

The subject building is located in an area of Bourke Street once known as Bourke Street west, as it was located west of the post office. This area of the city 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 (May 2008).

The first tenants of the subject building, then addressed as 55-57 Bourke Street west, took up occupancy in April 1858: auctioneers W M Ward & Co occupied number 55 (today's 422); and a firm of stock and station agents named Ryan & Hammond, who undertook the buying and selling of sheep

and cattle stations in Victoria, New South Wales and South Australia, occupied number 57 (today's 424) (Age 5 April 1858:8). Charles Ryan, an Irish overlander from New South Wales founded the firm with pastoralist Robert Hammond in 1856. Hugh Glass, owner of the subject building, and Ryan were known to each other through their interests in squatting (pastoral) runs. An advertisement for Ryan & Hammond's services in 1858 reads:

*RYAN & HAMMOND have for sale a Station in the Murray District, with 2000 sheep warranted clean, about 1500 of them in lamb. There is a pre-emptive right of 640 acres, with very good improvements. The run will carry about 6000 sheep. Also, a first class well-watered fattening Station, with miles frontage to the upper Darling, by a depth of miles (Age 5 April 1858:8).*

A solicitor by the name of Nolan was the tenant of today's 422 Bourke Street from c1861 until 1892, whilst Ryan & Hammond continued to occupy today's 424 Bourke Street until 1893 (S&Mc 1892, 1893; RB).

The occupation of 424 Bourke Street by stock and station agents was continued by Theo H Parker & Co, who remained at the site until c1910, when its occupancy was replaced by C H Nelson, also a stock and station agent (S&Mc 1910). By 1920, stock and station agent William Skelly occupied the site (S&Mc 1920). From the 1920s, the building at 424 Bourke Street was occupied by different cafés and snack stores through until the 1970s (S&Mc 1925, 1942, 1955, 1965, 1974). By 1925, the street-level windows at the Bourke Street frontage had been replaced with a large glazed shopfront (see Figure 3).

The Victorian United Licenced Victualler's Association occupied the building at 422 Bourke Street from c1885 until 1893 (S&Mc 1885, 1893). The Association was established in 1841 to represent the interests of licensed publicans and assist in the granting of liquor licenses, making it one of the earliest professional organisations in Victoria (Age 9 November 1860:6; Higgs 1994:6). During its tenure at 422 Bourke Street, the Association opposed the work of the Temperance movement, which was beginning to peak in the 1880s and, working within an increasingly restrictive Licensing Act, sought ultimately to establish prohibition-like restrictive sales of alcohol across Australia (Swain 2008; *Argus* 7 September 1854:4). By the end of its tenancy, the Association had become a wealthy and powerful lobby group, with many members of the Association using their positions to further their careers in parliament and other prominent institutions (Higgs 1994:3).

By 1897, 422 Bourke Street was used by an employment agency and Cox, Solomon & Co, manufacturing chemists (S&Mc 1897). Cox, Solomon & Co were the manufacturers of 'Solomon Solution', a solution for horses which was advertised as a cure for a range of sores and wounds on the animals (NMA 2019). Both the employment agency and Cox, Solomon & Co remained at the site until 1907, however by 1910, the latter had been taken over by C H Nelson & Co (S&Mc 1907, 1910).

By 1915, 422 Bourke Street was occupied by Marshall Lyall, a solicitor and Consul General for Colombia, who remained there until 1924 (S&Mc 1915, 1922, 1924). Afterwards, a firm of solicitors under the name Murphy occupied the site, which continued until the 1970s (S&Mc 1970, 1974). In 1979 alterations were made to the shopfront, though the exact nature of works is not known (MBAI).

In the early 1980s, the two buildings were addressed as 422 Bourke Street and were occupied by a gem store (Age 31 May 1980:30). In 1985 the Melbourne Fine Art Gallery was established at the property, exhibiting an international array of mediums and styles, and assorted works from the nineteenth century to present (Age 21 August 1999:117; Only Melbourne; Melbourne Fine Art

Gallery). The Gallery occupied 422 Bourke Street until at least 2011 (Bourozikas 2011). During this tenancy the ground floor shop was refurbished extensively (MBAI).

In 2018, the property at 422-424 Bourke Street contained one business and one shop (CoMMaps).

## SITE DESCRIPTION

Located on the north side of Bourke Street between Elizabeth Street and Queen Street, 422 Bourke Street is a two-storey early Victorian commercial building constructed in 1857-58 during Melbourne's pre-boom period. It was originally used as offices for stock and station agents and then by a range of other tenants including the Victorian United Licenced Victualler's Association and the legal profession.

The principal façade to Bourke Street is of painted render over loadbearing brickwork. At the first-floor level the façade is symmetrical with a tapering Ionic pilaster at each end supporting a modest entablature with a complex dentilled cornice that has a projecting section directly over the pilasters. Above the cornice is a simple low horizontal parapet. The pilasters sit on a minor cornice that runs the width of the building below the first-floor windows.

The first-floor level comprises three vertically proportioned window openings with moulded render architraves and projecting sills. Above each window is a projecting pediment supported on a pair of console brackets, arched at each end and triangulated in the centre. The windows consist of (probably original) timber-framed double-hung sashes.

While modest in scale, the architectural features of the façade are representative of a refined version of the Victorian Free Classical/Italianate style generally found in larger buildings from the period. Typical elements of the style include a decorative cornice, pedimented window openings and tapering pilasters with simplified capitals, all of which derive from classical architecture. In this instance the alternating arrangement of the upper window pediments is a typical detail found in many substantial Victorian buildings.

At street level, the façade consists of a large plate glass contemporary shop front adjacent to a single door providing access to the upper level.

## INTEGRITY

422 Bourke Street is largely intact with some changes visible to the original or early fabric of the building. The building retains its original scale; painted render principal façade with tapered pilasters, cornices, window frames and pediments and other decorative elements such as the console brackets to its Bourke Street façade. It retains its original fenestration, pattern of openings and timber frame windows in the upper level. Alterations include the removal of original openings at the ground level and replacement with a contemporary glazed shopfront. Overall, the building is of high integrity.

## COMPARATIVE ANALYSIS

422 Bourke Street predates the large-scale expansion of substantial commercial office buildings erected during the post 1880s boom period in Melbourne, some of which were designed in extravagant Renaissance and Italianate styles. 422 Bourke Street presents as a more modestly scaled example of an early office building in comparison to the later grander examples included on the Heritage Overlay. In terms of its scale, it is more comparable with the low scale shop and warehouse buildings constructed around this period, but its architectural treatment is more refined than that generally applied to these buildings.

The following examples in Melbourne are comparable with 422 Bourke Street being of a similar scale, style, construction date and/or use. The below images and descriptions are provided by CoMMaps unless stated otherwise, with images dated c2000 or later.

*380 Elizabeth Street, 1850s (HO1020)*

A two-storey rendered brick shop and residence. Built in the mid-1850s substantial changes were made in its first 50 years. Initially a simple store and residence it was extended and converted into a hotel by the early 1870s. Originally known as the Prince of Wales it was further extended in 1888 and renamed the Federal Club. The resultant new façade is still in evidence today. It was delicensed in 1918, purchased by the leather merchant Thomas Bulley in 1920 and converted to a workshop and residence. This business remained here until 1988.



Figure 4. 380 Elizabeth Street, built c1855.

*66-70 Bourke Street, 1860 (HO534, Significant in HO500 Bourke Hill Precinct)*

A row of three two-storey rendered shops. Numbers 66 and 70 are significant in HO500. All three buildings have been altered at ground level.



Figure 5. 66-70 Bourke Street, built in 1860.

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

A two-storey rendered brick shop, built in 1872.



Figure 6. 35-37 Bourke Street built in 1872.

*51-53 Bourke Street, 1860s (HO531, Significant in HO500 Bourke Hill Precinct)*

A row of 1860s two-storey rendered shops at 51 and 53 Bourke Street. It has simple classically derived detailing to the upper floors, and substantially altered façade at ground level.



Figure 7. 51-52 Bourke Street built in the 1860s.

*328-330 King Street, 1850 & 1880s (HO680)*

A two-storey rendered brick shop and dwelling, built by James Heffernan in the Colonial Georgian style in 1850 with two-storey rear section added in the 1880s.





Figure 8. 328-330 King Street, originally built in 1850.

422 Bourke Street is a substantially intact example of a modestly scaled early Victorian office building constructed in 1857-58. Demonstrating a refined Victorian Free Classical/Italianate style, reflecting the Victorian-period taste for ornamentation derived from classical architecture, the building retains its original decorative elements including tapered pilasters, cornices, window frames, parapet and other decorative elements such as alternating window pediments and console brackets to its Bourke Street façade.

It is comparable with a number of other HO listed examples including 380 Elizabeth Street (HO1020), and 66-70 Bourke Street (HO534), which exhibit typical stylistic characteristics such as alternating pediments above the first-floor windows and decorative pilasters. It exhibits more refined design elements than an early shop at 328-330 King Street (HO680). It is also comparable to the mid-Victorian places near the eastern end of Bourke Street, including 51-53 Bourke Street (1860s), 66-70 Bourke Street (1860) and Bourke Street East Post Office at 35-37 Bourke Street (1872) (all significant in HO500 Bourke Hill Precinct). The individually significant examples above exhibit a similar degree of change to original or early fabric as evident in the subject building, namely in the replacement of original openings at street level and replacement with contemporary shopfronts.

It also shares with the above examples of modest Victorian buildings a primary street frontage, which is becoming increasingly rare within the Hoddle Grid where they have been largely replaced by large scale commercial development.

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**ASSESSMENT AGAINST CRITERIA**


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

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

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

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

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

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

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

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

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**RECOMMENDATIONS**

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

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

**MELBOURNE PLANNING SCHEME**

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

**OTHER**

N/A

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

D

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**Central City Heritage  
Study 1993**

C

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

Ungraded

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**Central City Heritage  
Review 2011**

Ungraded

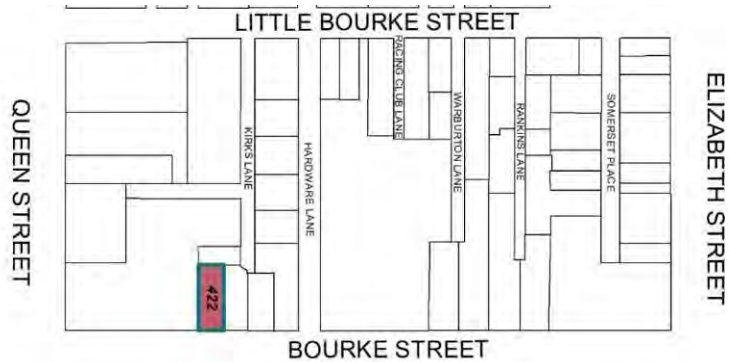
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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Offices



**PS ref no:** HO1308XXXX



### What is significant?

422-424 Bourke Street, Melbourne, a two-storey office building built in 1857-58.

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

- The original building form and scale;
- The original painted render walls, pattern of fenestration at first floor level, and decorative elements including tapered pilasters, cornices, parapet and decorative elements such as alternating window pediments and console brackets to its Bourke Street façade; and
- The original double hung timber frame windows.

Later alterations made to the street level facade, including the plate glass shop front, are not significant.

### How it is significant?

422-424 Bourke Street, Melbourne, is of local historic and representative significance to the City of Melbourne.

### Why it is significant?

422-424 Bourke Street, Melbourne is historically significant for its association with the influence of rural industry on the growth of Melbourne city as a financial centre. Constructed in 1857-58 as an office building in the western part of Bourke Street, an area of the city then the focus of horse saleyards, saddlers, whip factories, stock agents, carriage-builders and harness-makers, it was tenanted by stock and station agents' offices from 1857 to the 1920s. One such tenant was Ryan & Hammond, stock and station agents established in Melbourne in 1856, who occupied the building from 1858 to 1893 at a time when the wool industry played a vital role in the growth of Melbourne. It was built by wealthy and influential Melbourne figure Hugh Glass (d.1871), farmer, livestock and station agent, and property developer, who amassed his considerable wealth from significant landholdings in the 1850s and 1860s,

comprising pastoral stations in rural areas of Victoria, New South Wales and South Australia, as well as numerous allotments in Melbourne city. (Criterion A)

[422-424 Bourke Street](#) is significant as a substantially intact example of an early Victorian commercial office building constructed in 1857-58 during Melbourne's pre-boom period. Built of loadbearing brickwork with painted render finish, it exhibits a refined Victorian Free Classical/Italianate style reflecting the Victorian taste for ornamentation derived from classical architecture. The Bourke Street façade exhibits some characteristics that were more common in larger scale commercial buildings of the 1880s boom period, including tapered pilasters and other decorative elements such as alternating window pediments and console brackets. (Criterion D)

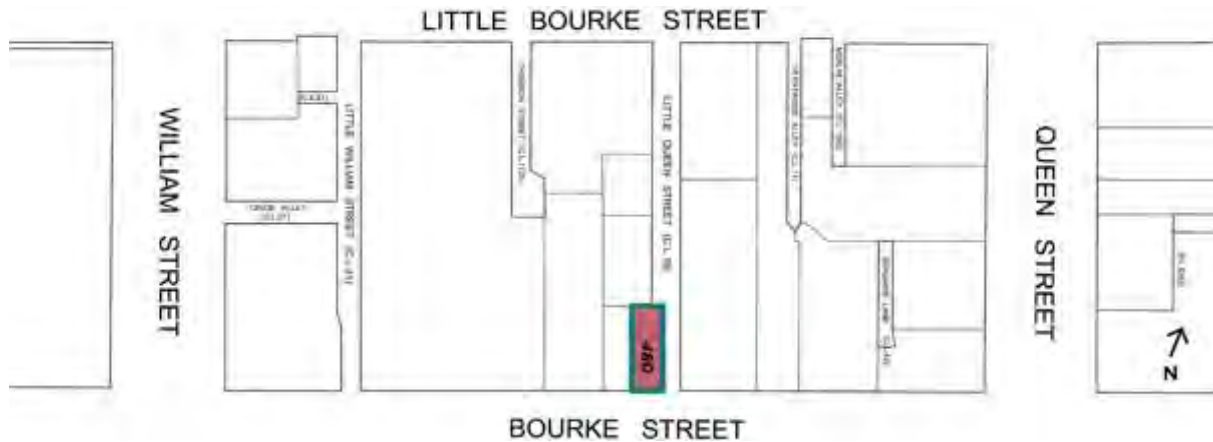
**Primary source**

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



<b>SITE NAME</b>	Commercial building
<b>STREET ADDRESS</b>	480 Bourke Street Melbourne
<b>PROPERTY ID</b>	101179



SURVEY DATE: October 2017

SURVEY BY: Context

**HERITAGE INVENTORY** H7822-1430

**EXISTING HERITAGE INVENTORY** No

**PLACE TYPE** Individual Heritage Place

**PROPOSED CATEGORY** Significant

**FORMER GRADE** C

**DESIGNER / ARCHITECT / ARTIST:** A & K Henderson, Alsop & Martin

**BUILDER:** B F Vorweg

**DEVELOPMENT PERIOD:** Interwar Period (c1919-c1940)  
Interwar Period (c1919-c1940)

**DATE OF CREATION / MAJOR CONSTRUCTION:** 1925



**THEMES**

<b>ABORIGINAL THEMES</b>	<b>SUB-THEMES</b>
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
<b>HISTORIC THEMES</b>	<b>DOMINANT SUB-THEMES</b>
3 Shaping the urban landscape	3.2 Expressing an architectural style
	<b>OTHER SUB-THEMES</b>
4 Governing, administering and policing the city	4.6 Administering justice

**LAND USE**

<b>HISTORIC LAND USE</b>	
<b>Archaeological block no:</b> 27	<b>Inventory no:</b> 430
<b>Character of Occupation:</b> Commercial	
Land sale details not provided	
1866 Cox	Building on site
1880 Panorama	Two storey building
1888 Mahlstedt	Two one-storey buildings, Registry Office then Labour Agent.
1905/6 Mahlstedt	Two one-storey buildings, Registry Office then Labour Agent.
<b>THEMATIC MAPPING AND LAND USE</b>	
1890s	Office
1920s	Office
1960s	Office

**RECOMMENDATIONS**

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

**Extent of overlay:** Refer to map

**SUMMARY**

480 Bourke Street is a four-storey interwar office building designed by A & K Henderson, Alsop & Martin in 1925.

## HISTORICAL CONTEXT

### Governing, administering and policing the city

#### *Maintaining law and order*

From 1843 the Supreme Court of Victoria was located on the northwest corner of Russell and La Trobe streets, next to the (Old) Melbourne Gaol and opposite the Police Barracks. From 1857 the County Court occupied premises fronting Swanston Street, in the same block. But Melbourne's commercial and mercantile interests, including banking, insurance, stockbroking and pastoral enterprises, established themselves near the wharves and railway stations, at the western end of town, and the lawyers followed them there (Balmford 2008a). For many years, the area of Little Bourke Street between William and Queen streets was known as Law Courts Place, and the corresponding portion of Little Collins Street as Chancery Lane.

In 1884, a new Law Courts building was erected at the southeast corner of William and Lonsdale streets, moving the focus of the legal fraternity — the lawyers' offices and barristers' chambers — from the eastern end of town to the western end around William and Bourke streets (Context 2012:34). Even before 1884, most firms of city solicitors had their offices in the precinct, nearby the Titles Office, State Revenue Offices, the Crown Law Offices, and existing government tribunals (Balmford 2008a).

Melbourne's legal precinct, including members of the legal profession, courts and government offices associated with the legal system, continues to be primarily located in the area bounded by Collins, William, Lonsdale and Queen Streets (Balmford 2008a).

### Shaping the urban landscape

#### *Expressing an architectural style*

The interwar period adapted classical styles to commercial architecture with sub sets of Georgian, Renaissance and Greek revival fitting within this overall style. The rather muted approach was sympathetic to earlier Victorian-era buildings and used a similar architectural vocabulary to those steeped in classical form and decoration. As a building type, offices tended to take a secondary role to monuments of civic and religious importance and saw such buildings as infill to the street.

This continuity of style and form was integral to the idea of polite, well-mannered buildings that found favour in the Royal Victorian Institute of Architects (RVIA). The RVIA Street Architecture Award, first established in 1929, recognised buildings conforming to the architectural profession's idea that good manners and refined taste were crucial to the city's development. Francis House at 107 Collins Street epitomises the urbanity of 1920s and was the first winner of this Award (Goad, 2009:110,123).

The interwar period also brought a change in building to structural steel and reinforced concrete framing, however buildings continued to adopt traditional architectural elements simply modified to the new construction material. This was particularly true of concrete that could be moulded to resemble traditional masonry render.

## SITE HISTORY

The subject site at 480 Bourke Street forms part of Allotment 5, Block 19, in the City of Melbourne. Originally addressed as 87 Bourke Street, the first documented occupation of the site dates to 1857 when a brick building occupied the land (PROV VPRS 8168/P3 unit 46). A two-storey building is

recorded on the site in 1880, and from 1888 J D Ryland's Registry Office occupied one of two single-storey buildings on the site, followed by labour agent Horsley's offices by 1910 (Fels, Lavelle & Mider 1993, Inventory no 430; Mahlstedt Map, no 19A, 1888; Mahlstedt Map, no 16, 1910).

In 1924, law firm Smith and Emmerton, established in 1845, purchased the land and building at 480 Bourke Street. By 1925 the existing structure and foundations had been demolished, and a four-storey office building was built in its place by B F Vorweg to the design of architects A & K Henderson, Alsop & Martin (Figure 1, Figure 2) (CT V5023 F550; MBAI).

On his death in 1927, Harry Sam Emmerton was described in an obituary as 'the oldest practising solicitor in Melbourne, and a distinguished member of his profession':

*Mr Emmerton was born on his father's estate Wavendon, Buckinghamshire (Eng), in 1845, and came to Australia with his parents when he was aged four years. Following the traditions of his family which, it is stated, had given 'auditors and notaries' to the Court of Henry VIII. and Elizabeth, as to later generations, he read law, and was admitted as a solicitor in Victoria in 1872. For 55 years he practised as a member of the firm of J. M. Smith and Emmerton, which he joined as a junior clerk. Mr Smith died in 1898, and Mr Emmerton directed the firm alone until...joined...by Mr H R Hamer in 1901.*

*Mr Emmerton was a member of the boards of The Trustees, Executor and Agency Company Limited and the Alliance Assurance Company. For several years he was a member of the Supreme Court board of examiners and of the council of the Law Institute. He was deeply interested in charities, and he was honorary legal adviser to the Children's Hospital for more than 30 years, and legal adviser to the Talbot Colony for Epileptics. He assisted in preparing the Hospitals and Charities Act. Mr Emmerton was one of the oldest members of the Melbourne Club... (Argus 20 July 1927:21).*

Sands and McDougall street directories from 1926-1938 list the building as 'Selbourne Chambers-Extn', with Smith and Emmerton leasing the second and third floors to a number of barristers during this time (S&Mc 1926). The original Selbourne Chambers had been built in William Street in 1881.

On Emmerton's death in 1927 the property was devolved to his wife Alice, daughter, Mabel, and fellow proprietor, H R Hamer (CT V4293 F507). Hamer's son, Rupert Hamer, Premier of Victoria from 1972 to 1981, was an active partner in the law firm following his return from World War Two until 1968 (Parliament of Victoria). The property changed hands within the partnership several times until the newly formed Australia and New Zealand Bank (ANZ) purchased the site for £45,000 in 1951 (see Figure 3, Figure 4) (Argus 25 January 1951:12; CT V5023 F550). Smith & Emmerton continued operating from the first floor until c1965, on a long lease agreement with ANZ (Figure 4).

In 1967, 480 Bourke Street was sold with vacant possession of the ground and first floors (Age 11 April 1967:13). From 1970 a number of solicitors occupied the building, as well as a chemist, accounting firm and management consultants (S&Mc 1970 & 1974). The Smith and Emmerton law firm operated under that name until 1998, when the firm became known as Gadens Lawyers (*Law Institute Journal* 1999:20).

Today, 480 Bourke Street is occupied by a bakery at ground level, and the offices in the floors above house various corporate services companies.

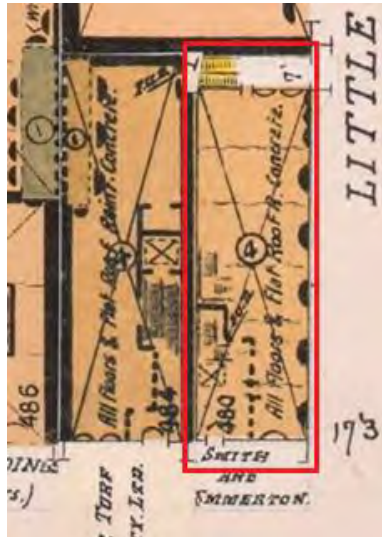


Figure 1. Detail from a 1925 Mahlstedt plan show a four-storey office building occupied by Smith and Emmerton. (Source: Mahlstedt Map Section 1, no 16, 1925)

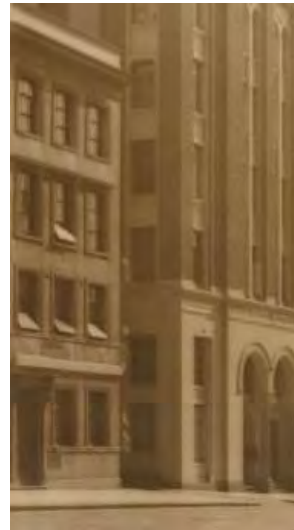


Figure 2. A 1931 image of the nearby Equity Trustees Chambers at 472-478 Bourke Street showing number 480 to the left. (Source: Kauffman1931, SLV)

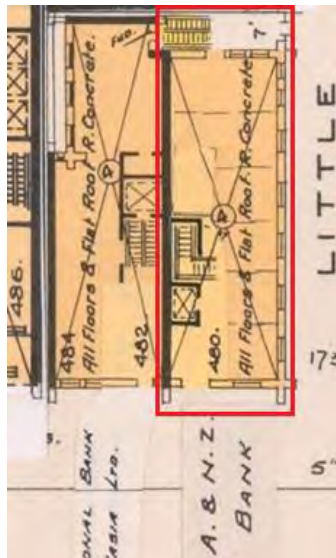


Figure 3. A detail from a 1948 Mahlstedt plan shows only one alteration to the building at this time; the removal of an interior stairwell. (Source: Mahlstedt Map Section 1, no 16, 1948)



Figure 4. The Bank of Australasia (now ANZ) purchased 480 Bourke Street in 1951. (Source: Argus 25 January 1951:12)

#### *A & K Henderson, Alsop & Martin, architects*

The *Australian Encyclopedia of Architecture* contains the following information about architects A & K Henderson, Alsop & Martin:

*The firm of A & K Henderson was formed in Melbourne, Victoria in 1906, as the partnership of father and son Anketell Matthew Henderson (1853-1922) and Kingsley Anketell Henderson (1883-1942). At its peak, in the interwar years, it rivalled such firms as Hennessey & Hennessey and Stephenson & Meldrum for its size and reach across Australia.*

*Kingsley Henderson was articled to his father from 1901, also undertaking study at the University of Melbourne and the Working Men's College. He was appointed a partner in*

*1906, the firm then known as Anketell & K Henderson. With his father lessening his involvement in the practice, the partnership was extended in 1920-1924, to include Rodney Alsop and Marcus Martin: it was as A & K Henderson, Alsop & Martin that they secured Temperance & General Life Assurance as a client, for which they would build multiple branches, with its distinctive white tower but rendered in different architectural styles, across multiple Australian towns and cities (Willis 2012:322).*

The entry for A & K Henderson, Alsop & Martin in *Australian Dictionary of Biography* states that:

*The firm won several competitions during the 1920s and in 1931 was awarded the RVIA Victorian Street Architecture medal for Lyric House, Collins Street, and in 1935 for Shell Corner, William Street. The work of the practice was carried out in all States of Australia and in New Zealand and its clients included notables such as Essington Lewis, (Sir) Robert Menzies and (Dame) Enid Lyons, banks and insurance companies, hospitals and universities (Balderstone 1983).*

## **SITE DESCRIPTION**

480 Bourke Street is a four-storey commercial building from the interwar period. It is located on the corner of Bourke Street and Little Queen Street with frontages to both streets. The building displays characteristics of the Georgian Revival style, featuring motifs and elements associated with classical architecture. The style was used for commercial buildings of a modest scale and was often associated with professional offices or chambers.

480 Bourke Street is constructed of concrete with a rendered finish. It has a flat reinforced concrete roof concealed behind a decorated parapet with deep cornice and dentil row. The symmetrical façade is composed of groups of three identical window openings on each of the upper levels. Each window opening is surrounded by a moulded architrave. Steel framed windows are composed of three sections, each with three panes. The lower sections are operable. The mid-level windows have a deep cornice along the top of the window and simple brackets below the sill. The upper façade is separated from the ground level façade by a simple entablature running below the window line of the second floor.

Alterations have occurred at ground level. Early photographs show a single-entry door to the western side of the façade, with two windows adjacent to it. The windows have now been replaced with a modern glazed shop front and entry door (installed 1957-67). The original doorway retains a simplified Doric cornice supported by scrolled corbels on either side. An original frieze was removed sometime after 1972. The area around the door is clad in cream tiles, installed c1967.

Decorative detailing to the Bourke Street façade is continued on the Little Queen Street elevation. At the Bourke Street end, window details match those on the front façade. Further down Little Queen Street, windows are larger with fifteen panes. At ground level these windows have been infilled.

At the rear, an original, external timber staircase is concealed at ground level by a corrugated iron partition and doorway and extends the full height of the building. Each floor has two windows, one square hopper window and one nine-pane awning transom window.



## INTEGRITY

The building retains a high level of integrity at the upper levels. Alterations have occurred at ground level and include insertion of a glazed shopfront, and installation of cream tiles around the original doorway.

## COMPARATIVE ANALYSIS

480 Bourke Street is one of several commercial buildings to combine the interwar classical revival style with concrete framing. This class of place is demonstrated by a number of central city buildings including Victor Horsley Chambers (1922-26) Francis House (1928) and ANZAC House (1938).

480 Bourke Street may be compared to the following examples, drawn chiefly from the Central City Heritage Review 2011 and Guilford and Hardware Laneways Heritage Study 2017, and being of a similar use, scale, and creation date. The below images and descriptions are provided by CoM Maps unless stated otherwise.

Selected examples of mid-level commercial buildings designed in interwar classical revival styles include:

*Victor Horsley Chambers, 10-12 Collins Street, 1922-1926 (VHR H0563; HO474)*

10-12 Collins Street is characterised by a Renaissance revival style with the appearance of rusticated masonry to the ground floor, a hierarchy of importance of each level using elements including a balcony, pedimented mouldings and graduated window sizes from ground to upper levels. The building is architecturally significant for its polite Renaissance classicism and the conscious attempt to blend in with neighbouring structures.



Figure 5. 10-12 Collins Street built in 1916-1925.

*Francis House, 107 Collins Street, 1927 (HO573, Significant in HO504 Collins East Precinct)*

Francis House is a six-storey reinforced concrete office building designed by William Arthur Mordey Blackett and William Blackett Forster. Francis House has a rather austere and stylised use of ornament and form, blending the Georgian revival decorative front elevation with a concrete frame.



Figure 6. Francis House, 107 Collins Street built in 1927.

*482-484 Bourke Street, 1926 (Interim HO1241 – recommended as significant in the Hoddle Grid Heritage Review)*

A four-storey commercial building designed in a classical revival style from the interwar period. 482-484 Bourke Street is constructed of reinforced concrete with a rusticated base complemented by a deep cornice and restrained use of mouldings.



Figure 7. 482-484 Bourke Street built in 1926. (Source: Context 2018)

*Former Pellegrini & Co premises, 388-390 Bourke Street, 1930 (HO1206)*

An eight-storey office building of reinforced concrete construction designed by AA Fritsch. A taller building than others of this period, it expresses its classicism in the arrangement of base, shaft and capital as well as the use of balconies and pilasters. The concrete frame has allowed larger window sizes than is possible in a masonry building.



Figure 8. 388-390 Bourke Street built in 1930

*ANZAC House, 4-6 Collins Street, 1938 (VHR H0415; HO564)*

ANZAC House by Oakley and Parkes is a later but finely detailed example of the Georgian revival that evokes an older style of buildings for which the east end of Collins Street was once well-known. Unlike the other examples it has a stone cladding over a reinforced concrete frame.



Figure 9. 4-6 Collins Street built in 1938. (Source: VHD)

*152-156 Swanston Street, 1938 (Interim HO1295 – recommended as significant in the Hoddle Grid Heritage Review)*

In the context of the commercial work of A & K Henderson, 152-156 Swanston Street is a modest example and comparable to 480 Bourke Street. It adopts the relatively conservative classical styling.



Figure 10. 152-156 Swanston Street originally built in 1888 and remodelled in 1936.

480 Bourke Street is an earlier example by A & K Henderson than the remodelling of 152-156 Swanston Street. State-listed ANZAC House is considered a seminal example and is intact in its street elevation. State-listed 10-12 Collins Street provides a rather more scholarly approach to the classical revival and is rightly recognised for its architectural sophistication. 107 Collins Street and 388-390 Bourke Street provide the most useful comparison as their local threshold have been established and they express a similar Georgian revival street elevation. Overall 480 Bourke Street is a representative example of the classical revival style as applied to commercial buildings and a modest example of the work of A & K Henderson who were noted exponents of the classical revival as applied to commercial architecture.

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**ASSESSMENT AGAINST CRITERIA**


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

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

---

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

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

---

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

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

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

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

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**RECOMMENDATIONS**

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

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

**MELBOURNE PLANNING SCHEME**

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

**OTHER**

N/A



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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

D

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**Central City Heritage  
Study 1993**

C

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

Ungraded

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**Central City Heritage  
Review 2011**

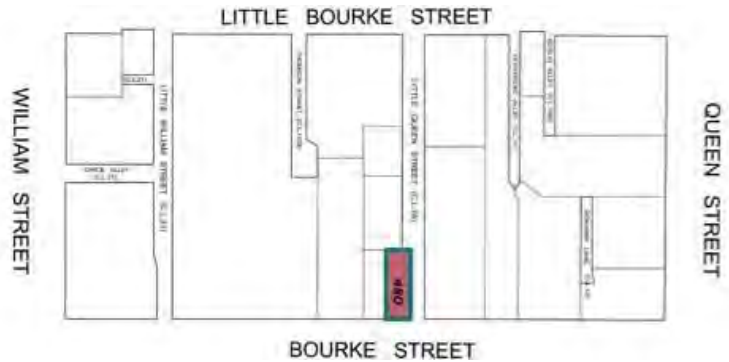
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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Commercial building

**PS ref no:** [Interim-HOHO1242](#)



### What is significant?

480 Bourke Street, a four-storey building, constructed in 1925.

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

- The building's external form, materials and detailing;
- The building's high level of integrity to its original design;
- The decorated parapet, cornice, dentil row and entablature;
- Its symmetrical arrangement, pattern and sizing of fenestration at above ground levels;
- The steel window frames, sill brackets and moulded architraves; ~~and~~
- The original doorway with Doric cornice supported by scrolled corbels on either side on the Bourke Street façade.

Later alterations made to the street level facades of Bourke and Little Queen Streets, and later alterations above ground level on the Little Queen Street facade, are not significant.

### How it is significant?

480 Bourke Street is of local historic and representative significance to the City of Melbourne.

### Why it is significant?

480 Bourke Street is historically significant for its association with the area known as Law Courts Place between Bourke, Little Bourke, William and Queen Streets. This area was occupied by lawyers offices

prior to the construction of the existing Law Courts, when the focus of legal activities moved to the William and Lonsdale Street corner Erected in 1925, it is historically significant as premises purpose-built to accommodate barristers' and solicitors' rooms, and used by those professions through until the 1970s. 480 Bourke Street is associated with long-running Melbourne law firm, Smith and Emmerton, who operated under that name from 1845 to 1998 with Victorian Premier Rupert Hamer (1972 to 1981) as an active partner in the firm from 1968-1972. (Criterion A)

480 Bourke Street is a representative example of a small commercial building from the interwar period when the classical revival style was reinvented in concrete-framed buildings. Its Georgian revival façade is a subset of the broader classical revival style which was preferred for well-mannered buildings that fitted into existing streetscapes and provided a suitable demeanour for professional rooms and chambers. 480 Bourke Street is a modest and relatively intact work by A & K Henderson who expressed their version of the classical revival through a formal composition of the façade and the restrained use of classical elements. (Criterion D)

#### **Primary source**

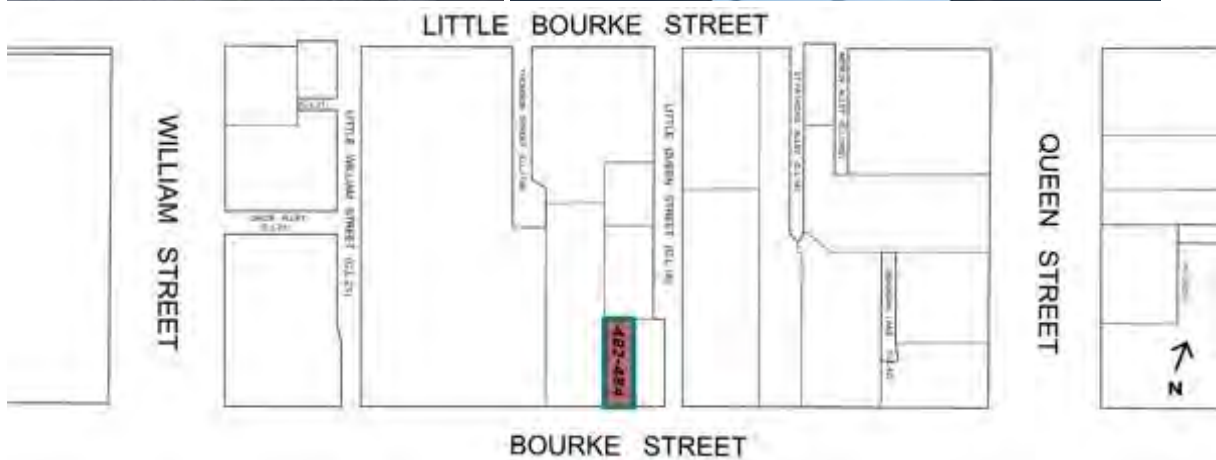
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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ [Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)





<b>SITE NAME</b>	Former Victorian Amateur Turf Club
<b>STREET ADDRESS</b>	482-484 Bourke Street Melbourne
<b>PROPERTY ID</b>	101178



SURVEY DATE: October 2017

SURVEY BY: Context

HERITAGE INVENTORY H7822-1431

EXISTING HERITAGE OVERLAY No

PLACE TYPE Individual Heritage Place

PROPOSED CATEGORY Significant

FORMER GRADE C

DESIGNER / ARCHITECT / ARTIST: Albion H Walkley

BUILDER: Not known

DEVELOPMENT PERIOD: Interwar Period (c1919-c1940)

DATE OF CREATION / MAJOR CONSTRUCTION: 1926

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
13 Enjoying the city	13.1 Public recreation
	OTHER SUB-THEMES
3 Shaping the urban landscape	3.2 Expressing an architectural style

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 27	<b>Inventory no:</b> 431
<b>Character of Occupation:</b> Commercial	
Land sale details not provided.	
1866 Cox	Building on site
1880 Panorama	Two storey building
1888 Mahlstedt	Two storey building; Morris, Little & Son, thence J Gair, Tailor
1905/6 Mahlstedt	Two storey building; Morris, Little & Son, thence J Gair, Tailor
THEMATIC MAPPING AND LAND USE	
1890s	Offices, Service
1920s	Clubs and Unions
1960s	Bank

## RECOMMENDATIONS

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

**Extent of overlay:** Refer to map

## SUMMARY

482-484 Bourke Street is a four-storey commercial building originally built for the Victorian Amateur Turf Club (later known as the Melbourne Racing Club). The building façade features classical styling associated with the classical revival styles of the interwar period.

## HISTORICAL CONTEXT

### Enjoying the City

#### *Public recreation*

By the time the British settlement of Melbourne was taking shape, horseracing was already a well-organised sport in New South Wales and Tasmania.

*A committee of interested gentlemen prevailed on the Lieutenant-Governor for a grant of land for racing and in March 1840 a permanent racecourse, the Melbourne racecourse, was established at Flemington. The racing interest gradually assumed a formal structure, in 1842 forming the short-lived Port Phillip Turf Club and then the Victoria Turf Club in 1852. In 1856 the Victoria Jockey Club appeared but in 1864 the two amalgamated to form the Victoria Racing Club (VRC).*

*The wealth produced during the gold rushes made Melbourne the centre of Australian horseracing... the introduction of the Melbourne Cup in 1861 invited inter-colonial interest with the Sydney horse Archer winning the first two Cups...*

*The local popularity of horseracing saw racecourses established throughout the expanding metropolis. The Williamstown Racing Club, established in 1864, introduced the Williamstown Cup, the last of the four major races of the spring season. (Racing ceased at Williamstown in 1940.) The Victorian Amateur Turf Club, founded in 1876, established the Caulfield racecourse, and in 1879 the Caulfield Cup became the first major race of the spring season.*

*In the 1920s horseracing in Melbourne was given a major boost by the introduction of radio...After World War II horseracing was consolidated, centralised on the racing clubs based at Caulfield, Flemington and Moonee Valley, and at Sandown where a new course was opened in 1965. The late 1940s saw record crowds...*

*When the first TAB betting shops opened in 1961 the face of horseracing changed. The televising of races in hotels and TABs transformed the spectator experience. From the 1980s the racing clubs began to reconstruct facilities at the courses and to offer spectators a more attractive environment...(Senyard 2008).*

### Shaping the urban landscape

#### *Expressing an architectural style*

The interwar period adapted classical styles to commercial architecture with sub sets of Georgian, Renaissance and Greek revival fitting within this overall style. The rather muted approach was sympathetic to earlier Victorian-era buildings and used a similar architectural vocabulary to those steeped in classical form and decoration. As a building type, offices tended to take a secondary role to monuments of civic and religious importance and saw such buildings as infill to the street.

This continuity of style and form was integral to the idea of polite, well-mannered buildings that found favour in the Royal Victorian Institute of Architects (RVIA). The RVIA Street Architecture Award, first established in 1929, recognised buildings conforming to the architectural profession's idea that good

manners and refined taste were crucial to the city's development. Francis House at 107 Collins Street epitomises the urbanity of 1920s and was the first winner of this Award.

Commercial buildings in the 1920s were mainly of the Commercial Palazzo style, as exemplified by Harry Norris's Nicholas Building in Swanston Street (1925). The style was an early attempt at creating a style suitable for the tall building. It was divided into a base, shaft and cornice, much like a Renaissance palazzo. The scale, however, was greatly enlarged, with the shaft stretching up to 10 storeys.

The interwar period also brought a change in building to structural steel and reinforced concrete framing, and the use of steel window framing, however buildings continued to adopt traditional architectural elements simply modified to the new construction material. This was particularly true of concrete that could be moulded to resemble traditional masonry render.

### **SITE HISTORY**

482-484 Bourke Street forms part of Crown Allotment 5, Block 19 in the City of Melbourne. Originally addressed as 89 Bourke Street, the first documented occupation of the site dates back to 1856 when a brick building occupied the land (PROV VPRS 8168/P3 unit 46). A two-storey building was recorded on the site in 1880, and two single-storey buildings in 1888 (Fels, Lavelle & Mider 1993, Inventory no 430; Mahlstedt Map, no 19A, 1888; Mahlstedt Map, no 16, 1910).

In 1926 a reinforced concrete office building was erected on the site for the Victorian Amateur Turf Club Pty Ltd (VATC), later known as the Melbourne Racing Club (Figure 1, Figure 2). The VATC was established in 1876 when several thoroughbred enthusiasts gathered to discuss ways of providing opportunities for a growing number of amateur riders eager to compete (Melbourne Racing Club 2018). An unknown builder carried out the construction of the office building at 482-484 Bourke Street to the design of architect Albion H Walkley (PROV VPRS 11201/P1 unit 99, item 7871). The following year a concrete room was built on the roof of the building (Figure 2), and in 1936 further alterations included various internal reconfigurations and refurbishments (PROV VPRS 11201/P1 unit 125, item 10090; PROV VPRS 11201/P1 unit 208, item 17407). These works were designed by Walkley and carried out by the Reinforced Concrete and Monier Pipe Constructions, an engineering company established by Sir John Monash in 1905.



Figure 1. Original building plan showing front elevation of the subject property, with a frontage to Bourke Street. (Source: PROV VPRS 11201/P1 unit 99, item 7871)



Figure 2. Original building plan with the 1927 addition of a concrete room on the roof drawn over top. (Source: PROV VPRS 11201/P1 unit 99, item 7871)

The VATC occupied 482-484 Bourke Street for over 30 years before the property was transferred to the National Bank of Australasia in 1958 (CT: V5212 F226; RB1955 & 1960). Alterations to the building worth £15,000 were carried out at this time, and presumably included recladding the shop front in tiles and adding signage to the façade (Figure 5) (MBAI). The National Bank of Australasia remained at the property until 1980, when 482-484 Bourke Street was transferred to TWM Imports (CT: V5212 F226).

Today the ground floor of 482-484 Bourke Street is occupied by a café, and the upper levels are occupied by a marketing consultancy and Sayer Jones Family Lawyers.



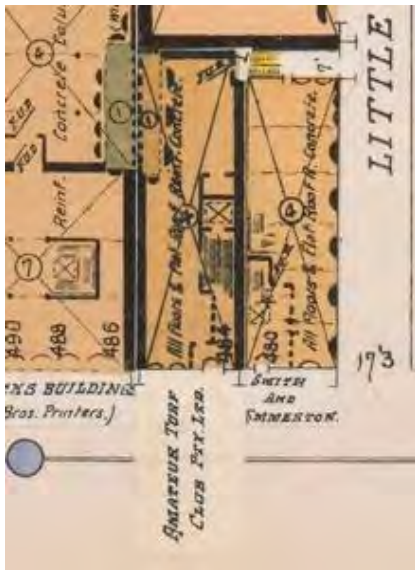


Figure 3. Detail from an updated 1925 Mahlsted plan shows 482-484 Bourke Street as a four-storey concrete building occupied by the VATC. (Source: Mahlsted Map Section 1, no 16, 1925)

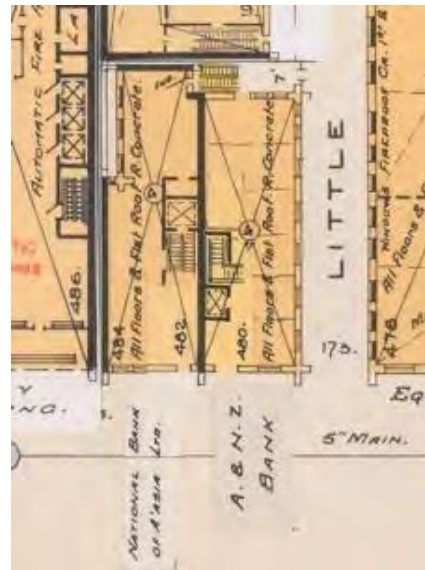


Figure 4. Detail from a 1948 Mahlsted plan shows little external alterations carried out since initial construction in 1926. (Source: Mahlsted Map Section 1, no 16, 1948)



Figure 5. An image from the early 1970s shows ground floor alterations to 482-484 Bourke Street when it was occupied by the National Bank. (Source: Halla c1972, SLV)

#### *Albion H Walkley, architect*

The *Glenferrie Hill Recreation Club: A Memoir 1907-2001* contains the following information about architect Albion H Walkley:

*Albion H Walkley (1882-1968) was an architect in partnership with the eminent architect William Pitt (famous for his design of the Princess Theatre, and the Rialto and Olderfleet buildings in Collins Street). He joined the firm as an assistant in 1900. Walkley, who helped*



*design many city buildings, was educated at Hawthorn College, a Fellow of the Royal Institute of Architects for 50 years, and a fellow of the corresponding Australian Institute.*  
(Wilson & Swan 2008)

#### *Reinforced Concrete & Monier Pipe Constructions, engineers*

Following his retrenchment by the Melbourne Harbor Trust stemming from the 1890s depression, Sir John Monash established his own private practice with friend and fellow engineer J T Noble Anderson. Anderson had obtained patent rights from contracting engineers Carter Gummow and Co for the Monier system of reinforced concrete (Serle 1986 and in 1905 Monash and Anderson established the Reinforced Concrete & Monier Pipe Constructions Co Ltd They monopolised concrete construction in Victoria for several years to follow (Lewis 1988:11).

### **SITE DESCRIPTION**

482-484 Bourke Street is a four-storey office/commercial building on a narrow site. Adjacent to 480 Bourke Street, the two buildings complement each other in footprint, height and design.

482-484 Bourke Street is constructed of reinforced concrete and designed in an interwar classical revival style. An early drawing (Figure 1) shows the façade originally arranged as a base, shaft and cornice in the style of a Renaissance palazzo. The rusticated base was later clad in granite tiles (probably 1958), but the upper section remains intact. A deep Palazzo style cornice runs across the parapet at the top of the building, and the remainder of the façade (or shaft section) is arranged symmetrically. Vertical piers divide the façade into three bays, inset with regular, steel framed windows, consistent across all levels. The paired windows have crossed mullions to the upper sections. A row of rectangular name plates is located between levels two and three, and a balconette is located across the central bay between levels three and four. At street level, three regular openings reflect the early openings size, but window and door framing has been replaced. The granite cladding tiles around the window openings remain.

### **INTEGRITY**

The building remains largely intact, with the form and detailing remaining from the interwar period. A concrete room was added to the rooftop in 1927. Alterations have occurred at ground level, with granite cladding likely to have been installed in 1958. The ground floor openings have also been altered.

### **COMPARATIVE ANALYSIS**

482-484 Bourke Street is one of several commercial buildings to combine the interwar classical revival style with concrete framing. This class of place is demonstrated by a number of central city buildings including Druids House (1927), 407-409 Swanston Street and Francis House, 107 Collins Street (1928). Many 1920s buildings adopted an architectural style with strengthened vertical lines in order to emphasise their height.

482-484 Bourke Street compares well with the following examples, drawn chiefly from the Central City Heritage Review 2011 and Guilford and Hardware Laneways Heritage Study 2017, being of a similar

use, scale and creation date. The below images and descriptions are provided by CoM Maps unless stated otherwise.

Selected examples of mid-level commercial buildings designed in interwar classical revival styles include:

*Druids House, 407-409 Swanston St, 1927 (HO1083)*

A seven-storey reinforced concrete office building with a basement and ground level retail. Designed by Gibbs, Finlay, Morsby & Coates in the Greek revival style and built by EA Watts for The Druids Friendly Society in 1927.



Figure 6. Druids House, 407-409 Swanston Street constructed 1927.

*Francis House, 107 Collins Street, 1927 (HO573, Significant in HO504 Collins East Precinct)*

Francis House is a six-storey reinforced concrete office building designed by William Arthur Mordey Blackett and William Blackett Forster. Francis House has a rather austere and stylised use of ornament and form of the Georgian revival decorative with a concrete frame.



Figure 7. Francis House, 107 Collins Street constructed 1927.

*Former Pellegrini & Co premises, 388-390 Bourke Street, 1930 (HO1206)*

An eight-storey office building of reinforced concrete construction designed by AA Fritsch. It expresses its classicism in the arrangement of base, shaft and capital as well as the use of balconies and pilasters. The concrete frame has allowed larger window sizes than is possible in a masonry building.



Figure 8. 388-390 Bourke Street constructed 1930.

*414-416 Bourke Street, 1928 (HO1207)*

An eight-storey brick building is distinguished by its understated reference to the classical revival style with an intact ground floor and seven levels with a cornice and pediment. The façade is composed with several balconies.



Figure 9. 414-416 Bourke Street constructed 1928.

*480 Bourke Street, 1925 (Interim HO1242 – recommended as significant in the Hoddle Grid Heritage Review)*

A four-storey commercial building designed in a classical revival style from the interwar period with a concrete-frame. Its Georgian revival façade belongs to a subset of the broader classical revival style which was used for well-mannered buildings to complement an existing streetscape.



Figure 10. 480 Bourke Street constructed 1925. (Source: Context 2018)

482-484 Bourke Street compares favourably with other mid-level commercial buildings constructed during the interwar period. While alterations to cladding and windows and doors has occurred at ground level, the upper level retains the classically derived façade arrangement consistent with other buildings either assessed as being of individual significance or included in a heritage precinct.

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**ASSESSMENT AGAINST CRITERIA**


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

---

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

---

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

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

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

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

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

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

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**RECOMMENDATIONS**

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

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

**MELBOURNE PLANNING SCHEME**

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

**OTHER**

N/A



## REFERENCES

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

D

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**Central City Heritage  
Study 1993**

C

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

Ungraded

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**Central City Heritage  
Review 2011**

Ungraded

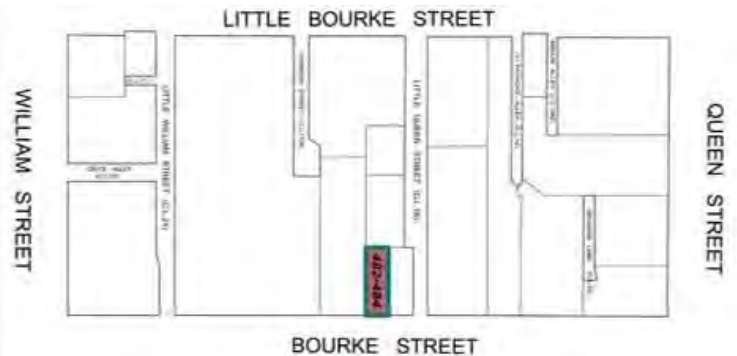
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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Victorian Amateur Turf Club



**PS ref no:** [Interim HOHO1241](#)



### What is significant?

The four-storey commercial building at 482-484 Bourke Street, constructed as the office of the Victorian Amateur Turf Club in 1926.

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

- The building's original external form, materials and detailing;
- The building's relatively high level of integrity to its original design;
- The parapet, cornice, vertical piers, balconette and rectangular nameplates; ~~and~~
- The pattern and size of fenestration, steel framed windows and crossed mullions.

Later alterations at ground level and above ground floor openings alterations are not significant.

### How it is significant?

482-484 Bourke Street is of local historic and representative significance to the City of Melbourne.

### Why it is significant?

482-484 Bourke Street is of historic significance for its association with the history of horseracing in Victoria and for its use for over 30 years as the clubrooms of the Victorian Amateur Turf Club Pty Ltd. The Victorian Amateur Turf Club, as the forerunner of the Melbourne Racing Club, oversees all major horse racing venues in Melbourne and was formed by thoroughbred enthusiasts keen to provide an organisation to support and transition amateur riders into competition. (Criterion A)

482-484 Bourke Street demonstrates the characteristics of the interwar classical revival style in a commercial building. It combines a decorative classical façade with modern building materials including concrete structural framing and steel framed windows. The classical revival style follows the tradition of architectural patterns from previous eras, and this tradition is expressed through the horizontal composition of the façade arranged as a base, shaft and cornice and its further articulation by piers, between which are located vertically proportioned windows. While some alterations have taken place to the façade at ground level, 482-484 Bourke Street remains highly legible in its upper levels. (Criterion D)

**Primary source**

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



<b>SITE NAME</b>	Warehouse
<b>STREET ADDRESS</b>	1-5 Coverlid Place Melbourne
<b>PROPERTY ID</b>	102243



SURVEY DATE: October 2017

SURVEY BY: Context

**HERITAGE INVENTORY** H7822-1519

**EXISTING HERITAGE OVERLAY** No

**PLACE TYPE** Individual Heritage Place

**PROPOSED CATEGORY** Significant

**DESIGNER / ARCHITECT / ARTIST:** Not known

**FORMER GRADE** Ungraded

**BUILDER:** Not known

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

**DATE OF CREATION / MAJOR CONSTRUCTION:** 1870, c1910-1921



**THEMES**

<b>ABORIGINAL THEMES</b>	<b>SUB-THEMES</b>
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
<b>HISTORIC THEMES</b>	<b>DOMINANT SUB-THEMES</b>
13 Enjoying the city	13.6 Eating and drinking

**LAND USE**

<b>HISTORIC LAND USE</b>	
<b>Archaeological block no:</b> 31	<b>Inventory no:</b> 519
<b>Character of Occupation:</b> Commercial	
Building lot created by subdivision 1846-52 owned by Pat Casey. Stables on site prior to 1870, then 'unfinished' house owned by Charles Downie proprietor of the nearby Australia Felix Hotel (at 168-174 Bourke Street)	
1880 Panorama	
1888 Mahlstedt	Three-storey brick store built on site 1870-71 (shown on 1888 and 1905 maps).
1905/6 Mahlstedt	As above
<b>THEMATIC MAPPING AND LANDUSE</b>	
1890s	Warehouse
1920s	Office
1960s	Office

**RECOMMENDATIONS**

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

**Extent of overlay:** Refer to map

**SUMMARY**

The former warehouse at 1-5 Coverlid Place Melbourne, constructed in two stages from 1871-1921, is significant as an early store built for hotel use and later added to and adapted for use as offices and a meeting room by the Total Abstinence Society. It is representative of the warehouses and industrial buildings in the Hoddle Grid.

## HISTORICAL CONTEXT

### Enjoying the city

#### *Eating and drinking*

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

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

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

## SITE HISTORY

The subject site is part of Section 1, Block 23, purchased in April 1839 by a Sydney businessman Archibald Mossman, who also bought sections 2, 3, 4 and 20 in the same block (DCLS).

Coverlid Place was known as Healy Lane until the 1890s. Located between Coverlid Place, off Little Bourke Street, and Golden Fleece Alley at the rear of the east side of Russell Street, the subject property at 1-5 Coverlid Place consists of two building lots created by an 1846-52 subdivision. The north allotment (formerly numbered 5 Coverlid Place) and the south allotment (1-3 Coverlid Place) were respectively owned by John Comber and Pat Casey. Later, Coggan Brumby and Charles Downie, a hotelier, owned the northern lot and Rachell Watson and Michael Dawson owned the southern lot; the allotments were amalgamated under the ownership of Emma Dawson (possibly Michael's widow) by 1880 (Butler 1989, Vol 3:10).

The current three-storey building at 1-5 Coverlid Place was built in two stages. A three-storey store was constructed in 1870-71 on the northern allotment, most likely for Charles Downie. It was later owned by Michael Dawson. Prior to the store's construction, Downie operated stables on the site. Downie was the proprietor of the adjacent Australia Felix Hotel (later Morell's Family Hotel, then Richardson's Hotel) at the corner of Bourke and Russell streets, and in 1868 applied to build a 'large store' at the rear of his hotel (Butler 1989, Vol 3:10). As it was never listed in street directories or rate books as an individual structure, it is likely that the building was used as rear storage for the hotel during the nineteenth century.

Around the same time, two brick cottages with slate roofs and stone foundations existed on the southern allotment. In 1870, this parcel of land was advertised for sale. The building on the allotment was described as having two levels and four rooms, with 'out offices' (*Argus* 3 August 1870:2).

Graeme Butler described the appearance of the buildings at 1-3 and 5 Coverlid Place in a c1870 panorama as follows:

*[The] panorama shows the store [5 Coverlid Place] with a mansard-like roof, with two skillion roofs descending from a central platform, and appearing like a brewing tower. Beside it (1-3 Coverlid) are two row houses with transverse-ridge gabled roofs (Butler 1989, Vol 3:10).*

According to the 1910 Fire Survey Plan, the cottages formerly at 1-3 Coverlid Place were demolished between 1895 and 1910 (Figure 1 & Figure 2), and the store at 5 Coverlid Place had two openings on the west and east elevations in 1910 (Figure 2; Mahlstedt Map Section 1, no 4, 1910).

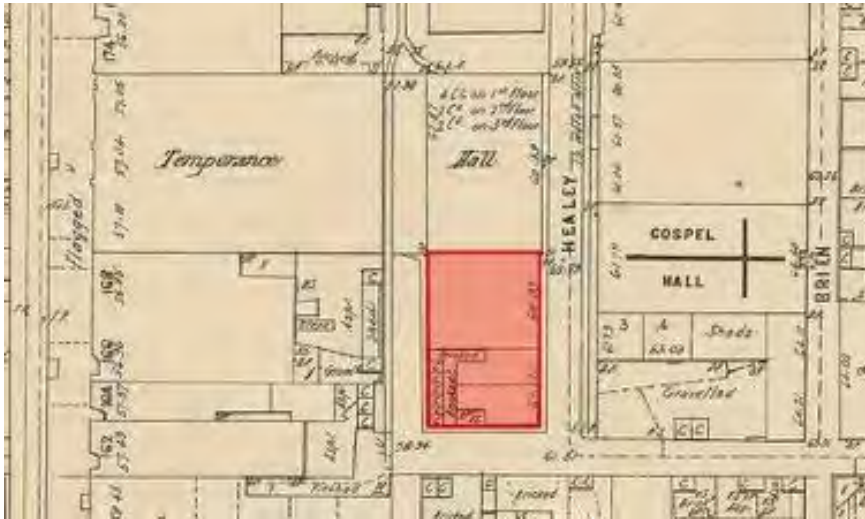


Figure 1. The current extent of land at 1-5 Coverlid Place is marked by the red square on a section of a MMBW plan. Coverlid Place was known as Healy Lane until the 1890s. (Source: MMBW 1895, SLV)



Figure 2. The current extent of land at 1-5 Coverlid Place is marked by a red square on a section of the Mahlstedt plan in 1910. (Source: Mahlstedt 1910, SLV)

In 1899, both allotments were owned by the National Trustees Executors & Agency, and following a land sale in 1920, the subject site was owned by the Total Abstinence Society, which operated the Temperance Hall at 170-172 Russell Street (*Argus* 14 April 1920:2; Butler 1989, Vol 3:10).

Graeme Butler notes that the current building on the south allotment or 1-3 Coverlid Place was built in 1922. In 1921, the City of Melbourne rate book recorded the subject building with a footprint measuring 50 by 32 feet (RB 1921-1925; Butler 1989, Vol 3:10).

Like many other nineteenth century warehouses in a laneway setting, the subject building underwent alterations due to changing ownership over time, to accommodate the needs of the owners. During The subject building at 1-5 Coverlid Place was used as a secondary office space housing meeting rooms during the Total Abstinence Society's ownership of the place. At that time, its primary elevation was on the west side, facing Golden Fleece Alley, and the entrance on the east elevation was bricked (Figure 3; Mahlstedt Map Section 1, no 4, 1925). Being addressed to Coverlid Place today, the subject building still retains the early detailing in the elevation facing Golden Fleece Alley, including the ruled render finish.

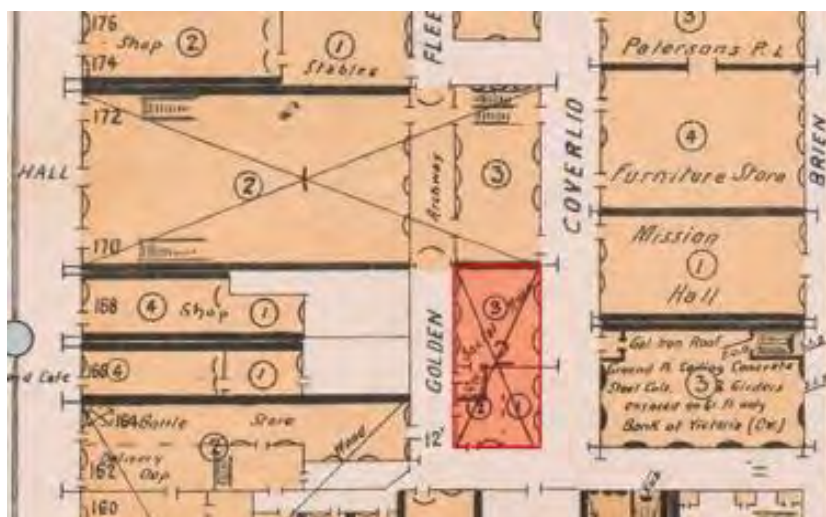


Figure 3. The current extent of land at 1-5 Coverlid Place is marked by a red square on a section of the Mahlstedt plan. (Source: Mahlstedt 1925, SLV)

The subject site was purchased by the Melbourne City Council in 1961, when the Council acquired the former Temperance Hall (then Savoy Theatre) site and the adjacent Russell Street lands at a cost of £88,750 to construct an eight-storey car parking, currently known as Total House (HO1095) (*Age* 30 May 1961:14). In 1963, the Savoy Theatre was demolished to make way for Total House, and 1-5 Coverlid Place remained as an independent structure.

The post-1960s amendments of the Mahlstedt plan shows the subject building consisting of single and three storeyed sections with street accesses from both Golden Fleece Alley and Coverlid Place (see Figure 4; Mahlstedt Section 1, no 4, 1948). With the construction of Total House, Golden Fleece Alley became a dead-end street, and the east side (Coverlid Place) became the primary elevation.

The use of 1-5 Coverlid Place during the 1960s and 1970s after the closure of the Temperance Hall is not clear. The site at 1-5 Coverlid Place, which was described as having been erected with a 'three-

storey office', was sold by auction in 1978, and in 1979-80 the building was refitted for conversion as a restaurant. It housed an adult cinema until recently (Age 8 July 1978:71; CoMMaps).

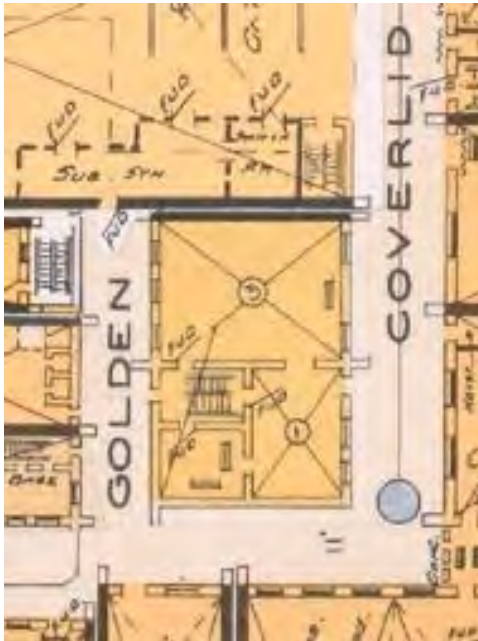


Figure 4. Mahlstedt's 1948 plan with post-1966 amendments, showing 1-5 Coverlid Place consisting of single and three storied structures. (Source: Mahlstedt 1948, SLV)

## SITE DESCRIPTION

The three-storey brick building at 1-5 Coverlid Place is located on the west side of Coverlid Street, off Little Bourke Street abutting the modernist Total House (HO1095). The site is bounded by both Coverlid Place and Golden Fleece Alley which services the properties at the rear of 162-168 Russell Street. The place is located in a laneway.

1-5 Coverlid Place was constructed in two stages with no setback from each laneway. The current building has undergone alterations due to changing ownership over time, resulting in door and window modifications. The Coverlid Place frontage comprises brick overpainted in blue, and the rear is ruled render, partly painted. This rear section is the former primary elevation on the west side, facing Golden Fleece Alley, before the entrance on the east elevation was bricked in. As noted in the history, the render and the changes to windows extending across the whole west elevation resulted from the change of ownership to a local temperance group, at the time of the construction of the southern part of the current building.

In the northern part of the current building, the ground-level arched opening in the front (east) elevation and the centre window on each level at the rear (west) are bricked over. The window sills at the middle level in the front differ from the typical nineteenth century type and match those on the upper floors of the southern building (Butler 1989, Vol3:10).

The roof has a double gable and a hipped roof paired with a flat roof deck. The roofline of the southern part, dating between 1910 and 1921, is slightly higher than the northern part, which dates from 1870-1.



## INTEGRITY

1-3 Coverlid Place reflects its staged construction. It retains a legibility of form and materials and window and door openings, although altered are still recognisably nineteenth century in size and distribution. The face brick has been painted but rendered wall surfaces are unpainted.

## COMPARATIVE ANALYSIS

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

These industrial buildings are gradually gaining recognition as important historic places, representing Melbourne's urban development pattern.

The examples below are drawn from the Guildford and Hardware Laneways Heritage Study (2017) and from Stage 1 of the Hoddle Grid Heritage Review.

Examples of brick warehouses include:

*25-31 Sutherland Street, c1900 (Contributory in HO1205 Guildford & Hardware Laneways Precinct)*

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



Figure 5. 25-31 Sutherland Street, constructed c1900.

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

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



Figure 6. 17 Somerset Place constructed c1907-8.

*11-15 Duckboard Place, c1885-1887 (Interim HO1267 – recommended as significant in the Hoddle Grid Heritage Review)*

This typical double storey red brick warehouse (c1885-87) was originally constructed as a storage facility in the Corporation Yard, a facility built by the Melbourne City Council. It occupies a laneway location.



Figure 7. 11-15 Duckboard Place constructed 1885-87.



*473-481 Elizabeth Street c1900 (HO1025, Significant in HO1125 413-503 Elizabeth Street HO1125 (CBD) Precinct)*

A former warehouse, store and retail complex of three buildings. Consists of a rendered brick row of four two-storey shops facing Elizabeth Street, a basalt paved courtyard and two brick buildings to the rear with a carriage way entrance. Built in 1872 and refurbished and subdivided in 1993 with the rear buildings converted to residential apartments. The west wing dates from c1900.



Figure 8. West wing of Currie & Richards showrooms & warehouses constructed c1900. (Source: Butler 2011:221)

Warehouses as a building type are relatively common within the Hoddle Grid, many of which are located in laneway settings. They contribute act as reminders of the various activities and businesses that occurred in the central city in the nineteenth and early twentieth centuries. The many ways in which they have been altered and adapted allow them to continue to be useful places. Their historic and aesthetic significance is evident in their documentary record, their physical form and use of traditional brick and stucco walls and low scale. 1-5 Coverlid Place compares favourably with the above examples.

## ASSESSMENT AGAINST CRITERIA

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

**RECOMMENDATIONS**

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

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

**MELBOURNE PLANNING SCHEME**

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

**OTHER**

N/A

## REFERENCES

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985** Ungraded

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**Central City Heritage  
Study 1993** Ungraded

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

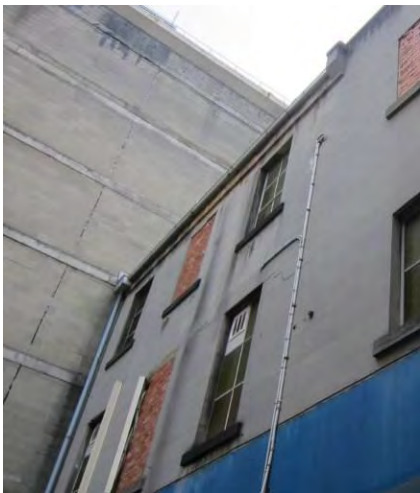
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**Central City Heritage  
Review 2011** Ungraded

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## STATEMENT OF SIGNIFICANCE

## Heritage Place: Warehouse

PS ref no: [Interim HOHO1245](#)

## What is significant?

The former warehouse at 1-5 Coverlid Place Melbourne, constructed in two stages from 1871-1921.

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

- The building's external form, materials and detailing from 1871-1921;
- The original and early fenestration patterns and proportions; and
- The arched window openings and window sills.

Later alterations, including door and window modifications at ground level, are not significant.

## How it is significant?

1-5 Coverlid Place is of local historic and representative significance to the City of Melbourne.

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**Why it is significant?**

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1-5 Coverlid Place is of historic significance as an early store built for hotel use and adapted in the 1920s for use as offices and a meeting room by the Total Abstinence Society. The building demonstrates the changing uses of the central city area between the mid-Victorian period and the early interwar period. Since the demolition of the Temperance Hall for Total House it remains as a reminder of a largely forgotten organisation dedicated to social reform through abstinence from alcohol. This is evident in the documentary record as well as the c1920 part of the building that was constructed for the Total Abstinence Society. (Criterion A)

1-5 Coverlid Place demonstrates an important part of Melbourne's urban development pattern in the nineteenth and early twentieth centuries through to the 1940s. Warehouses and small industrial premises built of traditional brick and stucco, two to four storeys in scale and with small windows, were once ubiquitous, and still contribute to the human scale of the central city. 1-5 Coverlid Place demonstrates its warehouse typology through its two storey form and its laneway setting. 1-5 Coverlid Place is highly legible despite its evolutionary appearance and changes to windows and brickwork finishes. (Criterion D)

**Primary source**

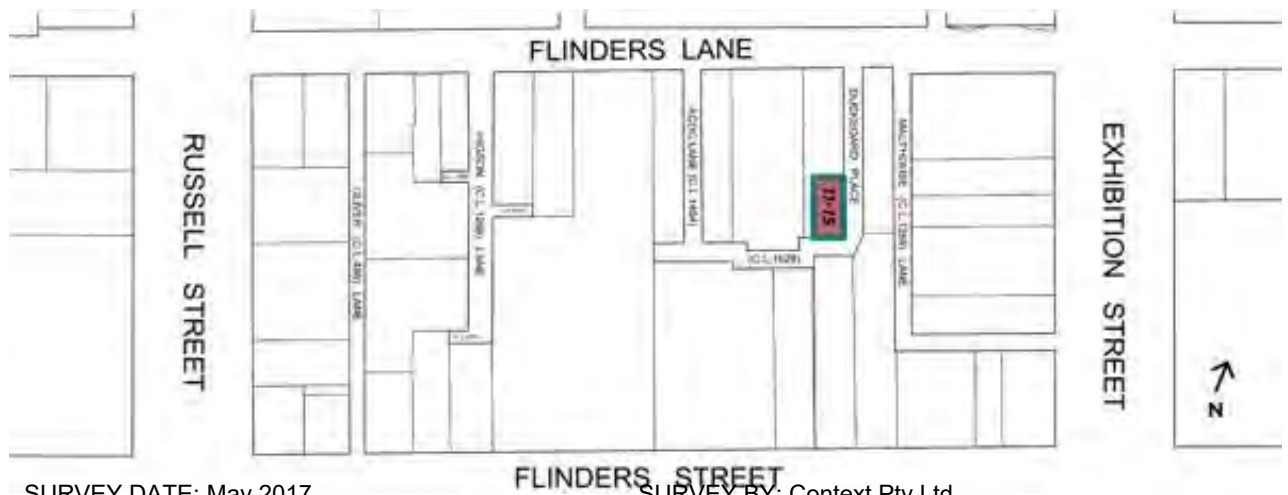
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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ [Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)





<b>SITE NAME</b>	Warehouse
<b>STREET ADDRESS</b>	11-15 Duckboard Place Melbourne
<b>PROPERTY ID</b>	110277



SURVEY DATE: May 2017

SURVEY BY: Context Pty Ltd

<b>HERITAGE INVENTORY</b>	H7822-1924 (as 'Duckboard Place')	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Not known	<b>FORMER GRADE</b>	C
		<b>BUILDER:</b>	Not known
<b>DEVELOPMENT PERIOD:</b>	Victorian Period (1851-1901)	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	c1885-87

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
4 Governing and administering the city	4.2 Administering the City of Melbourne
	OTHER SUB-THEMES
5 Building a commercial city	5.5 Building a manufacturing industry
9 Working in the city	9.1 A working class 9.2 Women's work

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 63	<b>Inventory no:</b> 924
<b>Character of Occupation:</b> Governmental, Commercial	
Fourth land sale 1839, Block 7 allotment 7, Gordon Sandman.	
1839 Williamson	
1837 & 1840 Hoddle	
1855 Kearney	
1866 Cox	
1877 Dove	Yard & shed
1880 Panorama	
1888 Mahlstedt	Two-storey building
1905/6 Mahlstedt	Store
THEMATIC MAPPING AND LAND USE	
1890s	Warehouses
1920s	Warehouses
1960s	Warehouses

## RECOMMENDATIONS

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

**Extent of overlay:** Refer to map

## SUMMARY

11-15 Duckboard Place is a two-storey red brick warehouse (c1885-87), originally constructed as a storage facility in the Corporation Yard, a facility built by the Melbourne City Council to store council equipment and function as warehouse space for council staff.

## HISTORICAL CONTEXT

### Governing, administrating and policing the city

#### *Administering the City of Melbourne*

The Town of Melbourne was formed in 1842, initially with four wards: Lonsdale, Bourke, Gipps and La Trobe. The Town Corporation was established at a time when the infant settlement was in the grips of depression. It had lofty aims, promising to provide a fresh water supply and to dispose of sewage, among other things, but found that it was an ongoing difficulty to raise the necessary capital to carry out these public works (Context 2012:28).

In 1847 Melbourne was proclaimed a city. The municipal council levied rates on properties, and in turn provided a range of basic services, including drainage and rubbish removal, and regulated the issuing of various licenses. (Context 2012:29).

Corporation yards were established as municipal facilities, often providing offices and workshops for public works staff, and storage space for council equipment. Such a facility was built in Corporation Lane.

According to the *Encyclopaedia of Melbourne*, Melbourne Metropolitan Board of Work plans of 1895 show an unnamed, pitched lane off Flinders Lane between Russell and Exhibition streets.

*At the turn of the twentieth century, the lane was surrounded by residences, sheds and other buildings, all of which had vast cellars below street level. By 1915 the name Corporation Lane had been adopted, probably for the Corporation Yard just east of the lane, opposite the Flinders Hotel (Byrne 2008).*

In 2004, Corporation Lane was renamed ACDC Lane in honour of the Australian rock band AC/DC. The lane connects to Duckboard Place.

### Building a commercial city

#### *Building a manufacturing capacity*

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

Warehouses were also a part of Melbourne's economic life. From the 1850s, the Yarra River and the docks west of Swanston Street were in essence the 'lifeline' of the city (Context 2012:39-40). The area of Flinders Lane is described by the *Encyclopedia of Melbourne*:

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

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

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

### *Women's work*

Australia's manufacturing output increased 6 per cent per year between 1949 and 1967, and between 1947 and 1966, 155,221 new manufacturing jobs were created in Melbourne, roughly one-third of which went to women (Dingle 2008). Large numbers of women found employment as machinists in clothing and foot-ware factories (Context 2012:72).

## **SITE HISTORY**

The site of 11-15 Duckboard Place was part of the fourth Melbourne land sales in 1839. In 1877, it comprised a yard and shed (Fels, Lavelle & Mider 1993).

In 1885, farmer James Thomson Wirk placed a public auction notice for land he owned (today's 91 Flinders Lane and 11-15 Duckboard Place). The land, part of allotment 7, section 7, was described as 'having a frontage of 25 ft., to Little Flinders Street East, by the depth of 140 ft. 9 in., with use of rights-of-way 16 ft. wide on the east and south sides of the land' (*Argus* 23 July 1885:2). It is believed that land came under the control of the Melbourne City Council at this time for use as its Corporation Yard and workshops.

The current two-storey brick building at 11-15 Duckboard Place was erected c.1885-87 at the rear of the land as a storage facility in association with the Corporation Yard. The land is adjacent to a right of way, the current Duckboard Place, which was named after Duckboard House (91-93 Flinders Lane) in 1953 (Zhang 2008).

The Standard Plans of the city of Melbourne published in 1888 depict a two-storey structure built of brick, with windows at each level of the south and east elevations, and doorways on each level in the east elevation (Mahlstedt Map no 7, 1888).

The Corporation Yard remained at the subject site until 1906 (S&Mc 1889-1906). The warehouse became known as 91 Flinders Lane after the Yard was relocated (S&Mc).

The site was then occupied by Henry Henningsen, a Hawthorn builder, between 1906 and 1914 (S&Mc 1907-1915). Around this period, Henningsen erected a number of warehouses in Melbourne, including the three-storey brick warehouse built for P Warland Pty Ltd on the adjacent land at 87-89 Flinders Lane. According to the City of Melbourne Detailed Fire Survey plans published in 1910, a new entrance was made to the north elevation of the brick warehouse, with its floor levels being reduced to single-storey (Mahlstedt Map no 6, 1910).

The warehouse was vacant for some time in 1915-16 (S&Mc 1915-916). From 1917 until 1925, Fraser and Mountain Plumbers occupied the warehouse and yard (S&Mc 1917-1926). Fraser and Mountain Plumbers were addressed as 91A Flinders Lane in 1922, as Denniston and Co Pty Ltd, clothing manufacturers, (previously at 93-101) expanded into the yard at 91 Flinders Lane (S&Mc 1920-1922). By the mid-1920s, the subject property had become an integral part of the Denniston and Co clothing factory, with a throughway built on the west elevation of 11-15 Duckboard Place (Mahlstedt Map no 6, 1925).

By the late-1930s, the floorspace of the Denniston and Co factory had reduced in size, and Duckboard House, a veteran clubhouse, was built at no 91-93 Flinders Lane. The Fire Survey from the late 1940s shows that the subject property was separated from Denniston and Co, with another entrance made near the northeast corner of the building facing Duckboard Place, and a first storey and stairwell added to the structure (Mahlstedt Map no 6, 1948). Many of the 1940s features were retained at the time of conversion to a restaurant in 2013 (Archidaily).

## **SITE DESCRIPTION**

11-15 Duckboard Place is located in a laneway off Flinders Street. Its red brick exterior complements 87-89 Flinders Lane on the opposite side of the laneway. The height and scale of the building and the narrowness and slope of the laneway creates a different character from Flinders Lane.

The two-storey face red brick building is typical of the warehouse buildings constructed in the back lanes of the city in the late nineteenth century. The simple form and minimal detailing reflect the utilitarian nature of the building.

The building is most intact at its southern end. On the ground and upper levels, typical segmented arched windows with bluestone sills and central access doors remain. Timber sash windows with small paned upper sashes remain in most locations. A timber pulley beam over the upper access door has been replaced with a steel beam.

The building's intactness is diminished at the northern end. Some original window openings remain, and some small or non-consistent window openings are notable. At the northern corner of the building, a door with a rendered surround has been inserted. It is likely this provides access to a services point.

## **INTEGRITY**

Alterations to windows and insertion of an access point has occurred at the northern end of the building, however the southern end is relatively intact. Graffiti has been applied to the outside of the building.

## **COMPARATIVE ANALYSIS**

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

Whereas the street-side elevations of these examples are typically more ornate and prestigious, reflecting influences of boom-style architecture of that time, rear brick structures are more utilitarian, reflecting their use for servicing and loading access.

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

Examples of late Victorian warehouses in the CBD include:

*473-481 Elizabeth Street c1900 (HO1025, Significant in HO1125 413-503 Elizabeth Street HO1125 (CBD) Precinct)* A former warehouse, store and retail complex of three buildings. Consists of a rendered brick row of four two storey shops facing Elizabeth Street, a basalt paved courtyard and two brick buildings to the rear with a carriage way entrance. Built in 1872. Refurbished and subdivided in 1993 with the rear buildings converted to residential apartments. The west wing dates from c1900.



Figure 9. West wing of Currie & Richards showrooms & warehouses constructed c1900 (Source: Butler 2011:221).

*Union Bond Melbourne Storage Company Ltd, 115-129 King Street (HO1047)*

A three-storey rendered brick former warehouse and bonded store on a bluestone foundation, designed by Crouch & Wilson and built in 1882 by Martin & Peacock for William Welshman. It was leased to the Melbourne Storage Company. Refurbished and converted to offices in 1980. Refurbished again in 1998.



Figure 10. Rear of Union Bond Melbourne Storage Company Ltd constructed 1882.

*Penman & Dalziel's warehouses, 4-6 & 8 Goldie Place (HO1044)*

A pair of two-storey brick former warehouses set on a bluestone foundation with a basement. Designed by Alfred Dunn and built by William Thomas Hosking & Sons in 1888 for the furniture makers John Penman and William John Dalziel. Used by various companies as a warehouse until



1951 when the printers Kenneth James Proprietary Limited purchased the property and converted it into a print works. The company sold the property in 2001. It was refurbished and converted to a gymnasium.



Figure 11. Penman & Dalziel's warehouses constructed 1887-8. (Source: CoMMaps)

*Porta & Sons, Steam Bellows Works, 25 Little Lonsdale Street (HO1058)*

This warehouse was constructed for Joseph Porta, then of Porta & Sons bellows makers, to the design of William Elliott in 1883. The elevation resembles a simplified version of the McCracken Brewery malt store also designed by Elliott in Little Collins Street in the late 1870s and his warehouse designs in Corrs Lane and for the Currie & Richards' warehouse (1875).



Figure 12. Porta & Sons, Steam Bellows Works, constructed 1883-4. (Source: Butler 2011:445)

The brick warehouse at 11-15 Duckboard Place compares well with the above examples in terms of intactness and integrity. The subject building and the above-listed examples are typical of the warehouse buildings constructed in the back lanes or 'little' streets of the city in the late nineteenth century. The subject site is unique for having had an historical association with Melbourne City Council.

## ASSESSMENT AGAINST CRITERIA

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

**RECOMMENDATIONS**

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

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

**MELBOURNE PLANNING SCHEME**

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

**OTHER**

N/A

## REFERENCES

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- Argus*, as cited.
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- Byrne, Edwina 2008, 'ACDC Lane' in *eMelbourne*, School of Historical & Philosophical Studies, The University of Melbourne, <http://www.emelbourne.net.au/biogs/EM01680b.htm>, accessed online 13 June 2017.
- Context Pty Ltd 2012, *Thematic History: A History of the City of Melbourne's Urban Environment, prepared for the City of Melbourne*.
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- Fels, M, Lavelle S, and Mider, D 1993, 'Archaeological Management Plan', prepared for the City of Melbourne.
- Mahlstedt and Gee 1888, *Standard plans of the city of Melbourne*, Mahlstedt and Gee, Melbourne.
- Mahlstedt, G 1910, *Index to City of Melbourne detail fire survey*, Mahlstedt, Melbourne.
- Mahlstedt's Pty Ltd 1925 *City of Melbourne detail fire survey. Section 1*, Mahlstedt Pty Ltd, Melbourne.
- Mahlstedt's Pty Ltd 1948 *City of Melbourne detail fire survey. Section 1*, Mahlstedt Pty Ltd, Melbourne.
- Sands and McDougall, Melbourne and Suburban Directories (S&Mc)*, as cited.
- Zhang, Biheng 2008 'Duckboard Place', in *eMelbourne*, School of Historical Studies, University of Melbourne, <http://www.emelbourne.net.au/biogs/EM01783b.htm>, accessed online 24 May 2017.

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

D

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**Central City Heritage  
Study 1993**

C

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

Ungraded

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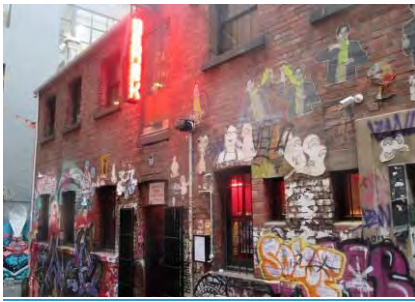
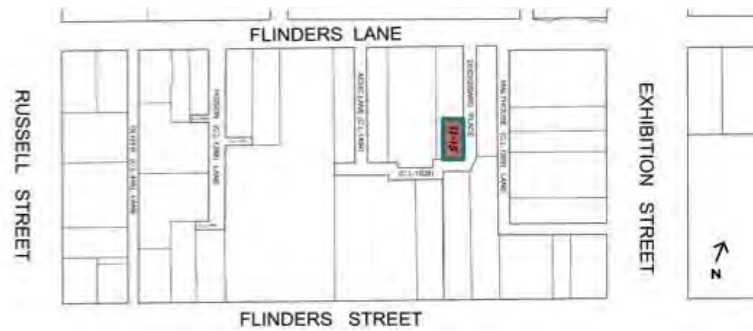
**Central City Heritage  
Review 2011**

Ungraded

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## STATEMENT OF SIGNIFICANCE

## Heritage Place: Warehouse

PS ref no: [Interim HOHO1286HO1267](#)

## What is significant?

11-15 Duckboard Place, built c.1885-87 as part of the Corporation Yard for the City of Melbourne and subsequently used as a storage warehouse and manufacturing factory.

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

- The building's original external form, materials and detailing;
- The building's high level of integrity to its original design; and
- Pattern and size of original fenestration, including segmented arched windows with bluestone sills and timber sash windows.

More recent alterations including a new door near the northern corner of the building is not significant.

## How it is significant?

11-15 Duckboard Place is of local historic and representative significance to the City of Melbourne.

## Why it is significant?

The building at 11-15 Duckboard Place is historically significant for its association with local government in the City of Melbourne from the late 1880s to 1906 and the manufacturing industry from the early

1920s. In c.1885-87, a corporation yard, including a store for council equipment and workshops for council staff, was constructed on the site for the Melbourne City Council. The current brick structure at 11-15 Duckboard Place is significant for its use as a warehouse/storage facility within the Corporation Yard, and as an early purpose-built local government building in the City of Melbourne.

11-15 Duckboard Place is significant for its use as a manufacturing facility for the clothing and textile trade that was focussed in the Flinders Lane area. From the mid-1920s to the 1940s, the building was used by Denniston and Co Pty Ltd, clothing manufacturers, an industry that employed high numbers of women. (Criterion A)

11-15 Duckboard Place is significant as one of the many warehouses and industrial buildings constructed in Melbourne in the nineteenth and early twentieth centuries that demonstrate Melbourne's urban development pattern through to the 1940s. Built of traditional brick and of two storeys in scale with small windows, these warehouse buildings were once ubiquitous and still contribute to the human scale of the central city. The brick warehouse at 11-15 Duckboard Place is a notable example of the typology as expressed in its zero-lot setback, its laneway setting and its utilitarian two-storey form in red brick. 11-15 Duckboard Place is highly legible as small scale industrial building despite some changes to door and window openings. (Criterion D)

#### **Primary source**

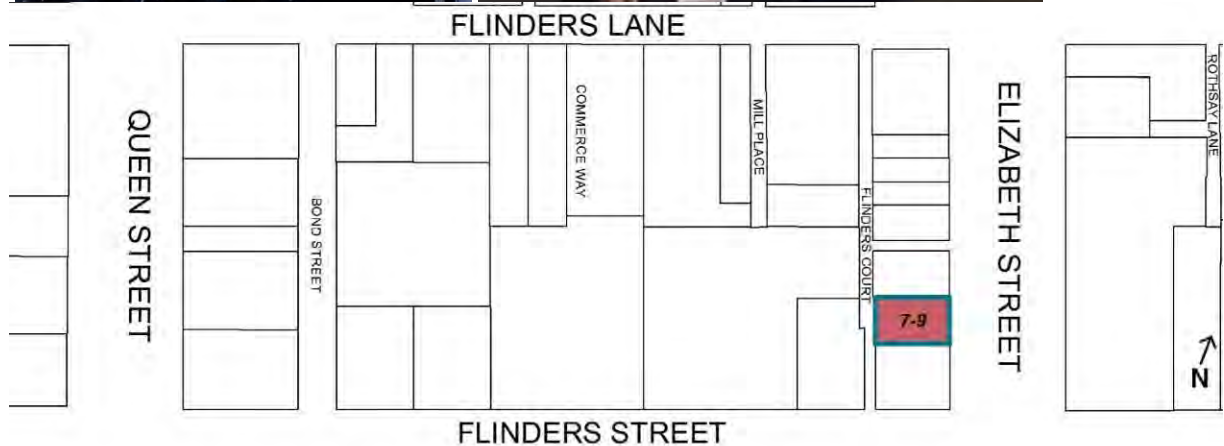
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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ (updated March 2022)





<b>SITE NAME</b>	Shops, café and office
<b>STREET ADDRESS</b>	7-9 Elizabeth Street Melbourne
<b>PROPERTY ID</b>	103166



SURVEY DATE: May 2019		SURVEY BY: Context	
<b>HERITAGE INVENTORY</b>	H7822-1876	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
		<b>FORMER GRADE</b>	Ungraded
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Harry A Norris	<b>BUILDER:</b>	Hansen & Yuncken
<b>DEVELOPMENT PERIOD:</b>	Interwar Period (c1919-c1940)	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1933

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here.
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a Commercial City	5.4 Developing a retail centre
	OTHER SUB-THEMES
13 Enjoying the City	13.6 Eating and drinking

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 60	<b>Inventory no:</b> 876
<b>Character of Occupation:</b> Commercial	
First land sale 1837, Block 4, Allotment 8 to Alexander Thompson. Subdivision and lanes by 1840.	
1839 Williamson	
1837 & 1843 Hoddle	
1855 Kearney	
1866 Cox	
1877 Dove	Three-storey building; Virgue, Son & Chapman, Agents for Cross & Blackwell.
1880 Panorama	
1888 Mahlstedt	As above.
1905/6 Mahlstedt	Three-storey building; shops and tobacconist.
THEMATIC MAPPING AND LAND USE	
1890s	Merchants, Retail
1920s	Cafés
1960s	Cafés, Retail, Offices, Club

## RECOMMENDATIONS

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

**Extent of overlay:** Refer to map

## SUMMARY

The shops, café and office at 7-9 Elizabeth Street is a two-storey building built in 1933 by Hansen & Yuncken to a design by architect Harry A Norris. The building originally housed shops and a café on the ground floor with office space above. Built for tobacco retailer, G Damman & Co, the company occupied the building until at least 1974. Other long-term occupant were Vasile Vlasopoulos's Parthenon Café (1933-65) and the Young Men's Hebrew Association of Australia (c1945-60).

## HISTORICAL CONTEXT

### Building a Commercial City

#### *Developing a retail centre*

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

By the early 1840s, Elizabeth and Swanston streets, from the Town Hall in the south-east to the General Post Office to the north-west, had become the focus of retail activity, influenced also by the location of the Western Market in the west of the city, which operated as the city's premier wholesale fruit and vegetable market until 1930 (May 2016:176). The Eastern Market opened in 1847 as a fruit and vegetable market on the corner of Stephen Street (later Exhibition Street) and Bourke Street and drew retail further east. The department store Buckley and Nunn opened in 1854, establishing Bourke Street as the preferred retail strip.

The gold rushes accelerated Melbourne's growth and by 1861 the city's population was 125,000, more than twice that of San Francisco (Frost 2008). Manufacturers and retailers subsequently erected substantial buildings to meet the demands of a booming population.

With the economic boom of the 1880s, the 1880s-1890s was a decade of significant expansion in Melbourne. Investment funds poured in from Britain, imposing architect-designed buildings were constructed, and speculation reached fever pitch in land and buildings (Marsden 2000:28). As Graeme Davison states, commercial Melbourne extravagantly asserted 'her wealth in stucco and stone' (cited in Marsden 2000:28). The growth facilitated the construction of retail outlets, offices and factories.

However the boom of the 1880s saw over-borrowing and overspending on building projects. Economic depression in the early 1890s saw many banks and land companies close their doors as British capital was rapidly withdrawn. The city recovered to some extent in the early twentieth century, and Melbourne underwent further development in its new role as the nation's capital (Context 2012:41).

Retail premises in the nineteenth century and the early twentieth century generally included upper-level accommodation. Multi-storey buildings housing ground-level shops with rooms above were constructed across the retail strips of Melbourne, and three- or more storeyed commercial and retail buildings began to proliferate from the late 1880s (Lovell Chen 2017:220).

The Great Depression in the 1930s marked another period of decline.

To promote economic recovery in Australia during the 1930s the government introduced tariffs on imported goods. Importations receded into the background as the distribution of locally manufactured products came to the fore. From the 1930s, like the rest of Australia, an increasing proportion of the Melbourne's workforce took up jobs in manufacturing, an industry that led Australia's recovery from the economic depression, and which was accompanied by an increased demand for retail and office space in the city.

## Enjoying the city

### *Eating and drinking*

Fine dining was the preserve of the wealthy in nineteenth century Melbourne. Restaurants were few and gentlemen enjoyed good meals at their clubs. Others generally made do with the 'plain fare' served up at the city hotels. The mix of different cultural traditions brought to Melbourne by gold seekers contributed to varied culinary offerings from the 1850s. One observer described Bourke Street as 'packed with foreign cafes'. Gunster's Vienna Café on 'the Block', for example, was popular in the 1870s. Vincent Fasoli opened Fasoli's restaurant at 108 Lonsdale Street c1897 with the popularity of his establishment amongst Melbourne's bohemians and intelligentsia setting a precedent for the flourishing café society developed by Italian communities in subsequent decades (Context 2012:98; Swinbank 1994:5).

Between the 1840s and 1900 an estimated 200 Greeks settled in Victoria. Most came from the Ionian islands, particularly Ithaca (the dominant group before World War One) and Kythera to look for gold. Most resettled in cities and towns where they became shopkeepers, fishmongers and café owners, and began sponsoring family and friends (Vlahogiannis 2008).

Between 1900 and 1940, 2600 of the overall 12,000 Greek immigrants to Australia settled in Victoria. The heart of the community was the Greek Orthodox Community of Melbourne and Victoria (GOC), founded in 1897, with its offices now in the heart of the Greek precinct on the corner of Russell and Lonsdale streets (Vlahogiannis 2008). Amongst other businesses, Greek migrants established family-run food outlets in milk bars and cafes throughout Melbourne. A number of Australia's early Greek food caterers had relatives and friends living and working in the United States or had been there themselves. As a consequence

*Greek cafés in Australia offered, with such plain Australian fare as steak and eggs, fresh new Americanisms like milkshakes, soft drinks and ice-cream sodas. Glamorous and elegant, they were an island of exotica...Typically they were richly decorated and named after distant, unattainable places which for most people came to life only at the picture theatres: 'The Niagara', 'The Parthenon', 'The California' or 'The New York'...It was the Greek Diaspora, America and Australia combined (Kathy Orfanos cited in Janiszewski and Alexakis).*

Australia's postwar immigration program from 1947 brought 250,000 Greek-born immigrants to Australia. When, by 1987, the bulk of Greek immigration had ended, 96 per cent of the 170,526 Greek immigrants, Greek-speaking Cypriots and Egyptians, and their Australian-born children, who were located in Victoria lived in Melbourne (Vlahogiannis 2008). With increasing Greek immigration came a demand for more authentic Greek food, and a number of Greek restaurants and cafes opened in the city from the 1950s.

In more recent years the range of international cuisines available in Melbourne's restaurants has been extended dramatically. The number of restaurants and cafes has grown enormously, aided by the development of Southbank and Docklands. Melbourne's laneways and rooftops have been turned over to small bars and cafes, rejuvenating the city centre and forging a new era in eating and drinking in Melbourne (Context 2011:76).

## SITE HISTORY

The subject site at 7-9 Elizabeth Street, Melbourne, was sold as part of Crown Allotment 8, Block 4, to Alexander Thompson in the first land sale of 1837 (Fels, Lavelle & Mider 1993, Inventory no 876). From 1877 to 1888 the site was occupied by a three-storey building used by Virgue, Son & Chapman, merchants and shipping agents (S&Mc 1884; Fels, Lavelle & Mider 1993, Inventory no 876). By 1906, a three-storey structure was still present at the site, which was occupied by shops and a tobacconist (Fels, Lavelle & Mider 1993, Inventory no 876). When demolition of the three-storey building was underway in 1933, the City's building surveyor dated the building to 1853 (*Argus* 9 September 1933:22; 8 September 1933:8). From c1913, Café Frank operated from that building and addressed as 7a Elizabeth Street (*Table Talk* 5 June 1913:33). From 1919 until c1932, Vasile Vlasopoulos operated dining rooms from 7a Elizabeth Street (Ancestry.com 2016).

The subject building was erected in 1933 as three shops and a café at ground level, with office space above, for P Damman, tobacconist. The architect for the building, numbered 7a, 7 and 9 Elizabeth Street, was Harry A Norris, and the builders were Hansen & Yuncken (*Herald* 18 October 1933:22). The erection of the building commenced in September 1933, and by October the shop fronts were under construction (MBAI 14612; MBAI14733).

During construction works, the following report was published in the 'Real Property and Architecture' section of the *Herald*, and accompanied by the illustration seen in Figure 1.

*Designed on simple lines: a two-storey reinforced concrete building is being erected at 7-9 Elizabeth Street, next to Hosie's Hotel, for Mr P Damman, tobacconist.*

*There are three shops with a cafe at the rear on the ground floor. The entrance to the cafe will be from Elizabeth Street, and it will also have access to the lane at the rear. Office accommodation is provided on the first floor.*

*The floors, stairs and dadoes to the first floor are finished with buff terrazzo with coloured line insets. The interior of Damman's shop will have maple wall fittings and glass counters in modern detail.*

*The shop fronts have staybright frames, with terrazzo stalls matching the interior dadoes. A cantilever verandah will protect the whole ground floor frontage (*Herald* 18 October 1933:22).*





Figure 1. An illustration of the subject building in 1933. (Source: *Herald* 18 October 1933:22)

By 1935, the building at 7-9 Elizabeth Street was fully tenanted. On the ground level, it comprised three shops individually known as 7, 7a and 9 Elizabeth Street, and a café at the rear of the shops. In the upper-level was an office space (S&Mc 1935, 1942; Mashtedt Map section 1, no 15, 1948).

G Damman & Co, the tobacconists for whom the building was constructed, occupied 7 Elizabeth Street until at least 1974 (see Figure 3) (S&Mc 1935, 1974).

G Damman & Co was founded by George Damman, a Danish migrant who arrived in Victoria in 1851 seeking gold (*Age* 31 July 1954:4). Whilst his attempts at gold mining were unsuccessful, Damman stayed in the colony of Victoria and founded a tobacco business on the goldfields. Initially operating in Beechworth, then Ballarat and Bendigo, business flourished to the point that he sent for his brother Gustave from Denmark and together the Damman brothers opened their first tobacco and pipe retail store in Melbourne on the southeast corner of Swanston and Collins streets in 1854 (see Figure 2) (*Age* 31 July 1954:4).

In 1954, the company celebrated its centenary, and was noted as being the oldest tobacconists in Australia (*Age* 31 July 1954:4). In 1954, six descendants of the original founders continued to work for the company, and Percy Damman, son of the founder George, ran the business (*Age* 31 July 1954:4). The company established three stores in Melbourne: a store on the intersection of Collins and Swanston streets, opened in 1854; a store at 75 Elizabeth Street; and a store at the subject site, 7-9 Elizabeth Street (Victorian Collections 2019). The company operated until at least 1985 (*Sydney Morning Herald* 7 December 1985:219).





*In the spring of 1854, two young Danish farmers established a tobacco shop in the heart of young Melbourne.*

Figure 2. Illustration showing Damman Brothers' first Melbourne tobacco shop on the southeast corner of Collins and Swanston streets, opened in 1854 and occupied by the firm until 1882. (Source: *Age* 31 July 1954:4)

Number 7a Elizabeth Street was briefly occupied by a cobbler from 1935 until at least 1942. By 1945 a fruiterer operated from the shop and remained in the building until 1965 (S&Mc 1935, 1942, 1965).

Number 9 Elizabeth Street was occupied by dry cleaners from 1942 until at least 1974 (S&Mc 1935, 1974).

The upper-level office space and the café at the rear of the ground level shops were both initially known as 7-9 Elizabeth Street (S&Mc 1935, 1942). The office space on the first floor of the building was briefly occupied by a financier between 1935 and 1942, and a bridge salon in 1945, before being occupied by the Young Men's Hebrew Association of Australia (YMHA) and the National Council of Jewish Women, who remained there until 1960 (S&Mc 1935, 1942, 1945, 1950, 1960). After 1960, the office space was occupied by G Damman & Co (S&Mc 1960, 1974).

The YMHA was founded in Sydney in 1929 with its inaugural meeting held in 1930. Its establishment followed the success of the organisation by the same name in America. Membership was open to Jewish men only, but any male over ten years old was eligible to become a member (*Hebrew Standard of Australasia* 26 December 1930:10). The National Council of Jewish Women was established for Jewish female membership in the same year.

The objectives of the organisation were to 'perpetuate Jewish ideals, contribute to the social development of [the] community, and to create a cultural Jewish life by means of a religious, educational, social, philanthropic and recreational programme' (*Hebrew Standard of Australasia* 26 December 1930:10). The society was established to provide a place for Jewish men to come together and meet at any time, which was not possible at their synagogues (*Hebrew Standard of Australasia* 26 December 1930:10). The movement spread to other Australian states in the 1940s and was important in strengthening the social and cultural fabric of Australian Jewry (Jupp 2001:532).

The Jewish Young People's Association was operating in Melbourne by the 1930s, and by late 1933 a Victorian branch of the YMHA had been established, with Alex Masel instrumental in its foundation. The Victorian branch operated until c1993 (*Argus* 15 December 1933:13; Australian Jewish Historical Society Victoria Inc 1993; Liberman 2018: unpaginated). The YMHA and the National Council of

Jewish Women purchased premises at 289 Collins Street in December 1934, before moving to the subject building c1945 (*Age* 15 February 1934:10).

The Parthenon Café was opened in 1935 on the ground level of the subject building by Greek migrant Vasile (also spelt Vasele) Vlasopulos (S&Mc 1935, 1965; Ancestry.com 2006-2019). Located at the rear of the ground level shops, the café also had access from arear laneway Flinders Court (*Herald* 18 October 1933:22). Vlasopulos had operated dining rooms on the site from 1919 from the building that predated the subject building.

Vasele Vlasopulos was born in Ithaca, Greece, in 1870 to Anstener Raftopulos and Constanton Vlasopulos. Vasele arrived in Victoria in 1891 aged 22 years and lived in Bendigo for 13 years, marrying Agnes Isabella Orr in 1900. The couple had a son, Jim. By 1904, Vlasopulos had opened an oyster saloon at 340 Flinders Street, and by 1921 the family were living at 17 Dorcas Street, South Melbourne. Agnes Vlasopulos died in April 1941 and Vasele Vlasopulos died on 24 January 1950 (Ancestry.com 2006-2019).

By 1977, the café, then addressed as 7a-9a Elizabeth Street, was named the Two Way Restaurant (*Age* 15 January 1977:118).

The subject building c1972 can be seen in Figure 4.



Figure 3. The subject building as it appeared some time between 1946 and 1953. Signage on the cantilevered verandah and below indicates G Damman & Co's presence at the site. (Source: 'Views along Elizabeth Street, Melbourne, Victoria' c1946-1953, SLV)



Figure 4. A photo showing the subject building on the left-hand side c1972 occupied by a milk bar and Spotless Drycleaners at 7-9 Elizabeth Street, and a restaurant and coffee lounge at the rear of the building at 7a Elizabeth Street. (Source: Halla c1972, SLV [copyright](#))

Between 1992 and 1999, 9 Elizabeth Street operated as a sports bookstore (*Age* 13 May 1992:55; *Age* 21 February 1999:50).

Alterations to the building have been made mainly to the shopfronts at ground level (MBAI). Multiple signs underneath the cantilevered verandah have also been changed (MBAI).

The building was refurbished in 1992. Today the property contains one shop, and two food and drink outlets, including Pepperoni's pizza restaurant and Hella Good, which serves Greek food (CoMMaps).

#### *Harry A Norris, architect*

Harry Albert Norris (1888-1967) was born in Hawthorn, a son of a bootmaker. He was articled to architects Ward & Carleton between 1906 and 1911, a Melbourne firm that undertook modest domestic, commercial and industrial commissions. In 1910, Norris won second prize in the Royal Victorian Institute of Architecture student competition (Gurr and Willis 2012:502-3).

Norris commenced his sole practice from c1915, and by 1920 he was established in an office in Collins Street. His early works included domestic and commercial projects, with a significant number of motor garages, factories and bakeries. His younger brother Frank Leonard Norris (1903-1976), who gained a Diploma in Architecture from the University of Melbourne, also joined the practice (Gurr and Willis 2012:502-3).

Harry Norris also participated in a number of business ventures with Alfred M Nicholas. A M Nicholas played a key role in Victoria's motoring industry and, with his pharmacist brother George, he ran the highly successful Nicholas Pty Ltd, which was associated with the development and marketing of 'Aspro' in Australia. The close relationship between Norris and Nicholas resulted in a number of substantial architectural commissions, including the Nicholas Building, Swanston Street (1925-26), and two Nicholas residences: 'Carn Brea', Hawthorn (rebuilt in 1928) and 'Burnham Beeches',

Sherbrooke (1930-33). In addition, Norris was appointed as the architect of the St Kilda Road campus of Wesley College, substantially rebuilt in 1933-39 following a bequest from Alfred and George Nicholas (Gurr and Willis 2012:502-3).

Norris also had a long relationship with G J Coles, who sent him to the United States in 1929 to investigate chain store architecture. Norris was responsible for designing and altering many Coles stores across Victoria from c1927, and in Sydney from c1938 (Gurr and Willis 2012:502-3).

Norris regularly travelled overseas in 1934, 1936 and 1937, particularly in the United States, to observe overseas architectural trends (Gurr and Willis 2012:502-3).

Completing a number of influential examples of the key styles of the era, Norris became one of Victoria's most prolific commercial architects in the 1920s and 1930s. Victoria Gurr and Julie Willis's entry for Norris in the *Encyclopedia of Australian Architecture* sums up his architectural achievements as follows:

*From the mid-1920s onwards, Norris was enthralled by the possibilities of faience and showed himself to be remarkably adept at employing a wide range of stylistic approaches. From the cobalt-blue Spanish Baroque of Majorca House, Flinders Lane, Melbourne (1931) to the blush pink of the remodelled façade of the G.J. Coles Store, Bourke Street, Melbourne (1929) with its Jazz-Hispanic detailing, he demonstrated the possibilities of colour and modelling with faience to great effect. He was an early exponent of the Moderne, such as at Block Court, Collins Street, Melbourne (1929) and with the streamlined façade of Melford Motors showroom, Elizabeth Street, Melbourne (1937), which reached a high point with Mitchell House, Elizabeth Street, Melbourne (1938). The design for the Vice-Chancellor's House at the University of Melbourne (1937) showed a similar concern for materials and style, being a gentle Georgian Revival house given a modish twist by the use of Roman bricks that emphasised horizontality. His Mission to Seamen, Port Melbourne (1937, [since] demolished) was a confident essay in Dudokian modernism (Gurr and Willis 2012:502-3).*

Norris retired on his 75th birthday, dying six months later.

#### *Hansen & Yuncken, builders*

Otto Yuncken was born in Lyndoch, South Australia in 1865 and trained as a carpenter under his German-born father. Together they built simple structures in the Barossa Valley before Otto left for Port Adelaide at the age of 18 (Carland 2009). By 1885 Yuncken had moved to Melbourne and taken up work with Clements Langford, one of the city's largest building companies. During his time with Clements Langford, Yuncken studied at the Working Men's College and attained first class honours in architectural drawing and carpentry (Carland 2009). After leaving Clements Langford, Yuncken partnered with Lauritz Hansen in 1918 to form Hansen & Yuncken (Hansen Yuncken 2019).

The firm was responsible for some of Melbourne's 'most memorable buildings' (Carland 2009). Earlier works include the Collingwood Football Club grandstand and the Port Authority building in Market Street (Carland 2009). The firm was responsible for renovations to Myer buildings and constructed the new spires at St Patrick's Cathedral. The company also devised an innovative suspended scaffold to replaster the domed ceiling at the State Library of Victoria (Carland 2009).

The company exists today as Hansen Yuncken and has built many notable structures over the past decades, including the Myponga Dam (1959), The Alfred Hospital (1969-1977) and Council House 2 for the City of Melbourne (2006) (Hansen Yuncken 2019).

## SITE DESCRIPTION

Located on the western side of Elizabeth Street between Flinders Street and Flinders Lane, with a rear frontage to Flinders Court, 7-9 Elizabeth Street is a two-storey retail/office building constructed in 1933 to a design by prominent architect Harry A Norris. It has some elements exhibiting influences from the non-traditional Moderne style, which was popularised in the interwar period.

The façade to Elizabeth Street is of painted render, over a reinforced concrete structure. At the first floor level the façade is symmetrical, with a large central recessed bay, which comprises seven vertically proportioned modules defined by thin projecting fins of moulded painted render. Each module comprises a narrow window opening, above and below which are solid spandrel panels with a simple vertical fin moulding in their centre. The original window frames have been replaced. Simple flush painted render masonry frames the recessed central bay on either side and above, relieved at each end above the end window modules with a moulded decorative motif of a shield set between a pair recessed panels with the letter 'D' set forward and reversed, possibly the signature of the original owner and occupier G Damman & Co. The façade terminates in a low recessed parapet, inset at each end, with a series of recessed panels embossed with an Art Deco decorative 'wave' and stylised ionic capital, topped with a thin horizontal capping.

At street level the original awning and shopfronts have been replaced with contemporary aluminium frame shopfronts and a standard heavy suspended awning.

The rear elevation facing Flinders Court is a two-storey reinforced concrete structure, punctuated with three groups of windows and two ground-level openings. At the northern end is a series of small openings fitted with louvres for ventilation. In the centre at each floor are two large multipaned window openings. The first floor windows have been replaced with aluminium windows whilst the ground floor openings appear to retain their original steel framed windows, some with their bottom sections angled back with a fixed vertical grill running across the top, as is typical in many 1920s and 30s industrial buildings. At the southern end there are two smaller multipaned windows. At the ground level, there is an original service lift opening with a steel door and near the southern end, an original opening that would have provided a rear access to the ground-level café is also retained. Extensive plumbing and a number of air conditioning units have been fixed to the elevation.

## INTEGRITY

7-9 Elizabeth Street is relatively intact with changes visible to original or early fabric largely confined to the ground floor. The building retains its original built form and scale, painted render walls and key stylistic details. Original facade detailing at the first-floor level includes the large central recessed window bay, decorative relief panels and parapet with 'wave' elements indicative of Art Deco styling, although the original steel frame windows have been replaced with aluminium frame units. The original shopfronts and awning have been replaced with contemporary items. The rear elevation retains original pattern of openings. Overall, the building has high integrity.



## COMPARATIVE ANALYSIS

Utilitarian two to three-storey shops or offices similar to 7-9 Elizabeth Street are a common building typology in the Hoddle Grid, although with extensive commercial development in the late twentieth century, these are now more common along main streets and smaller laneways in the peripheral precincts than in the main commercial area of central Melbourne. The interwar commercial buildings in central Melbourne utilised various classical or more progressive styles including the Commercial Palazzo, Chicagoesque or Moderne styles, as seen in landmark examples and other office/retail buildings around the city. The modestly scaled buildings were typically built of loadbearing brick, with a painted render finish and a minimum of detail.

The following examples in Melbourne are comparable with 7-9 Elizabeth Street, being of a similar use, scale, location and/or construction date. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

### *211-213 Franklin Street, 1931 (HO1125)*

Two-storey building originally built as a café in 1931 in an eclectic design, broadly indicative of the Spanish Mission style. The architects were Cowper, Murphy & Appleford. The ground floor opening has been altered in the 1980s, and tile cladding on the lower part of the wall is not original (RBA 2013:D38).



Figure 5. 211-213 Franklin Street, built in 1931.

### *Diamond House, 313-317 Bourke Street, 1936 (Significant in HO509 Post Office Precinct)*

Diamond House is a four-storey brick building designed by H W & F B Tomkins in the Moderne style and built by E A Watts in 1936.



Figure 6. 313-317 Bourke Street, built in 1936. (Source: Google 2019)

*Former Sharpe Bros Pty Ltd, 202-204 Bourke Street, 1934 (Recommended as significant in the Hoddle Grid Heritage Review)*

202-204 Bourke Street is a four-storey interwar commercial building built in 1935 in the Moderne style to a design by Melbourne architects H W & F B Tompkins. It functioned as the successful department store of Sharpe Bros Pty Ltd from 1935 to 1963 and continued its use as a department store until c1970.



Figure 7. 202-204 Bourke Street, built in 1934. (Source: Context 2018)

*Former Alexanders Building, 88 Elizabeth Street, 1928 & 1933 (Significant in HO502 The Block Precinct)*

A three-storey brick retail building with a faience tile-clad facade and a mezzanine. Built for the pipe and smoking requisites retailer Alexanders Proprietary Limited in 1928, and the façade was renovated in 1933 (*Age* 19 September 1933:14)





Figure 8. Elizabeth Street, built in 1928.

*295-297 Elizabeth Street, 1930s (Contributory in HO1204 Elizabeth Street West Precinct)*

Two-storey rendered brick shop built in the early 1930's.



Figure 9. 295-297 Elizabeth Street, built in the early 1930s. (Source: Google 2019)

*349 Elizabeth Street, c1920s (Contributory in HO1204 Elizabeth Street West Precinct)*

Two-storey concrete rendered shop built in the 1920s in Neo-Greco style.



Figure 10. 349 Elizabeth Street, built in c1920s.

7-9 Elizabeth Street is a relatively intact example of a modestly scaled two-storey shop/office building in central Melbourne. It was constructed in 1933 and exhibits aspects of the Moderne style. While other examples of the style currently on the City of Melbourne's Heritage Overlay, such as 88 Elizabeth Street (Significant to HO502 The Block Precinct) from 1936, which was also occupied by a cigarette manufacturer Alexanders Pty Ltd, and 313-317 Bourke Street (Significant to HO509 Post Office Precinct) of 1928.

7-9 Elizabeth Street is of interest as an unusually low scale example of the work of prominent architect Harry A Norris, demonstrating his ability to adapt his craft to lower scale commissions. This is indicative of its construction date close to the height of the 1930s Great Depression, a period of economic restraint and limited commercial development.

A café building at 211-213 Franklin Street from 1930 (HO1155) is another modestly scaled example with understated detailing. Although this example exhibits elements influenced by the Spanish Mission style, this building and 7-9 Elizabeth Street are both representative of the lower-scale commercial development during the later interwar period. 211-213 Franklin Street is also comparable for its original use as a café.

Unlike other two-storey retail/office or similar use buildings from the interwar period such as 295-297 Elizabeth Street (Contributory to HO1204 Elizabeth Street West Precinct), or 349 Elizabeth Street (Contributory to HO1204 Elizabeth Street West Precinct) the subject site exhibits a more refined and sophisticated use of stylistic motifs indicative of the influences of Art Deco. The incorporation of geometric stylised decorative panels enlivens the façade and sets the building apart from these more stylistically conservative examples of small-scale commercial building being constructed during the interwar period.

## ASSESSMENT AGAINST CRITERIA

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

**RECOMMENDATIONS**

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

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

**MELBOURNE PLANNING SCHEME**

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

**OTHER**

N/A

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**                      Ungraded

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**Central City Heritage  
Study 1993**                                      Ungraded

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

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**Central City Heritage  
Review 2011**                                      Ungraded

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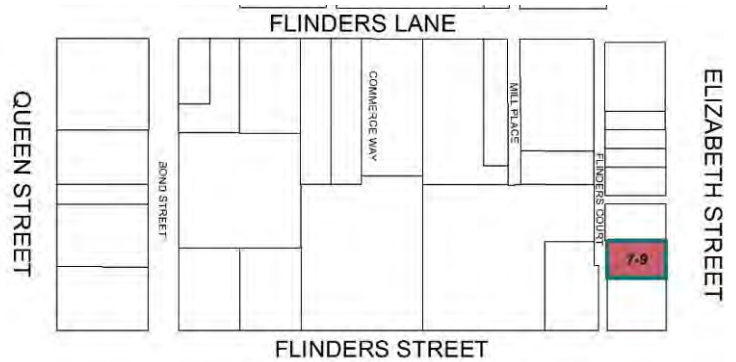


## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Shops, café and office



**PS ref no:** [HOXXXXHO1328](#)



**What is significant?**

7-9 Elizabeth Street, Melbourne, a two-storey retail building built in 1933 to a design by architect Harry A Norris.

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

- The original built form and scale;
- The original rendered reinforced concrete façade to Elizabeth Street and the pattern of fenestration, including large central recessed bay with vertically proportioned modules of narrow window openings and solid panels, moulded decorative motifs and parapet with recessed Art Deco/Jazz Moderne motifs; ~~and~~
- The original rear elevation with exposed concrete finish to Flinders Court and the pattern of fenestration.

Later alterations made to the Elizabeth Street facade, including the aluminium frame shop front, are not significant.

### How it is significant?

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7-9 Elizabeth Street, Melbourne, is of local historic, representative and associative significance to the City of Melbourne

### Why it is significant?

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The two-storey shop, office and cafe building at 7-9 Elizabeth Street is historically significant for the evidence it provides of an important phase in Melbourne's retail and office development. During the economic depression of the late 1920s and early 1930s, government tariffs on imported goods brought locally manufactured products to the fore, which aided Melbourne's recovery. The building at 7-9 Elizabeth Street was occupied immediately by small businesses associated with retail, café and financial services. Building owner, tobacco retailer G Damman & Co, occupied part of the building for around 40 years, from 1933 to at least 1974. The tobacco business of G Damman & Co was founded on the Victorian goldfields by Danish migrant brothers George and Gustave Damman. They opened their first tobacco and pipe retail store in Melbourne in 1854. Another occupant was the Parthenon Café from 1933-65, established by Greek immigrant Vasile Vlasopoulos. Vlasopoulos had a longer connection to the site, in 1919 having established a dining room in the previous building at 7A Elizabeth Street. Opened in 1933, the Parthenon Café was one of the earliest Greek cafes established in Melbourne, which were uncommon before the increased arrival of Greek migrants after World War Two. The building at 7-9 Elizabeth Street is also significant for its direct association of 15 years with the Young Men's Hebrew Association of Australia who occupied the first-floor office space in the subject building from c1945-60. The Young Men's Hebrew Association of Australia (YMHA) was founded in Sydney in 1929, with a Victorian branch established by late 1933, to perpetuate Jewish ideals, contribute to the social development of the community, and to create a cultural Jewish life by means of a religious, educational, social, philanthropic and recreational program. The role of the YMHA during its tenancy of 7-9 Elizabeth Street is likely to have taken on particular importance in the course of Melbourne's and Victoria's Jewish history in the immediate postwar years. (Criterion A)

The building at 7-9 Elizabeth Street is significant as a relatively intact example of a two-storey shop and office building constructed in the later interwar period and designed by Harry A Norris. The building is characteristic of the modestly scaled and fine-grained retail expansion in central Melbourne during the

widespread economic depression of the later 1920s and early 1930s. Its use of the Moderne style in such a low scale building is not common. The style was in vogue at the time for much more substantial (especially commercial) buildings rather than low scale retail buildings, which tended to be more stylistically conservative and restrained. The primary façade to Elizabeth Street retains its original fenestration, including large central recessed bay with vertically proportioned modules of narrow window openings and solid panels, moulded decorative motifs and parapet with recessed Art Deco inspired motifs. (Criterion D)

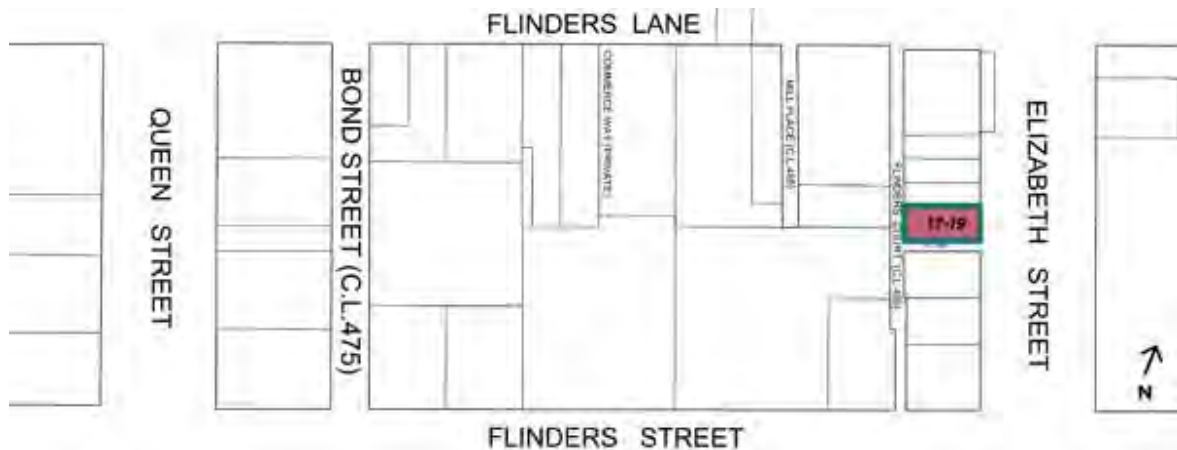
7-9 Elizabeth Street is significant for its direct association with one of the earliest-established Australian tobacconists G Damman & Co. Built for the company in 1933, the building was occupied by G Damman & Co for over 40 years through to the 1970s. In 1954, the company celebrated its centenary, and was noted as being the oldest tobacconists in Australia. The company established three stores in Melbourne, and the subject building at 7-9 Elizabeth Street is the only surviving physical evidence of their business in central Melbourne for over 120 years. (Criterion H)

#### **Primary source**

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



<b>SITE NAME</b>	Excelsior House, former Excelsior Chambers
<b>STREET ADDRESS</b>	17-19 Elizabeth Street Melbourne
<b>PROPERTY ID</b>	103168



SURVEY DATE: October 2017

SURVEY BY: Context

<b>HERITAGE INVENTORY</b>	H7822-1878	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	William Salway Peck & Kemter	<b>FORMER GRADE</b>	C
<b>DEVELOPMENT PERIOD:</b>	Interwar Period (c.1919- c.1940)	<b>BUILDER:</b>	Martin & Peacock
		<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1885, 1925

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a Commercial City	5.4 Developing a retail centre
	OTHER SUB-THEMES
10 Shaping Cultural Life	5.5 Building a manufacturing industry
	10.3 Belonging to an ethnic or cultural group
3 Shaping the Urban Landscape	3.2 Expressing an architectural style

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 60	<b>Inventory no:</b> 878
<b>Character of Occupation:</b> Commercial	
First land sale 1837, part 2 allotments: 9 and 8, L McAllister, A Thompson. Subdivisions, lanes by 1840.	
1839 Williamson	
1837 & 1840 Hoddle	
1855 Kearney	
1866 Cox	
1877 Dove	Two-storey building, Scott, Flowers; One-storey building, Cox, Butcher.
1888 Mahlstedt	Five-storey building; Excelsior Chambers; Robertson & Masters, Bartlett, Tailor.
1905/6 Mahlstedt	Five-storey building; Maclachlan, Tobacconist.
THEMATIC MAPPING AND LAND USE	
1890s	Offices
1920s	Offices, Cafes and Temperance.
1960s	Cafes.

## RECOMMENDATIONS

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

**Extent of overlay:** Refer to map

## SUMMARY

Excelsior House at 17-19 Elizabeth Street was originally built in 1888 as a five-storey office building to a design by William Salway. In 1925, an additional two storeys were added, and the façade was

updated in the interwar commercial palazzo style. The building supported a range of uses including the Shamrock Club for Irish immigrants.

## HISTORICAL CONTEXT

### Building a Commercial City

#### *Developing a retail centre*

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

Retailing in Melbourne gained official recognition when eight market commissioners were elected in 1841 from a roll of local voters. The commissioners established the Western Market, which became the principal place for selling fresh food, with many goods transported from Melbourne to pastoral settlements. At this time Melbourne's population was 4479, and Australia's was 20,416 (Young and Spearritt 2008).

Miles Lewis notes that various precincts within the city centre had emerged by the early 1840s, and that this pattern

*remained little changed into the 20th century and which ... survives today – mercantile and warehousing activity near the Pool and the wharves, banking in central Collins Street, the retailing heart between Swanston and Elizabeth Streets, the medical precinct in the vicinity of Dr Richard Howitt's house in Collins Street East, and so on (cited in Context 2012:12).*

During the economic boom of the 1880s, retail businesses constructed multi-storeyed architect designed buildings, with display windows to the streets and offices, warehousing and manufacturing constructed above. By the first decades of the twentieth century, buildings reached six to eight storeys, and some featured arcades.

#### *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 (Context 2012:35).

After being the centre of manufacturing in Australia in the 1920s, Melbourne's importance in this regard began to decline. In the postwar period many city factories and warehouses were left empty or converted for other uses. The industrial area of Southbank has been virtually obliterated by the new developments of the 1990s (Context 2012:35).

### Shaping cultural life

#### *Belonging to an ethnic or cultural group*

Melbourne attracted migrants from all over the world. As Chris McConville writes of the Irish:

*While the 1850s remained the most significant decade for Irish migration to Victoria, perhaps more important single years of emigration were 1864, 1879 and 1884, peaks*



*associated with crises in Irish agriculture...Since Victoria, unlike other colonies, quickly abandoned schemes of mass-assisted immigration, the Irish were more likely to have arrived as unassisted immigrants, suggesting that they were drawn from among the middling ranks of agricultural society...Extended sequences of familial chain migration allowed these regional concentrations to persist until the last decade of the 19th century.*

*In Melbourne, the Irish settled most densely in the inner city. For a time, some of the poorer lanes of the central city sustained noticeable Irish clusters. Yet the Irish-born were never a numerical majority in any local government area or city ward, even though they may have controlled local political and cultural life. In the city itself, Bourke, Gipps and Lonsdale wards had populations which were more than 20% Irish in 1871, the peak year for the city's Irish-born population (McConville 2008).*

Melbourne's various ethnic communities both adapted existing structures for their own purposes or built anew.

### **Shaping the urban landscape**

#### *Expressing an architectural style*

The interwar period adapted classical styles to commercial architecture with sub-sets of Georgian, Renaissance and Greek revival fitting within this overall style. The rather muted approach was sympathetic to earlier Victorian-era buildings and used a similar architectural vocabulary to those steeped in classical form and decoration. As a building type, offices tended to take a secondary role to monuments of civic and religious importance and saw such buildings as infill to the street.

Commercial buildings in the 1920s were mainly of the commercial palazzo style, as exemplified by Harry Norris's Nicholas Building in Swanston Street (1925). The style was an early attempt at creating a style suitable for the tall building. It was divided into a base, shaft and cornice, much like a Renaissance palazzo. The scale, however, was greatly enlarged, with the shaft stretching up to 10 storeys.

The interwar period also brought a change in building to structural steel and reinforced concrete framing, however buildings continued to adopt traditional architectural elements simply modified to the new construction material. This was particularly true of concrete that could be moulded to resemble traditional masonry render.

### **SITE HISTORY**

The site at 17-19 Elizabeth Street, was purchased by L McAlister and A Thompson as part of Section 2, Allotments 8 and 9 in the first Crown land sale of 1837. By 1840 the land had been subdivided, and by 1855 there was a three-storey bluestone store on the site comprising 17-19 and 21-23 Elizabeth Street (then addressed together as number 13). The store was built for prominent millwright, John Dight, after whom Dights Falls is named (*Argus* 22 January 1855:8; Fels, Lavelle & Mider 1993, Inventory no 878; RB 1860-1863).

In 1872 Michael Dawson purchased the property, and from 1875 nurserymen Scott & Sons operated a florist from the premises (*Advocate* 24 August 1872:15; S&Mc 1875-1884). Dawson's death in 1875 saw the property passed to his daughter Emily Fallon, who had married Thomas Patrick Fallon some years earlier. Fallon was a speculator and Consul for Chile in Victoria and Consul-General for Columbia in Australasia in the early 1890s. He committed suicide in 1892 because of monetary

problems caused by the economic depression of the early 1890s (*Age* 28 August 1874:2; *Argus* 2 June 1875:8; *Argus* 5 January 1892:5).

In 1884 architect William Salway advertised for tenders to purchase and remove the premises at Elizabeth Street, which resulted in the subdivision of the allotment. The Fallons retained their portion at the corner of Elizabeth Street and the right-of-way and had a five-storey brick office building, Excelsior Chambers, constructed by Martin & Peacock (Figure 1) (*Argus* 13 November 1884:15; MCC registration no 1265, as cited in AAI, record no 75166). It was the first of three adjacent buildings Salway would design on the block: he and Martin & Peacock collaborated again in 1889 on the surviving Elizabeth Chambers next door, built in 1890 (in addition to a warehouse in Little Bourke Street in 1890), as well as 25 Elizabeth Street, constructed by McIntosh & McConnell in 1889 (MCC registration no 3889 & 4335 as cited in AAI, record no 75176 & 73300).

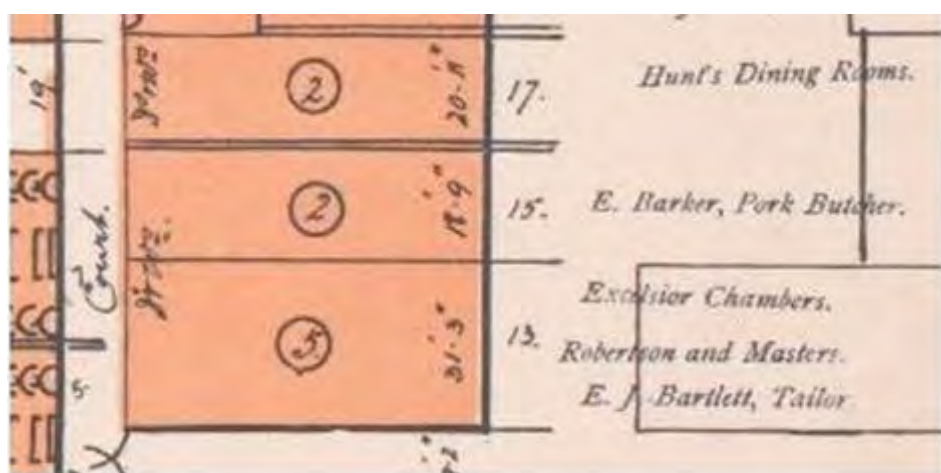


Figure 1. Detail from 1888 Mahlsted plan shows 17-19 Elizabeth Street (then no 13), as a five-storey brick building. (Source: Mahlsted Map, no 4, 1888)

#### *Excelsior Chambers 1885-1924*

By 1886 the ground floor shops of Excelsior Chambers were occupied by florists Scott & Sons and fishmonger P Jenkins, with the first and second floors leased by various soft goods manufacturers (*Age* 20 May 1886:8; *Oakleigh Leader* 17 March 1888:4; RB 1892). Melbourne's only furrier (a person dealing in furs) at the time, Morris Nettleberg, ran his shop from the ground floor of 17 Elizabeth Street from 1894-1901 (RB 1894-98; S&Mc 1901). The second and third floors remained vacant until 1902, when the Shamrock Club began operating their offices and clubroom from these levels (S&Mc 1902). The Club was founded on the idea of having a place for Irish immigrants to meet, and by 1910 it occupied five floors of the Excelsior Chambers (*Argus* 21 June 1902:11; RB 1910). The Shamrock Club continued to operate from the site until c1919 (*Advocate* 5 April 1919:19).

Several fires in the early 1890s resulted in the building's entire fifth storey burning out and lower levels suffering significant water damage, with repairs estimated at £3,500 (*Argus* 1 April 1893:8). While the front façade remained from its initial construction through to the 1920s, it is assumed that the required repairs would have resulted in little original internal fabric remaining at the turn of the century.

In 1910 Anthony Lucas purchased Excelsior Chambers and operated both a fruit shop and the Lucas Café from the premises until c1925 (Figure 2) (RB1910, 1920, 1925 & 1930).

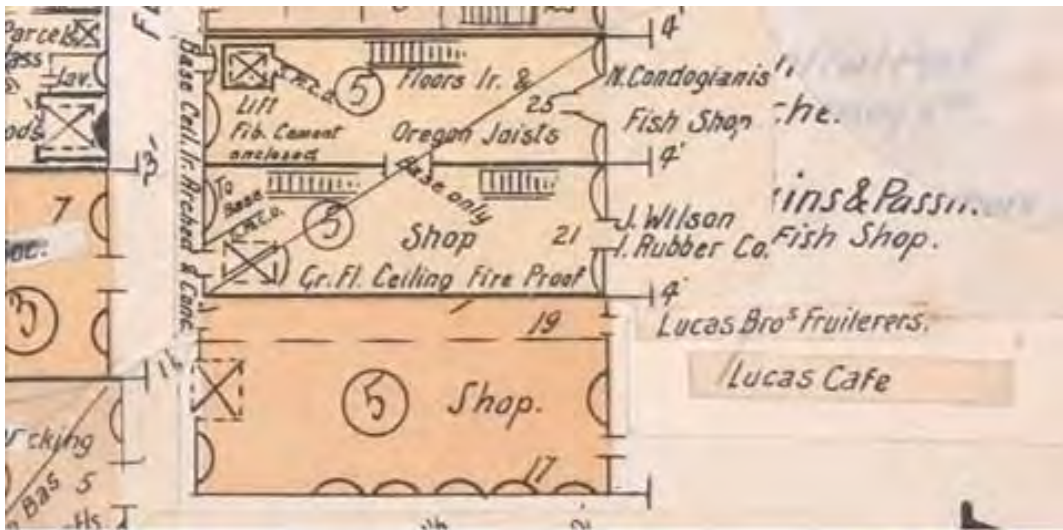


Figure 2. Detail from 1910 Mahlsted plan shows Lucas Bros occupying the property, as well as added detail on some of the building features, i.e. shop front with two entrances, five window openings on the southern elevation, two rear door openings and an internal lift well. (Source: Mahlsted Map, no 15, 1910)

In 1925 architects Peck & Kemter invited tenders for alterations and additions to Excelsior House, with the works totalling £12,000 (*Age* 25 February 1925:6; BP). Two additional storeys were added and the building's front façade was also refaced, replacing Salway's Italianate classical detailing with a façade in the interwar commercial palazzo style. (Figure 3, Figure 4, Figure 5).

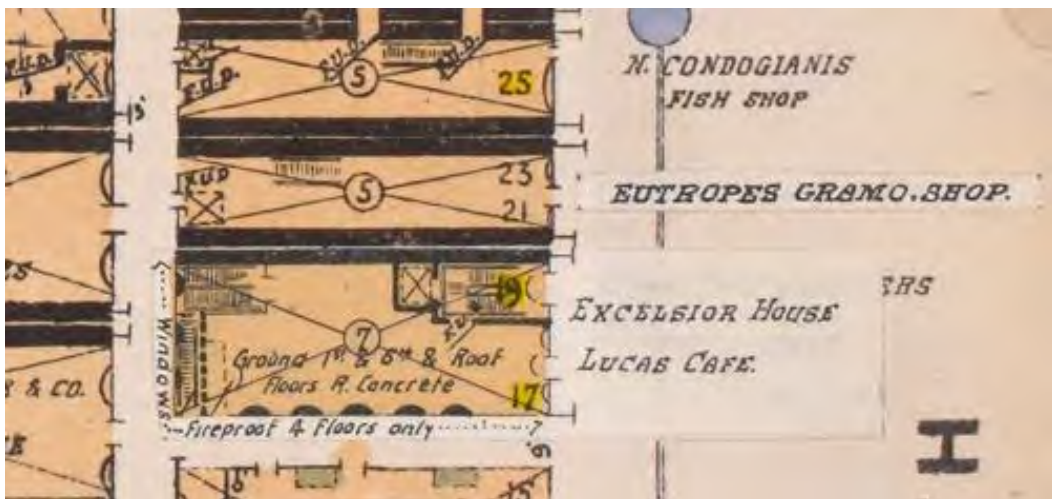


Figure 3. Detail from 1925 Mahlsted plan shows the building at 17-19 Elizabeth as a seven-storey building with reinforced concrete roof and floors at ground, first and sixth levels. (Source: Mahlsted Map Section 1, no 15, 1925)



Figure 4. A c1900 image looking north up Elizabeth Street from Flinders Street shows the subject property as a five-storey building with Italianate detailing on the façade. (Source: photographer unknown c1900, SLV)

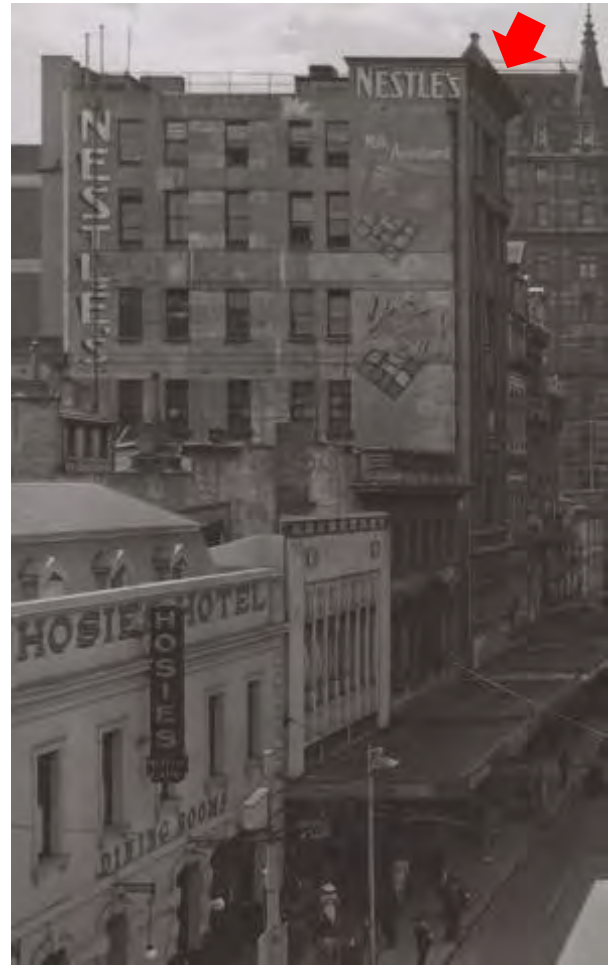


Figure 5. An image from the late 1940s shows the subject building with a two-storey extension, and new façade and cantilevered canopy replacing pre-1925 detailing. (Source: photographer unknown c1946-1953, SLV)

Tenants who occupied floors in the newly refurbished building included Miss Vivienne Maitland and her partner, who operated the Paris Tango Club from the property in 1926 (Figure 6), as well as the University Coaching College and a scouts' headquarters (*Argus* 8 February 1930:14; *Frankston and Somerville Standard* 22 October 1926:7). Lucas' proprietorship of 17-19 Elizabeth Street remained until the mid-1950s (RB 1930, 1939, 1945, 1950 & 1956).

Today the ground floor of 17-19 Elizabeth Street is occupied by a fast food chain and a currency exchange kiosk, while the upper floors have been converted to residential apartments.





Miss Vivienne Maitland and her partner, Mons. Alexandre Laloge, who, coming direct here from Monte Carlo and Paris, have opened a French Tango Club at Excelsior House, 17-19 Elizabeth Street, Melbourne. They instruct in and demonstrate daily all the latest dances.

Figure 6. Miss Vivienne Maitland and her partner, Monsieur Alexandre Laloge, who came to Melbourne direct from Monte Carlo and Paris, opened the Paris Tango Club in 1926, instructing the latest dances daily. (Source: *Table Talk* 2 December 1926:57)

#### *William Salway, architect*

The *Encyclopedia of Australian Architecture* contains the following information about William Salway:

*William Salway (1844-1902) was born in London and his family migrated to Australia in 1854. He attended Scotch College (1858-9), matriculated from the University of Melbourne (1865) and subsequently served his articles with Reed and Barnes, with whom he remained until 1867 when he toured to Manila, Ceylon, Singapore and China, remaining in Hong Kong where he practiced from 1868-1876. On his return to Melbourne he joined James Thomas Conlan to form Conlon & Salway. Conlon died in 1880 and Salway continued the practice alone, establishing himself as one of the leading architects of the time. His years of practice span the land boom period of the 1880s and his clients included prominent Melbourne institutions, businesses and citizens, including the Melbourne Cricket Club, the Victorian Racing Club and the City of Melbourne.*

*It is, nevertheless, in his central Melbourne buildings and suburban mansions that Salway left his mark. He always designed in a free Italianate Classical style. His warehouses*

*develop a vocabulary of layered trabeated (post and beam) facades articulating repetitive rows of rectangular windows and developed with added layers to structural bays and corners. He favoured corner piers capped with inverted console brackets. Further decorative overlays included overlaid pedimented entrance porches, archways and decorative panels to produce dramatic effects. A literal interpretation of the Classical orders was avoided and generally pilasters and the like only appear on entrance porticoes. Important surviving examples include the Meat Market building (1884) at the Queen Victoria Market in Elizabeth Street and the former Ball & Welch warehouse (1883) in Faraday Street, Carlton. (Trethowan 2012:613)*

*Peck & Kemter, architect*

The *Encyclopedia of Australian Architecture* contains the following information about architects Peck & Kemter:

*In 1889, Solon Alonzo Peck (1870-1930) was articled to W V Billing, becoming a partner in 1893 and later Billing, Son & Peck (1897-1911). With George Alfred Kemter (1887-1971) as partner, it became Billing, Peck & Kemter (1912-c20). These various iterations of the firm designed banks at Box Hill (1911), Coburg (1912), the Western Branch (1917) of the State Savings Bank of Victoria and the Higson Building (1913), Flinders Lane, Melbourne. As Peck & Kemter, acting for the client Howey Estate, they were involved with Walter Burley Griffin and Marion Mahoney Griffin in the Capitol Theatre and Building, Melbourne (1920-24).*

*Peck & Kemter designed the B F Cox residence, Malvern (1925), renovations to the Brunswick Baths (1928), the Bankers & Traders Insurance building, Collins Street (1928), the Sheep Pavilion, Melbourne Showgrounds (c1928), the Aeolian Building, Swanston Street (c1928) and The Strand, Elizabeth Street (1929), before Peck died. Later the firm designed W B Simpson's office, Victoria Street (1933) and, with A C Leith & Bartlett, Heidelberg Town Hall (1936-7), Peck & Kemter were awarded the RVIA Street Architecture Medal (1939), though their role was probably not significant. Kemter completed the Wakes Mail Order Store, 493-497 Swanston Street (1940) and a retirement home on his Heidelberg property (1940) before the firm closed. (Peterson 2012:534)*

## **SITE DESCRIPTION**

17-19 Elizabeth Street forms part of a group of three commercial buildings of four to six storeys in the block between Flinders and Collins Streets. Nos 17, 21 (HO105) and 25 are part of the retail core of the central city. They form a distinctive grouping defined by their narrow site footprints and heights.

Originally built as a five-storey building in 1885, an additional two storeys were added in 1925. At the same time, the whole of the front façade was refaced in the interwar commercial palazzo style. The building has a strong vertical character derived from its height in relation to its footprint and detailing designed to accentuate the vertical plane.

The front façade is arranged as a base, shaft and cornice in the style of a Renaissance palazzo. A rusticated base has four equally spaced rounded arched window openings. Unusually, the rusticated base is located on the first level rather than at ground level. A band of rectangular recessed openings

with decorative metal grilles runs across the top of this level. A deep decorative palazzo style cornice runs along the upper edge of the parapet at the top of the building.

The remainder of the façade is divided into three vertical bays by rendered piers which run the full height of the upper floors - a double width bay runs through the centre and single width bays are located to each side.

Flat horizontal spandrels run across each of the other levels, recessed behind the vertical piers. The words 'Excelsior House' are inscribed between levels two and three. The band between the fifth and sixth floors comprises a balconette on each outer section. Windows are consistent, with simple timber framed sash windows to the outer edges. Centre windows are tripartite with four small panes to the upper section of each window and sill and apron intact.

At ground level, alterations have occurred to the shop fronts. The 1925 cantilevered verandah canopy over the shopfront remains with decorative motifs still intact at each end.

### **INTEGRITY**

The early form and footprint of the 1885 building is still legible. Detailing of the upper façade, dating from 1925, retains a high level of integrity. Significant alterations have occurred to the shop front at ground level, though the 1925 cantilevered canopy remains intact.

### **COMPARATIVE ANALYSIS**

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

In the interwar period, a variety of styles was used in the design of commercial buildings, as architects and designers explored ways of treating buildings with new height limits, made possible by innovations such as the elevator and changes in regulations. In some instances, classical revival styles were used, while at other times, styles more closely associated with modern movement were used to express a streamlined, progressive aesthetic. The classical revival commercial palazzo style was commonly used, as exemplified by Harry Norris's Nicholas Building in Swanston Street (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.

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

Selected examples of commercial buildings from the 1880s include:



*Elizabeth Chambers, 21-23 Elizabeth Street (HO1015) and 25 Elizabeth Street (Recommended as significant in the Hoddle Grid Heritage Review)*

These five-storey commercial buildings are directly adjacent to the subject site. Architect William Salway designed all three buildings between 1885 and 1890. Built in the classical styles, they are representative of a building type that flourished during the Boom years of the 1880s, and which contributed to Melbourne as a commercial city.



Figure 7. 21-23 Elizabeth Street, 1890 (on left) and 25 Elizabeth Street, 1889 (on right). (Source: Context 2018)

Selected examples of classically styled buildings from the interwar period include:

*Druids House, 407-409 Swanston St, 1927 (HO1083)*

A seven-storey reinforced concrete office building with a basement and ground level retail. Designed by Gibbs, Finlay, Morsby & Coates in the Greek Revival style and built by EA Watts for The Druids Friendly Society in 1927.



Figure 8. Druids House, 407-409 Swanston Street constructed 1927

*Former Pellegrini & Co premises, 388-390 Bourke Street, 1930 (HO1206)*

An eight-storey office building of reinforced concrete construction designed by AA Fritsch. A taller building than others of this period, it expresses its classicism in the arrangement of base, shaft and capital as well as the use of balconies and pilasters. The concrete frame has allowed larger window sizes than is possible in a masonry building.



Figure 9. 388-390 Bourke Street constructed 1930

*414-416 Bourke Street, 1928 ((HO1207)*

An eight-storey brick building is distinguished by its understated reference to the classical revival style with an intact ground floor and seven levels with a cornice and pediment. The façade is composed with several balconies.



Figure 10. 414-416 Bourke Street constructed 1928

The subject building compares with 21-23 and 25 Elizabeth Street as one of three commercial buildings constructed by architect William Salway in the late-Victorian period. This type of building flourished during the boom years of the 1880s and contributed to Melbourne as a commercial city. The subject building compares with 407-409 Swanston Street, 388-390 Bourke Street, and 414-416 Bourke Street, particularly for the aesthetic qualities associated with the interwar classical revival

styles. While not originally constructed in the interwar period, the façade of the subject building was refaced at that time and reflects the aesthetic characteristics associated with the interwar revival styles.

## ASSESSMENT AGAINST CRITERIA

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

**RECOMMENDATIONS**

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

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

**MELBOURNE PLANNING SCHEME**

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

**OTHER**

N/A

## REFERENCES

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

D

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**Central City Heritage  
Study 1993**

C

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

Ungraded

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**Central City Heritage  
Review 2011**

Ungraded

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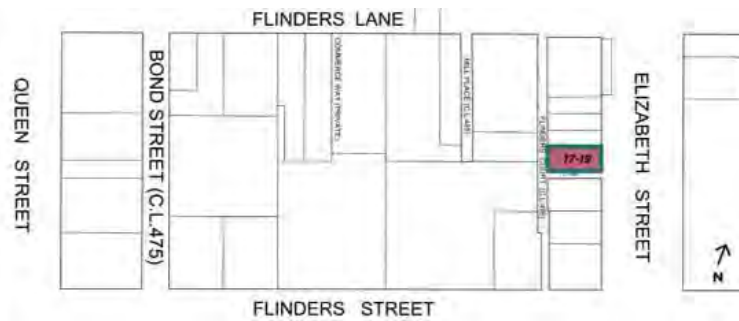


## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Excelsior House,  
former Excelsior Chambers



**PS ref no:** [Interim HOHO1246](#)



### What is significant?

17-19 Elizabeth Street, built in 1885 and extended and refaced in 1925.

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

- The building's early form, materials and detailing (dating from 1925 refurbishment)-
- Detailing of the upper façade including rusticated base with rounded arched window openings, decorative metal grilles, piers and recessed spandrels, balconettes, parapet and deep decorative cornice (1925);
- The words 'Excelsior House' inscribed between levels two and three;

- Pattern and size of original fenestration;
- Original window joinery, including central tripartite windows with four small panes to upper sashes; and
- The cantilevered canopy (1925).

More recent alterations, including those to the ground level shop front, are not significant.

### How it is significant?

17-19 Elizabeth Street is of local historic, representative and aesthetic significance to the City of Melbourne.

### Why it is significant?

17-19 Elizabeth Street is of historic significance for its association with Melbourne's retail and manufacturing development during the boom years of the 1880s and the 1920s. Built for Thomas Patrick Fallon, speculator and Consul for Chile in Victoria and Consul-General for Columbia in Australasia in the early 1890s, 17-19 Elizabeth Street was one of three adjacent buildings designed by architect William Salway: the subject building (1885); 21-23 Elizabeth Street (1890); and 25 Elizabeth Street (1889). 17-19 Elizabeth Street is also significant for its association with the Shamrock Club, established in 1850 to provide an opportunity for Irish migrants to meet, which occupied the building from 1902 to c1919. (Criterion A)

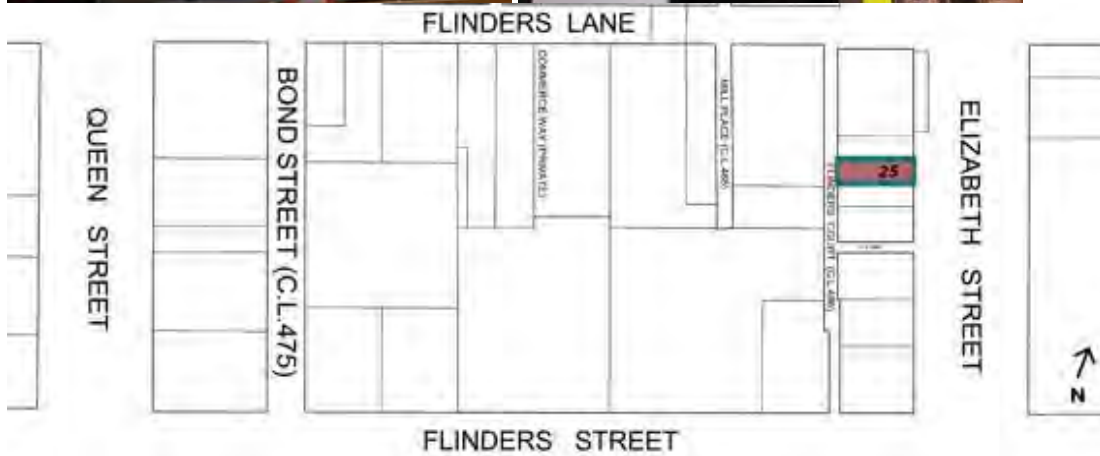
In its altered form of seven storeys 17-19 Elizabeth Street is a fine example of an interwar commercial palazzo, an architectural style that developed in response to the growing height of buildings in the early twentieth century, together with the desire to still utilise classical decoration to achieve a well-mannered and scholarly building. Like other buildings of this period, this classical tradition is expressed in 17-19 Elizabeth Street by the horizontal composition of the façade arranged as a base, shaft and cornice and its vertical articulation by piers between which are inset traditionally proportioned windows. (Criterion D)

17-19 Elizabeth Street is aesthetically significant as part of the group of three adjacent buildings designed by William Salway. Its somewhat unusual combination of Victorian and interwar elements features an Italianate façade with arched window openings at first floor level. Above this the building features a highly intact classical revival façade including full height vertical piers, a deep projecting cornice, balconettes and original window pattern and designs. 17-19 Elizabeth Street derives its aesthetic significance from a rich palette of classical detail together with high integrity relating to its 1925 form. (Criterion E)

### Primary source

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

<b>SITE NAME</b>	Former Universal House <a href="#">(Not included in a Heritage Overlay – see Addendum in Volume 1)</a>
<b>STREET ADDRESS</b>	25 Elizabeth Street Melbourne
<b>PROPERTY ID</b>	103170



SURVEY DATE: October 2017

SURVEY BY: Context

<b>HERITAGE INVENTORY</b>	H7822-1880	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	William Salway	<b>FORMER GRADE</b>	B
		<b>BUILDER:</b>	McConnell & McIntosh
<b>DEVELOPMENT PERIOD:</b>	Victorian Period (1851-1901)	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1889

## THEMES

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

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 60	<b>Inventory no:</b> 880
<b>Character of Occupation:</b> Commercial	
First land sale 1837, Block 4 Allotment 9, L McAlister, Subdivision lanes by 1840.	
1839 Williamson	-
1837 & 1843 Hoddle	-
1840 Russell	-
1866 Cox	Brick building, restaurant owned by William Hunt
1877 Dove	W Hunt Full & Plenty luncheon room
1880 Panorama	
1888 Mahlstedt	Hunt's dining room, Horderns Trustees, built new building
1905/6 Mahlstedt	Five-storey building,
THEMATIC MAPPING AND LAND USE	
1890s	Commercial office
1920s	Commercial office
1960s	Commercial office

## RECOMMENDATIONS

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

**Extent of overlay:** Refer to map

## SUMMARY

25 Elizabeth Street is a five-storey (with basement) late-Victorian commercial building that is representative of a type of building that flourished in the boom years of the 1880s. These buildings offered retail spaces at ground level and manufacturing, warehouse or office space on the upper floors, providing accommodation for a wide range of businesses, and helping to shape Melbourne into a commercial city.

## HISTORICAL CONTEXT

### Building a Commercial City

#### *Developing a retail centre*

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

Retailing in Melbourne gained official recognition when eight market commissioners were elected in 1841 from a roll of local voters. The commissioners established the Western Market, which became the principal place for selling fresh food, with many goods transported from Melbourne to pastoral settlements. At this time Melbourne's population was 4479, and Australia's was 20,416 (Young and Spearritt 2008).

Miles Lewis notes that various precincts within the city centre had emerged by the early 1840s, and that this pattern:

*remained little changed into the 20th century and which ... survives today – mercantile and warehousing activity near the Pool and the wharves, banking in central Collins Street, the retailing heart between Swanston and Elizabeth Streets, the medical precinct in the vicinity of Dr Richard Howitt's house in Collins Street East, (cited in Context 2012:12).*

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

## SITE HISTORY

The site at 25 Elizabeth Street, originally no 17, was purchased by L McAlister as part of Crown Allotment 9, Block 4, in the first Crown Land sale of 1837 (DCLS). By 1840 the land had been subdivided, and in 1853 a brick store was built by Richard Richards for Dr John Gemmell on the subject site, at the southern end of Elizabeth Street (Fels, Lavelle & Mider 1993, Inventory no 880; MCC registration no 1923, as cited in AAI record no. 74969). The property was transferred to William Hordern, of the Hordern Australian retailing dynasty, in c1878 (RB 1878).

The Hordern family first came to prominence in Sydney as merchants and retailers with the establishment of Anthony Hordern & Sons. The family gained notability in rural pursuits, stockbreeding, stockbroking, fashion, cricket and parliament.

Anthony Hordern Senior (1788-1869) and his wife Ann Woodhead (c1791-1871) migrated to Sydney in 1823 with their four children. They moved to Melbourne in 1839, though their sons Anthony Junior and Lebbeus returned to Sydney Lebbeus shortly after, setting up the drapery business, L and A Hordern in 1844. Hordern Senior eventually established firm Anthony Hordern & Sons with his second son, Samuel, which became the largest department store in Sydney. With 52 acres (21 hectares) of retail space, Anthony Hordern's Sydney store was also once the largest department stores in the world (Teale 1972). William, fifth son of Anthony Hordern Senior, remained in Melbourne where he married Cecilia Monger in 1852. The pair built the first Methodist church on a corner of their own



property in Alhington, next to the Darebin Creek (*Spectator and Methodist Chronicle* 8 January 1915:54).

Butcher and restaurant keeper, William Hunt operated the 'Full and Plenty' dining rooms and boarding house from the subject premises from at least 1860, for almost three decades (S&Mc 1860-1892).

On Hordern's death in 1881, the property was devolved to his wife Cecilia (PROV VPRS 28/P0 unit 265, item 22/835; S&Mc 1872-1882). In 1889 North Melbourne building firm McConnell & McIntosh were awarded the tender to erect a five-storey warehouse on the site for Mrs Hordern (*Australasian Builder and Contractor's News* 26 January 1889:98). Architect William Salway designed the warehouse in a free Italianate Classical style (Figure 1 and 2) (MCC registration no 3754, as cited in AAI record no 75175). In the same year, Salway also designed the surviving Elizabeth Chambers at 21-23 Elizabeth Street, built in 1890, and a few years earlier, designed the Excelsior Chambers at 17-19 Elizabeth Street, built in 1885.

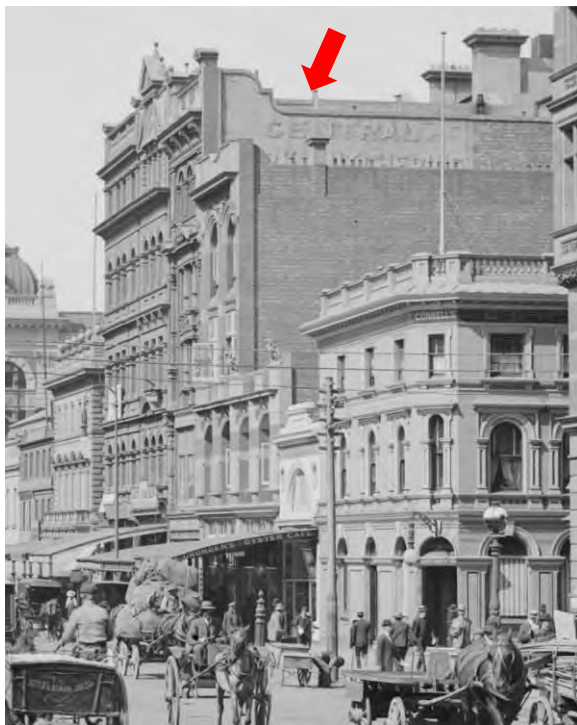


Figure 1. A photograph from the early twentieth-century shows 25 Elizabeth Street with 'Central Pork Butchering' signage painted on parapet wall. (Source: unknown photographer c1900-c1914, SLV)



Figure 2. A c1910 photograph shows 25 Elizabeth Street repainted in white. (Source: unknown photographer c1910, SLV)

Tenants included Wilson, Corben & Co, marble workers and stoneware merchants from 1889-1896; and Cobb & Co, hardware merchants, in 1896-1898 (S&Mc 1889-1903). From 1903 to 1910, A and G Smith operated Central Pork Butchering Co and Tea Rooms from the property (Figure 1). In 1906 a small fire in a drying room on the fifth-floor caused damage to the roof of the building (*Age* 27 March 1906:6).

#### *London Fish Café*

On A Smith's death in 1910, the property's lease was transferred to the Alexandra Bros who established the London Fish Café on the premises. Trading under the London Fish Café name

continued until c1963 (*Age* 12 July 1930:1; *Argus* 22 December 1956:6; S&Mc 1910-1945; RB 1910-1958).

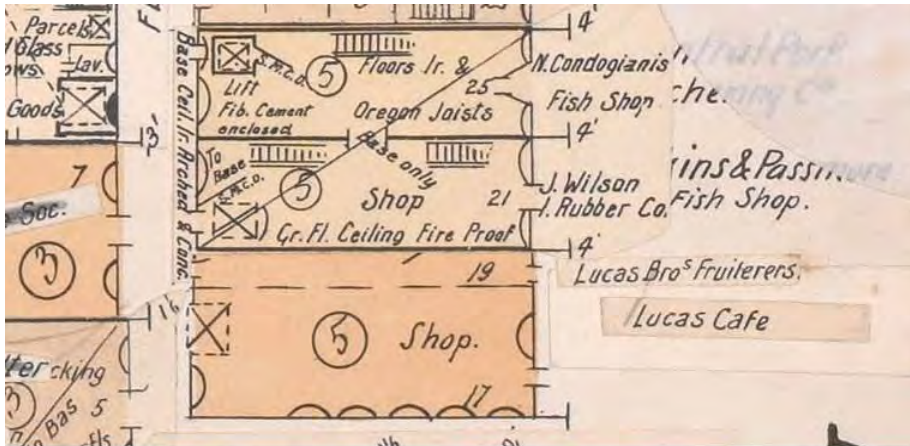


Figure 3. Section from 1910 City of Melbourne Detail Fire Survey Plan by Mahlstedt shows the subject building with an enclosed fibro-cement lift with single metal clad doors, iron floors and Oregon joists, as well as an internal opening connection no 25 with no 21-23 next door. (Source: Mahlsted Map, no 15, 1910)

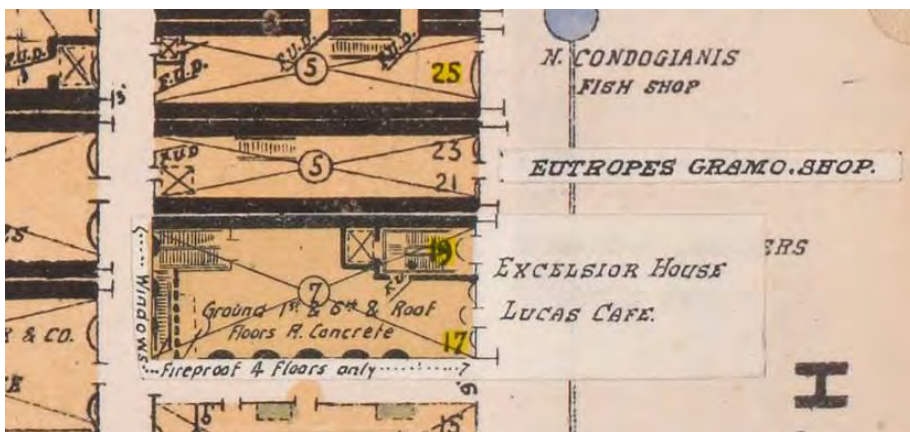


Figure 4. Section from a 1925 Mahlstedt plan shows the subject building with a number of alterations, including a modified façade and the closure of the previous openings connecting to no 21-23. Two new openings here connect no 25 with no 27-29. (Source: Mahlsted Map, no 15, 1925)





Figure 5. A c1918 photograph shows 25 Elizabeth Street with 'London Cafe' signage painted on parapet wall. (Source: Rose Stereograph Co c1918, SLV)



Figure 6. A 1946-53 photograph indicates a high level of soot on the façade, though original decorative façade details from 1889 appear to be intact. (Source: unknown photographer 1946-53, SLV)



Figure 7. Section taken from a 1948 Mahlstedt plan shows interior alterations including the repositioning of the lift and stairwell and the closing up of interior openings between no 25 and 27-29 Elizabeth Street. (Source: Mahlsted Map, no 15, 1948)

In December 1956 the property was sold for £50,000, ending the Hordern family's 80-year proprietorship. By 1963 the building was known as Universal House, with available evidence showing

the occupancy of the property by Universal Flexible Trusts Ltd until 1974 (Age 26 August 1963:4; S&Mc 1960, 1965, 1970 and 1974).

Today, 25 Elizabeth Street is tenanted by Smokemart & Gift Box kiosk at ground level, and various organisations providing professional services throughout the upper floors.

*William Salway, architect*

The *Encyclopedia of Australian Architecture* contains the following information about architect William Salway:

*William Salway (1844-1902) was born in London and his family migrated to Australia in 1854. He attended Scotch College (1858-9), matriculated from the University of Melbourne (1865) and subsequently served his articles with Reed and Barnes, with whom he remained until 1867 when he toured to Manila, Ceylon, Singapore and China, remaining in Hong Kong where he practiced from 1868-1876. On his return to Melbourne he joined James Thomas Conlon to form Conlon & Salway. Conlon died in 1880 and Salway continued the practice alone, establishing himself as one of the leading architects of the time. His years of practice span the land boom period of the 1880s and his clients included prominent Melbourne institutions, businesses and citizens, including the Melbourne Cricket Club, the Victorian Racing Club and the City of Melbourne.*

*It is, nevertheless, in his central Melbourne buildings and suburban mansions that Salway left his mark. He always designed in a free Italianate Classical style. His warehouses develop a vocabulary of layered trabeated (post and beam) facades articulating repetitive rows of rectangular windows and developed with added layers to structural bays and corners. He favoured corner piers capped with inverted console brackets. Further decorative overlays included overlaid pedimented entrance porches, archways and decorative panels to produce dramatic effects. A literal interpretation of the Classical orders was avoided and generally pilasters and the like only appear on entrance porticoes. Important surviving examples include the Meat Market building (1884) at the Queen Victoria Market in Elizabeth Street and the former Ball & Welch warehouse (1883) in Faraday Street, Carlton. (Trethowan 2012:613)*

## SITE DESCRIPTION

25 Elizabeth Street forms one of a group of three commercial buildings of four to six storeys in the block between Flinders and Collins Streets. Nos 17, 21 (HO105) and 25 are part of the retail core of the central city. They form a distinctive grouping defined by their narrow site footprints and heights. 25 Elizabeth Street is a five-storey (with basement) Victorian rendered brick building. It has a strong vertical character derived from its height in relation to its footprint.

A parapet is intact across the top of the building and conceals a hipped roof form. It is comprised of a central panel adorned with three rectangular floral motifs and flanked with pilasters topped with triangular pediments at each end. Below the parapet, a full entablature is complete with deep moulded cornice, a dentil band and decorative scroll brackets – a pair at each end of the building and two additional brackets across the face.

Each of the four floor levels has groups of three identical window openings, arched on the upper floor and rectangular on levels two and three. On the first floor enlarged openings have highlight windows and full width windows. First floor windows are early, if not original.

Each level has decorated pilasters on the building edges. Decoration varies between the levels. All other face details have been removed, resulting in a flat rendered face between the pilasters. The remaining stucco decorative elements indicate that 25 Elizabeth Street once formed a highly elaborate Victorian commercial building, matching its neighbour at 21-23 Elizabeth Street.

### INTEGRITY

The building retains its early form and presentation as a building designed in the Victorian boom style. Much of the decoration across the face of the building has been removed, but the decoration at the upper and outer edges is intact. The ground floor shop front has been heavily altered. While some of the detailing has been removed from the second to the fourth floor, it still reads as a mid-rise commercial building from the Victorian era.

### COMPARATIVE ANALYSIS

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

The subject building compares well with the following examples from the 1880s, being of a similar use, scale, location and creation date. The images are from c2000 or later, provided by CoM Maps unless stated otherwise.

#### *Elizabeth Chambers, 21-23 Elizabeth Street (HO1015)*

This five-storey commercial building with basement is adjacent to the subject site. It is one of three buildings in a row designed by architect William Salway. The rendered brick building features a façade designed in the Classical Revival style.



Figure 8. 21-23 Elizabeth Street constructed 1890.

#### *Former Gordon Buildings, 384-386 Flinders Lane, 1885, 1888 (Interim HO1271 – recommended as significant in the Hoddle Grid Heritage Review)*

Built as office accommodation by biscuit manufacturer, Swallow & Ariell, the distinctive four-storey (plus basement) office building was originally built as two storeys (plus basement) in 1885, with an

additional two storeys built several years later in 1888. Architect Frederick Williams designed the original building and the extension. The cohesive arrangement of elements such as arched windows openings, moulded cornices and parapet detailing results in an integrated 'Italianate' façade.



Figure 9. 384-386 Flinders Lane constructed 1885 and 1888. (Source: Context 2018)

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

A five-storey cement rendered brick commercial building, designed by William Henry Ellerker in the Italian High Renaissance Revival style and built by Charles Butler in 1885 for the printers and stationers Schuhkraft & Co.



Figure 10. 130-132 Flinders Street constructed 1885.

The subject building compares with the examples above as a late Victorian commercial building, constructed in a classical style. While it does not retain the same level of architectural detail as the example buildings, it is a representative example of this building type that flourished in the boom years of the 1880s and contributed to the shaping of Melbourne as a commercial city.

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**ASSESSMENT AGAINST CRITERIA**


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

---

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

---

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

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

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

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

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

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

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**RECOMMENDATIONS**

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

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

**MELBOURNE PLANNING SCHEME**

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

**OTHER**

N/A



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*Argus*, as cited.

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Unknown photographer 1946-1953, 'Views along Elizabeth Street, Melbourne, State Library of Victoria (SLV), Collection unknown, accessed online 13 February 2018.



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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

D

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**Central City Heritage  
Study 1993**

C

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

B

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**Central City Heritage  
Review 2011**

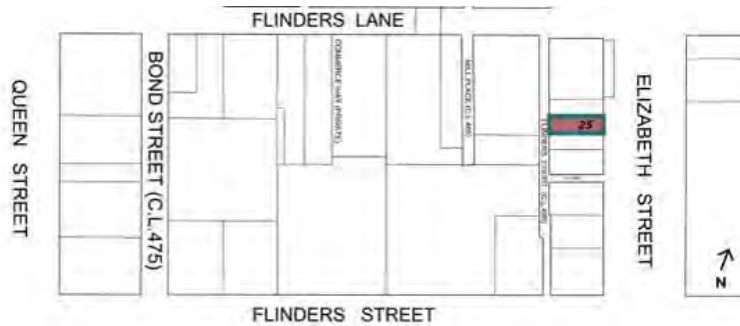
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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Universal House

**PS ref no:** [Interim HO1247N/A](#)



### What is significant?

25 Elizabeth Street, a five-storey commercial building designed by architect William Salway and built in 1889.

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

- The building's original form, materials and detailing;
- Detailing of the upper façade, particularly the remaining stucco decoration at the upper and outer edges which includes the parapet, a full entablature with deep moulded cornice, a dentil band and decorative scroll brackets, pilasters;
- Pattern and size of original fenestration; and
- Early window joinery at the first floor.

Later alterations, including those to the ground level shop front, are not significant.

### How it is significant?

25 Elizabeth Street is of local historic, [and](#) representative [and aesthetic](#) significance to the City of Melbourne.

### Why it is significant?

25 Elizabeth Street is of historical significance for its association with Melbourne's retail development during the boom years of the 1880s. [Built in 1889 for Celia Hordern, the wife of merchant William Hordern](#), 25 Elizabeth Street was one of three adjacent buildings designed by architect William Salway: the subject building (built 1889); 21-23 Elizabeth Street (built 1890); and 17-19 Elizabeth Street (built

~~1885). Built in 1889 for Celia Hordern of the Hordern Family retailing dynasty as a warehouse with hospitality and retail uses, 25 Elizabeth Street clearly demonstrates this important phase of development in the city is significant for its association with the Hordern Australian retailing dynasty, who operated stores and other ventures in Australia from 1844 until 1970. The building continued to be owned by members of the Hordern family for over 80 years until its sale in 1956. (Criterion A)~~

25 Elizabeth Street demonstrates its Victorian origins despite its altered form and somewhat stripped back façade, The scale, height and form continue to demonstrate a typical commercial building from the late nineteenth century. (Criterion D)

~~25 Elizabeth Street is aesthetically significant for its remaining 1880s decorative stucco detail and the pattern of upper floor windows, including the joinery of the first floor windows. Aesthetic significance is also attributed to no.25 as part of the group of three adjacent buildings by William Salway. (Criterion E)~~

### **Primary source**

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



<b>SITE NAME</b>	Former Cassells Tailors Pty Ltd
<b>STREET ADDRESS</b>	341-345 Elizabeth Street Melbourne
<b>PROPERTY ID</b>	103212



SURVEY DATE: October 2018

SURVEY BY: Context

<b>HERITAGE INVENTORY</b>	H7822-1032	<b>EXISTING HERITAGE OVERLAY</b>	HO1204 Elizabeth Street West Precinct
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
		<b>FORMER GRADE</b>	C
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Not known	<b>BUILDER:</b>	Not known
<b>DEVELOPMENT PERIOD:</b>	Interwar Period (c.1919-c.1940) / Interwar Period (c1919-c1940)	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1923

**THEMES**

<b>ABORIGINAL THEMES</b>	<b>SUB-THEMES</b>
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
<b>HISTORIC THEMES</b>	<b>DOMINANT SUB-THEMES</b>
5 Building a Commercial City	5.5 Building a manufacturing capacity
<b>POSTWAR THEMES</b>	<b>DOMINANT SUB-THEMES</b>
2 Constructing the economy of Melbourne city centre	2.1 Business, finance and speculation

**LAND USE**

<b>HISTORIC LAND USE</b>	
<b>Archaeological block no:</b> 4	<b>Inventory no:</b> 32
<b>Character of Occupation:</b> Commercial	
Land sale details not provided	
1866 Cox	Buildings along Elizabeth Street frontage
1880 Panorama	As above
1905/6 Mahlstedt	Two & one-storey buildings, S F Sharp, Clothing Factory.
<b>THEMATIC MAPPING AND LAND USE</b>	
1890s	Warehouse and factories
1920s	Warehouse and factories
1960s	Bank, Library

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place within the Elizabeth Street West Precinct (HO1204). Currently 341-345 Elizabeth Street, Melbourne, is graded contributory within HO1204.

**Extent of overlay:** Refer to map

**SUMMARY**

Former Cassells Tailors Pty Ltd at 341-345 Elizabeth Street Melbourne is a three-storey interwar reinforced concrete warehouse built in 1923 for Cassells Tailors Pty Ltd, a company registered in 1922 by Thomas Patrick Mangan and James Searson. It is a highly intact, early example of a commercial/manufacturing building constructed in the interwar Chicagoesque style.



## HISTORICAL CONTEXT

### Building a commercial city

#### *Building a manufacturing capacity*

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

By the 1880s, the areas of Flinders Street, King Street, Little Bourke Street and Spencer Street comprised multiple mercantile offices, produce stores and large-scale bonded stores, including Zander's Bonded Stores and Coles Bonded Stores. As Melbourne developed through the nineteenth century and early twentieth century, so did her manufacturing industry, much of which was established in close proximity to existing warehouses and stores.

Although affected by World War One in the period 1914-1918, by 1921, 38 per cent of Melbourne's workers were employed in industry with almost all new factory jobs in Australia between 1921 and 1947 created in Sydney and Melbourne. The growth of manufacturing, assisted by a new federal tariff in 1921, stimulated urban growth and by the end of the 1920s, Melbourne's population had reached one million people. The expansion of new sectors in the manufacturing industry was maintained by buoyant levels of domestic demand (Marsden 2000:29; Dingle 2008).

In the first decades of the twentieth century, the demand for residential development declined in central Melbourne as many residents moved out of the city to the suburbs, and the booming retail and manufacturing sectors rapidly took up available city properties (Marsden 2000:29-30). Multi-storey factory, workshop and warehouse buildings, some designed by architects, increasingly took over the city.

Development in the city slowed with the Great Depression that commenced in October 1929 and continued through the early 1930s. Because of a lack of finance over this period, instead of new construction, some city buildings were substantially re-modelled to create new office, commercial and industrial spaces, and also for use by government.

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

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

After being the centre of manufacturing in Australia in the 1920s, Melbourne's importance in this regard began to decline. During the 1940s some city factories and warehouses were left empty or converted for other uses (Context 2012:35).

From the end of World War Two to the beginning of the 1970s, Melbourne underwent the most sustained growth in its history, mostly based on the manufacturing industry. At the peak of industrialisation in 1966, 37 per cent of total employment in Melbourne was dedicated to manufacturing, compared to the national average of 27 per cent (Maher cited in Tsutsumi and O'Connor 2006:8.3). Australia's manufacturing output increased 6 per cent per year between 1949

and 1967, and between 1947 and 1966, 155,221 new manufacturing jobs were created in Melbourne alone, roughly one-third of which went to women (Dingle 2008).

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

#### *Business, finance and speculation*

The majority of new buildings constructed in Melbourne in the postwar years were built by and for large financial and commercial interests. Speculative investment increased after the Commonwealth government lifted restrictions on share dealings in 1947, resulting in a dramatic increase in new company registration (Marsden 2000:44-45), which was accompanied by the establishment of new bank headquarters.

In the 1950s most capital entered Australia via government channels and through foreign companies establishing subsidiaries. By the 1970s approximately 25 per cent of the central business districts in Sydney and Melbourne were said to be owned by foreign (mainly British) capital (David and Wheelwright, cited in Marsden 2000:35). Accompanied by the construction of new banks, national companies and corporations, and the partners or subsidiaries of overseas companies, built new headquarters in Sydney and Melbourne (Marsden 2000:35).

### **SITE HISTORY**

The subject land is part of Crown Allotment 11, Block 29, first purchased by Henry W Mason. The earliest recorded building occupation of the site is in 1866. By 1905-06, the site was occupied by one and two-storey factory buildings operated by S F Sharp, clothing manufacturer (Fels, Lavelle & Mider 1993, Inventory no 32).

Lovell Chen in their 2017 study of Guildford and Hardware lanes write that

*By 1922, the row of shops from no 341 to 357 [Elizabeth Street], at the corner of La Trobe Street, was owned by warehousing firm Connibere Brothers (RB 1890). The following year, these properties had been sold to a number of different owners, with nos 341-345 acquired by Cassells Tailors. The latter appear to have been established in c1907, with a shop in the Eastern Arcade in Bourke Street; and by 1913, Cassells and Co had relocated to 271 Swanston Street (Age 23 September 1907:1) (Lovell Chen 2017:21).*

The subject building at 341-345 Elizabeth Street, Melbourne was constructed in 1923 for Cassells Tailors Pty Ltd, a company registered in 1922 by Thomas Patrick Mangan and James Searson (see Figure 1) (*Herald* 18 January 1922:11).

**VISIT CASSELL'S NEW PREMISES**  
**341-343 ELIZABETH-STREET (near Latrobe-street)**

**Tailored Suits or Costumes Order now 2/6 Weekly**

You are specially invited to come to our magnificent new showrooms and see there the exceptionally attractive showing of the latest Suitings, distinctive in pattern, excellent in quality, and exceptional in value. Make your selection at once, and enjoy the advantage of being **CASSELL** Tailored for the coming season, knowing that in style, comfort, service and fit, you are assured of full satisfaction. Avail yourself of our very convenient method of payment, which enables you to be dressed to perfection at 2/6 WEEKLY.

You are also invited to see the Special Values in Assam and Garbardiné Race Coats, Mercery, &c.

**CASSELL'S TAILORS PTY. LTD.,**  
 Especially note we have moved from Swanston-street to  
**341-343 ELIZABETH-STREET (Near Latrobe Street.)**  
 Also at 45 Paisley-street, Footscray, and 442 Chapel-street, Prahran.

Figure 1. An advertisement in October 1923 inviting the public to visit Cassells' new premises at 341-343 Elizabeth Street. (Source: Age 8 October 1923:14)

Lovell Chen continues:

*In March 1923, a permit application was made to the City of Melbourne for the construction of a reinforced concrete warehouse to a value of £8000 (MBAI 4750). The new building was completed... [by October 1923], and was described in the rate books of 1925 as a concrete warehouse (RB 1925).*

*The whole of the new building was owned by Cassells, but had two street addresses... nos 341-343, known variously as no 341 or no 343, and the other at no 345 Elizabeth Street. These two addresses can be discerned in the building façade today. The building also had rear access from an unnamed right-of-way [later known as St Bishoy Lane], accessed in turn from Sutherland Street. In 1934, Cassells advertised [for] lease a factory with workroom, 'excellent light [and] central position' (Age 21 May 1924:7) (Lovell Chen 2017:21).*

*In 1925... [Cassells] tailors occupied no 343 and Eustace Raftopoulos operated the Excel Café from no 345 (RB 1925). It is possible that Eustace Raftopoulos was related to Arthur and Conis Raftopoulos, who operated the oyster saloon at 195 Elizabeth Street in the early twentieth century, a club in Lonsdale Street and a café in Russell Street in the 1920s (S&Mc 1901; Age 19 February 1907:4; Argus 30 April 1926:8). In 1950, the subject building was sold to the National Bank of Australasia for £46,000 (Age 28 April 1951:6) (Lovell Chen 2017:21).*

In 1925 [Cassells tailors occupied number 343 and Eustace Raftopoulos operated the Excel Café from number 345 (RB 1925). The National Bank of Australasia purchased the building in 1950, and remained at 341-345 Elizabeth Street from 1950 until the early 1960s. By 1965, the building was occupied by the Central Catholic Library, Catholic Church Supplies and O Nechwatal, importer; by 1970, the Central Catholic Library occupied the whole building (S&Mc 1965, 1970). It appears that the Catholic Library, or Catholic bookshop, was trading at the premises up until the early 1990s (Age 12 December 1992:26).

The Mahlstedt Fire Survey Plans published in 1923 and 1962 respectively show the three-storey reinforced concrete building with a flat roof at 341-345 Elizabeth Street (Figure 2 and Figure 3). In 1962, a small section of the party wall between 341-343 and 345 Elizabeth Street was removed, possibly to better accommodate the Catholic Central Library, which used all floor levels (Mahlstedt Map section 2 no 4a, 1923, 1962; MBAI 35430). Other notable building works recorded in the Melbourne Building Application Index that may have affected the built fabric include an alteration to the shopfront (1971) and the addition of a slab roof over the existing roof (1972) (MBAI 42411, 43083).

More recently, during the 2000s, an extensive alteration was carried out, which resulted in the internal linking of the buildings at 337-339, 341-345 and 347 Elizabeth Street for use as a single business (CoMMaps).

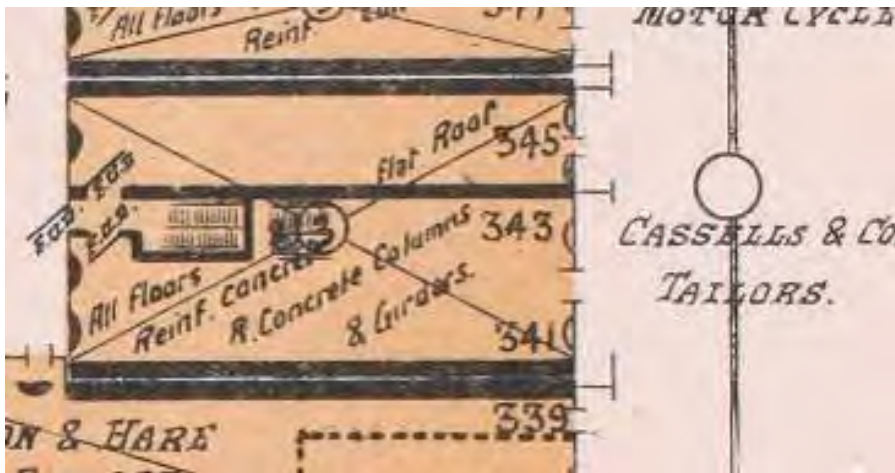


Figure 2. Extract of a 1923 Mahlstedt plan, showing the subject site immediately after its construction. (Source: Mahlstedt Map section 2, no 4a, 1923)

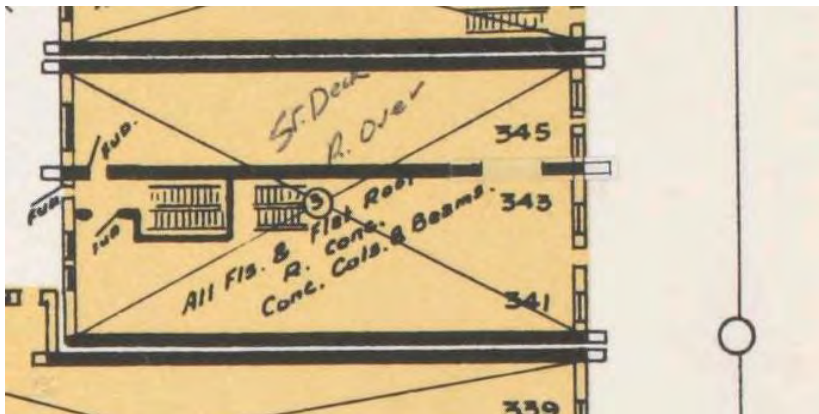


Figure 3. Extract of a 1962 Mahlstedt plan (amended after the 1962). Note the partial removal of the partition. (Source: Mahlstedt Map section 2, no 4a, 1962)

## SITE DESCRIPTION

341-345 Elizabeth Street, Melbourne (comprising nos 341-343 and 345) is a three-storey interwar warehouse building, designed as a single building in the Chicagoesque style. 341-345 exhibits fine detailing that is typical of the style, such as a strong vertical emphasis resulting from projecting



pilasters and mullions and with large multi-pane windows separated by recessed articulated spandrels at each floor. It is constructed using a reinforced concrete frame, and the façade to Elizabeth Street is of painted render, probably over non-loadbearing brickwork. It has a low pitch gabled roof of corrugated iron concealed behind a pedimented parapet. It sits on the west side of Elizabeth Street, with rear access provided via St Bishoy Lane, accessed in turn from Sutherland Street.

The ground floor is separated from the upper levels by a deep spandrel. Above the spandrel the façade to 341-345 is divided into three equal width vertical panels separated by pilasters topped with simple capitals and stylised garland detailing to provide the vertical emphasis characteristic of the style. There is a single large window opening per module at each floor level, with each level separated by a recessed spandrel with decorative panels and faux Juliet balcony. The pilasters terminate in a parapet and substantial dentilled cornice with expressed roundels across the entablature. Adjoined to the subject building, 347 is a narrower module, and lacks the substantial pilasters of 341-345. The façade is also of three equal width vertical panels, but separated by narrow masonry mullions.

The original multi-pane steel framed windows appear to survive at the upper levels. The ground floor has been altered with contemporary shopfronts and a suspended awning.

The subject building is currently linked with two shops on either side (see Figure 4): 337-339 Elizabeth Street (a two-storey altered interwar building, non-contributory in HO1204) and 347 Elizabeth Street (a three-storey interwar shop, contributory in HO1204).



Figure 4. From left, 337-339 (two-storey), 341-345 (middle building with three wider modules) and 347 (of a narrower module) Elizabeth Street. (Source: Context 2018)

## INTEGRITY

The building at 341-345 Elizabeth Street, Melbourne is largely intact above ground level. The original scale and form of the building has been retained, with no upper floor additions, and the original

pattern of fenestration retained at the upper levels, with original large multi-pane steel frame windows. The external wall surfaces of the traditional materials are also intact, as are the decorative pilaster capitals, spandrel decorative panels, entablature and parapet. The shopfronts have been replaced at ground level. Overall the building is of high integrity.

### COMPARATIVE ANALYSIS

Structural steel and reinforced concrete framing became popular building materials in interwar Melbourne, inspired by Chicagoan architecture in the late nineteenth and early twentieth centuries. Departing from load-bearing brick walls, many 1920s examples employed these new building methods that allowed windows to become larger and more prominent on facades, while also allowing for increased building heights. Most of the buildings during the early interwar period were designed in the interwar Commercial Palazzo or Chicagoesque styles, both of which derived from the rebuilding of the core area of Chicago after the 1871 fire.

Although they were characterised by an expressed structural system of concrete columns and floor plates, buildings in this style typically retained elements of classical detailing (albeit restrained) in the form of a solid horizontal base, expressed rusticated pilasters, projecting cornices and decorative mouldings.

The following examples are comparable with 341-345 Elizabeth Street, Melbourne, being of a similar use, scale, location and/or creation date. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

#### *Former Union Bank, 351-357 Elizabeth Street, 1926-1927 (HO1019)*

A five-storey rendered brick bank building. Designed by Butler & Martin in the Commercial Palazzo style and built for the Union Bank by Thompson & Chalmers in 1928.



Figure 5. 351-357 Elizabeth Street, built in 1926-27.

*Benjamin House, 358-360 Little Collins Street, 1929 (HO1210)*

The commercial building (former warehouse) at 358-360 Little Collins Street, incorporates building components from pre-1869, 1871 and 1929. The latter works are most evident in the current building form and expression, including the five-storey height, Chicagoesque-style façade, and large windows to the east elevation above ground floor level.



Figure 6. 358-360 Little Collins Street, built in 1929.

*482-484 Bourke Street, 1926 (Interim HO1241 – Recommended as significant in the Hoddle Grid Heritage Review)*

482-484 Bourke Street is a four-storey commercial building originally built for Victorian Amateur Turf Club (later known as the Melbourne Racing Club) in 1926. The building façade features classical styling associated with the classical revival styles of the interwar period.



Figure 7. 482-484 Bourke Street, built in 1926. (Source: iHeritage)



*Farrant's Building, 387 Little Bourke Street, 1926 (HO1205)*

The three-storey retail and manufacturing building was constructed in 1926 for saddle manufacturer Farrant's, a firm which had been in operation since the late 1880s. It is possibly of brick construction, with a rendered finish.



Figure 8. 386-392 Little Bourke Street, built in 1926.

*PRD House, 410-412 Lonsdale Street, 1922 (Recommended as significant in the Hoddle Grid Heritage Review)*

A 1922 Commercial Palazzo/Chicagoesque style office block designed by H W & F B Tompkins.



Figure 9. 410-412 Lonsdale Street, built in 1922. (Source: Context 2018)

*Collins Gate, 377-379 Little Collins Street, 1925 (Recommended as significant in the Hoddle Grid Heritage Review)*

377-379 Little Collins Street was originally a four-storey interwar commercial corner building that demonstrates aspects of the interwar Chicagoesque style.



Figure 10. 377-379 Little Collins Street, built in 1925. (Source: Context 2018)

The 1920s interwar Chicagoesque office and manufacturing buildings in central Melbourne listed above compare well with the subject building at 341-345 Elizabeth Street.

The building is comparable to the nearby HO listed Former Union Bank, at 351-357 Elizabeth Street, although the latter building is of a larger scale and lacks the fine detail of 341-345 Elizabeth Street, which is derived from classical motifs and somewhat anachronistic for a 1920s building. The HO listed building at 482-484 Bourke Street is also comparable to 341-345 Elizabeth Street being of a similar scale and also featuring classical elements in decorative cornice and parapet that refer back to earlier architectural styles.

The building is a low scale but a largely intact and finely detailed example of a Chicagoesque style commercial building. While similar to many other examples in central Melbourne, it does demonstrate a greater degree of decoration and detailing than is usual for the style.

## ASSESSMENT AGAINST CRITERIA

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

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place within HO1204 Elizabeth Street West Precinct. Currently 341-345 Elizabeth Street, Melbourne, is contributory in HO1204 Elizabeth Street West Precinct (per Melbourne Amendment C271).

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

**MELBOURNE PLANNING SCHEME**

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

**OTHER**

341-345 Elizabeth Street, Melbourne is also contributory to the Elizabeth Street West Precinct.

**REFERENCES**

*Age*, as cited.

*Argus*, as cited.

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

Mahlstedt's Pty Ltd 1923, *City of Melbourne detail fire survey. Section 2*, Mahlstedt Pty Ltd, Melbourne.

Mahlstedt's Pty Ltd 1962, *City of Melbourne detail fire survey. Section 2*, Mahlstedt Pty Ltd, Melbourne.

Melbourne Building Application Index (MBAI), retrieved from Ancestry.com 2015, *Victoria, Australia, Selected Trial Brief and Correspondence Registers and Other Images, 1837-1993* [database on-line], <http://ancestry.com.au>, accessed online March-April 2018.

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

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

D

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**Central City Heritage  
Study 1993**

C

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

Ungraded

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**Central City Heritage  
Review 2011**

Ungraded

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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Cassells Tailors Pty Ltd

**PS ref no:** HO1329XXXX



### What is significant?

341-345 Elizabeth Street, Melbourne, a three-storey warehouse built in 1923.

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

- The building's original building form and scale;
- The original pattern of fenestration and decorative elements including decorative pilaster capitals;
- The external wall surfaces of painted cement render; and
- The original multi-pane steel framed windows to the upper floors.

Later alterations made to the street level facade, including the shop fronts and awning, are not significant.

### How it is significant?



341-345 Elizabeth Street, Melbourne, is of local historical and representative significance to the City of Melbourne.

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

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The building at 341-345 Elizabeth Street, Melbourne, constructed in 1923 for Cassells Tailors Pty Ltd, is historically significant for the evidence it provides of the 1920s boom period in manufacturing. At this time, industrial workshops and small factories increasingly took over the northwest area of the city as manufacturing led Melbourne's recovery from the economic depression of the late 1920s-early 1930s. (Criterion A)

341-345 Elizabeth Street is architecturally significant as a modestly scaled, but highly intact early example of the interwar Chicagoesque style that characterised the early phase of this new wave of development. The use of reinforced concrete structural frames allowed these buildings to be constructed with larger windows and more open floor areas, than earlier load bearing building systems, and provided flexibility for external articulation and decoration. The building exhibits many of the main characteristics of the style, such as a strong vertical emphasis resulting from projecting pilasters, topped with simple capitals and stylised garland detailing, terminating in a parapet and substantial dentilled cornice. As an early, finely detailed example of the Chicagoesque style, the building demonstrates some detailing derived from classical motifs. (Criterion D)

### **Primary source**

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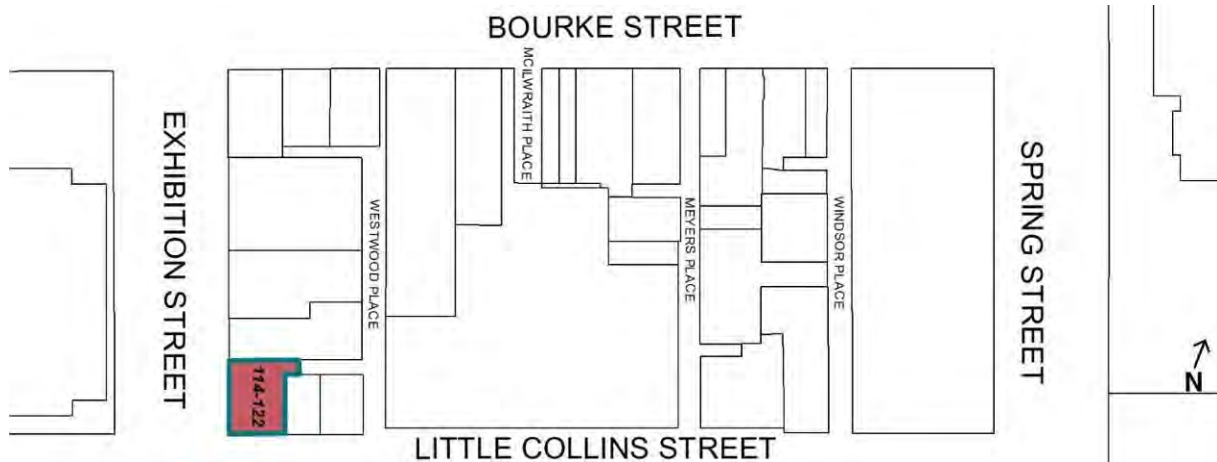
[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ (updated March 2022)



**SITE NAME** Former Morris House ([Not included in a Heritage Overlay – see Addendum in Volume 1](#))

**STREET ADDRESS** 114-122 Exhibition Street Melbourne

**PROPERTY ID** 103626



**SURVEY DATE:** January 2018

**SURVEY BY:** Context

<b>HERITAGE INVENTORY</b>	H7822-1681	<b>EXISTING HERITAGE OVERLAY</b>	Yes – interim HO1287 (Little Collins Street Precinct)
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Not known	<b>FORMER GRADE</b>	D
		<b>BUILDER:</b>	Not known

<b>DEVELOPMENT PERIOD:</b>	Interwar Period (c1919-c1940)	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1924
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## THEMES

ABORIGINAL THEMES	SUB-THEMES
8 Taking political action and overcoming disadvantage	8.5 Establishing health and welfare organisations, and legal services
HISTORIC THEMES	DOMINANT SUB-THEMES
11 Caring for the sick and destitute	11.2 Providing Welfare Services
POSTWAR THEMES	DOMINANT SUB-THEMES
2 Constructing the economy of Melbourne's city centre	2.2 Recreation, entertainment and tourism

## LAND USE

HISTORIC LANDUSE	
<b>Archaeological block no:</b> 40	<b>Inventory no:</b> 681
<b>Character of Occupation:</b> Commercial	
The inventory is primarily about the Little Collins Street frontage (74 Little Collins Street). Fifth land sale 1839, Block 9 Allotment 19 purchased by P Campbell.	
1839 Williamson	
1840 Hoddle	
1866 Cox	Building on site.
1880 Panorama	
1888 Mahlstedt	Single-storey building, R Cummins, produce merchant.
1905/6 Mahlstedt	Single-storey building, four shops.
THEMATIC MAPPING AND LAND USE	
1890s	Retail
1920s	Office
1960s	Office

## RECOMMENDATIONS

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

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

**Extent of overlay:** Refer to map

## SUMMARY

The former Morris House at 114-122 Exhibition Street was built as offices for the Charity Organisation Society in 1924. One of the long-term occupants of the building was the Victorian Society for the Prevention of Cruelty. Until c1957 the building provided accommodation for a number of charitable, welfare and benevolent organisations. Morris House was later purchased and occupied by Australian-

American Association between 1957 and 1973. The building is a representative example of interwar classicism, addressing the corner of Exhibition and Little Collins Streets.

## HISTORICAL CONTEXT

### Caring for the sick and destitute

#### *Providing Welfare Services*

The demands of a large centre of population included provisions for social welfare. Initially these services were offered by private or church-run charities. Babies' homes, orphanages and women's refuges were also established in the inner city where people's means of livelihood (especially for single women) were limited.

The hardships of the 1890s depression highlighted the need for improved welfare provisions. There was soon a high rate of unemployment in Melbourne and as a result, families suffered. Working men were often forced to queue for work on government projects.

One group concerned with Melbourne's welfare, the Charity Organisation Society (COS), was founded in 1887:

*...borrowed from its British parent both a name and founding beliefs: that poverty could be solved by reforming poor people, and that the efforts of charitable bodies lacked effective co-ordination. In order to overcome what it saw as 'indiscriminate giving', the COS offered detailed investigations of each case and a centralised record system to ensure that only 'deserving types' received aid...*

*The society enjoyed a revival in the 1920s, under new secretary S. Greig Smith, who co-ordinated regular case conferences at the new Exhibition Street headquarters, helping to pioneer 'case-work' and lay the foundations for the profession of social work. Its major function, however, was still assessing whether people who approached Melbourne's charities were 'truly' deserving. (UoM 2019)*

### Constructing the economy of Melbourne's city centre

#### *Recreation, entertainment and tourism*

Clubs have historically been part of city life. The postwar period saw social and cultural groups find opportunities to develop in the central city. While private men's clubs were generally well established in the nineteenth-century, the postwar period saw an increase in the membership of women's clubs. The Lyceum Club, established in 1912 for women graduates and other women who had distinguished themselves in art, music, literature, philanthropy or public service, built new premises at 2-18 Ridgway Place in 1959 (Context 2012:58; Context 2018; 23-24; Swain 2008).

The Australian-American relationship has been the central issue in Australian foreign policy. Historian Kate Darian-Smith discussed Americans' presence in twentieth-century Melbourne as follows:

*Defence has been central to the Australian-American relationship. When the Great White Fleet arrived at St Kilda Pier in August 1908, the response was enthusiastic. Thousands welcomed US General Douglas MacArthur, who arrived in Melbourne on 21 March 1942, followed by 30 000 troops, garrisoned in requisitioned buildings and parks, including Camp Pell in Royal Park and Camp Murphy at the Melbourne Cricket Ground. Although US military headquarters moved north in August 1942, service personnel remained in Melbourne until 1945, stimulating the economy but straining entertainment facilities. GIs described Melbourne as 'half as big as New York cemetery and twice as dead'. Relations*

were generally harmonious, with the Brownout murders a notorious but isolated exception. The first meeting of a Friendship Club in 1943 attracted 300 wives or fiancées of US servicemen, most of whom emigrated to the US after the war (Darian-Smith 2008).

The Australian American Association, which began as the Australian American Co-operative Movement in 1943, continues to promote political, business and cultural ties from its South Melbourne headquarters. An American consulate has operated since the 1930s from different locations on St Kilda Road, and has been a focus of anti-war demonstrations. While the immigrant American community has remained relatively small in Melbourne, from the early 1990s growth in recreational and educational tourism has increased the presence of Americans in the city (Darian-Smith 2008).

## SITE HISTORY

The subject site is located on Crown Allotments 19, Block 9, City of Melbourne (Fels, Lavelle and Mider 1993). Figure 1 shows the subject site in 1895, developed with a single-storey building on the corner of Exhibition and Little Collins streets, and a three-storey building at 122 Exhibition Street (Mahlstedt Map section 1, no 9, 1888; MMBW Detail Plan no 1013, 1895). Former buildings, known separately as 118, 120 and 122 Exhibition Street, continued to exist on the subject site into the 1920s. An application was made for the erection of a film store at 114-122 Exhibition Street in May 1921. The Sydney-based Exhibitors Alliance Films Limited had occupied a branch office at 122 Exhibition Street by 1922 until 1924, when the company liquidated (MBAI 3323; *Sunday Times* 3 September 1922:9; *Daily Telegraph* 16 May 1924:1).

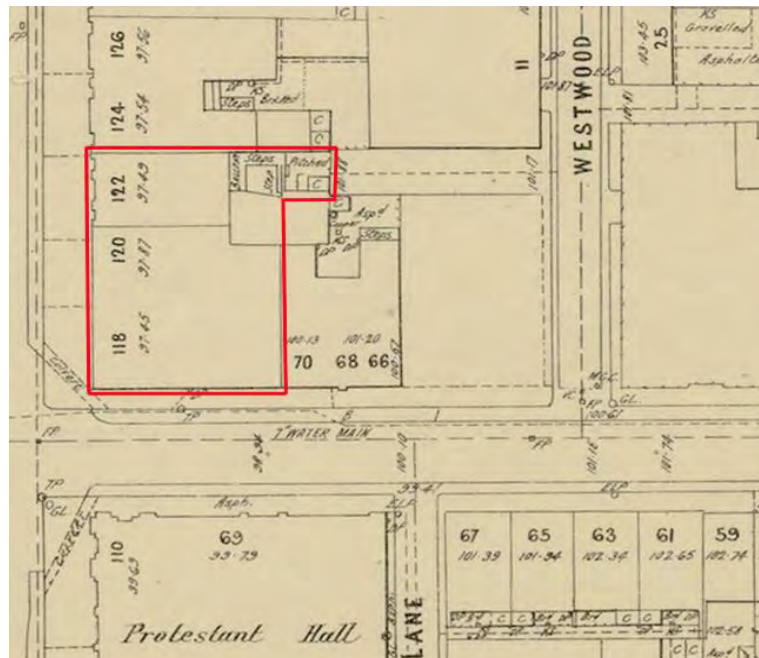


Figure 1. The subject land in 1895, outlined in red. (Source: MMBW Detail Plan no 1013, 1895)

The current building at 114-122 Exhibition Street was constructed in 1924 at a cost of £9200 (MBAI 6045). Built for the Charity Organisation Society, the foundation stone was laid by the Lord Mayor of Melbourne on 16 July 1924 (*Argus* 17 July 1924: 7). Construction was noted as to be nearing



completion 'at the end of the year' in 1924 (*Age* 28 August 1924: 10). The building was named Morris House (Figure 2) after Edward E Morris, professor of modern languages and literature at the University of Melbourne, and founder of the Victorian Charity Organisation Society (*Argus* 12 December 1924:12; S&Mc 1925; Mahlsted Map Section 1, no 2, 1925).

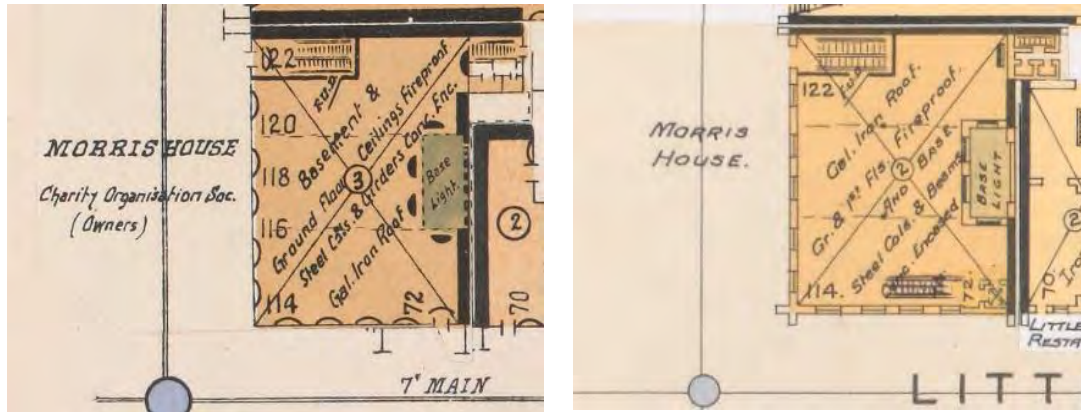


Figure 2. Mahlsted plans of the site in 1925 (left) and 1948 (right) showing the site labelled as 'Morris House'. The building appears to have had few changes in the period between. (Source: Mahlsted Map Section 1, no 2, 1925; Mahlsted Map Section 1, no 2, 1945).

In December 1924, the Charity Organisation Society (Victoria) moved into the three-storey brick building at 114-122 Exhibition Street (Figure 3, Figure 4). The Governor of Victoria, the Earl of Stradbroke, formally opened the Charity Organisation Society's rooms in December 1924 (*Herald* 10 December 1924: 7).

The Charity Organisation Society (COS) of Melbourne was established in 1887 to help co-ordinate Melbourne's charitable organisations and to foster amongst the poor the ideal of 'self-help'. The COS played a key role in the development of the social work profession in Victoria and increasingly became involved in child welfare issues. In the years following the 1890s economic depression, it expanded its casework and social work services to foster care placements of children (Commonwealth of Australia 2017). One of the founding members of the COS was Ann Fraser Bon, a leading advocate for the welfare of Aboriginal people in Victoria (Gillison 1979).

The COS revived in the 1920s, helping to pioneer 'case-work' and lay the foundations for the profession of social work. Its major function, however, was still assessing whether people who approached Melbourne's charities were 'truly' deserving (Peel 2008). In order to overcome what it saw as 'indiscriminate giving', the COS offered detailed investigations of each case and a centralised record system to ensure that only 'deserving types' received aid (Peel 2008).

In calling for subscribers in 1927, COS office holders wrote that

*During the society's last financial year nearly 4,000 cases of need in the metropolitan area were handled by a trained and sympathetic staff. During the same period the society, through its trust and relief funds, expended more than £3,200 in direct relief, and a further sum of £2,500 in various forms of service to the poor and to the community. The work of many other charitable institutions is strengthened by the co-operation of the Charity Organisation Society, and there is a definite prospect of a further increase in this cooperative activity (Argus 3 November 1927:14).*

During the 1930s depression, the COS took a leading role in the distribution of unemployment relief.

Moving into Morris House in 1924, the Victorian Society for the Prevention of Cruelty to Children (VSPCC) was one of the long-term tenants in Morris House, where it was able to access the Central Register maintained by the COS (Scott and Swain 2002:61). The institutionalisation of neglected children, known as 'child rescue' procedures, had been voluntarily set up by charitable missions and also by the colonial/state governments of Australia throughout the nineteenth century, during which time the concept of foster care was developed as the dominant form of alternative care. By the late 1890s, most states had enacted legislation to protect children. The work of 'child rescue' continued into the twentieth century and led to the nationwide 'child rescue movement', which resulted in the removal of thousands of Aboriginal children from their parents to be raised in foster families or institutions from 1920 to 1970 (Haring, Sorin and Caltabiano 2019). As a local branch of an international non-denominational organisation, VSPCC was established in 1894 to investigate and report child abuse and neglect in Victoria. VSPCC operated from Morris House into the mid-1950s, employing paid officers to perform its investigatory and prosecution work (*Weekly Times* 7 November 1951:40; Commonwealth of Australia 2017). The organisation today operates as the Children's Protection Society (Commonwealth of Australia 2017).

From the 1920s, the building also provided accommodation for a number of other organisations, including the Victorian Provident Society (S&Mc 1926); disabled soldiers' furniture factory (*Herald* 8 May 1925:13); the headquarters of the Order of the Star of the East (*Herald* 21 November 1925:15); the Association of the Ladies' Benevolent Societies (*Age* 4 March 1927:16); and the council of the Baby Health Centres' Association (*Age* 1 October 1929:9). A Citizens Advice Bureau opened in Morris House in 1951 (*Age* 3 March 1951:5).

Minnie Everett was another tenant of Morris House from 1927 until c1936, when she moved to Kurrajong House at 175 Collins Street. Everett conducted the Minnie Everett School of Stage Dancing, including singing, dancing, voice production, deportment and stage technique classes from studios at 114-122 Exhibition Street. John Maslen writes in the *Australian Dictionary of Biography* that:

*Minnie Rebecca Everett (1874-1956), dancer and producer, was born on 28 June 1874 at Beaufort, Victoria... After the family moved to Melbourne, Minnie trained under Emilia Pasta, a ballet dancer from Italy. From the age of 13 Everett took casual engagements at the Alexandra Theatre, the Opera House and the Theatre Royal...*

*Having joined J C Williamson in 1888, Everett became one of the Royal Ballerinas, a permanent ballet of trained dancers who appeared with his Royal Comic Opera Company... As ballet mistress for thirty years, she created and produced dances for most of J C Williamson Ltd's productions. From the early twentieth century Everett won renown for her work not only as a ballet mistress but as a producer of comic and grand opera... For many years Everett ran her own theatrical schools in Melbourne and Sydney where she taught singing, dancing, voice production, deportment and stage technique... Although she retired in 1940, Everett continued to take a keen interest in amateur theatrics and in 1955 was coaxed into producing *The Mikado* for the Victorian Council of Adult Education (Maslen 1996).*

A change of name to the Citizens' Welfare Service (CWS) in 1946 signalled a shift in emphasis as the organisation moved towards employing professionally trained social workers who used psychological

insights in their interviewing and casework (Peel 2008). In 1947, the CWS moved to new premises in Drummond Street, Carlton, but continued to maintain an office at 120 Exhibition Street through to the early 1950s (S&Mc 1950).

Prior to the sale of the building in 1957, in 1955, the tenants at Morris House were the Citizens' Welfare Service of Victoria; Victorian Provident Aid Society; Victorian Society of Prevention of Cruelty to Children; Children's Welfare Association of Victoria; Victorian Institute of Hospital Almoners; Alfred F Bridges, masseur; Medical Eye Service of Victoria; and Ophthalmic Association (S&Mc 1955).

In 1957, the site was purchased by the Australian-American Association for use by their female members as a clubhouse (*Age* 21 August 1957:9). The purchase price at the time was £36,500, and the Association aimed to form a club for their female members where they could meet and establish headquarters for their hospitality committee (*Age* 21 August 1957: 9). The Association also established a library for their members on the premises (*Age* 21 August 1957: 9). It was noted at the time that the Association had purchased the building from the Citizens' Welfare Service, which transferred its operations to a new location at the time of the sale (*Age* 21 August 1957: 9). The president of the women's group at the time was Maie Casey, later Baroness Casey, whose husband Lord Casey had become president of the association in 1946 (*Age* 13 February 1958: 1; *News* 9 May 1946: 3).

The Australian-American Association had been founded by Sir Keith Murdoch by 1941 (*Age* 6 October 1952: 2; AWM 2019). The association was concerned with building and strengthening relationships between Australia and America, and was described as 'an active force in linking the destinies of the two countries' (*Age* 6 October 1952: 2).

The Prime Minister, Robert Menzies came to Melbourne from Canberra especially for the official opening of the site as the Australian-American Centre, which was also attended by the American Ambassador to Australia (*Age* 13 February 1958: 1). The opening ceremony included a speech by Robert Menzies, where he spoke to members of the friendship and growing ties between America and Australia (*Age* 13 February 1958: 3). Luncheons with guest speakers appeared to be continued by the group at the site (*Age* 4 November 1972: 2).

The building was put up for lease in 1973, and again in 1977, when it was advertised as an 'outstanding city corner' (*Age* 25 August 1973: 56; 28 April 1977:23). The building was altered to accommodate a restaurant in 1974 at a cost of \$10,000 (MBAI 45120). By 1987, the premises were occupied by Altmann & Cherny, gem dealers, cutters and jewellers (*Age* 24 March: 24). The site was converted into a bar and restaurant in 2003 (CoMMaps).



Figure 3. Showing the northern side of Little Collins Street, including the subject building (left-hand side) at 114-122 Exhibition Street in the 1960s. (Source: Halla 1960-69, SLV)



Figure 4. Showing 114-122 Exhibition Street on the LHS in the 1960s. (Source: Halla 1960-69, SLV).

### SITE DESCRIPTION

114-122 Exhibition Street is located on the north-eastern corner of Little Collins and Exhibition Streets with entries to both frontages. It comprises a basement and two storeys above street level, and is built of concrete-encased steel framing with rendered masonry walls. Built as tenanted offices, it is designed in an interwar classical revival style that was popular for banks and other commercial premises after World War One. The rhythm of each of the two street façades is derived from the windows set between stucco pilasters that extend over the two storeys, giving the building a vertical orientation. The entrances are denoted by wider bays and a classically derived porch. The spandrels

beneath the windows and the moulded string course beneath the parapet comprise a secondary horizontal emphasis to the building's façade. 114-122 Exhibition Street is restrained in its architectural detail, however the pilasters employ moulded and recessed panels. The building features tall narrow steel framed windows with mullions and transoms forming openable sashes set within the larger windows.

### **INTEGRITY**

The overall integrity of the building is good, having undergone a number of changes with its conversion to a restaurant. A major change has been the creation of a recessed corner entry by the removal of a small length of the ground floor walls to Little Collins and Exhibition streets. This alteration creates a third entrance and changes the way in which the building addresses the corner. Other alterations include changing the ground floor windows to Exhibition Street, the addition of a first-floor balcony and a roof deck with glazed balustrade above the parapet. The Little Collins Street facade is more intact with the addition of canvas awnings.

### **COMPARATIVE ANALYSIS**

114-122 Exhibition Street may be compared to the following examples, being of a similar use, scale, and creation date. The below images, dating from 2000s or later, and descriptions are provided by CoMMaps unless stated otherwise.

#### *Welfare organisations*

Provision of social welfare services in Melbourne was predominantly offered by private or church-run charities in the nineteenth and early twentieth centuries. Other welfare-related buildings that were operational in central Melbourne in the interwar period and have since been demolished include Melbourne Ragged Boys' Home and Mission in La Trobe Street (1895–1924, demolished), Young Women's Hostel in Spring Street (1921–1984, demolished). The following HO-listed buildings are comparable to Morris House as buildings associated with welfare provision in Melbourne.

#### *Mission to Seafarers, 717 Flinders Street, 1916 (VHR H1496; HO650)*

Of British origin, the first Anglican Seamen's Mission was established in Bristol in 1837. The first Australian branch was started in 1856 by Rev Kerr Johnston, and operated from a hulk in Hobson's Bay, later moving to buildings in Williamstown, Port Melbourne and then Siddeley Street. A new Anglican Mission to Seamen was designed in 1916 by architect Walter Richmond Butler, to replace the Siddeley Street premises which had been resumed by the Harbour Trust for wharf extensions. It was designed in the Spanish Mission architectural style. The building has a long association with the Missions to Seamen (now Mission to Seafarers) and the provision of welfare services and space for recreation to assist those working in the shipping trade.





Figure 5. 717 Flinders Street, built in 1916.

*Former European Hotel (later occupied by Melbourne City Mission), 280-282 Exhibition Street, 1854-1870s (HO636)*

280-282 Exhibition Street is a three-storey rendered brick hotel, built in stages and altered between 1854 and the 1870s with the rear addition from the early twentieth century (CoMMaps). In 1926, Melbourne City Mission moved into new headquarters in this building. The building included a hostel for 'friendless girls', 30 of them could be accommodated in dormitories on the third floor. The hostel was known by a number of names, including the Haven of Hope and Sister Grace's Home for Friendless Girls (Commonwealth of Australia 2017). The building is today incorporated into the 47-storey office block.



Figure 6. 280-282 Exhibition Street, 1854-1870s.

*Clubs for women*

Although not purpose built as a club, the use of 114-122 Exhibition Street from 1957 by the female members of the Australian-American Association may be compared with the Alexandra and Lyceum clubs and represents the theme of clubs and societies in the city centre.

*The Alexandra Club, 81 Collins Street, 1934 (HO568, Significant in HO504 Collins Street East precinct)*

The Alexandra Club, is an exclusive private women's club established in Melbourne in 1903 and which has operated since the 1930s from its current purpose-built home in Collins Street. There is a direct association between the premises designed in 1937, the organisation and the membership.



Figure 7. 81 Collins Street, Alexandra Club built 1934.

*The Lyceum Club, 2-18 Ridgway Place, built 1959 (Interim HO1285 – Recommended as significant within the Hoddle Grid Heritage Review)*

The Lyceum Club, an exclusive private women’s club established in Melbourne in 1912, established its own club premises in Ridgway Place, off Little Collins Street, in 1958. Membership of the Lyceum Club is open to women who are university educated and who have ‘distinguished themselves in fields such as the arts, science, technology, education, community service, philanthropy and business management’. There is a direct association between the organisation, membership and the building that has endured for nearly 60 years.



Figure 8. 2-18 Ridgway Place, built in 1958. (Source: Context, 2017)

*Interwar buildings*

The building at 114-122 Exhibition Street is an example of the interwar classical revival style in architecture. This was essentially a reaction against the excesses of the Federation era and a return to more conservative and restrained designs that reinterpreted nineteenth-century classicism. At the same time, construction technology was changing from solid masonry walls to types of framed construction led by the more widespread use of concrete and steel framing. Despite new building technology, exteriors often reflected classical architectural elements arranged with solid horizontal base, columns or pilasters, projecting cornices and decorative mouldings. Notable changes in the interwar period included the ability for windows to become larger and to be steel framed, and for



decorative elements to become more restrained and abstracted. The classical revival style was embraced equally by both commercial developers and government architects.

*482-484 Bourke Street, 1926 (Interim HO1241 – Recommended as significant within the Hoddle Grid Heritage Review)*

482-484 Bourke Street is a four-storey commercial building designed in a classical revival style from the interwar period. 482-484 Bourke Street is constructed of reinforced concrete with a rusticated base complemented by a deep cornice and restrained use of mouldings.



Figure 9. 482-484 Bourke Street, built in 1926. (Source: Context 2018)

*Farrant's Building, 387 Little Bourke Street, 1926 (Significant in HO1205 Guildford & Hardware Laneways Precinct)*

Farrant's Building is of the interwar period, having been constructed in 1926 for saddle manufacturer Farrant's, the three-storey building comprises retail and manufacturing premises. It has two street frontages, facing both Little Bourke Street and Hardware Lane. It is a good example of interwar classical revival design.



Figure 10. 387 Little Bourke Street, constructed in 1926

*152-156 Swanston Street, 1888, remodelled in 1938 (Interim HO1295, Interim HO1289 Swanston Street South precinct – Recommended as significant and contributory to a precinct within the Hoddle Grid Heritage Review)*

The former Bank of Australasia at 152-156 Swanston Street was remodelled from two Victorian shops by A & K Henderson in 1938-39.



Figure 11. 152-156 Swanston Street, built in 1888 and remodelled in 1938-39. (Source: Context 2017)

*219-225 Swanston Street, 1928 (VHR H0390; HO749)*

The former ES & A Bank at 219-225 Swanston Street is of architectural significance as a notable example of the classical revival. This bank is highly intact and a fine example of the style in its relatively unabstracted form.



Figure 12. 119-225 Swanston Street, built in 1928 (Source: VHD)

*442-460 Little Bourke Street, 1926 (VHR H1476; HO968)*

The Federal Court of Australia demonstrates the interwar classical style that characterised many Commonwealth buildings of that era. Its dignified conservatism was thought appropriate for major public buildings, while the reduction of ornamentation reflected modernism's rejection of unnecessary decoration.



Figure 13. Federal Court of Australia, 442-460 Little Bourke Street, built in 1926 (Source: VHD)

114-122 Exhibition Street compares well with the above examples in central Melbourne.

While not architecturally comparable, 717 Flinders Street and 280-282 Exhibition Street share a similar context and use as Morris House. Supported by the state government, Charity Organisation Society (COS) and the Victorian Society of Prevention of Cruelty to Children (VSPCC) played key roles in the development of systematic approaches to the provision of welfare services in Victoria. Morris House is a unique example of a welfare-related building, as an interwar office building purpose-built for COS which was a secular non-government charity organisation.

The use of 114-122 Exhibition Street by the women's club associated with the Australian-American Association adds to an understanding of the city's history through its clubs and societies, however this association with the place is less evident than it is in the other examples, given its original purpose as an office building.

Architecturally, 114-122 Exhibition Street demonstrates a typical interwar classical revival design with the restrained features of the style. While the former Federal Court of Australia at 442-460 Little Bourke Street and the ES&A bank at 119-225 Swanston Street are exemplary examples and state-listed for this value, 387 Little Bourke Street and 482-484 Bourke Street are more comparable with 114-122 Exhibition Street for architectural style.

Apart from the creation of the recessed corner entrance, other alterations to windows are consistent with many central city buildings of this era that have experienced these changes.

## ASSESSMENT AGAINST CRITERIA

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

**RECOMMENDATIONS**

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

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

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

**MELBOURNE PLANNING SCHEME**

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

**OTHER**

N/A

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985** Ungraded

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**Central City Heritage  
Study 1993** D

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

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**Central City Heritage  
Review 2011** Ungraded

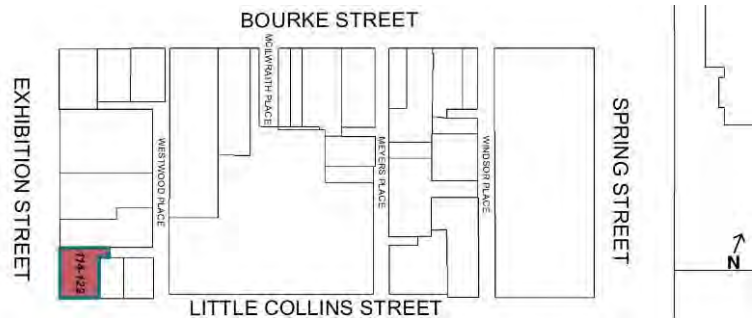
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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Morris House



**PS ref no:** [Interim HO1287N/A](#)



### What is significant?

Former Morris House at 114-122 Exhibition Street, Melbourne, built in 1924 for the the Charity Organisation Society (Victoria), [is significant](#).

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

- [The building's original external form, materials and detailing;](#)
- [The building's high level of integrity to its original design;](#)
- [Pattern and size of original fenestration;](#)
- [All narrow steel framed windows with mullions and transoms;](#) [and](#)
- [Decorative elements including the pilasters, moulded and recessed panels between pilasters, parapet with moulded string course and entrance porch.](#)

More recent alterations and addition, including those undertaken at ground level, first-floor balcony and a roof deck with glazed balustrade, are not significant.

### How it is significant?

Former Morris House at 114-122 Exhibition Street, Melbourne is of local historical and representative significance to the City of Melbourne.

### Why it is significant?

Morris House at 114-122 Exhibition Street, Melbourne, built in 1924, is historically significant for its association with the Charity Organisation Society (Victoria), an influential organisation established in Melbourne in 1887 as an offshoot of its British antecedent. The organisation was enduring, later becoming the Citizens Welfare Society. The Charity Organisation Society pioneered the co-ordination of charitable, religious and educational institutions and private benefactors who made significant contributions to social welfare. Its importance was in helping to pioneer ["case-work"](#) and lay the foundations for the profession of social work and play a leading role in the distribution of unemployment

relief in the 1930s. 114-122 Exhibition Street is significant as the offices of the Charity Organisation Society from 1924 to the early 1950s. During this time it also attracted other like organisations to occupy tenancies within the building. The Victorian Society for the Prevention of Cruelty to Children (VSPCC) was one of the long-term tenants in Morris House, moving into the building in 1924. As a local branch of an international non-denominational organisation, VSPCC was established in 1894 to investigate and report child abuse and neglect in Victoria. VSPCC operated from the building into the mid-1950s, employing paid officers to perform its investigatory and prosecution work.

The building, from its foundation in 1924 as the office of the Charity Organisation Society and the Victorian Society for the Prevention of Cruelty to Children, has historical significance on account of its long association with child welfare and the 'child rescue' movement from the mid-1920s, which would have almost certainly included the welfare of Aboriginal children. One of the founding members of the COS was Ann Fraser Bon, who was a leading advocate of Aboriginal welfare in Victoria. (Criterion A)

114-122 Exhibition Street is historically significant for its ownership and use by the Australian-American Association from 1957 to 1973, specifically as clubrooms for female members. The Association was founded by Sir Keith Murdoch in 1941 in order to strengthen cultural ties between Australia and America. It served as one of a few private clubs for women in the central city. (Criterion A)

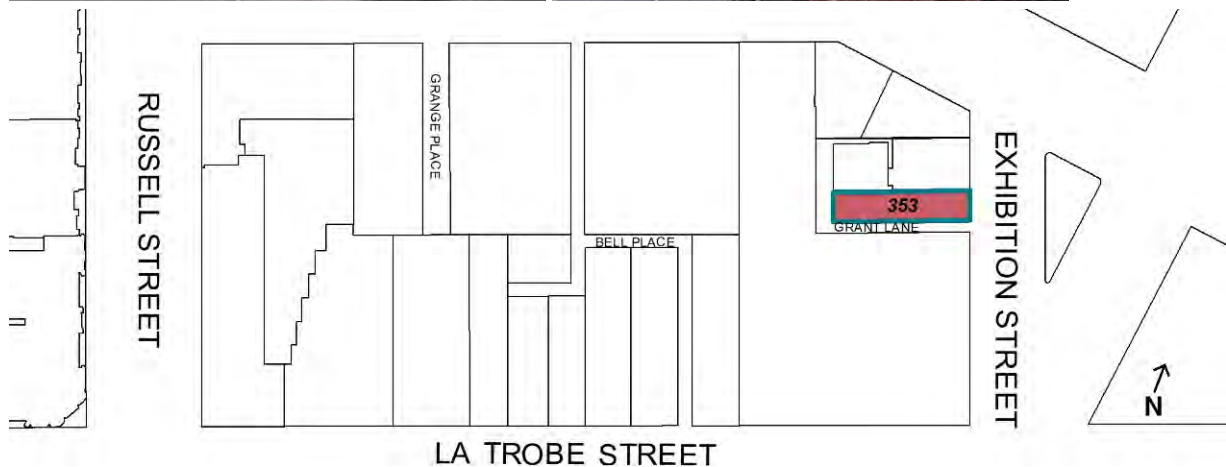
114-122 Exhibition Street is significant as an example of the interwar classical revival style that was popular for government buildings, banks and other commercial premises built during the decades after World War One. The style is notable for its conservative and restrained design that reinterpreted nineteenth century classicism at the same time that it incorporated new construction technology. In 114-122 Exhibition Street this is evident in the scale and form, rhythm of the street façades with steel-framed decorative windows, stucco pilasters that extend over the two storeys with moulded, recessed panels, window spandrels and a moulded string course beneath the parapet. (Criterion D)

### **Primary source**

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

<b>SITE NAME</b>	Warehouse
<b>STREET ADDRESS</b>	353 Exhibition Street Melbourne
<b>PROPERTY ID</b>	103616



SURVEY DATE: October 2018

SURVEY BY: Context

**HERITAGE INVENTORY** H7822-2170

**EXISTING HERITAGE OVERLAY** No

**PLACE TYPE** Individual Heritage Place

**PROPOSED CATEGORY** Significant

**DESIGNER / ARCHITECT / ARTIST:** Arthur W Purnell

**FORMER GRADE** D  
**BUILDER:** Not known

**DEVELOPMENT PERIOD:** Interwar Period (c.1919- c.1940)

**DATE OF CREATION / MAJOR CONSTRUCTION:** 1926-27

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here.
HISTORIC THEMES	DOMINANT SUB-THEMES
6 Creating a functioning city	6.7 Transport
5 Building a commercial city	5.5 Building a manufacturing capacity

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 82	<b>Inventory no:</b> 2170 Inventory not provided
<b>Character of Occupation:</b> Residential	
Current building 1926. Fire 1976.	
1866 Cox	Building shown on site
1905/6 Mahlstedt	Two-storey building, set walls back from street frontage
EMATIC MAPPING AND LAND USE	
1890s	Residential
1920s	Motors and service stations
1960s	Factories and workshops

## RECOMMENDATIONS

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

**Extent of overlay:** Refer to map

## SUMMARY

353 Exhibition Street is a three-storey brick warehouse built in 1926-27 for use as a motor car showroom and sale room for Barlow Motors Pty Ltd, to a design by architect Albert W Purnell. Barlow Motors Pty Ltd had moved from the premises by 1928 and from 1930 most of the tenants were involved in garment manufacturing or the motor industry until it was converted into shops in 1982.

## HISTORICAL CONTEXT

### Creating a functioning city

#### *Transport*

Through the early twentieth century motor cars and buses and electric trams slowly replaced horse-drawn vehicles.

The first *Motor Regulation Act* came into force in 1910, and by June 1911 there were 2,722 motor cars and 2,122 motorcycles registered in Victoria, mostly concentrated in Melbourne. With increasing car ownership, the first motor garages selling petrol and offering repair services for vehicles were established throughout the city (Churchward 2008).

Initially considered a toy for the wealthy, the ownership of motor vehicles increased most markedly after World War One. Registrations of motor cars, trucks and cycles doubled in Melbourne between 1917 and 1922, reaching a total of 44,750 (Museum Victoria). As a consequence, the car showroom was constructed as a new type of place developed for the purpose of showing and selling cars.

During the economic depression of the 1930s, motor car ownership increased only half as fast as it had in the late 1920s, and during World War Two when petrol was rationed and new vehicles were unprocurable, it stagnated (Churchward 2008).

As Melbourne's population grew, there was greater competition for parking spaces. The first multi-storey car park was built in Russell Street in 1938 (Context 2012:44).

### Building a Commercial City

#### *Building a manufacturing capacity*

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

By the 1880s, the areas of Flinders Street, King Street, Little Bourke Street and Spencer Street comprised multiple mercantile offices, produce stores and large-scale bonded stores, including Zander's Bonded Stores and Coles Bonded Stores. As Melbourne developed through the nineteenth century and early twentieth century, so did her manufacturing industry, much of which was established in close proximity to existing warehouses and stores.

Although affected by World War One in the period 1914-1918, by 1921, 38 per cent of Melbourne's workers were employed in industry with almost all new factory jobs in Australia between 1921 and 1947 created in Sydney and Melbourne. The growth of manufacturing, assisted by a new federal tariff in 1921, stimulated urban growth and by the end of the 1920s, Melbourne's population had reached one million people. The expansion of new sectors in the manufacturing industry was maintained by buoyant levels of domestic demand (Marsden 2000:29; Dingle 2008).

In the first decades of the twentieth century, the demand for residential development declined in central Melbourne as many residents moved out of the city to the suburbs, and the booming retail and manufacturing sectors rapidly took up available city properties (Marsden 2000:29-30). Multi-storey factory, workshop and warehouse buildings, some designed by architects, increasingly took over the city.



Development in the city slowed with the Great Depression that commenced in October 1929 and continued through the early 1930s. Because of a lack of finance over this period, instead of new construction, some city buildings were substantially re-modelled to create new office, commercial and industrial spaces, and also for use by government.

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

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

After being the centre of manufacturing in Australia in the 1920s, Melbourne's importance in this regard began to decline. During the 1940s some city factories and warehouses were left empty or converted for other uses (Context 2012:35).

From the end of World War Two to the beginning of the 1970s, Melbourne underwent the most sustained growth in its history, mostly based on the manufacturing industry. At the peak of industrialisation in 1966, 37 per cent of total employment in Melbourne was dedicated to manufacturing, compared to the national average of 27 per cent (Maher cited in Tsutsumi and O'Connor 2006:8.3). Australia's manufacturing output increased 6 per cent per year between 1949 and 1967, and between 1947 and 1966, 155,221 new manufacturing jobs were created in Melbourne alone, roughly one-third of which went to women (Dingle 2008).

However, by the mid-1960s,

*[the] postwar expansion of manufacturing could no longer be contained within the old ring of inner industrial suburbs. They had become crowded and congested. New methods of production required more space and single-storey buildings to accommodate assembly-line techniques. The fork-lift truck led to new kinds of factory buildings. An increasing use of electricity for power and road transport rather than rail to move goods, opened up new locational possibilities... During the 1960s manufacturing expanded most rapidly in Moorabbin and the Oakleigh-Clayton area. When the available sites were taken up the area of fastest growth then transferred to Broadmeadows and Waverley* (Dingle 2008).

City centres retained some manufacturing until the late 1970s, mostly in the areas of clothing, printing and food processing, sectors that increasingly employed women workers. By the 1990s manufacturing had declined to 16 per cent of total employment in Melbourne, and 77 per cent of the workforce were working in the tertiary sector (Marsden 2000:99-100).

## SITE HISTORY

The subject site at 353 Exhibition Street, Melbourne, is part of Crown Allotment 10, Block 45 (CoMMaps) which, by 1866 incorporated a building, most likely a residence (Fels, Lavelle & Mider 1993, Inventory no 2170).

In c1890 a nine-roomed, two-storey stone house existed on the subject site (RB 1926; MMBW Detail Plan 1021, 1895; S&Mc 1890). Its first occupant appears to have been Jane Watts who ran a boarding house there in 1890 (S&Mc 1890). Other occupants included Sarah Bremner (also known as



Sal Reddan) who ran a brothel in the building, which was then known as 'The Poplars', from 1910 until 1920 (*Truth* 30 January 1915:3). From 1920 to 1926 the building was owned and occupied by Chinese residents 'Young Sing and others' (RB 1926). The building was demolished in 1926.

In 1927, the subject building was recorded as a 'factory being built' in the Sands & McDougall directory; it had a net annual value of £120 upon its completion that year (S&Mc 1927; RB 1927). Architect Arthur W Purnell designed the brick, three-storey building, constructed in 1926-27, as a motor car showroom and sale room for Barlow Motors Pty Ltd (see Figure 1). At this stage, Alexander Barlow's business, Barlow Motors, was located at 20-28 Latrobe Street (*Age* 17 April 1926:4; RB 1927). The new building at 353 Exhibition Street was constructed to back onto the east side of 20-28 Latrobe Street, and was located next to Lanes Motors, Buick car distributors (*Herald* 20 July 1925:12). Purnell had a close client relationship with Barlow and designed other buildings for him, including several car showrooms, horse stables and a house (University of Melbourne Archives).

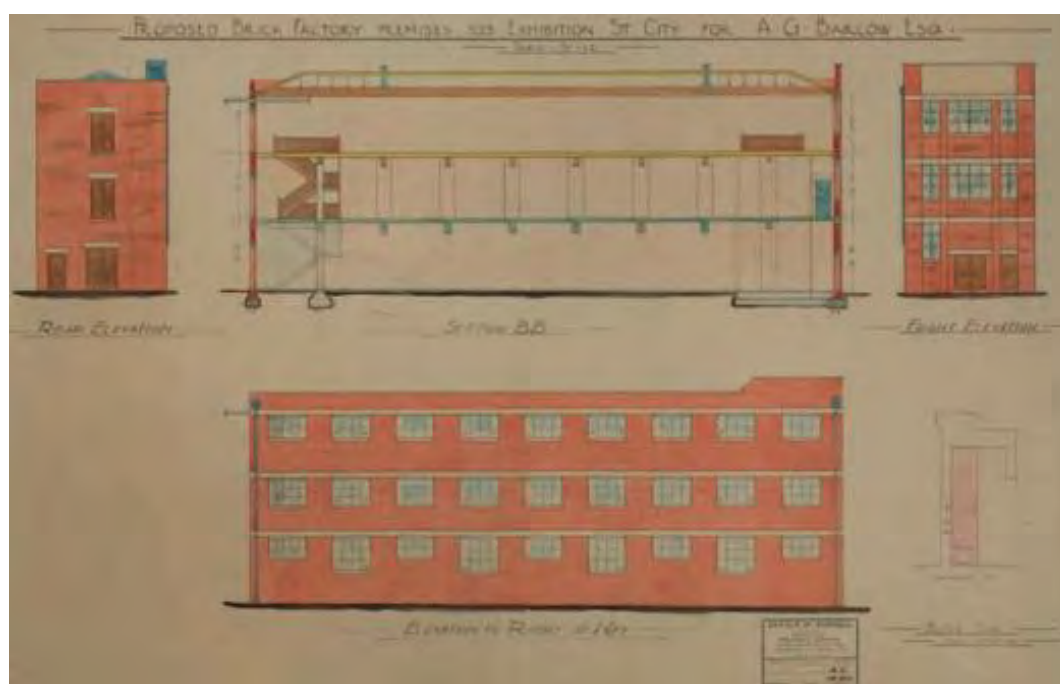


Figure 1. Architect Arthur W Purnell's design for Barlow Motors Pty Ltd's building at 353 Exhibition Street. (Source: Groves 2009:33)

Alexander George Barlow founded and was managing director of the car dealership company Barlow Motors Pty Ltd. He was also a racing horse owner and was well known in the motor and racing industries (*Weekly Times* 22 May 1937:16). Barlow made his debut in the motoring business after relocating, with his wife, from Ballarat to Melbourne in 1915, at which time he was aged 35 (*Smith's Weekly* 29 October 1949:27). Within a few years of his arrival Barlow controlled a chain of motor trading establishments throughout Victoria, mostly selling luxury class cars. Alexander Barlow died in 1937 after multiple investigations into allegations regarding his financial affairs (*Age* 6 July 1938:15).

Barlow Motors Pty Ltd did not remain at the subject site for long. In 1928, 353 Exhibition Street was vacant, and in 1930 title was conveyed to John Robert Cooke who let the building out to commercial tenants (S&Mc 1928; RB 1930). Most of the tenants of the building were involved in either motor or the clothing manufacturing industries, including George A Bond (later registered as Bonds Industries),

manufacturer of socks and underwear, who used it as a storeroom from 1929 until at least 1933 (S&Mc 1929 and 1933). Luxor Fabrics (later registered as Luxor Underwear Manufacturing Co) occupied the building for some years until 1946. By 1946, under the ownership of Cooke Robertson, the three floors of the building were let to Grant Bearing Services, motor engineers; W H Amad, white work manufacturer; and D Groszlick, frock manufacturer (S&Mc 1945; RB 1940; *Argus* 14 February 1946:18). Owner and occupant of the building in the 1950s, Wadee H Amad, died in 1955, but ownership and occupancy of the building remained with W H Amad, manchester makers and wholesalers, until at least 1976 (*Canberra Times* 30 March 1976:7). In addition, Grant Bearing Services remained as an occupant of the building until at least 1974 (S&Mc 1974). Alexander Grant, proprietor of Grant Bearing Services, was vice-president of the Camberwell group of the Honorary Justices' Association and a member of the Institute of Automotive and Aeronautical Engineering; he was elected Melbourne City councillor for the Gipps ward in 1954 (*Age* 2 July 1954:16).

The subject building in the 1940s can be seen in Figure 2. Minor alterations and additions were made to the building in the late 1940s, presumably internally, as they were not detailed in the building permit records (MBAI 24418).

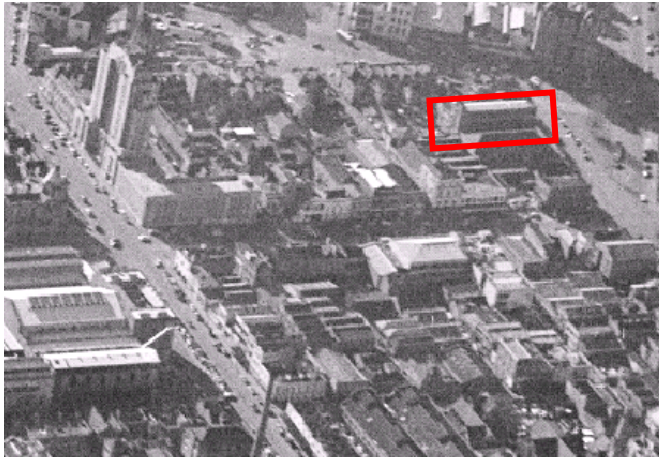


Figure 2. Extract from a aerial photograph showing the subject site, outlined in red, c1940s. (Source: Hodgson c1940s, SLV).

In 1976 a fire caused significant damage to the building's interior. The fire, estimated to have caused \$1 million in damage, was believed to have started in an electrical switchboard in a passage on the ground floor. A newspaper article on the fire reported that it had 'destroyed the three-storey brick building', presumably referencing the interior, and taken the life of a sixteen-year-old girl and left another in a critical condition (*Canberra Times* 30 March 1976:7).

Reinstatement works were carried out to the interior of the building following the fire in 1976 at a cost of \$30,000 (MBAI 46919). In 1978, the building was advertised for sale as 'an excellent brick freehold' with immediate vacant possession, with an area of 769 square metres (8,280 square feet) being adaptable to offices, showrooms, club or institutional purposes (*Age* 14 June 1978:23). In 1982 the building was converted to shops (MBAI 54853).

The building presently houses Bueno, a built environment business, and an apartment on the second storey.

*Arthur W Purnell, architect*

The University of Melbourne Archives is the custodian of Arthur W Purnell's architectural drawings, and provides the following information about Purnell's practice:

*Arthur W. Purnell (1878-1964) was a Geelong-born architect who built a thriving practice in Melbourne. Arthur Purnell had a long and successful career...until he retired in the late 1950s. Over this time he designed hundreds of buildings, ranging from garages to grandstands. (Groves 2012)*

*Purnell initially set up on his own [practice] in...Swanston Street...[and later]...moved to larger premises in Phair's Buildings at 327 Collins Street. In 1915 he went into partnership with Isadore George Beaver, a Manchester-born architect 19 years his senior...In 1925 the partnership with George Beaver ended and the following year Purnell moved to the Equitable Building at 314 Collins Street. In 1928 he went into partnership with Eric Hazel Round and William Alfred Graham.*

*Purnell also had a long-standing and a close client-architect relationship with Alexander George ('Alec') Barlow (1880-1937), a trailblazing, somewhat shady Melbourne car dealer. Redesigned car show rooms, racing stables and a house were amongst the work completed by Purnell for Barlow. (University of Melbourne Archives 2016)*

**SITE DESCRIPTION**

Located on the northern periphery of the Hoddle Grid between Victoria and La Trobe streets, 353 Exhibition Street is a narrow-fronted, three-storey motor showroom building constructed in 1927 in loadbearing face brick. The building sits on a deep allotment abutting Grant Lane on the southern and western elevations, sited between Latrobe and Mackenzie streets.

The principal façade fronting Exhibition Street is constructed in face brickwork laid in English bond. It terminates in a simple, partially rendered horizontal parapet which returns but steps down on the Grant Lane frontage. The façade is symmetrical, comprising a wide central bay with a narrower bay each side, separated by plain brick pilasters, and wider brick corner elements. At the first-floor level, a signage box has been fixed to the central bay of brickwork below the window. The brickwork to the pilasters, corners and reveals has curved corners. The height of the ground floor is substantially greater than that of the first and second storeys, as is characteristic of industrial buildings from this period.

The original doors and windows on all three levels of the Exhibition Street façade and at the eastern end of the Grant Lane frontage at ground level have been replaced with contemporary aluminium framed windows, and a widened shopfront and entry opening created on Exhibition Street. Some of the openings at street level to Grant Lane at its eastern end have also been widened. A canvas awning extends above the ground floor but stops short of the northern and southern ends of the façade.

The remainder of the windows are multi-pane original steel framed windows. Consistent with other twentieth-century industrial buildings in inner city Melbourne, some of the windows feature a

permanent ventilation system where one row of sashes is angled back and the gap above covered in mesh.

Above the ground, first and second storey windows are continuous painted render lintels that extend along all three elevations of the building. A former wide doorway at ground level on the rear elevation has been infilled with brickwork.

## INTEGRITY

353 Exhibition Street is generally intact with some changes visible to the original or early elements of the building. The building retains its original scale; walls and pilasters of loadbearing face brick, continuous painted render lintels and parapet detailing. It largely retains its original fenestration, pattern of openings and some steel frame windows. Alterations include the replacement of original windows and doors on its principal façade facing Exhibition Street and insertion of new openings at the ground level.

## COMPARATIVE ANALYSIS

The construction of warehouses and industrial buildings was an important phase of development in central Melbourne, especially during the late nineteenth and early twentieth century. The buildings were usually low scale and located in minor streets and laneways with rear lane access to facilitate the movement of material in and out of the building. Today, most of these early factory or warehouse buildings are no longer operating as such and have often been adapted to house professional offices or other commercial functions.

The brick warehouses constructed around the early twentieth century and early interwar period are generally of a simple utilitarian character, utilising loadbearing face brick external walls with either a steel post and beam or reinforced concrete internal structure. Windows are generally large, designed to maximise access to natural light at a time when artificial lighting was not adequate for the manufacturing process.

The following examples are comparable with 353 Exhibition Street, being of a similar style, scale, construction date and use. The images and descriptions are provided by CoMMMaps unless stated otherwise, with images dated c2000 or later.

### *562-566 Little Bourke Street, c1920s (HO701)*

The former Sun Electric Building. A four-storey brick former warehouse with a basement. Built in the early 1920's. Refurbished into an office in 1987. Converted and subdivided into residential units with ground level retail in 2000.



Figure 3. 562-566 Little Bourke Street, constructed in c1920s.

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

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



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

*39-41 Little Collins Street, 1919 (Interim HO1277 – Recommended as significant in the Hoddle Grid Heritage Review).*

Three storey brick former factory. Built 1919. Converted to offices and retail in 1966. The ground floor was refurbished and converted to a restaurant in 2001.



Figure 5. 39-41 Little Collins Street, constructed in 1919.



*27-29 Little Lonsdale Street, 1924 (Recommended as significant in the Hoddle Grid Heritage Review)*

A two-storey warehouse with contrasting cement rendered lintels and expressed corbels over the ground floor. Windows replaced but in the original scale and form of the building.



Figure 6. 27-29 Little Lonsdale Street, constructed in 1924.

353 Exhibition Street retains substantial evidence of its development in the interwar period as a motor showroom and factory warehouse building, in its form and scale, and utilitarian and functional yet refined design. There are several surviving examples of this building type within central Melbourne (albeit often adapted to house new uses such as professional offices). The building is a now rare example in the area around the north-eastern periphery of the Hoddle Grid, where its broader streetscape context has been considerably changed by later twentieth century redevelopment.

It is comparable with a number of other HO listed examples of the type, including 337-339 La Trobe Street (HO1258), 39-41 Little Collins Street (HO1277) and 562-566 Little Bourke Street (HO701), being of a similar character, scale and degree of intactness. It is also comparable with 563-567 Little Lonsdale Street and 27-29 Little Lonsdale Street, both of which are proposed for listing on the HO as part of the Hoddle Grid Heritage Review.

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**ASSESSMENT AGAINST CRITERIA**


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

---

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

---

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

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

---

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

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

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

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

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**RECOMMENDATIONS**

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

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

**MELBOURNE PLANNING SCHEME**

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

**OTHER**

N/A

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*Weekly Times*, as cited.

**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**D

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**Central City Heritage  
Study 1993**C

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

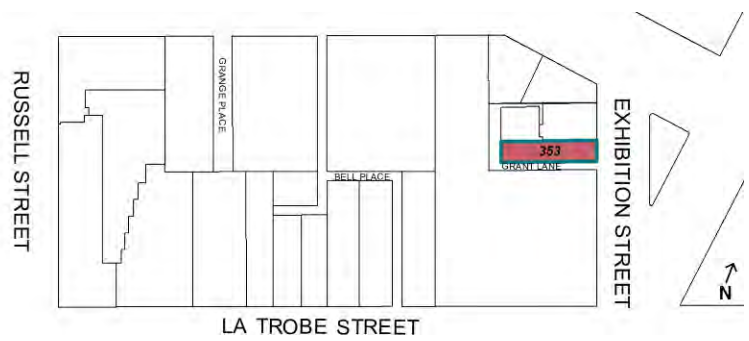
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**Central City Heritage  
Review 2011**Ungraded

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## STATEMENT OF SIGNIFICANCE

Heritage Place: Warehouse

PS ref no: HO~~1334XXXX~~

## What is significant?

353 Exhibition Street, Melbourne, a three-storey face brick warehouse built to a design by Arthur W Purnell in 1926-27.

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

- Original building form and scale;
- Original face brick walls and pattern of fenestration including parapet, pilasters, continuous painted render lintels and pattern of window openings; ~~and~~
- Original steel frame windows along Grant Lane.

Later alterations such as the replacement of original windows and doors on its Exhibition Street elevation and insertion of new openings at the ground level are not significant.

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

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353 Exhibition Street, Melbourne, is of local historic and representative significance to the City of Melbourne.

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

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The former motor car showroom and sale room building at 353 Exhibition Street, constructed in 1926-27 to a design by architect Arthur W Purnell, is historically significant for the evidence it provides of the rise of manufacturing in the city in the 1920s which led the recovery from the economic depression of the late 1920s-early 1930s. From the end of World War Two to the beginning of the 1970s, Melbourne underwent the most sustained growth in its history, mostly based on the manufacturing industry. The building at 353 Exhibition Street exhibits this growth, housing tenants involved in the motor and clothing manufacturing industries from c1930 until the mid-1970s, until it was converted to shops in 1982. Built initially for Barlow Motors Pty Ltd as a motor car showroom and sale room, the building also provides evidence of the early years of motoring in Victoria. With the doubling of registrations of motor cars, trucks and cycles in Melbourne between 1917 and 1922, the car showroom was a new type of place developed for the purpose of showing and selling cars. Although Barlow's occupancy was brief, the building was used in association with the motor industry into the 1970s. (Criterion A)

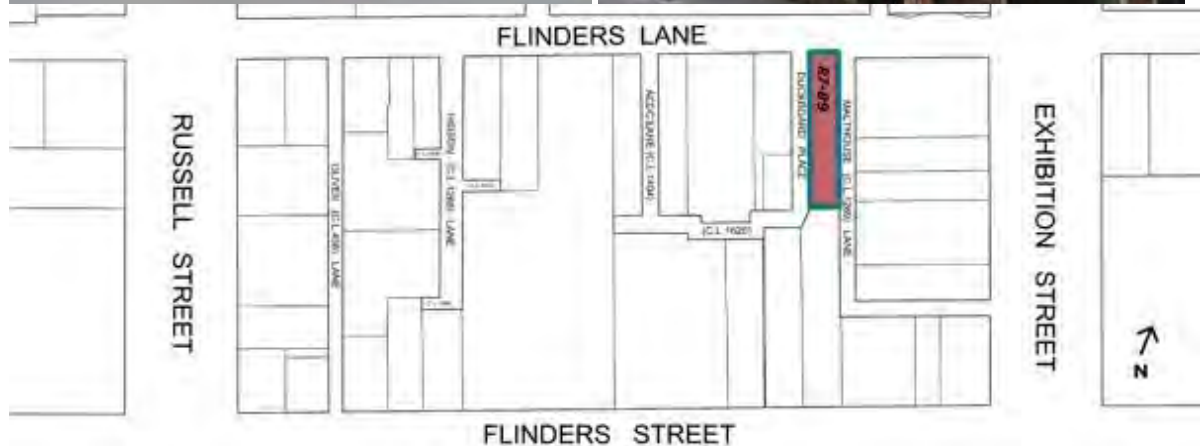
353 Exhibition Street is significant for the substantial evidence it retains of its development in the interwar period for use as a motor showroom and factory warehouse building. It is one of several such buildings that survive from the period, which are generally low scale and use simple construction of loadbearing face brick walls with either a steel post and beam or reinforced concrete internal structure. The building is now a rare example in the area around the north-eastern periphery of the Hoddle Grid, where its broader streetscape context has been considerably changed by later twentieth century redevelopment. While modest and utilitarian, like other buildings of its type, 353 Exhibition Street demonstrates a refined yet highly functional aesthetic and exhibits other key characteristics of its type including a symmetrical facade with simple parapet and a regular pattern of large, efficient steel framed windows with painted render lintels. The lack of superfluous decoration reinforces this simple and disciplined industrial aesthetic. (Criterion D)

### **Primary source**

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

<b>SITE NAME</b>	Swiss Club of Victoria
<b>STREET ADDRESS</b>	87-89 Flinders Lane Melbourne
<b>PROPERTY ID</b>	103320



SURVEY DATE: May 2017

SURVEY BY: Context Pty Ltd

HERITAGE INVENTORY H7822-1925

EXISTING HERITAGE OVERLAY No

PLACE TYPE Individual Heritage Place

PROPOSED CATEGORY Significant

FORMER GRADE C

DESIGNER / ARCHITECT / ARTIST: H W &amp; F B Tompkins

BUILDER: Henry Hennigsen

DEVELOPMENT PERIOD: Federation/Edwardian Period (1902-c.1918)

DATE OF CREATION / MAJOR CONSTRUCTION: 1906

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a commercial city	5.5 Building a manufacturing capacity
	OTHER SUB-THEMES
9 Working in the city	9.2 Women's work
3 Shaping the urban landscape	3.2 Expressing an architectural style

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 63	<b>Inventory no:</b> 925
<b>Character of Occupation:</b> Residential, Commercial	
4 <sup>th</sup> land sale 1839. Block 7, Gordon Sandman	
1866 Cox	Building on site.
1877 Dove	Single-storey house, stables, two sheds, yard.
1880 Panorama	
1888 Mahlstedt	Single-storey building, three sheds, yard.
1905/6 Mahlstedt	Yard.
THEMATIC MAPPING AND LAND USE	
1890s	Yards, Warehouses
1920s	Warehouses
1960s	Club

## RECOMMENDATIONS

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

**Extent of overlay:** Refer to map

## SUMMARY

A three-storey warehouse and manufacturing premises in the City of Melbourne, built in 1906 for P C Warland by builder Henry Hennnigsen and designed in the American Romanesque style by leading commercial architects H W & F B Tompkins.



## HISTORICAL CONTEXT

### Building a commercial city

#### *Building a manufacturing capacity*

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

Warehouses were also a part of Melbourne's economic life. From the 1850s, the Yarra River and the docks west of Swanston Street were in essence the 'lifeline' of the city. Port facilities and large warehouses were built in this area to serve shipping interests (Context 2012:39-40). The area of Flinders Lane is described by the *Encyclopedia of Melbourne*:

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

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

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

### Shaping the urban landscape

#### *Expressing an architectural style*

In the central city, the American Romanesque style was adopted, often combined with Art Nouveau-influenced ornament. Red face brick with limited render accents were the preferred materials, and facades were articulated with large-scale round-arches, sometimes with window bays set into them. Examples of the Romanesque include the Tompkins Bros' Commercial Travellers Building in Flinders Street (1898) and Nahum Barnett's Auditorium Building in Collins Street (1913). The style was also used for more modest factories and warehouses along Flinders Lane.

While the Romanesque was favoured for commercial buildings, a classical influence prevailed for public buildings. In line with the less regimented designs of the early twentieth century, this was the Edwardian Baroque style. It was characterised by mannered classical facades with deep cornices. Again, red face brick with render dressings were preferred. Landmark examples include Flinders Street Station (1901-11, Fawcett and Ashworth) and the City Baths (1903, J.J. & E.J. Clark) (Context 2012:15).

## Working in the City

### *Women's work*

Large numbers of women found employment as machinists in the clothing and foot-ware factories that emerged in the late nineteenth and early twentieth centuries (Context 2012:55).

## SITE HISTORY

The site at 87-89 Flinders Lane was part of Melbourne's fourth land sale in 1839 (Block 7, Allotment 7). A residence for Gordon Sandman was built by 1866. By 1877 the site comprised a house, stables sheds and a yard, and by 1888 the site comprised a single-storey building. These buildings were demolished in 1905 to enable the construction of the current building (Fels, Lavelle and Mider 1993:925).

The three-storey building with basement was built in 1906 for the owner Phillip Christopher Warland (MCC registration no 9832, as cited in AAI, record no 76489). Designed by H W and F B Tompkins, the brick warehouse was built by Hawthorn contractor and builder Henry Henningsen, whose office was located on the neighbouring site at 91 Flinders Lane (currently 11-15 Duckboard Place) (S&Mc 1907).

The founder and manager of ladies underclothing importer and manufacturer, P Warland Pty Ltd, Phillip C Warland, owned the building until his death in March 1918. The property and the business were taken over by his son Phillip Warland, who, in 1913 and 1917 had been appointed as the employers' representative for the underclothing Wages Board (*Ballarat Star* 20 September 1913:6; *Bendigo Advertiser* 23 May 1917:5).

The building was tenanted by 1906, with Britannia Tie Company occupying the top floor and P Warland Pty Ltd occupying the lower levels and the basement. It appears that the building had a large sign painted on the west elevation (Figure 1). Both manufacturers remained at the building until 1921-22, when they moved shortly after a fire completely destroyed the top floor in September 1921 (*Age* 16 September 1921:8; S&Mc 1922-23).

From 1922 the building was leased to other garment or industrial manufacturers including Parisian Mantle Manufacturers, clothing manufacturers J Sackville, and machinery indenters Dyer and Phillips (S&Mc 1923-1935), industries that employed high numbers of female workers.

The building is now occupied by several businesses including the Swiss Club of Victoria, one of a number of private clubs located in the city centre.



Figure 1. 87-89 Flinders Lane, c. 1910s. (Source: Warland Family)



Figure 2. 87-89 Flinders Lane shown in a section of Flinders Lane south, c1972, by K J Halla. (Source: SLV)

*H W & F B Tompkins, architects*

*The Encyclopedia of Australian Architecture* contains the following entry for architects H W & F B Tompkins:

*H W & F B Tompkins, architects were established in 1898 when the brothers won a design competition for the Commercial Travellers Association CTA Clubhouse, 190 Flinders Street, Melbourne. Henry Harry William (1865-1959) and Frank Beauchamp Tompkins (c1867-1952) were born in England and educated in South Africa. They migrated to*

*Australia with their parents in 1886. Harry became an assistant architect to Richard Speight Jnr and Frank worked with a number of architects including Evander McIver and Nahum Barnet. By the mid-1890s Harry had entered a partnership, forming Speight & Tompkins of 493 Collins Street, Melbourne. He left the partnership in 1896 to take up a position in the Western Australia Public Works Department, but was retrenched in 1898 and returned to Melbourne and formed the partnership of H.W. & F.B. Tompkins.*

*The competition win established the firm and by the early 20th century, H W & F B Tompkins was a leading commercial firm. Their commercial work up to WWII reflects the three influences popular at the time: the Romanesque style popularised by such architects as H.H. Richardson in the United States during the late 19th century; the Baroque Revival of the early 20th century, popular in Chicago and San Francisco after 1908; and the Moderne or interwar functionalist style of the 1930s. Both Harry and Frank travelled to the United States and Europe, studying the latest trends in design and construction technology. They were the first architects in Melbourne to implement modern methods of steel frame construction and reinforced concrete in the Centre Way, Collins Street 1911 and the new Commercial Travellers' Association Clubhouse and Commerce House, 318-324 Flinders Street (1912). In 1913, the firm's association with Sidney Myer began with a warehouse building in Bourke Street, the first of many Myer commissions.*

*Harry Tompkins and Sidney Myer travelled in the United States visiting department stores, including the Emporium in San Francisco, which is reputedly the influence for the Myer Emporium in Bourke Street, Melbourne.*

*Harry Tompkins, the public face of the firm, was a prominent member of the RVIA; he was a council member (1905-), vice-president (1913) and president (1914-16). Harry was also president of the Federal Council of the AIA (1918-19) and mayor of Kew, the suburb in which he lived, for the same period.*

*The firm is one of the longest surviving in Victoria. In the 1950s it became Tompkins & Shaw when P.M. Shaw entered the partnership and then Tompkins, Shaw & Evans when Stan Evans joined. In 2003 it was acquired by Michael Davies Associates, forming a new firm, Tompkins MDA Group (Beeston 2012:707-708).*

#### *Henry Henningsen, builder*

Hawthorn builder and contractor Henry Henningsen practised across Victoria, from Melbourne and inner suburbs to outer regions including Geelong, Benalla and Tallangatta. Henningsen worked with many prominent architects including Bates Peebles and Smart, H W and F B Tompkins, and Nahum Barnet. Use of brick is predominant throughout his career, as seen in the Hotel Lindrum (HO1034) and warehouses still surviving in Melbourne CBD and the inner suburbs.

In 1909, Henningsen was the president of the Master Builders' Association, whose 175 members were employers of building labourers (Age 30 October 1909:5). Based in Hawthorn, Henningsen served as Mayor of Hawthorn in 1908-09, and was a Councillor until 1914 when he retired due to ill-health (*Camberwell and Hawthorn Advertiser* 21 February 1914:5).

## SITE DESCRIPTION

The three -storey plus basement building at 87-89 Flinders Lane stands between two laneways, Duckboard Place and Malthouse Lane. The substantial building with no setback extends to some depth along both these laneways and as such, can be viewed in three dimensions. The façade is modelled on the American Romanesque style popularised by such architects as H H Richardson in the United States during the late nineteenth century and followed in Melbourne by architects H W and F B Tompkins and Nahum Barnet.

Three brick arches extend the full height of the façade with deeply recessed windows set between. Stucco capitals and arched mouldings; spandrels beneath the windows and a horizontal string course provide further decorative detail to the façade. The side elevations have regularly spaced small windows set into the plain brick walls. The front windows on the upper two floors are timber framed casement sashes.

## INTEGRITY

87-89 Flinders Lane was refurbished in 1973 and 1998. Changes have included the replacement of ground floor glazing and the extension to the floor level of two windows. The parapet cornice has been removed (Figure 2) and render finish removed from the ground floor. The Malthouse Lane elevation has been further modified to provide additional windows. The upper floors are more intact.

## COMPARATIVE ANALYSIS

A number of brick warehouses that are similar to 87-89 Flinders Lane were constructed in Flinders Lane during the Edwardian era. The building compares well with the following examples, drawn chiefly from the Central City Heritage Review 2011, being of a similar use, scale, location and creation date. The below images and descriptions are provided by CoM Maps unless stated otherwise.

Selected examples of Edwardian brick warehouse include:

*Richard Allen & Son warehouse, 164-170 Flinders Lane (HO579, Significant in HO506 Flinders Lane Precinct)*

At 164-170 Flinders Lane, the front section of the old Richard Allen & Son warehouse building has been retained to a depth of 18 metres and refurbished. The showroom on the corner of Russell Street and Flinders Lane was reconstructed in 1997, and refurbished in 2000.



Figure 3. 164-170 Flinders Lane, now rear of 161 Collins Street, constructed c1910.

*161-163 Flinders Lane (Contributory in HO506 Flinders Lane Precinct)*

Seven-storey brick warehouse with basement built in 1909. Refurbished and sub-divided into serviced apartments in 1997.



Figure 4. 161-163 Flinders Lane constructed 1909.

*179-181 Flinders Lane (Significant in HO505 Flinders Gate Precinct, Significant in HO506 Flinders Lane Precinct)*

A four-storey brick former warehouse with ground floor and basement showrooms. Built for Henry Spink and William John Allee for 6,500 pounds in 1911. In 1925 the building was severely fire damaged with all of the tenants' stock destroyed. It was refurbished in 1989 and the top levels were converted to offices.



Figure 5. 179-181 Flinders Lane constructed 1911.

The firm of H W & F B Tompkins made a substantial contribution to Melbourne's architectural character from the late 1890s to the 1950s. In 1913, after several major commissions (see below), the firm formed a commercial association with Sidney Myer commencing with a warehouse in Bourke Street in 1913, the first of many commissions for the entrepreneur.

Other buildings by H W & F B Tompkins include:



*Australian Traveller's Association, 318-324 Flinders Street (HO659)*

A 10-storey steel framed concrete hotel of 350 rooms with a basement. Designed in the Neo-Baroque style and built by F E Shillabeer in 1913 for the Australian Travellers Association. It features a facade of polished granite to the first storey and the use of decorative glazed cream brick work.



Figure 6. Australian Traveller's Association (now Rendezvous Hotel) constructed 1912.

*Commercial Travellers Association CTA Clubhouse, 172-192 Flinders Street (Significant in HO505 Flinders Gate Precinct, Significant in HO506 Flinders Lane Precinct)*

The former Travellers Association Building is a six-storey brick building designed in the Queen Anne Revival style and built by Clements Langford in 1898.



Figure 7. 172-192 Flinders Street, Commercial Travellers Association CTA Clubhouse constructed 1898.



*Centreway Arcade, 259-263 Collins Street (HO594, Significant in HO502 The Block Precinct)*

A seven-storey rendered brick office and retail building which includes an arcade, shops and showrooms in the basement and on level one. Designed by H W & F B Tompkins in the Edwardian Baroque style and built by Clement Langford in 1913. One of Melbourne's first steel framed buildings.



Figure 8. Centreway Arcade constructed 1913.

87-89 Flinders Street is a fine example of the work of H W & F B Tompkins in the Romanesque manner, one of three major styles favoured by the firm. It is representative of their work between the Queen Anne style of the 1890s and the Edwardian Baroque from c1910.

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**ASSESSMENT AGAINST CRITERIA**


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

---

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

---

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

---

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

---

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

---

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

---

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

---

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

---

**RECOMMENDATIONS**

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

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

**MELBOURNE PLANNING SCHEME**

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

**OTHER**

N/A

## REFERENCES

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**D

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**Central City Heritage  
Study 1993**C

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

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**Central City Heritage  
Review 2011**Ungraded

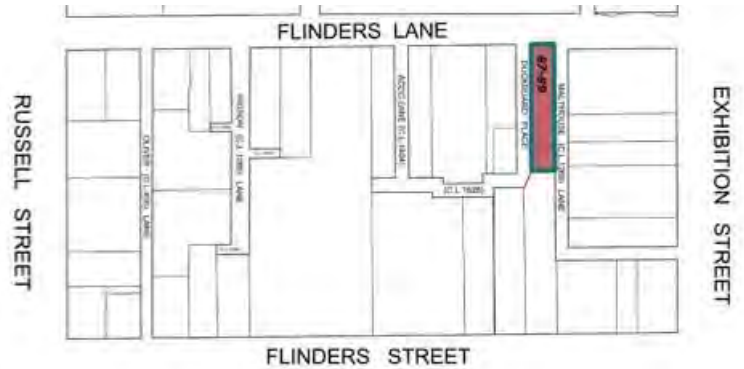
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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Swiss Club of Victoria



**PS ref no:** [Interim HOHO1270](#)



### What is significant?

87-89 Flinders Street, now used by the Swiss Club of Victoria but built as a warehouse and manufacturing premises in 1906.

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

- The building's original external form, materials and detailing;
- The building's high level of integrity to its original design;
- The pattern and size of fenestrations to its Flinders Lane façade (including ground level);
- The full height brick arches with deeply recessed timber framed windows;
- Stucco capitals and arch mouldings;

- Spandrel panels beneath windows; ~~and~~
- Decorative horizontal spring course.

Later changes including the replacement of the ground floor glazing, the extension to the floor of two windows and additional windows added to the Malthouse Lane façade are not significant.

### How it is significant?

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87-89 Flinders Street is of local historic, representative and aesthetic significance to the City of Melbourne.

### Why it is significant?

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87-89 Flinders Lane, built in 1906, is historically significant for its association with clothing manufacturing in the City of Melbourne, particularly in the Flinders Lane area. The building is significant for its use as a factory and warehouse for clothing importers and manufacturers Britannia Tie Co and P C Warland Pty Ltd until 1921. Clothing manufacturing continued at the premises from 1922 with occupation by Parisian Mantle Manufacturers, J Sackville, and machinery indenters Dyer & Phillips. The building at 87-89 Flinders Lane is significant as an integral part of the important clothing and textile industry that was based around Flinders Lane and that provided an important source of employment for women in the city. (Criterion A)

87-89 Flinders Lane is fine early twentieth century warehouse and manufacturing premises; a building typology once common throughout the central city. It is also a fine example of the work of prominent commercial architects H W and F B Tompkins, a leading commercial firm who made a substantial contribution to the Melbourne city centre from the late 1890s to the 1950s. H W and F B Tompkins through their work for Myer, the Australian and Commercial Travellers Associations, and at Centreway Arcade, were the first architects in Melbourne to implement modern methods of steel frame construction and reinforced concrete in 1911. The building in Flinders Lane is a fine example of their American Romanesque style as applied to commercial buildings. (Criterion D)

Aesthetically, 87-89 Flinders Lane is significant as a three-storey urban form with both side elevations of red brick walls visible from the adjoining laneways. The façade has aesthetic significance for its three storey arches outlined in stucco mouldings and the deeply recessed windows with stucco spandrels to the upper two floors. (Criterion E)

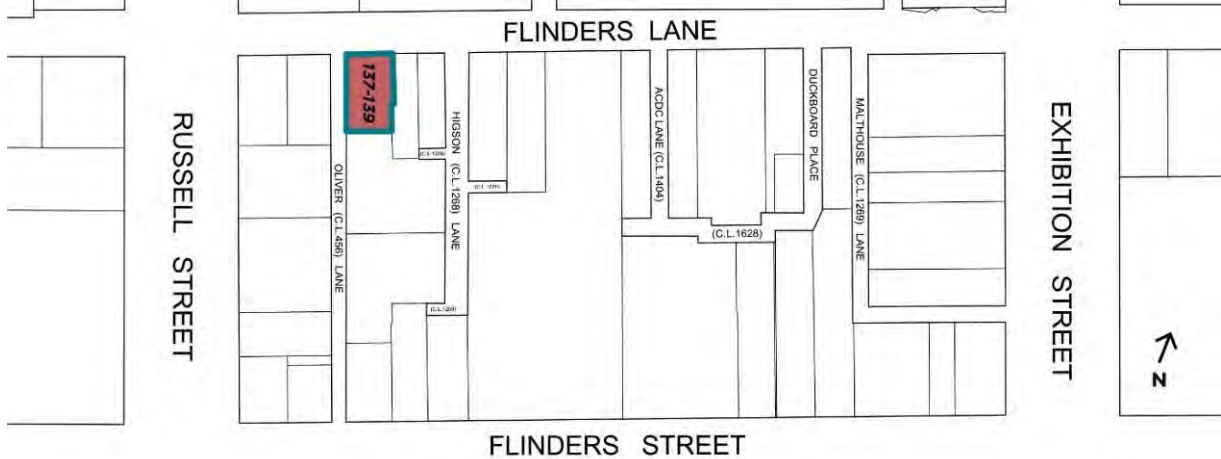
### Primary source

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



<b>SITE NAME</b>	Former Bank of New South Wales
<b>STREET ADDRESS</b>	137-139 Flinders Lane Melbourne
<b>PROPERTY ID</b>	103929



SURVEY DATE: January 2018

SURVEY BY: Context

<b>HERITAGE INVENTORY</b>	H1822-1933	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Not known	<b>FORMER GRADE</b>	C
<b>DEVELOPMENT PERIOD:</b>	Interwar Period (c1919-c1940) Interwar Period (c1919-c1940)	<b>BUILDER:</b>	Not known
		<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1924

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a commercial city	5.3 Developing a large, city-based economy 5.5 Building a manufacturing capacity

## LAND USE

HISTORIC LAND USE	
Archaeological block no: 63	Inventory no: 933
Character of Occupation: Commercial	
Fourth land sale, Block 7 Allotment 20, Thomas Walker.	
1866 Cox	Building
1877 Dove	Rudds Commercial Hotel, yards & two sheds
1880 Panorama	
1888 Mahlstedt	Three-storey hotel, Commercial Hotel
1905/6 Mahlstedt	Commercial Hotel
THEMATIC MAPPING AND LAND USE	
1890s	Commercial
1920s	Commercial
1960s	Commercial

## RECOMMENDATIONS

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

**Extent of overlay:** Refer to map

## SUMMARY

137-139 Flinders Lane, the former ES&A and Bank of New South Wales, now Flinders Lane Gallery dates from 1924 and is a reinforced concrete building with Gothic revival styling.

## HISTORICAL CONTEXT

### Building a Commercial City

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

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

By the 1850s the commercial and financial district had gravitated to Collins Street, under the influence of the wharf, the Western Market and Customs House. Four banks were in Collins Street, near Bank Place, in 1850. By this time other professional and business uses were also evident, including legal chambers. Several impressive buildings were constructed in the boom of the 1880s and in the first decades of the twentieth century (MPS:50).

As well as managing locally generated income, the banks provided significant overseas capital, principally from Britain, to finance public projects and private investment. But the boom of the 1880s saw over-borrowing and overspending on building projects. Economic depression in the early 1890s saw many banks and land companies close their doors as British capital was rapidly withdrawn. The city recovered to some extent in the early twentieth century, and Melbourne underwent further development in its new role as the nation's capital. The Great Depression followed in the 1930s, which marked another period of decline. Nevertheless, during the long boom of the postwar period that followed, the bulk of Australia's leading public companies had their headquarters in Melbourne. Melbourne remained the financial centre of Australia, a role it maintained until the late twentieth century (Context 2012:33).

## SITE HISTORY

Flinders Street and Flinders Lane were named after navigator Captain Matthew Flinders who claimed the discovery of Port Phillip in April 1802 aboard the Investigator, but who later conceded the prior arrival of Acting Lieutenant John Murray on the Lady Nelson in February 1802 (RHSV). Flinders Lane was also known as Little Flinders Street until 1948 when the Melbourne City Council declared Flinders Lane the official name (*Age* 8 June 1948:2).

The subject site is located on Crown Allotment 20 of Block 7 (Fels, Lavelle and Mider 1993). By the 1880s, there was a three-storey hotel known as 'Commercial Hotel' on the site (Figure 1). By 1910, the Commercial Hotel was converted to a furnished apartment (Mahlstedt Map Section 1, no 6, 1910).

In 1922, the Bank of New South Wales (NSW), then owner of the subject site, sold the building 'at a very substantial profit' of £1687, and bought a new building at 253 Flinders Lane (*Herald* 2 November 1922:22; *Daily Telegraph* (NSW) 5 June 1922:7). Following the Bank of NSW, Eastaugh Ltd, men's wear manufacturer, owned the property for about a year in 1923 (RB 1922/3).

In 1924, the former brick warehouse was demolished, and a new three-storey reinforced concrete bank with a basement was erected for the new owner, the English, Scottish & Australian (ES&A) Bank (RB 1924/5). In 1924, the Sands & McDougall Directory of Victoria noted that construction was occurring on the site and by late 1924, a new branch of the ES&A Bank opened on the site (Figure 1) (S&Mc 1924). In 1925, the Net Annual Value (NAV) of the newly built building was £1100, a significant increase from the previous year's NAV of £350 (RB 1923/4-1924/5). The bank occupied

the ground floor premises and the basement was occupied by tenants A Beckett, piano importers. By 1927, the first floor was subsequently occupied by Mutual Manufacturing Co Pty Ltd, knitted goods manufacturers, and the second floor by Young & Co, mantles and robes manufacturers (S&Mc 1925-27).

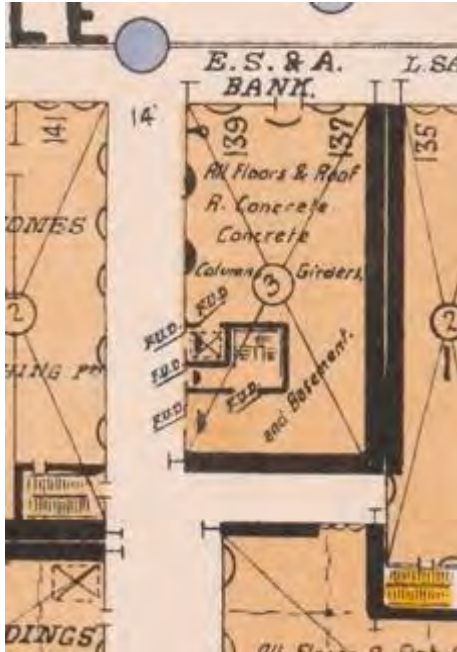


Figure 1. Showing the subject building (occupied by ES&A Bank) in 1925 shortly after the completion in 1924. (Source: Mahlstedt Map Section 1, no 6, 1925)

In April 1927, ES&A Bank left the premises, selling the property back to the Bank of New South Wales (owner of the site in 1922) at a price of £12,000 (*Herald* 20 April 1927:20). By the end of the year, the Bank of NSW, which had been occupying a small building opposite, moved in to the subject building (*Herald* 20 April 1927:20; S&Mc 1928). It is likely that the current lettering 'Bank of New South Wales' was added around this time.

137-139 Flinders Lane was known as the 'eastern branch' of the Bank of NSW, which amalgamated with the Commercial Bank of Australia to form Westpac Banking Corporation in 1982. The branch operated up until February 1984, when the branch closed (*Age* 21 March 1984:35). On 4 April 1984, the three-storey building was sold by public auction, as part of the new Westpac's rationalisation program. According to the auction notice, the ground floor banking chamber was vacant, with the basement and two upper stories occupied by businesses at that time (*Age* 21 March 1984:35).

After the property sale in April 1984, the ground floor showroom and warehouse space were advertised for long-term lease (*Age* 28 July 1984:78). It is unclear who occupied the ground floor premises during the late 1980s, as multiple businesses had been addressed as 137-139 Flinders Lane, without references to particular floor levels. In the late 1980s, Intercity Appliances, kitchen appliances sellers, D & P Manufacturers, ladies clothing manufacturers, and Holmes Commercial Printing, printers, were tenants at 137-139 Flinders Lane (*Age* 17 September 1988:241; 21 January 1989:196; 11 July 1989:5).

By November 1989, Flinders Lane Galley was established on the ground floor of the subject building and continues to operate today (*Age* 10 November 1989:35; CoMMaps).

## SITE DESCRIPTION

137-139 Flinders Lane is located in the Flinders Street East Precinct.

137-139 Flinders Lane occupies a corner site to Oliver Lane and has two frontages. The building comprises three storeys and a half basement to Flinders and Oliver Lanes. The half basement is lit from windows at pavement level along Oliver Lane. The side of this building contributes to the character of Oliver Lane. To Flinders Lane the front elevation is symmetrical, with a central door with hood moulding flanked by a pair of Gothic arch-headed windows. The windows have mullions above the transom and plate glass below. Mullions may have been removed from these panes. To the side elevation the same type of windows have industrial style metal frames with obscure glazing.

In the nineteenth century the gothic revival was deemed one of the highly appropriate styles for banks and this continued into the twentieth century with an entirely new construction material. Rather than being constructed from stone or brick, 137-139 Flinders Lane is of reinforced concrete walls with all the reveals and mouldings formed from concrete. The façade is enlivened by the way in which the large multi-paned windows form the predominant feature. A continuous hood moulding links these together visually. Upper floor windows have additional framing as gothic arches whilst the middle floor has square window heads. Spandrels of moulded concrete form a feature under the top floor windows.

137-139 Flinders Lane was built to accommodate a bank on one level with offices above, formerly occupied by various small manufacturers associated with the textile trade in Flinders Lane. There is a basement level that was/is also separately tenanted. There are steps of marble that have a curve profile with a central handrail. The entry is a notable feature of the building. The main room on the ground floor has a timber parquet floor.

## INTEGRITY

No.137-139 Flinders Lane is highly intact. External doors to the recessed entrance porch have been replaced by a roller shutter and the airlock with high level glazing around the entry doors appears to be a recent addition. The building interior has not been inspected but online images show that the entry and main banking area appear to remain as the gallery space.

## COMPARATIVE ANALYSIS

The interwar bank forms a prominent part of the landscape of the Hoddle Grid. Amongst the examples below are several State listed banks and some with Heritage Overlays. Banking buildings of the early 1920s were generally three to four storeys but by the 1930s had grown to ten storeys or more. The styles deemed appropriate included the Greek and Renaissance revival styles whilst employing concrete structures and sometimes terra cotta faience as facing. Later buildings in the 1930s started to express themselves through modernism.

The following examples are comparable with 137-139 Flinders Lane being of a similar original use, scale, style and/or construction date. The images and descriptions are provided by CoMMaps unless stated otherwise, with images dating from c2000 or later.



*Former State Savings Bank, 615-623 Collins Street, 1923-1924 (HO1013)*

615-623 Collins Street is a five-storey rendered brick former State Savings Bank building, designed in the Neo-Renaissance style by Peck & Kemter.



Figure 2. 615-623 Collins Street constructed 1923-24.

*Former Union Bank, 351-357 Elizabeth Street, 1926-1927 (HO1019)*

351-357 Elizabeth Street, a five-storey rendered brick bank building, was built for the Union Bank by Thompson & Chalmers in 1928, to a design by Butler & Martin in the Commercial Palazzo style.



Figure 3. 351-357 Elizabeth Street constructed 1926-27.

*Former ES&A Bank, 219-225 Swanston Street, 1928 (VHR H0390; HO749)*

The Former ES&A Bank at 219-225 Swanston Street was built in 1928 to a design by Hare, Henry & Hare. It is of architectural significance as a notable example of the popular 1920s Greek neo-Classical revival style. The Greek Revival style was favoured by the ES&A Bank and a number of its branches were built in this style in the 1920s. This appears to be the most intact example of the style. The style emphasises solidity in its classical references, a characteristic no doubt valued by a bank.



Figure 4. 219-225 Swanston Street constructed 1928. (Source: VHD)

*Former Bank of New South Wales, 190-192 Bourke Street, 1929 (VRH H799; HO540)*

The former Bank of New South Wales building by Godfrey & Spowers is architecturally significant for exemplifying the architectural eclecticism and exoticism of the late 1920s and early 1930s. It is very unusual in its application of Egyptian motifs. It is an excellent example of the use of decorative terracotta faience, which was a popular cladding material in the interwar years.



Figure 5. 190-192 Bourke Street constructed 1929.



*77-89 William Street Western House, 1939 (HO753)*

Nine-storey concrete office building with a sandstone faience. It contains a ground floor banking chamber. It was designed by Meldrum & Noad in the Neo-Renaissance Modernist style and built in 1939. It received the Victorian Institute of Architects Street Architecture Medal in 1942.



Figure 6. 77-89 William Street constructed 1939.

*Royal Banking Chambers, 287-301 Collins Street, 1939-41 (HO597)*

A 10-storey brick office building with a ground floor banking chamber. Designed by Stephenson & Turner in the Moderne style and built for the ES&A Bank in 1941. It features a very fine stone facing finish of Stawell Freestone. It is thought that the building was the first air-conditioned commercial building built in Melbourne.



Figure 7. 287-301 Collins Street constructed 1939-41.

*Former Commonwealth Bank of Australia, 219-225 Bourke Street, 1939-41 (VHR H2264; HO990)*

The former Commonwealth Bank of Australia building is architecturally significant as an outstanding and substantially intact example of the Commercial Palazzo type which also reflects the progressive styles of the 1930s: the abstraction of classical elements of the Stripped Classical style, and the dominant vertical expression of the Streamlined Moderne style.

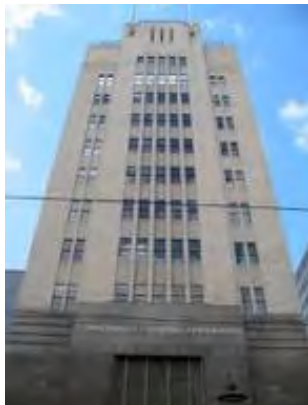


Figure 8. 219-225 Bourke Street constructed 1939-41. (Source: VHD)

137-139 Flinders Lane is an example of an interwar bank, built at a time when new construction materials were favoured but scale and styling was not yet modern. It is unusual in its Gothic revival style amongst a group of classically derived buildings and is of a high integrity in terms of form and scale, like the examples above. It is comparable to both 615-623 Collins Street and 351-357 Elizabeth Street, (examples of interwar bank buildings) both of which are included in an HO.

## ASSESSMENT AGAINST CRITERIA

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

**RECOMMENDATIONS**

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

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

**MELBOURNE PLANNING SCHEME**

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

**OTHER**

137-139 Flinders Lane is also contributory to the Flinders Lane East Precinct.

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

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**PREVIOUS STUDIES**

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Conservation Study 1985**

D

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**Central City Heritage  
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C

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**Review of Heritage  
overlay listings in the  
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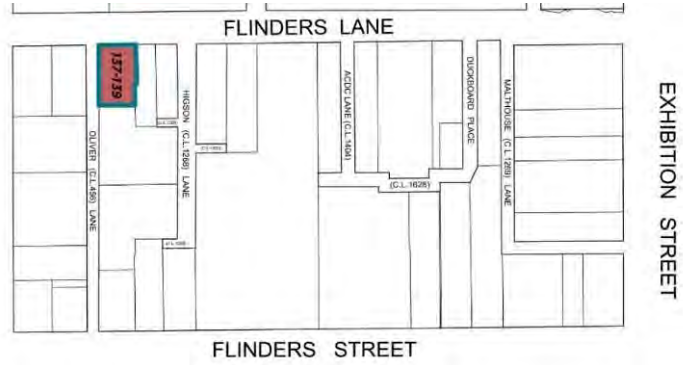
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STATEMENT OF SIGNIFICANCE

Heritage Place: Former Bank of New South Wales

PS ref no: [Interim-HO1292](#)







### What is significant?

137-139 Flinders Lane, the former ES&A Bank, constructed in 1924.

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

- The building's original external form, materials and detailing;
- The building's very high level of integrity to its original design;
- The recessed entrance porch, concrete reveals, spandrels and mouldings;
- The pattern and size of fenestration and large multi-paned windows with continuous hood moulding;
- The gothic window arches on the upper levels and square window heads on the middle level;
- Central door with hood moulding and gothic arch;
- The industrial style metal frame windows and pavement level windows on the Oliver Lane façade; and
- The timber parquetry floor, marble steps, central handrail, and highlight window in the entry foyer.

Later alterations are not significant.

### How it is significant?

137-13 Flinders Lane is of local historic, representative and aesthetic significance to the City of Melbourne.

### Why it is significant?

The former ES&A Bank at 137-139 Flinders Lane is historically significant as a demonstration of the recovering city economy after the depression of the 1890s. It is clearly associated with this period which saw many banks close, followed by a sustained recovery period from the early 1900s until the late 1920s, helped by Melbourne's brief role as the nation's capital until 1913. (Criterion A)

137-139 Flinders Lane is a notable example of an interwar bank building. Like many other banks of the period it adopts a revival style, though unusually it employs the Gothic rather than the more common Greek or Renaissance revival styles. While it is conservative in adopting a nineteenth century idiom, the

design is expressed through the medium of reinforced concrete, a relatively new construction material at the time. (Criterion D)

137-139 Flinders Lane is aesthetically significant for its contribution to the Flinders Lane East Precinct and its contribution to Oliver Lane. It is aesthetically significant for the manner in which reinforced concrete is moulded and articulated to form features of the Gothic style. This is evident in the windows and their hood mouldings and the moulded spandrel panels beneath the top floor windows. Other attributes of aesthetic value include the generous recessed entry with marble steps. (Criterion E)

**Primary source**

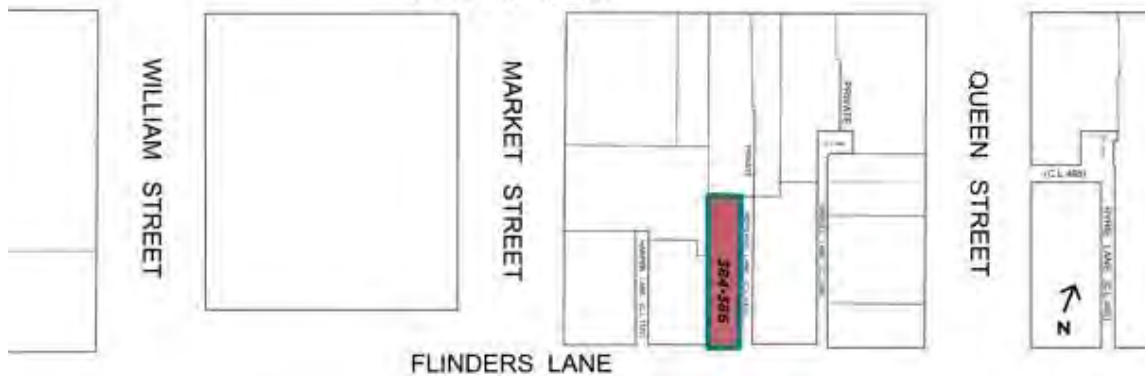
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~~[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

<b>SITE NAME</b>	Former Gordon Buildings
<b>STREET ADDRESS</b>	384-386 Flinders Lane Melbourne
<b>PROPERTY ID</b>	603904



COLLINS STREET



SURVEY DATE: May 2017

SURVEY BY: Context Pty Ltd

<b>HERITAGE INVENTORY</b>	H7822-1796	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
		<b>FORMER GRADE</b>	C
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Frederick Williams (original and additions)	<b>BUILDER:</b>	Harry Lockington (1885) Robert Fraser (1888)
<b>DEVELOPMENT PERIOD:</b>	Victorian Period (1851-1901)	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1885, 1888

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a commercial city	5.3 Developing a large, city-based economy
	OTHER SUB-THEMES
8 Living in the city	8.2 Housing the population
3 Shaping the urban landscape	3.2 Expressing an architectural style

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 51	<b>Inventory no:</b> 796
<b>Character of Occupation:</b> Commercial, Residential	
Land acquired by W Powell 1837, Block 3 Allotment 12.	
1839 Williamson	Building.
1837 & 1843 Hoddle	
1852 Proeschel	
1855 Kearney	
1866 Cox	
1877 Dove	Four buildings, one to four storeys; house, J William, Coopers Yard, Iron shed, S D Carter
1880 Panorama	Current building constructed 1885.
1888 Mahlstedt	One four-storey building. 'Gordon Buildings'.
1905/6 Mahlstedt	One four-storey building. 'Gordon Buildings'.
THEMATIC MAPPING AND LAND USE	
1890s	Residential, Commercial
1920s	Residential, Commercial
1960s	Commercial

## RECOMMENDATIONS

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

**Extent of overlay:** refer to map

## SUMMARY

Built as office accommodation by biscuit manufacturer, Swallow & Ariell, the distinctive four storey (plus basement) office building was originally built as two storeys (plus basement) in 1885, with an additional two storeys built in 1888. The cohesive arrangement of elements such as arched windows openings, moulded cornices and parapet detailing results in an integrated 'Italianate' façade.

## HISTORICAL CONTEXT

### Building a commercial city

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

From 1883 to 1889 Melbourne witnessed an extraordinary boom in real estate prices and land speculation, making it an opportune time to invest in property, including offices.

*By 1889, the value of land in parts of central Melbourne was as high as that in London. In central Melbourne, huge sums of money were poured into opulent new office buildings, many for the building societies, land banks and mortgage companies that were driving the boom (Gillespie 2008).*

The boom was followed by a significant economic depression in the early 1890s.

### Living in the city

#### *Housing the population*

Flats have never been a dominant feature of Melbourne's urban landscape.

*Until the 20th century there were no purpose-built flats in the city other than the failed philanthropic development Gordon House in Little Bourke Street. Melbourne's first purpose-built block of flats was Melbourne Mansions in Collins Street, built in 1906. Other notable pre-World War I blocks included Whitehall in Bank Place, Fawkner Mansions in South Yarra and Cliveden Mansions, created out of Sir William Clarke's former home Cliveden in East Melbourne.*

*Flats became more common in the interwar years, as some Melburnians developed a taste for urban over suburban life, while others were attracted to the convenience that the small, sometimes serviced, flat offered. Mostly built in St Kilda Road and Queens Road, South Yarra and Toorak, East Melbourne, Hawthorn, St Kilda and Parkville, these flats are predominantly in low-rise blocks of two or three storeys. Individual flats were almost always rented, rather than owned, making blocks of flats a lucrative form of investment in the aftermath of the stock market crash and depression. Tenants were mostly single men and women, childless couples, widows and those thought bohemian (O'Hanlon 2008).*

Other residents embraced inner city living by residing in commercial premises converted to flats.

### Shaping the urban landscape

#### *Expressing an architectural style*

The 1880s' property boom also made its mark on commercial design in the central city, with a new, bold generation of architects. Boom Style commercial buildings, such as William Pitt's Windsor Hotel and the Block Arcade, were characterised by increasingly rich decoration, Mannerist exaggeration of elements like keystones and segmental pediments, and the use of multiple classical motifs overlaid one atop the other. While Renaissance and Italianate influences are most closely associated with Melbourne's Boom Style, a similar treatment of materials and facades was used for Gothic Revival buildings such as William Pitt's Melbourne Stock Exchange and Rialto Building (both on Collins Street). Another variant was influenced by the English Gothic Revivalists, Augustus Pugin and John Ruskin, who called for a return to an 'honest' style by use of medieval design principles. Their

influence is seen in William Pitt and William Wardell's ES&A (now ANZ) Bank at 376-390 Collins Street, and English architect William Butterfield's St Paul's Cathedral (Context, 2012:14).

## SITE HISTORY

The land on which the subject building stands (Block 3 Allotment 12) was acquired by W Powell in 1837. By 1877, the site comprised four buildings of one to four-storeys; a house owned by J William; and a coopers yard and iron shed owned by S D Carter (Fels, Lavelle & Mider 1993).

The current building at 384-386 Flinders Lane (originally 49 Flinders Lane West) was constructed in 1885 as an office block by Swallow & Ariell, Australia's first biscuit company (MCC registration no 1404, as cited in AAI, record no 76436). Designed by architect Frederick Williams and constructed by Harry Lockington, it is likely that the building was initially built as a two-storey building with a semi-basement. The building, named the Gordon Buildings, became fully tenanted soon after its completion, with its rooms being occupied by offices of importers, brokers and contractors (S&Mc 1888).

In August 1888, Frederick Williams, who designed the original building, invited tenders for two additional storeys and alterations. The additions were commissioned by a Mr Derham, who is presumed to be Frederick Thomas Derham, one of the co-managers of Swallow & Ariell after the founder Thomas Swallow's retirement in November 1887 (*Age* 19 November 1887:13). The additions to the building were constructed by Parkville builder Robert Fraser (MCC registration no 3584).

It is unclear how the name 'Gordon Buildings' was derived. Like other 'Gordon' buildings in and around Melbourne constructed in 1885, it is likely to have been named after Britain's Major General Charles George Gordon, who died in January 1885 (*Age* 3 September 1885:5; *Geelong Advertiser* 23 June 1885:3). Around 1907, the name of the building was changed to 'Goodwin Chambers' (S&Mc 1892-1907).

The Gordon Buildings were tenanted from the end of 1885 (*Age* 5 December 1885:16). The building was furnished with high-standard interior features. It was described as being very well-lit and adorned with a white enamelled staircase and a crimson carpet (*Argus* 9 January 1886:6; *Argus* 29 May 1886:6; *Critic Adelaide* 6 August 1898:28). An 1890 advertisement in the *Age* noted that the building contained 'several spacious, magnificently lighted rooms, in suites or singly...suitable for agents, artists' studios...etc' (*Age* 11 January 1890:7). The tenants during the first years were mainly agents (S&Mc 1892).

As one of the tallest buildings in the block, the Gordon Buildings had the benefit of natural light (Mahlstedt Map no 3, 1888), attracting an architect and a number of artists to take up rooms. A group of prominent Australian painters, Arthur Streeton, Charles Conder and Charles Douglas Richardson, who were involved in the milestone exhibition *9 x 5 Impression* in 1889, had their studios in the Gordon Buildings in 1890. This group of artists showcased their artworks in their studios for private viewers over a weekend before the Victorian Artists' Exhibition in 1890 (*Age* 14 March 1890:5; *Melbourne Punch* 20 March 1890:16). Richardson remained in his studio at the Gordon Buildings until c.1891-92 (S&Mc 1892). An Italian-born architect Luigi Boldini, and other artists, including Sara Southern, Alexander Colquhoun and A E Aldis, had their studios at the Gordon Building during the same period (S&Mc 1892-1893).

In 1890, the Gordon Building was advertised for sale and described as a



*splendid four-story brick and cement edifice...containing 44 lofty and well-ventilated offices, all well-lighted, and fitted with modern conveniences, also a large and dry basement, the whole producing £1944 per annum (Argus 6 November 1890:2).*

Although the building was primarily designed for office use, from the 1890s it became known as one of the 'city flats', with people, especially women, joining the crowd who lived in city apartments (*Critic Adelaide* 6 August 1898:28; *Australian Town and Country Journal* 4 May 1901:45). Until 1918, the upper storeys of the Gordon Building were used mostly for residences, with the tenants being mostly women (S&Mc 1896-1918). By 1923, however, the upper storeys had reverted to office use, and were occupied by agents and other businesses.

Refurbished in 2012-13 to house bars on the rooftop and in the basement, a new sign, 'A B Wine Tonic Stores', was installed under the top eave. The sign possibly refers to the wine and spirits trader, Arnold Bros, who once occupied offices on the ground floor in the 1920s (S&Mc 1920-25). It appears that the signage was originally located elsewhere on the building (Figure 1).

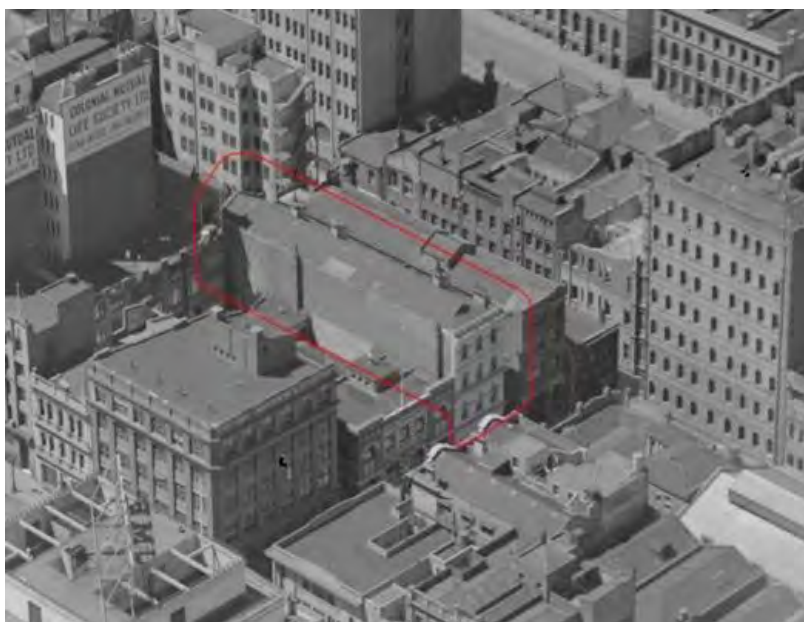


Figure 1. An aerial view of former Gordon Building (in red outline), shown in a section of Around Market Street, c.1945, by C D Pratt. (Source: SLV).

#### *Frederick Williams, architect*

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

Williams was chosen as the Sandridge Council's representative on the Melbourne Tramways Trust and served in that capacity until 1886, when he retired from council. He was appointed architect to the



Modern Permanent Building Society in 1883. His offices were at 76 Collins Street west and his private residence was in Brighton (Gee 2010).

### **SITE DESCRIPTION**

384-386 Flinders Lane is located on the northern side of Flinders Lane, (on the corner of Moylans Lane), between Queen Street and William Street. Originally built as two storeys (with half basement) in 1885, an additional two storeys were added in 1888. The addition was designed by the original architect and closely matches the original building in styling and scale. The completed building presents as an integrated four-storey rendered building in the Victorian 'Italianate' style. At all levels, consistent detailing runs across the Flinders Lane face and returns around a short section of the Moylans Lane facade.

At street level, a tall, wide, squared opening, with corner scrolls dominates the street frontage. An iron fence with double gates currently encloses the area. The face of the building is recessed behind this opening at the basement and first floor level, to provide basement access. Alterations have been made to the face of the basement and the first floor. Remaining details include the arched niches on the side walls and the segmented arched window openings to the first floor (although these have been extended to full height windows and windows and architraves have been replaced).

A separate arched entry foyer with no setback is located to one side of the wide opening. Non-original timber glazed doors have been installed with glazing bars to the door and highlight, arranged to provide decorative detail.

On the exterior of the building, a deep cornice marks the top two levels of the building, and a deep bracketed cornice demarcates the extent of the original building. Both cornices have matching scroll details at each end (one fronting Flinders Lane, the other end fronting Moylans Lane).

The upper three levels all have sets of arched window openings. The placement and dimensions of windows is consistent across all three level, but the detailing varies. On the second level (part of the original building), a row of identical rounded arched windows with key stones is intersected by a moulded string course at the spring point of the arches. Each opening is fitted with a timber framed sash window and has a bracketed sill. The third level has segmented arched openings with key stones and no cornice between the windows. The upper level has rounded arched openings with a deep cornice at springing point and a recessed rendered panel below each window.

The top of the building has a parapet with dentil cornice and flat name plate. Current lettering is not original.

### **INTEGRITY**

The upper part of the building retains a high level of intactness. Openings at the street level are intact but alterations have been made to the basement and the windows of the first floor. The door and highlight window to the entry porch are of a high quality but not original. Lettering to the parapet is non-original.

### **COMPARATIVE ANALYSIS**

Late Victorian buildings constructed during the 1880s contributed to shaping Melbourne into a commercial city. Often with multiple storeys, the use of these buildings varied, from housing walled office spaces to offering large workshop floors. Being influenced by the 1880s property boom, these

commercial buildings were popularly treated with Renaissance and Italianate styles, which are closely associated with Melbourne's Boom Style.

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

Selected examples from the 1880s include:

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

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



Figure 2. 130-132 Flinders Street constructed 1885.

*George Robertson & Company Pty Ltd, 392-396 Little Collins Street, 1883 (HO1056)*

A five-storey cement rendered brick former warehouse. The building was formerly one of a pair of warehouses (the other was at 384-390) built for George Robertson & Company Pty Ltd. This company was Melbourne's foremost book selling, publishing and stationery manufacturer. Mr Robertson, from Glasgow, commenced business in 1852 with a shop at 84 Russell Street. Authors associated with the company included Adam Lindsay Gordon, Henry Kendall, Marcus Clarke and Rolf Boldrewood.

Built on a base of Malmsbury bluestone it was designed by Twentymen & Askew in the Italian Renaissance style and completed in 1883. Refurbished, converted and subdivided into 31 residential and one ground level retail unit in 1995.



Figure 3. 392-396 Little Collins Street constructed 1882-3.

*Edward Keep & Co Warehouse, 377-381 Lonsdale Street, 1889 (HO716)*

A four-storey rendered brick warehouse. Designed by Twentyman & Askew and built for Edward Keep in 1889 by Waring & Rowden at a cost of £14,000. Mr Keep was the principal of the iron mongering firm Edward Keep & Co. This firm specialised in the importation of carriage materials and agricultural implements. In October 1899 the interior was destroyed by fire and stock with the value of £40,000 pounds was lost. It was rebuilt later that year. Refurbished and subdivided in 1987.



Figure 4. 377-381 Lonsdale Street constructed 1889.

*Leicester House, 302-308 Flinders Lane, 1886 (HO646, Significant in HO502 Flinders Lane Precinct)*

A six-storey brick and bluestone warehouse building. Designed by Thomas J Crouch and Nahum Barnet in a mix of styles, namely Renaissance with Gothic and Romanesque features. It was built by Page McCulloch in two stages in 1886 and 1909. It was subdivided into residential units and shops in 2000, 2004 and 2006.



Figure 5. 302-308 Flinders Lane constructed 1886.

384-386 Flinders Lane is a fine example of an Italianate style warehouse from the late Victorian era, comparable to former warehouses at 392-396 Little Collins HO1056) Street and 130-132 Flinders Street (HO1036) in terms of its scale and stylistic expression. It is an notable example of an early office/residential block type in the CBD.

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**ASSESSMENT AGAINST CRITERIA**


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✓

**CRITERION A**

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

---

**CRITERION B**

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

---

**CRITERION C**

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

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✓

**CRITERION D**

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

---

✓

**CRITERION E**

Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

---

**CRITERION F**

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

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**CRITERION G**

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

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**CRITERION H**

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

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**RECOMMENDATIONS**

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

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

**MELBOURNE PLANNING SCHEME**

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

**OTHER**

N/A

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

C

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**Central City Heritage  
Study 1993**

C

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

Ungraded

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**Central City Heritage  
Review 2011**

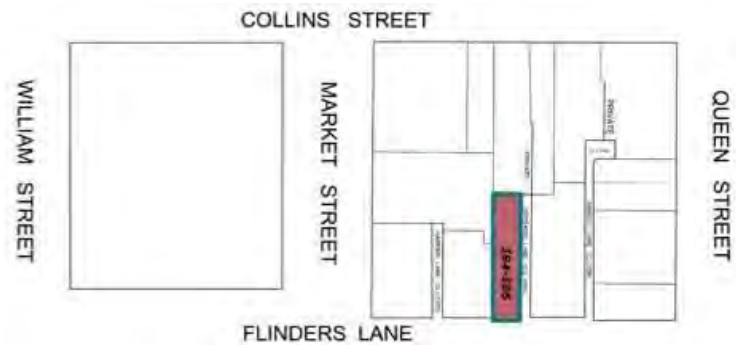
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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Gordon Buildings

**PS ref no:** [Interim HOHO1271](#)



### What is significant?

The former Gordon Building at 384-386 Flinders Lane, completed in 1885 (with additions completed in 1888) and designed by architect Frederick Williams.

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

- The building's original external form, materials and detailing;
- The building's high level of integrity to its original design; ~~and~~

- Consistent 'Italianate' style detailing to all levels across the Flinders Lane façade and short section of Moylans Lane, including the street level squared openings with corner scroll arched niches on side walls; major bracketed cornice and minor deep cornices both with scroll details at each end; all arched window openings to the upper levels including key stones, string courses, timber framed sash windows and bracketed sills and; parapet with dentil course and flat name plate.

Later changes to the basement and first floor windows, lettering to the parapet and the new entry door and highlight window to the entry porch are not significant.

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

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The former Gordon Building is of local historic, representative and aesthetic significance to the City of Melbourne.

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

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The former Gordon Building at 384-386 Flinders Lane is historically significant for its association with office accommodation in the City of Melbourne. The building clearly demonstrates an association with the 1880s boom period, when the value of land in parts of central Melbourne was comparable with London and there was a dramatic increase in the construction of opulent office buildings. Built by biscuit manufacturer, Swallow & Ariell, the Gordon Building was constructed in 1885 to house offices. The Gordon Building is historically significant for its association with prominent Australian Impressionist painters Arthur Streeton, Charles Conder and Charles Douglas Richardson, who had studios in the building and invited private viewings of their work prior to a major exhibition of their work in 1890. Artists Clara Southern and Luigi Boldini continued the painters' association with the Gordon Building by renting studios there until 1893. (Criterion A)

384-386 Flinders Lane is a fine example of an Italianate/Renaissance Revival style building from the late Victorian era, comparing well to former warehouses at 392-396 Little Collins HO1056) Street and 130-132 Flinders Street (HO1036) in terms of its scale and stylistic expression. It is a notable and early example of an office/residential typology in the central city. (Criterion D)

The building is aesthetically significant for its integrated 'Italianate' façade resulting from an additional two levels designed by the original architect Frederick Williams, and its scholarly interpretation of elements such as the decorated parapet, the arched window openings, and the moulded cornices that also extend to the Moylans Lane façade. Aesthetic significance is demonstrated by the building's fine quality Italianate render work to the cornices, window mouldings and scrolls, and the unusual recessed ground floor with semi basement configuration and side stair. 384-386 is aesthetically significant for its high level of integrity. (Criterion E)

#### **Primary source**

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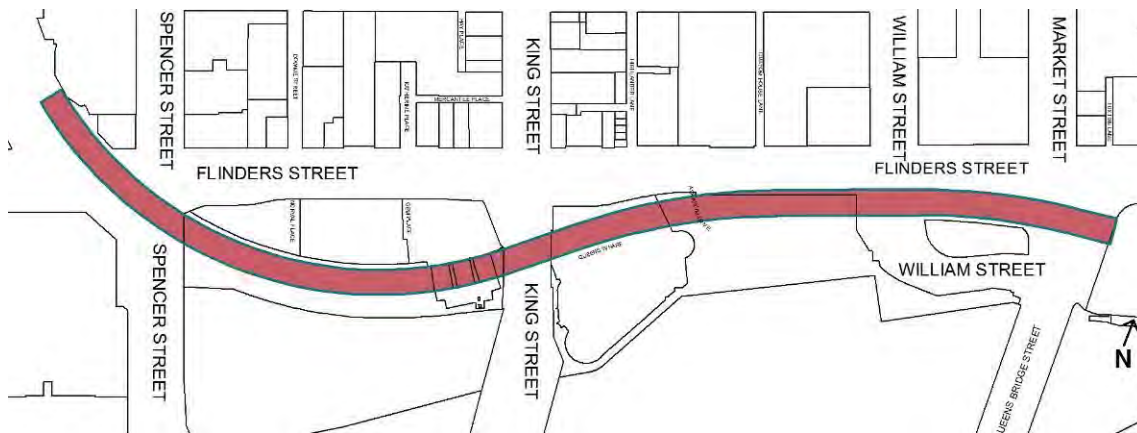
[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ (updated March 2022)



**SITE NAME** Flinders Street Railway Viaduct

**STREET ADDRESS** Flinders Street Melbourne

**PROPERTY ID** -



**SURVEY DATE:** October 2018

**SURVEY BY:** Context

**HERITAGE INVENTORY**

N/A

**EXISTING HERITAGE OVERLAY**

No

**PLACE TYPE**

Individual Heritage Place

**PROPOSED CATEGORY**

Significant

**FORMER GRADE**

Ungraded

**DESIGNER / ARCHITECT / ARTIST:**

William Henry Greene (1891), Frederick K Esling (1917)

**BUILDER:**

Mixer, Shaw & Dunlop and Robison Brothers, Campbell & Sloss Ltd

**DEVELOPMENT PERIOD:**

Victorian Period (1851-1901) Victorian Period (1851-1901)

**DATE OF CREATION / MAJOR CONSTRUCTION:**

1891, 1917

## THEMES

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

## LAND USE

HISTORIC LAND USE	
Archaeological block no: -	Inventory no: Outside study area
THEMATIC MAPPING AND LAND USE	
1890s	Railway
1920s	Railway
1960s	Railway

## RECOMMENDATIONS

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

Considered likely to meet the threshold for State significance and recommended for nomination to the VHR.

**Extent of overlay:** Refer to map

## SUMMARY

The Flinders Street Railway Viaduct is a key component of the Melbourne railway network. Constructed to connect Flinders Street Railway Station with Spencer Street Railway Station in 1888-91, the Viaduct was designed by William Henry Greene, chief engineer of the Victorian Railways and constructed by engineers Mixner, Shaw & Dunlop and Robison Brothers, Campbell & Sloss Ltd. It was expanded in 1911-17 by engineers Mephan Ferguson and Victorian Railways engineer, F K Esling, and again in the 1970s, to meet the increasing demands on Melbourne's railway network.



## HISTORICAL CONTEXT

### Creating a functioning city

#### *Transport*

In the 1850s, Melbourne was the gateway for people and goods bound for the prosperous Victorian goldfields. It became the focus of the government-owned Victorian Railways, with railway stations constructed near the wharves and the Customs House located on the Yarra River.

A suburban railway terminus was first established in the vicinity of today's Flinders Street Railway Station when the privately-owned Hobson's Bay Railway Co opened the first railway line in Australia between Flinders Street and Sandridge (Port Melbourne) in 1854. Today's Flinders Street Railway Station was constructed between 1901 and 1910 to a design by two Railways Department employees, architect James Fawcett and engineer H P C Ashworth (Gray 2008).

The Victorian Railways erected the first Spencer Street Railway Station, a timber and iron structure, in 1858, which was extended between 1860 and 1870 to include goods sheds, warehouses and yards. Railway lines were built from Spencer Street Station to suburbs in Melbourne's west and north and to country Victoria. The line to Geelong opened in 1857, to Ballarat via Geelong in 1862, to Bendigo in 1862, and to Wodonga in 1873. The arrival of the railway at Echuca via Bendigo in 1864 connected Melbourne to the riverboat trade along the Murray River, and a direct rail link between Melbourne and Sydney via Albury was completed in 1883. Spencer Street Station became the city terminal for Melbourne's country lines, and inter-colonial (and later its inter-state) rail services (Carroll 2008).

Like in Great Britain, the joint stock system was adopted to finance the railway development in the colony of Victoria, but it did not have enough investors interested in buying railway stock. As a consequence, Melbourne's suburban railway pattern remained static until the 1880s (Carroll 2008).

The government-owned Victorian Railways took over the privately-owned lines in 1878 and substantially extended the railway network in the 1880s and 1890s, an important factor in the city's infamous land boom of the late 1880s. Most of the railway building at this time was authorised by the *Railway Construction Act 1884* under the management of Thomas Bent, minister for railways. The Act, which authorised 66 separate lines, became known as the 'Octopus Act' (Carroll 2008). The greatest contributor to public expenditure in the 1880s was the Victorian Railways, which in the peak year of 1889 let £300 000 worth of contracts to Melbourne engineering firms. In 1888, the Victorian Railways opened its own workshops at Newport, where 548 steam locomotives were built between 1893 and 1951 (Churchward 2008).

Brian Carroll notes that

*Important steps in the development of Melbourne's suburban network were the construction of a cutting under Swanston Street in 1865 to allow eastern-suburbs trains to run through to Flinders Street instead of terminating at Princes Bridge, and the construction of the viaduct between Flinders Street and Spencer Street stations, which passenger trains began to use in 1894...Major workshops for building and servicing locomotives and rolling stock developed first at Williamstown, then at Newport, where over 500 steam locomotives were built..At the height of their development, Newport Railway Workshops employed over 3000 people (Carroll 2008).*



Melbourne was the first Australian city to electrify its suburban railway network. The first electrified service ran between Essendon and Sandringham on 28 May 1919, with electrification of the system continuing through to 1995 (Carroll 2008).

Plans for building an underground railway in Melbourne were discussed as early as 1929, but the proposed loop did not materialise until the end of the 1970s when work on the underground City Loop was well advanced. Trains began running on the Loop in 1981, when Museum (later renamed Melbourne Central) Station opened. The service improved with the opening of Parliament Station in 1983 and Flagstaff in 1985 (Carroll 2008).

In 1999 the Kennett Liberal Government contracted out the management of Melbourne's suburban train services to two private-enterprise companies: Connex and M>Train. In December 2002 M>Train walked away from its contract, and in April 2003 the Bracks Labor Government approved Connex as the single operator for the entire system (Carroll 2008).

In the early 2000s, Spencer Street Station was redeveloped as Southern Cross Station.

## SITE HISTORY

Located near the swamp to the west of Batman's Hill, in 1837 the north bank of the Yarra River near the corner of Flinders and Spencer streets was reserved as 'drainage', and up until the late 1830s the land closest to the river was covered by native tea tree ('Town of Melbourne' c1840). By the mid-1850s, four gauging sheds, three wharves and a dock had been built on the north bank of the river ('Melbourne and its Suburbs' 1855). As noted above, in the 1850s Flinders Street Railway Station was built on the north bank of the Yarra River near Swanston Street, and Spencer Street Railway Station was built near the corner of Spencer Street and Collins Street, with good sheds and stores later constructed near the river.

By 1879, a single-rail track for goods trains at street level had been constructed to connect Flinders Street Railway Station and Spencer Street Railway Station (see Figure 1). Classified as a tramway and measuring three-quarters of a mile in length, it was only used at night to avoid disrupting street traffic (Ferguson 1985:1).

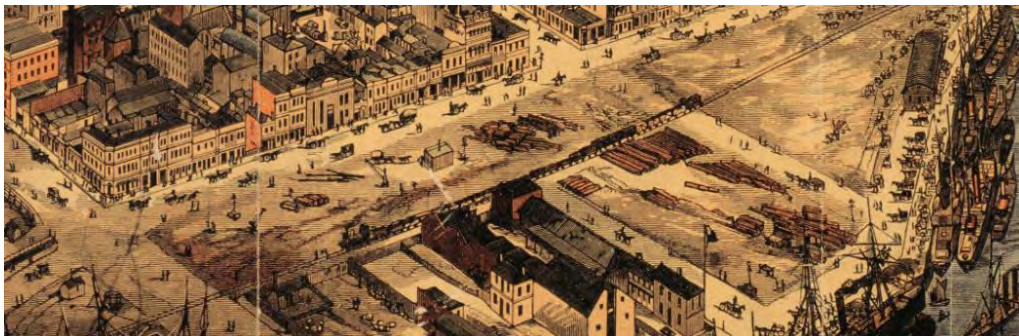


Figure 1. Extract of an 1882 painting of Melbourne, showing the single-line railway between Flinders Street and Spencer Street stations. (Source: 'Melbourne', 1882, SLV)

### *1888-1901: first construction phase*

In September 1888, four years after the passing of the *Railway Construction Act* of 1884, the Victorian Railways announced plans for the building of a railway viaduct between Elizabeth Street and

Market Street to connect Spencer Street Railway Station and Flinders Street Railway Station (see Figure 2). Designed by William Henry Greene, chief engineer of the Victorian Railways, the project was estimated to cost £73,000 (*Australasian* 15 September 1888:36; *Leader* 13 October 1888:32; May 2008). It was believed that the construction of the new viaduct would be 'immensely advantageous', as it would connect the south-east 'suburban' and north-west 'country' railway systems (*Leader* 13 October 1888:32).

The Flinders Street Railway Viaduct was constructed between 1888 and 1891 and carried two railway lines on plate girders. In September 1888, the *Age* newspaper described the viaduct structure, to be built between the corporation yards, near Flinders Street Station, and the back of the Victorian Railway offices in Spencer Street:

*From the former place to a point slightly to the west of William-street the viaduct will consist of an iron girder bridge supported by simple brick pillars inlaid with bluestone, there being 16 openings in all. Beyond that point 20 brick and bluestone arches of wide span and substantial workmanship will extend to the foot of Spencer-street, and from thence to the new railway offices the structure will be continued as in the first portion mentioned. The height of the viaduct will be about 20 feet. It is only intended at present to make it sufficiently wide to carry two lines of rails, but eventually it will be widened to carry four lines. The viaduct will follow about the same course as the existing railway along Flinders-street. A new track will be laid to the north of this line to accommodate the traffic whilst the work is in progress... whilst the viaduct itself will trend, on an average, about 60 feet south of the southern alignment of Flinders-street. Although the design of the whole work is plain, an ornamental iron parapet will surmount the superstructure and help to relieve the monotony of its appearance (*Age* 13 September 1888:8).*

The 'brick and bluestone arches' mentioned above are shown in Figure 3.

Tenders for the erection of brickwork piers and arches for the viaduct were advertised in 1888, with separate tenders invited in 1889 for steel and iron work for the girders and flooring of the viaduct. The approaches to the viaduct, both at Flinders and Spencer street stations, were the subject of a third contract (date unknown) (McNicoll 1988; *Age* 20 April 1889:6; *Australasian* 15 September 1888:36; *Leader* 6 January 1912:39).



Figure 2. A newspaper illustration published in 1888 shows an interpretation of the viaduct. (Source: *Leader* 13 October 1888:32)

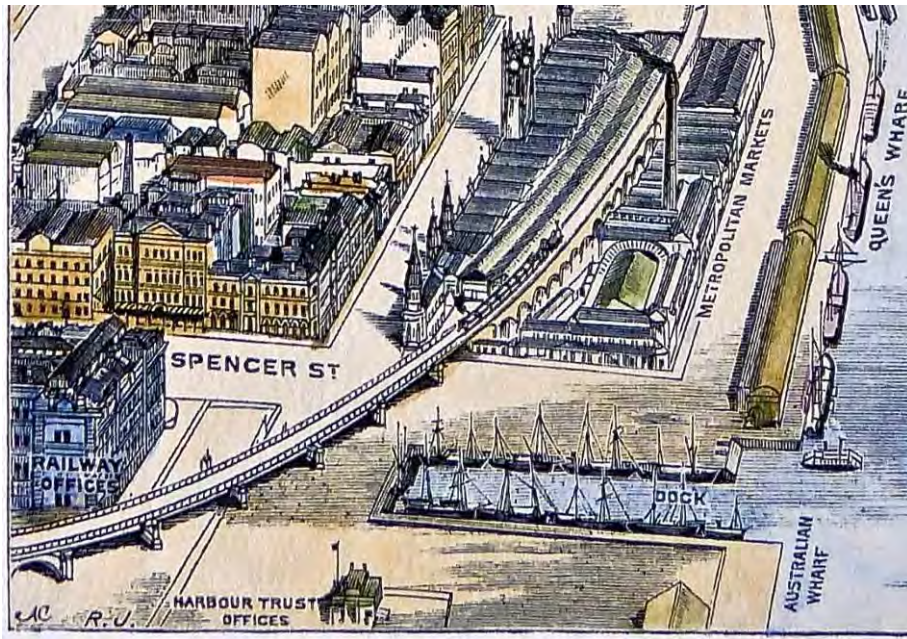


Figure 3. A section of c1906 lithograph showing the western section of the Flinders Street Railway Viaduct constructed as part of the first-phase building works. The arched section near the 'Metropolitan Markets' have been replaced with piers during the second-phase construction in the 1910s. (Source: Brighton Antique Prints and Maps 2019)

The first contract for the erection of the foundations, masonry and brickwork was issued in 1888 to engineers Mixner, Shaw and Dunlop for a sum of £37,662. In 1888 Shaw joined his brother-in-law G H Dunlop as an engineering contractor. Most of the young partners' work during the following six years was for the Railway Department, chiefly bridges and waterworks, the most significant being the Flinders Street railway viaduct (McNicoll 1988).

In 1889, engineers Robison Brothers, Campbell and Sloss Ltd were awarded the contract for the construction of the steel and ironwork girders and flooring for the viaduct for a sum of £32,834 (Ferguson 1985:1; *Age* 20 April 1889:6). The Robison brothers came from Leith in Scotland and established a large engineering business in Melbourne. Apart from structural work and cast iron features, they made locomotives, refrigeration plant and centrifugal pumps. In 1880-81 they amalgamated with Campbell, Sloss and McCann (Ferguson 1985:1).

The Flinders Street Railway Viaduct opened on 23 November 1891 to goods traffic with a speed limit of 15 miles per hour, and passenger trains were introduced in 1894. Although the viaduct was designed to carry four rail lines, this phase of construction included only two lines on the north side of the viaduct because the train traffic between Flinders and Spencer streets was comparably light (*Australasian* 15 September 1888:36; *Leader* 6 January 1912:39). The final construction cost for the railway viaduct was £139,000 (*Leader* 6 January 1912:39). The Flinders Street Railway Viaduct was part of what was named the 'railway extravagance' of the early 1890s, which led to a suspension of the Railway Commissioners in March 1892 (Kellaway 1975:1).

The Flinders Street end of the viaduct was once marked by the largest semaphore signals gantry in Victoria, opened in 1899 and closed by 1981, which controlled railway traffic over the viaduct. At the Spencer Street end, the Viaduct Junction signal box controlled the movement of trains out of the station area. It was opened in 1894 and shut down in 1978 (A Ward, pers comm, 25 January 2019).



The Flinders Street Railway Viaduct bordered the Western Market, which remained Melbourne's wholesale fruit and vegetable market until 1930 (see Figure 3 [Figure 3](#)). Equipped with refrigeration and freezing chambers, the Fish Market, built in 1892 on the south side of Flinders Street between Market and Spencer streets, had direct railway access to the viaduct for transporting fish cargoes (Ruljancich 2008).

In 1892, the City of Melbourne, which owned the land under the viaduct, called for tenders for the construction of buildings at the Flinders Street railway; the tender of Smith and Crawford was accepted (*Argus* 26 April 1892:4). Known as the Viaduct Buildings (today partially surviving as Banana Alley Vaults), the vaults underneath the viaduct were constructed as commercial properties by the Railways Department, to provide the Department with potential rental income (*Argus* 7 July 1892:5). Its early tenants gave the viaduct vaults their colloquial name of Banana Alley (May 2008).

By 1896, a group of 20 warehousing and retail facilities known as the Viaduct Buildings were operating beneath the viaduct from premises addressed as 363-393 Flinders Street (seen in 1911 in Figure 4, Figure 5 and Figure 6) (S&Mc 1896). The Viaduct Buildings were sewered in 1907, and extensively renovated in the 1930s due to their dilapidated condition (*Age* 1 February 1907:6; *Age* 11 April 1936:13). In addition, by the early 1900s, a corner shop operated under the viaduct, near the Queen Street intersection (see Figure 6).



Figure 4. Extract from a c1911 photograph showing the double-line viaduct with a steam locomotive running on it. The viaduct buildings can be seen on the right-hand side. (Source: 'Looking east along Flinders Street', c1911, SLV)



Figure 5. A close up of the viaduct buildings c1911. The buildings were removed and replaced during the 1930s, but some fabric remains, including brick and bluestone remnant walls. (Source: 'Looking east along Flinders Street', c1911, SLV)



Figure 6. Extract of an undated photograph showing the corner shop near the Queen Street intersection, across from the Banana Alley vaults. (Source: 'View south east across Flinders Street', c1891-1914, SLV)

#### *1911-1917: second construction phase*

With rapid suburban development in the northern areas of Melbourne during the first decade of the 1900s, suburban and city railway traffic increased by 42.8 per cent, and in 1911 Victorian Railways planned to introduce an additional two tracks to the Flinders Street Railway Viaduct. Construction started in 1911 to plans drawn up by Victorian Railways engineer, Frederick K Esling, who also was author of a technical paper which identified a puzzling problem related to the horizontal forces on the viaduct due to braking, in combination with side forces from wind-pressure (*Argus* 28 February 1911:7; *Leader* 6 January 1912:39; *RVA Journal of Proceedings* 1913:59). The cost of the duplication of lines on the viaduct was estimated at £108,000 (not including the required strengthening of the superstructure), which aimed to increase the carrying capacity to 160 tons (*Age* 24 November 1911:8; *Leader* 6 January 1912:39).

As the ground of the north bank of the Yarra River was not stable, the foundations for some of the piers were constructed through extensive excavation, almost down to bedrock, with work commenced in December 1911 (*Age* 18 September 1911:7; *Age* 24 November 1911:8).

In May 1913, Mephan Ferguson was awarded the contract to duplicate the viaduct for £27,406 (Ferguson 1985:1). Mephan Ferguson was a manufacturer who arrived in Melbourne from Scotland as a teenager with his parents. After being indentured to blacksmith John Price in Ballarat, he returned to Melbourne to establish himself as an iron founder and railway contractor. The successful completion of one of his first large contracts, a bridge over the Yarra River, ensured him ongoing government work. As historian George Parsons notes,

*[Ferguson] built twenty bridges on the north-eastern railway and eight on the Clifton Hill line; he manufactured and erected many footbridges, engine traverses and station verandahs, and he also fabricated the wrought-iron and cast-iron work, some 1300 tons in weight, for the Newport railway workshops (Parsons 1972).*

Other contractors who worked on the viaduct during this phase of construction were Moreland Smelting Works Pty Ltd and A Callingsworth (*Age* 16 October 2012:14). Building works were anticipated to take about two years, however the work was delayed due to the outbreak of the World

War One. Consequently, the program of duplication and the strengthening and renewal of the original rail lines was not completed until late 1917. When the viaduct opened, the 1889-91 section of the viaduct carried the south pair of lines and the 1911-17 section carried the north pair of lines (Ferguson 1985:1-2).

During the course of work, the fabric of the western section of the viaduct near Market Street was the most affected. Brick arches (in Figure 3) near the Fish Market were removed and replaced with new bluestone piers and iron girders to provide increased stability (Figure 7 and Figure 8) (*Herald* 5 April 1917:5; *Argus* 7 April 1917:18). Renewing this section of the viaduct was, 'from an engineering point of view, the most difficult section of the duplication, involving alterations to the existing girders while the traffic was still being carried over the viaduct' (*Age* 9 April 1915:9). The National Trust (Victoria) citation for the viaduct notes that when completed, there was no sign that the viaduct had been built in two stages, with the design of the girders and other ironwork, bluestone foundations and brick piers built to the same construction and design of the original (Ferguson 1985:1).

As a part of electrification of the suburban railway network from 1913, the electrification of all lines crossing the Flinders Street viaduct was planned by mid-1915 (*Argus* 7 January 1913:6). The current electric substation under the viaduct near the King Street corner may have been an addition at this time.

It is likely that the western end of the viaduct, near the western (rear) elevation of the former Railway Administration Building, was affected by the 1920s building works in the area. The 1920 endorsed plan for the re-arrangement of the Spencer Street Station Yards and a later c1927 photograph show that the terrain at the rear of the former Railway Administration Building was raised, with the highest point being level with the railway superstructure continuing to the Spencer Street Station (Figure 10). It is most likely that at least part of the structure from the first construction phase was buried under ground in the 1920s, as the 1891 brick work remains partially visible above the sloped terrain.



Figure 7. The arches near the Fish Market were demolished in 1916 and replaced with iron girders. (*Australasian* 23 September 1916:54)



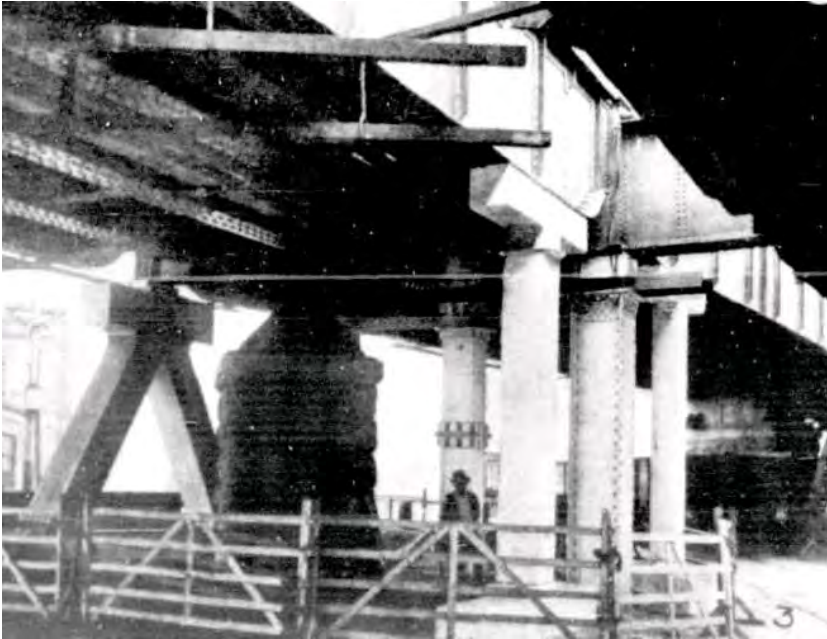


Figure 8. Construction near the corner of Flinders and Spencer streets in 1916. (*Australasian* 23 September 1916:54)



Figure 9. View of the Yarra River showing the Flinders Street Railway Viaduct and the Sandridge Rail Bridge crossing the river on an angle. The Yarra River turning basin can also be seen in the foreground. (Source: Airspy 1927-28, SLV)



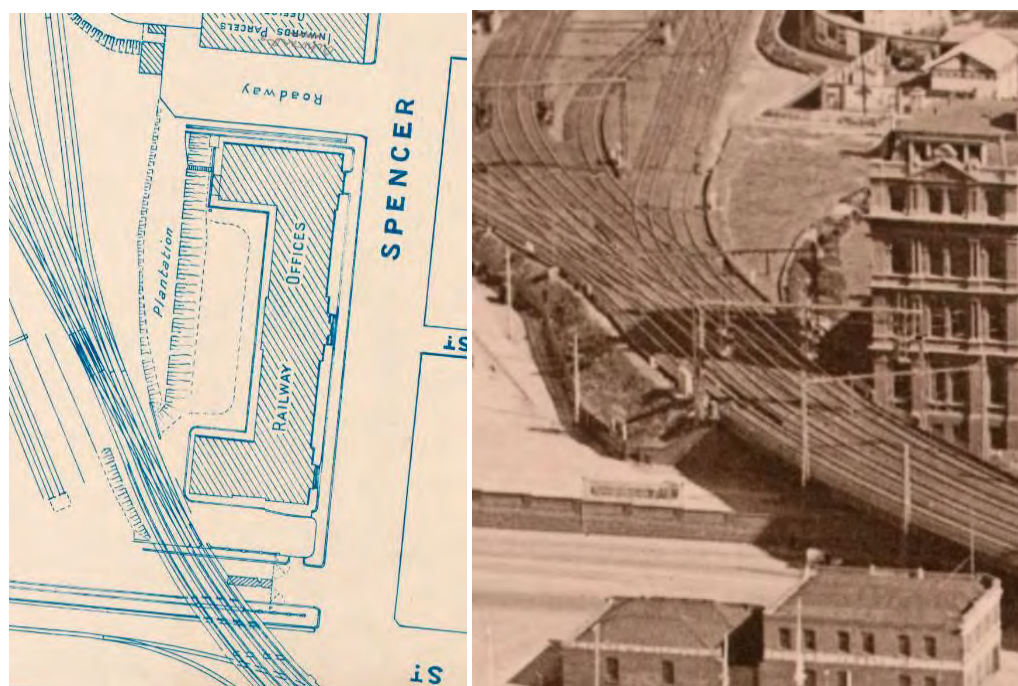


Figure 10. An extract of 1920 plan of the Spencer Street Station Yards (left-hand side) and an extract of 1927 photograph of same section, showing the raised terrain with plantation at the rear of the former Railway Administration Building. (Source: Victorian Railways 1920, SLV; Airspy c1927, SLV)

#### *1959: demolition of the Fish Market and Viaduct Buildings*

In 1959, upon the Fish Market's relocation to Footscray Road, West Melbourne, the old market buildings and the Viaduct Buildings were demolished. The site, valued at more than £1 million, was cleared and used as a car park by the City of Melbourne (Age 18 November 1959:23). Some of the nineteenth century load-bearing brick walls of the former Viaduct Buildings and the Fish Market were retained and can be seen today.

#### *1978-2000s: third construction phase*

As part of the City Loop railway construction undertaken in the 1970s, the viaduct was upgraded with a new precast concrete viaduct with box girders. This was constructed to the south of the existing structure, increasing the rail lines from four to six and leaving the 1891 and 1917 viaduct structures in situ. Completed in 1978, the total length of the new viaduct was 722 metres, with an average span of 30 metres. The new viaduct took a straighter line than the earlier structures as it did not have to avoid the turning basin on the Yarra River (a wide body of water that allowed ships to turn and reverse their direction of travel), which had been filled in (see Figure 9).

In 1984 the state government committed \$1 million to the refurbishment of the vaulted stores beneath the railway line (May 2008).

Between 1998 and 2000, the Sea Life Melbourne Aquarium was built under the viaduct to a design by Peddle Thorp. The Flinders Street elevation of the new building incorporated some of the remnant load-bearing viaduct pillars between William and King streets.

In 2000, beams and timber decked sections of the viaduct, from near Spencer Street to near Market Street, were replaced, as seen in Figure 11 (VICSIG 2000; Age 10 April 1999:44).

In 2009, the former Fish Market site was developed with three high-rise mixed-use towers together with a car park under the viaduct. A new commercial space, Rebecca Walk, was constructed under the section of the viaduct near Batman Park (Rebecca Walk 2016).

Today the Flinders Street Railway Viaduct adjoins two urban parklands (Enterprise Park and Batman Park), and incorporates the Sea Life Melbourne Aquarium. Two tram stops operate under the viaduct, one near the Market Street intersection and the other near the Spencer Street intersection. Comprising six tracks, the viaduct continues to play an important role in Melbourne's rail network by linking Flinders Street Station to Spencer Street Station (renamed in 2000s as Southern Cross Station) and forming the main link between the eastern and western parts of the Victorian rail network.



Figure 11. Re-decking of the viaduct was carried out in 2000. (Source: VICSIG 2010)

## SITE DESCRIPTION

The Flinders Street Railway Viaduct is made up of six tracks of varying ages (each pair completed in 1891, 1917 and 1978), which links Flinders Street station to Southern Cross Station (the former Spencer Street Station) and forms the main link between the eastern and western parts of the Victorian rail network. Constructed along a curved path, the raised viaduct structure comprising superstructure and masonry substructure commences behind the former Victorian Railways headquarters at 67 Spencer Street, taking a sharp 90 degree turn east from Spencer Street, swinging southward around the back of the former Fish Market (now Northbank Place and Rebecca Walk) beside Batman Park, then north-east to avoid what was the original swinging basin on the Yarra River, then crossing over the Banana Alley Vaults before entering Flinders Street.

The brick viaduct dating from the first and second phases consists of riveted steel superstructure, of varying forms, supported on masonry substructure.

The first (1888-1891) and second (primarily 1911-17 but extending until 1959) construction phases were carried out to a fairly consistent design and palette of materials, although the detail of the earlier phase is somewhat more elaborate and decorative. Each pier is constructed of red face brickwork set on a bluestone plinth. The brickwork of the second phase piers appears to be consistent with the earlier piers, although lacking some of the detail such as end pediments and polychrome details to

the brickwork. The latter-phase brickwork has slightly smoother surface (see Figure 12). The ironwork of the balustrade on the either side of the superstructure is also similar.

There are nevertheless a number of different types of piers and substructures that were constructed at later stages to upgrade or strengthen the viaduct. From Market Street to near the Sealife Melbourne Aquarium, rows of five separate masonry piers support the superstructure. Three piers to the north are of earlier construction (1891) and the other two to the south are from 1917 (Figure 13). In this section, the thicker block supports (Figure 14) with two single courses of brown bricks and an arched pediment of sandstone that sits on top (between Market and King streets) may be additions from the second phase construction, as these are not seen in the historic photographs. This section adjoins the Custom Square, a small green square between Queens Bridge and the viaduct.

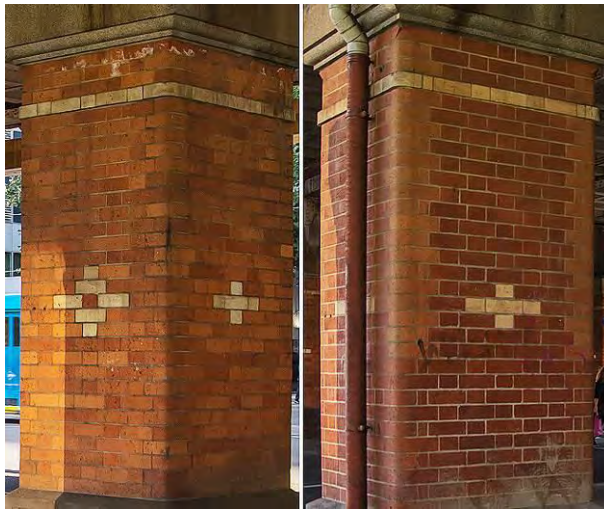


Figure 12. One of the earlier-constructed piers completed by 1891 (left-hand side) and one of the later piers completed by 1917 (right-hand side). Note more uneven and rough surface on the left-hand side example. (Source: Context 2019)



Figure 13. View towards west, near intersection of William and Flinders streets. Three piers on the left-hand side are from 1891 and one on the right-hand side is from 1917. (Source: Context 2019)





Figure 14. Brick structure with decorative sandstone end pediment (corner Market St). (Source: Context 2019)

West of the Sealife Melbourne Aquarium to King Street, the thick brick piers originally part of the Viaduct Buildings completed in 1891 (Figure 15) (since demolished) are partially retained and have been incorporated into the Flinders Street elevation of the aquarium. These piers sit on bluestone plinths and feature bluestone quoining at their northern ends (Figure 16), while the southern sections are of plain face brickwork. To the immediate south of this section is the Enterprize Park, an urban park.



Figure 15. One of the piers partially retained, now incorporated into the shell of the aquarium. (Source: Context 2019)

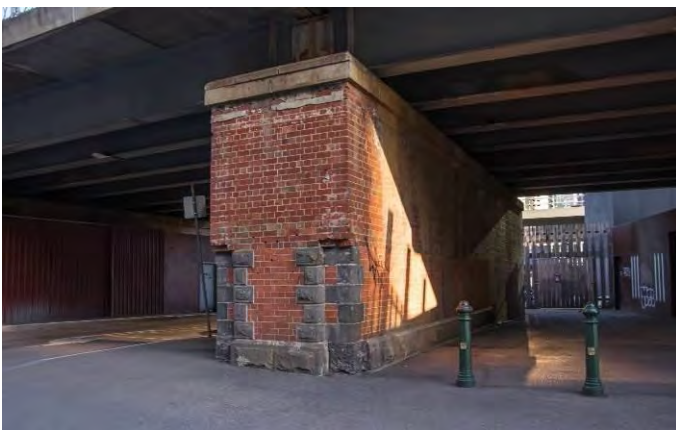


Figure 16. Bluestone foundation and quoining evident in one of the substructure. (Source: Context 2019)

Between King and Spencer streets, the original piers have a similar appearance to the above, with bluestone plinths and quoins only to their northern ends. The view of this section from the southern side is obscured by the recently developed Rebecca Walk shops and the 1978 concrete addition. There is an electricity substation near the Spencer Street intersection (Figure 17 [Figure 15](#)). The substation presumably dating from the 1910s is of the typical utilitarian design, characterised with simple brick masonry and the use of cement lintels. Adjacent to this substation is an undercroft (Figure 18), or former storage, which has some decorative elements such as cross motif, renders and bluestone quoining. The design of this structure is similar to the former Viaduct Buildings, which suggests an early construction date in the late 1880s.

In the sections dating from the first and early second phase of construction, composite steel/iron superstructure that carries the rail lines continues the geometric and detail themes of the brick supports. These spans feature arched beams spanning the space between the piers, elegant curved beams and outrigger supports.

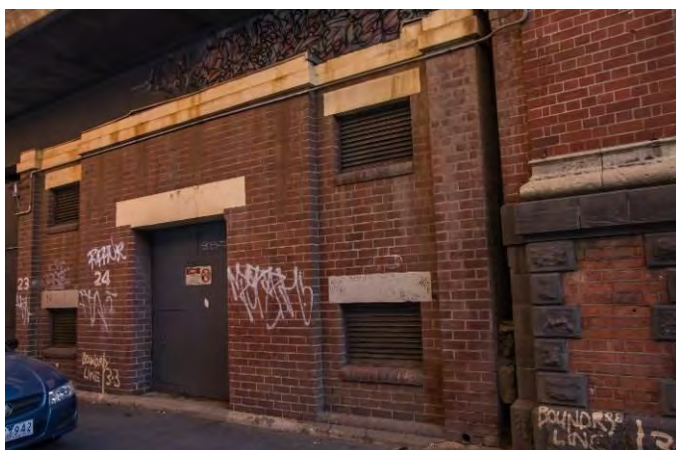


Figure 17. CitiPower substation (c1910s). (Source: Context 2019)

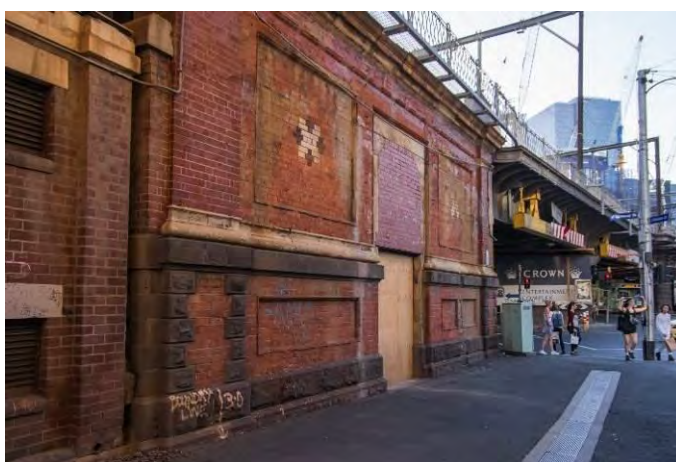


Figure 18. Close up of the undercroft (perhaps part of the 1890s construction). (Source: Context 2019)

At the intersection of the Spencer and Flinders streets, substantial bluestone piers (Figure 17) support the superstructure that curves onto Spencer Street and continues to the west of the former Railway Administration Building. Adjacent to the latter building, the original piers and undercroft, built in face

brick masonry on a bluestone plinth with a spandrel and quoins in the same material, are extant. The undercroft (Figure 18) at the western boundary of the former Victorian Railways Administration Building appears to be more intact than the other example near the King Street intersection. The brick masonry with ornamental iron parapet terminates near the southwestern corner of the former Railways Administration Building, and the section of railway tracks between this point and the Southern Cross Station runs above the raised terrain (see Figure 10). The 1891 brick work remains partially visible above the sloped terrain.



Figure 19. Spencer Street tram stop. Concrete piers dating from the 1970s, and the bluestone pier from 1917. (Source: Context 2019)



Figure 20. The former Vic Railway Administration Building (RHS) and the viaduct running behind it. (Source: Context 2019)

## INTEGRITY

The Flinders Street Railway Viaduct has undergone a number of duplications and extensions since the opening of the first phase in 1891. Despite opening as a single track in November 1891 the line was duplicated one month later. The viaduct was duplicated again in 1911-15 to provide four tracks with a new bridge built to its southern side. The original bridge was closed and strengthened but reopened in 1917. In the 1970s, as part of the City Loop project, an additional bridge was built alongside the two earlier bridges opening in 1978. The existing older bridges underwent restoration and upgrading at this time.

The major section of the viaduct, from behind the southwestern corner of the former Victorian Railways headquarters at 67 Spencer Street to the Banana Alley Vaults, dating from the first and early part of the second construction phases is highly intact, with a substantial portion of the original



substructure of red face brickwork set on bluestone plinths remaining. The viaduct retains the original form and scale, materials and stylistic details and early subsidiary structures such as the electric substation and former undercrofts.

Changes and additions include an additional precast concrete supports on the corner of Aquarium Drive (formerly Queens Wharf Road) and impact protection beams and supports added at both Queens Bridge Street entries and King Street. Also, a new third phase reinforced concrete viaduct was constructed in the 1970s running along its southern side.

However, the updates to the superstructure including the strengthening and replacement of old beams and girders do not affect the overall integrity and nature of the place. Overall, the Flinders Street Railway Viaduct has high integrity.

### COMPARATIVE ANALYSIS

Due to the quality of its design and detail, scale, use and location, the Flinders Street Viaduct does not have any direct equivalents within the City of Melbourne or even in Victoria. Some other examples of the historical railway or road and tramway infrastructure in the vicinity of the Flinders Street Railway Station that connect central Melbourne to other areas are currently protected under the Heritage Overlay and Flinders Street Station is on the Victorian Heritage Register (VHR). The examples below are of some relevance in a comparative analysis with the Flinders Street Viaduct as examples of historical transport infrastructure. They are from the Victorian Heritage Database unless otherwise noted.

In the City of Melbourne, the historical transport infrastructure includes:

*Sandridge Railway Line Bridge, 1886, 1888 (VHR H0994, HO994)*

The Sandridge Railway Line Bridge was the third successive bridge at this location to carry the rail link from Flinders Street Station to Port Melbourne and St Kilda. The bridge is on the line of the original Hobson's Bay Railway Company line to Sandridge, the first passenger railway line in Australia in 1854. The bridge was designed by the Victorian Railways Department and the contract let to David Munro & Co in 1886. It is a metal girder bridge with five spans totalling 178m and with a maximum span of 36.9m. The four railway lines were opened for railway traffic in 1888. The Sandridge Railway Line Bridge is constructed from steel with hollow iron columns filled with concrete to support the plate girders and cross girders.

Sandridge Railway Bridge is of historical, architectural and technical significance to the State of Victoria.



Figure 21. Sandridge Railway Line Bridge, 1886.



*Queens Bridge, 1890 (VHR H1448, HO791)*

Queens Bridge which crosses the Yarra at the southern extension of Market Street, replaced an earlier timber footbridge erected in 1860, known as Falls Bridge. The present structure, named after Queen Victoria, was designed by Frederick M Hynes, the Chief Design Engineer for the "Harbour Jetties and Coast Works Department" of the Public Works Department. The chief contractor for its construction was David Munro, who also erected Princes Bridge, and the Sandridge Railway Bridge over the Yarra River. The bridge was officially opened by the Governor, Lord Hopetoun, on 18 April 1890. Queens Bridge is built in a very flat arch, reflecting the minimal rise and fall of the Yarra River.

Queens Bridge is of historical, architectural and aesthetic significance to the State of Victoria.



Figure 22. Queens Bridge, 1890.

*Princes Bridge, 1888 (VHR H1447, HO790)*

Princes Bridge was designed by Jenkins, D'Ebro and Grainger and constructed in 1886-88 by David Munro. The bridge, completed in 1888, was the third bridge across the Yarra at that location. The first two bridges had been built in 1845 (timber) and 1850 (stone) in response to the need for a permanent river crossing into the city. The earlier bridge was named after the Prince of Wales, later Edward VII, and the name has survived through to the current bridge. Princes Bridge is a three-span curved iron plate girder bridge with coursed rock-face bluestone block-work piers, abutments and wing walls. The upper sections of these have dressed granite and sandstone details.

Princes Bridge is of historical, architectural and aesthetic significance to the State of Victoria.



Figure 23. Princes Bridge, 1888.

The Flinders Street Railway Viaduct is distinguished from all the examples above, for being larger in scale and continually used as a railway viaduct by high-volume rail traffic on a daily basis. The examples of public infrastructure connecting central Melbourne to the south bank of the Yarra River have only limited direct comparison with the Flinders Street Railway Viaduct. Only the Sandridge Railway Bridge carried railway traffic, while the Queens Bridge and Princes Bridge are mixed-use bridges shared by cars and trams. Their fundamental linear design and their function as bridges across the river do not feature the complex geometry of a railway viaduct that was required to thread its way through the edge of central Melbourne. Thus, while these are highly significant examples of historical transport infrastructure that serve daily traffic into and from the central Melbourne, they essentially have different functions and purposes. Purpose-built as a railway viaduct connecting Melbourne's two earliest urban railway stations, and passing over one of the busiest parts of the central Melbourne area rather than over a river or creek. The Flinders Street Railway Viaduct is an uncommon example of its type in the City of Melbourne.

Railway heritage architect, Andrew Ward, notes that the spans of riveted steel superstructure that comprise the Flinders Street Railway Viaduct are a very early use of structural steel in bridge making. The Sandridge Railway Line Bridge, built across the Yarra River by David Munro & Co for the Victorian Railways and opened in 1888, is acknowledged as possibly the earliest example of the use of steel bridge girders on the Victorian railway system (see Figure 19) (VHD 2000). The use of steel in the girders of the Flinders Street Railway Viaduct followed soon after. In addition, the span over the Spencer Street-Flinders Street corner of the viaduct is something of an engineering feat because of a lack of a supporting pier. It is known in some engineering circles as the 'Great Melbourne Skyhook' (A Ward, pers comm, 25 January 2019).

Overall, the Flinders Street Railway Viaduct remains a significant and complex work of railway infrastructure in the Melbourne metropolitan network that remains in use.

## ASSESSMENT AGAINST CRITERIA

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

**RECOMMENDATIONS**

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

Considered likely to meet the threshold for State significance and recommended for nomination to the VHR.

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

**MELBOURNE PLANNING SCHEME**

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

**OTHER**

N/A

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985** Ungraded

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**Central City Heritage  
Study 1993** Ungraded

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

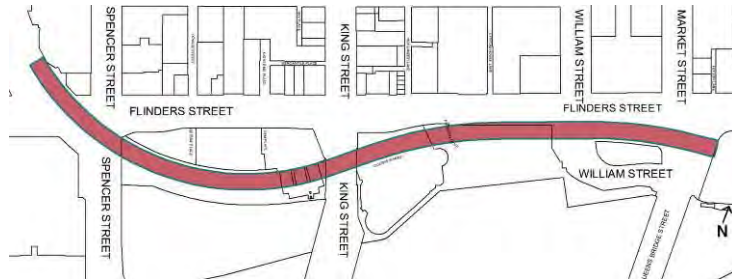
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**Central City Heritage  
Review 2011** Ungraded

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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Flinders Street Railway ViaductPS ref no: HO ~~1336XXXX~~**What is significant?**

The Flinders Street Railway Viaduct, expanded in three major stages completed in 1891, 1917 and 1978.

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

- The overall form and geometry of the viaduct;
- The main steel/iron riveted composite post and beam structure, balustrades etc;

- The face brick piers including bluestone and sandstone detailing such as plinths, end pediments with sandstone detailing, spandrels and quoins, and double-blind arches;
- The brick vaults and undercrofts; ~~and~~
- The substation.

### How it is significant?

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The Flinders Street Railway Viaduct, Flinders Street, Melbourne is of local historic, rarity, aesthetic and technical significance to the City of Melbourne.

### Why it is significant?

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The Flinders Street Railway Viaduct is historically significant as a key component of the Melbourne railway network. Constructed to connect Flinders Street and Spencer Street railway stations in 1888-91. The Viaduct was constructed by engineers Mixner, Shaw & Dunlop, and Robison Brothers, Campbell & Sloss Ltd to a design by William Henry Greene, chief engineer of the Victorian Railways and carried two lines. It was a substantial structure for its time, spanning Flinders, Spencer and Market streets. The viaduct provides important evidence of the expansion of the rail network in the 1880s and 1890s under the management of Victorian Railways, and in 1911-17 by engineer Mephan Ferguson and Victorian Railways engineer, F K Esling as demands on Melbourne's railway system increased. Another two lines were added to the existing four lines of the viaduct in 1978 as part of the construction of Melbourne's underground City Loop railway project. The Viaduct is historically significant as a major work of public infrastructure constructed in central Melbourne in the late nineteenth century. Such works comprised the railway system, including stations such as Flinders Street and Spencer Street, and other elements such as Princes Bridge. These projects not only provided well-engineered solutions to public transport needs, they utilised high quality designs and materials and demonstrated high levels of attention to detail. Despite the many, in some cases insensitive, alterations and upgrades that have occurred during the second half of the twentieth century, the viaduct continues to demonstrate these qualitative characteristics. (Criterion A)

The Flinders Street Railway Viaduct is significant as the only major-scale railway viaduct constructed in central Melbourne in the late nineteenth century. The complex geometry of the railway viaduct that was required to thread its way through the edge of central Melbourne is highly significant. Constructed in the similar time period, the Sandridge Railway Bridge (1888), Princes Bridge (1888) and Queens Bridge (1890) feature linear designs and serve different functions and purposes. The Flinders Street Railway Viaduct was purpose-built as a railway viaduct above the busy city streets connecting Melbourne's two earliest urban railway stations, whereas the other examples were built to cross water. (Criterion B)

The Flinders Street Railway Viaduct is aesthetically significant for the application of high-quality design, attention to detail and use of materials to a major work of public infrastructure which forms a prominent element on the southern edge of central Melbourne. The brick piers in particular, dating from the first and early part of the second construction phases, are of high-quality orange face brickwork. They exhibit design features such as bluestone plinths, double blind arches, end pediments with sandstone detailing, spandrels and quoins in both bluestone and sandstone, and decorative details such as crosses picked out in contrasting coloured bricks. The composite steel/iron superstructure carrying the rail lines

continues the geometric and detail themes of the brick supports, and features arched beams spanning the space between the piers and elegant curved beams and outrigger supports. While this attention to detail and use of high-quality materials was not unusual for major public works dating from the second half of the nineteenth century, the viaduct exhibits these characteristics to a high degree notwithstanding the extent of later insensitive alterations and upgrades. (Criterion E)

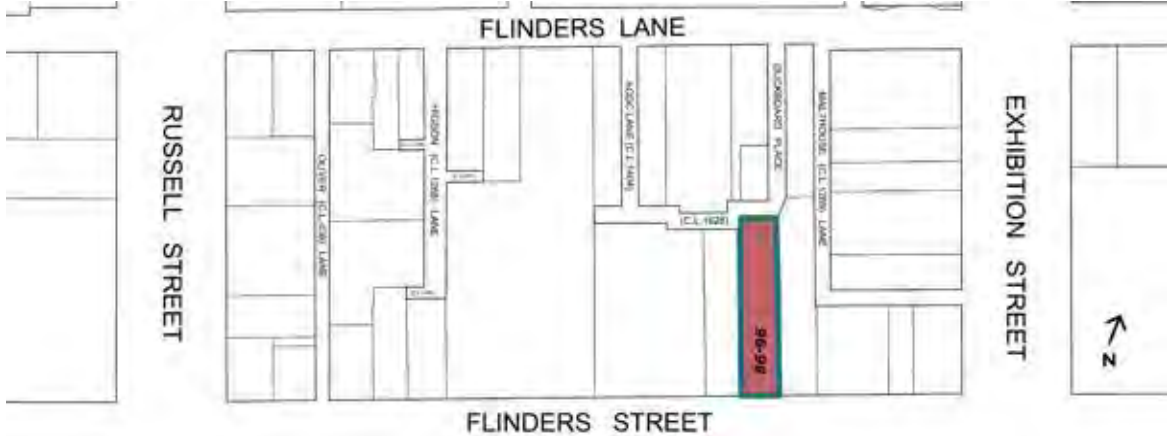
The Flinders Street Railway Viaduct is technically significant as an early example of the combination of traditional and 'modern' materials to provide a structure capable of carrying the significant loads imposed by what was at the time a modern railway system. Traditional construction methods and materials were not able to meet these requirements, so for the viaduct constructed during the first and early second phases, the use of an engineered steel/iron structure made up of riveted composite post and beam elements provided the carrying capacity of 160 tons. The spans of riveted steel superstructure that comprise the Flinders Street Railway Viaduct are a very early use of structural steel in bridge making. In addition, the span over the Spencer Street-Flinders Street corner of the viaduct is recognised for its accomplished engineering because of a lack of a supporting pier; known in engineering circles as the 'Great Melbourne Skyhook'. The supporting piers were 'dressed' with an external cladding of face brick with stone detailing to provide the aesthetic delicacy required to meet late Victorian and early Edwardian tastes. The steel/iron superstructure also incorporated some of these details, and features arched beams spanning the space between the piers and elegant curved beams and outrigger supports. (Criterion F)

#### **Primary source**

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

<b>SITE NAME</b>	Dreman Building
<b>STREET ADDRESS</b>	96-98 Flinders Street Melbourne
<b>PROPERTY ID</b>	104028



SURVEY DATE: May 2017

SURVEY BY: Context Pty Ltd

**HERITAGE INVENTORY** H7822-1940

**EXISTING HERITAGE OVERLAY** No

**PLACE TYPE** Individual Heritage Place

**PROPOSED CATEGORY** Significant

**FORMER GRADE** C

**DESIGNER / ARCHITECT / ARTIST:** Not known

**BUILDER:** Not known

**DEVELOPMENT PERIOD:** Federation/Edwardian Period (1902-c1918)

**DATE OF CREATION / MAJOR CONSTRUCTION:** 1915

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a commercial city	5.5 Building a manufacturing industry
	OTHER SUB-THEMES
3 Shaping the urban landscape	3.2 Expressing an architectural style

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 63	<b>Inventory no:</b> 940
<b>Character of Occupation:</b> Commercial	
Fourth land sale, Block 7 Allotment 7, G Sanderman.	
1866 Cox	Building on site.
1877 Dove	Two single-storey buildings; Felton Grimwade & Co., Chemists.
1880 Panorama	
1888 Mahlstedt	Single-storey building, two-storey building; Manufacturers Agency Co., Hitsler, Cabinetmaker.
1905/6 Mahlstedt	Single-storey building, no occupants listed
THEMATIC MAPPING AND LAND USE	
1890s	Factories and workshops
1920s	Not able to be determined
1960s	Retail

## RECOMMENDATIONS

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

**Extent of overlay:** Refer to map

## SUMMARY

The Dreman Building, built in 1915, is a six-storey brick Edwardian/Federation era commercial/warehouse building. Built on a narrow city block, the building has a shopfront at ground level and a distinctive façade to the upper five levels. The building is associated with a number of commercial operators including the French Gaulois Tyre Company and Williams the Shoeman Pty Ltd.



## HISTORICAL CONTEXT

### Building a commercial city

#### *Building a manufacturing capacity*

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

Warehouses were also an important part of Melbourne's economic life. From the 1850s, the Yarra River and the docks west of Swanston Street were in essence the 'lifeline' of the city. Port facilities and large warehouses were built in this area to serve shipping interests (Context 2012:39-40). The area of Flinders Lane is described by the *Encyclopedia of Melbourne*:

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

### Shaping the urban landscape

#### *Expressing an architectural style*

In the central city, the American Romanesque style was adopted, often combined with Art Nouveau-influenced ornament. Red face brick with limited render accents were the preferred materials, and facades were articulated with large-scale round-arches, sometimes with window bays set into them. Examples of the Romanesque include the Tompkins Bros' Commercial Travellers Building in Flinders Street (1898) and Nahum Barnet's Auditorium Building in Collins Street (1913). The style was also used for more modest factories and warehouses along Flinders Lane (Context 2012:19).

## SITE HISTORY

The subject site at 96-98 Flinders Street was part of the fourth Hoddle Grid land sale in 1839. By 1877, two single-storey buildings existed on the land. By 1888, a single-storey building, occupied by the Manufacturers Agency Company, and a two-storey building, occupied by a cabinetmaker named Hitsler, were in existence (Fels, Lavelle & Mider 1993).

In 1889, a fire occurred at 96 and 98 Flinders Street in the premises occupied by the Manufacturers Agency Company (*Argus* 1 February 1889:5). In 1900, ironmonger T McAlpine operated his business from 98 Flinders Street (*Weekly Times* 7 July 1900:2).

The 1915 Sands and McDougall directory notes that 96-98 Flinders Street was vacant in that year, but by 1916, the Dreman Building at 96 Flinders Street had been constructed (S&Mc 1915 and 1916). It appears that the Dreman Building was built in late 1915, as, in November of that year the French Gaulois Tyre Company moved from Post Office Place 'into larger and more central premises' at 96 Flinders Street (*Age* 1 November 1915:12).

In 1915, growing car ownership resulted in British tyre manufacturers 'securing considerable trade in Australia', with the 'solid tyre business...shared by two or three English firms and the Gaulois Tyre



Company' (*Leader* 10 April 1915:22). In 1916, Melbourne City Council accepted Gaulois Tyre Company's tender for the supply of 'certain motor tyres' (*Argus* 31 October 1916:9).

In 1918, the Bergougnan Tyre Company (formerly the Gaulois Tyre Company) operated from 96-98 Flinders Street (*Argus* 13 March 1918:7).

In March 1920, a 'modern six-story warehouse' with basement at 96 and 98 Flinders Street, known as the Dreman Building and occupied by the Rubber Trade Centre, was advertised for sale:

*Land [approximately 33 feet by 160 feet]...to frontage of Flinders-street...to R.O.W. [right of way], together with the handsome 6-story brick warehouse factory building thereon, well fitted and finished with goods and passenger lifts, and electric light installed. Let to various tenants at a total rental of £1151 per annum, under leases expiring in July 1921. This is a sterling city freehold investment, occupying a convenient and prominent position in the centre of the motor and rubber trades, between Russell and Exhibition streets, where property is rapidly increasing in value (Age 13 March 1920:11).*

On 26 March 1920 the building was sold at auction to Ballarat firm, Williams The Shoeman Pty Ltd, for £20,000 for use as a warehouse. The company purchased the building after discovering it was unable to procure the required quantity of bricks to construct a warehouse in Richmond (*Argus* 27 March 1920:20; *Ballarat Star* 29 March 1920:4).

The Dreman Building was damaged by fire in 1921. The top floor, occupied by the Federal Manufacturing Company, was fire damaged, and stock across all five floors was saturated with water (*Australasian* 7 May 1921:34).

The building was repaired (Figure 1), and in 1933 Williams The Shoeman noted its head office as 96-98 Flinders Street. The building was sold in 1954 for £50,000 (*Age* 1 December 1954:10).

Refurbishment of the building was undertaken in 2008 and 2012. Today the Dreman Building houses businesses and retail outlets.

#### *Williams The Shoeman*

Williams The Shoeman was established by Englishman John Williams, who arrived in Victoria in 1860. In the same year, Williams rented a small shop in Ballarat to sell shoes, naming his business 'Williams The Shoeman'. In 1895, sons, Frank and Frederick Williams, took over the business and established shoe stores in Victorian regional towns. By 1902, Williams The Shoeman had 12 branches at Ballarat, Geelong, Stawell, Bendigo and Eaglehawk. By 1914, 17 stores were in operation and, in this year, the business registered as a company under the name Williams The Shoeman Pty Ltd. By 1937, 44 stores had opened (*Bendigo Independent* 12 February 1902:1; *Riverine Herald* 2 December 1937:3).

In 1969, Woolworths acquired Williams The Shoeman, in which year the shoe company operated 460 stores. The stores continued to operate as Williams The Shoeman, and by 2000, clothing retailer, Colorado, had taken over ownership of the company. Colorado went into receivership in 2011.



Figure 1. An aerial showing 96-98 Flinders Street, an extract from Aerial View of Melbourne, 1928, by Victorian Railways. (Source: SLV)

## SITE DESCRIPTION

This six-storey building is located between Exhibition Street and Russell Street, at the southern end of the city grid. The brick warehouse building is built on a narrow city block, and built at the same time as the adjacent building at 100-102 Flinders St. The building height and the rhythm of the façade is consistent between the two buildings.

The façade is comprised of engaged pilasters with simple capitals that run the full height of the building and intersect with the decorated parapet to form a rectangular block with a strong vertical emphasis. A simple pediment with scrolls to either side sits centrally over the parapet. A deep cornice with thick brackets runs along the base of the parapet. The words 'Dreman Building' are inscribed on the frieze.

The four engaged pilasters are spaced symmetrically but not equally across the façade determining the dimensions of the window openings. A slightly recessed double window opening is located on each level at the centre of the building and a single opening is located at each edge of the building. Thin horizontal bands run below the window openings with a thicker band detailed with a small vertical marking evident between the fourth and fifth floors. Metal framed plate glass windows are non-original.

The ground level of the building has a higher ceiling height than the floors above. The façade has been extensively altered, although an early stone edge wall is visible on the western boundary. This wall has a base section, is chamfered on the inside edge, and retains a round spiral motif at the top edge.

## INTEGRITY

The building is reasonably intact with the parapet detailing, the engaged pilasters and the original rhythm of openings still evident. Windows have been replaced and the building has been painted in a dark grey. Extensive alterations have occurred at ground level. Refurbishment of the building was undertaken in 2008 and 2012.

## COMPARATIVE ANALYSIS

During the Edwardian era, mid-rise brick warehouse/commercial buildings were frequently built in Melbourne's central city. While two- or three-storey warehouses were still common, some examples of unreinforced brick structure comprise five- to seven-storeys, utilising the narrow urban allotments.

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

Selected examples of Edwardian brick warehouse include:

*Sunday School Union of Victoria, 100-102 Flinders Street (Interim HO1273 – recommended as significant in the Hoddle Grid Heritage Review)*

A six-storey warehouse building, with shopfront at ground level and a distinctive and consistent façade at the upper five levels. Brick piers run the full height of the building and combine with a decorative parapet to form a rectangular façade with a strong vertical emphasis. Horizontal bands of windows and spandrels run between the piers and determine the rhythm and pattern of the façade.



Figure 2. 100-102 Flinders Street constructed 1904. (Source: Context 2017)

*Doery Tilley & Co, 333 Flinders Lane (HO647, Significant in HO506 Flinders Lane Precinct)*

A five-storey brick former warehouse with basement parking. Designed by H W & F B Tompkins and built in 1912 by John Carter for Edward Doery and William Tilley, principals of the boot warehouseman Doery Tilley & Co. The company held the property until 1969. In January 1921 fire severely damaged the top storey. It was refurbished and subdivided into offices in 1987.

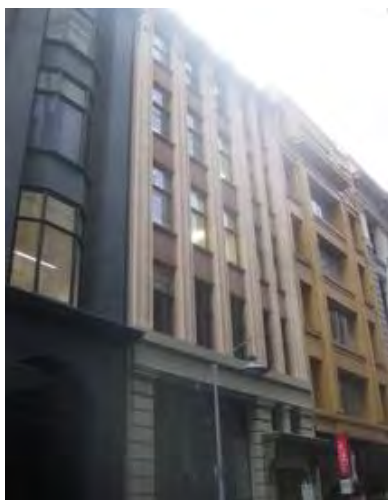


Figure 3. 333 Flinders Lane constructed 1912.

*Herbert and Harold Higson by Bade & Co, 125-127 Flinders Lane (HO1032)*

A five-storey brick former warehouse with a basement and a mezzanine. Designed by Billing Peck & Kemter in the American Romanesque Revival style and built for the saddlers and ironmongers Herbert and Harold Higson by Bade & Co in 1913. Refurbished into lower level retail and upper levels office in 1989.



Figure 4. 125-127 Flinders Lane constructed 1913.

*Desto House, 65 Elizabeth Street (HO615)*

Six-storey brick office building with basement & ground retail. Designed by Inskip & Kemp in the Neo Baroque Edwardian style, it was built by Clement Langford in 1911. The upper floors were converted & sub-divided into residential units in 2001.



Figure 5. 65 Elizabeth Street constructed 1912.

*Manchester House, 30-44 Manchester Lane (HO641, Significant in HO506 Flinders Lane Precinct)*

Eight-storey brick building (originally built as seven storey) of offices, residential apartments and retail spaces. Designed by Bates, Peebles & Smart in the Edwardian Neo-Baroque style it was built by JR Taylor & R McDonald in 1912. Sub-divided in 2000.



Figure 6. 30-44 Manchester Lane constructed 1912.

96-98 Flinders Lane is comparable with 30-44 Manchester Lane (HO641) and 333 Flinders Lane (HO647). As a six-storey brick warehouse, the subject building reflects the earlier stages in the development from low-rise to mid- and high-rise city buildings in Melbourne's central city.

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**ASSESSMENT AGAINST CRITERIA**


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

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

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

**MELBOURNE PLANNING SCHEME**

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

**OTHER**

N/A

## REFERENCES

*Age*, as cited.

*Argus*, as cited.

*Australasian*, as cited.

*Ballarat Star*, as cited.

*Bendigo Independent*, as cited.

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

Dingle, Tony 2008, 'Manufacturing' in *eMelbourne*, School of Historical and Philosophical Studies, University of Melbourne, <http://www.emelbourne.net.au/biogs/EM00896b.htm>, accessed 13 June 2017.

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

*Leader*, as cited.

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

*Riverine Herald*, as cited.

*Sands and McDougall's Directory (S&Mc)*, as cited.

Victorian Railways 1928, 'Aerial View of Melbourne', State Library of Victoria (SLV) Victorian Railways collection. Scenic negatives, accessed 22 June 2017.

*Weekly Times*, as cited.

**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**D

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**Central City Heritage  
Study 1993**C

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

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**Central City Heritage  
Review 2011**Ungraded

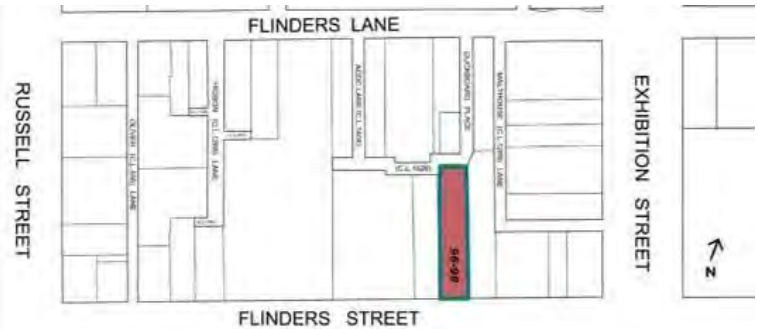
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## STATEMENT OF SIGNIFICANCE

### Heritage Place: Dreman Building



PS ref no: [Interim](#) HO1272



### What is significant?

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

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

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

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

### How it is significant?

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

### Why it is significant?

The Dreman Building, built in 1915 at 96-98 Flinders Street is historically significant for its occupation by the French Gaulois Tyre Company and Rubber Trade Centre from 1915-1920, and from 1920-1954 by Williams the Shoeman. One of several international firms entrusted with providing rubber tyres to the developing motor car industry, Gaulois secured contracts with Melbourne City Council. The use by the prominent Victorian shoe retailer Williams the Shoeman is significant for its 30-year duration. (Criterion A)

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

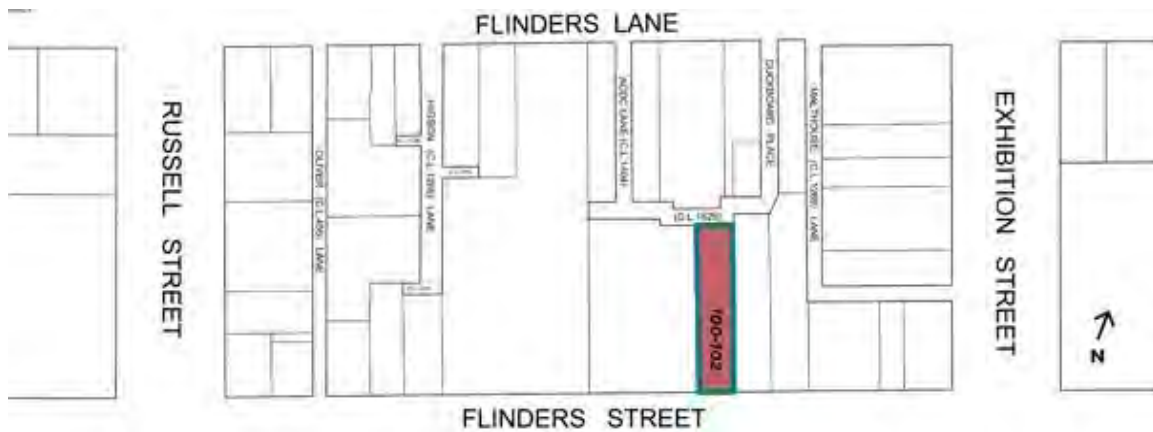
The Dreman Building at 96-98 Flinders Street is significant for its association with Williams The Shoeman Pty Ltd, a shoe retailing company established by John Williams in Ballarat in 1860. Williams The Shoeman purchased the Dreman Building in 1920, using the building as the headquarters and warehouse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

### **Primary source**

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

<b>SITE NAME</b>	Former Sunday School Union of Victoria
<b>STREET ADDRESS</b>	100-102 Flinders Street Melbourne
<b>PROPERTY ID</b>	104027



SURVEY DATE: May 2017

SURVEY BY: Context Pty Ltd

**HERITAGE INVENTORY** H7822-1941

**EXISTING HERITAGE OVERLAY** No

**PLACE TYPE** Individual Heritage Place

**PROPOSED CATEGORY** Significant

**DESIGNER / ARCHITECT / ARTIST:** Not known

**FORMER GRADE** C  
**BUILDER:** Not known

**DEVELOPMENT PERIOD:** Federation/Edwardian Period (1902-c.1918)

**DATE OF CREATION / MAJOR CONSTRUCTION:** 1921



**THEMES**

<b>ABORIGINAL THEMES</b>	<b>SUB-THEMES</b>
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
<b>HISTORIC THEMES</b>	<b>DOMINANT SUB-THEMES</b>
10 Shaping cultural life	10.2 Belonging to a religious denomination
	<b>OTHER SUB-THEMES</b>
5 Building a commercial city	5.5 Building a manufacturing industry
3 Shaping the urban landscape	3.2 Expressing an architectural style

**LAND USE**

<b>HISTORIC LAND USE</b>	
<b>Archaeological block no:</b> 63	<b>Inventory no:</b> 941
<b>Character of Occupation:</b> Commercial	
Fourth land sale, Block 7 Allotment 6, Phillip Oakden.	
1866 Cox	Building on site
1877 Dove	Single-storey house, yard, outbuildings
1880 Panorama	
1888 Mahlstedt	Same
1905/6 Mahlstedt	Six-storey building, two-storey mill, R Edward & Co
<b>THEMATIC MAPPING AND LAND USE</b>	
1890s	Residential
1920s	Commercial, Warehouse
1960s	Not able to be determined

**RECOMMENDATIONS**

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

**Extent of overlay:** Refer to map

**SUMMARY**

This six-storey brick Edwardian/Federation era commercial/warehouse building was built for the Sunday School Union of Victoria in 1921. Located on a narrow city block, the building has a shopfront at ground level and a distinctive façade to the upper storeys.

## HISTORICAL CONTEXT

### Shaping cultural life

#### *Belonging to a religious denomination*

Melbourne's churches have played an influential role in society since the beginnings of settlement. They have helped shape the city's social fabric as well as providing rich architectural interest in the urban landscape. The principal Christian churches established were Anglican (Episcopalian), Catholic, Presbyterian, Methodist, and Baptist (Context 2012:75).

Building on Christian principles, Sunday schools were created in response to the need to educate poor children. The Sunday School Union, established on 13 July 1803 in England, was an ecumenical organisation devoted to promoting Sunday schools in Britain and abroad (*Curiosmith* 2017). The *Encyclopaedia of Melbourne* writes that in Australia:

*In 1871 lay people from various churches formed the Victorian Sunday School Union and began a wide program of religious education. A Children's Church was erected in Collingwood for the 'neglected poor' in 1876 and operated until 1932. A Teacher Training College from its inception in 1886 until 1943 had 3411 students graduate after completing a two-year course. The union book depot and lending library serviced all Protestant denominations and the 126 city schools established by 1903. Schools were encouraged to use the American International Uniform Lessons, a curriculum with one lesson for all classes and schools. Changes in educational theory replaced uniform lessons with Australian-prepared graded lessons...To overcome inadequate accommodation the union recommended a [building] model that was used for Independent schools in Prahran and Hawthorn, and adapted elsewhere...In the 1970s attendances declined sharply and churches focused on recruitment and new forms of children's ministry. Their quest for a comprehensive replacement of the traditional Sunday school continues (O'Connor 2008).*

Sunday school unions were formed in both metropolitan and regional Victoria.

### Building a commercial city

#### *Building a manufacturing capacity*

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

Warehouses and offices were also an important part of Melbourne's economic life. From the 1850s, the Yarra River and the docks west of Swanston Street were, in essence, the 'lifeline' of the city. Port facilities and large warehouses were built in this area to serve shipping interests (Context 2012:39-40). The area of Flinders Lane is described by the *Encyclopedia of Melbourne*:

*By the 1860s, as [Flinders Lane's] swamps were filled in, and as its proximity to the wharf encouraged the construction of warehouses and showrooms, the street gained a reputation*

*as a busy and important thoroughfare, the chosen location of mercantile houses, importers, brewers, timber yards and wholesalers (May 2008).*

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

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

### **Shaping the urban landscape**

#### *Expressing an architectural style*

In the central city, the Romanesque revival style was adopted, often combined with Art Nouveau-influenced ornament. Red face brick with limited render accents were the preferred materials, and facades were articulated with large-scale round-arches, sometimes with window bays set into them. Examples of the Romanesque revival include the Tompkins Bros' Commercial Travellers Building in Flinders Street (1898) and Nahum Barnett's Auditorium Building in Collins Street (1913). The style was also used for more modest factories and warehouses along Flinders Lane (Context 2012:19).

While the Romanesque was favoured for commercial buildings, a classical influence prevailed for public buildings. In line with the less regimented designs of the early twentieth century, this was the Edwardian Baroque style. It was characterised by mannered classical facades with deep cornices. Again, red face brick with render dressings were preferred. Landmark examples include Flinders Street Station (1901-11, Fawcett and Ashworth) and the City Baths (1903, J.J. & E.J. Clark) (Context, 2012:15).

### **SITE HISTORY**

The land on which the building at 100-102 Flinders Street stands has been used for commercial and residential purposes since 1866. In the period 1877-88, a residence existed on the block. By 1905, a six-storey building and two-storey mill had been built on the land, occupied by R Edwards and Co (Fels, Lavelle & Mider 1993).

In 1904, a five-storey building was erected at 100 Flinders Street for Edwards Bros tea and coffee merchants. They occupied the building until 1919 when it was acquired by the Sunday School Union of Victoria. From this year, Edwards and Co continued to occupy the ground, fourth and fifth floors; the Sunday School Union the first floor; Aussie Trading Company (furniture salesmen) the second floor; and H McHenry and Co (linen indentors), the third (*Age* 2 May 1921:5; *Australasian* 7 May 1921:34).

The Sunday School Union of Victoria purchased the premises at 100 Flinders Street in 1919, from which time it was known as the Union Building. The Union owned the building until at least the early 1950s. In May 1921, a fire destroyed the building, leaving only parts of the external brick walls standing. The damage to buildings and stock was extensive and estimated at approximately £40,000 (*Australasian* 7 May 1921:34).

A new building was constructed, with the Sunday School Union of Victoria advertising offices and a showroom available for lease in September 1921 (*Argus* 3 September 1921:1).

In January 1922, woollen fabric warehousemen, Frederick Houghton and Co, informed customers that they had moved its warehouse from 'The Lane' to 'new, brighter and more commodious premises' at 'the recently erected Union Buildings' at 100 Flinders Street (*Argus* 31 January 1922:10).

The building continued to be owned by the Sunday School Union, who also used the building to house the offices of the Sunday School Union Bush Mission. Other tenants at the time included the United Agency Company (*Weekly Times* 26 August 1922:8).

The textiles industry continued its association with the Union Building when the Bernstein coat factory opened in the building in 1935 (*Age* 3 April 1935:5).

By 1939, the State Rivers and Water Supply Commission's Mechanical Branch had leased the fourth floor of the Union Building (*Age* 1 February 1939:4). In the same year, the Sunday School Union advertised 900 feet of 'bomb proof' factory or warehouse space for lease in the building (*Argus* 3 March 1941:8).

A newspaper article in 1952 informed readers that the Sunday School Union's policy had undergone a complete revision, including the adoption of a new set of Articles of Association that allowed all seven denominations to become members of the union council. All seven denominations were thus engaged in Sunday school and Christian youth work, and teacher and leadership training (*Age* 13 September 1952:16).

The same article noted that the union's 'fine headquarters' at 100 Flinders Street consisted of two buildings, one with six and the other with five floors. The ground floor suite of administration offices had recently been remodelled and redecorated (*Age* 13 September 1952:16). This is the first reference to the fact that the Sunday School Union of Victoria occupied two buildings in Flinders Street and may indicate that the Union had taken over the next-door five-storey Dreman Building at 96-98 Flinders Street by this year.

The Union Building at 100-102 Flinders Street has continued to be used for a number of industrial and commercial uses over the years (Figure 1).

The building was refurbished and subdivided into a mix of residential and commercial units in 1996.



Figure 1. An aerial showing 100-102 Flinders Street, an extract from *Aerial View of Melbourne, 1928*, by Victorian Railways. (Source: SLV)

## SITE DESCRIPTION

This six-storey brick commercial/warehouse building is located between Exhibition Street and Russell Street, on the southern edge of the city grid. Built around the same time as the adjacent building at 96-98 Flinders Street, the building height and the rhythm of the façade is consistent with the two buildings.

Heavy stone construction at ground level provides a base for the red brick construction of the upper five levels. Brick piers are located at each side of the building, and combine with a rendered parapet to form a rectangular façade with a strong vertical emphasis.

The upper façade is comprised of horizontal bands of windows and spandrels that run between the red brick piers, at each level. Each band has three pairs of timber framed sash windows, separated by a brick pilaster with rendered bases and capitals and a rendered spandrel below. Detailing to the spandrel varies between the levels. Spandrels between levels three and five have cornices and rendered inset panels, which contrast with the flat rendered finish to alternating levels. A deep bracketed cornice runs across the top of the building, at the base of the simple rendered parapet.

At ground level, the rusticated piers have heavy base blocks with stylised curved detailing carved into their face, smooth banding to the centre, and stylised splayed capitals which support a band of smooth stone across the top of the facade. Double entry doors sit to one side of a shopfront, surrounded by smooth stone framing. Shop front details have likely been altered. A band of timber framed, small paned windows runs across the full width of this floor level, which has a higher floor to ceiling ratio than the levels above.

## INTEGRITY

Generally, the upper façade of the building retains a high level of intactness. At ground level, the shop front has been altered. This may have occurred when the building was refurbished and subdivided into a mix of residential and commercial units in 1996.

## COMPARATIVE ANALYSIS

During the Edwardian era, mid-rise brick warehouse/commercial buildings were frequently built in Melbourne's CBD. While two- or three-storey warehouses were still common, some examples of unreinforced brick structures comprise five- to seven-storeys, utilising the narrow urban allotments.

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

Selected examples of Edwardian brick warehouse include:

*Dreman Building, 96-98 Flinders Street (Interim HO1272 – recommended as significant in the Hoddle Grid Heritage Review)*

A six-storey warehouse building, with shopfront at ground level and a distinctive and consistent façade to the upper five levels. Rendered engaged pilasters run the full height of the building and combine with a decorative parapet to form a rectangular façade with a strong vertical emphasis.

Window openings are defined by the intersection vertical and horizontal bands that run across the façade and determine the rhythm and pattern of the façade.



Figure 2. 96-98 Flinders Street constructed 1904.

*Doery Tilley & Co, 333 Flinders Lane (HO647, Significant in HO506 Flinders Lane Precinct)*

A five-storey brick former warehouse with basement parking. Designed by HW & FB Tompkins and built in 1912 by John Carter for Edward Doery and William Tilley principals of the boot warehouseman Doery Tilley & Co. The company held the property until 1969. In January 1921 fire severely damaged the top storey. It was refurbished and subdivided into offices in 1987.

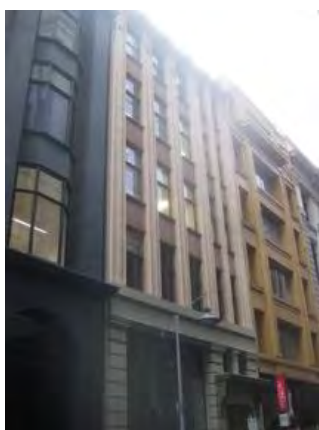


Figure 3. 333 Flinders Lane constructed 1912.

*Gollin & Co Building, 561-563 Bourke Street (HO549)*

A five-storey brick office building designed in the Queen Anne Revival style by Charles D'Ebro and built in 1902.





Figure 4. 561-563 Bourke Street constructed 1902.

*Desto House, 65 Elizabeth Street (HO615)*

A six-storey brick office building with basement & ground retail. Designed by Inskip & Kemp in the Neo-Baroque Edwardian style it was built by Clement Langford in 1911. The upper floors were converted & sub-divided into residential units in 2001.



Figure 5. 65 Elizabeth Street constructed 1912.

*Rocke & Tomsitt Pty Ltd, 296 Flinders Street (HO658, Significant in HO505 Flinders Gate Precinct)*

A six-storey rendered brick former warehouse and office building with a basement. Designed with ornate Renaissance and Baroque detailing. Built for Herbert Rocke and Henry Thomas Tomsitt wholesale druggists and principals of Rocke & Tomsitt Pty Ltd in 1908. Refurbished in 1986 and converted and subdivided into residential units with ground level and basement retail in 2000.



Figure 6. 296 Flinders Street constructed 1908.

Although modest in size when compared to 65 Elizabeth Street (HO615) or 296 Flinders Street (HO658), 100-102 Flinders Street is a fine example of an Edwardian brick warehouse that represents the commercial development of Melbourne during the early twentieth century. It compares well with the adjoining building at 96-98 Flinders Street, in terms of its height and the rhythm of the façade.

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**ASSESSMENT AGAINST CRITERIA**


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✓

**CRITERION A**

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

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**CRITERION B**

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

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**CRITERION C**

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

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✓

**CRITERION D**

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

---

✓

**CRITERION E**

Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

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**CRITERION F**

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

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**CRITERION G**

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

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✓

**CRITERION H**

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

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**RECOMMENDATIONS**

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

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

**MELBOURNE PLANNING SCHEME**

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

**OTHER**

N/A

**REFERENCES**

*Age*, as cited.

*Argus*, as cited.

*Australasian*, as cited.

*Banner*, as cited.

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

*Curiosmith Gospel Heritage Literature* 2017, 'London Sunday School Union', <http://curiosmith.com/index.php/publishers/209-london-sunday-school-union>, accessed 5 June 2017.

Dingle, Tony 2008, 'Manufacturing' in *eMelbourne*, School of Historical and Philosophical Studies, University of Melbourne, <http://www.emelbourne.net.au/biogs/EM00896b.htm>, accessed 13 June 2017.

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

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

O'Connor, T Maxwell 2008, 'Sunday Schools' in *eMelbourne*, School of Historical and Philosophical Studies, University of Melbourne, <http://www.emelbourne.net.au/biogs/EM01447b.htm>, accessed 5 June 2017.

Victorian Railways 1928, 'Aerial View of Melbourne', State Library of Victoria (SLV) Victorian Railways collection. Scenic negatives, accessed 22 June 2017.

*Weekly Times*, as cited.

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

D

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**Central City Heritage  
Study 1993**

C

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

Ungraded

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**Central City Heritage  
Review 2011**

Ungraded

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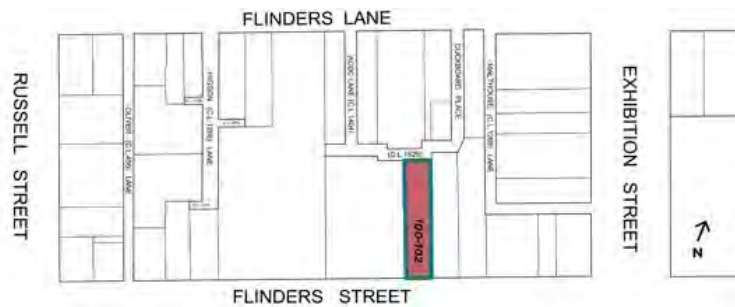


## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Sunday School Union of Victoria



**PS ref no:** [Interim HOHO1273](#)



### What is significant?

The Union Building at 100-102 Flinders Street, built for the Sunday School Union of Victoria in 1921.

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

- The building's original external form, materials and detailing;
- The building's high level of integrity to its original design;
- Unpainted red brick walls at the upper levels with contrasting rendered detailing;
- Decorative elements including the rendered parapet, red brick piers at the building's edges, pilasters between timber frame sash windows and spandrel panels, deep bracketed major cornice and minor cornices; and
- Stone construction at ground level including rusticated piers with heavy base blocks, stylised capitals and smooth stone banding.

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

### How it is significant?

The Union Building at 100-102 Flinders Street is of local historic, representative, aesthetic and associative significance to the City of Melbourne.

### Why it is significant?

The Union Building at 100-102 Flinders Street is historically significant for its demonstration of a mixed use commercial premises. Built by and for the Sunday School Union of Victoria in 1921, following a fire

in a previous building on the site, 100-102 Flinders Street was occupied by a range of businesses including fabric retailers, clothing manufacturers, and furniture retailers. (Criterion A)

The Union Building at 100-102 Flinders Street is a fine example of a Romanesque revival warehouse, built during the early twentieth century commercial development of Melbourne. It is a notable example of a warehouse typology that demonstrates the city's evolution from a low-rise to mid-rise city. It is significant as one of several Flinders Street buildings of the same era and scale that form an impressive edge to the city, including the Dreman Building at 96-98 Flinders Street and Epstein House at 134-136 Flinders Street. (Criterion D)

The Union Building at 100-102 Flinders Street is aesthetically significant for its façade of red brick with bands of render detailing forming spandrels and contrasting elements to the vertical brick piers. The ground floor is highly distinctive for its massive stone piers in stylised sculptural form and the higher floor to ceiling indicated by a row of clerestorey windows. The composition of the façade is enhanced by the decorative cornice and original window frames that contribute to its integrity. (Criterion E)

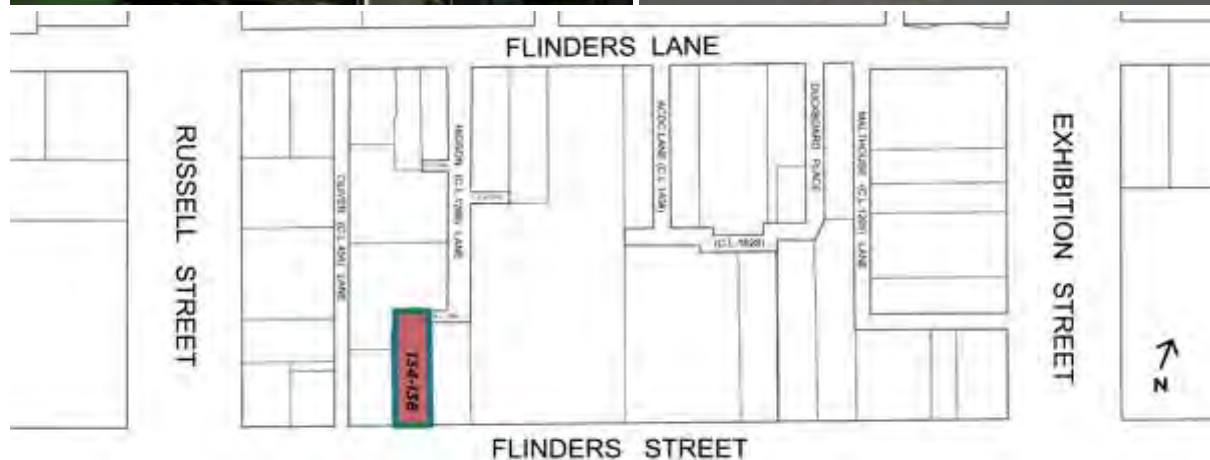
The Union Building at 100-102 Flinders Street is significant for its enduring association with the Sunday School Union of Victoria which was established in 1871 and moved to a building at 100 Flinders Street in 1919. The Union instigated a wide program of religious education, including the establishment of a Children's Church in Collingwood for the 'neglected poor' (1876-1932); a Teacher Training College (1886 -1943), a union book depot and lending library established by 1903, and the formation of Sunday school unions in both metropolitan Melbourne and regional Victoria. The current building at 100-102 Flinders Street housed the headquarters of the Sunday School Union of Victoria from 1921 to the early 1950s. (Criterion H)

### **Primary source**

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

<b>SITE NAME</b>	Epstein House
<b>STREET ADDRESS</b>	134-136 Flinders Street Melbourne
<b>PROPERTY ID</b>	104023



SURVEY DATE: May 2017

SURVEY BY: Context Pty Ltd

<b>HERITAGE INVENTORY</b>	H7822-1944	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
		<b>FORMER GRADE</b>	C
<b>DESIGNER / ARCHITECT / ARTIST:</b>	James A Wood	<b>BUILDER:</b>	Not known
<b>DEVELOPMENT PERIOD:</b>	Interwar Period (c1919-1940)	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1926

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a commercial city	5.5 Building a manufacturing industry
	OTHER SUB-THEMES
9 Working in the city	9.2 Women's work
3 Shaping the urban environment	3.2 Expressing an architectural style

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 63	<b>Inventory no:</b> 944
<b>Character of Occupation:</b> Governmental, Commercial, Residential	
Fourth land sale. Block 7 Allotment 2, Thomas Gore.	
1866 Cox	Building on site.
1877 Dove	Three-storey building; Bramwell & Grant, boot manufacturer.
1880 Panorama	
1888 Mahlstedt	Two-storey building.
1905/6 Mahlstedt	Civil Service Store.
THEMATIC MAPPING AND LAND USE	
1890s	Manufacturing
1920s	Manufacturing, Commercial
1960s	Retail

## RECOMMENDATIONS

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

**Extent of overlay:** Refer to map

## SUMMARY

Epstein House was built in 1926 for the Epstein family. It is associated with Louis Epstein who established himself as a tailor and went on to develop a successful clothing manufacturing business. The six-storey building has a distinctive glazed bay to its upper façade and two shopfronts at street level.

## HISTORICAL CONTEXT

### Building a commercial city

#### *Building a manufacturing capacity*

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

The textile industry formed an important sector of Melbourne central's economy. In Flinders Lane, 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.' Crowding and a lack of parking forced the rag trade into decline from the 1960s (May 2008).

### Working in the city

#### *Women's work*

Women were restricted in terms of the paid work that was available to them. Single women found employment as domestic servants and nursemaids in private homes, although these positions had a high turnover — this situation was disparaged by employers as 'the servant problem'. Women also worked as schoolteachers and nurses, and as 'shop girls', waitresses and publicans. Large numbers of women found employment as machinists in the clothing and footwear factories that emerged in the late nineteenth and early twentieth centuries (Context 2012:72).

### Shaping the urban landscape

#### *Expressing an architectural style*

Commercial buildings in Melbourne's central city in the 1920s were mainly of the commercial palazzo style, as exemplified by Harry Norris's Nicholas Building in Swanston Street (1925). The style was an early attempt at creating a style suitable for the tall building. It was divided into a base, shaft and cornice, much like a Renaissance palazzo. The scale, however, was greatly enlarged, with the shaft stretching up to 10 storeys. By the 1930s, the soaring height of the new office towers was embraced and the vertical thrust emphasised in the Commercial Gothic style and the jazz moderne. Landmark examples include, respectively, Marcus Barlow's Manchester Unity Building (1929-32) and the Tompkins Bros' Myer Emporium in Bourke Street (1933) (Context 2012:19).

## SITE HISTORY

134-136 Flinders Street has been occupied by a number of businesses over the years. A building was on site in 1866, and in 1877, boot manufacturer Bramwell and Grant operated from a three-storey building. In 1888, a two-storey building stood on the land, and by 1905, the Civil Service Store was operating from the site (Fels, Lavelle & Mider 1993).

Butler House, which housed J H Butler and Co and Leroy and Co, both undergarment and blouse makers, preceded the subject building (Butler 1984).

In 1926, architect James A Wood of Temple Court, Melbourne, submitted plans to build a reinforced concrete building at 134-136 Flinders Street for tailor Louis Epstein, who had established a tailoring business in Melbourne in 1905. In the first plans, a three-storey elevation was proposed, with only stair access between floors, toilets on the roof slab and two roof lanterns to light, presumably, a work area below (Butler 1984).

A second set of plans added a lift (front and back) and three floor levels to the previous design, with an allocation of two water closets per floor, and a large 'Women's Lavatory' on the roof. One of the roof lanterns was eliminated in this plan. At ground level, two shops with a common recessed entry, plus an entry to the upper levels, were provided. Each of these upper floors possessed a four-light bay overhanging Flinders Street and over the rear yard, a regulation successive setback to provide light angles (Butler 1984).

The six-storey style reinforced concrete Epstein House opened in 1926. Architect James A Wood called for contractors to advertise on the walls and roof of the building in September of that year (*Age* 23 September 1926:1). M Glynn, also housed in Epstein House, advertised for machinists for the making of ladies' robes and coats in November 1926 (*Age* 9 November 1926:15). It is highly likely that these positions were filled by women.

In 1930, Epstein House housed, on the ground floor, Louis Epstein and Co, tailors; Mrs E M Alynn, mantle maker; and V Laby, who managed a newsagency and billiard saloon. Businesses on the upper floors comprised a motor tyre dealer, Leo Figg; and machinery agents, W C Sackson and Co (Butler 1984).

Similar tenants were in residence in 1940: Perfit and the Costume Co made mantles; Lady Mackay ran a florist shop; and the Young Australia League rented space (Butler 1984). Epstein House is shown in 1972 (Figure 1).

Louis Epstein died in 1954, leaving behind his wife and ten children. An obituary in the *Age* noted that Epstein had been a prominent tailor in Flinders Street for 30 years and had made most of the uniforms for the Victorian Police Force. His sons, Keith, Phillip and Garth, joined the tailoring business, Louis Epstein and Co, which continued to operate from Epstein House until 1994. The Epsteins gained a reputation as bespoke tailors and uniform and equestrian clothing manufacturers and were the first importers and retailers of Levi Strauss jeans in Australia. After their retirement, various elements of the business were sold to others, including the equestrian wear. The Louis Epstein chain of fashion stores was established in the 1990s. (*Age* 29 June 1954:15; Epstein 2017).

After the closure of Louis Epstein and Co at 134-136 Flinders Street in 1994, Epstein House was refurbished in 1995 and subdivided into strata offices with retail established on the ground level. Today the property comprises residential and business use.



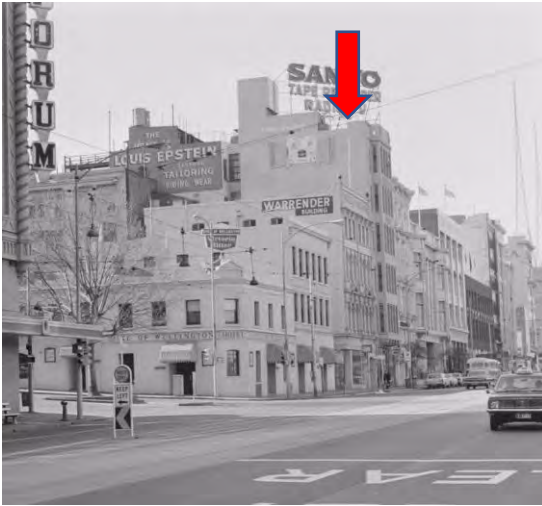


Figure 1. The east elevation of 134-146 Flinders Street shown in a section of Flinders Street north between Hosier Lane and Russell Street, Melbourne, Vic, c.1972, by K J Halla. (Source: SLV)

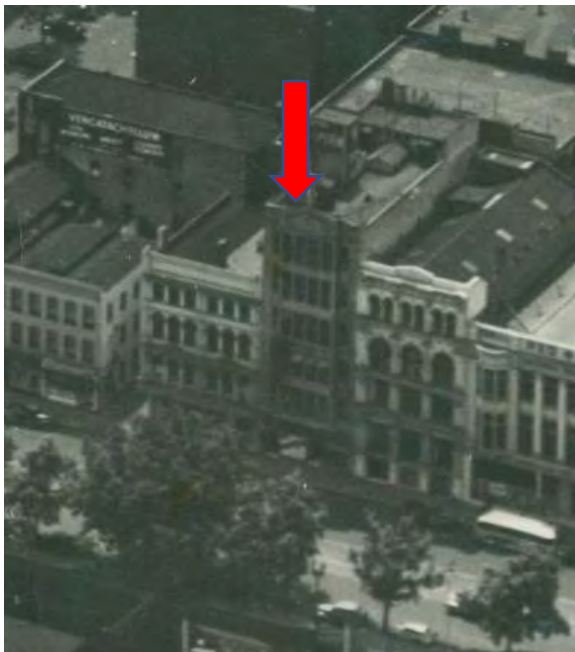


Figure 2. 134-136 Flinders Street with its original parapet shown in a section of Aerial view of the central business district of Melbourne from Flinders Street railyards looking north-west, c.1950-c.1960, by C D Pratt. (Source: SLV)

## SITE DESCRIPTION

This six-storey building is located between Exhibition Street and Russell Street, on the southern edge of the city grid. Built of reinforced concrete with a rendered finish, the building was designed to have two shop fronts at ground level and a distinctive façade to the upper five floors.

Designed in the classical revival style, engaged pilasters run up the outer edges of the building and combine with a simple parapet to form a rectangular façade with a strong vertical emphasis. A glazed bay runs the full height of the upper façade, projecting out over the street level. Each floor has a band of four windows at the edge of the bay. Timber glazing bars are arranged in vertical and diamond patterning to give a distinctive character to the façade. Central hopper windows are integrated to the arrangement on the fourth level. The glazing pattern has been altered at the top level, with the typical

arrangement replaced by plate glass panels. A concrete spandrel runs below each set of windows. The words 'Epstein' and 'House' are inscribed on the spandrels at the fourth and fifth levels.

At the top of the building, stylised rendered decoration is notable to the parapet. A narrow band runs down each side of the building. The patterning and dimension of windows in this band is consistent with windows in the central projecting section.

### INTEGRITY

The building is reasonably intact with the parapet detailing, the engaged pilasters, projecting bay and much of the window glazing patterning remaining. Alterations include plain glass to the upper floor windows and extensive alterations to the shopfront. Epstein House was refurbished and subdivided into strata offices with ground level retail in 1995. At street level, shop fronts have been altered and part of the parapet removed.

### COMPARATIVE ANALYSIS

Structural steel and reinforced concrete framing became popular building materials in interwar Melbourne. Many 1920s examples adopted architecture styles with strengthened vertical lines to emphasise the tall height of buildings.

The subject building compares well with the following examples, drawn chiefly from the Central City Heritage Review 2011 and Guildford and Hardware Laneways Heritage Study 2017, being of a similar use, scale, location and creation date. The below images and descriptions are provided by CoM Maps unless stated otherwise.

Selected examples of interwar city buildings include:

*Capitol Arcade, 115 Swanston Street (VHR H0471; HO747, Significant in HO502 The Block Precinct)*

An 11-storey concrete building with a ground floor arcade and a basement. Designed by Walter Burley Griffin and his wife Marion Mahony in association with Peck & Kempter in the Chicago-esque style. Built by John Monash's Reinforced Concrete and Monier Pipe Construction Company in 1924. Of special note is the auditorium/theatre with its Art Deco lighting and decor. Subdivided in stages from 1999 and concluding with the residential units in 2003.



Figure 3. Capitol Arcade, 115 Swanston Street constructed 1924.

*Francis House, 107 Collins Street (HO573, Significant in HO504 Collins East Precinct)*

Francis House is a six-storey reinforced concrete office building with a basement. Designed by William Arthur Mordey Blackett and William Blackett Forster in the Neo Renaissance style. Built by Scott & Sorrell and completed in 1927. Noted for being the inaugural winner of the RVIA award for street architecture in 1929.



Figure 4. Francis House, 107 Collins Street constructed 1927.

*Evans House, 415 Bourke Street (HO1004)*

Originally known as Evans House. A six-storey concrete office building with a ground floor shop and a basement. An early example of the Moderne style in Melbourne it is finished with sandstone and cement stucco and features terracotta ornamentation. Designed by Hare Alder Peck & Lacey and built by George Prentice Pty Ltd for Thomas Evans Pty Ltd in 1930. Thomas Evans was a manufacturer and retailer of canvas goods. Fully refurbished in the mid-1990s, subdivided in 1999 and further in 2002.



Figure 5. Evans House, 415 Bourke Street constructed 1930.

*Druids House, 407-409 Swanston Street (HO1083)*

A seven-storey reinforced concrete office building with a basement and ground level retail. Designed by Gibbs, Finlay, Morsby & Coates in the Greek Revival style and built by EA Watts for The Druids Friendly Society in 1927. It was opened by the Lord Mayor, SJ Morell, on 4th April 1927. Refurbished and subdivided into two retail and six office units in 1989.



Figure 6. Druids House, 407-409 Swanston Street constructed 1927.

*Pellegrini & Co (former), 388 Bourke Street (HO1206)*

A nine-storey brick office building with ground level retail. Designed by AA Fritsch in the classical revival style and built in 1930.



Figure 7. 388 Bourke Street constructed 1930.

Epstein House is a notable example a commercial mid-rise building from the 1920s and is unusual for its generously glazed façade. It is comparable with 388 Bourke Street (recommended for inclusion in HO) and Druid House at 407-9 Swanston Street (HO1083) in terms of its scale and stylistic expressions. Epstein House is an example of a group of taller commercial building that were constructed on small sites in the 1920s.

## ASSESSMENT AGAINST CRITERIA

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

**RECOMMENDATIONS**

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

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

**MELBOURNE PLANNING SCHEME**

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

**OTHER**

N/A



## REFERENCES

Age, as cited.

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

Dingle, Tony 2008, 'Manufacturing' in *eMelbourne*, School of Historical and Philosophical Studies, University of Melbourne, <http://www.emelbourne.net.au/biogs/EM00896b.htm>, accessed 13 June 2017.

Epstein, David 2017, 'Epstein Family Australia', <http://www.genealogy.com/forum/surnames/topics/epstein/27/>, accessed 5 June 2017.

Halla K J c.1972, 'Flinders Street north between Hosier Lane and Russell Street, Melbourne, Vic.', State Library of Victoria (SLV) Halla collection of negatives. Views of East Melbourne, Fitzroy, Melbourne & North Melbourne, accessed 22 June 2017.

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

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

Pratt, C D c.1950-c.1960, 'Aerial view of the central business district of Melbourne from Flinders Street railyards looking north-west', State Library of Victoria (SLV) Airspy collection: photographs, accessed online 23 June 2017.

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985** C

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**Central City Heritage  
Study 1993** C

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

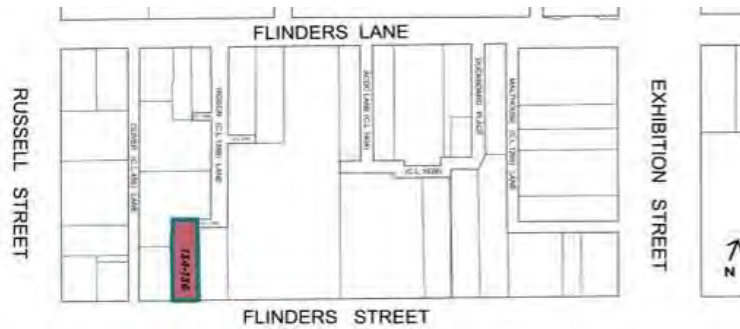
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**Central City Heritage  
Review 2011** Ungraded

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## STATEMENT OF SIGNIFICANCE

Heritage Place: Epstein House

PS ref no: [Interim HOHO1274](#)

## What is significant?

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

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

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

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

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

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**How it is significant?**

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

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**Why it is significant?**

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

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

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

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

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

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**Primary source**

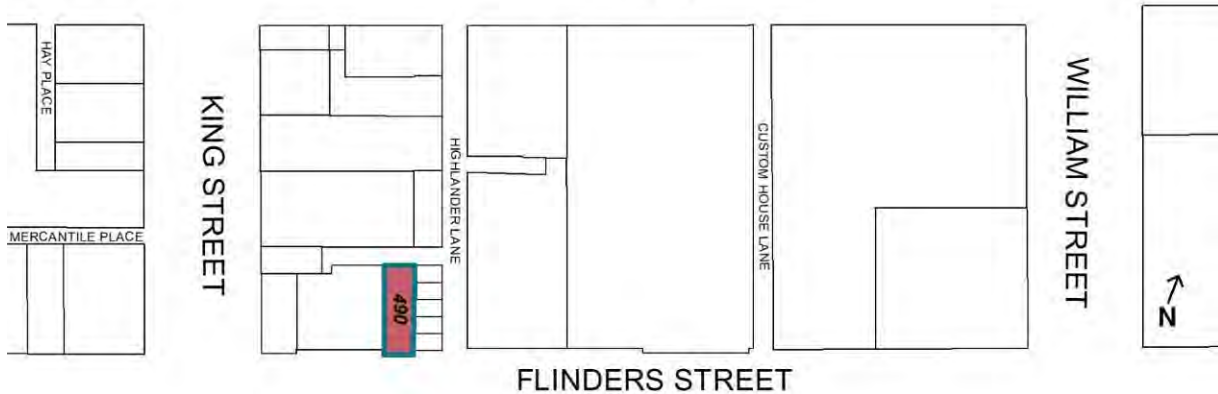
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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ [Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

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



FLINDERS LANE



SURVEY DATE: January 2019

SURVEY BY: Context

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

## THEMES

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

## LAND USE

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

## RECOMMENDATIONS

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

**Extent of overlay:** Refer to map

## SUMMARY

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



## HISTORICAL CONTEXT

### Building a commercial city

#### *Developing a retail centre*

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

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

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

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

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

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

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

## SITE HISTORY

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

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

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

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

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

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

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

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

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

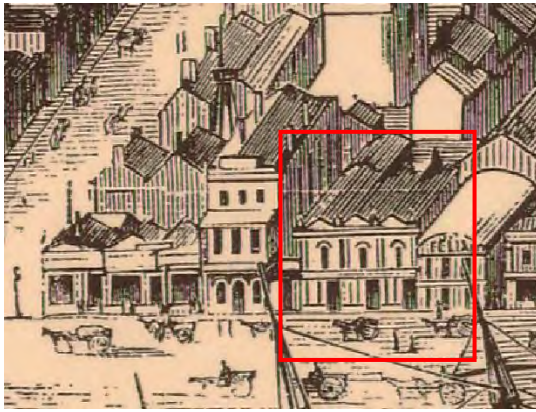


Figure 1. Extract from a lithograph showing Willis' buildings in 1880. (Source: Calvert 1880, NLA)

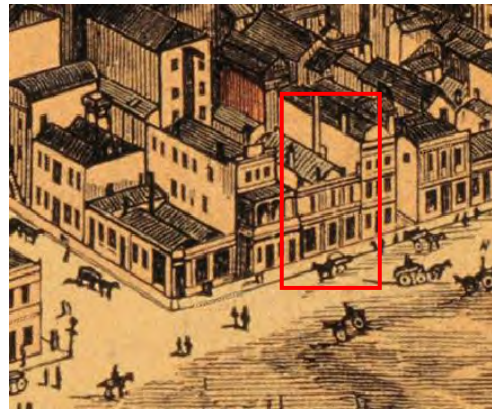


Figure 2. Extract from a lithograph showing Willis' Buildings in 1882. (Source: Cooke 1882, SLV)

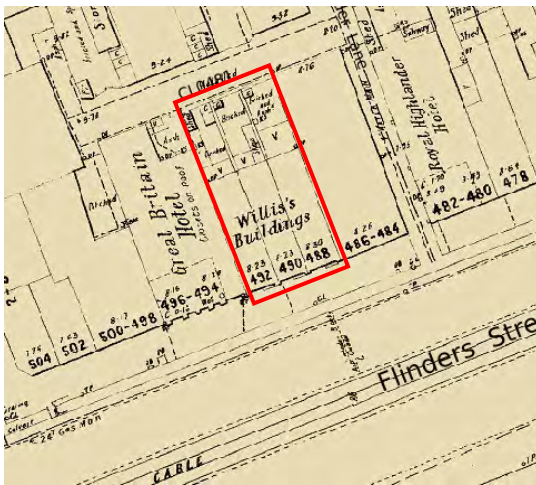


Figure 3. Extract from a MMBW Detail Plan showing the subject site in 1895. (Source: MMBW Detail Plan no 739 1895)



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

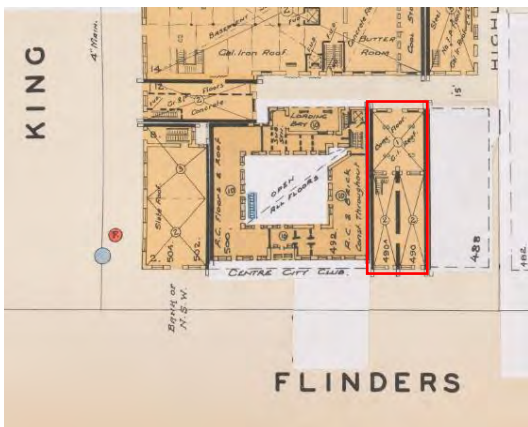


Figure 5. In 1948, the two surviving buildings were connected internally and a single storey workshop added at the rear. The extract from a Mahlstedt map, amended after 1948, showing 490 Flinders Street shows the two buildings after the demolition of the third terrace. (Source: Mahlstedt Map Sect 1,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

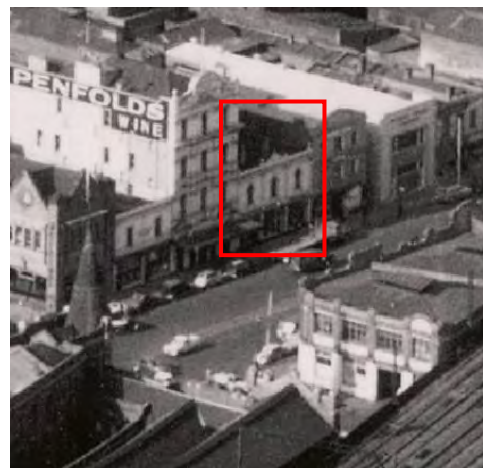


Figure 6. Extract from a 1950s aerial photograph of Melbourne looking northeast showing Willis' Buildings prior to the demolition of the third terrace. (Source: Pratt c1950, SLV copyright)





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

#### *George Willis, builder*

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

#### **SITE DESCRIPTION**

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

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

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

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

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

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

### **INTEGRITY**

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

### **COMPARATIVE ANALYSIS**

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

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

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

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

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



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

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

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



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

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

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





Figure 10. 171 Bourke Street, built in 1867.

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

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



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

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

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



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

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

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



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

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

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

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

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**ASSESSMENT AGAINST CRITERIA**


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

---

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

---

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

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

---

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

---

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

---

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

---

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

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**RECOMMENDATIONS**

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

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

**MELBOURNE PLANNING SCHEME**

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

**OTHER**

N/A

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**D

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**Central City Heritage  
Study 1993**C

---

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

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**Central City Heritage  
Review 2011**Ungraded

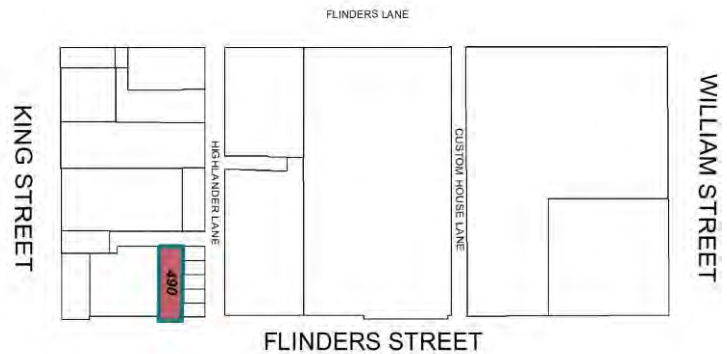
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## STATEMENT OF SIGNIFICANCE

### Heritage Place: Willis' Buildings



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



### What is significant?

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

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

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

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

### How it is significant?

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

### Why it is significant?

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

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

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

#### **Primary source**

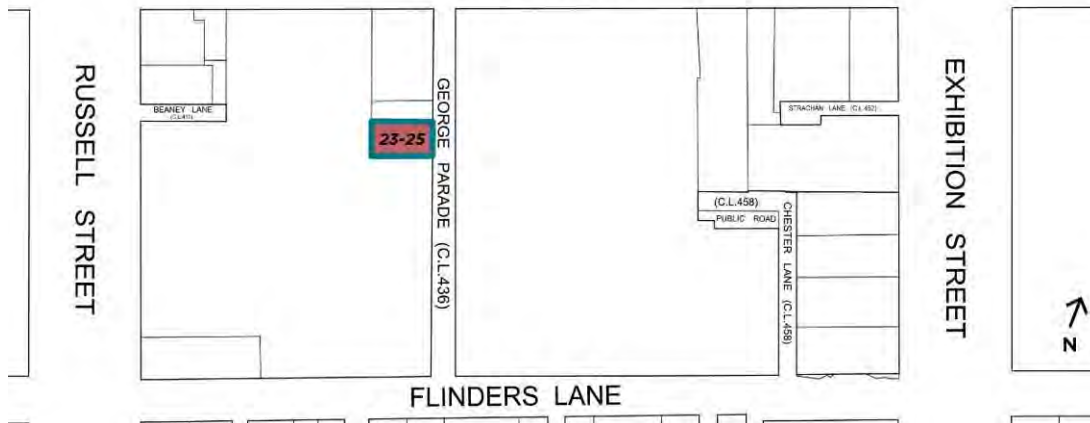
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~~[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

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



COLLINS STREET



SURVEY DATE: October 2017

SURVEY BY: Context

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

**THEMES**

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

**LAND USE**

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

**RECOMMENDATIONS**

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

**Extent of overlay:** Refer to map

**SUMMARY**

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

## HISTORICAL CONTEXT

### Creating a functioning city

#### *Transport*

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

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

Motor vehicles transformed the city. David Wixted writes,

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

#### *Providing essential services*

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

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



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

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

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

## **SITE HISTORY**

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

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

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

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

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

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

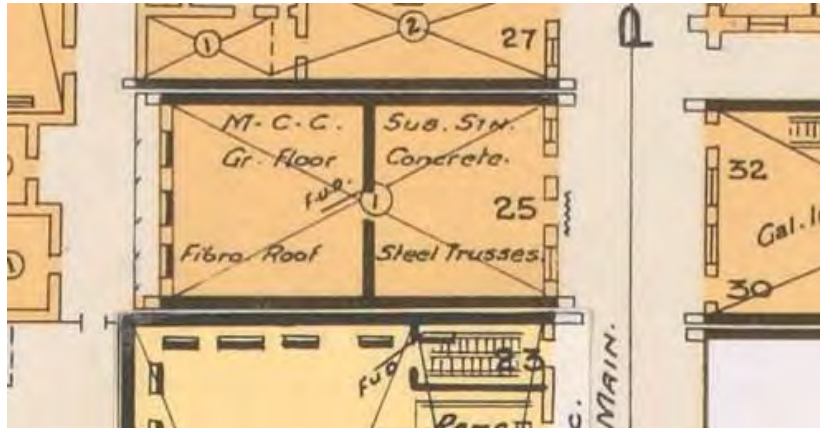


Figure 1. Detail from 1948 Mahlstedt plan shows rebuilding to the subject property. (Source: Mahlstedt Map Section 1, no 6, 1948)



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

### SITE DESCRIPTION

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

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

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

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

## **INTEGRITY**

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

## **COMPARATIVE ANALYSIS**

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

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

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

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

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



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

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

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



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

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

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



Figure 5. 28 Crossley Street, construction date unknown.

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

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



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

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

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



Figure 7. 21 Market Lane, construction date unknown.

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

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



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

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



## ASSESSMENT AGAINST CRITERIA

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

**RECOMMENDATIONS**

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

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

**MELBOURNE PLANNING SCHEME**

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

**OTHER**

N/A

## REFERENCES

*Age*, as cited.

*Argus*, as cited.

Australian Architectural Index (AAI), as cited. Copyright Miles Lewis.

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985** Ungraded

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**Central City Heritage  
Study 1993** Ungraded

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

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**Central City Heritage  
Review 2011** Ungraded

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## STATEMENT OF SIGNIFICANCE

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

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



### What is significant?

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

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

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

Later alterations are not significant.

### How it is significant?

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

### Why it is significant?

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

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

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

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

#### **Primary source**

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





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



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

**THEMES**

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

**LAND USE**

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

**RECOMMENDATIONS**

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

**Extent of overlay:** Refer to map

**SUMMARY**

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

## HISTORICAL CONTEXT

### Building a commercial city

#### *Melbourne as a trading port*

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

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

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

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

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

## SITE HISTORY

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

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

According to Graeme Butler,

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

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

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

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

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

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

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

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

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

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



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

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

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





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



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



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

## SITE DESCRIPTION

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

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

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

## INTEGRITY

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

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

### COMPARATIVE ANALYSIS

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

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

Selected examples of early Victorian bluestone warehouses include:

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

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



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

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

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



Figure 6. 15-19 McKillop Street constructed 1860.

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

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



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



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

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

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



Figure 9. Rear of 361 Little Lonsdale constructed 1854.

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

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



Figure 10. 585 Little Collins Street constructed 1865.

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

## ASSESSMENT AGAINST CRITERIA

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

**RECOMMENDATIONS**

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

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

**MELBOURNE PLANNING SCHEME**

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

**OTHER**

N/A



## REFERENCES

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

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

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

*Table Talk*, as cited.

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**PREVIOUS STUDIES**

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

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

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

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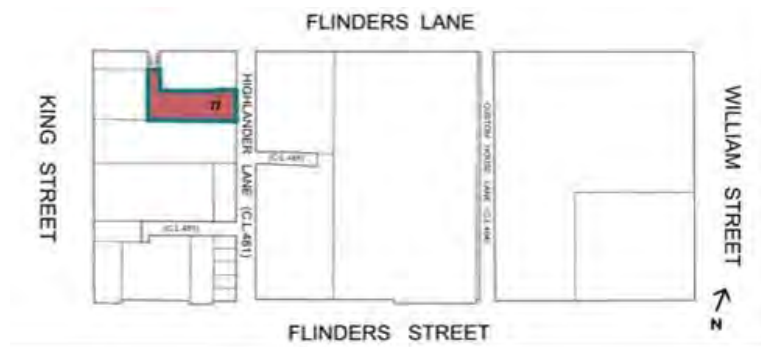
**Central City Heritage  
Review 2011** Ungraded

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## STATEMENT OF SIGNIFICANCE

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

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



### What is significant?

11 Highlander Lane, a bluestone warehouse built in 1854.

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

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

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

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**How it is significant?**

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

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**Why it is significant?**

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

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

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

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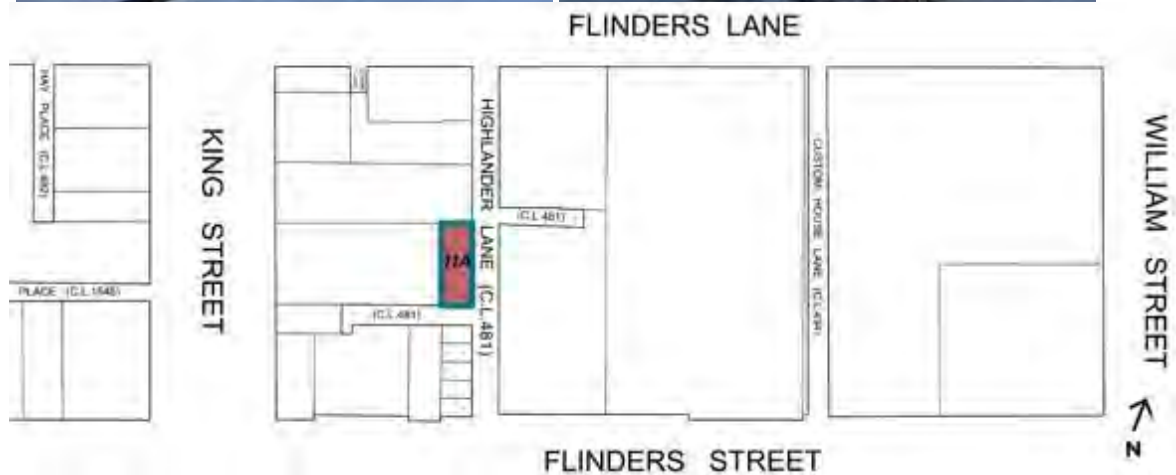
**Primary source**

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



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



SURVEY DATE: May 2017

SURVEY BY: Context Pty Ltd

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



**THEMES**

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

**LAND USE**

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

**RECOMMENDATIONS**

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

**Extent of overlay:** Refer to map

**SUMMARY**

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

## HISTORICAL CONTEXT

### Building a commercial city

#### *Building a manufacturing industry*

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

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

## SITE HISTORY

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

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

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

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

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

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

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

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

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

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

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

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



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

## SITE DESCRIPTION

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

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

### INTEGRITY

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

### COMPARATIVE ANALYSIS

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

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

Examples of brick warehouses include:

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

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



Figure 2. 25-31 Sutherland Street constructed c1900.

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

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



Figure 3. 17 Somerset Place constructed c1907-8.

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

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



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

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

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



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

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



## ASSESSMENT AGAINST CRITERIA

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

**RECOMMENDATIONS**

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

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

**MELBOURNE PLANNING SCHEME**

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

**OTHER**

N/A

## REFERENCES

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

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

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

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**PREVIOUS STUDIES**

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

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

---

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

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**Central City Heritage  
Review 2011** Ungraded

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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Warehouse

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



### What is significant?

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

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

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

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

### How it is significant?

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

### Why it is significant?

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

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

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

**Primary source**

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



**SITE NAME** Former Melbourne Shipping Exchange

**STREET ADDRESS** 25 King Street Melbourne

**PROPERTY ID** 105293



**SURVEY DATE:** October 2017

**SURVEY BY:** Context

**HERITAGE INVENTORY** H7822-1848

**EXISTING HERITAGE OVERLAY** No

**PLACE TYPE** Individual Heritage Place

**PROPOSED CATEGORY** Significant

**FORMER GRADE** C

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

**BUILDER:** Not known

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

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

## THEMES

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

## LAND USE

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

## RECOMMENDATIONS

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

**Extent of overlay:** Refer to map

## SUMMARY

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

## HISTORICAL CONTEXT

### Building a commercial city

#### *Melbourne as a trading port*

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

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

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

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

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

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

#### *Building a manufacturing industry*

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

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

## SITE HISTORY

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

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

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

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

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

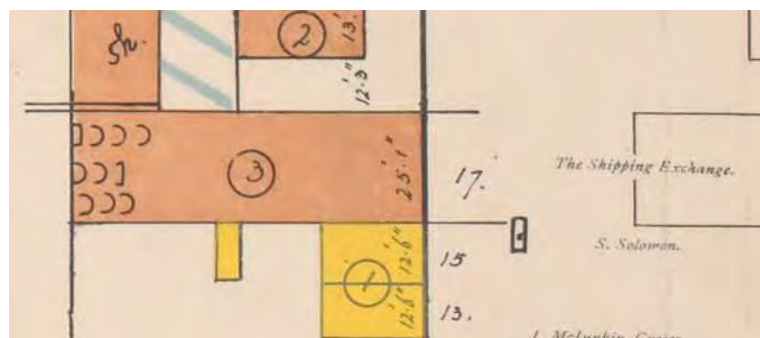


Figure 1. Detail from 1888 Mahlstädt plan shows the original 1885 building on the site before it was destroyed by fire. (Source: Mahlstädt Map, no 1A, 1888)

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

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

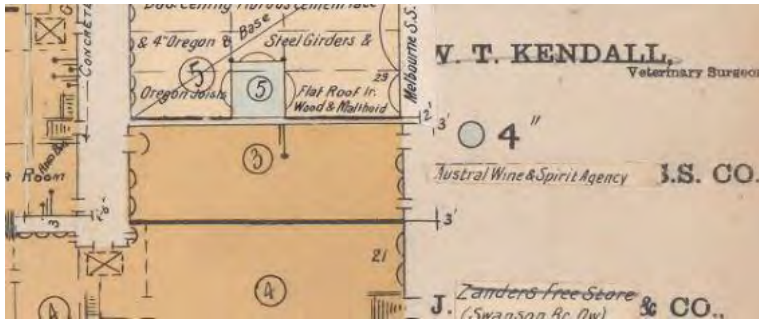


Figure 2. Detail from 1910 Mahlstedt plan shows the current building on the subject site. In 1910 25 King Street was still occupied by the Melbourne Shipping Co., despite a tab for 'Austral Wine & Spirit Agency' blocking out the business name on the above plan. (Mahlstedt Map, no 24, 1910)

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

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

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

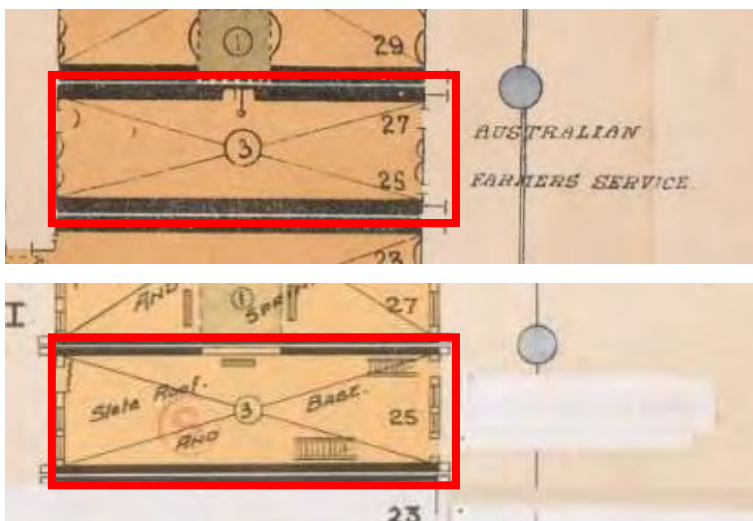


Figure 3. Details from 1925 (top) and 1948 (bottom) Mahlstedt plans show the building at 25 King Street remaining unchanged over the years. (Source: Mahlstedt Map, no 24, 1925; Mahlstedt Map, no 24, 1948)





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

#### *Frederick Williams, architect*

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

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

#### **SITE DESCRIPTION**

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



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

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

## INTEGRITY

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

## COMPARATIVE ANALYSIS

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

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

Selected examples from the 1880s include:

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

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



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

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

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



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

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

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



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

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

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



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

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

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**ASSESSMENT AGAINST CRITERIA**


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

---

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

---

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

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

---

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

---

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

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

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

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**RECOMMENDATIONS**

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

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

**MELBOURNE PLANNING SCHEME**

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

**OTHER**

N/A

## REFERENCES

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*Argus*, as cited.

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*Williamstown Chronicle*, as cited.



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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

D

---

**Central City Heritage  
Study 1993**

C

---

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

Ungraded

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**Central City Heritage  
Review 2011**

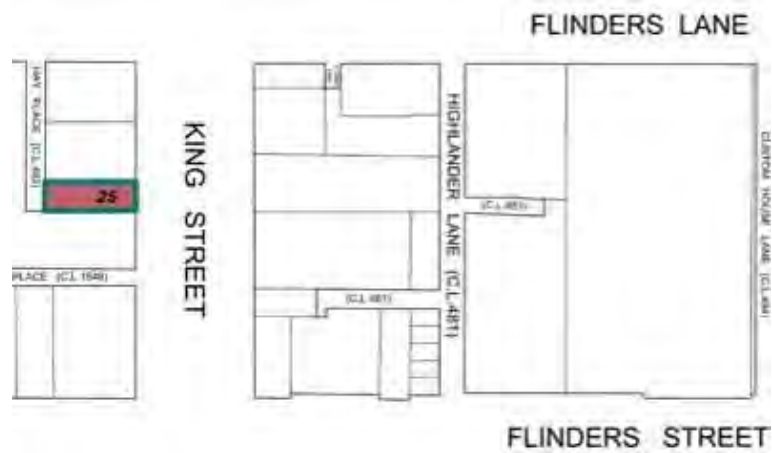
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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Melbourne Shipping Exchange

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



### What is significant?

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

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

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

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

### How it is significant?

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

### Why it is significant?

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

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

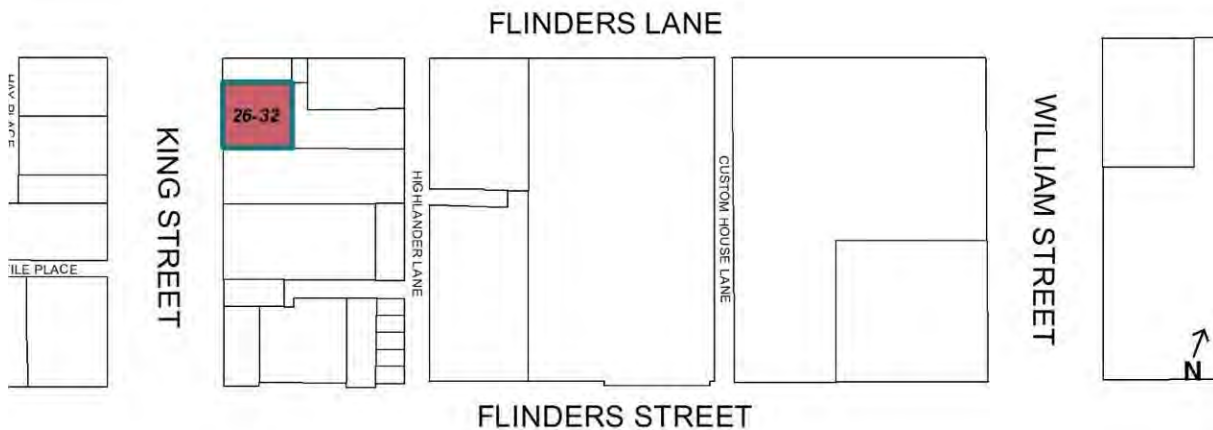
25 King Street is aesthetically significant, demonstrating key characteristics of the Italianate style, including a scholarly arrangement of classical elements such as a decorated parapet, deeply moulded cornices, a variety of windows with segmented, round arched and squared heads and a rusticated ground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

### **Primary source**

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

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



SURVEY DATE: March 2018

SURVEY BY: Context

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

## THEMES

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

## LAND USE

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

## RECOMMENDATIONS

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

**Extent of overlay:** Refer to map

## SUMMARY

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

## HISTORICAL CONTEXT

### Building a commercial city

#### *Melbourne as a trading port*

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

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

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

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

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

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

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



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

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

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

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

#### *Business, finance and speculation*

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

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

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

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

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

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

### **SITE HISTORY**

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



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

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

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

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

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

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

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

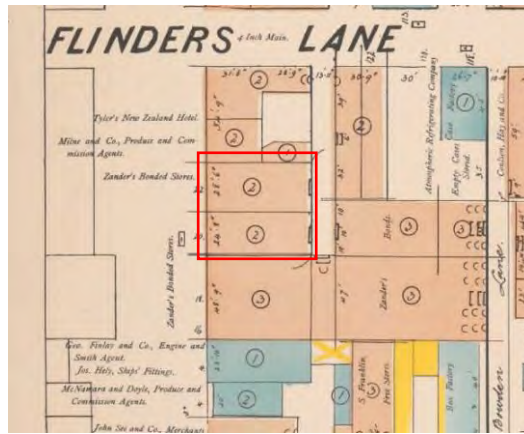


Figure 1. Extract from standard plan showing Zander's Bonded Stores (nos 3 and 4) on the subject site and adjacent Zander's Bonded Stores buildings in 1888. (Source: Mahlstedt Map, section 1, no 2, 1888, SLV)

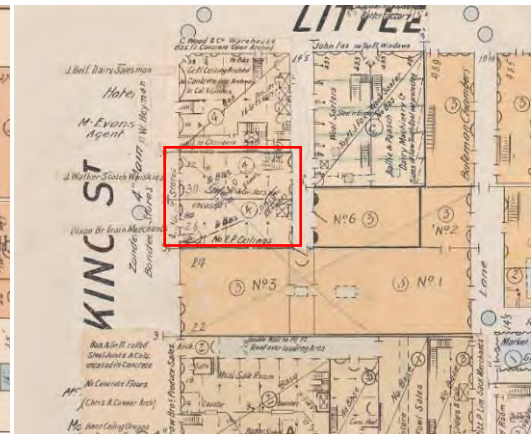


Figure 2. Extract from detail fire survey showing the subject site and Zander's Stores numbering c1912. (The 1910 Mahlstedt plan was amended post 1912). (Source: Mahlstedt Map section 1 no 21, 1910, SLV1)

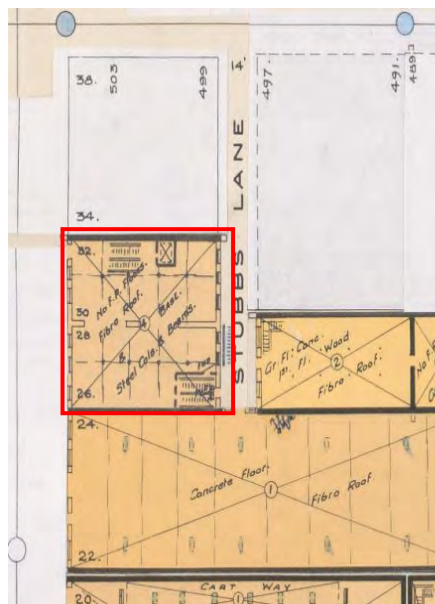


Figure 3. Extract from a survey showing the subject site building in 1948 and the planned demolition of allotments fronting Flinders Lane for the lane expansion. Note that the 1948 Mahlstedt survey has been amended at an unknown date. (Source: Mahlstedt section 1 no 21, 1948, SLV)

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

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

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

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

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

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

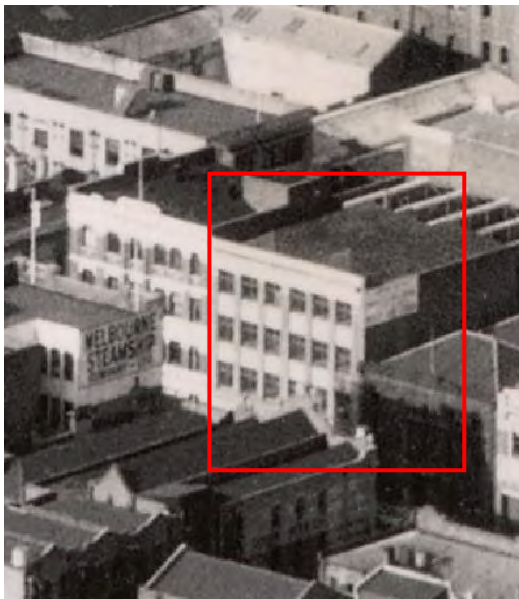


Figure 4. Extract from 1950s aerial photograph of Melbourne looking northeast with the subject building outlined in red and adjacent corner building which was demolished as part of Flinders Lane widening in the 1960s. Note that the ground level openings are obscured (Source: Pratt 1950, SLV [copyright](#))



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

### *Zander's Bonded Stores*

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

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

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

### **SITE DESCRIPTION**

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

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

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

### **INTEGRITY**

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

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

### COMPARATIVE ANALYSIS

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

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

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

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

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

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



Figure 6. 333 Flinders Lane, built in 1912.



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

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



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

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

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



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

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

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



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

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

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

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



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**ASSESSMENT AGAINST CRITERIA**


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

---

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

---

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

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

---

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

---

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

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

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

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**RECOMMENDATIONS**

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

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

**MELBOURNE PLANNING SCHEME**

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

**OTHER**

N/A

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*Table Talk*, as cited.

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

D

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**Central City Heritage  
Study 1993**

C

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

Ungraded

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**Central City Heritage  
Review 2011**

Ungraded

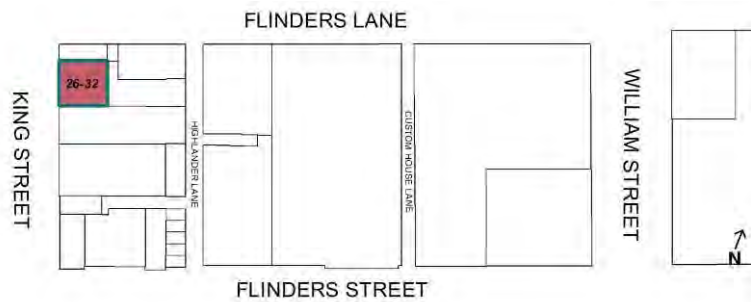
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## STATEMENT OF SIGNIFICANCE

## Heritage Place: Warehouse



PS ref no: HO1338XXXX



## What is significant?

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

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

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

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**How it is significant?**

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

**Why it is significant?**

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

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

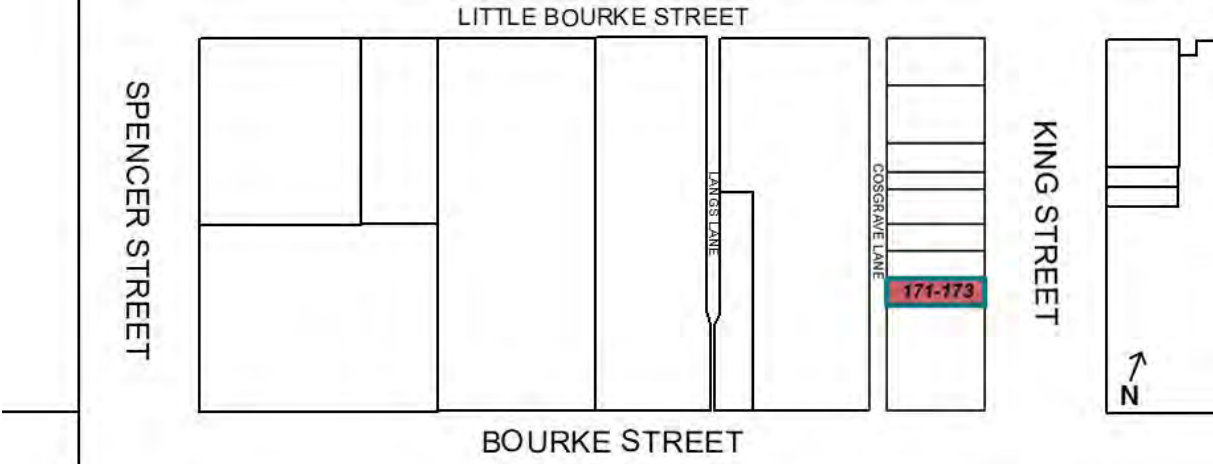
**Primary source**

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



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



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

## THEMES

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

## LAND USE

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

## RECOMMENDATIONS

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

**Extent of overlay:** Refer to map

## SUMMARY

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

## HISTORICAL CONTEXT

### Building a commercial city

#### *Building a manufacturing capacity*

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## **SITE HISTORY**

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

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

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

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

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

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

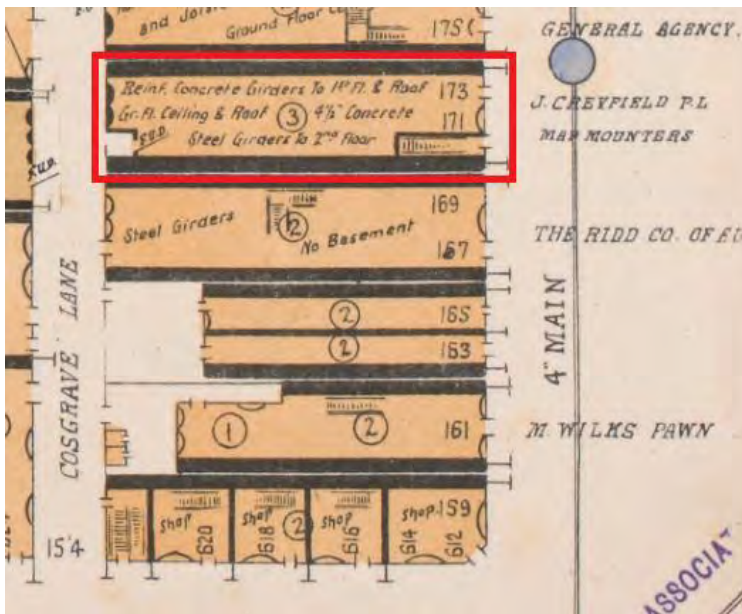


Figure 1. The site as it appeared in 1925. (Source: Mahlsted Map Section 1, no 22, 1925)

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

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



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

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

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

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



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



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

### SITE DESCRIPTION

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

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

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

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

### INTEGRITY

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



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

### COMPARATIVE ANALYSIS

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

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

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

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



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

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

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



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

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

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



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

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

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

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

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

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

## ASSESSMENT AGAINST CRITERIA

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

**RECOMMENDATIONS**

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

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

**MELBOURNE PLANNING SCHEME**

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

**OTHER**

N/A

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

D

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**Central City Heritage  
Study 1993**

C

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

Ungraded

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**Central City Heritage  
Review 2011**

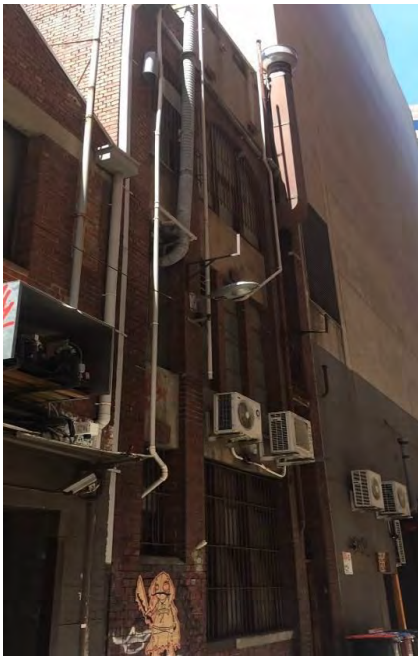
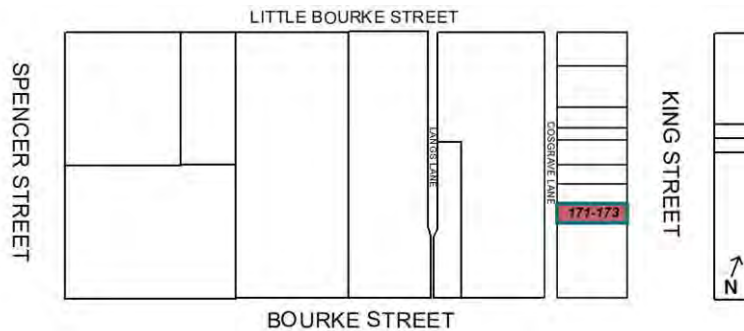
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## STATEMENT OF SIGNIFICANCE

## Heritage Place: Warehouse

PS ref no: [HOHOXXXX1339](#)

## What is significant?

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

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

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

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

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**How it is significant?**

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

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**Why it is significant?**

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

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

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

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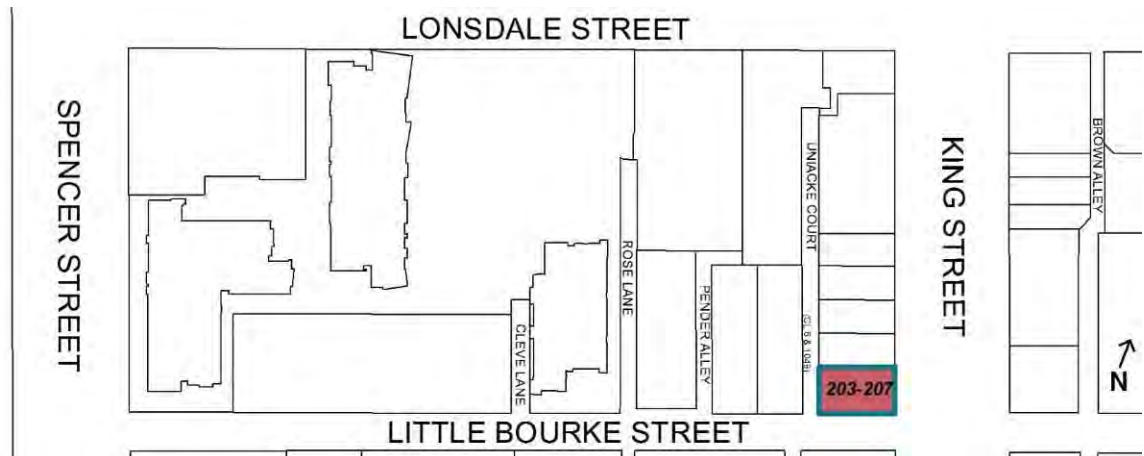
**Primary source**

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



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



SURVEY DATE: October 2018

SURVEY BY: Context

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

**THEMES**

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

**LAND USE**

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

**RECOMMENDATIONS**

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

**Extent of overlay:** Refer to map

**SUMMARY**

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

## HISTORICAL CONTEXT

### Building a commercial city

#### *Building a manufacturing capacity*

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

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

As the City of Melbourne's Municipal Planning Scheme notes, 'With the local impact of Sands & McDougall at the north end of Spencer Street, a printing, publishing and paper goods district was established in West Melbourne by the end of the nineteenth century' (MPS:34).

Development slowed during the economic depression of the 1890s, only recovering with the revival of immigration in the first decades of the twentieth century.

Although affected by World War One in the period 1914-1918, by the end of the 1920s Melbourne's population had reached one million people. In the first decades of the twentieth century, the demand for residential development declined in central Melbourne as many residents moved out of the city to the suburbs, and the booming retail and manufacturing sectors rapidly took up available city properties (Marsden 2000:29-30). Multi-storey workshops, factories and warehouses, many designed by architects, increasingly took over the city centre.

Development in the city slowed with the widespread economic depression of the late 1920s and early 1930s. Because of a lack of finance over this period, instead of new construction, some city buildings were substantially remodelled to create new commercial and industrial spaces.

The printing industry in the city's west was further consolidated in the area with the opening of the Argus Building, from where the *Argus* newspaper was printed and published, on the corner of La Trobe and Elizabeth streets in 1926.

From the 1930s, like the rest of Australia, an increasing proportion of the city's workforce took up jobs in manufacturing, an industry that led Australia's recovery from the economic depression, when, the *Encyclopedia of Melbourne* notes, a

*steep rise in tariffs, devaluation of the Australian pound, falling wages and electricity costs all made local producers far more competitive internationally. Textiles benefited first, then the metals industries and engineering took over as pacemakers* (Dingle 2008).

After being the centre of manufacturing in Australia in the 1930s, Melbourne's importance in this regard began to decline (Context 2012:35). However, from the end of World War Two to the beginning of the 1970s, Melbourne underwent the most sustained growth in its history, mostly based on the manufacturing industry.



## SITE HISTORY

The subject site is located on part of Crown Allotment 17, Block 13, offered for sale in 1839 ('Plan of Melbourne' 1838).

During the Victorian period, the area near the corner of King and Little Bourke streets was developed with Victorian-period working-class residences and retail premises. By the first decades of the twentieth century through until the 1950s, the area became associated with the printing and publishing industry, reflecting the significant growth of industry and manufacturing in Melbourne over this time. A two-storey building (likely a store) and a one-storey building (likely a residence) were in existence on the subject site by 1888. In the same year, butcher, W Child, occupied the two-storey building and by 1905, Pearson Earthenware operated from the building (Fels, Lavelle and Mider 1993, Inventory no 210).

The subject building at 203-207 King Street was constructed in 1912-13 for printer and stationery manufacturer, Thomas George Ramsay.

T G Ramsay & Co, printers, had opened premises in Chancery Lane, Melbourne in 1888 (*Age* 28 July 1888:5).

In 1893, Messrs T G Ramsay & Co, letterpress and lithographic printers and manufacturing stationers of Little Collins Street Melbourne, opened a branch office at View Point in Bendigo. By 1894, the firm had moved its Melbourne offices to 87 King Street (*Age* 24 November 1894:3). In 1910, T G Ramsay & Co commenced operations from new premises at 209-211 King Street, which comprised two-storey brick offices and a factory designed by architects Ward & Carleton (*Argus* 30 June 1909:2). New premises for the company, the subject building, were constructed in 1912-13 at 203-207 King Street. Designed by architect J A B Koch, the brick factory building at 203-207 King Street was constructed by builder James Wright (MCC registration no 3377, as cited in AAI, record no 71707).

In 1923, Ramsay Publishing Pty Ltd was registered to acquire the businesses of T G Ramsay & Co and Shipping Publishing Co Pty Ltd, both located at 203-207 King Street (*Daily Commercial News and Shipping List* 15 August 1923:13). In 1925, the two-storey building with basement was described as constructed of steel columns and girders with a galvanised iron roof. In this year it continued to house printers T G Ramsay & Co (see Figure 1) (Mahlstedt Map Section 1, no 22, 1925). By 1934, Ramsay Publishing, who published mainly books, operated from premises addressed as 197-207 King Street (*Argus* 19 April 1934:3). T G Ramsay & Co remained in the building until 1935.



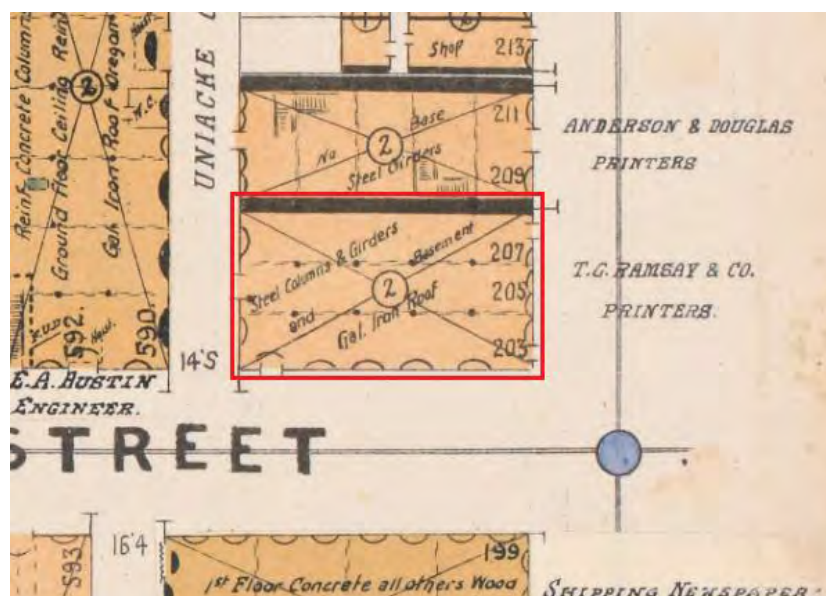


Figure 1. The site as it appeared in 1925. (Source: Mahlstedt Map Section 1, no 22, 1925)

In 1935 the building was briefly occupied by a lithographer by the name of J E Hackett (S&Mc 1935, 1938). In 1939 and 1940, the Textile Technical School Ltd operated from the building at 203-207 King Street (*Age* 27 January 1939:10; *Age* 11 September 1940:2). The building was then used by Kemp & Sheehan, who sold plumbing goods, between 1942 and 1945 (S&Mc 1942, 1945). By 1950, the subject building was occupied by George Wills & Co, shipping agents, who remained there until at least 1974 (S&Mc 1950, 1974).

English born George Wills founded G & R Wills, importers and warehousemen, in Rundle Street Adelaide in 1849, expanding from drapery supplies to include clothing and footwear. By 1922, George Wills & Co had established operations around the world, including London, Manchester, Liverpool, New York, Paris and Morocco (*Advertiser* 23 December 1922:12). To keep up with expansion in Melbourne, the company constructed a large warehouse in Flinders Lane in 1912 (*Advertiser* 23 December 1922:12). G & R Wills became a public company in 1946 *Sydney Morning Herald* 18 November 1946:6).

The subject building in unpainted brick building with signage above the entry reading 'George Wills & Co Limited' c1972 can be seen in Figure 2.

The company was taken over by Industrial Equity c1983, then sold to Southern Farmers which was taken over by Independent Holdings Ltd c1989 (SLSA 2019).

The building was put up for auction in December 1975 and occupied by a law firm named Oakley, Thompson & Co, from 1978 (*Age* 28 April 1977:49; *Age* 25 September 1984; *Age* 11 December 1975:37).

The subject building was refurbished by the Youth Hostels Association (YHA) Australia and converted to a hostel in 1986 (CoMMaps). YHA Australia is a non-for-profit and membership-based organisation that aims to provide affordable accommodation for travellers, whilst encouraging diversity and cross-cultural experiences (YHA 2019). Youth hostels originated in Germany in 1909, with an international federation of youth hostels founded in 1932. The first youth hostel in Australia opened in 1939 in Warrandyte in Victoria, and quickly spread to the other states (YHA 2019). In 1947, a national

meeting took place, which led to the formation of a national body of hostels, which was to be known as YHA. (RCM 2019).

YHA Australia operates 75 hostels that house 8,297 beds with an average of 4,400 guests per night. Over 250,000 people are members of YHA Australia, who hosts 6 million stays per year for guests from over 137 countries (RCM 2019).

YHA Australia remained at the site until at least 1998, and during its occupation the building was used as the headquarters for YHA Victoria (*Age* 29 November 1998:121). The site was sold by YHA Australia in 1999 (CT:V4722 F204).

The subject building was refurbished in 2000 and today operates as a backpacker's hostel (CoMMaps).



Figure 2. Corner Little Bourke Street and King Street, c1972, showing 203-207 King Street on the corner site. (Source: Halla c1972, SLV [copyright](#))

### *J A B Koch, architect*

John Augustus Bernard Koch (1845-1928), architect, was born on 27 August 1845 in Hamburg (Germany), son of Johann Christian Koch, joiner. In 1855 the family migrated to Melbourne. By 1870 Koch was listed in the Melbourne directory as an architect at Richmond, having served his articles with F M White and becoming his assistant (Goad 2012:388).

Appointed architect to the City of Melbourne in 1873, Koch designed the City's hay, horses, cow and pig markets and the corn exchange. Later institutional buildings included two Richmond libraries, the German Club in Alfred Place, and projects associated with the Women's Hospital, Melbourne (of which he was honorary architect and life member) and the Castlemaine hospital. Two of his Richmond hotels, the Spread Eagle and the Prince Alfred, survive in addition to some warehouses, factories and stables (Goad 2012:388). His utilitarian structures are noted for their sound construction, firm lines and sparing use of decorative brickwork (Forge 1983).

Koch is known for his use of classical building styles in the boom period of Melbourne. His best remembered work is the Labassa mansion in Caulfield, Victoria, where he designed and oversaw the complete renovation of an earlier house at great cost (Goad 2012:388). An active community member, Koch was a councillor for Richmond and later mayor (in 1883), as well as being chairman for the local school board. He was president of the Royal Victorian Institute of Architects (RVIA), 1903-04 (Goad 2012:389).

## SITE DESCRIPTION

Located at the northwest corner of the intersection of King Street and Little Bourke Street, 203-207 King Street comprises a two-storey factory/warehouse building with a basement constructed in 1912-13. The King Street and Little Bourke Street elevations are symmetrical comprising four equal vertical bays on King Street and five on Little Bourke Street. The walls are painted (originally unpainted) loadbearing face brickwork. The Federation period warehouse has a restrained design, featuring some elements influenced by Romanesque architecture, including a strong vertical emphasis with brick pilasters featuring curved corners to the reveals, terminating in semicircular arches with four rows of brick on edge voussoirs. The King Street elevation features Art Nouveau style decorated capitals to the brick pilasters at the spring point of the first-floor arches, but these are not present on the Little Bourke Street elevation, indicating a secondary frontage. There are simple recessed spandrels between the pilasters at the first-floor level with a projecting sill below each window opening. The building terminates in a substantial cornice supported on modillions with a simple low brick parapet. Behind the parapet, the roof is pitched and clad in corrugated steel, with a gambrel form at the eastern end.

The original timber frame windows appear to be substantially extant at first floor level, comprising a triple-bay Diocletian pattern. At the ground level, some of the mullions have been removed to create larger shopfront windows although the openings remain unaltered. The ground floor is raised above the street, and is accessed through a doorway on the Little Bourke Street elevation. On both frontages, there are low windows with security bars to allow daylight to enter the basement below the ground floor. The building does not have an awning.

The rear (Uniacke Court) lane elevation is of unpainted loadbearing face brickwork with rendered concrete lintels over the door and window openings, and a simple triangular parapet with roof vent. A face brick chimney with corbelled top rises above the parapet. Most of the window openings appear to be original and retain a mixture of timber and (possibly later) steel framed glazing. Some large exhaust ducting, air conditioning units and machinery have been fixed to the rear wall.

## INTEGRITY

203-207 King Street is substantially intact with only some minor changes visible to original or early fabric. The building retains its original built form, scale and configuration including pilasters, semicircular arches arch tops, Art Nouveau style decorated capitals, cornice supported on modillions and parapets. It retains its original pattern of openings and timber windows, although some of the steel framed windows on the rear (Uniacke Court) elevation may have replaced earlier windows. At street level, the building retains its original refined configuration of masonry and openings. Alterations include the overpainting of the brickwork (which is reversible) and creation of larger windows by the removal of mullions at street level. Overall the building is of high integrity.

## COMPARATIVE ANALYSIS

Modestly scaled factory/ warehouses constructed during the Edwardian/Federation period were an important phase of development in central Melbourne, especially during the late nineteenth and early twentieth centuries. These buildings are typically built of loadbearing face brick, with minimum ornamental detail that, where present, generally references back to classical architecture. Many of these buildings are no longer operating in their original industrial or manufacturing role, often adapted to house businesses or offices with retail at ground level, resulting in substantial changes at street level.

The following examples are comparable with the subject building at 203-207 King Street, being of a similar use, scale, location or construction date. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

### *103-105 Lonsdale Street, 1908 (Significant in HO507 Little Bourke Street Precinct)*

Former warehouse/factory originally of three storeys. Designed in the Romanesque Revival style and built by J J Oliver in 1908. Now an office building with ground level retail it was refurbished and subdivided in 2008 with the addition of two extra storeys and an accessible rooftop.



Figure 3. 103-105 Lonsdale Street, built in 1908.

### *217 Queen Street, 1907 (HO1071)*

A three-storey brick building with ground level retail and upper level offices. Formerly a warehouse and factory. It was designed by Gibbs & Finlay in the American Romanesque style and built by James SG Wright in 1907. It features particularly good Art Nouveau ornamentation.



Figure 4. 217 Queen Street, built in 1907

*612-620 Lonsdale Street, 1911 (HO722)*

Two-storey brick and bluestone building built in 1911 and demolished in mid-2014 with the 1911 heritage façade retained.



Figure 5. 612-620 Lonsdale Street, built in 1911. (Source: Gogle 2019)

The two-storey building at 203-207 King Street is a largely intact example of an early twentieth century factory/warehouse building, utilitarian and functional yet refined in its design, of which there are several surviving examples within central Melbourne (often adapted to house new uses). These buildings were generally built of load-bearing face brick, with restrained decoration compared to their Victorian period precursors, but with some earlier stylistic references.

203-207 King Street is comparable with a number of other HO listed examples of the type, including 103 Lonsdale Street (HO507) and 217 Queen Street (HO1071) where the vertical proportions of the brick pilasters terminating with semicircular arches demonstrate the Romanesque influences often found in Federation period warehouses. It is particularly comparable with 103 Lonsdale Street, (HO507) being relatively austere in its use of applied decoration, especially when compared to 217 Queen Street (HO1071). It is also comparable to 612-620 Lonsdale Street (HO722), although this latter building has a more elaborate parapet.

Unlike most of the other examples, the original brickwork of the subject building has been overpainted, however this change is reversible.



**ASSESSMENT AGAINST CRITERIA**

✓	<p><b>CRITERION A</b> Importance to the course or pattern of our cultural or natural history (historical significance).</p>
	<p><b>CRITERION B</b> Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p>
	<p><b>CRITERION C</b> Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p>
✓	<p><b>CRITERION D</b> Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p>
	<p><b>CRITERION E</b> Importance of exhibiting particular aesthetic characteristics (aesthetic significance).</p>
	<p><b>CRITERION F</b> Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p>
	<p><b>CRITERION G</b> Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).</p>
	<p><b>CRITERION H</b> Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p>

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A



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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**D

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**Central City Heritage  
Study 1993**C

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**Review of Heritage  
overlay listings in the  
CBD 2002**Ungraded

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**Central City Heritage  
Review 2011**Ungraded

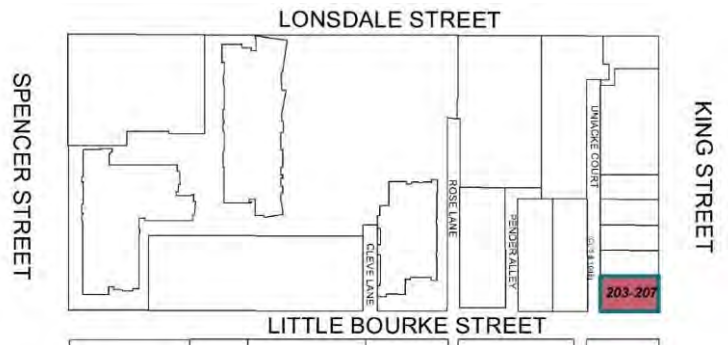
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## STATEMENT OF SIGNIFICANCE

Heritage Place: Former Factory



PS ref no: HO1340XXXX



## What is significant?

203-207 King Street, Melbourne, a two-storey factory/ warehouse building built in 1912-13.

Elements that contribute to the significance of the place include (but are not limited to):

- The original building form and scale;
- The original fenestration, including brick pilasters (some with Art Nouveau capitals), semicircular arches, recessed spandrels, cornice, parapet and pattern of window openings; ~~and~~
- The original timber frame windows.

Later alterations made to the street level facades are not significant.

**How it is significant?**

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203-207 King Street, Melbourne, is of local historic and representative significance to the City of Melbourne.

**Why it is significant?**

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The two-storey factory building at 203-207 King Street is historically significant for the evidence it provides of a key phase in Melbourne's manufacturing history during the first decades of the twentieth century when most residents moved out of the city to the suburbs, and the retail and manufacturing sectors rapidly took up city properties. Multi-storey workshops, factories and warehouses, many designed by architects, were increasingly established in the city centre. The factory building at 203-207 King Street was constructed in 1912-13 to a design by notable architect J A B Koch. Constructed for printer and stationery manufacturer, Thomas George Ramsay, it is also significant as it is indicative of the historical concentration of businesses connected to the printing, publishing and paper goods industry in the west of the city. Ramsay's business, named T G Ramsay & Co, was associated with the Ramsay family, Melbourne printers and publishers since 1888. T G Ramsay & Co occupied the building for 22 years, until 1935. (Criterion A)

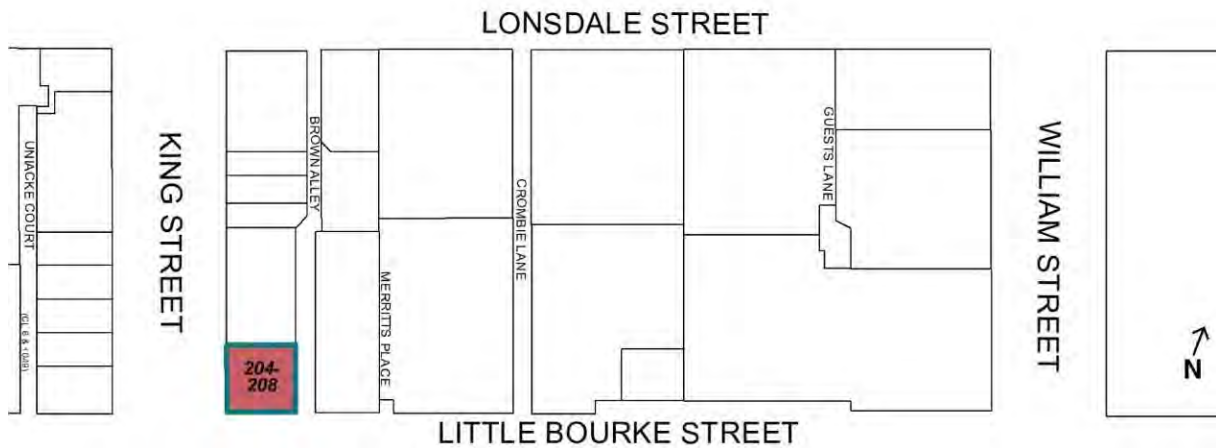
203-207 King Street is significant as a largely intact example of a two-storey Federation period factory/warehouse building featuring some elements influenced by Romanesque architecture. It is one of several such buildings that survive from the period, which are generally low scale and use simple construction of loadbearing face brick walls with either a steel post and beam or reinforced concrete internal structure. It retains its original form and scale, and exhibits key characteristics of its type and style, such as brick pilasters (some with Art Nouveau capitals) terminating in semicircular arches, recessed spandrels, cornice, parapet and pattern of window openings and, at first floor level, timber-framed Diocletian pattern windows. The significance is enhanced by retention at street level of the original refined configuration of masonry and openings. Despite the overpainting, the original form and detailing of the building remain clearly legible. (Criterion D)

**Primary source**

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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ [Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

<b>SITE NAME</b>	Great Western Hotel
<b>STREET ADDRESS</b>	204-208 King Street Melbourne
<b>PROPERTY ID</b>	105384



SURVEY DATE: March 2019

SURVEY BY: Context

<b>HERITAGE INVENTORY</b>	H7822-1223	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Not known	<b>FORMER GRADE</b>	C
<b>DEVELOPMENT PERIOD:</b>	Victorian Period (1851-1901)	<b>BUILDER:</b>	Not known
		<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1864



**THEMES**

<b>ABORIGINAL THEMES</b>	<b>SUB-THEMES</b>
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here.
<b>HISTORIC THEMES</b>	<b>DOMINANT SUB-THEMES</b>
13 Enjoying the city	13.6 Eating and drinking

**LAND USE**

<b>HISTORIC LAND USE</b>	
Archaeological block no: 18	Inventory no: 223
Character of Occupation: Commercial, Residential	
Land sale details not provided.	
1866 Cox	Building on King street frontage
1880 Panorama	
1888 Mahlstedt	Two & one-storey buildings, J O'Brien "Star of the West" hotel
1905/6 Mahlstedt	Two & one-storey buildings, "Great Western Hotel"
<b>THEMATIC MAPPING AND LAND USE</b>	
1890s	Hotel and lodging
1920s	Hotel and lodging, pubs
1960s	Pubs

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

**SUMMARY**

The former Great Western Hotel at 204-208 King Street is a two-storey early Victorian hotel building. Built in 1864 on a prominent corner site, and extended in the 1920s, the former Great Western Hotel operated as a hotel for 153 years, from 1864 until 2017.



## HISTORICAL CONTEXT

### Enjoying the city

#### *Eating and drinking*

Alcohol was a mainstay of a frontier colonial town. During the early period of settlement, many people resorted to alcoholic beverages rather than drink the city's unpalatable and contaminated water. Hotels were abundant in Melbourne; in working-class areas, such as Carlton, there was virtually one on every corner. One of Melbourne city's first permanent buildings was Fawkner's hotel established in 1836 on the corner of William Street and Flinders Lane (Context 2012: 98).

A weakness for drink was considered by many in the Victorian era as a human failing; self-improvement and moral fortitude were the values to strive for. The consumption of hard liquor generally went hand-in-hand with gambling and with Melbourne's lively night life. Social problems associated with drunkenness in late nineteenth-century Melbourne made alcohol a chief cause for steps towards social reform, resulting in the establishment of the powerful temperance movement and local abstinence societies (Context 2012: 90, 98).

Hotels responded to the changing times and circumstances. In the early 1900s, falling hotel standards and pressure from the temperance movement prompted the state government to reduce the number of liquor licenses. From 1907 the Licences' Reduction Board reduced the number of hotels in all districts to 1885 statutory levels. Many hotel buildings were subsequently demolished or adapted to different uses; other hotel owners upgraded and refurbished their buildings from this period through to the 1920s and 1930s in order to meet the new licensing conditions that were contingent on the provision of adequate accommodation and other facilities (Dunstan 2008).

The 'early closing' of hotels at 6.00pm, an effort to curb drunkenness by restrictive legislation, caused other anti-social behaviour, and was overturned in 1966 (Context 2012:98). Of the approximate 100 hotels in existence in central Melbourne in the 1920s, only approximately 45 hotels remained by the 1960s. In 2018, only approximately 12 hotels in central Melbourne retained their historic use and form (CoM 2018).

## SITE HISTORY

The land comprising 204-208 King Street, Melbourne forms part of Crown Allotment 19, Block 18, first purchased by Alexander Davidson of Sydney for £117.0s.16p in 1838 (CoMMaps; 'Plan of Melbourne' 1838; DCSLV 1839).

The subject building, a two-storey brick corner hotel with bluestone quoining, was built in 1864 for P J Martin, esquire (CoMMaps; *Argus* 21 October 1868:3; S&Mc 1864). Opening by December 1864, it operated continuously as a hotel for over 150 years, firstly as the Star of the West Hotel from 1864 until 1892, and then as the Great Western Hotel from 1892 until its closure in 2017 (S&Mc 1865, 1892; *Argus* 20 December 1864:8). Established in 1864, the subject building continuously served as a pub for over 150 years until its recent closure in 2017.

The Star of the West Hotel, addressed as 172 King Street in the 1860s, originally comprised two narrow rectangular built forms (on allotments 204-206 King Street), each with a single entrance and window and separated internally by a party wall, with an attached outbuilding on the southern elevation (see Figure 1 and Figure 2). In 1868 tenders were called for the hotel to be painted (*Argus* 21 October 1868:3).

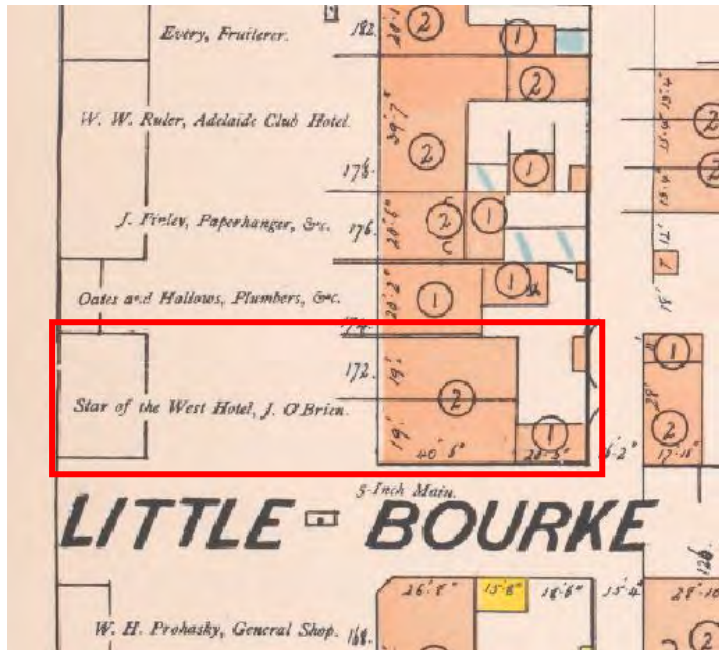


Figure 1. Extract from Mahlstedt fire survey plan showing the original Star of the West Hotel (later Great Western Hotel) building footprint. (Source: Mahlstedt Map no 18, 1888, SLV)



Figure 2. Extract from 1882 engraving of Melbourne, showing the subject building prior to the extension in 1920. (Source: Cooke 1882, SLV)

During the early years, the publican of the hotel changed frequently between 1864-1885, with no single victualler remaining longer than a few years (S&Mc 1870-1890). The first licensee was Thomas Lowrey, followed by John McDonald, who took over as licensee for the subsequent two years (S&Mc 1868). Several inquests were held at the premises in the 1870s, demonstrating that the Hotel had a civic function in early Melbourne (*Age* 18 June 1874:3).

It seems that the Star of the West Hotel also had a reputation for accommodating roguish behaviour; in 1871 then proprietor William Ryan was fined for permitting drunken and disorderly persons to be in his hotel; in 1875 proprietor Bernard O'Hagan was fined for illegally selling liquor on a Sunday; and in 1877 proprietor and landlord Michael Tierney was found guilty of manslaughter of a patron (*Leader* 14 January 1871:23; *Age* March 1875:2; *Argus* 13 January 1877:13). Publicans of the Star of the West

Hotel continued to be fined throughout the 1880s for breaching liquor licensing laws (*Age* 13 July 1888:9; *Melbourne Punch* 10 December 1885:1; *Argus* 17 May 1882:10).

Sydney H Wilson, architect, invited tenders for alterations, general repairs and painting to be carried out to the Star of the West Hotel in 1889 (*Age* 16 October 1889:9). These works were minor repairs and surface treatments as no changes to the building footprint are recorded on the 1895 Melbourne Metropolitan Board of Works Detail Plan (MMBW Detail Plan no 737, 1895). The Star of the West Hotel was renamed the Great Western Hotel by 1892 (S&Mc 1892). Located near Spencer Street Railway Station (now Southern Cross Station), the hotel targeted its advertising towards families and country visitors, offering accommodation, food and drink (*Age* 8 December 1890:3; *Age* 8 December 1890:3).

Thomas Tanner took over the establishment's licence in 1894, and remained the licensee until 1920 (*Age* 26 July 1894:7). A tender was invited for tuck-pointing services for the Great Western Hotel in 1904 (*Age* 11 October 1904:9). After Thomas' death in 1909 his wife Catherine Tanner continued to operate the Great Western Hotel until her death in 1920 (*Argus* 6 September 1920:1)

Thomas Uren was registered as the licensed victualler of the Great Western Hotel in late 1920 (*Argus* 16 October 1920:13). During the proprietorship of Uren, the premises were substantially extended, when 'additions to hotel' were carried out at a cost of £2250, presumably in order to meet new liquor licensing requirements for provision of adequate accommodation and other facilities (MBAI 3079). The two buildings were joined internally by a single opening (see Figure 3) (S&Mc 1905-1920; *Geelong Advertiser* 5 September 1925:5; MBAI). Architect Ernest J Keogh oversaw the 1920 alterations and additions to the Great Western Hotel (*Argus* 20 November 1920:25; MBAI). Uren lived at the hotel with his wife, Elizabeth Uren, until his death in 1922 when the licence was transferred to Elizabeth (*Herald* 25 July 1922:16). Elizabeth Uren transferred the licence of the hotel to John H Gunch in 1938 (*Argus* 5 July 1938:4). After World War Two the hotel management prioritised the employment of returned soldiers (*Age* 1 June 1949:12). W McClure and V H Coleman were registered as directors of the Great Western Hotel in 1947 and subsequently reconfigured the interior as three main sections: bar, dining and saloon (see Figure 4) (*Age* 24 April 1947:8).

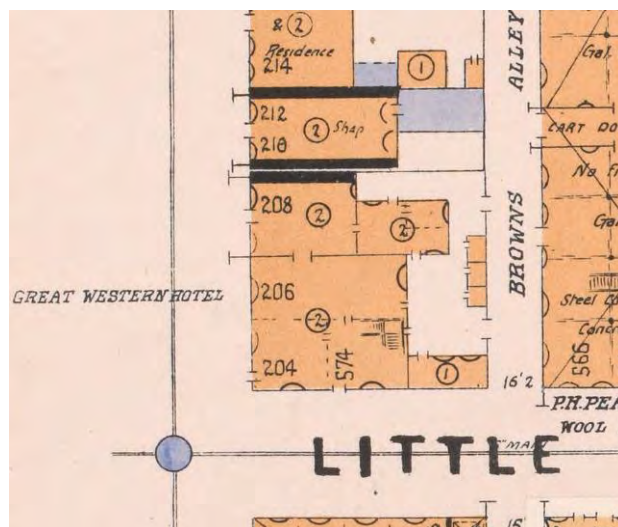


Figure 3. Extract from fire survey plan showing the later, northern addition. (Source: Mahlstedt Map section 1 no 19, 1925, SLV)

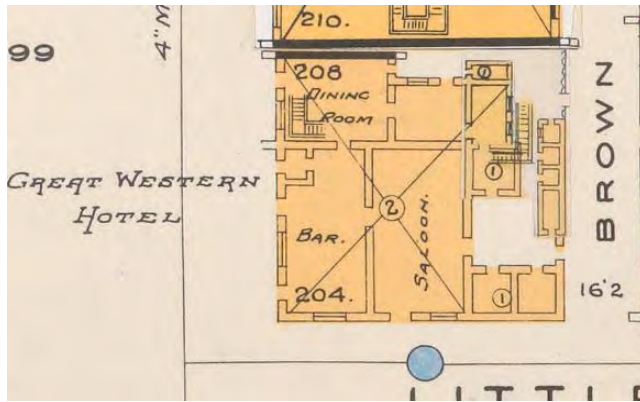


Figure 4. Extract from fire survey plan showing internal layout and reconfiguration. (Source: Mahlstedt Map section 1 no 19, 1948)

The façade of the two-storey addition at 208 King Street replicated in style, materials and window proportions the original 1864 building design at 204–206 King Street, as shown in the cover image and Figure 5. A bathroom was added to the original building in 1928 (MBAI) and in 1938 Robert H McIntyre, architect, invited tenders for alterations and additions to the hotel (*Age* 1 October 1938:5; MBAI).

In the latter decades of the twentieth century the hotel was known as a venue offering affordable food, including ‘legendary dim sim bolognaise’ and \$2 a head pub meals in the 1970s (*Age* 31 May 1991:2; *Age* 22 July 1975:17). The building was numbered 204–210 in 1974 (S&Mc 1974). The Great Western Hotel does not appear to have had any major alterations or additions made since 1972 (see Figure 5). An article published in the *Age* in 1975 describes the décor of the hotel as ‘Victorian Railways Waiting Room 1940s’, suggesting that the interior in the 1970s had not been significantly altered from McIntyre’s works of 1938 (*Age* 22 July 1975:17).

The Great Western Hotel was closed in March 2017. A newspaper article in the same year stated that the ‘pub has been a long-term haunt for barristers and solicitors from the nearby court district, and journalists covering courts and crime’ (*Age* 25 January 2017). Approval for partial demolition of the building and construction of a 26-storey tower was granted in 2017 (*Age* 25 January 2017).



Figure 5. The Great Western Hotel in 1972. Note the ground floor level pattern of fenestration remains unchanged today. (Source: Halla 1972, SLV [copyright](#))

## COMMUNITY CONNECTIONS

### *A traditional pub*

The Star of the West, later the Great Western Hotel, has served as a traditional hotel through its 153-year history, providing accommodation, meals and alcohol to a changing clientele. Changes in clientele most likely reflected the changing nature of this part of the city, and the uses and activities nearby. Even city pubs served a local – often workplace-based – clientele. Located close to the railway and port section of the city, the hotel advertised accommodation for country visitors in the 1890s, presumably taking advantage of its location near Spencer Street Station (now Southern Cross Station), the main terminus for country trains through to today.

During the twentieth century, the Great Western Hotel followed many of the trends used by hotels to survive lean times. In the 1976 for example, it became one of two city hotels – both in King Street – to propose cut-price drinks as part of a weekly “happy hour”, but a bomb threat to both venues, perhaps by a competitor quickly ended this initiative (*Age* 1 April 1976; 2 April 1976). Cheap food was another strategy used by the licensee of the Great Western Hotel to attract clientele. Peter Smark, a highly regarded journalist, started writing independent reviews of Melbourne restaurants for *The Age* in the 1970s, and his work is regarded as setting the standard for Australian newspaper food criticism (*Sydney Morning Herald* 23 June 2000). For example, Smark produced the first edition of *Eating out in Melbourne* in 1977, a forerunner to the Good Food Guide. Smark’s 1975 review of several inner Melbourne pubs comments positively on the food, described as ‘competent and ordinary but at that price (\$2) it’s remarkable’. Cheap meals continued to be a feature of the Great Western right through to its closure in 2017. The 1970s and 80s saw the development of a vibrant pub music scene in Melbourne and the Great Western Hotel followed that trend, advertising live bands and DJs in the weekly EG (Entertainment Guide) in *The Age* in the 1980s and 90s. Other activities held in the hotel included gatherings after the annual ANZAC Day march, and reunions including one for the VICRAIL



Claims Office reunion in 2012, one of many reunions and retirement send-offs held here for railwaymen (Wurr 2017).

By the 2000s, the Great Western Hotel was mainly known for its old-fashioned pub style, regarded as unchanged perhaps since the 1970s or 60s, with its 'bare simplicity', minimal beer-on-tap options and 'a long, beer-mat-covered wooden bar that services two spotless rooms and nondescript patterned carpet dotted with simple two-level tables and bar stools' (Age 9 June 2013). The meals remained cheap and the clientele were 'city workers, footy-heads and folks taken to nostalgia' (Age 9 June 2013). Frank and Shirley Welsford, licensees from the 1990s drew on their experience in running country pubs; they reinforced traditional service, welcoming regulars by their first name, retaining the beer on tap tradition, and not succumbing to trends such as bottled beer over the counter (Wurr 2017). Regulars during this period ranged from public servants to railwaymen; the lunch trade was strong (Vaughn Moore, pers. comm.).

The Great Western was also regarded as a 'long-term haunt (for barristers and solicitors from the nearby court district, as well as journalists covering courts and the crime beat'. Neville Bowler, Walkley Award winning Age photographer frequented the Great Western; his colleague Peter Cox recorded in Bowler's obituary that 'Neville's charm, good humour and ability to tell a good story made him a most popular drinking partner when the usual cleansing ale was consumed at The Great Western Hotel. So popular that a direct phone line was installed from the Age picture desk to the pub' (Age 16 June 2015).

Modernisation of many city hotels, with new facades and interiors, meant that hotels like the Great Western Hotel were sought out by those who liked its traditional, 'old-fashioned' style, décor and the simplicity of its offering. City and Country Hotels Architectural Appreciation Society (CCHAAPS), an informal group of people who enjoy traditional pubs, visited the Great Western Hotel on a number of occasions, regarding its traditional 'country pub' style – one of the last examples in the CBD – as an attraction (Paul Nicholson and Chris Wurr, pers. comm.). Its regular clientele marked the closure of the Great Western Hotel with numerous gatherings for 'last drinks', and a souvenir stubby holder featuring a sketch of the hotel (drawn by a CCHAAPS member) was produced (Chris Wurr, pers. comm.).

## SITE DESCRIPTION

Located on the north-eastern corner of King Street and Little Bourke Street, and abutted by Brown Alley at the rear, the former Great Western Hotel at 204-208 King Street, Melbourne is a two-storey early Victorian hotel building. The original 1864 built form comprised two sections, with a third module, dating from the early 1920s, added to the north of the building. The addition has been executed in a manner to appear visually coherent and uniform with the original design, using the same materials and detailing, and it is likely that the 1864 face brick walls were rendered and painted to blend with the 1920s addition at this time.

The principal façade to King Street is of dark painted render over loadbearing brickwork with bluestone quoining framing the first level windows and corners of the building. It comprises three main bays, with the original two bays adjacent to the Little Bourke Street corner being of a consistent width, while the northern addition is similar but slightly wider. At the street level, simple rectangular pilasters with Doric capitals terminate in a moulded cornice at the first-floor level. At the first floor level there are ten window openings; comprising six vertically proportioned window openings on the King Street frontage and four on the Little Bourke Street frontage. The windows are arranged in pairs, located

centrally within each section. The window openings within the original bays feature painted smooth face bluestone quoins, as does the corner of the building at Little Bourke Street. The quoins to the northern 1920s addition are scribed and painted, imitating the original bluestone. The quoins that originally formed the northern corner of the original building are still visible in the painted render finish. At the roof level there is a moulded cornice, a narrow, partially intact stringcourse sitting underneath the cornice and a simple low parapet, which conceals three linear hipped roof forms. On the corner, there is a raised section above the parapet that appears to be of steel profile sheeting. The windows appear to be early or original double hung timber framed windows.

On the minor frontage to Little Bourke Street, the façade comprises simple flush painted render with no cornice, but is otherwise similar to the principal façade with four equally spaced vertically proportioned window openings and bluestone quoins on the first floor level, although in this case the stone is rough face. At the rear elevation to Brown Alley, the southernmost module has a single-storey wing, and there is a two-storey wing to the northern addition, both of simple painted loadbearing brick.

The architectural features of the façade are generally representative of the Victorian Regency/Italianate styles, albeit quite a restrained and rustic version with minimal decoration or design sophistication.

At the street level, the rendered brick walls sit on a bluestone plinth. Along the King and Little Bourke street frontages, the façades are punctuated by an irregular pattern of timber frame windows and doors. It is likely that these replaced the original openings, and probably date from the 1920s alterations and were certainly in place by 1972 (see Figure 5), although the main doorway entrance on King Street retains its bluestone threshold.

## **INTEGRITY**

The former Great Western Hotel at 204-208 King Street, Melbourne is largely intact. The original building remains legible, to its 1864 alongside the northern bay addition in the 1920s. The 1920s modifications appear to have included the rendering and painting of the original face brickwork to facilitate the blending of the addition with the original building.

Notwithstanding the alterations carried out in the 1920s, the 1864 hotel remains legible, and retains much of its original detail, namely its bluestone quoining, street level pilasters, cornices, pattern of openings and early or original window timber frames. Although the pattern of fenestration at the street level has been altered, and the window and door joinery has been replaced, it retains a substantial amount of solid masonry rather than having been replaced with contemporary aluminium shopfronts.

Alterations to the original 1864 building include rendering and overpainting to both the King and Little Bourke street façades, the addition of the raised section of steel profile sheeting above the parapet, and the changes to the façade at street level. The legibility of the original 1864 building has not been diminished by the construction of the 1920s addition. The 1920s addition was associated with the continued operation of the hotel and, constructed as a 'seamless' extension of the original it is not considered to have adversely affected the integrity of the place as a whole. Overall, the building is of moderate to high integrity.



## COMPARATIVE ANALYSIS

The former Great Western Hotel at 204-208 King Street, Melbourne, originally constructed in 1864 and extended during the 1920s, is a substantial two-storey hotel building on a prominent corner site.

Hotels are a building typology in decline in the City of Melbourne. Examples date from the early years of the establishment of Melbourne as a city through until the present. Some hotels occupied corner sites, while others were located mid-block. It is estimated that over one hundred hotels were operating in the Hoddle Grid Heritage Review study area in the 1920s, with this number dropping to about forty-five in the 1960s. Today it is estimated that there are twelve traditional hotels still operating in the city centre with approximately a further fifteen hotel buildings remaining but not in use as hotels. These numbers indicate that hotels are a declining building type and use within central Melbourne (Context 2018:1103).

A number of nineteenth century hotels were re-built or substantially altered during the 1920s and 1930s in response to requirements of the Liquor Licencing Board. This often included the incorporation of residential accommodation, often to the upper level, and improved amenities.

The subject building at 204-208 King Street is an example of a purpose built early Victorian hotel building, an increasingly rare typology in the City of Melbourne, that operated continuously from 1864 until its closure in 2017. It can be compared with the following examples, drawn chiefly from the *Central City Heritage Review 2011* and other earlier studies, being of a similar original use, scale, style and construction date. The images are provided by CoMMaps unless stated otherwise.

*Metropolitan Hotel, 263-267 William Street, 1925 (Interim HO1231 Recommended as significant in the Hoddle Grid Heritage Review)*

The site has been continually operating as a corner hotel site since 1854. The existing building was built in 1925 to replace an earlier hotel dating from 1854. It is a modest hotel building with simple neo-classical styling, typical of many hotels of the period. Windows to both ground and first floor levels and ground floor entry have been altered.



Figure 6. 263-267 William Street, built in 1925.

*Duke of Wellington Hotel, 142-148 Flinders Street, 1850 (VHR H1175; HO652,)*

The corner section of the Duke of Wellington Hotel was originally built as a stone house for Timothy Lane, in 1850. It was licensed as a hotel in 1853. It is the oldest hotel still operating in Melbourne.



Figure 7. 142-148 Flinders Street, built in 1850.

*Imperial Hotel, 2-8 Bourke Street, 1857 & 1863 (HO524, Significant in HO500 Bourke Hill Precinct)*

Two storey brick and bluestone hotel. Designed in the Renaissance Revival style the first level was built in 1857 and the second storey was added in 1863.



Figure 8. 2-8 Bourke Street, originally built in 1857.

The former Great Western Hotel at 204-208 King Street is a substantial purpose-built early Victorian two-storey hotel building on a prominent corner site, which operated as a hotel for 153 years, from 1864 until 2017. Extended and modified in the 1920s, the original 1864 hotel building remains legible and much of its original detail, namely its bluestone quoining, street level pilasters, cornices has been retained.

Unlike the Metropolitan Hotel at 263-267 William Street, where the windows at ground and first levels have been altered, the former Great Western Hotel retains its original pattern of openings and early or original window timber frames, and other original detail such as its bluestone quoining, street level pilasters, and cornices.

In terms of original and ongoing use, scale, style and construction date, the building is comparable with the Metropolitan Hotel (Interim HO1231), the Duke of Wellington Hotel (HO652) and the Imperial hotel (HO524). The site of the Metropolitan Hotel was in use as a hotel from 1854 although the

original building was replaced in the 1920s. Licensed as a hotel in 1853, the Duke of Wellington Hotel remains the oldest hotel still operating in Melbourne. Unlike the former Great Western Hotel which closed in 2017, the Metropolitan, the Duke of Wellington and the Imperial continue to operate as hotels. The former Great Western Hotel is however notable for its relatively early construction date within the central city.

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**ASSESSMENT AGAINST CRITERIA**


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✓ **CRITERION A**  
Importance to the course or pattern of our cultural or natural history (historical significance).

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**CRITERION B**  
Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

---

**CRITERION C**  
Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

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✓ **CRITERION D**  
Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

---

**CRITERION E**  
Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

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**CRITERION F**  
Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

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✗ **CRITERION G**  
Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

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**CRITERION H**  
Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

D

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**Central City Heritage  
Study 1993**

C

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**Review of Heritage  
overlay listings in the  
CBD 2002**

Ungraded

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**Central City Heritage  
Review 2011**

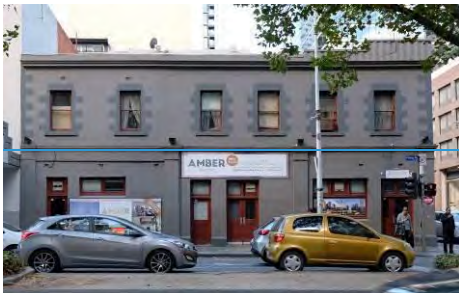
Ungraded

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## STATEMENT OF SIGNIFICANCE

## Heritage Place: Great Western Hotel

PS ref no: HO1341XXXX



## What is significant?

The two-storey hotel building at 204-208 King Street, Melbourne, built in 1864 and extended in c1920.

Elements that contribute to the significance of the place include (but are not limited to):

- The original building form and scale
- The c1920s addition
- The original loadbearing brick walls (later rendered and painted) and pattern of fenestration including pilasters, corner quoins, cornices and parapet, window openings with quoins and projecting sills and rear wings to Brown Alley; and
- The original or early double hung timber frame windows.

Later alterations made to the street level facades and the steel profile sheeting above the parapet are not significant.

## How it is significant?

204-208 King Street is of local historic ~~and~~, representative ~~and social~~ significance to the City of Melbourne.

### Why it is significant?

The former Great Western Hotel is historically significant as a substantial early-Victorian purpose-built hotel in Melbourne. It operated continuously as a hotel for 153 years, from 1864 to 2017, initially under the name the Star of the West Hotel, and from 1892 to 2017 as the Great Western Hotel. Additions in the c1920s were associated with and provide evidence of the continued operation of the hotel under new liquor licensing requirements that required provision of adequate accommodation and other facilities. ~~The former Great Western Hotel was an important meeting place for a diverse clientele, including city workers and the legal and media fraternity, for more than 150 years. It provided a place to meet, socialise and share stories, and was valued for its simple traditional pub-style. The hotel closed in October 2017.~~ (Criterion A)

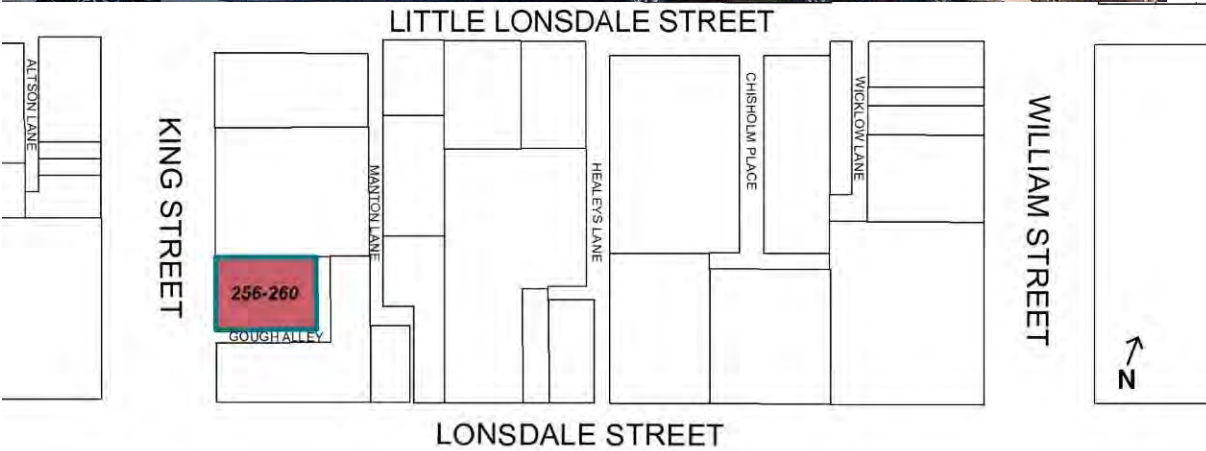
The former Great Western Hotel at 204-208 King Street is significant as a largely intact example of a substantial early Victorian hotel building on a prominent corner site. The building façades retain characteristic architectural features of the Victorian Italianate style, albeit in a restrained and rustic manner with minimal decoration or design sophistication. Extended and modified in the 1920s, the addition replicated the building's original form and detail to create a 'seamless' extension to the north along King Street, while the original building remains legible. The former Great Western Hotel is comparable with other examples of HO listed hotels in central Melbourne with similarly early construction dates and long history of use as a hotel. (Criterion D)

~~The former Great Western Hotel is of social significance for its long connections with the city, serving as a social meeting place for a diverse clientele for more than 150 years. For city workers, and the legal and media fraternity, the Great Western Hotel served as a place to meet, socialise and share stories. Regarded as 'old-fashioned', it attracted a clientele seeking the simple traditional pub style—a bar, good beer, and simple, modestly-priced food. Closure of the hotel in October 2017 was marked by many regulars with farewell visits and online posts expressing a strong sense of connection to the hotel and an appreciation of its ambience, offering a traditional pub style then rare amongst city hotels.~~ (Criterion G)

### Primary source

~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ [Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

<b>SITE NAME</b>	Former Paramount House
<b>STREET ADDRESS</b>	256-260 King Street Melbourne
<b>PROPERTY ID</b>	105377



SURVEY DATE: October 2018

SURVEY BY: Context

<b>HERITAGE INVENTORY</b>	H7822-1232	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Eric C Beedham	<b>FORMER GRADE</b>	C
		<b>BUILDER:</b>	Not known
<b>DEVELOPMENT PERIOD:</b>	Interwar Period (c1919-c1940)	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1929

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here.
HISTORIC THEMES	DOMINANT SUB-THEMES
13 Enjoying the city	13.1 Public recreation

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 10	<b>Inventory no:</b> 132
<b>Character of Occupation:</b> Commercial, Residential	
Land sale details not provided	
1866 Cox	Buildings shown along most of King Street frontage
1880 Panorama	Two-storey building
1905/6 Mahlstedt	Small single-storey building with kitchen at rear
THEMATIC MAPPING AND LAND USE	
1890s	Residential
1920s	Theatres and Cinemas
1960s	Theatres and Cinemas

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

## SUMMARY

The former Paramount House at 256-260 King Street, Melbourne is a two-storey interwar commercial building built in 1929 to a design by architect Eric C Beedham. It was built as one of many 'exchange' centres set up by American film companies around Australia in the 1920s, which were responsible for the distribution and marketing of films. The building initially comprised offices, film vaults, storage accommodation and a small private theatre. The former Paramount House continued to be associated with the moving picture industry for 60 years until 1989. By the 1970s, the building was occupied by Cinema International Corporate Pty Ltd (later CIC-Fox and United International Pictures), a combined distributing venture for American film studios including Paramount Pictures, Universal Pictures, Metro-Goldwyn-Mayer (MGM), United Artists, 20th Century Fox and Walt Disney Productions.

## HISTORICAL CONTEXT

### Enjoying the city

#### *Public recreation*

The first films screened in Melbourne in the 1890s, where audiences watched films in a variety of venues: vaudeville theatres, suburban halls and at open-air venues such as cricket grounds and beaches. Dedicated cinema buildings appeared after 1907. In 1909 T J West opened Melbourne's first purpose-built cinema at the corner of Sturt Street and City Road, South Melbourne. By 1916, there were eight cinemas in Bourke Street presenting continuous screenings (Catrice 2008).

Permanent cinemas were built in the suburbs from 1910. As Daniel Catrice writes:

*By 1919 there were 67 suburban cinemas and 11 cinemas in the city. These cinemas were modest in design and scale compared to the luxury cinemas built during the 1920s. The first of the American-style picture palaces was the Capitol Theatre in Swanston Street, designed by Walter Burley Griffin and opened in 1924. Two of Melbourne's grandest cinemas, the State Theatre in Flinders Street and the Regent Theatre in Collins Street, were opened in 1929. The atmospheric State Theatre was decorated after the style of an ancient Italian courtyard, with trailing clouds and twinkling stars on a blue dome ceiling (Catrice 2008).*

The introduction of sound films in 1929 contributed to changes in cinema design, and the picture palace era ended with the depression of the 1930s. Most of the new construction activity was centred in the suburbs, where Hoyts established itself as the major cinema chain. Construction activity in the city was confined to newsreel cinemas, which screened continuous programs of newsreels (each session lasting about an hour), designed for a smaller, more transient audience (Catrice 2008).

## SITE HISTORY

By 1866, buildings existed along most of the King Street frontage of the subject site at 256-260 King Street, Melbourne. By 1880, a two-storey building had been constructed however, by 1906 this had been replaced with a single-storey building with a separate kitchen at the rear (Fels, Lavelle & Mider 1993, Inventory no 132). The last occupant of the site in 1927, which then consisted of two bluestone and brick cottages, was Lewis John Michel. After Michel's death in 1927, the subject site was sold (*Argus* 21 February 1927:1; *Age* 5 March 1927:3).

The current building at 256-260 King Street was constructed in 1929 (MBAI 11213; *Table Talk* 12 December 1929:26). Built as a two-storey office building for Lasky Films Ltd, it was designed by architect Eric C Beedham (*Royal Victorian Institute of Architects Journal*, September 1931, as cited in AAI, record no 33397).

In 1916, Americans Arthur S Friend and Jesse L Lasky merged their motion picture production companies to establish the Famous Players-Lasky Corporation in Hollywood and acquired Paramount to distribute their films. By 1933 the subject building at 256-260 King Street was occupied by the Paramount Film Service (also called the Paramount Exchange). The aforementioned film companies had a complicated history of merging and name changing directed by their American head office however, from 1933 to the 1960s, the company was almost exclusively referred to under the



Paramount name, as seen in Figure 1 and Figure 2 (S&Mc 1933; Silent Era 2018; Lasky Productions).

By early 1930, at a time when sound had just been introduced to moving pictures, the Paramount organisation was in occupation of the new building (Figure 2), described as 'offices, film vaults and storage accommodation'. In addition, one of the most interesting features of the premises was 'the small private theatre at which trade showings [were] given weekly' (*Argus* 4 February 1930:13).

As Australians developed an appetite for the new visual culture brought by the widening accessibility of films in the 1920s, America's influence over the market began to stifle the production of feature films by Australian companies (NFSA 2018). In 1925, Australians imported 674 films from America in that one year alone (NFSA 2018). With this expansion, American film companies began to set up 'exchange' centres around Australia, which were responsible for the distribution and marketing of films, and as a place from where the business interests of the companies in Australia could be managed (NFSA 2018). The building at 256-260 King Street was an example of one of these exchanges opened by Paramount in Australia.

Very little change was made to the building until 1959, when windows on the ground floor were altered and alterations were made to internal partitions (MBAI 33745).

The former Paramount House was occupied by the dominant international film distributors through to the late 1980s. From the mid-1960s, 256-260 King Street was occupied by two international film distributors; 20th Century Fox Corporation (Australia) Pty Ltd and Paramount Film Services Pty Ltd (S&Mc 1965, 1970).

Due to the decline in cinema audiences in the 1960s, Cinema International Corporation Pty Ltd (CIC) was formed by Paramount Pictures and Universal Pictures as a combined international distribution venture. In 1972, Metro-Goldwyn-Mayer (MGM) joined the CIC, and by the mid-1970s, the 20th Century Fox's Australian distribution arm merged with the CIC to form CIC-Fox. CIC-Fox also represented Walt Disney Productions in Australia (Ross 2016:100, 105; *Age* 14 March 1981:13). Shortly before the merger, in 1974, both the CIC and 20th Century Fox Corporation were listed as the occupants of the subject building. (S&Mc 1974).

The only major alteration to the building during this period was the installation of a theatrette on the first floor in 1975: This is notable due to the building's original use as offices of a film company (MBAI 46076).

In the early 1980s, the CIC became United International Pictures Pty Ltd (UIP), representing American film studios Paramount Pictures, Universal Pictures, MGM and United Artists. A 1982 image of the building shows a cantilevered verandah with attached sign that reads 'Paramount Universal MGM Cinema International Corporation' (see Figure 3). The UIP vacated the building at 256-260 King Street in 1990 (*Age* 30 December 1989:21; 19 September 1990:23).

The building was refurbished in 2002 and is still listed as office space (CoMMaps).



**Paramount Short Features**  
*worth Billing for any show!*

**PARAMOUNT BRITISH SOUND NEWS**  
 "The Eyes and Ears of the World"  
 Issued every week.

**PARAMOUNT TWO-REEL COMEDIES**  
 Harry Langdon,  
 Bing Crosby,  
 Eugene Pallette,  
 Walter Catlett.  
 Short Features with long laughs.

**PARAMOUNT SCREEN SONGS**  
 featuring outstanding artists  
 produced by Max Fleischer.

**BETTY BOOP CARTOONS**  
 Betty Boop and her merry troupe  
 of cartoon characters set for  
 another season's idyllic.

**PARAMOUNT PICTORIALS**  
 Absorbing single-reels.  
 A Short that is long on entertainment.

**SCREEN SOUVENIRS**  
 Original and first in the field.  
 Humorous glimpses of bygone days.

**GRANTLAND RICE SPOTLIGHTS**  
 Supreme sport reel of the world.

**PARAMOUNT HEADLINERS**  
 Stars of Radio, Stage and Screen.  
 Single reels of entertainment and  
 amusement.

**POPEYE THE SAILOR**  
 New cartoon single reel feature,  
 produced by Max Fleischer.

**HOLLYWOOD ON PARADE**  
 Intimate glimpses of the who's who  
 in Hollywood.

**The Book of the Year!**  
**PARAMOUNT'S  
 PRODUCT  
 ANNOUNCEMENT  
 FOR 1934**

will be mailed next week to every exhibitor  
 in Australia and New Zealand.  
 If you fail to receive the industry's most  
 important announcement get in touch  
 immediately with the nearest Paramount  
 Exchange.

New South Wales: 66, Rensselaer Street, Sydney.  
 E. Gordon, Manager.  
 Queensland: 447-471, Ann Street, Brisbane.  
 C. Brooker, Manager.  
 Victoria: 256-260, King Street, Melbourne (C.L.).  
 H. Kelly, Manager.  
 Tasmania: 11, Blake Street, Launceston.  
 G. Hayes, Manager.  
 South Australia: 175-178, Gwyther Place South, Adelaide.  
 C. Ahrens, Manager.  
 Western Australia: 250, Wilkes Street, Perth.  
 G. Newson, Manager.  
 New Zealand: Cross Buildings, Cor. Cash and Deane  
 Streets, Wellington. S. H. Craig, Manager.  
 Auckland: Green House, 291, Queen Street.  
 J. Thompson, Manager.



Figure 1. Advertisement in 1933 for Paramount, listing Victoria's Paramount Exchange at 256-260 King Street. (Source: *Everyone's* 1933: 11)

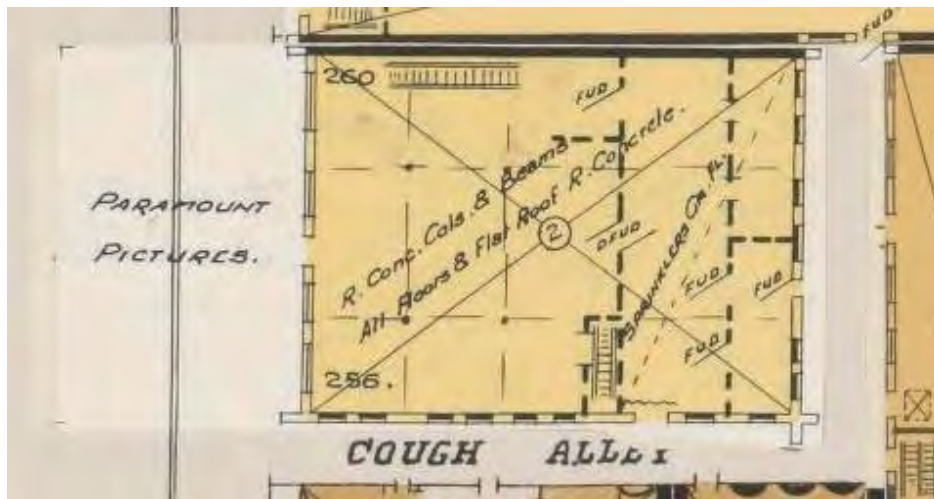


Figure 2. Mahlstedt plans showing subject site labelled Paramamout Pictures c1930. (Source: Mahlstedt Map Section 2, no 2A, 1923 (amended))



Figure 3. The subject site, to the left-hand side of Kilkeny Inn, with a sign on the cantilevered verandah reading 'Paramount Universal MGM Cinema International Corporation'. (Source: Butler 1982 [copyright](#))

*Eric C Beedham, architect*

The *Dictionary of Unsung Architects* contains this entry for architect Eric C Beedham (1895-1947):

*Born in Hobart on 4 September 1895, Eric Claude Beedham...commenced his professional career as an articled pupil of his elder brother, Lancelot Kipling Beedham (1889-1944), who had established an architectural practice in Hobart in 1912. Completing his articles in 1916, the younger Beedham joined the Hobart City Council as an Assistant Engineer & Architect...Later that year, Beedham moved to Sydney and joined the office of John & H G Kirkpatrick, which, at that time, was the preferred architectural firm of the Commonwealth Government. Beedham rose to the position of Managing Assistant for Australia, which required him to oversee the firm's projects undertaken outside New South Wales. In that capacity, Eric Beedham supervised the construction of the Banknote Printing Office in Fitzroy (1923) and the new Commonwealth Bank buildings in Collins Street, Melbourne (1920-24), Moorabool Street, Geelong (1925) and Queen Street, Brisbane (1927-28). Beedham was also involved in the development of the Commonwealth's ambitious War Service Homes programme to provide architect-designed dwellings for returned servicemen.*

*Concurrently, Eric Beedham...maintained a private architectural practice in both Sydney and Melbourne. [In Melbourne] his private practice initially concentrated on residential commissions...by 1930... [Beedham began] to move away from residential projects towards larger-scale commercial and industrial ones. In 1934, he entered into partnership with architect John W Wright (1892-1962)...In partnership for about four years, Beedham & Wright undertook a string of commissions of various types, although the bulk of their output*

*was factories - most of which, moreover, were located in the booming industrial heartland of South Melbourne...By mid-1937, Beedham was again practising on his own, although he continued to specialise in factory design.*

*As was typical for many, Beedham's architectural practice diminished during the later years of the Second World War, but, unlike some, it re-emerged afterwards, when he resumed designing factories in Melbourne's inner industrial suburbs. These, however, proved to be his last projects (Built Heritage 2017).*

## **SITE DESCRIPTION**

The former Paramount House at 256-260 King Street, Melbourne is a two-storey commercial office building constructed in 1929. Located on the eastern side of King Street between Lonsdale and Little Lonsdale streets, it also has a side and rear frontage to Gough Alley.

The King Street façade is generally of painted render over loadbearing brickwork, with some moulded decorative elements above and below the first floor window bays at both ends of the building. Above street level the facade was originally of face brick with the render finish limited to the details (see Figure 3). The façade to the first floor is symmetrical, with a plain wide central bay of three windows and a narrower single window bay at each end. These end windows have recessed semicircular arches above and rectangular panels below, infilled with shields, fluting and other decorative elements. A simple cornice or lintel runs across the tops of all the windows and there is a simple stepped parapet above. The original steel frame windows are extant within the original openings.

The ground floor was substantially altered after 1982. The current shopfronts comprise large panes of glazing set in polished stone clad panels.. A full-length suspended box awning sits above the shopfronts.

The side and rear elevations to Gough Alley are largely intact, being of painted loadbearing face brickwork laid in English bond. The rendered finish applied to the King Street façade continues down for two bays of the southern elevation to Gough Alley. The original or early industrial multi-pane steel frame windows are largely retained on the laneway elevations with painted render lintels over the openings. Some of the windows feature a ventilation system where one row of sashes is angled back and the gap above covered in mesh to provide a measure of permanent ventilation. The steel doors with industrial top-light on the eastern elevation are original. There is a large opening with roller gate on the southern wall, which is a later addition.

## **INTEGRITY**

The former Paramount House at 256-260 King Street is relatively intact with some changes visible to the original or early fabric. The building retains its original scale; principal upper-level façade with decorative panels, cornice and stepped parapet to King Street, fenestrations, pattern of openings and steel framed multipane windows to all elevations. Changes include the rendering of the original face brick walls to its principal façade, the replacement of the original shopfronts, and the over-painting of the side and rear face brick walls. Overall, the building is of moderate/high integrity.

## **COMPARATIVE ANALYSIS**

The former Paramount House was constructed in 1929 as a modest commercial building, incorporating Art Deco influences into its design with reference to classical and regency motifs. As an

example of a low-scale brick building built in the interwar period, the former Paramount House may be compared to the following examples, being of a similar use, scale, or creation date. The below images, dating from 2000s or later, and descriptions are provided by CoMMaps unless stated otherwise.

*307-311 Elizabeth Street, 1927 (Significant in HO1204 Elizabeth Street West Precinct)*

307-311 Elizabeth Street is a two-storey brick building built in 1927 as a motor showroom for Stillwell & Parry (Lovell Chen 2017:51).

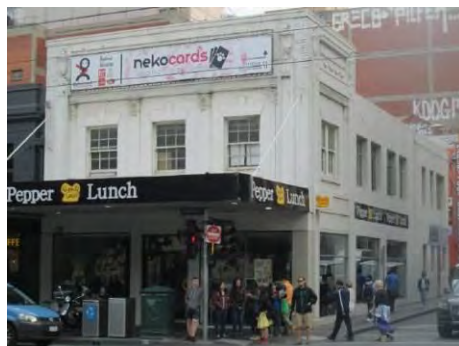


Figure 4. 307-311 Elizabeth Street, built in 1927. (Source: Lovell Chen 2017)

*7-9 Elizabeth Street, 1933 (Recommended as significant in the Hoddle Grid Heritage review)*

7-9 Elizabeth Street is a two-storey building built in 1933 by Hansen & Yuncken to a design by architect Harry A Norris. The building originally housed shops and a café on the ground floor with office space above. Built for tobacco retailer, G Damman & Co, the company occupied the building until at least 1974.



Figure 4. 7-9 Elizabeth Street, constructed in 1933.

*114-122 Exhibition Street, 1925 (Recommended as significant in the Hoddle Grid Heritage Review)*

A three-storey brick former office building. Built in 1925. Refurbished and converted to a bar and restaurant in 2003.





Figure 5. 114-122 Exhibition Street, 1925.

256-260 King Street is a relatively intact example of a modest interwar commercial building, utilitarian and functional yet refined in its design. The restrained design features and detailing are typical characteristics of low-scape interwar commercial buildings.

256-260 King Street is comparable to 307-311 Elizabeth Street (Significant to HO1204 Elizabeth Street West Precinct), 7-9 Elizabeth Street, constructed in 1933 (recommended as significant in the Hoddle Grid Heritage Study) and 114-122 Exhibition Street (recommended as significant in the Hoddle Grid Heritage Study), as a stylistically restrained example of small-scale commercial building constructed of brick during the interwar period.

Alterations observed in the former Paramount House are consistent with many central city buildings of this era that have experienced these changes.

#### *Interwar buildings associated with moving picture industry*

By the 1930s new theatres had appeared in many suburbs, built in the 1920s' period of unprecedented growth in the motion picture industry (VHD record for 'Westgarth Theatre, 89 High Street, Northcote'). The architecture of the picture palaces loosely followed that of live theatres. Most had a large auditorium, coved ceilings, and decorative plasterwork. Stylistically, many of the theatres built in the interwar period drew on the Art Deco style, with reference to Classical and Regency styles, Moderne, Ancient Egyptian symbolism, and other flamboyant and fanciful motifs. Within central Melbourne, although being of much greater scales, the Comedy Theatre (1928) at 228-240 Exhibition Street (VHR H2237; HO632) and the former State Theatre (1929) at 150-162 Flinders Street (VHR H0438; HO653) exhibit similar non-conventional, fanciful motifs typically seen in the interwar theatre architecture.

While a number of interwar period picture theatres of similar scale and style survive in other municipalities (with the inner-city examples in Northcote, Collingwood, Richmond and Burnley), there is no comparable individually significant example within the Melbourne CBD. A contributory-grade Palace Theatre at 20-30 Bourke Street (contributory in HO500 Bourke Hill Precinct) is the only example that somewhat comparable to 256-260 King Street, being of a similar style, construction date and use associated with the moving picture industry. Both the subject building and the Palace Theatre demonstrate the moving picture industries' preference towards Art Deco styling with references to classical and regency motifs; however, the comparison is somewhat limited due to their different historical functions and roles in the film industry.

The former Paramount House is of particular interest as it was specifically designed and continued to be used until at least 1989 as the headquarters for a number of moving picture distribution companies. In 1930, there were at least 15 Australian and international film distribution companies operating in central Melbourne (S&Mc 1930, 1931). Most of these companies rented a space in multi-storey office buildings such as Temple Court at 422 Collins Street (HO609) and Masonic Club Building at 164-170 Flinders Street (HO505) (S&Mc 1930, 1931, 1940). By the 1940s, American film distributors Universal Pictures and Metro-Goldwyn-Mayer (MGM) had established their own headquarters at 572-574 Lonsdale Street and 270 Queen Street. Both buildings remain extant but have been considerably altered. Also, the associations between these buildings in Lonsdale and Queen street and the film industry was short-lived because operation of both businesses consequently merged into the former Paramount House (S&Mc 1940, 1955, 1965).

As a result, the former Paramount House is a rare example of an interwar building associated with the film industry in the City of Melbourne, particularly in terms of it being purpose-built as a film distribution centre with exclusive long-term use (from 1930 to 1989) as the headquarters for a number of prominent international film distribution companies.

**ASSESSMENT AGAINST CRITERIA**

✓	<p><b>CRITERION A</b> Importance to the course or pattern of our cultural or natural history (historical significance).</p>
✓	<p><b>CRITERION B</b> Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p>
	<p><b>CRITERION C</b> Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p>
	<p><b>CRITERION D</b> Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p>
	<p><b>CRITERION E</b> Importance of exhibiting particular aesthetic characteristics (aesthetic significance).</p>
	<p><b>CRITERION F</b> Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p>
	<p><b>CRITERION G</b> Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).</p>
	<p><b>CRITERION H</b> Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p>



**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

D

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**Central City Heritage  
Study 1993**

C

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**Review of Heritage  
overlay listings in the  
CBD 2002**

Ungraded

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**Central City Heritage  
Review 2011**

Ungraded

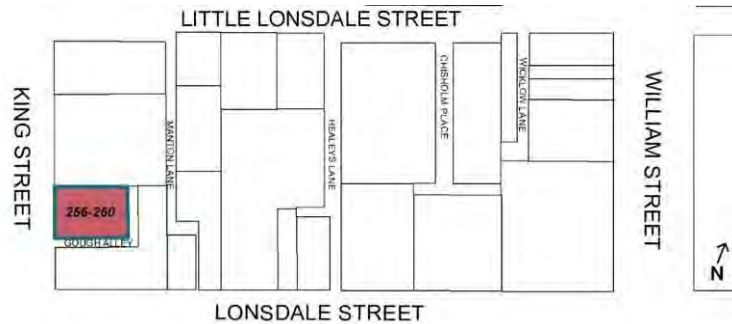
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## STATEMENT OF SIGNIFICANCE

### Heritage Place: Former Paramount House



PS ref no: HO~~1342XXXX~~



### What is significant?

The former Paramount House at 256-260 King Street, Melbourne, a two-storey commercial building built in 1929-30 to a design by architect Eric C Beedham.

Elements that contribute to the significance of the place include (but are not limited to):

- The original building form and and scale;
- The original painted render (possibly originally unpainted) and face brick walls and pattern of fenestration including cornice, parapet, decorative recessed semicircular arches above and rectangular panels below upper floor windows, painted render lintels and pattern of window openings; and
- The original multi-pane steel frame windows.

Later alterations made to the street level façade are not significant.

### How it is significant?

The former Paramount House at 256-260 King Street, Melbourne, is of local historic and rarity significance to the City of Melbourne.

### Why it is significant?

The former Paramount House at 256-260 King Street, Melbourne, constructed in 1929 is historically significant for its ability to demonstrate one aspect of Melbourne's social and cultural history related to the provision of entertainment and the transmission of American popular culture through film from the interwar period. Through its association with American film company Lasky Films Ltd (later Paramount

Films), the building also demonstrates the increased distribution of American films in Melbourne and Australia at a time when sound was introduced to picture making and film production had increased in America. With this expansion, American film companies established 'exchange' centres for the distribution and marketing of films in countries such as Australia. By the 1970s, the building was occupied by Cinema International Corporate Pty Ltd (later CIC-Fox and United International Pictures), a combined distributing venture for American film studios including Paramount Pictures, Universal Pictures, Metro-Goldwyn-Mayer (MGM), United Artists, 20th Century Fox and Walt Disney Productions. The building was long associated with the moving picture industry, from its construction in 1929 to 1989. The building at 256-260 King Street, opened by Lasky Films Ltd, and including a small private theatre at which trade showings were given, provides tangible evidence of this component in the film distribution industry. (Criterion A)

The former Paramount Film Service building at 256-260 King Street is significant as a rare surviving example of a purpose-built interwar commercial building associated with the film industry. Constructed in 1929 to act as a headquarters of prominent international film distribution companies, the building originally incorporated offices, film vaults and storage accommodation and a small picture theatre for trade showings. Its exclusive long-term use (from 1930 to 1989) as the core distribution centre is significant, as no other building of its type within Hoddle Grid is known to have such long-term associations. (Criterion B)

#### **Primary source**

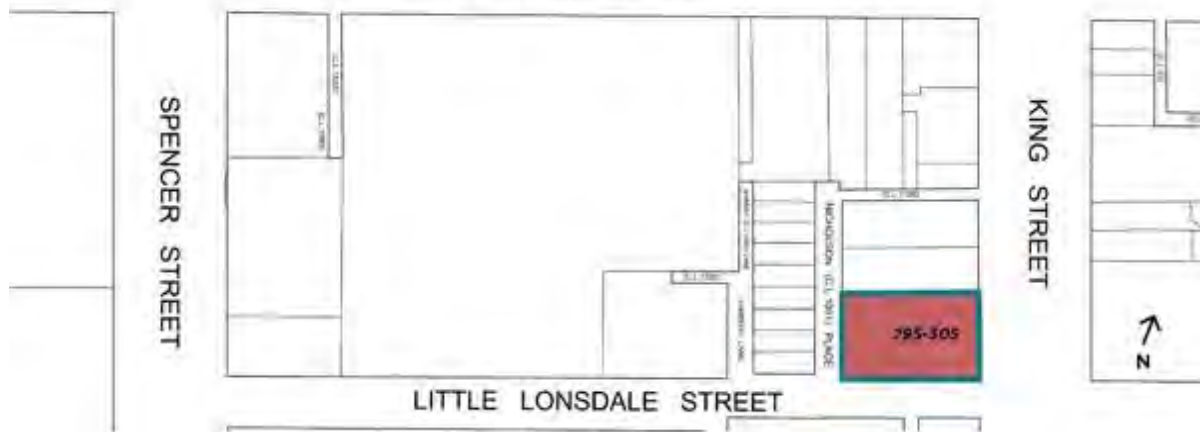
[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ [Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)



<b>SITE NAME</b>	Former Koorie Heritage Trust building and Zander's Warehouse ( <a href="#">now demolished</a> )
<b>STREET ADDRESS</b>	295-305 King Street Melbourne
<b>PROPERTY ID</b>	105319



LA TROBE STREET



SURVEY DATE: October 2017

SURVEY BY: Context

<b>HERITAGE INVENTORY</b>	H7822-1001	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	T R Ashworth	<b>FORMER GRADE</b>	C
<b>DEVELOPMENT PERIOD:</b>	Interwar Period (c1919- c1940)	<b>BUILDER:</b>	Not known
		<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1919



## THEMES

ABORIGINAL THEMES	SUB-THEMES
5.0 Collecting and exhibiting Aboriginal cultural material and its repatriation	5.6 Developing and managing collections of Aboriginal cultural material
7.0 Expressing cultural and spiritual life	7.3 Commemorating the past
	7.4 Honouring significant people
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a Commercial City	5.5 Building a manufacturing capacity

## LAND USE

HISTORIC LAND USE	
Archaeological block no: 01	Inventory no: 01
Character of Occupation: Commercial	
Land sale details not provided.	
1866 Cox	Row of buildings along King Street frontage
1880 Panoramas	Several single-storey buildings
1905/6 Mahlstedt	Two buildings, one two-storey building and large yard area, Murphy Brothers, Grocer.
THEMATIC MAPPING AND LAND USE	
1890s	Not able to be determined.
1920s	Factories and workshops.
1960s	Factories and workshops.

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommended for referral to Aboriginal Victoria for the Victorian Aboriginal Heritage Register.

**Extent of overlay:** Refer to map

## SUMMARY

295-305 King Street is an interwar factory built for John Bernard Zander in 1919. The Zanders were local merchants who established a warehousing business in Latrobe Street in 1852. Part of the former warehouse was occupied by the Koorie Heritage Trust between 2003-2015.

## HISTORICAL CONTEXT

### Building a Commercial City

#### *Building a manufacturing capacity*

From the 1850s, the Yarra River and the docks west of Swanston Street were in essence the 'lifeline' of the city. Port facilities and large warehouses were built in this area to serve shipping interests (Context 2012:39-40).

By the 1880s, the city block bounded by Flinders Street, King Street, Flinders Lane and Custom House Lane comprised multiple produce stores and large-scale bonded stores, including Zander's Bonded Stores and Coles Bonded Stores.

As Melbourne developed through the nineteenth century, so did her manufacturing industry, much of which was established in close proximity to existing warehouses and stores. Flinders Lane became an important area for clothing manufacturers, while Chinese cabinetmakers were concentrated at the east end of town. Food-processing plants were established in north and west Melbourne where factories tended to be small and specialised. Large factories, built in the later nineteenth century and early twentieth century, were mostly built outside the City of Melbourne where land was more easily obtainable (Context 2012:35).

From the 1930s, like the rest of Australia, an increasing proportion of the city's workforce took up jobs in manufacturing, an industry that led Australia's recovery from the economic depression of the late 1920s-early 1930s, when, The *Encyclopedia of Melbourne* notes, a

*steep rise in tariffs, devaluation of the Australian pound, falling wages and electricity costs all made local producers far more competitive internationally. Textiles benefited first, then the metals industries and engineering took over as pacemakers* (Dingle 2008).

After being the centre of manufacturing in Australia in the 1930s, Melbourne's importance in this regard began to decline. In the post-war period many city factories and warehouses were left empty or converted for other uses. (Context 2012:35).

## SITE HISTORY

The site at 295-305 King Street forms part of Crown Allotment 10, Block 32 in the City of Melbourne, purchased by James Simpson. The site was located near Queens Wharf, Melbourne's first wharf, and close to Spencer Street Railway Station when the station opened in 1859. The first documented occupation of the site dates back to 1866, as part of a row of buildings with frontages to King Street. In 1905 Murphy Brothers grocers occupied two buildings and a large yard area on the site (Fels, Lavelle & Mider 1993, Inventory no 1).

#### *J B Zander Pty Ltd, 1919-1938*

In 1919 a brick factory was erected at the subject site, addressed simply as the 'North West corner of Little Lonsdale & King Streets', to the design of architect Thomas Ramsden Ashworth of 325 Collins Street, for John Bernard Zander (Figure 1; Figure 2) (PROV VPRS 11201/P1 unit 18, item 1531).

John Bernard Zander was the eldest son of local merchants John Charles and Cecilia Zander. J C Zander commenced his warehousing business in La Trobe Street in 1852, moving to Highlander Lane

in 1855. Cecilia Zander inherited her husband's business in 1858, expanding the enterprise to a point where she was able to build a new warehouse in King Street in 1873. By 1887 she owned storage capacity equal to 21,000 tons of merchandise (Butler 1995).

In the late nineteenth century, John Bernard Zander was a prominent figure in intercolonial trade, being a chief exporter of poultry to Western Australia as well as an avid inventor, partnering with John Cooke to create improved refrigeration trays and crates for storing and transporting frozen meats (Figure 3) (*Australian Star* 26 May 1898:2; *Weekly Times* 12 June 1897:24).

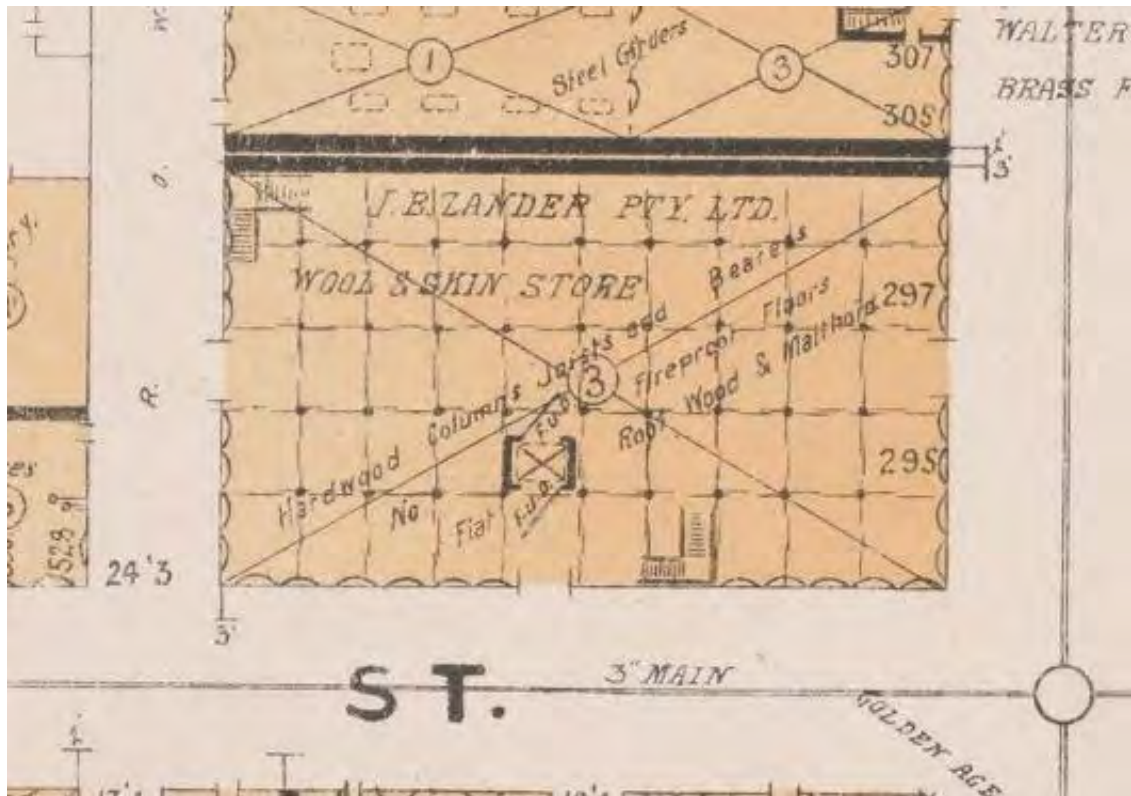


Figure 1. A detail from 1923 Mahlsted plan shows 482-484 Bourke Street as a three-storey hides, skins, and tallow store operated by J B Zander. (Source: Mahlsted Map Section 2, no 1a, 1923)



Figure 2. Original building plans show elevations to King Street (top) and Nicholson Place (bottom). (Source: PROV VPRS 11201/P1 unit 18, item 1531)



Figure 3. Produce under Zander's brand being prepared for export. (Source: *Weekly Times* 12 June 1897:24)

Zander operated a store for hides, skins, and tallow from the site before declaring bankruptcy in 1938 (*Argus* 2 June 1938:16). The warehouse was subsequently auctioned and purchased by the Victorian Casing Co, who had a number of alterations carried out by a variety of builders in the same year. This included reducing the size of the large entrances to the Little Lonsdale Street and King Street elevations (CT: V6408 F1538; PROV VPRS 11200/P5 unit 59, item 19536; PROV VPRS 11201/P1 unit 241, item 20047). From this time the property was addressed as 297-299 King Street.

In 1946 J King, stationer and bookbinder, purchased the property and subsequently employed builder W J Townsend to carry out interior alterations (PROV VPRS 11201/P1 unit 286, item 23353). The Victorian Casing Co continued trading in the building for a further twenty years, along with several other sausage-manufacturing companies (S&Mc 1950, 1955, 1960, 1965). By c1965 King had moved on from the property and Carr & Elliott, manufacturers' agents, and builders Pal & Co Pty Ltd, had taken up residency (S&Mc 1950, 1955, 1960, 1965, 1970 & 1974). In 1968 the property was purchased by the Education Department for use as a trades school (CT: V6408 F1538; S&Mc 1970). Records show that the Department occupied the building until at least 1974, though little is known about the building's tenancy immediately after this.

Between 2003 and 2015, the building at 295-305 King Street was occupied by the Koorie Heritage Trust Inc, a not-for-profit organisation led by Aboriginal people.





Figure 4. A 1960s photograph of King Street West between Little Lonsdale Street and Nicholson Place, showing 295-305 King Street. (Source: Halla c1960-1969, SLV)

*Thomas Ramsden Ashworth, architect*

The *Australian Dictionary of Biography* contains the following information about architect Thomas R Ashworth:

*Thomas Ramsden Ashworth (1864-1935) was born on 5 December 1864 at Richmond, Victoria, son of Thomas Ramsden Ashworth and his wife Mary Jane, née Leeson. His father, educated at Eton and Jesus College, Cambridge, had migrated to Australia, married in 1862 and in 1869 graduated M.B. at the University of Melbourne ...*

*At 13 Thomas ran away to sea. Four years later he was in Melbourne working as a carpenter and builder, and studying architecture. He practised as an architect for many years, was elected a fellow of the Royal Victorian Institute of Architects in 1916, and in the early 1920s was associated with H. D. Annear in designing the Church Street Bridge, Richmond. He had also set up as an estate agent in 1893, buying land at Middle Park and building a series of houses in a street named after him; he later built a block of nine flats in St Kilda Road ...*

*In the last years of his life Ashworth lived at Frankston where he had built a model poultry-breeding farm. In 1888 at St Silas' Church, South Melbourne, he had married Emily Ashweek, who died in 1922. Six years later he married Marguerita Adele Young at St James' Old Cathedral; both marriages were childless. Survived by his wife, he died of arteriosclerotic heart disease in hospital at Fitzroy on 23 August 1935 and was buried in the Melbourne general cemetery. He left an estate valued for probate at £27,087 and in his*

*will requested that the University of Melbourne set up in his name a chair or lectureship or a biennial prize in sociology. His portrait by Streeton is held by the Victorian Employers' Federation. (Nicholls 1979)*

## COMMUNITY CONNECTIONS

From 2003-2015, the building at 295-305 King Street was occupied by the Koorie Heritage Trust Inc, a not-for-profit organisation led by Aboriginal people, that celebrates the history and living culture of the Koorie community. Established in 1985 by Ron Merkel QC, the late Ron Castan AM QC and a respected Koorie elder, the Koorie Heritage Trust is a place where Aboriginal cultural material is collected, preserved and curated by Koorie people. Over the years their cross-cultural activities and programs have helped to generate a greater awareness of the Koorie people and their culture throughout the community (Berg and Bishop 2008). The Trust began at the Melbourne Museum, before moving to King Street and then to the Yarra Building at Federation Square in 2015. Key interior spaces within the Trust's Cultural Centre at King Street included permanent exhibition space, art galleries, a library and resource centre, as well as a large multi-use area and retail (Berg and Bishop 2008).

In c1988 a replica of a scar tree located on Ebenezer Mission station was created for the organisation's foremost exhibition at Museum Victoria and was displayed permanently within the building at 295-305 King Street during the Trust's occupancy (Koorie Heritage Trust Inc 2018). Among other design features, the replica scar tree was unable to be relocated to the Trust's Federation Square premises. In its memory, Indigenous Architecture and Design Victoria Director, Jefa Greenaway, designed a canoe-shaped table referencing the scar. Similarly, key interior spaces in the King Street building were named after people who contributed to the Trust's history, either an Elder or a highly respected supporter. These people and their memory remain important to the Trust, and these design elements from the King Street building have been incorporated into the new premises at Federation Square:

*Our many friends, supporters and community members still fondly remember our King Street home... The design of our spaces at Federation Square continue to pay tribute to our time at King Street. In designing our new spaces, Lyons Architecture working with Indigenous Architecture and Design Victoria (IADV), incorporated original design features from King Street into the fabric of our new spaces as memories of our past. (Koorie Heritage Trust Inc 2018)*

## SITE DESCRIPTION

295-305 King Street is a three-storey rendered brick warehouse from the interwar period. It is located on a corner block bounded by King Street, Little Lonsdale Street and Nicholson Place. The building is built to the property boundaries and has frontages to all three streets. While King Street is the primary frontage and address for the property, it does not dominate as an elevation, with the other two street frontages having similar characteristics and detailing.

Primary aesthetic interest is derived from the scale and form of the building, and its dominant location at the corner of King and Little Lonsdale streets. Consistent materiality and the highly articulated façade contribute to the overall character of the building and to an understanding of it as an industrial building.



The building is designed in the free classical style, with a range of classically derived elements arranged symmetrically across all three visible sides of the building. A parapet with simple detailing runs around the top edge of the building. Vertical piers dominate the facades and give a strong vertical character to the building. The piers run the full height of the building with a simple capital detail where the pier meets the parapet. The piers divide the façade into regular bays with steel framed windows and rendered spandrels at each level.

The corner of the building is treated differently, with more detailing at the upper level over two bay widths. Corner piers and piers second from the end extend to the upper edge of the parapet. Piers one bay in have slightly more decoration. The upper edge of the parapet has a cornice with small block detailing.

On the King Street façade, a name band runs across the parapet with a deep cornice supported by scrolled corbels at its base. Early drawings show the name 'J B Zander Pty Ltd' inscribed on the name band.

Alterations have occurred at ground level. Windows have been replaced and openings extended, and two window openings have been altered to accommodate a recessed entry housing automatic glass sliding doors. An earlier photograph shows two original cornices to the King Street frontage, one above a window second from the left and one above the original doorway and adjacent window to its left. These have been removed, and a large curved canopy now shelters the recessed entry, spanning to also protect the windows either side of this opening.

The west elevation, with a frontage to Nicholson Place, retains original door and window openings with the exception of one infilled window opening at ground level and one opening at the first level that has been extended and also boarded up. Four window openings at ground level and an additional seven at the first level have been boarded up.

The north elevation, bound by the south wall of 307-309 King Street, retains its original unfinished brick facade.

## **INTEGRITY**

The building retains a high level of integrity. Original patterns of vertical banding and fenestration are evident at all elevations. Alterations are evident to the King Street façade at ground level. They include the insertion of a recessed entry housing automatic glass sliding doors and the addition of contemporary canopy above this entry.

## **COMPARATIVE ANALYSIS**

295-305 King Street has strong contemporary associations for Aboriginal people. As part of Aboriginal research undertaken for the Hoddle Grid Heritage Review, a number of places across the city centre are noted as being associated with Aboriginal themes 5.0 and 7.0. These places include sites of reburial of cultural material and Keeping Places including most of the major museums and arts institutions. Within the Hoddle Grid study area are Melbourne Town Hall (and City Gallery), the Board for the Protection of Aborigines Offices Government Printing office, the Argus and Age newspaper offices and the Melbourne General Post Office. Expressing cultural and spiritual life is illustrated by the Scar Project Enterprize Park and Federation Square; including Tanderrum, the SBS office (broadcasters of NITV), and the new Koorie Heritage Trust premises.

Warehouses and industrial buildings are an important building type of the nineteenth and early twentieth century urban landscape of Melbourne. Many of these early storage or manufacturing facilities are no longer operational, often now adapted for businesses or offices. These former industrial buildings are gradually gaining recognition as important historic places, representing a distinct period Melbourne's urban development pattern, and historically as reminders of past businesses. Their architectural expression is derived from the solid massed façade, with simple classically derived detailing, suggesting a utilitarian function. Interwar warehouses tended to adopt a more restrained architectural style in a classical mode when compared with earlier examples from the Edwardian period. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

*215-233 Franklin Street (rear of 186-190 A'Beckett Street), 1923 (HO1157)*

A large, three-storey and face red brick and rendered warehouse building built in 1923, with a symmetrical stripped classical style façade. It was designed by Walter & Richard Butler. The original multi-paned windows were removed from the façade (RBA 2013:D41).



Figure 5. 215-233 Franklin Street constructed 1923.

*337-339 La Trobe Street, 1923-24 (HO1208)*

A three-storey face brick warehouse building with classically derived detailing including bricked pilasters and a dentil cornice.



Figure 6. 337-339 La Trobe Street constructed 1923-24.

*401-405 Little Bourke Street, 1911 & 1933 (Significant in HO1205 Guildford & Hardware Laneways Precinct)*

A four-storey face brick warehouse building with some classically derived detailing including bricked pilasters and a dentil cornice. In 1933, a single-storey shop at 405 Little Bourke Street was incorporated into the existing warehouse. the Little Bourke Street façade was remodelled at this time, resulting in the current configuration of the building (Lovell Chen 2016:3).



Figure 7. 401-405 Little Bourke Street, built in 1911 and remodelled in 1933.

295-305 King Street compares favourably with the examples above as an imposing corner warehouse building, with intact upper level free classical styling. It retains a higher level of integrity than the Franklin Street example which has had the windows replaced.

295-305 King Street remains as a place of strong connection for Aboriginal people, having been associated with the Koorie Heritage Trust from 2003-2015.

**ASSESSMENT AGAINST CRITERIA**

✓	<p><b>CRITERION A</b> Importance to the course or pattern of our cultural or natural history (historical significance).</p>
	<p><b>CRITERION B</b> Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p>
	<p><b>CRITERION C</b> Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p>
✓	<p><b>CRITERION D</b> Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p>
	<p><b>CRITERION E</b> Importance of exhibiting particular aesthetic characteristics (aesthetic significance).</p>
	<p><b>CRITERION F</b> Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p>
✓	<p><b>CRITERION G</b> Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).</p>
✓	<p><b>CRITERION H</b> Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p>

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

This place is recommended for referral to Aboriginal Victoria for consideration of listing on the Victorian Aboriginal Heritage Register.

## REFERENCES

*Argus*, as cited.

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Sands & McDougall, *Melbourne and Suburban Directories* (S&Mc), as cited.

*Weekly Times*, as cited.

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

D

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**Central City Heritage  
Study 1993**

C

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**Review of Heritage  
overlay listings in the  
CBD 2002**

Ungraded

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**Central City Heritage  
Review 2011**

Ungraded

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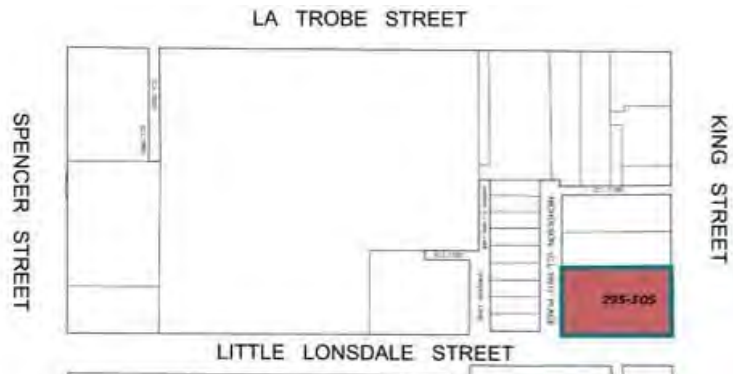


## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Koorie Heritage Trust building and Zander's Warehouse



**PS ref no:** N/A



### What is significant?

The warehouse built for Zanders, a hide tallow and skin store at 295-305 King Street, Melbourne, in 1919.

Elements that contribute to the significance of the place include (but are not limited to):

- The building's original external form, materials and detailing;
- The building's high level of integrity to its original design;
- The parapet, symmetrical arrangement, cornice, vertical piers and capitals;
- The original face brick surface on the norther elevation;
- The opening size and pattern of fenestration, steel framed windows and rendered spandrels; and
- The name band, cornice and scrolled corbels.

Later alterations are not significant.

### How it is significant?

295-305 King Street, Melbourne is of local historic, representative, social and associative significance to the City of Melbourne.

### Why it is significant?

295-305 King Street is historically significant as an example of a factory built in 1919 to a modern design by architect Thomas Ramsden Ashworth. Built for John Bernard Zander, who used the premises for a hides, skins, and tallow store until 1938, the building is also significant for its association with the Zander family, who commenced a warehousing business in La Trobe Street in 1852. 295-305 King Street is historically significant as the second home of the Koorie Heritage Trust and its collection of cultural material, after its move from the Museum of Victoria. (Criterion A)

295-305 King Street is a representative example of an interwar factory/warehouse building, constructed on the city fringe to accommodate industrial/commercial activity such as manufacturing and/or storage of goods. Consistent materiality and its well modelled and characteristic free classical façades with

simplified classical detailing and regular bays of steel framed windows contribute to its overall character and understanding of its use as an industrial building. (Criterion D)

The former Koorie Heritage Trust building at 295-305 King Street is of social significance to Aboriginal people and organisations across south-eastern Australia as the first 'permanent' home for the Trust, an organisation which has played a significant role in asserting Aboriginal identity and expressing traditional and contemporary culture. This first real home for KHT is remembered as an important and formative place that enabled the creation of an Aboriginal-directed central city focus for Aboriginal culture, stories, history and art. The incorporation of design elements from the King Street premises into the new premises at Federation Square demonstrates the important meanings and memories that remain connected to the King Street building. (Criterion G)

295-305 King Street is significant for its use by the Koorie Heritage Trust from 2003-2015. Their cross-cultural activities programs and exhibitions have contributed to generating a greater awareness of the Koorie people and their culture throughout the community. (Criterion H)

#### **Primary source**

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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ [Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

<b>SITE NAME</b>	Former Walton and Scott engineering works <a href="#">(Now demolished)</a>
<b>STREET ADDRESS</b>	307-309 King Street Melbourne
<b>PROPERTY ID</b>	105320



LA TROBE STREET



SURVEY DATE: October 2017		SURVEY BY: Context	
<b>HERITAGE INVENTORY</b>	H7822-1002	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
		<b>FORMER GRADE</b>	C
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Ward & Carleton	<b>BUILDER:</b>	Bade & Co
<b>DEVELOPMENT PERIOD:</b>	Federation/Edwardian Period (1902-c.1918)	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1911

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a Commercial City	5.5 Building a manufacturing capacity

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 01	<b>Inventory no:</b> 02
<b>Character of Occupation:</b> Industrial/Manufacturing	
Land sale details not provided.	
1866 Cox	Row of buildings shown along King Street in 1866.
1880 Panorama	Buildings and vacant lot. 1905 Walter G Scott Brass Foundry, single- and two-storey buildings.
THEMATIC MAPPING AND LAND USE	
1890s	Not able to be determined
1920s	Manufacturing services
1960s	Manufacturing services

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an individually significant place.

**Extent of overlay:** Refer to map

## SUMMARY

The two-storey factory at 307-309 King Street was built for brass workers and engineers Walton and Scott in 1911. Designed by architects Ward and Carleton, the building was constructed in the American Romanesque style - a favoured style for commercial buildings in the Federation/Edwardian period.

## HISTORICAL CONTEXT

### Building a Commercial City

#### *Building a manufacturing capacity*

As Melbourne developed through the nineteenth century, so did her manufacturing industry. Flinders Lane became an important area for clothing manufacturers, while Chinese cabinetmakers were concentrated at the east end of town. Food-processing plants were established in north and west Melbourne where factories tended to be small and specialised. Large factories, built in the later nineteenth century and early twentieth century, were mostly built outside the City of Melbourne, where land was more easily obtainable (Context 2012:35).

After being the centre of manufacturing in Australia in the 1920s, Melbourne's importance in this regard began to decline. In the post-war period many city factories and warehouses were left empty or converted for other uses (Context 2012:35). From the 1930s, like the rest of Australia, an increasing proportion of the city's workforce took up jobs in manufacturing, an industry that led Australia's recovery from the economic depression, when, Tony Dingle notes

*a steep rise in tariffs, devaluation of the Australian pound, falling wages and electricity costs all made local producers far more competitive internationally. Textiles benefited first, then the metals industries and engineering took over as pacemakers (Dingle 2008).*

### Shaping the urban landscape

#### *Expressing an architectural style*

In the central city, the American Romanesque style was the favoured style for commercial buildings and was often combined with Art Nouveau-influenced ornament. Red face brick with limited render accents were the preferred materials, and façades were articulated with large-scale round-arches, sometimes with window bays set into them. Examples of the Romanesque include the Tompkins Bros' Commercial Travellers Building in Flinders Street (1898) and Nahum Barnet's Auditorium Building in Collins Street (1913). The style was also used for more modest factories and warehouses.

## SITE HISTORY

The subject site at 307-309 King Street, originally addressed as 305-307 King Street, is part of the land comprising Crown Allotment 10, Block 32 of the City of Melbourne. The first documented occupation of the site dates to 1866, when a row of buildings with frontages to King Street were in existence (Fels, Lavelle & Mider 1993, Inventory no 2). In 1888-89 Stevenson & Elliot operated a showroom exhibiting landaus, gig buggies and other wheeled vehicles for sale from the site (*Age* 4 March 1890:8).

#### *Walter G Scott's Brass Foundry, 1911-1926*

In 1911 builders Bade & Co of New Street, Brighton, were successful in tendering for the 'erection of a two-storey brick factory at 305 and 307 King Street' for brass workers and engineers, Walton and Scott (*Herald* 7 December 1911:3). Walton and Scott had established their firm in Melbourne in the 1880s and worked from a building at 175-179 Queen Street before moving to the new factory (*Argus* 3 October 1910:9). The well-known firm was successful in winning a number of government contracts,

including the making of metal fittings for railway carriages in 1914 (*Ballarat Courier* 20 February 1914:4).

The architects of the Walton and Scott factory at today's 307-309 King Street were Ward and Carleton, who had also designed a two-storey printing factory on King Street two blocks south of the subject site in 1909. The partnership between Ward and Carleton ended in 1913, and in 1916 and 1923 Ward designed alterations to the factory independently, including the creation of three openings on the northern elevation (later bricked up), and the erection of a north-south brick wall dividing the property in half (Figure 1; Figure 2.) (PROV VPRS 11200/92 unit 6, item 267; PROV VPRS 11201/P1 unit 95, item 7547). Figure 3 shows the building in 1923 as three-storey, with a rear single-storey addition. From examining the 1916 plans and other available evidence it can be assumed that the third storey was an attic floor, and that the rear addition was built at the time of the factory's initial construction (MBAI).

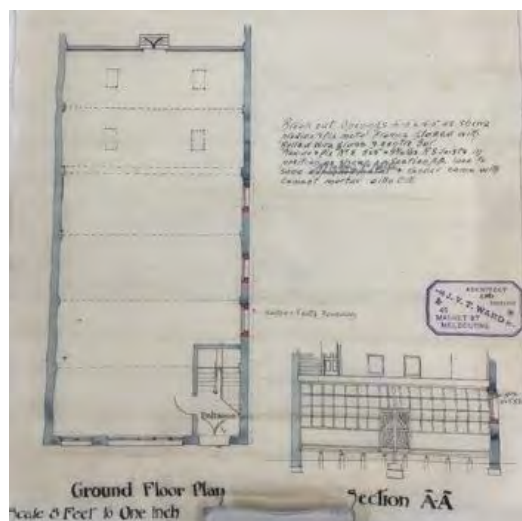


Figure 1. Building application plans from 1916 showing three proposed openings at northern elevation. (Source: PROV VPRS 11200/92 unit 6, item 267)



Figure 2. Building application plans from 1923 showing proposed brick wall to divide the building in red. (Source: PROV VPRS 11201/P1 unit 95, item 7547)



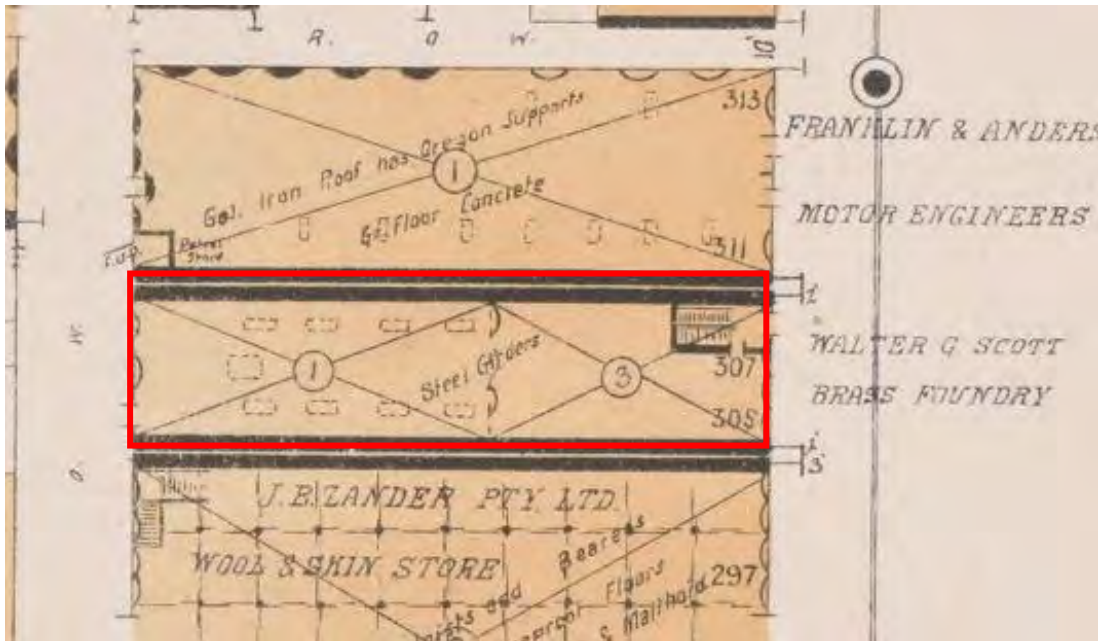


Figure 3. Detail from 1923 Mahlsted plan shows the property at 307-309 (originally 305-307) as a three-storey building with single-storey rear addition. (Source: Mahlsted Map Section 2, no 1a, 1923)

By 1917 Walton had left the partnership, and on Scott's death in 1924 the property was devolved to his wife, Alice (CT: V1829 F602; S&Mc 1918). In 1930 the property was addressed as 307-313 King Street, with general engineers Franklin and Anderson expanding their business from the adjacent property. By 1938 hardware merchants Gilbert-Lodge and Co occupied the building for a short tenancy before it became vacant in 1942. By 1945 engineers and distributors, Wishart's, had taken up tenancy in the building (Figure 4) (*Age* 22 December 1945:5). A few years later the property was transferred from the Scott family to Albert Edward Carroll, a brass founder, who remained in proprietorship until the late 1960s (CT: V1829 F602). Wishart's remained at the property until this time, expanding their business to include Wishart's Tyres in the mid-1950s (S&Mc 1950, 1955, 1960, 1965 & 1970).



Figure 4. An advertisement for Wishart's in the mid-1940s. (Source: *Age* 22 December 1945:5)





Figure 5. A 1960s photograph of King Street West between Little Lonsdale Street and Nicholson Place, showing 307-309 King Street (middle building). (Source: Halla c1960-1969, SLV)

The building at 307-309 King Street is currently occupied by Elizabeth Andrews Corporate Catering, who has operated from the property since the building's refurbishment in 2001.

#### *Ward and Carleton, architect*

From 1897 to 1913, architects John V T Ward (1872-1927) and Alfred E H Carleton (1866-1936) worked in partnership under the name of 'Ward and Carleton Architects and Surveyors', operating from offices at Lincoln Chambers at 341 Collins Street, Melbourne (Brock 2016).

They carried out a broad scope of works in a variety of architectural styles, from the planning of drainage systems and commercial projects, to residential commissions and religious buildings. Ward and Carleton designed numerous bank branches across Melbourne and Victoria, with their largest commercial client being the Commercial Bank of Australia. In 1913 Ward and Carleton went their separate ways, with Carleton remaining at their Lincoln Chambers offices and Ward moving on to practice elsewhere (Brock 2016).

#### **SITE DESCRIPTION**

307-309 King Street is a Federation/Edwardian era brick factory built in a simplified American Romanesque style. The building comprises a principal two-storey structure (with gabled roof) fronting King Street, and a single-storey structure (with flat roof) to the rear with a frontage to Nicholson Place. An external roof shelter was added to this section in 1978.

An early photograph shows the King Street façade as face red brick with rendered accents. It is now finished in cement render. Three vertical piers run the full height of the building which extend past the

parapet at the building edge and divide the façade into three bays. The central bay projects slightly and features a squared gable end with triangular pediment at the top edge. A distinctive semi-circular opening with moulded architrave sits below the gable.

The parapet has simple detailing including a row of rectangular indentations at the upper edge on each side, and a deep cornice with block detail along the base.

A row of four identical windows run across the upper floor. Windows are paired at the lower section and divided into three panes in the upper section.

At street level, (non-original) double doors are located centrally. A window is located on the southern side and, on the northern side, a doorway has a deep cornice above, supported by slender curved brackets.

The north elevation remains as a solid face brick wall (now painted) with a curved section built to meet the parapet end on the front façade. The rear façade is rendered and features a single non-original central opening.

### **INTEGRITY**

The building retains a good level of integrity to the upper King Street façade and other minor elevations. Alterations include full rendering of the façade sometime after the 1960s and alterations to the double entry doors at ground level.

### **COMPARATIVE ANALYSIS**

During the Edwardian era, mid-rise brick warehouse/commercial buildings were frequently built in the central city. While two or three-storey warehouses were most common, some examples of unreinforced brick structure comprising five- to seven-storeys were also built once. The American Romanesque style was favoured for many commercial buildings and was widely adopted.

The subject building compares with the following examples, drawn chiefly from the Central City Heritage Review 2011, being of a similar use, scale, location and creation date. The below images and descriptions are provided by CoMMaps unless stated otherwise, with images dating from c2000 or later.

*103-105 Lonsdale Street, 1908 (Significant in HO507 Little Bourke Street Precinct)*

A three-storey face red brick factory building with rendered panels, tripartite windows and Romanesque style details.



Figure 6. 103-105 Lonsdale Street constructed 1908.

*Former Veall's Building, 490-494 Elizabeth Street, 1913 & 1927 (HO1150)*

Four-storey rendered brick former factory originally built as three-storey c1913. The building was altered and added with fourth level in 1927, with the ground level converted to retail (RBA 2013:D21-D22).



Figure 7. 490-494 Elizabeth Street, built in 1913 & 1927. (Source: RBA 2013:D21)

*87-89 Flinders Lane Melbourne, 1906 (Interim HO1270 – Recommended as significant in the Hoddle Grid Heritage Review)*

A three-storey warehouse and manufacturing premises in the City of Melbourne, built in 1906 for P C Warland by builder Henry Hennigsen and designed in the American Romanesque style by leading commercial architects H W & F B Tompkins.



Figure 7. 87-89 Flinders Lane Melbourne, built in 1906. (Source: Context, May 2017)

The subject building compares with the examples above as a low-scale brick factory/warehouse building, in central Melbourne. The examples all draw inspiration from the American Romanesque or adopt classical detail pared back for industrial buildings. While the subject building retains a similar level of integrity to the examples,

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**ASSESSMENT AGAINST CRITERIA**


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✓ **CRITERION A**  
Importance to the course or pattern of our cultural or natural history (historical significance).

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**CRITERION B**  
Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

---

**CRITERION C**  
Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

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✓ **CRITERION D**  
Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

---

**CRITERION E**  
Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

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**CRITERION F**  
Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

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**CRITERION G**  
Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

---

**CRITERION H**  
Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an individually significant place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

## REFERENCES

*Age*, as cited.

*Argus*, as cited.

*Ballarat Courier*, as cited.

Brock, D 2016, 'Australian Architecture Research Essay: A E H Carleton', *Issuu*, <https://issuu.com/>, accessed online 16 May 2018.

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Dingle, Tony 2008, 'Manufacturing' in *eMelbourne*, School of Historical and Philosophical Studies, University of Melbourne, <http://www.emelbourne.net.au/biogs/EM00896b.htm>, accessed 13 June 2017.

Fels, M, Lavelle S, and Mider D 1993, 'Archaeological Management Plan', prepared for the City of Melbourne.

Halla, K J c1960-1969, 'King Street West between Little Lonsdale Street North and Nicholson Place, Melbourne', State Library of Victoria (SLV) Halla collection of negatives: views of East Melbourne, Fitzroy, Melbourne and North Melbourne, accessed online 13 April 2018.

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Sands & McDougall, *Melbourne and Suburban Directories (S&Mc)*, as cited.



**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**D

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**Central City Heritage  
Study Review 1993**C

---

**Review of Heritage  
overlay listings in the  
CBD 2002**Ungraded

---

**Central City Heritage  
Review 2011**Ungraded

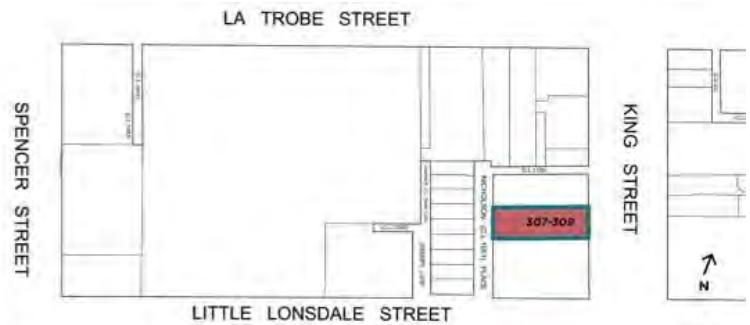
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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Walton and Scott engineering works



**PS ref no:** [Interim HO1252-N/A](#)



### What is significant?

The two-storey brick factory at 307-309 King Street designed by Ward and Carleton and completed in 1911.

Elements that contribute to the significance of the place include (but are not limited to):

- The building's remaining original external form, materials and detailing;
- The building's high level of integrity to its original design;
- Pattern and size of original fenestration;
- Central triangular pediment with distinctive semi-circular opening with moulded architrave below; and
- Parapet with row of rectangular indentations at the upper edge on each side and deep cornice with block detail along the base.

More recent alterations, including full rendering of the façade and alterations to the double entry doors at ground level, are not significant

### How it is significant?

307-309 King Street is of local historic and representative significance to the City of Melbourne.

### Why it is significant?

307-309 King Street is historically significant for its demonstration of the development of small-scale engineering in the City of Melbourne in the early twentieth century. It clearly demonstrates this use through its occupation by the engineering firms of Walton and Scott (1911-1924), general engineers Franklin and Anderson (1930-1938), Wishart's (1945-c1950) and brass founder Albert Carroll (c1950-

late 1960s). This long standing use for engineering purposes contributes to the understanding of Melbourne's position as the centre of manufacturing in the 1920s. (Criterion A)

307-309 King Street, designed by well-known architectural practice Ward and Carleton (1897-1913), is a representative example of a low-scale industrial building, and a modest example of the architects' work. Built as an engineering works, the building was designed in a simplified American Romanesque style favoured for commercial buildings in the Federation/Edwardian period. Its gabled roof form and restrained façade detailing is consistent with its use as an industrial building. Architecturally it is distinguished by the large arched window to the second floor, set within a triangular pediment and contrasting with the more restrained manner of the remainder of the building. (Criterion D)

**Primary source**

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Hoddle Grid Heritage Review (Context & GJM Heritage, 2019)

<b>SITE NAME</b>	Turnverein Hall, later Grand United Order of Oddfellows Hall
<b>STREET ADDRESS</b>	30-34 La Trobe Street Melbourne
<b>PROPERTY ID</b>	105497



SURVEY DATE: May 2017

SURVEY BY: Context Pty Ltd

**HERITAGE INVENTORY** H7822-2168

**EXISTING HERITAGE OVERLAY** No

**PLACE TYPE** Individual Heritage Place

**PROPOSED CATEGORY** Significant

**FORMER GRADE** C

**DESIGNER / ARCHITECT / ARTIST:** Not known

**BUILDER:** Joseph Dean (1871)  
Edward Bennett (1874)

**DEVELOPMENT PERIOD:** Victorian Period (1851-1901)

**DATE OF CREATION / MAJOR CONSTRUCTION:** 1871,  
1874 (façade completed)

**THEMES**

<b>ABORIGINAL THEMES</b>	<b>SUB-THEMES</b>
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
<b>HISTORIC THEMES</b>	<b>DOMINANT SUB-THEMES</b>
10 Shaping cultural life	10.3 Belonging to an ethnic or cultural group
	<b>OTHER SUB-THEMES</b>
3 Shaping the urban landscape	3.2 Expressing an architectural style

**LAND USE**

<b>HISTORIC LAND USE</b>	
<b>Archaeological block no:</b> 82	<b>Inventory no:</b> NA
<b>Character of Occupation:</b> Government, Recreation/Public Space	
Land sale details not provided	
1888 Mahlstedt	
1905/6 Mahlstedt	
<b>THEMATIC MAPPING AND LAND USE</b>	
1890s	Clubs and unions
1920s	Clubs and unions
1960s	Clubs and unions

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Extent of overlay: Refer to map

**SUMMARY**

Constructed in 1871 (with the façade completed in 1874), this four-storey bluestone and rendered masonry building was built for the Melbourne Deutscher Turnverein Society, a social club established by German migrants to support and promote German culture. It was later used by the Grand United Order of the Oddfellows as a meeting and gathering place. The building is notable for its largely intact, classical façade, where a number of decorative elements are arranged to convey a sense of grandeur.

## HISTORICAL CONTEXT

### Shaping cultural life

*Belonging to an ethnic or cultural group: German immigrants*

From the beginning of settlement, colonial society in Melbourne comprised many diverse cultural groups. Germans first arrived in the city in the 1830s.

*Organised immigration of German 'vinedressers' began in the late 1840s at the instigation of merchant William Westgarth (1815-89). The first group arrived in February 1849. By July 1851 some 800 Germans had arrived. They were mostly Lutherans from Prussia and Saxony...*

*Some were 'forty-eighters', who left their homelands after the failed revolutions of 1848-49; some came for scientific adventure, bringing with them high levels of training; most were attracted by the Victorian gold rushes. A lively German community developed, encompassing German-language speakers from across Central Europe. The Deutscher Verein von Victoria (German Association of Victoria), consisting mainly of professionals and businessmen, was formed in 1850, and the Melbourne Deutscher Turnverein in 1860. There were various liedertafels, a German medical benefits society, a German lodge (Teutonia), a German socialist society (Vorwärts), and the Concordia Club, which later became the Tivoli...A succession of German-language newspapers appeared, and a network of German schools, many tied to Melbourne's Lutheran congregations. In 1860 Karl Damm opened a German College in East Melbourne; in 1870 Herr Tegthoff opened a bilingual Lyceum in St Kilda. Census records show Melbourne's German-born population rising to a peak of 4329 by 1891 (Struve 2008).*

*On 1 May 1921 the Deutsche Turnverein Melbourne and the Club Tivoli amalgamated under the name Club Tivoli Deutscher Verein Melbourne. The club bought its present club rooms in Dandenong Road Windsor in 1989...The Club is dedicated to the preservation of German culture through song, dance and the development of German language skills (Tout-Smith 2004).*

*Belonging to an ethnic or cultural group: Grand United Order of Oddfellows:*

Museums Victoria details the history of the Grand United Order of Oddfellows:

*The Grand United Order of Oddfellows (GUOOF) was established in England in the late 18th century when groups of independent lodges merged to become branches of this larger organisation. Belonging to a brotherhood which had thousands of members around the world allowed members to feel more secure in their membership. In those early days, members typically met in Inns, where they gathered for social and business purposes.*

*The Grand United Order of Oddfellows was established in Australia in 1848, with the first Grand Master of the Order being Brother James Reid (1794-1869). In 1854, the Port Phillip District of Grand United separated from the NSW branch to establish Grand United in Victoria. During the First and Second World Wars, many Grand United members enlisted for Active Service, and as with many other friendly societies, funds were created to provide for the medical benefits of serving members and their families (Tout-Smith 2004).*

*In 1948, to commemorate the centenary of Grand United, the Grand United Centenary Centre - Homes for Aged Members (now Constitution Hill) - was opened. In 1985 GUOOF Victoria merged with Manchester Unity and members who wished to continue with the fraternal aspect of their membership were invited to join Manchester Unity. Like other Oddfellow societies including Manchester Unity and the Independent Order of Odd Fellows (IOOF), Grand United had various ceremonies, rituals, regalia and levels of membership (Tout-Smith 2004).*

### **Shaping the urban landscape**

#### *Expressing an architectural style*

The year 1851 marked the separation of the colony of Victoria from New South Wales, with the resultant construction of stately government buildings. It also marked the beginning of the Victorian gold rushes. While the massive rise in wealth from gold allowed the construction of some of Melbourne's finest public buildings, , such as the Public Library (now the State Library of Victoria, begun 1854), Parliament House (begun 1856), and the Treasury Building (1858-62), it temporarily halted construction activity. The construction industry had normalised by 1854. In this period bluestone (basalt) became a popular material for commercial buildings (particularly for warehouses in the west end of the central city) and dwellings, as local supply was unlimited and the quality far better than most bricks made locally. The classical style continued well into the 1870s until a more ornate Italianate style became popular during the boom period in the 1880s (Context 2012:13).

### **SITE HISTORY**

The bluestone building at 30-34 La Trobe Street was erected in 1871 (the same year the German Empire came into being) for the Melbourne Deutscher Turnverein Society by builder Joseph Dean (MCC registration no 4559, as cited in AAI record no 77004). The façade was completed in 1874 by another builder Edward Bennett, who was previously commissioned to extend the hall in 1872 (Club Tivoli Deutscher Verein Melbourne 1980; MCC registration no 4967 & 6060, as cited in AAI record no 77007 & 77014).

The Melbourne Deutscher Turnverein Society, also known as the Melbourne German Gymnasts' Association, was formed in April 1860 under the presidency of F Gel Brecht and the gymnastic instruction of Ernst Metzger (Struve 2008). Inspired by the Turner movement that became popular during Napoleon's occupation of Germany in the early nineteenth century, 'turnverein', which translates to 'athletic clubs' in English, were established in countries with large numbers of German migrants throughout the nineteenth century. The clubs promoted exercise while having social functions and supporting a German patriotic spirit. After losing its former premises to fire in 1866, the Melbourne Deutscher Turnverein Society formed a trustee group in 1870 and purchased land measuring 40 feet by 165 feet in La Trobe Street east for £460 (*Argus* 20 August 1932:6). In the following year, a new club building was erected for £971-9-6 (Club Tivoli Deutscher Verein Melbourne 2010:20).

The Society primarily used the club building on La Trobe Street as a gymnasium, but also as a place to encourage their fellow countrymen to express their newly discovered nationalism and have social interactions (Struve 2008). Events run by the Society became widely popular, including an annual picnic and masked ball. At its peak, about 8000 people attended the annual New Year's Day Picnic in 1883, and more than 2000 people gathered for the Annual Turnverein Masked Ball held at the Royal



Exhibition Building in 1884 (*Age* 2 January 1883:3; *Fitzroy City Press* 16 August 1884:3). Turnverein Hall provided space for a range of club activities and social events, including choir meetings, until the Society moved to larger premises in Victoria Parade in April 1906.

On 1 May 1921, the Melbourne Deutsche Turnverein Society and the Club Tivoli amalgamated under the name Club Tivoli Deutscher Verein Melbourne, and this organisation continues today in other premises (Tout-Smith 2004). This amalgamation occurred due to the anti-German sentiment during World War One when the Society was forced to sell their Victoria Parade premises to the government. After the war, the Turnverein Society approached Club Tivoli, who was successful in keeping its club house in Victoria Street, Abbotsford, to join with them (Club Tivoli Deutscher Verein Melbourne 2010:20).

In 1906, the La Trobe Street hall was sold to the Grand United Order of Oddfellows (GUOOF), who used the building for meetings and annual conferences until the 1960s. In 1985, the GUOOF merged with Manchester Unity, another Oddfellows society (Stevenson 2009). Australian Unity as an entity was formed by the merger of the Australian Natives' Association Friendly Society (ANA) and the Manchester Unity Independent Order of Oddfellows (Manchester Unity) in Victoria in 1993 (Australian Unity Limited 2018). It appears that GUOOF were no longer occupying the hall by 1967, since an advertisement for an auditorium space, kitchen, caretakers residence and offices at 30-34 La Trobe Street was posted in May that year (*Age* 27 May 1967:7). The Royal Melbourne Institute of Technology had an administrative office at the subject site in 1971 (*Age* 29 January 1971:11).

The building was refurbished and converted to residential units in 1998 to a design by David Demsky (CoMMaps 2017).

## SITE DESCRIPTION

This grand four-storey building is located on the northern side of La Trobe Street, between Exhibition Street and Russell Street. Constructed of bluestone, it has an elaborate, rendered façade with classical styling commonly used for public buildings in the mid-late nineteenth century.

The simple form has an elaborate façade composed of a variety of classical elements combined to present a traditional appearance. The ground floor is treated as a solid base with minimal decoration and understated openings. A band of rustication runs up each side of the building. A central entry foyer is accessed by steps up from street level. Elaborate timber multi pane leadlight windows have been inserted in the ground floor (c1920s) and are now covered with plate glass for protection.

The middle levels are characterised by more elaborate classical styling. Details include engaged pilasters with capitals which intersect with an entablature at the top of the third level, rounded arched window openings with key stones, decorative mouldings running between window openings at the springing point of the arches, recessed rendered panels under the windows, and rendered panels inscribed with a floral motif between each window opening. Deep moulded cornices run between the levels. The second level varies slightly from the third level. Perhaps designed as a '*Piano Nobile*', it appears to be of grander proportions with a wide central arched opening.

The upper level is designed as an attic storey, with banded rustication running across the façade. Small squared window have angled voussoirs marked in the stucco. A deep cornice runs across the top of the parapet over the windows at this level.

## INTEGRITY

The building façade has a high level of intactness. Recent changes include the cantilevered verandah over the central entry, and alterations to the windows at ground level. The leadlight windows are highly likely to be a later addition.

## COMPARATIVE ANALYSIS

Early gymnastic groups in Melbourne often leased spaces in large buildings rather than having their own premise for gathering. Originally built in 1871, the Turnverein Hall was among the earliest established club buildings purpose-built with gymnasium. Later occupied by GUOOF since 1906, 30-34 La Trobe became part of small group of buildings within Hoddle Grid that have been associated with friendly societies. Within the study area, many Victorian period club or society halls were constructed during the 1880s and reflected the influence of more exuberant Italianate style architecture, typical of public buildings constructed during the boom period in central Melbourne.

The images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

*YMCA, 168 Russell Street, 1878 & YWCA, 60 Russell Street, 1913 (both demolished)*

The YMCA (Figure 1) and the YWCA (Figure 2), which are among the oldest social groups in Melbourne that promoted gymnastic activities. Both examples contained a gymnasium and other member-only facilities.



Figure 1. YMCA Building, 168 Russell Street, erected in 1878 and since demolished. (Source: SLV)



Figure 2. YWCA Building, 60 Russell Street, erected in 1913 and since demolished. (Source: HERMES)

*Former premises of Deutscher Verein von Victoria (German Association of Victoria), 7-19 Alfred Place (Recommended as significant in the Hoddle Grid Heritage Review)*

The former premises of the Deutscher Verein von Victoria (German Association of Victoria) at 7-19 Alfred Place, built in 1885-6 to designs by German-born Australian architect, J A B Koch, and remodelled in the twentieth century for the Naval and Military Club.



Figure 3. 7-9 Alfred Place, former Deutscher Verein von Victoria premises constructed 1885-6 (Source: Context, 2017)

*Horticultural Hall, 31-33 Victoria Street, 1874 (HO495)*

A two-storey brick assembly hall built for the Royal Horticultural Society. Designed by William Ellerker in the Free Classical style and built in 1874.



Figure 4. 30-33 Victoria Street constructed 1874.

*Former Independent Order of Oddfellows (IOOF) Hall, 390-394 Russell Street, 1887 (HO849)*

Formerly known as IOOF House. A two-storey rendered brick building built in 1887. Refurbished, subdivided and converted to 24 apartments and one shop in 2001 with the addition of the top storey.



Figure 5. Former Independent Order of Oddfellows (IOOF) Hall, 390-394 Russell Street constructed 1887.

*Former Forester's Hall, 168-170 La Trobe Street, 1888 (HO481)*

Built in 1888 as the lodge and meeting rooms of the Ancient Order of Foresters, the hall was designed by the architects, Ravenscroft and Freeman. The interior has been substantially modified by RMIT but the exterior survives as a significant example of boom-style architecture in Melbourne and as an indicator of the influence of men's lodges in 19th century Victorian society.



Figure 6. Former Forester's Hall, 168-170 La Trobe Street constructed 1888.

*Former Hibernian Hall, 344 Swanston Street, 1887 (HO482)*

A three-storey hall, designed in a classical revival style, and erected in 1887 by the Hibernian-Australasian Catholic Benefit Society and designed by the architects Tappin, Gilbert and Dennehy. It was acquired by RMIT in 1948. Its impressive scale and form is indicative of the role of Friendly Benefit Societies in Melbourne in the nineteenth century.



Figure 7. Former Hibernian Hall, 344 Swanston Street constructed 1887.

The former Turnverein Hall at 30-34 La Trobe was one of a few buildings designed for physical and gymnastic activities, of which two others built for the YMCA do not survive. It is one of two former places occupied by German clubs in the central city, the other being 7-9 Alfred Place. It is also of importance for its later association with GUOOF, one of many such organisations set up in the nineteenth century to promote fellowship and welfare. Although now converted to apartments, the subject building compares well with the Former IOOF Hall at 390-394 Russell Street (HO849).

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**ASSESSMENT AGAINST CRITERIA**


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|---|--|
| ✓ | <p><b>CRITERION A</b><br/>Importance to the course or pattern of our cultural or natural history (historical significance).</p>  |
|   | <p><b>CRITERION B</b><br/>Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p>   |
|   | <p><b>CRITERION C</b><br/>Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p>   |
| ✓ | <p><b>CRITERION D</b><br/>Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p>   |
| ✓ | <p><b>CRITERION E</b><br/>Importance of exhibiting particular aesthetic characteristics (aesthetic significance).</p>  |
|   | <p><b>CRITERION F</b><br/>Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p>   |
|   | <p><b>CRITERION G</b><br/>Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).</p> |
| ✓ | <p><b>CRITERION H</b><br/>Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p>  |
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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A



**REFERENCES**

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Club Tivoli Deutscher Verein Melbourne 1980, *120 Jahre: Club Tivoli 1860: Deutscher Verein Melbourne*, Club Tivoli, Richmond.

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<https://collections.museumvictoria.com.au/articles/1998>, accessed 15 June 2017.

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

C

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**Central City Heritage  
Study 1993**

C

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**Review of Heritage  
overlay listings in the  
CBD 2002**

Ungraded

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**Central City Heritage  
Review 2011**

Ungraded

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**STATEMENT OF SIGNIFICANCE**

**Heritage Place:** Turnverein Hall, later Grand United Order of Oddfellows Hall

**PS ref no:** [Interim HOHO1275](#)



**What is significant?**

The Turnverein Hall, later the Grand United Order of Oddfellows Hall, at 30-34 La Trobe Street, built in 1871 with façade completed in 1874.

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Elements that contribute to the significance of the place include (but are not limited to):

- The building's original external form, materials and detailing (from 1871 and 1874);
- The building's high level of integrity to its original design (from 1871 and 1874);
- The size and patterns of original fenestration and arched openings (La Trobe Street);
- The size and patterns of extant original fenestration and exposed rock face bluestone walls (Bell Place);
- The decorative elements including engaged pilasters, capitals, entablature, cornices, cement mouldings, key stones and voussoirs;
- The contrasting rusticated and stucco surface treatments, recessed rendered panels; ~~and~~
- The early (c1920s) timber multi pane leadlight windows at ground level.

Later alterations to the window and doors at ground level, and addition of the cantilevered verandah, are not significant.

### **How it is significant?**

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The Turnverein Hall, later the Grand United Order of Oddfellows Hall is of local historic, representative, aesthetic and associative significance to the City of Melbourne.

**Why it is significant?**

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30-34 La Trobe Street is historically significant for its association with German migrants, who arrived in Melbourne from the 1840s and created their own cultural institutions to encourage social interaction, promote German culture and provide activities for newcomers. (Criterion A)

30-34 La Trobe Street is significant as a classically-styled building, which formed part of the landscape of grand public architecture that was constructed in Melbourne in the post-gold rush era. (Criterion D)

30-34 La Trobe Street is aesthetically significant for its largely intact, classically-styled, rendered façade. It is a carefully designed and well-resolved example featuring a symmetrical massing with a simple ground level façade, more ornate upper levels with decorative motifs, ornate columns, rounded arched window openings and detailed cornices. (Criterion E)

30-34 La Trobe Street is significant for its association with the German social and gymnastics club, the Melbourne Deutscher Turnverein Society who constructed the building as their clubrooms in 1871. Following the Society's move from La Trobe Street in 1906, the place is significant for its association with the Grand United Order of Oddfellows who used 30-34 La Trobe Street as their meeting place until the 1960s. (Criterion H)

**Primary source**

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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ [Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\) \(updated March 2022\)](#)

<b>SITE NAME</b>	Former Duke of Kent Hotel <a href="#">(now demolished)</a>
<b>STREET ADDRESS</b>	293-299 La Trobe Street Melbourne
<b>PROPERTY ID</b>	105450



SURVEY DATE: October 2018

SURVEY BY: Context

**HERITAGE INVENTORY** H7822-1055

**EXISTING HERITAGE OVERLAY** No

**PLACE TYPE** Individual Heritage Place

**PROPOSED CATEGORY** Significant

**DESIGNER / ARCHITECT / ARTIST:** W & R Butler

**FORMER GRADE** C

**BUILDER:** F G Farr

**DEVELOPMENT PERIOD:** Interwar Period (c1919-c1940)

**DATE OF CREATION / MAJOR CONSTRUCTION:** 1928



**THEMES**

<b>ABORIGINAL THEMES</b>	<b>SUB-THEMES</b>
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here.
<b>HISTORIC THEMES</b>	<b>DOMINANT SUB-THEMES</b>
13 Enjoying the city	13.6 Eating and drinking
10 Shaping cultural life	10.1 Arts and creative life in the city

**LAND USE**

<b>HISTORIC LAND USE</b>	
<b>Archaeological block no:</b> 4	<b>Inventory no:</b> 55
<b>Character of Occupation:</b> Commercial	
Land sale details not provided. Major reconstruction 1929 (some older fabric retained) Subsequent major alterations 1959 & 1973.	
1850 Proeschel	Boarding house may have partly occupied this site
1855 Kearney	Duke of Kent Hotel on site from 1851. Hotel operations apparently continuous.
1866 Cox	
1880 Panorama	
1905/6 Mahlstedt	Three storey Duke of Kent Hotel, with No. of 293-295; No. 297-299, Boarding House.
<b>THEMATIC MAPPING AND LAND USE</b>	
1890s	Hotels and lodgings
1920s	Retail, factories and workshops, merchants
1960s	As above

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

**Extent of overlay:** Refer to map

**SUMMARY**

The Duke of Kent Hotel, 293-299 La Trobe Street, Melbourne, is a three-storey corner hotel, redeveloped to a design in a restrained Egyptian Revival style by architects W & R Butler in 1928-29. It was built on the site of an earlier hotel established in 1851. An adjoining building – a two-storey warehouse built in 1929 – was incorporated into the hotel premises in c1959.



## HISTORICAL CONTEXT

### Enjoying the city

#### *Eating and drinking*

Alcohol was a mainstay of a frontier colonial town. During the early period of settlement, many people resorted to alcoholic beverages rather than drink the city's unpalatable and contaminated water. Hotels were abundant in Melbourne; in working-class areas, such as Carlton, there was virtually one on every corner. One of Melbourne city's first permanent buildings was Fawkner's hotel established in 1836 on the corner of William Street and Flinders Lane (Context 2012: 98).

A weakness for drink was considered by many in the Victorian era as a human failing; self-improvement and moral fortitude were the values to strive for. The consumption of hard liquor generally went hand-in-hand with gambling and with Melbourne's lively night life. Social problems associated with drunkenness in late nineteenth-century Melbourne made alcohol a chief cause for steps towards social reform, resulting in the establishment of the powerful temperance movement and local abstinence societies (Context 2012: 90, 98).

Hotels responded to the changing times and circumstances. In the early 1900s, falling hotel standards and pressure from the temperance movement prompted the state government to reduce the number of liquor licenses. From 1907 the Licences' Reduction Board reduced the number of hotels in all districts to 1885 statutory levels. Many hotel buildings were subsequently demolished or adapted to different uses; other hotel owners upgraded and refurbished their buildings from this period through to the 1920s and 1930s in order to meet the new licensing conditions that were contingent on the provision of adequate accommodation and other facilities (Dunstan 2008).

The 'early closing' of hotels at 6.00pm, an effort to curb drunkenness by restrictive legislation, caused other anti-social behaviour, and was overturned in 1966 (Context 2012:98). Of the approximate 100 hotels in existence in central Melbourne in the 1920s, only approximately 45 hotels remained by the 1960s. Today, only approximately 12 hotels in central Melbourne retain their historic use and form (CoM 2018).

Hotels have and continue to play a distinct role in Australian social and cultural life. J M Freeland described hotels as constituting 'one of the most socially significant, historically valuable, architecturally interesting, and colourful features of Australian society' (Freeland 1966). While privately owned, hotels serve as communal spaces for the consumption and sale of alcohol, and as providers of accommodation. Hotels also generally offer food, ranging from a simple 'counter' lunch (literally eaten at the counter or bar) to a formal dining rooms and fine dining.

In 2018, there were twelve continuing hotels in central Melbourne that retained their historic use and form.

## SITE HISTORY

The site of 293-299 La Trobe Street, Melbourne has been occupied by the Duke of Kent Hotel since at least 1851-56, with a boarding house possibly occupying the site before that time. A three-storey Duke of Kent Hotel (Figure 1) and a boarding house were still extant at 293-299 La Trobe Street (Fels, Lavelle & Mider 1993, Inventory no 55). This is most likely the building marked on MMBW plans in 1895 (see Figure 2).

In central Melbourne twenty annual hotel licences had been issued by 1839 (Dunstan 2008). By the 1850s – the early goldrush years – hotels in central Melbourne and on the routes to the goldfields would have been thriving; an ideal time to invest in a licence and build the Duke of Kent.

The Duke of Kent Hotel served as a public drinking house at the subject site for at least 160 years, from the 1850s until it closed in 2015. The Duke of Kent also offered accommodation, although the number of rooms is not known. When the owner and licensee applied to continue the licence and proposed a major redevelopment in 1927, 'Licensing Inspector Walsh said that the present building was unsatisfactory. He thought that a hotel in the city should have more extensive accommodation than was now provided at the Duke of Kent Hotel' (*Argus* 1 November 1927:13). The 1928 redevelopment resulted in a three-storey hotel being constructed to replace the Victorian-era premises.



Figure 1. The original Duke of Kent Hotel building, at an unknown date between 1900 and 1927. (Source: Bane c1900-1927, SLV)

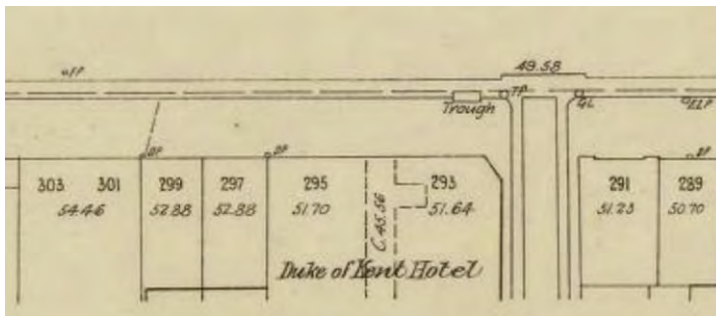


Figure 2. An 1895 plan of the original Duke of Kent Hotel. (Source: MMBW Detail Plan no 1024, 1895, SLV)

Hotels are 'licenced premises' and how they operated were shaped by changes in licencing requirements over time. For example, from the early years of the twentieth century there was a statutory limit on the number of hotels in a defined district. At the time of the major refurbishment of the Duke of Kent Hotel in 1928, there were around 100 hotels in central Melbourne.

The existing building at 293-299 Latrobe Street was largely constructed in 1928 (MBAI 10310). The *Argus* notes at the time that Peter Credgington was the owner, and Nellie Mulvey the licensee (*Argus* 1 November 1927:13). Credgington had hoped to sell the hotel license, demolish the Victorian-era building and erect a warehouse and shop complex to a height of seven-eight storeys on the site.

When the license failed to sell at the expected price however, Credgington had the hotel rebuilt at a cost of £10,000, with a warehouse constructed at the rear (*Argus* 1 November 1927:13). The separation of these two buildings can be seen in Figure 3. The new three-storey reinforced concrete hotel was constructed by F G Farr in 1928 to a design by architects, W & R Butler (see Figure 4). The building apparently retained some of the fabric of the original building. In 1927, Credgington was described as being engaged in 'mercantile business in the city,' while the hotel itself was referred to as 'a very old hostelry' and a 'landmark' (*Argus* 5 July 1927:5). The plans for the new hotel were, in part at least, a response to the local hotel licensing inspector stating that, as a city hotel, the Duke of Kent should have more extensive accommodation than that provided (*Argus* 1 November 1927:13).

Following the construction of the hotel, a two-storey brick warehouse building was built at 299 La Trobe Street, to the immediate west of the hotel (Fels, Lavelle & Mider 1993, Inventory no 55; CoMMaps; MBAI 11824). The two-storey building at 299 La Trobe Street was used by the Duke of Kent Hotel up until the mid-1930s. For about twenty years between 1935 and the late 1950s, the building at 299 La Trobe Street was occupied by other tenants: Bowes Motors, used motor car dealers, during the latter half of the 1930s; then Lewis Bros, cycle manufacturers, who were the tenants through to the 1950s (S&Mc 1935-1960; *Herald* 18 August 1937:21). The Duke of Kent Hotel occupied both sites again from c1959 when the buildings at 293-297 and 299 La Trobe Street were merged (MBAI; Mahlstedt Map Section 2, no 4A, 1962).

The New Theatre met and performed in the second storey of the warehouse at the Duke of Kent Hotel from 1937 until 1939, at a time when the ground floor was occupied by a new and used car dealer. The New Theatre, founded in Sydney in 1932 and in Melbourne in 1936, had its roots in the Workers Theatre Movement of England in the 1920s and the New Theatre of America. The Melbourne New Theatre was a revolutionary avant-garde theatre group notable for hosting a number of political debates and plays, and for its early public opposition to fascism in the decade leading up to World War Two. New Theatre performed the first Melbourne production of Bertolt Brecht, *Remember Pedrocita*, in the warehouse at the rear of the Duke of Kent Hotel. After the theatre space was condemned as unsafe, the theatre company moved to Queen Street in 1939. A 'New Theatre' sign can still be seen in Guildford Lane (Melbourne Heritage Action 2015; *Age* 19 April 1939:5; Australian Live Performance Database 2015; Thompson 1986:9).

The 1929 warehouse was incorporated into the hotel premises, probably around 1959. Prior to that the upper storey of the warehouse had served as a performance venue for the New Theatre from 1937-39 (their first performance venue since the formation of the group); the space was condemned in 1939 and it is assumed may have been unused until the whole warehouse was incorporated into the hotel.

Major alterations took place in 1959 and 1973, when the hotel was expanded to take in the original warehouse building on site, merging both of Credgington's buildings into one; this may have taken place as part of the 1959 alterations (Fels, Lavelle & Mider 1993, Inventory no 55; Mahlstedt Map section 2, no 4a, 1962; MBAI).

The hotel was sold by the Yankos family in 2014 after being in their ownership for around 50 years (since 1965). The Duke of Kent Hotel operated on the site until 2015 (*Age* 9 November 2015). Before its closure in 2015, the Duke of Kent was believed to be the 'oldest continuous [sic] hotel in Melbourne', first granted for the Lonsdale Street location in May 1844 (*Melbourne Weekly Courier* 4 May 1844:3; *Sydney Morning Herald* 9 July 2014).

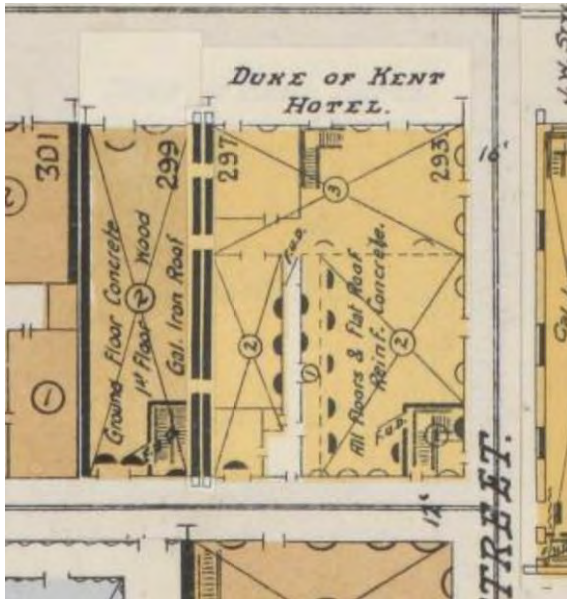


Figure 3. Mahlstedt plans showing the hotel and separate warehouse (to the west) after the 1928 construction. (Source: Mahlstedt Map Section 2, no 4A, 1923, amended post-1928)



Figure 4. The Duke of Kent Hotel in 1929 just after completion of the redevelopment. The warehouse to the side was yet to be constructed. (Source: Kauffmann c1929, SLV)

#### *W & R Butler, architects*

The firm of W & R Butler originated from the partnership of influential Anglo-Australian Arts and Crafts architect Walter Butler, and his nephew (Austin) Richard Butler. Walter Butler migrated to Australia from England in 1888, leaving a post as chief assistant to an ecclesiastical architect. In England,

Butler had been a colleague and close friend of important figures within the Arts and Crafts movement. Following a series of partnerships in Melbourne, Butler and his nephew joined in partnership for almost two decades between 1919 and 1938. Katrina Dernelley notes that Walter Butler's son was killed in conflict during World War One, after which he became less interested in his career. During this time, Walter Butler left most of the firm's work to the other partners, preferring instead to work on projects for the firm's influential clientele, such as Dame Nellie Melba. The firm designed a diverse range of both public and private buildings, however they were primarily known for their residential work, with notable examples such as 'Eulinya' in Toorak (Denelly 2012).

## COMMUNITY CONNECTIONS

Within the city – and elsewhere – hotels are commonly located on corner sites, offering different entrances into specific internal spaces – the main bar, a lounge bar, a ladies' lounge. The Duke of Kent appears to have been a relatively traditional hotel, offering a variety of drinking spaces – public bar and ladies lounge – and accommodation.

Melbourne's hotels, like the Duke of Kent, have and continue to provide informal meeting places to a wide range of community and professional groups, and are recognised as important to sport, literature, politics and bohemia (Dunstan 2008). Most hotels have a regular clientele or 'community'.

The Duke of Kent has had a work-place based community for many years: The Duke of Kent Facebook page illustrates many work-related gatherings and farewells (Duke of Kent Hotel FB). The *Herald Sun*'s column 'Desperately Seeking' provides a snapshot of recent reunions planned for the Duke of Kent.

### *ANZAC Day gatherings*

The Duke of Kent appears to have been a favoured place for some regiments to gather after the ANZAC Day march on the 25 April each year. Examples include the Royal Australian Regiment Association, the First BNS Association RAR, 3 RAR South Vietnam, the 65 AASL BTY, and the 13 Armed Regiment (*Herald Sun* 25 April 1999:n.p., 22 April 2000:18, 24 April 2007:24; *Age* 25 April 2003:6, 24 April 2011:10, 24 April 2013:13).

### *The Duke of Kent and staff of the Argus*

One strong and enduring association with the Duke of Kent Hotel is with the staff of the *Argus* newspaper, one of Melbourne's earliest newspapers (1846-1957). Staff at the other major Melbourne newspapers – The Age, Herald and Weekly Times and the Sun Pictorial – had their own favourite hotels. The Phoenix Hotel (82 Flinders Street) was the favoured watering hole for Herald staff; once owned by Collingwood football legend Lou Richards, the site is now occupied by the Phoenix Apartments. The Sun was published from the same offices in Flinders Street, and it is assumed staff also went to the Phoenix. The Age offices were in Collins Street until 1969, and staff were known to drink at the Australia Hotel (demolished in 1989).

The *Argus* moved to new premises – 365 Elizabeth Street – in 1927 and the Duke of Kent soon became the local 'watering hole' for journalists and other staff (Usher 2007:179, 191). When the staff produced their first staff newsletter in June 1953 – 'Home Brew' – the front cover featured a photograph of a staff party at the Duke of Kent (Usher 2007:191). According to the *Herald Sun*, 'one



of Australia's greatest writers, George Johnston, conducted his affair with his [Argus] colleague and literary collaborator, Charmian Clift, in its rooms in the 1940s', a relationship their Argus employers disapproved of (*Herald Sun* 27 August 2014; Wheatley 1993).

Journalist Jim Usher joined the *Argus* in 1948 as a fifteen-year-old, first as a copy boy and later as a cadet journalist, journalist and then sub-editor. An image taken at the Duke of Kent on 14 May 1951 shows a group of cadet journalists – including Usher – celebrating a 21st birthday (Usher 2007:53). Usher recounts the days when women weren't allowed in public bars; they had to drink in the lounge or the saloon bar:

*'One day, there was three or four of us, we had our girlfriends, and we said, "We're gonna break this tradition." We took our girlfriends into a public bar, which is the one in the photograph with all the guys lined up [in the book] ... There was a bit of an uproar. We told them all to shove it and we stayed ... So, that was a first for the Duke of Kent, I think, breaking the taboo that was the women drinking in public bars.'* (Usher 2019)

The most famous protest seeking to break that taboo was in 1965 when two women chained themselves to a public bar in Brisbane, protesting the fact they could not be served there (ABC News 2012).

John Brennan, having moved from Sydney to join the *Argus*, recalled the delights of his first draught beer at the Duke of Kent, bought by Mac Gordon, an *Argus* colleague: 'I was impressed by the way the locals took the old Irish adage to "vote early and vote often" and applied the practise to the more pleasant, "drink early and drink often."' He recalls that the Duke of Kent 'certainly gave the drinkers the benefit of the slowest clock in town' when it came to adhering to the six o'clock closing (Usher 2007: 91).

Jim Usher describes the drinking culture: 'We'd gather over there [at the Duke of Kent Hotel] at about five and you'd line up a few beers or more and you'd have to drink them by ten past six, and that was it. Then you'd go to work or back to work.' As reporters they worked from 2pm to 11pm, and often would drop by the Duke of Kent to meet up with someone on their days off:

*'As a reporter, we'd often go in on our days off. It was such an exciting job. I just loved it. You'd go into the office on your days off to meet up with one of your mates and go and have a beer at the Duke of Kent. You'd walk into the office, and the chief of staff would say, "What are you doing? It's your day off." "I'm just coming over to be with Mac," I'd say. The chief of staff could likely say, "No you're not. There's a bush fire just broken out at ... Grab a photographer and off you go and cover it." So, off you'd go and you'd be away three days. I never knew quite when I'd be home or not.'* (Usher 2019).

As well as counter lunches and 'after-work' drinks, the Duke of Kent was somewhere that Argus staff would arrange to meet up with a contact they wanted to interview for a story. Usher recounts that two of his Argus colleagues – Ron Carter and Peter Banfield – planned to get accreditation to cover the 1952 Olympics in Helsinki. They were both young reporters at the time, and the Duke of Kent would have been where they planned their trip (Jim Usher, pers. comm.).

When the *Argus* closed on 19 January 1957, the staff team, then numbering around 1000, were scattered into other newspaper jobs, but retained strong connections with each other (Usher 2006:87). News of the closure was sudden, and the wake was held in the *Argus* building. Sub-editor Don Christie reflects on the spirit of The Argus ... 'the spirit that was alive then is still there, 50 years on.' (Usher 2007: 140)

The first reunion was held the next year – in 1958 – then on the fifth, tenth and twentieth anniversaries of the paper's closure. The first reunion was held at the Prahran Town Hall, but all subsequent reunions were at the Duke of Kent Hotel. At the fortieth reunion – held exactly 40 years later on 19 January 1997, it was again at the Duke of Kent, described as 'watering hole for Argus employees and a repository of cherished memories.' (Usher 2006:146-148). More than 130 former *Argus* employees attended. At the event, former *Argus* News Editor, Cec Wallace said 'that it was appropriate that we had this re-union at the Duke of Kent hotel' saying: 'some of us may recall the 'pleasant' days of 6 o'clock closing – and making our way, perhaps uncertainly, across there (the road) to complete a night's work at *The Argus* ... Forty years ago newspapermen and newspaper women seemed to get on quite happily with a diet of hot metal, pads, copy paper, pen and ink and beer and rissoles at the Duke of Kent.'

By 2000, the reunions were annual, and held at the Duke of Kent until the hotel closed in 2015. Two further reunions were held after that, both at the Melbourne Institute of Technology in the former Argus Building. Former Argus staff, working with MIT have established a "newsroom" – a small museum – in the Argus Building on the second floor (Usher 2019).

In 2007, Jim Usher, former staff journalist at *The Argus* edited the publication *The Argus: Life and Death of a Newspaper*. It is filled with recollections written by a wide rag of former staff. In his Acknowledgements he refers to the group of around 20 journalists, printers and friends who meet together annually on 19 January each year at the Duke of Kent Hotel opposite the old Argus building, noting that the 'spirit that made *The Argus* such a great newspaper is very much alive'. (Usher 2007: 10). Naturally, the book was launched at the Duke of Kent, in one of the large upstairs rooms, with several hundred people in attendance (Usher 2019).

How did the former Argus staff feel when they heard that the Duke of Kent was about to close? According to Jim Usher: 'It was a great shock to us when we did find out.' The Duke of Kent Hotel was a 'home away from home' for Argus staff. 'It was a terrific place. I've got no idea who the publican was, but he certainly looked after the Argus. There were a lot of employees in the Argus and a lot of them were pretty good drinkers. Their home base was certainly the Duke of Kent,' recalls Jim Usher. Peter Gill describes the Duke of Kent as 'the spiritual drinking place for those who worked at the Argus'

## SITE DESCRIPTION

The Duke of Kent Hotel at 293-299 La Trobe Street is a three-storey hotel constructed in 1928, exhibiting aspects of a restrained Egyptian Revival style. The site comprises the hotel and the two-storey rendered brick warehouse adjacent to the main frontage of the hotel to its west. The buildings are located on the south side of Latrobe Street, their eastern edge delineated by Sutherland Street, and Flanigan Lane to the south.

The La Trobe Street façade of the hotel building is substantially intact above the ground floor level, and is of painted render over loadbearing brickwork. The façade is symmetrical, with a plain wide central bay containing balconies. The flanking bays comprise three narrow windows separated by masonry mullions at the first and second floor levels. A wide spandrel separates the ground and first floor levels with a small projecting portico over the central entry, all covered with linear advertising. The facades terminate at a deep cavetto cornice, which stops short where it meets the raised pediment over the central bay.



The central bay is framed by a projecting architrave, which forms a semicircular arch below the raised pediment which also features some mounded decoration including garlands and rings. The balconies are projecting at the first and recessed at the second-floor levels. Recessed panelling to the spandrels separates the first and second floors at each bay. The original multipane steel frame windows appear to be extant within the original openings. At ground level, the original pattern of wall and openings has been substantially altered.

The eastern elevation to Sutherland Street is similarly substantially intact above the ground floor level, and is of painted render over loadbearing brickwork. The northern section continues the three-storey form and pattern of the La Trobe Street façade, with two bays of three narrow windows separated by masonry mullions, and the original multipane steel frame windows extant. The southern section is two-storey, and the windows are original multipane steel frame double sash variations using the same sash module. At ground level, the original pattern of wall and openings appears to be substantially intact.

The two-storey warehouse adjacent to the hotel to the west is also of painted render over loadbearing brickwork, with a plain stepped parapet. Its ground floor is completely obscured. At the first floor are three vertically-proportioned windows with multipaned steel-framed sashes arranged symmetrically on the centreline. The central window is three panes wide and those either side are two panes wide.

## **INTEGRITY**

The Duke of Kent Hotel at 293-299 La Trobe Street is largely intact with few changes visible to the original or early elements of the building other than the alterations to the ground level frontage to La Trobe Street. The building retains its original scale, painted render principle and eastern façades with central and flanking bays, spandrels, deep cavetto cornice, raised pediment, restrained Egyptian Revival style decoration and patterns of window openings. Most of the original multipane steel frame windows are also extant within the original openings. The two-storey warehouse is also largely intact, notwithstanding its comparative lack of refinement and detail, except it too has been substantially altered at the ground level frontage to La Trobe Street. 293-299 La Trobe Street retains its original built form and scale, materials and stylistic details. Overall, the buildings are of high integrity.

## **COMPARATIVE ANALYSIS**

The Duke of Kent Hotel at 293-299 La Trobe Street was constructed in 1928 as a substantial three-storey hotel building on a prominent corner site which has been occupied by a hotel since 1851. The existing building is of particular interest as it was used continually as a hotel since 1928. It is estimated that over 100 hotels were operating in the Hoddle Grid Study Area in the 1920s, with this declining to about 45 in the 1960s. Today it is estimated that there are 12 traditional hotels still operating in the city centre with approximately a further 15 hotel buildings remaining but not in use as hotels. These numbers indicate that hotels are a declining building type and use within the Hoddle Grid study area.

Hotels are a common building typology in the wider area of City of Melbourne, with examples dating from the early years of the establishment of Melbourne as a city through until the present. Some hotels occupied corner sites, while others were located mid-block. The subject site is the result of an amalgamation of a hotel and warehouse which were commissioned from the same architect by the owner; the warehouse clearly being built as an investment at the time.

The following examples in Melbourne are comparable with The Duke of Kent Hotel, being hotels of a similar scale and construction date, although the styles are varied. The images and descriptions are provided by CoM Maps and iHeritage unless stated otherwise, with images dated c2000 or later.

*Carlton Hotel, 193-199 Bourke Street, 1936 (HO1001)*

Built on the site of the Queensland Hotel, it is a five-storey steel framed brick hotel with basement and rooftop facility. It was designed by Sydney Smith Ogg & Serpell in the Moderne style and built by Thompson & Charters Pty Ltd for Carlton & United Breweries Limited in 1937.



Figure 5. 193-199 Bourke Street, built in 1937.

*Batman's Hill Hotel, 66-70 Spencer Street, 1926-28 (HO 1076)*

Interwar renovation and additions to the Victorian-era three-storey brick Batman's Hill Hotel were constructed in 1926-28 by Ivanhoe builder George Andrew to a design by architects and engineers Greenwood Bradley & Allen working in association with hotel specialist architects Sydney Smith & Ogg. The first design proposed for the new façade and two additional floors had Sydney Smith & Ogg's characteristic Edwardian-Baroque character but a change in direction saw a more sober Greek Revival façade designed solely by Greenwood Bradley & Allen (Butler 2011:570-571).



Figure 6. 66-70 Spencer Street, built in 1926-28.

*Waterside Hotel, 508-514 Flinders Street, 1925 (HO1038)*

The Waterside Hotel was built on the site of the old London and Carnarvon Hotel. It is a three-storey brick hotel with a corner tower, incorporating a two-storey shop. Designed by Harry R Johnson and built in 1925, the hotel was refurbished in 2004. The work included creation of a rooftop bar on the former shop.



Figure 7. 508-514 Flinders Street, built in 1925.

*Elms Family Hotel, 267-271 Spring Street, 1925 (HO1078)*

This corner hotel was designed by architect Harry James and built by W B Harford for Emma Elms in 1924-1925. The two-storey pressed red brick and render hotel is designed in Old English or Neo-Tudor style, with twin high cemented gabled parapet to each street façade, flanked by brick bartizans surmounted by cast cement balls on piers.



Figure 8. 267-271 Spring Street, built in 1925.

*Metropolitan Hotel, 263-267 William Street, 1925 (Interim HO1231 – recommended as significant in the Hoddle Grid Heritage Review)*

The site has been continually operating as a corner hotel site since 1854. The existing building was built in 1925 to replace an earlier hotel dating from 1854. It is a modest hotel building with simple neo-classical styling, typical of many hotels of the period.



Figure 9. 263-267 William Street, built in 1925.

### *Egyptian Revival style buildings In City of Melbourne*

In the City of Melbourne's Heritage Overlay, Interwar period examples of sites with comparable Egyptian Revival qualities include:

#### *Hotel Spencer, 475 Spencer Street, West Melbourne, 1920s (HO781)*

Built on the site of the former James Watt Hotel. A three-storey rendered brick hotel with Egyptian Revival style detailing, built for Carlton Brewery Ltd in the mid-1920s.



Figure 10. 475 Spencer Street, built in the 1920s.

#### *Former Bank of New South Wales, 190-192 Bourke Street, 1929 (VHR H0799; HO540)*

The former Bank of New South Wales, a six-storey reinforced concrete building, was built in 1929 to a design by architects Godfrey & Spowers. The building was faced with terracotta, a technique commonly used for city buildings in the 1920s - 30s. The Art Deco detailing of the exterior of the building uses Egyptian imagery (a fashionable stylistic reference to the popularised work of the archaeologists in Egypt in the 1920s.) Among the early terracotta facades in the central Melbourne and the second design in the Egyptian Revival style.



Figure 11. 190-192 Bourke Street, built in 1929.

*Former Theosophical Society Building, 181-187 Collins Street, 1936-37 (HO586, HO504 Collins East Precinct)*

Seven-storey sandstone and granite residential building with basement and ground floor retail. Designed by Marsh & Mechaelson in the Neo-Egyptian (Moderne) style and built by A R P Crow and Sons in 1936. Refurbished and sub-divided, with an additional 2 levels added at rear, into residential units with ground level retail in 2000. The architect was A Genser & Associates.



Figure 12. 181-187 Collins Street, built in 1936-37.

Historically, as a Victorian-era corner pub demolished and rebuilt in the interwar period to upgrade the hotel facilities according to the new legal requirements, the Duke of Kent Hotel can be compared with the Metropolitan Hotel (HO1231), Elms Family Hotel (HO1078) and the Waterside Hotel (HO1038).

Architecturally, the Duke of Kent Hotel at 293-299 La Trobe Street is a substantial three-storey hotel building on a prominent corner site. It is notable for its scale and degree of integrity, and its restrained use of the Egyptian Revival style. It is substantially intact with few changes visible to the original or early elements of the building other than the alterations to the ground level frontage to La Trobe Street. The two-storey warehouse, which lacks the refinement and detail of the hotel, is also substantially intact.

As an example of the Egyptian Revival style, which was popularised by the opening of Tutankhamun's tomb by Howard Carter in 1922, the Duke of Kent Hotel at 293-299 La Trobe Street is comparable to the Spencer Hotel at 475 Spencer Street (HO781) in terms of the scale, materials and level of detailing. Both buildings are also interwar corner pubs that replaced a Victorian-era hotel. The Duke of Kent is also stylistically comparable to the former Bank of New South Wales at 190-192 Bourke Street (VHR H0799) and the former Theosophical Society Building at 181-187 Collins Street (HO586) although both of these examples are larger-scale and more refined examples of interwar buildings designed in the Egyptian Revival style.

In terms of its scale, construction date, location and use, the Duke of Kent Hotel is comparable with other HO-listed central Melbourne hotels including Waterside Hotel at 508-514 Flinders Street (HO1038), the Elms Family Hotel at 267-271 Spring Street (HO1078), and the Metropolitan Hotel at 263-267 William Street (interim HO1231), all built in 1925.



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**ASSESSMENT AGAINST CRITERIA**


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✓	<p><b>CRITERION A</b> Importance to the course or pattern of our cultural or natural history (historical significance).</p>
	<p><b>CRITERION B</b> Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p>
	<p><b>CRITERION C</b> Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p>
✓	<p><b>CRITERION D</b> Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p>
	<p><b>CRITERION E</b> Importance of exhibiting particular aesthetic characteristics (aesthetic significance).</p>
	<p><b>CRITERION F</b> Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p>
✓	<p><b>CRITERION G</b> Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).</p>
	<p><b>CRITERION H</b> Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p>

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

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**PREVIOUS STUDIES**

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<b>Central Activities District Conservation Study 1985</b>	C
<b>Central City Heritage Study 1993</b>	C
<b>Review of Heritage overlay listings in the CBD 2002</b>	Ungraded
<b>Central City Heritage Review 2011</b>	Ungraded

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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Duke of Kent Hotel

**PS ref no:** [HOXXXXN/A](#)



### What is significant?

The site of the Duke of Kent Hotel and the hotel building at 293-299 La Trobe Street, Melbourne, built in 1929 to a design by W & R Butler, is significant.

- Elements that contribute to the significance of the place include (but are not limited to):
- The original building form and scale of hotel and adjoining warehouse;
- The original painted render principle and eastern façades of hotel with central and flanking bays, spandrels, deep cavetto cornice, raised pediment, restrained Egyptian Revival style decoration and patterns of window openings; and
- The original multipane steel frame windows.

Later alterations made to the street level facades of both buildings are not significant.

### How it is significant?

293-299 La Trobe Street, Melbourne, is of local historic, representative and social significance to the City of Melbourne.

### Why it is significant?

The Duke of Kent Hotel at 293-299 La Trobe Street, Melbourne is historically significant as the site of a public drinking and boarding house for at least 160 years, with the current building being in continual use as a hotel from 1928-2015. It is significant for its survival as a public drinking house through the 1907 changes imposed by the Licences' Reduction Board which reduced the number of hotels in all districts to 1885 statutory levels. As a consequence many hotel buildings were demolished or adapted to different uses; other hotel buildings, such as the Duke of Kent, were upgraded and refurbished from this period through to the 1920s and 1930s in order to meet the new licensing conditions that were contingent on the provision of adequate accommodation and other facilities. (Criterion A).

The Duke of Kent Hotel is significant as a largely intact example of the interwar Egyptian Revival style, which was briefly popular in the 1920s for a range of building types, inspired by the discovery in 1922 of Tutankhamun's tomb by the archaeologist Howard Carter. It was designed by the architectural firm W & R Butler, founded by the influential architect Walter Butler. The Duke of Kent Hotel is a refined yet

restrained example of the style, retaining defining characteristics, including principle and eastern façades with central and flanking bays with pylon form, deep cavetto cornice, raised pediment, restrained Egyptian Revival style decoration and patterns of window openings. (Criterion D)

The Duke of Kent Hotel is socially significant for its strong and enduring connection with former staff of *The Argus* newspaper. It is remembered as the favoured 'watering hole' of Argus staff, possibly from the late-1920s when the Duke of Kent Hotel was rebuilt as a three-storey hotel, close to the newly established and purpose-built Argus offices. Stories told about the place by Argus staff reveal they regarded the Duke of Kent Hotel as a 'second office', using the hotel to socialise, have an 'after work' drink, as a place to meet with contacts for stories, and to plan projects, doing editing and generally 'chew the fat'. Reunions of Argus staff have continued from 1958, one year after the Argus closed, through to 2017, and most reunions have been at the Duke of Kent. (Criterion G)

**Primary source**

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Hoddle Grid Heritage Review (Context & GJM Heritage, 2019)

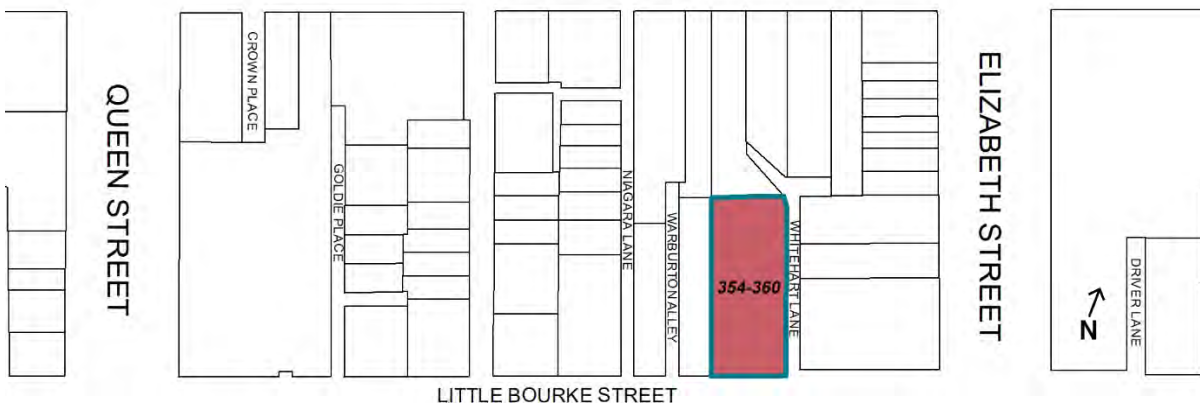




<b>SITE NAME</b>	Melbourne House
<b>STREET ADDRESS</b>	354-360 Little Bourke Street Melbourne
<b>PROPERTY ID</b>	105874



LONSDALE STREET



SURVEY DATE: October 2018

SURVEY BY: Context

<b>HERITAGE INVENTORY</b>	H7822-1267	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Sydney Smith, Ogg & Serpell	<b>FORMER GRADE</b>	C
<b>DEVELOPMENT PERIOD:</b>	Interwar Period (c1919-c1940)	<b>BUILDER:</b>	Reinforced Concrete & Monier Pipe Construction Co
		<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1923

## THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a Commercial City	5.5 Building a manufacturing capacity
	OTHER SUB-THEMES
3 Shaping the urban landscape	3.2 Expressing an architectural style

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 20	<b>Inventory no:</b> 267
<b>Character of Occupation:</b> Commercial	
Land sale details not provided	
1839 Williamson	2 buildings on site (lot 12)
1855 Kearney	'White Hart Hotel' on this site
1866 Cox	
1880 Panorama	Two-storey buildings
1888 Mahlstedt	Single- and two-storey buildings; Hutchison Ironworkers and City Family Hotel
1905/6 Mahlstedt	No 354 – 356: single-storey, Metters Bros. Foundry No 358 – 360: two-storey, Bush Inn Hotel
THEMATIC MAPPING AND LAND USE	
1890s	Not able to be determined
1920s	Not able to be determined
1960s	Not able to be determined

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an individual heritage place.

**Extent of overlay:** Refer to map

## SUMMARY

Melbourne House is six-storey interwar Chicagoesque style commercial building built in 1923 to a design by architects Sydney Smith, Ogg & Serpell. It was constructed for A G Healing & Co, cycle works.

## HISTORICAL CONTEXT

### Building a Commercial City

#### *Building a manufacturing capacity*

From the 1850s, the Yarra River and the docks west of Swanston Street were in essence the 'lifeline' of the city. Port facilities and large warehouses were built in this area to serve shipping interests (Context 2012:39-40).

By the 1880s, the areas of Flinders Street, King Street, Little Bourke Street and Spencer Street comprised multiple mercantile offices, produce stores and large-scale bonded stores, including Zander's Bonded Stores and Coles Bonded Stores. As Melbourne developed through the nineteenth century and early twentieth century, so did her manufacturing industry, much of which was established in close proximity to existing warehouses and stores.

Although affected by World War One in the period 1914-1918, by 1921, 38 per cent of Melbourne's workers were employed in industry with almost all new factory jobs in Australia between 1921 and 1947 created in Sydney and Melbourne. The growth of manufacturing, assisted by a new federal tariff in 1921, stimulated urban growth and by the end of the 1920s, Melbourne's population had reached one million people. The expansion of new sectors in the manufacturing industry was maintained by buoyant levels of domestic demand (Marsden 2000:29; Dingle 2008).

In the first decades of the twentieth century, the demand for residential development declined in central Melbourne as many residents moved out of the city to the new suburbs, and the booming retail and manufacturing sectors rapidly took up available city properties (Marsden 2000:29-30). Multi-storey factory, workshop and warehouse buildings, some designed by architects, increasingly took over the city.

Development in the city slowed with the Great Depression that commenced in October 1929 and continued through the early 1930s. Because of a lack of finance over this period, instead of new construction, some city buildings were substantially re-modelled to create new office, commercial and industrial spaces, and also for use by government.

From the 1930s, like the rest of Australia, an increasing proportion of the city's workforce took up jobs in manufacturing, an industry that led Australia's recovery from the economic depression and a time when, the *Encyclopedia of Melbourne* notes, a

*steep rise in tariffs, devaluation of the Australian pound, falling wages and electricity costs all made local producers far more competitive internationally. Textiles benefited first, then the metals industries and engineering took over as pacemakers* (Dingle 2008).

After being the centre of manufacturing in Australia in the 1920s, Melbourne's importance in this regard began to decline. During the 1940s many city factories and warehouses were left empty or converted for other uses (Context 2012:35).

From the end of World War Two to the beginning of the 1970s, Melbourne underwent the most sustained growth in its history, mostly based on the manufacturing industry. At the peak of industrialisation in 1966, 37 per cent of total employment in Melbourne was dedicated to manufacturing, compared to the national average of 27 per cent (Maher cited in Tsutsumi and O'Connor 2006:8.3). Australia's manufacturing output increased 6 per cent per year between 1949

and 1967, and between 1947 and 1966, 155,221 new manufacturing jobs were created in Melbourne alone, roughly one-third of which went to women (Dingle 2008).

However, by the mid-1960s,

*[the] postwar expansion of manufacturing could no longer be contained within the old ring of inner industrial suburbs. They had become crowded and congested. New methods of production required more space and single-storey buildings to accommodate assembly-line techniques. The fork-lift truck led to new kinds of factory buildings. An increasing use of electricity for power and road transport rather than rail to move goods, opened up new locational possibilities...During the 1960s manufacturing expanded most rapidly in Moorabbin and the Oakleigh-Clayton area. When the available sites were taken up the area of fastest growth then transferred to Broadmeadows and Waverley (Dingle 2008).*

City centres retained some manufacturing until the late 1970s, mostly in the areas of clothing, printing and food processing, sectors that increasingly employed women workers. By the 1990s manufacturing had declined to 16 per cent of total employment in Melbourne, and 77 per cent of the workforce were working in the tertiary sector (Marsden 2000:99-100).

### **Shaping the urban landscape**

#### *Expressing an architectural style*

The interwar period brought with it a surge in tall building construction in the central city, made possible by the use of structural steel and reinforced concrete framing. In response, a height limit was imposed by the Melbourne City Council in 1916, dictated by the limitations on fire-fighting at that time. A maximum height of 40 metres (132 feet) was dictated for steel and concrete buildings, a limit that was not broken until the 1950s. Architects experimented with a range of styles to express the increased height in buildings.

Some styles adapted the classical styles from earlier periods. Commercial buildings in the 1920s were mainly of the Commercial Palazzo style, as exemplified by Harry Norris's Nicholas Building in Swanston Street (1925). The style was an early attempt at creating a style suitable for the tall building. It was divided into a base, shaft and cornice, much like a Renaissance palazzo. The scale, however, was greatly enlarged, with the shaft stretching up to ten storeys.

Other styles were more closely associated with the modern movement and expressed a more dynamic and streamlined aesthetic. Emphasis was placed on the horizontal or vertical composition of a building to accentuate certain qualities of the building. In styles such as the Commercial Gothic style and the Jazz Moderne, vertical fins and ribs were used accentuated the increased height of buildings. Landmark examples include, respectively, Marcus Barlow's Manchester Unity Building (1929-32) and the Tompkins Bros' Myer Emporium in Bourke Street (1933). (Context 2012:19-20). The Moderne style typically expressed the horizontal plane with continuous bands of steel framed windows and masonry spandrels running across the full width of a façade, and often returning around a curved corner. A landmark example is Harry A Norris' Mitchell House at 352-362 Lonsdale Street (1937).

### **SITE HISTORY**

In 1839, two buildings existed on the subject site, and by 1855 the White Hart Hotel occupied the land. In 1888, a single-storey building on site housed Hutchison ironworkers and a two-storey building, the City Family Hotel; by 1905 a foundry and the Bush Inn Hotel were in operation on the

site (Fels, Lavelle & Mider 1993, Inventory no 267). Plans show that in 1910, prior to construction of the current building, the site, then addressed as 354-360 Post Office Place (Post Office Place was a portion of Little Bourke Street between Queen and Elizabeth streets), was occupied by A G Healing, a cycle tyre and plating works company (Mahlsted Map no 13, 1910).

A newspaper article of 1922 reported on the planned construction of a four-storey business block for Messrs A G Healing & Co at the corner of Post Office Place and White Hart Lane at a cost of £24,000. With a floor area of 40,000 square feet, the reinforced fire-resistant concrete building was designed by architects Sydney Smith, Ogg & Serpell and constructed by The Reinforced Concrete & Monier Pipe Construction Pty Ltd. Windows utilised fire-resisting glass, fireproof stairs, and fireproof doors. Passenger and goods elevators were included in the design. Messrs Healing planned to occupy the entire ground and first floors, with upper floors let to tenants for warehouse purposes (*Herald* 13 December 1922:16).

The design of the building actually constructed (today's subject building) differed in a number of ways from the original design (see Figure 1). The building constructed was increased in height from four storeys to six storeys (likely due to a growth in business at the time), some of the more decorative features were removed, and 'Melbourne House' was inscribed on the front of the building replacing 'A G Healing Coy Pty Ltd'.

The current six-storey building was constructed in 1923. The construction of a reinforced concrete warehouse had begun by December 1923, and that the warehouse was subdivided in July 1924 (MBAI 6036). By 1929, shop fronts had been constructed (MBAI 10643). The 1925 Mahlstedt plan shows the newly completed building (see Figure 2).



Figure 1. An impression of the building constructed for A G Healing & Co Pty Ltd in 1923 at 354-360 Post Office Place (today's 354-360 Little Bourke Street). The building actually constructed on the subject site differed to the plan shown, most obviously in being built as a six-storey structure, not four-storey and the deletion of the tower as depicted above. (Source: *Herald* 13 December 1922:16).



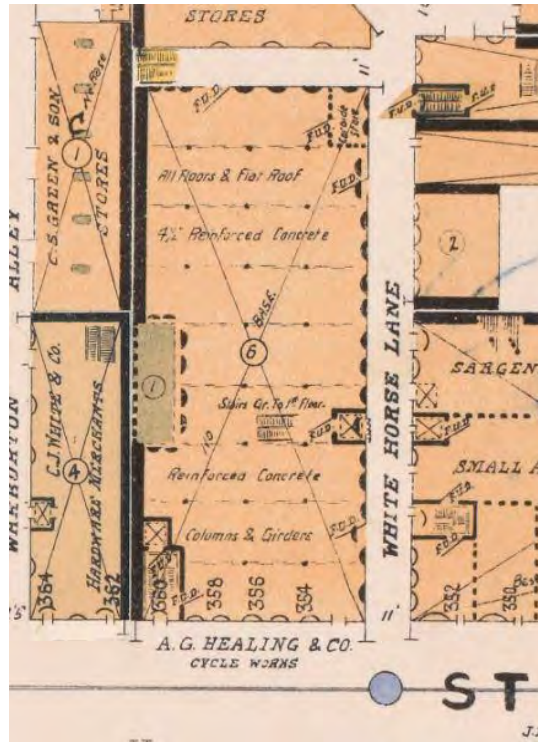


Figure 2. 354-360 Little Bourke Street, Melbourne. (Source: Mahlsted Map Section no 13, 1925)

By 1925, wholesale cycle (motorcycle and bicycle) traders, A G Healing & Co, operated branches in Melbourne, Sydney and Adelaide (*Advertiser* 20 November 1925:18). A description of A G Healing Ltd by Museums Victoria states:

*Alfred George Healing established a business in Bridge Road Richmond in 1896 initially as an agency for the London-based Haddon Cycle Company. By 1902, the A.G. Healing Ltd name appeared with an address in Niagara Lane, Melbourne. The company began importing FN motor cycles in 1903 and also marketed its own motor cycle under the 'Petrel' brand... In 1910, John 'Bert' Rhodes was appointed as Manager and the firm expanded its range of local and imported motor cycle components and engines...By the end of the First World War, Healings had become the largest motor cycle business in Australia. Their Healing bicycle brand was also well-known.*

By the 1930s the company had diversified into domestic goods, especially household radios, and motor cycle manufacture ceased. Just after World War Two, the company produced a powered version of its bicycle using a 30 c.c Wayco two-stroke engine mounted over the rear wheel. The 'auto cycle' concept was popular in the UK and Europe at the time as cars and motorcycles were expensive and hard to obtain. Petrol rationing also stayed in force until 1949 in Australia. The arrival of cheaper mopeds, scooters and cars in the 1950s soon made the auto cycle hard to sell and it largely disappeared. Healings [then] became a major local manufacturer of television sets and whitegoods (Museums Victoria Collections 2018a). Plans of 360 Little Bourke Street from 1925 indicate that A G Healing & Co, cycle works, occupied a new building on the site, which was constructed for the company in the same year (see Figures 1 and 2) (Mahlsted Map no 13, 1925; *Herald* 27 April 1927:1). A new factory was built in 1927 for A G Healing Ltd in Franklin Street, Melbourne, to a design by architects Sydney Smith, Ogg & Serpell (*Age* 27 April 1927:13). The company moved from 354-360 Little Bourke Street to its Franklin Street headquarters in that year. Melbourne House was sold for £68,000 in 1926 and the company closed in the 1970s (*Herald* 25 November 1926:1).

Melbourne directories in 1925 indicate that the building had been named Melbourne House by that year, and that all the floors were occupied by a variety of companies. These companies were almost all manufacturers or importers (S&Mc 1925). This continued to be the case through to 1950, with manufacturers and merchants continuing to be listed at the site (S&Mc 1933, 1938, 1942, 1950).

Some businesses maintained their tenancy in the building for long periods of time: for example, by 1950 Robert A Stevens, shoe adjusters had occupied part of the building for 20 years (*Argus* 21 February 1950:3). The building has not been altered significantly since it was constructed. An electric sign was added to the façade of the building in 1936, and timber staircases were replaced with steel stairs in 1986 (MBAI 16563; 61593). The six-storey building was refurbished in 1986 (MBAI 62155). This coincides with the time period that the building was used by the Leo Cussen Institute of Law; the building permit card indicates that the Institute made further changes in 1988 (MBAI 64638).

In 1992, Melbourne House was put up for auction, and purchased by Leo Cussen Institute in 1993. Described as substantial retail premises with five upper floors, the building was let on long leases to Paddy Pallin and the Leo Cussen Institute (see Figure 3) (*Age* 17 August 1992:26). Leo Cussen Institute of Law, an organisation established in 1972, occupied Melbourne House by 1988 (*Age* 17 September 1988:246).

Leo Cussen Institute of Law, an organisation established in 1972, occupied Melbourne House by 1988 (*Age* 17 September 1988:246). The Leo Cussen Institute purchased Melbourne House in 1993



and continued to operate from the building until selling it in 2017 (CT:V9759 F125; *Sydney Morning Herald* 26 September 2017). Today operating as the Leo Cussen Centre for Law, the institute was named after one of the leading figures in Australian legal history, Sir Leo Cussen (Leo Cussen Centre for Law 2018).

*Sydney Smith, Ogg & Serpell, architects*

Sydney Wigham Smith (1868-1933) and Charles A Ogg (1867-1932) formed a partnership in 1889. Smith was initially articled to his father, Sydney William Smith, who worked as an engineer and municipal surveyor in suburban Melbourne for some 30 years. Ogg worked for Reed, Henderson & Smart for five years before entering the partnership (Coleman 2012: 676).

The firm designed houses, shops, banks, hotels and churches, and their early designs drew on the Arts and Crafts and Art Nouveau styles of the United Kingdom. One of the notable examples in the city is Milton House, Flinders Lane (1901). From c1911 to 1914, the firm produced a series of innovative hotel designs, influenced by Arts and Crafts and Art Nouveau styles, largely in the inner suburbs, including the Bendigo Hotel, Collingwood (1911); Perseverance Hotel, Fitzroy (1911); and Kilkenny Inn, King Street, Melbourne (1913). Similar characteristics can be seen in their designs for a series of State Savings Banks, including Moonee Ponds (1905), Elsternwick (1907), and Yarraville (1909). All have symmetrical, red-brick façades with various combinations of bay, arched and circular window forms and render, wrought iron and terracotta detailing (Coleman 2012).

From the 1920s the work emerging from Sydney Smith, Ogg & Serpell represented some of Melbourne's largest commercial buildings, and reflected changing stylistic influences, including the commercial palazzo form. Awarded the 1933 Royal Victorian Institute of Architects' Street Architecture Medal, the Port Authority Building, Market Street, Melbourne (1929-31) is acknowledged as representing a culmination of these changes in stylistic influences. (Coleman 2012: 677) The Port Authority Building is listed on the Victorian Heritage Register (VHR No. H0965).

Smith and Ogg both died in the early 1930s; Charles Edward Serpell (1879-1962), who joined the partnership in 1921, continued to practice until he retired in 1956 (Coleman 2012: 676).

*Reinforced Concrete & Monier Pipe Construction Co, builders*

The Monier system of construction was patented in 1867 by Joseph Monier, a French manufacturer of garden ware who made planter pots of coarse mortar reinforced with a grid of small-diameter iron bars. The technique and patents were gradually extended to cover, amongst other things, arch bridges. Monier appears to have sold his patents in various territories outright and died in poverty in 1906 (*John Monash*).

In Australia in the late 1890s, the Sydney firm of Carter Gummow & Co (later Gummow & Forrest), with their engineer W J Baltzer, held Australian rights to the Monier reinforced concrete system. Professional interest in the new technique was promoted through engineering societies and journals and at exhibitions. The technique was adopted by The Reinforced Concrete and Monier Pipe Construction Co, formed in 1905 in Melbourne. From 1905 to 1914, John Monash was the engineering director of the company. The company engineered and manufactured reinforced concrete bridges, tanks, silos and buildings (*John Monash*).

## SITE DESCRIPTION

Melbourne House, 354-360 Little Bourke Street, is a six-storey interwar commercial building in the interwar Chicagoesque style. It exhibits some of the main characteristics of the style, such as a strong vertical emphasis resulting from projecting pilasters and mullions and with large horizontally proportioned windows separated by articulated spandrels at each floor. It is constructed using a reinforced concrete frame with a low pitch roof of corrugated iron. The façades are of painted render, over non-loadbearing brickwork. It is located on the north side of Little Bourke Street, a narrow, street with shallow basalt footpaths. Its eastern edge is bound by White Hart Lane.

Melbourne House is a typical and intact example of the early twentieth-century development in Melbourne. The shopfronts at street level have been substantially altered. Above the ground floor, a prominent decorative lintel, with fluted recessed panels, roundels and a panel with the words 'Melbourne House' in relief, provides a base for the upper storeys. Spandrels with recessed panels express the floor levels yet are subdued to emphasise verticality. Plain expressed pilasters and mullions run the entire height of the façade and terminate at a substantial cornice. The cornice extends across the major part of the façade, stopping short of a vertical element at each end, presumably housing the stairwell(s). Fenestration is generally restrained but appears to be substantially intact. The window openings are primarily horizontally proportioned with secondary vertically proportioned items. The windows that were probably steel framed have been replaced with single-pane non-openable windows with aluminium frames.

The eastern elevation, fronting White Hart Lane, is devoid of any extraneous detailing. Fire escape stairs remain fixed to the rear (north) elevation. Window openings at these elevations are original, though as for the principal elevation, the original window frames have been replaced.

## INTEGRITY

The building is relatively intact. Its original scale and form have been retained, with no upper floor additions. The original pattern of fenestration and window openings have been retained at the upper levels and the broad character of the building survives in its presentation to Little Bourke Street. The external wall surfaces of the traditional materials are also intact, as is the decoration to the lintel at the base of the first floor.

Alterations include the alteration of the street-level shopfront window, and replacement of the original windows at the principal and side elevations.

Overall the building is of high integrity.

## COMPARATIVE ANALYSIS

Structural steel and reinforced concrete framing became popular building materials in interwar Melbourne, inspired by Chicagoan architecture in the late nineteenth and early twentieth centuries. Departing from load-bearing brick walls, many 1920s examples employed these new building methods that allowed windows to become larger and more prominent on façades, whilst also allowing for increased building heights. Most of the buildings were designed in the interwar Commercial Palazzo or Chicagoesque styles, both of which derived from the rebuilding of the core area of Chicago after 1871.

Although they were characterised by an expressed structural system of concrete columns and floor plates, these examples typically retained elements of restrained classical detailing in the form of a rusticated base, expressed pilasters, projecting cornices and decorative mouldings.

The following images and descriptions have been adapted from CoMMaps, unless otherwise stated.

*Monier warehouses, 18 and 30 Oliver Lane, 1907 (VHR H1135; HO942)*

Two warehouses were built in 1907 using the Monier system of reinforced concrete. They are early examples of this technique in construction that was adapted from bridge construction. The external walls along Oliver and Higson Lanes consist of non-load bearing concrete infill panels, a precursor of curtain walling.



Figure 3. 18 and 30 Oliver Lane, built in 1907 (Source: VHD)

*Port of Melbourne Authority building, 29-31 Market Street, 1929-1931 (VHR H0965; HO723)*

The Former Port of Melbourne Authority Building is a nine-storey structure erected by Hansen and Yuncken in 1929-1931 to a design by Sydney Smith, Ogg & Serpell. The building's architectural worth was recognised soon after its completion, when it won the 1933 Royal Victorian Institute of Architects' Street Architecture Medal. Additional floors were added c2000.



Figure 4. 29-31 Market Street, built in 1929-1931. (Source: VHD)

*Hardware House, 386-392 Little Bourke Street, 1926 (Significant in HO1205 Guildford & Hardware Laneway Precinct)*

The six-storey corner building was built in 1926 as the new club premises for the Hardware Club, which was originally formed in the mid-1890s as a social club for members of the hardware trade. It was designed by architect J V Ward in the Chicagoesque style and constructed by the Concrete Building Company. Window joinery and glazing to the upper levels have been altered, although the original pattern of fenestration and broad character of the building survives.



Figure 5. 386-392 Little Bourke Street, built in 1926.

*333 Flinders Lane (HO647, Significant in HO506 Flinders Lane Precinct)*

A five-storey brick former warehouse with basement parking. Designed by HW & FB Tompkins in the Chicagoesque style and built in 1912 by John Carter for Edward Doery and William Tilley, principals of the boot warehouseman Doery Tilley & Co. The company held the property until 1969. It was refurbished and subdivided into offices in 1987.



Figure 6. 333 Flinders Lane, built in 1912.

*Benjamin House, 360 Little Collins Street, 1929 (HO1210)*

The commercial building (former warehouse) at 358-360 Little Collins Street, incorporates building components from pre-1869, 1871 and 1929. The latter works are most evident in the current building form and expression, including the five-storey height, Chicagoesque-style façade, and large windows to the east elevation above ground floor level.



Figure 7. 358-360 Little Collins Street, built in 1929.

*London Stores, 341-357 Bourke Street, 1925 (HO545, HO509 Post Office Precinct)*

341-357 Bourke Street consists of three interconnected buildings. The London Stores Building is a 10-storey concrete building with basement designed by HW & FB Tompkins in the Classical Revival style and built in 1925, 341 Bourke is a three storey brick building, while 345 Bourke is a four storey brick building built in the interwar Neo-Baroque style. The property was subdivided in 1995.



Figure 8. 341-357 Bourke Street, built in 1925.

*Equitable House, 335-349 Little Collins Street, 1925 (Recommended as significant in the Hoddle Grid Heritage Review)*



A substantial 1925 asymmetrical Commercial Palazzo style building designed by Stephenson and Meldrum.



Figure 9. 335-349 Little Collins Street, built in 1925. (Source: Context)

Melbourne House is a simple and restrained example of an interwar Chicagoesque style commercial building in Melbourne. It is comparable to other examples in the surrounding area that are included in the Heritage Overlay, in precincts or as individually significant places. Although the ground level shop fronts have been altered and the original windows replaced, the retention of original details such as the 'Melbourne House' lettering to the decorative lintel over the ground floor, is notable. As a reinforced concrete building using the Monier system it is relatively late in the use of this technology. As a building by Sydney Smith, Ogg & Serpell it is a modest example, with the former Port of Melbourne Authority building at 29-31 Market Street considered as an exemplar of their classical revival work.

The subject site is especially comparable to Hardware House, located at 386-392 Little Bourke Street, which has a similar level of intactness and integrity. Like at Melbourne House, the window frames and glazing have been replaced at Hardware House. Hardware House also has visible additions to the top. Hardware House is distinguished from Melbourne House by the retention of its two original shopfronts in broad form. At Melbourne House the street level shopfront window has been altered. Both buildings are in close proximity and were built at a similar time, and are similar in scale. In spite of the changes to upper level window joinery and glazing, both buildings retain the broad architectural character of the original building.

The design and degree of articulation and decoration at Melbourne House is quite restrained compared to more outstanding and elaborate examples of the style, and the façades are of painted render rather than more sophisticated or expensive materials such as glazed terracotta or face brickwork. Although restrained, Melbourne House is a competent and representative example of an architect-designed commercial and manufacturing building in the interwar Chicagoesque style.

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**ASSESSMENT AGAINST CRITERIA**


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✓

**CRITERION A**

Importance to the course or pattern of our cultural or natural history (historical significance).

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**CRITERION B**

Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

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**CRITERION C**

Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

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✓

**CRITERION D**

Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

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**CRITERION E**

Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

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**CRITERION F**

Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

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**CRITERION G**

Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

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**CRITERION H**

Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

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**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an individual heritage place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**      D

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**Central City Heritage  
Study 1993**      C

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**Review of Heritage  
overlay listings in the  
CBD 2002**      Ungraded

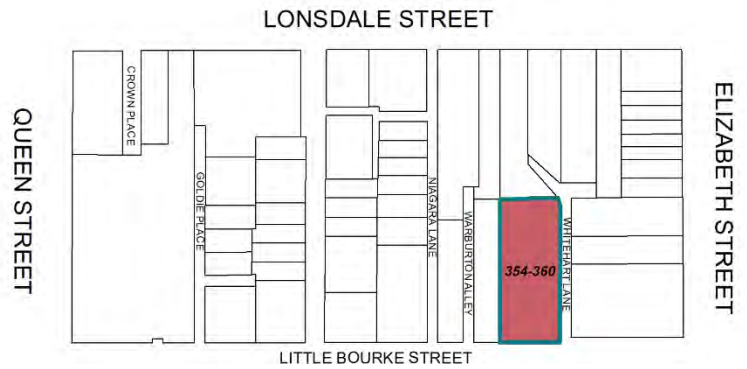
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**Central City Heritage  
Review 2011**      Ungraded

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## STATEMENT OF SIGNIFICANCE

Heritage Place: Melbourne House

PS ref no: HO [1345XXXX](#)

## What is significant?

Melbourne House at 354-360 Little Bourke Street, Melbourne, a six-storey commercial and manufacturing building of reinforced concrete built in 1923.

Elements that contribute to the significance of the place include (but are not limited to):

- The original building form, materials and detail;
- Pattern and size of original fenestration;
- External wall surfaces of painted cement render; ~~and~~
- Decoration to the lintel at the base of the first floor.

Alterations at the street-level shopfront and replacement of glazing at the principal and side elevations are not significant. They have not resulted in a major adverse impact on the integrity of the place.

**How it is significant?**

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Melbourne House is of local historical and representative significance to the City of Melbourne.

**Why it is significant?**

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Melbourne House at 360 Little Bourke Street is historically significant as a relatively intact example of the first wave of tall buildings constructed between World War One and World War Two that replaced the low-scale buildings dating from the nineteenth and early twentieth century. This wave of development evidences the rapid expansion of Melbourne's business and manufacturing sector. (Criterion A)

Melbourne House at 360 Little Bourke Street is historically significant as a purpose-built building for the business A G Healing & Co. Alfred George Healing established a wholesale motorcycle and bicycle trading business in Richmond in 1896, moving to Niagara Lane by 1902 and to 354-360 Post Office Place (the subject site), by 1910. The commissioning of 360 Little Bourke Street in 1923, corresponded with an interstate expansion of the company, which by the 1930s, had made A G Healing & Co into the largest motorcycle manufacturer and retailer in Australia. A G Healing & Co moved from Melbourne House in 1927. (Criterion A)

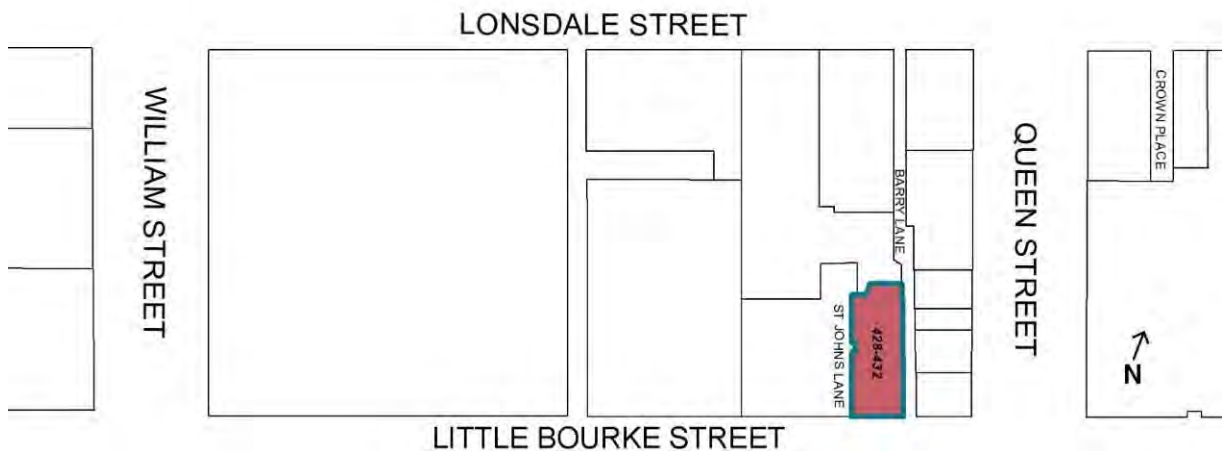
Melbourne House is significant as a relatively intact, competent and representative example of the interwar Chicagoesque style, which demonstrates the exploration of building styles that adapted classical traditions to the new taller forms. The building exhibits a strong vertical emphasis resulting from projecting pilasters and mullions and a substantial cornice. Articulated spandrels at each floor separate the horizontally proportioned windows. In spite of changes to upper level window joinery and glazing the building retains its original pattern of fenestration and the broad character of the original building. Built in 1923 to a design by well-known commercial architects Sydney Smith, Ogg & Serpell, Melbourne House is significant as a modest example of the widespread adoption of reinforced concrete structural frame technology which allowed buildings to be constructed to greater heights, with larger windows and more open floor areas than earlier load bearing building systems allowed. Its use of the patented Monier system of reinforced concrete construction, promoted by the Reinforced Concrete & Monier Pipe Construction Co. from 1905, is a relatively late example. It (Criterion D)

**Primary source**

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[Hoddle Grid Heritage Review \(Context & GJM Heritage, 2020\)](#)~~Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)~~ (updated March 2022)

<b>SITE NAME</b>	Former Printcraft House
<b>STREET ADDRESS</b>	428-432 Little Bourke Street Melbourne
<b>PROPERTY ID</b>	105867



SURVEY DATE: October 2018		SURVEY BY: Context	
<b>HERITAGE INVENTORY</b>	H7822-1232	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Gawler & Drummond	<b>FORMER GRADE</b>	C
<b>BUILDER:</b>		<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	Rispin Brothers 1923
<b>DEVELOPMENT PERIOD:</b>	<a href="#">Interwar Period (c.1919-c.1940)</a> Interwar Period (c1919-c1940)		